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**PRESS RELEASE – November 7, 2008**

## **Conference Registration opens November 7, 2008**

### **The experience of Excellence – Taking Languages Canada to the World**

Languages Canada's 2<sup>nd</sup> annual conference will be held at the Sheraton Suites Eau Claire Hotel in Calgary, Alberta beginning on Sunday evening February 8<sup>th</sup> until Tuesday February 10<sup>th</sup>, 2009. The event will immediately follow the CMEC (Council of Ministers of Education of Canada) Bursary Program conference that many of the LC members are also attending.

Languages Canada will recognize the accomplishments of the association which have been achieved during this first year and develop a long term plan to promote and advocate Canada's language training industry nationally and internationally. There will be both plenary sessions and professional development workshops in 4 streams: Marketing, Student Experience, Leadership and Technology.

The keynote address will be given by Dr. James Barnes, an internationally recognized author, consultant and speaker, and an authority on the subjects of customer strategy and relationship building. He provides the most insightful understanding of customers / clients and stresses the importance of customer insight to drive strategy and shows how a well-crafted customer strategy will lead to meaningful, profitable business relationships.

Languages Canada is Canada's premier language organization representing both of Canada's official languages: English and French. Membership is limited to member programs, both public and private, which meet the rigorous standards of the association and who are committed to upholding them. The internationally recognized quality assurance scheme is comprehensive, rigorous and covers the areas of: curriculum, teacher qualifications, student services, student admissions, marketing, promotion, facilities and administration.

**For conference registration and program please visit:**

[http://www.languagescanada.ca/en/membership/forschools\\_annual](http://www.languagescanada.ca/en/membership/forschools_annual)

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**For further information contact:**

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