

## Education Intelligence 2014/15 subscription plan

### GAIN A COMPETITIVE EDGE

**Education Intelligence**, the British Council's global higher education research service, provides timely, high-value data and analysis to UK universities and stakeholders. Since we were established in 2011, we have produced a portfolio of over 150 commercial research reports to help universities inform their internationalisation strategies. We also provide cutting-edge, user-friendly data mining tools that have become essential for student recruitment professionals.

To support British Council Services for International Education Marketing (SIEM), Education Intelligence offers an exclusive yearly subscription to our services and data tools. In 2013, more than 110 higher education institutions and further education colleges subscribed to our service, and we invite you to explore the possibility of joining this group or renewing your current subscription in order to gain an edge in today's competitive marketplace.

### DETAILS













Subscribe in 2014/15 to enjoy these benefits:

- World-class market intelligence and insight and proprietary research
- Resources can be accessed by multiple users from the same institution
- Extensive bulk discounts for market intelligence reports
- Exclusive access to user-friendly data tools

In addition to our regular packages, this year we are proud to extend the subscription offer to the Schools sector.

## SUBSCRIPTION PACKAGES

Available to all UK institutions, valid to 31 March 2015

|   | Unlimited   | Advanced   | Basic   | FE, Skills and Schools  |
|---|---|--|---|---|
| <b>Price</b>  | <b>£5,900</b>   | <b>£3,200</b>  | <b>£2,600</b>   | <b>£1,500</b>   |
| Country Brief, Student Insight, Student Insight Hot Topics, Partnership Access and Inside Guide reports | All^  | 30   | 15  | 10  |
| Brand new market reports for Schools and FE sectors   |    | -  | -   |    |
| Macro Trend Analysis reports  |   | -  | -   | -   |
| Higher Education Student data tool*   |  |  |  | -   |
| Student Insight data tool   |  |  | -   |  |
| Education Intelligence: Interactive Access  |  |  | -   |  |

Note: The Unlimited, Advanced and Basic packages were previously known as Platinum, Gold and Silver respectively. Subscription packages are not subject to UK VAT.

^ At least 55 reports

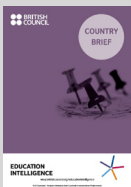
\* Access to the Higher Education Student data tool is limited to UK higher education institutions that report their student numbers to HESA, regardless of subscription. For any non-HESA reporting institutions subscribing to the Basic package, Education Intelligence can offer the Student Insight data tool as a replacement.

## HOW TO SUBSCRIBE

Complete the enclosed 2014/15 subscription registration form and email to:  
[EI\\_subscription@britishcouncil.org.hk](mailto:EI_subscription@britishcouncil.org.hk)

Once the completed subscription registration form is received and all details are verified, the British Council will send a confirmation of receipt notice via email. An official invoice will subsequently be issued to the administration account holder. We will ensure that the subscription commences on 1 April 2014, or within two working days of the confirmation email being sent.

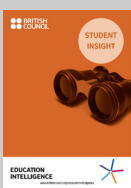
## SUBSCRIBE TO GET EDUCATION INTELLIGENCE REPORTS



### Country Brief

Demographic and economic overviews featuring current data, localised market intelligence and forecasts to support market evaluation

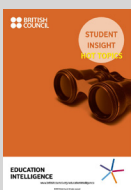
42 updated reports including six new countries



### Student Insight Country reports

Discover the significant factors influencing the decision making of students considering overseas study

Eight brand new reports covering new countries of interest



### Student Insight Hot Topics

Fresh and unique insights into the hottest issues in international higher education, featuring students' perspectives

Three brand new reports on the most current topics in internationalisation and education marketing



### Partnership Access

Insight into key transnational education issues including the opening of new education markets, trends, legislation, policies, accreditation and quality

Two brand new reports with a focus on transnational education



### Inside Guide

A grass-roots examination of selective countries with insights on how to start operations or gain market share

Two brand new reports on key markets, identified as offering potential.



### Market reports for the Schools and FE sector

Insights into markets offering growth opportunities in school and further education, featuring student and parent perspectives

Three brand new reports covering key markets or topics



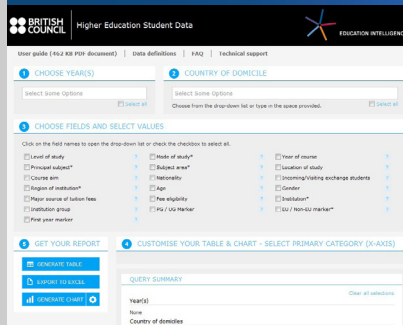
### Macro Trend Analysis

Exclusive research that explores major education trends, and identifies emerging opportunities

Brand new reports focusing on issues of global interest

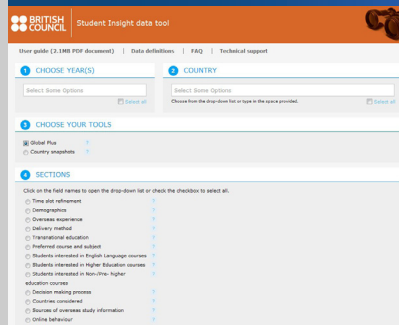
## EDUCATION INTELLIGENCE DATA TOOLS

### Higher Education Student data tool



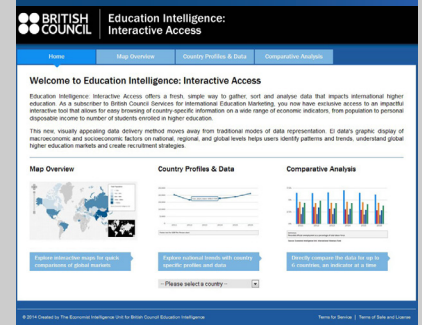
- > Access to the latest and historical HESA data for trend analysis
- > Enables selection from 19 data fields for research customisation
- > Facilitates seamless generation of corresponding charts for easy insertion into reports
- > Exports data to Excel for further and deeper analysis

### Student Insight data tool



- > Access to opinions about overseas study from more than 170,000 students around the world
- > Supports data extraction to help identify the underlying influencers and motivating factors driving student decision making
- > Generates quick country summaries featuring top-line data on student decision making

### Education Intelligence: Interactive Access



- > Access to top-line market intelligence data for a given country
- > Enables comparative analyses on demographic, economic and education data for multiple countries
- > Data and forecasts to 2018

For any enquiries, please email us at: [El.support@britishcouncil.org.hk](mailto:El.support@britishcouncil.org.hk)