
British Council-TIECA UK English Summer Schools March – April 2019

British Council Thailand, in co-operation with the [Thai International Education Consultant Association \(TIECA\)](#), is inviting UK institutions accredited by British Council to participate in a promotional campaign exclusively designed for the ELT sector.

1. Background

British Council Thailand and the TIECA have worked together for more than 16 years on the UK English Summer Schools campaign, encouraging Thai students to study English in the UK during the Thai school holiday periods.

2. Age range

Institutions participating in the scheme should identify the particular age group they wish to host within the range of 6–18 years. Due to recent changes in the Thai academic year, most universities will be closed for the summer holidays in July and August, so this programme is targeted towards school students only, the vast majority of whom are under 18 years old.

3. Course duration

A four-week ELT programme for students between March and April 2019 is proposed — the actual dates to be agreed by participating UK schools and their allocated agents in Thailand.

4. How to become part of the campaign

1. Interested institutions should complete the online application form using [this link](#), by Monday 27 August 2018.
2. The British Council and TIECA will select institutions for participation in this campaign.
3. A marketing and management fee will be applicable for institutions selected to participate in this campaign, as detailed below.
4. British Council Thailand will be responsible for the marketing and promotion of the campaign, as well as organising an orientation for students and parents.
5. Placement of students in participating institutions will be handled by agents assigned by the TIECA. Once institutions have been assigned an agent, they should then communicate and negotiate details directly with them.

ITEM	Fee*	Benefits
Campaign marketing fee	£500	1. Dedicated TIECA members will work to place students on the programme during March and April, either individually or as part of a group.
Marketing and management fee per student successfully enrolled in this programme	£70	2. Participating institutions will be featured in the campaign's printed brochures and e-brochures to be distributed to over 10,000 prospective students and parents. 3. Institutions will be represented by TIECA members at an Information Day to be organised in November 2018 and January 2019 to promote this campaign. 4. Institutions will be featured in both online and offline promotions between October 2018 and February 2019. 5. British Council-TIECA branded orientation is available for students and parents enrolling in the programme to ensure they have all the necessary information before travelling to the UK. 6. A post-campaign report with feedback and recommendations from TIECA members, parents, and participating students will provide market intelligence for institutions involved in the Thai market in future.

* Excluding applicable VAT and commission fee to agents

5. Additional information

There is an increasing demand in the Thai market for an integrated English language course and placement at a British school to mix with British and international students and experience life in the UK. This type of course is therefore very appealing to the Thai market.

6. Webinar by the British Council Thailand and TIECA

This campaign has been delivered by the British Council and TIECA for more than 16 years. Every year, more than 50 application forms are received, with only a limited number of applicants selected. This year, the British Council and TIECA are pleased to offer a webinar session to explain how the campaign is delivered and the English summer school programmes suitable for the Thai market. The webinar will take place on **Friday 3 August 2018 from 10.00 – 11.00 hrs. BST**. Interested institutions can book a place at the webinar using [this link](#).

7. Further information

For any queries, please contact:

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Deadline: Monday 27 August 2018