



Languages Canada
Langues Canada

COLLABORATIVE MARKETING
MARKETING COLLABORATIF



UNDERSTANDING COLLABORATION AT LANGUAGES CANADA:

- Who are we competing with?
- What do you expect when you go to other markets?
- What are the challenges to face?
- What is the best strategy to follow?



EN QUOI CONSISTE LA COLLABORATION Á LANGUES CANADA?

- Avec qui sommes-nous en compétition ?
- Quelles sont vos attentes quand vous explorez de nouveaux marchés ?
- Quels sont les défis auxquels vous vous confrontez ?
- Quelle est la meilleure stratégie à suivre?



EN QUOI CONSISTE LA COLLABORATION Á LANGUES CANADA ?

- Notre collaboration doit faire partie d'un tout
- Nous trouvons un équilibre entre le coût et le Retour sur les Investissements
- Nous comprenons les besoins de nos membres
- Nous avons l'opportunité de travailler avec les partenaires essentiels

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UNDERSTANDING COLLABORATION AT LANGUAGES CANADA:

- Our collaboration has to be integral (as a whole)
- We find a good balance between cost and ROI
- We understand the needs of our members
- We have the opportunity to work with essential partners

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INITIATIVES IN 2015

Fam tours:

- Western Canada (British Columbia): May 7 to 9
- Eastern Canada (Quebec): May 7 to 9
- Eastern Canada (Ontario): May 13 to 15

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INITIATIVES IN 2015

Trade Missions:

- Turkey and Middle East: November 9 to 12
- China and Vietnam: November 22 to 27
- Mexico: February 2016

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INITIATIVES IN 2015

ICEF Workshops:

- ICEF Montreal: May 10 to 12
- ICEF Sao Paulo: September 24 to 26
- ICEF Berlin: November 1 to 3
- ICEF Miami: December 7 to 9



UNDERSTANDING COLLABORATION AT LANGUAGES CANADA COMPRENDRE LA COLLABORATION A LANGUES CANADA



ICEF

Connect. Recruit. Grow.

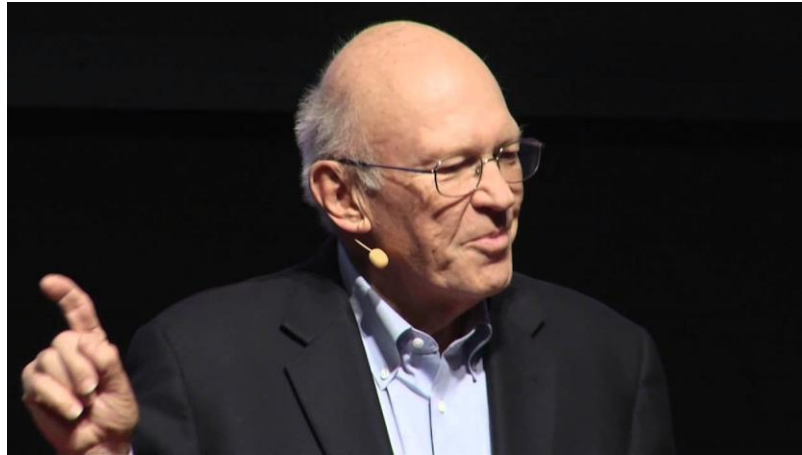
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WHY COLLABORATE WITH EACH OTHER? POURQUOI COLLABORONS-NOUS ENSEMBLE?



*“There are two parts of collaborating with anybody else:
Essence and form. Essence is heart to heart, values to
values. Form is how we are going to do it. Essence has to
come first.”*

Ken Blanchard



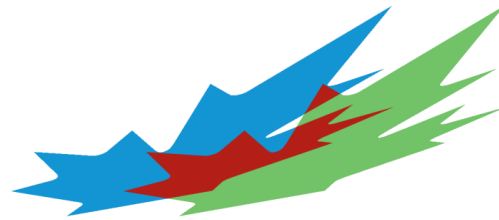
Q&A Session



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THANK YOU!



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