

# QE SERVICES AND FEES 2025

SUPPORTING AND PROMOTING QUALITY ENGLISH  
SCHOOLS

Carefully selecting from the best independent English language schools  
and independent colleges teaching in English



## BRIEF HISTORY

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# THE COMPANY

Quality English Ltd. (QE) was founded in 2003 as a brand marketing company in the EFL/ESL international education industry. At that time there were 12 schools in the QE group which has grown gradually to 60 schools in 7 countries. All of these schools share the same values and offer the same high standards of teaching and pastoral care to international students.

Over the last 21 years we have hosted 135 Missions in 31 countries, regularly hosted QE Villages at other industry events, represented our licensees at GAELA and other industry forums and formed numerous partnerships with National Agency Associations.

Our regular e-Newsletters are distributed to 2,300 agents worldwide and our news is shared by key industry media. We have continued to offer our successful and popular e-Missions and these will continue in 2025 alongside our in-person Missions. In addition to this, we also run regular webinars for further development regarding Marketing, Academic or Sales, school trainings and create additional brand awareness through our social media channels.

# OUR MISSION, VISION & CORE VALUES

## Mission

To offer high-quality independent English Language schools and colleges teaching in English, a platform from which, together, we can promote their excellent tuition and support to the study travel market.

## Vision

To be the leading brand for respected, trust-worthy and safe English Language schools and colleges teaching in English, offering reassurance, choice and value to students worldwide.

## Core Values

- Quality
- Trust
- Choice
- Reassurance
- Value
- Safety

# QE EVENTS AND DATES IN 2025

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## 2025 Missions

### Group A

	São Paulo, Brazil 25th March
	Mexico City, Mexico 28th March

### Group B

	Tokyo, Japan 7th October
	Seoul, South Korea 10th October

### Group C

	Prague, Czech Republic 6th November
	Rome, Italy 25th November
	Madrid, Spain 28th November

## 2025 e-Missions (limited places available)

- 13th February
- 22nd May
- 4th December

## 2024 AND INTO 2025

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2024 has been a busy year for QE schools around the world. We were delighted to be able to offer seven in-person Missions again this year and thank you to everyone who took part.

Our achievements this year include:

- 2 e-Missions
- 7 in-person Missions (Almaty, Kazakhstan, Bangkok, Ho Chi Minh, Warsaw, Milan and Barcelona)
- QE Annual Conference (Barcelona)
- QE attendance at ILF fair in Buenos Aires - representing QE schools and the brand
- QE agent reception in Almaty - representing QE schools and introducing the new QA scheme
- QE presentation at the FDSR conference in Berlin - presenting QE schools and the brand
- Attendance at StudyWorld, Alphe UK and ICEF Berlin alongside QE schools
- Launch of our new QE Agent Programme
- 3 new QE schools welcomed
- 1 new QEAS welcomed
- The launch of the new QE Academic Journal
- 3 QE webinars for Quality Agents
- 6 agent e-News to agent network of more than 2300 agents + 3 QE Live sessions on Instagram
- 8 QE Academic Webinars + 1 QE AI in Teaching Webinar
- 30% discount on various Pearson titles
- The launch of two new QE explainer videos to increase brand awareness
- Continuous marketing of QE and our schools on social media, the QE blog and through video interviews

# MARKETING ACTIVITIES

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In 2025, we will support your marketing activities through the following:

**Missions** – these will recommence in March

**e-Missions** – these will continue throughout 2025 – both general and programme-specific

**e-News** – keep sending us your news to share with a readership of more than 2,300 international agents

**Academic Journal** – our second edition will be filled with many interesting articles from our schools

**Quality Agents** – Recruitment and maintenance of Quality Agents as well as regular agent audits to support QE schools to connect with Quality Agents and bring our schools in front of the agencies worldwide

**QE Live** – make sure you sign-up for a QE Live interview and tour

**QE School Training** – book a date for us to train your staff on how to make the most of QE

**QEMIS** – Market analysis reports on key markets, with a focus on QE Mission destinations

**Brochure** – our brochure is updated once a year and goes out to the whole agent network, industry stakeholders and any interested parties and is also distributed at all the events we take part in

**Social media** – get featured on our social media channels to raise brand awareness and to stay in the heads of your clients

**Website** – please review your website listing and let us know if there have been any changes

**Blogs** – we will continue to publish and promote your news and stories through our website blogs

**Webinars** – join us for our webinars which help to develop further and get new insights into various topics

**Special projects** – we are always open for special projects and aim at supporting you as much as we can, so if you have any interesting ideas, let us know and we'd be happy to discuss these in more detail. For example, in the past, we co-hosted webinars with a QE school on Erasmus + as well as an agent webinar about a particular QE destination.

**QE Village** – we are stronger together, so if you are attending any industry events like Alphe or ICEF, make sure to join the QE village

**The QE Community** – as the industry recovers, we will be stronger together

**Money-saving industry event discounts:**

- ICEF Berlin (€700 discount)
- ALPHE (5% discount)
- Corporate Partner Offers (see QE website)

## 2025/2026 FEES

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Please contact [Jonathan@quality-english.com](mailto:Jonathan@quality-english.com) for the latest fees.