

- The programme “[UK in my eyes](http://www.ukinmyeyes.vn)” has been implemented by the British Council Vietnam since 2010. It is a popular communication channel to connect alumni and those who are studying in the UK with Vietnamese prospective students. The programme includes a website at <http://www.ukinmyeyes.vn> which attracts an average of **3,500 visits per month**; a Facebook fan page at <http://www.facebook.com/NuocAnhTrongMatToi> which has more than **68,000 fans** by April 2015.
- “[UK in My Eyes](http://www.ukinmyeyes.vn)” [website](http://www.ukinmyeyes.vn) is an online platform featuring over 200 stories of UK alumni who participated in the programme since 2010. This hub helps Vietnamese prospective students easily find experience sharing by alumni from UK institutions that they are interested in. The “[UK in My Eyes](http://www.facebook.com/NuocAnhTrongMatToi)” [Facebook page](http://www.facebook.com/NuocAnhTrongMatToi) is a social media platform to connect prospective students with alumni through frequent updates, activities and campaigns during the year.
- Under the UK Alumni Strategy of the British Council, the programme “UK in my eyes” has served effectively to strengthen key Education UK brand messages through student testimonials who act as ambassadors to promote UK culture and education. The programme, at the same time, will be a good opportunity for UK institutions to promote their UK alumni strategy and institutional profiles.
- In 2014, **10** UK institutions placed a 12-months promotion package in the “UK in my eyes” programme. These institutions have benefited from the participation of their students and alumni in the programme, who acted as ambassadors to promote their institutions through their inspiring stories.

## 1. Benefits

We recommend this programme to UK institutions who aim to have a long-term profile development marketing strategy in Vietnam. These institutions can take advantage of this programme to use their alumni as institutional ambassadors to develop institutional profile in Vietnam.

Detailed benefits for UK advertising institutions include:

- Placing **a web-banner** that links directly to the institutional websites over 12 months on the homepage of the Programme site at <http://www.ukinmyeyes.vn>. Flexibility is given for UK advertising institutions to change the web banners design and URLs of the links throughout the year, allowing institutions to utilise this advertising channel for different marketing purposes in Vietnam.
- Support from the British Council to set up an **institutional landing page** on the Programme site <http://www.ukinmyeyes.vn> in Vietnamese, featuring stories of alumni and promoting alumni events, scholarships and institutional information that are relevant to Vietnamese prospective students. FREE design, translation, edit and management fee of this landing page from the British Council. However, the British Council reserves the right to edit the content to ensure appropriate tone of voice.
- Support from the British Council to promote institutional **news and events** and **alumni stories** that are relevant with Vietnamese prospective students on Facebook fan page <http://www.facebook.com/NuocAnhTrongMatToi> throughout the year.
- Participation in one of a series of **Facebook chats** which will be organised throughout the year. **Facebook chats** are a new initiative of the programme in year 2015 and scheduled once per month. Each chat is live online for two hours, during which Facebook members post their questions and get direct answers from UK alumni and institutional representatives. Questions are about different aspects of studying and living in the UK or about courses, scholarships offered by participating UK institutions. This is a very good online event

for UK institutions to promote their profiles directly with prospective students in Vietnam, by answering their questions with support from UK alumni as institutional ambassadors.

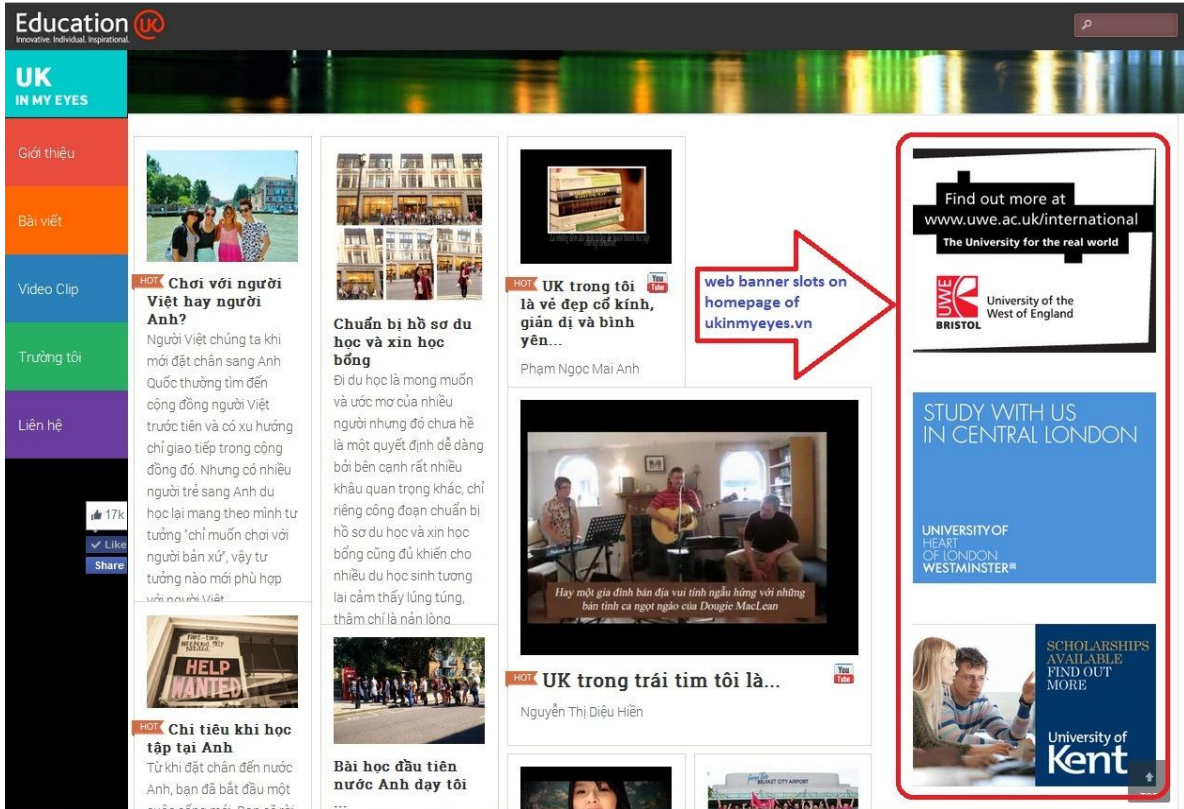
## 2. Advertising cost

Advertising activities	Duration	Cost
<p><b>12-months profile development package:</b></p> <ul style="list-style-type: none"> <li>• One advertising web banner on homepage of the Programme website</li> <li>• One landing page in Vietnamese on the Programme website, featuring institutional profiles / alumni stories and other institutional news</li> <li>• Participating in 01 Facebook online chat about studying in the UK in the Programme Facebook page</li> </ul> <p>Additional benefits:</p> <ul style="list-style-type: none"> <li>• Flexibility to change the design and URL of the web banner at any time</li> <li>• FREE design, translation, edit and management of the landing page by the British Council</li> <li>• British Council supports to promote UK alumni, scholarship and institutional information on Facebook page of the programme during the advertising time</li> </ul>	12 months	<p>GBP 2,000</p> <p>(exclusive of 20% UK VAT)</p>
<p><b>Facebook chat package:</b></p> <ul style="list-style-type: none"> <li>• Participating in 01 online chat about studying in the UK on the Programme Facebook page</li> <li>• Assign 1- 2 alumni or students to join the online chat to answer questions from Facebook members. Representative of the institution can also join the online chat if he/she can arrange time.</li> <li>• Institutional profile is promoted on the Programme Facebook page prior the online chat event</li> </ul>	A 2-hour online event	<p>GBP 200</p> <p>(exclusive of VN VAT)</p>

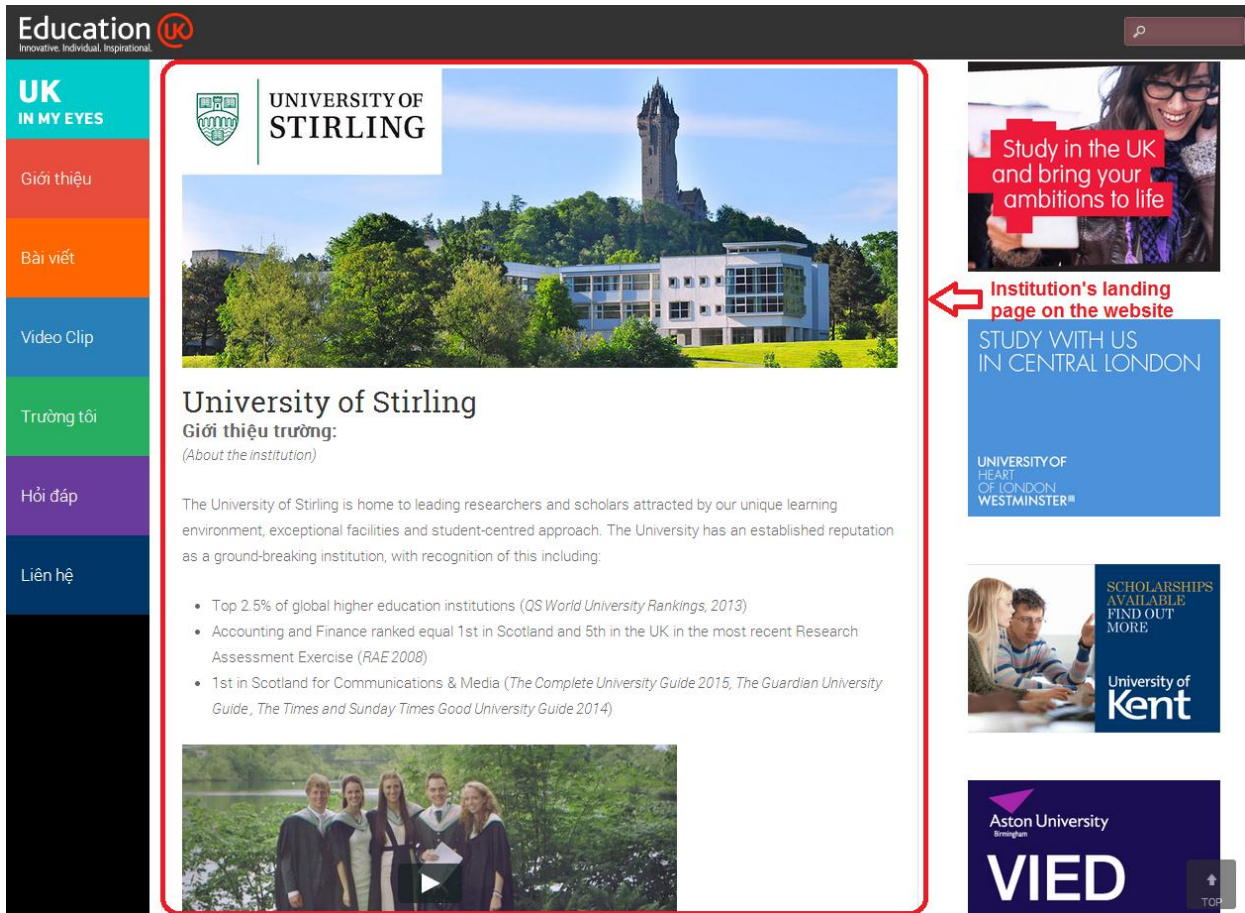
UK institutions who are interested in this promotion opportunity should send their expression of interest using [this form](#) to:

**Binh Do**  
**Education Marketing Officer**  
 British Council  
 20 Thuy Khue, Hanoi | Vietnam  
 T +84 (0)4 37281920 ext 1990  
 E [Binh.do@britishcouncil.org.vn](mailto:Binh.do@britishcouncil.org.vn)

Illustration of advertising benefits for UK institutions on the Programme website



Web banner slots on homepage of the website ukinmyeyes.vn



Institution's landing page on the website, featuring institutional profile

**Liên hệ:**

(Contact) Nicki McPake, Student Recruitment, Admissions and International Affairs

**Điện thoại:** +44 (0) 1786 467046

**Email:** international@stir.ac.uk

**Website:** http://www.stir.ac.uk/vietnam

**Chia sẻ của sinh viên:**

### Nguyen Ngoc Tuyet Trinh

**Khoá học:** (Course) MSc Media & Communications Management (Vietnam)



As someone who has been working in the area for some time, I find the course particularly helpful for me to systemise the knowledge that I have learned from my various internal on-the-job training occasions. For those that have not had experience, I believe this course can help obtain a solid base of professional knowledge and build up a network with experts in this field via guest lectures by well-known media executives

0 Bình luận

[Read more](#)

### Hieu Duc Nguyen

**Khoá học:** (Course) MSc Media & Communications Management (Vietnam)



The course blends an updated Western knowledge base with localised guest lectures by senior and high-profile professionals from Vietnam's media and communications industries. Their experience and knowledge is highly appreciated and they have proved to be great additional assets to the course.

0 Bình luận

[Read more](#)

← Where Institution's alumni testimonials are shown on the website

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