

THE BEST POSSIBLE



**STUDY UK EUROPE: GATEWAY TO THE UK
MARKETING GUIDE FOR HE SECTOR PARTNERS
19 OCTOBER-13 NOVEMBER 2020**



ABOUT THIS PACK

Thank you for helping us promote the Study UK Europe: Gateway to the UK event! In this pack you'll find:

CONTENTS

- Slide 3: Event description
- Slide 4: Marketing plan: How the British Council is promoting
- Slide 5: Marketing plan: How you can promote
- Slide 6: Your toolkit
- Slide 7: Lead nurturing and engagement plan
- Slides 8-10: British Council Marketing and Promotion: More information
- Slide 11: Contacts

STUDY UK EUROPE: GATEWAY TO THE UK

The British Council's first Europe-wide online education fair

WHO'S IT FOR?

- Students from all EU countries (plus EEA and Switzerland);
- undergraduate and postgraduate, 2021 and beyond.

WHAT'S ON OFFER?

- Bookable one-to-one meetings with 65 UK universities;
- webinar programme: Specific subjects, practical advice (costs, visas, applications...);
- experts from BUILA, UCAS and UUKi, as well as participating universities;
- hear from alumni and current students (supported by UUKi);
- exclusive information about EU scholarships and bursaries.

HOW TO JOIN

- Students can [register here](#) for free from 23 September and start browsing the programme;
- bookings for webinars and meetings open on 28 September;
- programme runs **19 October-13 November**.



MARKETING PLAN: ACHIEVING 7,000 REGISTRATIONS

HOW THE BRITISH COUNCIL IS PROMOTING

- On digital and social media channels of all countries in our 'EU Region':
 - 28 country offices Total unique website users across EU May 2019-May 2020: 10,398,739;
 - +611,600 Facebook and +53,500 twitter followers across all EU country pages, 7.6k EU Instagram;
 - Study UK channels: Website +3.5 million users annually, 545k Facebook, 41.3k Instagram, 21.4k twitter;
- with partners in European countries – schools, education authorities, teachers, exam centres, embassies... and of course, students and parents;
- through a paid campaign on search and social (Facebook, Instagram, twitter), targeting:
 - nine top-sending markets (Bulgaria, Cyprus, France, Germany, Greece, Italy, Poland, Romania Spain);
 - seven important postgraduate markets (Austria, Denmark, Finland, the Netherlands, Norway, Sweden, Switzerland);

and with the help of our 65 participating universities and our partners in the UK university sector... which is where you come in...

MARKETING PLAN: HOW YOU CAN PROMOTE

This is your link to promote the platform:

<https://bit.ly/3k98yCa>

Please use the link in all your communications about the event.

Yes, we know it doesn't look terribly exciting. But we request / insist / implore / demand / beg / will do whatever it takes to encourage you to use that link and **not link directly to the platform.**

This is to help us understand the most effective way of reaching students and driving registrations. It'll help us plan better events in the future – and give us insights that we can share with UK universities about the best way to reach European students.

More excitingly – we'll be using **#StudyUKEurope** – so please join us!

YOUR TOOLKIT

Tell students and your networks about Study UK Europe: Gateway to the UK

Your Marketing toolkit includes:

- [Social media toolkit](#)
To support your communications on Facebook, twitter, Instagram and LinkedIn, plus suggested copy for newsletters. We'll update in phases for pre-event promotion and promotion during the event.
- [One-pager PDF](#)
- [British Council press release](#)
- [Promotional images](#)

If you are planning any press work, or any communications not covered in this toolkit, please contact: [Ellie Buchdahl](#), EU Region Communications Manager.

BRITISH COUNCIL MARKETING AND PROMOTION: MORE INFORMATION



THE BRITISH COUNCIL'S KEY MESSAGES

- Study UK Europe: Gateway to the UK is the British Council's first Europe-wide study UK event, offering a unique chance for students from Europe to find out what a UK university education could do for you.
- The British Council's Study UK Europe: Gateway to the UK event is designed specifically for students from EU countries (and EEA and Switzerland); you can learn about new immigration processes for coming to the UK and discover newly released scholarships and offers for EU students.
- The British Council, together with our partners, are here to help you understand changes that come into place for EU students from 1 January 2021 so you can get ready with confidence to start your UK education journey. We work with UKCISA to amplify UK government guidance from UKVI (UK Visas and Immigration); and with universities and sector organisations to support the UK higher education sector overall.
- The UK education sector is one of the most international in the world, with over 485,600 international students coming to study at our universities in 2018-19 – some 30 per cent of those from EU countries. Students and staff from the EU and beyond are very welcome here and make an enormous contribution to the UK and the success of its education institutions.
- With a global reputation for research and academic excellence, and an education style that teaches you to think for yourself, the UK is the perfect place to discover your talents.
- With UK graduates rated as among the most employable in the world (QS Graduate Employability Rankings), a UK education is your bridge to the world, and to a bright and successful future.

AUDIENCE (OVERALL EU STUDENTS)

	Characteristics (demographic)	Drawn to UK study because...	Put off UK study because...	Needs for UK study	Channels / influencers
Undergraduate	<ul style="list-style-type: none"> -Ages 16-19 -France, Germany, Spain, Italy, Romania, Poland, Cyprus, Greece, Bulgaria -First degree -Often high English level -Mainly major cities 	<ul style="list-style-type: none"> -Quality of teaching and resources -Recommendations from peers -International experience / culture -Employment prospects -Relatively low costs (comp USA / Canada / Oz) 	<ul style="list-style-type: none"> -High costs post-2021-2 AY (compared with e.g. NL / DE) -High cost of living -Administration – visas -Ability to work during / after studies -Some concerns about friendliness / welcome 	<ul style="list-style-type: none"> -Proof of English level -Application support (e.g. UCAS personal statement) -From Jan 2021 – visa -From Aug 2021 – fees -Support on preparation for UK life 	<ul style="list-style-type: none"> -Friends / parents / teachers / agents depending on country -University websites -Internet searching -Some social media
Postgraduate	<ul style="list-style-type: none"> -Ages 23-40 -Usually in major university towns (although location changed due to Covid-19) 	<ul style="list-style-type: none"> -Quality of teaching and resources -Specific specialisms at a university / taught by a professor -Contacts in a certain field -Employment prospects -International experience 	<ul style="list-style-type: none"> -High cost of living -High cost of degree (no changes) -Ability to work during studies – lack of clarity on rules around this 	<ul style="list-style-type: none"> -Proof of English level -Application support (highly specialised) -From Jan 2021 – visa 	<ul style="list-style-type: none"> -Direct reference from current university / tutor -Online search -Peers / friends

CONTACTS

WHAT	WHO TO CONTACT
Overall project	Almut Caspary Almut.Caspary@britishcouncil.org
Communications and Marketing Materials in this pack, British Council promotional campaign to students, press	Ellie Buchdahl Ellie.Buchdahl@britishcouncil.org
Programme Including one-to-one sessions and webinars	Martin Spiess Martin.Spiess@britishcouncil.de Maria Tsakali Maria.Tsakali@britishcouncil.gr
Platform functionality	Maureen McAlinden Maureen.McAlinden@britishcouncil.org Carolina Jimenez Carolina.Jimenez@britishcouncil.es