

## Expressions of Interest – UK Week in the Americas

### Join UK Week: Americas region

Target markets: Brazil, Mexico & US

Target audience: Counselors, independent education consultants, student advisors, agents

Target reach: 200-300 registrants for UK Week, 30-80 participants per bite-sized session

Promotion: UK Week will be promoted via e-shots to the relevant e-mail lists in Brazil, Mexico, and US

Potential dates: 16 November – 1 December 2020 **OR** 18 January – 2 February 2021 (US only) **OR** 22 February – 9 March 2021

Anticipated fee per institution: £1,400 + VAT

Description: Due to the Covid-19 pandemic, all recruitment activities will need to be virtual in the Americas region this fall. We are proposing to run a concentrated set of virtual activities primarily targeting influencers in the undergraduate decision-making process in Brazil, Mexico, and the US. The aim of the virtual activities is to support UK universities in building relationships with counsellors, independent education consultants (IECs), student advisors and agents which play an important role in raising the profile of UK universities in-country and in influencing students' university search and application process. UK Week in the Americas will include a week-long virtual conference of bite-sized sessions and ten days of one-to-one meetings which influencers can book with UK universities.

### What will you gain by joining UK Week in the Americas?

- Highlight your institution by hosting a bite-sized session on a specific topic in UK university admissions
- Build relationships with influencers in the region through one-to-one meetings
- Gain exposure through promotion on the British Council's website, social media channels and e-shots to influencers
- Receive the contact details of leads who opt into communications
- Enjoy long-term promotion beyond the duration of the event: webinars will be recorded and sent to registered participants as well as the counselor and agent e-mail lists in each country

Activity	Details
Bite-sized sessions	The bite-sized sessions are an opportunity to highlight your institution through delivering a webinar on a specific topic in UK university admissions.
One-to-one meetings	<p>The one-to-one meetings are an opportunity to promote your institution and to gather market intelligence by learning more about the counselors' school profiles and the regional market.</p> <p>All participating institutions will be set up with a calendar for meeting bookings during the 10 days. This will allow participants to book 20-minute meetings with your institution.</p>

### **Bite-sized sessions**

Based on insights from counselors that they are experiencing webinar overload and difficulty with having shorter attention spans due to work-from-home arrangements, we are proposing to run a series of “bite-sized” sessions on a variety of topics in UK university admissions. Each session will be scheduled for 20 minutes of presentation time and 10 minutes of Q & A. The webinars will be recorded.

Institutions can use the webinar to promote their institution, but the webinars should be focused on the chosen topic. Institution promotion can be included through an introduction to the institution at the beginning of the webinar and through examples used throughout the webinar, for example.

Topics will be assigned on a first-come, first-serve basis.

### **Expression of interest**

No need to commit to paying now: simply register your interest by contacting Jenna Hartsell, Education Manager, British Council USA (Jenna.Hartsell@britishcouncil.org) and indicate which dates your institution would be available and which dates would be your institution's preference.

Deadline for expression of interest **1 October**.