

## Study UK boarding school campaign (North East Asia)

British Council North East Asia will launch a marketing campaign to help UK boarding schools' marketing and student recruitment needs.

Through the marketing campaign, British Council East Asia will help UK boarding schools to:

1. Identify the most targeted audience
2. Communicate messaging that speaks to East Asia parents and students decision making factors
3. Enhance your positioning, profile and attractiveness in North East Asia
4. Boost your international student recruitment numbers
5. Meet new agent partners

### Market context

#### China

The number of Chinese students being educated at British independent schools is growing rapidly. According to the UK Independent Schools Council 2017 census there were over 6,500 students from mainland China studying at UK independent schools, a 6.5% increase from 2016. Chinese mainland students currently make up over 20% of the total number of international students studying at British independent schools. This figure is expected to continue rising as parents not only seek to prepare their children for entry into a UK college or university, but are also recognising the positive benefits a UK independent school education can have on their children from an early age.

#### Hong Kong

Hong Kong continues to be the global second largest source market for international students to UK boarding 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 a fall in the youth population in Hong Kong, the number of Hong Kong students in UK boarding schools has increased 2.4% in 2017, according to ISC report 2018. We expect the market overall 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)

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

- 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)

### **Benefits of participating**

- Raise your profile through digital and print media reaching a wide audience of prospective students and Influencers.
- Engage directly with prospective students and influencers at face-to-face events
- Generate new links - these campaigns will target not only prospective students and their parents but also teachers and agents. Participating schools seeking new partnerships can take this opportunity to establish links with potential partners.
- Grow and strengthen your agent network

### **Format**

#### **China**

##### **1. Agent match-making workshop**

Date: Wednesday 17 October 2018

Time: 13:00 – 18:00

Location: Guangzhou

Audience size: 50-60

Date: Friday 19 October 2018

Time: 13:00 – 18:00

Location: Beijing

Audience size: 60-70

Date: Monday 22 October 2018

Time: 13:00 – 18:00

Location: Shanghai

Audience size: 30-40

##### **2. Printed publication profile listing and digital promotion**

- **Digital and social media promotion (optional)** – through Study UK Wechat and British Council agent WeChat platforms, audience reach: 120,000+  
*(The British Council will provide support on content creation and advice on messaging that speaks to the target audience in China)*
- **2018-2019 UK Independent School introduction booklet (optional)** - full page profile listing, circulation 3,000

## Hong Kong

### **1. Study UK schools and colleges exhibition**

**Purpose:** Direct student recruitment

**Date:** Sat 13 October, 2018 (1-6pm)

**Venue:** Cordis Hotel, Mongkok, Kowloon, HK

**Expected audience number:** 800+

**What's included?**

- Each school will be allocated a booth consisting of one table, 4 chairs and an A4 sign with the school name. Please note, no back panels will be provided.
- Refreshments
- Market briefing session
- **Agent networking event on 12 October at British Council building**

The exhibition will be widely promoted through the below channels:

<Offline channels>

- Event posters at MTR stations.
- Event leaflets and posters to be distributed at British Council Teaching centres and customer service counters

<Online channels>

- Paid Facebookposts
- Study UK e-newsletter to prospective study abroad students (17,000 subscribers)
- eDM to British Council and Teaching Centre database
- Advertising at British Chamber of Commerce e-newsletter

### **2. Digital Campaign**

**Purpose:** Profile-raising among prospective students, influencers, agents before the F2F event

**Date:** Campaign to run Sep-Oct 2018

**What's included?**

- Target mailshot (2-3 schools featured per mailshot)
- Boosted Facebook post (one post per school)

## Japan

### 1. Boarding School Information Session

**Purpose:** Direct student recruitment

**Date:** Sun 21 October, 2018 (2-5pm)

**Venue:** British Council Japan

**Expected audience number:** 50+

**What's included?**

- 10-15 minute seminar slot per institution
- 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.
- School introduction in on-day event guide (100 word introduction to be translated by the British Council, one image and school logo)

The information session will be widely promoted through the below channels:

<Offline channels>

- Event flyer to be distributed to schools in the Tokyo area and displayed at British Council front of house.
- The event will be promoted at the Study UK Japan Exhibition 2018 (estimated attendance: 700-900) to be held 20<sup>th</sup> October 2018.

<Online channels>

- Paid Facebook/Twitter posts
- Study UK e-newsletter to prospective study abroad students (3,800 subscribers)
- Mailshots to British Council database of study abroad agents
- Direct mailing to British Chamber of Commerce in Japan

### 2. Digital Campaign

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

**Date:** Campaign to run Sep-Oct 2018

**What's included?**

- Target mailshot (2-3 schools featured per mailshot)
- Boosted Facebook post (one post per school)

### 3. Profile Page in UK Boarding Schools Guidebook 2019/20

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

**Publish date:** February 2019.

**Shelf-life:** 1 year (February 2019 to February 2020)

**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:

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

- 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)

#### 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 2019.

**Reference:** 2018/19 Guide

<https://issuu.com/bceastasia/docs/boarding-school-guidebook-2018-19>

#### Participation fees

Country	Participation fee
China	<b>GBP1,200 – 1,800*</b>  3*agent workshops: GBP 1,200 Printed publication profile listing* and digital promotion: GBP 600
Hong Kong	<b>GBP2,500 (full package)</b>  Digital campaign only: GBP1,000 F2F events only: GBP1,790
Japan	<b>GBP1,500* (full package)</b>  <i>*5% discount for schools also participating in the <a href="#">Study UK Exhibition Japan 2018</a> (scheduled for 20<sup>th</sup> October 2018)</i>

**All fees are exclusive of applicable VAT**

#### 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>