

The British Council Vietnam is delighted to invite ELT providers from UK schools, colleges, universities and ELT organisations to promote your English summer courses to Vietnamese students by participating in the '**UK English Summer Courses marketing package - Vietnam 2018-2019**'.

Why Vietnam?

- Statistics from UKVI show a continued 7% increase in UK short term student visa applications from Vietnam in 2017, following significant growth of 145% in 2016. 63% of this visa type is Child student visa, i.e. students aged 11 to 18 going to English summer courses in the UK between July and August.
- Feedback from Vietnam education agents showed that English summer courses can serve as a good marketing pathway for recruiting students to pre-university and undergraduate programmes in the UK.

In this context, British Council Vietnam is going to provide a marketing service package, running from **October 2018 to March 2019**, aiming to support UK ELT providers to promote English summer courses and boost student recruitment for the summer intake in 2019.

The marketing package focuses on providing opportunities for ELT providers to set up business relationships with a wide range of education agents and schools and at the same time raising their profiles to potential students and their parents via both online and offline marketing channels.

ENGLISH SUMMER COURSES PROMOTION - MARKETING SERVICE PACKAGE

1. Student facing campaign

1.1 "Study English summer courses in the UK" Facebook Campaign

- Two advertisement posts on "British Council Study UK Facebook" (8.5K followers in Vietnam) and "UK in my eyes" Facebook page (under British Council Vietnam Alumni promotion project with 86K followers).
- The posts can feature images or video clips. The post and messages will be designed and translated by British Council to ensure they are attractive to the market.
- Students who have enquiries can fill out an online form of each ELT provider
- The campaign will be implemented in January 2019 to help ELT providers enhance student recruitment for the summer 2019 intake.
- The campaign aims to reach 10,000 online audience as total.



Study UK – Discover You Facebook
8.5K followers in Vietnam



UK in my eyes Facebook
86K followers in Vietnam

1.2 ELT Display zone as part of the flagship Study UK exhibitions in Vietnam in the two key markets: Hanoi and Ho Chi Minh City

This is a complimentary student facing marketing service for ELT providers who participate in the above Facebook marketing campaign and for UK institutions who register to attend the Study UK Exhibition and want to promote English summer courses alongside other programmes.

Participating in the **Display Zone**, ELT providers can:

- Display institutional brochures, leaflets, information sheets, and guides about English summer courses
- Display video clips about institutional English summer courses on the screen of the Display Zone during the exhibition

City	Date & Time	Expected number of visitors
Hanoi	Saturday 6 October 2018 13:00 – 17:30	700
Ho Chi Minh city	Sunday 7 October 2018 13:30 – 18:00	700

More information about the Study UK Exhibition Vietnam is available at: <https://education-services.britishcouncil.org/exhibition/study-uk-vietnam-exhibitions-october-2018-0>



2. Agent and School Counsellors Relationship Brokering Services

There is an increasing number of education agents in Vietnam who are interested in working with ELT providers. More schools, especially international and K-12 bilingual ones, are also looking for English

summer courses in the UK for their groups of students. Therefore, it is crucial for ELT providers to promote these courses to agent counsellors and school teachers.

2.1 Agents and Counsellors Workshop and Networking Event in November 2018

The British Council will organize a workshop and networking event for counsellors from education agents and schools in Hanoi and Ho Chi Minh City in November 2018. The event aims to improve the knowledge of counsellors about English summer courses in the UK, as well as broker relationships between UK ELT providers and agents and schools.

Date	Time	Venue	Topic	Audience engaged
26 November	10:00 – 10:30	Hanoi	Workshop about English summer courses in the UK by the British Council	40 agents and school counsellors from Hanoi
	10:30 – 12:30		Business one to one meeting with agents and counsellors (15 minute / slot)	
	12:30 – 13:30		Networking	
27 November	10:00 – 10:30	HCMC	Workshop about English summer courses in the UK by the British Council	20 agents and school counsellors from Ho Chi Minh City
	10:30 – 12:30		Business one to one meeting with agents and counsellors (15 minute / slot)	
	12:30 – 13:00		Networking	

- Brochures and information available to all participating agents and counsellors
- At least six one to one meeting slots with agents and counsellors in each market



2.2 Agents Relationship Brokering Service

UK ELT providers who can't travel to Vietnam for the above-mentioned event can still be introduced to agents and school counsellors in Vietnam at any point during the year, via the following activities:

- Two emails (EDMs) to a network of agents and counsellors
- UK ELT providers will be advised on and connected with education agents via emails or B2B meetings when visiting Vietnam. Three to five meetings will be set up (physical or virtual) with British Council staff to facilitate.

TIMETABLE OF PACKAGE ACTIVITIES

Activity	2018			2019		
	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.
English Summer Courses Display Zone at the Study UK Vietnam Exhibition	6 & 7 Oct.					
Agent workshop & networking event		26 – 27 Nov.				
Facebook marketing campaign				Whole month		
EDMs to agents and school database	At any time requested by ELT providers					
Agent brokering	At any time requested by ELT providers					

PARTICIPATION FEE

Service package	Fee (*)
1. Student facing package (Facebook Campaign + complimentary ELT Display Zone)	£700
2. Agent and School Counsellors Workshop in November 2018	£400 per city £700 both cities
3. Agent Brokering Service	£400
4. Full package: Student facing package (1) + Agent and School Counsellors Relationship Brokering Service (2+3)	£1,200

*All prices are exclusive of 20% UK VAT.

Action required:

UK ELT providers are required to send expression of interest to Ms. Hien Le at hien.le@britishcouncil.org.vn by **20 September 2018**.