



Introducing



The Ultimate Key



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The Ultimate Key

A MUST for HR managers

A new graduation requirement





The Ultimate Key...

...to a world of opportunities
at the **bilingual workplace**





Are your students ready for the global workplace?

Some estimates:

- 25 million people enter the workplace
in *Non English Speaking Countries* every year
- 8% of them - 2 million - require English for their jobs





Are your students ready
for the global workplace?

A real need:

For a standardized English language proficiency test,
that measures a candidate's aptitude & potential
for effective communication at the workplace





Are your students ready
for the global workplace?

Proficiency in English is already a
mandatory graduation requirement
at many Latin American universities

**A new
graduation
requirement**





Are your students ready
for the global workplace?

Ideal as
 **University
Exit Test**



E-TOL is a precision tool to validate a student's aptitude and potential for English communication at the workplace

E-TOL provides students with a recognized certificate, when they apply for a bilingual job





Are your students ready
for the global workplace?

Indispensable as
 **Job Entry
Test**



E-TOL helps HR Managers choose the right person
for the bilingual job and provides them with reliable data
for the decision-making process

E-TOL provides qualified candidates with a fair chance
to be considered for the bilingual job





E-TOL

is an online test to measure
a candidate's English
communication skills
at the workplace





E-TOL serves as:

Institutional UNIVERSITY EXIT TEST

Institutional JOB ENTRY TEST





E-TOL is designed for:

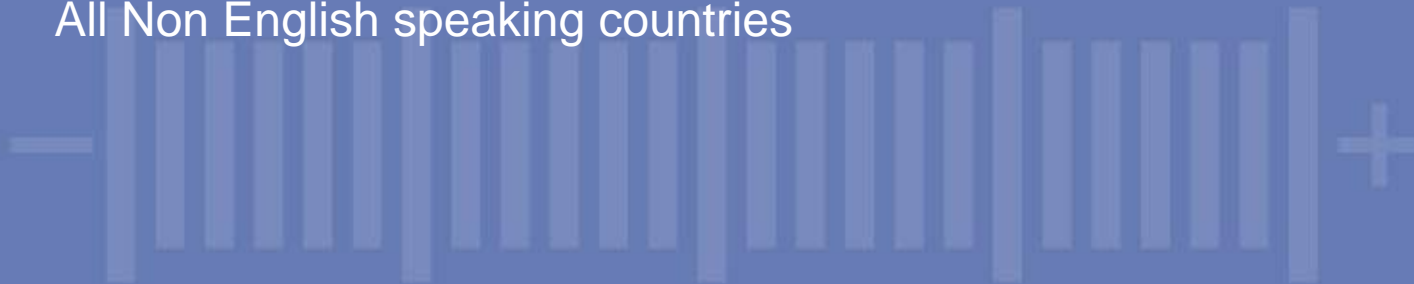
Universities & Corporate HR departments





E-TOL is necessary in:

All Non English speaking countries





E-TOL offers 2 tests:

 **Standard Test**

Powered by
Questionmark
Perception

- Online
- Fast - 75 minutes
- Work-business-oriented
- Cost efficient
- Available 24/7
- Immediate results





E-TOL offers 2 tests:

 **Standard Test**

Powered by
Questionmark
Perception

- A pool of more than 1,000 questions
- 100 questions are randomly drawn for each test
- 25 VOCABULARY | 25 GRAMMAR | 25 LISTENING | 25 READING
- Adaptive methodology





E-TOL offers 2 tests:

 **Standard Test**

Powered by
Questionmark
Perception

- Has 380 prototype questions
- Each prototype question e.g.:

G4432 is a unique combination of 5 factors

G = Grammar

4 = Level 4 & Conversation context
(plant tour, board meeting, negotiations)

4 = Question type (text match)

3 = Grammar context (reported questions)

2 = # of question in the pool





E-TOL offers 2 tests:

 **Standard Test**

Powered by
Questionmark
Perception

- 5 levels of difficulty
- 5 blocks
- 5 questions each block
- 25 questions per area (e.g. VOCABULARY)
- 100 questions total
- Scale from 0 - 110





E-TOL offers 2 tests:

e-tol VIP Test

FOLLOW UP TEST for qualified students who have successfully completed E-TOL STANDARD TEST

- LISTENING
- READING
- LIVE INTERVIEW (20 MIN) VIA SKYPE
- WRITTEN EXPOSITION (200 WORDS)



Live interview



Eg. Globalization



Live interview



Eg. Globalization



Input

Listening

"x" opinion is expressed

Reading

opposite opinion is expressed



Live interview

Eg. Globalization



Input

Output

Listening

"x" opinion is expressed

Reading

opposite opinion is expressed

Speaking-
live interview

- Summarize both texts
- Express own opinion
- Support own opinion

Writing

- Summarize both texts
- Express own opinion
- Support own opinion

Live interview

Eg. Globalization

 **VIP Test**



Input

Listening

“x” opinion is expressed

Reading

opposite opinion is expressed

Output

Speaking -
live interview

- Summarize both texts
- Express own opinion
- Support own opinion

Writing

- Summarize both texts
- Express own opinion
- Support own opinion

5th Skill

- Processing opposing views through different input channels and reproducing ideas in a live interview and written exposition help us evaluate the 5th skill: **THINKING IN ENGLISH.**



— **Our commitment** +





Our commitment:

World Class English Testing Service
based on **continuous improvement**



The Ultimate Key



englishtestingonline



Editorial Board

This year our editorial board will be formed

The objectives of this editorial board are to assure

1. Continuous improvement of E-TOL
2. Accreditation & recognition of E-TOL
as official **University Exit/Job Entry Test**
in different countries





Editorial Board

3. Total customer satisfaction

Our invitation to form part of this body, is open to those experts and personalities in the field of English Language Testing, who will help us reach these objectives



Joining forces !



We are open to partnerships with institutions and individuals who are committed, to make E-TOL **become a success!**

Instead of every university in every country developing its own English Testing Service...

...joining forces is the best guarantee for success !!!





The Ultimate Key

A high tech tool with American design
and European precision





The Ultimate Key

Thank you very much

