



**Cambridge Assessment**  
International Education

# How do you talk about Cambridge programmes and qualifications to parents?

**Ian Harris**

Assistant Director, Marketing Communications

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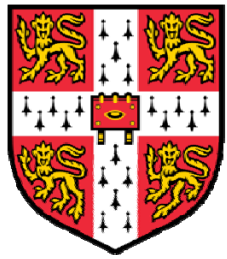
International Marketing Manager

September 2017



# Areas to cover

- ▶ Our new name
- ▶ What's available from Cambridge?
- ▶ How do you promote your school to parents?
- ▶ What issues do you face when promoting to parents?
- ▶ Staying connected with Cambridge
- ▶ A new communications idea
- ▶ Questions



# Cambridge Assessment International Education

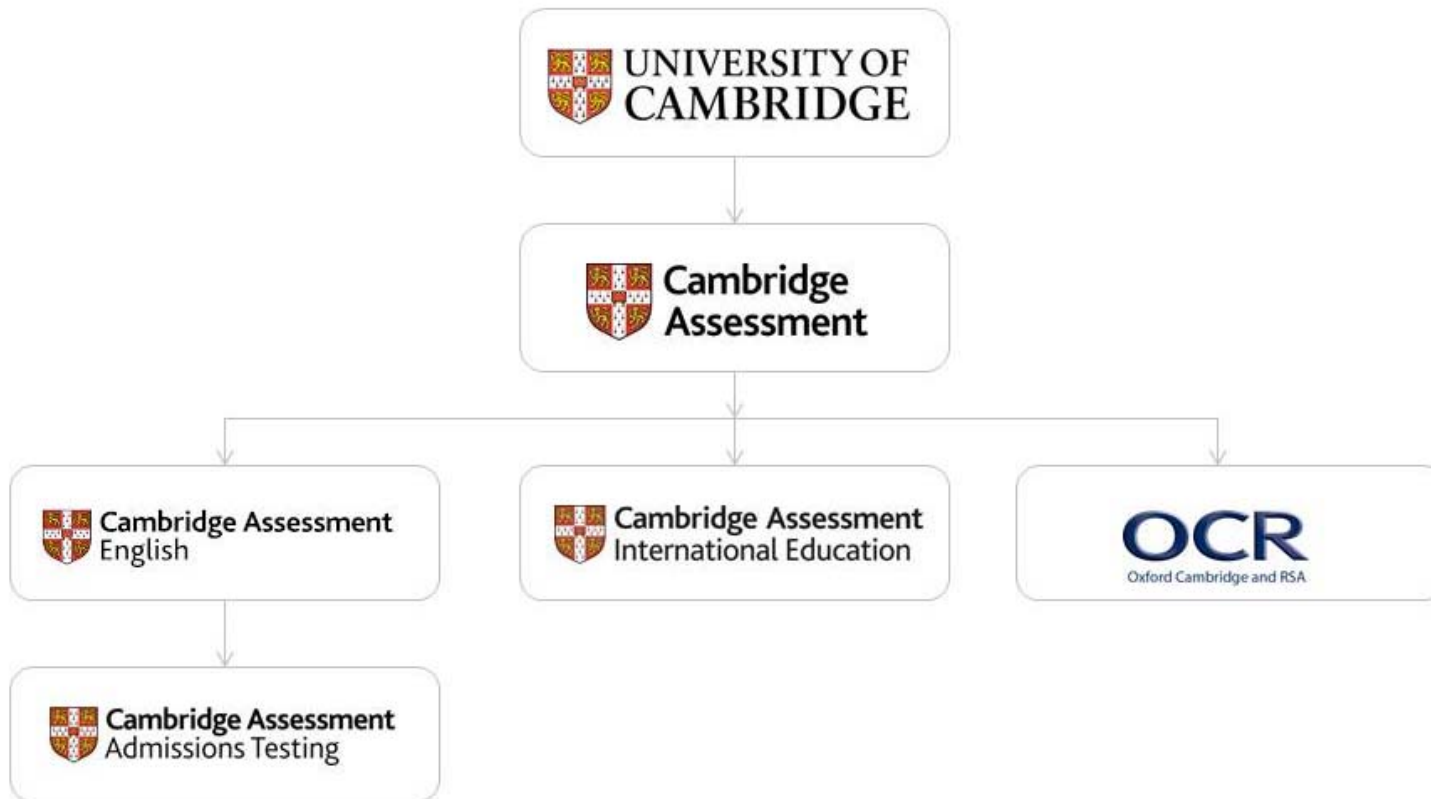


# Cambridge Assessment International Education

Our new name will explain more clearly:

- who we are – part of the [Cambridge Assessment Group](#)
- what we do – International Education.

This is part of the Group's broader rebrand project. Our sister organisation, [Cambridge English Language Assessment](#), will change to Cambridge Assessment English later in September.



# Cambridge Pathway

Learn • Discover • Achieve

# Cambridge Pathway

**Cambridge Pathway** 

A clear path for educational success from age 5 to 19

## Cambridge Primary 5 to 11 years old\*

- English (1st and 2nd language)
- Mathematics
- Science
- ICT
- Cambridge Global Perspectives

## Cambridge Lower Secondary 11 to 14 years old\*

- English (1st and 2nd language)
- Mathematics
- Science
- ICT
- Cambridge Global Perspectives

## Cambridge Upper Secondary 14 to 16 years old\*

- A wide choice of subjects at:
- Cambridge IGCSE® (70+ subjects)
  - Cambridge O Level (40+ subjects)
- Cambridge ICE Certificate

## Cambridge Advanced 16 to 19 years old\*

- A wide choice of subjects at:
- Cambridge International AS & A Level (55+ subjects)
  - Cambridge Pre-U (20+ subjects)
- Cambridge AICE Diploma

Cambridge Professional Development for teachers and school leaders

\*Age ranges are for guidance only

Learn • Discover • Achieve

# Our lead messages

**Cambridge Assessment International Education** prepares school students for life, helping them develop an informed curiosity and a lasting passion for learning. We are part of the University of Cambridge.

**Learn:** Schools can shape a Cambridge curriculum around how they want students to learn – with a wide range of subjects and flexible ways to offer them.

**Discover:** Cambridge programmes inspire students to love learning, helping them discover new abilities and a wider world.

**Achieve:** Cambridge programmes help students aged 5–19 develop the transferable skills they need for life, and to achieve at school, university and work. Fourth level is smaller font.



# What's available for Cambridge schools?




# Parent and student area of our website

Home > Cambridge for... > Parents and students

## Parents and students

- What we offer
- In class
- Exams and results
- Where do Cambridge qualifications take you?
- What students say
- Social media
- Find a Cambridge school



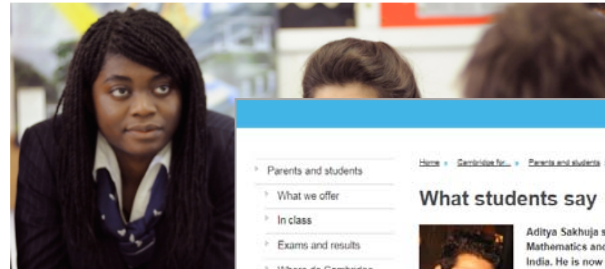
Cambridge programmes prepare students for life – helping them to develop an informed curiosity and lasting passion for learning.

Cambridge helps students become confident, responsible, reflective, innovative and engaged. Ready to tackle the demands of tomorrow's world, capable of shaping a better world for the future.

That's why success with Cambridge opens doors to the world's best universities – in the US, the UK, Australia, Canada and beyond.

It's what you'd expect from an organisation that is part of the world-leading University of Cambridge.

## In class



### What's it like in a Cambridge class?


With Cambridge programmes, students learn a new subject. They also develop higher order thinking skills.

Cambridge students get to play an active role in their learning. They learn to think critically, to learn how to construct an argument independently, and to collaborate with others (and if it's not successful, they'll also learn from that).

Home > Cambridge for... > Parents and students > What students say


## What students say

- What we offer
- In class
- Exams and results
- Where do Cambridge qualifications take you?
- What students say
- Social media
- Find a Cambridge school



Aditya Sakhuja studied Cambridge International A Level Physics, Mathematics and Chemistry at Delhi Public School International in India. He is now studying Electronic and Information Engineering at Imperial College London.

"Studying Cambridge International AS & A Levels has had an immense impact on my life and career. My admission to one of the best universities in the world, Imperial College, is down to my A Level grades."



Anuruddha Higgoda took Cambridge International A Levels in Physics, Mathematics, Chemistry and Further Mathematics at Wycherley International School in Sri Lanka. He is studying Aerospace Engineering at the University of Southampton.


"Cambridge Assessment International Education is well recognized for its syllabus quality and depth. It was important to me that I gained reputable qualifications that would allow me to qualify successfully in my chosen field."

Cambridge International A Levels in Biology, Chemistry and Mathematics at Bina Bangsa School in Indonesia opens doors to the University of Cambridge.

Home > Cambridge for... > Parents and students > Where do Cambridge qualifications take you?

## Where do Cambridge qualifications take you?

- What we offer
- In class
- Exams and results
- Where do Cambridge qualifications take you?
- What students say
- Social media
- Find a Cambridge school




VIDEO: Find out how your Cambridge qualifications can help you get in and get on at universities around the world.

Success in Cambridge qualifications often gives students admission to the world's best universities – in the US, the UK, Australia, Canada, Germany and beyond.

Cambridge qualifications are accepted and valued by universities around the world, including the University of Cambridge.

# Why Cambridge brochure

 Cambridge Assessment International Education

# WHY CAMBRIDGE?

Find out how we help students around the world become **confident, responsible, reflective, innovative and engaged.**


 Cambridge Pathway  
Learn - Discover - Achieve

Image: detail of the Great Gate, St John's College, University of Cambridge

## Recognising skills, knowledge and understanding

How does the Cambridge Pathway work?

When we design our programmes, we start by identifying what a student needs to learn. Students have to demonstrate understanding and the core knowledge of a subject, as well as think critically. Exams are there to recognise, reward and encourage learning. The Cambridge Pathway takes students on a journey through Cambridge Primary, Cambridge Lower Secondary, Cambridge IGCSE and Cambridge International AS & A Level. Students can join at any stage. The curriculum in each stage has aims and objectives that support students to become confident, responsible, reflective, innovative and engaged. These are the attributes of Cambridge learners.



Cambridge Pathway	Typical duration	Typical age range
 <b>Cambridge Primary</b> Students develop skills and understanding in English, maths, science, English as a second language, ICT and Cambridge Global Perspectives. Progression tests help teachers check their progress.	Six years	5-11 years
 <b>Cambridge Lower Secondary</b> Students develop skills and understanding in English, maths, science, English as a second language, ICT and Cambridge Global Perspectives. Progression tests help teachers check their progress.	Three years	11-14 years
 <b>Cambridge IGCSE</b> Students build a broad learning programme from a range of over 70 subjects. In each subject, they work towards Cambridge IGCSE, the world's most popular international qualification, for 14 to 16 year olds.	Two years	14-16 years
 <b>Cambridge International AS &amp; A Level</b> Students develop the deep understanding and thinking skills they need for university. They work towards Cambridge International AS & A Level qualifications - giving them the choice to specialise, or study from a range of 50 diverse subjects.	Two years	16-19 years

## Education that becomes a tool for life

How are our students prepared for the future?

Cambridge learners build more than just a deep understanding of their subject. Being a student of Cambridge Pathway means developing the higher order thinking skills to apply what they've learned. Solving problems creatively. Thinking for themselves. Doing their own research and communicating.

Working with other people on a project they've designed together. So we make sure our programmes encourage students to develop the attributes of the Cambridge learner - **confident, responsible, reflective, innovative and engaged**. And help them to succeed in tomorrow's world.

## A world famous qualification

How does the Cambridge Pathway help students applying for university?

Success in Cambridge qualifications often give students admission to the world's best universities - in the US, Australia, Canada, Germany and beyond. Cambridge qualifications are accepted and valued by universities around the world, including MIT, Harvard and Cambridge. They are recognised as qualifications that prepare and equip students with the skills they need to succeed both at university and beyond. Universities tell us that they value the independent research and critical thinking skills, as well as the deep subject knowledge that our qualifications bring. We work with these universities when we review our qualifications - getting expert advice to make sure we continue to develop the skills universities require.



"Cambridge students are very well prepared for our curriculum and we find that they have a lot of confidence, but also that they have good deep subject knowledge, and the ability to think critically"  
Stuart Schell, Dean of Admissions, Massachusetts Institute of Technology (MIT)

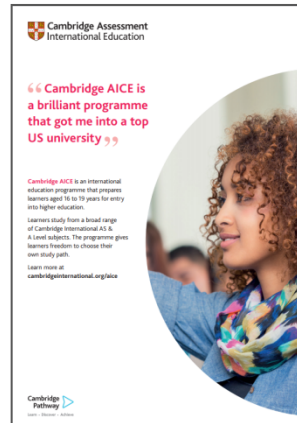
[Learn more Find out how Cambridge Pathway can benefit your child at \[cambridgeinternational.org/pathway\]\(https://www.cambridgeinternational.org/pathway\)](https://www.cambridgeinternational.org/pathway)

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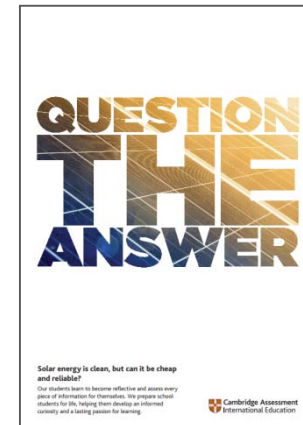
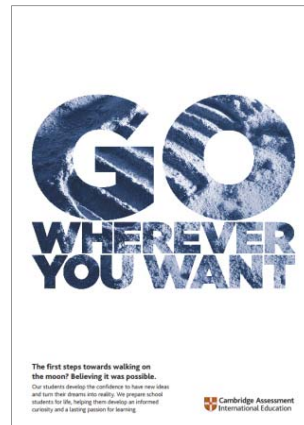
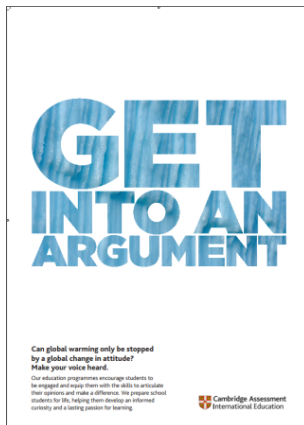
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# Posters

## ▶ Cambridge stage posters



## ▶ Cambridge learner attribute posters



# Posters

## With Cambridge qualifications, the world is within your reach

Cambridge qualifications are accepted at over **1400** institutions across **195** countries, including these top ranking universities in the US, UK and elsewhere.











Students who follow the Cambridge Pathway are equipped to find success around the world. Our qualifications are accepted at universities and colleges, professional associations, governments, ministries and companies, across 195 countries. Learn more at [cambridgeinternational.org](http://cambridgeinternational.org)

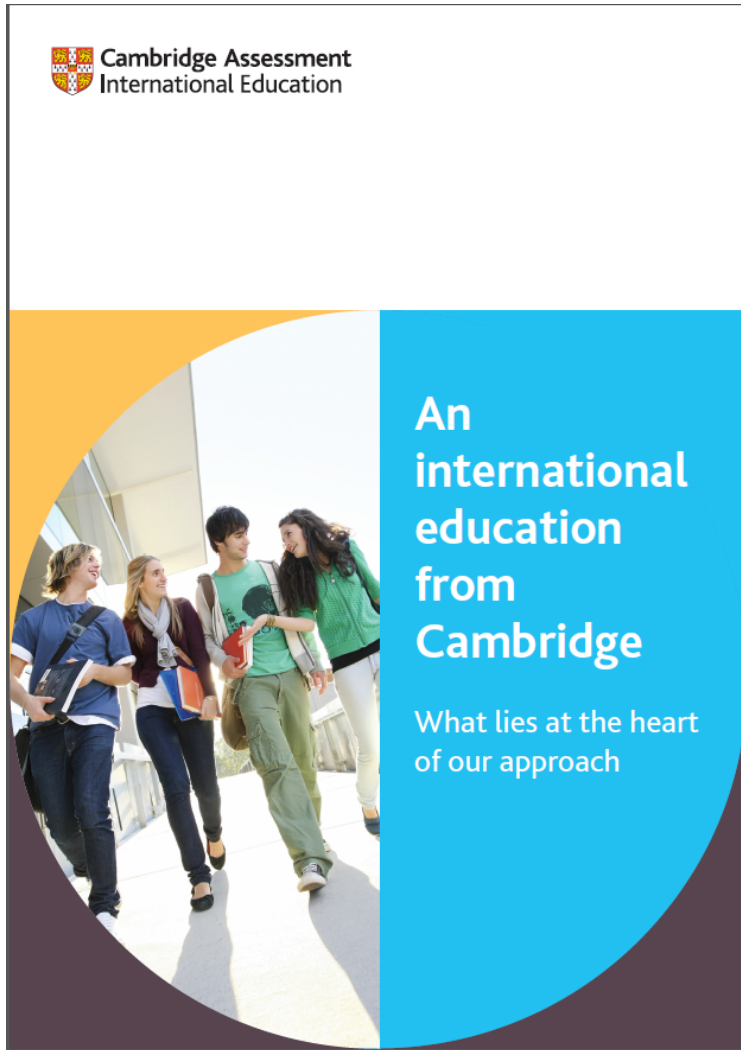


# Factsheets for parents

## ▶ Covering all stages of Cambridge Pathway

<p><b>Cambridge Assessment International Education</b></p> <p><b>Cambridge Primary</b> A guide for parents</p> <p>Cambridge Assessment International Education prepares school students for life, helping them develop an informed curiosity and a lasting passion for learning. We are part of the University of Cambridge.</p> <p>Cambridge Pathway gives students a clear path for educational success from age 5 to 19. Schools can shape the curriculum around how they want students to learn – with a wide range of subjects and flexible ways to offer them. It helps students discover new abilities and a wider world, and gives them the skills they need for life, so they can achieve at school, university and work.</p> <p>Your child's needs as a learner are at the heart of our approach to education. Our Cambridge Pathway aims to give your child a love of learning that will stay with them through school, university and beyond.</p> <p>Our approach supports schools to develop learners who are:</p> <ul style="list-style-type: none"> <li>confident in working with information and ideas – their own and those of others</li> <li>responsible for themselves, responsive to and respectful of others</li> <li>reflective and developing their ability to learn</li> <li>innovative and equipped for new and future challenges</li> <li>engaged intellectually and socially, ready to make a difference.</li> </ul> <p><b>What is Cambridge Primary?</b> Cambridge Primary is an education programme for learners aged 5 to 11 years. Cambridge Primary develops learners' skills and understanding through the primary years in English as a first and second language, mathematics, science, Cambridge Global Perspectives® and Cambridge ICT Starters. It is offered by more than 1300 primary schools in over 110 countries worldwide.</p> <p><b>Cambridge Pathway</b> ▶ A clear path for educational success from age 5 to 19</p>  <p>Learn · Discover · Achieve</p> 	<p><b>Cambridge Assessment International Education</b></p> <p><b>Cambridge Lower Secondary</b> A guide for parents</p> <p>Cambridge Assessment International Education prepares school students for life, helping them develop an informed curiosity and a lasting passion for learning. We are part of the University of Cambridge.</p> <p>Cambridge Pathway gives students a clear path for educational success from age 5 to 19. Schools can shape the curriculum around how they want students to learn – with a wide range of subjects and flexible ways to offer them. 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Cambridge Lower Secondary is offered by nearly 2300 schools in over 130 countries worldwide.</p> 	<p><b>Cambridge Assessment International Education</b></p> <p><b>Cambridge IGCSE®</b> A guide for parents</p> <p>Cambridge Assessment International Education prepares school students for life, helping them develop an informed curiosity and a lasting passion for learning. We are part of the University of Cambridge.</p> <p>Cambridge Pathway gives students a clear path for educational success from age 5 to 19. Schools can shape the curriculum around how they want students to learn – with a wide range of subjects and flexible ways to offer them. It helps students discover new abilities and a wider world, and gives them the skills they need for life, so they can achieve at school, university and work.</p> <p>Your child's needs as a learner are at the heart of our approach to education. 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We are part of the University of Cambridge.</p> <p>Cambridge Pathway gives students a clear path for educational success from age 5 to 19. Schools can shape the curriculum around how they want students to learn – with a wide range of subjects and flexible ways to offer them. It helps students discover new abilities and a wider world, and gives them the skills they need for life, so they can achieve at school, university and work.</p> <p>Your child's needs as a learner are at the heart of our approach to education. Our Cambridge Pathway helps give students a love of learning that will stay with them through school, university and beyond. Our approach supports schools to develop learners who are:</p> <ul style="list-style-type: none"> <li>confident in working with information and ideas – their own and those of others</li> <li>responsible for themselves, responsive to and respectful of others</li> <li>reflective and developing their ability to learn</li> <li>innovative and equipped for new and future challenges</li> <li>engaged intellectually and socially, ready to make a difference.</li> </ul> <p><b>What is Cambridge International AS &amp; A Level?</b> Cambridge International AS &amp; A Level qualifications are taken by over 175 000 learners in nearly 130 countries every year. They are typically for learners aged 16 to 19 years who need advanced study to prepare for higher education.</p> <p><b>Cambridge Pathway</b> ▶ A clear path for educational success from age 5 to 19</p>  <p>Learn · Discover · Achieve</p> 
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# An international education from Cambridge



Sets out our thinking about the five elements at the heart of our approach:

- ▶ International curriculum
- ▶ Teaching and learning
- ▶ Assessment
- ▶ International recognition
- ▶ Global community

# Translated materials for parents

家长与学生

# WHY CAMBRIDGE?

为何选择剑桥课程

了解我们如何帮助世界各地的学生拥有乐观自信、认真负责、勤学好问、勇于创新、积极主动的个性。

图片：剑桥大学圣约翰学院大门的细节

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## Programas y titulaciones de Cambridge Guía para los padres

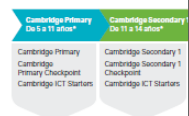
Cambridge International Examinations prepara a los estudiantes para la curiosidad intelectual y la pasión por aprender ahora y en el futuro. Assessment, un departamento de la Universidad de Cambridge.

Nuestras titulaciones internacionales están reconocidas por las mejores universidades del mundo, por lo que abren un enorme abanico de posibilidades para su educación como para su futuro profesional. Somos una organización que dedicamos todos nuestros recursos a ofrecer programas educativos que ayuden a los estudiantes a desarrollar todo su potencial.

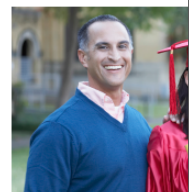
Las necesidades de cada estudiante constituyen la base de nuestro enfoque educativo. Nuestros programas y titulaciones están diseñados para inculcar en cada alumno la pasión por aprender, algo que permanecerá en ellos a lo largo de sus estudios en el colegio, en la universidad y para siempre en el futuro. Nuestro enfoque educativo ayuda a los colegios a desarrollar los siguientes valores en sus alumnos:

- **seguridad** en sí mismo/a a la hora de valorar la información y las ideas, tanto las propias como las de los demás
- **responsabilidad** sobre sus propias acciones, capacidad de reacción y respeto hacia los demás
- **capacidad de reflexión** y desarrollo de las habilidades necesarias para aprender
- **capacidad para innovar** y preparación para los desafíos actuales y futuros
- **compromiso** intelectual y social que contribuya a marcar la diferencia

**Educación internacional desde los 5 años**  
Los programas y las titulaciones de Cambridge de su educación primaria, secundaria y pre-universitaria ofrecen a los estudiantes la adquisición de conocimientos y competencias.



Algunos centros deciden ofrecer los programas de todas las etapas educativas, mientras que otros ofrecen una gran flexibilidad a los centros a través de un plan de estudios adaptado a las necesidades de las etapas Cambridge Secondary 2 y Cambridge International AS dan A Level que son reconocidas en todo el mundo.



**CAMBRIDGE**  
International Examinations

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## Program dan kualifikasi Cambridge Panduan bagi orang tua

Cambridge International Examinations mempersiapkan siswa sekolah untuk kehidupan mereka, membantu mereka mengembangkan rasa ingin tahu dan semangat untuk belajar. Kami adalah bagian dari Assessment Cambridge, departemen dari University of Cambridge.

Kualifikasi internasional kami diakui oleh universitas terbaik dan perusahaan terbaik di dunia sehingga memberikan siswa berbagai macam pilihan dalam pendidikan dan karier mereka. Sebagai organisasi nirlaba, kami mencurahkan sumber daya kami untuk memberikan program pendidikan berkualitas tinggi yang dapat membuka potensi siswa.

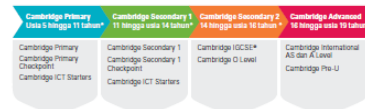
Kebutuhan anak Anda sebagai peserta didik menjadi inti utama pendekatan kami terhadap pendidikan. Program dan kualifikasi kami bertujuan untuk memberikan kepastian belajar kepada anak Anda, yang akan melekat pada diri mereka selama masa sekolah, universitas, dan seterusnya.

Pendekatan kami mendukung sekolah untuk mengembangkan peserta didik yang:

- **percaya diri** dalam bekerja dengan informasi dan ide-ide, baik milik mereka sendiri maupun milik orang lain
- **bertanggung jawab** kepada diri mereka sendiri, responsif terhadap orang lain, serta menghormati orang lain
- **reflektif** sebagai peserta didik, mengembangkan kemampuan mereka untuk belajar
- **inovatif** dan dibekali untuk menghadapi tantangan baru dan tantangan di masa mendatang
- **terlibat** secara intelektual dan secara sosial, siap untuk membuat perbedaan.

### Pendidikan internasional 5-19 tahun

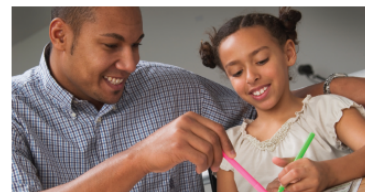
Program dan kualifikasi Cambridge membawa peserta didik pada perjalanan dari pendidikan sekolah dasar, ke pendidikan menengah, dan pendidikan praaniversitas, dengan membangun pengetahuan dan keterampilan di setiap tahapan.



\*Hingga atau termasuk sebagai pendidikan

Sebagian sekolah memilih untuk menawarkan program dan kualifikasi Cambridge di setiap tahapan pendidikan, sementara sebagian lainnya memilih hanya satu atau dua tahap. Kami memberikan fleksibilitas kepada sekolah agar dapat membangun kurikulum yang sesuai dengan kebutuhan masing-masing siswa.

Pada akhir tahapan Cambridge Secondary 2 dan Cambridge Advanced, anak Anda dapat meraih kualifikasi yang diakui seperti Cambridge IGCSE® atau Cambridge International AS dan A Level.



**Cambridge Assessment**  
International Education





# Press release templates

- ▶ Press release template for your school to use on results day
- ▶ Press release template for new schools to promote their affiliation with Cambridge

The screenshot displays a webpage titled "Press release templates" under the "Communications toolkit" section. The page features a navigation menu on the left with options like "Event banners", "Factsheets and guides", "Logos", "Photographs", "Posters", "Presentations", "Press release templates" (highlighted), and "Videos". The main content area includes a breadcrumb trail: "Home > Communications toolkit > Press release templates". Below the title, a paragraph states: "These press releases are designed to help schools generate local media coverage about a new affiliation with Cambridge International." Two template cards are shown: "Cambridge Primary press release for schools" and "Cambridge Secondary press release for schools". Each card includes a thumbnail of the template, a brief description, and a link to download the template.

# Event banners




Cambridge Assessment  
International Education

We prepare school students  
for life, helping them develop  
an informed curiosity and a  
lasting passion for learning.




cambridgeinternational.org



Cambridge Assessment  
International Education

A clear path for educational  
success from age 5 to 19

Cambridge  
Pathway



- Cambridge International  
AS & A Level 18 to 19 years old
- Cambridge IGCSE®  
Cambridge O Level  
14 to 16 years old
- Cambridge Lower Secondary  
11 to 14 years old
- Cambridge Primary  
5 to 11 years old
- Cambridge Professional  
Development

Learn • Discover • Achieve

Cambridge Assessment International Education  
is part of the University of Cambridge  
cambridgeinternational.org

# Videos

- ▶ Videos available to download – including:
  - ▶ Why Cambridge? video
  - ▶ Welcome to Cambridge International video
  - ▶ How international is Cambridge Assessment International Education?
  - ▶ Understanding Cambridge Learners video
  - ▶ Destination UK
  - ▶ Destination USA
  - ▶ Cambridge Primary Maths video
  - ▶ Cambridge Teacher Community video
  - ▶ Cambridge Secondary 1 Bilingual Education video



# University recognition

- ▶ Leading universities and employers worldwide recognise Cambridge qualifications as evidence of academic ability.
- ▶ Find out which universities recognise Cambridge qualifications at:  
[www.cambridgeinternational.org/recognitionsearch](http://www.cambridgeinternational.org/recognitionsearch)
- ▶ Cambridge has a team of staff dedicated to extending university recognition of Cambridge qualifications.



# Example of a search on our recognition database

The screenshot shows the Cambridge Assessment International Education search results page. At the top left is the logo and name. A search bar is at the top right. The main heading is 'Search Results'. On the left, there are navigation links: 'Recognition and acceptance', 'Register your organisation's admissions policy', and 'Recognition search' (which is highlighted). Below these is a 'Latest recognition' section with three links: 'Jefferson College of Health Sciences', 'Universidad de San Andres', and 'Universidad del CEMA'. The main content area starts with a paragraph explaining that results are displayed below and can be sorted by organisation name, type, or location. It also includes a link to 'register your recognition details'. Below this is a box titled 'You searched on:' containing details for 'Universities and colleges' in 'Massachusetts Institute of Technology', 'United States', with 'All' states, and 'Cambridge IGCSE and Cambridge O Level, Cambridge International AS & A Level and Cambridge AICE Diploma' qualifications. There are 'Print' and 'Search again' buttons. A section titled 'Recognitions that match your search criteria:' shows one result: 'Cambridge International AS & A Level and Cambridge AICE Diploma'. Below this is a table with columns for 'Organisation Name', 'Type', 'Location', and 'Recognition Details'. The table contains one entry for 'Massachusetts Institute of Technology'.

**Cambridge Assessment International Education**

## Search Results

> Recognition and acceptance

> Register your organisation's admissions policy

> Recognition search

**Latest recognition**

- [Jefferson College of Health Sciences](#)
- [Universidad de San Andres](#)
- [Universidad del CEMA](#)

Your results are displayed below. Where recognition data has been provided by organisations, it can be sorted by organisation name, type or location. To do this, click the corresponding list header. The results displayed represent only written statements or recognition received but these qualifications are also accepted by many other organisations which have not provided us with a statement.

If you would like to see information about your organisation included in our Recognition Search results, please [register your recognition details](#).

You searched on:

Organisation Type:	Universities and colleges
Organisation Name:	Massachusetts Institute of Technology
Country:	United States
State:	All
Qualification Group:	Cambridge IGCSE and Cambridge O Level, Cambridge International AS & A Level and Cambridge AICE Diploma

Print Search again

Recognitions that match your search criteria:

Cambridge International AS & A Level and Cambridge AICE Diploma 1 result

Organisation Name	Type	Location	Recognition Details
Massachusetts Institute of Technology	Universities and colleges	United States Massachusetts	Cambridge International A Levels are recognised for matriculation purposes. Academic credit is provided for some subjects whilst for others credit is based on performance in the university placement test during freshman orientation. Further information can be found at: <a href="http://www.mitadmissions.org/topics/before/advanced_placement_international_exams/">http://www.mitadmissions.org/topics/before/advanced_placement_international_exams/</a>

# Communications toolkit

Materials to help your school explain the Cambridge Pathway to parents, students and other stakeholders.

The screenshot shows a web page titled "Communications toolkit". On the left is a navigation menu with the following items: Communications toolkit, Event banners, Factsheets and guides, Logos, Photographs, Posters, Presentations, Press release templates, and Videos. The main content area has a breadcrumb "Home > Communications toolkit" and a heading "Communications toolkit". Below the heading is a welcome message: "Welcome to our Communications toolkit, full of materials to help your school explain the Cambridge Pathway to parents, students and other audiences." An information icon (i) is followed by a text box: "We are updating our materials to reflect our new name and will add more materials over the coming months, including translated versions of our videos and factsheets. A letter is available to help you explain our new name to parents and other stakeholders. [Our new name](#)".

The toolkit is organized into eight categories, each with a colored header and an icon:

- Factsheets and guides** (blue header, document icon): Use our factsheets to give parents an overview of Cambridge Pathway for students aged 5 to 19.
- Presentations** (green header, pie chart icon): This series of presentations will help schools explain the features of Cambridge Pathway to parents. They can be used at parent evenings and open days.
- Posters** (purple header, poster icon): Download copies of our posters for display in classrooms, reception areas and at parent evenings and open days.
- Videos** (orange header, smartphone icon): Our videos cover a wide range of topics and are designed to help students, parents and teachers.
- Logos** (pink header, geometric icon): Access Cambridge International logos for use in digital and printed media via our password protected site.
- Photographs** (green header, camera icon): Our image bank contains high quality photos of famous landmarks from Cambridge, UK. They are perfect for use in presentations and other documents.
- Event banners** (red header, patterned icon):
- Press release templates** (green header, document icon):

# Logos

- ▶ You can use a customer version of the Cambridge International logo in your marketing materials (e.g. on your website, adverts or school letterhead)
- ▶ The logo can be downloaded from the password protected 'Marketing resources' area of our website
- ▶ Our guidelines for using the logo must be followed
- ▶ Any materials that include the logo must be approved by Cambridge International before publication.



**Cambridge International School**



**Cambridge Associate School**



# Activity

## Your school's communications to parents

- ▶ Identify two things you do to communicate to parents that work.
- ▶ What's the single biggest communications challenge for your school?

## Support from Cambridge

- ▶ What two things that we provide help you most with your communications?
- ▶ Identify one wish for communications support from Cambridge.

# Staying connected with Cambridge



# Social media

- ▶ We share interesting, relevant and engaging content
- ▶ Discussion forum
- ▶ Instructional, inspirational, informative

We're most active on the following channels:



Twitter **@CambridgeInt**



LinkedIn [www.cambridgeinternational.org/linkedin](http://www.cambridgeinternational.org/linkedin)



Facebook [www.cambridgeinternational.org/facebook](http://www.cambridgeinternational.org/facebook)



YouTube [www.cambridgeinternational.org/youtube](http://www.cambridgeinternational.org/youtube)

# Magazine and website

- ▶ Cambridge Outlook – our magazine for school leaders and teachers
- ▶ Next issue published at the end of September with a focus on 16-19
- ▶ Outlook eNews by email every month
- ▶ Sign up to ‘What’s new alerts’ at [www.cambridgeinternational.org/new](http://www.cambridgeinternational.org/new)
- ▶ Join the mailing lists at [www.cambridgeinternational.org/newsletters](http://www.cambridgeinternational.org/newsletters)



Thank you  
Any questions?

