

The British Council Vietnam is delighted to invite UK institutions to participate in advertising opportunities in the Education UK Guide 2016.

The guidebook is a very good opportunity for UK universities, colleges and schools to showcase their profiles and courses on offer to prospective students who plan to study in the UK.

Print run for the first edition in 2016 will be 5,000 copies which will be distributed at all Education UK events. The guide will also be published as an online version and promoted through the British Council communication channels to make a wider and bigger impact.

### **New development of the Education UK Guide**

The Education UK Guide 2016 is an essential guide for prospective Vietnamese students which provides comprehensive information on UK Education including reasons to choose the UK education, guidance on each level of study, choosing a course and specific subjects, application process, adapting to the life in the UK.

The Education UK Guide version 2016 will combine content from the two separate guidebooks - the Pre-University & Undergraduate Guide and the Postgraduate Guide that British Council produced in the past years.

The Education UK Guide 2016 provides two types of advertising which will better assist UK institutions with their profile raising purposes: (1) a general institutional advert, and (2) an institutional profile half page in subject areas sections. The subjects featured in the guide are mostly demanded by Vietnamese students.

With these new developments, we hope that the Education UK Guide 2016 will bring more comprehensive, better-structured content as well as more focused advertising opportunities for participating UK institutions.

Technical description of the guide:

- Size: 21x29.5 cm (WxL)
- Language: Vietnamese
- Printing type: in 4 colours
- Number of page : approximately 100 pages per guide
- Main contents:
  - Why study in the UK?
  - Comparison between VN and UK education system
  - Types of courses/ subjects at pre-university, undergraduate and postgraduate levels
  - How to apply for a course
  - Scholarships
  - Visa application
  - Life in the UK
  - Choosing your level of study and subject areas:
    - Pre-university courses (A Level, Foundation),

- Business and Administrative Studies,
- MBA,
- Computer and Mathematical sciences,
- Engineering & Technology,
- Creative Arts & Design,
- Social sciences and humanities,
- Travel, tourism and hospitality
- Advices from UK alumni
- Choosing an Education agent

## Distribution channels

The Education UK Guide is distributed at all British Council education events and marketing activities from September 2016 to August 2017. An online version of the booklet will be also promoted through our website.

- The Education UK Exhibition in October 2016;
- The Education UK Exhibition in March 2017;
- UK institutional presentations and other institutional marketing events throughout the year;
- Outreach activities (UK Alumni Smart Talks, competitions...) organised by the British Council at local universities, high schools and educational organisations;
- Front-of-house display areas at British Council Offices in Hanoi and Ho Chi Minh City;
- Agent events like agent trainings, briefings and meetings, agent gatherings;
- An online version of the guide promoted on British Council website and Education UK website.

## Benefits for UK institutions

Advertising in the Education UK Guide offers UK institutions a cost-effective approach to a wider range of target audience through multiple distribution channels:

1. A wide reach to your target audience through multi communication channels

Public face-to-face education events:

- Education UK Exhibition in Oct 2016: expected 2,500 visitors
- Education UK Exhibition in March 2017: expected 1,500 exhibitors
- Outreach activities (UK Alumni Smart Talks, lecture tour...) at local universities, high schools and educational organisations: expected 6,000 visitors

Online channels:

- Education UK Vietnam website: average traffic rate is 6,000 visits per month
- Monthly Education UK E-newsletter: sent to a database of 7,200 prospective students
- Facebook page "UK in my eyes": managed by the British Council Vietnam with 82,000+ followers.

2. Various options of participation:

The guidebook offers 2 types of advertisement as follows:

- **Ready for print advert:** Available for inside front/ or back cover pages and inside pages with *full page advertisement* option.
- **Institutional profile promotion half-page in specific subject areas:** Available for pre-university courses (A-level; Foundation) and 7 subjects with *half page advertorial* option.

3. Highly cost-effective promotions: The Education UK Guide provides a consistent and convincing alternative to reach your prospective customers for profile raising purpose.

## Package options and costs

Items	Size	Advertising fee (excl 20% VAT)	Maximum advertising slots
<b>Ready for print advert:</b>			
- Inside front cover OR the inside back cover	Full page W: 21cm x L: 29.5cm	GBP1,500	2
- Inside page	Full page W: 21cm x L: 29.5cm	GBP1,000	5
<b>Institutional profile promotion half-page:</b>			
- Pre-university pathways (A Level, Foundation)	Half page  Text: 200 words	GBP600	4 for each subject
- Business and Administrative Studies			
- MBA			
- Computer and Mathematical sciences			
- Creative Arts & Design			
- Engineering & Technology			
- Social sciences and humanities			
- Travel, tourism and hospitality			

**Discount:** We offer a 5% discount for institutions who participated in the Education UK Guide 2015 (the Pre-University & Undergraduate Guide and the Postgraduate Guide) and wanted to continue the package in 2016

## Cancellation

Cancellation fees will be charged for withdrawal from the publication, as of the date of receiving Notice of Withdrawal via email:

- At 50 per cent of the full fee of the selected package(s) for withdrawals received between 15 August and 31 August 2016.
- At 100 per cent of the full fee of the selection package(s) for withdrawals received on or after 1 September 2016.

## Input required from participating institutions

After your participation has been confirmed, content submission for publication print is required depending on your advert reservation:

- **Full page ready-for-print advert:** a ready-for-print advert marquette at following requirements is required
  - File format : PDF
  - Size : W: 21cm x L: 29.5cm
  - Quality : High resolution, preferably over 10Mb; in 4 colours; ready for print

- Language : Vietnamese preferably

*If your advertisement is in English, it will be kept originally unless translation is requested. Translation service is included the package.*

*In case translation is required, a new design for the Vietnamese version will be sent to you for approval 01 week after your original Marquette is received provided that it is received no later than the requested deadline.*

- **Institutional profile promotion half-page in specific subject areas:** an institution logo and brief information in approx 200 words are required

- Location of your institution: City/ Region
- Academic strength of studying the specific subject at your institution
- Quotes from academic staff/alumni teaching/studying the specific subject at your institution
- Contact details: Person/ Department/ Email/ Telephone/ Website

*A detailed guidance and sample will be provided to participating institutions at a later stage*

Information submission is expected to complete by 10 August 2016.

In case submission is received after the requested deadline, the British Council reserves the right to cancel the printing of your advert if it leads to the delay of the printing process.

## How to participate

If you are interested in participating in the Education UK Guide, please complete the [application form](#) and return it to Phuong Pham by **31 July 2016**.

Advertising opportunities will be offered on first come, first serve basis.

## Contact person

Ms Phuong Pham

Education Marketing Manager

BC-SIEM Vietnam

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