



SERVICES FOR INTERNATIONAL EDUCATION MARKETING

English, Skills and Employability 'Trinity or Trilemma?' Global Education Dialogues, Colombo, Sri Lanka. 6 - 7 May 2015

Global Education Dialogues (GED) bring together key policy-makers and influencers to debate the challenges and opportunities facing international higher education. They are facilitated dialogues between governments, universities and industry, with contributions and fresh perspectives from our network of leading thinkers.

English, Skills and Employability 'Trinity or Trilemma?'

South Asia is facing a crisis in terms of its human and especially youth capital unprecedented in its modern history. Skills development has taken centre stage as many countries in South Asia attempt to employ and up skill its massive populations in an effort to alleviate poverty, promote social mobility and address inequity on many levels. This is a policy area the region simply cannot afford to get wrong. How is South Asia responding to the challenge and what has been achieved already and what remains to be done?

Objectives and ROIs:

Why participate in the GED?

Participating in the British Council's South Asia Policy Dialogue Series provides you with a unique opportunity to reach an influential group of education policy makers from across South Asia, the UK and beyond. You will be recognised as leading the way in helping create change in higher education across emerging markets that matter in the 21st century. This exclusive event brings together select leaders and professionals in a single forum to initiate and participate in discussions around English, Skills and Employability in the South Asian context.

There is no cost of participation for the GED. However, delegates will need to fund their travel, accommodation and any other related cost to the GED.

Why Sri Lanka?

- Sri Lanka has a population of 20.33 million (61 per cent below 35 years old) with a literacy rate above 91.2 per cent (the highest in the region)
- Rapidly growing demand for UK qualifications through local TNE providers and partners, with over 12,000 students studying for UK qualifications in Sri Lanka
- The UK is a preferred destination for Sri Lankan students. Government school students too are aspiring to go to the UK or obtain a UK qualification in Sri Lanka
- Sri Lanka has only 22,016 seats for 142,516 students qualified to enter government universities, providing an opportunity for UK universities to fill the demand gap
- Economic growth averaged around 7.8 per cent in 2013 and Sri Lanka spends 33.5 per cent of GDP on education

- There is increasing interest in more affordable options to study for an internationally recognised degree
- The government is offering support and attractive incentives to education-related businesses (including foreign ones) through the Board of Investment and other local authorities (e.g. Ministry of Higher Education, University Grants Commission, etc.)
- With a large number of local students with UK qualifications there is significant opportunity for top-up providers (e.g. CIMA, CIM, ACCA, BCS)
- Most of Sri Lanka is undergoing a facelift and the country is positioning itself as a regional commercial and educational hub in line with 2007's Ten Year Development Plan
- There is huge scope for in-country delivery – utilising local benefits, new delivery models and marketing to the emerging middle class (over 54 partnerships across more than 31 UK HEIs)
- Scope for further international campus developments from more foreign education partners.
- The Ministry of Higher Education Sri Lanka is focusing on English, graduate employability and enterprise education for the higher education sector in partnership with British Council Sri Lanka.

Benefits for participating UK institutions:

1. Raise your institution's profile and showcase your institution's excellence. Position the UK as the first choice for international education
2. Reach and network with a unique group of important influencers, government officials and education policy makers across South Asia
3. Gain market intelligence on Sri Lanka's international education potential and possible tie ups in the fields of English and Skills development.
4. Gain insight on and explore Sri Lanka's rapidly developing TNE market.
5. Opportunity to explore links with leading local institutions and audiences and first-hand understanding on international collaborations with local institutes
6. Explore institutional collaborations and TNE partnerships with local institutions through faculty interaction.

Who can participate?

UK higher education institutions including universities and colleges; English language centres, Further Education Institutions, Private Training Providers, academic centres and vocational institutions which are licensed tier 4 sponsors.

Other attendees will include:

- Strategic and/or executive decision-makers from government, education or business and have the authority to enact change or policy.
- Internationally recognised experts, senior researchers and education leaders with an interest in the series themes.
- Entrepreneurs, business and industrial leaders with an interest in education and employability.

Are you participating in the South Asia Global Education Dialogue in Colombo on English, Skills and Employability? British Council's Services in International Education Marketing (SIEM) team has designed wrap-around and outreach activities around the GED to help maximise your time in Colombo and raise your institution's profile in South Asia.

If you are attending the GED in Colombo, you may be interested in participating in one or more wrap around and outreach activities designed to promote your institution in the local market. You may also choose to buy one of our sponsorship packages to increase your brand presence at the GED.

Sponsorship packages

Offer	Platinum Package	Gold package
Sponsor logo and name to feature prominently across all British Council publicity material (banner, standees, advertisements, brochures, website, flyer, stationery, posters, e-flyers, emailers, e-banners) allied with the GED. Except on research papers.	Yes	Yes
Sponsor mention and logos in all digital publicity through British Council Facebook and Twitter channels.	Yes	Yes
Video showcase during networking lunch as well as after the plenary before we break for the parallel sessions. The video should not be more than 5 minutes duration and will be played on loop during the networking lunch.	Yes	No
Host a parallel session (45-60 minutes slot) on a topic related to skills, employability and English	Yes	No
Partner mention and visibility across press announcements and coverage allied with the event.	Yes	Yes
Quote featured from sponsor on event press release.	Yes	No
Your Institution's alumni in Sri Lanka will be invited to the networking dinner on 6 May 2015	Yes	Yes

SIEM is happy to negotiate packages that meet the needs of our partners and to discuss options and benefits not listed above.

Please contact [Niroshi Siriwanasa](#), Manager International Higher Education and SIEM, Sri Lanka

Wrap around events:

Friday 8 May 2015 – all day

TNE tour:	Employers meet:
Description: Meet three partners/representatives from UGC or Ministry of Higher education to explore TNE collaborations for your institution.	Description: Meet a consortium of employers in Colombo for knowledge exchange, exploring partnerships and understanding market needs.
Duration: first half of the day	Duration: second half of the day

You may also choose to only participate in the GED and wrap-around events, without taking sponsorship options.

Cost and packages:

Package	Actual cost (£)	Discount	Discounted cost (£)
Platinum sponsorship	3000 + VAT	NA	NA
Gold sponsorship	1500 +VAT	NA	NA
TNE Tour	600 + VAT	NA	NA
Employers Meet	600 +VAT	NA	NA
<ul style="list-style-type: none">Platinum sponsorTNE TourEmployers meet	4200 + VAT	20%	3360 + VAT
<ul style="list-style-type: none">Platinum sponsorTNE Tour/Employers meet	3600 + VAT	15%	3060 + VAT
<ul style="list-style-type: none">Gold sponsorTNE TourEmployers meet	2700 + VAT	10%	2430 + VAT
<ul style="list-style-type: none">Gold sponsorTNE Tour/Employers meet	2100 + VAT	8%	1932 + VAT

Action required: To participate, please send an email to [Niroshi Siriwanasa](#) by **6 April 2015**