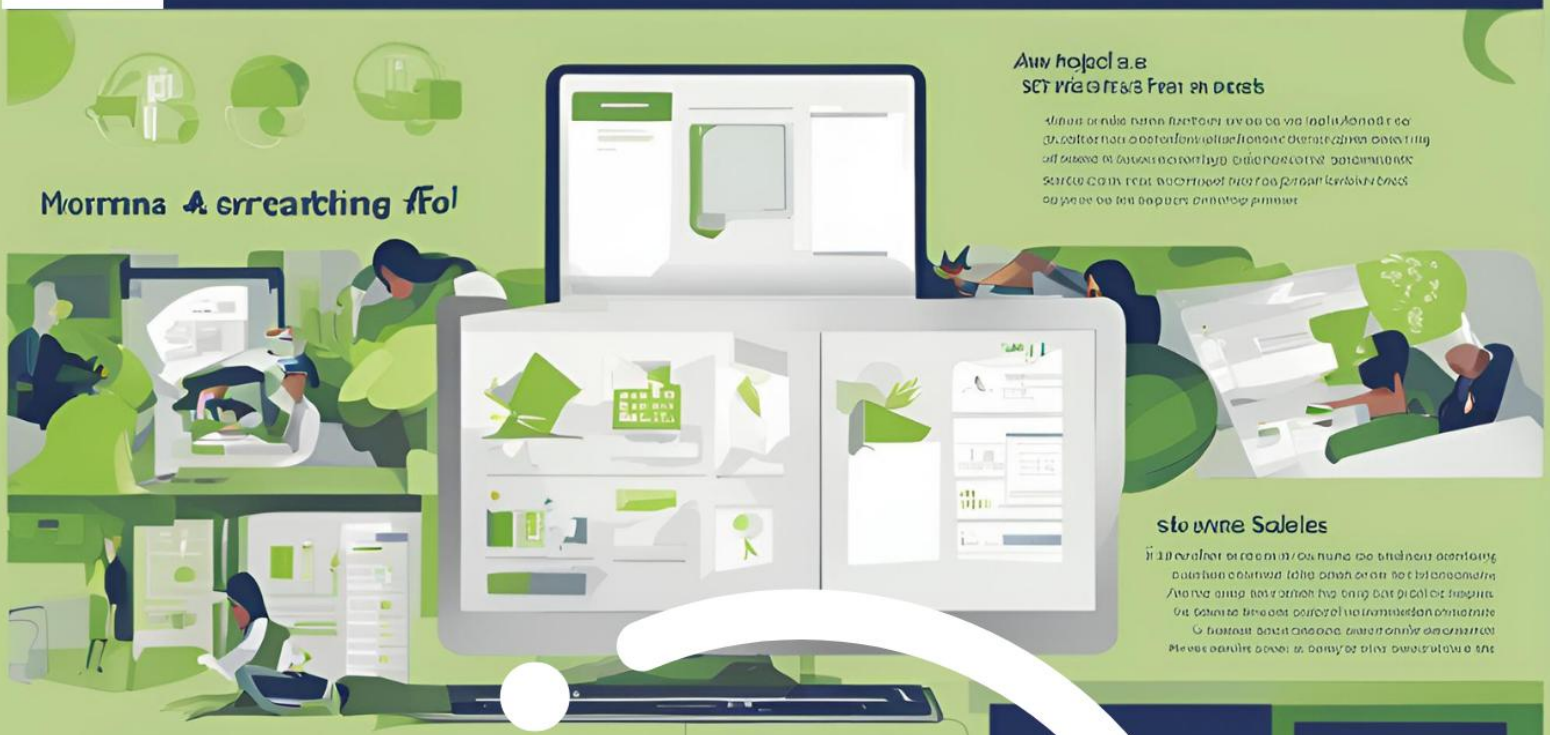
EP - Sales and Marketing FAQ



FAQ







Welcome to our EP Sales and Marketing FAQ! This guide will quickly get you up to speed with our real-time information hub. **Let's dive in!**

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1. Contact details

- HR related issues: Line manager/ HR: (Jagruti) hr@englishpath.com
- IT support: (Karambir) itsupport@gedu.global
- Zoho and CRM support: Prachi psingh8@geduservices.com
- Invoices: finance@englishpath.com
- New marketing requests: marketing@englishpath.com or Sales Operations & Marketing Manager (Vicky) vkoutskoudi@englishpath.com
- Website, Promotional Material, Edvisor/Agent portal errors: marketing@englishpath.com or (Vicky) vkoutskoudi@englishpath.com
- Social Media enquiries: Social Media manager marketing@englishpath.com
- YL enquiries: Global head of YLs (Romina) rborderas@englishpath.com
- Accommodation enquiries: Accommodation officers of the school in question
- Special offers: Regional manager of the market in question
- Admission enquiries: admissions@englishpath.com
- Other: Please, reach out to your line manager.
- All staff contact details: EP Staff Contacts Details.xlsx

2. Common abbreviations

Here are some common abbreviations that you may come across.

EP	English Path	YL	Young learners
GF/LGF	London Greenford	CW/LCW	London Canary Wharf
BIR	Birmingham	LS	Leeds
MAN	Manchester	IRE	Ireland (Dublin)
FR	France (Paris)	DE	Germany (Berlin)
MT	Malta	DUB	Dubai
CA	Canada	TOR	Toronto
BR	Brisbane	EPO	EP (English Path) Online
PC	Professional certificate (course)	SHB	Student Handbook
S&M	Sales and Marketing	GE	General English
ELT	English Language Teaching		

3. Where can I find our files?

All files related to sales, marketing, promotional materials, and assets are stored in the company's shared drive. You can access these files via the below links.

Key Folders:

- Adobe cc library: EP Adobe library
- Agent contact lists:1. EP Contacts and Accounts.xlsx
- Brochure and Pricelist: 2. Brochure & Pricelist
- Course factfiles: EP Courses
- **EP Brand guidelines: Brand Guidelines**
- Epic Experience: EPic Experience
- Logos: Logo
- Digital tool trainings including Canva, zoho, etc: 9. Digital tools training
- SHBs and destination marketing materials 7. EP Destinations Marketing Materials
- Nationality mix: 2024
- Physical branding: School Physical Branding
- Promotional Material: 9. Logos and Promotional Material - Flyers: Flyers
- Sales Decks & presentations: Videos and presentations
- Special offers: 1. Special offers
- Student Handbooks and Fact files: Fact Files Malta (Similar path for each school)

Key links:

- Agent portal: https://englishpath.portal.edvisor.io/en
- Enrolment form (B2B): Enrolment Form
- Enrolment form (B2C): Enrolment form B2C
- Enrolment form (Direct Schools): Enrolment form Schools
- CELTA application form: CELTA application form
- EP Online enrolment form: English Path Online for Partners
- Event merchandise requests: Merchandise for events.xlsx (Please, message Vicky)
- Google drive SharePoint: Folder - Google Drive
- Log-ins and passwords: Logins and Password .new.xlsx
- New design task request: https://forms.office.com/e/m6kLDMUtFT
- New social media task request: https://forms.office.com/e/GBHxy675Qj
- **Partner zone with all links:** https://www.englishpath.com/partner-zone/
- School merchandise requests: Merchandise and Materials 2025.xlsx (Please, message Vicky)
- Social programme: Social programme folder
- EPic Induction dates
- Agency change form for students
- Agent registration form for Class

Important file or template shortcuts:

Marketing team has created multiple templates for various purposes. Most templates can be found here and can be used freely. EP Templates from S&M - Canva

These templates include materials needed for events (such as invites, ID cards, etc.), templates that are used by schools, such as posters, social calendar, etc.

Some important templates are:

- Letterhead or formal document
- Agent certificate of partnership
- Package commission tables
- Special offers template
- New accommodation factsheet template
- Job description flyer
- Welcome screen for school guests
- What's new in 2025
- Email signature banner template
- Business card template
- Presentation template: Canva or powerpoint

When using Canva

- Do not edit other people's files or templates
- Make a copy of a file you need to use. Rename it. Save it in your folder
- Always use appropriate naming and save files in the relevant folders for easier access.
- And of course, avoid uploading sensitive information or any student audiovisuals that you had no consent form for.

Notes for Marketing team:
Please ensure proper folder naming conventions when uploading new files for ease of navigation.
Preferred format: EP_location_MaterialX_size_date_version
Example: EP_Greenford_Handbook_A4_2025_v1

4. Brand Guidelines

EP has a set of brand guidelines to ensure consistency across all communications.
You can access the full set of documents here: **Brand Guidelines**
Link to training: Brand guidelines

Why are brand guidelines important?
Brand guidelines ensure consistency across all platforms, maintaining a professional and recognisable identity that strengthens trust and brand recognition. They also streamline collaboration, reduce errors, and safeguard brand integrity as the company grows.

Brand Guideline Compliance Policy
This policy was introduced to help everyone, and EP, create professional and consistent marketing materials.

- If you make a small edit to a template approved by marketing team, you will need to follow the brand guidelines.
- If you create a new document, or make multiple changes to a template, you will need to follow the brand guidelines and reach out to the marketing team for reviewing and approval before any **external communications** are sent—but we are here to help!
- Before you create your own files, please check our templates. Again, ..if you need to make only small text and image replacements (on your copied file), that's fine (as long as they are on brand)!

We will schedule training sessions about the brand guidelines. Please do attend and let us know if you have any questions.

What do you need to do

1. Attend the training or watch the recording.
2. If you have any materials that are created by the school team and are distributed within, or outside the school (and are not only for internal purposes), please share with marketing team for review. This may include:
    a. Induction presentations
    b. General presentations for open days or events
    c. Posters
3. If you need assistance with some new templates, please let marketing team know and they will help.
4. Take a look at the Approved templates for schools and please start using the new templates. e.g. Social Programme, etc. School materials - Canva
5. Optional but, If you would like to create professional and engaging materials you can use this guide: Design tasks checklist 2.docx

5.How to..

Here are some quick trainings or guidelines regarding tools that may help you with your day-to-day work activities:

- Agent portal (Step-by-step guide & webinar, How to create account, search, quote, manage sales and complete bookings: Agent portal
- Canva (Webinars: Design basics, apps, brand guideline, etc.): Canva training
- Follow EP's brand guidelines: Brand guidelines
- Commenting on a pdf: PDF Comments Guide
- Contacts spreadsheet (Webinar: how to add, edit, delete contacts, personalise view): Contacts spreadsheet update
- Create a personalised booking link for appointments (Step-by-step guide & webinar) Bookings - create an appointment booking page
- Design checklist (Basic design checklist): Basic design checklist
- E-signatures: Requesting e-signature
- Events calendar (Step-by-step guide): Events calendar
- InDesign (Webinar; basics): Indesign training
- Newsletter and Mailchimp basics (Step-by-step guide & webinar, how to manage contacts, send mass emails, plan and design for successful rates): Newsletters and Mailchimp
- SharePoint: Shared drive Promotional material familiarisation
- Translate a document or pdf (Step-by-step guide & webinar): AI document translation and proofread
- Umbraco (How to use Umbraco for website): Website training on Umbraco
- Zoho (Managing agents): Managing agents on new modules for EP B2B

4. Promotional Material

Where can I find promotional materials?

All current promotional materials, such as brochures, flyers, and banners, are stored in 1. Sales and Marketing.

More specifically, this folder contains subfolders with:

- **Adults:**
  - Brochure & PL: 2. Brochure & Pricelist
  - Student Handbook, pre arrival information, accommodation factsheets: Fact Files Toronto (Similar path for each school)
  - Course fact files: EP Courses
    - Language Courses: 1. Language Courses
    - Internship and Volunteering: Internship and Volunteering
    - Professional Certificates: Professional Certificates
    - CELTA: CELTA
    - GBS Certificates and Diploma : GBS Certificates and Diploma
- **Young Learners:**
  - Brochure, PL & Programme fact files: 2. Young Learners
  - Banners: Young Learner
- Flyers folder - Flyers includes:
  - Adults
  - Young Learners
  - General Promotional flyer
  - Epic experience flyer
  - Online scholarship
- **Event creatives folder**: Event specials - templates - Canva
  - Event invite and event schedule (A5, or signature banner invite)
  - Event certificates
  - Event ID cards
- EP Online:

When you look for a file make sure you're using the correct format. The main formats we use are:

- **Print-ready materials** (These files will usually be high resolution and come along with printing marks or bleeds. Please, contact us for different print specs)
- **Digital formats** (for online use. These files are usually compressed and ideal for digital media, emails, upload on websites.)

Make sure to always use the latest version of promotional materials to ensure consistency in branding and up-to-date information.

How do I request a task (new promotional material)?

To request a new task, follow these steps:

1. Submit a request via the relevant link:

    - Form for social media requests: https://forms.office.com/e/GBHxy675Qj
    - Form for other creative tasks: https://forms.office.com/e/m6kLDMUtFT

2. Include detailed information about the task (so we can deliver accordingly), such as:
    - Purpose of the task
    - Deadline
    - Any required materials or assets
    - Relevant files for reference
    - Expected outcome

    Ensure the request is submitted with ample time for review, planning, and execution. We require a minimum of 2 weeks, but we will try to deliver as soon as possible.
    (All requests may be approved, reviewed/discussed for alternatives or declined).

What are the timelines for task completion?

Timelines depend mainly on the workload of the team, as well as on the complexity and scope of the task. Here's how much time usually things take:

- **Simple design edits:** 1-2 business days (from start date)
- **New campaign creation:** 1-3 weeks (depending on assets required)
- **Printing requests:** Depending on product. From 2 days to 8 weeks (after design approval)
- **Event planning:** 1-3 months in advance (please refer to *Printing materials and merchandise* → *Average time of production in India or locally* section of this document.)

When proofreading is required, please allow for extra 48hours.

Always communicate early to allow sufficient time for revisions. Please, **allow a minimum of 2 weeks of time in advance** so our team can schedule all required action points and find available timeslots to work on the task.

What is the process for revisions and approvals?

For design tasks:

- **First draft:** Delivered within the agreed timeline (Let us know if proofreading is required)
- **Revisions:** We may limit revisions to 2-3 rounds to maintain workflow efficiency
- **Final approval:** Once approved, the final file will be saved in the shared drive and sent for production (if needed).

5. Printing materials and merchandise

Printing materials with EP Marketing team

Printed materials, such as brochures or banners, can be requested through the link provided above for *creative tasks*. Merchandise gifts can be requested via email.

We may assist you with the entire process or some parts of it. The process may include the below steps:

- Request consideration
- Creating or reviewing the promotional materials
- Liaising with supplier (in English or language spoken by marketing team member)
- Liaising with Finance, payments or credit accounts
- Getting quotations, sampling approval
- Completion of order
- Tracking parcels, logistics or paperwork required
- Storing material at the schools

If you would like us to assist you, please provide:

- Item type (flyer, card, banner, pen, bottle)
- Design file or request us to create it
- Quantity required
- Purpose (e.g., event, employee gifts)
- Preferred print specifications (see next question for guidelines)
- Delivery date/location (full address - see below required address format)

Required address format:

Name of Company/Individual Person	
Contact	
Country	
Address including City	
Postal Code	
State	
Phone No.	
VAT No. (If Available)	
E-mail	

Average time of production in India or locally

Production of materials may be a long process. Please, allow plenty of time for design, liaising with supplier, payment, sample approval, production and delivery.

Here's how much time usually the production takes itself.

Product type	Produced locally	Produced in India (+ 4-8 days for shipping)
Flyer/ poster	1-2 days	7-14 days
Brochure/booklet	3-5 days	14 days
Banners	2-3 days	7 days
T-shirts	3-7 days	4 weeks
Pens, notebooks, tote bags, mugs	5-10 days	2-3 weeks

Fully customisable products, hoodies or soft toys	Depends on request	4-6 weeks

How can I print materials by myself?

Printing materials individually is also an option. However, before you proceed with production please consider:

- Getting approval from line manager
- Choosing optimum printing specs (size, material etc. – Please, see general guidelines below)
- Budget approval
    - Get quotations from 3 local suppliers and compare the optimum price against price provided by EP Marketing team.
    - Choose optimum value/price. Consider supplier rating, product quality, if they meet the deadline, potential custom charges involved. (If shipping internationally)
- Getting a sample for quality inspection
- Materials must follow EP brand guidelines

General guidelines for print specifications:

A5 flyer or brochure	**business card**	**roller banner**
• **Size**: 148mm x 210mm (A5) • **Paper type**: Preferrable silk no lamination (Also available glossy or matte) • **Paper weight**: Preferrable approx. 150GSM – (250 GSM for durability) • **Color**: Full color (CMYK) • **Bleed**: 3mm on all sides • **Resolution**: 300 DPI minimum • **File format**: PDF with embedded fonts, export in single pages	• **Size**: 85mm x 55mm • **Paper type**: Thick matte or glossy card - laminated • **Paper weight**: 300-400 GSM • **Color**: Full color (CMYK) with optional spot UV • **Bleed**: 3mm on all sides • **Resolution**: 300 DPI minimum • **File format**: PDF with embedded fonts	• **Size**: 800/850mm x 2000mm (standard pull-up banner size) • **Material**: Durable vinyl or polypropylene • **Color**: Full color (CMYK) • **Bleed**: 5mm on all sides • **Resolution**: 150 DPI minimum (as banners are viewed from a distance) • **File format**: PDF with fonts converted to outlines

Large format prints (e.g., banners) may require higher resolution or vector files. Always consult with the design team if unsure.

6.Events – checklist and promotional activities

Our team's goal is to make your events as seamless and impactful as possible. Our team can support by managing marketing, some logistical and creative aspects of events, allowing you to focus on building client relationships and closing deals.
Here's a guide of what you will need to do and what the marketing team can help you with. It's always best to schedule a meeting in advance and discuss requirements.

Sales, Operations or Recruitment team responsibilities:	Marketing team can help with:
Pre-event	
Add your event into the event calendar.	
Venue coordination: Research, booking, and ensuring logistics are aligned with the event's goals. Inform marketing team if you need assistance with physical branding.	Marketing team may assist with physical branding tasks, such as creating relevant banners, flags, vinyl's, booth design etc. A full brief is required.
Promotional materials: Organise promotional material or place a request for assistance from marketing team. **Quick list:** Banners, tablecloths, backdrop banners, flyers or brochures Gifts (pens, notebooks, mugs, etc) Branded clothing for staff, ID cards, lanyards Certificates of attendance, welcome letters	Design and production of banners, flyers, brochures, and giveaways. Shipping to venues or partners.
Presentations and demos: Prepare content tailored to your audience. If you need assistance with design or printing, reach out to marketing team.	Assistance with creating branded and engaging materials or printing.
Manage your attendees: Organize attendee sign-ups and create streamlined check-in processes, usually using a registration form. If you need assistance contact marketing team. You may contact agents for reminders, instructions etc.	Assistance with registration form or contacting attendees.
Invitations: Invite your audience. Decide your channels. You may create an open or exclusive event. If you need assistance with invitations, create a brief for invitation design and / or provide a database with people to invite – or request a campaign to be set up. -Sales team members often invite agencies via WhatsApp.	Invite attendees via newsletters, social media, referrals.
Marketing / Social Media campaigns: You may advertise on your media (make sure it follows EP brand guidelines). If you need assistance, please, contact marketing team.	Launch email or social media campaigns to drive attendance. We may publish open invitations or save-the-date posts.
Other preparations: Arrangement of furniture, treats, photographers, entertainment, food, parties etc.	
On-site	
Setup and branding: Arrange booths, banners, and any visual elements for a polished look. **Technical support:** Ensure smooth operation of presentations, demos, or AV requirements. **Take pictures :)**	
Post-event	
Lead management: Organize contact information and notes for quick follow-ups. Add into contacts spreadsheet or ask marketing team to assist.	Assist with contacts spreadsheet.
Manage media: Add event's audiovisual material into SharePoint or request to be published on Social Media.	Post-event social media post.
Email campaigns: Thank your agents or ask marketing team to assist.	Draft and send personalized thank-you emails to attendees.

7. Media

Where to find or save EP's media?

In this folder you can access all EP media: Media
Each school has a dedicated folder, with the below subfolders Accommodation, Neighbourhood area, Graduation, Professional student pictures, Student Life, School Facilities, and Testimonials.

When saving files please try to follow this file-name format: EP_Destination_activity_date
For testimonials, please follow this file-name format: Student Name_Nationality_MM.YY

EP organic vs stock media?

EP has a dedicated SharePoint folder for Media. We use organic and stock media.

What is **organic media**?	What is **stock media**?
Organic media refers to visuals like photos, videos, or illustrations made specifically for your business. These are unique, branded materials that show your products, services, or team and reflect your company's identity. Examples include pictures of your team at work, custom graphics for a campaign, or videos of your product in action.	Stock media is made up of pre-designed images, videos, or graphics that you can buy or use for free from online libraries. These materials are generic and made for anyone to use, so they're not tailored to a specific brand. Stock media is easy to access and covers many themes but isn't unique to your business.
Why and when is each important?	
Why use organic media? Builds trust and shows your brand's authenticity. Reflects your business's unique style and values. Makes your brand stand out with consistent visuals. Helps your audience connect emotionally with your business. Gives credibility.	**Why use stock media?** Saves time and money when custom visuals aren't available. Offers high-quality visuals for many themes and situations. Is helpful when you need quick or generic content.
When to use? To show your products or services in action. For campaigns focused on your team, culture, or customer stories. When creating a long-term brand image.	**When to use?** When you need temporary or filler content. For quick projects with tight deadlines or limited budgets. Before you have custom materials ready.

Using organic media builds a stronger connection with your audience, while stock media is useful for short-term or urgent needs. A smart mix of both ensures your content looks professional and makes an impact.
Here's where you can access these files.