



CAMBRIDGE
English

Celebrating your school's success

A helpful guide



Cambridge

English Qualifications

We are delighted that your students have done so well in their recent Cambridge English exams. Have you thought about how you can share your students' success with parents, the school and the wider community?

Celebrating success is a great way to promote your English offering too.

Arrange a certificate ceremony

Make it memorable

This is a great way to celebrate your students' achievements and give each child recognition for their hard work. This could be as simple as handing out certificates in front of the whole school, or arranging a special event for parents, governors, local media (newspaper, TV and radio) and the local community. It will be special for your students, whatever you choose to do.

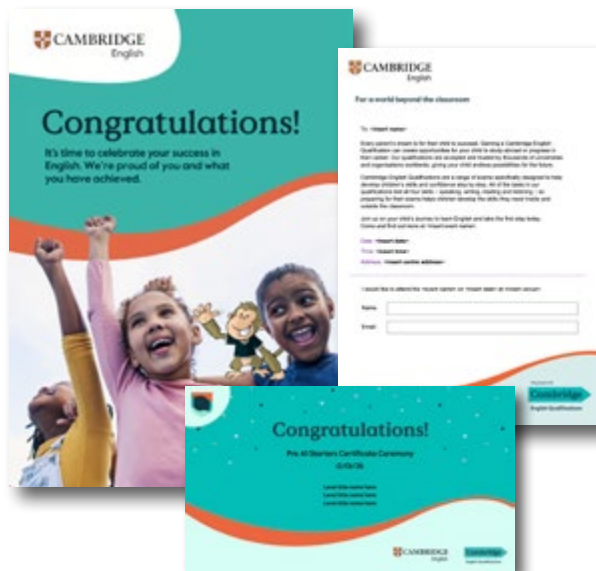
If you want to make the most of the event, here are some ideas to consider:

- Dress up! Make it an awards night (or day) to remember.
- Involve other departments such as catering or media groups.
- Invite family into the school to share in the moment.
- Involve your school's headteacher
- Showcase your students' skills and classroom work. For primary, you could have the class perform a song they have used as part of their English course.
- Help them dream big! Do you have alumni who have gone on to use their English ability beyond the classroom? Maybe you could involve them in the ceremony.

Here to help

To help make the arrangements, you will find everything you need in our certificate ceremony pack on our website, including:

- an invitation letter for parents
- a Cambridge badge for your English teacher to show they teach Cambridge exams – this is a nice gesture for new teachers
- posters and banner designs
- certificate folder templates
- a leaflet to give to parents.



Share your success with us

Make sure you let your local Cambridge office know about any news items you publish, especially videos. We love to hear about student success stories and may even be able to use your videos on our own channels too, if parental permission is given.

If you're uploading any photos, videos or congratulatory messages to social media, make sure you tag us. We love seeing candidates receiving their certificates and celebrating their success. Just search for us on Facebook/Meta/Instagram: @CambridgeEnglish



Be proud! Publicise the certificate ceremony

A certificate ceremony is a great way to show off your English language offer beyond the school gates, especially to prospective parents. It's a chance to showcase your teaching staff and highlight how learning English can open doors. It also gives younger students something to aspire to.

Spread the news

You could write a short news item for your school website, social media pages or newsletter. Think beyond school and into the community, too. You could also send this to the local media. Be proud of what your school has achieved!

For safety reasons, consider only sharing first names of students involved and if you photograph students holding their certificates, ensure you ask them to cover their name with their fingers or blur this out before sharing publicly. Remember to always seek parental permission.

Here is some example text you could use as a guide:

Students celebrate Cambridge English exam success

An awards ceremony was held on Friday 12 April at ABC School. The event celebrated the success of 30 Grade 6 students in B2 First for Schools. This is an international English language exam, developed and produced by Cambridge University Press & Assessment – part of the University of Cambridge.

Head teacher, Anna Smith, said:

"Cambridge English qualifications are accepted throughout the world as proof of language ability. I'm delighted our students measure up to international standards and are developing the English language skills they'll need for future study and work success."



Get creative!

One fun way to publicise this good news is to record short videos for use on your own communication channels. They work particularly well on social media! For example, try recording your students talking to camera about the following:

"Hi, I'm ___ and I have just received my B2 First certificate." Ask them how they feel and what they plan to do with their new English skills.

You can even make this into a fun classroom activity for your students. They have worked hard to get their certificates.



Confidence today, opportunities for a lifetime: what happens next?

We hope you find that your students will have even more motivation to learn English, now that they have taken such a positive step forward in their learning.

A certificate ceremony could also be a great opportunity to discuss higher level exams with parents. We have resources to help you to do this on our website. **cambridgeenglish.org**

Cambridge English Qualifications are designed to develop your students' language skills step by step.

Prepare them for a world beyond the classroom

Cambridge English Qualifications are designed to develop your students' language skills step by step.

We have an exam for every level, from A2 Key for Schools to C2 Proficiency. Help your students learn English they can use beyond the classroom and prove their skills to the world!



To find out about the next step for your students, and for activities, games and other resources, go to:
cambridge.org

Where your world grows

Find out more at
cambridge.org/english

We believe that English can unlock a lifetime of experiences and, together with teachers and our partners, we help people to learn and confidently prove their skills to the world.