



SERVICES FOR INTERNATIONAL EDUCATION MARKETING

Call for Expressions of Interest:

Remote Marketing Campaign in Pakistan

British Council SIEM Pakistan is launching the Remote Marketing Campaign offer for 2015-16. The campaign aims to facilitate UK institutions in reaching out to potential UG/PG candidates in Pakistan in a more cost effective and consistent manner through remote marketing and promotional activities.

Mission objectives and ROIs:

Why should you register for this campaign?

Pakistan is among the top ten countries in the world sending international students to the UK to pursue opportunities for higher education. The Remote Marketing Campaign offers marketing assistance to UK institutions that cannot be present physically to conduct marketing and promotional activities in Pakistan. The offer helps to counter increased competition from competitor destinations internationally.

The offer can be availed any time of the year as per the needs of the institution. It can also be used for pre and post event promotional campaigns.

Benefits for participating UK institutions:

- The Remote Marketing Campaigns facilitate UK institutions by providing brand building opportunities in Pakistan
- It is designed to increase visibility of the institution among prospective students and student influencers, as well as to enhance and maintain presence in the market
- Provides local students with information and awareness about courses, applications and other details of your institution.
- Cost effective option to market your institution to local audiences
- Your institution can be represented by:
 - local country representative
 - SIEM team
 - local agents

The campaign can be organised for local **target audiences** at O and A level schools, local universities and other venues subject to respective institutions' requirements in Lahore, Islamabad, Karachi and Tier 2 cities. Target prospective student and influencer audiences will be as per institution's requirement.

Package costs:

Cost of individual offer:

Cost to book an individual service from the services listed below is **GBP 200 + VAT**. This is applicable for one visit to a local educational institution in one city of your choice.

Platform	Cost	Features
PowerPoint Presentation	£ 200	<ul style="list-style-type: none">To be provided by institutionNo more than 15 slidesPreferably with an accompanying script or voice over
Informational/Promotional Video	£ 200	<ul style="list-style-type: none">To be provided by institutionVideo should be no longer than 05 minutes
Distribution of promotional material: flyer/hand-out/prospectus	£ 200	<ul style="list-style-type: none">To be provided by institutionIf need be the material can also be printed locally. The actual cost of printing and management cost will be added.
Distribution of promotional material: prospectus	£ 200	<ul style="list-style-type: none">To be provided by institutionIf need be the material can also be printed locally. The actual cost of printing and management cost will be added.
Display pop-up banner	£ 200	<ul style="list-style-type: none">We can also arrange to print the banner locally if the artwork is provided. The actual cost of printing and management cost will be added.

Discounted package:

If an institution selects all 5 services listed in the table above, the discounted cost will be **GBP 750 + VAT** applicable to one visit to a local educational institution in one city of your choice..

List of cities include; Lahore Islamabad, Karachi or a tier two city (Faisalabad, Rawalpindi, Gujranwala and Sialkot among other cities).

British Council SIEM team will be happy to send a complimentary email-shot to attending students and influencers as a follow-up service for the participating institution.

Follow up email shot to the participants to re-direct further queries to the institution	Complimentary e-shot	<ul style="list-style-type: none">All attending students will receive a follow-up email with promotional information about the institution.Institution to share content for the follow-up email shot
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Note: Custom clearing and other associated charges (if applicable) will be included as per actual cost

Important Information:

We are accepting requests for this activity throughout the year. The campaign can be utilised as per your objectives and requirements. It can be a follow up event after your visit

here, a pre-departure briefing session or an opportunity to interact with target audiences before your visit, or to engage with your audiences any time of the year.

Cancellation Policy

- If a campaign is cancelled by the client 15 days before the event date, no cancellation fee will be charged.
- If a campaign is cancelled by the client one week before the event date, 50% of cost will be charged.
- If a campaign is cancelled by the client 2 days before the event date, 75% of cost will be charged.
- If the campaign is cancelled due to local circumstances or any force majeure like a natural disaster then no cancellation fee will be charged except any direct cost already incurred for any services that have already been delivered (cost will be charged accordingly).

Appendix:

The chosen local educational institutions will be from Lahore, Karachi, Islamabad and tier 2 cities. Institutions in Pakistan have shown keen interest to promote UK education and welcome UK institutions to interact and counsel students on opportunities of higher studies in the UK. These chosen cities have more than 200 institutions.

Action required: Submit your interest to:

Saman Imtiaz (Head SIEM) saman.imtiaz@britishcouncil.org.pk

Ayesha Zaheer (Manager SIEM, Punjab) ayesha.zaheer@britishcouncil.org.pk

CC: siemsouthasia@britishcouncil.org

Bookings are accepted throughout the year. Register now.