

ELT Integrated Campaign Japan 2018

We are delighted to invite UK English language schools to participate in our **ELT Integrated Campaign Japan 2018**.

This campaign is designed raise the profile of UK language schools via digital promotion and to provide direct recruitment opportunities through a face-to-face event aimed at prospective students and influencers. The digital campaign will run in October and November, while the recruitment event will be held at the British Council Japan on **18th November 2018**.

For schools participating in the [English UK Asia Pacific Roadshow](#) this campaign represents an excellent opportunity to add further value to your trip to East Asia in November.

Please find below the latest market context together with full details of this opportunity.

Benefits of participating

Access large pool of prospective students at a time of market upturn – the ELT market in Japan is sizeable and [demand is growing](#)

Direct engagement with prospective students at face-to-face events - prospective students in Japan tend to prefer to meet school 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.

Excellent value for money - this integrated campaign represents a cost-effective way of profile-raising through digital channels and engaging with the target market in one-sitting.

Market Context

Japan

- The ELT market in Japan is large and [interest in English language study is on the rise](#) thanks to a host of factors including, English language education reforms at Primary School and University level, strong demand from industry for graduates with solid English language ability, the forthcoming 2019 Rugby World Cup and 2020 Tokyo Olympics, a recent boom in tourism, and a government drive to raise the profile of life-long learning.
- According to English UK, in 2017 Japan was the 8th largest source market for UK language schools with the country responsible for 4.4% of total student weeks and sending more than 13,500 students. The 2017 data showed growth in student weeks for the first time since 2013.

Campaign Format

This is an integrated campaign featuring digital promotion and a student-facing recruitment event as detailed below.

Digital Marketing Campaign

Location	Delivery	What's included
Japan	Oct-Nov, 2018	1. Targeted Mailshot (2-3 schools introduced per mailshot) 2. Facebook Boosted Post (1 post per institution)

Face to face recruitment event

Venue	Date	Participating Schools	Anticipated audience number	What's included
British Council Japan	Sun 18 Nov, 2018 (3-4 hours)	Up to 5	60+	ELT Information Session 1. Booth for student consultation (table, 6 chairs, wifi, power supply, no back panel) 2. Presentation slot (10-15mins) 3. Institution profile in event guide

Target audience

- Parents and elementary, junior and senior high school students
- University students
- Working professionals
- Agents
- School/university counsellors

Participation fee

£1,325 (*exclusive of applicable VAT*)

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 September**:

Hal Parker (Education Services Manager) British Council Japan
hal.parker@britishcouncil.or.jp

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

Booking Form: ELT Integrated Campaign Japan 2018

Applications will be accepted on a first-come first-served basis. Please send completed application forms as a scanned PDF by **30th September** to: hal.parker@britishcouncil.or.jp

Name of school	
Authorised person	
Email address	
<input type="checkbox"/> Please check this box if your institution meets the British Council International Education Services criteria https://education-services.britishcouncil.org/eligibility-criteria	

Please tick the box in the table below and sign the declaration.

Option	Fee
ELT Integrated Campaign Japan 2018	<input type="checkbox"/> £1,325 (exclusive of applicable VAT)

Declaration

I confirm that the above named organisation does want to take part in the ELT Integrated Campaign Japan 2018. I understand that if this application is accepted that the terms and conditions listed below will form a binding contract between this organisation and the British Council.

_____ (signature of applicant) _____ (date)

Terms and Conditions

Eligibility

All participating institutions must meet the British Council International Education Services criteria
<https://education-services.britishcouncil.org/eligibility-criteria>

Selection

Applications will be accepted on a first-come first-served basis. Schools will appear in alphabetical in all promotional materials.

Acceptance

Delivery of the project is conditional on the British Council receiving a sufficient number of applications. Institutions will be sent confirmation of acceptance once sufficient numbers have been received.

Payment schedule

The British Council will invoice all institutions for the participation fee in November 2018.

Cancellation Policy

The below cancellation fees will be charged for withdrawal from the activity, as of the date of receipt of notice of withdrawal.

- 50 per cent of the participation fee for withdrawals received on or after **7th October 2018**.
- 100 per cent of the participation fee for withdrawals received on or after **14th October 2018**.

Notice of withdrawal must be supplied in writing by email to hal.parker@britishcouncil.or.jp

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