

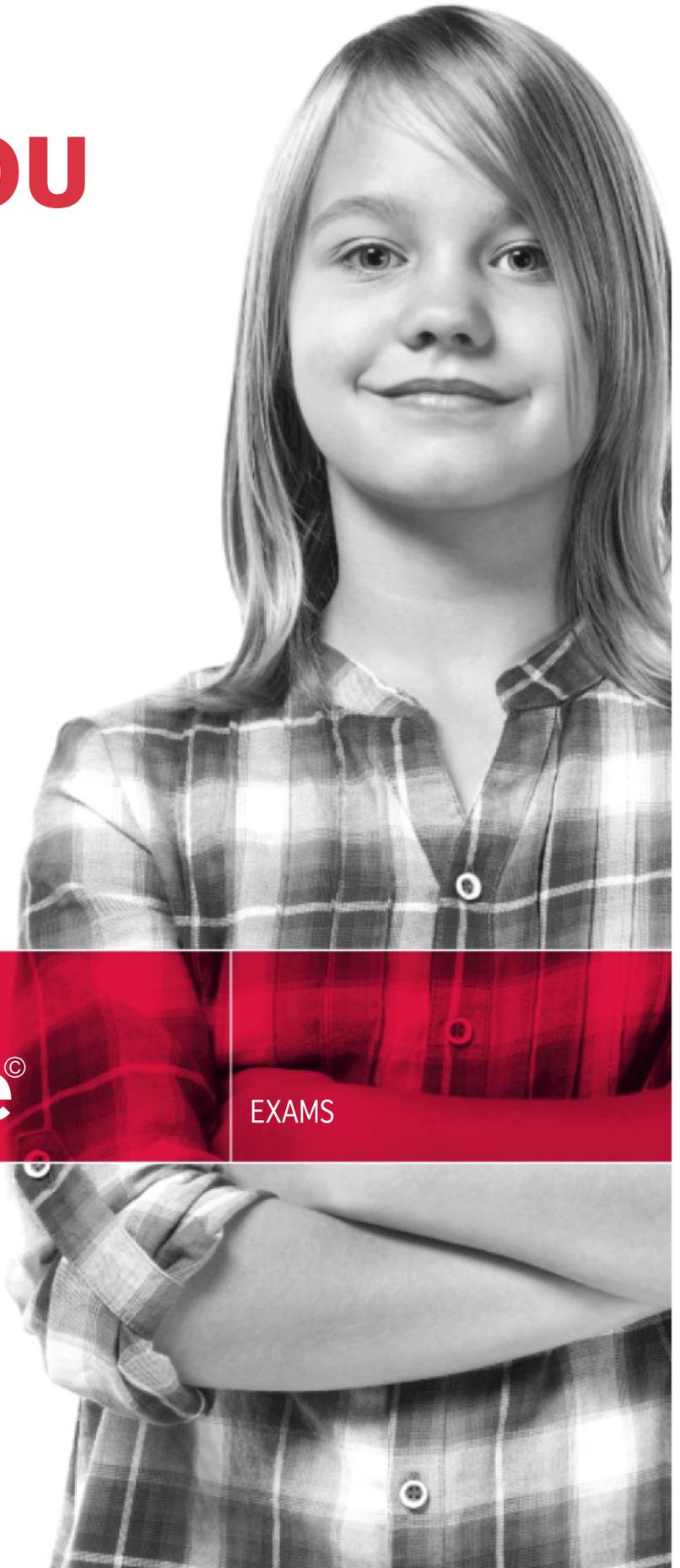
THANK YOU HVALA

ADVANTAGE
IS SIMPLY OUR
WAY OF SAYING
THANK YOU
FOR YOUR
PARTNERSHIP
AND SUPPORT

Advantage[©]

EXAMS

2014



ABOUT US

We are the UK's international organisation for educational opportunities and cultural relations.

We connect people with learning opportunities and creative ideas from the UK to build lasting relationships around the world.

Through our offices in 110 countries and territories around the world we:

- teach English to around 400,000 learners a year
- work with our partners to implement over 100 international development contracts worldwide
- support many creative projects
- deliver over 1.25 million UK exams a year

We have been in Montenegro for nearly 20 years and have many years' experience of delivering exams in Montenegro. In the last 6 years alone, over 2,000 people in Montenegro have taken UK qualifications through us to help them achieve their career or academic goals. We realise that this work would not be possible without your support. To further strengthen our relationship, and as a way of saying thank you, we are delighted to announce the launch of **Addvantage**, our new partnership programme.

Why partner with the British Council through Addvantage?

Experience

Our long-standing presence in Montenegro and extensive experience in delivering UK qualifications, both in Montenegro and around the world, ensure the examination process is positive for you and your students.

Innovation

We have always been at the forefront in introducing innovative services: we were the first to provide online results, School Finder online database for courses and Big BC Awards, to name a few.

Professionalism

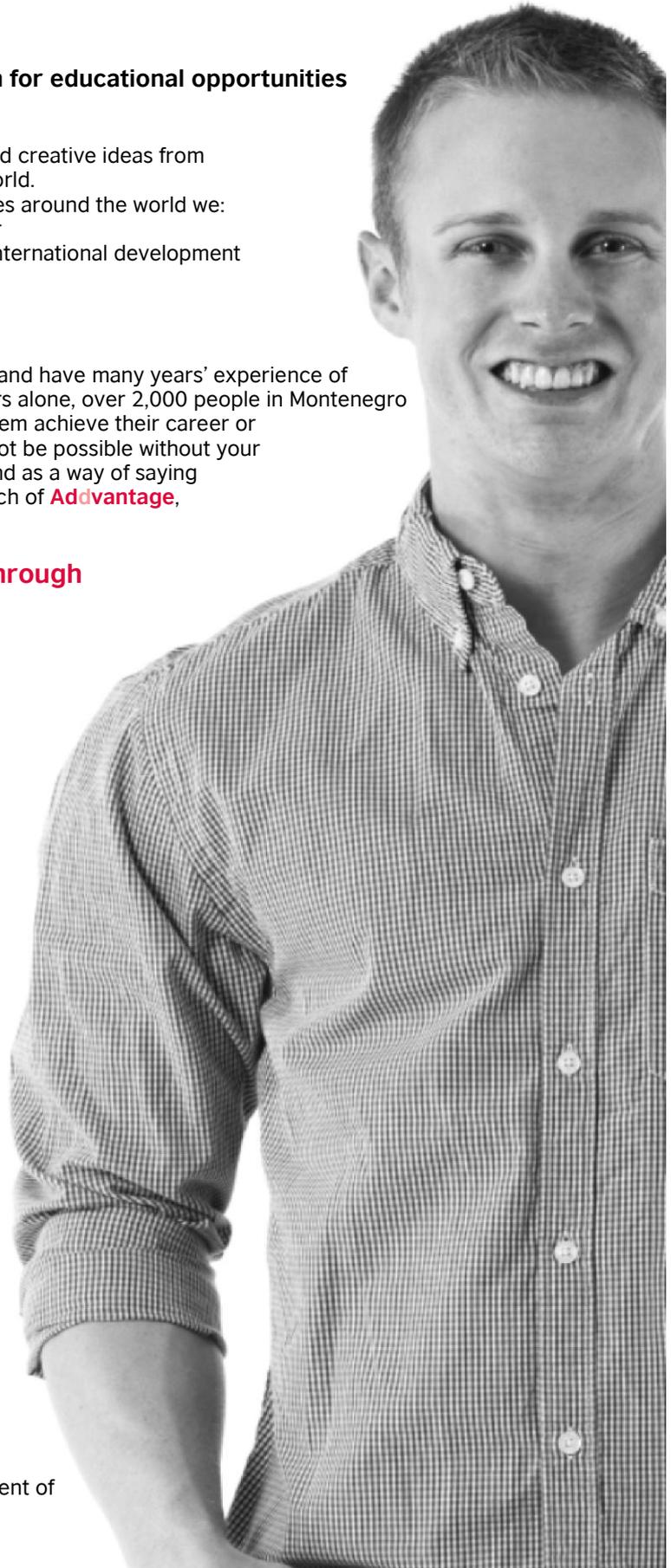
We ensure exams are delivered to examination board standards so that they are fair for all candidates. This is why over 70 UK examination boards and educational institutions have chosen us to deliver their exams around the world.

Mutuality

We recognise that for a relationship to be long-lasting it must be mutually beneficial. We listen and work with you to improve our services to you and your students.

Expertise

The British Council is renowned globally for its work in supporting teachers of English. For many years we have been the first port of call for teachers, teacher associations, governments, universities and other educational institutions seeking advice and collaboration in the development of English language educational policy.



How does **Addvantage** work?

For each candidate you registered in 2013 for Aptis, Cambridge English and IELTS exam (Aptis, YLE, KET, PET, FCE, CAE, CPE, TKT, BEC, ILEC, ICFE and IELTS) through the British Council you have earned 1 point.

The total number of points earned in 2013 entitles you to one of three levels of membership. Each level has its own associated benefits for you to enjoy in 2014. The number of points for each level of membership is as follows:

| POINTS | MEMBERSHIP LEVEL |
|--------|------------------|
| 1-9 | Associate |
| 10-39 | Bronze |
| 40-99 | Silver |
| 100+ | Gold |

Your level of membership is reviewed at the end of every year. Your level of membership in 2014 will depend on the number of points you earned between January and December 2013.

What benefits does **Addvantage** membership provide in 2014?

Addvantage Associate entitles you to:

- Our minimum level of service, **plus**
- **Official British Council certificate**^ in addition to their Cambridge certificate
- Invitations to British Council ELT seminars
- Entry on School Finder online database
- Access to British Council national competitions for your students and teachers

Addvantage Bronze entitles you to:

- All Associate membership benefits, plus
- A British Council **Addvantage** membership certificate
- Promotional Material Pack for your classrooms
- Exclusive offers for **Addvantage** members that we will announce regularly throughout the year
- Two free official British Council computer based diagnostic tests (Aptis) for your staff/students**

Addvantage Silver entitles you to:

- All Bronze membership benefits, plus
- A variety of paper-based and electronic teaching and learning resources
- Priority dispatch of certificates and other exams documents
- Premium Promotional Pack for your classrooms
- Set of promotional stickers with: **“Official Examination Preparation Centre in association with British Council”** text, for you to use on your premises or other promotional spaces
- Five free official British Council computer based diagnostic tests (Aptis) for your staff/students**
- 50% discount to Late Entry and Change of Date fees***
- 3% discount to candidate fees***

Addvantage Gold entitles you to:

- All Silver membership benefits, plus
- The option to hold exams on your premises*
- Two Presentations for candidates and parents on your premises per year
- No Late Entry or Change of Date fees***
- Ten free official British Council computer based diagnostic tests (Aptis) for your staff/students**
- Three free modules of Cambridge ESOL's TKT (Teaching Knowledge Test) for your teachers
- 6% discount to candidate fees***

* Subject to meeting British Council and Cambridge English criteria. Please contact us for details.

** Subject to certain conditions. Please contact us for details.

*** Discounts are not applicable for IELTS exam fees and Change of Date fees or any other fees in relation to IELTS programme.

^ Official British Council certificate – issued by British Council to certify that your students sat and passed an exam at an official British Council testing centre (important for recognition with the Ministry of Education – more information to follow)

Example of the British Council Certificate:



Example of the sticker:

**Authorised
Examinations
Preparation
Centre**

In association with



Frequently Asked Questions

Does it cost to join Addvantage?

No. Joining Addvantage is completely free. This is a scheme designed to recognise and reward your contribution to the development of English language knowledge in Montenegro and as such it is one way for us to thank you for the part that you play in delivering high quality private English tuition to the students in Montenegro.

How will my level of membership in 2014 be calculated?

Your level of membership in 2014 will be determined by the number of candidates you registered in 2013. For each candidate registered in 2013 for Aptis, Cambridge ESOL (YLE, KET, PET, FCE, CAE, CPE, TKT, BEC, ILEC and ICFE) and IELTS through the British Council you will have earned 1 point. Total number of points in 2013 entitle you to one of four levels of membership, each with their own associated benefits for you to enjoy in 2014.

Is there a minimum number of candidates I have to register to claim my benefits?

No. Your level of membership in any one year is based on the number of points you earned in the previous year. Meaning, points you earned in 2013 determine your level of membership in 2014 regardless of the number of candidates you register in 2014 (those will determine your 2015 level of membership)

How do I pay the candidate fee if I am entitled to a discount (Silver and Gold members only)?

Please deduct the contribution before making your payment to us. This contribution is in recognition of your administrative costs and efforts of filling in block entry forms, consolidating payments and sending of certificates to your students to name but a few.

Can I join up with other schools to increase our joint level of membership?

No, this programme is applicable to individual schools only. However, if you have additional branches of your school operating under the same name in other towns, your total number of candidates will be used to calculate your level of membership.

How can I administer written and oral exams on my premises?

This options is available for Gold members only. We are making a concentrated effort to increase the number of locations that we're offering as test locations around the country in venues that are suitable, so chances are that your students will be able to sit an exams in your city or town or somewhere nearby. We are doing this because its extremely difficult for any private school to fulfil the requirements of examination venue standards and larger conference facilities are much more suitable for this purpose. Our aim is to have an examination venue everywhere where there is sufficient interest per exam type during an examination window.

Please refer to our website for more details on exam locations that we've introduced this year for the first time.

Feedback or further questions about Addvantage

Please contact:

Nebojša Đurić
Business Development Manager
T: 011 3023 820
F: 011 3023 898
nebojsa.djuric@britishcouncil.rs

Addvantage Terms and Conditions 2014

General Conditions

1. These terms and conditions define the rules, scope and conditions of participation in the partnership programme offered by the British Council, hereafter referred to as '**Addvantage**' for 2014.
2. **Addvantage** 2014 supersedes and replaces in all respects any previous or current contract you have or have had with the British Council, and the terms and conditions therein.
3. The **Addvantage** Partnership Programme is fully owned and operated by the British Council.
4. Schools that join the **Addvantage** Partnership Programme will collect their points from 1 January 2013 to 31 December 2013.
5. Collected points will determine the membership status of each school for 2014. Those schools will enjoy the benefits according to their membership level from 1 January 2014 to 31 December 2014.
6. The points collected in 2014 will be used for the revised membership level in 2015.

Rules for participation

7. **Addvantage** is open to any institution which registered one or more candidates through a group entry form with the British Council for any of the following: Aptis, IELTS and Cambridge English (YLE, KET, PET, FCE, CAE, CPE, BEC, TKT, ILEC, ICFE) exams between 1 January 2013 and 31 December 2013
8. The offer which particular members of the programme are entitled to, shall be dependant on the number of exam entries made between 1 January 2013 and 31 December 2013, for the exams listed in section 7 above of these regulations. Members receive one point for each exam entry.

How does Addvantage work?

9. For each candidate you registered in 2013 for: Aptis, IELTS and Cambridge English (YLE, KET, PET, FCE, CAE, CPE, ILEC, BEC, ICFE and TKT) exams through the British Council you have earned 1 point.

The total number of points earned in 2013, entitles you to one of four levels of membership. Each level has its own associated benefits for you to enjoy in 2014. The number of points for each level of membership is as follows:

| POINTS | MEMBERSHIP LEVEL |
|--------|------------------|
| 1-9 | Associate |
| 10-39 | Bronze |
| 40-99 | Silver |
| 100+ | Gold |

Your level of membership is reviewed at the end of every year. Your level of membership in 2015 will depend on the number of points you earn between January and December 2014.

To activate membership, qualifying institutions must complete and sign these Terms and Conditions and return by email (scanned copy), fax or post to Business Development Manager:

Nebojša Đurić, British Council
Terazije 8/II
11000 Belgrade
T. 011 3023 820 / F. 011 3023 898
nebojsa.djuric@britishcouncil.rs

11. Member institutions have the right to cease membership at any point. This should be done in writing to the Business Development Manager.
12. Membership will cease from the point the British Council receives the 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 2014 will expire. They cannot be carried forward.**

Group membership

13. Where an institution enters its candidates through a network of affiliates (main centre and several affiliates in other towns operating under the same name), the whole network shall receive a level of membership and the associated benefits based on the collective number of points earned. In addition to the network, each individual school will receive their own Associate level of membership, regardless of their contribution to the overall number of entries put through the network organisation.

Benefits of Advantage

14. In addition to our standard level of service, Members will be entitled to the following benefits in 2014 according to their level of membership: SEE SECTION ABOVE for benefits for Associate, Bronze, Silver and Gold levels of membership

Communicating membership

15. From time to time the British Council will provide promotional material for members, to communicate their **Advantage** membership. Display or distribution of these materials is at the discretion of the member.
16. 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 of any such communication. Applications should be made to the Business Development Manager at the contact details given in point 10 above.

Disclaimer

17. The British Council and the examining boards take all reasonable steps to provide continuity of service. We feel sure you will understand, however, that we cannot be held responsible for any interruptions caused by circumstances beyond our control. If examinations or their results are disrupted, cancelled or delayed, every effort will be made to resume normal service as soon as possible. The British Council's liability will be limited to the refund of the registration fee or retesting at a later date.

Amendments to the regulations

18. The British Council reserves the right to end the programme prior to the date mentioned in section 5 or to extend it beyond this date upon a relevant justified announcement.
19. 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 or post. 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.

Disputes

20. This agreement is covered by the Montenegrin legislation and in the event of any dispute that cannot be resolved amicably by both parties, the Courts of Podgorica will be competent.

Activation of Addvantage membership

I would like to activate my membership of **Addvantage** for 2014. I have read, understood and accepted the terms and conditions outlined above.

| | |
|--|------|
| School name | |
| Street name | |
| Town | |
| Post Code | |
| Phone number | |
| Mobile number | |
| Email | |
| List exams you prepare students for (e.g IELTS, YLE, KET, FCE, CPE... etc.) | |
| Website | www. |
| Contact person | |

| | |
|------------|-------|
| Signature: | Date: |
|------------|-------|

Please send one copy of this form by email (scanned), fax or post to the Business Development Manager:

British Council

Sanja Mujovic

Ulcinjaska 8, Gorica C

81000 Podgorica

Fax: 00 382 20 618 410

sanja.mujovic@britishcouncil.me

Please retain a copy for your records.

Data Protection

The British Council keeps records of your personal information according to data protection legislation (L.2472/1997) in force. The information you provide above shall be processed only and to the extent required for the proper administration of Addvantage. You have the right to ask for the correction of any inaccuracy or the writing off of your personal information or for a copy of the information we hold on you, for which we may charge a fee, by sending a letter to Customer Services, British Council,

Terazije 8/II, 11000 Belgrade or by e-mailing info@britishcouncil.rs.

**SUCCESS TOMORROW
STARTS TODAY**