

(Revised 2014.07.14)

Faculty Promotion – Study and Career Options by Subject Area

Under the HKDSE curriculum students are exposed to a wider range of elective subjects, as opposed to being forced into a stream as under the old system. As a result students are expressing an interest in a wider range of subjects than previously. In order to allow UK institutions to better capture the opportunity of increasing demand from career counsellors, parents and students for subject-related information, British Council Hong Kong will launch Study and Career Options events throughout the year.

Details:

	Date	Time	Topic	Format
Friday	12 September, 2014	18.00 – 21.30	Life sciences (was Biological science)	exhibition + seminar + alumni workshop
Tuesday	4 November 2014 (was 17 June)	18.00 – 21.30	Engineering	exhibition + seminar + alumni workshop
Friday	21 November, 2014	18.00 – 21.30	Arts and design	exhibition + seminar + alumni workshop
Thursday	5 March 2015	18.00 – 21.30	Subject to be confirmed (suggestions on topic welcome by interested institutions)	exhibition + seminar + alumni workshop

The event is designed to be a comprehensive information fair for career counsellors, parents and students to explore the specific subject areas in the UK and resulting career options. There will be a maximum of 7 designated tables with a setting to facilitate networking for UK institutions, and talking slots for up to two UK institutions delivering a generic presentation on study options related to the subject area. Talks will also be delivered by employers and alumni who have studied the subject area in the UK. Between the talking slots, the audience will stay at the exhibition area for individual consultations, meaning that institutions will be able to network with school career counsellors and top students.

Structure of Study and Career Options Events

Each event will include:

- **Talks on studying subject area in the UK, presented by institutions.**
- **Career options in related industries and skills employers seek, presented by employers.**
- **Personal experience of studying subject area in the UK and resulting career path, presented by alumni.**
- **Networking between institutions, employers, career counsellors and students/parents.**

The event will be supported by e-flyers, newsletters to our student database and other mass/target promotions. The availability of the speaking slots and the exhibition tables is on a first come first served basis, so please contact us as soon as possible regarding this opportunity. Seminar content must cater to career counsellors, parents and senior secondary students, who are looking for in-depth information on studying the relevant subject area in the UK and resulting career options.

Participation fee and criteria

Fee

- a. **Exhibition and seminar opportunities at Study and Career Options event (Seminar session and exhibition table)**
- b. **GBP 1,200 + VAT** per institution covers exhibition venue booking and seminar arrangement.
- c. **Exhibition opportunities at Study and Career Options event (Exhibition table at the venue)**
GBP 700 + VAT per institution covers exhibition venue booking.

Cancellation deadline

Cancellation fees will be charged for withdrawal from the Study and Career Options Events, as of the date of receipt of notice of withdrawal (by email or in writing):

Study and Career Options event on 12 September, 2014:

At 50 per cent of the full cost, for withdrawals received on or after 1 July 2014

At 100 per cent of the full cost, for withdrawals received on or after 18 July 2014

Study and Career Options event on 4 November, 2014:

At 50 per cent of the full cost, for withdrawals received on or after 1 September 2014

At 100 per cent of the full cost, for withdrawals received on or after 15 September 2014

Study and Career Options event on 21 November, 2014:

At 50 per cent of the full cost, for withdrawals received on or after 12 September 2014

At 100 per cent of the full cost, for withdrawals received on or after 26 September 2014

Study and Career Options event on 5 March, 2015:

At 50 per cent of the full cost, for withdrawals received on or after 25 December 2014

At 100 per cent of the full cost, for withdrawals received on or after 8 January 2015

How to apply

Please complete the application form below and return it to:

Anna Lee
British Council
3 Supreme Court Road
Admiralty, Hong Kong
Email: bc-siem@britishcouncil.org.hk

Application form for Study and Career Options events

Name of institution*: _____
 (*This format will be used in all publicity)

Main contact : _____

Telephone: _____

Fax: _____

E-mail: _____

Contact address:

Option A - Exhibition and seminar opportunities at Study and Career Options event (Seminar session and exhibition table) GBP 1,200 + VAT per institution covers exhibition venue booking and seminar arrangement.

Please tick the session(s) that your institution wishes to participate in:

- Friday 12 September, 2014 – Life Sciences
- Tuesday 4 November, 2014 – Engineering
- Friday 21 November, 2014 – Arts & Design
- Thursday 5 March, 2015 – Subject to be confirmed (suggestions on topic welcome by interested institutions)

Option B – Exhibition and networking opportunities at Study and Career Options event (Exhibition table with discussion setting at the venue) GBP 700 + VAT per institution covers exhibition venue booking.

- Friday 12 September, 2014 – Life Sciences
- Tuesday 4 November, 2014 - Engineering
- Friday 21 November, 2014 – Arts & Design
- Thursday 5 March, 2015 – Subject to be confirmed (suggestions on topic welcome by interested institutions)

DECLARATION

I confirm that the above named organisation does want to take part in the Study and Career Options events related initiatives. (Options ticked above). I understand that if this application is accepted that the terms and conditions listed below will form a binding contract between this organisation and the British Council.

Signature of applicant

Organisation's stamp

Date

Please complete the application form below and return it to:

Anna Lee
Marketing Services Manager, Education
British Council
3 Supreme Court Road
Admiralty, Hong Kong
Email: bc-siem@britishcouncil.org.hk

Terms and conditions:

1. Accredited Institutions

All participating institutions must be accredited by a recognised UK authority.

2. Participation fee and criteria

- **Exhibition and seminar opportunities at Study and Career Options event (Seminar session and exhibition table)**
GBP 1,200 + VAT per institution covers exhibition venue booking and seminar arrangement.
- **Exhibition opportunities at Study and Career Options event (Exhibition table at the venue)**
GBP 700 + VAT per institution covers exhibition venue booking.

3. Payment schedule

Event participants will be invoiced for the event by the British Council in Hong Kong. Terms of payment are within thirty days of the invoice date.

4. Acceptance

An acceptance letter will be sent to all applicants once the signed application form is received.

5. Terms for service

All institution representatives must abide by the British Council Services for International Education Marketing terms for service: <https://siem.britishcouncil.org/terms-service>.

6. Typhoon and rainstorm procedures

Hong Kong's typhoon warning signals are:

Number 1	stand-by
Number 3	strong wind
Number 8	gale or storm force wind
Number 9	gale or storm force wind increasing
Number 10	hurricane force wind

Rainstorm warning codes are:

Amber	50mm of rain are expected to fall during the next six hours or so
Red	heavy rain has started to fall and 50mm of rain have been recorded so far
Black	100mm or more of rain has been recorded within the past two hours or less

If the Hong Kong Observatory hoists a typhoon or a rainstorm warning before or during the event, representatives should follow these procedures:

- If the number 8 (or above) typhoon / black rainstorm is hoisted within 2 hours before the opening hours i.e. at or after 16.00, the event will not open and representatives should not come to the venue.
- If the typhoon signal number 8 is hoisted during the event opening hours, a public announcement will be made to advise all students and representatives to leave the hall immediately.
- If a black rainstorm signal is hoisted during the event, all representatives and visitors should remain in the building for their own safety reasons.

- If typhoon number 8 / black rainstorm signal is lowered before or at 16.00, the event will be opened as scheduled.
- If typhoon number 8 / black rainstorm signal is lowered after 16.00, the event will not open and representatives should not come to the venue.