

# Challenges

An invitation to profile your institution

## Introduction

Education UK is currently seeking a new competition that will show potential students and employers the investment value of a UK education through the completion of 'challenges' set by Education UK and the British Council

The new range of challenges are to be rolled out in China in 2014 and will aim to give people looking for an international education an interactive experience of the value and excellence of a UK education.

So far the British Council in China has already worked with UK institutions to produce three Education UK challenges. The 3 challenges are 'the Pitch', 'Dream Lab' and 'Dynamic Designs', in China we have run the Pitch in 2009, 2011 and 2013, Dream Lab in 2009 and 2012 and Dynamic Designs in 2010. We are now seeking ideas for new challenges to build on the fantastic success of these previous challenges.

We are currently inviting institutions, or groups of institutions, in the UK to help us with the creation, development and execution of more challenges in this campaign, which is described in more detail on the following pages.

This document is a brief introduction to the Education UK Challenge concept and details how your institution can participate and benefit from helping to shape it. We hope that you will forward this document to staff within your institution who may be interested in developing a challenge concept.


If you would like to take part the deadline for expressions of interest is **30th September 2013**. We look forward to hearing from you.

## The Challenge – what is it

The Challenge is a competitive event where teams of prospective international students are invited to solve one or a number of 'challenges' or problem-based tasks that require a mix of disciplines to solve, and where, ideally, there is a 'physical' or practically executable solution.

Each challenge will have a particular subject focus, which could be anything from engineering (as demonstrated with the examples above) to fashion, science, sports, arts, business, technology or law, among others. However, the nature of each challenge will mean that teams taking part will require a cross-disciplinary skill base to be able to complete all stages of the challenge. This could mean, for example that they might need the following:

- a business/marketing person to prepare the business case
- a planner/project manager to co-ordinate team activity and manage sudden changes to brief and deadlines (which may be built in to the challenge)
- a strong presenter who can deliver the proposals in good English
- a creative person to assist with lateral thinking and visualisation stages
- a core team of thinkers and doers who are capable of responding to the final physical build stage, e.g. science/arts/humanities



The past challenges have focused on sports marketing/management- The Pitch, science and design- Dream Lab and engineering- Dynamic Designs.

Due to local market needs in China and the attractiveness of certain subject areas for Chinese students, we are especially looking for challenges covering the following subjects:

- Biology
- Environment
- Architecture
- Electronics
- Robotics
- Transportation and Logistics

Teams will be competing against other teams in their country, with separate challenges set for each of the two target audiences:

- pre-university students or those on career-based courses
- undergraduate and postgraduate students

Challenges will be launched online and will have a number of 'knockout' stages to them.

These may require teams to respond with proposals for their business case for funding, a marketing proposal, consideration of the legal aspects of the product/service they are developing and plans for the prototype they aim to present on the final physical 'build' day, if they get through to this final stage. The winning team will be the one that has most successfully completed all stages of the challenge. Prizes for the winning teams have yet to be agreed, although this is likely to include a subject-related visit to the UK of some kind.


Throughout the execution of each of the challenges the link with the UK will be very evident, particularly in terms of showcasing the benefits of a UK education to prospective students. This will be demonstrated in various ways throughout the competition. The challenges will act as a showcase to demonstrate the UK's innovative teaching – that we teach how to think, not what to think. It will also provide institutions additional promotional opportunities across their international markets.

Any institution that takes part will of course achieve significant profiling within the markets where the campaign is implemented, including PR, online features, as well as the opportunity to hold virtual or face-to-face seminars at principal stages during the competition, enabling us to highlight the expertise of your academics and further showcasing your institution and Education UK

### **What's your involvement?**

The creation, development and execution of the challenges will be a collaboration between the British Council – both in the UK and China – and institutions, or groups of institutions, in the UK. As experts in your chosen fields we hope that institutions would devise the challenges and, if successful, will work with the British Council to develop the ideas into a practical competition.

The institution(s) that created the challenge will also be required to be 'hands on' during its execution, although the extent of this will depend on the type of challenge created. This will mean being available for online chats, forums and seminars at agreed times during the stages leading up to the physical 'build' day, and for a select number of your experts to be on the judging panel, both for the knockout stages of the competition, and also for the physical challenge day.



Institutions would not be expected to contribute financially to the Education UK Challenge. Your contribution would come in terms of time and expertise. We are hoping that most of the costs for the competition will be covered by sponsorship from interested parties. If you have any links with organisations that may be interested, either in working with you to develop a challenge and/or offering sponsorship, we would welcome their involvement.

### **Why should you take part?**

The Education UK Challenge has the opportunity to be a powerful marketing tool, that demonstrates to potential students and employers how a UK education uniquely develops skills of creative and 'smart' thinking, analysis and entrepreneurship, as well as the ability to work in a team and to use cross-disciplinary approaches to problem-solving. It will profile the investment value of, and thus drive demand for, a UK education or those holding a UK qualification.

### **The benefits to institutions are numerous.**

At each stage of the competition institutions and their fields of expertise will be profiled, both online and through PR, in the country or countries where the challenge is taking place. Many countries may decide to run the competition alongside their recruitment exhibition, which would give institutions taking part increased profile at the event.

From past we experience we know we will gain significant media coverage, in terms of press, radio and TV for the challenge. The competition's association with the well recognised and respected British Council and Education UK brands will also generate more interest in the event and increase exposure for participating institutions.

The competition also gives institutions taking part the opportunity to create links with institutions in their target markets, share research findings and showcase their work to new audiences.

It may also give institutions the opportunity to reconnect with returned alumni, who may also be able to get involved in the delivery or judging of the competition, as well as offering another avenue for PR.

### **What's next?**

If you would like to take part the deadline for expressions of interest is **30<sup>th</sup> September 2013**. By this date we would like you to provide us with a brief proposal with your challenge idea or ideas (you may submit as many challenge suggestions as you wish, covering one or a number of different subject areas). The proposal should include a short synopsis of each idea, describing what you might expect at the different stages of the competition, what disciplines the challenge might cover, and what might be expected on the 'build' day.

It would also be useful to know if you have any links with businesses that might also want to get involved, or if you would consider working with other institutions in developing the challenge.

If you wish to discuss this further or would like to submit a proposal please use the contact details below. We'd be happy to hear from you.

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