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Terms and Conditions for Quality English Agents

Thank you for agreeing to become a Quality English Agent.

Use of the Quality English Agent logo

Quality English Agents may use the logo in the following ways:

- The sticker will be displayed on the door (or window) of the front of the office.
- The logo will be printed on the Agent's brochure
- The logo will be used on the Agent's website and will be linked to Quality English www.quality-english.com

Logo Guidelines

Please follow the [QE Logo guidelines](#) - for size see page 4 of this document.

Logo Terms and Conditions

Agents can only use the logo which includes the words 'Authorised agent for' in a prominent place on their website.

Agents may use a small QE logo alongside a brochure or a website entry for a QE school that they represent. It cannot be used in any other situation. The text must read: (*name of school is a QE school*). Agents may use the following text in an appropriate place to explain Quality English.

'The schools which make up Quality English are accredited by their national accreditation agency and are furthermore fully checked by QE through a personal visit by the Chief Executive of QE and by asking the agents and the students if they are well satisfied with the services that each school provides.'

Agents who cease to be Quality English agents must take reasonable steps to remove the QE logo from display and from publicity materials.

Enquiries

Your details are now on the Quality English website and ready to be viewed by visiting students. If you receive an enquiry from the QE website, we expect you to recommend a QE school and to emphasise the benefits of studying at a QE school.

We know you deliver a quality service to all your customers and share the same quality standards as the Quality English schools. This is why we ask you to reply to enquiries within two working days.

Students can browse the QE school pages and their courses. They can select 'Find an Agent' and see a list of all the QE Agents that that particular school works with. They can fill in the enquiry form that then goes direct to you. You will be listed under the QE schools that you nominated as references as well as all the other ones you work with. Contact the schools in question to ask them to add you to the list.

If the enquiry is about a booking at a specific QE school, QE expects that you make that booking – in accordance with the wishes of the student.

It is perfectly acceptable for you to continue booking directly with a QE school as you always have done. QE exists to enhance your choice of schools but not to upset any existing arrangements.

Promotion

Quality English is investing much time and money in promoting the QE website. It has been optimised and registered with the main search-engines and thousands of others. The Executive is building website links with many industry-specific companies in order to build link popularity.

QE agents can help this process, and therefore increase the rate of student enquiries to their organisation by promoting Quality English and the website wherever possible. **You will therefore display the 'Authorised agent of' QE logo with a link to: www.quality-english.com**

Please ensure that any descriptions of the QE schools are accurate and note that all images are copyright of the schools. Confirm the wording of publicity about Quality English with the QE executive before publication.

You also have

- the use of QE brand promotion materials (in particular the special QE logo)
- QE promotional support when you are producing your own brochures
- a QE agents' Charter
- visits support when agents are on the road - QE can put together ready-made itineraries

Use of the Quality English Certificate

Please display this prominently in your office.

QE Missions

From time to time QE and the QE schools will visit your country to hold a 'mission'. This is a workshop for QE schools and agents. As a QE Agent you are required to attend.

Quality English Agent review

Quality English aims to increase student bookings at QE schools. After an initial period we will ask you to provide the names of the Quality English schools with which you have booked students. We will discuss whether it is possible to increase student weeks and overall business with QE schools in the future. QE will invite feedback from you about the QE schools.

Both parties will have the chance to decide whether it is in QE's and your interest to remain a QE Agent. If either party decides that it is no longer beneficial then steps to remove the QE logo from your publicity must be taken.

Quality Control

The QE executive will operate a 'rapid response system' to pick up and deal with legitimate complaints from QE clients who feel that their QE member school has not taken action to deal with a legitimate complaint or is not treating it urgently enough. The QE executive's aim will be to broker a positive solution for all parties concerned. If no settlement can be reached, the QE executive may arrange the client's transfer to another QE school.

These rights will be laid down in the QE Agent Charter, which is published on the agent section of the QE website.

The main purposes of the Charter will be (a) to re-assure agents of the stringent quality controls in the selection of QE members, (b) to highlight the QE rapid response system, and (c) to lay down clear procedures for appealing to the QE executive.

Legitimate complaints

Legitimacy is based on the offer as expressed in the brochure or website or any other written documentation sent to a client and available as evidence.

QE reserves the right to update these Terms and Conditions from time to time.

Carolyn Blackmore
Chief Executive, Quality English
November 2011