

## Subject Showcase Japan 2019

### Development Studies / Peace Studies / International Relations

UK universities interested in recruiting students for Development Studies, Peace Studies, and International Relations are invited to join the British Council's **Subject Showcase Japan 2019**.

This integrated campaign includes:

- Marketing campaign to build brand awareness (Sep 2019)
- Direct recruitment event aimed at prospective students (29<sup>th</sup> Sep 2019)

#### Why participate?

- **Access a large market during the premier recruitment season in Japan** - Development Studies, Peace Studies, and International Relations are among the most popular subjects for prospective Japanese students and autumn is the main recruitment season in Japan.
- **Raise the profile of your programmes** and reach a wide audience through British Council Study UK digital channels.
- **Involve your faculty and star alumni** - faculty participation will provide additional kudos while alumni, as key influencers in Japan, can help convert students.
- **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.
- **Leverage association with the British Council** which is highly respected and trusted in Japan.

#### Market Context

- Development Studies, Peace Studies, and International Relations are among the most popular subjects for Japanese students studying in the UK. HESA groups these subjects within Social Studies, and the latest statistics show that Social Studies is the most popular subject area for Japanese students, accounting for 650 students or 17% of the total in 2017/18.
- Major UK-specialist agents reported consistent demand for these subject areas among prospective students in 2018.
- The UK is regarded as a leader in these fields and this event would seek to leverage this well-established reputation.
- There is good demand from industry and government agencies such as JICA for graduates within these fields.

## Campaign Format

### Marketing Campaign

Location	Delivery	Participating Universities	What's included
Japan	From Aug/Sep 2019	Up to 10	<ol style="list-style-type: none"><li>1. <b>Targeted Mailshot</b> (3-4 institutions introduced per mailshot). Reach: approx. 1,300 prospective students</li><li>2. <b>Facebook Boosted Post</b> (1 post per institution) Reach: 5-10k</li><li>3. <b>Profile page in digital guide</b> (shelf life: 12 months) The digital guide will include a brief introduction to the showcased subject areas prepared by the British Council followed by institution profiles (approx. 200 words each). Institution profiles will be prepared by the participating institutions and translated into Japanese by the British Council. The digital guide will be promoted through British Council online channels (newsletter, social media).</li></ol>

### Target audience

- Working professionals
- University students and their parents
- University counsellors
- Agents

### Direct Recruitment Event: Development Studies, Peace Studies, International Relations Information Session

Venue	Date	Participating Universities	Anticipated audience number	What's included
British Council Japan	Sun 29 Sep '19 Provisional time: 1:30-5pm	Up to 6	50+	<ol style="list-style-type: none"><li>1. Booth for student consultation (table, 6 chairs, wifi, power supply, no back panel)</li><li>2. Presentation slot (approx. 20mins. Exact length will depend on number of participating institutions)<ul style="list-style-type: none"><li>- Institutions are recommended to use their respective slot to deliver a short demo lecture or star alumni talk.</li></ul></li></ol>

### Target audience

- Working professionals
- University students and their parents
- University counsellors
- Agents

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

## Marketing campaign

The event will be promoted widely through the below channels:

- Paid social media posts
- British Council online channels (website, newsletter, social media)
- DMs to university mailing list, agent database
- Event flyer distributed at British Council and external study abroad events
- External partners (British Embassy, Visit Britain, BCCJ, Ministry of Foreign Affairs, JICA, National Personnel Authority) will also be asked to promote the event

## Participation fee

### OPTION 1 - Full package: £1,400

Includes:

- **Direct recruitment event**
- **Marketing Campaign:**
  - **Targeted Mailshot** (3-5 institutions introduced per mailshot). Reach: approx. 1,300 prospective students.
  - **Facebook Boosted Post** (1 post per institution). Reach: 5-10K
  - **Profile page in digital mini-guide** (shelf life: 12 months)  
The digital will include a brief introduction to the showcased subject areas prepared by the British Council followed by institution profiles (approx. 200 words each). Institution profiles will be prepared by the participating institutions and translated into Japanese by the British Council. The digital guide will be promoted through British Council online channels (newsletter, social media).

### Requirements:

- Academic or alumni to deliver presentation/talk and speak with prospective students at direct recruitment event
- International officer or local representative to provide individual consultation to prospective students at direct recruitment event
- Promotional copy/images for marketing campaign

### OPTION 2 - Marketing campaign only: £700

- **Targeted Mailshot** (3-5 institutions introduced per mailshot). Reach: approx. 1,300 prospective students.
- **Facebook Boosted Post** (1 post per institution). Reach: 5-10K
- **Profile page in digital mini-guide** (shelf life: 12 months)  
The digital guide will include a brief introduction to the showcased subject areas prepared by the British Council followed by institution profiles (approx. 200 words each). Institution profiles will be prepared by the participating institutions and translated into Japanese by the British Council. The digital guide will be promoted through British Council online channels (newsletter, social media).

### Requirements:

- Promotional copy/images for marketing campaign

## 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 **31<sup>st</sup> May 2019**.

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