

UK ELT and Vacation Courses Booklet (mainland China)

What's the booklet about?

- With the aim to introduce quality UK ELT programmes and vacation courses in mainland China, this A5 Chinese version brochure is specifically designed to be used as a guide for students and parents who are interested in attending or sending their children to attend language and activity courses in the UK during the vacations.
- This booklet is also popular among Chinese educational agents, travel agencies and vacation institutions who often use it as a credible reference when promoting the school partners or to find new potential partner schools for themselves.
- The booklet offers UK schools the opportunity to display school profile, programme features and contact details.
- Only those who are accredited by the British Council and affiliated as members of the English UK can be included in the **UK ELT and Vacation Courses**.
- The booklets will be published in Sept 2012 and only 50 UK schools/colleges can be included.

What are the benefits for you?

- Reaching your target audience
We're expecting to reach 150,000 public visitors through online and offline promotion channels. In addition, the booklet will reach registered educational agents, travel agencies and vacation institutions who are working to promote UK education on BC China database. This 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 National education exhibitions, local exhibitions, campus events, agent workshops, etc.

The booklets will also be sent to the training schools, agents, private schools and our business partners as the key guidance on UK ELT 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 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
- British Council Agent Workshop
- 2012 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 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 Advert	Centerfold Advertorial article on inside page ** (one Free page of profile listing provided inside booklet)	4C	Full page of A5 size	GBP 500
Cover Advert	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

All prices are exclusive of VAT unless otherwise stated

* 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. This package also includes one **FREE** page of profile listing inside booklet and saves GBP 250.

*** 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 package 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 reserve 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 contact British Council 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
UK ELT and Vacation Courses - Booklet**

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	GBP 250	<input type="checkbox"/>
Centerfold Ad	GBP 500	<input type="checkbox"/>
Cover Ad (Free page of profile Listing)	GBP 800	<input type="checkbox"/>

All prices are exclusive of VAT unless otherwise stated

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 Mr Jack Lu
(Jack.Lu@britishcouncil.org.cn) by **3 August 2012**.**