



Where great journeys begin

Education UK Virtual Exhibition Vietnam 2012

Background information

The British Council in Vietnam is organising the first **Education UK Virtual Exhibition** in **May 2012**

The VE is planned to be organised on the ground of:

- There has been a steady annual increase of 14% in the number of Vietnamese students who are studying in main English speaking countries including the USA, Australia and the UK with the increase in UK market averages 20% in the recent years. (HESA, IIE Open Doors and AEI 2007-2010)
- The number of students showing interest in studying in the UK increases year on year. Basing on the registration of students taking IELTS at the British Council, 2010/2011 had 1,118 students showing interested in studying in the UK, representing a 44% increase in comparison with the previous financial year. The first 3 quarters of 2011/2012 achieved 28% increase in comparison with the same periods last year
- Vietnam is one of the top eight biggest internet markets in Asia, and top two in South East Asia (TNS report, 2009).
- A two-hour online event which was an online discussion with UK alumni organised by the British Council in 2010 was well received by potential students and internet users with 5,000 visitors.

Objectives:

- Creating additional marketing opportunity for UK institutions to expose to Vietnamese prospective students, and, as a result, to recruit students for September 2012 intake onwards
- Inspiring Vietnamese students about the future career prospect that they may be able to get upon achieving a UK qualification
- Raising and maintaining the profile of the excellent offer of UK Education in Vietnam in general and of participating institutions in particular

Benefits of UK institutions participating in the VE:

- **Cost effective:** the VE can help UK institutions save staff travel time, travel costs, accommodation costs and freight charge;
- **Profile-raising:** the event provides a good opportunity to showcase UK institutions' profiles, and also maintain your presence in the market (if you have been in the market for a while) through innovative channels of communication;
- **Measurable:** participating institutions will be able to monitor the number of visitors and enquiries they receive through their virtual booths, from which they can have proper follow up afterwards;
- **Convenient:** Participating UK institutions can talk to prospective students in Vietnam from their offices in the UK or any other countries in the world. Vietnamese students can also enjoy this convenience as any students in any cities of Vietnam who have interest in studying in the UK can chat with UK institutions without having to travel to Hanoi, Ho Chi Minh City or Danang where we normally hold our physical exhibitions.



Features of the VE

1. A well-designed interface will be built up for every participating institution
2. An online portal for participating institutions to upload and modify contents on their own
3. A comprehensive course/subject/scholarship index will be available to enable visitors to search for a course of their choice
4. Participating institutions can upload information about accommodation / campus facilities / student experiences/ success stories of their institutions/students, etc.
5. Participating institutions will be able to showcase photos and visual materials relevant to their institutions
6. Interactive online chats will be scheduled for participating institutions allowing visitors to chat with UK institutions about course choice, application process, financial support, etc. UK Alumni will also be invited to join the online chats to give advice about study and life in the UK.

Promotion plan

- Online banners on British Council Vietnam website, Education UK website, UK Alumni website and British Embassy website
- A write-up about the event with all guidance to join the event for potential students
- Online advertisements/advertorials on key media partners that target university and high school students and business people
- E-posters to over 70 education agent offices on a nation-wide basis
- Dissemination of information through social media channels, including the Education UK facebook
- Emails by monitor campaign to a database of over 10,000 potential students for UK Education
- E-newsletter of the British Council to a database of 40,000 British Council key contacts
- A face-to-face event before the event period to kick off the virtual exhibition

Key details for participating institutions

Event period	25 May 2012 – 31 May 2012
Requirements from UK institutions (exhibitors):	<ul style="list-style-type: none"> • UK institutions participating in the exhibition need to submit relevant materials for the virtual booths by the deadline. • UK institutions must assign one to two staff to administer the live chat session during the agreed time slot. • Participating UK institutions must assign staff to handle the enquiries within 48 hours. • UK institutions need to cooperatively test the live chat platform before the exhibition. In some circumstances where special settings are adopted, the interface might be blocked by the institution's own firewall/proxy, in this case, the institution's contact person will be required to coordinate with their own IT team to solve the issue.
Cost of participation	<p>GBP716 (including 10% VAT)</p> <p>The participation fee includes:</p> <ul style="list-style-type: none"> • Part of the design and construction of the interface • User account for administering interface and content upload • Promotion campaign



Cancellation deadline	<p>Cancellation fees will be charged for withdrawal from this event, as of the date of receipt of notice of withdrawal:</p> <ul style="list-style-type: none"> At 100 per cent of the full exhibition cost for withdrawals received on or after 1 May 2012. <p>Notice of withdrawal must be supplied in writing, via email to Phi.Phan@britishcouncil.org.vn</p>
Number of Participating institutions	<p>Applications will be accepted on a 'first-come-first-served' basis</p> <p>The maximum number of participants is limited to 30</p>
How to apply	<p>Please complete the attached application form and return by email to:</p> <p>Phi Phan Education Marketing Manager British Council Phi.Phan@britishcouncil.org.vn</p> <p>Deadline for application is Friday 20 April 2012</p>
	<p>On receipt of the application forms from individual institutions, British Council Vietnam will send an acceptance email within five working days. The email will contain a 'Content submission form.' The institutions will be responsible for submitting the content both text and multimedia material for their micro-site by the deadline of 27 April 2012.</p>

Milestones

Please refer to the timeline below for more information about next steps after application:

Next steps	PIC	March	April	May	June
Recruitment announcement	BC	W/b 26 March			
Application process	Exhibitors	4 weeks	by 20 April		
Confirmation of acceptance + 'Content submission form'	BC		by 27 April		
Platform training for participating UK institutions (1 hours) - webinar (TBC)	BC			07-May (TBC)	
Micro-sites upload	BC + supplier			8 - 11 May	
Finalise content on micro-sites + adjustment (if needed)	BC + supplier + exhibitors			11 - 14 May	
Final testing by BC & Exhibitors	BC & Exhibitors			15 - 18	



				May	
Final check on the platform	BC			21-May	
Platform opened to the public to create traffic to the site	BC			22-May	
Event period	BC + exhibitors			25 – 31 May	
Report	BC				June

Further questions about the Virtual Exhibition in Vietnam can be sent to Phi.Phan@britishcouncil.org.vn