



## What is included in the Study UK boarding school campaign in North East Asia?

### HONG KONG

Date	Activities	Location	Reach
Sunday 13 October 2019	<b>Study UK schools and colleges Fair</b> <ul style="list-style-type: none"> <li>Each school will be allocated a booth consisting of one table, 4 chairs and a fascia with the school name.</li> <li>Refreshments</li> <li>Market briefing session</li> </ul>	Hong Kong	800
September - October 2019	<b>Digital promotion campaign</b> <ul style="list-style-type: none"> <li>One targeted mailshot</li> <li>One boosted Facebook post</li> </ul>	Online	20,000- 30,000
<b>Participation Fee:</b> <b>Full package - GBP 2,300 (excluding VAT)</b> <b>Face-to-face event only - GBP 1,816 (excluding VAT)</b>			

### CHINA

Date	Activities	Location	Reach
Tuesday 15 October 2019	<b>Agent fair</b> <ul style="list-style-type: none"> <li>Venue hire – hotel venues in two cities in China</li> <li>Meeting table/chair – schools may bring table banners and promotional materials to decorate their tables</li> <li>Afternoon refreshments during each event</li> </ul>	Shenzhen	50-60
Thursday 17 October 2019	<b>Agent fair</b> <ul style="list-style-type: none"> <li>Venue hire – hotel venues in two cities in China</li> <li>Meeting table/chair – schools may bring table banners and promotional materials to decorate their tables</li> <li>Afternoon refreshments during each event</li> </ul>	Beijing	60-70
Tuesday 15 October 2019	<b>Public-facing online seminar</b> <ul style="list-style-type: none"> <li>Management of an online public session – including pre-event promotion, onsite coordination and post-event follow up.</li> <li>Social media promotion - pre-and-post-event profile raising through British Council Study UK social media channels. Audience reach: 220,000+</li> </ul>	Online (delivered in Shenzhen)	TBC
<b>Participation Fee: GBP 1,650 (excluding VAT)</b>			

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## JAPAN

Date	Activities	Location	Reach
Sunday 20 October 2019	<b>Study UK Boarding School Information Session</b> <ul style="list-style-type: none"> <li>10-15 minute seminar slot per institution</li> <li>Individual consultation throughout the event. Each school will be allocated a booth consisting of one table, 6 chairs and an A4 sign with the school name. Please note, no back panels will be provided.</li> <li>School introduction in on-day event guide (100 word introduction to be translated by the British Council, one image and school logo)</li> </ul>	Tokyo, Japan	50+
September - October 2019	<b>Digital promotion campaign</b> <ul style="list-style-type: none"> <li>Targeted mailshot (3 schools featured per mailshot)</li> <li>Boosted Facebook post (one post per school)</li> </ul>	Online	20,000- 30,000
February 2020	<b>UK Boarding Schools Guidebook 2020/21*</b> <ul style="list-style-type: none"> <li>One profile page in UK Boarding Schools Guidebook 2020/21</li> </ul>	Publication	2,000
<b>Participation Fee:</b> <b>Full package - GBP 1,600 (excluding VAT)</b> <b>Digital + guidebook promotion – GBP790 (excluding VAT)</b>			

### \* Profile Page in UK Boarding Schools Guidebook 2020/21

**Purpose:** Profile-raising among prospective students, influencers, agents

**Publish date:** February 2020

**Shelf-life:** 1 year (February 2020 to February 2021)

#### About the Guide:

- Dimensions: W182mm x H257mm
- Language: Japanese
- Total pages: approximately 36, full colour
- Print run: 2,000 copies
- Contents of the guidebook
  - An introduction to UK boarding schools highlighting strengths and attractions (article prepared by the British Council)
  - Message from the British Ambassador to Japan (article prepared by the British Council)
  - A map of the UK to show the location of the participating schools (prepared by the British Council)
  - Profiles of up to 20 participating UK boarding schools
- Each profile page will consist of:
  - General information (school name, logo, contact details, gender profile, student number, school fees etc.). The British Council will provide a template for schools to complete.
  - Brief information on the school (up to 150 words).
  - Up to three photographs of the school/students (the British Council will select photograph(s) that best fit the space)

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## Distribution:

- British Council student facing events including our flagship Study UK Exhibitions
  - Postage to local study abroad agents / schools on request
  - British Council front of house display
  - Local events organized by schools / authorities

## Online Version

An on-line version of the guidebook will be available via the British Council Japan website in easy-to-view PDF format for one year. The link will be advertised widely through British Council digital channels throughout 2020.

## Reference: 2019/20 Guide

[https://www.britishcouncil.jp/sites/default/files/boarding\\_school\\_guide\\_2019-2020.pdf](https://www.britishcouncil.jp/sites/default/files/boarding_school_guide_2019-2020.pdf)

## Market context

### China

According to the UK Independent Schools Council 2018 census, there has been steady growth in pupil numbers from mainland China. Chinese mainland students now constitute more than 25 percent of the total number of international students studying at British independent schools. This figure is expected to continue to increase over the next few years.

### Hong Kong

Hong Kong continues to be the UK's second largest source market of international students for UK schools. UK education, and boarding schools in particular, enjoy a reputation for academic excellence, and parents look to send their students in order to avoid the high-pressure local education system. Despite the shrinking youth population in Hong Kong, the number of Hong Kong students in UK boarding schools increased 5.1% (from 4,938 to 5,188) in 2018, according to the ISC report 2018. We expect the market will be stable over the next couple of years.

### Japan

Interest in overseas boarding schools has been growing in recent years due to a host of factors which include: a growing awareness in Japanese society of the importance of gaining study abroad experience from a young age; wider awareness and understanding of the IB and A-Levels, both of which have received a large amount of media coverage in recent years; government support for study abroad through the Tobitate scholarships programme; and wider demands from industry for graduates with 'global skills'.

The market upturn has been reflected in the following recent statistics:

- 39% increase in boarding school enquiries at the British Council's Study UK Spring Exhibition (held March 2018)
- 16% increase in total number of Japanese students studying at Independent Schools Council (ISC) schools in 2018 (2017: 924, 2018: 1,068)
- 17% growth in the number of Japanese pupils, **whose parents live in Japan**, studying at ISC schools in 2018 (2017: 336, 2018: 392)
- 22% increase in the number of new Japanese pupils, **whose parents live in Japan**, studying at ISC schools in 2018 (2017: 128, 2018: 156)
- 15% growth in the number of Japanese pupils, **whose parents live in the UK**, studying at ISC schools 2018 (2017: 588, 2018: 676)
- 15% increase in **Tier 4 Child visa issuances** in 2017 (2016: 251, 2017: 289)

## How to apply

To reserve a slot, please complete the booking form below and return it to the address below. Applications will be accepted on a first-come first-served basis.

<https://education-services.britishcouncil.org>

# Study UK boarding school campaign Booking Form:

Please send completed forms as a scanned PDF file to **Anna Lee** at [anna.lee@britishcouncil.org.hk](mailto:anna.lee@britishcouncil.org.hk)

<b>Name of school</b>	
<b>Authorised person</b>	
<b>Email address</b>	
<input type="checkbox"/> Please check this box if your institution meets the British Council International Education Services criteria <a href="https://education-services.britishcouncil.org/eligibility-criteria">https://education-services.britishcouncil.org/eligibility-criteria</a>	

Please tick the appropriate box(es) in the table below.

Option	Fee
<b>Hong Kong</b>	<input type="checkbox"/> £2,300 (full package) <input type="checkbox"/> £1,816 (Face-to-face event)
<b>China</b>	<input type="checkbox"/> £1,650 (Two agent Fair + Public-facing online seminar)
<b>Japan</b> (Information Session, Digital Campaign, One Page Profile in UK Boarding Schools Guidebook 2020/21)	<input type="checkbox"/> £1,600 (full package) <input type="checkbox"/> £1,520 (for schools also participating in the <i>Study UK Fair Japan 2019</i> (19 <sup>th</sup> Oct 2019) Digital/print marketing campaign ONLY: <ul style="list-style-type: none"> <li><input type="checkbox"/> £800 (a profile page in guide + digital marketing)</li> <li><input type="checkbox"/> £1,000 (a profile page and full-page ad (inside back) in guide + digital marketing)</li> <li><input type="checkbox"/> £1,100 (a profile page and full-page ad (inside front) in guide + digital marketing)</li> <li><input type="checkbox"/> £1,200 (a profile page and full-page ad (back) in guide + digital marketing)</li> </ul>

\*All fees are exclusive of applicable VAT

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## Declaration

*I confirm that the above named organisation does want to take part in Study UK boarding school campaign (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.*

\_\_\_\_\_ (signature of applicant)                      \_\_\_\_\_ (date)

## **Terms and Conditions**

### **Eligibility**

All participating institutions must meet the British Council International Education Services criteria <https://education-services.britishcouncil.org/eligibility-criteria>

### **Selection**

Applications will be accepted on a first-come first-served basis. Institutions will appear in alphabetical order by institution in all promotional materials.

### **Acceptance**

Delivery of the project is conditional on the British Council receiving a sufficient number of applications. Institutions will be sent confirmation of acceptance once sufficient numbers have been received.

### **Payment schedule**

The British Council will invoice all institutions for the participation fee in October 2018.

### **Cancellation Policy**

The below cancellation fees will be charged for withdrawal from the activity, as of the date of receipt of notice of withdrawal.

- 50 per cent of the participation fee for withdrawals received on or after **30<sup>th</sup> August 2019**.
- 100 per cent of the participation fee for withdrawals received on or after **06<sup>th</sup> September 2019**.

Notice of withdrawal must be supplied in writing by email to Anna Lee at [anna.lee@britishcouncil.org.hk](mailto:anna.lee@britishcouncil.org.hk).