

Agent Manual 2010



Last update: October 2009

Dear Agent,

It is our pleasure to send you this manual to help you get to know our school and courses better. We hope to facilitate your consulting, information distribution and sales efforts for our English summer camps in Kilkenny, Ireland.

Key Information:

mackdonald language academy is an independent English summer school in Kilkenny, Ireland

English Summer camps for kids, teenagers and young adults during July and August

'All inclusive': English tuition, accommodation in a host family, airport transfers, excursions, activities & trips

Directors: Isha McDonald & Alexander Mack

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E-mail: office@mackdonald.com

Internet: www.mackdonald.com

School premises based in:
Gaelscoil Osraí
Kilkenny
Co. Kilkenny
Ireland



mackdonald language academy is part of:
ispeak GmbH
Guisanstr. 93
9010 St.Gallen
Switzerland



Programmes:

We offer small and personal English language courses to students worldwide (aged 9-21).

The variety of extracurricular programmes guarantees that the learning process continues outside the classroom. Students learn in a relaxed and fun-loving environment.

Our students will not only have the chance to greatly improve their English, they will also get a real flavour of Ireland with its cultural and natural beauty:

- 2-week 'all inclusive' English summer camp
'Getting to Know Ireland'
- 3-week 'all inclusive' English summer camp
'Irish Dream'
- 4-week 'all inclusive' English summer camp
'The Very Best of Ireland'
- 6-week 'all inclusive' English summer camp
'The Ultimate Irish Experience'

Unique Selling Points:

We operate on an 'all inclusive' basis with no hidden costs: - what you see is what you get: English tuition, host family accommodation, airport transfers, trips, excursions, activities and a lot of sports. Once the students are with us, they will not need a single cent...

We have many years of experience in hosting students and organising summer camps - Success & fun are 100% guaranteed!

English Summer School



The average number of students per class is 7 (max. 10 students). We cater for all levels of English.

Our school is a 5 minute walk from the city centre of Kilkenny. Classes (20 lessons of 40 minutes per week) take place in bright and quiet classrooms in a personal and relaxed atmosphere. Free internet access in each classroom. Adjacent to our school, there is a huge playing field - ideal for break time and all types of sports.

Our emphasis is on high quality teaching. All lessons are taught by motivated, experienced and highly qualified English teachers.

Kilkenny & Ireland



Picturesque Kilkenny, situated in the South-East of the 'Green Isle', is a medium-sized town (approx. 30.000 inhabitants) and a popular destination for thousands of tourists each year.

There are many things to do in and around Kilkenny. For students wishing to uncover the true character of Ireland, Kilkenny is the perfect destination.

Experiencing Ireland and learning English in a beautiful, safe town that is full of life. Only 90 minutes away from Dublin, Kilkenny is the ideal location for students.

Host Family Accommodation



All students stay with Irish host families in their own single room (full board incl. breakfast, packed-lunch and dinner). Each student has the possibility to 'live the language' and to get to know the 'Irish way of life' during their stay.

We guarantee that each student is the only person of their nationality in that family. This way we ensure that English is the only spoken language at all times.

All host families are carefully selected and regularly inspected. Most of them have been working with us for many years.

Excursions, Activities & Trips



Throughout the course, we show our students a first-class selection of interesting places and events in Ireland.

We go on at least one full day-trip per week. Some of the places we visit are: Glendalough, Dublin City, the Irish Coast incl. Waterford and Tramore, Dunmore Caves and Kilkenny Castle...

Every week we offer a wide variety of afternoon and evening activities. Students can choose from a number of sporting activities, e.g. football, tennis, basketball, frisbee, table tennis and many more.

Dates & Prices 2010:

Price in € Euro, including tax, all fees and insurance.

Students arrive / depart on a Sunday - Classes start Monday and finish Friday (no public holidays)

(Pick up / Drop-off from Dublin airport between 10.00 and 17.00; out-of-hours fee € 50,-)

| Duration | Start | End | Course Name | Price in EUR |
|----------|----------------|----------------|-------------|--------------|
| 2 weeks | Sunday, 27.06. | Sunday, 11.07. | S12 | 1.299 € |
| | Sunday, 11.07. | Sunday, 25.07. | S22 | |
| | Sunday, 25.07. | Sunday, 08.08. | S32 | |
| | Sunday, 08.08. | Sunday, 22.08. | S42 | |
| 3 weeks | Sunday, 27.06. | Sunday, 18.07. | S13 | 1.799 € |
| | Sunday, 18.07. | Sunday, 08.08. | S23 | |
| | Sunday, 01.08. | Sunday, 22.08. | S33 | |
| 4 weeks | Sunday, 27.06. | Sunday, 25.07. | S14 | 2.299 € |
| | Sunday, 25.07. | Sunday, 22.08. | S24 | |
| 6 weeks | Sunday, 27.06. | Sunday, 08.08. | S16 | 3.399 € |
| | Sunday, 11.07. | Sunday, 22.08. | S26 | |

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| Additional lessons: (price per lesson of 40min) | ■ Private lessons (1 student / 1 teacher) | 40 € |
| | ■ Intensive English (max. 3 students / 1 teacher) | 30 € |
| | ■ Business English (University preparational course) | 40 € |
| | ■ Exam preparational courses (TOEFL and Trinity) | 30 € |
| Optional activities and trips: | ■ Sports option available for all courses | free |
| | ■ Day trip to Glendalough and Avoca Handweavers (already included in the 3-, 4- and 6-week courses) | 55 € |
| | ■ Trip to the Irish Coast in Waterford and Tramore with visit to the famous 'Famine Ship' in New Ross (already included in the 6-week course) | 55 € |
| | ■ Visit to Dundrum Shopping Centre in Dublin (already included in the 6-week course) | 25 € |
| | ■ Golf (5 training lessons with PGA coach) | 200 € |
| | ■ Tennis (5 lessons with professional coach) | 200 € |
| | ■ Horse Back Riding (5 lessons with instructor) | 250 € |

Mix of Nationalities 2009:

| Country | Spain | U.A.E. | Germany | Italy | Switzerland | France | Hungary | Other |
|---------|-------|--------|---------|-------|-------------|--------|---------|-------|
| % | 23 | 16 | 14 | 11 | 8 | 8 | 3 | 17 |

Terms & Conditions:

Please complete registration via www.mackdonald.com. We will issue confirmation of booking on receipt of 'sign-up' form.

In order to reserve one's place in the course, a deposit of € 300,- Euro is required. Money paid for the deposit is non-refundable.

In case a student has to apply for a visa, a deposit of 50% on the total course fee is required. Following the receipt of the deposit, the course place will be reserved for the student and we will send you a detailed booking confirmation (or the letter of acceptance for the embassy).

Full payment should be made at least three weeks before the course starts.

Payments should be made to our bank account with UBS in St.Gallen, Switzerland:

Account holder: ispeak GmbH; Account No.: 354-695784.60L; IBAN: CH04 0025 4254 6957 8460 L;

BIC: UBSWCHZH80A; The agent is responsible for all bank fees.

About three weeks prior to the start of the booked course, we will issue a full itinerary of the student's stay with us. All necessary information concerning the student's host families as well as a detailed programme with all lessons, excursions, activities and trips will be included.

We look forward to further contact with you and are available to answer any questions or consider any suggestions you may have.

Yours sincerely,

Isha McDonald & Alexander Mack