

South Asia Online Engagement Plan 2015

The British Council's Services for International Education Marketing (SIEM) in South Asia presents a range of online student engagement services for UK institutions. This will provide UK Institutions student recruitment and profile raising activities on a digital platform, delivered remotely in a cost effective way.

Activity	About	Benefits to the Institution
Group counselling	Institution to deliver seminars on topics across specialised areas on the webinar platform. Subjects could include 'why choose institution X', 'Studying in the UK', 'How to make a successful application' among others. We have plans to include a facility to record the webinar which can be used in other promotions.	<ul style="list-style-type: none"> • Cost effective for Institutions as the sessions can be delivered from the UK • Greater impact and wider reach through digital and social media campaigns. • Improved reach in remote and high risk countries
Master Classes	UK academics to deliver seminars on topics across specialised areas on a web platform. Taster lectures, overview of academic courses, research to date, industry links and placement are some possible topics.	<ul style="list-style-type: none"> • Cost effective for Institutions as the sessions can be delivered from the UK • Greater impact and wider reach through digital and social media campaigns • Improved reach in remote and high risk countries. • Can be done frequently as academics don't need to travel.
One-on-One Counselling	International officer/academics have opportunity to interact with prospective students for immediate intake one-on-one over Skype.	<ul style="list-style-type: none"> • Cost effective for Institutions as the sessions can be delivered from the UK • Greater impact and wider reach through digital and social media campaigns • Improved reach in remote and high risk countries • One to one interaction with focused students interested in immediate intake
Pre-departure briefings	An opportunity for the institution to brief all offer holders for the next stages including accommodation, visas and arrival in the UK. It is also an opportunity for the students to meet other offer holders. This will be delivered through online platforms	<ul style="list-style-type: none"> • Cost effective for Institutions as the sessions can be delivered from the UK • An opportunity for the institution to help and guide students in transition from their home country to the UK in remote and high risk countries

Activity cost and details

Activity: Group counselling

Format The British Council will reach out to various local schools or colleges based on the type of audience required by the UK institution. Students from the institutions will be invited to British Council's premises for the session. A standard session will take place for an hour in the following format:

- Pre-briefing by British Council staff on UK (5 minutes)
- Institution presentation (15 – 20 minutes) over Skype
- Interactions with students (30 – 45 minutes)

Services delivered by SIEM

- Registration information of students
- Venue and equipment for presentation
- Distribution of marketing material and display of banner*

Costs/Country	Bangladesh	Nepal	Pakistan	Sri Lanka	India
Management Fee	£217	£125	£234	£214	£241
Venue Hire	£110- for half day	£75 (Half a day)	£50 to £100 half day	£100 for Half day	£50 to £100 for half day
Rent equipment for presentation	£65	£35	Included in Venue Hire	Included in Venue Hire	Included in Venue Hire
Pre event Marketing Support:- Distribution of Marketing material	Prices vary depending on needs of the institution – pre event promotion can include distribution of marketing materials, social media, e-shots, and banner display for a period running up to the event.				
Display of marketing material and banner on the day of event	Complementary				
Total Cost** (excluding additional marketing support) (Excludes UK VAT)	£392	£235	£284 to £334	£314	£391 to £341

Activity: Master Classes at British Council Office/ local institutional premises

Format	<p>The British Council will reach out to various local schools or colleges based on the type of audience required by the UK institution. Students from the institutions will be invited to British Council's premises/local institutional premises for the session. A standard session will take place for an hour in the following format:</p> <ul style="list-style-type: none"> • Pre-briefing by British Council staff on the Institution and person presenting (5 minutes) • Lecture by the faculty (25 – 45 minutes) • Interactions with students (30 – 45 minutes)
Services delivered by SIEM	<ul style="list-style-type: none"> • Registration information of students • Venue and equipment for presentation • Distribution of marketing material and display of banner*

Costs/Country	Bangladesh	Nepal	Pakistan	India
Management Fee	£217	£125	£234	£241
Venue Hire	£110- for half day	£75 (Half a day)	£50 to £100 half day	£50 to £100 for half day
Rent equipment for presentation	£65	£35	Venue Hire	Included in Venue Hire
Pre event Marketing Support:-Distribution of Marketing material	Prices vary depending on needs of the institution – pre event promotion can include distribution of marketing materials, social media, e-shots, and banner display for a period running up to the event.			
Display of Marketing Material and banner on the day of event	Complementary			
Total Cost (excluding additional marketing support) (Excludes UK VAT)	£392	£235	£284 to £334	£291 to £341

For India, master classes will be organised only at local institutions and not at the British Council

Activity: Online personal counselling - new students

Format	<p>Based on the discussion with the Institution we will promote the event extensively through various platforms like digital media and social media channels. Marketing through Emailers and to relevant databases of students met in the last one year will be an effective way of reaching focused and relevant audiences. On an agreed date the British Council will create the setup required to host interviews at British Council offices</p> <ul style="list-style-type: none"> • British Council staff will scan and send the documents of the student to the Institution • Student will then have one to one counselling with the Institution
Services delivered by SIEM	<ul style="list-style-type: none"> • Registration information of students • Venue and equipment for counselling • Distribution of marketing material and display of banner*

Costs/Country	Bangladesh	Nepal	Pakistan	Sri Lanka
Scan and send documents to the Institution	£2.50 per student (So 10 students will have a charge of £25)			
Management Fee	£356	£202	£381	£344
Venue Hire(In case of British Council premises only)	£110- for half day	£75 (half day)	£50 to £100 half day	£100 for Half day
Equipment for presentation	£65	£35	NA	N/A
Distribution of Marketing material (To be provided by the Institution)	Prices vary depending on needs of the institution – pre event promotion can include distribution of marketing materials, social media, e-shots, and banner display for a period running up to the event.			
Display of Marketing Material and banner on the day of event	Complementary			
Total Cost excluding email shot, scanning of document and UK VAT	£531	£312	£431 to £481	£444

Activity: Online personal counselling - Applicants

Format Institution to invite their existing applicants. On an agreed date the British Council will create the setup required to host interviews at British Council office:-

- British Council staff will scan and send the documents of the student to the Institution
- Student will then have one to one counselling with the Institution.

Services delivered by SIEM

- Registration information of students
- Venue and equipment for counselling
- Distribution of marketing material and display of Banner*

Costs/Country	Bangladesh	Nepal	Pakistan	Sri Lanka	India
Scan and send documents to the Institution	£2.50 per student (So 10 students will have a charge of £25)				
Management Fee	£217	£125	£234	£214	£241
Venue Hire	£110- for half day	£75 (Half a day)	£50 to £100 half day	£100 for Half day	£50 to £100 for half day
Rent equipment for presentation	£65	£35	Included in Venue Hire	Included in Venue Hire	Included in Venue Hire
Pre event Marketing Support:- Distribution of Marketing material	Prices vary depending on needs of the institution – pre event promotion can include distribution of marketing materials, social media, e-shots, and banner display for a period running up to the event.				
Display of Marketing Material and banner on the day of event	Complementary				
Total Cost (excluding additional marketing support, scanning the document cost and UK VAT	£392	£335	£284 to £334	£314	£291 to £341

Activity Pre Departure briefings

Format Institution will invite their applicants to attend the pre-departure briefing at the British Council. On an agreed date, British council will create set up required to host the briefing:-

- Institution presentation (25 – 45 minutes)
- Interactions with students (30 – 45 minutes)

Services delivered by SIEM

- Registration information of students
- Distribution of Marketing material and display of Banner*
- High tea **

*University to provide the marketing material, however can be printed in country on actual costs

** Facility available in few countries on actual cost

Costs/Country	Bangladesh	Nepal	Pakistan	Sri Lanka	India
Management Fee	£217	£125	£234	£214	£241
Venue Hire	£110- for half day	£75 (Half a day)	£50 to £100 half day	£100 for Half day	£50 to £100 for half day
Rent equipment for presentation	£65	£35	Included in Venue Hire	Included in Venue Hire	Included in Venue Hire
Pre event Marketing Support:- Distribution of Marketing material	Prices vary depending on needs of the institution – pre event promotion can include distribution of marketing materials, social media, e-shots, and banner display for a period running up to the event.				
Display of Marketing Material and banner on the day of event	Complementary				
Total Cost (excluding additional marketing support) (Excludes UK VAT)	£392	£235	£284 to £334	£314	£291 to £341

Please note:

- **Management fee is for services only during working hours**
- **Estimated costs provided above may vary according to the needs of the institution**
- **Contact person** Anuradha Sareen, Regional Project Manager Services for International Education Marketing
T: +91 11 4149 7346 E: Anuradha.Sareen@in.britishcouncil.org and siemsouthasia@britishcouncil.org



Our wide and exciting range of digital offers can complement and support your online engagement strategy through targeted and focused marketing to students and influencers with specific UK-interest.

Platform	Activity	Reach
Education UK website country pages	Advertorials, news/events listings	Approx. 111,348 annual focused reach
Education UK Facebook	Targeted and boosted posts on timeline or right-side advert	Approx. 25049 followers Reach over 1.4 million
Targeted email shots	Branded email shots to filtered databases for focused impact	Approx. over 45K recipients
SMS shots	Shots to filtered databases	Approx. over 13K recipients or more as per requirement
Third Party Advertising Search and Display Advertising	Under EducationUK branding on key websites	Approx. over 300K or more as per requirement

To know details about the digital marketing offer including cost, please click [here](#).

To know more about **digital marketing offers** please write to atreyee.guhathakurta@britishcouncil.org and siemsouthasia@britishcouncil.org