



The secret to a bilingual education for your child

French & English



lingua pro vita

LANGUAGE ACADEMY

Creating true linguists within our community...

“The future doesn't just happen, it is shaped and modelled by our actions”.

The rest of the world now speaks English. Speaking English is therefore no longer enough to have a competitive advantage in life.

English is the international language; that is an undisputed fact. This has led to all non-English speaking countries encouraging their children to become bilingual at a young age and it now appears that just speaking English doesn't suffice.

Let's share a few facts:

- Companies that use language and cultural skills achieve, on average, 45% more sales.
- In 1996, 75% of the web was in English. Today, this has reversed to 75% in other languages.
- In e-commerce, customers prefer to buy from websites in their native language even if the price is higher.

No wonder, it has become vital for our children's future to learn another language!

“the UK needs to develop its citizens' competence in a wider range of languages, and in far greater numbers, in order to reap the economic and cultural benefits available to those who have these skills.”



Our mission...

VICI is a vibrant, dynamic yet relaxed language academy whose motto is to create true linguists within its community and set an example for others to follow in the quest for plurilingualism.

Motivated and successful language students evolve in a relaxed atmosphere, enjoy achievable language programmes, and receive a personalised service from language coaches determined to see them reach their goals. The VICI Language Academy is an ideal environment for any child, between the age of 3 and 18 to achieve results in language learning.

For your peace of mind, our Positive Start Programme includes:

- Full immersion in dedicated premises
- Small classes, similar ages
- Native and fully trained teachers
- Updated and interactive resources and learning aids
- Holiday Workshops

It is proven that children who engage in language learning will develop:

- Sharp cognitive skills
- Flexibility & creativity
- Higher order of thinking skills

Language programmes tailored to children aged 3-18

Our teaching method...

Our unique Positive Start Programme uses easy and fun activities to keep children focused, entertained and at the same time, teach them to be at ease and confident with a new or more advanced language acquisition. This is a solid foundation for our superior membership: The Linguist Masters.

VICI prides itself in having a 95% student retention rate and a 100% success rate in all exams its students have undertaken so far.

What is our secret?

The Academy has full-time teaching staff, highly trained and native to their chosen language. The key is: **they are all clearly passionate about what they do!**

One reason why very young children seem so good at picking up languages is often to do with the naturalness of the environment around them. Your child forgets about the language and focuses only on the topics being taught, allowing him/her to acquire the new language comfortably and enjoyably... It's fun and it works!

In order to assimilate a language well, we need to be given opportunities to learn, play and recycle this language. 'Learning by doing' is at VICI a key factor. Children use the language in all different ways, shapes or forms! From puppets to colouring; from board games to iPad apps; from reading to singing... Children soon forget about the language and only concentrate on the topic they are learning.

Always Remember: Language is communication. It is important to remember that as individuals, most of us do not learn a language in order to communicate. First we try to communicate, and in doing so, we learn!

“ I am so pleased with the way Vici works with the children and that they do not seem to think of French lessons as work! Well done Vici teachers!”

Gwen, Newbury



“ All my daughter talks about is learning French! She is 3, I am astonished!”

Laura Hughes, Cold Ash

Your child's Academy Membership...

- 6 month private membership – 2 x 30 min per week
- Fun & interactive learning
- First steps to bilingualism

£7 per lesson + FREE LEARNING PACK! (worth £50!)

As a thank you for choosing us!

- VICI embroidered T-shirt
- VICI embroidered satchel
- Activity book
- VICI pencil case
- Your own 'cahier'! (French notebook)



Value of Positive Start Programme

£495

VIP Pass redeemed (save £100)

£395

Payment Plan (£95 down payment + 3 months @ £100)

£395

One single instalment (save another £50!)

£345

**Call our office today: 01635 522410
or speak to a member of staff.**

*As seen in the
national News*

BBC RADIO BERKSHIRE
104.1, 104.4, 95.4 & 94.6 FM

theguardian

**THE
INDEPENDENT**

"At The VICI Language Academy,
learning a foreign languages is not a
school subject, it is a lifestyle"

Nathalie Danon-Kerr

Nathalie Danon-Kerr

Academy Director & Language Learning Expert

The VICI Language Academy

Creating true linguists within our community

VICI Language Dynamics

*Recruiting and Training Language Talents
for Modern Organisations*

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