

**General Conditions**

1. These terms and conditions define the rules, scope and conditions of participation in the examinations member scheme offered by the British Council in the Netherlands, hereafter referred to as “Addvantage”.
2. The Addvantage member scheme is fully owned and operated by the British Council.
3. The Addvantage member scheme recognises schools and institutions which register candidates through a group registration form and collective payment for one or more of the Cambridge English Qualifications.
4. Schools and institutions that join the Addvantage member scheme will have access to benefits for either Basic membership holders, Premium membership holders or Premium Plus membership holders depending on the number of candidates registered with us during the previous academic year.
5. Benefits not used by the end of the academic year will expire and cannot be carried forward to the following year.

**Rules for participation**

1. Addvantage is open to any school or institution that registered candidates for any of the Cambridge English Qualifications with us in the 2017-2018 academic year and new schools and institutions who would like to use our services in the 2018-2019 academic year. There are no fees associated with a school's or institution's membership.
2. Schools, university departments and other organisations may choose to be considered as one institution for an Addvantage membership level. To qualify as one institution they must use the same preparation centre name and contact person on the group registration forms.
3. Addvantage membership will be activated after you have registered candidates for Cambridge English Qualifications using the group registration form and you have submitted the online Addvantage registration form. You will receive confirmation of your membership by email from the British Council examinations team from 01 September 2018.
4. Addvantage membership is automatically extended when you register candidates for Cambridge English Qualifications with us in the next academic year and is valid until cancellation. Your membership level is revaluated at the beginning of each academic year and can change depending on the number of registrations of candidates for Cambridge English Qualifications you make.
5. Members have the right to terminate membership at any point. This should be done in writing to the British Council examinations team: [addvantage@britishcouncil.nl](mailto:addvantage@britishcouncil.nl). Membership will cease from the moment the British Council receives notification by email. You will receive confirmation of the termination of your membership by email.
6. From the moment membership is terminated, all entitlement to benefits of the scheme will cease and members are obliged to remove the Addvantage logo from their website and return the Addvantage membership plaque and/ or remove the Addvantage certificate and refrain from referring to the Addvantage member scheme from thereon.
7. Membership will not be extended to the following year in the event a member has not registered any candidates for Cambridge English Qualifications with the British Council in the Netherlands in the current year.
8. If a school or institution has an open aged debt with the British Council in the Netherlands when submitting their Addvantage membership request, the request will not be approved until the open debt has been cleared.

### Termination and amendments

The British Council reserves the right to introduce amendments to these regulations and to review the benefits each year. The Addvantage member scheme may be terminated at any time with three months' notice.

### Membership levels

For the academic year, 01 September 2018 to 31 August 2019, your level of membership is defined by the total number of registrations for paper-based and computer-based exam registrations for Cambridge English Qualifications you made with us in the previous academic year, 01 September 2017 to 31 August 2018. The total number of registrations during that period entitles you to one of three levels of membership:

Number of Registrations	Level of membership
1 to 30	Basic
31 to 79	Premium
80 and above	Premium Plus

### Membership activation

To activate your membership, please complete the online application form at:

[www.britishcouncil.nl/exam/schools-institutions/addvantage-scheme/application](http://www.britishcouncil.nl/exam/schools-institutions/addvantage-scheme/application).

Upon submission of your online application you agree to these Terms and Conditions. Your membership will be confirmed by email after you submit your application.

### Advantage Benefits

All schools that use our examinations services receive the following benefits along with our expertise, dedication and commitment to you.

- A high-quality exam experience for all our exams, including taking the listening component with state-of-the-art audio equipment
- Paper-based and computer-based exams available throughout the year in a wide range of locations for your convenience
- Modern, comfortable and easily accessible venues
- A dedicated exams team to support you throughout the year
- Highly-trained, friendly and experienced personnel who meet British Council and exam board standards
- Highly-trained staff to meet our child protection standards and the requirements of candidates who have special educational needs
- Free English language practice resources for kids at: [learnenglishkids.britishcouncil.org](http://learnenglishkids.britishcouncil.org)
- Free English language practice resources for teens at: [learnenglishteens.britishcouncil.org](http://learnenglishteens.britishcouncil.org)
- Free articles, lesson plans, activities and materials for teachers of English at: [www.teachingenglish.org.uk](http://www.teachingenglish.org.uk)
- Free publications in English language and ELT research for teachers, trainers and ELT professionals at: [englishagenda.britishcouncil.org/research-publications](http://englishagenda.britishcouncil.org/research-publications)
- Free mobile apps for students and teachers to use as additional tools to learn English at: [learnenglish.britishcouncil.org/en/apps](http://learnenglish.britishcouncil.org/en/apps)

In addition to our standard level of service, members will be entitled to the following benefits according to your membership level which are aimed at supporting your students, teachers and school. These benefits are valid in the academic year of 2018 -2019. Please contact your examinations centre for more details.

Benefits for your students	Basic	Premium	Premium Plus
1. Standard access to <a href="#">LearnEnglish Exams</a> from the British Council: our innovative and personalised practice website for Cambridge Assessment English: B2 First, B2 First for Schools and C1 Advanced. LearnEnglish Exams is available to all candidates that you register for these exams. Standard access has advice, tips, strategies and online practice in Listening, Reading, Use of English, Writing and Speaking. <a href="http://learn-english-exams.britishcouncil.org">learn-english-exams.britishcouncil.org</a>	✓	✓	✓
2. Writing access to <a href="#">LearnEnglish Exams</a> . Writing access gives the candidates that you register for B2 First, B2 First for Schools and C1 Advanced exams the option to submit up to two writing answers online and receive feedback from a British Council expert.		✓	✓
3. Speaking access to <a href="#">LearnEnglish Exams</a> . Speaking access gives the candidates that you register for B2 First, B2 First for Schools and C1 Advanced exams the option to submit up to two speaking answers online and receive feedback from a British Council expert.			✓
4. British Council digital posters for you to print with hints and tips to help your candidates prepare for Cambridge English Qualifications: A2 Preliminary, B2 First, C1 Advanced and C2 Proficiency available for you to download at the start of the academic year.	✓	✓	✓
5. British Council posters with hints and tips to help your candidates prepare for Cambridge English Qualifications: A2 Preliminary, B2 First, C1 Advanced and C2 Proficiency delivered to your school at the start of the academic year.		✓	✓
6. Opportunity for students and teachers to participate in our Our Future competition for exam candidates across Europe and win fantastic prizes: <a href="http://www.britishcouncil.org/exam/our-future">www.britishcouncil.org/exam/our-future</a>	✓	✓	✓
Benefits for your teachers	Basic	Premium	Premium Plus
1. Three free modules and a further discount of 15% on British Council <a href="#">TeachingEnglish Training</a> : high-quality and innovative teacher development online training: <a href="http://teachingenglish.english.britishcouncil.org">teachingenglish.english.britishcouncil.org</a>	✓	✓	✓
2. Early access to register for our British Council Conference for Teachers. Our premium and premium plus members will have the opportunity to register first for our annual teachers' conference. Due to availability, registration is based on a first come first served basis and we offer a maximum of two places per member.		✓	✓
3. Early access to register for our Addvantage workshops for teachers of Cambridge English Qualifications each year. Our Premium Plus members will have the opportunity to register first for our teacher workshops. Due to availability, registration is based on a first come first served basis and we offer a maximum of two places per member.			✓

4. An exclusive discount on exam preparation and teaching materials by Cambridge University Press. Basic members can enjoy a discount of 10 per cent, Premium members of 15 per cent and Premium Plus members of 20 per cent on a range of student and teacher materials by Cambridge University Press. You will receive your exclusive discount code and a full list of materials that qualify for the discount at the start of the academic year. You will be able to redeem your discount on the Educasent website. <a href="http://www.educasent.nl">www.educasent.nl</a>	✓	✓	✓
<b>Benefits for your school</b>	<b>Basic</b>	<b>Premium</b>	<b>Premium Plus</b>
1. A €10 discount per candidate on Cambridge English Qualifications at the point of registration. We will apply the discount to your registrations for Cambridge English Qualifications on each group registration form that we receive. This offer excludes pre-A1 Starters, A1 Movers, A2 Flyers (Young Learners) and computer-based exams.		✓	✓
2. Two free Cambridge English Qualifications: A2 Key and B1 Preliminary. This offer is valid for one exam session when you register a minimum of ten candidates for these exams. This offer may be used for A2 Key, A2 Key for Schools, B1 Preliminary, and B1 Preliminary for Schools.			✓
3. A start of year pack of downloadable British Council Advantage and Cambridge Assessment English promotional materials.	✓	✓	✓
4. A start of year pack of British Council Advantage and Cambridge Assessment English promotional materials delivered to your school.		✓	✓
5. Our Advantage member logo for your digital and printed promotional materials following our guidelines of use. The logo will be available in digital and print format at the start of the academic year. If you are a new member, you can start using the logo immediately after your membership application is completed. The logo guidelines are included in these terms and conditions.	✓	✓	✓
6. A certificate to display on your premises indicating your Advantage membership. We will send your certificate to your school at the start of the academic year.		✓	✓
7. An attractive membership plaque to display on your premises indicating your Advantage membership. We will contact you to arrange the delivery of the plaque to your school after your membership is activated.			✓
8. A dedicated exams team to support you throughout the year. Our exams team will support you with the administration of each exam level and speaking tests and the Advantage benefits you are entitled to.	✓	✓	✓
9. A dedicated exams manager to support you with all of your exams needs throughout the year. Our exams manager will contact you at the start of the academic year to discuss your needs.			✓
10. Our e-guide to English language exams and helping children with exam preparation for parents. The guide will be available for parents to download at the start of the academic year.	✓	✓	✓

11. Our guide to English language exams and helping children with exam preparation for parents delivered to your school. We will provide you with a pack of printed guides at the start of the academic year which you may share with parents.		✓	✓
12. Our Advantage e-newsletter with exam information, advice and tips for exam preparation, upcoming British Council and English language teaching events and more sent to you by email every term/semester. You can unsubscribe from these emails at any time.	✓	✓	✓
13. Option for the British Council to organise exams on your premises. This benefit is available for any of the Cambridge English Qualifications and is subject to minimum number of candidates, venue regulations, and availability. Please contact us to discuss your requirements.		✓	✓
14. A British Council representative to attend your open day seminars for parents and students to talk about British Council examinations services at your school. Please contact us at least one month before your open day seminars. Due to limited availability, we will give preference to our premium plus members. Our premium members are invited to ask us about our availability.			✓
15. A British Council representative to attend events and certificate ceremonies at your school. Please contact us at least one month before your event and ceremony. Due to limited availability, we will give preference to our premium plus members. Our premium members are invited to ask about our availability.			✓

More exclusive benefits for members may be announced during the year.

## **Use of the Advantage logo for promotion and advertising**

### **General Conditions**

1. The Advantage member sign is fully owned by the British Council. The British Council logo is a registered trademark, protected by international law. The British Council will take all necessary steps – including prosecution – to prevent misuse of this trademark.
2. The Advantage member sign can only be used by schools and institutions that have signed the terms and conditions of the Advantage scheme and are active Advantage membership holders.

### **Use of the Advantage sign for promotion and advertising**

Advantage is not an accreditation scheme for schools or institutions. The recognition it gives is limited to the number of exams candidates registered and in no way relates to the quality of the teaching provided. Use of the Advantage sign and materials must therefore not be used to imply academic “accreditation” by the British Council.

1. The sign may be used on the webpage alongside to the identity of institution as shown in point 7. The school or preparation centre logo should always be aligned to the top of the frame of the Advantage member sign.
2. The maximum size to be used on webpages, banners and printed materials is 9.2 x 5 cm.
3. Where NOT to use this sign
  - a. The sign cannot be used on certificates, contracts, invoices, name cards, business cards, email signatures, letterheads and corporate premiums, as well as other legal and financial documents.
  - b. The sign cannot be used on your premises, with the exception of the certificate you will be receiving to acknowledge your membership and the plaque that premium member will be sent.

### **Approval procedure**

1. Any signage, promotion and advertising materials featuring the ‘British Council Advantage member’ sign must obtain written acceptance from the British Council Exams Department. British Council reserves the right to prohibit a third party in using the aforementioned sign. A final proof of the design on PDF must be sent by email to [advantage@britishcouncil.nl](mailto:advantage@britishcouncil.nl) at least 10 working days before printing.
2. From the moment membership is terminated, all entitlement to benefits of the scheme will cease and members are obliged to remove all the Advantage member signs and return the Advantage membership plaque and/or certificate and refrain from referring to the Advantage scheme from thereon.
3. The following samples show how the sign of the school/preparation centre should always sit on the left which will ensure that it is the most prominent sign:

## Webpages

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## Online banners

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