



INTERNATIONAL  
EDUCATION  
SERVICES

## Post-event report

# British Council Virtual UK Masterclass Series 1 - 5 February 2021, South East Asia



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# Introduction

The British Council organised the first Virtual UK Masterclass Series from 1 February to 5 February 2021. This initiative was designed to support UK institutions to proactively engage with prospective students and parents across South East Asia as an alternative digital platform.

A total of 10 masterclasses were held; they featured classes on specific popular subjects like business, engineering, and technology in addition to sessions to facilitate general application support for personal statements and research proposals.

The Masterclass Series covered the following topics:

- Top tips for effective personal statements for UG/PG applicants
- Preparing effective research proposals to jumpstart your research career
- Artificial Intelligence – breakthrough applications. Case study: Analysis of Chest CT Scans for the Prediction of COVID-19
- Concept Art for Games Design
- Launching A Successful Start Up Business
- The changing face of Actuarial Science
- What Aeronautical Engineering can learn from Nature
- Introduction to Social Engineering/Phishing attacks
- Digital Marketing and Innovation during a Pandemic: The ‘Tre Amis’ Case
- Engineering Difference Makers: past present and future

The masterclasses were held live for local audiences across key markets in the South East Asia region, these are Indonesia, Malaysia, Singapore, Thailand, and Vietnam. The event was promoted to a target audience that included prospective students, parents, local universities, education agents and school counsellors. In response, 2,769 people registered for the Masterclass Series.

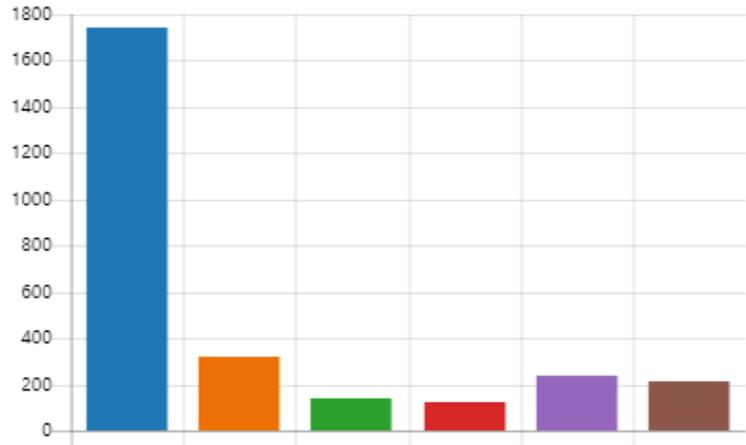
An event evaluation survey was sent to both participants and attendees, with responses received were from the 9 participating institutions and 256 of the attendees. The feedback and response have been encouraging and positive in terms of the quality and level of engagement throughout the event.

# Key Statistics

## Pre-registration data

Registrants' demographics

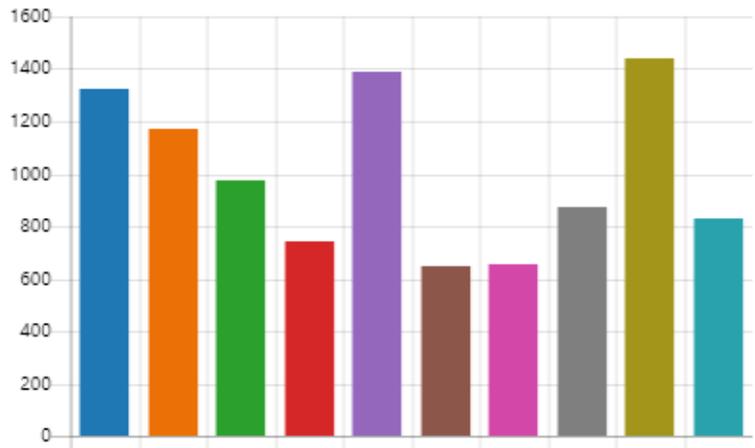
● Indonesian	1739
● Malaysian	320
● Singaporean	136
● Thai	122
● Vietnamese	240
● Other	212



In total, **2,769** people registered for the masterclasses.

Number of registrants for each masterclass

● Top tips for effective personal ...	1326
● Preparing effective research pr...	1169
● Artificial Intelligence – breakth...	971
● Concept Art for Games Desig...	745
● Launching A Successful Start ...	1388
● The changing face of Actuarial...	648
● What Aeronautical Engineerin...	653
● Introduction to Social Enginee...	871
● Digital Marketing and Innovati...	1441
● Engineering Difference Maker...	831



## Attendance

A total of 2769 people registered for the Virtual Masterclass Series across different subjects/topics. Prior to the event each registrant received links to join the events, while post the event, each registrant received links to the recordings of the masterclasses.

As has been experienced and observed with virtual events, there was a drop-out rate between registrants and actual attendees during the live session.

The detailed breakdown of registrants and attendees is shared below:

Masterclass topic	Pre-registration	Attendance	Attendance Rate (%)
<b>Top tips for effective personal statements for UG/PG applicants</b>	1,326	282	21%
<b>Preparing effective research proposals to jumpstart your research career</b>	1,169	187	16%
<b>Artificial Intelligence – breakthrough applications. Case study: Analysis of Chest CT Scans for the Prediction of COVID-19</b>	971	194	20%
<b>Concept Art for Games Design</b>	745	144	19%
<b>Launching A Successful Start Up Business</b>	1,388	245	18%
<b>The changing face of Actuarial Science</b>	648	125	19%
<b>What Aeronautical Engineering can learn from Nature</b>	653	134	20%
<b>Introduction to Social Engineering/Phishing attacks</b>	871	109	12%
<b>Digital Marketing and Innovation during a Pandemic: The ‘Tre Amis’ Case</b>	1,441	168	12%
<b>Engineering Difference Makers: past present and future</b>	831	108	13%

# Audience Feedback

## Key findings

### Event satisfaction

A total of **91%** of attendees shared that the event was **very good and excellent**.

Q: Overall, how would you rate the event?

● Excellent	134
● Very good	100
● Good	21
● Fair	1
● Poor	0

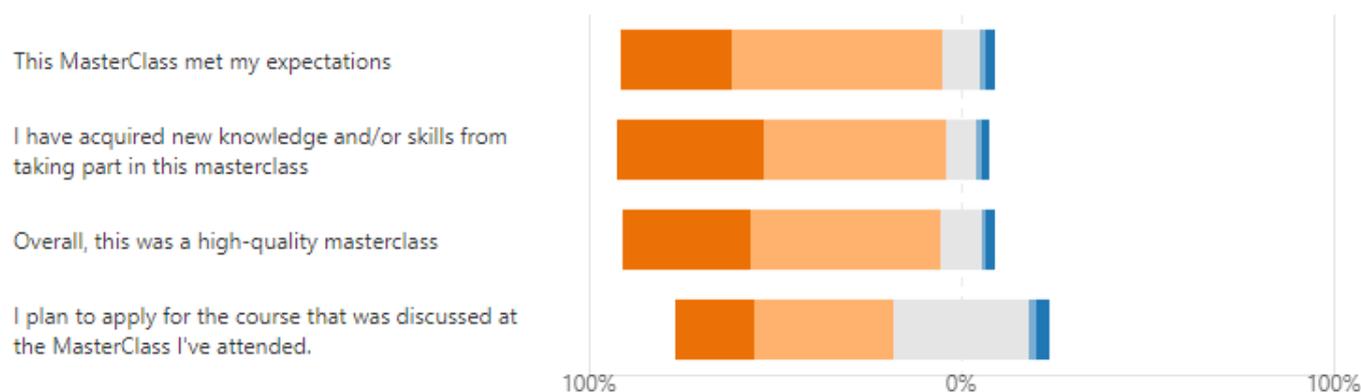


### Overall experience

- **86%** of respondents agree that this Masterclass Series **met their expectations**
- **88.3%** respondents said they **have acquired new knowledge and/or skills** from taking part in this Masterclass Series
- **85.2%** attendees agree **this was a high-quality virtual event**
- **58.2%** attendees **plan to apply for the course** that was discussed at the Masterclasses they attended

Q: Please rate your level of agreement or disagreement to the following statements.

Strongly Agree   Agree   Neutral   Disagree   Strongly disagree



## Content of the Masterclasses

- **59%** respondents found the content of the Masterclass **very helpful** and **29%** respondent selected **extremely helpful**

### Q: How helpful was the content presented at the event?

Extremely helpful	73
Very helpful	151
Somewhat helpful	30
Not very helpful	1
Not at all helpful	1



### Q: What did you like about the event?

*“The professionalism demonstrated by the presenter and being very helpful with clarity. The moderator is good at selecting crucial questions to ask*

*“The length is good, the tips shared are relevant, the speaker is knowledgeable and brought in videos too for variety of presentation and having a very helpful moderator to have the Q&A addressed.”*

*“The presentation slides and points are organised well, and the representative explains clearly.”*

*“I love how short and concise the event is and it was very useful and made me feel more prepared!”*

*“The content presented was an eye-opener for me as this is my first time joining the MasterClass sharing. I'm looking forward for the next session (if there's any).”*

## General feedback from audience

*“Make it more specific with categorizing undergraduate, masters and postgrad in the presentation.”*

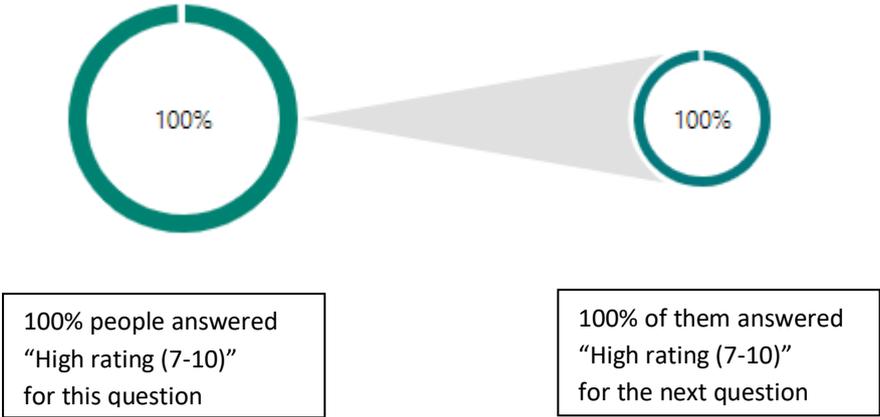
*“A slightly longer Q & A and separation of questions from comments for easier review.”*

*“For the Q&A session, I understand that we might run out of time, but it would have been better if the unanswered questions could be answered through email by the presenters?”*

# Partner UK institution Feedback

**Question: How would you rate the quality of the audience? (1 being the lowest, while 10 being the highest in quality)**

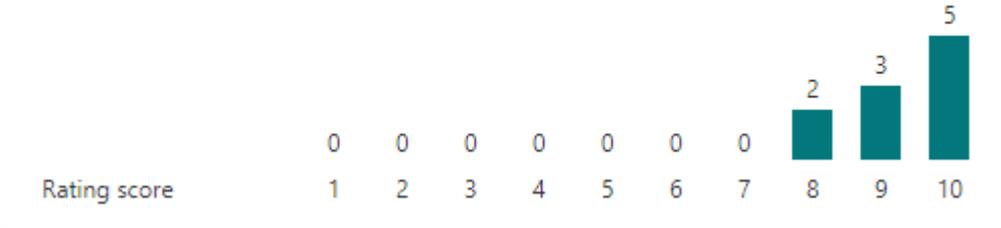
100% of participating institutions rated High rating (7-10) for this question, and the majority answered "High rating (7-10)" for the next question.



**Question: How would you rate the quality of engagement (1 being the lowest, while 10 being the highest value for engagement)**

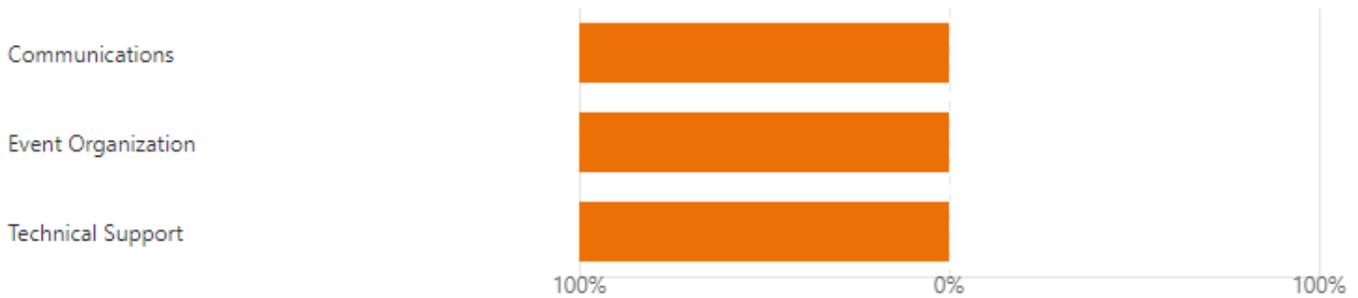
100% rated between "8-10" for this question.

Score distribution



## Question: How would you rate your overall experience with the British Council team?

Very Good Good Fair Poor



### Feedback comments from the participating universities

*“I was overjoyed with the response from the audience during the webinar! The host and I engaged with them early on by asking for feedback and the answers flooded in. When as a presenter you are unable to physically see the audience, it truly helps to receive such a positive response and also during the Q&A.”*

*“A really good turnout from prospective students.”*

*“Very lively audience.”*

*“Would be good to offer a channel for responding to questions which remained unanswered during the webinar, as an additional channel of engagement with the audience.”*

*“We had a good turnout of students with a lot of engagement - this has been far better than some of the other virtual events we have participated in over the last year.”*

*“It is great to see British Council teams across countries collaborating and innovating. This is so much better than the tired BC exhibition format and works better for us.”*

# British Council Analysis

The first Virtual UK Masterclass Series was received with enthusiasm across South East Asia with strong levels of engagement seen through the promotion, through the interaction during Q/A after each masterclass and with feedback received from attendees and participating UK institutions. Attendees benefitted from the format and found the interaction interesting as they experienced what actual lectures at a UK campus may be like and what interaction with faculty in the UK may be like when they join.

Shared below are a few key observations from the event:

- Registration numbers were strong from across South East Asia, however, the registrations from Indonesia are much higher. This is due to a combination of factors. Prospective applicants from Indonesia are based across different regions and islands and not all of them can often travel to attend the face-to-face activities held in or around the bigger cities. This generates a much greater scale of digital engagement. There is strong demand from prospective Indonesian applicants for information on the range of courses and specialisations available internationally and response to digital activities is strong.
- Registration numbers for topics related to digital technology, entrepreneurship or innovation are higher in comparison. This can be attributed to the current set of circumstances related to the pandemic. The need for digital specialisation has increased globally and employers are looking for special skills. In addition, governments across South East Asia are focussing on sustainability through entrepreneurship, social entrepreneurship, digital transformation, and enhanced capacity building across different priority sectors.
- Feedback from attendees indicated that there should be a way to have all possible questions answered by the presenters. We feel that this can be catered to by inviting more than one representative from partner UK institutions, to possibly share written answers during the masterclasses. There is also a suggestion to collate all questions and request the participating institutions to share written answers that could then be emailed to all registrants.
- There is strong interest in webinars or masterclasses focussing on helping applicants prepare and apply successfully to a university. Topics about effective applications, personal statements, preparation of research proposals received strong interest. Prospective applicants welcome the opportunity to learn about these guidelines and tips from UK institutions directly.
- Some presenters had prepared questions that they posed to the audience at the start, and as the answers started coming in from the audience, the presenters adapted their talk accordingly. This kind of engagement made the masterclass more interactive and fun for the attendees.

Given the strong interest that the Masterclass Series generated, the British Council will continue to provide this platform of engagement across the region. The format will be improved and adapted to cater to the feedback and suggestions received from attendees and partner institutions.

# Digital Promotion

The marketing reached an estimated audience of **1,926,489** people

## Strategy

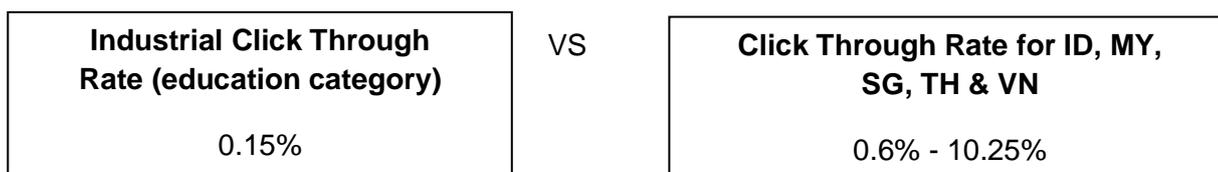
- Email marketing campaigns to segmented audiences from five target markets in South East Asia via Study UK email marketing database
- Cross-promotion to students of The British Council English Teaching Centre
- Social media paid postings based on the event highlights and featured speakers
- Email invitations and promotion to school counsellors, local universities and British Council Partners
- Other country specific channels: British Council social media organic posts

## Email Marketing

Market	Total reach	Open rate	Click rate
Indonesia – post in English	21,765	9.11%	6.18%
Indonesia – post in Bahasa Indonesia	21,657	8.13%	6.72%
Malaysia	10,767	22.4%	3.8%
Singapore	9,491	65.60%	9.23%
Thailand (campaign monitor)	8,932	14.6%	1.4%
Thailand (constant contact)	52,165	13.7%	1.2%
Vietnam (email marketing 1)	11,000+	26.86%	4.43%
Vietnam (email marketing 2)	11,000+	9.46%	6.57%

## Facebook

Market	Total Impression	Total Reach	Total Link Clicks	Click Through Rate (CTR)
Indonesia	483,307	265,418	5,170	1.1%
Malaysia	263,189	184,807	1,840	0.7%
Singapore	171,894	72,980	1,086	0.63%
Thailand	222,354	80,059	1,481	0.6%
Vietnam	79,002	63,761	8,100	10.25%



Source: <https://www.wordstream.com/blog/ws/2017/02/28/facebook-advertising-benchmarks>

# Appendix

## List of participating institutions

- City, University of London
- Liverpool John Moores University
- Norwich University of the Arts
- Nottingham Trent University
- The Business School (City University of London)
- The University of Manchester
- University of Derby
- University of Westminster

## Hyperlink to webinar

Topic	Presenter	Video link
<b>Monday, 1 February 2021</b>		
Top tips for effective personal statements for UG/PG applicants	Mrs Mikaela Green, International Recruitment Officer, University of Derby	<a href="https://www.facebook.com/431528293550421/videos/2917724921774198">https://www.facebook.com/431528293550421/videos/2917724921774198</a>
Preparing effective research proposals to jumpstart your research career	Dr Patryk Kot, Reader in Sensor Technologies, Liverpool John Moores University	<a href="https://www.facebook.com/431528293550421/videos/1177813096321789">https://www.facebook.com/431528293550421/videos/1177813096321789</a>
<b>Tuesday, 2 February 2021</b>		

Artificial Intelligence – breakthrough applications. Case study: Analysis of Chest CT Scans for the Prediction of COVID-19	Dr Alex (Aram) Ter-Sarkisov, Lecturer in Artificial Intelligence, City, University of London	<a href="https://www.facebook.com/431528293550421/videos/3709145115843196">https://www.facebook.com/431528293550421/videos/3709145115843196</a>
Concept Art for Games Design	Kaliegh Branham, BA (Hons) Games Art and Design lecturer, Norwich University of the Arts	<a href="https://www.facebook.com/431528293550421/videos/162652768811038">https://www.facebook.com/431528293550421/videos/162652768811038</a>
<b>Wednesday, 3 February 2021</b>		
Launching A Successful Start Up Business	Paul Wreaves, Course Leader for MSc Innovation Management and Entrepreneurship, Nottingham Trent University	<a href="https://www.facebook.com/431528293550421/videos/245762566994772">https://www.facebook.com/431528293550421/videos/245762566994772</a>
The changing face of Actuarial Science	Dr Russell Gerrard, Former principal examiner for the Institute and Faculty of Actuaries, The Business School (formerly Cass) City, University of London	<a href="https://www.facebook.com/431528293550421/videos/1660185057498482">https://www.facebook.com/431528293550421/videos/1660185057498482</a>
<b>Thursday, 4 February 2021</b>		
What Aeronautical Engineering can learn from Nature	Professor Christoph Bruecker, BAE SYSTEMS Sir Richard Olver Chair on Aeronautical Engineering,	<a href="https://www.facebook.com/431528293550421/videos/972608273269700">https://www.facebook.com/431528293550421/videos/972608273269700</a>

	City, University of London	
Introduction to Social Engineering/Phishing attacks	Dr Michał Król, Lecturer in Cyber Security, City, University of London	<a href="https://www.facebook.com/431528293550421/videos/768541164070694">https://www.facebook.com/431528293550421/videos/768541164070694</a>
<b>Friday, 5 February 2021</b>		
Digital Marketing and Innovation during a Pandemic: The 'Tre Amis' Case	Dr Luca Cacciolatti, Reader in Marketing, Westminster Business School, University of Westminster	<a href="https://www.facebook.com/431528293550421/videos/450726279694729">https://www.facebook.com/431528293550421/videos/450726279694729</a>
Engineering Difference Makers: past present and future	Professor Danielle George, Associate Vice President for Teaching and Learning and Professor of Radio Frequency Engineering, The University of Manchester	<a href="https://www.facebook.com/431528293550421/videos/420537032572528">https://www.facebook.com/431528293550421/videos/420537032572528</a>



## Vietnam

**British Council Vietnam** •  
15 January

**MASTERCLASS SERIES: TRẢI NGHIỆM HỌC THỬ CÙNG CÁC TRƯỜNG ĐẠI HỌC VƯƠNG QUỐC ANH**

- Bạn có mong muốn được học tập tại các trường hàng đầu Vương quốc Anh?
- Bạn muốn học thử trước khi nộp đơn?
- Bạn muốn tìm hiểu về ngành học đó xem có phù hợp với bản thân?

👉 Đăng ký trải nghiệm ngay lớp học thử trực tuyến Masterclass Series để trải nghiệm bài giảng trực tiếp cùng các cán bộ, giáo sư, tiến sĩ đến từ các trường đại học Vương quốc Anh.

- Thời gian: 01.02-05.02.2021
- Ngành học: Kinh doanh, Công nghệ, Kỹ thuật với các chủ đề hot như Khởi nghiệp, Digital Marketing, Trí tuệ nhân tạo, Đồ họa game, Kỹ thuật hàng không...

👉 Thông tin chi tiết và cách thức đăng ký, xem tại link: [http://bit.ly/Masterclass\\_VN](http://bit.ly/Masterclass_VN) #SEAMasterclassSeries2021 #StudyUK

Masterclass Series là chương trình trực tuyến đầu tiên của Hội đồng Anh tại khu vực Đông Nam Á (SEA), mang đến cơ hội thử vì để các bạn sinh viên trải nghiệm giờ học thực tế với các trường đại học Vương quốc Anh. Sinh viên các nước Indonesia, Malaysia, Singapore, Thái Lan và Việt Nam có thể tham gia chương trình hoàn toàn miễn phí.

Nếu bạn mong muốn thường xuyên nhận được các thông tin cập nhật về du học Anh từ British Council, hãy đăng ký vào link: <https://vn.registration.study-uk.britishcouncil.org/vi>

See translation



The banner features a woman with long brown hair, wearing a blue denim jacket over a striped shirt, sitting at a desk and working on a laptop. The background is a soft-focus indoor setting with green and pink tones. A pink text box on the left contains the text: 'British Council Virtual UK Masterclass Series' and '1 - 5 February 2021'. At the bottom right, the 'STUDY UK' logo is displayed in white on a pink background. Below the banner, there are logos for various partner institutions and a 'Send Message' button.

**British Council Vietnam**  
Non-profit organisation

Send Message

# Email Marketing

## Indonesia – post in English (View Campaign)

**STUDY UK**

Are you interested in studying at leading UK institutions? Do you want to know what a UK university lecture will be like before applying? Do you want to try classes in different subjects and transform your career?

The first **British Council Virtual UK Masterclass Series** in South East Asia (SEA) offers exciting opportunities to experience actual learning and classroom interaction with UK universities. Masterclasses are free and open for students in Indonesia, Malaysia, Singapore, Thailand and Vietnam.

**British Council Virtual UK Masterclass Series**  
1-18 February 2021

**STUDY UK BUSINESS**

**Top tips for effective personal statements for UG/PG applicants**  
Monday, 1 February 2021  
14.30 - 15.30 WIB  
Mrs Mikaela Green, International Recruitment Officer, University of Derby

**Preparing effective research proposals to jumpstart your research career**  
Monday, 1 February 2021  
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Dr Patrick Kell, Reader in Sensor Technologies, Liverpool John Moores University

**Business:**

- Launching A Successful Start Up Business**  
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Paul Wintour, Course Leader for MSc: Innovation Management and Entrepreneurship, Nottingham Trent University
- The changing face of Actuarial Science**  
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Friday, 5 February 2021  
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Dr Luca Caraccioli, Reader in Marketing, Westminster Business School, University of Westminster

**Technology:**

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**Engineering:**

- What Aeronautical Engineering can learn from Nature**  
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- Engineering Difference Makers: past, present and future**  
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Professor Daniela George, Associate Vice President for Teaching and Learning and Professor of Radio Frequency Engineering, The University of Manchester

**REGISTER NOW TO JOIN THE FIRST BRITISH COUNCIL VIRTUAL UK MASTERCLASS SERIES IN SOUTH EAST ASIA**

## Indonesia – post in Bahasa Indonesia (View Campaign)

**STUDY UK**

Apakah Anda tertarik untuk mempelajari di institusi Inggris terkemuka? Apakah Anda ingin mengetahui apa seperti kuliah di Inggris sebelum mendaftar? Apakah Anda ingin mencoba kelas kuliah program untuk mempersiapkan karir?

The first **British Council Virtual UK Masterclass Series** in South East Asia (SEA) offers exciting opportunities to experience actual learning and classroom interaction with UK universities. Masterclasses are free and open for students in Indonesia, Malaysia, Singapore, Thailand and Vietnam.

**British Council Virtual UK Masterclass Series**  
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**DAFTAR SEKARANG UNTUK BERGABUNG DENGAN BRITISH COUNCIL VIRTUAL UK MASTERCLASS SERIES PERTAMA DI ASIA TENGGARA**

## Malaysia (View Campaign)

**STUDY UK**

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**Join the Virtual Masterclass Series for FREE! REGISTER NOW!**

You have received this newsletter because you registered on our website or previously showed interest in British Council news. If you wish to opt out of future newsletters please email us here.

If you have been forwarded this email and would like to receive future emails from us you can unsubscribe to this newsletter here.

**2021 BRITISH COUNCIL THE BRITISH COUNCIL'S COMMITMENT FOR CULTURAL RELATIONS AND EDUCATIONAL OPPORTUNITIES A COMMITMENT SHARED BY GREAT BRITAIN AND GREAT BRITAIN GLOBE**

**DECLARATION:** The legal and contractual responsibility only and any legal disclaimer contained herein. If you have received this email and do not wish to receive any further emails from us, please email us here. This email contains confidential information and is intended only for the named addressee. If you are not the named addressee you should not disseminate, distribute or copy this e-mail. Please notify the sender immediately by e-mail if you have received this e-mail by mistake and delete this e-mail from your system. If you have received this e-mail by mistake and wish to unsubscribe from this newsletter please click here.

**VIRTUAL MASTERCLASS SERIES SCHEDULE:**

- 1 February Mon **Top tips for effective personal statements for UG/PG applicants** by Mrs Mikaela Green, International Recruitment Officer, University of Derby
- 1 February Mon **Preparing effective research proposals to jumpstart your research career** by Dr Patrick Kell, Reader in Sensor Technologies, Liverpool John Moores University
- 2 February Tue **Artificial Intelligence – breakthrough applications. Case study: Analysis of Chest CT Scans for the Prediction of COVID-19** by Dr Alex Arvan, Top Scientist, HAI SYSTEMS Sir Richard Oliver Chair in Aeronautical Engineering, City, University of London
- 2 February Tue **Concept Art for Games Design** by Kathryn Bramham, BA (Hons) Games Art and Design lecturer, Norwich University of the Arts
- 3 February Wed **Launching A Successful Start Up Business** by Paul Wintour, Course Leader, MSc: Innovation Management and Entrepreneurship, Nottingham Trent University
- 3 February Wed **The changing face of Actuarial Science** by Dr Russell Gerrard, Former principal examiner for the Institute and Faculty of Actuaries, The Business School (Formerly Cass) City, University of London
- 4 February Thu **Introduction to Social Engineering/Phishing attacks** by Dr Michael Kell, Lecturer in Cyber Security, City, University of London
- 4 February Thu **What Aeronautical Engineering can learn from Nature** by Professor Christoph Brauer, HAI SYSTEMS Sir Richard Oliver Chair in Aeronautical Engineering, City, University of London

## Singapore (View Campaign)

**STUDY UK**

Are you interested in studying at leading UK institutions? Do you want to know what a UK university lecture will be like before applying? Do you want to try classes in different subjects and transform your career?

The first **British Council Virtual UK Masterclass Series** in South East Asia (SEA) offers exciting opportunities to experience actual learning and classroom interaction with UK universities. Masterclasses are free and open for students in Indonesia, Malaysia, Singapore, Thailand and Vietnam.

**British Council Virtual UK Masterclass Series**  
1-18 February 2021

**STUDY UK BUSINESS**

**Top tips for effective personal statements for UG/PG applicants**  
Monday, 1 February 2021  
14.30 - 15.30 WIB  
Mrs Mikaela Green, International Recruitment Officer, University of Derby

**Preparing effective research proposals to jumpstart your research career**  
Monday, 1 February 2021  
17.30 - 18.30 WIB  
Dr Patrick Kell, Reader in Sensor Technologies, Liverpool John Moores University

**Business:**

- Launching A Successful Start Up Business**  
Wednesday, 3 February 2021  
15.00 - 16.00 WIB  
Paul Wintour, Course Leader for MSc: Innovation Management and Entrepreneurship, Nottingham Trent University
- The changing face of Actuarial Science**  
Wednesday, 3 February 2021  
17.00 - 18.00 WIB  
Dr Russell Gerrard, Former principal examiner for the Institute and Faculty of Actuaries, The Business School (Formerly Cass) City, University of London
- Digital Marketing and Innovation during a Pandemic: The 'The Amie' Case**  
Friday, 5 February 2021  
15.00 - 16.00 WIB  
Dr Luca Caraccioli, Reader in Marketing, Westminster Business School, University of Westminster

**Technology:**

- Artificial Intelligence – breakthrough applications. Case study: Analysis of Chest CT Scans for the Prediction of COVID-19**  
Tuesday, 2 February 2021  
15.00 - 16.00 WIB  
Dr Alex Arvan, Top Scientist, HAI SYSTEMS Sir Richard Oliver Chair in Aeronautical Engineering, City, University of London
- Concept Art for Games Design**  
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Kathryn Bramham, BA (Hons) Games Art and Design lecturer, Norwich University of the Arts
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Thursday, 4 February 2021  
17.00 - 18.00 WIB  
Dr Michael Kell, Lecturer in Cyber Security, City, University of London

**Engineering:**

- What Aeronautical Engineering can learn from Nature**  
Thursday, 4 February 2021  
15.00 - 16.00 WIB  
Professor Christoph Brauer, HAI SYSTEMS Sir Richard Oliver Chair in Aeronautical Engineering, City, University of London
- Engineering Difference Makers: past, present and future**  
Friday, 5 February 2021  
17.00 - 18.00 WIB  
Professor Daniela George, Associate Vice President for Teaching and Learning and Professor of Radio Frequency Engineering, The University of Manchester

**HAPPENING NEXT WEEK!**

**BRITISH COUNCIL VIRTUAL UK MASTERCLASS SERIES IN SOUTH EAST ASIA (SEA)**

Are you interested in studying at leading UK institutions? Do you want to know what a UK university lecture will be like before applying? Do you want to try classes in different subjects and transform your career?

The first **British Council Virtual UK Masterclass Series** in South East Asia (SEA) offers exciting opportunities to experience actual learning and classroom interaction with UK universities. Masterclasses are free and open for students in Indonesia, Malaysia, Singapore, Thailand and Vietnam.

So don't miss the chance to **Join** a session.

**British Council Virtual UK Masterclass Series**  
1-18 February 2021

**STUDY UK BUSINESS**

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**CLICK TO REGISTER**

**Thailand – campaign monitor (View Campaign)**

**Thailand – constant contact (View Campaign)**

**Vietnam – email marketing 1 (View Campaign)**

**Vietnam – email marketing 2 (View Campaign)**

# Other in-country promotion

## Indonesia

### Organic Posting at British Council Indonesia Facebook 72K+ Followers

**British Council Indonesia**  
28 January · 🌐

There is still time to apply!

The first British Council Virtual UK Masterclass Series in South East Asia (SEA) offers exciting opportunities to experience actual learning and classroom interaction with UK universities! 🇬🇧🇮🇩

Masterclasses are free & open for students in Indonesia, Malaysia, Singapore, Thailand and Vietnam 🇮🇩🇲🇾🇸🇮🇹🇻🇪

Swipe right to choose your classes #SEAMasterclasses2021 to learn more about the topics and classes.

📄 Registration link for business course <https://bit.ly/UKMasterclassSeries>

📄 Registration link for engineering and technology course <https://bit.ly/UKMasterclassSeries>

**British Council Virtual UK Masterclass Series**  
1 - 5 February 2021

**TECHNOLOGY**

- Dr Alex (Aram) Ter-Sarkisov**  
Lecturer in Artificial Intelligence  
City, University of London
- Kathleen Branham**  
BA (Hons) Games Art and Design  
Norwich University of the Arts
- Dr Michal Król**  
Lecturer in Cyber Security  
City, University of London

**ENGINEERING**

- Professor Christoph Bruecker**  
Head of School and Director of Aeronautical Engineering  
City, University of London
- Professor Danielle George**  
Associate Vice President for Teaching and Learning and Professor of Audio Frequency Engineering  
The University of Manchester

**STUDY UK**

- Mrs Mikaela Green**  
International Recruitment Officer  
University of Derby
- Dr Patryk Kot**  
Reader in Sensor Technology  
Liverpool John Moores University

**BUSINESS**

- Paul Wreeves**  
Course Leader for MSc Innovation Management and Entrepreneurship  
Nottingham Trent University
- Dr Russell Gerrard**  
Senior Lecturer in Finance  
The Business School (formerly Cass) City, University of London
- Dr Luca Cacciola**  
Lecturer in Economics  
University of Westminster

### Organic Posting at British Council Indonesia Instagram 21.1K Followers

**idbritish**

**British Council Virtual UK Masterclass Series**  
1 - 5 Februari 2021

Daftar untuk mencoba pengalaman kuliah akademik online langsung dari universitas - universitas di Inggris secara gratis  
**Study UK, Teknologi, Bisnis, Teknik**

👍 Liked by **meinanda** and **143 others**

**idbritish** The first British Council Virtual UK Masterclass Series in South East Asia (SEA) [more](#)

### WhatsApp to stakeholders

**British Council Virtual UK Masterclass Series**  
1 - 5 February 2021

**STUDY UK**

- Mrs Mikaela Green**  
International Recruitment Officer  
University of Derby
- Dr Patryk Kot**  
Reader in Sensor Technology  
Liverpool John Moores University

**BUSINESS**

- Paul Wreeves**  
Course Leader for MSc Innovation Management and Entrepreneurship  
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**British Council Virtual UK Masterclass Series**  
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Head of School and Director of Aeronautical Engineering  
City, University of London
- Professor Danielle George**  
Associate Vice President for Teaching and Learning and Professor of Audio Frequency Engineering  
The University of Manchester

### Email marketing to stakeholders

Dear Friends and Colleagues,

Greetings from British Council Indonesia!

We invite you, your students and colleagues to join us for the first **British Council Virtual UK Masterclass Series** in South East Asia from Monday, 1 February to Friday, 5 February 2021 via TEAMS live platform. Thank you and Welcome!

Check below the details and schedule for the virtual Masterclasses:

<p><b>Masterclasses – Personal Statements and Research Proposals</b></p> <p>App tips for effective personal statements for UG/PG applicants</p> <p>Monday, 1 February 2021</p> <p>16.30 - 18.30 WIB</p> <p><b>Mrs Mikaela Green</b>, International Recruitment Officer University of Derby</p>	<p><b>Preparing effective research proposals to progress your research career</b></p> <p>Monday, 1 February 2021</p> <p>10.30 - 12.30 WIB</p> <p><b>Dr Patryk Kot</b>, Reader in Sensor Technology Liverpool John Moores University</p>
<p><b>Masterclasses in Business and related subjects:</b></p> <p><b>Launching A Successful Start-Up business</b></p> <p>Wednesday, 3 February 2021</p> <p>10.30 - 12.30 WIB</p> <p><b>Paul Wreeves</b>, Course Leader for MSc Innovation Management and Entrepreneurship Nottingham Trent University</p>	<p><b>Masterclasses in Technology and Engineering:</b></p> <p><b>Artificial Intelligence: The Future of Work</b></p> <p>Thursday, 4 February 2021</p> <p>10.30 - 12.30 WIB</p> <p><b>Dr Alex (Aram) Ter-Sarkisov</b>, Lecturer in Artificial Intelligence City, University of London</p>

# Malaysia

## British Council Facebook – post 1

**Performance for Your Post**

1,013 People Reached

1 Reactions, Comments & Shares

1 Love	1 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares

4 Post Clicks

3 Photo Views

1 Link Clicks

0 Other Clicks

**NEGATIVE FEEDBACK**

0 Hide Post

0 Report as Spam

0 Hide All Posts

0 Unlike Page

Reported stats may be delayed from what appears on posts

1,013 People Reached

5 Engagements

Boost Post

Burhan Idris Jikon

Like Comment Share

## British Council Facebook – post 2

**Performance for Your Post**

791 People Reached

0 Likes, Comments & Shares

0 Likes	0 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares

3 Post Clicks

2 Photo Views

0 Link Clicks

1 Other Clicks

**NEGATIVE FEEDBACK**

0 Hide Post

0 Report as Spam

0 Hide All Posts

0 Unlike Page

Reported stats may be delayed from what appears on posts

791 People Reached

3 Engagements

Boost Post

Like Comment Share

## British Council Facebook – post 3

**Performance for Your Post**

746 People Reached

1 Likes, Comments & Shares

1 Likes	1 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares

1 Post Clicks

1 Photo Views

0 Link Clicks

0 Other Clicks

**NEGATIVE FEEDBACK**

0 Hide Post

0 Report as Spam

0 Hide All Posts

0 Unlike Page

Reported stats may be delayed from what appears on posts

746 People Reached

2 Engagements

Boost Post

Muhammad Siddique

Like Comment Share

## British Council Twitter – post 1, post 2, post 3

**British Council MY** @my\_British

The first British Council Virtual UK Masterclass Series in South East Asia (SEA) offers exciting opportunities to experience actual learning and classroom interaction with UK universities! Masterclasses are FREE & open for anyone! [bit.ly/UKMasterclassS...](https://bit.ly/UKMasterclassSeries)

9:00 AM - Jan 14, 2021 - Sprout Social

# Singapore

## Twitter – British Council

23 Jan 1100 SG  
 Impression – 1196  
<https://twitter.com/sgBritish/status/1352813322563964928>

## Facebook – British Council

23 Jan 1900 SG  
 Reach 1374 Impression 1427  
<https://www.facebook.com/92543462490/posts/10159019723827491/>

**Tweet**

**British Council Singapore** @sgBritish

Have you heard about our Virtual UK Masterclass Series ?

Masterclasses offer students in 🇸🇬 + SEA opportunities to experience learning with UK universities across a range of subjects + disciplines. Sessions start 1 February, find out more + sign-up here: [bit.ly/3splDLn](https://bit.ly/3splDLn)



11:00 am · 23 Jan 2021 · Sprout Social

30 Jan 1100 SG  
 Impression – 1615  
<https://twitter.com/sgBritish/status/1355350046678671363>

**British Council Singapore** @sgBritish

Interested in 🇬🇧 study? Keen to experience learning with UK universities, across a range of subjects + disciplines?

Check out our Virtual Masterclass Series, sessions start 1 February!

Find out more + sign-up to relevant sessions here 👉 [bit.ly/3splDLn](https://bit.ly/3splDLn)  
 #StudyUK



11:00 am · 30 Jan 2021 · Sprout Social

**Subject specific post**  
 1 Feb 1000 SG  
 Impression – 827  
<https://twitter.com/sgBritish/status/1356059707597852681?s=20>

**British Council Singapore**  
 January 23 at 7:00 PM · 🌐

Have you heard about our Virtual UK Masterclass Series ?

Masterclasses offer students in 🇸🇬 + across SEA the opportunity to experience actual learning and classroom interaction with UK universities across a range of subjects - including AI, aeronautical engineering + preparing research proposals.

The first sessions start on 1 February, and you can find out more - and sign up to those most relevant to you - here: <https://bit.ly/3splDLn>

2 Shares



30 Jan 2021 1900 SG  
 Reach -1588 / Impression -1627

<https://www.facebook.com/BritishCouncilSingapore/photos/a.10150365313712491/10159009610412491/?type=3>

**British Council Singapore**  
 January 30 at 7:00 PM · 🌐

Are you interested in 🇬🇧 study ? Keen to experience learning with UK universities, across a range of subjects + disciplines ? Have you heard about our Virtual Masterclass Series ?

Masterclasses offer students in 🇸🇬 + across SEA the opportunity to experience actual learning and classroom interaction with UK universities across a range of subjects - including AI, aeronautical engineering + preparing research proposals.

The first sessions start on Monday 1 February, and you can fi... See More

1 Comment 1 Share



**Subject specific post**  
 1 Feb 1000 SG  
 Reach – 347 / Impression -357  
<https://www.facebook.com/92543462490/posts/10159015701662491>

**Tweet**

**British Council Singapore** @sgBritish

✍️ Writing your undergraduate or postgraduate personal statement? Join our first Virtual UK Masterclass session today, kicking-off at 15.30 - 16.30 🇬🇧 time, and hear top writing tips from the experts @DerbyUni. Sign-up here: [bit.ly/3ptiEkw](https://bit.ly/3ptiEkw) #StudyUK

10:00 AM · Feb 1, 2021 · Sprout Social

1 Retweet 1 Like

**British Council Singapore** February 1 at 10:00 AM

👉 If you're writing your undergraduate or postgraduate personal statement, make sure you check out our first Virtual UK Masterclass session, running from 15.30 - 16.30 🇬🇧 time! Led by the fantastic team University of Derby, it will cover top tips - practical guidance for writing an effective statement. Sign-up here: <https://bit.ly/3ptiEkw> #StudyUK



**British Council Virtual UK Masterclass Series**  
1 - 5 February 2021

BRITISHCOUNCIL.SG  
**British Council Virtual UK Masterclass Series | British Council Singapore**  
The first British Council Virtual UK Masterclass Series in South East Asia (SEA) offers exciting op...

2

1 Feb 1100 SG  
Impression -374  
<https://twitter.com/sqBritish/status/1356074801916473346?s=20>

**Tweet**

**British Council Singapore** @sgBritish

📖 Interested in learning how to prepare effective research proposals - to jumpstart your career in research? Check out this evening's Virtual UK Masterclass Session, featuring experts from @LJMU Join us between 18.30 - 19.30 🇬🇧 time: [bit.ly/3ptiEkw](https://bit.ly/3ptiEkw) #StudyUK

11:00 AM · Feb 1, 2021 · Sprout Social

1 Retweet 1 Quote Tweet 1 Like

1 Feb 1100 SG  
Reach – 509 / Impression - 518  
<https://www.facebook.com/92543462490/posts/10159015824442491>

**British Council Singapore** February 1 at 11:00 AM

👉 Interested in learning how to prepare effective research proposals. To jumpstart your career in research? 📖 Check out this evening's Virtual UK Masterclass Session, featuring experts from Liverpool John Moores University Join us between 18.30 - 19.30 🇬🇧 time. sign-up here: <https://bit.ly/3ptiEkw> #StudyUK



**British Council Virtual UK Masterclass Series**  
1 - 5 February 2021

BRITISHCOUNCIL.SG  
**British Council Virtual UK Masterclass Series | British Council Singapore**  
The first British Council Virtual UK Masterclass Series in South East Asia (SEA) offers exciting op...

4 1 Share

**Subject specific post**  
2 Feb 1000 SG  
Impression - 827  
<https://twitter.com/sqBritish/status/1356422103642370048?s=20>

**Tweet**

**British Council Singapore** @sgBritish

Join us + @CityUniLondon for a Virtual UK Masterclass Session on AI + breakthrough applications - including a case study analysis of chest CT scans for the prediction of Covid-19 🌿 The class is running 16.00 - 17.00 🇬🇧 time - sign-up 👉 [bit.ly/3ptiEkw](https://bit.ly/3ptiEkw) #StudyUK

10:00 AM · Feb 2, 2021 · Sprout Social

**Subject specific post**  
2 Feb 1000 SG  
Reach – 788 / Impression -1081  
<https://www.facebook.com/92543462490/posts/10159019723827491/>

**British Council Singapore** February 2 at 10:00 AM

Join us + [City, University of London](#) for a fascinating Virtual UK Masterclass Session on AI and breakthrough applications - including a case study analysis of chest CT scans for the prediction of Covid-19 🌿 Sign-up for the class, running between 16.00 - 17.00 🇬🇧 time - here: 👉 <https://bit.ly/3ptiEkw> #StudyUK

2 1 Comment

**Subject specific post**  
2 Feb 1100 SG  
Impression - 1106  
<https://twitter.com/sqBritish/status/1356437204160163845?s=20>

**Subject specific post**  
2 Feb 1100 SG  
Reach- 1038 / Impression - 424  
<https://www.facebook.com/92543462490/posts/10159028368042491/>

**Tweet**

**British Council Singapore** @sgBritish

Calling all gamers! 🎮👤  
 This evening's Virtual UK Masterclass Session is on 'Concept Art for Games Design' + features experts from @NorwichUniArts  
 Join us 18.00 - 19.00 🇸🇬 time for what's going to be a great class: [bit.ly/3ptiEkw](https://bit.ly/3ptiEkw)  
 #StudyUK

11:00 AM · Feb 2, 2021 · Sprout Social

1 Retweet

**British Council Singapore** ✓

February 5 at 10:00 AM · 🌐

Join us + experts from **Westminster Business School - University of Westminster** for what will be a timely Virtual UK Masterclass Session on 'Digital Marketing + Innovation during a Pandemic' - including the 'Tre Amis' case.  
 Kick-off is at 16.00 🇸🇬 time, sign-up here 🙌 <https://bit.ly/3ptiEkw>  
 #StudyUK

6

**Subject specific post**

2 Feb 1000 SG

Reach – 415 / Impression – 424

<https://www.facebook.com/92543462490/posts/10159019815587491/>

**British Council Singapore** ✓

February 2 at 11:00 AM · 🌐

Calling all gamers! 🎮👤  
 This evening's Virtual UK Masterclass Session is on 'Concept Art for Games Design' + features experts from **Norwich University of the Arts**  
 Join us 18.00 - 19.00 🇸🇬 time for what's going to be a great class:  
<https://bit.ly/3ptiEkw>  
 #StudyUK



**British Council Virtual UK Masterclass Series**  
 1 - 5 February 2021

Supported by

BRITISHCOUNCIL.SG  
**British Council Virtual UK Masterclass Series | British Council Singapore**  
 The first British Council Virtual UK Masterclass Series in South East Asia (SEA) off...

Thailand

Email Marketing - Monthly e-news (Jan)  
Post 1, Post 2

**Study UK e-newsletter**  
January 2021

**News and Events**

**Virtual UK Masterclass Series**  
1-5 กุมภาพันธ์ 2021

**How to prepare and apply for graduate jobs**  
1-5 กุมภาพันธ์ 2021

**GREAT Scholarships**  
1-5 กุมภาพันธ์ 2021

**Work From Home**  
1-5 กุมภาพันธ์ 2021

Facebook - IELTS

IELTS British Council Thailand  
22 January

นอกจากการเตรียมตัวสอบ IELTS แล้ว น้องๆ ยังต้องเตรียมตัวไปเรียนต่ออีกวันนี้ที่ Virtual Class ฟรี! ที่ไหนๆ ลองเข้าไปเรียนเสมือนจริงดูนะคะ 🙄

📅 วันที่ 1-5 กุมภาพันธ์ นี้

See translation

Study UK - British Council  
15 January

Virtual UK Masterclass Series for you to try a virtual UK university class free of charge! This 1-5 February

British Council Virtual UK Masterclass Series  
1-5 February 2021

**STUDY UK** **BUSINESS**

Mrs Mikaela Green  
Paul Wreaves  
Dr Patryk Kot  
Dr Russell Gerrard  
Dr Luca Cacciavelli

เข้าคลาสเรียนใน UK ฟรี  
จัดโดยบริษัทแคนาเซีย

เรียนต่อป.ตรี โท เอก  
ด้านธุรกิจ

Facebook - Teaching Centre

British Council Thailand English  
26 January

ไมโครพลาตกับงานออนไลน์ที่ฟรี "Virtual UK Masterclass Series" วันที่ 1-5 กุมภาพันธ์นี้ ที่ไหนๆ ก็ลองเข้าคลาสเรียนมหาวิทยาลัยใน UK ซื้องัดได้แบบเสมือนจริง ที่ไหนๆ ก็เรียนได้!

หากเพื่อนๆ คนไหนยังไม่มั่นใจในทักษะการสื่อสารภาษาอังกฤษ เรามีคอร์สออนไลน์ระยะสั้นเริ่มต้นที่ 10 ชั่วโมง จะช่วยเตรียมทักษะที่แข็งแกร่งพร้อมไปเรียนต่อได้อย่างมั่นใจ ดูรายละเอียดได้ที่ <https://www.britishcouncil.or.th/english/adults/myclass>

See translation

Study UK - British Council  
15 January

Virtual UK Masterclass Series for you to try a virtual UK university class free of charge! This 1-5 February

British Council Virtual UK Masterclass Series  
1-5 February 2021

**STUDY UK** **BUSINESS**

Mrs Mikaela Green  
Paul Wreaves  
Dr Patryk Kot  
Dr Russell Gerrard  
Dr Luca Cacciavelli

เข้าคลาสเรียนใน UK ฟรี  
จัดโดยบริษัทแคนาเซีย

เรียนต่อป.ตรี โท เอก  
ด้านธุรกิจ

Facebook - British Council Thailand  
Post 1, Post 2

British Council Thailand  
22 January

การดีใจของเราที่คนไทยได้ลองเรียนฟรี UK Virtual UK Masterclass Series

1-5 กุมภาพันธ์ นี้ลองเรียนได้ที่ <https://bit.ly/UKMasterclassSeries>

หาคณะเรียนต่อได้ที่ <https://bit.ly/362Td0N>

See translation

British Council Thailand  
31 January

Tomorrow is the first day of Virtual UK Masterclass Series!

First time we simulated UK's universities in a free online simulation. You can also select interested fields from technology, business, engineering, or study writing, introduction letters and research layout.

1-5 February. Register at <https://bit.ly/UKMasterclassSeries>

More details <https://bit.ly/362Td0N>

#BritishCouncil #StudyUK #SEAMasterclassSeries2021

See translation

British Council Virtual UK Masterclass Series  
1-5 February 2021

**STUDY UK** **BUSINESS** **TECHNOLOGY** **ENGINEERING**

Mrs Mikaela Green  
Paul Wreaves  
Dr Patryk Kot  
Dr Russell Gerrard  
Dr Luca Cacciavelli

Dr Alex Aram  
Professor Christoph  
Kathleen Branham  
Professor Danielle George  
Dr Michal Krol

# Email Marketing – Higher Education



**STUDY UK**

British Council  
Virtual UK Masterclass Series  
1-5 February 2021

พบกับเหล่าคณาจารย์และนักวิจัยชั้นนำ  
จากมหาวิทยาลัยชั้นนำในสหราชอาณาจักรและ  
ร่วมประสบการณ์การเรียนรู้ออนไลน์กับคุณ

**กิจกรรมของงาน Virtual UK Masterclass Series  
ทั้งหมดมีดังนี้**

งานเสวนาพิเศษเกี่ยวกับสถานการณ์การศึกษาระดับ  
อุดมศึกษาในสหราชอาณาจักร, ขั้นตอนการสมัคร  
เรียน และขั้นตอนการขอวีซ่าสำหรับนักเรียนต่างชาติ

**1-5 กุมภาพันธ์ 2564**

**หัวข้อ**

หัวข้อ	วิทยากร	เวลา
Study UK: Top tips for effective personal applications for UK PG courses	Dr. J. J. Jones, Head of Study, International Recruitment Office, University of Derby	14.30 - 15.30 h.
Technology: Artificial Intelligence – Innovative applications of ChatGPT: Case for the education of COVID-19	Dr. Alan (Alan) T. Jackson, Lecturer in Artificial Intelligence, City, University of London	15.30 - 16.30 h.
Business: Launching a successful start up business	Dr. J. J. Jones, Head of Study, International Recruitment Office, University of Derby	16.30 - 17.30 h.
Engineering: What are successful engineering careers from scratch?	Dr. Alan (Alan) T. Jackson, Lecturer in Artificial Intelligence, City, University of London	17.30 - 18.30 h.
Business: Digital Marketing and Innovation during a pandemic: The UK case study	Dr. Alan (Alan) T. Jackson, Lecturer in Artificial Intelligence, City, University of London	18.30 - 19.30 h.
Study UK: Presenting effective personal applications to strengthen your research career	Dr. Alan (Alan) T. Jackson, Lecturer in Artificial Intelligence, City, University of London	19.30 - 20.30 h.
Technology: Concept Art for Games	Dr. Alan (Alan) T. Jackson, Lecturer in Artificial Intelligence, City, University of London	20.30 - 21.30 h.
Business: The changing face of business	Dr. Alan (Alan) T. Jackson, Lecturer in Artificial Intelligence, City, University of London	21.30 - 22.30 h.
Engineering: Engineering Difference: From research to practice	Dr. Alan (Alan) T. Jackson, Lecturer in Artificial Intelligence, City, University of London	22.30 - 23.30 h.
Engineering: Engineering Difference: From research to practice	Dr. Alan (Alan) T. Jackson, Lecturer in Artificial Intelligence, City, University of London	23.30 - 24.30 h.

## Vietnam

### British Council E-news letter

Sent to 50,000 contacts

[Link:](#)



### Masterclass Series: Experience online lectures with UK institutions

A series of online classes about business, technology and engineering will be taught by professors from UK institutions from 1 to 5 February 2021. Besides, you can enhance your ability to study in the UK with a webinar about writing personal statements, navigating UCAS applications and preparing research proposals.

[Register now](#)

### Agent E-news

Agent database

British Council Virtual UK Masterclass Series in South East Asia (SEA), 1- 5 February 2021

[Click the link: Tiếng Việt | Tiếng Anh](#)

**N** Nguyen Thi Ho Van (Vietnam)

Co. Lu Hien Vietnam

Email: [spain@britainia.org](mailto:spain@britainia.org), [france@britainia.org](mailto:france@britainia.org), [usa@britainia.org](mailto:usa@britainia.org), [uk@britainia.org](mailto:uk@britainia.org), [china@britainia.org](mailto:china@britainia.org), [india@britainia.org](mailto:india@britainia.org), [australia@britainia.org](mailto:australia@britainia.org), [canada@britainia.org](mailto:canada@britainia.org), [usa@britainia.org](mailto:usa@britainia.org), [uk@britainia.org](mailto:uk@britainia.org), [china@britainia.org](mailto:china@britainia.org), [india@britainia.org](mailto:india@britainia.org), [australia@britainia.org](mailto:australia@britainia.org), [canada@britainia.org](mailto:canada@britainia.org)

Dear Colleagues,

I hope this message finds you well.

#### British Council Virtual UK Masterclass Series: 1-5 February

We are going to organise the first **British Council Virtual UK Masterclass Series in South East Asia (SEA)**, which offers exciting opportunities to experience actual learning and classroom interaction with UK universities. Masterclasses are free and open for students in Indonesia, Malaysia, Singapore, Thailand and Vietnam.

- Lectures are designed as practical lessons at UK universities
- Directly delivered by the staff and professors of 7 universities
- Diverse subjects: Business, Technology, Engineering with topics such as Entrepreneurship, Digital Marketing, Artificial Intelligence, Game Art, Aeronautical Engineering, ...
- Learn more about writing personal essay and research proposal

Detailed programme and registration: [Click this link](#)

Could you please help to spread this news to your students for their information and registration?

Many thanks and best regards,  
Van

Từ lời | Chúc mừng

## Study UK 101 Group

7,9K members

[Post 1](#), [Post 2](#), [Post 3](#)

**Study UK 101**  
17 tháng 1 lúc 17:38

**GẤP ĐÓI CÁC GIẢNG VIÊN TRONG CHƯƠNG TRÌNH MASTERCLASS SERIES**  
Chuỗi bài giảng học thử cùng các trường đại học Vương quốc Anh sẽ được lên sóng từ ngày 01.02 đến ngày 05.02 tới. Bạn đã đăng kí chưa?

- Trải nghiệm ngành học trước khi apply
- Đã đăng chủ đề: Kinh doanh, Công nghệ, Kỹ thuật
- Học thử cùng 7 trường đại học Vương quốc Anh

Xem thêm



**IELTS Face-Off** đã chia sẻ một liên kết.  
17 tháng 1

**MASTERCLASS SERIES: TRẢI NGHIỆM HỌC THỬ CÙNG CÁC TRƯỜNG ĐẠI HỌC VƯƠNG QUỐC ANH**

- Bạn có mong muốn được học tập tại các trường hàng đầu Vương quốc Anh?
- Bạn muốn học thử trước khi nộp đơn?
- Bạn muốn tìm hiểu về ngành học đó xem có phù hợp với bản thân?
- Hãy đăng kí trải nghiệm ngay lớp học thử trực tuyến #MasterclassSeries để trải nghiệm bài giảng trực tiếp cùng các cán bộ, giáo sư đến từ các trường đại học Vương quốc Anh.

Xem thêm



**British Council Virtual UK Masterclass Series**  
1 - 5 February 2021

**British Council Virtual UK Masterclass Series**  
1 - 5 February 2021

**BRITISH COUNCIL VN**  
Masterclass Series: Học thử cùng các trường đại học Vương quốc Anh | Hội đồng Anh

**STUDY UK 101**  
25 tháng 1 lúc 18:53

**NGÀNH HÀNG KHÔNG VŨ TRỤ - BẠN CÓ MUỐN HỌC THỬ?**  
Kỹ thuật Hàng không vũ trụ - ngành kỹ thuật cao rất cần nhân sự trong tương lai. Bạn có muốn phát triển sự nghiệp trong lĩnh vực này, khám phá những cơ hội thu nhập để theo học ngành Kỹ thuật tại Vương quốc Anh - đất nước tiên phong trong đổi mới?

Hãy tham gia chuỗi bài giảng về ngành kỹ thuật trong series Masterclass của Hội đồng Anh để trải nghiệm một giờ học trực tiếp tại các trường đại học Vương quốc Anh và tiếp thu các kiến thức... Xem thêm

**British Council Virtual UK Masterclass Series**  
1 - 5 February 2021



**CÁC BÀI GIẢNG MIỄN PHÍ NGÀNH KỸ THUẬT**

GIẢNG VIÊN VÀ HỌC VIÊN VƯƠNG QUỐC ANH

**STUDY UK 101**

## IELTS British Council Vietnam

190K+ followers

[Post](#)

**IELTS British Council Vietnam**  
21 tháng 1 lúc 14:36

**MASTERCLASS SERIES: TRẢI NGHIỆM HỌC THỬ CÙNG CÁC TRƯỜNG ĐẠI HỌC VƯƠNG QUỐC ANH**

- Bạn mong muốn được học tập tại các trường hàng đầu Vương quốc Anh?
- Bạn muốn học thử trước khi nộp đơn?
- Bạn muốn tìm hiểu về ngành học đó xem có phù hợp với bản thân?
- Đăng kí trải nghiệm ngay lớp học thử trực tuyến Masterclass Series để trải nghiệm bài giảng trực tiếp cùng các cán bộ, giáo sư, tiến sỹ đến từ các trường đại học Vương quốc Anh.
- Thời gian: 01.02-05.02.2021
- Ngành học: Kinh doanh, Công nghệ, Kỹ thuật với các chủ đề hot như Khởi nghiệp, Digital Marketing, Trí tuệ nhân tạo, Đồ họa game, Kỹ thuật hàng không...
- Thông tin chi tiết và cách thức đăng kí, xem tại link: [http://bit.ly/Masterclass\\_VN](http://bit.ly/Masterclass_VN)
- #SEAMasterclassSeries2021 #StudyUK

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Masterclass Series là chương trình trực tuyến đầu tiên của Hội đồng Anh tại khu vực Đông Nam Á (SEA), mang đến cơ hội thú vị để các bạn sinh viên trải nghiệm giờ học thực tế với các trường đại học Vương quốc Anh. Sinh viên các nước Indonesia, Malaysia, Singapore, Thái Lan và Việt Nam có thể tham gia chương trình hoàn toàn miễn phí.

Nếu bạn mong muốn thường xuyên nhận được các thông tin cập nhật về du học Anh từ British Council, hãy đăng ký vào link: <https://vn.registration.study-uk.britishcouncil.org/vi>

**British Council Virtual UK Masterclass Series**  
1 - 5 February 2021



**STUDY UK 101**

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**BRITISH COUNCIL** Việt Nam | Duy Giảng Anh

Học tiếng Anh | IELTS và TOEFL | Các khóa học tiếng Anh | Du lịch | Nghề nghiệp, giáo dục và xã hội

Trang chủ > Các bài Vương quốc Anh > Các sự kiện và hội thảo

**Masterclass Series: Học thử cùng các trường đại học Vương quốc Anh**



Các sự kiện và hội thảo

Du học và Visa 2020

Đề xuất Thông tin bằng Tin học Anh

Hợp đồng GR&A là một trong những

Masterclass Series: Học thử cùng các trường đại học Vương quốc Anh

## Website Ybox

[Link](#)

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Trang chủ > Bài viết mới nhất > [Online] Masterclass Series: Chuỗi Bài Giảng Học Thử Cùng Các Trường Đại Học Vương Quốc Anh - Tổ Chức Bởi Hội Đồng Anh 2021 (Miễn Phí Tham Dự)

**Ybox**

**British Council Virtual UK Masterclass Series**  
1 - 5 February 2021

**Ybox Fanpage**  
 386K+ followers  
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