



# ESAT

EDUCATIONAL SERVICES  
AND TESTING



*“Alone we can do so little,  
together we can do so much.”*

*– Helen Keller*





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# About Educational Services and Testing Ltd (ESaT)

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**01**

A company with a global outlook, which partners with entrepreneurs who possess an in depth knowledge of the local market to execute the company's ambitious plan to assist students in reaching their aspirations as communicators of English





## *Globally connected / Locally integrated*

### **ENGLISH LANGUAGE PRODUCTS AND SERVICES**

Over the years, ESaT has developed significant expertise and an extensive range of products and services to cater for the needs of individuals, institutions and companies. ESaT can be trusted to deliver quality services in language training and testing (from young learners to adults, including English for Specific Purposes), centre auditing and staff training.

### **THE CENTRES**

Every ESaT Centre operates under a contract with ESaT Ltd. The centres share a common teaching methodology, along with course programmes, as well as testing material all researched and designed to ensure a leading position in the market.

### **AUTONOMOUS CENTRES BUT COMMON HIGH STANDARDS**

Every ESaT Centre is an independent company. Entrepreneurs are free to take the necessary steps and pursue the strategies they deem fundamental to achieve success in their local markets. The maintaining of high standards is guaranteed through comprehensive centre audits which are also an opportunity to get to know each other and share best practices.

### **CENTRE PARTICIPATION**

ESaT prides itself on offering each centre a high degree of participation in the company. Centres are encouraged to become involved at all levels of the organisation and in all aspects of its work, from product development to marketing. Annual international meetings and dedicated forums provide all centres the opportunity to share opinions, practices, experiences, and offer encouragement.

### **INTERNATIONAL HEADQUARTERS**

The ESaT international Headquarters are located in Malta.

# ESaT development

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## 02

ESaT is looking for passionate and effective entrepreneurs to help us in our mission to further improve our practices and products and continue helping individuals progress through the diffusion of the English language. If you believe you have what it takes to make it in this highly rewarding business, contact us to find out how you could become part of this exciting journey.

### THE JOURNEY SO FAR

The ESaT journey started in Milan in 1973 under the name of British Institutes, with a very specific scope: to help the diffusion of the English language in Italy and in this way assist individuals and organisations to grow

professionally and be better equipped for the challenges posed by a changing and more global economy. British Institutes quickly became synonymous with advanced and professional language courses and this led to a rapid growth of the group.

The new millennium brought with it new challenges: distance learning and technology-assisted learning. These new approaches facilitated the delivery of quality courses to a hitherto-untapped section of the population which was either not interested in traditional forms of teaching, or which simply did not have the time to attend conventional language courses.

In 2003 British Institutes, as always a leader in English language teaching, developed a new and original programme, called ONE WAY, based on the Common European Framework of Reference\*. In 2004, this multimedia programme won the prestigious ‘European Language Label’\*\* , for its original content. The label is awarded to products that “encourage new initiatives in the field of teaching and learning languages, the rewarding of new techniques

in language teaching, and spreading the knowledge of languages’ existence, thereby promoting good practice”.

In 2006, the digital programme secured yet another award: The Italian eContent Award\*\*\*, in the e-learning category, from the Fondazione Politecnico di Milano, under the auspices of the UN.

After having successfully trained hundreds of thousands of students, and constantly endeavouring to maintain and improve the quality of its products and services in its over 140 centres, the ESaT brand and logo were developed in 2013 and the company headquarters moved to Malta. ESaT is now embarking on yet another ambitious programme: to offer quality programmes globally.

### ESaT RELIES ON ITS ACCREDITED CENTRES

- Accredited Centres give ESaT life at the local level, in their exclusive areas.
- As partners and colleagues, centres work together to develop and deliver the best possible language training and services. They support the corporate image and trademarks and co-ordinate local, regional, national and international language-training initiatives.
- Individual centres understand that education is constantly evolving and developing, which calls for a concerted effort where we never stand still in terms of progress.

\* <https://www.coe.int/en/web/common-european-framework-reference-languages/level-descriptions>

\*\* [http://ec.europa.eu/education/initiatives/label/label\\_public/index.cfm](http://ec.europa.eu/education/initiatives/label/label_public/index.cfm)

\*\*\* [http://www.econtentaward.it/2006/Press/Classifica\\_Finale.asp](http://www.econtentaward.it/2006/Press/Classifica_Finale.asp)

# 03 Centre rights and duties

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Capitalising on the significant existing market opportunities, we are seeking partners in various markets. ESaT has a proven business model designed to capture the growth of the English language market on a more global scale. New partners will benefit from a wealth of expertise, built up over nearly 50 years.



#### **IMPORTANT FACTS FOR PROSPECTIVE CENTRES**

With various new centre openings planned, ESaT's expansion project is moving forward swiftly. The ESaT concept offers attractive margins without compromising the quality of the learner experience or outcomes, due to efficient and robust procedures and course programmes. The business offers a unique Blended Learning methodology, as well as advanced learning platforms for students.

#### **ESaT LTD ENTRY FEE**

Basic start-up costs towards ESaT, prior to opening a language centre include:

- a complete starter kit,
- an intensive course at ESaT Headquarters.

#### **ANNUAL FEE**

Centres pay an annual fee based on the population and purchasing power of their area. Partial rebates are available when a centre exceeds the predetermined amount of material purchased from ESaT Ltd.

### WHAT ESaT LTD EXPECTS OF CENTRES

Centres are dutybound to purchase and use all ESaT material exclusively. This guarantees a number of mutual benefits for you, the organisation and the client such as:

1. ensuring uniformity in training and language services, which is an important benefit to all ESaT clients.
2. supporting the ESaT network and contributing to enhancing and differentiating the image of both ESaT Ltd and the individual centres in such a competitive market.
3. generating revenue to help develop new programs and material for the group.

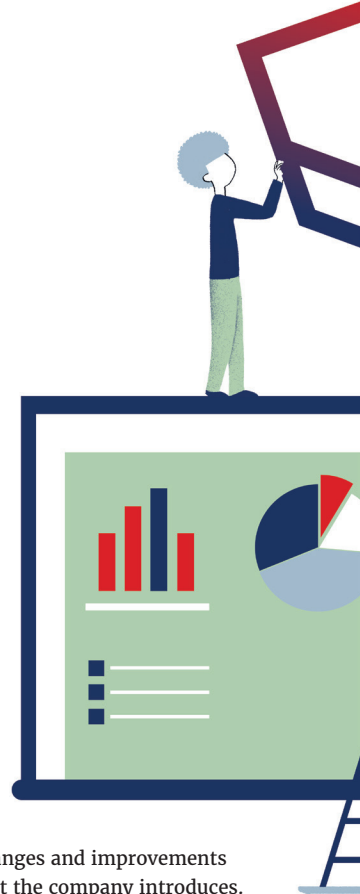
### WHAT CENTRES SHOULD EXPECT FROM ESaT LTD

- The right to use the ESaT name and trademarks.
- Trademark and territory protection.
- The start-up kit.
- Internationally accredited and recognised qualifications.
- A variety of valuable seminars on marketing, sales, teacher training, available both in Malta or at a national level, face-to-face, via webinar or other relevant media.
- Development of up-to-date training materials.

### COMMUNICATING EFFICIENTLY

With the ESaT network being so extensive, it is of paramount importance that information travels quickly and efficiently within the group to ensure that all centres understand and are aligned with the company philosophy and vision, and are up-to-date with all

changes and improvements that the company introduces. Every centre must be able to adapt and use ESaT's internationally developed programs on a local basis. The ESaT network adopts various tools for the exchange





of knowhow, such as the various forums on the ESaT platform and international, national and regional meetings. New centres receive intensive training. Regular professional staff training is also available. A wealth of information is easily accessible on our internal, online communication system for all centre staff, including owners, course coordinators and trainers. The various forums provide the ESaT network with efficient channels through which people can exchange information. The annual convention is an opportunity to network and present interesting updates, innovations and workshops.

#### **LOCAL AUTONOMY, COMMON VALUES**

ESaT centres are managed by the centre owner. Every one of these entrepreneurs differentiates him/herself in the marketplace by using ESaT trademarks, procedures and materials to offer the best possible service in their specific market. Since centres are offered a lot of freedom when deciding their strategies, the selection process of centres is rigorous to ensure that they share the ESaT vision and are aligned to our commitment to excellence.

#### **TRADEMARK PROTECTION**

ESaT trademarks are legally protected and registered.



# Principles governing ESaT

## 04

ESaT is an association of independent entrepreneurs that offers high quality language training, testing and language-related services.

### SUCCESSFUL CENTRES:

#### 1. TRUST THE ESaT NETWORK

ESaT Centres share a common company name and logo, uniform methods of language training as well as other language service materials. It is crucial for the success of individual centres, and the network as a whole, that ESaT rules and guidelines are followed.

#### 2. TAKE RESPONSIBILITY FOR THEIR SUCCESS

Each centre is an independent business. As an independent entrepreneur, each manager is free to take the steps they deem appropriate to ensure success, as long as the terms of the contract are adhered to.

#### 3. RESPECT THE ESaT NETWORK AND WORK AS A TEAM

Centres are run by people who respect one another and work together as a team to ensure their mutual success.

#### 4. ADOPT THE ESaT PHILOSOPHY

Always offer clients outstanding service. ESaT provides centres with all the services and products necessary to run an efficient and successful business.

Thanks to the experience and expertise gained over the years by ESaT, centres always have the right solution to respond to the needs of their customers. All centres



are expected to become the provider of choice for private language learners as well as companies, organisations, associations and public authorities seeking language services for themselves or their employees.

#### *Up-to-date methodology and products*

ESaT standards ensure that language trainers and teachers are proficient in the language, are highly qualified and are kept up-to-date with the latest research in teaching techniques and methodologies. ESaT staff and centres continuously strive to refine procedures and materials

to ensure that products and services are in line with the latest developments in language training and meet the needs of the market.

#### **5. ENJOY THE REWARDS OF AN ESaT ACCREDITED CENTRE**

By becoming an ESaT accredited Centre you have the opportunity to succeed in your own business assisted by ESaT procedures, products, services, trademarks and networks which will make your business stand out in the market, offer value to your clients, and ensure the greatest possibility that your investment will generate returns.

# The ESaT academic philosophy

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## 05

ESaT has a range of language programmes, teacher training courses, examination suites, IT systems and other materials specifically designed to complement the company philosophy.

### **COURSE MATERIAL**

Developing new courses and training materials is a time consuming undertaking and requires highly experienced and qualified professionals. ESaT is committed to staying at the forefront of modern training and teaching methodologies to ensure that all our centres are easily differentiated from other language schools and become reference points for language teaching in their communities.

The training material is regularly updated to take advantage of new training techniques and technologies and to meet the ever changing needs of clients around the world.

ESaT offers accredited centres a complete package (which contains all the necessary management software, training materials and study aids – including a comprehensive suite of online



material) to ensure that all centres can cater for the needs of its clients from Beginners to the most advanced students, and those seeking international certification.

#### **INTERNATIONAL RECOGNITION**

ESaT is a fully licensed training organisation recognised by the National Commission For Higher Education (NCFHE) Malta. ESaT qualifications are pegged to the Malta Qualifications Framework (MQF)\* and hence the European Qualifications Framework (EQF)\*\*, thus facilitating the transfer of learning at an international level.

#### **MULTIMEDIA COMPONENTS**

To ensure that all our programmes are balanced, stimulating and provide students with as complete an experience as possible, courses and tests focus on and monitor the progress of all four language skills:

listening, reading, speaking and writing. Our student packs include materials in a variety of media. These currently include Student Books, Workbooks, CD-ROMs, audio CDs as well as passwords to the exclusive suite of apps created by ESaT. New technologies are continuously evaluated to keep abreast with the most advanced teaching techniques. Despite the advances of modern-day technology, the teacher and face-to-face teaching remain a crucial element in ESaT's teaching mix where practical and relevant dialogue is used to promote communication skills. Every trainer in any ESaT centre is proficient in the language and is committed to the ESaT philosophy.

#### **TRAINER SUPPORT**

For ESaT, the teachers and trainers play a key role in the success of our programmes and the success of the network as a whole. The

support offered, is therefore continuous and includes:

- webinars
- online refresher courses
- workshops
- MYLab with a wealth of supplementary material which can easily be integrated in the classroom
- teacher's Pack.

#### **PROGRAMS TAILORED TO ABILITY, INTEREST AND NEED**

ESaT courses are modular programmes that guarantee every participant maximum results. These programmes can be adapted to suit the needs of the individual or class based on the outcome of the placement test and the Needs Analysis.

The programmes are divided into 6 levels based on the CEFR and pegged to the Maltese and European Qualifications Framework to facilitate flexibility to both teachers and students.

\*MQF: <https://ncfhe.gov.mt/en/Pages/MQF.aspx>

\*\*EQF: <https://ec.europa.eu/ploteus/en/content/descriptors-page>

# Why join the ESaT network?

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## 06

Because you are an entrepreneur looking for financial independence within a well structured and established organisation. Valued at over \$63 billion\*, the English as a Second Language market represents a unique investment opportunity.

The demand for English is predicted to increase over the coming years, driven by the prevalence of the language in business, accelerating globalisation, and a desire to invest in language skills for personal growth.

\*CEFR Language Exam Resource Centre





### REASONS TO JOIN THE ESaT NETWORK

ESaT offers its accredited centres the opportunity to:

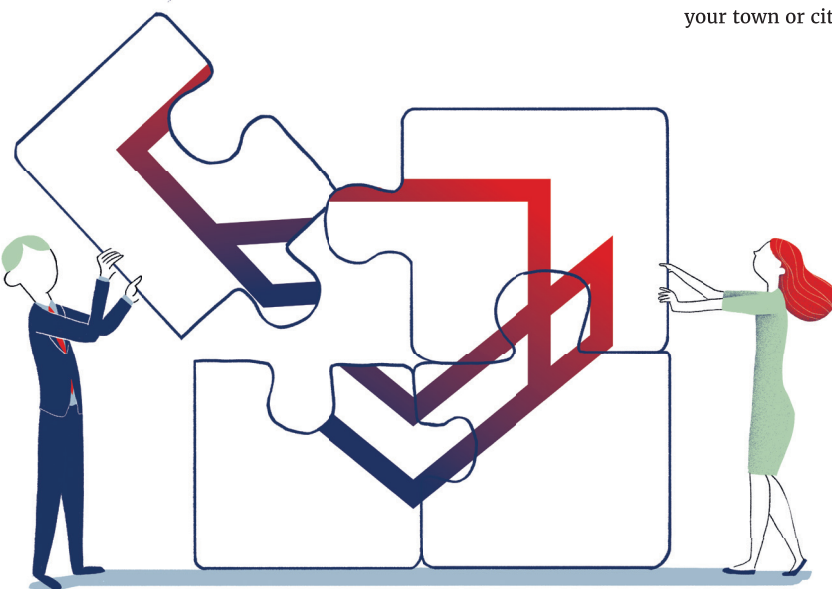
1. be entrepreneurial and independent, yet benefit from all the support offered by ESaT such as teaching and marketing materials, centre management software and training seminars.
2. connect and communicate with an existing network of experienced language centres to help accelerate your own centre's growth and development.

3. gain the support of a highly experienced Academic Department that develops the best in language training material.
4. offer standard programmes that allow students to transfer between ESaT Centers while guaranteeing consistent quality, because every center uses the same methods, procedures and material.
5. Develop regional, national and even international contracts.

### THE ESaT CENTRE MANAGER PROFILE

- You are an entrepreneur who seeks independence within a well-established and professional network.
- You believe that you are responsible for the financial success of your business.
- You are passionate about what you do and strive for quality in every sphere of your life.
- You have a good understanding of the local market and feel you can make a difference for you clients.

If you fit this profile, contact us and you might soon be on your way to becoming the manager of an ESaT Centre in your town or city.



*“If everyone is moving forward together,  
then success takes care of itself.”*

*– Henry Ford*





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