



Education UK Ambassadors Talks

2015

British Council Vietnam invites UK institutions to participate as partners in our event “**Education UK Ambassadors Talks**”. This is an initiative of British Council Vietnam under our Alumni Strategy to support UK institutions to strengthen their Vietnam alumni network. There are opportunities for UK institutions who have a good network of alumni in Vietnam or who have a Vietnam Student Ambassador to send their best alumni and ambassadors to the event, and promote institutional profiles through their experience sharing with prospective students. The partnering UK institutions can also send counsellors from agents who represent them in Vietnam to the event to counsel about institutional courses to prospective students.

Event date: Hanoi, 1 August 2015
 Ho Chi Minh city, 8 August 2015

1/ Event purpose:

“Education UK Ambassadors Talks” aim to promote the UK as the best choice of overseas study destinations that bring an “*innovative, individual and inspirational*” education to international students. Through inspiring stories delivered by speakers who are very successful alumni or excellent student ambassadors at UK institutions, the event also aims to showcase the “value for money”, employability benefits that UK education can bring to students.

2/ Target audience:

The event aims to attract 200 prospective students at each city of Hanoi and Ho Chi Minh city, who desire to study in the UK in the near future.

3/ Event programme:

Education UK Ambassadors Talks

Morning; 9:00 – 12:00

Part 1: Alumni Talks

- A series of talks about different aspects of studying and living in the UK delivered by alumni
- Speakers are high-profile alumni who are successful in their careers, best students who are studying at UK institutions, or student ambassadors of UK institutions

Part 2: Alumni experience sharing and counselling

- Alumni and student ambassadors of UK institutions share their experience of studying at their own UK institutions at institutional booths
- Partnering UK institutions can send one agent counsellor to the event to counsel about



courses to prospective students

Pre-departure briefing

Afternoon; 15:00 – 17:00

- The Pre-departure briefing will be a separate event which aims at students who have offer letters from UK institutions and will depart for the UK in this year only.
- Alumni/student ambassadors who take part in the “Education UK Ambassadors Talks” in the morning can also participate in the Pre-departure briefing if they want.

3/ Benefits for UK institutions

Becoming a partner in the event, UK institutions will have the following benefits:

- Send a maximum of **six** alumni or students who can act as institution’s ambassadors to the event (03 people in Hanoi, 03 people in Ho Chi Minh city). Alumni/student ambassadors should have the diversity in types of courses and level of study. Alumni/student ambassadors who have a good topic to share with participants can be invited by the British Council to become speakers at the Alumni Talks session.
- Have **01 booth** to promote the institution at the Counselling session. Alumni/student ambassadors of each institution will be responsible for decorating the booth and sharing their experience of studying at the institution with prospective students who visit their booth.
- Send **one agent counsellor** to the event, who can sit together with alumni/student ambassadors at the booth to counsel about institutions’ courses if there are enquiries from prospective students.
- Partnering UK institutions will be mentioned as partners of the event in the Advertising and PR campaign to promote the event to students.

4/ Inputs from partnering UK institutions

Partnership opportunities are given to **10 UK institutions** on a first come first serve basis.

Partnering UK institutions are required to send the British Council names and profiles of alumni/student ambassadors who they nominate to participate in the event (Form will be provided).

A partnership fee is required at **£400** for participating in both events in Hanoi and HCMC City. The fee is excluded of 10% VN VAT.

For UK institutions who are interested in participating in this event, please send your expression of interest to:

CONTACT PERSON:

Ms. Le Thu Hien
Education Marketing Manager
Email: hien.le@britishcouncil.org.vn