

Language Travel Mag Star Awards 2008

The LTM Star Awards have become something of a beacon in the language and education travel industry calendar and this year saw nearly 600 agents and schools dressed in their finery attending the ceremony in the heart of the city of London. BETHAN NORRIS reports on the evening's events.

This year the LTM Star Awards were held in a 250-year-old grade two listed building and the dining hall was fittingly decorated with digital pictures of stars cascading from the walls. Nearly 600

people attended the event this year and everyone had certainly made an effort with dinner suits, sparkly dresses and, in some cases, national costumes the order of the day.

After a three-course meal, Director of Hothouse Media, Scott Wade, kicked off the proceedings with a short welcome

address that highlighted Hothouse media's latest product, InTouch, which has been described as the Facebook for the industry.

Amy Baker, Editor of *Language Travel Magazine*, was then invited onto the



PHOTOGRAPHS: ROGER HARRIS

Winner's profile



Ilac, Canada

LTM English Language School Northern Hemisphere

Jonathan Kolber, Executive Director at the school, writes, "We feel honoured to have won. We have some strong competitors in Canada and we would like to thank all our agent partners, big and small, and all our staff who work so hard to make the school so dynamic."

Other nominees in this category were: Tamwood International College, Canada; The Language Academy, USA; ITTI Vancouver, Canada; King George International College, Canada.

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Conway from Languages International in New Zealand made his way up on stage when his school was announced as the winner. Previously nominated last year, it was the first time a New Zealand school has scooped the prize. Conway dedicated the prize to the many excellent staff at the school, some of whom are no longer there but whose work has helped establish Languages International's reputation.

After this it was the turn of agencies in Latin America to be recognised for their hard work in an award sponsored by English Australia. Brazil, Mexico and Colombia were all represented by agencies in the nominee list and the final winner was Universo Educativo in Mexico. Han Steen, Director of the agency, came on stage to receive his award and made a salute on behalf of the Mexican industry.

This year, the awards had a number of new categories included in a bid to reward every possible sector of the industry for their hard work over the past year. The next winner to be announced was one of these new categories, LTM Star "Other" Languages, which was introduced specifically for language schools teaching non-mainstream languages. The nominees this year included schools in Russia, Japan, Portugal, China and Egypt, reflecting how diverse our industry is becoming. The winner was Liden & Denz Language Centre in Russia and Walter Denz came up on stage to collect his trophy.

The next award was for agencies in North America and was sponsored by Home Language International. The five nominees in Canada and the USA were announced before Cam Harvey from The Learning Traveller in Canada, representing his wife Jodi Hosking, was called on stage to collect the award. His acceptance speech highlighted that his wife Jodi should really >>>

Winner's profile



Liden & Denz, Russia
LTM Star "Other" Language Provider



Walter Denz, Director of the school, writes,
"This is really an award for two things – our staff have worked really hard and also our agents have acknowledged that

we are flexible, fast and responsive. We have always believed in a win-win relationship with our agents. This is very important."

Other nominees in this category were: Mandarin House, China; KAI Japanese Language School, Japan; ILI - International House Cairo, Egypt; CIAL Centro de Linguas, Portugal.

WALTER DENZ

Winner's profile



Embassy CES – Brighton centre and new teaching technology

LTM Star School Innovation
Johnny Peters from the school writes,
"We'd like to thank *Language Travel Magazine* and all our partners and staff for their fantastic support. This year we've invested a lot of time, effort and money on a digital platform to enhance the student and agency experience. This award is testament to the fact that it is working."

EmbassyCES

Other nominees in this category were: St Giles – Platinum Course, Canada; Jakera – The Travelling Classroom, Venezuela; Frances King – Family Courses, UK; Langports – UFO Programme, Australia.

JOHNNY PETERS