

Description of 'Destination: UK Boarding Schools & Sixth Form Colleges' campaign activities

UK Boarding School Head Teacher Mission

Description	<p>The UK Boarding School Head Teachers Mission to China is a large scale outward mission under the UK government's GREAT campaign. It aims to showcase the benefits of a UK boarding school education to local affluent families, and create platforms to explore opportunities for cooperation with education authorities, education agents, local schools, and mainstream media outlets.</p> <p>During the 2014 mission, the visiting head teachers met with more than 150 local head teachers, more than 250 education agents, and more than 50 journalists, in addition to hundreds of parents.</p> <p>In 2015, ten UK boarding school head teachers will visit the cities of Beijing, Shanghai and Guangzhou to talk with students and their parents, network with agents, take media interviews, and speak at education exhibitions.</p>
Objectives	<ul style="list-style-type: none"> - To raise the profile of the UK boarding school sector in China - To raise awareness of your school's brand and educational offering in the Chinese market - To establish partnerships with education agents in China - To enlarge your potential student pool for the recruitment season
Cost	<ul style="list-style-type: none"> - Free - International economy return flights and local expenses (local expenses only include local accommodation, local food / subsistence costs and local travel costs) will be covered by the British Council.

UK Sixth Form College Mission

Description	<p>The UK Sixth Form College Mission to China aims to showcase the benefits of a UK sixth form college education to local middle-class families, and create platforms to explore opportunities for cooperation with education authorities, education agents, local schools, and mainstream media outlets.</p> <p>In 2015, ten sixth form college delegates will visit the cities of Chengdu, Xi'an and Changsha to talk with students and their parents, and network with agents.</p>
Objectives	<ul style="list-style-type: none"> - To raise the profile of the UK sixth-form colleges sector in China - To raise awareness of your college's brand and educational offering in the Chinese market - To establish partnerships with education agents in China - To enlarge your potential student pool for the recruitment season
Cost	<ul style="list-style-type: none"> - Free

	<ul style="list-style-type: none"> - International economy return flights and local expenses (local expenses only include local accommodation, local food / subsistence costs and local travel costs) will be covered by the British Council.
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UK Boarding Schools video campaign

Description	<p>The British Council will produce and promote three videos about UK boarding schools and sixth form colleges respectively to provide prospective students and their parents with in-depth information about the sector and the UK's excellence in education. The video topics will cover the characteristics of UK boarding schools, single gender education, and how the UK offers a tailored education experience for different age groups.</p> <p>In 2013 and 2014, the videos reached audiences of more than 300,000. For more details, please check http://v.youku.com/v_show/id_XNjl1MzAzNzU2.html?f=20530959&from=y1.7-1.3</p>
Objectives	<ul style="list-style-type: none"> - To raise awareness among students, parents and agents of the outstanding educational offering and unique experiences provided by UK boarding schools and sixth form colleges.
Cost	<ul style="list-style-type: none"> - Free - The British Council will send film crews to the participating schools, which will be expected to cooperate and provide support during the filming process.

UK Boarding Schools & Sixth Form Colleges Scholarship Initiative

Description	The British Council will promote UK boarding schools and sixth form colleges that are offering scholarships to Chinese students through its traditional and digital media channels.
Objectives	<ul style="list-style-type: none"> - To promote your scholarships to target students in China - To raise awareness of your school's brand and educational offering in the Chinese market - To enlarge your potential student pool for the recruitment season
Cost	<ul style="list-style-type: none"> - Free

Agent FAM Trip

Description	<p>The British Council will organise a UK tour for Chinese education agents, which will include visits to up to six schools, including boarding schools and sixth form colleges. An education fair will also be organised to allow agents to network with education providers.</p> <p>This is an opportunity for UK boarding schools and sixth form colleges to meet with Chinese agents, to establish partnerships and raise awareness of their educational offering.</p>
Objectives	<ul style="list-style-type: none"> - To establish partnerships with Chinese education agents - To increase awareness of your school's brand and educational offering - To enlarge your potential student pool for the recruitment season
Cost	<ul style="list-style-type: none"> - £200* to attend the school/college fair - £400* to arrange an agent visit to your school/college - Free for the institution that hosts the school/college fair

Publication

Description	The British Council will produce a comprehensive UK boarding school guide and a UK sixth form college booklet in Chinese and distribute it to a target audience of 10,000, including students, parents, and agents.
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Objectives	<ul style="list-style-type: none"> - To increase awareness of your school's brand and educational offering in the Chinese market - To enlarge your potential student pool for the recruitment season
Cost	<ul style="list-style-type: none"> - £100* for a profile listing - £300* for a profile listing & an alumni feature - £500* for a profile listing & an alumni feature & a cover ad on the inside cover front or back (only two available)** <p>(Each of the above is one page in size of B5. Please see below for samples.)</p>

*Please note, all costs are exclusive of VAT

** Subject to availability



Cover

Profile listing

Alumni feature

Advertisement

For more details of the publication, please kindly make reference of publication in 2014 through below link.

http://www.britishcouncil.cn/sites/britishcouncil.cn/files/2014_uk_boarding_school_booklet.pdf

www.britishcouncil.org/siem

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