

Best and
Brightest

BBELT

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SPONSORSHIP
OPPORTUNITIES

in English
Language
Teaching

About BBELT

BBELT is an academic forum designed to introduce the latest trends and newest ideas in English Language Teaching (ELT). It provides a space of exchange, dialogue, and reflection on ELT in Mexico, bringing together outstanding teaching specialists from the United Kingdom, Mexico, and other parts of the world. It offers a space where international and national perspectives on trends and approaches in English Language Teaching can meet.

BBELT 2023 will be an online conference which expands the offer of continuing professional development (CPD) and creates new opportunities for the ELT community in the Americas by connecting teachers in the region, empowering learners, and providing new skills through new ways of teaching.

It is a great opportunity to get your brand noticed, release new products or services, and meet and connect with professionals involved in English Language Teaching, including teachers, teacher educators, material writers and publishers, academics from both the private and public sectors, researchers, language centre coordinators, heads of educational institutions, ELT decision makers and all professionals involved in English Language Teaching.

WHAT WE EXPECT

- **1000+** registered participants
- **70%** participants from Mexico (representatives from all states)
- **25%** participants from the Americas
- **5%** participants from other regions

SPONSORSHIP OPPORTUNITIES

BBELT offers you a great opportunity to showcase your brand, products, and services to decision makers, educators, and researchers in the field of ELT. With this in mind, we are offering deals designed to maximise the exposure and impact of your brand through a variety of sponsorship packages.

We will be very happy to share more details,
please contact:

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BACKGROUND

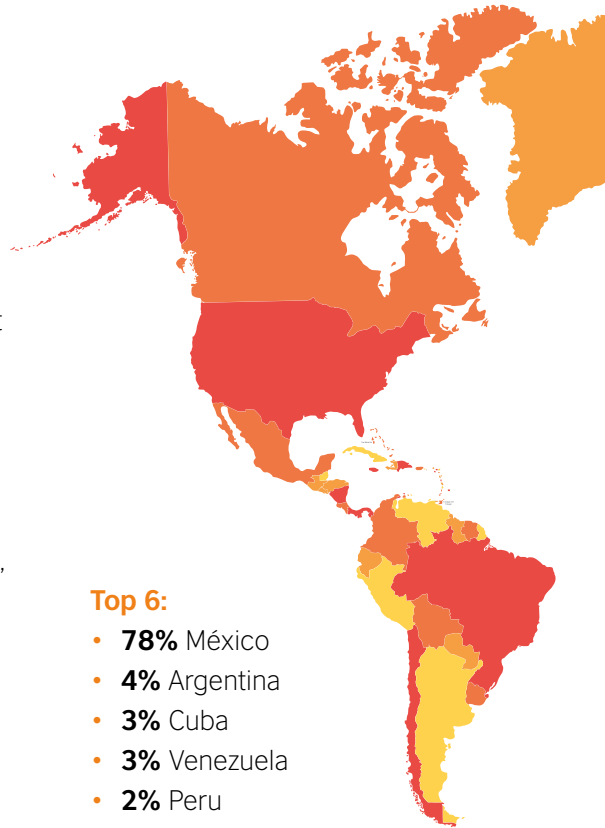
Plenaries	Delegates	Concurrent sessions & posters	Speakers
6	1,000	80+	Americas 78% Europe 16% Asia 3% Africa 3%

AUDIENCE PROFILE

BBELT 2022 received delegates from 30 different countries: Afghanistan, Argentina, Brazil, Canada, Chile, Colombia, Costa Rica, Cuba, Ecuador, Egypt, Germany, Greece, Guatemala, Honduras, India, Italy, Japan, Macedonia, Mexico, Panama, Peru, Romania, Senegal, South Korea, Spain, Tunisia, United Kingdom, United States of America, Uruguay, Venezuela.

Top 6:

- **78%** México
- **4%** Argentina
- **3%** Cuba
- **3%** Venezuela
- **2%** Peru
- **2%** UK



Levels taught:

- 23% basic education
- 39% higher education
- 27% teacher training
- 11% language centres

Attendees:

- 52% were recurrent attendees
- 48% new attendees

Sector:

- 75% public sector
- 25% private sector

40% (Dean, Director, Manager, Head of department, Coordinator, Consultant, State English Coordinators). The rest of the audience – teachers, researchers, material writers and, in general, professionals seeking development.

QUALITY AND IMPACT

The event was very well received and reported the following results:



95%

High quality event



94%

Met my expectations



95%

Have acquired new knowledge and/or skills



95%

Would recommend the British Council

COMMENTS FROM THE AUDIENCE

“BBELT always provides me with new ideas and materials to use in my classroom. Also with new perspectives about ELT”

(English Teacher from private school)

“I was a speaker, and someone asked me where she can learn more about sensory integration, so planting the seed for better practices!”

(Speaker and English coordinator in a private school)

“Valuable input to deepen on several areas of interest. Confirming empirical notions and introducing me to very useful tips on how to improve the work that I do”

(English Coordinator of a private school)

“I am an English Teacher and I really enjoy being part of the BBELT community because here I can improve a lot of skills, try new methodologies and verify many materials in order to apply them in my lessons plans”

(Teacher from public secondary)

“It made me see international cooperation as possible. In Venezuela we are implementing programs and activities that cover many aspects discussed in this event, such as, inclusion, learner centered education, interdisciplinarity, interculturality, action...”

(Teacher from Venezuelan University)

“The event was great, it was well organized and interesting topics were presented. I would like to have more about online games for learning and ideas to make more interactive classes”

“Now I better understand the importance of community, to share and learn from other teachers”

(English teacher from private school)

“BBELT is a great experience for teacher, directors, and teacher trainers because it helps to learn more techniques, activities, and strategies that we can use in our lessons”

(Teacher trainer from Normales)



Find out more about our conference at:
<https://www.britishcouncil.org.mx/en/teach/bbelt>

Contact us at:
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Sponsorship opportunities:
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