## **New opportunity to promote your institution through Study UK: Discover You** Expression of Interest form for UK HEIs

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| QUestion | Your answers |
| Name of your institution |  |
| Name and role of representative from your institution who you are proposing to feature in the filmed interview |  |
| Countries and subject areas you’re targeting (please provide rationale on subject areas) |  |
| A topic about an aspect of university life that you feel would be most interesting to future students (please provide rationale) |  |
| How would your institution be able to leverage your own promotional channels to boost and support the campaign reach? |  |
| Maximum of 250 words on how your institution demonstrates alignment with the campaign’s key messages:  • Impeccable academic standards  • Diverse range of courses with commitment to quality of learning  • Rich culture and history  • Safe and unthreatening  • Globally recognised career enhancing qualification  • Society with great heritage and fresh, energetic cultures  • Inspiring and fulfilling environment to live and learn  ..and campaign proposition:  Students on UK education courses benefit from the support and nurturing environment at their institutions, the inspirational experiences that are on offer, the progressive teaching that encourages independence of thought – and the breadth of opportunity that is open to them once they have these rich educational foundations. | This should be demonstrated through these three areas:   * Examples of support to international students on-campus (positive student learning experience) * Examples of support to international students on career development (positive support to graduate outcomes) * Examples of institutional international engagement and support to develop key overseas influencers - eg TNE partners, agents and media |
| Preferred date of show: 16 Aug/23 Aug/13 Sept/20 Sept/Oct/Nov/Dec/Jan/Feb/Mar\*  \*should your EOI be selected, we will do our best to accommodate your request date but we cannot guarantee your preferred date/month will be available. |  |

### Thank you. Please return this form to [Simon.Edwards@britishcouncil.org](mailto:Simon.Edwards@britishcouncil.org) by COP 31 July 2017.