

# LAL: unforgettable

## Our Key Selling Points

### "What makes LAL unique?" - Real Life English



#### Free Welcome Events

Each LAL school has a unique, free, unforgettable welcome event to kickstart our students' LAL experience by welcoming them to our schools in the most authentic, immersive and fun way possible, introducing them to our destinations, our schools and their new friends.



#### 'English on the Go' lessons

At least once a month our teachers take students for their lessons outside of the classroom, teaching English out and about in real life.



#### Exclusive activities

Designed by us for students to connect with one another; teachers and staff join students on selected free and low-cost fun activities to immerse them in English in real life situations.



#### Real Life English Excursions

Much more than regular excursions, we've selected and designed local "must-do" experiences to provide our students with unforgettable English through unforgettable experiences.

### For you, our agents, LAL provides you with:



#### A true partner interested in developing your business with you

- Providing competitive commissions, and attractive incentive programmes.
- Market related prices, giving you the competitive edge.
- Personal, reliable, flexible and stress-free sales support.
- Quick responses with world-class customer service from our schools.



#### A great product for you to sell

- Outstanding infrastructure and quality delivery, internationally accredited.
- A choice of destinations and prices to cater for all types of students.
- Something unique compared to other providers: "Real Life English"
- Modern, attractive, up to date marketing materials, easily available online through our agent portal.



#### Happy clients, ensuring repeat business

- Student reviews show more than 90% of LAL students had a great experience and would recommend LAL to others.

### For your students, LAL provides:

- LAL's exclusive Real life English: our courses and activities are designed to provide students with an unforgettable experience.
- Great quality schools, in an amazing choice of destinations, with a variety of prices.
- Top quality interactive learning materials from National Geographic, and modern interactive technology in the classroom.
- A school that is large enough to be confident in, but small enough to care personally for them.
- Personal attention and flexible on-hand support from caring staff.
- LAL's exclusive student app, 'Life by LAL', providing true immersive engagement with their LAL experience.
- Affordable student residence options on-site or within walking distance of our adult schools.