

## STUDY UK WEEK 2019

The **Study UK Week** in Pakistan is an exciting new initiative scheduled from **23 to 27 September 2019**. The **Study UK Week** is a unique opportunity for UK higher education institutions to maximise brand presence at a point in time when students are planning higher education applications with counsellors and influencers on campus. This activity enables strategic visibility for participating institutions amongst the target audience of students from A-level and undergraduate campuses in Pakistan. The **Study UK Week** will be conducted simultaneously in three major cities of Pakistan: **Karachi, Lahore and Islamabad**. It will provide efficient and effective outreach for participating UK institutions – *without the need for in-person representation*. It features multiple marketing options to reach potential students. The activities are designed to be purposeful, direct and to successfully generate brand recognition.

### Key Framework for Study UK Week:

1. A minimum of 10 local campuses in each city will be hosting the week: these include **O/A level schools and universities**
2. Outreach: **30+ campuses reached across Pakistan**
3. On campus engagement will be run by **Study UK student ambassadors** from each of the host institutes. They will be trained and briefed by IES-Study UK Team in Pakistan

### Benefits for participating UK institutions:

1. Study UK Week provides a dedicated week at the start of the academic term to create impact and strengthen brand recognition for UK HEIs in time for the Pakistan exhibition tour scheduled for October 2019.
2. The activity encourages effective brand recall and positive engagement for the target audience at all levels. It is an innovative model that supplements traditional methods of audience engagement and doesn't require in-person representation.
3. The platform is designed to deliver multiple clutter-free marketing options for participating UK HEIs to choose from. These include social media engagement, on campus branding and face to face activities run by student ambassadors.
4. The activity ensures extensive outreach in the three major cities of Pakistan-building brand equity both digitally and via on ground activities.
5. Study UK week is a unique opportunity for UK universities to explore recruitment leads for future enrolments and generate positive word of mouth among potential international students.

Options for UK institutions		Per city price GBP + VAT	Three Cities Price GBP+ VAT
<b>Option A</b> Social Media Engagement	One boosted post on Study UK Facebook Page for a week <ul style="list-style-type: none"> <li>Facebook Estimated Reach: 9000 – 58000</li> </ul>	N/A	375
<b>Option B</b> On-Campus Branding	<b>Logo placement</b> on all Study UK Week branding on campuses: <ul style="list-style-type: none"> <li>10 posters placed on each campus</li> <li>1000 flyers distributed in each city</li> <li>One drop down banner (<i>W 3 ft x H 5 ft</i>) placed on each campus</li> </ul> <p><i>All branding material will be placed on campus throughout the campaign duration</i></p>	300	900
<b>Option C</b> On-Campus Engagement	Single day engagement run by Study UK student ambassadors on campus <ul style="list-style-type: none"> <li>Short five to ten minute video screening for students</li> <li>Quiz/engagement activity for students</li> </ul> <p>Content for both will be provided by participating UK institution</p> <p><i>Two slots available per day on each campus</i></p>	200	600

**Action required:**

Submit your interest with selected options and/or queries via email to:

**Tooba Iqbal.**

tooba.iqbal@britishcouncil.org.pk Manager International Education Services, Karachi, Pakistan

**Submit your interest latest by 15 August 2019. Register now!**

**About British Council's International Education Services**

British Council's International Education Services provides a comprehensive set of solutions, tailored to cater to UK educational institutions' diverse international marketing needs.

We provide:

- Flexible and creative solutions tailored for your institution in response to changing market demands in Pakistan
- Offers and services to enhance your positioning, profile and visibility in Pakistan
- Access to knowledgeable and expert staff with in-country experience and presence
- Boost your international student recruitment numbers in the Pakistan market
- Consultancy towards developing partnership opportunities with institutions in Pakistan
- Access to cutting edge research
- Bespoke business solutions towards your international agenda through various marketing offers and service as well as research, training, meetings and events.