

INTERNATIONAL EDUCATION SERVICES

Recruit TNE

an exclusive series of activities for UK
Transnational Education programmes
to recruit students from South East Asia
and China





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British Council is delighted to introduce the first-ever suite of services exclusively for Transnational Education (TNE) programme providers.

This holistic approach is designed to enable TNE providers to meet with prospective students and parents and key influencers in countries in South East Asia and China.

ABOUT RECRUIT TNE

Almost **120,000** people annually study for UK qualifications in East Asian countries and nearly **30,000** take distance learning programmes for a UK qualification.

Student mobility across countries in East Asia is increasing. TNE is a great option for students wishing to obtain UK qualifications in their home or neighbouring countries. Recruit TNE will help to promote this educational opportunity more widely to students and parents.

Recruit TNE is therefore designed to support TNE providers in raising their profile and developing marketing and recruitment strategies to create awareness among students, parents and key influencers. To ensure a clear understanding of TNE programmes, a special marketing campaign specifically for this purpose is proposed.

The Recruit TNE suite of services will be available in the following markets: China, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Singapore, Thailand, and Vietnam. Details of each market can be obtained from Appendix I.

WHAT IS INCLUDED IN **Recruit TNE** ?



1

ROADSHOW TO LOCAL SCHOOLS AND UNIVERSITIES

The roadshow is designed to give TNE providers the opportunity for face-to-face interaction with prospective students at 3-4 schools and universities in Cambodia, Indonesia, Myanmar, Thailand, and Vietnam. In addition to talking to students and their counsellors, the roadshow will provide TNE providers with the chance to deliver seminars to raise awareness of what TNE can offer. The TNE roadshows in Thailand and Vietnam will also include networking and public events to promote TNE and give TNE providers the opportunity to meet more parents and students.



2

AGENTS AND COUNSELLORS FAM TRIP

The best way to demonstrate the excellence of the TNE programme and facilities is to let people see for themselves. The Agents and Counsellors Fam Trip will involve selected educational agents and school counsellors travelling to China, Malaysia, Singapore, and Thailand to visit campuses and discover the advantages of studying at UK Branch campuses. In addition, agents and counsellors will have an opportunity to see the lifestyle that the various locations can offer students.



3

TNE GUIDEBOOK

The TNE guidebook will provide necessary information and highlight the opportunities available for students to gain UK qualifications in the region. Advertising institutions will have a profile page to highlight the programmes on offer, facilities, costs, and reports from alumni or current students. The guidebook will be in English, but a local language page option is available. The guidebooks will be distributed to students and parents in China, Cambodia, Laos, Thailand, Indonesia, Malaysia, Singapore, and Vietnam. The guidebook will be available in both hardcopy and an electronic version.



4

TNE DIGITAL CAMPAIGN

A social media campaign will promote TNE on platforms and in formats that appeal to potential students. The campaign and its message is to be designed specifically for the local appetite and will appear on the most effective platform in each country such as Facebook, IG, and other suitable websites or platforms that work very well in a particular country.

TIMELINE AND PARTICIPATING FEE

ROADSHOW AND FAM TRIP

Dates	Activities	Locations	Participating Fee *
Fri 23 and Sat 24 Nov 2018	TNE Roadshow and Information Day	Hanoi, Vietnam	£1,500
Mon 14 and Tues 15 Jan 2019	TNE Roadshow	Chiang Mai, Thailand	£1,000
Wed 17 – Sat 19 Jan 2019	TNE Roadshow and Information Day	Bangkok, Thailand	£1,500
Tues 22 - Thurs 24 Jan 2019	TNE Agents and Counsellors Fam Trip	Malaysia (Kuala Lumpur and Johor Bahru)	£1,600
Fri 25 Jan 2019	TNE Agents and Counsellors Fam Trip	Singapore	£1,600
Wed 30 - Thurs 31 Jan 2019	TNE Roadshow	Medan and Jakarta, Indonesia	£1,000
Mon 25 – Wed 27 Feb 2019	TNE Agents and Counsellors Fam Trip	Thailand	£1,100
Sun 17 - Wed 20 Mar 2019	TNE Agents and Counsellors Fam Trip	China	£1,600

* Excluding applicable VAT

TNE GUIDEBOOK 2019

Print run: 5,000 and electronic versions for promotion to a wider audience

Shelf life: January – December 2019

Specification: A4 size in full colour

Distribution: China, Cambodia, Laos, Myanmar, Indonesia, Malaysia, Singapore, Thailand and Vietnam

Publication	Rate card*
Back cover**	£2,500
Inside front cover**	£2,000
Inside back cover**	£1,500
Double page**	£1,000
One profile page (including artwork preparation)	£550
Additional local language page	£250

* Excluding applicable VAT

** To include a complimentary profile page in English

DIGITAL CAMPAIGN

The digital campaign is designed to promote TNE programmes to prospective students on the most effective platform in each country and via the eDMs prospective students on British Council database. It is expected the programme will reach minimum 20,000 people in each country. British Council will translate, review and edit content to suit the selected channels and follow up engagement report.

Platform: Facebook (post boosting on Study UK Facebook page), IG, and eDM for countries in South East Asia and WeChat and Weibo for China.

Duration: 1 to 2 - week campaign from November 2018 – March 2019

Countries: China, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Thailand, and Vietnam

Package	Services offered	Rate card*
Full Package (SEA)	<ul style="list-style-type: none"> • Designing three artworks, key messages, and text in the local language to attract wide interest • Two eDMs to prospective students and parents interested in TNE • One eDM to school counsellors and educational agents • Compiling an article in the local language for the TNE provider to put on their website <p>Promotional period: two weeks. Traffic will be directed to the article in the local language with an enquiry form to enable those interested to provide their contact details.</p>	£1,500
Semi Package (SEA)	<ul style="list-style-type: none"> • Designing one artwork, key messages, and text in the local language to attract wide interest • One eDM to prospective students and parents interested in TNE <p>Promotional period: one week of traffic will be directed to the programme provider's website with an enquiry form to enable those interested to leave their contact details.</p>	£800
China	<ul style="list-style-type: none"> • Two posts at StudyUK WeChat • Four posts at StudyUK Weibo <p>British Council will translate, review and edit content to suit the selected channels and follow up engagement report.</p>	£1,500



PACKAGE PRICE

Special package price for a digital campaign

£5,500 for four countries for the full package

£10,000 for eight countries for the full package

* Excluding applicable VAT

Special price for each market package

10% discount will be applicable for booking
for all products in each county

- China
- Indonesia
- Malaysia
- Thailand
- Vietnam



HOW TO APPLY

Institutions wishing to take part in this campaign should please fill out the form to express an interest in participating by **12 November 2018**. Places are limited and will be allocated on a first-come, first-served basis.

FURTHER INFORMATION

For further information or queries, please feel free to contact any member of our team:



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APPENDIX I

CHINA

The UK currently has 224 TNE partnerships in China at the bachelor degree level and above, (including joint programmes and joint institutes) which have been formally approved by the Ministry of Education, representing a 20% market share in the first half of 2018. In the five years from 2011/12 to 2016/17, student enrolment in UK TNE programmes has experienced an average growth rate of 13% per year, demonstrating that Chinese students are increasingly turning their attention to premium domestic education opportunities. It is therefore important for UK institutions to continue raising awareness of their individual TNE programmes in a growing but increasingly competitive market.

CAMBODIA

Cambodia can be considered an emerging market with 30% growth in GDP per capita between 2012 and 2015. There is domestic demand for international education to be delivered in the country or Southeast Asian region. Cambodia hosts more than 100 international schools. Thailand is the most popular education destination for Cambodian students with more than 1,000 students currently at Thai universities. After English speaking countries and France, Vietnam is the most popular destination with around 500 Cambodian students going on to study in the country.

INDONESIA

The number of Indonesian students studying abroad in 2015 and 2016 respectively, was 54,432 and 54,976. There are currently around 4,000 Indonesian students in the UK, representing only around 7.5% of Indonesian students overseas. This means there is a significant opportunity for recruiting more students, both PG and UG. TNE seems to have expanded in scale and scope in recent years: the number of Indonesian students seeking UK qualifications outside the UK is rising, as is the number of UK universities engaging in TNE in East Asian countries such as Malaysia and Singapore. Distance is still one of the main concerns for Indonesian parents in sending their children to study abroad. Therefore, the opportunity to study in nearer countries for the same UK qualification might be appealing.

LAOS

Laos is still a small market for UK education, but quite a few students from Laos are studying in neighbouring countries, including Thailand and Vietnam. Laos and Thailand have similar cultures and languages. International schools or private schools offering international programmes have begun to emerge in Laos. The British Embassy in Laos is also proactive in promoting UK qualifications to the people of Laos through the GREAT campaign.

MYANMAR

The economy in Myanmar is growing rapidly with 35% growth in GDP per capita between 2012 and 2015. Schools and universities in Myanmar are looking for opportunities to reach out to develop their international skills and perspective. There is an increasing number of new international schools and private schools. Thailand is the most popular study destination for students from Myanmar.

THAILAND

Thailand is one of the top ten non-EU countries sending students to the UK for higher education, with more than 9,000 students studying in the UK per year at all levels. Therefore, UK qualifications are perceived as being of high quality and a favourable choice for Thai parents and students. For TNE, Thailand can be considered an emerging market with an increasing number of international schools and expanding undergraduate markets. Apart from English speaking countries, the most popular study destinations for Thai students are China, Malaysia, and Singapore. There are also agents who work specifically on promoting courses in the two countries.

VIETNAM

Every year nearly 3,000 Vietnamese students go on to study in the UK. The UK qualification is highly valued in Vietnam, as reflected in the increasing number of international and bilingual schools offering A-level and IB programmes. In terms of VN-UK TNE at HE level, the UK currently holds a 15% market share and ranks third in terms of the number of programmes. The level of interest for UK qualifications delivered in a third country (mainly in Asia), is no less popular than those delivered in Vietnam. The most popular study destinations in the region for Vietnamese students are China, Singapore, Japan, and Korea.

