

The British Council Vietnam is delighted to invite UK schools, colleges and ELT providers to promote your English summer courses for Vietnamese students in the **'UK English Summer Courses promotion campaign - Vietnam 2018'**

Statistics from UKVI showed a significant growth of 145% in UK short term student visa for Vietnam in 2016 as compared to 2015. The growing trend continued in the first 8 months of 2017 with 6% increase of short-term student visa applicants as compared to the same period in 2016. 63% of this visa type is Child student visa, i.e students of age group from 11 to 16 who definitely go for English summer courses in the UK.

In this context, the "UK English Summer Course promotion campaign", running from January to March 2018 by the British Council Vietnam, will be a good opportunity for UK English Summer Course providers to promote your institution's profile and especially to enhance your student recruitment for the summer 2018 intakes.

Participating in this campaign, ELT providers will have opportunities to interact with education agents and potential students who come to the Study UK Vietnam School, College and University Pathway Exhibition in March 2018. The campaign will also promote ELT providers' profiles and courses to a wider audience via both printed materials and online marketing channels.

The participating fee is GBP1,800 for on-site activities (in two cities Hanoi and HCMC), and GBP700 for the advertising campaign, with flexibility for ELT providers to opt into all or selected services.

1. Promotion campaign

1.1 Onsite marketing activities

- **ELT Zone at the Study UK Vietnam School, College and University Pathway Exhibition – March 2018**

An ELT Zone will be set up at the Exhibition to promote specifically UK English Summer Courses to prospective Vietnamese students, where ELT providers can counsel directly with exhibition visitors about English summer courses

City	Date	Time	Venue
Hanoi	Saturday, 10 Mar 2018	14:00 – 17:00	Hilton Hotel, 1 Le Thanh Tong, Hoan Kiem District, Hanoi
Ho Chi Minh City	Sunday, 11 Mar 2018	14:00 – 17:00	Novotel Hotel, 167 Hai Ba Trung, District 3, HCMC

- ✓ Onsite counselling is provided by institution representatives
- ✓ Face-to-face interaction with prospective students and parents at the ELT Zone
- ✓ Participation in the counselling is limited to two representatives and one stand assistant for each participating institution

- ✓ British Council staff will be on hand to provide support and answer general enquiries on UK education.
- ✓ A maximum of eight UK institutions is accepted to participate to the ELT Zone

More information is available at the exhibition's registration site:

<https://siem.britishcouncil.org/exhibition/study-uk-vietnam-schoolcollege-university-pathway-exhibition-march-2018>

- **Networking with Education Agents**

- ✓ A networking event will be held with local education agents who have shown their interest in enhancing and broadening their services to English Summer Courses
- ✓ The event will be connected to the Study UK Vietnam School, College and University Pathway Exhibition – March 2018 at following schedule
- ✓ The event format will be 1:1 meeting based on pre-event registration from exhibitors and local agents

City	Date	Time	Venue
Hanoi	Saturday, 10 Mar 2018	10:00 – 12:00	Hilton Hotel, 1 Le Thanh Tong, Hoan Kiem District, Hanoi
Ho Chi Minh City	Sunday, 11 Mar 2018	10:00 – 12:00	Novotel Hotel, 167 Hai Ba Trung, District 3, HCMC

1.2 Marketing Campaign

- **Publication Advertisement in the booklet ‘My road to the UK’**

Profiles of ELT providers and your English summer courses are advertised at section ‘UK English Summer Course’ in the booklet “My road to the UK”, which will focus to promote UK schools, colleges, university pathways and ELT providers.

1,000 booklets will be produced & distributed to students who visit the Study UK - Discover You Exhibition & Roadshow in Hanoi and Ho Chi Minh City in March 2018.

- **Online marketing channels:**

UK ELT providers will be promoted through the digital marketing channels of the British Council as follows:

- ✓ **Email marketing:** An email shot promoting the school profile, courses, scholarship offer, etc. will be sent to 703 students who have expressed an interest in studying English courses in the UK;
- ✓ **Monthly E-newsletters:** An advertorial slot in the Education UK E-newsletter (sent to a database of 8,000 prospective student emails) will be provided. There will be 1 Education UK E-newsletters sent out in March 2018.
- ✓ **Agent e-newsletter:** An email shot promoting the school profile, courses, scholarship offer, etc will be included in our quarterly e-news to 45 agents in the British Council's Education Agent Network
- ✓ **Facebook ‘UKinmyeyes’:** a sponsor post in the ‘UKinmyeyes’ with more than 84K followers

In these marketing channels, ELT providers can promote video clips, alumni testimonials, advertorials, scholarship information that show the benefits of their English summer courses to Vietnamese students.

The British Council Vietnam will provide support on content creation and advice on messaging that speaks to the target audience in Vietnam.

2. Participation fees

Promotion activities		Fee breakdown
1. On-site activities at the Study UK Vietnam School, College and University Pathway Exhibition – March 2018	ELT Zone – counselling with students	✓ Hanoi – GBP900
	Networking with Education Agents	✓ HCM – GBP900
2. Marketing Campaign	Booklet advertisement	✓ GBP700
	Online marketing channels	

ELT providers can choose to participate in both or either of the two activities of the campaign.

Please note all prices are exclusive of VAT, unless otherwise stated.

Attachment:

Vietnam 2018 - UK Summer Course promotion – Application Form

Action required:

Please complete the application form and return to Ms Phuong Vo at phuong.vo@britishcouncil.org.vn as an attachment by Friday 18 January 2017.

Places will be allocated on a first-come, first-served basis.

Contact:

If you need further information, please contact BC-SIEM Vietnam team at:
Ms. Phuong Pham
Education Marketing Manager
Email: phuong.pham@britishcouncil.org.vn