

Engineering/Technology/Automotive Mission to South Korea: Student Recruitment and Partnership Development

UK universities are invited to participate in the upcoming "Engineering/Technology/Automotive Mission to South Korea" which can directly support UK institutions with student recruitment along with building mutually beneficial relationships with local stakeholders in the related industries. We plan to offer not only 1:1 consultation desk and taster lecture time but also meeting opportunity with delegates from local universities to facilitate research collaborations. Our event is around two major Auto shows happening this November and next March/April time, and we will run wider digital campaign 3 weeks prior to the events to generate interest among the targeted audience. The Campaign is organised in cooperation with British Embassy Seoul under "Automotive is GREAT" but will be expanded to general Engineering and Technology sectors for their potentials in Korean employability markets.

Market Context

1) More job opportunities for youth with growing interest towards 4th Industrial Revolution, yet Korea is experiencing professional skills shortage

More local companies and Korean government look to secure talented individuals with global experience and insight to cope with emerging 4th Industrial Revolutions in such as K-City, a test site for self-driving cars in Hwaseong, suburban city of Seoul.

2) Growth of salary in Engineering/Technology sectors in Korea

According to Korea National Statistics, salary level in general Engineering/Tech industries have increased as double in the past 15 years. Therefore recent graduates and young professionals have higher chance of upscaling their resume by obtaining a foreign degree. Especially because the UK is considered as the birthplace of "Industrial Revolution", as long as UK institutions introduce the strength in these subject fields, prospective students who might have considered other competitor countries might choose UK as a study destination.

3) Wide audience facing events around two major automotive shows in two major cities:

- Daegu is one of the major auto cluster-based cities in Korea and the City Government recently set out its strategy to be a leading smart city- investing government funds for R&Ds. [Daegu International Future Auto Expo \(DIFA\)](#) is the exhibition focusing on connected and autonomous vehicles, and more than 200 students visited the show in the previous year. It will be a great opportunity to showcase UK's advanced vehicle and manufacturing technology to prospective students and wider audience group.
- [Seoul Motor Show](#) is one of the largest auto shows in East Asia. Held bi-annually it attracts over 900,000 visitors from the automotive industry, press and general public. With high profile sub events including press day and international conference and seminar, Seoul Motor Show will be a truly ideal place to promote the UK automotive innovation aiming at our target audience.

- 4) **Inward mobility number for Korean students in Engineering/Technology fields has been increasing by 25% for the past five years**, and expected to increase not only for President Moon’s new government policies focusing on 4th Industrial Revolution and the job market, but also positive media coverage on UK’s brand power on Automotive and Engineering sectors. (e.g. Auto sales for UK brands have increased by 70%, and Dyson products being very popular among generations in 20-30s)

Benefits to UK institutions

This campaign could bring direct benefits to UK institutions for

- Direct student recruitment in both undergraduate and postgraduate level by having 1:1 consultations
- Showcase the institution’s research excellence and quality work placement by taster lecture sessions
- Build relationships for future partnerships by getting introduced to local partner universities and organisations
- Increased intention to study engineering/tech/automotive courses in the UK by paying visits to local high schools specialising in these areas of subjects
- Understanding specific needs of Korean students looking to study these fields in the UK

Target Audience and number of reach

- Young professionals for PG
- University seniors for PG
- Major Engineering/Tech/Auto corporations and their HR officers for PG
- Agents/school counsellors
- High school students for UG
- Government offices for research partnerships and civil servant trainings

- Offline event: 300+
- Digital reach: 25,000

Description/format of planned activity

Marketing mission that goes along with British Embassy’s Automotive is GREAT Campaign, but not limited to Automotive sector. We are aiming to brand overall Engineering/Technology related courses of the UK. For digital marketing, we will target different digital platforms depending on different age/professional groups prior to the event. Below statistics show that over all, the most popular app used among Korean audience is NAVER BAND, Facebook, Instagram, and Kakao Talk. However, students age 10-20 prefer Facebook and Instagram and young professionals prefer BAND and Kakao Story. Therefore our approach should be different by age/level of degree students seek. Below stat is exclusive of YouTube.

Proposed Programme Format and Itinerary (DRAFT)

Date/City	Activity

First day of offline event	<p>11.00-12.00 Briefing for UK institutions by the British Council</p> <p>12:00-14:00 Networking Lunch with local universities and the British Council</p> <p>14.00-16.00 Workshop/Talk at Daegu Future Motor Expo Conference</p> <p>16.00-18.00 Student Consultation and Promotion at the Motor Show</p>
Second day of offline event	<p>10.00-12.00 School Visit to local specialised high schools (Engineering/Technology specialised)</p> <p>12.00-13.00 Lunch</p> <p>13.00-15.00 School Visit to local specialised high schools (Automotive specialised)</p> <p>15.00-16.00 Break</p> <p>16.00-19.00 1:1 Consultation and Taster Lecture for general public, agents, parents, and university level students</p>

Option 1: Visit around the first major event

Digital campaign: 5-31 October, 2018

Daegu Future Motor Show and Networking Lunch: 1 November, 2018

School visits and 1:1 Consultation: 2 November, 2018

Option 2: Visit around the second major event

Digital campaign: 1-27 March, 2019

School visits and 1:1 Consultation: 2 November: 28 March, 2019

Seoul Motor Show and Networking Lunch: 29 March, 2019

Option 3: Visit around both major events

Digital campaign: 5-31 October, 2018 and 1-27 March, 2019

Two Motor Shows and Networking Lunch: 1 November, 2018 and 29 March, 2019

School visits and 1:1 Consultation: 2 November, 2018 and 28 March, 2019

Mission in Details

Delivery Type	What's included
Digital (3 weeks prior to the offline events)	<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 - 1 post per each institution on British Council NAVER blog

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

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	<ul style="list-style-type: none"> - 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. • 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	<p>1st offline event:</p> <ul style="list-style-type: none"> • Daegu Future Motor Expo, and networking lunch (1 November, 2018) • Taster lecture, 1:1 consultation, and school visits (2 November, 2018) • Digital marketing: Three weeks prior to offline event (14-31 October, 2018) <p>2nd offline event:</p> <ul style="list-style-type: none"> • Seoul Motor Show, and networking lunch (29 March, 2019) • Taster lecture, 1:1 consultation, and school visits (28 March, 2019) • Digital marketing: Three weeks prior to offline event (5-26 March, 2019)

Stakeholders

For BC event: Industry speaker Kate Jory from Kx (British company) will open an event as an industry speaker and support consultation on getting a job/working for a UK company after graduation. Current designer of Hyundai Motors and a UK Alumni will also present to support the event.


For the motor shows:

Korean government: High level officials from Gyeongsangbuk-do, Gyeonggi-do, Gwangju City Government, Daegu City & other regional governments
 Minister for Land, Infrastructure and Transport (MOLIT)
 Ministry of Trade, Industry, and Energy (MOTIE)
 Ministry of Science, ICT and Future Planning (MSIP)
 Korea Intelligent Automotive Parts Promotion Institute (KIAPI)

UK: Automotive Investment Organisation (AIO), DIT
 Science and Innovation team (BEIS), South Korea
 FCO/Embassy
 Department for Transport
 Visit Britain

Participation fees

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



For option 1 (visit around the first motor show, November 2018):
Digital only: £800
Digital and offline (**with** academic's taster lecture slot): £1,500
Digital and offline (**without** academic's taster lecture slot): £1,300

For option 2 (visit around the second motor show, March 2019):
Digital only: £800
Digital and offline (**with** academic's taster lecture slot): £1,500
Digital and offline (**without** academic's taster lecture slot): £1,300

For option 3 (either visit around both motor shows, or 2 digital campaigns):
Digital only: £1,500
Digital and offline (**with** academic's taster lecture slot): £2,500
Digital and offline (**without** academic's taster lecture slot): £2,100

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

Booking Form: Engineering/Technology/Automotive Mission to South Korea

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.

Option1	Fee
Digital only (with mini-web brochure)	<input type="checkbox"/> £800*
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*

Option2	Fee
Digital only (with mini-web brochure)	<input type="checkbox"/> £800*
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*

Option3	Fee
Digital only (with mini-web brochure)	<input type="checkbox"/> £1,500*
Digital and Offline (with academic's taster lecture slot)	<input type="checkbox"/> £2,500*
Digital and Offline (without academic's taster lecture slot)	<input type="checkbox"/> £2,100*

**All fees are exclusive of applicable VAT*

Declaration

I confirm that the above named organisation does want to take part in the Study and Career in Engineering/Tech/Automotive Industries (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)

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



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

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

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