

Policy	Marketing & Sales Policy
<b>Purpose</b>	<p>This policy outlines the guidelines and procedures we follow to allow our Marketing &amp; Sales team to ensure the information available to our stakeholders is clear, accurate and transparent. This policy adheres to the principles of the London Statement.</p> <p>This policy also ensures that our own team, our partners and those who act as consultants understand the importance of transparency and presenting all information on our school in an ethical manner.</p> <p>Furthermore, the policy outlines</p> <ul style="list-style-type: none"> <li>• processes to audit the information our partners provide to their clients,</li> <li>• processes for issuing partnership agreements, the carrying out of due diligence on partners and regular review of existing partner agreements.</li> </ul>
<b>Responsibility</b>	This policy is developed and updated by the Sales & Business Development Manager(SM) and the Marketing Manager(MM).
<b>Scope</b>	The scope covers all the sales and marketing team, our partners and all stakeholders.
<b>Implementation and review</b>	<ol style="list-style-type: none"> <li>1. <b>Communication and implementation:</b> This policy is shared with Marketing &amp; Sales team, admissions team and SMT.</li> <li>2. <b>Review:</b> Regular reviews will ensure the policy remains relevant to our context. Feedback from staff and stakeholders will guide ongoing improvements</li> <li>3. <b>Updates:</b> Any changes will be approved by the relevant team and communicated promptly to all affected parties, ensuring the interests and rights of learners are considered.</li> </ol>
<b>Area 1 of policy</b>	<p><b>Development and review of marketing materials, excluding website and downloadable pdf documents:</b></p> <p>These include:</p> <ul style="list-style-type: none"> <li>• Emerald Interactive Guide</li> <li>• Brochure(Emerald Cultural Institute profile)</li> <li>• Price list – adult</li> <li>• Price list - junior</li> </ul> <p>After careful review Marketing Materials start to be developed/updated in February each year by MM &amp; Managing Director.</p> <p>(In a year when marketing material is due a complete rebrand this process starts in the autumn of the previous year)</p>

	<p>Material Reviewed and content checked by SM.</p> <p>Any information pertaining to course changes, academic course content or academic service content is reviewed by Academic director.</p> <p>Price List review conducted by SMT, financial consultant &amp; accountant. Financial controller updates price lists for both adults and juniors after final consultation with SMT. Completed by end August.</p> <p>All material disseminated to sales team by mid-August.</p> <p>The sales team prepare their own localised material as necessary, including translations of promotional material.</p> <p>All new information published/printed for end August to commence sales season at Alphe UK workshop each year.</p> <p>New Price lists/updated brochures sent to all partners via e-marketing mailing and are also uploaded to the 'Downloads' section of the website.</p>
<b>Area 2 of policy</b>	<p><b>Development and review of Website &amp; Digital marketing material.</b></p> <p>The Emerald website is hosted by HEM(Higher Education Marketing). HEM also carry out any necessary maintenance to the website.</p> <p>The website content is reviewed monthly by our MM. Information is updated as necessary.</p> <p>A full website audit is completed in July each year and in August all new updates are made, and new materials, brochures and price lists are added to their relevant sections and to the 'Downloads' section of the website.</p> <p>The student welfare officer manages the 'Student information' section of the website and updates the events calendar monthly.</p> <p>Any text regarding course content, CEFR references, sample programmes is checked and verified by our academic team.</p> <p>Downloadable pdfs covering programmes, schools, summer centres, sample programmes, accommodation, practical information are also updated in July/August each year.</p> <p>New pdf documents are developed for new centres or programmes and existing documents are reviewed to include any new information.</p>

	<p>The SM and the MM review all information in these documents.</p> <p>Once updated these are all uploaded to the 'Downloads' section of the website and to each course/centre page as relevant.</p> <p>The updated information documents are also shared with the sales team, who may decide to translate the relevant documents for their markets. This is decided with the SM on a market-by-market basis.</p>
<b>Area 3 of policy</b>	<p><b>Self-evaluation, monitoring and review of agent websites/promotional brochures.</b></p> <p>ECI works with a wide variety of Educational Tour Operators (hereafter ETO).</p> <p>To ensure that our ETOs are providing clear, accurate and transparent, accessible, relevant and up to date information, our sales team, overseen by our SM conducts a monthly review of 10% of their ETOs/partners to check the agent websites reflect the correct and up to date information. A different selection of ETOs in their region is selected each month until all active partner websites are audited. The process is then restarted.</p> <p>ECI strongly believes in Principle 2 of the London statement requiring ETOs to provide 'honest information in an ethical manner'.(statement of Principles for the Ethical Recruitment of International Students by Education Agents and Consultants (Known as 'The London Statement'2012)</p> <p>To monitor the information provided in agent brochures, our sales team are asked to take sample brochures when attending industry workshops or ETO fairs. This material is always checked by our sales representatives and feedback is immediately given to agents on any information which may be erroneous or inaccurate.</p>
<b>Area 4 of policy</b>	<p><b>Emerald ensures ETOs, recruitment partners and consultants are appropriately trained by undertaking the following:</b></p> <ul style="list-style-type: none"> <li>• Monthly meeting organised by SM with sales team/regional managers and Managing Director(when available) to update and train the team on any developments in our school, in Ireland, curriculum, programmes, facilities and all school related activities.</li> <li>• Regular Webinars for ETOs covering updates on courses/centres, Junior/adult programmes.</li> </ul>

	<ul style="list-style-type: none"> <li>• Regular Market-specific training by regional managers in person and online</li> <li>• Attendance at a wide variety of industry workshops allows us to update our ETOs regularly on our school and programmes.</li> <li>• Monthly newsletters on programme/course/centre/availability updates.</li> <li>• Monthly newsletters on special offers in relevant long-term markets.</li> </ul>	
<b>Area 5 of policy</b>	<p><b>ETO agreements – Review, Due diligence</b></p> <p>All active ETOs are issued with an ETO agreement, which incorporates the key principles of the London statement and includes a termination clause in cases, where agents are not adhering to the core principles of the London Statement.</p> <p>All agreements with active ETOs are reviewed every two years by the sales team and overseen by the SM.</p> <p>Due diligence has been carried out on all new ETOs over time, but mostly by word-of-mouth or at industry workshop meetings.</p> <p>As of December 2024, this due diligence process has been formalised, whereby the sales team, overseen by the SM, ask all new ETOs for three references. The sales team then issue an official 'Reference Check document' to these three references.</p> <p>Once a completed 'reference check document' from three referees has been received we can issue an ETO agreement and commence our co-operation. (see official Reference Check document)</p>	
<b>Updates</b>		
Date	Summary of changes	Approved by
December 2022	Rewritten after Covid period	MM/SM/SMT
December 2023	Implementation of process for sales team to review agents regularly	MM/SM/SMT
December 2024	Written due diligence completed for all new ETOs using new Reference check document	Managing Director/MM/SM/ SMT



English Language • Professional Development