

Our heritage.
Our expertise.
Your assurance.
Your advantage.

addvantage
member scheme

Partnership programme 2018

A world of opportunities for your students,
your teachers and your school through
Addvantage



Our heritage

The British Council is the UK's international organisation for cultural relations and educational opportunities. We create friendly knowledge and understanding between the people of the UK and other countries. We do this by making a positive contribution to the UK and the countries we work with – changing lives by creating opportunities, building connections and engendering trust.

We work with over 100 countries across the world in the fields of arts and culture, English language, education and civil society. Each year we reach over 20 million people face-to-face and more than 500 million people online, via broadcasts and publications. Founded in 1934, we are a UK charity governed by Royal Charter and a UK public body.

We are globally renowned as an authority for our work in English teaching, testing and in supporting teachers of English.

In Bulgaria, we have been organising exams for 26 years. We are the first authorised examination centre of Cambridge English in the country and the sole examination centre for the IELTS test.

Our expertise

Over 70 examination boards and educational institutions trust us to deliver their exams around the world. We are recognised for our integrity in delivering high-quality exams services and professional English teaching and training. The exams we offer are widely known and recognised by schools, universities and employers in Bulgaria and around the world. We organise and deliver a range of exams in Bulgaria for all ages to meet your students' exam needs.

Your assurance

By registering exam candidates with the British Council you can enjoy the benefits of working with a trusted and professional organisation. Our high-quality examination management ensures your experience is 100% secure, transparent, positive and fair.

You are guaranteed a service which is friendly and accessible to everyone. Our examination staff is trained to meet our child protection standards and the requirements of candidates who have special educational needs.

As a member of **Addvantage** programme you will have access to services and benefits that will guarantee your candidates' success in taking exams and which enhances their skills, career and future!

Your advantage

You will receive an attractive package of benefits and enhanced services according to your membership level along with our expertise, dedication and commitment to you as one of our partners.

Addvantage is not just about exams alone, it's about helping schools, teachers, and candidates perform to the best of their ability by offering value added products and services from across the British Council. By partnering with the British Council through Addvantage you enter a world of opportunities through the variety of services we offer in Bulgaria in Exams, English, Education and Society and Arts.

How does Addvantage work?

Our partnership programme runs from 1 January to 31 December every year.

We will take into account all candidates that you have registered and who have sat the Cambridge English exams (Young Learners, Key, Preliminary, First, Advanced, Proficiency, Business , TKT) and the IELTS within this period. The total number of taken exams will determine your level of membership: Platinum, Gold, Silver or Bronze. Each level has attractive benefits for you to enjoy during the whole of the following year. The more exams you register for, the greater the benefits you receive.

Depending on the type of exams you register for – the Cambridge English suite or the IELTS – you will be awarded the respective status, for example Cambridge Bronze (if you have registered 5 to 39 candidates for any Cambridge exam level or a mixture of different levels) and IELTS Silver (if you have registered 21 to 60 IELTS candidates).

We will contact you at the beginning of every year to let you know what your current status is.

We will also announce this at our annual award ceremony where you will receive a certificate and a plaque.

What are the benefits?

There are several benefits which are specific for Cambridge English and others that are specific for the IELTS test. Additionally you will also receive a number of common benefits available to members registering candidates for all exams. You can see the full list of benefits which will be provided in 2018 on the next page.

Membership level for Cambridge English exams	Number of registrations for Cambridge English exams
Cambridge Bronze	5 to 39
Cambridge Silver	40 to 79
Cambridge Gold	80 to 119
Cambridge Platinum	120 +

Membership level for IELTS	Number of registrations for IELTS
IELTS Bronze	5 to 20
IELTS Silver	21 to 60
IELTS Gold	61 to 100
IELTS Platinum	101 +



Status	Bronze	Silver	Gold	Platinum
Benefits available to members registering for Cambridge English				
An attractive discount from our Cambridge English exams registration fees, specific to your membership level (valid only for block registrations and payments). You will be able to see the discounted prices on the online registration system directly	✓	✓	✓	✓
Unlimited number of student access accounts to “Road to Success” – the online support toolkit for Cambridge English B2 First and C1 Advanced, designed by the British Council	Standard access	Standard access	Full access	Full access
Benefits available to members registering for the IELTS				
Reimbursement of 7% of the amount paid for every 20 candidates who have taken the IELTS test.	✓	✓	✓	✓
Benefits available to all members				
NEW A free copy of an adapted book in English for your students	✓	✓	✓	✓
NEW Free access to two British Council Teaching English training online modules and a discount on more modules for your teachers	15%	15%	25%	25%
Discount on Aptis test fees		5%	10%	15%
Opportunity to organise presentations for parents and students, delivered by the British Council at your premises			✓	✓
NEW Parent Guide to English language exams	✓	✓	✓	✓
Opportunity for a British Council representative to attend one of your certificate ceremonies	✓	✓	✓	✓
Opportunity to have exams delivered at your premises (provided you meet British Council and Cambridge English standards and requirements)				✓
An Add vantage membership certificate or poster	✓	✓	✓	✓
Our Add vantage newsletter full of helpful advice and tips for exam preparation, upcoming events and more	✓	✓	✓	✓
Free promotional leaflets, posters and other materials	✓	✓	✓	✓
Invitations to attend our free teacher training workshops for Cambridge English and IELTS	✓	✓	✓	✓
Your institution’s contact details on our website	✓	✓	✓	✓
Access to the British Council platform for easy online block exam registration	✓	✓	✓	✓

Road to Success

Road to Success from the British Council is our online exam preparation website for Cambridge English B2 First, B2 First for Schools or C1 Advanced exams. It offers your candidates last-minute practice and revision exercises online to help them prepare and succeed in these exams. Standard access to the website offers candidates practice in all four papers: Listening, Reading and Use of English, Writing and Speaking. There is a focus on applying exam strategies, practice and reflection on your answers.

Full access includes personalised writing and speaking feedback from a British Council tutor. Candidates can submit up to two pieces of writing and speaking online and will receive correction and a comment which highlights their strengths and weaknesses and provides suggestions for improvement. Teachers can also log in to view their students' progress.

We will provide access to all candidates you register for B2 First, B2 First for Schools and C1 Advanced within just 3 working days after the block registration has been confirmed by our exams team. Candidates and teachers will receive their username and password by email.

<http://learn-english-exams.britishcouncil.org>

Parent Guide to English language exams

You may use this brand new promotional tool to guide your students' parents on how to help their children prepare at home and why English exams will lead to success in future study and work opportunities.

It will also give parents advice and tips for how they can make use of free British Council online resources.

We will send you an electronic copy of the Parent Guide by email so you can then forward it to your students' parents.

IELTS bonus scheme

We will return to you 7% of the amount you have paid for every 20 candidates' IELTS exam fees (excluding fees which have been refunded). This bonus scheme is not limited in time, meaning that the numbers you have registered will be carried over to the next calendar year. To be able to refund you, we will require an invoice from your institution.

Aptis

Aptis is a British Council-designed testing tool which can efficiently and accurately assess the English skills of students or employees within your institution for speaking, writing, reading and listening. It has several different versions, including General, Advanced, Teens and Teachers, all of which are internationally-benchmarked to the Common European Framework of Reference for Languages (CEFR).

Aptis can be delivered anywhere, anytime as it is held in a computer-based version.

Find out more about Aptis on our website.

www.britishcouncil.bg/aptis

Free access to two British Council TeachingEnglish training online modules and a discount on more modules for your teachers

Your teachers will be offered access to two free modules on British Council's TeachingEnglish online platform for teachers. In addition, we offer a 15% (Bronze and Silver status) or 25% (Gold and Platinum status) discount for all of the other self-access modules (excluding moderated courses). You will receive an invitation and more information about the TeachingEnglish training platform and how to get started and register for modules.

<http://teachingenglish.english.britishcouncil.org>

Using the programme logo and strapline

The terms and conditions for **Addvantage** membership, including the use of the logos and straplines, are outlined in the Application form. By signing the form you agree to abide to them strictly.

The logo can be used on any of your promotional materials, both electronic and printed.

If you are a new member, you can start using the logos immediately after submitting the signed application form. However, we would expect you to start registering candidates in no more than six months from your registration on the programme. Otherwise, you will have to stop using the logo and strapline.

Being our partner and promoting your institution as a member of the **Addvantage** programme means that you should register candidates for Cambridge English exams and the IELTS exclusively with British Council in Bulgaria. Should you decide to register exam candidates with another examination centre, you must stop using the logo and the strapline immediately and remove any publicly displayed materials that imply any partnership with the Examination Centre of British Council in Bulgaria.



Member of the **Addvantage** partnership programme of British Council in Bulgaria

Член на партньорската програма **Addvantage** на Британски съвет в България



Authorised British Council IELTS Registration Centre

Оторизиран IELTS регистрационен център към Британски съвет

How to become our partner?

What you should do

Step 1

If you are a new member or renewing your membership after a pause, please send us your completed Application form (available on our website). Existing members do not have to re-submit the form every year.

Step 2

Start submitting block registrations for Cambridge English exams and the IELTS.

Step 3

Stay on the membership scheme by continuing to register for exams with us the following year.

What we will do

Send you the access details of your online "Preparation Centre Portal (PCP)" for Cambridge English exams and the IELTS Group entry form. Provide the **Advantage** logo and strapline for promotional purposes and the IELTS Registration centre logo (if applicable).

Count the number of exams your candidates have sat in the period from 1 January until 31 December every year.

Inform you of your membership status at the beginning of the following year and provide you with the respective benefits which you can make use of throughout the whole year.



If you would like to register candidates with us and receive more information about our Advantage member scheme please contact us.

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