

STUDY UK WEEK 2021

The IES-Study UK team in Pakistan is delighted to invite you to participate in the Study UK Week scheduled from 15 to 19 November 2021.

The Study UK Week is insight driven, with the core objective of providing UK higher education institutions (UK HEIs) with unique platforms for brand presence and for connecting with their target audience. The 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.

The pandemic stipulations, while lessened, still continue to affect travel and physical engagements and it is difficult for UK HEIs to engage in face-to-face activities. The Study UK Week is an ideal opportunity to promote your brand and raise your profile in Pakistan.

Key Framework for Study UK Week:

1. Nearly 08 local campuses in each city (Karachi, Lahore and Islamabad), will be hosting the week: These include O/A level schools and universities
2. Outreach: 25 campuses 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 the Study UK team in Pakistan

Benefits for participating UK institutions:

1. Provides a dedicated week at the start of the academic term to create impact and develop brand recognition for UK HEIs.
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 and counters challenges faced in repeated physical presentation.
3. The platform is designed to deliver multiple, clutter-breaking 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 closure/offering online classes due to Covid 19, the Study UK Week will be executed in the following weeks/ months (before March 2022) and we shall keep the UK HEIs 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 (<i>W 3 ft x H 5 ft</i>) 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>	N/A	1600

Action required:

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

Haroon Rashid

Haroon.Rashid@britishcouncil.org.pk - Manager, IES - Study UK, Pakistan

Submit your interest latest by 22 October 2021. Register now!

About British Council's International Education Services

British Council's International Education Services provides a comprehensive set of solutions, tailored to cater to UK educational institutions' diverse international marketing needs.

We provide:

- Flexible and creative solutions tailored for your institution in response to changing market demands in Pakistan
- Offers and services to enhance your positioning, profile and competitiveness in Pakistan
- Access to knowledgeable and expert staff with in-country experience and presence
- Boost your international student recruitment numbers in the Pakistan market
- Consultancy towards developing partnership opportunities with institutions in Pakistan
- Access to cutting edge research
- Bespoke business solutions towards your international agenda through various marketing offers and service as well as research, training, meetings and events