

2013 ELT Booklet Booking Form

China is a strong and growing market in English language training, particularly in the main cities and the more developed coastal areas. According to UK VISA statistics, the number of students participating in the UK summer school programme rise 40 per cent from 2011 to 2012, opportunities abounds for UK ELT providers in China.

The British Council China will produce the latest version of booklet on ***UK ELT programme and Vacation Courses***, which will provide a specific point of view on UK English Learning and Teaching sector, especially on Summer/Winter School Programme, to parents and students who are interested in UK English language courses.

This year, we are offering 50 spots for UK English language training providers, to directly reach your target audience by dispatching this booklet through British Council's public events (online and offline), agent/university visits, and face to face direct queries.

More promotion channels for this booklet:

- Digital via Education UK website and weibo
- China Education Exhibition
- Agent's public events
- Agent workshop
- Campus presentation road show
- Training schools, agents, private schools, universities and our business partners

About the booklet

- This specific booklet is an A5 size, Chinese version brochure, focusing on introductions to selected UK programmes or vacation courses providers. Students who are interested in such programme & courses and parents who have the intention of sending their young children for further studies prefer a Chinese version brochure as a guidance to find general information as well as to find the qualified bodies that can provide such summer/winter school programme.
- Each UK programme and vacation courses provider can showcase its profile, programme features, vacation courses as well as contact details in this booklet. The local educational agents, travel agencies and vacation institutions will also take these booklets as a guide to approach potential UK schools and build up further partnerships.
- UK schools which are accredited by the British Council or affiliated as members of the English UK can be included in ***2013 UK ELT Booklet: Summer School Programme and vacation courses***.

Please complete the form and return the e-version to Ms Su Si (Su.Si@britishcouncil.org.cn) by **31st July 2013**.

Name of institution*: _____
 (*This format will be used in all publicity)

Main contact: _____

Telephone: _____

Fax: _____

E-mail: _____

Contact address:

Please tick which level of below items your institution wishes to be included in

Item	Colour	Size	Cost	Please tick
Profile Listing One page of profile listing in Booklet on UK Programme and Vacation Courses*	4C	Full page of A5 size	GBP 250	<input type="checkbox"/>
Centerfold Ad Centerfold Advertorial article on inside page **	4C	Full page of A5 size	GBP 500	<input type="checkbox"/>
Cover Ad Advertorial article on the 2 nd and last 2 nd page*** (one Free page of profile listing provided inside booklet)	4C	Full page of A5 size	GBP 800	<input type="checkbox"/>

I confirm that the above named organisation does want to be included in the above ticked booklet. (Options ticked above). I understand that if this application is accepted that the terms and conditions listed below will form a binding contract between this organisation and the British Council.

* The minimum number of participating schools is 20 and the maximum is 50. Applications will be accepted on a first come first served basis and listed in alphabet order in the booklet.

** To be more outstanding in this booklet, UK partners are encouraged to choose putting advertorial articles with its own design and contents on inside page. The paper for such pages is specific for advert with heavier weight. Only 6 inside pages will be provided for advertorial articles.

*** The second page as well as last second page of this booklet will be reserved for two institutions or commercial partners. This package also includes one **FREE** page of profile listing inside booklet and saves GBP 250. Those applicants who have interests on this two pages please contact us immediately.

Appendix - Terms and conditions

VAT Disclaimer

The British Council is currently reviewing the VAT liability of all its activities. Depending on the outcome of this review, and agreement of liabilities with HM Customs and Excise, we may have to send you a supplementary invoice for VAT at some point in the future on the items we invoice you for from 1 April 2001 onwards.

Payment schedule

The British Council will invoice all institutions for the publication fee. Terms of payment are within 30 days of the invoice date. Payment arrangements for travel, accommodation and freight for speakers are the responsibility of the participants. In accordance with British Council audit procedures reminder letters will be issued for all outstanding invoices over 45 days. Until all invoices are cleared a block will be placed on your British Council account. Further applications to participate in events and other British Council organised programmes of activity cannot be accepted until all outstanding invoices have been paid.

Cancellation

Cancellation fees will be charged for withdrawal from activities as of the date of receipt of notice of withdrawal:

- At 50 per cent of the full fee for withdrawals received on or after 21 July 2013.
- At 100 per cent of the full fee for withdrawals received on or after 28 July 2013.

Notice of withdrawal must be supplied in writing, if faxed it should be followed by the original copy by post.

Selection

The British Council reserves the right to select institutions to participate in the booklet based on the selection criteria as stated in the event details. Applicants will be notified in writing of the decision.

Acceptance

The publication of the booklet is conditional on the British Council receiving a sufficient number of applications to make the publication cost effective. You will be sent an acceptance letter (or rejection letter with reasons for the rejection) once the deadline for applications has passed and sufficient numbers have been received.

Event cancelled due to unsafe country

If a country/city becomes unsafe the degree that it is unsafe will determine the warning and action taken:

- If necessary an event will be cancelled. This will be done summarily or in consultation with participants depending on the local conditions. In such circumstances the British Council would seek to minimise the event costs that were unrecoverable and the balance would normally be a charge to the event participants - this will be done by dividing the total unrecoverable cost equally between all event participants. In effect we would refund the event participation fee less the amount unrecoverable. Institutions will be responsible for any cancellation charges on flights, accommodation and any other costs they may incur.
- There are circumstances where tension and incidents will raise a safety threat but not be sufficient to cancel an event or warn everyone to stay away. In such circumstances, some individuals or institutions may feel unwilling to visit a country and therefore decide to withdraw from the event. The British Council would make every effort to facilitate this with the minimum penalty to the institution. In the event of such a withdrawal, normal cancellation charges will apply except to the extent that the British Council is able to reduce the charges without jeopardising the financial viability of the event.

Accredited Institutions

All participating institutions must be accredited by a recognised UK authority as specified in the Education UK Partnership criteria policy. ELT institutions must be accredited by the British Council or affiliated as a member of the English UK.

Code of Professional Standard and Ethics

All institution representatives must abide by the Education UK Partnership *Code of Professional Standards and Ethics*, and adhere to the British Council *Events Policy*.