



A partnership with shared goals

Together, we can help you and your test takers go far

The British Council IELTS Partnership Programme

The benefits of partnering with British Council

We know that the success of British Council and IELTS rests on us working closely with partners like you, so we have created a global network of Partnership Programmes designed specifically for the many agents, schools and businesses that register and prepare test takers for IELTS.

Working with us gives you a wide range of advantages, from being able to associate with a leading language brand to financial rewards and networking opportunities.



Brand association

When you join, you will receive a membership certificate and plaque, your organisation will be listed on your local British Council website, and you will have exclusive permission to use the straplines: 'IELTS registration centre for the British Council' and 'Member of the British Council IELTS Partnership Programme' in your marketing material.



Marketing support

You will also benefit from the wide range of free marketing material offered by the British Council to promote IELTS to test takers. This can range from brochures and banners through to full co-branding of relevant areas of your premises.



Registration system access

As part of the programme, you will gain access to our agent registration portal, which allows you to book test takers onto their IELTS tests directly and keep track of these bookings.



Financial incentives

Depending on your location, you may also receive financial incentives based on the numbers of IELTS test takers you register through the British Council each year.



Training opportunities

We offer product orientation and training on the registration process for all of your staff in charge of IELTS. Depending on your location and level of enrolment, you may also be able to access free agent or teacher training.



Learning resources

Again depending on your location and levels of enrolment, you may also receive further benefits such as: free or discounted access to IELTS preparation materials, enhanced operational benefits, or invitations to local, regional, or even global events.

A partnership that supports and rewards you

We set up the British Council IELTS Partnership Programme to recognise the great work our partner organisations do in promoting IELTS around the world. Membership gives you access to the tools and training developed to help your test takers get the most out of IELTS, and offers generous incentives for supporting IELTS test delivery and recruiting test takers.

British Council is a proud co-owner of IELTS

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.

We work with more than 100 countries across the world in the fields of arts and culture, the English language, education and civil society. Last year, we reached more than 80 million people directly and 791 million people overall, including online, through broadcasts and publications.

Our overarching aim is to deepen trust and understanding within and between communities.

The strength and continuing success of the British Council rests on partners who support us. While working with our partners, we create platforms with a focus on building links to encourage collaboration and exchange. By partnering with you, we aim to enhance your students' education, employment and life prospects.

This brochure has all the information that you need about our Partnership Programme and its benefits – we hope you find it interesting and we look forward to working together in the future.

About IELTS

The International English Language Testing System (IELTS) is the world's most popular English language proficiency test for higher education and global migration.

More than 12,000 organisations globally trust IELTS, so when your test takers take the test they can be confident that it is recognised by educational institutions, employers, governments and professional bodies around the world.

IELTS is one of the most widely available English language tests, with over 4,000 IELTS test locations in more than 150 countries worldwide, offering tests delivered on paper, computer and online.

It is the only English language test that is accepted by all the key immigration authorities in Australia, Canada, New Zealand, United Kingdom and the United States of America.





British Council IELTS Partnership Programme Mexico

Our British Council IELTS Partnership Programme is one of many worldwide created for organisations that support IELTS test delivery and test taker recruitment by promoting IELTS with the British Council.

From the moment you start working with us you will start enjoying the benefits, and these will only grow over time.

You can use the partnership:

- As a symbol of trust and reliability to promote your business
- To give your test takers access to the many benefits your membership provides
- To empower yourself and your staff with the support and training available through this programme



Your level of membership will be set by a British Council member of staff responsible for the programme and it will be reviewed at the end of every year based on the number of test takers your organisation registers with the British Council.

Bronze

Criteria: Registration of 20-60 test takers with the British Council annually.

Benefits of the Bronze Membership in Mexico include:

1. Training on product and registration process for partner staff (F2F or online)
2. IELTS calendar (including important IELTS dates)
3. Access to globally negotiated offers
4. Welcome pack folder with information and guidance on the programme
5. IELTS posters for premises branding
6. Use of official strapline/Logo: 'Member of British Council IELTS Partnership Programme'
7. Listing on official British Council country page
8. Certificate of BRONZE partner status recognition
9. Standard BRONZE level customer support
10. Unlimited participation in IELTS teacher training webinar series
11. One guaranteed place on dedicated global IELTS super webinar series

Silver

Criteria: Registration of 61-100 test takers with the British Council annually.

Benefits of the Silver Membership in Mexico include:

1. Training on product and registration process for partner staff (F2F or online)
2. IELTS calendar (including important IELTS dates)
3. Access to globally negotiated offers
4. Welcome pack folder with information and guidance on the programme
5. IELTS posters for premises branding
6. Use of official strapline/logo: "Member of British Council IELTS Partnership Programme"
7. Listing on official British council country page
8. Listing on Take IELTS website
9. Premises plaque
10. Certificate of SILVER partner status recognition
11. Standard SILVER level customer support
12. Unlimited participation in IELTS teacher training webinar series
13. Three guaranteed places on dedicated global IELTS super webinar series

Gold

Criteria: Registration of 101-200 test takers with the British Council annually.

Benefits of the Gold Membership in Mexico include:

1. Training on product and registration process for partner staff (F2F or online)
2. IELTS calendar (including important IELTS dates)
3. Access to globally negotiated offers
4. Welcome pack folder with information and guidance on the programme
5. IELTS posters for premises branding
6. Use of official strapline/logo: "Member of British Council IELTS Partnership Programme"
7. Listing on official British council country page
8. Listing on Take IELTS website
9. Premises plaque
10. IELTS pull up banner
11. Certificate of GOLD partner status recognition
12. Enhanced GOLD level customer support
13. Unlimited participation in IELTS teacher training webinar series
14. Teacher training workshops
15. Guaranteed places on dedicated global IELTS super webinar series, upon request

Diamond

Criteria: Registration of 201+ test takers with the British Council annually.

Benefits of the Diamond Membership in Mexico include:

1. Training on product and registration process for partner staff (F2F or online)
2. IELTS calendar (including important IELTS dates)
3. Access to globally negotiated offers
4. Welcome pack folder with information and guidance on the programme
5. IELTS posters for premises branding
6. Use of official strapline/logo: "Member of British Council IELTS Partnership Programme"
7. Listing on official British council country page
8. Listing on Take IELTS website
9. Premises plaque
10. IELTS pull up banner
11. IELTS success stories testimonial in country newsletter
12. IELTS standardised vinyls
13. Co-branded asset designs (web-banner, pull up banner, posters etc)
14. Certificate of DIAMOND partner status recognition
15. Personalised DIAMOND level customer support
16. Unlimited participation in IELTS teacher training webinar series
17. Teacher training workshops
18. Guaranteed places on dedicated global IELTS super webinar series, upon request

Five simple steps to becoming a British Council IELTS Partner Organisation:

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1 Visit: <https://www.britishcouncil.org.mx/en/partnerships/ielts-partnership-programme>

2 Click on *Become an IELTS partner.*

3 Click on the registration form and fill in your details

4 You will receive an email notification with the documents needed to complete your registration

5 Once we have received your application, we will contact you to complete the process



Frequently Asked Questions (FAQs)

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

Any organisation that helps test takers learn English, places them in universities and/or helps them with migration procedures can become a member. Eligible organisations can also be privately-held training schools, educational institutions, support companies, venue partners and pathway providers.

How long is our membership valid for?

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

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

If you are a new organisation, you can enrol in the programme by visiting our website:

www.britishcouncil.org.mx/en/partnerships/ielts-partnership-programme

And following the registration steps detailed above.

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

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

When and how will we receive our membership benefits?

This will depend on the location of the partnership programme(s) you are enrolled in as, apart from universal provision of few core benefits, IELTS partnership programmes differ from country to country.

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

Some programmes offer an administrative fee for each test taker you register online. The total amount due to your organisation is usually 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 the world.

Terms & Conditions:

- This programme is only open to partners 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

takeielts.org

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