



# SERVICES FOR INTERNATIONAL EDUCATION MARKETING

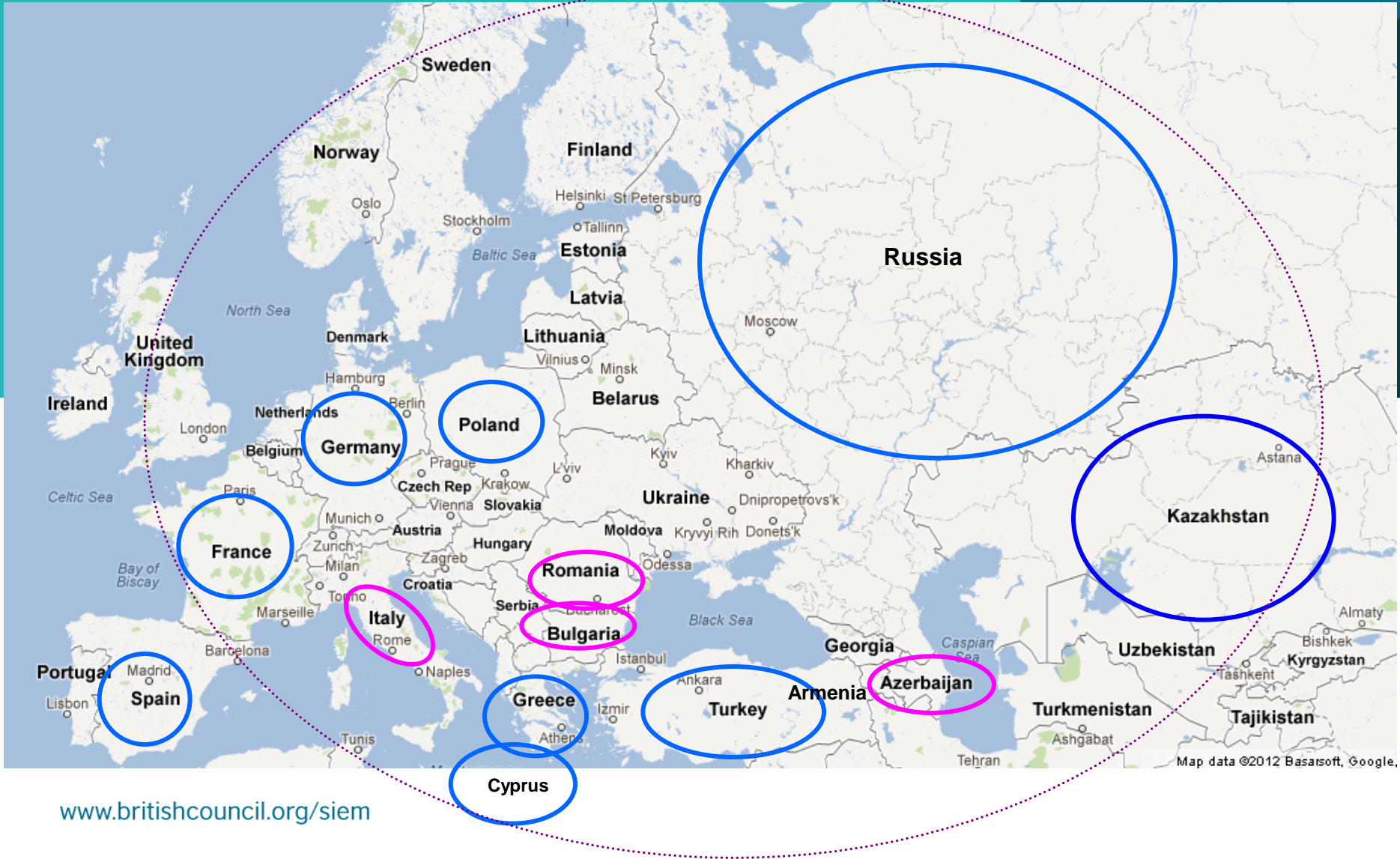
## **Information session BC SIEM Europe**

London, 10 June 2013

Delivered by Ekaterina Shazalett, Resources Manager

[www.britishcouncil.org/siem](http://www.britishcouncil.org/siem)

# SIEM in Europe



## How we work

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# What drives students to the UK

## Upward trends

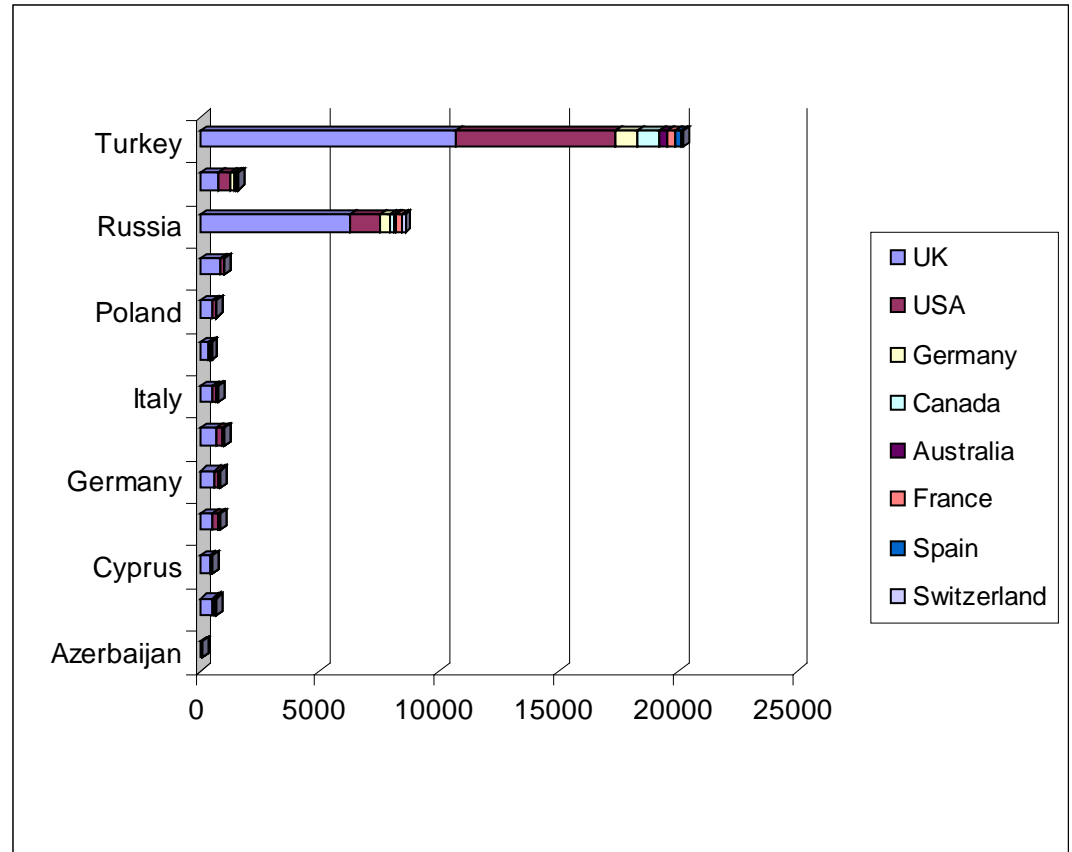
- Improve my English
- Learn a new language
- Safe country to live in

## Consistent trends

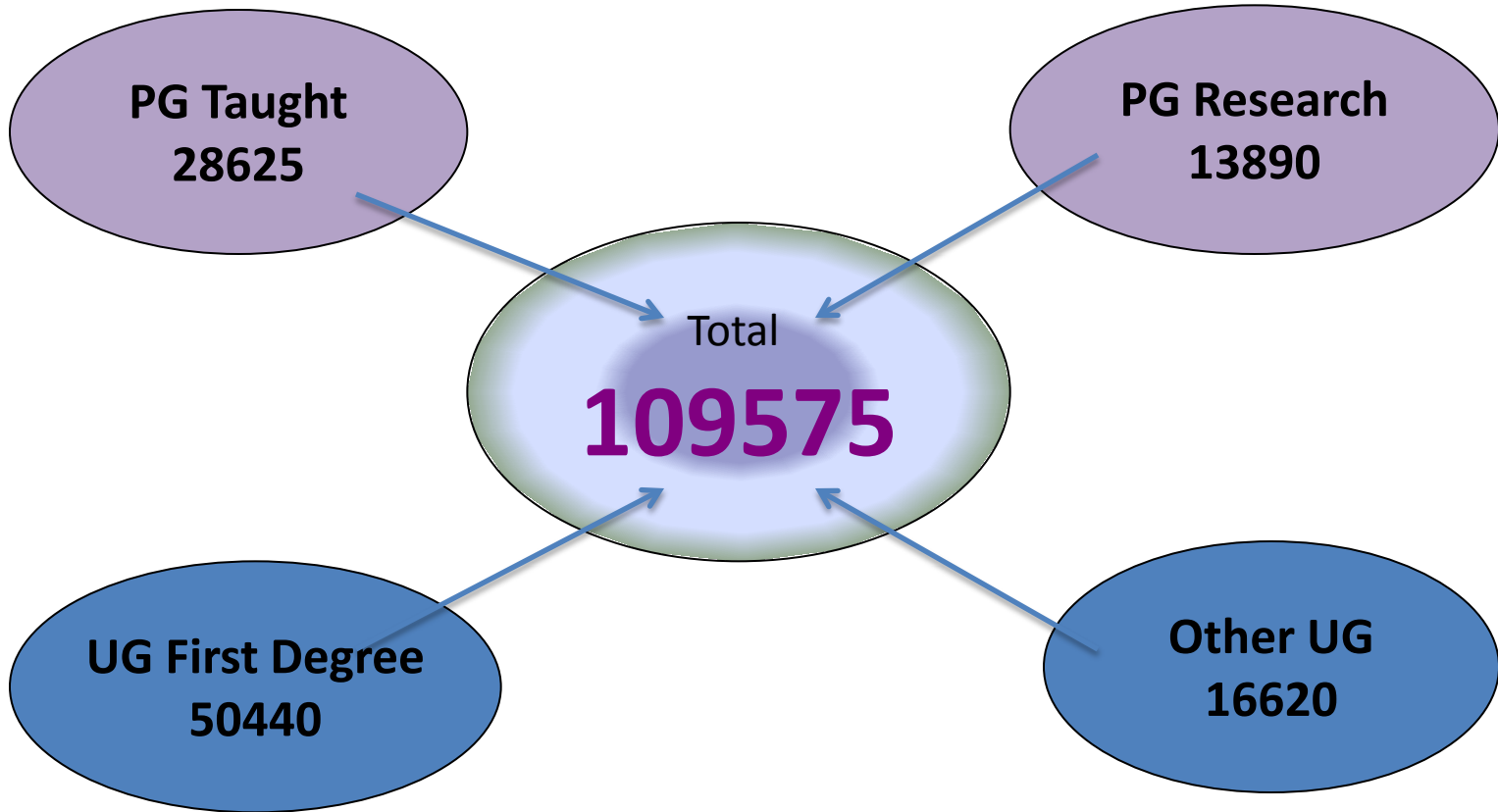
- Improve career prospects
- University reputation

## Downward trends

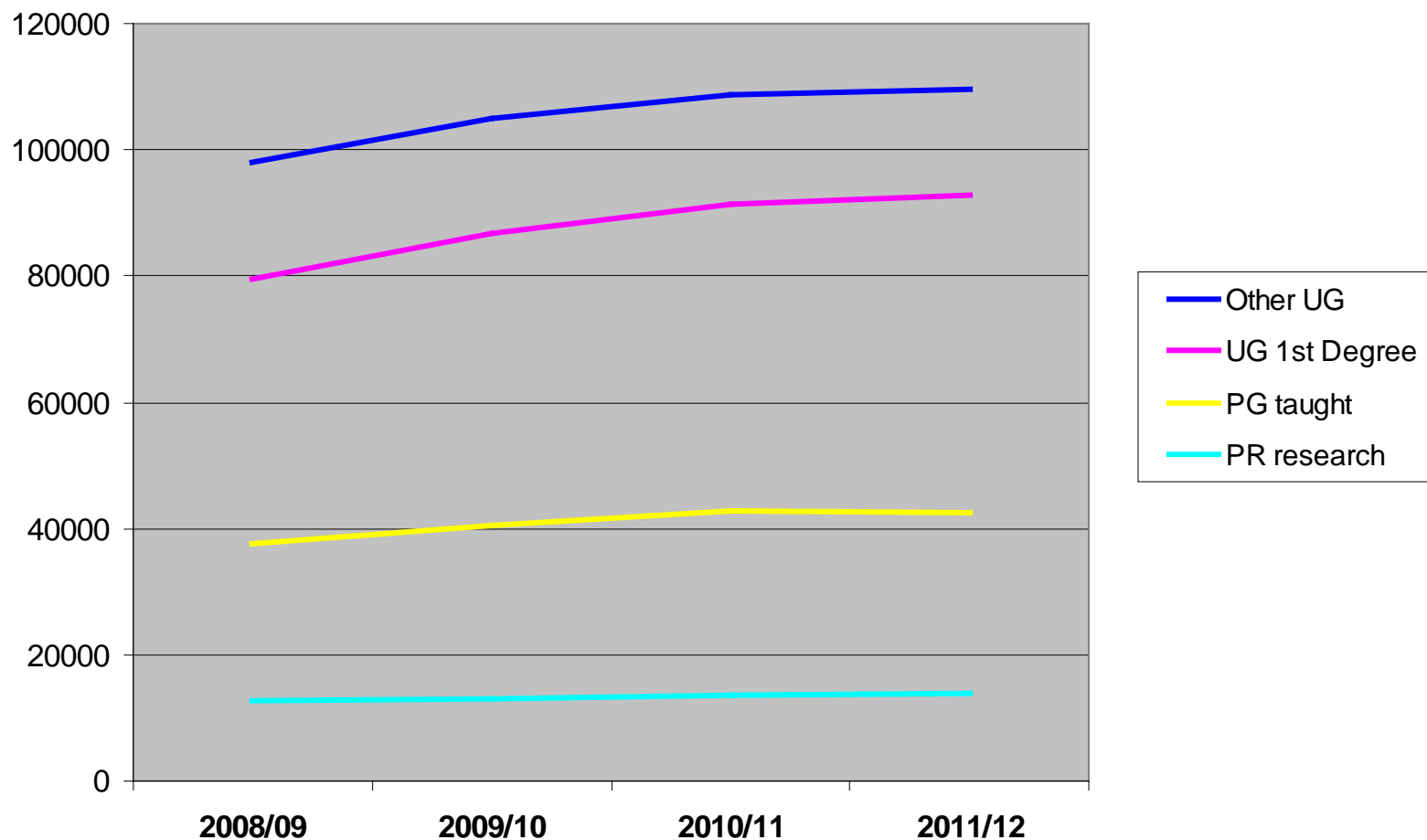
- Internationally recognised qualification
- Course not offered at home



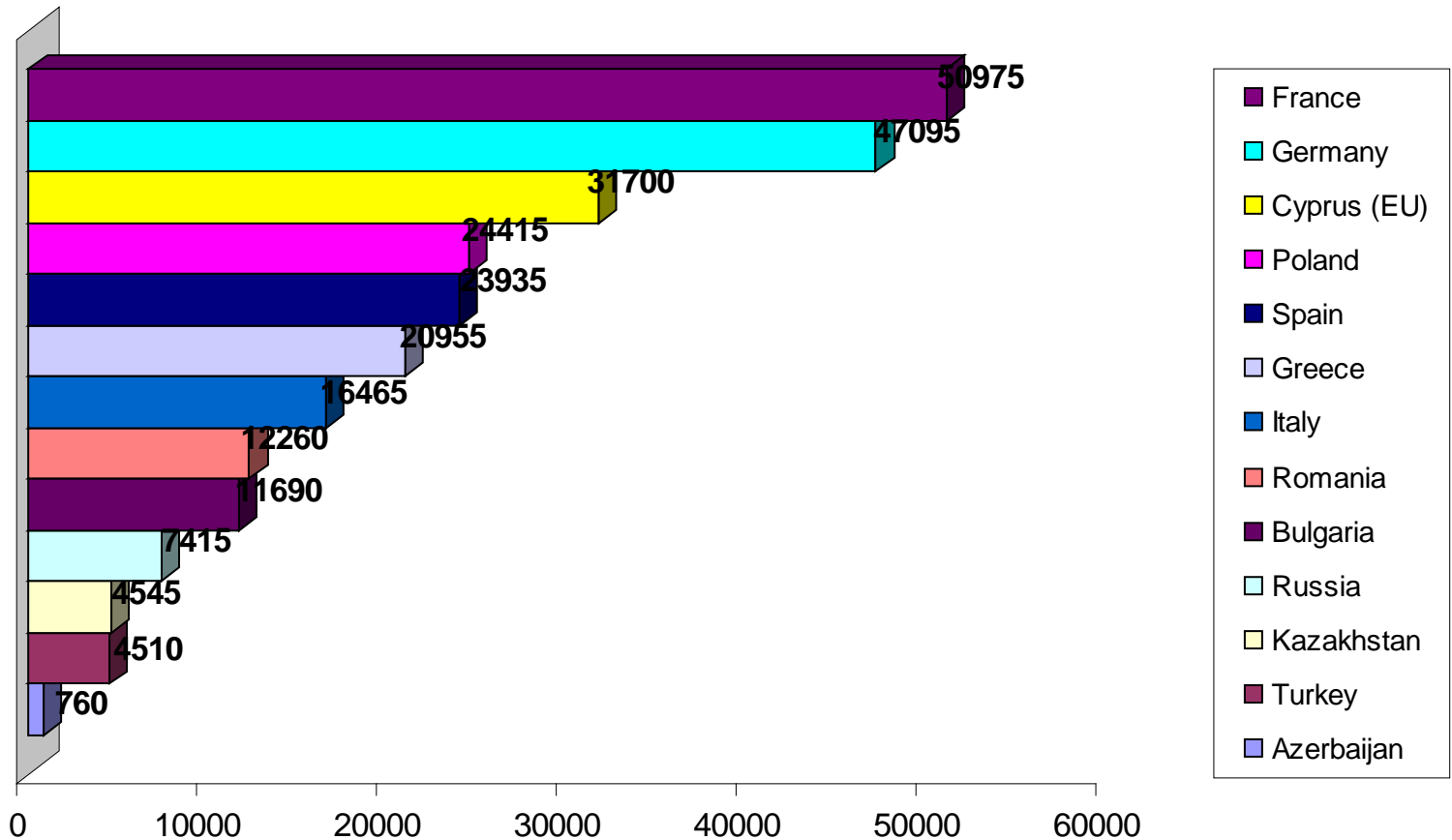
# Students from Europe in the UK (2012)



# Number of students (total, 2008-2012)

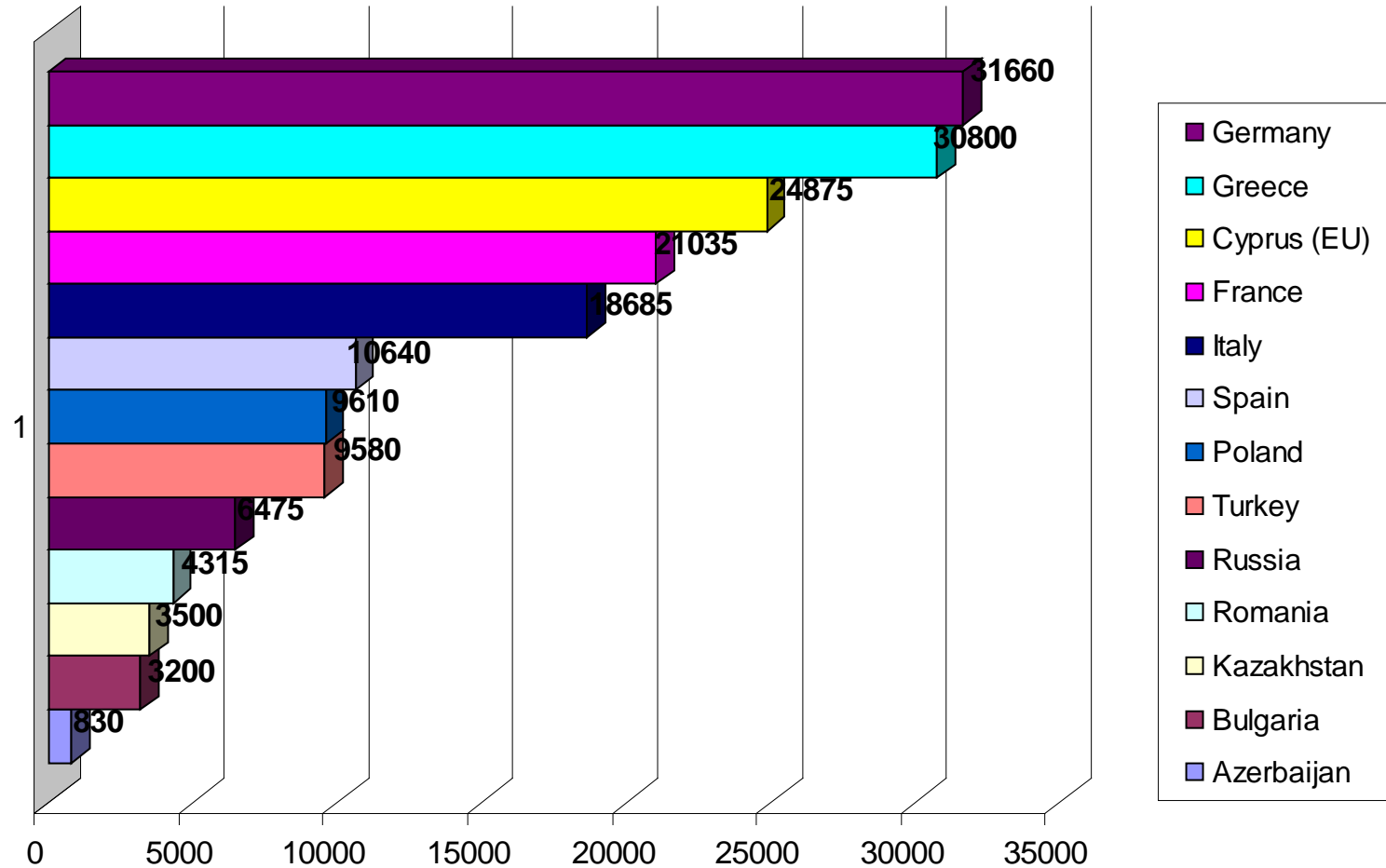


# Undergraduate markets: total number of students for 2008 - 2012

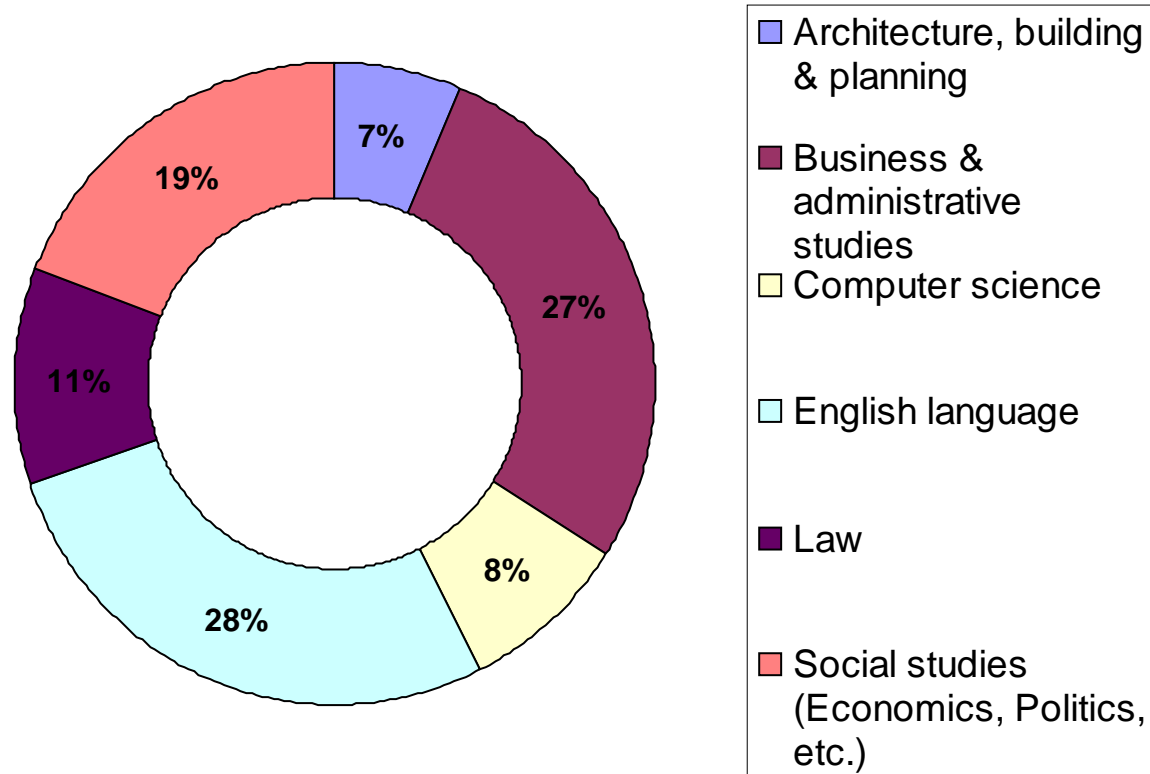




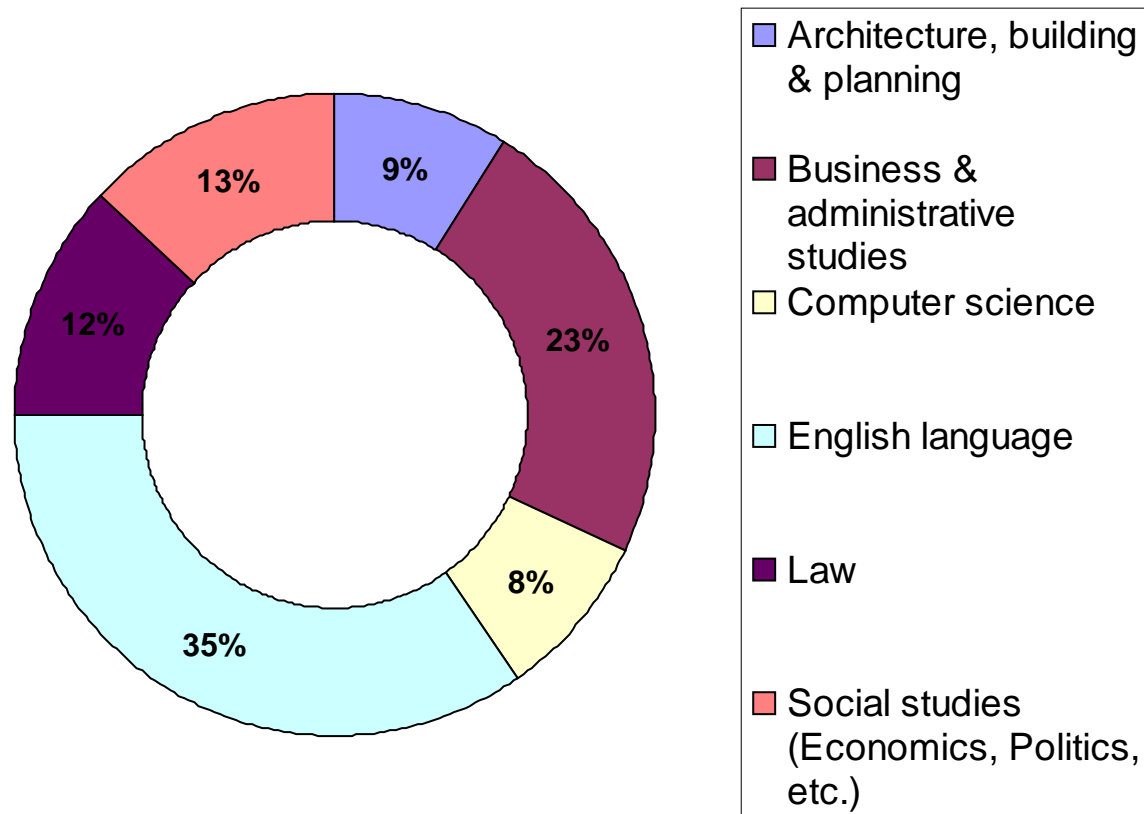
# Postgraduate Markets: total number of students for 2008 - 2012



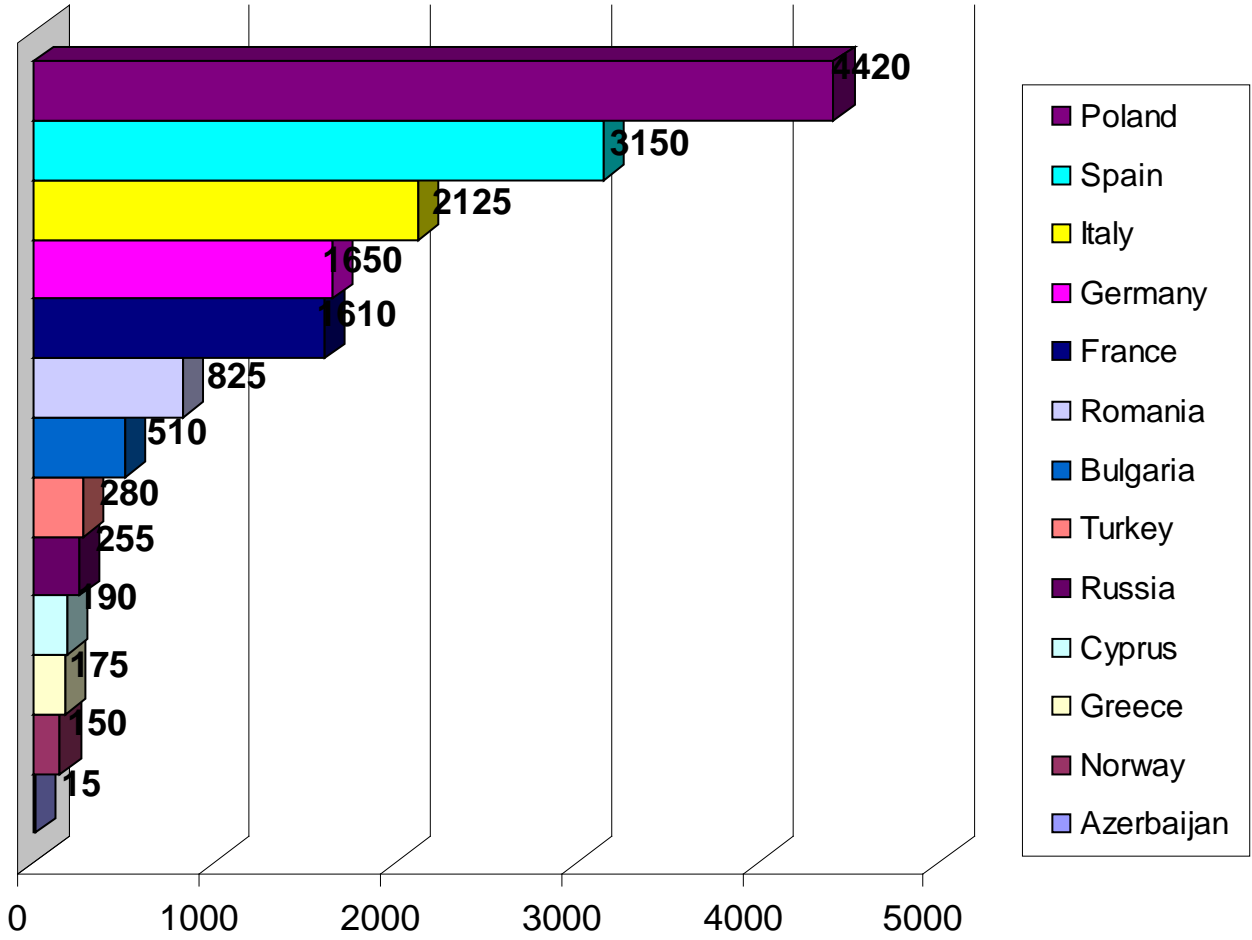
# Top subjects in HE in 2012 (BA, Masters, PhD, MBA)



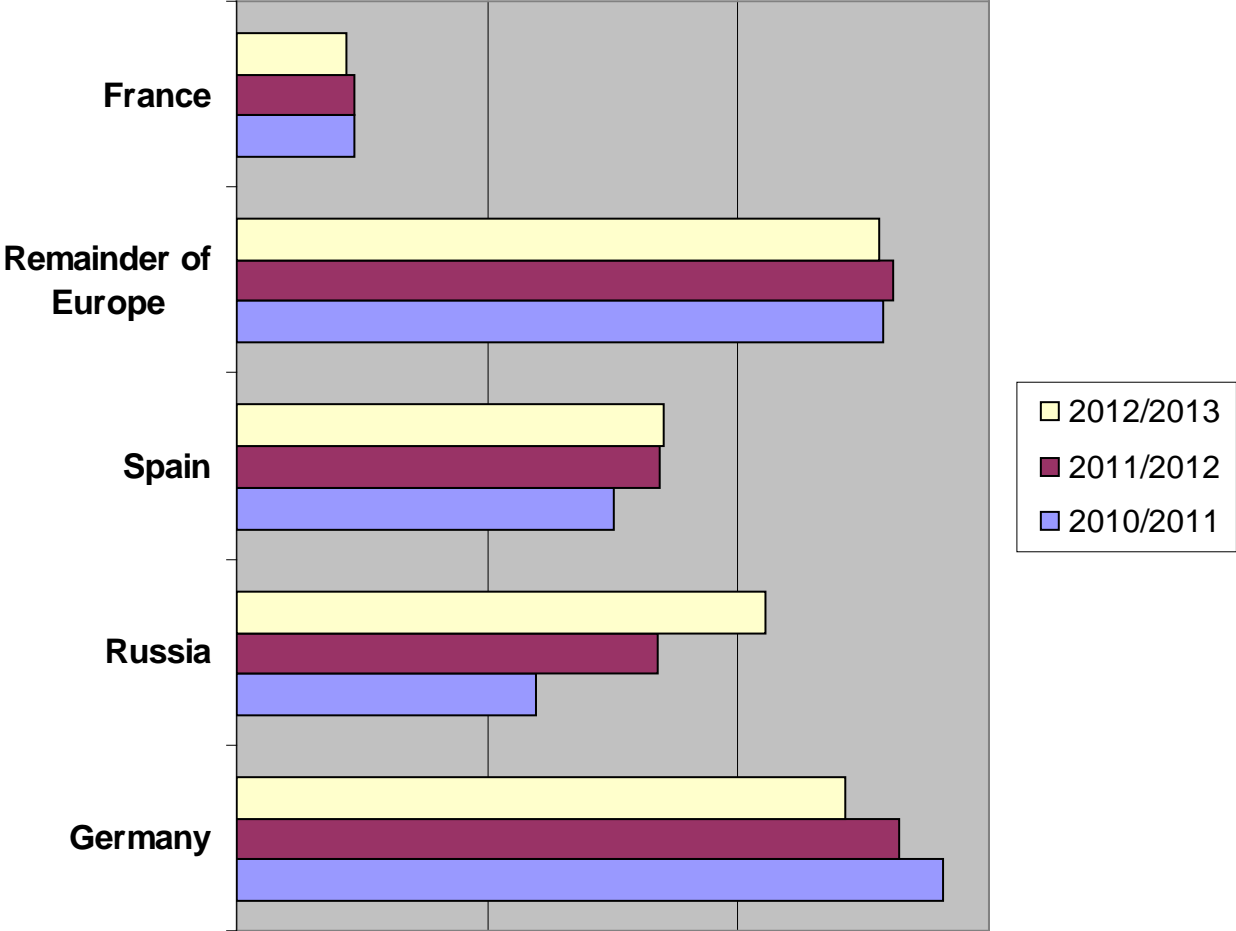
# Pre-University course / A-Level / Foundation / Vocational qualifications 2012



# Leading markets in FE sector (2011)



# UK independent Schools: leading markets



# Sources of funding (2011)

- Bulgaria, Cyprus, Poland

UG

About 50% - self funded  
50%: student loans, scholarship

PG

50% self funded  
30% scholarship

- Turkey

UG and PG

Almost 50/50% of self-funded VS scholarship  
Small % of loans

# Sources of funding

- Spain, Germany, Greece

UG

About 60% self funded  
40% equally loan/scholarship

PG

50% are self funded  
Greater % of scholarship rather  
than loans

- France

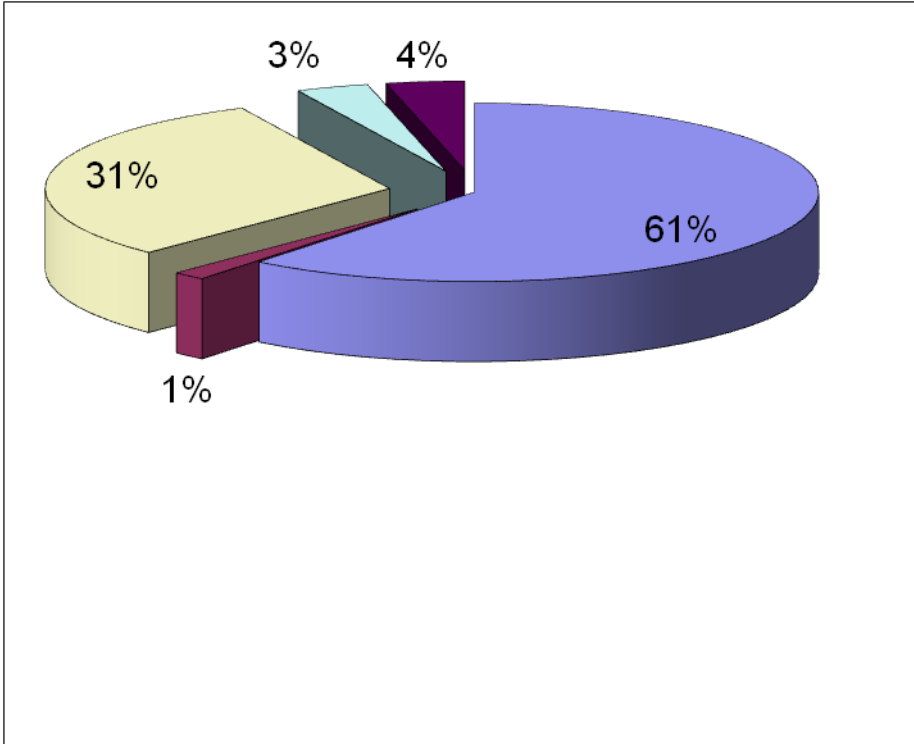
UG

About 70% self funded  
30% student/personal loan,  
scholarship

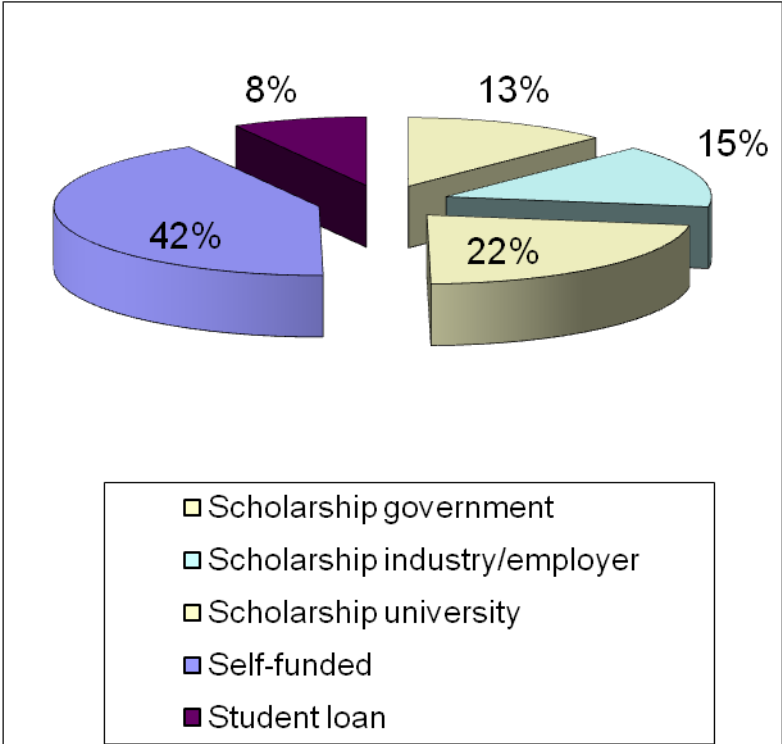
PG

55% self funded  
30% scholarship

# Kazakhstan



# Russia





# The Nordic countries: Potential for collaboration and recruitment

- Recruitment
  - 60% exchange market (for programmes less than 6 months)
  - full time programmes
- Universities form a good platform for research and collaboration. Links are best built through government agencies.
- Opportunities for student recruitment may be more difficult to pursue due largely to the low costs of education in-country and any language barriers that may exist. Students are funded by Grant and Loan system.

*\* Full report is available upon request*

# Exhibitions



**2012**  
**8 countries, 9 events, 17 cities**  
**166 unique institutions**  
**Audience reach 50 000**



**2013**  
**13 countries**  
**Variable in scale**  
**Open for ELT sector**



# Direct Marketing

74 unique institutions  
5800 F2F Audience reach + digital



Education UK

January, 2013



www.educationuk.org/Russia/Page/EventDetailsLayout/EventsDetailsPage?eventID=1262440234871

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Russia

## Пути поступления в университеты Великобритании

UNIVERSITY OF  
**Southampton**

University of Southampton

24 января 2013 года в 18.00

Британский Совет приглашает Вас на презентацию «Пути поступления в университеты Великобритании», которую

проведет Донна Хайнс.

Если Вы уже студент, планирующий продолжить свое обучение, или выпускник университета, строящий свою карьеру - эта презентация поможет Вам сделать шаг в нужном направлении. Университет также предлагает несколько **стипендий и грантов**, о которых Вы можете узнать на презентации.

Участие в мероприятии бесплатное. Пожалуйста, зарегистрируйтесь: [eduk@britishcouncil.ru](mailto:eduk@britishcouncil.ru).

Ждем Вас на презентации **24 января 2013 года в 18.00** по адресу: улица Николаямская 1, (левое крыло). [Подробнее](#)

## Мастер-класс по IELTS и встреча по программе Pre-Masters

Bellerbys College

Воспользуйтесь уникальной возможностью улучшить свои навыки и получить практические советы по подготовке к IELTS. Семинар будет проводить опытный педагог из Bellerbys College.

**BellerbysCollege**

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## Подробнее о мероприятии

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## Пути поступления в университеты Великобритании

Организатор:  
University of Southampton

Дата:  
From: 24 Jan 2013 To: 24 Jan 2013

Время:  
18.00-20.00

Место:  
улица Николаямская 1, ВГБИЛ

### Описание мероприятия:

24 января 2013 года в 18.00 Британский Совет приглашает Вас на презентацию «Пути поступления в университеты Великобритании», которую проведет Донна Хайнс (Donna Haynes), представитель университета Southampton.

University of Southampton-университет высочайшего класса, находящийся на 73 месте в мировом рейтинге вузов и на 15 месте в рейтинге ВУЗов Великобритании. Расположен университет на теплом южном берегу Англии, всего в часе езды от Лондона.

Если Вы уже студент ВУЗа, планирующий продолжить свое обучение, или выпускник университета, строящий свою карьеру – эта презентация поможет Вам сделать шаг в нужном направлении.

## Search

Courses Institutions Scholarships

Choose course category \* ? \* Mandatory

Please Select

Enter subject keyword (In English) ?

Or choose a subject area ?

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Filter by

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## **TNE**

- Opportunity zone for collaboration
- Spain, Turkey, Russia

## **Consultancy**

- Research or tailored programme scale
  - 35 institutions
  - Spain, Turkey, France, Germany, Kazakhstan, Poland

## **Agents**

- Global agents network
- Agents training delivered in-country
- Global trained Agents list

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