

## **[E1-E2 Promotional Material - Language]**

English is not our students' first language and your promotional material can be quite dense. Think of strategies to make your promotional material more comprehensible to prospective students and their families. Infographics, network diagrams, colours and images make complicated procedures more understandable and transparent. Check the vocabulary you use in your print and online material for word frequency and sentence complexity. There are excellent word frequency and syntax checkers freely available online or ask a teacher to proof your marketing collateral.

NEAS recommends that you provide promotional material that is available in the languages of your prospective students. This shows that you are sensitive to the cultural backgrounds of your student cohort.