

## RECRUIT TNE MARKETING CAMPAIGN IN VIETNAM

**March 2020 – July 2020**

British Council would like to invite all education organisations who are running TNE programmes offering UK qualifications, in Vietnam and/or in other countries (hereafter called “TNE providers”), to participate in a British Council Vietnam’s promotion campaign from March to July 2020 (hereafter called “Recruit TNE campaign”).

### Market background:

- Statistics from the Higher Education Statistics Agency (HESA) show that the number of students following in-person transnational UK degree programmes in Vietnam was 2,045 in the 2017/18 academic year. A smaller number of Vietnamese students also enrol on UK distance learning programmes. Although student numbers are still far lower than in-person TNE programmes, they have grown consistently in recent years and enrolment in 2017/18 (nearly 360 students) was more than three times higher than in 2007/08, the earliest year for which data is available.
- Vietnam had 256 active overseas degree programmes as of March 2017. The UK is the leading partner country with more than 60 active programmes in total;
- More Vietnamese institutions have been given academic and financial autonomy from MOET. They are active partners in establishing diverse partnership activities such as articulation, progression agreements, summer programmes, credit/semester transfer programmes... with UK institutions, making the VN-UK TNE market much more hectic;
- According to the Visitors registration report of the Study UK Fair in October 2019 in Vietnam, among 972 registered students, 33% of them are interested in obtaining a UK qualification in Vietnam or in another country and 7% are interested in online/distance learning.

### Who are applicable “TNE providers” to participate in the Recruit TNE campaign?

- Vietnamese institutions/education organisations who are running TNE programmes in collaboration with UK partners and would like to promote these TNE programmes under your Vietnamese institutional brand name;

- UK institutions who are running TNE programmes with Vietnamese partners and would like to promote these TNE programmes under your UK institutional brand name;
- Education organisations/institutions (including UK institutional branch campuses) who are running TNE programmes offering UK qualifications in other countries, especially neighbouring countries of Vietnam.

### What types of TNE programmes are suitable to promote in the Recruit TNE campaign?

All types of TNE programmes/ activities including double-degree, franchising, articulation, validation, progression agreements, student exchange, summer programmes, credit/semester transfer, online/distance learning...

### Purpose of the Recruit TNE campaign:

- Support Vietnamese TNE providers to push student recruitment for your TNE programmes in the academic year 2020/21;
- Support UK institutions to push student recruitment through their TNE programmes in the academic year 2020/21;
- Support other TNE providers to push student recruitment from Vietnam.

### Activities in Recruit TNE programmes

The Recruit TNE campaign from March to July 2020 will include following activities:

#### 1. Recruit TNE Mini-fair school roadshow:

- Date: 19 – 20 October 2020
- Mini-fair school roadshow in three high schools in Ha Noi (tentative schools: Viet Duc, Kim Lien, Chu Van An, Tran Phu, Phan Dinh Phung, Lomonoxop, Newton...)
- Main activities at high schools are direct consultation between students and TNE programmes' representatives and side activities such as seminars and sharing talks from TNE alumni.
- Note: this activity in March 2020 will take place in Ha Noi only.

#### 2. Recruit TNE public mini-fair

- Date and venue:
  - **Ha Noi: Saturday, 21 March 2020 (15:00 – 17:30). Location: Fortuna Hotel, 6B Lang Ha, Ba Dinh**
  - **HCM City: Sunday, 22 March 2020 (15:00 – 17:30). Location: Saigon Prince Hotel, 68 Nguyen Hue, District 1.**
- This event aims at promoting TNE programmes to potential students and parents in Ha Noi and Ho Chi Minh City;
- Activities in the mini-fairs include seminars about benefits of studying TNE programmes in Vietnam and/or in the region, sharing from TNE alumni; professional development and career prospect for TNE students; information about UK visa for students who transfer to

the UK under progression/articulation programmes; followed by direct consultation with representatives from TNE exhibitors;

- Recruit TNE mini-fairs will be promoted through the British Council’s and external media partners’ communication channels one month before the event, including promotion at the University Admission Consultation Day 2020 organized by *Youth Newspaper* and the Ministry of Education and Training in February and March 2020 in the two cities (which targets to reach 5,000 high-school students in each city);
- **The Recruit TNE mini-fair** is expected to attract **200** parents and students in each city.

### 3. Digital Recruit TNE:

- Time: 5 months, from March 2020 to July 2020
- This communication programme aims to support TNE providers in promoting TNE programmes via digital communication channels and pushing student recruitment for the 2020-2021 academic year;
- The programme will be implemented through digital channels such as Email, Facebook, YouTube, and Instagram, organized by the British Council in collaboration with external partners, including VTV7- the National Education Television Chanel;
  - **Email marketing:** emails sent to 3,500 high school and university students in the British Council’s database;
  - **Video clips:** selling points of each TNE programmes will be introduced through a series of video clips produced by British Council in collaboration with VTV7; and broadcasted on VTV7’s social media channels;
  - **E-posters:** eye-catching images, facts & figures presented in Infographic, students/ alumni’s testimonials will be introduced through a series of E-posters promoted on British Council’s Study UK Facebook (<https://facebook.com/StudyUK.BritishCouncil>)
  - **Livestream talk-shows:** Representatives of TNE providers will appear in a series of talk-shows introducing about different TNE programmes in Vietnam. The talk-shows will focus on advising online audience about subject areas, application process, scholarship opportunities, benefits of different TNE programmes. The talk-shows series will also provide opportunities of interaction and Q&A between TNE providers and online audience, thereby supporting TNE providers to collect contacts of potential parents and students for recruitment purposes. These talk shows will be broadcast on VTV7’s Facebook page.
- **The Digital Recruit TNE** programme is expected to reach at least **50,000** online audience. A detailed online promotion plan will be sent to TNE providers in mid-February 2020.

### How to apply

TNE providers can apply for the programme with these following options:

Programme package		Benefits for each participating TNE institute	Participating fee (*)
A. Event package	<b>1. Participate in Ha Noi only:</b> Recruit TNE Mini-fair school		<b>1.000 GBP</b>

<https://education-services.britishcouncil.org>

	<p>roadshow + Recruit TNE public mini-fair - HN</p> <p><b>2. Participate in HCM city only:</b> Recruit TNE public mini-fair - HCMC</p> <p><b>3. Participate in both Ha Noi and HCM city events:</b> - Recruit TNE Mini-fair school roadshow + Recruit TNE public mini-fair - HN - Recruit TNE public mini-fair - HCMC</p>	<p>Information desk at mini-fair event, using pull-up banner</p>	<p><b>800 GBP</b></p> <p><b>1.600 GBP</b></p>
<b>B. Online marketing package</b>	<b>Digital Recruit TNE</b>	<p>Each participating TNE provider will be given following advertising benefits:</p> <ul style="list-style-type: none"> <li>+ 3 email marketing to British Council's database;</li> <li>+ 3 E-posters promoted on British Council's Study UK Facebook during the programme;</li> <li>+ Introduced 2 times in the video clip series produced by British Council and VTV7 and promoted on VTV7's YouTube, Facebook and Instagram.;</li> <li>+ 1 representative participating (via online or offline format) in at least 1 live stream talk-show produced by the British Council to introduce about your TNE programmes.</li> </ul>	<b>1.100 GBP</b>
<b>A+B:</b>	<p>Participating in both events and online marketing package:</p> <p><b>1A+B:</b> - Recruit TNE Mini-fair school roadshow + Recruit TNE public mini-fair - HN - Digital Recruit TNE</p> <p><b>2A+B:</b> - Recruit TNE public mini-fair - HCMC - Digital Recruit TNE</p> <p><b>3A+B:</b> - Recruit TNE Mini-fair school roadshow + Recruit TNE public mini-fair – HN</p>	All benefits of A and B	<p><b>1.900 GBP</b></p> <p><b>1.700 GBP</b></p>

- Recruit TNE public mini-fair - HCMC - Digital Recruit TNE		<b>2.600 GBP</b>
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(\*): Participating fee will be converted into VND at the VND/GBP exchange rate in March 2020 and paid in March 2020. The above fee does not include 10% VAT.

### How to apply

- TNE providers wishing to join the programmes please complete the attached **Application Form** by the application deadline to [phuong.tranmai@britishcouncil.org.vn](mailto:phuong.tranmai@britishcouncil.org.vn).
- British Council Vietnam will confirm the participation of TNE providers on a 'first come first serve' basis until we receive enough applications for each package.
- The British Council will issue a VAT invoice for the participating institutions to arrange payment within 30 days from the date of invoice.

**Application deadline: 14 February 2020**

### Cancellation policy:

Cancellation fees will be charged for withdrawal from this event. As of the date of notice of withdrawal:

- **At 50% of all the participating fee for withdrawals received on or after 24 February 2020.**
- **At % of the full participating fee for withdrawals received on or after 09 March 2020.**

Notice of withdrawal must be supplied in writing, via email to [phuong.tranmai@britishcouncil.org.vn](mailto:phuong.tranmai@britishcouncil.org.vn).

### Contact person:

For all questions, please contact:

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