

Invitation to Booklets on UK Programme and Vacation Courses

Dear UK ELT institutions

China is a strong and growing market in English language training, particularly in the main cities and the more developed coastal areas. There are approximately 300 million ELT consumers and over 50,000 English language training companies in China. The market value has seen an estimated annual growth rate of around 15% since 2005 and is expected to reach RMB30 billion in 2010.

With the growing demand for UK summer school programmes and Chinese students studying English in UK ELT schools, more and more agents are interested in working with UK ELT providers. According to the British Council China agent survey 2009, the number of Chinese students that agents sent to UK ELT schools accounted for 18% of the total number of students going to the UK in 2008 - 4% more than that of 2007. Also, 40% of the agents expressed interest in working with UK ELT schools mainly on UK summer school programmes, teacher training programmes and pre-session courses for further education or higher education study.

In light of the above, the British Council China will produce one specific **booklet on UK Programme and Vacation Courses** to promote the strength of UK education in this area as well as to provide an effective promotional channel for UK education institutions.

[About the booklet](#)

What's a booklet on UK Programmes and Vacation Courses?

- This specific booklet is an A5 size, Chinese version brochure, focusing on introductions to selected UK programmes or vacation courses providers. Students who are interested in such programme & courses and parents who have the intention of sending their young children for further studies prefer a Chinese version brochure as a guidance to find general information as well as to find the qualified bodies that can provide such summer school programme.
- Each UK programme and vacation courses provider can showcase its profile, programme features, vacation courses as well as contact details in this booklet. The local educational agents, travel agencies and vacation institutions will also take these booklets as a guide to approach potential UK schools and build up further partnerships.
- Only those UK schools who are accredited by the British Council and affiliated as members of the English UK can be included in the **UK Programme and Vacation Courses**.

What are the benefits for you from the booklet?

- Reaching your target audience
We're expecting 150,000 public visitors through online and offline promotion channels. Meanwhile, we also have the database of registered educational agents, travel agencies and vacation institutions who are running UK education business or have intention to collaborate with UK potential partners. Therefore, for those who join the brochure, it means direct touch with your

target audiences and effectively highlighting your institution's strengths using a recognised channel.

- Utilizing multiple channels

Production and distribution of the booklets will be planned alongside our education marketing campaigns all year round and after, such as the 2012 China International **Autumn Education Exhibition**, British Council **SSP agent workshop** Nov 2012, all British Council joined **local agent exhibitions**, 2013 China **Spring Education Expo**, British Council **agent workshops in Nov & Mar, etc**

The booklets will also be sent to the training schools, agents, private schools and our business partners as the key guidance on *UK Programme and Vacation Courses* for their consultants, their clients and the general public.

- Doing highly cost-effective promotions

If you have a very limited marketing budget and are looking for a cost-effective way of promotion, the booklets provide a consistent and convincing alternative to reach your prospective students. The booklet will be designed with combination of general introduction and your institution's profile, basing on our comprehension of the local market and customers. While produced by BC China, the SOP of design and the massive production also ensure the quality and effective distribution of each booklet.

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

What are the distribution channels?

The booklet will be produced with 10,000 copies and distributed through various national channels and local promotional channels that we engage with, which include:

- British Council organised exhibitions, information days, workshops
- British Council front of house display
- 2012 National Autumn Education Exhibition
- 2012 British Council Agent Workshop
- 2013 SSP agent workshop co-organised with English UK
- Local exhibitions organized by local authorities
- Campus events
- UK education Fiesta
- Events organized by agents, training schools, BC China partners
- Chinese institutions and education agents
- IELTS test centres

How many schools can be involved in this booklet?

We plan to produce one booklet on *UK Programme* and *Vacation Courses* in 2011 and 2012 respectively. In each booklet, only 50 UK schools/colleges can be included. The booklets 2011 will be published in Sept this year and the booklet 2012 will be published in April next year.

How about the cost?

	Item	Colour	Size	Cost
Profile Listing	One page of profile listing in Booklet on UK Programme and Vacation Courses*	4C	Full page of A5 size	GBP 250
Centerfold Ad	Centerfold Advertorial article on inside page **	4C	Full page of A5 size	GBP 500
Cover Ad	Advertorial article on the 2 nd and last 2 nd page*** (one Free page of profile listing provided inside booklet)	4C	Full page of A5 size	GBP 800

* The minimum number of participating schools is 20 and the maximum is 50. Applications will be accepted on a first come first served basis and listed in alphabet order in the booklet.

** To be more outstanding in this booklet, UK partners are encouraged to choose putting advertorial articles with its own design and contents on inside page. The paper for such pages is specific for advert with heavier weight. Only 8 inside pages will be provided for advertorial articles.

*** The second page as well as last second page of this booklet will be reserved for two institutions or commercial partners. This package also includes one **FREE** page of profile listing inside booklet and saves GBP 250. Those applicants who have interests on this two pages please contact us immediately.

How can I participate?

- First you need to complete the application form and then send them back to Mr Jack Lu (jack.lu@britishcouncil.org.cn) by **3rd August 2012** as confirmation. Please notice all forms should be sent back via emails and we don't accept fax or paper-based forms.
- A confirmation letter by email will be sent to you upon receiving your completed application form **by 10th August 2012**.
- Upon receiving of the application form, the content form will be provided to collect the content for the booklet on UK Programme and Vacation Courses. All content form will be sent to Mr Jack Lu **by 31st August 2012**.
- Please notice that the British Council China will keep the right of cancellation in case of less than 20 institutions for the booklet.

Cancellation Deadline

Cancellation fees will be charged for withdrawal from the publication, as of the date of receipt of *Notice of Withdrawal*:

- At 50 per cent of the full fee for withdrawals received on or after 31 August 2012.
- At 100 per cent of the full fee for withdrawals received on or after 10 September 2012.

Who can I contact to?

Should you have any further questions on this booklet please feel free to contact British Council
China ELT Co-ordinator:

Mr. Jack Lu

Education Marketing Officer

Cultural and Education Section, British Consulate-General

Jack.Lu@britishcouncil.org.cn

T +86 (20) 8510 3024

Appendix 1

**Application Form
For Booklet on UK Programme and Vacation Courses**

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

Main contact: _____

Telephone: _____

Fax: _____

E-mail: _____

Contact address:

Please tick which level of below items your institution wishes to be included in

Item	Cost	Please tick
Profile listing in Booklet on UK Programme and Vacation Courses	GBP 250	<input type="checkbox"/>
Advertorial article on inside page with specific paper	GBP 500	<input type="checkbox"/>
Advertorial article on the 2 nd and last 2 nd page	GBP 800	<input type="checkbox"/>

I confirm that the above named organisation does want to be included in the above ticked booklet. (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.

Please complete the form and return the e-version to Ms May Huang (may.huang@britishcouncil.org.cn) by 15 June 2012.

Appendix 2 Terms and conditions

VAT Disclaimer

The British Council is currently reviewing the VAT liability of all its activities. Depending on the outcome of this review, and agreement of liabilities with HM Customs and Excise, we may have to send you a supplementary invoice for VAT at some point in the future on the items we invoice you for from 1 April 2001 onwards.

Payment schedule

The British Council will invoice all institutions for the publication fee. Terms of payment are within 30 days of the invoice date. Payment arrangements for travel, accommodation and freight for speakers are the responsibility of the participants. In accordance with British Council audit procedures reminder letters will be issued for all outstanding invoices over 45 days. Until all invoices are cleared a block will be placed on your British Council account. Further applications to participate in events and other British Council organised programmes of activity cannot be accepted until all outstanding invoices have been paid.

Cancellation

Cancellation fees will be charged for withdrawal from activities as of the date of receipt of notice of withdrawal:

- At 50 per cent of the full fee for withdrawals received on or after 20 July 2012.
- At 100 per cent of the full fee for withdrawals received on or after 1 August 2012.

Notice of withdrawal must be supplied in writing, if faxed it should be followed by the original copy by post.

Selection

The British Council reserves the right to select institutions to participate in the booklet based on the selection criteria as stated in the event details. Applicants will be notified in writing of the decision.

Acceptance

The publication of the booklet is conditional on the British Council receiving a sufficient number of applications to make the publication cost effective. You will be sent an acceptance letter (or rejection letter with reasons for the rejection) once the deadline for applications has passed and sufficient numbers have been received.

Event cancelled due to unsafe country

If a country/city becomes unsafe the degree that it is unsafe will determine the warning and action taken:

- If necessary an event will be cancelled. This will be done summarily or in consultation with participants depending on the local conditions. In such circumstances the British Council would seek to minimise the event costs that were unrecoverable and the balance would normally be a charge to the event participants - this will be done by dividing the total unrecoverable cost equally between all event participants. In effect we would refund the event participation fee less the amount unrecoverable. Institutions will be responsible for any cancellation charges on flights, accommodation and any other costs they may incur.
- There are circumstances where tension and incidents will raise a safety threat but not be sufficient to cancel an event or warn everyone to stay away. In such circumstances, some individuals or institutions may feel unwilling to visit a country and therefore decide to withdraw from the event. The British Council would make every effort to facilitate this with the minimum penalty to the institution. In the event of such a withdrawal, normal cancellation charges will apply except to the extent that the British Council is able to reduce the charges without jeopardising the financial viability of the event.

Accredited Institutions

All participating institutions must be accredited by a recognised UK authority as specified in the Education UK Partnership criteria policy. ELT institutions must be accredited by the British Council or affiliated as a member of the English UK.

Code of Professional Standard and Ethics

All institution representatives must abide by the Education UK Partnership *Code of Professional Standards and Ethics*, and adhere to the British Council *Events Policy*.