



# BULATS

Business Language Testing Service



## BULATS Update - Issue 1 - January 2009

### Welcome!

Welcome to the first issue of Cambridge ESOL's BULATS Update. This bulletin has been launched to help stakeholders to keep up to date with product information and technical updates.

In this issue we feature exciting news regarding the BULATS Online launch. This is a major product innovation for this market and early testing has demonstrated the superior quality of BULATS Online. We also feature articles on: enhanced resource support for Agents, UK accreditation news, marketing collateral information and an important invitation to join in with our pretesting programme.

Although the information will primarily be of interest to Agents and Cambridge ESOL offices globally, key customers might also like to be included in the distribution list. If you would like one of your key customers to be added please contact:  
[ESOLBULATSezine@CambridgeESOL.org](mailto:ESOLBULATSezine@CambridgeESOL.org)

If you have any comments or suggestions for future issues please contact us at:  
[ESOLBULATSezine@CambridgeESOL.org](mailto:ESOLBULATSezine@CambridgeESOL.org)

### In this issue:

- **Latest News**
  - [BULATS goes online](#)
- **Key Projects**
  - [Agent support](#)
- **BULATS Developments**
  - [UK regulator accredits BULATS](#)
- **Marketing Update**
  - [A new brand](#)
- **Technical Update**
  - [Pretesting opportunities](#)
  - [New BULATS test versions](#)
  - [A reminder...](#)
- **BULATS Resources**
- **Contact Us**

## Latest news

### BULATS goes online

Cambridge ESOL's online version of Computer-Based BULATS has been launched in Europe and will be rolled out globally in 2009. BULATS Online has been developed in response to demand for a robust and reliable business English language test with the flexibility to be taken at companies' own offices at times that suit their needs. BULATS Online has been extensively trialled and will also showcase the newly redesigned BULATS brand.

Deshini Chetty, Cambridge ESOL's Global Manager for BULATS, commented: 'BULATS Online is an exciting development to the product range, which will give customers the same high quality exam but in a much more flexible format. BULATS remains the premier business English evaluation tool globally with continued growth in the corporate sector.'

[Back to the top](#)

## Key Projects

### Agent support

In July 2008, Cambridge ESOL commissioned research to gain a clear understanding of the support needs of BULATS Agents to enable them to sell the product well. The research was conducted in three different markets:

- an established BULATS market
- a new market

- an emerging market.

BULATS Agents indicated that Agent training and marketing support was integral to enable effective sales of BULATS.

As a result, a new BULATS start-up kit, which will include updated training materials for BULATS, will be available for all Agents in 2009. These materials will also be available in the members' area of the BULATS website ([www.bulats.org/members](http://www.bulats.org/members)). In the meantime, face-to-face and WEBEX training for agents is also being conducted in markets where BULATS Online has been launched. If you are interested in BULATS Online training please advise your local Cambridge ESOL Development Manager. Furthermore, a range of new marketing materials has been designed for BULATS with the new branding - print files can be obtained from local Development Managers.

Thank you to all Agents who participated in the research.

[Back to the top](#)

## BULATS Developments

### **BULATS accredited by UK exams regulator**

Ofqual - the government regulator for exams in England - has formally accredited BULATS as part of the UK's National Qualifications Framework. Official accreditation of this innovative, multilingual business language testing system means that some tuition providers in the UK will be able to receive state funding for BULATS preparation courses, and opens the way to recognition in other countries for employment in the state sector. It will also make it easier for employers to understand the value of the test.

Ofqual is one of a growing number of commercial, professional and official organisations around the world that have recognised Cambridge ESOL's range of 'World of Work' qualifications in professional English.

[Back to the top](#)

## Marketing update

### **A new brand**

Cambridge ESOL has recently updated the BULATS marketing materials to assist Agents in their promotional activities. All materials incorporate the new-look branding which has been designed for the B2B market.

### **[Download a list of the new materials produced \(PDF 146Kb\)](#)**

Please contact your local Development Manager who will be able to advise you on how to order these locally produced materials.

We would be interested to hear your feedback on the materials. Please contact us at:

[ESOLBULATSezine@CambridgeESOL.org](mailto:ESOLBULATSezine@CambridgeESOL.org)

[Back to the top](#)

## Technical update

### **Opportunities to offer BULATS practice**

All BULATS material is extensively trialled before becoming part of live tests. The first stage in the trialling process is **Pretesting**, where future BULATS candidates take trial tests free of charge. These tests provide candidates with the opportunity to practise real BULATS test items, and the results – provided by Cambridge ESOL - give them an indication of their language ability.



The second stage in the trialling process is

**Standards Fixing.** Standards Fixing tests contain the most suitable test items from all pretested

items. They are identical to live tests: they are of the same format and duration and candidates receive the same Test Report as they would in a live BULATS test. The main differences to live tests are that they are free and they are marked by Cambridge ESOL.

Pretesting and Standards Fixing give Cambridge ESOL valuable statistical data and feedback on the test items and play a critical role in assuring the continued quality of BULATS tests.

If you are a BULATS Agent or customer with a group of potential candidates, and are interested in offering Pretests or Standards Fixing tests, please contact:

[BULATSPretesting@CambridgeESOL.org](mailto:BULATSPretesting@CambridgeESOL.org)

### **New BULATS test versions**

New versions of BULATS tests are produced twice a year. Every April and October BULATS Agents are sent new ESOLCOMMS BULATS Master Data by email. It is important that you always use the latest version of the Master Data as it will contain the most up-to-date test versions available to you. Please note that BULATS Master Data will only work with the current version of ESOLCOMMS BULATS, this is version 3.2.

### **A reminder...**

For quality assurance and research purposes, Cambridge ESOL requests that you return candidate data to the BULATS Administrator on a regular basis. For the Standard, Speaking and Writing tests, you can do this via ESOLCOMMS and by post.

For CB BULATS (CD ROM version), you can do this by returning logfiles; information on how to do this is on the members' area of the BULATS website. Please contact the BULATS Administrator ([BULATSadministrator@CambridgeESOL.org](mailto:BULATSadministrator@CambridgeESOL.org)) if you have any queries.

[Back to the top](#)

## **BULATS Resources**

Cambridge ESOL supports BULATS teachers and administrators with a dedicated online support site. This includes: detailed coverage of Cambridge ESOL exams, support and advice for language teachers, hints, tips and useful classroom activities and lesson plans.

Please visit: [www.CambridgeESOL.org/teach/bulats](http://www.CambridgeESOL.org/teach/bulats)

[Back to the top](#)

## **Contact us**

If you have:

- Any comments and feedback on this issue
- Any BULATS press releases or contracts that we can feature in future updates

Please email: [ESOLBULATSezine@CambridgeESOL.org](mailto:ESOLBULATSezine@CambridgeESOL.org)

If you would like to be removed from this mailing, or if your email address changes, please contact us at: [ESOLBULATSezine@CambridgeESOL.org](mailto:ESOLBULATSezine@CambridgeESOL.org)

**BULATS is produced by:**

BULATS is produced by:



[www.BULATS.org](http://www.BULATS.org)