

Advantage

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**Expert  
support,  
better  
results**



**Cambridge Assessment  
English**

Authorised Exam Centre

Open up a world of opportunity with Advantage, the British Council's trusted loyalty programme. Delivered in collaboration with Cambridge English, Advantage rewards a global community of educators who register candidates for Cambridge English Qualifications at our network of authorised exam centres.

Advantage supports you with personal, one-on-one advice from dedicated account managers. Your teachers can access free preparation materials, professional development resources and connect with a community of thousands of teachers. Plus, you will receive financial incentives and promotions throughout the year.



### Flexible exam services and personal account support

You can focus on what is important, while we take care of organising the exams.



### Enhanced education experience

Enjoy unrivalled resources and support to enhance the learning and teaching at your institution.



### Exclusive financial incentives and marketing materials

Grow your exam registrations and membership level and get increasing benefits from partnering with us.

**Why Advantage?**  
**Because it all adds up to better results.**





# Why join British Council Advantage?

## **We are a partner you can trust.**

Our high-quality assurance and service standards make us the world's most trusted exams services partner. For over 80 years we have helped institutions, teachers and learners around the world to securely take internationally recognised qualifications.

## **We are English teaching and assessment experts.**

We are world experts in English language assessment development and delivery, creating opportunities for people everywhere to achieve their potential. We deliver over four million exams to school pupils, university students and professionals in more than 140 countries.

## **We help you grow.**

We offer our members increasing levels of benefits so you can grow from Advantage Standard to Premium Plus level as a reward for registering more candidates or working with us year after year. We support you to attract more customers with promotional materials to help you stand out.

## **You access a global community of educators.**

We help thousands of members in over 50 countries to connect and collaborate with each other. Teachers can access development opportunities throughout their professional life, and learners participate in rich and diverse international cultural exchanges.

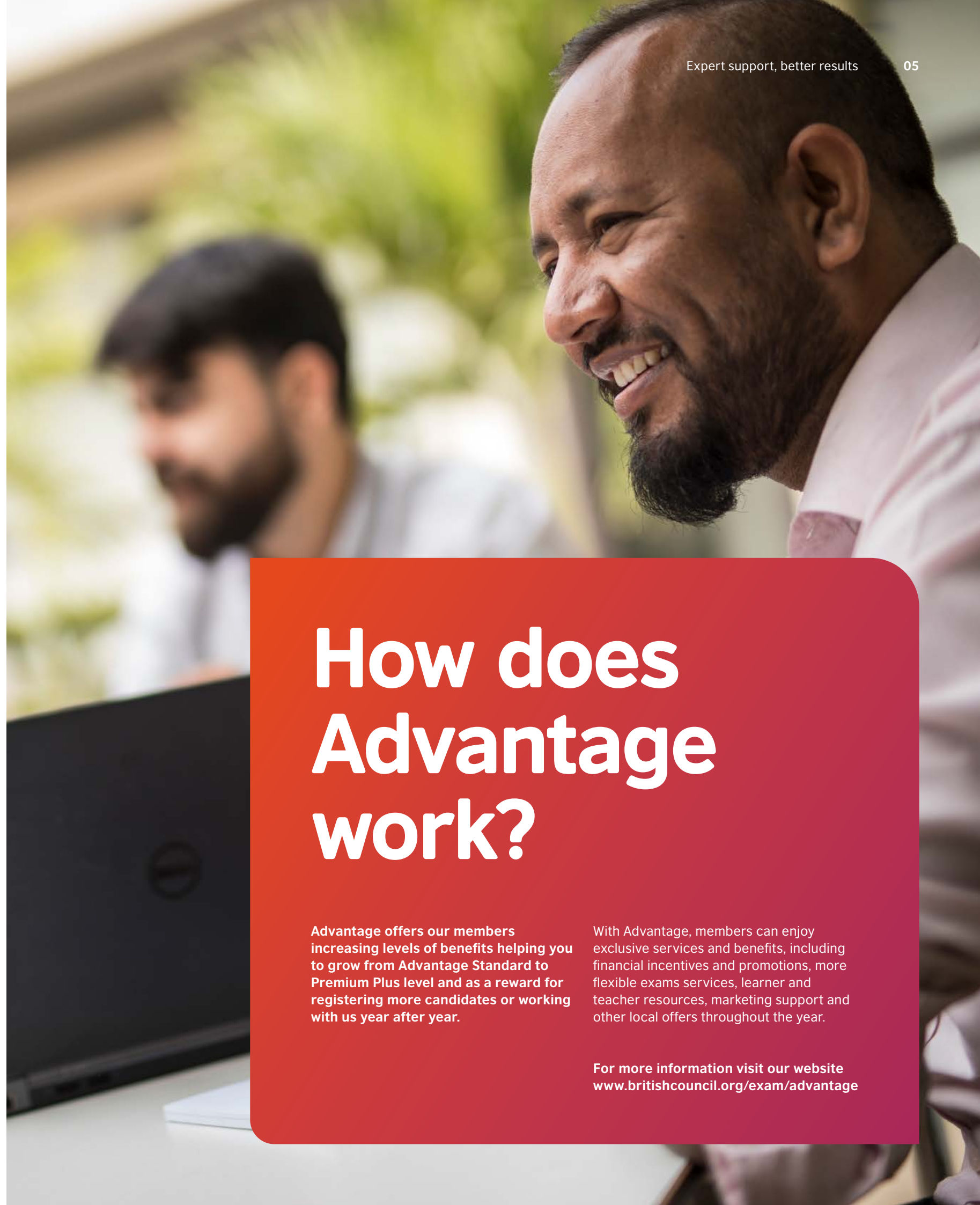


# How does Advantage work?

**Advantage offers our members increasing levels of benefits helping you to grow from Advantage Standard to Premium Plus level and as a reward for registering more candidates or working with us year after year.**

With Advantage, members can enjoy exclusive services and benefits, including financial incentives and promotions, more flexible exams services, learner and teacher resources, marketing support and other local offers throughout the year.

**For more information visit our website [www.britishcouncil.org/exam/advantage](http://www.britishcouncil.org/exam/advantage)**



# Advantage Rewards and Benefits

## Starter

- ✓ Starter access (10 users) to Advantage Teachers, our online support platform for teachers
- ✓ Starter access (10 users) to Exams Preparation Online Support, our platform for students
- ✓ Advantage Starter digital membership badge
- ✓ Open online events for teachers
- ✓ Starter pack of promotional materials

## Standard

- ✓ Full access (unlimited users) to Advantage Teachers, our online support platform for teachers
- ✓ Standard access (300 users) to Exams Preparation Online Support, our platform for students
- ✓ Free ELT book title and teacher training 20-hour online course from Cambridge University Press
- ✓ Advantage Standard digital membership badge
- ✓ Exclusive online events for teachers
- ✓ Welcome pack of promotional materials
- ✓ Standard financial incentives and promotions
- ✓ Advantage Standard membership certificate

## Premium

- ✓ Full access (unlimited users) to Advantage Teachers, our online support platform for teachers
- ✓ Premium access (500 users) to Exams Preparation Online Support, our platform for students
- ✓ Additional two free teacher training 20-hour online courses from Cambridge University Press
- ✓ Advantage Premium digital membership badge
- ✓ Exclusive online events for teachers
- ✓ Welcome pack of promotional materials
- ✓ Premium financial incentives and promotions
- ✓ Advantage Premium membership certificate
- ✓ In-person support for your open days, parent meetings and graduation ceremonies
- ✓ Advantage member plaque

## Premium Plus

- ✓ Full access (unlimited users) to Advantage Teachers, our online support platform for teachers
- ✓ Premium Plus access (unlimited users) to Exams Preparation Online Support, our platform for students
- ✓ Additional five free online teacher training 20-hour online courses from Cambridge University Press
- ✓ Advantage Premium Plus digital membership badge
- ✓ Exclusive online events for teachers
- ✓ Welcome pack of promotional materials
- ✓ Premium Plus financial incentives and promotions
- ✓ Advantage Premium Plus membership certificate
- ✓ In-person support for your open days, parent meetings and graduation ceremonies
- ✓ Advantage member plaque
- ✓ Greater flexibility and dedicated exam services



# Partner with the experts

## About the British Council

We support peace and prosperity by building connections, understanding and trust between people in the UK and countries worldwide.

We uniquely combine the UK's deep expertise in arts and culture, education and the English language, our global presence and relationships in over 100 countries, our unparalleled access to young people and influencers and our creative sparkle.

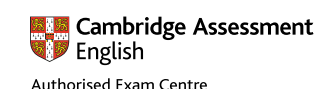
We share our values and explore ideas. We have difficult discussions and find common ground. We create mutually beneficial relationships between the people of all four nations of the UK and other countries. This helps strengthen the UK's global reputation and influence, encouraging people from around the world to visit, study, trade and make alliances with the UK.

We work directly with individuals to help them gain the skills, confidence and connections to transform their lives and shape a better world in partnership with the UK. We support them to build networks and explore creative ideas, to learn English, to get a high-quality education and to gain internationally recognised qualifications.

We work with governments and our partners in the education, English language and cultural sectors, in the UK and globally. Working together we make a bigger difference, creating benefit for millions of people all over the world.

## About our exam partner Cambridge Assessment English

The British Council offers exams on behalf of UK awarding organisations, professional bodies and universities in 95 countries across the globe. One such collaboration with a UK awarding body is our longstanding one with Cambridge Assessment English for their range of Cambridge English Qualifications. Globally, the British Council collaborates with Cambridge Assessment English in 50 countries with the aim of helping people learn English and proving their skills to the world.



## About our official sponsor Cambridge University Press

Cambridge University Press is one of the world's leading English language teaching publishers. Its ELT materials are used by people in nearly every country in the world to learn and teach English.

Cambridge University Press collaborates with the British Council in the Advantage member scheme to support learners and teachers by providing information and convenient access to the official exam preparation materials and more. Advantage members receive exclusive benefits from Cambridge University Press booksellers and online training courses developed by their teacher development experts which introduce the principles of assessment and teaching of exam levels for Cambridge English Qualifications and IELTS.

For more information, visit their website:  
[www.cambridge.org/gb/cambridgeenglish](http://www.cambridge.org/gb/cambridgeenglish)



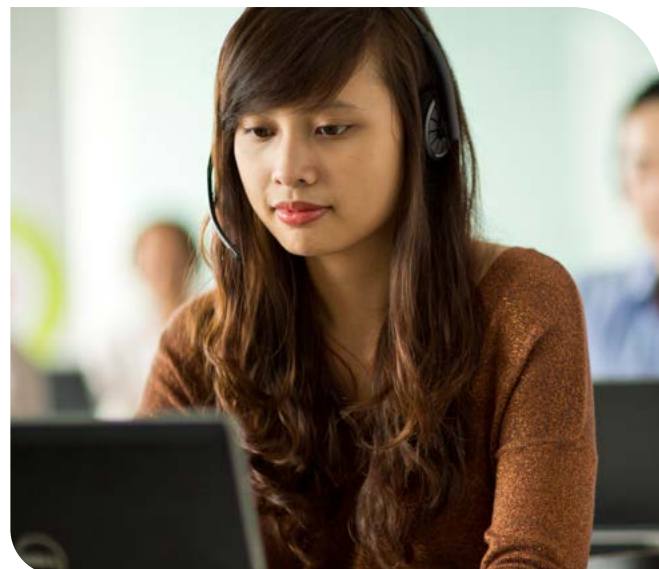
# Why choose Cambridge English Qualifications?



## About the exams

Cambridge English Qualifications are in-depth exams that help people to learn English and prove their skills to the world. They encourage continuous progression with a clear path to improve language skills.

The exams are enjoyable and rewarding and help to motivate people of all ages and abilities to learn English and develop practical skills for the real world. Cambridge English Qualifications are recognised by over 25,000 thousand organisations in 130 countries worldwide.



## How the exams help

Each qualification focuses on a level of the Common European Framework of Reference (CEFR), enabling learners to develop and build speaking, writing, reading and listening skills. Cambridge English Qualifications help you to:

- Develop your students' skills and confidence
- Structure your language-learning curriculum
- Evaluate your students' progress
- Help your students prepare for higher level exams

# The step-by-step approach

## C2 Proficiency

This qualification shows the world that you have mastered English to an exceptional level, with the fluency and sophistication of a highly competent English speaker. Preparing for and passing the exam means you have the level of English that is needed to study or work in a very senior professional or academic environment, for example on a postgraduate or PhD programme.

## C1 Advanced

This is proof of high-level achievement in English for school-aged learners or adults preparing for university or professional life. This exam is the logical step in the language learning journey between B2 and C2 levels.

## B2 First for Schools & B2 First

It is a great way for learners to prepare for higher level exams, and shows they have the language skills needed to communicate confidently in an English-speaking environment whether it may be for work or social purposes.

## B1 Preliminary for Schools & B1 Preliminary

This qualification shows that a student has mastered the basics of English and now has practical language skills for everyday use.

## A2 Key for Schools & A2 Key

This qualification helps learners to fully develop their everyday written and spoken English at A2 level. It shows that a student can use English to communicate in simple situations. For school-aged learners, the exam builds on the skills students have achieved at A2 Flyers.

## Pre-A1 Starters, A1 Movers and A2 Flyers

These three exams are for young learners aged 6–12. They build young learners' confidence and lay the foundations for future success in English. All these exams for young learners are fun, colourful and activity based, motivating children to learn.

For more information about Cambridge English Qualifications, please visit [www.cambridgeenglish.org/exams-and-tests](http://www.cambridgeenglish.org/exams-and-tests)

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Advantage is the British Council's trusted loyalty programme for a global community of educators who register candidates for Cambridge English Qualifications at our network of authorised exam centres.

If you would like to offer Cambridge English Qualifications and become an Advantage member, please contact your local British Council exams team.

For more information, please visit  
[www.britishcouncil.org/exam/advantage](http://www.britishcouncil.org/exam/advantage)

