

# Ignite your ideas

## Smart Talk

### The best of British alumni...

Shining a spotlight on the best of British education, Smart Talk is an exciting series of innovative lectures and master classes given by a wide range of noted British alumni to students and young professionals across China.




From architects to Olympians, from designers to scientists, Smart Talk speakers come from a variety of different backgrounds. Having been running for over three years previous speakers include: Glasgow University graduate, adventurer and world record breaker Mark Beaumont, Huddersfield University Chancellor and acting legend Sir Patrick Stewart, De Montfort University alumnus and photographer of Hollywood celebrities Andy Gotts MBE, cloning pioneer and Edinburgh University professor Sir Ian Wilmut, and Royal College of Art graduate and present Head of Communications and renown graphic designer Neville Brody.



### Put the spotlight on your alumni

A unique chance to showcase the talent nurtured by your institution and an effective way to directly reach out to students and young professionals, Smart Talk is a platform which allows Chinese students and young professionals to directly engage with successful individuals who have pursued varied careers.



With tailor-made sessions, wide online reach with extensive social media interaction, offline coverage through newspapers and print media, a range of host universities and relevant industry partners in major metropolises like Beijing, Shanghai and Guangzhou and rapidly growing cities like Chongqing, Xi'an, Hangzhou, Smart Talk's impact is broad and widespread and offers a wealth of opportunities for institutions and speakers.



## In 2011, Smart Talk...

...covered 9 cities, visited 16 universities, held 20 individual sessions, attracted a total onsite audience of over 6,500 people, generated interest from 1 million online followers, with over 175 media clippings and a media value of over 10 million RMB.

## Get in touch

To put forward outstanding alumni for Smart Talk contact Mr Robert Isherwood via [robert.isherwood@britishcouncil.org.cn](mailto:robert.isherwood@britishcouncil.org.cn)