

Promotional opportunities through China's education agents

Agents play an important role in guiding students through their decision-making process. In China, around 60 per cent of students use education agents for their overseas study applications, according to a Student Insight Survey, making them the frontline 'sales representatives' for UK education.

The British Council works closely with education agents, supporting them through training workshops and keeping them informed through e-newsletters and social media platforms such as WeChat. These channels are also available to UK institutions wishing to expand their promotional activity in China.

Price quotations for each of the available platforms are listed below:

| Service | Quotation |
|--------------------|------------------|
| Agent e-newsletter | £500 per issue |
| Agent WeChat | £400 per post |
| Agent workshop | £500 per session |

The British Council is currently offering a **special Agent Promotional Package** that includes all of the above services at a discounted rate of **£1,000**.

This special offer includes:

- one advertorial page or profile listing page in one issue of the agent e-newsletter
- one post featured on the agent WeChat platform
- one session at the annual agent workshop

Please see below for further details.

Details of agent services

Agent e-newsletter

- most popular e-publication among education agents in China
- reaches more than 500 licensed agents across the country
- distributed on a quarterly basis
- Offer: one advertorial page or profile listing page of 500 words in English or 400 characters in Chinese in one issue of the agent e-newsletter

Agent WeChat

- well-developed B2B agent communication channel based on the highly popular social digital platform WeChat (subscription account)
- more than 5,000 followers, mostly education consultants for agencies and language schools
- Offer: one post featured on the British Council's agent WeChat platform

Agent workshop

- held annually in October/November in Beijing, Shanghai, Guangzhou and Chengdu or Chongqing
- brings agents first-hand information on UK education, latest visa policies, sector updates and many other topics
- group sizes are around 100 in Beijing and Shanghai, and around 50 in Guangzhou, Chengdu and Chongqing
- Offer:
 - ✚ One leaflet (to be prepared by institution) in folders provided to workshop participants
 - ✚ One table for material distribution and counselling
 - ✚ One pull-up display

Other services

Besides access to the above agent platforms, the British Council also offers tailor-made services to UK institutions seeking to develop their agent market in China.

A list of licensed agents in China, including those who have received training, is available free of charge on request.

British Council contact

If you are interested in any of the above services or would like further information, please contact diana.zhang@britishcouncil.org.cn

Please note that for inclusion in the next agent e-newsletter expressions of interest must be submitted by 5pm (GMT) on **13 February**.