

Short Term Study Recruitment & Partnerships Campaign Japan 2019

UK universities interested in recruiting students for short-term programmes (summer programmes, study abroad programmes, language programmes) and establishing new partnerships with Japanese universities are invited to join the British Council's **Short Term Study Recruitment & Partnerships Campaign Japan** in February 2019.

This integrated campaign includes:

- Marketing campaign to build brand awareness (Jan-Feb 2019)
- Direct student recruitment event aimed at prospective students/influencers (17th Feb 2019)
- Networking event with Japanese universities interested in establishing new partnerships (18th Feb 2019)

Benefits of participating

- **Access a large and growing market:** the university short-term study market (summer programmes, semester abroad, JYA) has grown exponentially in recent years with over 96,000 students enrolling on short-term programmes overseas in 2016 (JASSO).
- **Raise the profile of your short-term programmes** through online and offline channels.
- **Engage with prospective students directly:** prospective students in Japan generally prefer to meet universities representatives and ask questions face to face before selecting their study abroad destination/course. This event, therefore, provides an excellent opportunity for direct engagement and conversion of students.
- **Meet up to 5 Japanese universities face-to-face** to discuss partnership opportunities around short-term student mobility.

Market Context

- The university short-term study market (summer programmes, semester abroad, JYA) has seen tremendous growth in recent years with total numbers increasing from 42,000 in 2010 to 96,000 in 2016 (JASSO). The UK is a popular study destination for short-term students with numbers rising from 4,084 in 2010 to 5,827 in 2016.
- Expansion in the short-term market has been driven by a host of factors including, government scholarships for short-term study, continuing strong demand from industry for graduates with good 'global skills', improved counselling and support offered by home institutions, academic calendar revisions allowing easier access to overseas courses, and a growing general awareness among students/influencers of the importance of gaining study abroad experience.
- Demand for partnership development is strong as universities look to internationalise their operations and provide greater variety of short-term study abroad opportunities for their home students.

Campaign Format

1. Marketing Campaign to Build Brand Awareness

Location	Delivery	What's included
Japan	Jan-Feb, 2019	<ol style="list-style-type: none">1. Targeted Mailshot (2-3 institutions introduced per mailshot)2. Facebook Boosted Post (1 post per institution)3. Profile page in University Short-term Study Guidebook 2019/20 (shelf life: 12 months)<ul style="list-style-type: none">- 3,000 hard copies to be distributed at British Council student-facing events and at external study abroad events held throughout Japan.- Digital version of guide to be promoted widely through British Council online channels

Target audience

- University students and their parents
- University counsellors
- Agents

2. Direct Student Recruitment Event: University Short-term Study Information Session

Venue	Date	Participating Universities	Anticipated audience number	What's included
British Council Japan	Sun 17 th Feb 2019 (3-4 hours)	Up to 7	60+	<ol style="list-style-type: none">1. Booth for student consultation (table, 6 chairs, wifi, power supply, no back panel)2. Presentation slot (10mins)

Target audience

- University students and their parents
- University counsellors
- Agents

Marketing campaign

The event will be promoted widely through the below channels:

- Paid social media posts
- British Council corporate channels (website, newsletter, social media)
- DMs to university mailing list, JAOS, agent database
- Event flyer distributed at British Council and external study abroad events
- External partners (British Embassy, Visit Britain) will also be asked to promote the event

3. Networking Event with Japanese Universities

Venue	Date	Participating Universities	What's included
British Council Japan	Mon 18 th Feb 2019 All-day event	UK universities: up to 7 Japanese universities: up to 10	Participation in one-day match-making event with Japanese universities interested in establishing new partnerships with UK counterparts. Each participating UK institution can meet up to 5 Japanese universities for 1-2-1 sessions.

<https://education-services.britishcouncil.org>



Participation fee

Option 1: Full package including Guidebook Profile: £2,325

- Marketing Campaign (print & digital)
- Direct Student Recruitment Event
- Networking Event with Japanese Universities

Option 2: Full package without Guidebook Profile: £1,725

- Marketing Campaign (digital only)
- Direct Student Recruitment Event
- Networking Event with Japanese Universities

Option 3: Marketing Campaign and Direct Student Recruitment: £1,725

- Marketing Campaign (print & digital)
- Direct Student Recruitment Event

Option 4: Marketing Campaign Only: £900

- Marketing Campaign (print & digital). Digital promotion for this option will be delivered in April 2019.

How to apply

Applications will be accepted on a first-come first-served basis. To reserve a slot, please send completed application forms to the address below by **30th November 2018**:

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