



ARE YOU TRYING TO REACH LANGUAGE TEACHERS IN THE UK?

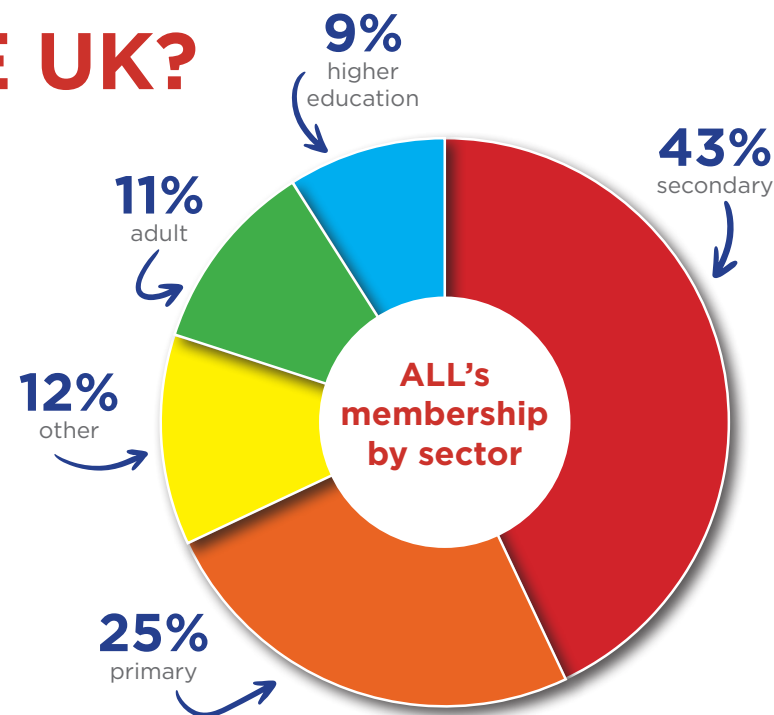
- **Do you have a new product on the market?**
- **An event you'd like to promote?**
- **A service that you'd like teachers to hear about?**

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.



Becoming corporate members of ALL has been extraordinarily rewarding for our team. Both personally and professionally, I have gained so much from being part of this community. Through inspiring online meetings and in-person events like Language World, we have all been able to build lasting contacts, strengthen connections and stay ahead of national developments in language education.

ALL plays an essential role in ensuring practical, high-quality support remains accessible to teachers at every stage of their career. The community is exceptionally welcoming and generous with its expertise, and we are so proud to be members! Twinkl and Lightning Languages - Proud to Be Part of the ALL Community

Did you know?

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

MEMBER PACKAGE RATES

Choose from our two annual Corporate Membership packages:

PLATINUM

- EMAIL:** • Send up to 2 ALLNet Extra messages per year
- ONLINE:** • 1 Social Media, shared across ALL's social media platforms
- PRINT:** • Featured as a supporter in Languages Today magazine
• Maximum discounts on advertising in Languages Today magazine
- LOGO:** • Access to the ALL Platinum Corporate Member logo for your use

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:** • 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
- LOGO:** • Access to the ALL Gold Corporate Member logo for your use
- SECTOR INSIGHT** • Full online access to the Language Learning Journal and Language Zones
• Receive Languages Today magazine (termly)

£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

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

You can find this link on the website:

<https://www.all-languages.org.uk/about/corporate-members/>

ALL Corporate Member Communications - Guidelines

Corporate Members are welcome to share relevant news, events, resources, offers and other information with the wider ALL community through the communication channels available to them.

ALLNet information:

Platinum Corporate Members will now have two ALLNet Extras and one Social Media message as part of their annual Corporate Membership commencing from September 1st 2026.

Weekly ALLNet Message:

- Maximum of 100 words including the title and hyper linked text
- Only one image can be used within the message
- The message must be sent to crista.hazell@all-languages.org.uk by Tuesday at Midday for inclusion in the same weeks message
- Please note: Anything over 100 words, or arriving after Tuesday midday will not be included

ALLNet Extra Message:

- Messages must be booked in advance with Crista Hazell
- Content must not exceed 10mb and must be sent 5 working days before the scheduled mailing date, failure to do this may result in no ALLNet Extra

Social Media Post:

Your video or static image (max 10mb) needs to be supplied with final text and hashtags ready to be sent out (No draft will be sent)

- Posts must be booked in advance with the ALL Office - info@all-languages.org.uk
(If you have a specific date you want your post to be sent out, please book this as soon as possible)
- Word Counts, X - has a maximum of 280 characters
- We suggest 50-100 words for Facebook & LinkedIn
- All posts will be sent out on all platforms at the same time
- The video or image for the Social Media post must be sent to info@all-languages.org.uk 5 working days before the posting date, failure to do this may result in no Social Media post

Please note: We will only be sending out one post per week, so will allocated on a first come, first served basis.

ALLNet & ALLNet Extra send info to: crista.hazell@all-languages.org.uk

Social media posts send info to: info@all-languages.org.uk

To ensure communications remain appropriate, useful and fair to all members and Corporate Members, the following guidelines apply.

You CAN:

- Share information about your organisation, including relevant news, events, courses, webinars, resources and services
- Promote special offers or opportunities that are relevant to the ALL community
- Share factual information about your products and services
- Use images, photographs and graphics where you have the appropriate rights and permissions to do so
- Refer to other organisations where this is relevant and factually accurate
- Use the ALL Corporate Member logo provided for your membership, in accordance with ALL's branding guidance
- Provide links to your own website and relevant online resources
- Submit content that is professional, accurate, appropriate and relevant to language education and the ALL community

You CANNOT:

- Use ALL communications channels to send unsolicited or inappropriate sales messages
- Make misleading, exaggerated or unsubstantiated claims about your organisation, products or services
- Make negative, defamatory or disparaging comments about another individual /company / organisation
- Directly criticise or undermine another individual / company / organisation's products, services or reputation
- Make unsubstantiated comparisons between your organisation and another individual / company / organisation
- Use another organisation's name, logo, images or other branded material without permission
- Give the impression that ALL endorses, recommends or formally supports your organisation, product or service unless this has been specifically agreed with ALL
- Submit content that is offensive, discriminatory, politically contentious or otherwise inappropriate for the ALL community
- Submit copyrighted material, photographs or other content where you do not have the necessary permission to use it

ALL has a diverse Corporate Member community, and members should treat other organisations with respect. **Comparisons are acceptable where they are factual, objective and can be substantiated.** However, communications should not be used to promote your organisation by negatively referring to, criticising or attempting to discredit another individual / company / organisation.

ALL reserves the right to request amendments to, or decline, any content that does not meet these guidelines. ALL may also edit content for length, clarity, formatting or house style before publication.

The purpose of Corporate Member communications is to provide **useful, relevant and positive information to the ALL community**, while ensuring that all Corporate Members are treated fairly and respectfully.

Images, photographs and content

Corporate Members are responsible for ensuring that they have the necessary rights and permissions to use any images, photographs, logos, graphics, videos or other content they provide to ALL.

You must:

- Only submit images and content that you have permission to use and for which you hold the appropriate rights or licences
- Obtain any necessary consent from people who are identifiable in photographs or other imagery
- Ensure that any third-party logos, trademarks or branded materials are used with permission
- Provide appropriate image credits or acknowledgements where required
- Ensure that submitted content does not infringe the copyright, intellectual property or other rights of any individual or organisation

By submitting an image or other content to ALL, you confirm that you have obtained all necessary rights, permissions and consents for ALL to use and publish the content across its communication channels.

ALL is not responsible for obtaining permissions or licences for content supplied by Corporate Members. The Corporate Member submitting the content remains responsible for ensuring that all necessary rights and permissions have been obtained.

If any copyright, image-rights, intellectual property or other related claim arises from content supplied by a Corporate Member, the Corporate Member will be responsible for addressing the claim and for any reasonable costs or liabilities incurred by ALL as a result of the Corporate Member's failure to obtain the necessary rights or permissions.

ALL reserves the right to request evidence of permission, request alternative content, or decline or remove any material where there are concerns about rights, permissions or suitability.

Please note: These guidelines can change at any time and will be updated on the ALL Website. September 2026