



The inspiration for the future

www.educationuk.org

The East Asia Agent Conference 2013

25-26 March 2013 | Guangzhou | Hilton Guangzhou Tianhe

The East Asia Agent Conference is a regional conference for student recruitment agents from across East Asia. The objectives of this conference are to address industry challenges and opportunities, and improve professionalism, business ethics and capacity building amongst agents. Senior management and representatives from education agents, as well as other industry practitioners, will attend the conference.

Who will attend?

More than 200 delegates from 12 countries and regions across East Asia:

- Business leaders from student recruitment agencies
- An agent audience of key market players with over 10 years experience
- An additional 5,000+ agents through pre-conference mailings

Market facts

- There are currently over **150,000** students from East Asia studying in the UK
- **40%** of these students use education agents
- Over **105,000** Chinese students studying in the UK

Why partner with us?

- Highly targeted business partners in education industries i.e. education agents
- Enhance recruitment opportunities by building rapport with education agencies
- Gain the latest data, market trends and research findings on international education
- Raise awareness and maximise exposure of your organisation, products and services regionally from one location
- Raise brand equity and reputation through association with the trusted brands of British Council and Education UK

How to get involved

We offer 5 kinds of sponsorship packages and exhibition opportunity.

- Tiered Sponsorship (Platinum Sponsor £5,000 / Gold Sponsor £3,500 / Silver Sponsor £1,500)
- Tea break Sponsor £2,000
- Parallel Session Sponsor £ 2, 000
- Material Sponsor £ 2,000
- Exhibition £ 800



Full details of sponsorship opportunities are available, see pages 3-5

If you are interested in any sponsorship opportunities, or to discuss a tailored package please contact project manager Ms Jamie Jin by **Dec. 15, 2012**:

Ms Jamie Jin

T +86 (0)20 8510 3095

Email: jamie.jin@britishcouncil.org.cn



Sponsorship Opportunities:

Tiered Sponsorship :

Tiered sponsorship offers the highest visibility branding to target audience.

- Platinum Sponsor GBP 5,000
- Gold Sponsor GBP 3,500
- Silver Sponsor GBP 1,500

Platinum Sponsor: GBP 5,000

- 1 table onsite for material distribution and counselling
- 10 mins talk as guest speakers to all participants during the conference
- Logo credit on conference name badge
- Logo credit on main backdrops onsite
- Logo credit on conference programme guide
- Advertisement in conference programme guide (A4 size, 1 full page)
- Sponsor profile in conference programme guide
- Logo credit and cross link on conference mini site
- Insert of 1 copy of leaflet in conference material bag/folder (A4)
- 3 Representatives invited to welcome reception and lunch

Gold Sponsor: GBP 3,500

- 1 table onsite for material distribution and counselling
- 10 mins talk as guest speakers in one breakout session
- Logo credit on main backdrops onsite
- Advertisement in conference programme guide (A4 size, half page)
- Sponsor profile in conference programme guide
- Logo credit and cross link on conference mini site
- Insert of 1 copy of leaflet in conference material bag/folder (A4)
- 2 Representatives invited to welcome reception and lunch

Silver Sponsor: GBP 1,500

- 1 table onsite for material distribution and counselling
- Sponsor profile in conference programme guide
- Logo credit and cross link on conference mini site
- Insert of 1 copy of leaflet in conference material bag/folder (A4)
- 1 Representative invited to welcome reception and lunch

Additional Sponsorship Opportunities

Material Sponsor: GBP 2,000

Each registered delegate will receive a bag, a name badge and a branded pen upon registration, depicting the sponsor's company logo. This provides the sponsor with high visibility opportunities to promote their brand and receive maximum exposure.

Package includes:

- Your company logo printed on each delegate bag (one colour)
- Your company logo printed on the name badge
- Sponsor branded pens inserted into delegate bag – provided by sponsor



Parallel Session Sponsor: GBP 2, 000

Organisations have the opportunity to sponsor a parallel session or 4 concurrent sessions at the Conference. This opportunity provides sponsors with a high level of exposure with your company brand being associated to the material presented at the session(s). Whilst the parallel sessions will provide mass exposure to all delegates, concurrent sessions will focus your exposure to those with high interest in the specific topics and will be reinforced numerous times.

Package includes:

- Sponsor's logo on screen before and after session
- Sponsor's logo in the Conference Program next to relevant sessions
- Acknowledgement by chair of the parallel session as sponsor
- Opportunity to hand out promotional material to delegates attending the session

Exhibition opportunity

Exhibition Booth: GBP 800

The Conference provides the best opportunity for the exhibitors to showcase their products and services, develop new leads and increase brand awareness. The exhibition stands will be displayed from the registration of the Conference on 26 March 2013 to the closure time. All the participants will be encouraged to visit the exhibition stands during the tea breaks. Up to 1 representative of each exhibitor will be entitled to attend the Welcome Reception and all sessions of the Conference. Stands will be allocated on a first-in first-served basis. Detailed Floor plan will be sent to the exhibitor 1 month prior to the Conference. If there is more than 1 representative from each exhibitor, each extra representative will pay GBP 100 for participant fee.

Each exhibitor will be provided with:

- 1 standard hotel table and 2 chairs
- 1 table stand with company name displayed
- One full delegate registration
- one exhibitor passes
- Listing in Exhibitor Directory in conference programme guide
- profile in conference programme guide

We suggest all exhibitors to bring their own table cloth and 1 standing pull-up for the decoration of the stand to enhance the brand awareness of their organizations.

Customisation

If you would like to customise your sponsorship and exhibition package, we are more than happy to tailor a package that best suits your business needs. Please contact the Conference Project Manager to discuss about the details.

Payment Terms

For all sponsorship and exhibition packages, the following payment terms will apply:

- Full payment before 10 April 2013, two months prior to the Conference. Please note that British Council will issue invoice to all sponsors.
- All sponsorship and exhibition prices do not include VAT.

Terms and Conditions



- All sponsorship and exhibition prices do not include VAT.
- All sponsors and exhibitors will be invoiced by British Council.
- British Council reserves the right to reject a sponsorship or advertising application at its sole discretion.
- Sponsorship bookings will be allocated only on receipt of official application in the order of receipt by British Council of the application.
- An email will be sent to you to confirm your booking. Full payment is required before 10 April 2013.
- All cancellations must be made in writing to British Council in the event of cancellation. 50% of the sponsorship fee will apply for the cancellation on or after 15 Jan. 2013. 100% of the sponsorship fee will apply for the cancellation on or after 15 Feb. 2013.
- British Council reserves the right to rearrange the order of sponsors on publications.
- All monies payable must be received (and cleared) by the due dates. Failure to do so may result in your organization being deemed to have cancelled its booking, not being included in publications. British Council reserve the right to refuse access to the venue for set-up until payment in full has been made and cleared.
- Sponsors are responsible to take up insurance coverage for their own protection and indemnity.
- Sponsors must not paint or otherwise alter the floor, ceiling, pillars or walls of venue, including the area where a sponsor's table is located.
- Sponsors will be liable for any damage caused by them or their employees, contractors, agents and invitees, to other exhibitors or any common property or property of any third party within the Conference.
- Sponsors are responsible for the transport of their own exhibits to and from the Conference, including all related expenses.
- British Council will not be responsible for any loss or theft of Sponsors' exhibits or other property at the Conference at any time or any exhibits or property of any of their respective employees, contractors, agents and invitees.
- British Council will not be responsible for any damage arising out of, and shall not be in breach of the agreement arising out of an application for sponsorship, if the Conference is cancelled, suspended, or reduced due to failure of services or other force majeure events outside of British Council's reasonable control.

If you are interested to be a sponsor in the East Asia Agent Conference, please refer to the sponsorship opportunities below and contact project manager Ms Jamie Jin by **Dec. 15, 2012**.

Ms Jamie Jin

T +86 (0)20 8510 3095

Email: jamie.jin@britishcouncil.org.cn

Sponsorship & Exhibition Booking Form



Sponsorship & Exhibition Booking Form

Sponsorship & Exhibition Items Requested:

Please list the sponsorship and exhibition items requested

	Description	GBP Amount
EG:	Exhibition Booth (Standard)	GBP 800
1		
2		
3		
	Total Amount (including VAT):	

Booking & Event Contact:

Organisation Name:			
Contact Person:			
Position:			
Organisation Profile: (Max. 100 words)			
Address:			
City:		State	
Country:		Postcode:	
Telephone:		Mobile:	
Email address:			
Web Link:			

By signing and forwarding this Booking Form to British Council, you are deemed to have accepted the Terms & Conditions set out on page 5 of this document, and these terms and conditions shall apply to the sponsorship and/or exhibition arrangement.

Signed:		Date:	
----------------	--	--------------	--

Tentative Program:

<https://siem.britishcouncil.org/>



Tentative Program

Time	Topic	Exhibition
Day 1--25 March 2013 (Monday)		
09:00-18:00	Check-in	N.A
18:00-20:00	Welcome reception	N.A
Day 2--26th March 2013 (Tuesday)		
08:30-09:20	Registration	Open
09:30-09:40	Welcome speech by British Council and CEAIE	
09.40-09:50	IELTS speech	
09:50-10:15	<p>Keynote Speech 1</p> <p>UK Education in East Asia: Trends, Challenges and Cooperation</p> <p>This keynote speech addresses major trends and challenges that UK education is facing in East Asia including socio-economic update. It also presents views on how the UK is responding to these trends and challenges.</p>	
10:20-10:40	<p>Keynote Speech 2</p> <p>The road to excellence: building successful agencies in a competitive and globalised world</p> <p>International education agencies require a radically different approaches if they are to shape their future. What are the expectations and what do we want international education agencies of the future to look like, and what steps should be taken to get there? What would future agent-institution collaborations look like?</p>	
10:40-11:00	Joint Q&A session	
11:00-11:20	Tea Break and Free time to visit Exhibition stands	



<p>11:20-12:00</p>	<p>Panel discussion 1</p> <p>New partnerships that build capacity: agents and UK institutions</p> <p>This session will facilitate discussion about the relationship between agents and UK institutions. Traditional practises are being challenged by technology and behaviours of new generation of techno-savvy students. The services that agents provide, strategies they set and partnerships they build need to change. Presenters from UK institutions and their rep offices and agents will discuss what are the challenges and how they are adopting new approaches to the business.</p>	<p>Open</p>
<p>12:00-12:40</p>	<p>Panel discussion 2</p> <p>Graduates for East Asia</p> <p>Future global prosperity depends on a highly educated and skilled workforce with international perspectives. In light of this, what role will agencies and institutions play in delivering skilled workforce? This session explores the role of agents and education providers in developing talents needed in East Asia. Presenters from multi-national business enterprises and human resources experts discuss talent needs for the future.</p>	
<p>12:40-12:45</p>	<p>Summary for morning session & briefing for afternoon session</p>	
<p>12:45-13:45</p>	<p>Lunch break and networking</p>	
<p>14:00-14:50</p>	<p>4 Parallel sessions</p> <p>Parallel session 1</p> <p>A new digital recipe for recruitment success</p> <p>This session looks at the latest developments, good practice and innovation in digital marketing. Presenters will showcase digital marketing in the international education industry, address the major trends and challenges that both agents and institutions are facing and present views on how we should respond to these challenges and trends.</p>	



	<p>Parallel session 2 Agent business - diversification and cross country cooperation among agents from East Asia region</p> <p>As the world becomes ever more connected, we have greater awareness of the connection between cultures, generations and socio-economic groups in East Asia. In this session the possibility of agents from different countries across the region co-operating to promote the internationalisation of UK education will be discussed. Presenters will look to discuss: What is the role of agents in connecting the peoples of East Asia and the UK? How will agents and institutions work beyond traditional boundaries? How will the internationalisation of institutions shape and create a connected East Asia region? What are the opportunities for agents?</p>	
14:50-15:40	<p>Parallel session 3 China session: the new Chinese students</p> <p>This session looks at the new generation in China and opportunities in the international education market. The aim is to provide an overall macro view of China, starting with an update on the social, economic and political situation there. This would then be followed by expert speakers providing their views on China's young generation as represented through their lifestyle and social media behaviours. This will allow the audience to have an up-close view of China today and develop an understanding of communicating with China's young audience.</p>	
	<p>Parallel session 4 Malaysia session: Professional Development</p> <p>Training and development is very critical to the prosperity and growth of any business and today's knowledge worker. This session aims to discuss and address the challenges faced by education agents on the emerging need of training and development, its implications upon individuals, employers and company performance.</p>	
15:40-16:00	Tea Break and Free time to visit Exhibition stands	
16:00-17:00	Closing Plenary	Open

Pre-booking of parallel sessions is recommended.