

## **Guide to English for Specific Purposes and English Plus Course**

### **(Hardcopy and electronic version)**

Nearly 5,000 students from Thailand travel to the UK each year for short-term English courses. In addition to general English, many students are now looking for courses on specific subjects such as law, oil and gas, business, tourism, medicine, and aviation in order to aid career advancement. In addition, more students are interested in English Plus and other programmes to help enhance their skills and experience. Currently, the most popular subjects are football, cooking, and art.

This guidebook will be the first publication in Thailand to compile information on English courses for specific subjects, English Plus, and other programmes and activities. It provides a great opportunity for institutions in the UK to promote awareness among students and parents in Thailand about other types of English courses.

The guidebook will be published in both Thai and English in order to communicate with a wider group of people. As well as 4,000 printed copies, it will also be available in electronic format.

Promotional opportunities are provided to UK institutions as described below:

#### **Specification**

- Dimension: A4, full colour
- Print run: 4,000 copies
- Language: Thai and English
- Shelf life: One year (March 2019–March 2020)

#### **Planned distribution**

- Parents/students/UK alumni on the database interested in English courses in the UK
- UK school talks and other British Council activities with the right target group
- Potential schools, agents, and business partners
- All five British Council offices throughout the year
- Schools, universities, and companies in Thailand

#### **Digital reach**

In order to respond to the changing behaviour of parents and students and enhance the reach of the publication, the guidebook will also be available in electronic format. It is user-friendly for desktop and mobile phone. Therefore, it can be accessed by a wider group of people, not only in Bangkok but in other cities across Thailand. In addition, it can be shared quickly and more widely.

**Advertisement details and prices\***

Two profile pages (one in Thai, one in English)	£650	Translation fee and artwork included
Inside back cover	£1,000	Receive two complimentary profile pages (in Thai and English)
Inside front cover	£1,200	Receive two complimentary profile pages (in Thai and English)
Back cover	£1,300	Receive two complimentary profile pages (in Thai and English)

\* Excluding applicable VAT

**Complimentary offer**

A 10% discount will be offered to UK institutions participating at any of the three Study UK fairs in Thailand during 2018/2019: Study UK Mini Fair in July 2018, Study UK Schools and Colleges Fair in October 2018, and Study UK Fair in February 2019.

**If you are interested in including your profile in the guidebook or obtaining further information, please complete [the booking form](#) by 14th March 2019.**