Dear Partner,

In 2018, Kaplan celebrated its 80th birthday. We are extremely proud to have helped countless students over the years to improve their English and to pursue their academic and professional careers in a diverse range of areas. Kaplan Inc. is one of the world’s largest providers of education with a long history of excellence.

Here at Kaplan International we continue to put our students at the heart of everything we do. We strive to provide the best learning environments to ensure that our students achieve their learning goals. That means a constant focus on academic excellence, comfortable classrooms using the latest learning technologies, welcoming accommodation options and a stimulating program of social activities.

Our Partners are vital in conveying our values to our students. We know that no one understands them better than you do. Through our commitment to excellent customer service, we seek to provide you with the support you need in order to succeed. In fact, we have a dedicated team that strives to constantly improve our service to you. In this guide, we will give you a glimpse into what that actually looks like.

On behalf of myself and my team here at Kaplan International, we look forward to continuing our great work together and to an ongoing fruitful and mutually supportive partnership.

DAVID F FOUGERE
Chief Operating Officer
Kaplan International English

Kaplan has been helping people find their academic way in life for 80 years, whether that’s through the qualifications they gained at our Accountancy and Finance schools, the English-speaking universities they transferred to with the help of our Pathways Program, or the invaluable language skills they gained at one of our 38 English schools. Kaplan Inc. is one of the world’s largest providers of education with a long history of excellence.

A WORLD LEADER IN EDUCATION
A WORLD LEADER IN EDUCATION

We have a number of different divisions within Kaplan.

Kaplan International:
- Kaplan International English: provides world-class English language education to students from around the world, helping individuals to gain the skills needed to progress their future careers, the opportunity to meet people from different countries, and the possibility to experience a new culture and way of life.
- Kaplan International Pathways: helps international students enrol at universities around the world, via direct admission or degree preparation at a dedicated study centre.

Kaplan Test Preparation:
Specializes in preparing students for over 90 standardized tests for university and graduate school admission, academic tutoring, and other pre-college exams.

Kaplan Professional:
Works with businesses and organizations, as well as individuals, offering leadership and professional development courses and certificates and designations in finance, insurance, accounting, wealth management and engineering.

GROW WITH KAPLAN

Our Partners are at the heart of our success and we look forward to working with you and growing together. We’ll always go the extra mile to provide the quality of service that you deserve.

We grow your prospects
You can ensure that your students will gain the English skills they need at Kaplan. Your students will benefit from:
- Courses that are recognized for their high academic standards
- Accreditation in all our schools
- The opportunity for customized courses
- A wide range of locations all over the world
- Premium school facilities
- Kaplan’s tried and tested K+ Teaching methodology
- Passionate and experienced teachers

We grow your skills
Through partner academy, our one-stop-shop for all your training needs, we’ll be able to support you every step of the way. We’ll keep you up to date with our latest offerings and key selling points for all of our products, making the sales process easy and rewarding.

We grow your business
We work hard to ensure that you have everything you need at your fingertips. With partnerlink, our partner portal, you’ll have access to your students’ information, any relevant sales data, and a range of marketing assets – all in the same place!
PARTNER ACADEMY

Partner Academy is our one-stop-shop for Partner training, providing you with all the information, knowledge, and skills that you need to grow with Kaplan.

Here, you’ll be able to build your expertise in the Kaplan brand with information about our product offerings and destinations, and access to online courses, webinars, and our Kaplan Professional Leadership and Development videos.

Webinars

Take part in webinars with Kaplan Partners from all over the world. We host webinars twice monthly on a range of topics including our destinations, courses, accommodation, sales, marketing, and professional development techniques, with a variety of in-house experts and external specialists.

In 2017, we received more than 1350 registrations for our Kaplan webinars. 93% of our surveyed Partners rated the webinars as being useful to them and 95% would recommend them to their colleagues.

All webinars are recorded and stored in Partner Academy for you to view at your leisure and we use your feedback to guide the content of all training sessions.

E-learning

Build your skills with our modern and comprehensive online training program – we’ll take you through our courses, destinations and locations, accommodation options, and any other additional services.

Throughout the course of your training, you’ll earn badges and rewards for completing each of the 5 training sections, ultimately becoming a Certified Kaplan Product and Services Expert on conclusion of the program.

Each of our online training modules consists of a pre-knowledge check and a post-knowledge check, allowing you to see exactly how your knowledge of Kaplan products grows.

PARTNERLINK

With Partnerlink, gaining access to your student’s information, your sales data, and Kaplan’s marketing assets has never been easier. We work to update Partnerlink on a regular basis to ensure that we continue to deliver a product that will truly let you grow your business.

By signing up to Partnerlink, you’ll receive access to:

- Your performance reports and sales data in our Sales Summary section
- Live availability of our courses and accommodation through the availability app, which means you can book your students instantly
- Information around your students’ progress from application through to admission
- Exclusive course promotions in your area
- Marketing assets such as images, and fact files to support your sales efforts

The Partnerlink homepage provides you with easy access to all of the tools you need to grow with Kaplan, including a direct link through to Partner Academy.

Contact your Kaplan representative today if you do not already have access to Partnerlink.
PRODUCTS AND SERVICES

Our courses

We offer immersive English courses in amazing English speaking destinations that help your students with their professional, academic or personal goals. Energetic and experienced teachers take students through the course materials in the classroom whilst social activities continue the learning in practical situations giving your students the experience of a lifetime.

• Our flexible English courses, with weekly start dates and the freedom to pick the course duration, can easily fit around existing education, travels, or work life

• Career-focused students have the option to study Business Intensive, or our English Plus Professional Certificate programs. These courses are aimed at giving students the essential business language skills for their specific career needs.

• Our group programs cater for both adult and teen groups with customized classroom learning and social activities to suit the group’s needs

• Our Exam Preparation courses prepare students planning to take any of the well-recognized English exams including IELTS, OET, TOEFL IBT®, Cambridge, GMAT®, or GRE®

• Long-term courses, such as our Academic Year and Semester programmes, are ideal for students looking to substantially improve their language skills over a longer period of time

• Younger students aged 12+ are welcomed to study English in a friendly, safe, and fun environment on our specifically designed Juniors programs

• Bespoke programs are also available for groups during the low season

• Older students can enjoy learning English and socializing in a more mature environment with our 40+ programs, no matter their current level of English. This is offered in Torquay and Bath in the UK.

• We guarantee your students will advance one level of proficiency every 10 weeks on selected courses in the UK, the US, Canada and Ireland. If they don’t, we will give them an extra 4 weeks tuition free (terms and conditions apply).

WE CAN CREATE BESPOKE PACKAGES FOR YOU

We can create any type of program, whether your group is interested in a specially customized English program, lessons for a particular industry, or a schedule focused on widely recognized tests like IELTS, TOEFL and the Cambridge English exams. Each program can be tailored to match your groups’ needs from arrival to departure, and whether you have a clear idea of what your group wants or you need some inspiration – we are here to help.

Here is an example of a bespoke program created on request for a group of medical students from Switzerland.

<table>
<thead>
<tr>
<th>Duration</th>
<th>Two weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Classes</td>
<td></td>
</tr>
<tr>
<td></td>
<td>50 English lessons (60 minutes per lesson)</td>
</tr>
<tr>
<td></td>
<td>50% General english</td>
</tr>
<tr>
<td></td>
<td>50% Medical english + cambridge pet exam prep</td>
</tr>
<tr>
<td></td>
<td>Half-day training either at the hospital or with a nurse at the kaplan school</td>
</tr>
<tr>
<td></td>
<td>Final test: cambridge pet reading and writing + oral medical exam</td>
</tr>
<tr>
<td>Social program</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Welcome pub night (first drink included)</td>
</tr>
<tr>
<td></td>
<td>Walking tour to cockington village with a kaplan guide</td>
</tr>
<tr>
<td></td>
<td>Bowling night</td>
</tr>
<tr>
<td>Weekend trip</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Exeter sightseeing tour and kayaking</td>
</tr>
</tbody>
</table>
Passionate teachers

The difference between a good and a great teacher can be the difference between learning a language and loving a language. All of our teachers are experienced and we invest a lot to ensure they receive regular training.

Additional services

Whether your student is learning English to advance their higher education, benefit from a better career, or just to develop personally, we provide a number of extra services that help your students reach their ultimate goal. Additional services include:

- **KITE**: Kaplan’s revolutionary cloud-based adaptive English language assessment system allows us to accurately and efficiently test improvements in proficiency and measure progress every 10 weeks.

- **University Placement Service**: we can assist your students with a university or college application; school staff will support students from the admissions process to enrollment.

- **High quality accommodation options**: students can pick between residences, shared with other students for a more independent experience, or live with a homestay family and enjoy life as a local.

- **Social programs**: with an exciting social program offered in each of our Kaplan schools, students can enjoy the best their chosen location has to offer from museums and tours, to famous landmarks, and popular tourist spots.

The Kaplan difference

Kaplan International English is passionate about education and we take every measure to ensure that our students have all of the tools necessary for success further down the line. We complement classroom learning with exposure to new cultural experiences, giving your students the opportunity to make new friends and see the world while living every day in English. With our exclusive learning materials, dedicated and passionate teachers, and modern school facilities designed to benefit learners, your students are sure to have an extraordinary and unique learning experience.

Unique K+ learning materials

Our integrated approach to learning combines our specially designed K+ curriculum with online learning, and out-of-classroom activities to help a student progress quickly with their language development. Students will learn from K+ Course Books course books used in class and lessons can be practiced after with access to K+ Online, our online learning platform. K+ Online Extra, also accessed online, is self-directed study where students can work on a range of topics and lessons at whatever pace suits them.

Meet Maya Browne

Kaplan teacher in New York SoHo

BA with Honors from Harvard University and a MBA in Finance from NYU Stern School of Business

“I really appreciate the emphasis on community and team work at Kaplan. I love having a front-row seat to watching my students explore and grow on their own through new friendships, internships, and experiences they have ‘living in English,’ and my most rewarding moments are those when I receive emails from former students telling me how they are progressing towards achieving their goals and dreams. It’s a real gift being a part of opening doors to possibilities every day.

The Kaplan International English curriculum is designed to appeal to the curiosity and intellect of all our students, but most of all our program is a real community and home-away-from-home for our students and faculty alike.”
YOUR KAPLAN REPRESENTATIVES

We recognize the pivotal role our Partners play in offering independent advice to students and their families, and our Kaplan Representatives are here to ensure continued support for any queries you might have.

Our commitments

- We listen to our Partners
- We provide world-class service
- We invest in new technology
- We work closely with our Partners
- We support with ongoing training

What you can expect from a Kaplan Representative:

- Constant communication– you'll always be kept up to date
- Guidance on our 3-step booking system, payment process, procedure for cancellations, late arrivals, and postponements
- Sales and product training
- A consultative approach to help in the development of your business
- Arranged visits to your premises
- Visits to Kaplan International Head Office in London or any school of your choice
- Attendance at industry events such as ICEF, ST Alphe, or StudyWorld
- Support or partnership at student focused exhibitions
FAQS

How do I become a Partner?

Simply get in touch with your Regional Sales Manager. We will first ask you some questions to better understand your business and then explain the process in person.

What can I expect working with Kaplan?

You will have direct contact with our customer services in the relevant region who will answer any queries you might have, from how the booking process works to what day-to-day life at Kaplan entails. We aim to respond to bookings and inquiries within 24 hours.

You also have access to online tools on Partnerlink to reserve and book courses and accommodation instantly. All our schools operate under strict guidelines, which means you can rely on high standards across our network of over 38 schools – there is a reason why over 97% of our student would recommend us.

How do I access sales material I need to share with students?

You can access all the information about our schools and courses on Partnerlink, from marketing materials to images and testimonials. Our brochures can be downloaded from our website, and for any other information you can email ki.partners@kaplan.com or your Kaplan Representative.

What else can I use Partnerlink for?

Partnerlink was developed to give you easy access to your sales stats and students that you have sent, or will be sending, to Kaplan. It also enables you to check, reserve, and book courses and accommodation instantly online. You can access our download section for the latest relevant documents and files. Partner Academy, our training portal, can also be accessed via Partnerlink using the same login credentials. If you are not sure how to use it, please contact your Kaplan Representative who can guide you through or arrange training.

Can I use Partnerlink for training courses?

Our training portal, can also be accessed via relevant documents and files. Partner Academy, access our download section for the latest

What happens if I don’t receive payment from the student before the course starts?

We will accept a student if the invoice to Kaplan has been settled before the student’s start date. If we have not received payment from our Partner, we reserve the right to postpone the student’s start date.

If students book together, can they stay with the same host family in two different rooms?

Yes, it is possible to book students together in the same host family. Please make us aware of this when enrolling your students. However, keep in mind that this is subject to availability.

If a student is vegetarian, does he/she have to pay a special diet supplement?

The special diet supplement varies from region to region however in some cases, vegetarians do not have to pay the supplement. Contact your Kaplan representative for more information.

Can we decide which host family is best for our students?

Host families are carefully selected and paired with students by our accommodation managers. We take your students’ preferences, such as dietary requirements, into consideration when matching them with a host family. Please be sure to tell us of any requirements when enrolling your students so we can do everything to find a family that best suits their needs.

Can a student decide to change the host family assigned to her/him?

If a student is unhappy at the host family, he/she should speak to the accommodation manager at the school for advice. Our staff will assist your students and listen to their concerns. In most cases, we can solve the issues. If the problems are serious, we will investigate and move your student to a better-suited accommodation.

Can students study for only one week?

We recommend that all students study a minimum of two weeks. Students need that first vital week for orientation in the school and to get used to their new surroundings. However, we aim to be as flexible as possible. If a student can only attend a course for one week, we will accept them on the provision that they are tested pre arrival. We would then place them into classes on their first day.

Is there a minimum number of students per class and what happens if this minimum is not reached?

Levels A1 to C1 are offered all year round. If the minimum number of students for courses such as Business Intensive, Cambridge Preparation, etc. is not reached, students will be informed before their arrival. They can then decide to change the course or the destination or cancel the whole program without any charge.

How many students are in one class?

Our average, the class size is 12 students per class. During high season, the maximum number per class is 15 students.

Can you guarantee morning or afternoon classes?

Many of our schools have classes in the morning and afternoons and where possible we cater towards the students’ preference. However, we cannot guarantee that the preferred choice is available, as it depends on the student’s level of English, which is tested upon their arrival at the school.

Will there be any lessons on the first day of school?

In Australia, New Zealand, Canada, and the US, the first day of school is an induction day only. Students take their placement test, meet the staff, find out about the K+ curriculum, and tour their new school. In the UK and Ireland, they will receive their first lesson on the same day as orientation.

If the school closes on a holiday, will there be any make-up lessons?

There are no make-up lessons if the school is closed due to a holiday. If the school has to close for other reasons (power outage, heavy snow, etc.) make-up lessons may be organized.

During session breaks, can students leave their luggage with their host family?

In most situations, this is acceptable. If a student goes away for a holiday, they can leave their things at the host family, usually at a small extra charge.

If two students book together, do they get a special discount?

Please get in touch with your Kaplan Representative to see if there is a special promotion running in the concerned market.

Do students pay a deposit for course books?

Students are not required to pay a deposit for their study materials. In Australia, New Zealand, and Canada, we charge a small materials fee. Your students get to keep all their study materials (K+ Course Books) and take them with them after their course finishes.

Are the online learning materials still active after the course finishes?

Yes, for a small fee students can use the online learning materials after leaving the school.

Does Kaplan offer any evening programs?

Yes, our Perth and Sydney schools in Australia both offer an Intensive English Evening course. To find out more check the Kaplan website or contact your representative.
We grow your students. We grow your skills. We grow your business. Learn more at kaplaninternational.com/kaplan-partners.