



# SERVICES FOR INTERNATIONAL EDUCATION MARKETING

## Call for Expressions of Interest:

### Emerging Market Campaign Pakistan: Promoting UK's Undergraduate Offer

British Council Pakistan is organising a UG mission across schools in Punjab and the Northern region for students interested in studying in the UK. This provides UK institutions with an opportunity to meet students from key schools along with students of other local schools who will be invited to attend the exhibition at the host institute.

#### Mission objectives and ROIs:

##### Why should you register for this event?

This mission has been designed to provide UK institutions with the opportunity to recruit students to their UG courses as well as to extend their brand presence and create awareness across a larger student population by tapping student potential across tier 2 cities.

##### Benefits for participating UK institutions:

1. Showcase your institution's excellence in undergraduate courses and position the UK as the first choice for international education
2. Opportunity to explore recruitment leads for future enrolment at the undergraduate level
3. Opportunity to create awareness about your institution and courses on offer across cities
4. Face-to-face interaction with students and influencers to provide information on studying in the UK
5. Opportunity to explore links with leading local schools and first-hand interaction for international collaborations with local institutes

#### Event details and format:

##### **EMC Punjab: Package 1**

**15 February 2016:** Delegates arrive in Lahore

**16 February 2016:** Faisalabad - school visit

**17 February 2016:** Lahore - school visit

**18 February 2016:** Sialkot - school visit

**19 February 2016:** Lahore sight-seeing

**20 February 2016:** Delegates arrive in Islamabad/or continue tour from EMC Punjab

### **EMC North: Package 2**

- 21 February 2016:** Islamabad sight-seeing
- 22 February 2016:** Rawalpindi - school visit
- 23 February 2016:** Jhelum - school visit
- 24 February 2016:** Wah Cantt - school visit
- 25 February 2016:** Departure from Islamabad

### **EMC Punjab & North: Package 3**

#### **Combined tour of both cities**

A detailed itinerary which includes host schools and other participating schools will be shared with participating UK institutions after confirmation of participation from UK institutions is received.

### **Important Information:**

1. **Cost of package 1: EMC Punjab only:** a participating fee of £850 +VAT per UK institution will be charged
2. **Cost of package 2: EMC North only:** a participating fee of £850 +VAT per UK institution will be charged
3. **Cost of package 3: EMC Punjab & North:** a participating fee of £1500+VAT per UK institution will be charged
4. Travel to local institutions within the city will be covered by the British Council
5. Participating delegates are required to fund their own international air travel, accommodation and related expenses. We shall recommend hotels for accommodation to participating delegates directly
6. EMC is open only to UK institutions/ local country offices and selection will be on first-come, first-served basis
7. EMC will be open to a minimum of 6 UK institutions. Only one delegate per institution will be allowed to participate

### **Appendix:**

Students from the chosen cities and schools have shown keen interest in pursuing UK education. They welcome UK institutions to visit, interact and advise students on opportunities for higher education in the UK. The [last EMC Punjab](#) was held in September 2013 with a delegation from 12 UK institutions. They visited 6 schools in 4 cities in Punjab: Sialkot, Faisalabad, Multan and Bahawalpur. It received encouraging feedback and resulted in the launching of EMC North as well.

**Action required:** Submit your interest to:

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**CC:** [siemsouthasia@britishcouncil.org](mailto:siemsouthasia@britishcouncil.org)

**Submit your interest latest by 15 January 2016. Register now.**