

## Invitation to UK Health and Life Science Courses Booklet

Dear UK institutions,

The British Council is delighted to invite you to join an initiative in 2015 to promote **UK health and life science courses** in China.

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

The UK offers a variety of innovative and forward-thinking courses in the field of Health and Life Science. UK institutions cover degrees, postgraduate qualifications and continuing professional development in variety of subject areas including Nursing, Midwifery, Physiotherapy, Youth and Community Work, Social Care, Social Work, Biological Sciences, Sports Sciences, Nutrition and Dietetics, Paramedics, Criminology and Forensics, Psychology, Public Health, Health Services Research, etc. With comprehensive facilities, such as mock operating theatre, crime scene laboratory and real ambulance, students will benefit from learning in industry-specific surroundings from leading academics and researchers in UK institutions.

Many health studies graduates work in the public sector for the NHS, local authorities (including education departments and social services), schools and colleges. Others work in the voluntary sector and for medical charities and not-for-profit organisations. Opportunities in the private sector can be found in private healthcare organisations and in the field of alternative medicine and therapies.

Around 60% of health studies graduates are in full-time employment six months after graduating, with a further 25% undertaking study or combining work and study. Around one in eight of those in employment are working as nurses. Other professions in the top ten include biochemists and medical scientists, laboratory technicians and paramedics.

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 health and life science courses in 2015. 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 Health and Life Science 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 2015 to 2016. 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 March 2015 to October 2016.
- 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
- 2015 National Spring Education Exhibition
- 2015 National Autumn 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 Health and Life Science 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 <b>March 2015</b></i>
Advertorial page on the inside front cover OR the inside back cover (Full page size: 210mm x 210mm)	GBP 1,000 *	
<b>*All prices are exclusive of VAT unless otherwise stated</b>		

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 19 December 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 **Friday 26 December 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** [diana.zhang@britishcouncil.org.cn](mailto:diana.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** ([diana.zhang@britishcouncil.org.cn](mailto:diana.zhang@britishcouncil.org.cn)), British Council China Officer, to reserve your selected pages by **19 December 2014**.

#### **QUOTATION FOR DIRECT MARKETING SERVICES FOR INTERNATIONAL EDUCATION MARKETING**

<b>British Council:</b>	<b>THE BRITISH COUNCIL</b> , 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
<b>Client:</b>	[ _____ ] 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.

<b>Services:</b>
Advertisement on UK Health and Life Science Courses Booklet
<b>Deliverables:</b>
British Council China will produce a subject-specific booklet on UK Health and Life Science courses with the client’s advertisement in an agreed format on the booklet
<b>Institution Contact Details</b>
Name of institution: (This format will be used in all publicity) Main contact: Telephone: Fax: E-mail: Postal address:
<b>Project Purpose:</b>
To promote the advantages and excellence of UK education in health and life science to Chinese students, parents, education agents and local institutions.

To provide a cost-effective and targeted channel for UK institutions to promote their programmes in health and life science fields.

**Charges and payment schedule:**

Please tick the appropriate box for your institution

**Profile listing- GBP 600 \***

**(Full page size: 210mm x 210mm)**

**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)**

**Advertorial page on the Centrespread (single page advertorial) - GBP 1,000\***

**(Full page size: 210mm x 210mm)**

\* All prices are exclusive of VAT unless otherwise stated

Invoice date:

Invoice will be issued once the booklet is officially published in **March 2015**.

If you have any specific requests on the date of invoice, please feel free to let us know.

**Cancellation policy:**

The Client may cancel the Services prior to their delivery by giving the British Council written notice of cancellation. If the Client cancels before **[26 December 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.

If the Client cancels the Services on or after **[26 December 2014]**, the Client shall be liable to pay the British Council the percentage of the charges for such cancelled Services set out below:

Notice Period	Percentage of charges payable
on or after <b>26/12/2014</b>	<b>75 %</b> of the full advertisement fee
on or after <b>16/01/2015</b>	<b>100 %</b> of the full advertisement fee

**IN WITNESS** whereof the parties or their duly authorised representatives have entered into this Contract on the later of the dates set out below.

**Signed by the duly authorised representative of THE BRITISH COUNCIL**

Name:	Diana Zhang .....	Signature:	Diana Zhang .....
Position:	Education Marketing Officer.....	Date:	20/11/2014.....

**Signed by the duly authorised representative of [ ]**

Name:	.....	Signature:	.....
Position:	.....	Date:	.....