

## 2014 Agent Workshop

The British Council China organises Education Agent Workshops in various cities in China every year, providing a highly valued platform for counsellors and middle-managers from local education agents as well as representatives of UK institutes to network and to collaborate.

### **Objective**

- To introduce trends in and uniqueness of UK education
- To update UK student visa policy
- To share good practises of agents
- To facilitate networking among agents

### **Target Audiences**

- Senior consultants from about 200-250 educational agents
- UK institutions' representatives based in China

### **When and where**

- Beijing: 13:30 -16:30, October 24, 2014
- Shanghai: 13:30 -16:30, November 4, 2014
- Chengdu: 9:00 -12:00, November 7, 2014
- Guangzhou: 13:00 -17:00, November 10, 2014

### **Programme(BJ/ SH/ GZ):**

时间 Time	主题 Topic
13:30 - 14:00	签到 Check-in
14:00 - 14:05	英国使(领)馆文化教育处致欢迎辞 Welcome speech by Cultural and Education Section of British Embassy/Consulate
14:05 – 14:35	2014 年英国教育市场现状及最新信息分享及中介推广工作计划 2014 UK Education Market Briefing and updates on agent work in China
14:35-14:45	会间休息 Break
14:45-15:35	英国寄宿中学专题

	Understanding UK's boarding schools
15:35-16:00	会间休息及现场交流 Tea break& onsite consultancy
16:00-16:30	留英学生签证最新信息沟通及问答 Update on PBS Tier 4 student visa
16:30	填写问卷调查表, 活动结束 Fill in Questionnaire, the end

**Programme(CD):**

时间 Time	主题 Topic
09:00 - 09:30	签到 Check-in
09:30 - 09:35	英国使(领)馆文化教育处致欢迎辞 Welcome speech by Cultural and Education Section of British Embassy/Consulate
09:35 - 10:05	2014 年英国教育市场现状及最新信息分享及中介推广工作计划 2014 UK Education Market Briefing and updates on agent work in China
10:05-10:15	会间休息 Break
10:15-11:05	英国寄宿中学专题 Understanding UK's boarding schools
11:05-11:30	会间休息及现场交流 Tea break& onsite consultancy
11:30-12:00	留英学生签证最新信息沟通及问答 Update on PBS Tier 4 student visa
12:00	填写问卷调查表, 活动结束 Fill in questionnaire, the end

---

**Benefits to exhibitors:**

- 随 BC 材料派发一张学校简介单页  
Distribution of 1 copy of leaflet (A4) about your institution in workshop material folder
- 现场一张咨询台，可用于咨询及材料派发  
1 table onsite for material distribution and counselling
- 咨询台旁可摆放一个易拉宝  
1 Pull-up display (size within 0.8M\*2M)

**Quotation:**

*(\* All prices are exclusive of VAT unless otherwise stated)*

GBP 500

If you are interested in promoting your institution in the agent workshops, please contact

Ms Diana Zhang, British Council Education Marketing Officer by **October 17th, 2014.**

Ms Diana ZHANG

T +86 (10) 8591 9082

Email: [diana.zhang@britishcouncil.org.cn](mailto:diana.zhang@britishcouncil.org.cn)

