

Advantage

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# Expert support, better results

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.

# 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
- One Testing and Assessment 20-hour teacher training online course from Cambridge University Press & Assessment
- 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
- One free ELT book title and three Testing and Assessment 20-hour teacher training online courses from Cambridge University Press & Assessment
- 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
- One free ELT book title and six Testing and Assessment 20-hour teacher training online courses from Cambridge University Press & Assessment
- 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

### Terms and Conditions apply:

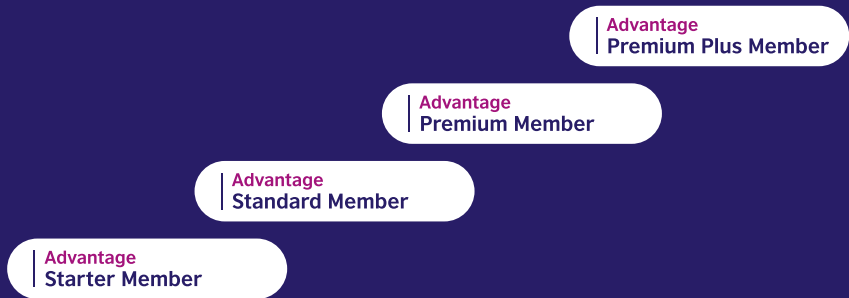
<https://www.britishcouncil.pl/en/exam/schools-institutions/advantage>

**Note:** You can see the latest information about which benefits are available in your location by contacting your local British Council account representative at [advantage@britishcouncil.pl](mailto:advantage@britishcouncil.pl)

## Advantage goes above and beyond to offer you expert support helping members, teachers and learners progress along their English exam journey:

- Flexible exam services and personal account support. You can focus on what is important, while we take care of organising the exams.
- Exclusive financial incentives and marketing materials. Grow your exam registrations and membership level and get increasing benefits from partnering with us.
- Enhanced education experience. Enjoy unrivalled resources and support to enhance the learning and teaching at your institution.

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



### How does Advantage work?

- The more candidates you register the greater the benefits. We offer four membership levels: Advantage Starter, Advantage Standard, Advantage Premium and Advantage Premium Plus.
- Your membership level will depend on the total number of registrations made with us in the previous academic year from August to July. We will evaluate and renew your membership level each year.
- New schools and institutions that apply to join Advantage will be offered a membership level according to the number of registrations they first make. We also invite those who are starting to offer Cambridge English exams to join with Advantage Starter membership. Advantage Starter aims to give you the framework and the marketing tools to launch our cooperation.



#### Contact us at:

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