



# Study UK Talk Shows Vietnam 2020

## Concept Note

STUDY UK  
DISCOVER YOU



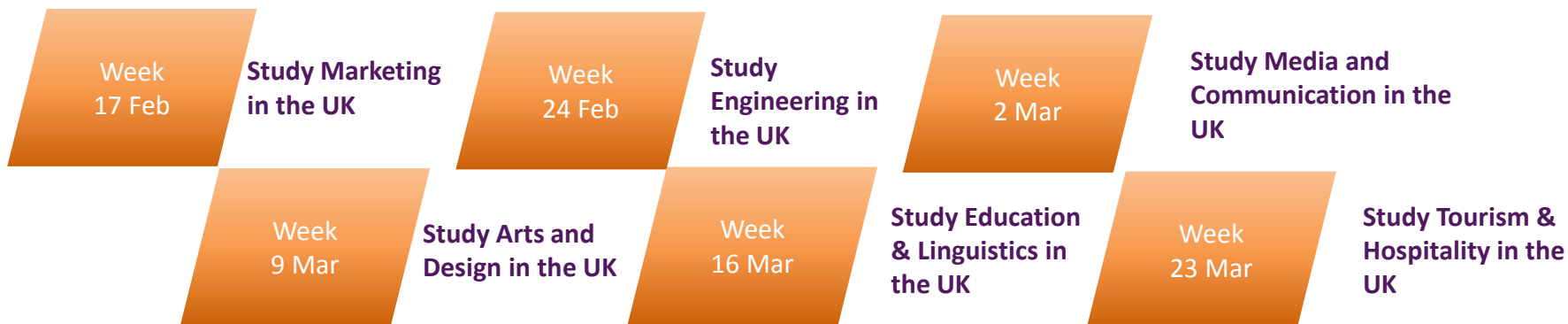
# OBJECTIVES

- ❖ Pushing student recruitment for your institution in subject areas that have become of more interest to Vietnamese students
- ❖ Innovating the way you promote your institutional academic excellence to a large target Vietnamese audience



# STUDY-UK TALK-SHOWS

We will organise a series of 6 talk shows during February and March 2020 with the following tentative timeline:



## OUR MEDIA PARTNER





IELTS


The one and only TV show focusing on IELTS studying and overseas study opportunities.

Target audience: Students and young professionals aged 15-28 planning to study overseas

The TV show also reaches a large online audience via multiple digital platforms:

 270,000 Followers

 260,000 subscribers

 32,000 Followers

# IELTS FACE-OFF STUDIO

FACE  
OFF  
IELTS



IN SEASON 4 WE HAVE MUSIC, DANCE, AND FULL OF ENTERTAINING STUFFS

# STRUCTURE OF A TALK SHOW

- ❖ Each talk show will last for one hour, and cover key messages such as:
  - Overview of studying the specific subject area in the UK, and employability opportunities in Vietnam
  - Introduction of UK institutions who are strong in a specific subject area
  - Alumni sharing their experiences of studying a specific subject area in the UK.
  
- ❖ Each talk show will include a panel of speakers including British Council representatives, education counselling experts and UK alumni.
  
- ❖ Talk shows will be filmed at the VTV studio in Hanoi, Vietnam and live-streamed in the Facebook Fanpage “IELTS Face-off” at <https://www.facebook.com/ieltsfaceoffvtv/> . Live-streaming will be in the evening Vietnam time, which will enable your institution to watch the talk show when it is live-streamed and answer questions directly from online audience.

# TALK SHOW CONTENT

In each talk show, we will promote up to **two** UK institutions who are strong at a specific subject area. The promotion content will include:



Ranking, research and academic strengths of your institution in the specific subject area



Different types of courses at undergraduate and postgraduate level in the specific subject area



Special elements in the curriculum and teaching methodology of this specific subject area at your institution



Application requirements, scholarship information, employability benefits

# Benefits to your institution

By partnering with VTV 7 –Vietnam National Television on Education and its TV show “**IELTS Face-off**” in this talk show series, we aim to bring following benefits to your institution

## Brand positioning to target audience

Opportunity to position your institutional brand with more than **270,000** Facebook followers who are potential students for overseas study

## Interaction with target audience

Your institutional profile will be promoted via video clips, images, alumni sharing, online Q&A activities - all in one talk show

## Generating leads for student recruitment

You will be provided with a post-event feedback report which will capture information of students who are interested in receiving further information from your institution

# HOW CAN YOUR INSTITUTION PARTICIPATE IN THE TALK SHOW SERIES ?





## BENEFITS FOR PARTICIPATING INSTITUTIONS

- ◆ **Participation fee: £800** per institution participating in one talk show.
- ◆ The participation fee covers following advertising and promotion benefits:
  - ❖ Promotion in British Council digital channels:
    - One marketing email sent to a database of more than 3,000 addresses of prospective students
    - Three promotion posts in Facebook page “UK in my eyes” of British Council Vietnam at: <https://www.facebook.com/NuocAnhTrongMatToi/> (86,000 followers)
  - ❖ Promotion in digital channels of the TV show “IELTS Face-off”:
    - Promoted in one **promotion poster**; one **promotion video trailer** and one **promotion post** on Facebook and Instagram of the TV show “IELTS Face-off”;
  - ❖ A three-minute **video clip** featuring your institution will be broadcasted during the talk show
  - ❖ Information about your institution’s strong subject area to be promoted throughout the talk show
- ◆ Committed KPIs:
  - Your institutional profile will reach an online audience exceeding **10,000** viewers in the pre-event promotion campaign
  - **An** online audience of **25,000** per talk show.

# PAST HIGHLIGHTS

- ◆ Our “Study UK Talk shows” in March 2019 reached an online audience of 175,000 and had more than 8,000 engagements
- ◆ 7 UK institutions participated in this talk show series
- ◆ The talk show series promoting UK pathways and master programmes reached an online audience of 46,000, more than 18,000 viewers and 50 people watched in real-time at each talk show.



# PAST HIGHLIGHTS

BROUGHT TO YOU BY

BRITISH COUNCIL

STUDY UK  
DISCOVER YOU

GREAT  
BRITAIN & NORTHERN IRELAND

BRITISH COUNCIL

LIVESTREAM TALKSHOW  
HỌC CAO HỌC TẠI VƯƠNG QUỐC ANH  
Ngày 14 tháng 03 - 20.00 - 21.30  
THỰC HIỆN

BRITISH COUNCIL

BIRMINGHAM CITY UNIVERSITY (BCU)

Đại học Birmingham City là nơi chào đón hơn 24,000 sinh viên từ 80 quốc gia tới học tập. Trường cũng liên kết với các công ty như Microsoft, Cisco, Jaguar Land Rover, Sky UK và Dàn nhạc Giao hưởng Thành phố Birmingham để tạo ra các khóa học gắn liền với các dự án thực tế



- Information about BCU was promoted in British Council Facebook Fanpage "UK in my eyes" at [www.facebook.com/NuocAnhTrongMatToi](http://www.facebook.com/NuocAnhTrongMatToi)

Nước Anh trong mắt tôi  
9 March at 15:00

SINH VIÊN QUỐC TẾ NÓI GÌ VỀ ĐẠI HỌC BIRMINGHAM CITY UNIVERSITY?

👉 Đón xem Livestream Talk-show 2 và đặt câu hỏi tại <https://bit.ly/2EC2fEd> để lắng nghe những chia sẻ về sự thành công của sinh viên quốc tế tại đại học hàng đầu nước Anh - Birmingham City University. Các câu hỏi sẽ được các chuyên gia tư vấn và đại diện trường trả lời trực tiếp tại buổi Talk-show..

👉 Ban Khâu Tuyệt Kim Ngân, sinh viên khóa cử nhân Tài chính quốc tế chia sẻ: "Đây là một thành phố sôi động và tôi... See more



02:53

2 video clips promoting Birmingham City University

Nước Anh trong mắt tôi  
9 March at 18:00

BIRMINGHAM CITY UNIVERSITY – HÃY CỬ LÀ CHÍNH MÌNH DÙ BẠN LÀ AI!

👉 Đón xem những chia sẻ về du học Anh bậc cao học cùng Birmingham City University tại Livestream Talk-show 2: "Các chương trình cao học tại Vương quốc Anh" do Hội đồng Anh tổ chức trên fanpage Nước Anh trong mắt tôi ngày 14/3/2019, từ 20.00 - 21.30.

👉 Theo dõi event chương trình tại <https://bit.ly/2C5IHZj> và đặt câu hỏi cho đại diện trường ngay hôm nay tại <https://bit.ly/2EC2fEd> See more



*Profile of Birmingham City University, one of participating institutions, was promoted during the pre-event promotion campaign*

# PAST HIGHLIGHTS

- ❖ Presentation slides introducing Birmingham City University including institutional key selling points, employability benefits, living costs and tuition fees, and entry requirements

**Birmingham City University**

- Birmingham City University welcomes over 24,000 students from some 80 countries to study with us. Birmingham was named by travel publisher Rough Guides as one of the Top 10 Cities to visit in 2015 and has been ranked as the ninth most cost-effective city for students in the UK.
- The University is mid-way through a £260 million investment programme. In line with our transforming campus, we have also transformed our curriculum with almost 350 contemporary, flexible courses, with practice-based learning and international opportunities built into every stage.
- 7th in the UK for Employability - Over 97 per cent of our students are employed or in further study within six months of graduating. (Destination of Leavers from HE survey 2016/17).



**Birmingham City University**

- **Tuition fees:**  
Tuition fees for postgraduate programmes (2019): £12,300  
Tuition fees of some exceptions: £14,800
  - MBA
  - MA Luxury Brand Management
  - MA Luxury Jewellery
  - MA Fashion Management
  - MA Global Media Management

Up to £3,000 (\*) scholarships and bursaries available for international students holding an unconditional offer.  
(\*) subject to T&C's

**Birmingham City University**

- A Bachelor Degree with a minimum GPA score of 6.0 overall  
Some postgraduate courses require a subject specific undergraduate degree to qualify for entry for example, Law, Computing, Social Sciences, Engineering, etc.

Our Art and Design courses may require a digital portfolio.

- IELTS: 6.0. Some courses require 6.5.

**Birmingham City University**

Birmingham City University works with Microsoft, Cisco and Jaguar Land Rover. All students have the chance to gain industry and professional practice experience through work placements, Erasmus years abroad and sandwich courses. If you want to earn while you learn you can join our student employment agency 'Opportunity' which helps you find paid part-time work.



***Profile of Birmingham City University, one of the participating institutions, was promoted during the talk show***

# PAST HIGHLIGHTS

❖ BCU answered questions from online audience on the Facebook platform

**Phường Thảo** · 22:01 I'm interested in the MSc Computing programme, in which one-year paid internship und 2-year visa are offered. Could you please give me some more details about the requirements for this programme and is there anything I should pay attention to when applying ?

**Tue Anh Nguyen Do** · 24:59 I want to know more about the media and communication course at Birmingham City University. Can you provide me with some information about possible internship and job opportunity?

Like · Reply · Message · 1w

**Birmingham City University International** · 30:01 We offer MSc Advanced Computer Science, which you may find of interest, Here is the link if you d like to have a look:  
<https://www.bcu.ac.uk/.../advanced-computer-science-msc...>

**Birmingham City University International** · 1:00:18 Hello Tue Anh, we offer a MA Future Media course which you may like, here are the details <https://www.bcu.ac.uk/courses/future-media-ma-msc-2019-20>. We do offer a BA Media and Communications course if that is of interest too <https://www.bcu.ac.uk/.../media-and-communication-ba-hons...>

Like · Reply · Message · 1w



BCU.AC.UK  
**Advanced  
Computer...**

# THANK YOU!

For further enquiries and expressions of interest, please contact:

Ta Thi Hong Lien  
Senior Education Services Manager  
British Council Vietnam  
Tel: +84 4 3728 1931  
Email: [lien.ta@britishcouncil.org.vn](mailto:lien.ta@britishcouncil.org.vn)

Deadline for application: **30 October 2019**  
Registration will be treated on a first-come, first-served basis.

