

STUDY UK WEEK 2020

The IES team in Pakistan is delighted to invite you to participate in the **Study UK Week** scheduled from **7 December to 14 December 2020**. The Study UK Week is insight driven, with the core objective of providing UK higher education institutions with unique platforms for brand presence and for connecting with their target audience. The Study UK Week will roll out simultaneously in three major cities of Pakistan- **Karachi, Lahore, and Islamabad**- providing impactful outreach for participating UK institutions –*without the need for in-person representation*. It features multiple marketing options to reach potential students-designed to be purposeful, direct and to successfully generate brand recognition. The options effectively cater to both regular partners and institutions exploring the Pakistani market for the first time. Due to Covid- 19 when it is difficult for UK HEI's to engage in face to face activities, we believe the Study UK Week is an ideal opportunity for UK HEI's to promote their brand and raise their profile in Pakistan.

Key Framework for Study UK Week:

1. 7 local campuses in each city, will be hosting the week: These include **O/A level schools and universities**
2. Outreach: **21 campuses reached across Pakistan**
3. On campus engagement will be run by **student ambassadors** from each of the host institutes-who will be trained and briefed by IES-Study UK Team in Pakistan

Benefits for participating UK institutions:

1. Provides a dedicated week after Institutions in Pakistan have resumed classes to create an impact and brand recognition /awareness drive for UK HEIs in time for the upcoming intake.
2. Effective recall and positive engagement for the target audience at all levels. It is an innovative model that moves away from traditional methods of audience engagement.
3. The platform is designed to deliver multiple, clutter-free marketing options for participating UK HEIS to choose from-ranging from digital to face to face activities run by student ambassadors and branding opportunities.
4. Ensures wide scaled outreach in the three major cities of Pakistan-building brand equity both digitally and via on ground activities.
5. Study UK week activity is a unique opportunity for UK universities to explore recruitment leads for future enrolments and generate positive word of mouth within potential students.
6. UK HEIs can make the most of the highly trusted British Council and Study UK brands to engage with local students in a more tangible format after months of virtual engagements

**Please note that if due to unforeseen circumstances e.g local institution closing/offering online classes due to Covid-19, the Study UK Week will be executed in the coming weeks/ months (before March 2021) and we shall keep the UK HEI's informed.*

Participating options for UK institutions		Per city price GBP + VAT	Three Cities Price GBP+ VAT
Option A Social Media Engagement	<p>One boosted post on Study UK Facebook Page for a week</p> <ul style="list-style-type: none"> Facebook Estimated Reach: 9000 – 58000 <p><i>Reach is based on people who like Study UK and their friends</i></p>	N/A	375
Option B On-Campus Branding	<p>Logo placement on ALL Study UK Week branding on campuses:</p> <ul style="list-style-type: none"> 5 posters placed on each campus 700 flyers distributed in each city One roll down banner (W 3 ft x H 5 ft) placed on each campus <p><i>All branding material will be placed on campus throughout the campaign duration</i></p>	300	900
Option C On-Campus Engagement	<p>Single day engagement run by student ambassadors on campus</p> <ul style="list-style-type: none"> Short five to ten-minute video screening for students Video will also be shared on Institution Official social media page. <p><i>* One slot available per day on each campus for video screening</i> <i>* If due to Covid- 19 local institution has limitation to execute option C on campus, the Study UK Team will offer one webinar to UK HEI with students from that particular city</i></p>	200	600
Option D Discount Sign up	<p>Sign up for all three cities and all three packages e.g (Option A+ Option B+ Option C) to avail a discount of GBP 275</p>		1600

Action required:

Submit your interest with selected options and/or queries via email to:

Fareed Athar Shaikh.

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Submit your interest latest by 23 November 2020. Register now!