

## **Cambridge International – British Council Joint Offer**

### **Where did the impetus for this offer come from?**

The driver for a joint offer initially came from Cambridge. They were impressed with how the PSGN offer had developed and wanted the PSGN to support them in creating a more joined up, audience facing approach to communicating our respective offers to partner schools.

### **What is the joint offer?**

It is a collection of services from both the British Council/PSGN and Cambridge Assessment. The Joint Offer sits on the Cambridge website. We still have the our own separate offers but this is a more efficient way of promoting them with partner schools and demonstrating the links between the offers.

### **Who is the Joint Offer aimed at?**

The offer is aimed at British Council partner schools where we deliver UK examinations on behalf of Cambridge Assessment.

### **When will the joint offer be launched?**

The Joint Offer was launched on **4 June 2018** by Cambridge Assessment. There will be more promotion of this offer within the new academic year.

### **Where will schools be able to find this joint offer?**

Schools will be able to find the offer on the Cambridge site:

<http://www.cambridgeinternational.org/about-us/cambridge-international-british-council/>

### **How can the joint offer support the PSGN?**

It's a new channel of communication with schools. As the joint offer is hosted on the Cambridge site, it demonstrates and underlines the close relationship between the Cambridge Assessment and British Council in supporting schools. If schools are interested in PSGN parts of the offer they can contact their local British Council Exams team. You can keep a record of these enquiries and use it to as a reference



of which services are popular. For example if a lot of schools are asking about Active Citizens then it might be worth looking into running this course in the future.

**Why have a joint offer?**

It is part of a more joined up approach to communicating our respective offers to schools. By segmenting the different parts of the offer, it will make it easier for schools to find the services from PSGN and Cambridge Assessment that best meet their needs. Partner schools will also be able to see how our respective offers complement each other and the collective support we offer to them. Working collaboratively with an external partner demonstrates a more efficient customer service offer and a model of good practice.

**How will the joint offer be communicated to schools?**

Cambridge Assessment has already sent out a communication to all partner schools that take Cambridge examinations to inform them about the joint offer. It will also be beneficial to schools for British Council Exams teams to promote this offer to partner schools during meetings and events with partner schools where we deliver Cambridge examinations.

**What happens if parts of the PSGN joint offer are not currently available in my country?**

That's fine. Not all parts of the British Council joint offer will be available in all countries. If a school enquires about a service that we do not currently offer then say it's not currently available or that we currently have no plans to offer this service.

Please note that the International Schools Award (ISA) appears in the offer. This will be communicated to all partner schools later in the academic year. We will begin the communications plan with exams teams within the next few months.

**What happens if a school contact you about a Cambridge part of the Joint Offer?**

If a school enquires about parts of the Cambridge offer then put them directly in contact with the relevant Cambridge person for your country to take this forward. Please also take some time to familiarise yourself with the Cambridge side of the joint offer

**What are the different parts of the offer?**

The joint offer has been divided under the following categories for ease of navigation for schools:

- Support for schools
- Professional development and training
- University application support
- Global community
- Keep up to date
- Events and awards
- Administering Cambridge exams

Please take your time to familiarise yourself with both the Cambridge and PSGN offers by following the link above. The British Council part of the offer should be familiar to you from the product briefings that we give. New services will have been mentioned in our recent product updates. Please contact Douglas Wood if any you have any questions around the Joint Offer.

**Are these new British Council services?**

Most of the PSGN services will be familiar to you as part of the PSGN Reward offer. Services are from the PSGN Reward Core /Plus / Advance offers. If there are some parts of the PSGN offer which are unfamiliar to you, that's because they are not yet available in your country.

**Are all PSGN services included in the Joint Offer?**

No. Only parts of the PSGN offer that we have mapped against services from Cambridge. These are services that complement each other and in doing so demonstrate the value of the British programme in supporting schools with their development.

**Will schools be able to access all of these services?**

It depends on the country. Some services are only available in certain PSGN countries. This is indicated in the information section. All parts of the Joint Offer relating to the PSGN Reward Core Offer will be available and areas relating to other parts of PSGN Reward Offer (Plus and Advance) will vary from country to country depending on budgets and access to resources (particularly where it involves working with another SBU to deliver the service).

**Will the joint offer change in the future?**

Yes. We will be updating the joint offer on an annual basis to reflect updates in products and services. This will almost certainly be the case for Cambridge Assessment too. We will work closely with Cambridge going forward to ensure that our respective offers continue to align and support schools in their development.

**The PSGN Team gave product knowledge updates in June/July to inform about new services coming to the PSGN in the new academic year (from October 2018). We also ran webinars to inform about the leadership and core skills offer in July. Webinars of product and leadership training presentations are still available to be viewed on demand through links sent out to Exams teams. These new areas are included in Cambridge – British Council Joint Offer. Please find the links to the webinars below:**

To view the recording for the product knowledge training webinar, please click here:  
<http://cc.callinfo.com/play?id=61f8dm>

To view the recording of the PSGN leadership training webinar, please click here:  
<http://cc.callinfo.com/play?id=2soia2>