

## Invitation Letter

### Virtual Exhibition 2015 for UK Pre-University Education

Dear UK institutions,

The British Council China is delighted to invite you to join our Virtual Exhibition 2015 for UK Pre-university Education (6 April to 30 April, 2015). In line with promoting diverse sector enrolment amongst Chinese students, the education marketing team of the British Council China will highlight key aspects of UK based ***Pre-University courses and programmes*** to key Chinese stakeholders and the general public via virtual exhibition, which will promote the strength of UK education in this area, as well as to provide a targeted promotional channel for UK education institutions.

#### [What's the Virtual Exhibition?](#)

**Virtual Exhibition** provides an online platform to showcase UK educational excellence with a variety of online and offline resources.

The previous virtual exhibitions have successfully demonstrated the value and attraction of this new online initiative, and have proved a big success in terms of volume and ROI.

In past years, the Virtual Exhibition has created positive impacts in the Chinese overseas study market. Positive reports have also been made on local key print media and specialty websites. Media monitoring suggests that a 76 times return on promotional investments have been achieved.

#### [Pre-university Education in China](#)

We held Virtual Exhibitions annually since 2007, and this will be the second time we pioneer the pre-university courses and programmes as the theme. The reason to choose the pre-university courses and programmes as the main focus is due to the increasing demand in the China market.

On one hand, the growing wealthy families have expressed strong interests to send their children to study overseas at an earlier age. And as the relatively lower exchange rate to GBP and higher CPI, UK pre-university education becomes more popular and affordable. On the other hand, both Chinese public schools and private schools have become more open to international cooperation; meanwhile, education agents are acting more aggressively in this sector as their clients' demand keeps growing.

#### [Features and Benefits](#)

As a pilot e-campaign for non-HE sectors, this year's Virtual Exhibition provides UNIQUE online and offline resources, as well as a traditional platform and promotional channels, to ensure a successful trial.

The theme of the Virtual Exhibition 2015 is Pre-University Education in UK. We will provide netizens a head-to-tail guidance of this sector and general knowledge about visa application, guardian services, and living options.

In order to cater to various needs and demands, participants will be segmented into 4 groups:

- **Boarding School** (focus on GCSE and A-level courses)
- **College** (focus on A-level or IB courses)
- **University Foundation** (in either college or university campus)
- **Service Providers** (including guardian and living services)

Participants' information will be posted in combination with other multiple features, such as photos, video clips, inter-active channels, PPT display, to ensure a 360 degree showcase of their academic excellence and unique selling points. As usual, an online Service Centre will be set up including FAQ and online enquiries handled through online chats. All enquiries will be shared to specific participants for further follow-up.

**Exclusive online and offline benefits** include:

- A broader-than-ever e-platform based on 163.com (Netease) the number ONE Chinese online portal focusing on teenage audience and education sector. For your reference, we have attracted more than 1 million online visitors through this platform in the virtual exhibition 2014 for UK Pre-University Courses (<http://edu.163.com/special/liuxue/ukjiaoyuzhan.html>).
- A well-established Education UK group on Tencent WeChat (Chinese most popular social media tool), with a figure of over 25000 followers including students and parents
- Visa application instructions exclusively for Pre-University education, including online Q&A, online-chat with ECO, supported by UKVI
- Cooperation Channel accessible by potential local partners, such as schools and agents.
- Various event promotion channels including online channels such as Tencent Wechat, Sina Weibo, and offline promotions by our own Market Development colleagues

### What to Expect

Virtual Exhibition offers a more affordable, accessible and cost-effective channels to those who have limited marketing budget yet need to raise their profiles and reach more audience. Comparing to traditional Education Exhibitions, Virtual Exhibition is:

- Geographically diversified  
Institutions can reach target audiences outside the major cities who may be academically and financially qualified for studying abroad, but unable to attend a face to face event.
- Convenient  
Institution representatives will be able to sit in their own offices in the UK and make contact with Chinese audiences in a timely and effective manner without travelling to China.
- Measurable  
Institutions will receive a statistical report on the traffic to their "stand" and the promotion and media coverage details after the event.

**Input needed**

Once enrolled, you will be required to:

- prepare and send us materials in text (.doc), PowerPoint (.ppt), photos (.jpg) or videos (.avi)
  - Information about your institution including a brief introduction, competitive advantage, and unique selling points. Supplementary information such as scholarship , Chinese alumni stories and experience sharing would be highly attractive to netizens
  - General information of costs, application process, criteria, scholarships, etc.
  - Photos, PPT, videos that could better showcase your excellence and competitive advantages
  - All information will be translated into Chinese or with Chinese script so as to be more eye-catching.
- Handling enquiries and messages left by the visitors efficiently. It will be more efficient for Chinese staff to handle the enquiries in Chinese. And you should plan to staff your institution’s online community accordingly.
- Alumni online video interviews may be arranged during the virtual exhibition if you could recommend your Chinese alumni to us.

**Participation Rates**

The cost of participation in the exhibition is **£600** per institution per category. The minimum number of participating institutions is 15 and the maximum is 30. You may also choose special promotion and services are listed as below:

Item	Cost*
Participation Fee	GBP600
Special promotion and services	
- Flash banner **	300GBP
- Translation Fee	GBP50 per1000 Chinese characters

\* All quotations are exclusive for VAT

\*\* Flash banner promotion slots are limited to 3 per category. Applications will be accepted on a first come first served basis and listed in alphabet order on the website.

**Important Dates**

Registration opens	12 Jan 2015
Deadline for registration	27 Feb 2015
Deadline for submitting materials for translation	6 Mar 2015
Deadline for submitting materials	13 Mar 2015
Virtual Exhibition Opens	6 Apr – 30 Apr 2015

### [How to Apply?](#)

UK institutions that are interested in participating in the **Virtual Exhibition 2015 for Pre-University Education** should complete the application form below and return it to Jack Lu at the British Council China via email by **27 Feb 2015**. The minimum number of participating institutions is 15 and the maximum is 30. Applications will be accepted on a first come, first served basis.

#### **British Council China Co-ordinator**

**Jack Lu**

Education Marketing Officer

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**Virtual Exhibition 2015 for Pre-University Education  
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>Select your preferred category (please tick accordingly) GBP600 excl. VAT for each category</i>	<ul style="list-style-type: none"> <li>• <i>Boarding School (focus on GCSE and A-level courses)</i></li> <li>• <i>College (focus on A-level or IB courses)</i></li> <li>• <i>University Foundation (in either college or university campus)</i></li> <li>• <i>Service Providers (including guardian and living services)</i></li> </ul>
<i>Select your preferred special promotion or services (please tick accordingly)</i>	<ul style="list-style-type: none"> <li>• <i>Promotion banner in above confirmed category (Extra GBP300 excl. VAT)</i></li> <li>• <i>Translation service provided by the British Council (GBP50 excl. VAT per 1000 Chinese characters)</i></li> </ul>
<p><b><i>I confirm that the above named organisation will take part in the China Education UK Virtual Exhibition 2015 on 6<sup>th</sup> April- 30<sup>th</sup> Apr 2015. We will submit relevant information and materials for this event by 13<sup>th</sup> March 2015.</i></b></p>	
<p><b><i>Signed:</i></b> _____</p>	
<p><b><i>Position in institution:</i></b> _____</p>	
<p><b><i>Date:</i></b> _____</p>	

**Cancellation deadline**

Cancellation fees will be charged for withdrawal from the **Virtual Exhibition**, as of the date of receipt of Notice of Withdrawal:

- 50% of the full service fee for withdrawals received less than 2 months before the confirmed date of Virtual Exhibition.
- 100% of the full service fee for withdrawals received less than 1 month before the confirmed date of Virtual Exhibition.

## **Terms and conditions**

### **VAT Disclaimer**

The British Council is currently reviewing the VAT liability of all its activities. Depending on the outcome of this review, and agreement of liabilities with HM Customs and Excise, we may have to send you a supplementary invoice for VAT at some point in the future on the items we invoice you for from 1 April 2001 onwards.

### **Payment schedule**

The British Council will invoice all institutions for the publication lecture or exhibition fees. Terms of payment are within 30 days of the invoice date. Payment arrangements for travel, accommodation and flights for speakers are the responsibility of the participants. In accordance with British Council audit procedures reminder letters will be issued for all outstanding invoices over 45 days. Until all invoices are cleared a block will be placed on your British Council account. Further applications to participate in events and other British Council organised programmes of activity cannot be accepted until all outstanding invoices have been paid.

### **Selection**

The British Council reserves the right to select institutions to participate in the booklet based on the selection criteria as stated in the event details. Applicants will be notified in writing of the decision.

### **Acceptance**

The publication of the booklet is conditional on the British Council receiving a sufficient number of applications to make the publication cost effective. You will be sent an acceptance letter (or rejection letter with reasons for the rejection) once the deadline for applications has passed and sufficient numbers have been received.

British Council reserves the right to accept the guest lecture depending on the content of the guest lecture, the suitability of the selected city and the availability of local institution.

### **Event cancelled due to unsafe area**

If a country/city becomes unsafe the degree that it is unsafe will determine the warning and action taken:

- If necessary an event will be cancelled. This will be done summarily or in consultation with participants depending on the local conditions. In such circumstances the British Council would seek to minimise the event costs that were unrecoverable and the balance would normally be a charge to the event participants - this will be done by dividing the total unrecoverable cost equally between all event participants. In effect we would refund the event participation fee less the amount unrecoverable. Institutions will be responsible for any cancellation charges on flights, accommodation and any other costs they may incur.
- There are circumstances where tension and incidents will raise a safety threat but not be sufficient to cancel an event or warn all participants to stay away. In such circumstances, some individuals or institutions may feel unwilling to visit a country and therefore decide to withdraw from the event. The British Council would make every effort to facilitate this with the minimum penalty to the institution. In the event of such a withdrawal, normal cancellation charges will apply except to the extent that the British Council is able to reduce the charges without jeopardising the financial viability of the event.

### **Accredited Institutions**

All participating institutions must be accredited by a recognised UK authority as specified in the Education UK Partnership criteria policy. Private education institutions must be accredited by the British Accreditation Council, the Independent Schools Council or the British Council.

### **Code of Professional Standard and Ethics**

All institution representatives must abide by the Education UK Partnership *Code of Professional Standards and Ethics*, and adhere to the British Council *Events Policy*.