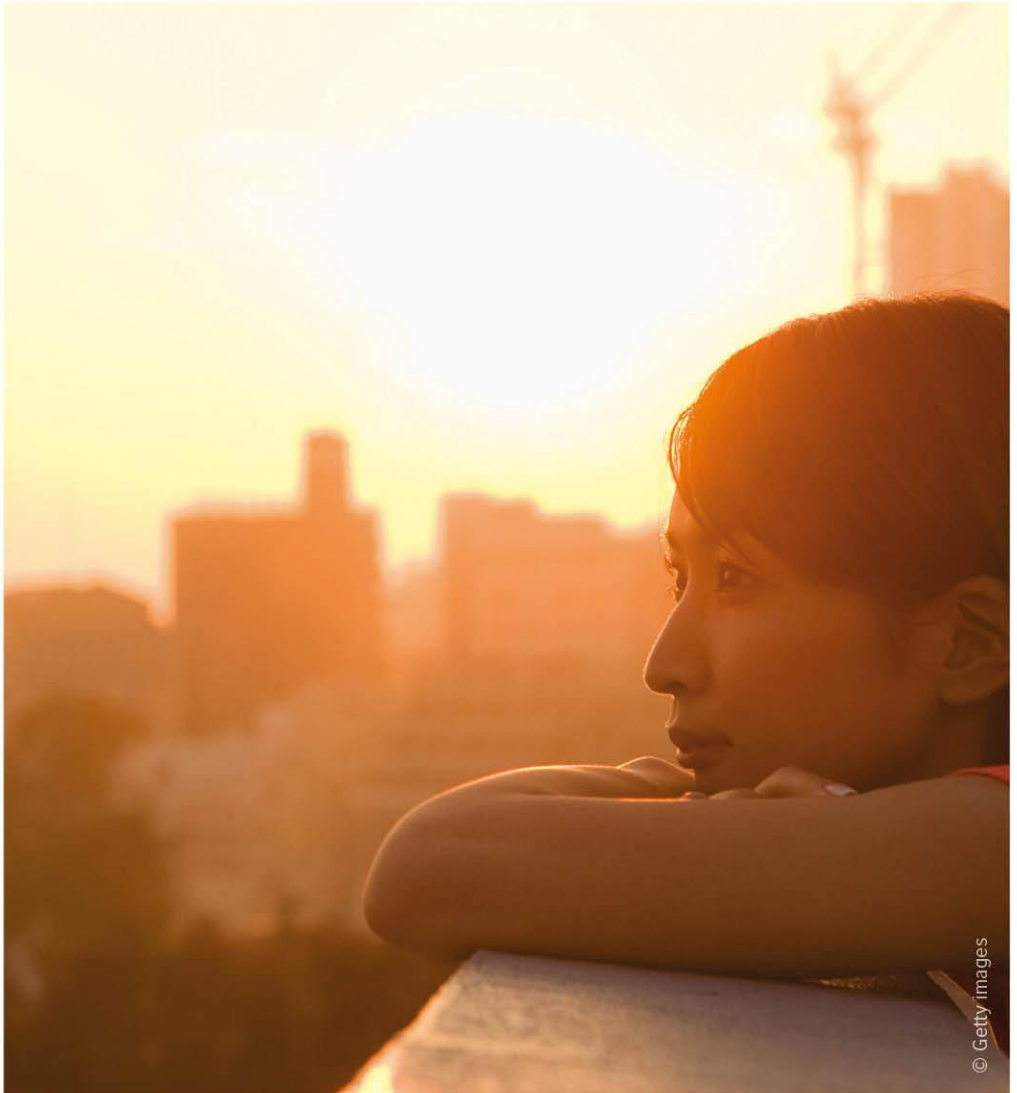




**Our heritage.**  
**Our expertise.**  
**Your assurance.**  
**Your advantage.**

**addvantage**  
member scheme



## ABOUT US

We are the UK's international organisation for educational opportunities and cultural relations.

We connect people with learning opportunities and creative ideas from the UK to build lasting relationships around the world.

Through our offices in 110 countries and territories around the world we:

- teach English to around 400,000 learners a year
- work with our partners to implement over 100 international development contracts worldwide
- support many creative projects
- deliver over 1.25 million UK exams a year

We have been in Serbia for nearly 75 years and have many years' experience of delivering exams in Serbia. In the last 6 years alone, over 26,000 people in Serbia have taken UK qualifications through us to help them achieve their career or academic goals. We realise that this work would not be possible without your support. To further strengthen our relationship, and as a way of saying thank you, we are continuously improving our partnership programme – advantage.

Why partner with the British Council through Advantage?

### Experience

Our long-standing presence in Serbia and extensive experience in delivering UK qualifications, both in Serbia and around the world, ensure the examination process is positive for you and your students.

### Innovation

We have always been at the forefront in introducing innovative services: we were the first to provide online results, School Finder online database and Aptis test which is completely administered in your school on a computer, to name but a few innovations.

### Professionalism

We ensure exams are delivered to examination board standards so that they are fair for all candidates. This is why over 70 UK examination boards and educational institutions have chosen us to deliver their exams around the world.

### Mutuality

We recognise that for a relationship to be long-lasting it must be mutually beneficial. We listen and work with you to improve our services to you and your students.

### Expertise

The British Council is renowned globally for its work in supporting teachers of English. For many years we have been the first port of call for teachers, teacher associations, governments, universities and other educational institutions seeking advice and collaboration in the development of English language educational policy.



## How does **advantage** work?

For each candidate you registered in 2016 for Aptis, Cambridge English and IELTS exam (Aptis, YLE, KET, PET, FCE, CAE, CPE, TKT, BEC, ILEC, ICFE and IELTS) through the British Council you have earned 1 point.

*NEW* – In order to make **advantage** more rewarding for you, our partners, we've re-invented it by counting even more exams towards your overall point total, as well as increasing discounts you receive at each level of membership.

*From this year* – for the first time ever, we are taking into account and rewarding you for continuous length of partnership with us as well as recognition of success rates of your students in Cambridge examinations. We will also enable smaller schools to achieve higher tier status through recognition of their growth rate year on year as opposed to just raw numbers. Introducing Aptis into your school gives you an added **advantage** of substantially boosting your points and enabling you to offer your students much greater discounts on Cambridge exams than were ever possible.

The total number of points earned in 2016 entitles you to one of three levels of membership. Each level has its own associated benefits for you to enjoy in 2017 (for exams registrations from 01/01/2017). The number of points for each level of membership is as follows:

Points collected	Membership Tier	Discount*
10-39	Tier 3	6%
40-99	Tier 2	10%
100+	Tier 1	20%

\*Discount is available on the following Cambridge English exams only: KET; PET; FCE; CAE; CPE; BEC; ICFE; TKT

After all the points collected are tallied for your school – another layer of calculation is being applied before your final Membership Tier status is calculated. In this layer of calculation we are applying three different levels of qualifiers:

- To be eligible for points multipliers your school must have had an average level of success across Cambridge English suite of examinations greater than 65% (European average success rate across all tracked examination types)
- Total points are multiplied by: 1.5 times if you've collected 25% more points than in previous year; 2 times if you've collected 50% more points than previous year; and 3 times if you've collected 75% more points than previous year; **AND**
- This new total is multiplied by :1.5 times if you've been registered with advantage member scheme for the past 3 years continuously; 2 times if you're been with us for the past 5 years; and 3 times if you've been with us for 5+ years

## What benefits does **advantage** membership provide in 2015?

**advantage Tier 3 membership** entitles you to:

- Tracking of all registration points and uninterrupted years of membership
- Listing on SchoolFinder online database
- **advantage** certificate and stickers
- New **advantage members scheme** fixed and dynamic web banners
- Access to FCE and CAE online preparation/practice materials portal for all your students that register for these exams – these portals are exclusive to the British Council and exclusive to **advantage** members
- **6% discount to candidate fees for eligible Cambridge English examinations**

advantage Tier 2 membership entitles you to:

- All the Tier 3 member benefits plus
- **10% discount to candidate fees for eligible Cambridge English examinations**

advantage Tier 1 membership entitles you to:

- All the Tier 2 member benefits plus
- **20% discount to candidate fees for eligible Cambridge English examinations**

### New from this year – the Aptis Effect

If standard levels of benefits aren't enough for you, there's another way that you can introduce international standards of English language testing into your school and benefit from even greater benefits – we call this the “**Aptis Effect**”

Introducing Aptis as the final test for all your English courses and adding its comprehensive and detailed Statement of Results to your existing course completion certificates can add international credibility to your certificates and courses through confirmation that knowledge gained in your courses is checked by a language assessment tool produced by an international leader in all things English – the British Council.

For your school it also means that you can access greater levels of **advantage** membership much more easily due to greater affordability of Aptis compared to any other comprehensive language test on the market. By embedding Aptis as their end of course test, many schools around Serbia and Europe are accessing greater discounts on Cambridge English exams.

### How it works?

In a given calendar year, administer and pay for the following numbers of Aptis tests:

Number of Aptis	Benefit that it entitles you to:
50-99	Automatic Tier 1 membership
100-299	Discount of 25%
300+	Discount of 30%

\*Discount is available on the following Cambridge English exams only: KET; PET; FCE; CAE; CPE; BEC; ICFE; TKT

## advantage Terms and Conditions 2017

### General Conditions

These terms and conditions define the rules, scope and conditions of participation in the partnership programme offered by the British Council, hereafter referred to as **advantage 2017**.

1. **advantage 2017** supersedes and replaces in all respects any previous or current contract you have or have had with the British Council, and the terms and conditions therein.
2. The **advantage 2017** Partnership Programme is fully owned and operated by the British Council.
3. Schools that join **advantage 2017** will collect their points from 1 January 2016 to 31 December 2016.
4. The points you collect will determine your membership status for 2017. Your school will enjoy the benefits according to your membership level from 1 January 2017 to 31 December 2017
5. The points you collect in 2017 will be used to determine your set membership level in 2018.

### Rules for participation

6. **advantage 2017** is open to any institution which registered one or more candidates through a group entry form with the British Council for any of the following: Aptis, IELTS and Cambridge English (YLE, KET, PET, FCE, CAE, CPE, BEC, TKT, ILEC, ICFE) exams between 1 January 2016 and 31 December 2016.
7. The offer which members are entitled to shall depend on the number of exam entries made between 1 January 2016 and 31 December 2016, for the exams listed in section 6 of these regulations. Members receive one point for each exam entry.



## How does Addvantage work?

8. The total number of points earned in 2016 entitles you to one of three levels of membership. Each level has its own associated benefits for you to enjoy in 2017 (for exams registrations from 01/01/2017). The number of points for each level of membership is as follows:

Points collected	Membership Tier	Discount*
10-39	Tier 3	6%
40-99	Tier 2	10%
100+	Tier 1	20%

\*Discount is available on the following Cambridge English exams only: KET; PET; FCE; CAE; CPE; BEC; ICFE; TKT

Additional discounts can be accessed by utilising the Aptis Effect – using our Aptis test in your school as an end of course progress test will open up an even larger levels of discount for you and will enable your school to access higher levels of **addvantage** membership quicker.

In a given calendar year, administer and pay for the following numbers of Aptis tests:

Number of Aptis	Benefit that it entitles you to:
50-99	Automatic Tier 1 membership
100-299	Discount of 25%
300+	Discount of 30%

\*Discount is available on the following Cambridge English exams only: KET; PET; FCE; CAE; CPE; BEC; ICFE; TKT

9. To activate membership, qualifying institutions must send an email to [info@britishcouncil.rs](mailto:info@britishcouncil.rs) containing the following information:

School Name

Address

Contact Phone number

Contact email

Website

List of exams you prepare students for: e.g. IELTS, YLE, FCE, KET, PET etc.

Contact Person

10. Member institutions have the right to cease membership at any point. This should be done in writing to the above email address.
11. Membership will cease from the point the British Council receives the written notification requesting this. At the point of cessation of membership, all entitlement to benefits of the scheme will cease. We regret that any benefits not claimed by 31 December 2017 will expire. They cannot be carried forward.

#### Group membership

12. Where an institution enters its candidates through a network of affiliates (main centre and several affiliates in other towns operating under the same name), the whole network shall receive a level of membership and the associated benefits based on the collective number of points earned. In addition to the network, each individual school will receive their own Associate level of membership, regardless of their contribution to the overall number of entries put through the network organisation.

#### Benefits of **advantage**

13. In addition to our standard level of service, Members will be entitled to the following benefits in 2015 according to their level of membership:

#### Communicating your membership

14. From time to time the British Council will provide promotional material for members, to communicate their **advantage** membership. Display or distribution of these materials is at the discretion of the member.

15. Should you wish to communicate your **advantage** membership by any other method whatsoever, you must be agree all details, with the British Council in writing, well in advance of any such communication. You should apply to the Exams Manager at the contact details given in point 10 above.

#### Disclaimer

16. The British Council and the examining boards take all reasonable steps to provide continuity of service. We feel sure you will understand, however, that we cannot be held responsible for any interruptions caused by circumstances beyond our control. If examinations or their results are disrupted, cancelled or delayed, every effort will be made to resume normal service as soon as possible. The British Council's liability will be limited to the refund of the registration fee or retesting at a later date.

#### Amendments to the regulations

17. The British Council reserves the right to end **advantage** programme prior to 31 December 2017, or to extend it beyond this date by giving you 2 weeks' notice in writing.
18. The British Council reserves the right to introduce amendments to these regulations and undertakes to inform the members of the scheme of the amendments by email or post. Such amendments will be valid and effective as of the date of the notification to the members or at any later date stated by the British Council in the relevant notification.

#### Disputes

19. This agreement is covered by the Serbian legislation and in the event of any dispute that cannot be resolved amicably by both parties, the Courts of Belgrade will be competent.

#### Data Protection

The British Council keeps records of your personal information according to data protection legislation (L.2472/1997) in force. The information you provide above shall be processed only and to the extent required for the proper administration of Advantage. You have the right to ask for the correction of any inaccuracy or the writing off of your personal information or for a copy of the information we hold on you, for which we may charge a fee, by sending a letter to Customer Services, British Council, Terazije 8/II, 11000 Belgrade or by e-mailing [info@britishcouncil.rs](mailto:info@britishcouncil.rs)

## Frequently Asked Questions

### Does it cost to join Advantage?

No. Joining **advantage** is completely free. This is a scheme designed to recognise and reward your contribution to the development of English language knowledge in Serbia and as such it is one way for us to thank you for the part that you play in delivering high quality private English tuition to the students in Serbia.

### How will my level of membership in 2017 be calculated?

Your level of membership in 2017 will be determined by the number of candidates you registered in 2016. For each candidate registered in 2016 for Aptis, Cambridge English (YLE, KET, PET, FCE, CAE, CPE, TKT, BEC, ILEC and ICFE) and IELTS through the British Council you will have earned 1 point.

After all the points collected are tallied for your school – another layer of calculation is being applied before your final Membership Tier status is calculated. In this layer of calculation we are applying three different levels of qualifiers:

- To be eligible for points multipliers your school must have had an average level of success across Cambridge English suite of examinations greater than 65% (European average success rate across all tracked examination types)
- Total points are multiplied by: 1.5 times if you've collected 25% more points than in previous year; 2 times if you've collected 50% more points than previous year; and 3 times if you've collected 75% more points than previous year; **AND**
- This new total is multiplied by :1.5 times if you've been registered with **advantage** member scheme for the past 3 years continuously; 2 times if you're been with us for the past 5 years; and 3 times if you've been with us for 5+ years

This total number of points then determines what level of membership you will enjoy in 2017.

### Is there a minimum number of candidates I have to register to claim my benefits?

No. Your level of membership in any one year is based on the number of points you earned in the previous year. This means that, points you earned in 2014 determine your level of membership in 2015 regardless of the number of candidates you register in 2015 (those will determine your 2016 level of membership)

#### How do I pay the candidate fee if I am entitled to a discount?

Please deduct the contribution before making your payment to us. This contribution is in recognition of your administrative costs and efforts of filling in block entry forms, consolidating payments and sending of certificates to your students, to name but a few. It is up to you to decide whether to pass any or all of the discount to your students.

#### Can I join up with other schools to increase our joint level of membership?

No, this programme is applicable to individual schools only. However, if you have additional branches of your school operating under the same name in other towns, your total number of candidates will be used to calculate your level of membership.

#### How can I administer written and oral exams on my premises?

This option is available for Tier 1 schools only. We are making a concentrated effort to increase the number of locations that we're offering as test locations around the country in venues that are suitable. We are doing this because it's extremely difficult for any private school to fulfil the requirements of examination venue standards and larger conference facilities are much more suitable for this purpose. Our aim is to have an examination venue wherever there is sufficient interest per exam type during an examination window.

Please refer to our website for more details on exam locations that we've introduced this year for the first time.

#### **For feedback or further questions about *advantage***

Please contact:

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British Council  
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F: 011 3023 898  
[nebojsa.djuric@britishcouncil.org](mailto:nebojsa.djuric@britishcouncil.org)