
UK SSP (Summer School Programme) China Road Show

Third year running, British Council China and English UK are organising the fourth UK SSP road show in China. This popular road show consists of series of agent workshops in major cities in China. It provides ideal opportunity to UK vacation programmes providers meet potential education consultancies, travel agents and local educational institutions who are actively engaged in this fast growing sector. The road show also helps UK schools raise their school profile and recognition in the market through the extensive support from British Council and English UK.

This year's road show will be held in November 2012 in 3 major cities - Beijing, Chengdu and Guangzhou. Wrap-around activities and e-campaign are also available to enable participating schools to engage bigger impact.

The e-schedule system will be implanted for the first time during this road show, where UK schools can schedule face-2-face meetings with agents in advance.

Aims of the event

- To position the UK as the first choice for summer vacation courses
- To showcase the variety of the UK's summer school programmes
- To provide UK SSP providers with a platform to discuss collaborative projects with Chinese educational agents and travel agencies

British Council's role

- To facilitate the workshops and arrange the programme
- To recruit quality agents to attend the face-2-face meetings
- To invite official bodies such as UKBA to give briefings at the workshops
- To provide up-to-date market information to UK schools
- To offer local support in travel arrangements
- To issue invitation letter for all participants for obtaining a visa to China when needed.

English UK's role

- To promote the event to English UK members
- To handle school bookings, payments and enquiries
- To implement the e-schedule system
- To advise the travel arrangements
- To present at the workshop on behalf the sector

Maximum number of schools is limited to 15.

Timeline for Agent Workshops

Venue	Dates
Beijing	5 November 2012
Chengdu	7 November 2012
Guangzhou	9 November 2012

An outline of the programme – TBC

Time	Activity
9:30- 10:00	Registration and networking
10:00-10:20	General introduction on UK SSP by English UK
10:20-10:40	Good practice on SSP running by agents
10:40-11:00	Good practice sharing by one selected ELT school
11:00-12:00	Briefings on student visitor visa by UKBA plus Q&A
12:00- 13:30	Networking Lunch
13:30- 16:00	Face to Face counselling with local educational agents and travel agencies
18:30- 20:30	Wrap-around activity in Chengdu (TBC)

Cost

The participation fee for each workshop is GBP450 per city. This includes:

- Seminar programme
- Workshop sessions and eSchedule account
- Networking lunches
- Travel arrangement (including preferential hotel rates, recommended budget domestic flights and airport transfers)
- Group dinners / cultural activities (depends on interests)

Schools can select the workshops they would like to participate.