

## British Council-TIECA UK English Summer Schools 2020

### March to April 2020 and June to August 2020

British Council Thailand, in co-operation with the [Thai International Education Consultant Association \(TIECA\)](#), is inviting its UK English language accredited providers to participate in a promotional campaign exclusively designed for the ELT sector.

#### 1. Background

British Council Thailand and the TIECA have worked together for more than 17 years on the UK English Summer Schools campaign, encouraging Thai students to study English in the UK during Thai school holiday periods. In 2020, in addition to the peak period for students at schools in Thailand (March–April), the campaign is aiming to promote the period from June–August which is becoming more popular, particularly for students at international schools and Thai universities.

#### 2. Age range and programme period

Institutions participating in the scheme should identify the particular age group they wish to host within the range of 6–20 years. The approximate age range for each target group is as follows:

Age range	Target	Period	Types of preferred programmes*
6–18	Students at Thai schools	March–April	<p>A closed group is acceptable, but mixed nationality is preferred. English lessons in the morning, activities in the afternoon, and excursions during weekends remain the popular pattern.</p> <p>Most parents now request school integration to enable their children to have the opportunity to experience life in a state or private British school. School integration can only be offered as part of the programme.</p>
7–18	Students at international schools	July–Aug	<p>Demand varies. Students study in English so the programmes include some exciting activities, with tutorials for the normal curriculum e.g. in a specific subject, preparation for university in general or in a particular subject area. There are also programmes to enhance other skills such as leadership and English which are in demand. However, some students are still looking for programmes to help them develop English skills in general. Mixed nationality is preferred and most students will come as individuals or in a small group.</p>
17–20	University students	June–Aug	<p>Demand varies. Most students are looking for an English course to help improve their skills, particularly English for specific purposes. Therefore, an intensive English course (IELTS) and preparation courses are welcomed. English for specific subject areas is also</p>

			in demand and if work experience can form part of the programme, it will make it more attractive. Most students will come in a small group or as individuals.
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\* This is only to give some idea of the programmes in demand, but other programmes are welcomed to give the campaign more variety.

### 3. How to become part of the campaign

1. Interested institutions should complete the online application form using [this link](#) by Friday 12 July 2019.
2. Interested institutions can apply for the March–April or June–August campaign or **both** periods by completing the separate application forms.
3. British Council and TIECA will select institutions for participation in this campaign.
4. A marketing and management fee will be applicable for institutions selected to participate in this campaign, as detailed below.
5. British Council Thailand will be responsible for the marketing and promotion of the campaign, as well as organising an orientation for students and parents.
6. Placement of students in participating institutions will be handled by agents assigned by the TIECA. Once institutions have been assigned an agent, they should then communicate and negotiate details directly with them.

ITEM	Fee*	Benefits
Campaign marketing fee for March–April programmes	£500	1. Dedicated TIECA members will work to place students on the programme, either individually or as part of a group.
Campaign marketing fee for June–August programmes	£500	2. Participating institutions will be featured in the campaign’s printed brochures and e-brochures to be distributed to over 10,000 prospective students and parents.
Marketing and management fee per student successfully enrolled in this programme	£70	3. Institutions will be represented by TIECA members at the promotional events to promote this campaign. 4. Institutions will be featured in both online and offline promotions to promote the campaign. 5. British Council-TIECA branded orientation is available for students and parents enrolling in the programme to ensure they have all the necessary information before travelling to the UK. 6. A post-campaign report with feedback and recommendations from TIECA members, parents, and participating students will provide market intelligence for institutions involved in the Thai market in future.

\* Excluding applicable VAT and commission fee to agents

#### **4. Further information**

For any queries, please contact:

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**Deadline: Friday 12 July 2019**