**Education UK website: Guest feature**

**About the Education UK website**

[Education UK](http://www.educationuk.org) is the British Council’s website for international students planning to study in the UK, or on a UK course delivered overseas. The site caters for students interested in higher education, further education, English language courses and schools.

With over 2 million visitors each year, our aims are to:

* Inspire international students to choose a UK education
* Help students to find suitable UK courses and scholarships
* Help students to plan and prepare for UK student life.

**How you can get involved**

We’re pleased to invite you to contribute one or more guest features to the following sections of the website:

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| **UK regions showcase**  [*Explore the UK*](http://www.educationuk.org/global/sub/international-students-guide-to-the-uk/) *section. Aim: Give prospective international students a taste of what the UK’s towns, cities and regions have to offer.*  Want to contribute a guide to your city, town or region? You could produce an article called ‘10/20 best things to see and do in xxxxxxxx’. Please see here for an example: [20 things to do in Wales](http://www.educationuk.org/global/articles/20-things-to-do-in-wales). Alternatively, you could get creative and focus on a particular aspect of life in your region, e.g. Aberdeen’s nightlife, Sheffield’s music scene, Belfast’s theatres etc.  Please note – the aim of this section is to promote regions of the UK. We will credit you as author and link to your institution website, but we cannot include any other details here which promote your institution. We hope you understand.  **How to contribute:**  Before drafting an article, please send us a rough outline of your idea. That way, we can check it is suitable and ensure no-one else is covering it already.  Please contact Lisa [lisa.hansson@hotcourses.com](mailto:lisa.hansson@hotcourses.com) and Sophie [Sophie.cannon@britishcouncil.org](mailto:Sophie.cannon@britishcouncil.org) for more details. |
| **UK student life**  [*Magazine*](http://www.educationuk.org/global/sub/the-magazine/) *section. Aim: Show international students the great adventures they can have on- and off-campus in the UK, and help them settle in.*  You could write about:   * Life and culture in the UK – e.g. the UK’s obsession with queuing, celebrating Diwali in the UK, UK music festivals etc * UK student life – e.g. preparing for exams, fresher’s week etc * Advice – e.g. what to pack, planning your next steps after graduation etc   Please note – the aim of this section is to showcase UK student life. We will credit you as author, and link to your institution website, but we cannot include any other details here which promote your institution.  **How to contribute:**  Before drafting an article, please send us a rough outline of your idea. That way, we can check it is suitable and ensure no-one else is covering it already.  Please contact Lisa [lisa.hansson@hotcourses.com](mailto:lisa.hansson@hotcourses.com) and Sophie [Sophie.cannon@britishcouncil.org](mailto:Sophie.cannon@britishcouncil.org) for more details. |
| **Research/creativity/innovation show-case**  [*Discover, create, innovate*](http://www.educationuk.org/global/sub/discover-create-innovate/) *section. Aim: show audiences worldwide that UK universities, colleges and schools are leaders in research, creativity and innovation.*  Stories should focus on truly ground-breaking and exciting innovations - developed by your students and academics – that benefit society. In particular, we welcome stories where an international student or academic has worked on the project and is happy to be interviewed. See here for examples: [Discover, create, innovate](http://www.educationuk.org/global/sub/discover-create-innovate/)  **How to contribute:**  Please send the following information to Ellie [ellie.buchdahl@britishcouncil.org](mailto:ellie.buchdahl@britishcouncil.org):   * Your institution name * A short press release about the results of your students’/academics’ work * Details (name, age, country, course of study, contact details) of one or two students or academics involved * Around three pictures illustrating the project and the students/academics |

**Editing and publishing**

We will publish as many articles as we can, but we may have to turn some down for reasons of style, topic or schedule – e.g. too many articles on the same topic/topic not in line with our remit/content unsuitable for our audiences. Giving us a rough outline of your proposed article, before you draft the piece, should minimise this happening.

In some cases, we may need to edit your article, to bring it in line with our brand/editorial standards. If so, we will send you a copy before publishing for your sign-off.

**Word count, style and images**

There is no word count – but short and sweet usually works best. Please use plain English, write as if you are having a conversation, and avoid corporate-speak. Also, its best to keep the language simple for students who are learning English.

We have a good library of images of the UK, so no need to supply any for the UK regions showcase or the magazine.