

Education UK Alumni of Shakespeare Films

Profile your alumni as part of the British Council's global Shakespeare Lives campaign

The British Council's Shakespeare Lives project involves a host of activities across the world to mark the 400th anniversary of Shakespeare's death on 23 April – a chance to celebrate the impact of a writer who has had an effect across centuries, spanning all areas of culture, arts, science, philosophy and more.

The British Council's Education UK website will be producing **13 short films** as part of Shakespeare Lives. These will complement our existing efforts to inspire students to study at the UK's world-class universities and colleges. They will be used as part of Shakespeare Lives and British Council promotions across the world, from digital campaigns to on-the-ground activities ranging from student outreach workshops and exhibitions to high profile in-country talks about the impact of Shakespeare.

We plan to select **three UK alumni** to feature in a total of **four Alumni of Shakespeare films**. These will sit in the series alongside our **Shakespeare academics** and **Students of Shakespeare** films (please see separate information).

The deadline for applications is Wednesday, 23 September 2015.

Who are we looking for?

Our Alumni of Shakespeare films will feature former international students in the UK who encountered Shakespeare in some way during their student/early life and who can explain how this relates to their work today. Using the 'hook' of Shakespeare, we will show the UK's world-class education, explore how students can discover and develop shared interests in the UK, highlight the cultural offer that students can enjoy in the UK and promote the UK's multicultural environment through the lens of the global relevance of Shakespeare.

This film will have a strong careers focus, showing the excellent employment prospects of a UK education.

We aim to produce three individual films and one featuring all three alumni (four films in total).

We will feature alumni of a range of institutions. Alumni do not need to have studied humanities subjects. Examples of alumni who would fit the brief:

- A former student who studied Shakespeare (humanities, specialist subject, etc.) and who went on to carry this into their working life (as a teacher, academic, etc.).
- An actor who studied in the UK who has performed Shakespeare
- An alumnus who was drawn to the UK's cultural heritage

Our aim is to represent former students from a diverse range of backgrounds (country, ethnicity, age and gender) and a geographical spread of institutions.

Film Specification

- 2-3 minutes in duration
- Filmed using Shakespeare Lives identity which has been designed to complement all partners: British Council, GREAT, Education UK and the institution participating
- Alumni interviews to outline Shakespeare and his relevance to their work or study in the UK
- Previous examples of shoot style (we are contacting design agencies to develop a unique look and feel for this series in line with Shakespeare Lives campaign identity) : <https://www.youtube.com/user/BritishCouncilUSA>
- Subtitled in English
- Institution brand and logo featured
- British Council retains all rights and footage.

Distribution and Promotion Specification

- Hosted on British Council YouTube
- British Council website (93.6 million annual visitors) and online communities (15.6 million following); Education UK (international student facing): website, 2.2 million; social media, 115k; exhibition attendance over 200,000 annually.
- Promoted by Shakespeare Lives and GREAT campaign partners, e.g. VisitBritain: 2.9m on Facebook, 290k Twitter; FCO channels: Several million worldwide. [Please see here for more details.](#)
- Used as backdrop to Shakespeare Lives events, e.g. Education exhibitions, in-country events led by British Council and FCO

How to apply

We are looking to UK institutions to nominate alumni for us to choose from. We will be making selections primarily based on the fit between the alumnus/alumna and our campaign objectives but a strong consideration will also be to ensure that the breadth of institutions types and locations is represented.

- Nominations by institution international office or alumni relations office. Institutions can nominate as many alumni as they choose
- The recommending officer will be asked to indicate what background footage you can provide: High-quality B-Roll or images of institution; films or digital images of alumni during their time at institution and in the UK. We will be commissioning a design agency to produce an eye-catching look and feel for the films in line with Shakespeare Lives identity. We will need confirmation that the British Council has the right to use this background footage, if selected.
- The alumnus or alumna will be asked to answer a series of questions to show us why they are suitable for the campaign
- Alumni must be available to travel to London or Manchester for a selected shoot day (see below) and for pre-shoot consultation (this can be phone/Skype)
- A strong preference will be given to alumni with experience of previous interviews or who the institution strongly believes are appealing spokespeople for UK education.

- We will accept nominations of alumni from any country but have a particular preference for alumni from:
 - China
 - USA
 - India

Costs

- Institution must make an £800 (exc. VAT) contribution to the costs of filming.
- Institution must cover all transport and subsistence costs associated with participation.

Timeline and location

- Application deadline: **Wednesday 23 September (23.59 UK time)**
- Participant notification: Monday 5 October
- Skype consultations will take place on 8, 9, 12 and 13 October (to be arranged individually)
- Final notifications will be made on Wednesday 14 October
- Filming: Alumni will be required on one day between 26/10/2015 and 13/11/2015
- Filming will take place in Manchester or London, based on your preference

How to apply

Please complete the following application form by the deadline above:

https://britishcouncil2.formstack.com/forms/shakespeare_alumni

International offices should complete sections one and two of the application form and ask the alumni to provide answers to section three.

More information

Please email educationuk.student@britishcouncil.org