**Faculty Promotion –**

**Study and Career Options by Subject Area**

Under the HKDSE curriculum students are exposed to a wider range of elective subjects, as opposed to being forced into a stream as under the old system. As a result students are expressing an interest in a wider range of subjects than previously. In order to allow UK institutions to better capture the opportunity of increasing demand from career counsellors, parents and students for subject-related information, British Council Hong Kong will launch Study and Career Options events throughout the year.

**Details:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Date** | | **Time** | **Topic** | **Format** |
| Tuesday | 17 June, 2014 | 18.00 – 21.30 | Engineering | exhibition + seminar + alumni workshop |
| Friday | 12 September, 2014 | 18.00 – 21.30 | Biological science | exhibition + seminar + alumni workshop |
| Friday | 21 November, 2014 | 18.00 – 21.30 | Arts and design | exhibition + seminar + alumni workshop |
| Thursday | 5 March, 2015 | 18.00 – 21.30 | Medicine alternatives | exhibition + seminar + alumni workshop |

The event is designed to be a comprehensive information fair for career counsellors, parents and students to explore the specific subject areas in the UK and resulting career options. There will be approximately 7 designated tables for UK institutions, and the seminars will be formatted to have up to two UK institutions delivering a generic presentation on topics related to the subject area, followed by a presentation about the career opportunities for the related subject by a relevant industry employer. Concurrently, we will also run an alumni workshop in the same venue for alumni to share study and subsequent career experience. Between the seminar sessions, the audience will stay at the exhibition area for individual consultations.

**Structure of Study and Career Options Events**

**Each event will include:**

* **Seminar on studying subject area in the UK, presented by institutions.**
* **Career options in related industries and skills employers seek, presented by employers.**
* **Personal experience of studying subject area in the UK and resulting career path, presented by alumni.**

The event will be supported by e-flyers, newsletters to our student database and other mass/target promotions. The availability of the seminar slots and the exhibition table is on a first come first served basis, so please contact us as soon as possible regarding this opportunity. Seminar content must cater to career counsellors, parents and senior secondary students, who are looking for in-depth information on studying the relevant subject area in the UK and resulting career options.

**Participation fee and criteria**

**Fee**

1. **Exhibition and seminar opportunities at Study and Career Options event (Seminar session and exhibition table)**

**GBP 1,200 + VAT** per institution covers exhibition venue booking and seminar arrangement.

1. **Exhibition opportunities at Study and Career Options event (Exhibition table at the venue)**

**GBP 700 + VAT** per institution covers exhibition venue booking.

**Cancellation deadline**

Cancellation fees will be charged for withdrawal from the Study and Career Options Events, as of the date of receipt of notice of withdrawal (by email or in writing):

**Study and Career Options event on 17 June, 2014:**

At 50 per cent of the full cost for withdrawals received on or after 1 April 2014

At 100 per cent of the full cost for withdrawals received on or after 17 April 2014

**Study and Career Options event on 12 September, 2014:**

At 50 per cent of the full cost for withdrawals received on or after 1 July 2014

At 100 per cent of the full cost for withdrawals received on or after 18 July 2014

**Study and Career Options event on 21 November, 2014:**

At 50 per cent of the full cost for withdrawals received on or after 12 September 2014

At 100 per cent of the full cost for withdrawals received on or after 26 September 2014

**Study and Career Options event on 5 March, 2015:**

At 50 per cent of the full cost for withdrawals received on or after 2 January 2015

At 100 per cent of the full cost for withdrawals received on or after 16 January 2015

**How to apply**

Please complete the application form below and return it to:

Anna Lee

British Council

3 Supreme Court Road

Admiralty, Hong Kong

Email: [bc-siem@britishcouncil.org.hk](mailto:bc-siem@britishcouncil.org.hk)

**Application form for Study and Career Options events**

**Name of institution\*:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

(\*This format will be used in all publicity)

**Main contact :**

**Telephone:**

**Fax:**

**E-mail:**

**Contact address:**

* **Option A - Exhibition and seminar opportunities at Study and Career Options event (Seminar session and exhibition table) GBP 1,200 + VAT per institution covers exhibition venue booking and seminar arrangement.**

**Please tick the session(s) that your institution wishes to participate in:**

* Tuesday 17 June, 2014 - Engineering
* Friday 12 September, 2014 – Biological Science
* Friday 21 November, 2014 – Arts & Design
* Thursday 5 March, 2015 – Medicine alternatives
* **Option B – Exhibition opportunities at Study and Career Options event (Exhibition table at the venue)**

**GBP 700 + VAT** per institution covers exhibition venue booking.

* Tuesday 17 June, 2014 - Engineering
* Friday 12 September, 2014 – Biological Science
* Friday 21 November, 2014 – Arts & Design
* Thursday 5 March, 2015 – Medicine alternatives

**DECLARATION**

*I confirm that the above named organisation does want to take part in the Study and Career Options events related initiatives. (Options ticked above). I understand that if this application is accepted that the terms and conditions listed below will form a binding contract between this organisation and the British Council.*

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Signature of applicant Organisation’s stamp

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date

**Please complete the application form below and return it to:**

Anna Lee

Marketing Services Manager, Education

British Council

3 Supreme Court Road

Admiralty, Hong Kong

Email: [bc-siem@britishcouncil.org.hk](mailto:bc-siem@britishcouncil.org.hk)

**Terms and conditions:**

**1. Accredited Institutions**

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

1. **Participation fee and criteria**

* **Exhibition and seminar opportunities at Study and Career Options event (Seminar session and exhibition table)**

**GBP 1,200 + VAT** per institution covers exhibition venue booking and seminar arrangement.

* **Exhibition opportunities at Study and Career Options event (Exhibition table at the venue)**

**GBP 700 + VAT** per institution covers exhibition venue booking.

**3. Payment schedule**

Event participants will be invoiced for the event by the British Council in Hong Kong. Terms of payment are within thirty days of the invoice date.

**4. Acceptance**

An acceptance letter will be sent to all applicants once the signed application form is received.

**5. Terms for service**

All institution representatives must abide by the British Council Services for International Education Marketing terms for service: <https://siem.britishcouncil.org/terms-service>*.*

**6. Typhoon and rainstorm procedures**

Hong Kong's typhoon warning signals are:

Number 1 stand-by

Number 3 strong wind

Number 8 gale or storm force wind

Number 9 gale or storm force wind increasing

Number 10 hurricane force wind

Rainstorm warning codes are:

Amber 50mm of rain are expected to fall during the next six hours or so

Red heavy rain has started to fall and 50mm of rain have been recorded so far

Black 100mm or more of rain has been recorded within the past two hours or less

If the Hong Kong Observatory hoists a typhoon or a rainstorm warning before or during the event, representatives should follow these procedures:

1. If the number 8 (or above) typhoon / black rainstorm is hoisted within 2 hours before the opening hours i.e. at or after 16.00, the event will not open and representatives should not come to the venue.
2. If the typhoon signal number 8 is hoisted during the event opening hours, a public announcement will be made to advise all students and representatives to leave the hall immediately.
3. If a black rainstorm signal is hoisted during the event, all representatives and visitors should remain in the building for their own safety reasons.
4. If typhoon number 8 / black rainstorm signal is lowered before or at 16.00, the event will be opened as scheduled.
5. If typhoon number 8 / black rainstorm signal is lowered after 16.00, the event will not open and representatives should not come to the venue.