

# Pearson Newsletter

# Needs analysis

Based on a meeting between RW and ST on 16 Sep 2014:

## General Marketing Goals:

English (which includes ELT and Assessment) is the primary area that PJ wants to promote ("back to basics"), and especially grow the English business in the Tertiary area. Specific promotion of kids material is to be discussed with a month or so.

Pearson's global focus on Efficacy is manifested in its Global Scale of English, Progress and PTE Academic, and increasingly with correlations for its courses, and, soon, with Versant, and these are all products that are priorities for promotion, with Progress being given special attention.

PJ also need to include top selling titles (EFH, readers, NorthStar, Impact series, etc.) in the prioritized products for promotions even if those are not correlated with GSE, they know it would make communications to the market a bit complicated though.

## eDM

- minimum monthly "valuable content" newsletter to start beginning of October + 2~3 product focused mailings per month.
- discussed the languages to be used on newsletters, and agreed to see if it would be possible to indicate the summary for each topic on the newsletters in English and Japanese while to upload the whole content on website in English where social network scheme (Facebook, Twitter, etc.) would be equipped as well and could be accessed via "read more" on the newsletters.
- The first newsletters should announce a competition (e.g. Win an iPad!) for those signing up to the PJ Account.
- Down the line, we were looking at the possibility of having special sections of the website for academics, including the idea of having a Pearson academic (Sir Michael Barber, John de Jong) conduct a Q&A session with selected Japanese academics that other academics can join in on.

## Current status

Now that this has been confirmed as a project that is part of the 400 hours we will move forward with our plans and have our proposal to you next Wednesday. Chloe Pursey, copied here, will be in charge of this. (FYI, Marc Helgesen has already given permission to use any of his Think Tank articles from ELTNEWS.com and will be looking for other material that can be used.)

Committed to:

**1) Setting Up e-DM Ad Templates x 2 + Newsletter Template (24 hours)**

Technical set up + editorial + design

**2) Monthly Newsletter in English with Japanese Summary of Key Content (5 hours per month – 40 hours)**

**3) Creation and Sending of Two e-DM Ads per Month (5 hours per month – 40 hours)**

# The Database

The Pearson Customer database has 44,086 records.

5,980 records include an email address. Of these records,

- 145 emails are unsubscribed and 44 invalid
- Only a real send-out will reveal how many email addresses are still active.
- 2,257 email addresses are school addresses, the rest either home or unknown
- 2,245 registrants are foreigners


# The Newsletter

The Pearson newsletter so far has always been bilingual, with English and Japanese

If the email does not load properly, click [here](#) to view it online.

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## Visit Pearson at JACET!



ピアソン・ジャパンは、大学英語教育学会第53回国際大会（2014年8月28日～30日）に出展いたします。  
今年、ピアソンのブースでは、採用見本のご請求やアンケートにご協力いただいた先生方に、以下を応募するキャンペーンを実施いたします。

\*先着 50名の先生方にオリジナルUSB\*

\*全ての先生方に ロングマン現代英英辞典(6版)Web版の6ヶ月間無料アクセス\*

\*抽選で 2名の先生方にiPad\*

新刊・改訂版・新アセスメント・定番人気テキストなど、多数取り揃えておりますので、ぜひお立ち寄りください。


Pearson Japan KK will have a booth at The JACET 53rd International Convention (28-30 August 2014).



This year, every teacher who visits our booth will walk away with Free LDOCE6 Digital Access available in 6 months and the chance to win an iPad.  
The first 50 visitors will also receive a free USB drive.

To receive your free gift(s), simply leave your details with our Pearson reps by submitting an inspection copy request or completing our survey.

Please visit our booth to check our new editions, new products, a new assessment and top selling/ evergreen products.

### New Editions/New Products


General Course Book	Assessment
 <p><b>Northstar 4<sup>th</sup> Edition</b></p> <ul style="list-style-type: none"> <li>✓ Over 50% new content</li> <li>✓ Increased authenticity</li> <li>✓ Reduced number of units 10 → 8</li> <li>✓ Skill focus activities w/ instruction</li> <li>✓ Blended Approach w/ MyEnglishLab</li> </ul>	 <p><b>Progress</b></p> <ul style="list-style-type: none"> <li>✓ 4 skills + grammar &amp; vocabulary</li> <li>✓ 3 tests packaged to measure progress</li> <li>✓ Versant™ technology used</li> <li>✓ Test in 40-60min, scored in 15min.</li> <li>✓ Correlate with CEFR, TOEFL iBT, etc.</li> </ul>

Grammar	Reading Skills	Dictionary
 <p><b>Next Generation Grammar</b></p>	 <p><b>Azar-Hagen Basic English Grammar 4<sup>th</sup> Edition</b></p>	 <p><b>Longman Dictionary of Contemporary English 6<sup>th</sup> Edition</b></p>

### Penguin Readers



### Top Sellers / Evergreen Titles



WeDMは、弊社社員と読者に名前交換などご依頼をさせていただいた先生方、またはテキスト等の請求請求をさせていただいた先生方に発行しております。  
配信停止をご希望される場合は、お手数ですが [PI.Marketing@pearson.com](mailto:PI.Marketing@pearson.com) までご連絡ください。  
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Reply-To: [PI.Marketing@pearson.com](mailto:PI.Marketing@pearson.com)  
To: [matthias@hieshina.com](mailto:matthias@hieshina.com)

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## Thanks for visiting us at JACET!



Dear Matthias Reich sensei

Thank you very much for stopping by our booth at this year's JACET conference in Hiroshima!

As a sign of our appreciation, we want to send you a small present - a free access code to the LDOCE6 Longman Dictionary of Contemporary English 6th Edition. Your personal access code is:

**LDOCE6JP52GLQ6AZ4TC7KVS**

**How to Access**

In order to access the digital version of the Longman Dictionary of Contemporary English 6th Edition, please register at [global.longmandictionaries.com](http://global.longmandictionaries.com).





**Register...    ...Enter Code...    ...Enjoy!**

The code enables you to use all features of the Longman Dictionary of Contemporary English 6th Edition for 6 months after code activation.

**Your Inspection Copy**

Please be informed that your requested inspection copy will be delivered to you within the next few weeks. We hope you'll like it! Meanwhile, feel free to contact us if you have any questions.

### New Editions / New Products

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### Penguin Readers



### Top Sellers / Evergreen Titles



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# The Contents

So far, the idea is to "recycle" contents from ELTNEWS, particularly from the Think Tank section:

## List of all Think Tank articles

- 1 [Self study -- six positions to get you thinking!](#)
- 2 [Nice things that happened in my classroom in 2009](#)
- 3 [What Are You Thinking About / Presenting at Conferences These Days?](#)
- 4 [What Are Some Ways to Maximize Student Talk Time?](#)
- 5 [What Are Some Ways to Motivate Students?](#)
- 6 [Extra Extra!! It's The Special Summer Rerun Issue!!](#)
- 7 [What are some things you do when you teach reading?](#)
- 8 [What are some ways to start a class off right?](#)
- 9 [What would you change about your classroom if the sky were the limit?](#)
- 10 [How Did You Become The Teacher You Are?](#)
- 11 [What was the best idea you had in the last year?](#)
- 12 [Sharing Our Stories](#)
- 13 [ELT News Think Tank Live at JALT2005 - Preview](#)
- 14 [Do women learn differently? - A conversation](#)
- 15 [Can we teach our students to be happy?](#)
- 16 [How does one set up a reading class, especially in situations where extensive reading is not an option?](#)
- 17 [Should a teacher bring his or her politics and religion into the classroom?](#)
- 18 [What ELT books influenced you most as a teacher?](#)
- 19 [Should "real world" tragedy be brought into the classroom?](#)
- 20 [What are 5 things you wish you'd known when you started teaching? \(Part II\)](#)
- 21 [What are 5 things you wish you'd known when you started teaching?](#)
- 22 ["When and how should I correct my students?"](#)
- 23 ["What are good strategies or techniques for developing rapport with a new class?"](#)

Column [View All Columns](#)

Recent Column

Self study -- six positions to get you thinking!

Nice things that happened in my classroom in 2009

What Are You Thinking About / Presenting at Conferences These Days?

What Are Some Ways to Maximize Student Talk Time?

What Are Some Ways to Motivate Students?

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What are some things you do when you teach reading?

What are some ways to start a class off right?

What would you change about your classroom if the sky were the limit?

How Did You Become The Teacher You Are?

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Comments

What are some things you do when you teach reading?  
- helpkidsread

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Comments

Mike Jones on The Uni-Files: I am creating an Encyclopedic ... More

aad on The Uni-Files: write women in japan can be ... More

Brett Damon on The Uni-Files: I live in Fukuoka and until ... More

Mike Guest on The Uni-Files: John, A number of people have ... More

John Welch on The Uni-Files: Could I ask if Japanese ... More

shivam yadav on The Uni-Files: I want to know how to become ... More

sacilin thingujam on The Uni-Files: hey mike im a medical ... More

Margaret Otake on The Uni-Files: Thank God all of that is over ... More

Leah on Kids World: This is such a great article ... More

Erika on The Uni-Files: Dear Mike, Thank you for a ... More

Events

1st CULI-LITU International Conference 2014: Colorful ELT for ASEAN Integration  
-- October 16 (Thu) -- Bangkok

1st CULI-LITU International Conference 2014: Colorful ELT for ASEAN Integration (day 2 of 2)  
-- October 17 (Fri) -- Bangkok

<http://www.eltnews.com/columns/thinktank/>