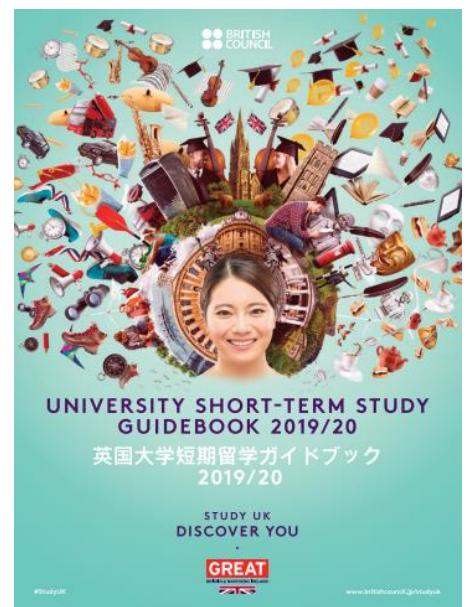


## University Short-term Study Marketing Campaign Japan 2020

UK universities interested in recruiting students for short-term programmes (summer/spring programmes, study abroad programmes, language programmes) are invited to join the British Council's **University Short-term Study Marketing Campaign Japan 2020**. This campaign represents an excellent opportunity for institutions to showcase your courses at a time of continued growth in the short-term market.

### Benefits of participating

- **Capitalise on the growing interest in university short-term study opportunities** - the university short-term study market has grown exponentially in recent years with total numbers increasing from 42,000 in 2010 to 105,000 in 2017 (JASSO).
- **Raise the profile of your short-term programmes** through online and offline channels and reach over 10k prospective students.
- **Association with the British Council:** the British Council has a long-established reputation among university staff and prospective students in Japan for the provision of trustworthy and reliable information on study opportunities in the UK.



### Market Context

- The university short-term course market (summer/spring programmes, language programmes, semester abroad, JYA) has grown exponentially in recent years with total numbers increasing from 42,000 in 2010 to 105,000 in 2017 (JASSO). The UK is a popular study destination for short-term students with numbers rising from 4,084 in 2010 to 5,865 in 2017.
- Expansion in the short-term market has been driven by a host of factors including, government scholarships for short-term study, continuing strong demand from industry for graduates with overseas study experience, improved counselling and support offered by home institutions, the growing trend for universities to include study abroad as part of the curriculum, academic calendar revisions allowing easier access to overseas courses, and a growing general awareness among students/influencers of the importance of gaining study abroad experience.

## **Campaign Format**

This is an integrated marketing campaign that will run through the below online and offline channels:

Item	Delivery	What's included
University Short-term Study Guidebook	Feb 2020	<ul style="list-style-type: none"><li>• <b>Profile page in University Short-term Study Guidebook 2020/21*</b><ul style="list-style-type: none"><li>- 3,000 hard copies to be distributed at British Council student-facing events and at external study abroad events held throughout Japan in 2020.</li><li>- Digital version of guide to be promoted widely via British Council online channels throughout 2020.</li></ul></li></ul>
Digital marketing	Jan-Feb 2020	<ul style="list-style-type: none"><li>• <b>Targeted Mailshot</b> (up to 5 institutions introduced per mailshot). Reach: 3k+</li><li>• <b>Facebook Boosted Post</b> (1 post per institution). Reach: 5-15k</li></ul>

## **Target audience**

- University students and their parents, university counsellors, agents

## **\*About the Guidebook**

### **Contents**

- Introduction to short-term study options in the UK (prepared by the British Council)
- A map of the UK showing the location of participating institutions (prepared by the British Council)
- Institution profiles and course information (up to 20 institutions listed in alphabetical order).

### **Each profile page will consist of:**

- Institution name, logo, and contact details
- Brief information on the institution (up to 100 words)
- Course information including dates, tuition fees (up to 150 words)
- Up to three images per profile (the British Council will select 1-3 images that best fit the space)

**\*\*Profile text will be translated into Japanese by the British Council. Profile pages will be designed by the British Council and will incorporate images and logo provided by the institution\*\***

### **Guidebook specifications:**

- Dimensions: W169mm × H229mm
- Print run: 3,000 copies
- Shelf life: 12 months (Feb 2020 to Feb 2021)

## **Reference Material**

- University Short-term Study Guidebook 2019 edition:

[https://www.britishcouncil.jp/sites/default/files/short-term\\_study\\_guidebook\\_2019-20\\_web.pdf](https://www.britishcouncil.jp/sites/default/files/short-term_study_guidebook_2019-20_web.pdf)

## **Campaign Delivery Schedule**

Guidebook: to be published in late February 2020

Digital promotion: to run January-February 2020

## **Participation fee: £900**

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

## How to apply

Applications will be accepted on a first-come first-served basis. To reserve a slot, please complete the booking form below and return to [hal.parker@britishcouncil.or.jp](mailto:hal.parker@britishcouncil.or.jp) by **15<sup>th</sup> November 2019**.

### Hal Parker

Education Services Manager  
British Council Japan  
[hal.parker@britishcouncil.or.jp](mailto:hal.parker@britishcouncil.or.jp)

# Booking Form: University Short-term Study Marketing Campaign Japan 2020

Applications will be accepted on a first-come first-served basis. Please send completed application forms as a scanned PDF by **15<sup>th</sup> November 2019** to: [hal.parker@britishcouncil.or.jp](mailto:hal.parker@britishcouncil.or.jp)

<b>Name of institution</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 box in the table below and sign the declaration.

Item	Fee
<b>University Short-term Study Marketing Campaign Japan 2020</b> <ul style="list-style-type: none"><li>• Profile page* in University Short-term Study Guidebook 2020/21</li><li>• Targeted Mailshot (up to 5 institutions introduced per mailshot)</li><li>• Facebook Boosted Post (1 post per institution)</li></ul> <p><i>*Profile text will be translated into Japanese by the British Council. Profile pages will be designed by the British Council and will incorporate images and logo provided by the institution.</i></p>	<input type="checkbox"/> £900 (exclusive of VAT)

## Declaration

I confirm that the above named organisation does want to take part in the **University Short-term Study Marketing Campaign Japan 2020**. 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 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 February 2020.

### **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> November 2019**.
- 100 per cent of the participation fee for withdrawals received on or after **15<sup>th</sup> December 2019**.

Notice of withdrawal must be supplied in writing by email to [hal.parker@britishcouncil.or.jp](mailto:hal.parker@britishcouncil.or.jp)