

## Expressions of interest: British Council Study UK – Europe: Gateway to the UK

Join us in October for our first virtual ‘Europe: Gateway to the UK’ event – a unique opportunity to engage directly with prospective students from all top EU sending countries plus some of the smaller markets.

Part of the Study UK campaign in Europe, this pioneering virtual engagement platform promotes UK higher education to EU students at a time when it is more important than ever to stay connected with our continental neighbours.

### **What do I gain by joining ‘Europe: Gateway to the UK’?**

- Be part of a European focused platform: British Council teams will provide answers to questions EU students are asking about study in the UK.
- You’ll have the space to promote your own offer with experts on hand to explain the practical sides if necessary.
- Four weeks of engaging one-to-one with students and their families on degree offers, specific subject areas, campus life and much more.
- Place your university at the forefront of a subject by joining a subject-specific webinar.
- Promotion across the British Council’s social media presence in EU markets with over 672,000 followers.
- Promotion via the British Council’s global Study UK campaign website – with 4.8 million unique visitors from around the world in 2019-20 and nearly 40,000 leads to universities through our ‘Find a university’ tool.
- Additional digital campaigns across nine core markets to maximise visibility and reach potential.
- Access to the British Council’s student database in nine top-sending EU countries.
- Receive data of students who registered an interest in your university and study programmes (subject to their consent).
- Gain long-term promotion beyond the duration of the event: webinars are recorded and sent to registered students as well as to schools.

### **Why is “Europe: Gateway to the UK” programme/event different to a virtual fair?**

The event isn’t simply a conversion from face-to-face into digital. Our platform provides the virtual space for you to reach out to, communicate with and follow up with students from EU markets. Just some of the advantages include:

- You will be able to engage with students in 1:1 meetings over four weeks, enabling you to fit meetings around your schedule and to have time to discuss with students once or more frequently.
- We will provide you with focused and comprehensive data about participating students.
- You will gain access to a pan-European audience thanks to strong promotion in priority markets and organic promotion in new markets.

### **How many students and from how many countries can I potentially reach?**

We are confident to reach a minimum of 7,000 visitors across the nine main markets: France, Germany, Italy, Spain, Greece, Poland, Cyprus, Romania and Bulgaria. We will actively promote the event through our networks of schools, education agents, parents and in educational and mainstream media and through targeted digital social media communications.

### **How can students book a conversation with a university?**

Institutions participating in 'Europe: Gateway to the UK' will be set up with a calendar that enables prospective students to book meetings with university advisors. Meeting bookings and advisor availability is managed directly by the advisor, so appointments are kept within a specific, manageable and relevant timeframe.

Once students book appointments, they receive automatic confirmation and system generated reminder emails.

Each calendar has a capacity of 30 appointments of 30 minutes duration each. If demand for a university exceeds this limit, up to two extra calendars can be allocated per institution, at an extra cost of £150 per calendar.

### **What happens after the event?**

Your engagement with European students will continue after the event. All webinars will be recorded and sent to registered students as well as to schools. Universities will be sent details of students whose expressions of interest included studying within their programmes.

[Register your interest now!](#)

The fee of £1990 per institution includes:

- Prominent presence on the 'Europe: Gateway to the UK' website which promotes UK higher education to the EU audience throughout October
- one month of intense virtual exposure across a wide-range of external and British Council channels and engagement for your university to an estimated audience of at least 7000 EU students
- 1 calendar for bookings of up to 30 one-to-one video-meetings for 4 weeks (in case of excess demand, 2 additional calendars can be booked at an additional cost of £150 per calendar)
- a specific and unique page for your university listing degrees, programmes, relevant and interesting information to students from the EU plus links to booking service.

No need to commit to paying now: simply register your interest by contacting Almut Caspary (Almut.Caspary@britishcouncil.org), HE & Science lead, EU Region, British Council.

Deadline for expression of interest 31 July.

Subject to sufficient volume of expressions of interest, registration will open for one month from 3 August.