

# ARE YOU TRYING TO REACH LANGUAGE TEACHERS IN THE UK?

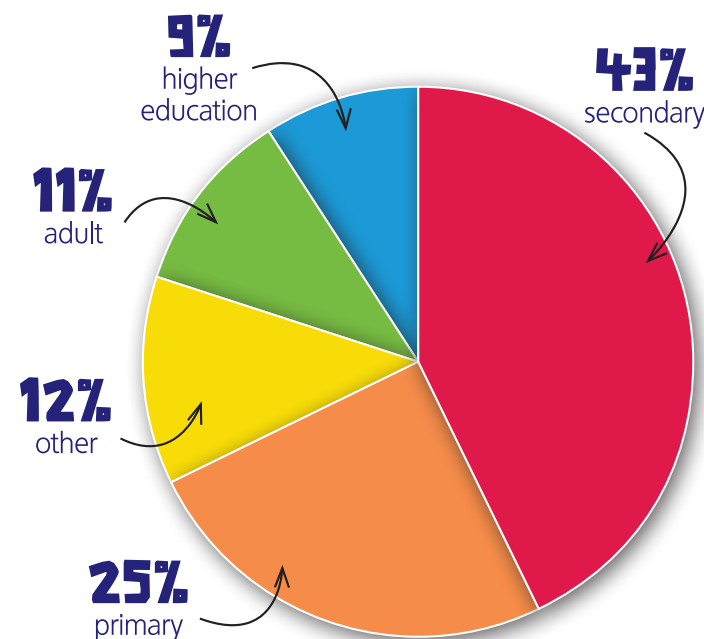
- **Do you have a new product on the market?**
- **An event you'd like to promote?**
- **A service that you'd like teachers to hear about?**

The Association for Language Learning (ALL) is the major subject association for language teachers in the UK.

## **What is ALL Corporate Membership?**

The opportunity for your organisation to reach our 4,500 members – teachers and language practitioners across all languages, all levels, and all sectors, from primary teachers to teacher trainers, business language tutors to resource writers, and everything in between.

**Join us and you'll be in good company.** Our existing members, from small organisations to corporations, range across sectors including cultural organisations, educational publishers, travel companies, classroom resources and training providers.



ALL's membership by sector

*"Of all the marketing activities we do, ALL membership offers the best value. We don't hesitate to sign back up." - Andrew Finan, Director of KLOO (Gold Corporate Member)*

**Did you know?** ALL Corporate Members get a discount on their online and print advertising? (See the ALL Media Pack for more information)

# THE PLATINUM CORPORATE MEMBER PACKAGE

Tailored exclusively for the needs of ambitious organisations looking to raise their profile within the languages community, the Platinum package has prestigious benefits for both the established company and for the dynamic start up.

- ALLNet Extra (3 per year) - Dedicated message to our email list, promoting only your products, services, events or special offers
- The opportunity to be featured as Corporate Member of the Month on the ALL homepage (~7000 unique visitors per month)
- Your logo featured as a sponsor in Languages Today magazine (termly)
- Your logo featured as a sponsor in the Language World conference guide
- Inclusion in the Platinum Corporate Member listing of the ALL website
- Access to the ALL Platinum Corporate Member logo
- Maximum discounts on online and print advertising packages (See the ALL Media Pack)
- Plus all of the Gold Corporate Member benefits listed on page 5

*"Sanako is a member of all kinds of quality assurance bodies... The ALL logo is used to reassure teachers and lecturers that there is a local independent body with whom we are in contact and it is an organisation they know and trust."* - David Binns, Sanako (ALL Platinum Corporate Member)



# CONNECT WITH OUR MEMBERS ACROSS THE LANGUAGES COMMUNITY

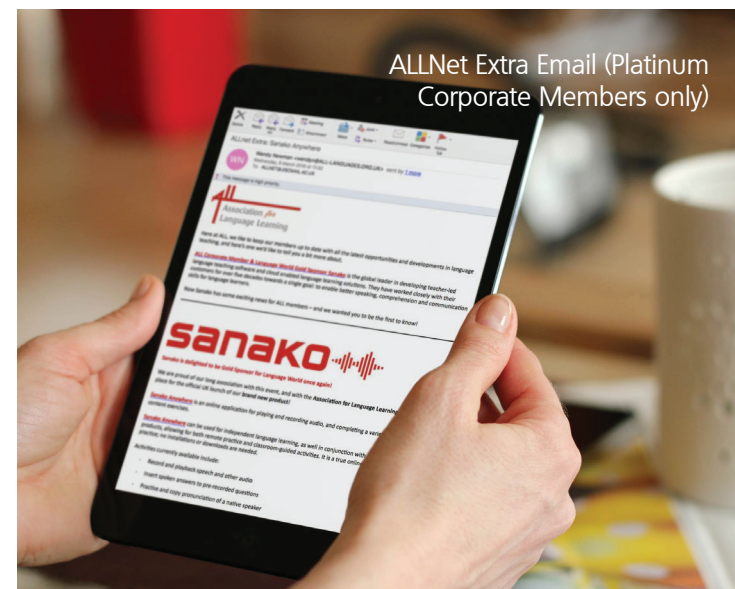
## By Email:

- ALLNet is our weekly email bulletin, packed with updates and news with 3,500 recipients and an estimated readership of 4,000+
- ALL Corporate Membership is the only route for your news, events and special offers to be featured in the Corporate Member News section of ALLNet
- Corporate Members can choose to sponsor an edition or series of ALLNet messages (fees apply - see the ALL Media Pack)
- Platinum Corporate Members can submit an ALLNet Extra message to the ALLNet mailing list up to 3x per year - see page 2 for more information on the Platinum Corporate Membership package

## Online:

- The ALL website has ~7,000 unique visitors pcm
- Corporate Member events are listed alongside ALL's national and regional events on the publicly accessible ALL calendar
- Corporate Members have a listing in the ALL Corporate Member Community area
- Corporate Members benefit from a discount on placing advertising on the ALL homepage
- Platinum Corporate Members have the opportunity to be featured on the ALL homepage as Corporate Member of the Month (See page 2 for more info on the Platinum Corporate Membership package)
- All of our Corporate Members are invited to connect with ALL on social media - we have vibrant online communities on Facebook (~4,500 followers) and Twitter (~7,500 followers) and a growing presence on LinkedIn and Pinterest

ALLNet Extra Email (Platinum Corporate Members only)





# CONNECT WITH OUR MEMBERS ACROSS THE LANGUAGES COMMUNITY

## Events:

### Language World Exhibition

Language World is a two day celebration of language learning and teaching. The Language World conference hosts a large and varied exhibition, with packages available for a range of organisations. ALL Corporate Members benefit from a discount on exhibition packages.

### Local ALL events

Through Corporate Membership, businesses have the opportunity to forge links with key ALL local groups and member networks through event sponsorship, e.g.:

- Providing refreshments for a local event
- Providing prizes for a local competition for language learners
- Providing high quality meeting space

*"Our partnership has proven to be an extremely effective way of reaching schools and ALL's events are powerful networking opportunities." - Craig Smith, CEO of Language Perfect (Platinum Corporate Member)*



### DID YOU KNOW?

**ALL Corporate Members are the first to hear about opportunities to engage with the ALL community at ALL events?**

# MEMBER PACKAGE RATES

Choose from our two annual Corporate Membership packages:

## PLATINUM

- EMAIL:** • Send up to 3 ALLNet Extra messages per year
- ONLINE:** • Opportunity to be featured as Corporate Member of the Month
- PRINT:** • Featured as a sponsor in Languages Today magazine  
• Maximum discounts on advertising in Languages Today magazine
- LOGO:** • Access to the ALL Platinum Corporate Member logo

**PLUS all the Gold Corporate Member benefits listed below...**

**£500**  
PER ANNUM

## GOLD

- EMAIL:** • News, events and special offers listed in the Corporate Member News section of ALLNet  
• Opportunity to sponsor ALLNet (fees apply)
- ONLINE:** • Events listed on the ALL Events Calendar  
• News and special offers listed in the Corporate Member News section of the website  
• Organisation logo and profile in the Corporate Member Community area
- PRINT:** • Discounts on advertising in Languages Today magazine
- EVENTS:** • Discounts on Language World exhibition packages  
• Forge links with ALL local groups

## SECTOR INSIGHT:

- Full online access to the Language Learning Journal and Language Zones
- Receive Languages Today magazine (termly)

## JOBS BOARD:

- Discount on ALL Jobs Board service to advertise your vacancies

**£250**  
PER ANNUM

### Unsure which package to choose?

Contact us today to discuss the Platinum and Gold packages and to determine the best package suited to your organisation.

For more information, email:  
[info@all-languages.org.uk](mailto:info@all-languages.org.uk)

*Apply for Corporate Membership on our website and start getting your message out to the languages community today!*