



Skills for a Great Career

Professional Talks and PR Programme 2014

Advertising and Participation proposal

Opportunity

The British Council Vietnam invites UK institutions to participate in the biggest Education UK Promotion Programme in school year 2014 – 2015 in Vietnam, called “**Skills for a Great Career**”, aiming to promote employability benefits that UK education can bring to Vietnamese prospective students.

1. Project objectives:

“**Skills for a Great Career**” will be a large-scale Promotion Programme that:

- promotes UK education excellence in specific subject areas, focusing on how UK education equips students with knowledge and skills that enable them to have a good employability and career prospects;
- creates connection with a large network of key universities in two main cities of Vietnam (Hanoi and HCMC) where host potential students for UK education at undergraduate and postgraduate level;
- improves awareness among Vietnamese students on how they should prepare knowledge and skills for their future world of work and influence their choice of the UK as a study destination for their career development

2. Target audience: Over **54,000** Vietnamese prospective students, of whom:

- Immediate/Direct target audience: 4,000 students who participate in university professional talks
- Remote target audience: 50,000 students via digital communication channels of the campaign

3. Project description:

Key features:

- The Programme includes **12 professional talks** organised at 12 key universities in Hanoi and Ho Chi Minh city, from September to November 2014. Besides, a PR campaign will be conducted in parallel with the on-site events to reach to over 30 other universities and a wider target audience on digital channels;
- Professional talks focus on topics relating to “HOT” subjects that attract Vietnamese students to study overseas, as well as are strengths of UK education, including:
 - Finance and Accounting
 - Marketing
 - PR and Communication
 - IT/Computer Science
 - Art and Design

- Panel of speakers include:
 - well-known experts in Vietnam in specific fields,
 - representatives from businesses in relevant industries,
 - representatives from UK institutions who offer courses in relevant subjects, and
 - successful UK alumni
- Professional talks will bring to participants a comprehensive view of career prospects in different subject segments, from various perspectives: field experts, employers (businesses), employees (UK alumni) and educators (UK institutions).
- Format: each professional talk will be organised in one half-day, including professional talk sessions followed by a counselling session at the end to provide information about UK courses in specific subjects
- Timeline:

Please see below the tentative schedule of the 12 Professional talks:

Venue	September	October				November		
	Week 4	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3
Hanoi	Finance Talk	PR & Comm Talk			Art & Design Talk	Marketing Talk	PR & Comm Talk	IT/Computer Science Talk
Ho Chi Minh city	Finance Talk	PR & Comm Talk			Art & Design Talk	Marketing Talk	PR & Comm Talk	IT/Computer Science Talk

4. Advertising and Publicity Plan:

- A nation-wide PR and Advertising campaign will be carried out to not only attract students to on-site Professional Talks but also to promote the Programme to a wider group of target audience through various digital communication channels including E-newspapers, Facebook, Youtube, Email marketing...
- Key marketing channels:
 - 5,000 flyers; 150 posters and banners will be distributed and displayed at 30 key universities in Hanoi and HCMC;
 - The Programme will be promoted strongly on Facebook “UK in my eyes” at <http://www.facebook.com/NuocAnhTrongMatToi> with over 36,000 fans, and expected to reach 50,000 fans by end of this year;
 - The Programme will be promoted on British Council Vietnam website at www.britishcouncil.org.vn with approx. 3,000 visitors/day;
 - The Programme will be promoted on the local Education UK website at www.educationuk.org/vietnam with approx. 3,000 visitors/month;
 - An Email marketing campaign will be delivered to a database of 6,000 prospective students of the British Council;
 - A YouTube page will be set up to promote the Programme in a series of innovative video clips, featuring Vietnamese students who are studying selected subjects at UK universities
 - Especially, the programme will be promoted in an **Education UK mini-site** hosted on Dan Tri e-newspaper (www.dantri.com.vn), which is specialised in featuring Vietnam education news and events. Dan Tri is one among top 5 popular E-newspapers of Vietnam with the

page view of over 500 million per month. It currently has over 40 million readers from 200 countries accessing to the website on a frequent basis. With mobile version, Dantri is currently the number one website in Vietnam which has 55 million page views per week. The Education UK micro-site is a platform managed by British Council Vietnam to promote all news and events about UK education, expecting to reach 5,000visits/month.

Participation packages and benefits

The British Council would like to invite UK institutions to participate in the Programme. There are various opportunities for UK institutions to promote their institutional profiles in the Programme. Please see below details of different packages and benefits:

Packages	Benefits	Participation fee
<p>Package 1: Participation in speaking panel</p>	<ol style="list-style-type: none"> UK institutions send an academic/professional staff as a speaker to participate in the Professional Talks Programme. The participating UK institution is required to submit a proposal (template will be provided) outlining following information: <ul style="list-style-type: none"> Profile of the speaker Identification of the subject to speak about Summary of the content to be delivered, focusing on “how UK education system equip students with knowledge and skills needed for their career prospects in the selected subject”. Examples/case studies can be taken from the participating institution The participating UK institution is responsible for travel expense to and from Vietnam and accommodation expense of the speaker in Vietnam. In case the speaker will participate in two talks in both Hanoi and HCMC, British Council Vietnam can provide support for booking airfare and accommodation for the speaker in HN/HCMC at his/her expense. The British Council reserves the right to select speakers from UK institutions, based on the proposals submitted. <p>A maximum of 12 speakers from UK institutions will be selected. However, the British Council encourages participating UK institutions to send speakers to more than one event as it helps to build institutional profile better.</p>	
	<p><u>The participating UK institution will be offered the following benefits:</u></p> <ol style="list-style-type: none"> Opportunity to have direct exposure to at least 300 prospective students per talk; Name of the institution and its speaker will be mentioned in all key marketing channels to promote the event (please refer to the section 4. Advertising and Publicity Plan) The speaker will be interviewed in the PR campaign of the talk, which is an opportunity for the participating UK institution to promote its profile to a wider public audience. Appropriate promotional and PR materials (video clips, alumni 	No fee

	<p>testimonials...) of the participating institution will also be used in the PR campaign;</p> <p>4. The participating institution will have an opportunity to provide direct counselling for students at the end of the talk. Counselling work can be done by the speaker himself or an education agent appointed by the institution;</p> <p>5. Up to 300 leaflets of the participating institution that promote courses of specific subjects will be distributed and displayed at the event</p> <p>6. A 3-month advertising slot in the Education UK mini-site on Dan Tri E-newspaper. The advertising slot will link directly to an advertorial that promotes the institution or link directly to the institutional website.</p>	
Package 2: Advertising	<p>For UK institutions who cannot send speakers to the talks, there are still opportunities for advertising their courses of specific subjects at the events.</p> <p>A maximum of 5 institutions will be advertised at one event.</p>	Advertising fee: £350/event
	<p><u>The advertising UK institution will be offered following advertising benefits:</u></p> <p>1. Logos of advertising institutions will be put in 5,000 leaflets to promote the Programme at 30 key universities;</p> <p>2. Displaying & distribute leaflets that promote courses of specific subjects at the event. The institution can distribute up to 300 leaflets/information sheets about their specific courses per event. Leaflets will be put into handout and displayed at counselling tables;</p> <p>3. Having one table seat to counsel students about courses on offer at the end of the talk. The participating institution can appoint one staff from its representative office or education agent to man the counselling table;</p> <p>4. Special offer: Advertising institutions who participate in 4 events or more will be given a 3-month advertising slot in the Education UK mini-site on Dan Tri E-newspaper. The advertising slot will link directly to an advertorial that promotes the institution or link directly to the institutional website</p>	

Expression of interest

If you are interested in participating in the 'Skills for a Great Career' programme, please send your expression of interest to Ms. Hien Le, Education Marketing Manager, at hien.le@britishcouncil.org.vn by **25 August 2014** as the latest. In the meantime, please contact Hien Le if you need more information about this programme.