

## 2019/20 EDUCATION INSIGHTS SUBSCRIPTION PLAN

### Research, insights and analysis to give you the edge in internationalisation

Our new subscription packages provide the most advanced resources for international education, with data and market intelligence to drive decision-making in an increasingly competitive global environment

#### Interactive data

**HESA**

Analyse UK HE enrolment and visualise trends with our user-friendly tool. New HESA data will go live on our website on 28 March, including updated tables for offshore enrolments.

**Student insight**

Explore student decision-making factors in key markets with our redesigned survey. This year we will gather high quality samples in five key markets: China, India, Malaysia, Nigeria and Poland.

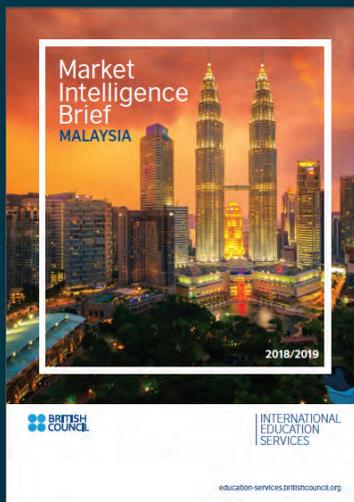
RECRUITMENT  
MONITOR

Track current recruitment conditions in key markets using our survey of agents and institutions. The Recruitment Monitor pilot is offered as part of our Unlimited subscription in 2019/20. Our pilot markets are China, India, and Nigeria.

MARKET  
EXPLORER

Explore and compare economic, demographic and education data across over 50 markets. Our redesigned tool, which will launch in late May, will now also include data covering TNE enrolments and competitor study destinations.

#### Market Intelligence



This year we've redesigned our market briefs from the ground up, with a tighter focus on what matters in international student recruitment and engagement. Inside you'll find detailed data and analysis designed to feed directly into student recruitment plans or briefs for your executive team. Our offer in 2019/20 includes updated briefs covering 35 markets:

Bangladesh	Ghana	Kazakhstan	Pakistan	Taiwan
Brazil	Greece	Kenya	Qatar	Thailand
Canada	Hong Kong	Kuwait	Russia	Turkey
China	India	Malaysia	Saudi Arabia	USA
Colombia	Indonesia	Mexico	Singapore	Vietnam
Egypt	Japan	Nigeria	South Korea	Italy
Germany	Jordan	Oman	Sri Lanka	UAE

# 2019/2020 subscription package details

	<b>Unlimited</b>	<b>Standard</b>	<b>Basic</b>
Price (exclusive of VAT)	£5,900	£3,600	£2,900
Market Insights reports	All	25	15
All Market Insights charts in image format	✓		
HESA data tool*	✓	✓	✓
Market Explorer	✓	✓	
Student Insight reports	✓	✓	
Student Insight interactive data	✓		
Recruitment Monitor pilot	✓		

\*Access to the HESA student data tool is restricted to UK higher education institutions. Alternative subscription packages are available for non-qualifying clients. Please contact us for more information.

## How to subscribe

Complete the subscription form and email it to:  
[insightsandconsultancy@britishcouncil.org](mailto:insightsandconsultancy@britishcouncil.org)

You will receive a confirmation email as soon as the details on the form are verified. We will then send an official invoice to the administration account holder at your institution. Your account will be updated within two days of your order.

[Download subscription form](#)