## **New opportunity to promote your institution through Study UK: Discover You** Expression of Interest form for UK HEIs

|  |  |
| --- | --- |
| QUestion | Your answers |
| Name of your institution  |  |
| Name and role of representative from your institution who you are proposing to feature in the filmed interview |  |
| Countries and subject areas you’re targeting (please provide rationale on subject areas) |  |
| A topic about an aspect of university life that you feel would be most interesting to future students (please provide rationale) |  |
| How would your institution be able to leverage your own promotional channels to boost and support the campaign reach? |  |
| Maximum of 250 words on how your institution demonstrates alignment with the campaign’s key messages:• Impeccable academic standards• Diverse range of courses with commitment to quality of learning• Rich culture and history • Safe and unthreatening• Globally recognised career enhancing qualification• Society with great heritage and fresh, energetic cultures• Inspiring and fulfilling environment to live and learn..and campaign proposition:Students on UK education courses benefit from the support and nurturing environment at their institutions, the inspirational experiences that are on offer, the progressive teaching that encourages independence of thought – and the breadth of opportunity that is open to them once they have these rich educational foundations. | This should be demonstrated through these three areas:* Examples of support to international students on-campus (positive student learning experience)
* Examples of support to international students on career development (positive support to graduate outcomes)
* Examples of institutional international engagement and support to develop key overseas influencers - eg TNE partners, agents and media
 |
| Preferred date of show: 16 Aug/23 Aug/13 Sept/20 Sept/Oct/Nov/Dec/Jan/Feb/Mar\*\*should your EOI be selected, we will do our best to accommodate your request date but we cannot guarantee your preferred date/month will be available.  |  |

### Thank you. Please return this form to Simon.Edwards@britishcouncil.org by COP 31 July 2017.