

Study UK Postgraduate Campaign Korea 2018

British Council in Korea is delighted to invite you to this year's Study UK Postgraduate Campaign, which will take place on the 6th October 2018 in Seoul.

This is an integrated campaign consist of digital marketing and high-quality offline event specifically designed to target relevant stakeholders in Korean market not only to showcase UK's various postgraduate-level course offers, but also to support institutions with direct recruitment. We are aiming to engage more than 100 audiences with genuine interest for the offline event, and planning to reach 25,000 viewers online to raise awareness of participating institutions. Please refer to below rationale for this opportunity and send your application by 15th August, 2018 if you wish to participate.

Why is this event necessary in Korean market?

- 1) Prospective students' perception about studying in the UK is positive: **high-level of research and cost-effectiveness** due to shorter study period compared to competitors, some subject areas are heavily rooted in the UK (e.g. Study of Media Journalism was born in the UK and the subject of Actor-ology under Film Studies only exists in the UK which brings attention to young professionals who are seeking PG degree courses)
- 2) Growing attention towards the UK with Korean **media's positive coverage about some cities recently featuring student lives** in Oxford, Birmingham, Liverpool, and etc. Some comments from the TV show says "UK's location is excellent to travel to wider Europe" "UK is the centre of Europe, and students studying in the UK seem to receive high quality education, that's why UK's books/cultures/sport is considered the best"
- 3) **Chevening scholarship** is only available at Postgraduate level
- 4) **Postgraduate market is very stable in Korea**, has been recruiting over 2,000 annually for the past 10 years
- 5) Employment rate is low in Korea (about 60%), and young professionals think Postgraduate-level qualification is essential to upgrade their CV

Why is this format the most effective?

- 1) Koreans have the highest percentage using YouTube and Kakao Talk unlike many other Asian countries where LINE and Facebook are popular. Therefore, it is crucial to run digital campaign featuring each institution 2 weeks before the event to help with bookings.
- 2) Korean government's HR department funds 250-300 civil servants every year for their PG qualification overseas, and only 40-50 of them choose the UK mainly due to lack of information. Korean government prefers localised (translated into Korean) booklet form, therefore we will produce a web-brochure and partly print them out for external stakeholders like the government.

The web version will be used to distribute through Embassy’s alumni list, and universities in each city.

- 3) Same old booth type consultation only will not attract Korean audiences; we need to provide something productive to them. As our “Young Career Mentoring” event was very successful last year, we will invite star UK alumni who are working for Samsung, Hyundai, CJ, Burberry, Harrods, etc to give mini-mentoring. Also, we will invite academics to deliver taster lectures on specific subjects and share high quality research done by UK universities. Industry speaker (likely to be an HR officer of a corporation) will attend and do an opening to persuade students to apply for UK universities for Postgraduate.

Benefits to UK institutions

The campaign could further strengthen the UK’s position in Postgraduate sector by promoting the following key messages:

- 1) Don’t just get a degree, but obtain practical working experience through internships and placement opportunities
- 2) Getting a Master’s degree is more affordable than studying in the U.S or Australia
- 3) Experience high quality research level

Target Audience and number of reach

- Young professionals
- Civil servants who have 100% grant from government, and their spouses
- University seniors
- Employee of Major corporations and their HR officers
- Agents

- Offline event: 100+
- Digital reach: 25,000

Market Trend Statistics

- 2017 Tier 4 visa issuance (3,981, 2.8% growth)
- UK’s market share (6%, 1% growth)
- HESA data for PG recruitment (2,195 in 2016/17 and very stable)

Year	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17
PG	2,030	2,190	2,265	2,365	2,445	2,430	2,315	2,230	2,195

Campaign Format

Delivery Type	What’s included
Digital	<ul style="list-style-type: none"> • Mini-web brochure: simplified introduction (courses provided, tuition, and alumni testimonial) of each participating institution and their location marked on the UK’s map. We will later print it to use as an event flyer • Targeted promotion via existing BC channels: <ul style="list-style-type: none"> - 1 post per each institution on Study UK Facebook and Instagram

<https://education-services.britishcouncil.org>

	<ul style="list-style-type: none"> - 1 post per each institution on British Council NAVER blog - Kakao Talk push message to BC database (1 push message on behalf of all participating institutions) - Direct email shot to Study UK database - SMS shot to Study UK database <ul style="list-style-type: none"> • Study in Europe Fair organised by EU Delegations: <ul style="list-style-type: none"> - Each participating institution can send their prospectus/leaflet to be distributed in Study in Europe Fair scheduled on 15-16 September to raise awareness of the institution prior to the offline event. <ul style="list-style-type: none"> • Other distribution channels for the event and web-brochure: <ul style="list-style-type: none"> - Korean government Human Resource and Talent Development Sector (official letter will be sent from British Council) - British Embassy Alumni newsletter - British Embassy Facebook - Mini-web brochure sent to local universities and corporations' email groups, British Council teaching centre database
Offline	<ul style="list-style-type: none"> • Masterclasses: Each participating institution is advised to bring an academic who can give a taster lecture or interactive workshop to Korean audience. Institutions can choose a subject of the lecture as well as introducing relevant research done in that subject field. • Career Mentoring by Star Alumni to give practical advice to prospective students on how to choose a university and how to prepare themselves to be attractive candidates in a job market. • Opening speech by an Industry Speaker encouraging prospective students to choose UK as a study destination. The industry speaker could be either from a UK company based in Korea, or from a local company with global branches. • Consultation: There will be a separate tables with institution banners for 1:1 consultation (institutions should bring their own marketing materials including a banner) • How to write a great CV/Personal Statement section by British Council teacher will be available to provide prospective students

Participation fees

Digital only: £900

Digital and offline (**with** academic's taster lecture slot): £1,500

Digital and offline (**without** academic's taster lecture slot): £1,300

All fees are exclusive of applicable VAT

How to apply

To reserve a slot, please complete the booking form below and return it to the address below. Applications will be accepted on a first-come first-served basis.

Youngah Kim (Education Services Manager) British Council in Korea

Youngah.kim@britishcouncil.org

<https://education-services.britishcouncil.org>

Booking Form: Study UK Postgraduate Campaign Korea 2018

Please send completed forms as a scanned PDF file to: Youngah.kim@britishcouncil.org

Name of institution	
Authorised person	
Email address	
<input type="checkbox"/> Please check this box if your institution meets the British Council International Education Services criteria https://education-services.britishcouncil.org/eligibility-criteria	

Please tick the appropriate box(es) in the table below.

Option	Fee
Digital only (with mini-web brochure)	<input type="checkbox"/> £900*
Digital and Offline (with academic's taster lecture slot)	<input type="checkbox"/> £1,500*
Digital and Offline (without academic's taster lecture slot)	<input type="checkbox"/> £1,300*

*All fees are exclusive of applicable VAT

Declaration

I confirm that the above named organisation does want to take part in the Study UK Postgraduate Campaign Korea 2018 (options ticked above). I understand that if this application is accepted that the terms and conditions listed below will form a binding contract between this organisation and the British Council.

_____ (signature of applicant) _____ (date)

Terms and Conditions

Eligibility

All participating institutions must meet the British Council International Education Services criteria <https://education-services.britishcouncil.org/eligibility-criteria>

Selection

Applications will be accepted on a first-come first-served basis. Institutions will appear in alphabetical order by institution in all promotional materials.

Acceptance


Delivery of the project is conditional on the British Council receiving a sufficient number of applications. Institutions will be sent confirmation of acceptance once sufficient numbers have been received.

Payment schedule

The British Council will invoice all institutions for the participation fee in September 2018.

Cancellation Policy

<https://education-services.britishcouncil.org>



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

- 50 per cent of the participation fee for withdrawals received on or after **1st September 2018**.
- 100 per cent of the participation fee for withdrawals received on or after **15th September 2018**.

Notice of withdrawal must be supplied in writing by email to Youngah.kim@britishcouncil.org