Who is IATEFL?

‘Linking, developing and supporting English Teaching Professionals worldwide.’

The International Association of Teachers of English as a Foreign Language (IATEFL) primary focus is to develop a network among related individuals and institutions involved in English language education. This is successfully done through an annual conference, Special Interest Groups (SIGs), international events, membership and newsletters.

Throughout the year IATEFL’s primary focus is centred on the SIGs who hold various types of international meetings and conferences as well as publish newsletters. The SIGs give professional development opportunities to all involved in ELT including the chance to share knowledge and best practices in their key areas of English language teaching and learning.

Formed on 7 March 1967, IATEFL is a registered charity that has run 50 successful conferences all around the UK, and is now beginning the planning for their 51st conference, and celebrating 50 years of running a successful organisation.

The annual IATEFL conference brings in over 2,600 delegates from all over the globe, and is organised around key speakers, individual papers, workshops, signature events, symposia and an ELT exhibition that runs congruently alongside the 4 day conference.

Our membership has over 4000 members in more than 130 different countries, which makes IATEFL truly an international organisation.

“I personally owe a great deal to this remarkable association, and to the many people who have devoted their time, skills and creativity to developing and sustaining it.”

Michael Swan

The Conference & Membership

- The IATEFL annual conference is forever increasing in delegate size
- We average around 2500 – 2800 delegates a year
- We have 60,000 plus viewers of our online live-streamed annual conference
- Delegates come from all types of ELT professions; teachers, consultants, students, authors and publishers, CEOs, teacher trainers and education ministers.
- Delegates that arrive at the conference come from all corners of the globe, and do not have to be IATEFL members; the annual conference is open to all.
- We have over 4000 individual and institutional members
- An open media sites (facebook and twitter) with 12,000 members
- Links to over 100 teacher associations throughout the world

“I love IATEFL. It’s my professional family.”
Jeremy Harmer
85% of our delegates attend the exhibition daily throughout the conference, to purchase new resources, meet authors and view the latest ELT resources.

IATEFL offers our exhibitors and sponsors a pre-qualified audience of like-minded ELT professionals from all over the globe.

From students that are up and coming in the ELT world, to authors and school owners.

IATEFL gives your company the opportunity to showcase new products, services and resources and to network with your direct target market.

The Birmingham conference 2016

- 5 world class plenary sessions
- 52 Scholarship winners
- 2 Interactive language fairs
- 14 Pre-Conference Events
- The IATEFL Jobs Market Fairs
- Over 2,600 delegates
- 12 Pop-Up Presentations
- Over 47 Exhibitors
- Signature events held by:
  - Pearson
  - British Council
  - Cambridge English
  - ELT J Debate
  - telc- language tests
  - National Geographic Learning I Cengage Learning

DELEGATES FROM OVER 105 DIFFERENT COUNTRIES

- Eastern & Southern Africa
- Western Africa
- Central Africa
- North Africa & Middle East
- Northern Europe
- Western Europe
- Southern Europe
- Eastern Europe
- Central & Southern America
- Northern America
- Australasia
- Southern Asia
- Eastern Asia
- South East Asia
Sponsorship in and over the coming years is set to expand further. As markets become more cluttered, companies are finding fewer effective ways of communicating with their clients. Sponsorship can offer you a way out of this.

IATEFL sponsorship does just this; we have designed our sponsorships for maximum exposure, to amplify your message to your target audience, in a clear and concise way, in a role that fosters dialogue. IATEFL uses the funds generated from your sponsorship to enhance the conference experience for all delegates, and to supply our sponsors with a picture-perfect ELT audience.

Sponsorship is no longer considered the domain of the big companies, and there are plenty of opportunities for small businesses to get involved. Each package has been designed to create the maximum impact for the sponsoring company, however, as no company is alike, we have made no package alike.

IATEFL is open to all suggestions and dialogues about what your company needs out of a sponsorship, and we remain flexible and receptive to changes. If you would like to discuss a change to a package or other options we did not think of, please contact us and let us know what you are looking for; we can create an options that work for you and what you need.

Why become a sponsor of IATEFL?

Higher exposure to a pre-qualified target market.
IATEFL offers you a pre-qualified ELT audience, with buying power, not just in regards to delegates, but for schools and companies too. It is the perfect place to showcase all new resources directly to your target market. Through face to face marketing, you are able to gain more exposure, make more sales and increase your database. Sponsoring exposes your company and your brand exponentially, not just at the conference but throughout the year, and allows you to stand out as a market leader.

Raise the profile of your organisation
50 years running and 51 conferences later, IATEFL has built up a loyal membership and delegate following. IATEFL is more than a membership association; we are a community and a family. Associating your company with IATEFL shows our delegates that you have a trustworthy and reputable company, which makes you market leaders.

Foster a dialogue with the delegates
Being introduced to the delegates as a sponsor both before and at the conference, opens a dialogue between your company and our conference attendees. Using the sponsorship to let the delegates know what you can offer them will increase your exposure, increase your database and enhance your sales at an international level. Through sponsorship, your company is able to develop and create new relationships with delegates, that can and will become brand loyal.

Enhance your relationship with existing clients
In today’s world the average person receives between 3,000 and 20,000 messages and brands a day. This is a lot of information that is thrown at the individual, and a lot of clutter for one person to shift through. Sponsorship helps market a person clearly, and in doing so, not only attracts new clients, but re-affirms relationships with existing clients, that ensures that their business stays with you and does not go to one of your competitors.
The Annual IATEFL conference will be held in the Scottish Exhibition and Conference Centre (SECC) in Glasgow from 4–7 April 2017.

The SECC is a purpose built conference centre, situated in Scotland’s largest and most stylish city. It is easily accessible from both the international and national airports and with the help of Scot-rail, it is a quick and pleasant journey straight to the centre.

The centre itself has plenty of on-site facilities, including places to stay, dine and be entertained both for delegates and your company. It is a beautiful city, with a vast history, a vibrant atmosphere and a strong culture, which is the perfect place to hold our 51st conference.

IATEFL offers a range of benefits for sponsoring our conference, to expose your company’s brand to our delegates and members.

If you are interested and want to discuss the options available to you and your company, please contact lisa@iatefl.org or call +44 (0)1795 591414

“I’ve been attending IATEFL in a variety of capacities, for over ten years. I’ve been there as an academic, and in a sales role for a variety of organisations over the years. From an academic perspective the range of topics and speakers is incredible. There are obviously a lot of efforts made to ensure speakers from as many places and disciplines as possible are able to participate. This really means we, as a global community, are able to get together and share ideas in a way that is not possible in any other event. The IATEFL conference bookends our industry’s year both professionally and socially. There is a genuine atmosphere of excitement as friends old and new get their heads together whether over a hot topic or a hot dinner.”
Thom Jones