

Advantage

Expert support, better results

In collaboration with



CAMBRIDGE

Open up a world of opportunity with Advantage, the British Council's trusted loyalty programme. Delivered in collaboration with Cambridge English, Advantage rewards a global community of educators who register candidates for Cambridge English Qualifications at our network of authorised exam centres.

Advantage supports you with personal, one-on-one advice from dedicated account representative. Your teachers can access free preparation materials, professional development resources and connect with a community of thousands of teachers. Plus, you will receive financial incentives and promotions throughout the year.



Flexible exam services and personal account support

You can focus on what is important, while we take care of organising the exams.



Enhanced education experience

Enjoy unrivalled resources and support to enhance the learning and teaching at your institution.



Exclusive financial incentives and marketing materials

Grow your exam registrations and membership level and get increasing benefits from partnering with us.

**Why Advantage?
Because it all adds up
to better results.**



Why join British Council Advantage?

We are a partner you can trust.

Our high-quality assurance and service standards make us the world's most trusted exams services partner. For over 80 years we have helped institutions, teachers and learners around the world to securely take internationally recognised qualifications.

We are English teaching and assessment experts.

We are world experts in English language assessment development and delivery, creating opportunities for people everywhere to achieve their potential. We deliver over four million exams to school pupils, university students and professionals in more than 140 countries.

We help you grow.

We offer our members increasing levels of benefits so you can grow from Advantage Standard to Premium Plus level as a reward for registering more candidates or working with us year after year. We support you to attract more customers with promotional materials to help you stand out.

You access a global community of educators.

We help thousands of members in over 50 countries to connect and collaborate with each other. Teachers can access development opportunities throughout their professional life, and learners participate in rich and diverse international cultural exchanges.



How does Advantage work?

Advantage offers our members increasing levels of benefits helping you to grow from Advantage Standard to Premium Plus level and as a reward for registering more candidates or working with us year after year.

With Advantage, members can enjoy exclusive services and benefits, including financial incentives and promotions, more flexible exams services, learner and teacher resources, marketing support and other local offers throughout the year.

For more information visit our website www.britishcouncil.org/exam/advantage

Advantage Rewards and Benefits

Starter

- ✓ Starter access (10 users) to Advantage Teachers, our online support platform for teachers
- ✓ Starter access (10 users) to Exams Preparation Online Support, our platform for students
- ✓ Advantage Starter digital membership badge
- ✓ Open online events for teachers
- ✓ Starter pack of promotional materials

Standard

- ✓ Full access (unlimited users) to Advantage Teachers, our online support platform for teachers
- ✓ Standard access (300 users) to Exams Preparation Online Support, our platform for students
- ✓ Exclusive discount on exam self-study materials and four 2-hour Teacher Development Online courses by Cambridge English, available on the [Cambridge One platform](#).
- ✓ Advantage Standard digital membership badge
- ✓ Exclusive online events for teachers
- ✓ Welcome pack of promotional materials
- ✓ Standard financial incentives and promotions
- ✓ Advantage Standard membership certificate

Premium

- ✓ Full access (unlimited users) to Advantage Teachers, our online support platform for teachers
- ✓ Premium access (500 users) to Exams Preparation Online Support, our platform for students
- ✓ Exclusive discount on exam self-study materials and eight 2-hour Teacher Development Online courses by Cambridge English, available on the [Cambridge One platform](#).
- ✓ Advantage Premium digital membership badge
- ✓ Exclusive online events for teachers
- ✓ Welcome pack of promotional materials
- ✓ Premium financial incentives and promotions
- ✓ Advantage Premium membership certificate
- ✓ In-person support for your open days, parent meetings and graduation ceremonies
- ✓ Advantage member plaque

Premium Plus

- ✓ Full access (unlimited users) to Advantage Teachers, our online support platform for teachers
- ✓ Premium Plus access (unlimited users) to Exams Preparation Online Support, our platform for students
- ✓ Exclusive discount on exam self-study materials and twelve 2-hour Teacher Development Online courses by Cambridge English, available on the [Cambridge One platform](#).
- ✓ Advantage Premium Plus digital membership badge
- ✓ Exclusive online events for teachers
- ✓ Welcome pack of promotional materials
- ✓ Premium Plus financial incentives and promotions
- ✓ Advantage Premium Plus membership certificate
- ✓ In-person support for your open days, parent meetings and graduation ceremonies
- ✓ Advantage member plaque
- ✓ Greater flexibility and dedicated exam services

Terms and Conditions apply

www.britishcouncil.org/exam/advantage/terms

Note: The availability of some benefits for Advantage members may vary by country or region and the exact benefits and availability may be updated from time to time. You can see the latest information about which benefits are available in your location in the Advantage terms at www.britishcouncil.org/exam/advantage/terms or by contacting your local British Council account representative.

Partner with the experts

About the British Council

We support peace and prosperity by building connections, understanding and trust between people in the UK and countries worldwide.

We uniquely combine the UK's deep expertise in arts and culture, education and the English language, our global presence and relationships in over 100 countries, our unparalleled access to young people and influencers and our creative sparkle.

We share our values and explore ideas. We have difficult discussions and find common ground. We create mutually beneficial relationships between the people of all four nations of the UK and other countries. This helps strengthen the UK's global reputation and influence, encouraging people from around the world to visit, study, trade and make alliances with the UK.

We work directly with individuals to help them gain the skills, confidence and connections to transform their lives and shape a better world in partnership with the UK. We support them to build networks and explore creative ideas, to learn English, to get a high-quality education and to gain internationally recognised qualifications.

We work with governments and our partners in the education, English language and cultural sectors, in the UK and globally. Working together we make a bigger difference, creating benefit for millions of people all over the world.

About our collaboration with Cambridge

The British Council offers exams on behalf of UK awarding organisations, professional bodies and universities in more than 100 countries across the globe. One such collaboration is our longstanding one with Cambridge. We deliver their range of exams known as Cambridge English Qualifications across our network of over 70 authorised exam centres worldwide.

Cambridge help people learn English and prove their skills to the world. They create unique learning experiences and offer language learning materials and language assessments built on unique insights from their research, expertise and experience.

Cambridge and British Council collaborate in Advantage to support learners and teachers preparing for Cambridge English Qualifications by offering a number of exclusive benefits. Advantage members can enjoy online teacher development courses on the [Cambridge One platform](#), convenient access to Cambridge's world-class language learning and assessment materials and resources, information about Cambridge's online events and much more.

For more information, visit their website:

www.cambridge.org/english

In collaboration with



Why choose Cambridge English Qualifications?

About the exams

Cambridge English Qualifications are in-depth exams that help people to learn English and prove their skills to the world. They encourage continuous progression with a clear path to improve language skills.

The exams are enjoyable and rewarding and help to motivate people of all ages and abilities to learn English and develop practical skills for the real world. Cambridge English Qualifications are recognised by over 25,000 thousand organisations in 130 countries worldwide.

How the exams help

Each qualification focuses on a level of the Common European Framework of Reference (CEFR), enabling learners to develop and build speaking, writing, reading and listening skills. Cambridge English Qualifications help you to:

- Develop your students' skills and confidence
- Structure your language-learning curriculum
- Evaluate your students' progress
- Help your students prepare for higher level exams



The step-by-step approach

C2 Proficiency

This qualification shows the world that you have mastered English to an exceptional level, with the fluency and sophistication of a highly competent English speaker. Preparing for and passing the exam means you have the level of English that is needed to study or work in a very senior professional or academic environment, for example on a postgraduate or PhD programme.

C1 Advanced

This is proof of high-level achievement in English for school-aged learners or adults preparing for university or professional life. This exam is the logical step in the language learning journey between B2 and C2 levels.

B2 First for Schools & B2 First

It is a great way for learners to prepare for higher level exams, and shows they have the language skills needed to communicate confidently in an English-speaking environment whether it may be for work or social purposes.

B1 Preliminary for Schools & B1 Preliminary

This qualification shows that a student has mastered the basics of English and now has practical language skills for everyday use.

A2 Key for Schools & A2 Key

This qualification helps learners to fully develop their everyday written and spoken English at A2 level. It shows that a student can use English to communicate in simple situations. For school-aged learners, the exam builds on the skills students have achieved at A2 Flyers.

Pre-A1 Starters, A1 Movers and A2 Flyers

These three exams are for young learners aged 6–12. They build young learners' confidence and lay the foundations for future success in English. All these exams for young learners are fun, colourful and activity based, motivating children to learn.

For more information about Cambridge English Qualifications, please visit www.cambridgeenglish.org/exams-and-tests

Advantage is the British Council's trusted loyalty programme for a global community of educators who register candidates for Cambridge English Qualifications at our network of authorised exam centres.

If you would like to offer Cambridge English Qualifications and become an Advantage member, please contact your local British Council exams team.

For more information, please visit
www.britishcouncil.org/exam/advantage

