



A PASSPORT TO A GLOBAL WORLD

ENGLISH LANGUAGE AND EDUCATION SERVICES



A WORLD OF EXPERIENCE

Bell has designed and delivered English language and education programmes for a wide range of organisations and institutions around the globe. These are just a few examples, for more details contact educationprojects@bellenglish.com

LAUREATE EDUCATION
MEXICO
TEACHER DEVELOPMENT
PROGRAMME

ENGLISH LANGUAGE
TEACHERS ASSOCIATION
ALBANIA
CASCADE TRAINING
FOR TEACHERS

NAZARBAYEV
INTELLECTUAL
SCHOOLS
KAZAKHSTAN
YOUNG LEARNER
SUMMER CAMP

NANJING
EDUCATION
BUREAU
CHINA
TEACHER TRAINING

MISIS
RUSSIA
TEACHER DEVELOPMENT
PROGRAMME

LAUREATE EDUCATION
CHILE
QUALITY ASSURANCE
AND DEVELOPMENT

ONE WORLD NURSERY
SWITZERLAND
ENGLISH-MEDIUM
NURSERY PROGRAMME

KING SAUD UNIVERSITY
SAUDI ARABIA
UNIVERSITY FOUNDATION
PROGRAMME

RASCO OIL AND GAS
LIBYA
ENGLISH LANGUAGE
TRAINING PROGRAMME

ASSUMPTION COLLEGES
THAILAND
IN-SCHOOL ENGLISH
PROGRAMME

UNIVERSIDAD
DE LAS AMERICAS
ECUADOR
QUALITY ASSURANCE
AND DEVELOPMENT

A PASSPORT TO A GLOBAL WORLD

Recent research conducted by the British Council and the University of Oxford highlights that teachers, parents and students across the world see English as a medium of instruction (EMI) as 'a passport to a global world'.*

With 60 years' experience of teaching English and teaching subjects in English, Bell is the perfect partner to help schools, colleges and universities develop language and education programmes that deliver positive, measurable results.

EXPERTISE AND EXPERIENCE

Our expert team includes leading academics and published educational authors who are experienced in designing and delivering programmes for teachers, trainers and students of all ages.

We have taught over 1 million students around the world and have developed an approach to teaching and learning that is both effective and inspiring.

WE CAN TEACH ANYWHERE IN THE WORLD

From Brussels to Bangkok and Switzerland to Shanghai, we have worked with ministries, schools and universities around the world to develop the capabilities of their staff and their students through a range of face-to-face and blended learning programmes.

We pride ourselves on producing programmes that are appropriate to context, respecting local culture, languages and traditions.

WE CAN DEMONSTRATE SUCCESS

We have a long list of pioneering achievements that showcase the diversity and scale of our capabilities. These range from teaching 20,000 students in Saudi Arabia on the world's largest English language teaching project to establishing a specialist English language unit at Macao Polytechnic Institute.

WE ARE THE CHOICE OF LEADERS AND INSTITUTIONS WORLDWIDE

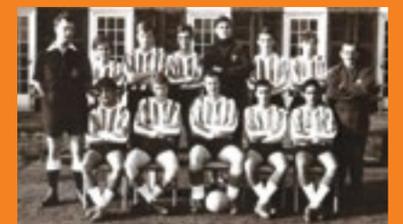
Leading world figures who have studied at Bell include Sheik Mohammed bin Rashid Al Maktoum, Ruler of Dubai and Vice President of the United Arab Emirates, Sheikh Hamad bin Khalifa Al Thani, Emir of Qatar 1995-2013, and Sonia Gandhi, President of the Indian National Congress party.

In addition to working with schools and universities we have delivered language programmes for leading companies such as:

- BP Exploration
- HSBC
- Louis Vuitton
- Nestle
- T-Mobile.



WE CONSISTENTLY ACHIEVE
OVER 97% IN OUR CUSTOMER
SATISFACTION SURVEYS



Sheikh Mohammed bin Rashid Al Maktoum, Ruler of Dubai and Vice President of the UAE (far right, front row) and his cousin Sheikh Mohammed bin Khalifa bin Saeed Al Maktoum, Head of the Dubai Land Department (far left, front row) in the 1966 Bell football team.

* English as a Medium of Instruction: A Galloping Global Phenomenon: Phase 1, April 2014
(http://www.britishcouncil.org/sites/britishcouncil.uk2/files/english_as_a_medium_of_instruction.pdf)

OUR SERVICES

Bell offers a wide range of education services. Whether you are looking to improve an existing education project or develop a new programme, our experienced team can provide a solution tailored to meet your specific needs and objectives - from advice and support on selected areas to designing and delivering a complete programme.



PROJECT MANAGEMENT

We have extensive project management experience, and a proven track record in delivering results on time and to budget. Our approach is based on the PRINCE2 methodology, an internationally recognised system developed by the UK government.

Our project management services can be employed across the range of our services, on a complete project or at an individual project stage.



TEACHER TRAINING

We offer a range of teacher training and professional development programmes including:

- language development
- teaching methodology
- creativity in the classroom
- classroom management
- Content and Language Integrated Learning (CLIL)
- preparation for internationally recognised qualifications, such as Teaching Knowledge Test (TKT)
- becoming a teacher trainer.

Training can take a number of forms:

- campus-style events with multiple trainers
- a single trainer to deliver a specific course
- blended programmes combining face-to-face and online training.

All our programmes are designed and delivered by qualified and experienced teacher trainers.



RECRUITMENT

We have extensive experience in recruiting teachers, teacher trainers, managers and administrative staff. Our dedicated team of experts can provide support at every stage of the recruitment process:

- writing appropriate job and person specifications
- screening CVs and shortlisting candidates for interview
- checking qualifications
- carrying out interviews and helping to select the most appropriate staff.

From working with you to identify your staffing needs to recruiting the best candidate, we ensure the recruitment and selection process is conducted in a manner that is efficient, effective and promotes equality of opportunity.



PROGRAMME DESIGN AND DELIVERY

We design and deliver courses for learners at every stage of their learning journey - from pre-school students and those preparing for university to business professionals. All our programmes are designed to meet your specific organisational objectives and the individual learning needs of participants. Our services include:

- creation of curriculum and syllabus
- identifying and sourcing learning resources
- creation of interactive teaching materials
- extra curricular activity programme design.

We have a dynamic teaching approach that enables learners to build confidence, develop skills and achieve their learning goals.



PLACEMENT TESTING

Our language placement testing system enables us to quickly benchmark students' language levels, ensuring programmes are designed and delivered at an appropriate level.

Developed in association with one of the UK's leading language testing experts, these tests are quick to complete and suitable for adults and young learners.

Test results relate to the Common European Framework of Reference (CEFR) - the international benchmark in language competence.



QUALITY ASSURANCE AND DEVELOPMENT

The Bell Quality Assurance and Development System (QADS) provides an assessment of all aspects of an educational organisation including:

- teaching
- curriculum and syllabus
- academic management
- assessment procedures
- site facilities
- student welfare.

Our QADS framework was developed under the guidance of a former Chair of the Quality Assurance Agency for Higher Education (QAA).

We deliver high-quality reports that not only present findings in an accessible way, but also translate key findings into recommendations for development.



RESEARCH AND CONSULTANCY

We provide independent research and consultancy to support the development of new and existing programmes. In addition to subject and sector experience, our team brings in-depth understanding of education research methodology to help organisations:

- assess effectiveness and outcomes
- identify best practice
- provide rationale for investment
- deliver improved quality.

THE BELL STORY

Since 1955, Bell has helped over 1 million students around the world unlock the power of English. Through excellent teaching and outstanding guidance and support, Bell is committed to helping students and organisations achieve their full potential.

1916

FOUNDER FRANK BELL WAS BORN IN CALCUTTA, INDIA

1938

FRANK WAS AWARDED A FIRST-CLASS DEGREE IN FRENCH AND SPANISH FROM THE UNIVERSITY OF CAMBRIDGE

1955

FRANK ESTABLISHED THE FIRST BELL SCHOOL AT 9 CRANMER ROAD IN CAMBRIDGE

1972

FRANK SET UP THE BELL EDUCATIONAL TRUST. ALL FEES WERE REINVESTED TO IMPROVE STUDENT SERVICES AND FACILITIES

1982

CONTRACT SECURED WITH CHINA'S MINISTRY OF AGRICULTURE TO ESTABLISH A NUMBER OF LANGUAGE CENTRES

1958

THE BELL SCHOOL MOVED TO ITS NEW LOCATION ON RED CROSS LANE IN CAMBRIDGE, WHERE IT REMAINS TODAY

1939-1945

AS A PRISONER OF WAR DURING WORLD WAR II, FRANK TAUGHT HIS FELLOW PRISONERS SPANISH AND FRENCH, WHICH LED TO THE CREATION OF A SECRET UNIVERSITY. DURING THIS TIME HE BECAME CONVINCED THAT THE ROUTE TO INTERNATIONAL COOPERATION AND UNDERSTANDING LAY IN LEARNING

1993

ONE WORLD NURSERY, GENEVA, ESTABLISHED TO DELIVER PRE-SCHOOL ENGLISH PROGRAMMES

1991

CONTRACT SECURED TO DELIVER IN-SCHOOL ENGLISH PROGRAMMES WITH A NETWORK OF COLLEGES IN THAILAND, WHICH STILL OPERATE TODAY

CONTRACT SECURED WITH THE MINISTRY OF EDUCATION, ANGOLA, TO ESTABLISH A NATIONAL LANGUAGE TEACHING INSTITUTE

2000

CONTRACTS SECURED WITH TWO LARGE CORPORATIONS IN LIBYA TO DELIVER LANGUAGE TRAINING TO OIL AND ENGINEERING EMPLOYEES

2007

IN PARTNERSHIP WITH OBEIKAN EDUCATION, APPOINTED TO MANAGE 'THE LARGEST ENGLISH LANGUAGE TEACHING PROJECT IN THE WORLD' AT KING SAUD UNIVERSITY IN SAUDI ARABIA. THROUGHOUT THE FOUR YEAR PROJECT OVER 20,000 STUDENTS IMPROVED THEIR ENGLISH TO PREPARE FOR UNDERGRADUATE STUDIES

2014

THE INTERNATIONAL SCHOOL OF BRUSSELS APPOINTS BELL TO DELIVER ITS INTENSIVE ENGLISH LANGUAGE SUMMER SCHOOL PROGRAMME

2011

A MULTI-MILLION POUND INVESTMENT IN THE ORIGINAL BELL CAMBRIDGE CAMPUS TO IMPROVE FACILITIES

2009

LAUNCH OF A TEACHER TRAINING CAMPUS AT HOMERTON COLLEGE, PART OF THE UNIVERSITY OF CAMBRIDGE, THAT WELCOMES AROUND 800 TEACHERS EVERY SUMMER

2010

IT IS ESTIMATED THAT OVER 1 MILLION STUDENTS HAVE BEEN EDUCATED AROUND THE WORLD UNDER THE BELL BRAND SINCE 1955



bellenglish.com/projects
educationprojects@bellenglish.com
+44 (0) 1223 275598