

Call for submissions for 2016 UK Independent School Campaign China

Description of all services

UK Independent School Education Agent Roadshow

Description	15 UK independent schools will be invited to join this B2B education agent roadshow, which is aimed at key education agents in China. The roadshow will cover Beijing (North China), Shanghai (East China), and Guangzhou (South China), with each stop featuring one agent seminar on UK independent schools to 100 education agents and one face-to-face agent fair for partnership development. In addition, the British Council will set up agent briefings, media interviews, and student recruitment interviews.
Benefits	<ul style="list-style-type: none"> - Participating schools will be promoted on the British Council's official EducationUK WeChat account, which has 100,000 followers - Each participating school will be featured in the British Council's 2016 Independent School Guide - Domestic transportation (including two flights and group transfers) - Daily lunch
Schedule	<ul style="list-style-type: none"> - Beijing October 21 - 23 - Guangzhou October 24 - 25 - Shanghai October 26 – 27
Objectives	<ul style="list-style-type: none"> - To set up partnerships with key education agents in China - To raise your institution's profile through agent and media engagement - To raise awareness of your institution's brand and educational offering - To enlarge your potential student pool for the recruitment season
Cost	£300 per school

UK Independent School Media Campaign

Description	<p>This campaign will highlight the UK school system, introducing different aspects through a series of monthly editorials running from June 2016 to May 2017. UK schools are invited to submit content on the below topics, which the British Council has identified based on market interest:</p> <ol style="list-style-type: none"> 1. the UK independent school system 2. nursery and pastoral care for young students 3. entry requirements 4. GCSE/A-level) 5. single-/mixed- gender education 6. curricula and extra-curricular activities 7. language assistance for international students 8. pathways into the higher education 9. scholarships 10. international experience <p>Content will be edited by the British Council and shared through its official EducationUK WeChat account, which reaches more than 100,000 students and their parents.</p> <p>Contributing schools will have their institution's name and logo featured in the posts. In addition, contributing schools will be invited to publish a promotional post</p>
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	<p>introducing their institutions' offering through the British Council's official agent WeChat account, which has 5,000 followers from education consultancies and language training schools.</p> <p>The British Council will arrange and pay for translation of all content, and selected content will be promoted through key media in China, based on media interest.</p>
Objectives	<ul style="list-style-type: none"> - To raise the profile of the UK independent school sector - To raise awareness of your institution's brand and educational offering - To enlarge your potential student pool for the recruitment season
Cost	Free

UK Independent Schools Video Campaign

Description	<p>The British Council will produce a promotional video focusing on UK independent schools. UK schools are invited to apply for inclusion in the video (please see application form for details), and a film company will be sent to successful schools.</p> <p>In 2013 and 2014, the British Council's video campaigns reached audiences of more than 300,000 in China alone. To see a sample video, please visit http://v.youku.com/v_show/id_XNjl1MzAzNzU2.html?f=20530959&from=y1.7-1.3</p>
Schedule	<ul style="list-style-type: none"> - Filming early September - Production late September - Promotion early October
Objectives	<ul style="list-style-type: none"> - To raise the profile of the participating schools - To raise awareness among agents, students and their parents of the outstanding educational offering and unique experiences provided by UK boarding schools and sixth form colleges
Cost	Free

UK Independent School Publications

Description	The British Council will produce a comprehensive UK Independent School Guide in Chinese and distribute it to a target audience of 10,000 in China, including agents, students and their parents.
Schedule	<ul style="list-style-type: none"> - Materials Collection June 20 - August 30 - Production September
Objectives	<ul style="list-style-type: none"> - To enlarge your potential student pool for the recruitment season - To enlarge your potential student pool for the recruitment season
Cost	<ul style="list-style-type: none"> - £400* for profile listing + alumni feature - £700* for profile listing + alumni feature + cover ad on the inside cover front or back (only two available)** - £1,000* for profile listing + alumni feature + one post on agent WeChat + one post on EducationUK WeChat

Each of the above profile listings, alumni features and cover ads is one page in size (210mm x 210mm).

Please see below for samples of the above options.

** Please note, all costs are exclusive of VAT*
*** Subject to availability*



Cover

Profile listing

Alumni feature

Advertisement