



Full Immersion language programs

RightInsight:

For Corporate Use

<http://riedu.ru/>

You are genius

- ✓ We've chosen you to send this targeted presentation because we know - in your Company works scheme "company for people"
- ✓ Most probably your company runs **Recognition Programs** or even has **Flexible Benefits Programs**



Something new

- ✓ When you think about **Recognition Programs** you have to create valuable prize
- ✓ Prizes can be symbolic like certificate or a medal or they can be material and focus on money rewards, special items as watches or pens, or long-term rewards, such as more time off or a raise
- ✓ Meanwhile it could be something **DIFFERENT**



[Full immersion language program What is it?]

- ✓ Language Immersion programs are the perfect way to **enjoy a stay** or short break within a target speaking community
- ✓ It's a fun and relaxing way for you to **fully immerse** yourself in different way of life and culture
- ✓ The better way to **improve conversational language** - staying with native speaking host families
- ✓ Immersion programs involve and teach how to **use and understand the language** through cultural and intellectual assimilation



[Selling points for decision makers]

How your company benefits?



- ✓ **Business communication skills development** for key company resources (Language programs for Senior Managers / Middle Managers / Directors)
- ✓ Strong support for the **key professionals development** (Language focus programs: Marketing, Legal, Finance, HR)
- ✓ **Recognition of company talents** (programs for young professionals: General language skills, business language skills development)
- ✓ One of the options for the company **Flexible Benefits Program**
- ✓ **Smart Vacation** for the family (+language programs for children)
- ✓ Possibility to organize full immersion programs in **different countries** (Italy, France, Germany, UK, China, etc.)





Extend Flexible Benefits Program and be #1

Launch long-term motivation program

Excel and be ahead of the market

Add value for the employees

Develop your company leadership

Earn your employees credit

Respect employees' needs and create loyal team



Even more flexible



Employee benefits can help you achieve both better retention and talent acquisition, but with a flexible approach, can also help you meet the varying demands of an increasingly diverse workforce



Extend language course options for the family members to have your employee happy



Increase your chances of attracting and retaining the most talented people



[Business Program Aims and Objectives]

- ✓ To achieve rapid progress through well-structured and challenging classes
- ✓ To make each participant an articulate speaker and presenter
- ✓ Controlled practice of reading, writing, listening, and speaking to improve all areas of student's language knowledge
- ✓ To read and listen to business articles and news reports encountered by native speakers with full comprehension
- ✓ To practice challenging sentence structures and vocabulary to be able to communicate with other speakers with confidence



Program syllabus (UK sample)

2 weeks course	Monday to Friday
08:45 - 09:00	Plenary Session – News Review
09:00 - 09:30	Pre-lesson preparation
09:30 - 11:00	Accuracy of grammar and lexis
11:00 - 12:30	Pre-lesson preparation
11:00 - 12:30	Comprehension and expression
12:30 - 13:30	Lunch
13:30 - 14:00	Team Project
14:00 - 15:00	Spoken Performance Workshop
15:00 - 17:45	Optional guided self-study



Programs duration

Mainly :

- ✓ 2 weeks of Intensive language course (from 9:00 till 14:30)
- ✓ 1 week of Super Intensive program (from 9:00 till 17:00)

High season - summer, Christmas and Easter holidays (peak for children programs)



Resources (UK example)

Preliminary budget estimation for 2 weeks program:

Cost of tuition:

Business English - from 45 600 RUB (per 2 weeks)

General English - from 35 400 RUB (per 2 weeks)

Focus program (Marketing, legal, etc.) – from 101 100 RUB (per 2 weeks)

Cost of accommodation:

Hotels/ apartments – from 35 400 RUB (per 2 weeks)

Host family – from 16 800 RUB (per 2 weeks)

Transfer cost:

Heathrow – 4 500/9 000 RUB (one way / round trip)

Gatwick – 5 100/10 200 RUB (one way / round trip)

Travel cost (tickets) 23 000 RUB

VISA arrangement fee – 3 500 RUB (in addition to the official UK Visa center consular fee)



How it will be

- ✓ Easy: single contact for matching a course
- ✓ Up-to-date: customized for your needs on-line registration form development
- ✓ Diversity: multiple options in a short-list
- ✓ Expertise: sharing our experience
- ✓ Coaching: evaluating needs
- ✓ Support: before, during, after



What's next?

1. Create two lists of goals for Recognition Program, one for the company and one for the employees
2. We help you to decide on the type of Immersion Language that will be awarded basing on your budget and/or business needs
3. Announce the timing of the program
4. Keep track of the Program
5. Award leaders (all paper work and preparation is on **RightInsight**)



Success Stories

- ✓ **Pan Chemodan:**
Russian accessories retailer, more than 40 boutiques
- ✓ Recognition Program: 4 prizes: 2-weeks courses in Italian and UK language schools
- ✓ **Zoetis Animal Care:**
Zoetis is a global animal health company, part of Pfizer
- ✓ Recognition Program with 2 prizes: 2-weeks Intensive course in one of UK executive language schools



zoetis



Meet RightInsight

- ✓ We are an English UK Partner Agency. This means that we have developed successful partnerships with a number of **English UK** member centers, are engaged with the work of English UK and adhere to the principles of their agency code of conduct
- ✓ In the beginning of 2013 we became **ICEF** accredited agency. That means we are in constant contact with leading institutions, taking part in international events



Contact us

RI Agent



← Klimenty Chumak
RightInsight Marketing Director

klim@riedu.ru Skype: klim.chumak

cell: +7 916-260-4282
office: +7 495-614-9733

Petrovsko-Razumovskiy proyezd, 29,
building 2, 127287 Moscow, Russia

www.riedu.ru

RI Agent



← Tatiana Tretiakova
RightInsight Manager of Educational Programmes

tatiana@riedu.ru Skype: 00010001000

cell: +7 985 467 8745
office: +7 495-614-9733

Petrovsko-Razumovskiy proyezd, 29,
building 2, 127287 Moscow, Russia

www.riedu.ru

