

## English Learning Expo in Taipei on 17 November 2012

**An excellent opportunity for networking with local education agents as well as to approach youngsters with interests in learning English in the UK!**

English learning has been popular in Taiwan. The government, employers, education institutions, and students are highly aware of the importance of English learning for it helps build the country's international competitiveness, hence the strong demands in English learning courses/programmes at every level.

In the light of the growing enquiries and needs as such, the British Council Taipei plans to organise an English Learning Expo, aiming at parents and local school teachers, to discuss a wide range of issues relating to English learning of students in Taiwan. The Expo will have a number of elements:

- Forums on English learning and assessment
- Workshops for parents and local teachers on using learning resources for English language
- UK EFL School Fair open to all public

As part of the English Learning Expo, the UK EFL School Fair will be featured by UK English schools to showcase the UK's wide variety of course offers which local audiences have strong appetite for. In this one-day event, networking sessions will also be arranged separately for UK EFL schools and local agents to facilitate the discussion for future business collaboration.

In adjunction to the European Education Fair Taipei (EEFT) taking place on 10 – 12 November, the UK EFL School Fair will be jointly promoted in the EEFT's large-scale advertisement campaign to reach out widely to local audience in Taipei and its neighbouring cities. In addition to the general public who are traditionally targeted for education fair, there will also be tailored communication with key groups, such as parent association, English school teachers, and local education authorities, to bring the event to their attention and encourage their participation.

We are keen to invite you to be part of the UK's efforts in promoting studying English in the UK. Join this wonderful opportunity now and engage with many students and parents in Taiwan!

### **Market Background**

- The Youth Mobility Scheme (YMS) implemented in 1 January 2012 have received more than 4,000 applications, indicating the UK remains of interest and popularity amongst Taiwanese youngsters
- A recent agent's survey conducted by the British Council Taipei in 2011 showed a 36% of survey respondents observed that the overall study in the UK market increased, while studying in the EFL courses for a length of more than 6 months saw a growth at 10%.
- Visa-free announcement in March 2009 led to an increase of 15% yoy in the summer pick, average 9.67% increase overall. A further growth of 8.54% was observed in 2011, and demand for English language learning continues to be strong.
- Student profile: teenagers, university students, and young professionals;

<p>preferred studies: language courses combined with cultural/skill based modules</p> <ul style="list-style-type: none"> <li>▪ Currently facing fierce competition from Australia and Canada with 'Work &amp; Holiday' products as well as from local providers for programmes at all levels</li> <li>▪ Interests in General English, English for Academic Purpose, Exam Preparation, English Plus and Workplace English</li> <li>▪ The previous English UK agent fair organised in November 2011 attracted over 25 agents to take part in the face-to-face sessions to discuss their potential collaborations with UK EFL schools, which indicated the level of interests held by local partners as well as the strong potentials of the EFL market in Taiwan.</li> </ul>
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### Key details

Dates and cities	17 November 2012, Taipei	
Event details	The package includes networking with agents and a market briefing in the morning, and a public-facing English Learning Expo in the afternoon, which will be jointly promoted with the European Education Fair Taiwan.	
	Activities	Cost
	<p>1. Participation in <b>meeting with agents</b>, which includes:</p> <ul style="list-style-type: none"> <li>○ Pre-event market briefing</li> <li>○ Networking and partnership building with local educational agents and travel agents around Taiwan</li> <li>○ Face-to-face counselling and meeting sessions with local agents</li> <li>○ Distribution of promotional materials to participants and target audiences as appropriate</li> <li>○ Administrative supports to UK participating schools by the British Council Taipei</li> </ul> <p>2. On site participations in the <b>UK EFL School Fair</b>, which includes:</p> <ul style="list-style-type: none"> <li>○ Targeted promotional activities via email shots, websites, social media (facebook, Ning), mobile text messages, as well as posters sent to study abroad centres in local HEIs, schools and colleges</li> <li>○ Education UK branded publications</li> <li>○ Display of materials at the exhibition venue</li> <li>○ Meeting with publics with interests in studying English, summer school, and boarding school in the UK</li> <li>○ Venue hire, refreshment and beverages</li> <li>○ Use of British Council facilities with experienced education promotion staff on hand</li> </ul>	GBP 550

	<p><b>3. Large-scale promotion</b> along with the European Education Fair, which includes:</p> <ul style="list-style-type: none"> <li>○ Event message exposure on BC's websites, including BC portal, Education UK, Facebook, Ning, Education UK exhibition website (Edukex)</li> <li>○ Education UK branded campaign through outdoor adverts and online media starting from October 2012</li> <li>○ Event message exposure on Agent's newsletter and What's On e-newsletter in September, October and November 2012</li> <li>○ Media exposure on local newspapers</li> <li>○ Event message circulating through EEFT website, facebook and e-newsletter</li> </ul>	
<b>Paid adverts</b>	<p>There is limited space offered to EFL providers for more exposures through Education UK branded promotional materials as follows:</p> <ul style="list-style-type: none"> <li>○ Advertisement on Education UK Taiwan website: the advertising space on the homepage offers great visibility for institutions to raise profiles and/or programmes that institutions have to promote; events and activities organised by institutions are also suggested to be featured beforehand in order to engage with local audiences</li> <li>○ Education UK exhibition show guide: the British Council produces exhibition show guide to be distributed during the Education UK exhibition. Printed in thousands of copies, the show guide is an excellent platform for institutions, agents and commercial partners to engage with perspective students and service users who have strong interests in studying in the UK</li> <li>○ Bespoke marketing services: ranging from market research to investment in local media, the British Council provides tailor-made services upon request in addition to promoting with/through British Council Taipei's publications and online resources. This can help create synergy for which institutions require in terms of impact-making</li> </ul>	<p>Further details of adverts will be sent to institutions that express their interests in advertising with us</p>
	<p><b>Please note that the participation fee does not include international or domestic travel, accommodation, subsistence or freight</b></p>	
<b>Cancellation deadlines</b>	<p>Cancellation fees will be charged for withdrawal in accordance with the following:</p>	

	<ul style="list-style-type: none"> <li>At fifty per cent of the full participation fee per school for withdrawals received on or after <b>10 September 2012</b>.</li> <li>At one hundred per cent of the full participation fee per school for withdrawals received on or after <b>24 September 2012</b>.</li> </ul>
<b>Minimum number of participants</b>	15 EFL schools

#### Aims of the event

- To position the UK as the first choice for students from Taiwan
- To showcase the variety of opportunities within the UK's general English programmes and summer school programmes
- To provide UK EFL providers with a platform to discuss collaborative projects with Taiwanese educational agents and travel agents

#### British Council Taipei's role

- Host agent's meeting session for EFL providers in Taipei
- Facilitate networking and partnership building between UK EFL providers and local educational agents and travel agents
- Arrange face-to-face counselling and meeting sessions with educational agents and travel agents
- Identify local potential partners of international schools and introduce UK EFL providers to local partners
- Conduct promotional activities of the UK EFL School Fair to attract participation of local audience.

#### English Learning Expo

##### Indicative schedule in Taipei

Dates	Times	Activity
Saturday, 17 November 2012	10:00– 12:00	<ul style="list-style-type: none"> <li>Pre-event market briefing (20mins)</li> <li>Face-to-face counselling and meeting sessions with local educational agents and travel agents</li> </ul>
	12:00– 13:00	<ul style="list-style-type: none"> <li>Lunch break</li> </ul>
	13:30– 18:00	<ul style="list-style-type: none"> <li>Public-facing event to meet with local audiences</li> </ul>

## English UK Member Application Form

Please return the completed form by email ([EducationUK@britishcouncil.org.tw](mailto:EducationUK@britishcouncil.org.tw)) before **31 August 2012**. Confirmation letters will be sent out by 3 September 2012.

### SECTION 1 – INSTITUTION DETAILS

Institution name: \_\_\_\_\_  
 Institution address: \_\_\_\_\_  
 Tel: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Web address: \_\_\_\_\_

## SECTION 2 – REPRESENTATIVE ATTENDING

Title: ☐ Mr ☐ Mrs ☐ Miss ☐ Other \_\_\_\_\_  
 First name: \_\_\_\_\_ Surname: \_\_\_\_\_  
 Job Title: \_\_\_\_\_  
 E-mail: \_\_\_\_\_

**Contact person and telephone number in case of emergency** (a close friend / relative is recommended)

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## SECTION 3 – COURSE OFFERED

Details will be shown on the Road Show handbook.

### A – Summer programme offered

- a) Age range \_\_\_\_\_
- b) Location(s) of summer centres \_\_\_\_\_
- c) Course period in 2013: \_\_\_\_\_
- d) Types of accommodation: \_\_\_\_\_
- e) Minimum number of students per group: \_\_\_\_\_

### B – Other English language courses offered

Please provide details of the types of English language courses offered by your institution.

- |  |  |
|--|--|
| <input type="checkbox"/> General & Intensive English       | <input type="checkbox"/> English for Specific Purposes |
| <input type="checkbox"/> English for Business / Executives | <input type="checkbox"/> English Plus                  |
| <input type="checkbox"/> Home Tuition                      | <input type="checkbox"/> One-to-one                    |
| <input type="checkbox"/> Courses for teachers of English   | <input type="checkbox"/> Work Experience               |
| <input type="checkbox"/> Foundation courses                | <input type="checkbox"/> Examination courses           |
| <input type="checkbox"/> English for Academic Purposes     |  |

### B – Other courses offered

Please provide details of other types of courses offered by your institution.

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> GCSE courses            | <input type="checkbox"/> A Level courses      | <input type="checkbox"/> International Baccalaureate |
| <input type="checkbox"/> Access courses          | <input type="checkbox"/> Vocational courses   | <input type="checkbox"/> Diploma/Certificate courses |
| <input type="checkbox"/> Undergraduate courses   | <input type="checkbox"/> Postgraduate courses | <input type="checkbox"/> Sport Programmes            |
| <input type="checkbox"/> Guardianship Programmes | <input type="checkbox"/> Holiday Camps        |  |

### C – Description of institution

Please provide a short description of your institution using no more than 500 characters (including spaces).

## SECTION 4 – SERVICE OPTIONS

<input type="checkbox"/> Taipei – English Learning Expo (17 Nov 2012)	£550
<input type="checkbox"/> Education UK website (Taiwan) Homepage teaser Ad and an article	£250 (two weeks)
<input type="checkbox"/> Education UK exhibition show guide cover-in full page Ad	£300
<input type="checkbox"/> Education UK exhibition show guide back-in full page Ad	£250

## SECTION 5 – PAYMENT DETAILS

### Bank transfer

Invoices will be sent to all participating institutions through email by 7 September 2012. Payments are accepted through bank transfer. The account details of **The British Council Taiwan** is as follows:

Bank: HSBC  
Account name: The British Council Taiwan  
Account No: 91264818  
Sort code: 40-05-01  
Branch address: 129 New Bond Street London W1A 2JA  
IBAN: GB49MIDL40050191264818  
SWIFT CODE: MIDLGB2107C

Please be advised that we are not able to accept cheques. When making the payment through bank transfer, please quote '**English Learning Expo attendee**' and the **invoice number** so as to help us identify your payment.

☐ **Billing name/address:** (please specify if a hard copy of the invoice is required)

I confirm that the above named organisation wishes to be included in the activities as indicated above. I understand that if this application is accepted that the terms and conditions listed below will form a binding contract between this organisation and the British Council Taipei.

## SECTION 6 – TERMS & CONDITIONS

### Terms and conditions

The English Learning Expo in Taipei will be opened to all English UK member institutions and the participation fee for meeting with agents, the UK EFL School Fair and large-scale promotion is GBP 550.

### VAT Disclaimer

The British Council is currently reviewing the VAT liability of all its activities. Depending on the outcome of this review, and agreement of liabilities with HM Customs and Excise, we may have to send you a supplementary invoice for VAT at some point in the future on the items we invoice you for from 1 April 2001 onwards.

### Payment schedule

The British Council will invoice participants for the English Learning Expo. Invoice will be emailed to participants within one week after the application closes on 31 August 2012. Terms of payment are within 30 days of the invoice date.

Payment arrangements for accommodation and freight are the responsibility of the participant. In accordance with British Council audit procedures reminder letters will be issued for all outstanding invoices over 45 days. Until all invoices are cleared a block will be placed on your British Council account. Further applications to the activities organised by the British Council Taipei cannot be accepted until all outstanding invoices have been paid.

### **Representation by Associate Offices Overseas**

UK institutions may nominate an associate office overseas or agent to represent them in the English Learning Expo. However, all parts of the event contract and contact will be conducted between the British Council Taipei and the UK institution through a UK representative and a UK address. The UK institution will be solely responsible for ensuring that all communication reaches their overseas counterpart and for meeting all payment obligations under the contract in full and on time.

The British Council Taipei will invoice the UK office of the institution in line with the above and payment will be expected from that office.

### **Cancellation**

Cancellation fees will be charged for withdrawal from this tour as of the date of receipt of notice of withdrawal: fifty per cent of the full participation cost on or after **10 September 2012**, one hundred per cent of the full participation cost on or after **24 September 2012**. Notice of withdrawal must be supplied in writing, if faxed it should be followed by the original copy by post.

### **Accommodation, Travel & Freight**

Please note that the participation fee does not include accommodation, subsistence or international or domestic travel costs (unless otherwise stated). Details of recommended hotels and rates and the recommended travel agent will be made to confirmed participants in the participants' handbook.

The participation fee does not include freight costs – these are the responsibility of the participating institution.

### **Acceptance**

The staging of this activity is conditional on the British Council receiving a sufficient number of applications to make event cost effective. You will be sent an acceptance letter once the deadline for applications has passed and sufficient numbers have been received.

If you have any queries please contact Ms Silvia Fan ([EducationUK@britishcouncil.org.tw](mailto:EducationUK@britishcouncil.org.tw)) at the British council Taipei **by 31 August 2012**. Confirmation letters will be sent out by 3 September 2012.