

Invitation to UK MBA Courses Booklet

The British Council is delighted to invite you to join our initiative promoting UK **MBA courses** in China.

China, with one of the world's fastest growing economies, is in desperate need of managerial talents. For multinationals, domestic Chinese companies, and local start-ups, securing talent is a major and persistent problem. Especially hard to come by are MBAs - the skilled, professionally-trained managers needed to fill critical leadership positions.¹

The numbers of Chinese applicants for MBA degree programmes continues to grow. 2010 saw a 24% growth over the past year and in 2011, the number reached a record high of 90,000. The demand for UK MBA programmes is increasing.

The trends reflect a potential need for UK universities to further introduce their cutting edge and high quality MBA education, and enhance Chinese public's awareness on the features of UK MBA programmes. To achieve this goal, British Council China will produce **a promotional booklet on UK MBA courses** to promote the strength of UK MBA education as well as to provide a targeted promotional channel for UK higher education institutions.

About the MBA Booklet

What kind of programmes can be included in the booklet?

The booklet will take in a variety of MBA programmes including full-time and part-time MBA programmes, accelerated MBA programmes, Executive MBA (EMBA) programmes, as well as distance or blended learning MBA programmes.

What are the benefits for your institution?

- Reaching your target audience - We're expecting 100,000 target visitors through online and offline promotional channels. As a very recognised communication channel, the booklet will effectively highlight the participating institutions' strengths in the business area to the most target audience.
- Utilising multiple channels - Production and distribution of the booklet will be planned alongside our education marketing campaigns all year around, including the national education exhibitions, campus events, local authorities' or targeted partners' themed workshops and events. The e-version of the booklet will be uploaded on the Education UK China website, which generates nearly 5 million online audiences per annum, to attract a wider range of audience.

¹ The Next Management Crisis in China: Developing and Retaining Highly Skilled Young Managers, by Niko Canner and Stacy Palestrant, Katzenbach Partners, 2008

- Having highly cost-effective promotions - If you have a very limited marketing budget and are looking for a cost-effective way of promotion, the booklet provides a consistent and convincing alternative to reach your prospective MBA students.

The booklet will be produced in Chinese language and we will arrange quality translation for institution profiles which are submitted in English and we retain the right of abridgment of the content in case the profile exceeds the stipulated number of words.

What are the distribution channels?

The booklet will be distributed through various national channels and local promotional channels that we engage with, which include:

- Generic exhibitions, information days and workshops organised by the British Council
- British Council front-of-house display
- British Council's themed marketing projects targeted on young professionals (e.g. Smart Talk)
- 2013 National Autumn Education Exhibition (a.k.a. China Education Expo 2013)
- 2014 National Spring Education Exhibition (a.k.a. China International Education Exhibition Tour 2013)
- Local education exhibitions and MBA workshops organised by local authorities
- Campus events
- Events organised by agents, language training schools and the British Council's other partners in China
- Chinese institutions and education agents

Inputs needed from UK institutions

UK institutions will be required to prepare and send the British Council China the following materials in text (.doc) and photos (.jpg) after participation has been confirmed:

- If your institution applies to reserve **an advertorial page on the inside cover pages**, it is advised to provide a ready-to-print artwork (dimensions to be provided in due course), so you will have your institution's branding presenting on the page. British Council will also be able to provide basic design service on participating institutions' request.
- If your institution applies to reserve **a profile page**, a standard page layout will be followed. A profile collection template will be provided for you to submit the relevant contents, which may include a brief introduction to your institution, study and research facilities, detailed information on your MBA programmes, academics' and students' profiles, alumni's achievements, information on living and travel, and scholarships available for Chinese students, etc.

* The booklet will be produced in Chinese language. No matter which page options you select, we will provide quality translation service on your request.

Cost

Item	Quotation	Invoice Date
Profile listing (Full page size: 210mm x 210mm)	GBP 600 *	<i>You will be sent invoice when the booklet is officially published in October 2013</i>
Advertorial page on the inside front cover OR the inside back cover (Full page size: 210mm x 210mm)	GBP 1,000 *	
<i>*All prices are exclusive of VAT unless otherwise stated</i>		

The minimum number of participating institutions is 8 and the maximum is 50. Applications will be accepted on a first-come-first-served basis.

How can I participate?

Please complete the **application form attached** and send it back by **Friday 5 July 2013** as confirmation. Please be noted that all forms should be sent back via emails and we will not accept fax or paper-based forms.

A confirmation email will be sent to you upon receiving your completed application form by **12 July 2013**. A **Content Collection Form** will be attached to this email for you to complete with your institution’s content for the booklet.

Please note that the British Council China maintains the right to cancel the publication if minimum participation is not achieved.

Cancellation Policy

Cancellation fees will be charged for withdrawal from the publication, as of the date of receipt of *Written Notice of Withdrawal*:

- 50 per cent of the full advertisement fee for withdrawals received on or after **12 July 2013**.
- 100 per cent of the full advertisement fee for withdrawals received on or after **16 August 2013**.

Who can I contact?

British Council China Co-ordinator
 Miss Qi Qi
 Education Marketing Officer
 Cultural and Education Section of the British Embassy
T +86(0)10 6590 6903 ext. 294 | **F** +86(0)10 6590 0977
E qi.qi@britishcouncil.org.cn

(Please go on to next page for the application form)

UK MBA Courses Booklet Application Form

Please complete this form and send it to Ms. Qi Qi (qi.qi@britishcouncil.org.cn), British Council China Co-ordinator, to reserve your selected pages by **5 July 2013**.

Name of institution:

(This format will be used in all publicity)

Main contact:

Telephone:

Fax:

E-mail:

Postal address:

Please tick the appropriate box for your institution:

Item	Quotation	Please select
Profile listing (Full page size: 210mm x 210mm)	GBP 600 *	
Advertorial page on the inside front cover OR the inside back cover (Full page size: 210mm x 210mm)	GBP 1,000 *	
* All prices are exclusive of VAT unless otherwise stated		
License number by UKBA		

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I confirm that the above named organisation wants to be included in UK MBA courses booklet. I understand that if this application is accepted that the terms for British Council Services for International Education Marketing will form a binding contract between this organisation and the British Council.

Signed by the duly authorised representative of the institution:

(If the application is submitted electronically, typing the representative's name will be taken as being as binding as the representative's signature)

Name:	Signature:
Position:	Date: