

2014 UK summer camp and vacation courses Booklet

In China, the demand for short term study in the UK is varied, from young learner summer English courses to adult business English training, from teacher training to corporate professional courses.

To meet different demands in the China market, the British Council China will produce the latest version of the UK summer camp and vacation courses programme. Differing from the past, this booklet will be divided into 3 sections based on market needs:

1. **Summer School Programmes** (including young learner, adult, university student, family camp, etc.)
2. **English Teacher Training Programmes** (for groups or individuals)
3. **Professional/Corporate Training**

For 3 sections in total, we are offering 50 spots to raise the profile of UK educators. As usual, this booklet can help you directly reach your target audience (both individual and agents) through the British Council's public events (online and offline), agent/university visits, and face to face direct queries.

More promotion channels for this booklet:

- 2014 UK Summer School Programme China Road Show
- 2014 UK SSP digital campaign
- Mail to travel agencies, education agents, training schools, Chinese institutions, etc.
- Education UK China website and other digital channels.
- China Education Exhibition
- British Council education agent workshop
- British Council front of house display
- Local exhibitions organized by local authorities
- Campus events
- Events organized by agents, training schools, BC China partners
- Enquires

Booklet size: A5, landscape
Publish in Chinese Mandarin

How to get involved?

Please download the booking form from British Council SIEM website: <https://siem.britishcouncil.org> and return the completed form to **Ms Su Si** (Su.Si@britishcouncil.org.cn) by **Sunday 31st August 2014**.

Applications will be accepted on a first come first served basis and will be listed in alphabetical order.

We provide:

	Item	Submission requirement	Cost
Option 1 (Silver):	Profile Listing One full page of profile listing	(1) complete the content form (2) provide high-quality photos to be displayed on booklet	GBP 250 Translation cost NOT included
Option 2 (Gold): 1. Free translation	Profile Listing Two full pages of profile listing in different sections	(1) complete the content form (2) provide high-quality photos to be displayed on booklet	GBP 450 for 2 pages
Option 3 (Gold): 1. Free translation	Profile Listing Three full pages of profile listing in different sections	(1) complete the content form (2) provide high-quality photos to be displayed on booklet	GBP 600 for 3 pages
Option 4 (Gold): 1. Free translation	Centerfold Ad Centerfold Advertorial article on inside page	Self-designed page to be submitted: (1) Full page trimmed 138mm (width) x 100mm (height) (2) Printing screen: 300dpi <ul style="list-style-type: none"> - All files should be sent in PDF version - All images must be saved in 300dpi resolution - All images must be in CMYK color (3) If provide the Ai format should be converted to curve	GBP 500
Option 5 (Platinum): 1. Free translation 2. one FREE page of profile listing	Cover Ad Advertorial article on the 2 nd and last 2 nd page	Self-designed page to be submitted: (1) Full page trimmed 138mm (width) x 100mm (height) (2) Printing screen: 300dpi <ul style="list-style-type: none"> - All files should be sent in PDF version - All images must be saved in 300dpi resolution - All images must be in CMYK color (3) If provide the Ai format should be converted to curve	GBP 800

Please note all prices are exclusive of VAT unless otherwise stated.

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% of the full advertisement fee for withdrawals received on or after **20 August 2014**.
- At 100% of the full advertisement fee for withdrawals received on or after **31 August 2014**.

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.