

# Remote Marketing Campaign

2014-15

**Target audience:**

O/A level/ IB students, IELTS candidates, University students

We can organise the event at a particular O/A Level school / a private university or at the British Council office.

Service	Comment
Power Point Presentation	<ul style="list-style-type: none"> <li>You need to provide a PowerPoint presentation</li> <li>There should not be more than 15 slides</li> </ul>
Video presentation	<ul style="list-style-type: none"> <li>You need to provide a video presentation</li> <li>The duration of the video should not be more than 5 minutes</li> </ul>
Distributing flyer/handout/ prospectuses	<ul style="list-style-type: none"> <li>You need to send us flyer/hand-out/ prospectuses accordingly for distribution</li> <li>The quantity should be approx.50</li> </ul>
	<ul style="list-style-type: none"> <li>We can also arrange to print flyer/handout locally if artwork is provided. The actual print cost and management cost will be added</li> </ul>
Display pop-up banner/ X- Stand banner	<ul style="list-style-type: none"> <li>We can also arrange to print banner locally if the artwork is provided. The actual cost of printing and management cost will be added</li> <li>Management fee for making X- stand/Pop Up banner locally £40. Actual cost of making X-stand banner locally is £16 and Pop-Up banner is £68</li> </ul>
Follow up email shot to the participants and re-direct further queries to the institution	<ul style="list-style-type: none"> <li>We can send email shot to the participants with information of the institution</li> <li>We need the content to be shared</li> </ul>

**Total cost of this package is GBP 1500 (excluding UK VAT) per event.**

**Note: Custom clearing and other associated charges (if applicable) will be included as per actual cost.**



## Cancellation Policy:

- If a campaign is cancelled by the client 15 days before the event date, no cancellation fees will be charged.
- If a campaign is cancelled by the client one week before the event date, 50% of cost will be charged.
- If a campaign is cancelled by the client 2 days before the event date, 75% of cost will be charged.

If the campaign is cancelled due to political unrest or any *force majeure* like a natural disaster then no cancellation fees will be charged **except the direct cost incurred for any services that have already been delivered** (cost will be charged accordingly).

## For further information please contact:

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