

Call for UK institutions to join Virtual Exhibition 2015

The British Council China is delighted to invite UK institutions to join the Virtual Exhibition 2015 on UK arts and creative design courses, which will run from 2 to 27 November, 2015.

This online exhibition will highlight key aspects of UK-based programmes in arts and creative design, providing UK institutions with a promotional channel to reach an audience of prospective students in China.

What is the Virtual Exhibition 2015?

Our Virtual Exhibition 2015 will provide UK institutions with an online platform to showcase their educational excellence through a variety of online and offline resources. Previous such exhibitions have successfully reached large audiences of prospective students in China.* This resulted in local media reporting on the events, thereby reaching an even greater audience.

**In 2014, our virtual exhibition focusing on engineering courses attracted more than one million online visitors.*

Offer

Participating institutions will be profiled through a variety of features, including presentations, photos, video clips, and other interactive channels to ensure a 360-degree showcase of their academic excellence and unique selling points. An online service centre will also be set up to respond to online enquiries.

Exclusive online and offline benefits:

- Access to a broad online platform based on 163.com (NetEase), the number one Chinese online portal focusing on young audiences and the education sector. Please visit <http://edu.163.com/special/liuxue/ukengineering.html> to view last year's exhibition.
- Access to the British Council China's well-established Education UK group on WeChat (currently China's most popular social media tool), which has more than 40,000 followers.
- Provision of visa application instructions, including an online Q&A, with Entry Clearance Officers from UK Visas & Immigration (UKVI).
- Institution and programme highlights will be sent out to all UK-oriented agents via our Education UK B2B WeChat account and email newsletter.
- Exhibition promotion to the general public through various online marketing channels, including our official WeChat and Sina Weibo accounts, and offline promotion through our marketing team.

Our Virtual Exhibition 2015 offers a convenient and cost-effective platform for UK institutions to raise their profile and reach a large, geographically diversified audience in China. Following the exhibition, we will also provide participating institutions with a report on the online traffic their virtual stand attracted and share a report on media coverage.

Requirements

Participating institutions will be required to provide the following:

- Content:
 - Any information you wish to promote about your institution, including introductory material, unique selling points, scholarships, etc.
 - Any general information on the application process, admission criteria, and costs, etc.

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- Any supplementary information, such as alumni testimonials, etc.

All material should be provided as text files (.doc), photos (.jpg), videos (.mp4), or presentations (.ppt). Participants are encouraged to provide all information in Chinese language. Alternatively, the British Council can arrange chargeable, high-quality translation services (as outlined below).

- Enquiries:
 - Participating institutions will be expected to respond to the visitors' questions, it is therefore recommended that Chinese speaking staff are made available.
- Video chat:
 - Participating institutions are invited to nominate Chinese students or alumni to share their experience with visitors through online video chats.

Costs

The cost of participation in the virtual exhibition is £600 per institution. Special promotions and services are available as listed below:

Items	Fee*
Participation fee	£600
Special promotions and services:	
Flash banner**	add £300
Translation service	add £50 per 1,000 Chinese characters

* All prices exclusive of VAT.

**Only three flash banners are available per subject category. Applications will be accepted on a first-come, first-served basis and listed in alphabetical order on the website.

Timeline

Deadline for registration	30 September 2015
Deadline for submitting materials for translation	9 October 2015
Deadline for submitting materials	16 October 2015
Opening of exhibition	2 - 27 November 2015

How to join?

UK institutions interested in participating in the Virtual Exhibition 2015 should complete the below application form and send it to jack.lu@britishcouncil.org.cn by 30 September 2015.

Please note, a minimum of 15 participating institutions are required for the virtual exhibition to go ahead. Only 30 places are available and applications will be accepted on a first-come, first-served basis.

Virtual Exhibition 2015 Application Form

<i>Name of institution:</i>	
<i>Contact person:</i>	
<i>Telephone:</i>	
<i>Fax:</i>	
<i>Email:</i>	
<i>Website:</i>	
<i>Contact address:</i>	
<i>Three subjects you would like to promote through the Virtual Exhibition 2015</i>	1. 2. 3.
<i>Select your preferred special promotion(s) and service(s) (please tick accordingly)</i>	<input type="checkbox"/> <i>Flash banner</i> <input type="checkbox"/> <i>Translation service</i>
<p><i>I confirm that the above named organisation will take part in the China Education UK Virtual Exhibition 2015 on 2 to 27 November 2015. We will submit relevant information and materials for this event by 16 October 2015.</i></p> <p><i>Signed:</i> _____</p> <p><i>Title:</i> _____</p> <p><i>Date:</i> _____</p>	

Terms and conditions

1. Accredited institutions only

All participating institutions must be accredited by a recognised UK authority.

2. Payment schedule

Event participants will be invoiced by the British Council. Payment must be received within 30 days of the invoice date.

3. Cancellation

A participating institution may withdraw from the Virtual Exhibition 2015 by giving advance written notice. If an institution cancels at least 21 days prior to **2 November 2015**, it will not be required to pay the British Council any fees in connection with the cancelled services and any fees already paid in respect of such cancelled services will be refunded by the British Council. If an institution cancels less than 21 days prior to **2 November 2015**, it will be required to pay the British Council a percentage of the charges for such cancelled services as set out below:

<u>Notice period</u>	<u>Percentage of charges payable</u>
15 - 20 calendar days	75 per cent
14 calendar days or less	100 per cent

4. Terms of service

All institution representatives must abide by the British Council Services for International Education Marketing's terms of service, which can be found at <https://siem.britishcouncil.org/terms-service>