



Dear Testing Centre,

It is a pleasure for us to welcome you to the ETS Global Eastern Europe network of Accredited Test Centres.

Attached below is a list of promotional activities which we recommend that you regularly undertake during our cooperation. We strongly believe that taking those actions will help you boost interest in ETS exams in your testing centre.

If there are any issues that require further explanation, please do not hesitate to contact us.

Best regards,

ETS Global Eastern Europe team

LIST OF PROMOTIONAL ACTIVITIES

Activity	Description of the activity
1. Information about ETS exams should be placed on the test centre main website.	The materials describing ETS exams should be downloaded from the ETS main website. The testing centre may also put only links to the main information on the ETS website. Though we would recommend that more information is included so that current and potential customers have an opportunity to get full and precise details of the ETS products and services . Logo of an Accredited Test Centre will be sent via e-mail.
2. Appointing a contact person responsible for the cooperation with ETS and managing customers' enquiries.	The precise and professional flow of the information is an indispensable aspect of the promotional activities. Therefore, there should be appointed a professional person responsible for handling with customers interested in taking ETS tests (the knowledge of the exams and test procedures is crucial).
3. Preparing an offer with the information about the tests and test sessions availability. The offer may include either an advert of the single test session organized by the test centre or may be compounded altogether with the language courses preparing for the exams: TOEIC, TOEIC Bridge, TOEFL and other tests.	Information about ETS exams being organized at the testing centre on demand or for those attending language courses preparing for exams is a crucial promotional activity. The customers interested in enrolling in courses will be asking for external certification and thus the school has an opportunity to promote the exams.



<p>4. Placing information about dates of the test sessions on the website and on the advertising boards e.g. in the main hall of the institution.</p>	<p>It is essential to inform potential customers about the test dates, registration, fees etc.</p>
<p>5. Organising meetings with corporate clients, i.e. HR coordinator to present and encourage ETS language audits.</p>	<p>ETS has experience in selling exams to corporate clients. Therefore, we can help and assist during your meetings and price negotiations. If the company decides for testing after the meeting, the ETS partner has an exclusive right for the whole testing process. Exception from this rule would be a global agreement contracted by ETS and the client.</p>
<p>6. Pilot test sessions for corporate clients.</p>	<p>So as to boost interest in the exams, ETS organizes pilot sessions free of charge for potential corporate clients. The general objective of this activity is to familiarize clients with the structure and form of the tests and advantages of applying ETS testing tools.</p> <p>The pilot test sessions may be organized on the following conditions:</p> <p>1-2 tests are available for companies planning to test up to 25 people</p> <p>1-5 tests are available for companies planning to test up to 50 people</p> <p>Maximum of 5 percent of the group where testing is planned for a group of more than 50 people.</p> <p>In some cases, but only under the agreement of ETS, another number of free tests may be distributed.</p> <p>The people participating in the pilot sessions should be those handling the decision processes within the company.</p>
<p>7. Inviting ETS representative to a conference organized by a test centre., e.g. to promote exams in the schools and to familiarize customers with the exam content, recognition etc.</p>	<p>ETS representative will participate in the event directed towards promoting ETS exams. The requirement though is a minimum of 50 participants in one session.</p>
<p>8. EU (European Union) projects</p>	<p>EU projects give a great opportunity to promote both the school</p>



<p>or other projects - applying for funds for language courses ended up with ETS certificate.</p>	<p>and ETS exams. Compounding certificates and the language course in the projects allow greater chance for receiving funds.</p>
<p>9. Marketing campaigns promoting test centre and ETS exams.</p>	<p>ETS is willing to participate in organizing events which aim is to promote ETS certificates. The participation may take various forms. ETS representative may appear during the event and deliver a presentation. ETS may partially cover the costs of the campaign if the marketing plan, the budget campaign and the objectives are presented.</p>
<p>10. Organizing presentations about ETS exams in the testing centre.</p>	<p>The students attending language courses should be familiarized with the exams. Presentations organized by the school promote certificates and encourage candidates to take exams at the end of the courses. ETS will provide presentation which may be used by the testing centre. All of the adult students groups should attend presentation. The testing centre should attentively plan the schedule of the presentations and execute if they have been conducted.</p>
<p>11. Publishing articles describing ETS exams and promoting the testing centre.</p>	<p>ETS will provide necessary information and verify materials and articles before they are published.</p>
<p>12. Pilot test session in the testing centre.</p>	<p>ETS will provide free exams (including certificates) for 3 people who decide to take the test in the first session organized by the testing centre. The following conditions must be met:</p> <ul style="list-style-type: none"> - more than 3 examinees take part in the first test session - the pilot test session may be organized only once - all 3 tests must be used in one session - while ordering and sending the tests back to ETS, the testing centre should inform ETS about the pilot test session (otherwise invoice will be sent)
<p>13. Organizing mock TOEIC tests sessions in the testing centre. The sample tests are available in the preparation books such as Tactics For TOEIC</p>	<p>Organizing mock test sessions is the best way to familiarize potential test takers with the structure and the format of the exam. There are a lot of preparation materials, both books and online materials which offer sample TOEIC tests.</p>



and many others.	The advantage of the Tactics For TOEIC book is that it includes two sample tests as the separate books which may be purchased separately for the whole group.
14. Preparing and sending e-mailings to the groups of individual as well as to corporate clients.	Promotion throughout the use of e-mailing campaigns is one of the ways of promoting ETS exams and the testing centre. ETS recommends its help on the stage of preparing e-mailing content. The ETS webmaster will help in preparing the layout with a small charge.
15. Participating in the conferences organized by Educational Testing Service (ETS).	Managers of the testing centres, the owners as well as the teachers are obliged to participate in seminars organized by ETS.
16. Participating in teleconferences and skype seminars.	Managers of the testing centres, the owners and people responsible for handling issues of ETS exams and cooperation with ETS should regularly join Skype and phone conferences. The testing centers are informed via e-mail about the possible terms of the seminars and should choose the most convenient term and enroll via e-mail. The seminars touch the issues of current actions, promotion and sales issues, product trainings and many others. We also share our views and answer testing centers' inquiries.