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Profile Development Package  
Application form

**I. UK INSTITUTION DETAILS**

Name of institution:      

Name of contact person:

Contact address:

Tel:

Email:

**II. PACKAGE OPTIONS AND INPUT SUBMISSIONS**

Please indicate your selected advertising options by ticking the relevant boxes:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Required input** | **Submission deadline** | **Planned**  **Implementation**  **timeline** | **Options** |
| **1. Email shots** | | | |  |
|  | No. 1 | 2 weeks  prior to the implementation date | Every 3 months |  |
|  | No. 2 |  |
|  | No. 3 |  |
|  | No. 4 |  |
| **2. Education E-newsletters** | | | |  |
|  | June – August 2014 | 15-May | Jun-Aug | Pre-uni & UG  PG |
|  | September – November 2014 | 15 Aug | Sep-Nov | Pre-uni & UG  PG |
|  | December – February 2014 | 15 Nov | Dec-Feb | Pre-uni & UG  PG |
|  | March – May 2015 | 15 Feb | Mar-May | Pre-uni & UG  PG |
| **3. UK in my eyes** | | | |  |
|  | Web banner for home page | 3 weeks  prior to the implementation date |  |  |
|  | Institution profile for landing page |  |
|  | First Alumni/ Students' testimonial(s) for landing page  *Later testimonials can be submitted during the 12-month implementation period* |  |
| **4. Education UK Guides** | | | |  |
|  | Ready-for-print advert marquette  *Prefered language of the advert:*  ☐ kept originally in English  ☐ translated into Vietnamese | 15-Jul | Sep | Full page in Pre-uni &  UG Guide  Full page in PG Guide  Half page in both Pre-uni & UG and PG Guides |

**III. TOTAL COSTS**

|  |  |  |
| --- | --- | --- |
|  | Package price |  |
|  |  |  |
|  |  |  |
|  | Value added tax |  |
|  | **Total cost** |  |

**IV. UK INSTITUTION DECLARATION**

*I confirm that the above named institution wants to be included in the Profile Development Package with the option(s) specified above.*

*I understand that if this application is accepted, the terms and conditions in Appendix 1 will form an agreement between us and the British Council Vietnam.*

Typing your name will be taken as being as your signature.

|  |  |  |  |
| --- | --- | --- | --- |
| Your name |  | Date |  |

**The completed application form should be sent to** [**nga.bui@britishcouncil.org.vn**](mailto:nga.bui@britishcouncil.org.vn)

**APPENDIX 1: TERMS AND CONDITIONS**

**Acceptance**

The British Council Vietnam reserves the right to accept participating institutions in the relevant marketing programmes on a first come first served basis until we reach sufficient number of participants for each programme.

Applicants will be notified by email of the acceptance within one week as of date of application.

**Payment schedule**

The British Council Vietnam will invoice the participating institution for the cost applicable to the marketing option(s) selected in the previous page.

The term of payment is 30 days of the invoice date. In accordance with British Council audit procedures reminder letters will be issued for all outstanding invoices over 45 days. Until all invoices are cleared, a block will be placed on your British Council account. Further applications to participate in British Council events and other organised programmes of activity cannot be accepted until all outstanding invoices have been paid.

**Cancellation**

Cancellation fees will be charged for withdrawal from the publication, as of the date of receiving Notice of Withdrawal via email:

* At 50 per cent of the full fee of the selected package(s) for withdrawals received between 30 to 15 days prior to the first implementation date.
* At 100 per cent of the full fee of the selection package(s) for withdrawals received after 15 days prior to the first implementation date.

**APPENDIX 2: GUIDELINES FOR PARTICIPATING INSTITUTIONS’ INPUTS**

**1. Email shots**

This package offers four email shots over the 12-month period from May 2014 to April 2015.

It is open for UK institutions to prepare the content and image for the email-shot, which could be a generic profile raising news, scholarship offer, or promotion of a product or event, etc.

|  |  |
| --- | --- |
| Text | Up to 400 words |
| Language | Vietnamese preferably  If the text is in English, the British Council will translate it into Vietnamese |
| Image | Your institutional logo  01 high resolution image of your institution |
| Link | The web address(es) to be linked from the text  *This could be the website and/or a specific sub-page of the participating UK institution* |

**2. Education UK E-newsletter**

|  |  |
| --- | --- |
| Text | 50-60 words |
| Language | If the advertisement text is in English, the British Council will translate it into Vietnamese. |
| Image | Your institutional logo  01 image of your institution of 1MB – 2MB |
| Link | The web address to be linked from the content page  *This could be the website or a specific sub-page of the participating UK institution* |

**3. UK in my eyes Project**

**3.1 Web banner on** [**UK in My Eyes Homepage**](http://ukinmyeyes.vn/)

*Participating UK institutions can alter their web banner from time to time over the duration of the package*

|  |  |
| --- | --- |
| **Flash ads** | |
| File type | .SWF (Flash) |
| File size | 150 KB or smaller |
| Image size | Inline rectangle: 300 x 250 |
| Animation length and speed | * Animation length must be 30 seconds or shorter * Animations can be looped, but the animations must stop after 30 seconds * Flash ads must be 20 fps or slower |

|  |  |
| --- | --- |
| **Animated image ads** | |
| File type | .GIF |
| File size | 150 KB or smaller |
| Image size | 300 x 250 |
| Animation length and speed | * Animation length must be 30 seconds or shorter * Animations can be looped, but the animations must stop after 30 seconds * Animated GIF ads must be 5 fps or slower * Animated GIFs cannot be used in mobile or tablet ads |

|  |  |
| --- | --- |
| **Non-animated image ads** | |
| File type | .JPEG / .JPG / .PNG / .GIF |
| File size | 150 KB or smaller |
| Image size | 300 x 250 |

**3.2 Contents for the** [**Institutional Landing page**](http://ukinmyeyes.vn/truong/university-westminster)

*Participating UK institutions are encouaged to enrich their landing page with new testimonials during the 12-month advertising period.*

|  |  |
| --- | --- |
| 1. Name of institution |  |
| 1. Contact person | *For the purpose of students’ enquiries* |
| 1. Tel |  |
| 1. Email |  |
| 1. Institution website |  |
| 1. Type of institution | (e.g. University / FE College / Independent College / Boarding School ) |
| 1. Location |  |
| 1. Institutional profile | 120 words maxto cover academic strengths or any award/ scholarship available for international students, etc. |
| 1. Institutional logo |  |
| 1. Institutional image | A high resolution picture of any size |
| 1. What your students say | ***Format****: Testimonials may be written in the format of* ***article*** *or* ***Q&A*** *covering the questions below or other relevant subjects.*  ***Language****:* ***Vietnamese*** *is preferred given the website is run in Vietnamese.*  *In case the testimonial is submitted in English, translation will be provided by the British Council. However, to ensure the author’s tone of voice and writing style reserved, original writing in Vietnamese is strongly encouraged.*  **COMPULSORY QUESTIONS:**  Name of student/alumni:  Course:  Academic year:  1/ Why did you choose your course and institution?  2/ Your impression about your course and institution?  3/ How easy was it to settle into life at your institution?  4/ Tell us about the location of your institution. What makes you like most about this location?  **OPTIONAL QUESTIONS:**  1/ What was your number one reason to pick the UK?  2/ What’s the most priceless thing you’ve learned during your time in the UK?  3/ What advice would you give to someone considering coming to the UK to study?  4/ What’s next after you’ve completed your UK education? |

**4. Vietnam Education UK guides**

*Please prepare and send British Council Vietnam a ready-for-print advert marquette following the below parameters:*

* File format : PDF
* Size : Full page: W: 21cm x L: 29.5cm
* Quality : High resolution, preferably over 10Mb; in 4 colours; ready for print
* Language : Vietnamese preferably.

If your advertisement is in English, it will be kept originally unless request translation. Translation service is included in the package.

In case translation is required, a new design for the Vietnamese version will be sent to you for approval 01 week after your original Marquette is received provided that it is received no later than the requested deadline.

In case the Marquette is received after the requested deadline, the British Council reserves the right to set a new deadline for translation service and approval of the new marquette; and reserves the right to cancel the printing of your advert if it leads to the delay of the printing process.

**5. Things you should consider to make use of the Package**

Before submitting inputs for this Package, please pay attention to the following points as a guidance for you to prepare best contents.

1. Please always remember that the Package is designed for your PROFILE RAISING/BRAND BUILDING. Therefore, all content you put in promotion channels, no matter whether it is email shot or E-newsletter or print advert, should be CONSISTENT in the brand messages you want to convey to prospective students. In other words, it is the UNIQUE SELLING POINTS (USPs) of your institution/course that you should always highlight in all content you put into different promotion channels of this Package.
2. You should not use Email shot or E-newsletter channel in this Package just to promote for an event (for example an institutional presentation) with expectation of a good turn up rate as a result of these advertising channels. Email shot and E-newsletter should also be used for BRAND BUILDING. If you want to run an advertising campaign for your institutional marketing event, please contact us and we will advise you with a separate package.
3. FREQUENCY is an advantage of this package. You will have a lot of opportunities to make prospective students remember about your institution/course during 12 months. At least 8 times via Email shot and E-newsletter, yet saying about any time you update content in your institutional landing page of the “UK in my eyes” website, the updated content will be notified to over 21,000 fans of the programme Facebook page. Therefore, please consider:
   1. Change the way you say about your brand messages whenever you reach prospective students, i.e you should not use an exactly same content in all 4 email shots or 4 advertising contents on E-newsletter. You are encouraged to send us different contents for different times;
   2. Keep updating your institutional landing page in “UK in my eyes” website with new facts and figures. Use the institutional landing page as a News corner to update Vietnamese prospective students with your institutional’s news and events, new achievements…Especially try to update new students’ testimonials. Our analytics showed that students’ stories always attracted a bigger number of hits than web banner.
   3. Change the design of your institutional web banner at least once or twice. You can imagine how boring it is if a student see your unchanged web banner for the whole period of 12 months. A well-designed and refreshed web banner will give you better chance to attract the attention of approx. 3,000 visitors to the website per month, not only new visitors but also old members.
4. STUDENTS’ TESTIMONIALS play a very important role in helping build your institutional profile. You should encourage your students to share as much as possible about their experience of studying at your institution or courses. Questions given in the template of “UK in my eyes” programme should not be understood as students’ contribution are limited to those questions. Students are encouraged to send us any stories, video clips, quotes, articles, photos album…they have about your institution/course; and you should always encourage them to do so.
5. Finally, the Profile Development Package is a combination of effective promotion channels that give you the chance to expose to a big community of prospective Vietnamese students. However, the “value for money” benefits the Package can bring to you is very much up to your efforts to utilise all these channels for your marketing purposes, of course also with our close monitoring and management. You are NOT CHARGED for trying different ways of utilising these promotion channels as advised above, so why not you do?

The British Council Vietnam is committed to work closely with you in this Profile Development Package to strengthen your institutional profile in Vietnam market. We are happy to discuss with you at any time about your brand building strategy in Vietnam and how to make use of this Package for the strategy. So we hope you will consider this Package not as a combination of promotion channels, but a solution to help level up your marketing work in Vietnam.