

LCCI Centre Update

Welcome to the LCCI Centre Update. All recent developments and latest news are included in this newsletter, which we hope you will find helpful and informative.

Major developments in the operation of EDI's LCCI International Qualifications

Over the past three years, EDI's business has more than doubled in size, mostly as the result of significant growth in our UK vocational qualifications business. This growth has been driven by a carefully targeted investment programme and we believe the time is now right for us to pursue a similar approach to developing our international business interests.

We plan to accelerate this process and increase our investment in our international business, and to facilitate this Tom Austin took up the post of Director of International Business Services on 1 June. Tom will be supported by two teams of business and product development staff.

We will be making a significant investment in our promotional and marketing activities – including major website developments and a more intensive programme of support visits into local markets. We are also embarking on a major systems development programme aimed at further automating the examinations administration process.

We want to put more emphasis on the extent to which agents have the capacity and capability to mount concerted market development campaigns; and we will be looking to make new appointments in markets where we believe the presence of a local representative will help increase levels of business.

Added to all of this we will continue to investigate new product and service opportunities, although our main concern will be to maximise the take up of our existing range of qualifications.

These developments mark the beginning of a new era for the operation of our international qualifications business and we look forward to developing much closer relationships with all of our partners around the world so that we can open up the opportunity of achieving an LCCI qualification to more and more learners.

Test your English!

We are delighted to introduce a new, quick 'Test your English' tool - available on the LCCI website.



The test is free and consists of a total of 42 questions which increase in level of difficulty as the test progresses. After the test has been completed, (all questions need not be answered), candidates will be provided with a brief summary of their approximate English language level and which EDI/LCCI qualifications will be suitable for studying.

For further information email kevinblanch@ediplc.com.

New Public Relations Level 2 qualification - reminder

In response to high demand from many markets, EDI is now developing a new Public Relations Level 2 qualification. The qualification is designed to benefit candidates wishing to acquire a solid foundation in Public Relations at a tactical level and will act as an ideal progression route for candidates wishing to obtain the LCCI Level 3 Public Relations qualification.

The new syllabus and a sample paper will be available free of charge on the LCCI website from July 2009. The Examination will be available in Series 3 and 4, with the first exam date being Series 3, 2010.

New additions to On Demand qualifications - reminder

As a result of feedback received from centres and agents regarding flexibility of exam dates, EDI is pleased to announce that the LCCI Level 3 Marketing, Public Relations, Advertising and Selling and Sales Management Qualifications will also be available On Demand as of September 2009. If you would like any further information, please contact kevinblanch@ediplc.com.



International
Qualifications from EDI

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