

Call for contributions to 2015 UK University Summer Camps Booklet

There is strong demand among China's university students and young professionals for short-term study courses in the UK, especially English language training.

To meet the demands of China's market, the British Council is working with English UK to produce a 'UK University Summer Camp' booklet introducing UK institutions offering short-term professional courses and subject-related summer courses. Based on current market needs, the booklet is targeted at:

1. **University students & higher education institutions**
2. **Young professionals**

There are 30 ad spaces (single or double page) available for UK educators to raise their profile among target audiences. The booklet will be published in English and Chinese Mandarin in A5, and it will be distributed at various British Council events. Suitable events scheduled for this year include:

- 2015 UK Summer School Programme China Road Show
- 2015 UK SSP Digital Campaign
- China Education Exhibition
- British Council Education Agent Workshop
- Exhibitions organised by local authorities
- Events organised by agents, training schools and other local partners
- Campus events and university visits

In addition, the booklet will be sent to education agents, training schools and Chinese institutions, and it will be put on display at the British Council's offices. It will also be promoted on the Education UK website and other digital channels in China.

Background

Surveys have found that 67 per cent of employees who work for international companies consider a lack of English skills as the biggest obstacle to their career development; and 81 per cent of employees are willing to spend RMB 10,000-30,000 on learning English every year. It is estimated that the market for overseas short-term courses was worth RMB 6 billion in 2013 and is growing 30 per cent annually, with young professionals showing more and more interest.

University students are attending short-term courses not only to improve their English, but also to gain overseas experience and explore their options for study abroad. Summer, and also winter, camps are playing an increasingly important role for students choosing their study destination and a host university.

Local education bureaus and other institutions have started organising camps and they are looking for UK partners to deliver such programmes.

How to get involved?

Please download the attached booking form and return the completed form to davisson.li@britishcouncil.org.cn by **Tuesday 30 June 2015**. Applications will be accepted on a first come, first served basis and will be listed in alphabetical order.

The following options are available:

	Item	Submission requirement	Cost
Option 1	Profile Listing - One profile listing (single A5 page)	1. Complete the content form; 2. Provide high-quality photos.	£250 (not including translation)
Option 2	Centrefold Ad - One advertorial article (double A5 page)	Self-designed page to be submitted: 1. Full page trimmed 138mm (width) x 100mm (height) 2. Printing screen: 300dpi - All files should be sent in PDF version - All images must be saved in 300dpi resolution - All images must be in CMYK color 3. If provided, submissions in Ai format should be converted to curve	£500 (including translation)
Option 3 (only 2x available)	Inside Cover Ad - One advertorial article on the inside cover (front or back, single A5 page) - Includes one free profile listing	Self-designed page to be submitted: 1. Full page trimmed 138mm (width) x 100mm (height) 2. Printing screen: 300dpi - All files should be sent in PDF version - All images must be saved in 300dpi resolution - All images must be in CMYK color 3. If provided, submissions in Ai format should be converted to curve	£800 (including translation)

(Please note all prices are exclusive of VAT, unless otherwise stated.)