



Ready for take off?

Invitation to CIEET wrap around activities

Dear partners,

The 18th China International Education Exhibition Tour (CIEET) will be held from March 9 – 24. The British Council China will take this opportunity to arrange a series of wrap-around activities in Beijing, Shenyang, Xi'an, Shanghai and Guangzhou to increase the impact for UK institutions.

A fantastic opportunity to raise public awareness of your institution in China, the wrap-around events will provide chargeable promotional opportunities for UK institutions as highlighted below:

1) QR code (**GBP 200**): for online promotion and onsite game.

- BC will create a webpage on Education UK with CIEET 2013 information and logos of participating UK institutions. The logos will be linked to the Education UK websites with information of participating UK institutions.
- BC will also create QR codes of Education UK websites for participating UK institutions. These codes will be printed on the front of the booth of participating UK institutions.

Visitors can easily get participating institutions' information through scanning the QR code with their mobile phone or other device.

- This is not limited to how many cities your institution is attending in CIEET 2013. BC will use the QR codes in all participating cities.

QR code game (free): connect online information and onsite activity. A good opportunity to attract visitors to your booth and interact with them.

- In the UK pavilion, visitors can visit booths of participating UK institutions and collect their QR codes.
- BC will create a map with participating UK institutions' QR code & names and guidance for collecting QR codes.
- Gifts should be provided by participating UK institutions to visitors. It would be better that there are special gifts only offered to visitors who come to your booth to collect the QR code. We will also promote this game with your gifts.



- This game is designed for UK institutions who are participating in the above mentioned QR code promotion only.

2) Onsite publication (GBP 250 per city in BJ, SH, GZ, GBP 150 per city in SY, XA):

- BC will give a page in BC's exhibitors guide manual for each participating UK institution with promotional information. This will be handed out to visitors when they visit BC booths as guide to UK institutions.
- Promotional information can be your institution's introduction, academic strength, programmes available to students, alumni and interesting projects, etc.
- At least one picture should be included to make your promotional information more attractive.

3) Themed lectures (GBP 400 for one course in one city): A showcase of your academic strength through a taste of UK education, you may choose from: Beijing, Shenyang, Xi'an, Shanghai and Guangzhou.

- BC will arrange themed lectures in the most popular subjects amongst Chinese students. These are Engineering, Finance and Art & Design. UK institutions can choose a course or more courses that falls under these subject areas to give a talk at local schools or universities (max 5 courses in each city). For example, Architecture for Art & Design.
- Each delegate (academic staff) can give a demo class on their chosen course (40-60 minutes).
- Schedule for themed lectures is as below:

Date	Day	Time	City
7 Mar 2013	Thursday	Afternoon or evening	Beijing
11 Mar 2013	Monday	Afternoon or evening	Shenyang
13 Mar 2013	Wednesday	Afternoon or evening	Xi'an
15 Mar 2013	Friday	Afternoon or evening	Shanghai
21 Mar 2013	Thursday	Afternoon or evening	Guangzhou

How to participate?

UK institutions will be required to **complete the enclosed application form** and submit the application information of wrap around activities 1)-2) to Ms. Li Xueyan (li.xueyan@britishcouncil.org.cn), the British Council China Exhibition Coordinator, by **Friday, 18 January 2013**.

If you would like to apply to carry out themed lectures, please fill in the part for 3) themed lectures and send it to Mr Ewan Evans (ewan.evans@britishcouncil.org.cn), British Council Wrap-around Activities Coordinator, **by Friday, 18 January 2013**.

We will liaise with each registered institution individually for further arrangement details.



Please ensure that all promotional texts/images/topics from institutions are sent to the British Council China by **Thursday, 31 January 2013**.

Enquiries

If you have any enquiries about the **wrap around activities 1)-3)** for CIEET 2013, please contact:

British Council China Exhibition Coordinator

Ms. Li Xueyan

Education Marketing Officer

Cultural and Education Section of the British Embassy (British Council China)

E li.xueyan@britishcouncil.org.cn

T +86 (10) 6590 6903 ext 365

If you have any enquiries about **themed lectures**, please contact:

British Council Wrap-around Activities Coordinator

Mr. Ewan Evans

Education Marketing Officer

Cultural and Education Section of the British General Consulate (British Council China)

E ewan.evans@britishcouncil.org.cn

T +86 (0)20 8510 3012

(Please go on to next page for the application form)



Application Form

Please complete this application form in print, and return 1)-2) to **Ms Li Xueyan** (li.xueyan@britishcouncil.org.cn) and 3) to **Mr Ewan Evans** (ewan.evans@britishcouncil.org.cn) by email **by Friday, 18 January 2013.**

Name of institution*(Chinese & English): _____

(*This format will be used in all publicity)

Main contact for this event: _____

Name of delegate for theme lecture: _____

Telephone: _____

Fax: _____

E-mail: _____

Please tick the promotional activity that you would like to participate in:

1)

Activity	Participation Fee *	Please tick for selected items
QR code & QR code game	GBP 200 *	

Note: Please provide the name, number and photo of gifts to visitors who play the QR code game before Monday, 28 January 2013. Please note that gifts are required for institutions participating in the QR code game.

****All prices are exclusive of VAT unless otherwise stated***

2)

Activities	City	Participation Fee *	Please tick for selected items
One page in BC's exhibitors guide manual	Beijing	GBP 250 *	
	Shenyang	GBP 150 *	
	Xi'an	GBP 150 *	
	Shanghai	GBP 250 *	
	Guangzhou	GBP 250 *	

****All prices are exclusive of VAT unless otherwise stated***

Please fill the form with all the information you would like to promote in the exhibitors guide manual

English, max. 500 words	
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3)

Themed lectures:

City	Date	Participation Fee * per course	Please tick for selected items	Courses (please give the exact name)
Beijing	7 Mar. 2013	GBP 400 *		
Shenyang	11 Mar. 2013	GBP 400 *		
Xi'an	13 Mar. 2013	GBP 400 *		
Shanghai	15 Mar. 2013	GBP 400 *		
Guangzhou	21 Mar. 2013	GBP 400 *		

**All prices are exclusive of VAT unless otherwise stated*

Cancellation fees will be charged for withdrawal from the events, as of the date of receipt of *Notice of Withdrawal*:

- 50% of the full participation fee for withdrawals received on or after **25 January 2013**.
- 100% of the full participation fee for withdrawals received on or after **7 February 2013**.

I confirm that the above named organisation would like to take part in the above promotional activities (options ticked above). I understand that if this application is accepted that the terms and conditions listed in the event details will form a binding contract between this organisation and the British Council.

Signature: _____

Date: