

# A partnership with shared goals

**The British  
Council IELTS  
Partnership  
programme**



**IELTS**



# How we can work better, together

Our success as the British Council and IELTS comes from working closely with valued partners like you.

Across the world, with our network of Partnership Programmes, we recognise and reward organisations just like yours: agents, schools and businesses that register and prepare test takers for IELTS.

Our programme exists to help you get ahead – with advantages like networking opportunities and being associated with a leading language brand.



### **Brand association**

After your first year of registrations, you'll receive a membership certificate and plaque. Plus, your organisation will be listed on your local British Council website. You'll even have exclusive permission to use the straplines: 'IELTS registration centre for the British Council' and 'Member of the British Council IELTS Partnership Programme' in your marketing material.



### **Marketing support**

You'll have everything you need to get off to a good start with our wide range of free marketing materials. Promote IELTS to your test takers, in your way: you can choose from brochures and banners through to full co-branding of relevant areas of your premises.



### **Training opportunities**

We'll get your staff in charge of IELTS up to speed, with helpful training on the registration process. You can even access free agent or teacher training (depending on your location).



### **Learning resources**

You may qualify for more benefits to help you go even further. Depending on location, you could get free or discounted access to IELTS preparation materials, enhanced operational benefits, and invitations to local, regional, or even global events.

# We go further, together

We set up the British Council IELTS Partnership Programme to empower partner organisations to unlock their full potential. When you become a member organisation, you enjoy access to British Council tools and training, plus generous incentives for supporting test delivery and recruiting test takers.

## British Council is a proud co-owner of IELTS

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 more than 100 countries across the world in the fields of arts and culture, the English language, education and civil society. Last year, we reached more than 80 million people directly and 791 million people overall, including online, through broadcasts and publications.

Our overarching aim is to deepen trust and understanding within and between communities.

The strength and continuing success of the British Council rests on partners who support us. While working with our partners, we create platforms with a focus on building links to encourage collaboration and exchange. By partnering with you, we aim to enhance your students' education, employment and life prospects.

Everything you need to know about our Partnership Programme and its benefits can be found here in this brochure. We look forward to working with you.

## About IELTS

The International English Language Testing System (IELTS) is a globally trusted English language test.

More than 11,500 organisations around the world accept IELTS. That's more than 11,500 opportunities for your test takers to be seen and rewarded for their skills. Our English language test is also the only one accepted by key immigration authorities in Australia, Canada, New Zealand, United Kingdom and the United States of America.

Since IELTS is recognised by educational institutions, employers, governments and professional bodies globally, your test takers can be confident it'll open doors anywhere. And we've made sure IELTS is widely available too – with over 1,600 IELTS test locations in more than 140 countries worldwide, and tests delivered on paper or on computer.





1,600 test locations.

140 countries worldwide.

5

The world's most popular English language proficiency test.







# One partnership, many possibilities

## British Council IELTS Partnership Programme Bulgaria

We're proud to work with organisations just like yours across the world: organisations that support IELTS test delivery and test taker recruitment by promoting IELTS with the British Council.

### Benefit from the beginning

From the moment you begin working with us, you'll enjoy benefits that continue to grow over time.

### Partnership with us lets you:

- Use British Council and IELTS brand association as a symbol of trust and reliability to promote your business
- Empower your test takers to succeed, with access to the additional extras membership provides.
- Train and support your staff to deliver IELTS with confidence

### Your membership level

Your membership level is set by a British Council staff member. Our staff are responsible for the programme's smooth running.

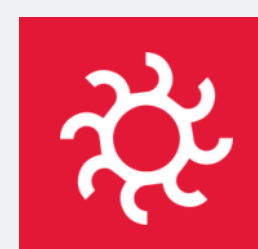
Each year we make sure the programme is working successfully for everyone. As part of that process, we take a look at the number of test takers your organisation has been able to register with the British Council.



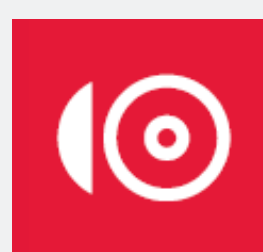
Bronze



Silver



Gold



Platinum

## **Bronze**

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Criteria: Registration of 1-20 test takers with the British Council in a school year (01 September - 31 August).

### **Benefits of the Bronze Membership include:**

1. Welcome pack folder with information and guidance on the programme
2. Your school details on our website
3. Certificate of BRONZE partner status recognition
4. Official British Council branded 'member of IELTS Partnership Programme' plaque.
5. Use of official strapline/Logo: 'Member of British Council IELTS Partnership Programme'
6. IELTS posters for premises branding
7. Training on product and registration process for partner staff (F2F or online)
8. Standard BRONZE level customer support

### **In BULGARIA you will also receive the following benefits at this level:**

1. Access to IELTS B2B Agent Portal
2. 25% discount on the provider's retail price to the Road to IELTS Institutional version – Anonymous
3. On demand IELTS test (on demand tests can be held for at least 15 IELTS candidates at your premises, if your space meets the conditions for organising the IELTS test)
4. Flexible speaking exam dates
5. Last minute registration in accordance with the deadline given by the exam board
6. One complimentary test cancellation
7. One complimentary test date transfer
8. Invitation to country IELTS members meetings/award ceremony (annual)
9. Access for IELTS Teacher training seminars/webinars
10. In-person support for your open days, parent meetings and graduation ceremonies

## **Silver**

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Criteria: Registration of 21 - 50 test takers with the British Council in a school year (01 September - 31 August).

### **Benefits of the Silver Membership include:**

1. All BRONZE benefits
2. Listing on Take IELTS Website
3. Certificate of SILVER partner status recognition
4. IELTS pull-up banner
5. Enhanced SILVER level customer support

### **In BULGARIA you will also receive the following benefits at this level:**

1. One free license to the Road to IELTS Institutional version - Anonymous
2. Two complimentary test cancellations
3. Two complimentary test date transfers
4. On demand training sessions/ workshops – 2h duration for a min. of 10 participants





**Criteria: Registration of 51-100 test takers with the British Council in a school year (01 September - 31 August).**

**Benefits of the Gold Membership include:**

1. All SILVER benefits
2. Certificate of GOLD partner status recognition
3. IELTS branded pull up banner
4. In-person support for your open days, parent meetings and graduation ceremonies
5. Enhanced GOLD level customer support

**In BULGARIA you will also receive the following benefits at this level:**

1. Two free licenses to the Road to IELTS Institutional version - Anonymous
2. Three complimentary test cancellations
3. Three complimentary test date transfers



**Criteria: Registration of 101+ test takers with the British Council in a school year (01 September - 31 August).**

**Benefits of the Platinum Membership include:**

1. All GOLD benefits
2. Certificate of PLATINUM partner status recognition
3. IELTS branded pull up banner
4. In-person support for your open days, parent meetings and graduation ceremonies
5. Enhanced PLATINUM level customer support

**In BULGARIA you will also receive the following benefits at this level:**

1. Three free licenses to the Road to IELTS Institutional version - Anonymous
2. Four complimentary test cancellations
3. Four complimentary test date transfers



# 5 simple steps to becoming a British Council IELTS Partner Organization:

Our British Council IELTS Partnership Programme exists to recognise the great work our partner organisations do in promoting IELTS around the world.

As a member you'll get access to tools and training designed to help you and your test takers get the most out of IELTS. Plus generous incentives for supporting IELTS test delivery and recruiting test takers.

1

Go: [takeielts.britishcouncil.org/ielts-partner-organisations](https://takeielts.britishcouncil.org/ielts-partner-organisations)

2

Click 'How to become an IELTS registration partner' and then 'Get in touch'

3

Fill in the registration form with your details

4

You'll get an email with the documents you need to complete your registration

5

Once we get your application, we'll be in touch to finish the process











# Do you have questions?

See our frequently asked questions below  
– or get in touch for more information.

## **Who can become a member of the British Council IELTS Partnership Programme?**

If you help test takers learn English, place them in universities and/or help them with migration procedures, you can become a member. Eligible organisations may also be privately-held training schools, educational institutions, support companies, venue partners and pathway providers.

## **How long is our membership valid for?**

You're awarded programme membership based on your average test taker registrations during a school year (01 September - 31 August). Once awarded, your membership is valid for the following year. Your membership status is then reviewed at the end of that period.

## **We've just started registering test takers with the British Council. How can we be part of the programme?**

If you're new to working with us, you can enrol in the programme by visiting our website [takeielts.britishcouncil.org/partner-organisations](https://takeielts.britishcouncil.org/partner-organisations) and following the registration steps we've shared.

## **Is there anything else we need to become a member of the British Council IELTS Partnership Programme?**

To register test takers for IELTS using the British Council online registration system, you'll need to sign an agreement with the British Council if you choose to organise an examination session on your premises and meet the necessary requirements

## **When and how will we receive our membership benefits?**

This all depends on your location. Each of our partners enjoy universal provision of a few core benefits, but the specifics of IELTS partnership programmes vary from country to country.

## **Will membership benefits be the same next year?**

We're always trying to better our services. That means we periodically review our membership benefits, taking on feedback from partner organisations like yours across the world.

### Terms & Conditions:

- This programme is only open to partners who have registered test takers for IELTS with the British Council.
- Membership level is based on the number of registrations during a school year (01 September - 31 August).
- Use of the British Council logo is not permitted.
- The British Council reserves the right to alter, amend or cancel this programme at any time, without prior notice.



[takeielts.britishcouncil.org/partner-organisations](https://takeielts.britishcouncil.org/partner-organisations)

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