



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

**addvantage**  
member scheme



## Our heritage.

The British Council was founded in 1934. Since then, our organisation has expanded to 200 offices in more than 100 countries around the world.

We create international opportunities for the people of the UK and other countries and build trust between them worldwide. Each year we work with millions of people, connecting them with the United Kingdom, sharing our cultures and the UK's most attractive assets: **English, the Arts and Education and Society**. We are renowned globally as an authority for our work in English testing and in supporting teachers of English.

## Our expertise.

**Equal opportunities** – we create international opportunities and build relationships between people of different cultures and places. Diversity and equal opportunities are crucial for us. 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 Romania and around the world.

## Your assurance.

No other examination centre in Romania can rival our unparalleled 80 years' experience in delivering international exams. Our top quality examination management ensures your students' experience is 100 per cent secure, transparent, positive and fair. You are guaranteed a service which is friendly and accessible to everyone. Our examinations staff is trained to meet our **child protection standards** and the requirements of candidates who have special educational needs.

## Your advantage.

We recognise that for a relationship to be long-lasting, it must be mutually beneficial. The advantage© member scheme is designed to add value to the work we do with our supplier schools with the aim of fostering loyalty.

It is not just about the 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 to help them meet a diverse range of needs. By partnering with the British Council through advantage, you enter a world of opportunities through the variety of services we offer in Romania: Exams, English, Education and Society and Arts.



## Who is addvantage for?

For all schools and language schools that register candidates for any of the Cambridge English Language Assessment, IELTS or Aptis exams organised by the British Council from January 2017 to December 2017.

## How does addvantage work?

1. Apply by completing the addvantage application form, which you can download from our webpage
2. Register your students for exams using the block entry registration procedure
3. Pay one collective payment
4. Receive membership benefits at the beginning of the calendar year according to your membership level.

Our membership scheme runs from 1 January 2017 to 31 December 2017. The benefits you receive depend on the number of points you get according to the exam levels you registered candidates for.

1 to 150 points	<b>addvantage standard</b>
151 to 400 points	<b>addvantage plus</b>
Over 401 points	<b>addvantage premium</b>

As you register more candidates with us you will enjoy greater benefits, as an appreciation of your loyalty. You can check your ranking with your exam centre: British Council Bucharest, British Council Cluj or British Council Iasi.

The following points are awarded according to the exam level you register candidates for, as a British Council preparation centre.

- ▶ **YLE = 1 point**
- ▶ **KET, PET = 2 points**
- ▶ **FCE, CAE, CPE = 3 points**
- ▶ **IELTS = 3 points**
- ▶ **Aptis = 2 points**





## Loyalty points

For traditional centres (centres working with us uninterruptedly for the last 5 years or more), loyalty points will be awarded. The number of loyalty points / year is 10 and this is cumulative starting with 2012, when the new advantage scheme was implemented. Points will be added from year 2017 onwards, not backwards.

## Minimum level of services:

### Benefits for your students:

- Free tips, practice and feedback on writing samples for the FCE and CAE candidates through our British Council Road to Success website
- Free 30 h of online preparation course Road to IELTS
- 10% discount applied to CAE block entry registrations of candidates from bilingual and intensive English classes
- Trained and experienced supervisors, invigilators and examiners who meet British Council as well as examination board standards
- High quality venues
- Online exam results

### Benefits for teachers:

- Subscription to ELT resources updates for teachers of English
- Free Cambridge English workshops and seminars subject to minimum requirements set by British Council
- Free teacher training workshops organised exclusively for the preparation centres
- Financial incentives in the form of gift vouchers for the work of the closed sub-centre coordinator nominated by the partner institution and for the teachers acting as invigilators on the exam day
- Formal letters ("adeverinte") for teachers involved in preparing and offering support for the exam organisation in closed centres

### Benefits for your school:

- Reimbursement for closed sub-centres for the following expenses: stationery, lunch and refreshments for venue staff on the exam day, according to contractual specifications
- Promotional materials (handbooks, brochures, leaflets)
- A plaque for your school advertising your partnership with the British Council

### British Council free of charge websites:

- [www.britishcouncil.ro](http://www.britishcouncil.ro)
- [www.britishcouncil.org/learnenglish](http://www.britishcouncil.org/learnenglish) - different activities and grammar exercises as well as skills-based activities and IELTS exam preparation
- [www.teachingenglish.org.uk](http://www.teachingenglish.org.uk) - huge range of resources that can be tailored to particular needs, including lesson plans and tips, articles, teaching video

- [englishagenda.britishcouncil.org/research-publications](http://englishagenda.britishcouncil.org/research-publications) - a wide range of research and publications, which teachers can access free of charge and use as bibliography for their own research, for examinations they might need to take or for general ELT reading
- [learnenglishkids.britishcouncil.org/en](http://learnenglishkids.britishcouncil.org/en) and [learnenglishteens.britishcouncil.org](http://learnenglishteens.britishcouncil.org) - online activities created for kids and teens to learn English, including games, songs, stories and specially created activities that can be used during the classroom
- [learnenglish.britishcouncil.org/en/apps](http://learnenglish.britishcouncil.org/en/apps) - mobile apps which students and their teachers can download onto their mobile devices (on Windows mobile, Android and IOS operating systems) and use as additional tools to learn English

We reward all our partnering centres with our minimum level of services plus the following benefits:

<b>advantage standard</b> <b>1 point =&gt; 150 points</b>	<b>advantage plus</b> <b>151 points =&gt; 400 points</b>	<b>advantage premium</b> <b>over 401 points</b>
<p><b>Our minimum level of service, plus:</b></p> <ol style="list-style-type: none"> <li>1. Your school details on our website</li> <li>2. Exam presentations for teachers, candidates and their parents</li> <li>3. One Aptis or Aptis for Teens examination</li> <li>4. A British Council advantage certificate</li> <li>5. The advantage logo on your promotional materials</li> <li>6. One past paper material for any Cambridge exam</li> </ol> <p>For centres having above 60 points =&gt; 150, on top of the above, the following benefits are awarded:</p> <ul style="list-style-type: none"> <li>- RON 500 voucher to buy exam preparation materials from Fischer International</li> <li>- RON 50 voucher for British Council Professional Development Courses <a href="https://www.britishcouncil.ro/en/teach">https://www.britishcouncil.ro/en/teach</a></li> </ul>	<p><b>STANDARD benefits plus:</b></p> <ol style="list-style-type: none"> <li>1. Tailor-made workshops for English teachers</li> <li>2. RON 800 voucher to buy exam preparation materials from Fischer International</li> <li>3. One Past Papers collection book from Cambridge University Press (KET, KET for Schools, PET, PET for Schools, FCE, CAE, CPE)</li> <li>4. One free invitation to the annual Fischer conference</li> <li>5. RON 100 voucher for British Council Professional Development Courses (<a href="https://www.britishcouncil.ro/en/teach">https://www.britishcouncil.ro/en/teach</a>)</li> <li>6. Free administrative services for any university or professional exam</li> <li>7. Based on the previous year candidature, the preparation centre will benefit from 5% discount for the registrations that are taking place in 2017*</li> <li>8. One free Cambridge English exam.</li> </ol>	<p><b>STANDARD benefits plus:</b></p> <ol style="list-style-type: none"> <li>1. Tailor-made workshops and seminars for your teachers of English</li> <li>2. RON 1100 voucher to buy exam preparation materials from Fischer International</li> <li>3. advantage promotional materials</li> <li>4. Two Past Papers collection books from Cambridge University Press (KET, KET for Schools, PET, PET for Schools, FCE, CAE, CPE)</li> <li>5. Two Speaking Test Preparation Packs (KET, KET for Schools, PET, PET for Schools, FCE, FCE for schools, CAE, CPE, BEC)</li> <li>6. Two free invitations to the annual Fischer conference</li> <li>7. Two free of charge Cambridge English exams.</li> <li>8. Three free Aptis or Aptis for Teens tests</li> <li>9. Three free TKT examinations</li> <li>10. RON 200 voucher for British Council Professional Development Courses <a href="https://www.britishcouncil.ro/en/teach">https://www.britishcouncil.ro/en/teach</a></li> <li>11. Based on the previous year candidature, the preparation centre will benefit from 10% discount for the registrations for 2017*</li> <li>12. 50% discount at the RATE conference /1 person/centre</li> </ol>

\* the discounts will be applied for all exams except YLE and IELTS.

## advantage Terms and Conditions 2017

### General Conditions

1. These terms and conditions define the rules, scope and conditions of participation in the partnership scheme offered by the British Council, hereafter referred to as **advantage** for 2017.
2. The **advantage** Partnership Scheme is fully owned and operated by the British Council.
3. The fourth edition **advantage** will operate from 1 January 2017 to 31 December 2017.

### Rules for participation

4. **advantage** is open to any institution which registers exam candidates as a block entry **ONLY** through British Council between 1 January 2017 and 31 December 2017.  
The Cambridge English exams taken into account are the following: YLE, KET, KET for Schools, PET, PET for Schools, FCE, FCE for Schools, CAE, CPE, BEC, TKT.  
IELTS and Aptis candidates are added on the basis of the list sent by the requesting institution at the end of each month, comprising the names of the students who sat the IELTS at the British Council open sessions or closed centres.
5. The offer which particular members of the scheme are entitled to, is dependent of the number of points collected between 1 January 2017 and 31 December 2017, for the exams listed in section 4.
6. To activate their membership, qualifying institutions must complete and sign the last page of these Terms and Conditions and return to the **advantage** Manager:  
**Roxana Ene**  
Business Development Manager/ Examinations Services  
British Council | Romania | Calea Dorobantilor 14, Bucharest 010572  
**T +40 (0)21 307 9638 | M +40 (0)733 109 880**  
**F +40 (0)21 307 9601**  
**E: roxana.ene@britishcouncil.ro**
7. Member institutions have the right to cease membership at any point. This should be done in writing to the **advantage** Manager.
8. Membership will cease from the point the British Council receives written notification requesting this. At the point of cessation of membership, all entitlement to benefits of the scheme will cease. **We regret that any benefits not claimed by 31 December 2018 will expire. They cannot be carried forward.**

### Group membership

9. Where an institution enters candidates through an “umbrella” organisation such as an Association or a collective group of schools, the “umbrella” organisation shall receive a level of membership and the associated benefits based on the collective number of points earned. In addition, individual schools who are members of the “umbrella” organisation will receive their own standard level of membership, regardless of their contribution to the overall number of entries put through the “umbrella” organisation. Still, only one school must coordinate the entire block entry registrations and keep contact with the British Council exams staff.

### Benefits of **advantage**

10. In addition to our standard level of service, members will be entitled to the benefits in 2018 according to their level of membership mentioned above.
11. The **advantage** logo can be used as per the validity period mentioned in the contract.

### Communicating membership

12. Should the member wish to communicate their **advantage** membership by any other method whatsoever, this must be agreed with the British Council in writing well in advance  
Applications should be made to the **advantage** Manager.

### Amendments to the regulations

13. The British Council reserves the right to end the programme prior to the date mentioned in section 4 or to extend it beyond this date upon relevant notice.

14. The British Council reserves the right to introduce amendments to these regulations and undertakes to inform the members of the scheme of the amendments by email. Such amendments will be valid and effective as of the date of the notification to the members or at any later date stated by the British Council in the relevant notification.



Contact us

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