



IH Directors' Conference 2026

Valencia, Spain
3rd-6th May 2026



**International
House**
World Organisation



A warm welcome to the IH Directors' Conference 2026

Valencia, Spain

We are delighted to welcome you to Valencia. For us it is a real joy to host this event and welcome directors and colleagues from across the International House network. Over the next few days, we are looking forward to spending time together, sharing ideas and experiences and continuing to build the strong sense of community that has always been such an important part of IH.

For our team, this conference has a special meaning. It takes us back to 2011, when our school was still very young and we hosted this event for the first time. That experience was a turning point for us and a moment that helped us truly understand the value of being part of the International House network.

Now, fifteen years later, as we celebrate our 20th anniversary, welcoming you back to Valencia feels like coming full circle. Over the years, we have grown together with the network, always inspired by the International House spirit of collaboration, innovation and commitment to quality in education. Having you here with us feels a little like celebrating a special birthday with old friends.

Valencia is a city with its own unique character, and while you are here, we would love for you to enjoy all

the things that make it such a special place.

From the warmth of its people to the Mediterranean light and energy that fills the streets, Valencia has a way of making people feel at home. It is a city made for enjoying life outdoors, with lively squares, terraces full of conversation and neighbourhoods where everyday life moves at a pace that invites you to slow down and enjoy the moment.

Food, of course, is also a big part of that experience. Whether it is a traditional paella, a local rice dish, fresh seafood or the atmosphere of a busy market, gastronomy is one of the best ways to get to know the city.

From the historic centre to the seafront, Valencia offers an inspiring mix of history, culture and Mediterranean lifestyle. The City of Arts and Sciences, the Turia Gardens, the beaches, the marina and neighbourhoods such as El Carmen and Ruzafa are all part of what makes the city so memorable.

Above all, we would like these days to be a chance to connect, reflect on the challenges our sector is facing and explore new ideas and opportunities together.

Thank you for your dedication, your friendship and for being here with us for this special moment.

The Españolé IH Valencia Team





Marco Faldetta
*Chairperson and Director of
IH Palermo Language Centre*



Mark Rendell
CEO of IH London



Alejandra Garcia Nieto
Director of IH Querétaro



May Mon Aung
*Director of IH Yangon-
Mandalay*



Josip Sobin
CEO of IH Split



Emma Hoyle
*Managing Director
of IHWO*



Samantha Grainger
IH Trust



Daniel Saron
Director of IH Oaxaca



Bruce Thompson
*Director of IH Buenos
Aires Belgrano*

Our core values

Commit to Quality

We are dedicated to ensuring that excellence is at the forefront of everything we do.

Embrace EDIB

We are building a strong, inclusive community that values and celebrates diversity and equity.

Collaborate and Share

We believe we are stronger together and harness the power and knowledge of our global network to achieve the remarkable.

Innovate and Transform

We create an environment to inspire innovation, embrace change, and constantly push boundaries to transform challenges into opportunities.

Cultivate Curiosity

We promote a culture where curiosity is the driving force behind personal and professional growth.



Welcome to the 2026 Directors' Conference in Valencia, Spain

Firstly, thank you to our wonderful hosts, IH Valencia, for their support in organising the conference, their professionalism and efficiency and for showing us around their vibrant city. Cristina and her team have coordinated a selection of social events that will introduce us to the very best of Valencia's history, culture, architecture – and importantly, food! We are especially excited to spend Tuesday evening at their impressive school for the annual IHWO Foundation Auction.

As always, this event is designed to explore the challenges and opportunities facing our sector, to reconnect with colleagues, exchange ideas, strengthen the relationships that make IH such a unique community and help shape the future of IH together.

This year's programme brings together a dynamic mix of workshops, sessions and panel discussions, combining both internal and external expertise. From topics such as Lean Methodology to AI for leaders, the aim is to provide a range of perspectives that will inform, challenge, and inspire – supporting you in building a successful future for your schools and for IH as a whole.

One of the highlights of this year's conference will be the AI for leadership workshop from Rob Dixon, 'Harness AI to lead smarter'. You will learn how to upskill your team, streamline operations, and free up time to focus on strategy and business growth.

Alongside this focus on innovation, we will also place strong emphasis on what matters most: our people. Sessions on staff wellbeing and retention will explore how we, as leaders, can better support our teams and build sustainable, thriving school environments. We are also delighted to welcome Spanish Olympian Theresa Zabell, who will use her experience as a framework for growth, resilience, and decision-making.



This event is, above all, about learning from each other and celebrating your successes. More than ever, we want to connect you with the energy, creativity, and expertise across our network. Innovation is happening in your schools every day – this is your opportunity to share it. Together, we will highlight the practices that ensure IH schools remain competitive and continue to lead the market.

Beyond the sessions, we'll spend time chatting over dinner at the beautiful Palacio de la Exposición, being entertained by the auction, set against the spectacular IH Valencia backdrop and watching the sun set over the Mediterranean at the ultramodern Veles e Vents in Valencia's Marina.

Make the most of these special moments. We gather together just once a year, so take the time to reconnect, to be inspired and to enjoy every second.

The IHWO team



Emma Hoyle
Managing Director
emma.hoyle@ihworld.com
Ask me about... IHWO strategy, operations and all things IH



Belle Dowber Hawkins
Director of Operations and Membership
belle@ihworld.com
Ask me about... IH Quality Inspections and maximising your membership



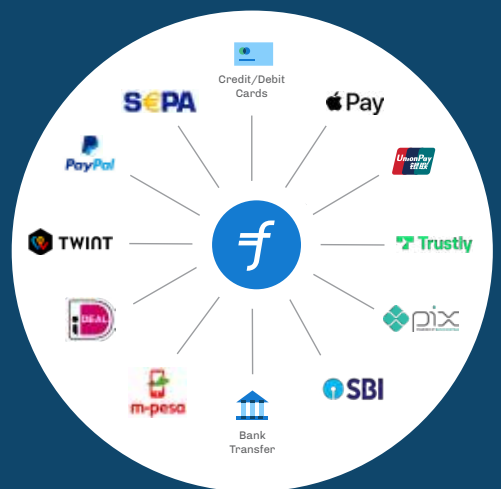
Shaun Wilden
OTTI Manager and IHWO Innovation Advisor
shaun.wilden@ihworld.com
Ask me about... Teacher Training, IH OTTI courses, AMT conference and innovation



Marta Robles Villarino
Events & Members Services Manager
marta@ihworld.com
Ask me about... Events, recruitment, member services, Study Abroad and IH Teach English



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Imogen Key

Marketing Manager

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Ask me about... Digital marketing, brand awareness, marketing training, featuring on IHWO's social media and forums



Katja Preston

Assessment and Training Coordinator

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Ask me about... IHWO Assessment Unit, IH OTTI enrolment, and running IHWO Teacher Training courses



Karolina Meena

Financial Controller

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Ask me about... Payments, affiliation fees and IHWO accounts



Monet Blanchard

Membership Services and Marketing Executive

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Ask me about... Member services, IH World News, IH Teach English, mailing lists and Members' Area logins



Fari Greenaway

Quality & Inspections Advisor, Chairperson of Community School Committee

fari@ihworld.com

Ask me about... Inspections, reports and support for community schools



Lucie Cotterill

IH Director of Studies Coordinator

ihwodoscoordinator@ihworld.com

Ask me about... Academic management, IH Teacher Community Sessions and the Global Debating Challenge



Estelle Héluin

IH Languages Coordinator

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Ask me about... Support for French teachers and advisors for other languages



Xana de Nagy

YL Coordinator

IHWOYLAdvisor@ihworld.com

Ask me about... Young learners and teenagers and the IH online course for YLs and teens

IHWO Language Advisors

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David Martínez Barraza

IHWOWSpanishAdvisor@ihworld.com

Venue: SH Palace Hotel, Pg. de l'Albereda, 32, El Pla del Real, 46023

15.50	Meet at the SH Valencia Palace Hotel lobby
16.00	Tour of Valencia (on foot and by bus)
18.00	Arrive back at the SH Valencia Palace Hotel
19.15	Meet at SH Valencia Palace Hotel to walk to the Welcome Dinner Dress code: smart casual
19.30-23.00	Welcome Dinner at Palacio de la Exposición



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COLLABORATION, INNOVATION, BUSINESS DEVELOPMENT	
08.30	<p>Registration Please bring your auction items.</p>
09.00	<p>Welcome! Cristina Navarro, IH Valencia Emma Hoyle, IHWO Marco Faldetta, IHWO</p>
09.15-10.10	<p>Creating a Culture of Innovation Emma Hoyle and Shaun Wilden, IHWO</p> <p>Innovation isn't something reserved for big ideas or special projects – it's already happening in your school every day. This interactive session will challenge how you define innovation, uncover the value in what you're already doing and show how sharing practice can unlock new possibilities.</p> <p>Announcement of the winner of the 2026 Mihai Laurențiu Gânj Award for Innovation.</p>

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10.15-11.15	<p>Lean Language Schools: Cut Waste, Improve Conversion, Grow Revenue Professor Felipe Quintana Navarro</p> <p>Where is your school quietly losing time, money and opportunities? Join Professor Quintana Navarro for a hands-on workshop applying Lean Thinking to uncover inefficiencies and leave with practical, actionable ways to streamline operations and boost performance.</p>
11.15	<p>Coffee break and meet the sponsors</p>
11.45-12.40	<p>Lean Language Schools Workshop continued</p>
12.40-13.15	<p>Opportunities: The Future of Language Education A panel discussion chaired by Marco Faldetta, Chairperson IHWO Gavin Eyre, IH Cape Town Josip Sobin, IH Split Celestine Rowland, IH Galway Cultural Institute Georgia Forte, IH Naples</p>



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13.15	Lunch and meet the sponsors
14.30-15.30	Inspection Update: Innovation in Action Belle Dowber-Hawkins and Fari Greenaway, IHWO Featuring presentations from: Kevin McNally, IH Torquay Katka Loviskova, IH Bratislava Ilse Liebenberg and Trevor Udberg, IH Cape Town and IH Newcastle Mark Fohrmann, IH Valladolid Roberta Buono, IH Taranto
15.30-15.40	Making Enrolment Easy: The Impact of Digital Payments on Language School Growth Jorge Alegre, Sales Director of Mainland Europe, Flywire
15.40	Coffee break and meet the sponsors Please buy your Foundation Auction raffle tickets from the IHWO team.



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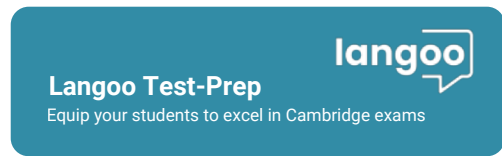


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<p>16.10-16.50</p>	<p>Lessons from the Field: Sales Strategies That Actually Work Chaired by Alejandra Garcia Nieto, IH Queretaro Martha Fernández, IH Cuernavaca Thitirat Chirathitiporn, IH Vientiane Cristina Navarro, IH Valencia Kevin McNally, IH Torquay</p> <p>A practical conversation with IH Directors on the sales strategies driving real growth today across community and study abroad contexts.</p>
<p>16.50-17.00</p>	<p>In Memoriam</p> <p>Remembering Friends – Marco Faldetta</p>
<p>17.00-18.00</p>	<p>Please bring your auction items to the registration desk.</p>
<p>Free evening – see restaurant recommendations on page 28-30</p>	



Spanish as a Foreign Language



French as a Foreign Language



Italian as a Foreign Language



English as a Foreign Language



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ARTIFICIAL AND HUMAN INTELLIGENCE	
07.00 07.15-08.00	<p>Meet at the SH Valencia Palace Hotel Lobby Yoga in Jardines del Turia Start the day feeling energised with guided outdoor yoga – sponsored by IH Valencia.</p>
08.30-09.00	Please bring your auction items to the registration desk.
09.00-10.45	<p>Artificial Intelligence for Strategic Impact Workshop Rob Dixon</p> <p>Harness AI to lead smarter: Learn how to upskill your team, streamline operations, and free up time to focus on strategy and business growth.</p> <p>Bring a device with you!</p>
10.45	<p>Coffee break and meet the sponsors Please buy your Foundation Auction raffle tickets from the IHWO team.</p>
11.15-13.00	Artificial Intelligence for Strategic Impact Workshop continued
13.00	<p>Lunch and meet the sponsors Please buy your Foundation Auction raffle tickets from the IHWO team.</p>
14.15-15.20	<p>Neurodiversity on Both Sides of the Classroom Boelo van der Pool</p> <p>Neurodiversity isn't just in your classrooms – it's in your staff too. This eye-opening session explores how neurodivergent teachers experience the workplace and what schools can do to create more inclusive, effective learning environments for everyone.</p>



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SCAN ME

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	Track A	Track B
15.20-16.00	<p>From AI Zero to AI Hero: A Practical Journey from Sceptic to Power User Josip Sobin, IH Split</p>	<p>Where AI Stops: Building Quality, Caring and Excitement Through the Human Factor Joanna Paolinelli and John Ayers, IH Pisa</p>
16.00	<p>Coffee break and meet the sponsors</p>	
16.25-16.55	<p>Before the Logo: The Strategy That Builds the Brand Petru Gânj, IH Bucharest</p>	<p>An Erasmus K2+ Project – Building Partnerships Across Borders Diana England, IH Torres Vedras</p>
16.55-17.25	<p>Diversifying Revenue Streams While Staying True to Your Core Enara Lacunza, IH San Sebastián</p>	<p>IH Exam Centres Meeting Led by Debbie Rimmer, IH Madrid</p> <p>A chance to catch up with colleagues from other centres and discuss exam-related ideas and issues. Bring your questions!</p>
18.00	<p>Bus to IH Valencia</p>	
18.30-20.00	<p>The IHWO Foundation Auction and Raffle IH Valencia, C/ dels Cavallers, 36, Ciutat Vella, 46001 València, Valencia Gavin Eyre, IH Cape Town and Katja Preston, IHWO</p> <p>Our much-loved IHWO Foundation Auction and Raffle is back – an evening of fun and a little friendly competition, with unique prizes from around the world. Come together with friends, enjoy the entertainment and support both our Foundation and this year’s chosen local charity.</p> <p>Soñar Despierto is a non-profit organisation in Spain focused on supporting children and teenagers who live in foster care or residential centres. Its main objective is to ensure these young people have equal opportunities and a positive environment where they can grow, despite difficult family situations.</p> <p>The organisation works mainly through volunteering. Volunteers spend time with the children on a regular basis, offering emotional support, helping with schoolwork and building meaningful relationships. This ongoing contact is key to improving the children’s confidence, wellbeing and social development.</p> <p>In addition, Soñar Despierto organises events and activities throughout the year, such as celebrations and group experiences, to create positive memories and moments of joy. They also develop programmes aimed at older teenagers, helping them prepare for adult life through guidance, training and career support.</p> <p>Overall, the foundation’s role is to complement the care these children receive by providing human connection, motivation and opportunities, helping them integrate into society and build a better future.</p>	
	<p>Free evening – see restaurant recommendations on page 28-30</p>	

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GOVERNANCE, IHWO BUSINESS, LEADERSHIP		
	Track A	Track B
09.00-10.00	<p>Community School Meeting Hosted by Fari Greenaway, Community School Group Chairperson</p> <p>An opportunity to catch up on recent developments, exchange ideas and help shape the year ahead together.</p>	<p>SA School Meeting Hosted by Michael Rönitz, SA Committee Chairperson and Marta Robles Vilarino, IHWO</p>
10.00-10.30	<p>Climbing the Mountain: Agile Leadership in Education Today Julie Wallis, IH Schio-Vicenza</p>	<p>Creating Leaders and Teams in the Classroom to Increase Student Retention Simon Harris, IH Sofia and IH Belgrade</p>
10.30	<p>Coffee break and meet the sponsors</p>	
11.00-12.15	<p>More Value in Your IH Membership The IH World team</p> <p>Exciting upcoming initiatives and services for IH schools.</p> <p>Announcement of the winner of The 2026 Unpublished Competition.</p>	



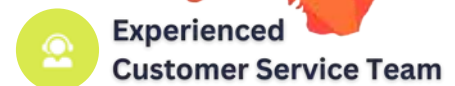
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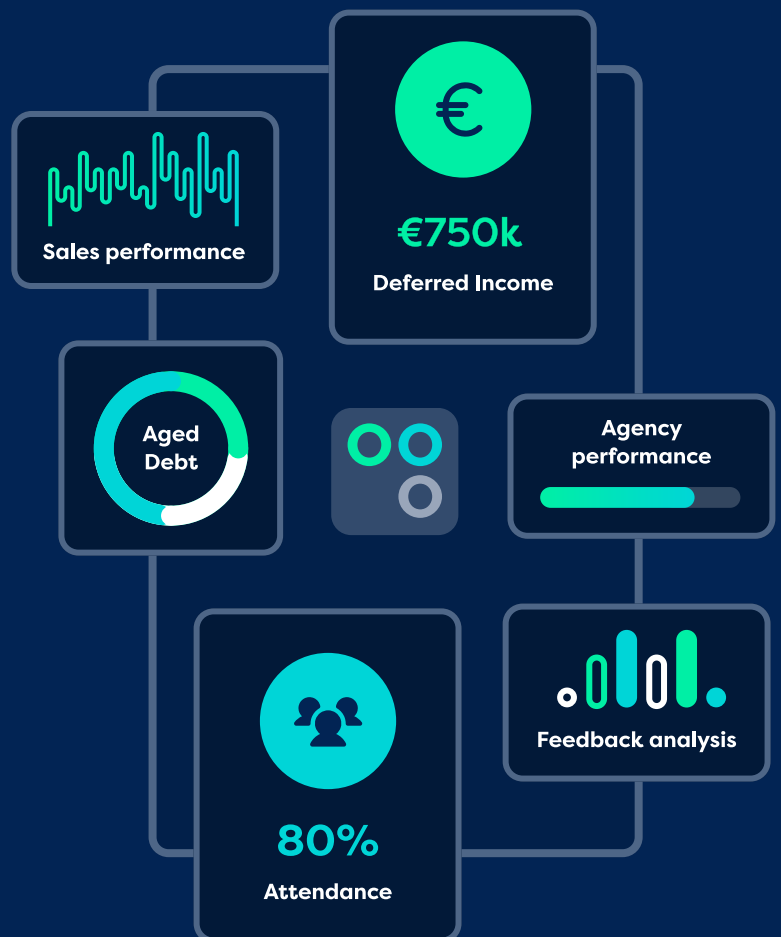
12.15-13.00	IHWO AGM IH members only	12.15 Governance & Finance 12.25 AGM Business Meeting & Discussion Anniversaries & Plaques
13.00	Lunch and meet the sponsors	
	Track A	Track B
14.15-14.50	Leading and Innovating a School in Unstable Contexts May Mon Aung, IH Yangon-Mandalay	Virtual Reality for Language Learning – Latest Developments Jonathan Dykes, IH Belfast
14.50-15.25	International Marketing and Sales Strategy (B2B + B2C) With an All-In-One Marketing and Sales Platform Javier Peinado and Andrea Burgos, CONNEXT Comunicación Digital B2B	Erasmus – Grant Application Hacks Josip Sobin, IH Split and Andrea Vincenzi, IH Budapest
15.25	Coffee break and meet the sponsors	

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<p>15.45-16.50</p>	<p>Closing Plenary The 5 Rings of Leadership: From High Performance to Lasting Impact Theresa Zabell</p> <p>In a world where technology is reshaping performance, what does true success look like? In this inspiring closing session, Theresa Zabell explores how high achievement evolves into lasting purpose – challenging leaders to go beyond results and make a meaningful impact.</p>
<p>16.50-17.00</p>	<p>Get excited for Cape Town 2027! Preview with Gavin Eyre and Ilse Liebenberg, IH Cape Town</p>
<p>17.00</p>	<p>Conference Closing Emma Hoyle, Marco Faldetta, Cristina Navarro</p>
<p>19.00 19.30 20.30 00.00</p>	<p>Buses to Veles e Vents Restaurant – leave from SH Valencia Palace Aperitif Gala Dinner at Veles e Vents. Dress code: smart/formal Buses back to SH Palace Valencia</p>
<p>Thursday 7th</p>	<p>Optional excursion to Peñíscola</p> <p>Join us to visit this beautiful Mediterranean town, renowned for its Papa Luna Castle. We'll walk through the Old Town, visit the castle and have free time to enjoy the beach. There is an optional lunch in a local restaurant available.</p> <p>Contact the IH Valencia team (giuliana@ihvalencia.com) to reserve a place.</p> <p>Finish by 18.00.</p>



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10.15-11.15

Lean Language Schools: Cut Waste, Improve Conversion, Grow Revenue
Professor Felipe Quintana Navarro



Where are you losing time, money and opportunities in your school's operations?

In this practical workshop, Professor Quintana Navarro introduces the core principles of Lean Thinking – maximising value and minimising waste – and applies them directly to language school management.

Working through key processes such as lead-to-enrolment conversion, pricing, customer retention, scheduling and internal workflows, participants will identify inefficiencies, bottlenecks and margin leakage.

Through guided discussions and hands-on exercises, you'll leave with clear, actionable ideas to simplify processes, improve performance and focus your team's time on what really drives results.

Professor Felipe Quintana is an Industrial Engineer (University of Las Palmas de Gran Canaria) and MBA (IE Business School). He has 20 years of professional experience as Operations and Supply Chain Manager for Global Companies such as LVMH and Bosch. He is a Lean Thinking expert and consultant working in the implementation of Lean in all type of businesses. He is also an IE University and IE Business School adjunct professor, where he teaches courses such as: Lean Thinking, Operations and Supply Chain Management and Sustainability during the last 20 years. Professor Quintana has also written many articles about Lean Thinking.

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12.40-13.15

Opportunities: The Future of Language Education

A panel discussion with IH Directors

As learner expectations shift and new technologies reshape the landscape, IH schools face the challenge of rethinking how they teach, what they offer and why it matters.

AI, personalisation, flexible learning models and new forms of support are opening up exciting possibilities, but they also raise important questions about what truly improves learning.

This panel explores the opportunities already emerging across the sector, from meaningful uses of AI to changing learner demands and the growing pressure to move beyond traditional course models.

Focussing on current school needs, the discussion will examine what should be protected, what may need to change and what new directions are worth exploring, to help guide the choices schools may need to make next.



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14.30-15.30

Inspection Update: Innovation in Action

Belle Dowber-Hawkins and Fari Greenaway

Building on the ideas explored in the morning's innovation session, this presentation brings innovation to life through real examples from across the IH network. The IH Quality Inspection scheme gives us a unique view of the creative, forward-thinking and often unexpected ways schools are responding to challenges, taking fresh approaches and leading the way in how things can be done differently. In the true spirit of IH collaboration and sharing, selected schools will give short five-minute presentations on standout initiatives identified through inspection, offering practical inspiration and encourage new ways of thinking that can be explored within your own context.

16.10-16.50

Lessons from the Field: Sales Strategies That Actually Work

A panel discussion with IH Directors

A practical conversation with IH Directors on the sales strategies driving real growth today across community and study abroad contexts. Panellists will share what's working, what's not and why – no theory, just real examples. You'll leave with clear ideas, proven approaches and greater clarity on how to drive consistent sales results.

This session is a live panel conversation with school directors from contrasting models – community-based schools and study abroad centres – openly sharing what is actually driving results in their markets today. No theory, no slides full of slogans. Just first-hand experience from leaders who are responsible for making sales work.

Together, we will explore the strategies they have tested, refined and sometimes learned the hard way. We will also address what doesn't work – and where schools often waste time chasing trends that never convert.

Expect practical benchmarks, real examples and clear takeaways you can apply immediately – whether you operate locally, globally, or across both worlds.

If you are looking for theory, this is not that session. If you want clarity on what truly moves sales, this conversation is for you.

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09.00-10.45

Artificial Intelligence for Strategic Impact Workshop

Rob Dixon



The AI4SLT is designed to help senior leaders confidently understand and apply Artificial Intelligence for strategic impact. It provides a practical, non-technical introduction to the AI landscape, focusing on how AI can support decision-making, innovation and operational transformation. Through discussion, live demonstrations and hands-on exercises (bring a laptop) with leading AI tools, participants build AI literacy and explore real organisational use cases. The session culminates in identifying high-value opportunities and developing a first-draft, organisation-specific AI roadmap, equipping leaders to guide their teams effectively in an AI-enabled future. All attendees will have access to thrice weekly online AI drop in sessions and this AI Resource Hub.

Robert is the CEO and Founder of Dixon AI Ltd and a part-time lecturer at Manchester Metropolitan University, where he leads the Strategic Management and Organisational Change units on the Global MBA programme.

He has worked with organisations across the UK, Ireland, the USA and Hong Kong, applying a people-centred approach to driving AI innovation. With over 30 years of experience spanning SMEs, blue-chip companies, and higher education, Robert bridges the gap between theory and practice. His work in AI literacy and strategy has helped leaders embrace change and position their organisations at the forefront of innovation.

As a passionate advocate for the strategic use of AI, Robert empowers professionals and senior executives to navigate the opportunities and challenges of this rapidly evolving landscape.

14.15-15.20

Neurodiversity on Both Sides of the Classroom

Boelo van der Pool



Language schools around the world are seeing more and more neurodivergent students in their classrooms. This is not a passing trend; it is a reality – and one that will continue to grow as awareness and openness around neurodivergence in education increase.

What we talk about far less, however, is neurodiversity on the teaching side of the classroom. If around 20% of the population is neurodivergent, it makes perfect sense that many teachers are too – whether dyslexic, ADHD, or autistic.

That is exactly what I explore in my 2026 global survey; **Neurodivergent Language Teachers: A Lived Experience Survey**. In this talk, we will look at some of the most common neurodivergent profiles, how they can show up in our classrooms and what language schools can do to create more neuro-inclusive learning and teaching experiences for everyone.

With over three decades of experience in the industry, **Boelo** (pronounced 'Bulo') has worked as a language school manager and owner, language coach, course developer, international researcher and teacher trainer. After running his own language school in Spain for almost 25 years, he now dedicates his life to raising awareness and helping language schools worldwide become neuro-inclusive learning and teaching environments where both students and teachers feel at home.

As someone who is both dyslexic and ADHD, he has first-hand experience of what it feels like to be on all sides of a language school as a neurodivergent professional.

Venue: SH Palace Hotel, Pg. de l'Albereda, 32, El Pla del Real, 46023

15.20-16.00

From AI Zero to AI Hero: A Practical Journey from Sceptic to Power User

Josip Sobin, IH Split

Two years ago, I started out deeply sceptical of AI – to the point that I actively refused to use it. While most of my peers were hyped about ChatGPT and other tools, I had too many concerns and from my point of view, they outweighed real, practical value. I knew that I would eventually have to explore it, but I decided to do that systematically – like pretty much everything else I do.

This session shares my journey from that resistance to becoming a proficient, everyday user of large language models – and how I translated experimentation into measurable business results. Without hiring consultants, without subscribing to expensive external tools and without changing my team's workflows, I was able to achieve significant cost savings (in the tens of thousands of euros) while also accelerating projects that would otherwise have taken months.

This is not a tech talk and it's not about replacing people. It's a practical, director-level perspective on how LLMs can become a leverage tool for decision-making, operations, strategy and even website and software development.

15.20-16.00

Where AI Stops: Building Quality, Caring and Excitement Through the Human Factor

Joanna Paolinelli and John Ayers, IH Pisa

In a time when Artificial Intelligence can generate lessons, personalise practice and automate administration, language schools face a defining question: what remains uniquely human – and how do we amplify it?

This talk explores the evolving relationship between Artificial Intelligence and human teaching, asking not only what AI can do better than teachers, but what remains uniquely human in learning. While AI offers clear advantages – unlimited information, personalisation, continuous practice and reduced anxiety – its growing effectiveness challenges traditional educational roles.

Focusing on language learning, the presentation argues that learning is not merely the acquisition of skills, but a deeply human process involving risk, identity and emotional exposure. It occurs in interaction, hesitation and the courage to make mistakes, rather than simply within classrooms.

The talk highlights the irreplaceable role of teachers in creating relational spaces where meaningful learning can occur. Through emotional connection, social interaction and lived experience, teachers support forms of growth that AI cannot replicate.

Ultimately, language learning is presented as a relational journey – one that can become, at its deepest level, a small healing of the soul.

Venue: SH Palace Hotel, Pg. de l'Albereda, 32, El Pla del Real, 46023

16.25-16.55

Before the Logo: The Strategy That Builds the Brand

Petru Gânj, IH Bucharest

Same IH brand. Different markets. Different people. Different realities.

So how can directors apply one shared brand in a way that feels relevant, convincing and locally effective? This session offers a practical answer: a structured process that helps schools move from analysis and customer understanding to clear differentiators, a usable brand pyramid and stronger commercial execution.

Created by marketing and branding specialists and successfully applied at IH Bucharest, this framework turns branding into something far more useful than guidelines on paper. It creates clarity across the business, helps teams pull in the same direction and gives directors a way to adapt global brand principles to local culture without losing consistency. Because, before the logo, before the campaign and before the messaging, strategy is what makes the brand work.

16.25-16.55

An Erasmus K2+ Project – Building Partnerships Across Borders

Diana England, IH Torres Vedras

'Leaders in the Making: Unlocking the Future' is a collaborative Erasmus K2+ project launched towards the end of 2024 and currently over halfway through implementation. The partnership brings together five schools – IH Torres Vedras, IH Split, IH Bucharest, IH Catania and Oxford School, Leskovac in Serbia – working together to develop a unique course in developing leadership skills in young people learning English using communicative and coaching methodologies.

This session will share practical insights into the stages of the project, how responsibilities and communication are managed, and what we have learned from working transnationally. I'll showcase examples of the course contents and initiatives developed by the partners and explore the wider benefits of becoming Erasmus collaborators – both within and beyond the IH network.

Venue: SH Palace Hotel, Pg. de l'Albereda, 32, El Pla del Real, 46023

16.55-17.25

Diversifying Revenue Streams While Staying True to Your Core

Enara Lacunza, IH San Sebastián

This presentation explores how Lacunza-ih is rethinking growth while staying true to its core identity in a mature and highly competitive language education market, where true innovation is increasingly rare. It will share how new synergies between community-based and study abroad programmes can unlock fresh opportunities, diversify audiences and create more sustainable year-round activity.

Focusing on practical ideas and evolving approaches, the session invites participants to consider how expanding programme formats, reimagining target groups and leveraging existing strengths can open new revenue streams without losing authenticity. Attendees will gain insight into how small strategic shifts can lead to meaningful impact in both positioning and profitability.

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2026 AI SEO Checklist

Simple steps to help your school appear in AI-powered search

- ✓ Make sure every page answers a specific question clearly
- ✓ Add a short summary at the top of each page (40-60 words)
- ✓ List your school name, location and courses on every key page
- ✓ Keep your contact details identical across all directories
- ✓ Add structured FAQ sections to your main service pages
- ✓ Ensure your website loads in under 3 seconds on mobile
- ✓ Get mentioned on trusted third-party websites in your sector
- ✓ Publish useful content that answers questions your students ask
- ✓ Use plain, specific language — avoid vague marketing phrases
- ✓ Review and update your key pages at least every 3 months

ProfileTree delivers free digital audits covering page speed, content structure, AI visibility and conversion — for school websites across the UK and Ireland.

Venue: SH Palace Hotel, Pg. de l'Albereda, 32, El Pla del Real, 46023

10.00-10.30

Climbing the Mountain: Agile Leadership in Education Today

Julie Wallis, IH Schio-Vicenza

Nelson Mandela said, “Life is a never-ending journey of challenges and growth, with each accomplishment or milestone only serving as a stepping stone to the next obstacle”.

The world (our context) has changed. As leaders we need to both prepare for a future and adapt to circumstance fluidly. In this presentation I will look at the challenges faced by educational leaders and academic managers today and compare them to those faced by truly great leaders of the past. I will look at how agile leaders adapt and change according to the needs of their ‘flock’ within their own institutional, geographical and socio-political context.

The metaphor of climbing a mountain signifies the struggle and perseverance required to achieve our goals. However, it throws up some interesting questions that will need to be answered before continuing the journey.

10.00-10.30

Creating Leaders and Teams in the Classroom to Increase Student Retention

Simon Harris, IH Sofia & Belgrade

We know that teams are more effective than groups, so why are we not applying these theories and principles to our classes? Teams have clear agreed goals and outcomes (student directed learning), teams agree on effective processes and procedures to progress (students take ownership for their learning), high performing teams seek challenges and enjoy overcoming these (students make faster progress with their learning), when teams disband, members want to repeat the experience (students re-enrol).

14.15-14.50

Leading and Innovating a School in Unstable Contexts

May Mon Aung, IH Yangon-Mandalay

Leading a language school in an unstable context requires constant adaptation, clear values and decisive leadership. Political uncertainty, economic pressure and limited resources challenge traditional approaches to innovation and business development. This talk draws on the experience of leading IH Yangon–Mandalay in the complex and unpredictable context of Myanmar. It explores how innovation can emerge from constraint, how collaboration becomes essential for resilience and how values-driven business decisions support long-term sustainability.

Focusing on adaptive leadership, the session offers practical insights for IH directors navigating change, uncertainty and growth – lessons that are increasingly relevant in both stable and unstable markets.



Venue: SH Palace Hotel, Pg. de l'Albereda, 32, El Pla del Real, 46023

14.15-14.50

Virtual Reality for Language Learning – Latest Developments

Jonathan Dykes, IH Belfast

In 2019, a group of mostly IH schools obtained Erasmus funding to develop language teaching materials using the latest Virtual Reality technology. This project, which we presented at the IH Directors' conference in 2022, was a finalist in the British Council's prestigious ELTons awards, in the category of Digital Innovation.

In 2023, a slightly modified group of schools obtained Erasmus funding for a follow up project and we have now reached the point where we can present our new outputs. These consist of three Virtual Environments – a science lab, a restaurant and a desert island – where students can develop their language skills by participating in a variety of tasks. We have also developed two new Virtual Escape Rooms in which students have to use their language skills to navigate their way through a series of challenges. There is also a Teacher Training component, designed to ensure that teachers can use these materials in their classes with confidence.

The underlying teaching methodology is a combination of task-based learning and total physical response. The underlying business development idea is to provide schools with an innovative and engaging technology which they can use in their classrooms and augment the motivation of their students, without any significant costs.

This talk will provide attendees with an overview of the project and a pathway to use the materials in their schools.

14.50-15.25

International Marketing and Sales Strategy (B2B + B2C) With an All-In-One Marketing and Sales Platform

Javier Peinado and Andrea Burgos, CONNEXT Comunicación Digital B2B



All-in-one marketing and sales platforms allow us to develop full-funnel strategies and measure the ROI of each marketing strategy at every stage of the sales funnel. In this case, we'll see how we developed an international strategy to address both the B2B market, comprised of language agencies and the B2C market of students.

We'll address each phase of the funnel, starting with attraction strategies using organic search engine optimisation and AI platforms, as well as paid strategies; lead conversion and nurturing strategies, with lead nurturing and lead scoring techniques; and closing strategies supported by a CRM with pipelines for students and agencies and loyalty tools for agencies.

Javier Peinado is an inbound marketing and marketing automation professional with a strong focus on designing efficient funnels and improving customer journeys through technology and data.

He has a background in Audiovisual Communication and Journalism, complemented by a Master's degree in Digital Marketing from the Complutense University of Madrid. At Connex, he works on aligning marketing and sales processes, leveraging tools like HubSpot to streamline operations and drive measurable business growth.

Andrea Burgos is a marketing strategist specialising in high-value leads. She has extensive experience in inbound marketing strategies and in implementing all-in-one platforms and CRMs such as HubSpot. She is currently the Inbound Marketing Lead at the marketing and sales agency Connex.

She has a degree in International Business from the University of Valencia and Hochschule de Bremen and a master's degree in digital marketing and advertising from the University of Nebrija.



Venue: SH Palace Hotel, Pg. de l'Albereda, 32, El Pla del Real, 46023

14.50-15.25

Erasmus – Grant Application Hacks

Josip Sobin, IH Split and Andrea Vincenzi, IH Budapest

Writing a grant proposal is certainly not an easy task. Opening the proposal form for the first time can feel intimidating, as these proposals use very specific technical language. Those brave enough to give it a shot often feel like they are being asked the same question over and over again; this creates a feeling of repetition which in turn creates doubt.

Nevertheless, it is not an impossible feat, especially not in the Erasmus programme, which represents the main source of EU funding for language schools. All it takes is a bit of understanding and some tips and tricks.

In this workshop, we will go over the main features of an Erasmus grant application: needs and objectives. Successfully defining these two parts exponentially increases chances of your grant proposal being accepted but also guides writers through the remaining parts of the application form. The goal of the workshop is to leave participants confident enough to attempt submitting an Erasmus grant application in the next call for proposals.

15.45-16.50

Closing Plenary

The 5 Rings of Leadership: From High Performance to Lasting Impact

Theresa Zabell



We are entering an era where technology can make us more efficient than ever – but also forces us to rethink what truly matters.

In this session, Theresa Zabell takes audiences on a journey from high performance to lasting impact, using the five Olympic Rings as a framework for growth, resilience and decision-making.

But the story doesn't end at the finish line. Drawing from her life at sea and over 25 years protecting the ocean, she explores how success evolves into purpose – and why the leaders of today must go beyond achievement to contribute to something greater.

Theresa is an Olympic gold champion, ESG and sustainability board advisor, and globally recognised keynote speaker with over 27 years of experience inspiring audiences across 30+ countries. She is the founder of Fundación Ecomar, impacting more than 2.6 million people, and has also served as a consultant to the EU Parliament and UNESCO. Drawing on her elite sporting background and leadership expertise, she speaks on purpose-driven leadership, resilience and navigating uncertainty. Her work uniquely blends sport, governance and sustainability to deliver actionable strategies for organisations worldwide.

How to get from Valencia Airport to the city centre

Valencia Airport (VLC) is located about 8 km from the city centre. There are several easy ways to reach the city:

Metro

Metro lines **3** and **5** connect the airport directly with the city centre – the journey takes around 20-25 minutes.

Xativa and **Colón** are the most central metro stops.

The journey from the airport to the conference hotel **SH Valencia Palace** takes about 25 minutes.

- Take **Metro Line 5** from the airport towards **Marítim-Serrería**
- Get off at **Alameda** station
- Walk 10 minutes through the **Turia Gardens** area to the hotel

Taxi

Taxis are available outside the arrivals terminal.

A ride to SH Valencia Palace usually takes 20 minutes depending on traffic and costs approximately 25-30€.

Ride-hailing services

Uber, Bolt and Cabify are available in Valencia and can be easily booked through their apps.

Emergency number

In case of emergency, dial 112, the European emergency number. This number works across all EU countries.

Phones & internet

For calls to Spain, dial +34 before the local number. Wi-Fi is widely available in hotels, cafés and restaurants across the city.

Currency

Spain uses the Euro (€). Most places accept credit and debit cards, but it can be useful to carry some cash for small cafés, taxis or markets.



Useful phrases in Spanish

Good morning – **Buenos días**
 Good afternoon – **Buenas tardes**
 Good evening – **Buenas noches**
 Hello – **Hola**
 Please – **Por favor**
 Thank you – **Gracias**
 You're welcome – **De nada**
 Excuse me – **Perdón / Disculpe**
 How much is it? – **¿Cuánto cuesta?**
 Where is the metro? – **¿Dónde está el metro?**
 Where is the bathroom? – **¿Dónde está el baño?**
 Can I pay by card? – **¿Puedo pagar con tarjeta?**
 Do you speak English? – **¿Habla inglés?**
 One beer please – **Una cerveza, por favor**
 Two coffees please – **Dos cafés, por favor**



Eating, drinking and enjoying Valencia

Valencia is a city that lives outdoors. From traditional restaurants and lively tapas bars to elegant rooftops and neighbourhood cafés, there is always somewhere to enjoy good food, great company and the Mediterranean lifestyle.

Best places for paella in Valencia

If you want to try authentic Valencian paella, these are some of the most reliable options.

[Restaurante Casa Carmela](#)

A true classic, famous for traditional paella Valenciana cooked over a wood fire.

Address: C/ Isabel de Villena, 155

Price: €€€

[La Pepica](#)

Historic beachfront restaurant with over 100 years of history. A very iconic place to eat paella by the sea.

Address: Paseo de Neptú, 6

Price: €€€

[Casa Roberto](#)

One of the most respected rice restaurants in Valencia, located near Cánovas.

Address: C/ Maestro Gozalbo, 19

Price: €€€

[La Riuá](#)

Traditional Valencian cuisine in the historic centre, known for its classic recipes.

Address: C/ del Mar, 27

Price: €€

[Restaurante Arrocería Duna \(El Saler\)](#)

Located by the sea in the Albufera natural park, perfect for enjoying rice dishes in a relaxed setting outside the city.

Address: Paseo Pintor Francisco Lozano, módulo 3

Price: €€€

[Restaurante L'Establiment \(El Palmar\)](#)

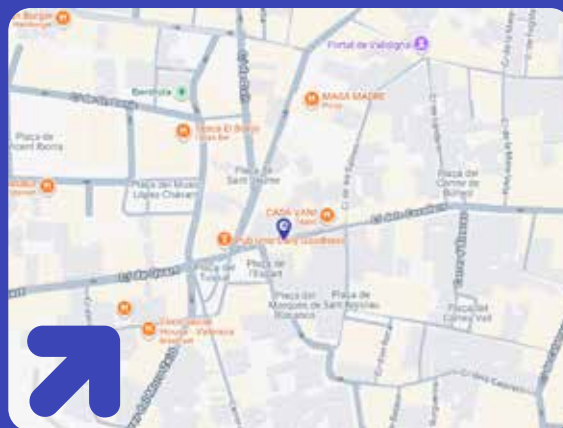
Very authentic restaurant in El Palmar, one of the most traditional areas for rice dishes, surrounded by rice fields and canals.

Address: Camino de L'Estell, s/n, El Palmar

Price: €€

Tip

Paella is traditionally eaten at lunchtime. Many restaurants do not serve it at dinner, so booking in advance is recommended.



[Please click here for our DC interactive Google map](#)

Near Cánovas/Mestalla

Great area for dinners and business meals, close to many hotels.

[Gordon 10](#)

High-quality Argentine steakhouse, especially known for its grilled meats.

Address: C/ Conde Altea, 49

Price: €€€

[Don Guillo](#)

Mediterranean cuisine in an elegant but relaxed setting.

Address: Gran Vía Marqués del Túria, 73

Price: €€

[Bar Tonyina](#)

Modern tapas and Mediterranean dishes, very popular for weekday lunches.

Address: C/ Chile, 3

Price: €€

[Ma Khin Café](#)

Asian fusion cuisine inside Mercado de Colón, ideal for sharing dishes.

Address: Mercado Colón

Price: €€

[Habitual](#)

Seasonal Mediterranean cuisine by Ricard Camarena.

Address: Mercado Colón

Price: €€€

[Zacarías](#)

Classic Valencia restaurant known for seafood, tapas and traditional cuisine.

Address: C/ Ciscar, 16

Price: €€

Eating, drinking and enjoying Valencia

Ruzafa

One of the best neighbourhoods for dinner, with a lively and international atmosphere.

[Canalla Bistro](#)

Creative restaurant inspired by international street food.
Address: C/ Maestro Jose Serrano, 5
Price: €€€

[Restaurante El Bouet](#)

Small restaurant offering seasonal tasting menus with great value.
Address: Gran Vía Germanías, 34
Price: €€

[El Rodamón de Russafa](#)

Casual and popular spot with tapas and international dishes.
Address: C/ Sueca, 47
Price: €€

[La Chata Ultramarinos](#)

Trendy place for tapas, wine and gourmet products.
Address: C/ Literato Azorín, 4
Price: €€

[Restaurante Copenhagen](#)

Creative vegetarian cuisine with modern and colourful dishes.
Address: C/ Literato Azorín, 8

Historic centre (El Carmen/Cathedral area)

Perfect for walking, tapas and dinner in a lively historic setting.

[Lambrusquería](#)

Italian restaurant known for fresh pasta and informal atmosphere.
Address: C/ Caballeros, 27
Price: €€

[Casa d'Aragona](#)

Traditional restaurant with classic cuisine and grilled meats.
Address: C/ Caballeros, 21
Price: €€

[Tasca Ángel](#) (only daytime)

Tiny traditional tapas bar, famous for anchovies.
Address: C/ Purísima, 1
Price: €

[San Tommaso](#)

Very popular Italian restaurant, especially for pasta and pizza.
Address: C/ Correjería, 39
Price: €€

[El Socarrat](#)

Casual restaurant specialising in rice dishes and tapas.
Address: C/ dels Abaixadors, 2
Price: €€

[Saona](#)

Modern Mediterranean cuisine with affordable menus.
Address: Plaza de la Virgen, 8
Price: €€

[Bodega Valencians](#)

Traditional Valencian tapas and local wines.
Address: C/ dels Valencians, 2
Price: €

[La Bodeguilla del Gato](#)

Classic and simple tapas bar in the Old Town.
Address: C/ Catalans, 10
Price: €.

[Santa Rita](#)

Lively restaurant ideal for groups, tapas and cocktails.
Address: C/ dels Assaonadors, 10
Price: €€

[El Molinón](#)

Traditional Asturian restaurant, known for cider and hearty food.
Address: C/ Bolsería, 40
Price: €€

[Lia Valencia](#)

Modern Mediterranean restaurant with a stylish atmosphere.
Address: C/ de la Boatella, 5
Price: €€€

[El Porteño](#)

Argentine grill in the city centre, perfect for meat lovers.
Address: C/ d'en Llop, 4
Price: €€€



Eating, drinking and enjoying Valencia

Cabanyal & beach area

Ideal for a more local and relaxed experience near the sea.

[Casa Montaña](#)

Historic tapas and wine bar (since 1836), very authentic.
Address: C/ José Benlliure, 69
Price: €€

[La Sastrería](#)

Modern seafood restaurant with creative Mediterranean cuisine.
Address: C/ José Benlliure, 42
Price: €€€

[Bodega Anyora](#)

Local restaurant focused on seasonal ingredients and traditional flavours.
Address: C/ Vicente Gallart, 15
Price: €€

Cafés, brunch and sweets

[Horchatería Santa Catalina](#)

Traditional café to try horchata with fartons.
Address: Plaza Santa Catalina, 6
Price: €

[Dulce de Leche Boutique](#)

Very popular for brunch, homemade cakes and coffee.
Address: C/ Sant Vicent Màrtir, 52
Price: €

[Federal Café](#)

Relaxed café for breakfast and brunch.
Address: Ambaixador Vich, 15
Price: €

[La Más Bonita](#)

Charming café known for pastries and desserts.
Address: C/ Conde de Salvatierra, 19
Price: €

Bars and aperitivo spots

[Café Negrito](#)

Classic bar in one of the liveliest squares in the Old Town.
Address: Plaza Negrito, 1
Price: €

[Radio City](#)

Popular bar with music and a fun atmosphere.
Address: C/ Santa Teresa, 19
Price: €€

[Atenea Sky Bar](#)

Rooftop terrace with views over the city centre.
Address: C/ de Moratín, 12
Price: €€€

[Marina Beach Club](#)

Stylish venue by the sea, perfect for sunset drinks.
Address: Marina Real Juan Carlos I
Price: €€€

[Ubik Café Cafetería Librería](#)

Cultural café and bookshop with a relaxed atmosphere.
Address: C/ Literato Azorín, 13
Price: €



Eating, drinking and enjoying Valencia

Souvenir shopping

Valencia is a great city for souvenir shopping, especially if you are looking for something more authentic than the usual tourist items. From ceramics and handmade fans to gourmet products and local delicacies, there are plenty of places where you can take home a piece of Valencian culture.

Mercado Central

One of the most beautiful fresh markets in Europe and one of the best places to discover local flavours and traditional products. Alongside the food stalls, you can also find shops selling saffron, rice, paella pans, ceramics, sweets and other easy-to-carry Valencian gifts.

Address: Plaça de la Ciutat de Bruges, s/n / Mercado 6, 46001 Valencia.

Shops between Mercado Central and Plaza del Ayuntamiento

The streets between Mercado Central and Plaza del Ayuntamiento are a good area for browsing traditional souvenir shops. This part of the city is full of small stores selling ceramics, fans, gourmet products, local sweets and other typical Valencian gifts. It is also a very convenient area for shopping while exploring the historic centre.

Calle de las Cestas

A small street in the historic centre traditionally associated with basket shops and handmade woven goods. It is a nice place to look for esparto items, baskets and small craft pieces with a more local feel.
Address: Calle de las Cestas, Ciutat Vella, Valencia.

Lladró Boutique Valencia

The flagship boutique of the famous Valencian porcelain brand, internationally known for its elegant handcrafted pieces. It is a good option for visitors looking for a refined and high-quality souvenir made in Valencia.

Address: Calle del Poeta Querol 9, 46002 Valencia.

Abanicos Vibenca

A traditional shop specialising in handmade Spanish fans made in Valencia. A fan is one of the most typical and practical local gifts and this shop is a very good place to find beautifully crafted designs.

Address: Plaza Lope de Vega 5, 46001 Valencia.

Mercado de Colón

A stunning modernist market building in the centre of Valencia, now home to cafés, restaurants and gourmet shops. It is a pleasant place to stroll, have a drink and buy quality food products or stylish gifts in a beautiful setting.

Address: Carrer de Jorge Juan 19, 46004 Valencia.

Siente Valencia

A specialised shop for typical Valencian products, with a good selection of local gourmet items such as rice, saffron, olive oil, wines, sweets and other regional gifts. It is a very practical stop if you want something authentic and easy to take home.

Address: Passatge de Ripalda 6-8, 46002 Valencia.



Orientation map of areas

Hotel

SH Valencia Palace – Paseo de la Alameda
Located next to the Turia Gardens, one of the best areas in Valencia to move around easily on foot or by bike. It's a quiet, safe and well-connected area.

Areas within walking distance

Mercado de Colón – 10 minutes

A very elegant and pleasant area, known for its modernist architecture. Inside the market building you'll find cafés, restaurants and gourmet spaces, perfect for breakfast, lunch or a relaxed drink. The surrounding streets are also good for shopping and strolling.

Cánovas – 10 minutes

One of the best areas for dinner near the hotel. It's a lively but not overly touristy neighbourhood, full of restaurants, wine bars and terraces. A very good option for evenings without going too far.

Ruzafa – 15–20 minutes

A trendy and creative neighbourhood with a more alternative and international vibe. Known for its wide range of restaurants (from casual to more innovative), brunch spots, cafés and small shops. Great atmosphere, especially in the evening.

Historic centre (El Carmen) – 25 minutes walking

The most touristic and historic part of the city. This is where you'll find the Cathedral, Plaza de la Virgen and many monuments. It's ideal for sightseeing during the day and for tapas and drinks in the evening. Expect lively streets and a lot of people.

City of Arts and Sciences – 20 minutes walking

One of Valencia's most iconic areas, with futuristic architecture and large open spaces. Perfect for a walk, photos or visiting museums such as the Oceanogràfic or the Science Museum. Very close and easy to reach from the hotel.

Other key areas

Beach (Malvarrosa / Cabanyal) – 15 minutes by taxi

The beach area is perfect for a relaxed meal by the sea or sunset drinks. You'll find traditional paella restaurants as well as more modern spots. Cabanyal, just behind the beach, has a more local and authentic feel.



Getting around

Turia Gardens

The Turia Gardens run through the entire city and connect most of these areas. It's one of the best ways to move around Valencia, either walking or by bike. Flat, safe and very enjoyable, especially with good weather.



Things to do if you arrive early

If you arrive in Valencia before check-in and have some free time, there are plenty of enjoyable ways to make the most of your first hours in the city.

If you have a couple of hours

Old Town walk

Take a stroll through Valencia's historic centre and discover some of its most emblematic landmarks, including Plaza de la Virgen, the Cathedral, the Central Market, La Lonja de la Seda and San Nicolás. It is a perfect option if you would like to get a first impression of the city on foot.

Booking reference: Visit Valencia

City of Arts and Sciences

Visit Valencia's most iconic modern landmark and admire its impressive architecture, futuristic buildings and unique surroundings. This is one of the city's must-see attractions and a great place for a short visit.
Booking reference: City of Arts and Sciences official ticket office

Turia Gardens

Enjoy a relaxing walk through one of the largest urban parks in Spain. This beautiful green space runs across the city and is ideal for unwinding after your journey.

Centro de Arte Hortensia Herrero

Discover an outstanding collection of contemporary art in a unique historic building in the heart of Valencia. A great choice for art lovers looking for a cultural visit in the city centre.

Booking reference: Centro de Arte Hortensia Herrero official website

Things to do if you arrive early

Mundo Marino cruise

If you prefer something more relaxing, enjoy a boat trip along the Valencian coast. Mundo Marino offers different experiences from the Marina, including short cruises and sunset options.
Booking reference: Mundo Marino

If you have half a day

Bike tour of Valencia

See more of the city in just a few hours with a bike tour that usually combines the Old Town, the Turia Gardens and the City of Arts and Sciences. It is one of the best ways to discover Valencia quickly and comfortably.
Booking reference: Valencia & Go

Oceanogràfic

Discover the largest aquarium in Europe and explore a wide variety of marine habitats, with species from the Mediterranean, the Arctic, the Red Sea and many other ecosystems. A very good option if you have a few hours and want to visit one of Valencia's top attractions.
Booking reference: Oceanogràfic official website

Tapas in El Carmen

Spend some time in one of Valencia's most charming neighbourhoods, known for its narrow historic streets, lively atmosphere and excellent selection of local tapas bars. This is a perfect option if you prefer a flexible plan with food, drinks and a local atmosphere.

If you have a full day

Albufera experience

Head just outside the city to visit the Albufera Natural Park, enjoy a traditional boat ride on the lake and discover the area where paella was born. It is one of the most authentic experiences near Valencia and a wonderful way to enjoy nature and local culture.
Booking reference: Valencia & Go / local Albufera boat tour providers

Paella cooking experience

Learn how to prepare an authentic Valencian paella and discover more about the local gastronomy and culinary traditions. This is a fantastic activity for food lovers who want a hands-on introduction to Valencia's most famous dish.
Booking reference: My First Paella / Sea Saffron

Arriving early in Valencia? How to spend your first hours

If you have A COUPLE OF HOURS

- Old Town Walk**
Discover emblematic landmarks like Plaza de la Virgen, the Cathedral, Central Market, La Lonja de la Seda, and San Nicolás on foot.
- Turia Gardens**
Unwind after your journey with a relaxing walk through one of the largest urban parks in Spain.
- City of Arts and Sciences**
Admire Valencia's most iconic modern landmark, featuring futuristic buildings and unique architecture.
- Centro de Arte Hortensia Herrero**
Enjoy the lively atmosphere and local tapas bars tucked away in the narrow, historic streets of this charming neighborhood.
- Mundo Marino Cruise**
Take a short boat trip or a sunset cruise along the Valencian coast departing from the Marina.

If you have HALF A DAY

- Bike Tour of Valencia**
A comfortable way to quickly see the Old Town, Turia Gardens, and the City of Arts and Sciences in just a few hours.
- Visit Oceanogràfic**
Explore marine species from the Arctic, the Red Sea, and the Mediterranean.
- Tapas in El Carmen**
Enjoy the lively atmosphere and local tapas bars tucked away in the narrow, historic streets of this charming neighborhood.

If you have A FULL DAY

- The Albufera experience**
Visit the natural park where paella was born, enjoy a traditional boat ride, and immerse yourself in local nature.
- Paella Cooking experience**
A hands-on introduction to Valencia's most famous dish, where you learn to prepare authentic paella from local experts.

2027 – See you in Cape Town

Next year we're heading south to Cape Town!

In March 2027, Gavin and Ilse from IH Cape Town will be hosting the IH Directors' Conference in one of the world's most beautiful cities.

“Join us for an unforgettable conference in one of the world's most beautiful cities – Cape Town. You'll be inspired by the stunning event venue, set along the prestigious Atlantic Seaboard, offering the perfect backdrop for connection and collaboration. Beyond the sessions, enjoy iconic experiences such as wine tasting in the Cape Winelands, thrilling safari excursions, and breathtaking coastal journeys around the Cape Peninsula – we would be delighted to welcome you for a truly enriching and memorable gathering.”

Gavin Eyre and Ilse Liebenberg | IH Cape Town

Think Table Mountain, think *braais* (South African barbecues) at sunset, think picturesque beaches, think locally produced wine.

It will also be a great opportunity to explore the wonderful school and smooth operation that the IH Cape Town team have built.

What you need to know:

- **Study Abroad Workshop:** Monday 19th-Tuesday 20th April 2027
- **Directors' Conference:** Wednesday 21st-Saturday 24th April 2027 (Optional FAM trip for Directors on Sunday 25th April)



Find all course details, dates and application forms on <https://ihworld.com/teach/ih-online-teacher-training>



Courses for Academic Managers and Trainers

Course	Duration	2026 start dates
Teacher Training Certificate	10 weeks	Feb, May, Oct
Director of Studies	9 weeks	Feb, May, Oct
Academic Management – Observation & Feedback	6 weeks	April & Nov
Academic Management – Managing Customer Service	6 weeks	June
Academic Management – Managing Change	6 weeks	April
Academic Management – Performance Management	6 weeks	Sept
Academic Management – Young Learner Centre Management	6 weeks	Feb
Academic Management – Teams & Communication	6 weeks	Nov
Academic Management – Business Management	6 weeks	July
IH Diploma in Academic Management	2 years	Flexible

Courses for Teachers

Course	Duration	2026 start dates
IELTS x1 module	4 weeks	Every month
IELTS Bundle of four modules	4 months	Every month
Content & Language Integrated Learning	4 weeks	Feb & Jul
Certificate in Online Tutoring	5 weeks	Jan, Oct
Teaching One-to-One	4 weeks	May, Nov
Young Learners and Teens	8 weeks	Jan, Feb, May, Jul, Sept, Oct
Very Young Learners	10 weeks	Feb, Oct
Business English Teaching	14 weeks	Feb, May, Oct
Certificate Advanced Methodology	15 weeks	Feb, Oct



Collaboration features in the new IH World Member's Area

There are many resources available on the Member's Area for business growth and collaboration. Make the most of your membership and connect with the IH network.

Forums

In the Member's Area you now have forums which provide private spaces to collaborate with your IH colleagues. You will find the following [groups in forums](#):

- Directors
- DoSes
- Language Teachers
- Teacher Trainers
- Inspectors
- Inspections & Quality
- Administrative Staff
- Sales & Marketing
- Study Abroad Marketing
- Community School Working Group

Professional Development Resources in the IH World Member's Area

Has your team attended webinars to help with business development and professional growth?

• Business Support Webinars for IH Schools

- Software solutions for IH schools
- Revenue generation & cost reduction for slow seasons

See the recordings [here](#)

• Marketing Webinars for IH Schools

- Training & Support for Advertising on Instagram and Facebook
- From Hidden Value to Visible Strength: Showcasing Your School on Social Media
- How a 5-star first impression helps you close more enrolments
- Creating a content strategy for your language school
- How to create engaging video content
- How to use Canva's full potential to make higher-quality marketing materials
- Bringing the IH Brand to Life with AI-Powered Creativity

See the recordings [here](#)

• IH Community Teacher Sessions

- Mind your language: a focus on appropriacy and register | Matthew McGeever
- Gamification: how to use game-design elements in non-game contexts | Elena Pasquini
- Hacking the Power of Mnemonics for the Language Classroom | Robert Martínez
- Practical classroom ideas for developing learners' exam strategies | Daniel Tse
- Teaching SMART Business English | Farnaz Memari
- MOT Your YL Teaching | Xana de Nagy

See the recordings [here](#)

Read the IHWO
2025 Annual Report
here



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