

2012 China Agent Workshop

October, 2012

Beijing, Shanghai, Guangzhou, Chengdu

Background

The British Council China organises Education Agent Workshops in various cities in China every year, providing a highly valued platform for counsellors and middle-managers from local education agents as well as representatives of UK institutes to network and to collaborate.

The British Council China will share the latest trends of and information about the UK education market in the Agent Workshop, invite the UK Border Agency to provide training on the latest visa policies, and facilitate sharing and information exchanges among overseas study service providers. The Agent Workshop aims to support education agents in enhancing the standards of their service-providing competencies in order to offer even more professional services of studying in the UK to students and parents. In the meantime, participants will meet and network with peers and professionals in the overseas study service industry on site, to exchange information, to explore collaborations and to promote their brands.

The British Council China, the official organisation representing UK education, has been committed to offering the latest information to overseas education organisations since 2000, and has established solid relationships with over 500 agents and organised a series of activities for agents. Between 2009 and 2011, over 2,000 representatives from local education agents attended 24 hugely popular sessions of the Education Agent Workshop, each session involving nearly a hundred agents. The Agent Workshop has remained one of the most highly valued activities identified in the annual survey among education agents over the years.

Objective

- To introduce trends in and uniqueness of UK education
- To update UK student visa policy
- To share good practises of agents
- To facilitate networking among agents

Target Audiences

- Senior consultants from about 200-250 educational agents
- UK institutions' representatives based in China

When and where

- Beijing: 14:00-17:00, October 18, 2012
- Shanghai: 14:00-17:00, October 26, 2012
- Chengdu: 14:00-17:00, October 24, 2012
- Guangzhou : 14:00-17:00, November 2, 2012

Programme:

Time	Topic	Speaker
13:30 - 14:00	Check-in	
14:00 - 14:05	Welcome speech by British Council	British Council
14:05 – 14:35	UK Education Market Briefing 2012	British Council
14:35 – 15:05	Update on agent work in China	British Council
15:05 -15:25	Introduction on UK education	British Council
15:25 -15:35	Tea break	
15:35 – 16:00	Update on IELTS	British Council
16:00 - 16:30	Update on PBS Tier 4 student visa	UK Border Agency
16:30 - 16:50	Q&A Session	British Council
16:50-17:00	Complete questionnaire, the end.	

Benefits to exhibitors:

- Distribution of 1 copy of leaflet (A4) about your institution
- 1 table onsite for material distribution and counselling
- 1 Pull-up display (size within 0.8M*2M)

Quotation:

(* All prices are exclusive of VAT unless otherwise stated)

City	Price
Beijing	GBP 300
Shanghai	GBP 300
Chengdu	GBP 200
Guangzhou	GBP 250

If you are interested in promoting your institution in the agent workshops, please contact Ms Jamie Jin, British Council China Agent Coordinator by **August 31, 2012.**

Ms Jamie Jin

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Photos of previous Education Agent Workshop sessions

