**Macmillan Teachers’ day in Madrid on Saturday 3rd June**

**& marketing visits on Monday 5th June**

The event was held at the Hotel Melia Castilla. 180 teachers had signed up for this free event and about 130 turned up. It was the second and final event for 2016, the first one was held in May.

The event was very well-organised and well-attended by Macmillan staff. There were around 15 members of staff at the hotel. There was one plenary speaker. This was followed by a 45-minute coffee break at a large hall. There were 2 book stands and numerous Macmillan banners, none featuring NILE. I mentioned this to Jim and he said it was to do with the marketing department. I also mentioned it to Lucy on Monday and she said she had never seen a banner with the NILE partnership. There was also a counter, which was for teachers’ courses. It had all the NILE brochures, plus a brochure advertising ‘PLEXUS’ which apparently is a new platform with methodology courses for school teachers. Jim said it would be at a lower level than our courses and that they would advertise NILE through this platform. A lot of teachers came to this counter, they looked through our brochures and took them but very few asked questions. Most of the questions were in fact about PLEXUS. I had a chat with Jim while we were at this stand. He said selling NILE was a new concept for the sales people as what they did was selling books, and meeting those targets, but that they were slowing getting there.

After the break there were 2x2 parallel sessions, with no break between them. Mine was the last slot, from 1-2 pm. It was very-well attended. I reckoned I had at least 100 teachers and some had to leave owing to lack of space. As I said good-bye to Lucy some teachers were complaining that I should have had the bigger room. Lucy said there was no way of knowing who would attend which session.

My session was very-well received. I asked at the beginning who had been to NILE and about half a dozen hands went up. At the end, two teachers came to see me; one from the Comunidad, who had been to NILE 2 years ago, and one coming this summer to Maria Byrne’s course. 60 teachers completed feedback sheets for the session and I got an average of 8.3 (10 being the highest). Some of the comments were:

* interesting ideas given
* thought provoking
* interesting talk

**Monday 5th** was spent marketing with Lucy Thistlethwaite, with whom I had already done some visits in March.