

BRITISH COUNCIL NORTH EAST ASIA EVENT CALENDAR 2018 - 2019
REGIONAL CAMPAIGNS IN NORTH EAST ASIA (JAPAN/ KOREA/ HONG KONG/ CHINA)

Activity	Date	Location	Client's Profile	Audience/s Profile	Cost (£) (excluding VAT)	Announced/ To be announced
MBA Tour Japan & Korea	<u>Digital:</u> August 2018 <u>F2F:</u> Korea: 31 Aug 2018 Japan: 2 Sept 2018	British Council Japan and Korea Event Space	HEI	Decision makers (students and parents), influencers, agents, school counsellors, employees of major corporations	Korea: Digital campaign only: GBP 800 With offline event: GBP 1,300 Japan: GBP1,325 Includes: - Digital campaign - Information session	Announced Click here for details
Star Alumni Digital Poster Campaign	October 2018 - March 2019	Digital (11 countries in East Asia)	HEI	Students, teachers and parents (or other potential influencers) who have strong interests in Creative arts	Per country: GBP 800 Participation in more than 3 countries: GBP 700 per country Participation in all 11 countries: GBP 600 per country	Announced Click here for details
STEAM Master Class/showcase	Hong Kong: 22 Jan 2019 China: 23 Jan 2019	Hong Kong: ESF King George V School, Hong Kong China: Guangzhou and Foshan U-Link College Guangdong Shunde Desheng School	HEI	Students, parents, teachers and school counsellors	Hong Kong: GBP1,600 China: GBP700	August 2018
Subject Showcase: Creative Arts & Design	Korea: 23 Mar 2019 Japan: 30 Mar 2019	External venue (TBC)	HEIs	Decision makers (students and parents), influencers, agents, school counsellors	Korea: Digital campaign only: GBP 800 With offline event: GBP 1,500 Japan: TBC	The opportunity will be uploaded on IES website shortly

CAMPAIGNS IN HONG KONG

1) Event details

Activity	Date	Location	Client's Profile	Audience/s Profile	Cost (£) (excluding VAT)	Announced/ To be announced
Study UK August exhibition	18 August	Renaissance Harbour view	HEI, FE	Students, parents and agents	GBP1,670	Announced Click here for details
Hong Kong & Macau School Roadshow 2018	17-21 September (Hong Kong) 22 and 24 September (Macau)	Local schools and 1 local university (in Macau)	HEI	Students, parents, teachers and school counsellors	Hong Kong Trip GBP1,850 Macau Trip GBP700	Announced (Fully booked)
Study UK School & College exhibition + Agent networking	13 October 2018	Cordis Hotel	Sch, FE	Students, parents and agents	GBP1,790	Announced Click here for details
STEAM Master Class/showcase	22 January 2019	ESF King George V School, Hong Kong	HEI	Students, parents, teachers and school counsellors	GBP1,600	August 2018
Star Alumni Digital Poster Campaign	01 - 22 February 2019	Digital	HEI	Students, teachers and parents (or other potential influencers) who have strong interests in Creative arts	GBP800	Announced Click here for details
Study UK February exhibition + Mini school roadshow	23-24 February 2019 (Exhibition) 25-26 February 2019 (HK mini roadshow)	HKCECC 4-5 HK local schools	Sch, HEI, FE, ELT	Students, parents, school counsellors, teachers and agents	GBP4,062 GBP800	Announced Click here for details

2) Bespoke services

Activity	Date	Location	Client's Profile	Audience/s Profile	Cost (£) (excluding VAT)	Announced/ To be announced
Bespoke Digital Marketing	All year round	Digital	Any UK institutions	Targeted audience	Depending on campaign size	Sign up by email
Event management	All year round	British Council	Any UK institutions	Targeted audience	<p>Small seminar room (up to 40): GBP450</p> <p>Large seminar room (up to 80 people): GBP600</p> <p>Multiple Purpose Area (MPA): GBP1,210/GBP1,430 (weekend)</p> <p>NB: Any special requirements such as catering, arrangement, large furniture hiring (e.g. stage) etc. will be at costs</p>	Sign up by email
Consultancy	All year round		Any UK institutions	Targeted audience	Hourly rate: GBP100	Sign up by email
Bespoke visit arrangement	All year round		Any UK institutions	Local schools	GBP150 per institution	Sign up by email

CAMPAIGNS IN SOUTH KOREA

1) Event details

Activity	Date	Location	Client's Profile	Audience/s Profile	Cost (£) (excluding VAT)	Announced / To be announced
MBA Tour Japan & Korea	<p><u>Digital campaign:</u> 10 -30 August</p> <p><u>Offline event:</u> (Presentation and high profile alumni talk, industry speaker talk, resume consultation): 31 August</p>	British Council Korea Event Space	HEI	Decision makers (students and parents), influencers, agents, school counsellors, employees of major corporations	<p>Digital campaign only: GBP 800</p> <p>With offline event: GBP 1,300</p>	<p>Announced</p> <p>Click here for details</p>
Study in Europe Fair (Organised by EU delegations office in Seoul)	<p>15-16 September</p> <p>British Council Korea will display prospectus/leaflets of UK institutions at UK booth. All queries received at the fair will be forwarded to the institutions later</p>	COEX	Any (HEI, FE, ELT, Schools)	Decision makers (students and parents), influencers, agents, school counsellors, employees of major corporations	Free of charge	Sign up by email
PG Study UK Integrated Campaign	<p><u>Web brochure production:</u> 15-30 Sep</p> <p><u>Digital campaign:</u> 25 Sep-12 Oct</p> <p><u>Offline event:</u> (Presentation and high profile alumni consultation): 6 Oct</p>	British Council Korea Event Space	HEI	Decision makers (students and parents), agents, employees of major corporations, civil servants	<p>Web brochure and digital campaign only: GBP 900</p> <p>With offline event with academic's lecture session: GBP 1,500</p> <p>without academic's lecture session: GBP 1,300</p>	<p>Announced</p> <p>Click here for details</p>
Visit to Korea Scholarship Aid Foundation	Networking meeting on 11 October, 10.00-12.00 Government level scholarship feeder that sends 30-50 students for UG every year with government grant	Korea Scholarship Aid Foundation Seoul branch near British Council office	HEI	Delegates from the Foundation	Free of charge	Sign up by email
Engineering/Tech/Automotive Mission	<p><u>Digital campaign:</u> 12-17 Nov</p> <p><u>First offline event :</u> (Daegu future motor expo, school visits, partnership meetings with local HEs and other student facing activity): 1-2 Nov</p>	<p>Daegu Future Motor show and universities in Daegu & Busan</p> <p>British</p>	HEI, FE	Decision makers (students and parents), influencers, agents, school counsellors, local universities, engineers,	<p>Digital only: GBP 800</p> <p>Digital and in-country programme (including academic's taster lecture slot): GBP1,500</p>	<p>Announced</p> <p>Click here for details</p>

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Activity	Date	Location	Client's Profile	Audience/ Profile	Cost (£) (excluding VAT)	Announced / To be announced
	<u>Second offline event:</u> (Seoul motor show, partnership meeting with local HEs and other student facing activity): 28-29 March	Council and universities in Busan, Seoul Motor Show		industry people, government officials	Digital and in-country programme (excluding academic's taster lecture slot): GBP1,300	
Star Alumni Digital Showcase	<u>Digital campaign:</u> 15-30 January	Digital	Any (HEI, FE, ELT, Schools)	Decision makers (students and parents), influencers, agents, school counsellors, local universities, engineers, industry people, government officials	Per country: GBP 800 Participation in more than 3 countries: GBP 700 per country Participation in all 11 countries: GBP 600 per country	Announced Click here for more details
Subject Showcase: Creative Arts & Design	<u>Digital campaign:</u> 1 – 23 March 2019 <u>Offline events:</u> 23 March 2019 (Art and architecture showcasing graduates' work, fashion show, consultation and industry speaker talk)	External venue (TBC)	HEI, FE	Decision makers (students and parents), influencers, agents, school counsellors, industry people, designers, professors, art organisations	Digital campaign only: GBP 800 With offline event: GBP 1,500	The opportunity will be uploaded on IES website shortly
Education/Linguistics/ELT Mission	<u>Digital campaign:</u> 1-22 February <u>Offline event:</u> 21-24 February (21-22 Education/ Linguistics interactive workshops, presentations, partnership facilitation 23-24 ELT workshops, consultations)	Shinsegae Academy and Education focused universities in major cities	HEI, ELT	Decision makers (students and parents), influencers, agents, school counsellors, professors, civil servants, school students	Digital campaign only: GBP 800 With offline event: GBP 1,500	The opportunity will be uploaded on IES website shortly
Vocational Education Promotion	<u>Digital campaign:</u> 1-14 March <u>Offline event:</u> 15 March (partnership meetings in the morning and presentation, workshop in the afternoon/evening)	British Council Event Space	FE, HE	Decision makers (students and parents), influencers, agents, school counsellors, professors, young professionals	Digital campaign only: GBP 600 With offline event: GBP 800	The opportunity will be uploaded on IES website shortly

2) Bespoke services

Activity	Date	Location	Client's Profile	Audience/s Profile	Cost (£) (excluding VAT)	Announced/ To be announced
Bespoke Digital Marketing	All year round	Digital	Any UK institutions	Targeted audience	Depending on campaign size	Sign up by email
Venue Hire and Catering	All year round	British Council	Any UK institutions	Targeted audience	<p>Small meeting room (up to five people): GBP 100</p> <p>Medium size meeting room (up to 10 people): GBP 200</p> <p>Large size meeting room (up to 50 people): GBP 500</p> <p>Catering cost depending on event size</p>	Sign up by email
Consultancy	All year round		Any UK institutions	Targeted audience	Hourly rate: GBP100	Sign up by email
Bespoke visit arrangement	All year round		Any UK institutions	with local corporations, government offices, and universities, agents	GBP 150 per institution	Sign up by email

CAMPAIGNS IN JAPAN

1) Event details

Activity	Date	Location	Client's Profile	Audience/s Profile	Cost (£) + UK VAT	Announced/ To be announced
MBA Tour Japan, Korea	<u>Digital campaign:</u> Aug 2018 <u>Information session:</u> 2 nd Sep 2018	British Council, Tokyo	HEIs	Working professionals, influencers, agents, university counsellors,	GBP1,325 Includes: - Digital campaign - Information session	June 2018 Click here for details
Study UK Exhibition 2018	20 Oct 2018	Akihabara UDX Gallery	English language schools, independent schools, FE colleges, HEIs	Decision makers (students and parents), influencers, agents, school/university counsellors	GBP2,087	Announced Click here for details
Boarding Schools Information Session & Promotional Campaign	<u>Digital campaign:</u> Oct 2018 <u>Information Session:</u> 21 Oct 2018	British Council, Tokyo	Independent Schools	Decision makers (students and parents), influencers, agents, school counsellors	GBP1,500 Includes: - Digital campaign - Information session - One-page colour advert in UK Boarding Schools Guidebook 2019 (published Feb 2019)	Announced Click here for details
Star Alumni Showcase: focus on employability	Oct – Dec 2018	Digital	English language schools, independent schools, FE colleges, HEIs	Targeted audience	GBP750 Includes: - Digital promotion - Physical A0 poster to be displayed at Study UK Exhibition (20 Oct 2018) and thereafter at British Council Tokyo until Oct 2019	Announced Click here for details
ELT Integrated Campaign	Nov 2018	British Council, Tokyo	English language schools	Decision makers (students and parents), influencers, agents, school counsellors	GBP1,325 Includes: - Digital marketing campaign - Face-to-face recruitment event including booth for individual consultation and seminar slot	Announced Click here for details

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Activity	Date	Location	Client's Profile	Audience/s Profile	Cost (£) + UK VAT	Announced/ To be announced
Subject Showcase: Creative Arts & Design	30 March 2019	External venue (TBC)	HEIs	Decision makers (students and parents), influencers, agents, school counsellors	TBC	The opportunity will be uploaded on IES website shortly
University Short-term Study Integrated Campaign	<u>Digital campaign:</u> Jan 2019 <u>Face-to-face recruitment event:</u> Feb 2019 <u>Guidebook:</u> Feb 2019	British Council, Tokyo	HEIs	Decision makers (students and parents), influencers, agents, university counsellors	Digital Campaign, Information Session, Guidebook profile page: GBP1,325 Guidebook profile page only: GBP600	Aug 2018
Boarding Schools Guidebook 2019/20	To be published Feb 2019	Print and Digital	Independent schools	Decision makers (students and parents), influencers, agents, school counsellors	GBP650 Includes: - Full page profile in guidebook - Targeted mailshot (4 institutions introduced per mailshot)	Oct 2018
Study UK Spring Exhibition 2019	25 Mar 2019	TBC	English language schools, independent schools, FE colleges, HEIs	Decision makers (students and parents), influencers, agents, school/university counsellors	TBC	Aug 2018

2) Bespoke services

Activity	Date	Location	Client's Profile	Audience/s Profile	Cost (£) + UK VAT	Announced/ To be announced
Bespoke Digital Marketing	All year round	Digital	All UK institutions	Targeted audience	Determined by campaign scope	Sign up by email
Venue Hire and Event Promotion	All year round	British Council, external venues where required	All UK institutions	Targeted audience	<p><u>Room hire fees</u></p> <p>Conference Room (capacity 20): GBP400/ 3hrs</p> <p>Classroom (capacity 30): GBP500/ 3hrs</p> <p>Seminar room (capacity 50): GBP 650/ 3hrs</p> <p>Event promotion fees charged separately depending on scope of marketing</p> <p>Catering can also be arranged (charged separately).</p>	Sign up by email
Consultancy	All year round		All UK institutions		Hourly rate: GBP100	Sign up by email
Bespoke visit arrangement	All year round		All UK institutions	Local corporations, government offices, universities, agents	GBP150 per institution (British Council staff will accompany delegates at the initial meeting)	Sign up by email