

1. Introduction

The British Council Vietnam would like to invite UK institutions to participate in the UK STEM Media Campaign which aims to raise awareness of Vietnamese prospective students about the excellence of STEM Education and raise profiles of UK universities which provides STEM courses.

2. Timeline

The Media Campaign will be implemented from July to November 2017.

3. About the Media Campaign:

The UK STEM Media Campaign includes a mix of marketing activities on both digital media channels and publications as follows:

1. Facebook promotion campaign:

A Facebook Group 'Study UK – Study STEM' will be the key social media channel to target the group of students who are interested in studying STEM subjects. The Facebook Group will attract **1,000 online members** and will be maintained in a long-term basis. Activities of the Facebook group include:

- Discussion among facebook group members about topics relating to studying STEM in the UK
- UK alumni share their experience of studying STEM courses in the UK
- Introduction of STEM courses delivered at UK institutions
- Promotion of UK universities' achievements in research activities in STEM field
- An online chat 'Study STEM in the UK': The event provides an opportunity for UK institutions, alumni and agents to have direct questions-and-answers (Q&A) with prospective students who are members of the Facebook Group. Topics focus on studying STEM in the UK, experience of choosing and studying STEM courses at UK institutions.

The online chat will be organised on the Facebook platform for two hours, during which Facebook Group members can post their questions and get direct answers from participating UK institutions and their alumni.

2. Advertorials campaign on E-newspapers:

A series of advertorials promoting UK STEM education will be placed on key online newspaper/ channels which include:

- [VNExpress](#): Top 3 E-newspapers in Vietnam with 45,854,843 users and 1,024,816,380 pageviews per month.
- [Kenh14](#): The most popular channel targeting high-school students with 10,666,366 visitors and 192,952,768 pageviews per month.
- [Ybox](#): the most popular channel targeting university students with 1,304,078 users (89% of them are between the ages 18 – 24) and 10,849,210 pageviews per month.

The advertorials will introducing UK institutions' achievements in STEM education and research, interviewing institutional academic staffs and alumni about experiences of studying STEM subjects in the UK, promoting STEM courses, scholarship information...

3. Email marketing: E-newsletter & email shots:

- E-newsletters promoting specifically about STEM topics will be sent to a database of Vietnamese prospective students who are interested to study STEM in the UK:
 - Number of issue: 3 (July, September and November)
 - Content includes: The excellence of STEM Education in the UK, STEM subjects in focus, academic and alumni interviews
 - Student database: 2,500 students
- Email shots featuring specific UK institutions specialised in STEM courses will be sent to the database on monthly basis.

4. Publication:

A booklet '*Why study STEM in the UK*' will be printed and distributed to students who attend the STEM Lecture Tour & Mini Fair from 15 to 22 November 2017 in 4 cities (Danang, Hanoi, Ho Chi Minh and Can Tho).

Technical description of the booklet:

- Number of copies: 2,000
- Size: A5 (14.5cmW x 20.5cmH)
- Language: Vietnamese
- Printing type: in 4 colours
- Number of page: approximately 30 pages
- Main contents:
 - Why study STEM in the UK?
 - STEM subjects in focus
 - How to choosing STEM courses and institutions
 - Student testimonials
 - Scholarships
 - Advertising from UK institutions

5. How can UK institutions participate in the media campaign?

We provide opportunities for UK institutions to take part in the media campaign by placing advertisement, featuring alumni and institutional profiles in advertorials and facebook campaigns. Details as follows:

Benefits for participating institutions	Package fee (VAT exclusive)
1. Facebook promotion campaign: <ul style="list-style-type: none"> - 2 posts on the Facebook group 'Study UK – Study STEM' to promote institutional profile in STEM education - Appoint Vietnamese alumni/students to chair some discussions or to be featured in the Facebook Group on STEM topics - Appoint alumni/academic staff* to participate in the Facebook online chat 'Study STEM in the UK'. However, British Council reserves the right to choose appropriate academic staff and alumni to join the online chat. 	£1,750
2. Advertorials campaign on E-newspapers	

Each participating UK institution will have opportunities to showcase strengths in teaching STEM courses via:

- Introducing a wide range of courses in STEM area
- Promoting scholarships opportunities
- Promoting testimonials of UK alumni who are successful in studying STEM courses
- Promoting institutional achievements in science research
- In-depth interviews with academic staffs

Each participating UK institutions will have **01** advertorial featured on **3 E-newspapers** as mentioned above.

3. Email shot:

- Each participating UK institution will have 01 email shot featuring specific STEM courses, scholarship programme, institutional profile within 400 words

4. Publication:

- **01** full page (14.5cmW x 20.5cmH) advertisement

NB:

- *A discount of 10% will be offered for institutions who also register for the UK STEM Mission in Vietnam 2017.*

6. How to apply

Please complete the application form and return it to the contact point by **Friday 20 June 2017**.

This Media Campaign is available to a minimum of 4 UK institutions. British Council Vietnam reserves the right to cancel the Campaign if the minimum number is not met. Places will be allocated on a first-come, first-served basis.

7. Inputs from UK institutions

UK institutions will be required to provide information for the campaign in question forms and guidance provided by the British Council will be sent out at a later stage.

8. Cancellation policy

Cancellation fees will be charged for withdrawal from this event. As of the date of receipt of notice of withdrawal via email to the contact point below:

- At 50 per cent of the full media campaign cost for withdrawals received on or after **15 July 2017**
- At 100 per cent of the full exhibition cost for withdrawals received on or after **1 August 2017**

CONTACT POINT

Hien Le, Education Marketing Manager

Tel: +84 7286012 ext 1962

Email: hien.le@britishcouncil.org.vn