

Introducing the Favoured Teacher Programme

In the EFL publishing business, most people in the chain from creator to end user benefit in some way. Authors and others involved in textbook production are, of course, rewarded for their contribution. Students in schools, colleges and universities contribute by providing feedback on whether a product is suitable and hopefully will benefit from the content, even if they are not normally given a discount. Educational institutions, wholesalers and retailers make a profit based on the discounts given to them by the publishers. The only people who do not receive any compensation for their contribution are the teachers – the very people responsible for assessing the suitability of titles and selecting the textbooks.

Our Favoured Teacher Programme is our way of thanking teachers for their loyalty and support in choosing our products for their classes. We want our teachers to get more than a ballpoint pen or canvas bag. The Favoured Teacher Programme provides you or your nominated charity, between five and ten per cent of the value of orders for our products that you select for your classes. [See the terms and conditions section below for full details on how this amount is calculated and paid.] To our knowledge, no other publisher rewards teachers in this way.

We give members of our Favoured Teacher Programme the option of how they use this money. If you wish, you can specify a charity (registered in Japan) and we will donate it to that organisation and take care of all of the paperwork. Alternatively, you are perfectly welcome to receive the money directly and use it in whatever way you wish, for yourself, for your students or perhaps for some overseas charity or other worthwhile project that you may want to assist. In such circumstances, the money from us will be classified as *sharei* – a reward.

Membership of our Favoured Teacher Programme is by approval. To become a member of the programme, there are a number of minimum requirements:

1. You need to select our products for your classes at least once every two years.
2. You need to order the minimum value requirement (¥20,000 in a one year period).
3. You need to complete the Favoured Teacher Application form, and to read and agree to be bound by the terms and conditions of the Favoured Teacher Programme.
4. If your application is approved, you need to give us your full name, address and bank details for making payments to you or the name and contact details of the charity that you wish us to donate to.

To find out more, please refer to the *Terms and Conditions of the Favoured Teacher Programme*.