



SERVICES FOR INTERNATIONAL EDUCATION MARKETING

India

New opportunities and GREAT Initiatives

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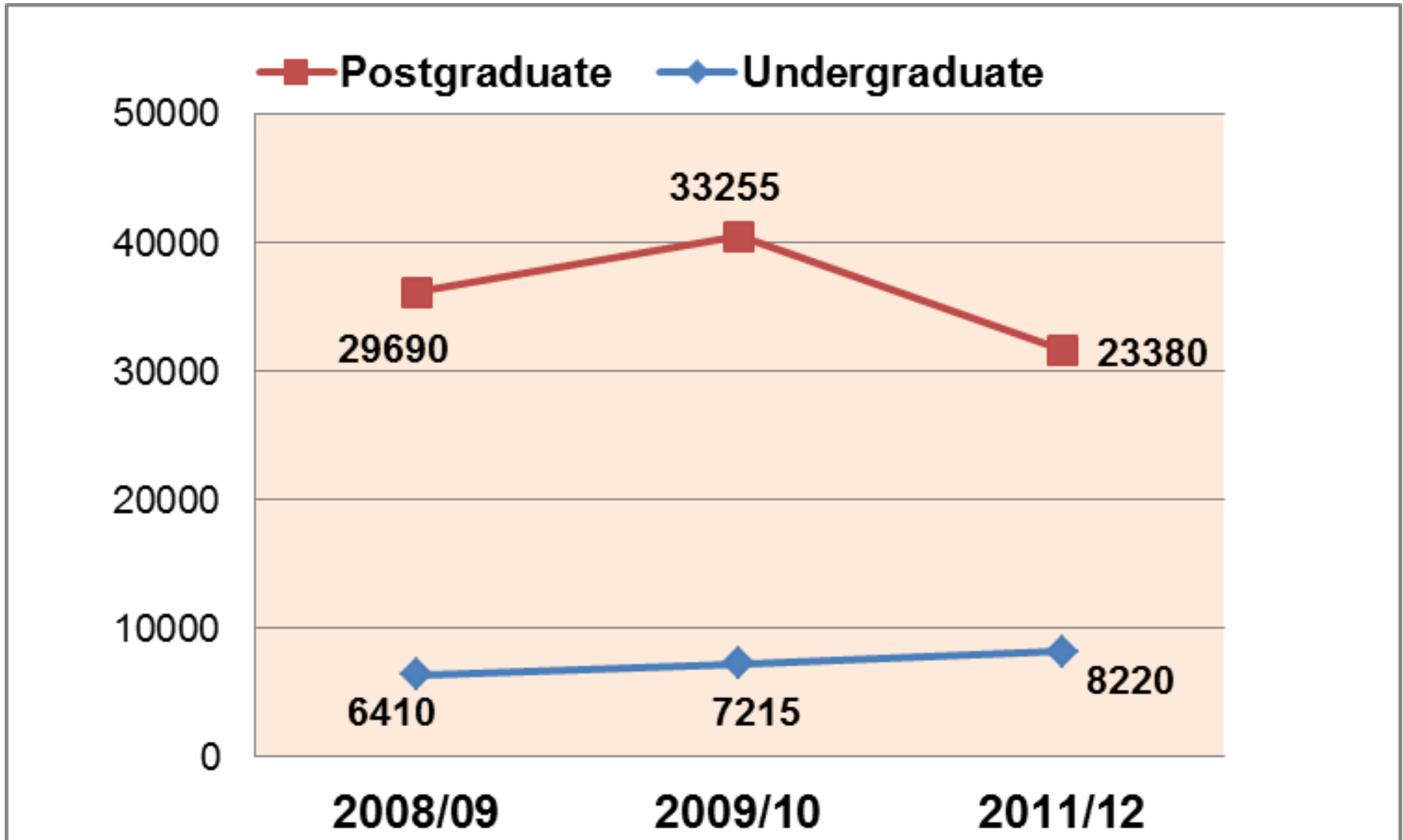
www.britishcouncil.org/siem

Headlines from India

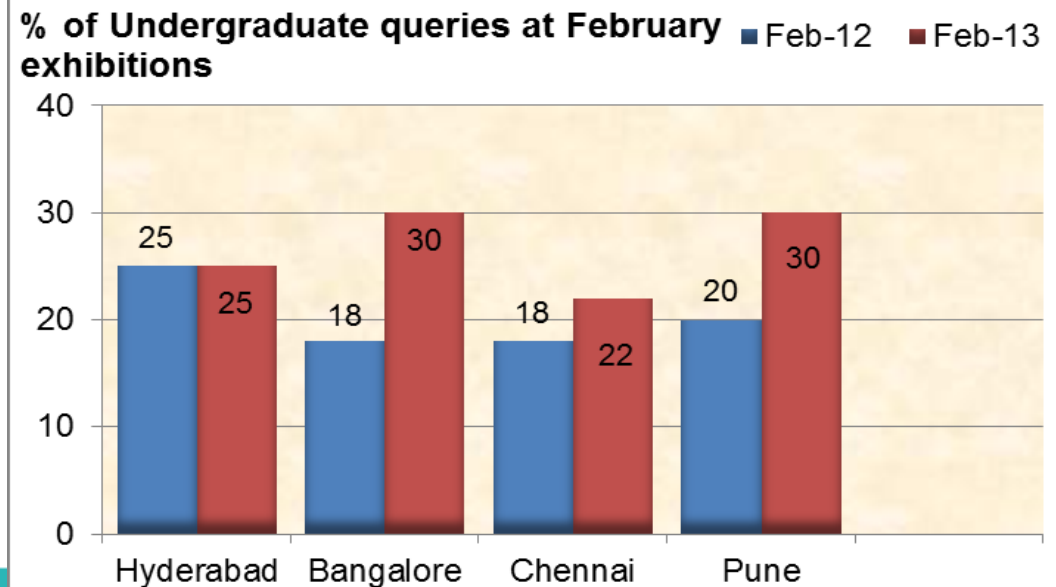
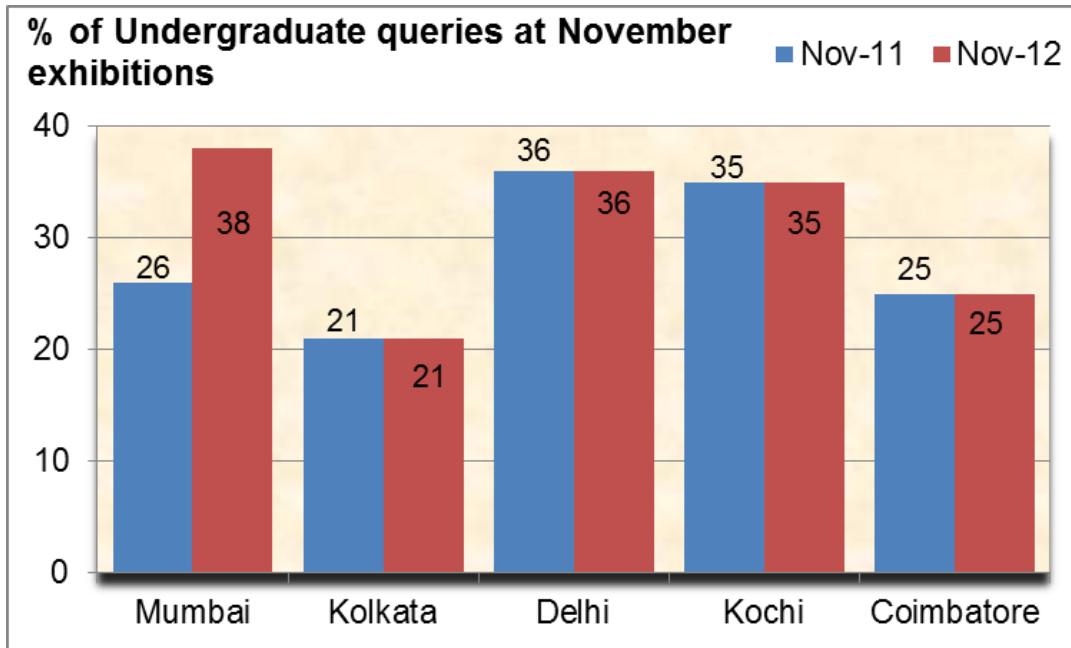
- Challenging times in the Indian market
 - One year masters issue : Bridging course
 - Negativity around the UK visa situation: 3000 gbp bond
 - Falling rupee
 - Competition increase with countries like Canada, France making it easier on student visas
- The Silver Lining: UG numbers from India on the rise
 - Increase in the number of Indian students taking the IELTS for the UK
 - Increase in the number of UCAS applications from India

HESA Statistics:

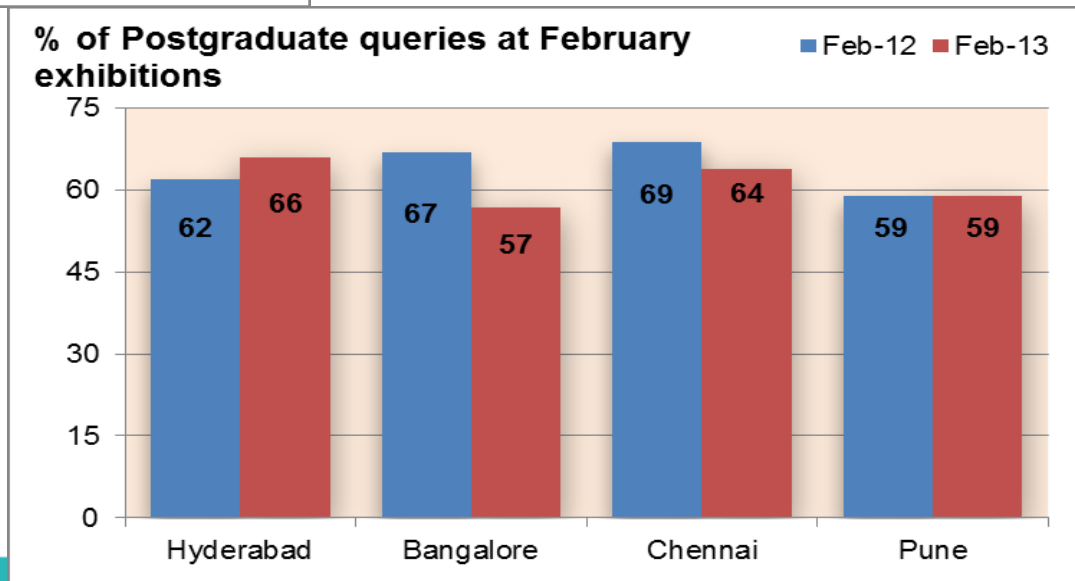
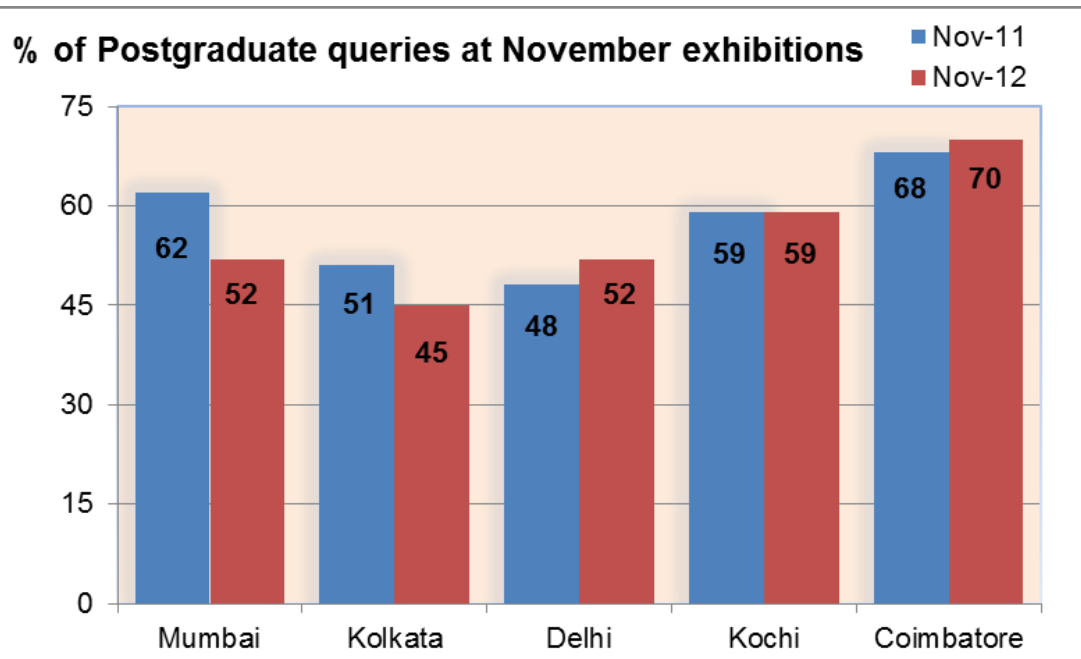
No of Undergraduate and Postgraduate students from India



UG enquiries at November and February exhibitions



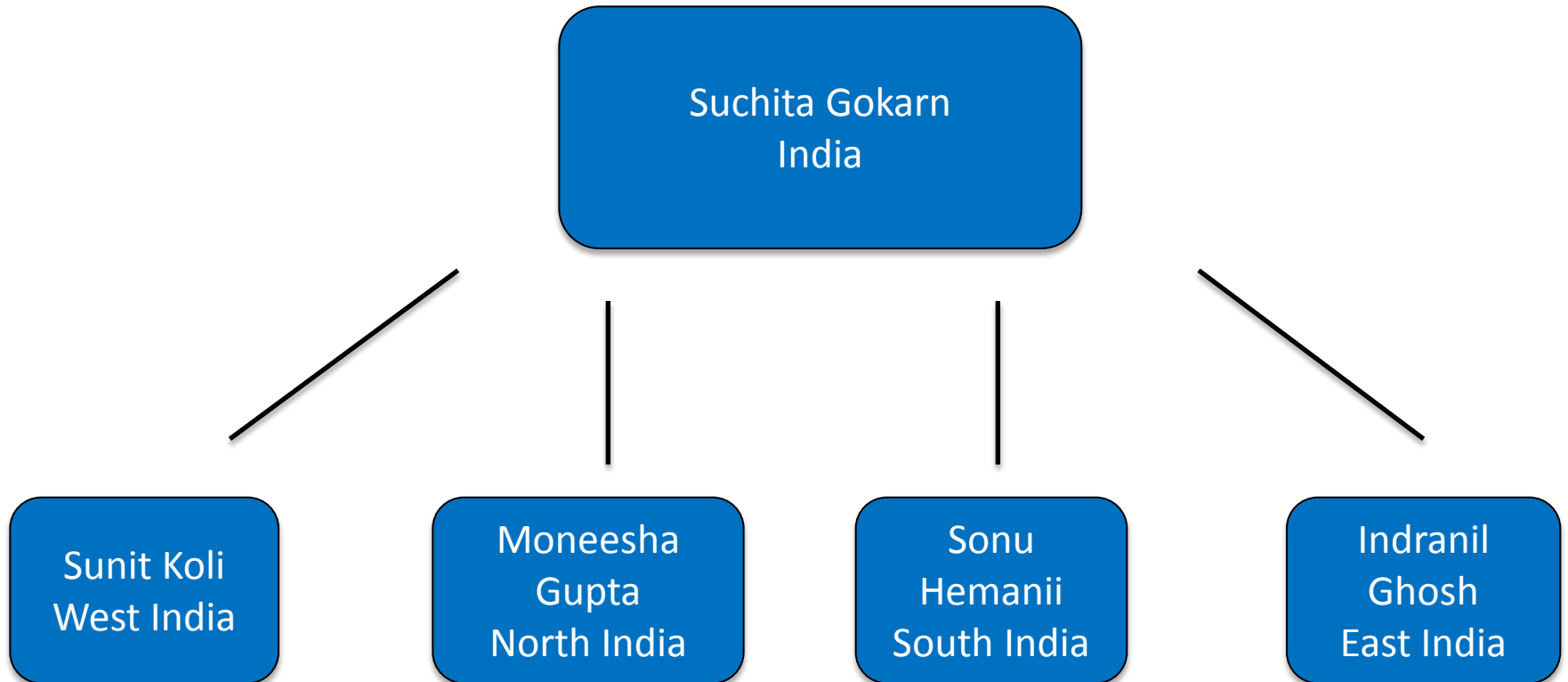
PG enquiries at November and February exhibitions



SIEM India

- Snapshot of 2012-2013
 - 150 UK institutions participated at the India Exhibitions which attracted a footfall of 12836 people
 - 67 UK institutions participated in different direct marketing activities offered by SIEM and met over 8000 students
 - SIEM India supported over 75 UK institutions with different marketing and promotional activities across India
- Able to provide tailor-made options to UK HEIs
- Pick ‘N’ Choose what you want to engage in or select from our new range of bespoke packages
- Events calendar/updates on the SIEM site and Education UK–L postings

Meet the SIEM India team



SIEM India : Calendar of events 2013-14

	UG/PG Mission (Targeting UG/PG recruitment across cities in India)	Schools Mission (Targeting UG recruitment across cities in India)	Subject Missions (Target PG recruitment and collaborations across cities in India)	Nov 2013 exhibition	Feb 2014 exhibition	Other promotional opportunities for UK Institutions (available throughout the year)
June	Guwahati: 17 to 19 Nagpur: 26 to 28					<p>1) Digital Package: Get FREE promotion on Face book Education UK India page by –</p> <p>Advertising on Education UK India website Sending email shots to prospective students, contacts at schools</p> <p>2) Save hundreds of pounds on your printing and courier costs! UK Institutions are offered to get their brochures, leaflet's etc. printed locally through our local printers which will help them save time and money. A management fee + printing costs on actuals will be charged</p>
August		<p>Art & Design in Delhi - 12 to 14</p> <p>Mumbai 5 to 8</p> <p>Bangalore 20 to 24</p> <p>Hyderabad 26 to 29</p> <p>Delhi & Indore 26 to 30</p>				
September		<p>Kolkata & Patna 2 to 6</p> <p>Pune & Nasik 2 to 6</p>	<p>Biotechnology and Pharmaceutical - Bangalore and Ahmedabad 23 to 27</p>			

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November	Jaipur 18 to 20			All India networking event – Mumbai: 25 Mumbai : 26 Bangalore : 27 Kolkata: 29 Delhi : 30		<p>3) Distribution of leaflet's at British Council offices Promote your courses or visits British Council is offering UK institutions a facility to market their institutions and its various offers via the distribution of leaflets across its office network. This cost effective opportunity will help UK institutions advertise themselves to the audiences that walk-in to the British Council offices.</p> <p>4) Academic lectures at Indian Institutions: Do you have an academic from your institution visiting India? Let us know and we will arrange for lectures at Institutions in India. A management fee will be charged</p>
December	Lucknow and/or Kanpur (UG or PG mission) – (TBC)	Ahmedabad and Vadodara 2 to 4				
January			Law Mission in Delhi and Pune 13 to 17			
February		PG mission in Ahmedabad 10 to 12	Science and Technology Mission in Kolkata and Kharakpur (TBC)		All India networking event – Chennai : 5 Chennai : 6 Hyderabad : 4 Kochi / Lucknow : 6 Pune : 8	

Tailor-made Packages

Example Package - New Entrant to Indian Market

Package Aim New Entrant: Establish brand in India Market
Who's it for? New/fairly new in the Indian Market

What's included	Management fee	
	With staff	Without staff
Face to face briefing: Overview of India market	£200	
Student insight digest	£128	
Assist institutions in strategising or review, give inputs on marketing plan for India	£200	
Recommended list of agents + introduction	£150	
Set appointments to visit Indian institutions (city recommendation by British Council regional staff) for profile raising (for two institutions)	£200	£150
Assist with media mentions (Paid Media), Editorials, Interviews highlighting the key strengths of institutions	Management fee £300 + actuals*	
Arrange an alumni dinner (for networking)	Management fee £400 + venue hire charges + actuals for catering	
Digital package: Web showcasing on Education UK India site: every quarter for profile raising, Posting on FaceBook India page, Web presence of Alumni on Ed UK India site through short stories etc.	Web showcasing: £450 for 2 weeks and £150 for every additional week, complimentary Facebook promotion. **	

Normal Price = £2928 + actual costs which will comprise catering for alumni reception, print newspaper adverts etc

This package offers you a 20% Discount so total cost will be £2071 (plus actual costs as above) saving the University at least £585

*in the case that the university wants to release print ads - cost will be on actuals

**one time complimentary if university takes web showcasing 3 times a year for 2 weeks each

Tailor made Packages

Example Package - Existing Player

Package Aim To strengthen presence in Indian Mkt
Who's it for? Existing player

		Management fee
What's included	Supporting institutions with a digital media plan for India. This will include reviewing the existing plan, helping with new ideas and suggestions	£240
	Assist with recruitment planning and activities: discounts on future missions (2 no.s) (eg. School missions/UK in city, Knowledge Based Seminars) - 20%*	800 Schools mission+850 KBS Discount on actual participation fee of missions = £1320
	Facilitate an Alumni reception at either Mumbai, Delhi, Kolkata and Chennai	£400 + actuals on catering + venue hire cost
	Arranging guest lectures for Academicians: to enhance institution brand: service for lectures at two institutions in one city. Choice of the city will be mutually agreed with institution	£200
	Assist institution in exploring opportunities: facilitate a platform for TNE partnerships (subject areas to be discussed with institution)	£250
	Provide Market intelligence in order to assist with strategy to enter a new tier two or tier three city (from our recommended list of tier two and three cities)	£350
	To provide a glimpse what Indian students think about your institution: University Brand perception survey (walk-ins)	£200
	Digital package: Web showcasing on Education UK India site: every quarter for profile raising, Posting on FaceBook India page, Web presence of Alumni on Ed UK India site through short stories	Web showcasing: £450 for 2 weeks and £150 for every additional week, complimentary Facebook promotion.**
Normal cost - £4310 + actual cost that will comprise catering for alumni receptions + venue hire		
Discounted rate for this package (-20%) = £3448 saving the institutions £862		

*Not clubbed with any standalone discounts

**one time complimentary if a university takes web showcasing 3 times a year for 2 weeks at a time

The British Council and GREAT

Promoting the UK in partnership

GREAT Phase 1 – Overview

- The ‘GREAT Britain’ campaign (“GREAT”) is a strategic international marketing programme designed to promote the UK to business, tourism and student markets worldwide in order to enhance the country’s global reputation and deliver long-term economic benefits.
- Announced by the Prime Minister in New York in September 2011, GREAT was officially launched in February 2012.
- The main delivery partners are: UKTI (trade and investment), British Council (education promotion), Visit Britain (tourism). FCO coordinate at post and Cabinet Office/No 10 lead overall campaign from UK.

GREAT – Education promotion

- Through the GREAT campaign, the British Council aims to increase the number of students coming to UK from target markets: China, India, USA, Brazil, Mexico, Indonesia, South Korea, Russia, Turkey and Poland
- GREAT funding is being used for generic marketing activity in market and complements existing British Council activity
- GREAT is overarching brand to promote the UK, but Education UK remains the British Council's primary vehicle through which potential students find out about UK education offer.
- GREAT campaign will help to stimulate interest in the UK and is being used by British Council to highlight the breadth of the UK offer to prospective students (Culture, Heritage, Sport etc) in addition to the strengths of the UK education offer.

GREAT – proof points

The GREAT campaign provides a range of marketing material – it aims to promote the UK through a series of iconic images and proof points.

Proof points for Knowledge (Education) are:

- For world class education and training, with more than 30 of the world's top 200 universities, choose the UK
- International graduates of British Universities significantly improve their career prospects and earning potential. Study in the UK and enjoy the rewards
- For a world class teaching experience, with graduate and post graduate satisfaction at 90%, study in the UK
- For the highest number of top MBA courses in Europe and one of the best places to study business, choose the UK

KNOWLEDGE IS

GREAT

BRITAIN

*Corpus Christi Chapel
University of Cambridge*

With over 30 of the world's top 200 universities,
choose the UK for higher education.

ukti.gov.uk/greatbritain



GREAT Opportunities

GREAT Scholarships

Shared with UK HEIs that have exclusive funding for India

50% match contribution from GREAT funds

Scholarships to be applicable from Sept 2014

GREAT/UK HEI scholarship launch before Nov ED UK exhibition

Management of the scholarship to be done by UK HEI

Education UK GREAT Careers Guide

Seeking content from the sector: priced

60,000 copies to be distributed throughout the year during outreach and exhibitions

Interactive digital version of the guide to be hosted to be hosted on the ED UK site

Success stories from alumni

GREAT Opportunities

GREAT Dialogues with successful alumni

Looking for successful alumni from the sector for filming to showcase on Indian TV

GREAT careers: Employability of returned UK graduates

**Working with local companies HR managers
Involving the careers services in UK HEIs**

GREAT PR and Social Media strategy throughout the year

Enhanced advertising for the Education UK Exhibitions

Thank you

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