**UK Week @ British Council Nepal**

**28 July to 1August 2014**

The British Council Nepal presents UK Week from 28 July to 1 August at the British Council Nepal. The week will be dedicated to the UK, through different activities held at the British Council office which will reflect the society and education system of the UK. The activities will be targeted towards our valuable customers (walk-ins and those invited through different media).

The proposed activities are listed below:

|  |
| --- |
| **Proposed activities** |
| **S.N** | **Details- sessions** | **Duration** | **Freq. in a week** |
| 1 | Counselling – further studies in UK | 1 Hour | 5 |
| 2 | UK Movie – entertainment/UK life/general representation of UK | 1-1.5 hour | 3-5 |
| 3 | Universities promotional movies | 5 min - 1 hour | 1-5 |
| 4 | University sessions- remote marketing (Skype/video conferencing/webinar) | 1 hour | 1-5 |
| 5 | Tips on IELTS – all four modules + what to expect in the exams | 2 hours | 5 |
| 6 | Guidance on UK visa  | 1 hour | 1 |
| 7 | Learn English Games and Quizzes with prizes | .5 hour | 5 |
| 8 | Guest Speaker- XYZ- sharing experience of studying in UK | 1 hour | 1 |

What makes the UK Week attractive?

1. UK blockbuster movies

We will choose five blockbuster films from the UK to attract customers. These will be screened everyday. The British Council Nepal has purchased a license to access UK blockbusters and is allowed to show them to the public.

1. Guest speaker –Experience of studying in the UK

We will identify the renowned figure and invite him/her to the event as a guest speaker. The speaker can be from any field such as medicine, journalism, education, research and so on with experience of studying in the UK.

1. Game, Quiz and attractive gift hamper to be won each day

We will organise learn English games and quizzes every day where participants will have a chance to win attractive gift hampers.

The event has two main objectives for BC SIEM:

* To add value to British Council services and to promote the British Council in Nepal as a brand for education in the UK.
* To increase awareness about education UK among Nepalese students in order to create a market for UK universities

We will use our marketing channels to reach our customers, prospective students, partners, and other stakeholders to experience UK during this week. We will promote this event through the following media:

Proposed mode of promotion

|  |  |
| --- | --- |
| 1 | Online promotion- OnlineKhabar  |
| 2 | Posters and notices at our courtyard |
| 3 | Push SMS to IELTS and UK education audience |
| 4 | Direct mailers to the same audience |
| 5 | British Council Facebook + Newsletter + Website |
| 6 | Distribution of flyers and posters in A-level schools, 10+2 and undergraduate colleges  |

**Opportunities for the Sectors:**

Nepal is an emerging market and the British Council is working hard to build the Education UK brand in this country. This is a great opportunity for UK institutions to enter the market and raise their profile. This is an opportunity for the sector to build its brand and value in Nepal along with brand Education UK.

Thus, we offer the following opportunities during this event:

1. University profile-raising opportunity among students

There are five spots available for UK institutions to show their videos about courses available and offers for 2015/16 intake; infrastructure and features for international students; campus lifestyle and student testimonials; facts and figures of the university and any other special opportunities and messages to prospective students.

**Cost of booking spot is 300GBP + UK VAT**

Five spots will be filled on a first-come, first-served basis.

1. Remote marketing opportunities for recruitment

If you are unable to visit Nepal, we offer remote marketing services on your behalf. There are two options:

* The British Council education officer will conduct counselling and face-to-face interviews for an hour on behalf of you. For this we will require clear instructions and essential materials to be distributed.
* We will use Skype or webinar technologies to connect to prospective students for counselling, as well as for face-to-face interviews. We will publicise your session through various promotional activities as well as take registrations for participants. There are five spots available for this service and priority will be given on a first-come, first-served basis.

**Participation fee per spot is 350 GBP + UK VAT**

1. Information display and publicity at the venue throughout the week

Universities have the opportunity to display their banners along with distribution of leaflets and brochures during the week.

**Cost for five days: 200 GBP + UK VAT + Banner and leaflets production cost if you want to produce in the country.**

Maximum spots: 5

1. **Movie Sponsorship**

We will screen five blockbuster films over five days. We expect large viewership for these shows each day and it will be valuable to display advertisements as sponsorship before the movie starts. We offer a 5 minute advertisement spot for the screenings.

**Cost of Movie sponsorship is 150GBP + UK VAT**

5 min advertisement material should be sent in advanced.

Maximum spots: 5

**25% discount on sponsoring three movies**

If you sponsor three movies, we will play five minutes of advertisement at the start of each film screening over three days.

Cost of three movies sponsorship is 340 GBP + UK VAT

**20% Discount on sponsoring two movies**

If you sponsor two movies, we will play five minutes advertisement before the start of each movie over two days.

Cost of two movies sponsorship is 240 GBP + UK VAT

Booking of these slots will be on a first-come, first-served basis.

If you would like to participate in UK week through any of our events, please contact Mr. Bickram Shrestha at bickram.shrestha@britishcouncil.org.np