

## British Council “University Short-term Study Guidebook” – Booking Form

Please complete the form and send as a scanned PDF file to:  
[JP\\_BC-SIEM@britishcouncil.org](mailto:JP_BC-SIEM@britishcouncil.org) by **24<sup>th</sup> October 2016**.

|  |               |                  |
|--|---------------|------------------|
| <b>Name of institution:</b>  |               |                  |
| <i>Authorised person:</i>  | <b>Name</b>   | <b>Signature</b> |
|  | <b>Tel:</b>   | <b>Fax:</b>      |
|  | <b>Email:</b> |                  |
| <input type="checkbox"/> <b>Please check this box if your institution meets the eligibility criteria.</b><br><i>(UK university that meets the British Council Services for International Education Marketing Criteria</i><br><a href="https://siem.britishcouncil.org/eligibility-criteria">https://siem.britishcouncil.org/eligibility-criteria</a> ) |               |                  |
| <input type="checkbox"/> I would like to place a profile page in the British Council “University Short-term Study Guidebook” produced by the British Council in Japan. I am aware of the fee as stated below and I understand and accept the <b>Terms and Conditions</b> listed on page 2.   |               |                  |

| 1 Profile page in Japanese   | Price   |
|--|---|
| Profile includes: <ul style="list-style-type: none"> <li>• University name, logo, and contact details</li> <li>• Brief information about the university (up to 150 words)</li> <li>• Course information including dates and tuition fees (up to 200 words)</li> <li>• Up to three photographs of the institution/students (the British Council, Japan will select 1-3 photographs that best fit the space)</li> </ul> Institutions will be asked to complete a template. The contents will be translated into Japanese and the design prepared by the British Council. | £600*<br>Translation fee and artwork included<br>*exclusive of applicable VAT |

## **Terms and Conditions**

### **Eligibility**

All participating institutions must meet the British Council Services for International Education Marketing Criteria <https://siem.britishcouncil.org/eligibility-criteria>

### **Selection**

Applications will be accepted on a first-come first-served basis. Institutions will be listed in alphabetical order in the guidebook.

### **Acceptance**

The publication of the guidebook is conditional on the British Council receiving a sufficient number of applications. Institutions will be sent confirmation of acceptance (or rejection with reasons for the rejection) once sufficient numbers have been received.

### **Payment schedule**

The British Council will invoice all institutions for the publication fee in early February 2017.

### **Cancellation Policy**

The below cancellation fees will be charged for withdrawal from the publication, as of the date of receipt of notice of withdrawal.

- 50 per cent of the full participation fee for withdrawals received on or after **31<sup>st</sup> October 2016**.
- 100 per cent of the full participation fee for withdrawals received on or after **8<sup>th</sup> November 2016**.

Notice of withdrawal must be supplied in writing by email to [JP\\_BC-SIEM@britishcouncil.org](mailto:JP_BC-SIEM@britishcouncil.org)