

Invitation to UK Accounting and Finance Courses Booklet

Dear UK institutions,

The British Council is delighted to invite you to join an initiative in 2014 to promote **UK accounting and finance courses** in China.

The UK is regarded as one of the best places to study accounting and finance by the general public in China because of its global reputation in this area, the first-rate teaching and a wide range of subjects by UK universities and colleges, as well as the exciting career opportunities in its vibrant business environment.

Meanwhile, accounting and finance is one of the most popular subjects for overseas study among Chinese students. With the booming economy in China, there has been a significantly growing demand for accounting and finance talents and professionals with exposure to international economy and business environment. For many returned Chinese students from the UK, a degree in accounting and finance can effectively help them start a career that is financially rewarding.

The above reasons contributed to the continuous growth of Chinese students studying accounting and finance courses in the UK in the past few years. According to the most recent HESA Student Record, in the academic year of 2012/13, 18.8% of the Chinese students studying in the UK enrolled in courses in accounting and finance. The number of Chinese students in accounting and finance presented an average annual growth of 18.7% for the past 5 years.

In order to help prospective students in China to acquire a comprehensive understanding of this subject, its career enhancing features, and the strength of UK education in this specific area, British Council China will produce a subject specific booklet on UK accounting and finance courses in 2014. We hope that this booklet will also provide a targeted promotional channel for UK education institutions who are interested in promoting their programmes in this subject.

About the Accounting and Finance Booklet

What's a subject specific booklet?

- A subject specific booklet is a Chinese language brochure that focuses on a specific academic area. Students interested in the subject area will use it as a guide to get general information as well as to search institutions of providing certain courses.
- Production and distribution of the booklet will be carefully planned alongside with Education UK marketing campaigns and events in China.

What are the benefits for your institution?

- Reaching your targeted audience - We're expecting 50,000 readers to get access to this booklet via online and offline channels from 2014 to 2015. You will directly engage the most targeted audience who are specifically interested in this subject and effectively highlight the advantages of your courses to the audience.

- Utilising multiple channels - Production and distribution of the booklet will be planned alongside with the education marketing activities of the British Council China all year around. The activities will include the national education exhibitions, local university and school campus events, education agent workshops, partners' events, etc. The booklet will also be distributed to training schools and education agents across the country to provide subject-specific knowledge to their education consultants. An e-copy of the booklet will be uploaded on the Education UK official website in China for free download by general public from October 2014 to March 2015.
- Cost effective promotion - If you have a very limited marketing budget and are looking for a cost-effective way for promotion, choosing this booklet guarantees a consistent and convincing channel of reaching your prospective students.

The booklet will be produced in Chinese language and we will arrange quality translation for the institution profiles that are submitted in English. We retain the right of abridgment for the content in case the profile exceeds the stipulated number of words.

What are the distribution channels?

The booklet will be distributed through various national channels and local promotional channels that we engage with, which include:

- Exhibitions, information days and workshops organised by the British Council
- British Council office front of house display
- 2014 National Autumn Education Exhibition
- 2015 National Spring Education Exhibition
- UK Open Day 2015– a UK cultural and education promotional campaign organised by the British Council, covering eight leading cities in China
- Local exhibitions organised by local authorities
- Local university and school campus events
- Events organised by agents, language training schools and the British Council's other partners in China

Inputs required from UK institutions

UK institutions are required to provide the following materials including logo files, text articles (.doc) and photos (.jpg):

- If your institution applies to reserve **an advertorial page**, it is advised to provide a ready-to-print artwork with page dimensions 210mm x 210mm, so that you will have your branding elements presented on the page. The British Council is also able to provide basic design service upon participating institutions' request.
- If your institution applies to reserve **a profile page**, a standard page layout will be used. You will need to provide a high-resolution file of your institution's logo and two or three campus or student photos. For the text article, a profile collection template will be provided to you to collect the relevant contents, which may include a brief introduction of your institution, study and research facilities, detailed information on your Accounting and Finance courses, academics' and students' profiles, alumni achievements, information on living and travelling, and scholarships available for Chinese students, etc.

* The booklet will be produced in Chinese language. No matter which page options you select, we will provide quality translation service upon your request.

Cost

Item	Quotation	Invoice Date
Profile listing (Full page size: 210mm x 210mm)	GBP 600 *	<i>Invoice will be issued once the booklet is officially published in October 2014</i>
Advertorial page on the inside front cover OR the inside back cover (Full page size: 210mm x 210mm)	GBP 1,000 *	
<i>*All prices are exclusive of VAT unless otherwise stated</i>		

The minimum number of participating institutions is 8.

How can you participate?

Please complete the **quotation form attached** and send the form back to us by **Friday 25 July 2014**. Please be noted that all forms should be sent back via emails and we will not accept fax or paper-based forms.

A confirmation email will be sent to you by **Wednesday 30 July 2014** to confirm your place if the minimum number of participating institutions is met. A **Content Collection Form** will be attached to the email for you to complete with your institution’s content for the booklet.

Please note that the British Council China maintains the right to cancel the publication if minimum participation is not achieved.

Who can you contact?

British Council China Co-ordinator
 Ms. Diana Zhang
 Education Marketing Officer
 Cultural and Education Section of the British Embassy
 T +86(0)10 8591 9082 | F +86(0)10 6590 0977
 E yang.zhang@britishcouncil.org.cn

(Please go on to next page for the quotation form)

Please complete this form and send it to **Ms. Diana Zhang** (yang.zhang@britishcouncil.org.cn), British Council China Officer, to reserve your selected pages by **25 July 2014**.

QUOTATION FOR DIRECT MARKETING SERVICES FOR INTERNATIONAL EDUCATION MARKETING

British Council:	THE BRITISH COUNCIL , incorporated by Royal Charter and registered as a charity (under number 209131 in England and Wales and number SCO37733 in Scotland), with its principal office at 10 Spring Gardens, London, SW1A 2BN
Client:	[_____] Email address of lead client: [_____]

This Quotation together with the attached Terms forms a contract for the supply of Services (as detailed in the table below) by the British Council to the Client (the “**Contract**”) and is made on the date on which it has been signed by both parties below (the “**Effective Date**”).

By executing this Contract, the Client warrants to the British Council that it satisfies all the eligibility criteria published by the British Council on its website <http://www.britishcouncil.org/siem> or otherwise made known to the Client by the British Council prior to the Effective Date.

The attached Terms apply to the Contract to the exclusion of any other terms that the Client seeks to impose or incorporate, or which are implied by trade, custom, practice or course of dealing.

Services:
Advertisement on UK Accounting and Finance Courses Booklet
Deliverables:
British Council China will produce a subject-specific booklet on UK Accounting and Finance courses with the client’s advertisement in an agreed format on the booklet
UK Institution Contact Details
Name of institution: (This format will be used in all publicity) Main contact: Telephone: Fax: E-mail: Postal address:
Project Purpose:
To promote the advantages and excellence of UK education in accounting and finance to

<p>Chinese students, parents, education agents and local institutions.</p> <p>To provide a cost-effective and targeted channel for UK institutions to promote their programmes in accounting and finance fields.</p>							
<p>Charges and payment schedule:</p>							
<p>Please tick the appropriate box for your institution</p> <p><input type="checkbox"/> Profile listing- GBP 600 * (Full page size: 210mm x 210mm)</p> <p><input type="checkbox"/> Advertorial page on the inside front cover OR the inside back cover (first-come-first-served) - GBP 1,000* (Full page size: 210mm x 210mm)</p> <p><input type="checkbox"/> Advertorial page on the Centrespread (single page advertorial) - GBP 1,000* (Full page size: 210mm x 210mm)</p> <p>* All prices are exclusive of VAT unless otherwise stated</p>	<p>Invoice date:</p> <p>Invoice will be issued once the booklet is officially published in October 2014</p> <p>If you have any specific requests on the date of invoice, please feel free to let us know.</p>						
<p>Cancellation policy:</p>							
<p>The Client may cancel the Services prior to their delivery by giving the British Council written notice of cancellation. If the Client cancels before [30 July 2014] the Client shall not be required to pay the British Council any fees in connection with the cancelled Services and any fees already paid in respect of such cancelled Services shall be refunded by the British Council.</p> <p>If the Client cancels the Services on or after [30 July 2014], the Client shall be liable to pay the British Council the percentage of the charges for such cancelled Services set out below:</p> <table border="1"> <thead> <tr> <th>Notice Period</th> <th>Percentage of charges payable</th> </tr> </thead> <tbody> <tr> <td>on or after 30/07/2014</td> <td>75 % of the full advertisement fee</td> </tr> <tr> <td>on or after 22/08/2014</td> <td>100 % of the full advertisement fee</td> </tr> </tbody> </table>		Notice Period	Percentage of charges payable	on or after 30/07/2014	75 % of the full advertisement fee	on or after 22/08/2014	100 % of the full advertisement fee
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IN WITNESS whereof the parties or their duly authorised representatives have entered into this Contract on the later of the dates set out below.

