



ASSET CLUB

ACCELERATE YOUR SUCCESS
WITH THE **IELTS PARTNERSHIP PROGRAMME**

www.britishcouncil.in

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 [IELTS.BritishCouncilIndia](https://www.facebook.com/IELTS.BritishCouncilIndia)

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Welcome to the IELTS Partnership Programme

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.

The British Council has long-standing experience in delivering high-quality exams that help empower individuals and organisations across 110 countries worldwide. With excellent infrastructure, experienced personnel and thoroughly researched assessment and training content, the British Council helps over two million people every year chase life-changing opportunities. Backed by our expertise and global experience in English language teaching and examinations, we aim to offer the best resources and professional support to your staff, teachers and students.

The strength and success of the British Council rests on partners, like you, who support us. Through the IELTS Partnership Programme, you will have access to world-class resources developed by the British Council and enhanced services available exclusively for your institution or organisation.

This brochure has all the information that you need about this programme and its benefits. We look forward to a long and successful alliance.

Over 1,100 test centres across the globe and over 45 in India alone

IELTS with the British Council

Accepted by over 10,000 organisations worldwide, including schools, universities, employers, immigration authorities and professional bodies, IELTS (International English Language Testing System) is recognised as the world's leading English language proficiency test.

Over 3,400 institutions and programmes in the US alone, accept IELTS as valid proof of competency in English.

Over 3 million IELTS tests were taken in the past year.

The British Council's centralised, online registration system is designed to provide, both you and your students, easy access to all information about IELTS and registering for the test.

We also offer test takers a range of free resources to aid their preparation for the test. These include the Road to IELTS, an online preparatory resource, which provides practice tests where test takers simulate the test experience and intensive preparatory material on vocabulary, reading, writing, listening and speaking. It is the best online course available to give students the necessary training to enhance their performance in the test.



About the British Council IELTS Partnership Programme

The British Council IELTS Partnership Programme is a membership programme for organisations that support IELTS test taker registrations through endorsement and promotion of the British Council services. It has been initiated to recognise the importance of our partners and to demonstrate our appreciation for their support.

It offers you a range of benefits that will accumulate during the length of your association with us, enabling a long-term mutually beneficial partnership.

Your participation in the programme will begin in one of the six levels of membership

Silver



Gold



Platinum



Platinum Plus



Premier



Premier Plus



Your level of membership is reviewed at the end of every year, depending on the number of test takers who register for IELTS with the British Council, through your organisation.



What comes along with your membership?

- Professional support and development opportunities for your trainers
- Wide range of intensive learning resources for your students
- Range of exclusive support services and other resources from the British Council
- Framed certificate from the British Council recognising your institution as a Member of the British Council IELTS Partnership Programme
- Exclusive access to use the following strap-lines in your marketing communications:
 - 'IELTS Registration Centre for the British Council'
 - 'Member of the British Council IELTS Partnership Programme'





Silver level

Criteria:

60 – 240 annual paid registrations

- » IELTS presentation by a British Council representative
- » Complimentary indoor signage that recognises your institute as an IELTS registration centre
- » Access to IELTS promotional materials: Posters, Leaflets, Brochures
- » Complimentary learning resource(s): 1 (in a year)
- » 1 complimentary test date transfers + 1 complimentary EOR in a year
- » Exclusive IELTS Skills Seminar for 3 participants
- » Invitation to IELTS Partners' Meet
- » Listing on the British Council website



Gold Level

Criteria:

241 – 600 annual paid registrations

- » IELTS presentation by a British Council representative
- » Complimentary indoor signage that recognises your institute as an IELTS registration centre
- » Official British Council branding and promotional materials like brochures, posters, standees and signage
- » Complimentary learning resource(s): Upto 4 (in a year)
- » 3 complimentary test date transfers + 1 complimentary EOR in a year
- » 2 Complimentary seats for your trainers at the IELTS Train the Trainer (TTT) programme
- » Exclusive IELTS Skills Seminar for 5 participants
- » Invitation to IELTS Partners' Meet
- » Listing on the British Council website



Platinum level

Criteria:

601 – 1,200 annual paid registrations

- » IELTS presentation by a British Council representative
- » Complimentary indoor signage that recognises your institute as an IELTS registration centre
- » Official British Council branding and promotional materials like brochures, posters, standees and signage
- » Complimentary learning resource(s): Upto **5** (in a year)
- » **5** complimentary test date transfers + **1** complimentary EOR in a year
- » **3** Complimentary seats for your trainers at the IELTS Train the Trainer (TTT) programme
- » Exclusive IELTS Skills Seminar for **3** participants
- » Invitation to IELTS Partners' Meet
- » Listing on the British Council website



Platinum Plus level

Criteria:

1,201 – 1,999 annual paid registrations

- » IELTS presentation by a British Council representative
- » Complimentary indoor signage that recognises your institute as an IELTS registration centre
- » Official British Council branding and promotional materials like brochures, posters, standees and signage
- » Complimentary learning resource(s): Upto **5** (in a year)
- » **8** complimentary test date transfers + **3** complimentary EOR in a year
- » **4** Complimentary seats for your trainers at the IELTS Train the Trainer (TTT) programme
- » Exclusive IELTS Skills Seminar for **4** participants
- » Reserved seats for your candidates 15 days prior to the exam dates: **10**
- » Invitation to IELTS Partners' Meet
- » Listing on the British Council website



Premier level

Criteria:

2,000 - 2,999 annual paid registrations

- » IELTS presentation by a British Council representative
- » Complimentary indoor signage that recognises your institute as an IELTS registration centre
- » Official British Council branding and promotional materials like brochures, posters, standees and signage
- » Complimentary learning resource(s): Upto **10** (in a year)
- » **10** complimentary test date transfers + **5** complimentary EOR in a year
- » **10** Complimentary seats for your trainers at the IELTS Train the Trainer (TTT) programme
- » Exclusive IELTS Skills Seminar for **10** participants
- » Reserved seats for your candidates 15 days prior to the exam dates: **12**
- » Invitation to IELTS Partners' Meet
- » Listing on the British Council website



Premier Plus level

Criteria:

3,000+ annual paid registrations

- » IELTS presentation by a British Council representative
- » Complimentary indoor signage that recognises your institute as an IELTS registration centre
- » Official British Council branding and promotional materials like brochures, posters, standees and signage
- » Complimentary learning resource(s): Upto **10** (in a year)
- » **10** complimentary test date transfers + **10** complimentary EOR in a year
- » **20** Complimentary seats for your trainers at the IELTS Train the Trainer (TTT) programme
- » Exclusive IELTS Skills Seminar for **20** participants
- » Reserved seats for your candidates 15 days prior to the exam dates: **15**
- » Invitation to IELTS Partners' Meet
- » Listing on the British Council website



How to accelerate your way to the top

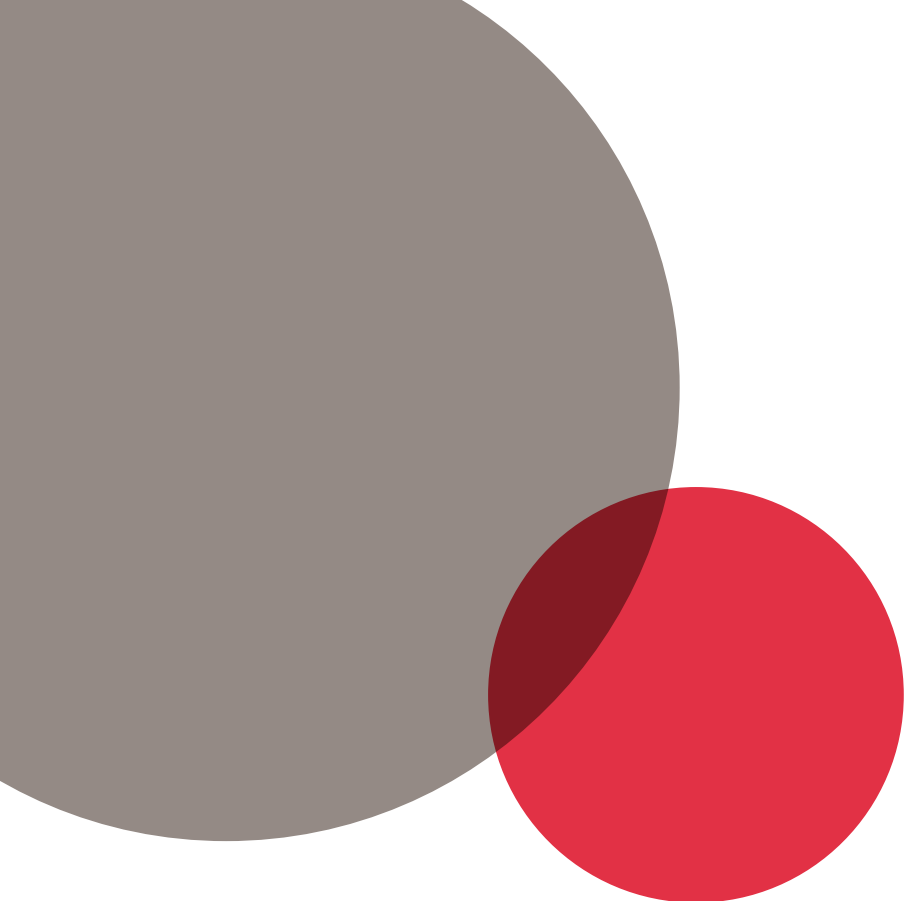
We would like your organisation to enjoy a long-term mutually beneficial partnership with the British Council. Here are a few tips that will enable you to build your candidate base and accelerate through the membership level.

- Use the partnership as a symbol of trust and reliability to promote your business.
- Give your students access to free resources provided in your membership.
- Empower your staff with the support and training available through this programme.

New award categories

Category name	Award criteria
• IELTS Top Partner of the Year - National / Region / State / City	Offered to one partner with highest annual registrations
• IELTS Partner of the Year - National / Region / State / City*	Offered to one partner with highest growth Year-On-Year (YoY)

* Applicable only for partners in the Gold level and above of the IELTS Partnership Programme.



How long is our membership valid for?

Programme membership is awarded based on average candidate registrations during a fiscal year and is valid for the following one year. The membership status will be reviewed at the end of that period.

When and how will we receive the membership benefits?

On a quarterly basis, we will compile your requests for various benefits including resource books and training opportunities. Your level of membership is valid for one year. The benefits corresponding to that level of membership can be redeemed at any time during that period. Certain services, that are part of the membership benefits, will be offered to you directly while others will be made available on request. However, the date and time for provision of certain benefits will be decided at the sole discretion of the British Council.

What are the financial benefits that the British Council provides for online registrations?

We will provide an administrative fee for each test taker you register online. The total amount due to your organisation will be calculated on a quarterly basis at the end of March, June, September and December.

Will membership benefits be the same next year?

As we constantly seek to improve our services, the membership benefits will be reviewed periodically, taking into account the feedback from partner organisations across India.

Terms & Conditions:

- This programme is only open to partners who have a valid contract with the British Council and who have registered test takers for IELTS with the British Council
- Membership level is based on the number of registrations during a fiscal year
- Use of the British Council Logo is not permitted
- The British Council reserves the right to alter, amend or cancel this programme, anytime, without prior notice

Frequently Asked Questions (FAQs)

Who can become a member of the Asset Club - the British Council IELTS Partnership Programme?

All organisations that have registered a minimum average of 5 IELTS candidates per month with the British Council, for 3 months continuously, are eligible for the membership.

We have just started registering candidates with the British Council. How do we participate in the programme?

If you are a new organisation, you can enroll in the programme after 3 months of consistent performance, based on average registrations per month.

What other prerequisites must we satisfy to become a member of the Asset Club - the British Council IELTS Partnership Programme?

All organisations that register candidates for IELTS using the British Council online registration system are required to sign an agreement with the British Council.