

IES INDIA – EVENT CALENDAR SOUTH ASIA 2019-2020

Market background – higher education

- Over 275,000 Indian students studying abroad.
- Over 19000 studying in UK in 2017/18. For the first time student numbers rose to 19,750, the same level it had been at in 2013/14.
- Predominantly a PG market with increase in UG numbers over the last few years
- Popular subjects are Business and Administrative Studies, Engineering and Technology. Social studies is at number three. Niche subjects are gaining ground.
- A range of scholarship options by overseas institutions, governments, non-profit organizations, companies, private trusts, and learning institutions for students as well as the 70 years anniversary scholarships by British Council.

Contact person:

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British Council India
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| Activity | Date/ Month | Location/ City | Audience Profile | Price (£)+UK VAT |
|--|--------------------------|----------------|---|---|
| Consultancy: Providing UK institutions with a wide range of bespoke research solutions to support student recruitment, partnership scoping and strategy formation in India and across the globe. | April 2019- March 2020 | All India | Undergraduate and post graduate students Faculty Influencers | As per service request (£100 per hour) |
| Partnership Pack: Creating an opportunity for UK institutions to explore partnerships with Indian HEIs | April 2019 to March 2020 | All India | Head and Faculty across Indian HEIs | As per service request |
| Summer Schools Pack: Creating an opportunity for UK institutions to explore platforms for summer schools | April 2019 to March 2020 | All India | Head and counsellors across schools | As per service request |
| Alumni Showcase: Creating an opportunity for UK institutions to showcase their alumni as ambassadors and to promote UK education to students and influencers | April 2019 to March 2020 | All India | Alumni | As per service request |
| Digital Marketing Campaigns: Undergraduate campaign: Opportunity to promote UK institutions courses to their target audiences | April 2019 to March 2020 | All India | Undergraduates and influencers | 2725 |

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| Postgraduate campaign: Opportunity to promote UK institutions courses to their target audiences | April 2019 to March 2020 | All India | Postgraduates and influencers | 3920 |
| Scholarships Campaign: Opportunity to promote UK institutions scholarships | April 2019 to March 2020 | All India | Post graduates and influencers | 4540 |
| Brand Management Campaign: Opportunity for participating UK institutions to raise their brand visibility, recall and engagement through a campaign of six to twelve months across India through digital platforms. | April 2019 to March 2020 | All India | Undergraduates, postgraduates, faculty and influencers | 11935 |
| Parents Connect Campaign: To promote undergraduate/ postgraduate/ courses/scholarship opportunities to parents who are one of the key influencers for students interested in studying abroad | April 2019 to March 2020 | All India | Parents and Influencers | 4540 |
| PR Media Campaigns: Opportunity for UK institutions to reach their target audience through relevant media vehicles. The PR plan will include: <ul style="list-style-type: none"> • Content creation • Spokesperson briefing • Media RSVP • Tracking and reporting • Advertorial coordination Plan 1: | April 2019 to March 2020 | All India | Undergraduates, postgraduates, faculty and influencers | 16800 - 20400 |

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| 4 interviews, 1 authored article, 2 advertorials | | | | |
| Plan 2: 2 interviews, 2 authored articles, 1 advertorial | April 2019 to March 2020 | All India | Undergraduates, postgraduates, faculty and influencers | 14400- 16800 |
| Plan 3: 2 interviews, 2 authored articles, 1 advertorial | April 2019 to March 2020 | All India | Undergraduates, postgraduates, faculty and influencers | 15600-18000 |
| Plan 4: 2 interviews, 1 press release, 1 authored article, 1 advertorial | April 2019 to March 2020 | All India | Undergraduates, postgraduates, faculty and influencers | 8400-12000 |
| PR Briefing: Webinar with the British Council PR team offering market intelligence and insights on the evolving digital and traditional media landscape in India. This will provide an overview of: <ul style="list-style-type: none"> • Media channels • Top publications • Suggested ways to engage • Paid vs. editorial opportunities • Online media and platforms 1 webinar, for up to 5 participants per University | April 2019 to March 2020 | All India | UK Higher Education Institutions | 3780 |

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| <p>Webinar masterclasses for students: An opportunity for UK institutions to raise their profile by delivering virtual lectures across a range of subjects to Indian institutions</p> | April 2019 to March 2020 | All India | Prospective students: Postgraduate | 200 (per institution) |
| <p>Market Webinars for UK Institutions: An opportunity for UK institutions to understand Indian education systems and policies. Webinars delivered by Indian education specialists</p> | April 2019 to March 2020 | All India | UK Higher Education Institutions | 350 |
| <p>Face to Face Master classes: An opportunity for participating UK institutions to build their brand by delivering face to face lectures on specific subjects to students at Indian institutions</p> | April 2019 to March 2020 | All India | Undergraduates and postgraduates | 200 |
| <p>Live Facebook sessions: An opportunity for UK institutions to reach focussed audience with the help of seminars delivered by UK academics with the help of prearranged topics over Facebook</p> | July to Sep, Jan Feb | All India | Undergraduate students | 500 |

Schools and Higher Education Institution (HEI) Tour:

An opportunity to meet and counsel students at key schools at the undergraduate level and colleges at the PG level across cities of India who are interested in studying at a UK institution. Participating delegates will get an opportunity to give an overview about their institution, counsel students and briefly meet faculty from the Indian institution.

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| Schools/HEIs Tour | 5- 9 August 2019 | Madurai and Kodaikanal | Undergraduate/Postgraduate students | 650 Package |
| Schools/HEIs Tour | 9- 13 August 2019 | Vizag and Hyderabad | Undergraduate/Postgraduate students | 650 Package |
| Schools/HEIs Tour | 19- 22 August 2019 | Indore and Bhopal | Undergraduate/Postgraduate students | 400 per city 725 Package |
| Schools/HEIs Tour | 20-23 August 2019 | Lucknow and Kanpur | Undergraduate/Postgraduate students | 500 per city 750 Dual city Package |
| Schools/HEIs Tour | 2- 5 September 2019 | Kolkata and Raipur | Undergraduate/Postgraduate students | 750 Package |
| Schools/HEIs Tour | 11- 12 September 2019 | Bhubaneswar | Undergraduate/Postgraduate students | 500 |

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| Schools/HEIs Tour | 16- 19 September 2019 | Guwahati and Shillong | Undergraduate/Postgraduate students | 700 Package |
| Schools/HEIs Tour | 17- 18 September 2019 | Mumbai | Undergraduate/Postgraduate students | 500 |
| Schools/HEIs Tour | 19- 20 September 2019 | Pune | Undergraduate/Postgraduate students | 500 |
| Schools/HEIs Tour | 23-24 September 2019 | Chennai | Undergraduate/Postgraduate students | 500 |
| Schools/HEIs Tour | 26- 27 September 2019 | Bangalore | Undergraduate/Postgraduate students | 500 |
| Schools/HEIs Tour | 24- 27 September 2019 | Ahmedabad, Vallabh Vidyanagar and Baroda | Undergraduate/Postgraduate students | Ahmedabad- 400 Ahmedabad Vallabh Vidyanagar and Baroda - 625 |

Study UK Fairs

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| All India Briefing | 22 November 2019 | Delhi | | |
| Study UK Fairs | 23 November 2019 | Delhi | Undergraduate/ Postgraduate students | TBC |
| Study UK Fairs | 25 November 2019 | Chandigarh tri-city | Undergraduate/ Postgraduate students | TBC |
| Study UK Fairs | 27 November 2019 | Kolkata | Undergraduate/ Postgraduate students | TBC |
| Study UK Fairs | 28 November 2019 | Guwahati | Undergraduate/ Postgraduate students | TBC |
| All India Briefing | 31 January 2020 | Chennai | Networking Event | |
| Study UK Fairs | 1 February 2020 | Chennai | Undergraduate/ Postgraduate students | TBC |
| Study UK Fairs | 2 February 2020 | Bangalore | Undergraduate/ Postgraduate students | TBC |

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| Study UK Fairs | 3 February 2020 | Vizag | Undergraduate/ Postgraduate students | TBC |
| Study UK Fairs | 5 February 2020 | Coimbatore | Undergraduate/ Postgraduate students | TBC |
| Study UK Fairs | 7 February 2020 | Pune | Undergraduate/ Postgraduate students | TBC |
| Study UK Fairs | 8 February 2020 | Nagpur | Head and Faculty across Indian HEIs | TBC |
| Webinar/ Masterclass | | | | |
| Webinar /Masterclass | June to Nov 2019/ Jan to March 2020 | North India | Postgraduate students and Head and Faculty across Indian HEIs | 200 per session per Indian HEI Subjects- Agriculture, Nursing & Medicine Technology |
| Webinars/ masterclass | June-Nov 2019/ Jan- March 2020 | South India | Postgraduate students and Head and Faculty across Indian HEIs | 200 per session per Indian HEI Subjects- Biotechnology, Big Data/ Data Analysis, Digital Marketing, Innovation and Entrepreneurship, Engineering (any stream, specifically Mechanical, Automobile) and Computer Science |

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| Webinars/ masterclass | June-Nov 2019/ Jan- March 2020 | West India | Postgraduate students and Head and Faculty across Indian HEIs | 200 per session per Indian HEI Big Data Analytics, International Marketing, Law, Strategic Business Management, Environmental Science, IT and Computer Science, Robotics, Neuromarketing, Digital Marketing for B2B and Service Marketing |
| Webinar /Masterclass | June-Nov 2019/ Jan- March 2020 | East India | Postgraduate students and Head and Faculty across Indian HEIs | 200 per session per Indian HEI STEM subjects, Management, Social Science, Engineering |

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| Schools/HEIs Tour | Aug- Sept 2020 | Dehradun and Mussoorie | Undergraduate/Postgraduate students | 500 per city 750 Dual city package |
| Schools/HEIs Tour | Aug- Sept 2020 | Guwahati, Bhubaneshwar, Kolkata, Jamshedpur, Darjeeling and Gangtok | Undergraduate/Postgraduate students | Guwahati and Bhubaneshwar- 600 per city Kolkata and Jamshedpur Package- 700 Darjeeling and Gangtok Package- 600 |

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| Schools/HEIs Tour | Aug- Sept 2020 | Mumbai, Pune, Indore, Bhopal, Nagpur, Lonavala, Kolhapur Ahmedabad, Nadiad, Baroda and Gwalior | Undergraduate/Postgraduate students | Mumbai and Pune -500 per city Indore, Bhopal and Nagpur- 400 per city Lonavala, Pune, Kolhapur Package- 800 Ahmedabad, Nadiad Baroda Package- 650 Indore-Bhopal-Gwalior Package - 825 |
| Schools/HEIs Tour | Aug- Sept 2020 | Coimbatore, Bangalore, Chennai, Trichy, Trivandrum, Kochi | Undergraduate/Postgraduate students | Coimbatore – 400 Bangalore – 500 Chennai & Trichy – 650 Trivandrum & Kochi - 650 |
| Study UK Fairs | | | | |
| Study UK Fairs | Nov- 2020 | Delhi and Jaipur | Postgraduate students, Undergraduate, parents, influencers | TBC |
| Study UK Fairs | Nov – 2020 | Kolkata and Bhubaneshwar | Undergraduate students and Postgraduate students | TBC |

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| Study UK Fairs | Feb- 2021 | Mumbai and Nagpur | Postgraduate students, Undergraduate, parents, influencers | TBC |
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