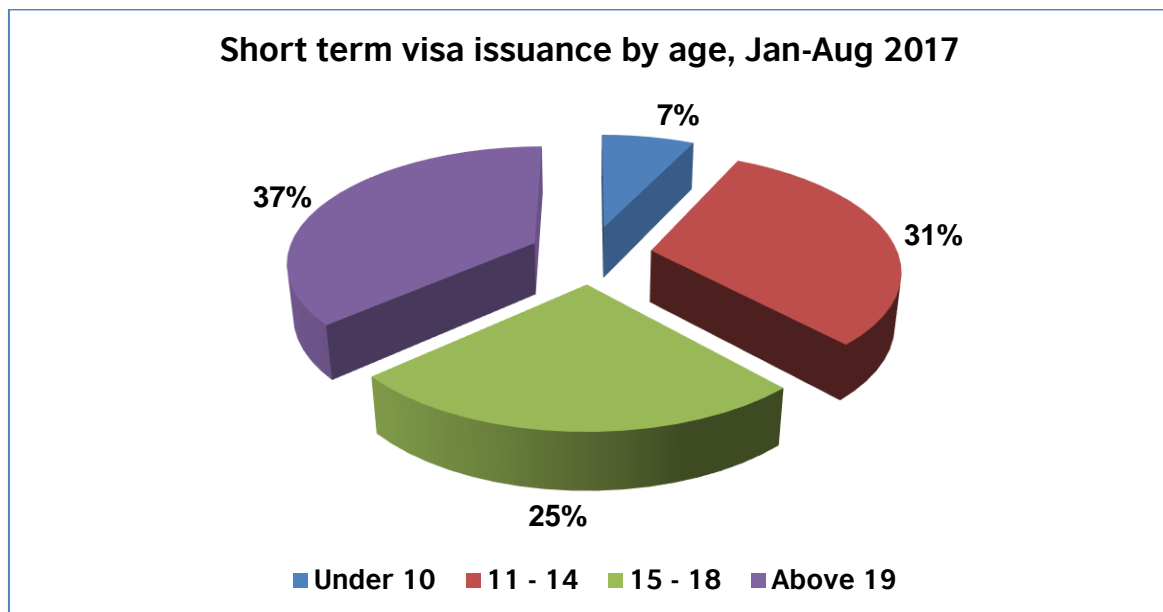


The British Council Vietnam would like to invite UK schools, colleges, universities and ELT providers (UK summer schools) to participate in the **UK Summer Programmes promotion package** in Vietnam in 2019.


### MARKET RATIONALE

- Statistics from UKVI show a 29% year-on-year increase in UK short term student visa issuance from Vietnam in the period from July 2017 to June 2018. A majority of short-term student visa is for 6-months programme. More than half of short-term students are at the age from 11 to 18 as shown in the chart below:



(Source: UKVI Vietnam 2017)

- The above analysis reflects an increasing interest of Vietnamese students in English summer programmes in the UK. According to Australia Education International (AEI), in 2017, Vietnam is one of the top ten nationalities with students attending English language courses in Australia. Clearly there is room to grow and shift more market share to the UK.
- More wealthy families in Vietnam are looking for summer courses overseas for their children, not only to study English, but also as tasters before making university study decisions. Feedback from Vietnam education agents showed that English summer courses can serve as



a good marketing pathway for recruiting students to pre-university and undergraduate programmes in the UK.

- There is also an increasing trend among Vietnamese students at university level to study summer programmes abroad, either on individual application or under partnership programmes between their universities and foreign partner institutions. More universities in Vietnam are now interested in organising tailor-made academic, credit-bearing summer programmes with foreign institutions, aiming to give more chance for their students to have international experience and improve academic and/or soft skills. These are opportunities for UK summer schools to work in partnership with Vietnamese universities in tailor-made summer programmes.

## **OBJECTIVE**

The **UK Summer Programmes promotion package** aims to promote a variety of choice, quality and benefits of UK summer programmes to Vietnamese students and their parents. The package focuses on providing opportunities for UK summer schools to set up business relationships with a wide range of education agents, schools and universities contacts, at the same time raising their profiles to potential Vietnamese students and their parents to boost student recruitment for the summer intake in 2019 (June – August).

## **PACKAGE DETAILS**

The package combines both student-facing marketing activities and B2B relationships brokering activities. Detailed activities of the package are as follows:

### **1. Student facing marketing:**

- **“Beyond English study”** marketing campaign in January 2019
- Advertising in **“Guide to UK Summer Programmes”** in January 2019
- Complementary advertising at the **“UK Summer Programmes” Display Zone** at the Study UK Flagship Exhibition of British Council in October 2019

#### Target audience:

- Vietnamese high-school students aged 12-17 and their parents.
- Vietnamese university students aged 18 - 21

### **2. B2B relationships brokering:**

- Relationship brokering service during the year 2019
- A Networking event with agent counsellors and school/university contacts at the Flagship Study UK Exhibition of British Council in October 2019

#### Target partners:

- Education agents in Hanoi and Ho Chi Minh city who are interested in promoting UK summer programmes

- Public and private high-schools in Hanoi and Ho Chi Minh city who are interested in organising tailor-made English summer programmes for their students
- Public and private universities in Hanoi and Ho Chi Minh city who are interested in organising tailor-made summer programmes for their students

## DETAILS OF ACTIVITIES

### 1. “Beyond English study” digital marketing campaign in January 2019:

#### 1.1 Why “Beyond English study?”:

The digital marketing campaign will focus on promoting summer programmes of UK summer schools that not only offer the chance for students to learn English but also taste the UK education environment and UK culture, as well as learn some study and soft skills alongside British students. That is why the campaign is called “**Beyond English study**”.

#### 1.2 Activities:

The marketing campaign will be implemented in both British Council internal digital channels as well as external media channels as follows:

- British Council internal communication channels:
  - British Council Study UK global Facebook page (<https://www.facebook.com/StudyUK.BritishCouncil/>): 8,500 Vietnamese followers
  - “UK in my eyes” Facebook page (A Facebook page under UK Alumni project of British Council Vietnam; <https://www.facebook.com/NuocAnhTrongMatToi/>): 86,000 followers
  - British Council Study UK E-newsletter: distributed to a database of more than 3,000 student contacts.
- External media channels:
  - The campaign will be promoted in some E-newspapers targeting students in Vietnam including: <http://hoahoctro.vn> (The Pupils’ Flower E-magazine); Ybox (<http://ybox.vn>) and targeting parents who are looking for overseas study information for their children, including: <http://vietnamnet.vn> ; <http://dantri.com.vn>.

The key activity of this digital marketing campaign is the **Livestreamed Study UK Talks: “Beyond English study - How to choose best summer courses in the UK”**:

- This is a series of livestreamed talks to consult students and their parents about the variety of choice, quality and benefits of summer programmes in the UK. There are two livestreamed talks targeting two groups of audience:
  - Livestreamed Talk 1:
    - Promoting summer programmes for students aged 12-17
    - Targeting Vietnamese students at high-school level and their parents

- Speakers include British Council education staffs, agent counsellors, students and/or their parents who have experience of studying a summer programme in the UK.
- Livestream Talk2:
  - Promoting summer programmes for students aged 17+
  - Targeting Vietnamese university students
  - Speakers include British Council education staffs, agent counsellors and students who have experience of studying a summer programme in the UK
- These livestreamed Study UK Talks will be organised in the middle of January at an appropriate time so that participating UK summer schools can also join online. These talks will be livestreamed in the British Council Facebook pages.

The digital marketing campaign aims to reach **10,000 online audience** as total.

#### 1.4 Benefits for UK summer schools participating in this digital marketing campaign:

- Profiles and information about summer programmes will be introduced prior and during the livestreamed Study UK Talks. At least **two advertorials and one video clip** of each participating summer school will be promoted in this campaign.
- Any questions from online audience who watch the livestreamed Talks about individual summer courses will be sent to participating summer schools to answer either directly during the livestream time, or will be posted on the Facebook platform later, which will help increase engagement of audience with participating summer schools.
- The marketing campaign will provide UK summer schools with a value-for-money digital marketing platform to raise profile and engage with potential customers online without having to travel to Vietnam.

#### **2. Print advertising in “Guide to UK Summer Programmes” in January 2019:**

- **1,000 copies** of the “**Guide to UK Summer Programmes**” will be printed and distributed to a list of selected schools and universities in Hanoi and Ho Chi Minh City and at key events of British Council during 2019.
- Each participating UK summer school will have **one full page of advertisement** in a standard format provided by British Council Vietnam

#### **3. B2B relationship brokering service during the year 2019**

During the year 2019 we will implement the relationship brokering activities between UK summer schools and Vietnamese education agents, schools and universities, including:

- British Council advise on market context and opportunities via f2f market briefing at British Council office or via phone call/Skype meeting.
- Introduction emails to the network of agents and school/university counsellors
- A presentation to a group of agents and school/university counsellors, either face-to-face when visiting Vietnam or virtually via Skype or Zoom meeting tool
- Connection to individual education agents/school counsellors via emails or B2B meetings when UK summer schools visit Vietnam.

These brokering activities will be implemented during the year 2019 based on date and time requested by UK summer schools, however recommended time should be January to April, and September to December.

### **A Workshop and Networking event at British Council Study UK Exhibition in October 2019**

British Council Vietnam will organise its Annual Study UK Flagship Exhibition in the first week of October 2019. The event will promote all levels of study in the UK and expect to attract **1,000** students in Hanoi and Ho Chi Minh city.

A workshop and networking event will be organised as one of the side activities of the Exhibition. It is a key chance for UK summer schools to engage directly with education agents, schools and universities who are interested in promoting summer programmes in the UK.

#### **Tentative programme of the event:**

<b>Date</b>	<b>Time</b>	<b>Venue</b>	<b>Topic</b>	<b>Partners engaged</b>
Saturday 5 October	9:00 – 10:00	Hanoi	Workshop on UK education system, including UK summer programmes	30 - 40 participants from education agents, schools and universities in Hanoi
	10:00 – 12:00		Business one to one meeting with agents and school/university counsellors  (15 minute / slot)	
	12:00 – 13:00		Networking lunch	
Sunday 6 October	9:00 – 10:00	HCMC	Workshop on UK education system, including UK summer programmes	20 - 30 participants from education agents, schools and universities in Ho Chi Minh city
	10:00 – 12:00		Business one to one meeting with agents and counsellors	

			(15 minute / slot)	
	12:00 – 13:00		Networking lunch	

**TIMETABLE OF PACKAGE ACTIVITIES** (based on Vietnam students’ decision-making process when choosing summer programmes)

Timetable	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Students decision making process</b>												
Students (and their parents) find information about and apply for summer programmes	2nd half of school year + end-of-year examination											
High-school students study summer programmes in the UK												
University student study summer programmes in the UK												
Best time to discuss partnership activities with local schools & universities									1st half of school year			
<b>Activities of “UK Summer Programmes” promotion package</b>												
“Beyond English study” marketing campaign												
Relationships brokering service with agents, schools and universities												
Workshop and Networking event												

**PARTICIPATION FEE**

Package	Benefits of UK summer schools	Fee (excluding VAT)
<b>1. Student facing marketing package:</b>  <b>Digital marketing package:</b> <ul style="list-style-type: none"> <li>“Beyond English study” digital marketing campaign in January 2019</li> </ul>	<ul style="list-style-type: none"> <li>Each school will have two advertorials and one video clip to be promoted</li> <li>Each school can send one representative to attend the livestreamed Study UK Talk</li> </ul>	£700
<b>Print package</b> <ul style="list-style-type: none"> <li>Advertising in “Guide to UK</li> </ul>	<ul style="list-style-type: none"> <li>One full-page advertisement</li> </ul>	£500

Summer Programmes” in January 2019		
<ul style="list-style-type: none"> <li>Complementary advertising at the “UK Summer Programmes” Display Zone at the Study UK Flagship Exhibition of British Council in October 2019</li> </ul>	<ul style="list-style-type: none"> <li>Display brochures, and video clips at the Zone</li> <li>Given contacts of customers who visited the Zone for following up</li> </ul>	Complementary for UK summer schools who participate in either Digital Marketing or Print package
<b>Full student facing marketing package (1)</b>		<b>£1,100</b>
<b><u>2. B2B Relationship brokering package:</u></b> 2.1 Relationship brokering activities during the year 2019	<ul style="list-style-type: none"> <li>02 Introduction emails to the network of agents and school/university counsellors</li> <li>A presentation to 5-10 agents and school/university counsellors</li> <li>Connection to at least 3 individual education agents/school counsellors via emails or B2B meetings when visit Vietnam.</li> </ul>	£400
2.2 Attending the Workshop and Networking event at British Council Exhibition in October 2019	<ul style="list-style-type: none"> <li>B2B meetings and networking opportunities in two cities Hanoi and HCMC</li> </ul>	£400 per city (*)
<b>Full B2B relationship brokering package (2)</b>		<b>£1,100</b>
<b>Full Package (1+2)</b>		<b>£2,000</b>

**Note:**

- (\*) A special fee of **£200 per city** will be offered to UK schools, colleges and universities who attend the Study UK Flagship Exhibition in October 2019.



## HOW TO APPLY

Expression of Interest and Application should be made directly to:

**Ta Thi Hong Lien**

**Senior Education Services Manager**

**British Council Vietnam**

**Tel: +84 4 3728 1931**

**Email: [lien.ta@britishcouncil.org.vn](mailto:lien.ta@britishcouncil.org.vn)**

Deadline for application for the Student facing marketing package: **7 December 2018**

Deadline for application to the Workshop and Networking event at British Council Exhibition in October 2019: **1 August 2019.**