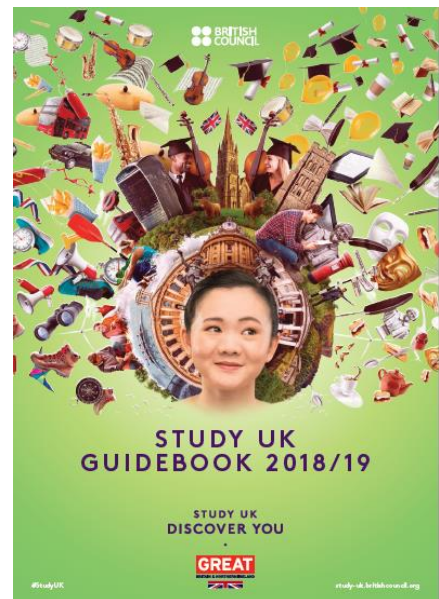


Study UK Guidebook 2018/19 (Korea)

Promote your institution in British Council Korea's premier Study in the UK guide

British Council Korea will be publishing a Study UK Guidebook for 2018, which will be the essential guide to Studying in the UK for the Korean market. We are offering institutions of all levels - from boarding schools to universities - space within the guidebook to **promote your institution and showcase your current students/alumni**. All information will be translated by experienced British Council staff to keep the texts concise and reader friendly.

From two-week English language programmes to full time degrees, interest in study abroad continues to grow in Korea and this guidebook represents an excellent opportunity to directly reach a broad range of prospective students, including junior/senior high school students, university students and working professionals.



About the guidebook

This publication is regarded as the essential guide to studying in the UK and is a key resource used by schools, universities and agents when counseling students interested in studying in the UK.

Contents

- Message from British Ambassador to Korea
- Why study in the UK?
- Life and Culture in the UK
- An introduction to study options at independent/boarding schools, English language schools, universities, further education colleges, and distance learning.

Distribution plan

Printed version (5,000 copies)

2,000 copies will be posted to secondary schools, junior colleges, universities and study abroad agents throughout Korea. The remaining 3,000 copies will be distributed through the following channels:

- In-house study abroad seminars at the British Council, Seoul
- External study abroad events organised by universities and schools throughout Korea (30-40 events)
- British Council Korea front of house display
- British Council Teaching Centres (6 Centres total with 6,000 students)

Digital campaign

A link to the digital version of the guidebook will be posted on the British Council Korea website and the guidebook will be promoted through a dedicated digital campaign utilising the following channels:

- British Council corporate e-flyer (17,000 subscribers), Facebook (43,000 followers), Blog (20,000 reach) and Instagram (1,650 followers) accounts
- Monthly e-newsletter to prospective study abroad students (1,894 subscribers)
- Korea's biggest online social media platform "Study Abroad camp" (126,647 subscribers)
- IELTS online café "IELTS prep buddies" (86,430 subscribers)
- Direct emails to institutions throughout Korea. Institutions will be encouraged to share the link to the guide with their students and post on their websites.

Advertising Options

1. Full page advertisement & full-page student/alumni testimonial

Full page advertisement

- Colour, W182mm x H257mm
- Institutions will be responsible for preparing the advert. Accepted file types: Adobe Illustrator, Adobe Indesign, print quality PDF.

Full page student/alumni testimonial in the 'Meet the Students/Alumni' section

- Colour, W182mm x H257mm
- Text up to 250 words. Text may be provided in English or Korean. English text will be translated into Korean by the British Council. The British Council will provide a template for institutions to complete the testimonial.
- Institution logo

- 2 images (one should be a headshot of the student/alumni)

2. Full page advertisement only

- Colour, W182mm x H257mm
- Institutions will be responsible for preparing the advert. Accepted file types: Adobe Illustrator, Adobe Indesign, print quality PDF.

3. Prominent advertising space: Inside back cover & full-page student/alumni testimonial (one spot available)

Inside back cover advertisement

- Colour, W182mm x H257mm
- The institution will be responsible for preparing the advert. Accepted file types: Adobe Illustrator, Adobe Indesign, print quality PDF.

Full page student/alumni testimonial in the ‘Meet the Students/Alumni’ section

- Colour, W182mm x H257mm
- Text up to 250 words. Text may be provided in English or Korean. English text will be translated into Korean by the British Council. The British Council will provide a template for the institution to complete the testimonial.
- Institution logo
- 2 images (one should be a headshot of the student/alumni)

Advertising Rates*

	1. Full page advertisement** & full-page student/alumni testimonial***	2. Full page advertisement** only
HEIs	1,000 GBP	800 GBP
FE Colleges	700 GBP	500 GBP
Independent/boardings schools	900 GBP	800 GBP
English language schools	700 GBP	500 GBP

Prominent advertising space

3. Inside back cover advert and full-page student/alumni testimonial in the ‘Meet the students/alumni’ section	1,700 GBP
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**All prices exclusive of applicable VAT*


***Institutions will be responsible for preparing advertisements*

****Inclusive of translation fee for text provided in English*

Sample advertisement



Sample student/alumni testimonial



I chose Pharmacy as my subject major because pharmacists are trusted to have a deep knowledge of medicines. Being a health care professional, I can reach lots of patients and help them to maintain their health. For me, I think contributing to society or helping people will make my life more meaningful – and happier.

I would prefer to become a hospital pharmacist in the future because it is more interesting to me since I'll be able to apply more clinical knowledge in my practice. I also wouldn't mind being a community pharmacist because I love talking with patients and you can build up a rapport with patients more easily.

At UEA, everyone has an adviser and the adviser was here to help. You can always get support when you need it from the Dean's Office or your adviser. The facilities UEA have offer everything I need. The library is nice for studying, and there are rooms that you can book to have group discussions or to study on your own away from your accommodation. The Sports Park is big, and there are a variety of different sports you can do there. UEA also offers a lot of clubs and societies, and I'd recommend you do so since it's a good way to make more friends.

I particularly like the environment provided by UEA. There aren't many universities with a campus as beautiful as UEA. It's quite convenient and relaxing to study in the campus. You might choose to walk beside the lake, or sit out on the lawn chatting with your friends and this gives you the feeling of what university life should be like.

Something else worth considering is that in the UK, professors and lecturers promote independent inquiry and self-motivated studies rather than teaching you in a rote manner. It's allowed me to learn about what I'm most interested in, and it's made learning more enjoyable. After studying in the UK, I learnt about different cultures, and most importantly, I became more independent; there were lots of experiences that I simply could not have experienced if I had studied in Hong Kong.


主修藥劑學，是因為藥劑師必須具備豐富的藥物知識，身為健康護理專業人員，我可以接觸大量病人，幫助他們維持健康。助人為快樂之本，我認為這將會令我的人生更有意義。

我較喜歡在醫院做藥劑師，因為工作時將有較多機會與病人交流，並對他們作出更直接的治療。我會與病人聊天，令他們感到舒適。

在東英吉利大學，每位學生都有一位導師的協助。如有需要，院長的辦事處或導師都會為你提供協助。圖書館是適合讀書的好去處，你可以預先預留小組討論室或個人學習室。體育公園設施廣闊，你可以參加多種運動，各盡其能。此外，你將會參與不少活動，並能交際更多的朋友，值得參加。

我非常喜歡這兒的環境，景色之美，在大部分國家都難得一見。在校園上課，感覺壓力更輕鬆。你可以沿著湖邊漫步，或在草地上與朋友談天說地，感覺非常愉快。

在這裡，教授和導師鼓勵學生獨立思考和自學，而不是死記硬背。因此，我可以學習自己最感興趣的科目，過程更愉快。留學生可以認識不同文化，與專業人士學習交流，很多在這些交流活動中，我在留學期間有收穫。



Student 學生
Daniel Tsui

Institution 院校
University of East Anglia
東英吉利大學

Course 課程
MPharm Pharmacy
藥劑師碩士課程

Production schedule

- Deadline for booking space: 31 August, 2017
- Deadline for advertisement/ student/alumni testimonial: 15 September 2017
- Publication: December 2017

Applications

• Applications will be accepted on a first come first served basis. To reserve a space, please complete the application form below and email a scanned copy to: youngah.kim@britishcouncil.org by **31st August 2017**.

Contact

If you have any enquiries about this opportunity please write to:

Youngah Kim
 Education Manager
 British Council Korea
 Email: Youngah.kim@britishcouncil.org
 Tel: +82 3702 0695

Study UK Guidebook 201819 (Korea): Booking Form

Please send completed forms as a scanned PDF file to: Youngah.kim@britishcouncil.org

Submission deadline: **31st August 2017**

Name of institution	
Authorised person	
Tel:	email:
<input type="checkbox"/> Please check this box if your institution meets the British Council Services for International Education Marketing criteria https://siem.britishcouncil.org/eligibility-criteria	
<p>Declaration</p> <p><i>I confirm that the above named organisation would like to partake in advertising in the Study UK Guidebook 2018 produced by the British Council Korea. I am aware of the fee stated below and understand that if this application is accepted the terms and conditions listed below will form a binding contract between this organisation and the British Council.</i></p> <p>_____ (signature of applicant) _____ (date)</p>	

Advertising space* - please tick the appropriate box in the table

	Full page advertisement** & full-page student/alumni testimonial***	Full page advertisement** only
HEIs	<input type="checkbox"/> 1,000 GBP	<input type="checkbox"/> 800 GBP
FE Colleges	<input type="checkbox"/> 700 GBP	<input type="checkbox"/> 500 GBP
Independent/boardings schools	<input type="checkbox"/> 900 GBP	<input type="checkbox"/> 800 GBP
English language schools	<input type="checkbox"/> 700 GBP	<input type="checkbox"/> 500 GBP

Prominent advertising space

Inside back cover advert & full-page student/alumni testimonial in the 'Meet the students/alumni' section	<input type="checkbox"/> 1,700 GBP
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*All prices exclusive of applicable VAT

**Institutions will be responsible for preparing advertisements

***Inclusive of translation fee for text provided in English

Terms and Conditions

Eligibility

All participating institutions must meet the British Council Services for International Education Marketing Criteria <https://siem.britishcouncil.org/eligibility-criteria>

Selection

Applications will be accepted on a first-come first-served basis. Institution advertisements will be listed in alphabetical order in the relevant section of the guidebook.

Acceptance

The publication of the guidebook is conditional on the British Council receiving a sufficient number of applications. Institutions will be sent confirmation of acceptance (or rejection with reasons for the rejection) once sufficient numbers have been received.

Payment schedule

The British Council will invoice all institutions for the publication fee in November 2017.

Cancellation Policy

The below cancellation fees will be charged for withdrawal from the publication, as of the date of receipt of notice of withdrawal.

- 50 per cent of the full participation fee for withdrawals received on or after **25th September 2017**.
- 100 per cent of the full participation fee for withdrawals received on or after **25th October 2017**.

Notice of withdrawal must be supplied in writing by email to Youngah.kim@britishcouncil.org