

SERVICES FOR INTERNATIONAL EDUCATION MARKETING

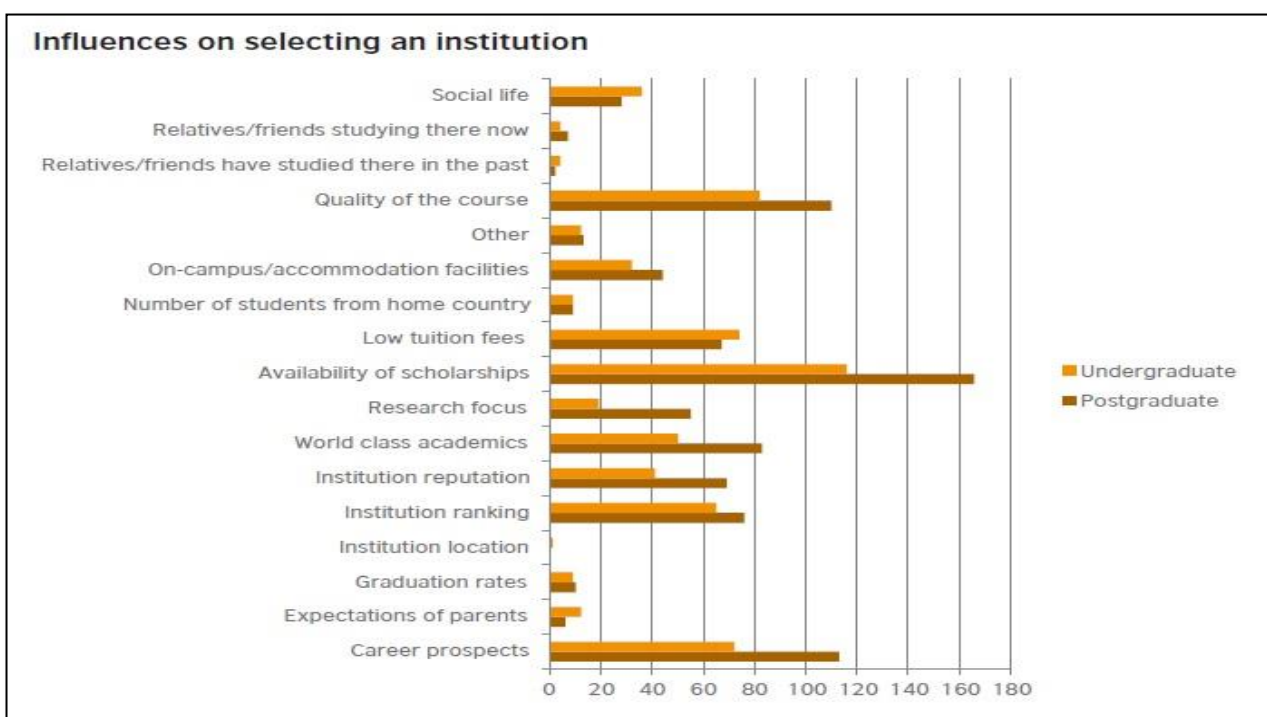
Call for UK Institutions:

Promote your scholarships to students in Pakistan for January and September 2018 intake

British Council's Services for International Education Marketing (SIEM) in Pakistan is creating the Study UK Scholarship Booklet specifically for Pakistani students. Scholarships are a key deciding factor for students in Pakistan when considering higher education overseas. This booklet will highlight the vast array of scholarships and bursaries on offer for students considering UK for higher studies and provide an easy search guide for both general UK scholarships and bursaries as well as departmental/university level scholarships and bursaries on offer to students from Pakistan specifically or more generally for international students.

Statistical figures from the Student Insight Survey conducted by British Council in 2015

According to the British Council Student Insight Survey 2015, the primary decision-making factor in selecting a study destination and programme abroad is the possible availability of scholarships for the educational institution.



Study UK Scholarship Booklet 2018 - Format

Booklet will list UG and PG taught scholarships and bursaries for students across Pakistan and for the international students. Study UK Scholarship Booklet 2018 will have information on scholarships on offer to Pakistani and international students applying for the January and September 2018 intakes. British Council will promote the Study UK Scholarship Booklet from November 2017 till October 2018.

The booklet will be divided faculty - wise into three sections:

Subject groups	Details
Section 1	Biological Sciences Veterinary Science Agriculture and related subjects
Section 2	Engineering and Technology, Architecture Building and Planning, Mathematical Sciences Computer Science, Physical Sciences
Section 3	Social Studies, Law Business and Administrative Studies Mass Communications and Documentation, Languages Historical and Philosophical Studies, Creative Arts and Design, Education

The booklet will also carry information on Government scholarships available in Pakistan which include Chevening, GREAT and other scholarships

Promotional and marketing plan for the Scholarship Booklet

- The booklets will be available for students to download online, free of cost
- 5000 hard copies of the Scholarship Booklet 2018 will be produced and distributed during major events of the British Council

The Study UK Scholarship Booklet will be promoted through our web and social media platforms, these include:

- Study UK [Facebook page](#)
- British Council Pakistan [Facebook pages](#)
- British Council Pakistan [website](#)
- British Council Pakistan [Twitter](#)
- British Council libraries in Lahore and Karachi
- Direct Mailers: - Branded email - shots to all potential students in our databases in Pakistan who are interested in studying in the UK. The database includes schools and universities career counsellors, principals, department heads and other key influencers

Number of students to be reached digitally	
PAKISTAN	
British Council Facebook Page	353,769 visitors a month
Study UK Facebook Page	With a potential reach of 150,000 - 410,000 (of a possible maximum of 9,400,000)
British Council Twitter	30,000
British Council Website	91,323 visitors a month
Direct Mailers	20,000 plus contacts

Scholarship booklet specification

- Dimensions: 148mm x 210mm
- Total pages: 80 approximately
- Shelf life: 12 months (November 2017 – October 2018)

Reference material

Scholarship Booklet 2016 -17: <https://goo.gl/r6p7DH>

Market Report

As per an article published on the British Council SIEM web site earlier, **Pakistan posted stronger year-on-year growth of 13 per cent in study visas.**

Link to the Article: <https://siem.britishcouncil.org/news/reports/student-mobility-uk-markets-continued-shrink-2016>

Cost of offer

Item	Cost in GBP*
Listing of Scholarship - <i>Inclusive of as many scholarships as each Institution would like to promote</i>	Free of cost
Advertorial page/alumni testimonial on the inside front cover (full page size: 148mm x 210mm - number of possible advertorials: 01)**	800*
Advertorial page/alumni testimonial on the inside back cover (full page size: 148mm x 210mm - number of possible advertorials: 01)**	800*
Advertorial page/alumni testimonial inside the booklet (full page size: 148mm x 210mm – Maximum number of possible advertorials: 10)**	600*
Advertorial page inside the booklet (half page size: 74mm x 210mm – Maximum number of possible advertorials: 10)**	400*
Back cover (full page size: 148mm x 210mm – number of possible advertorials: 01)**	800*

**All prices are exclusive of UK VAT unless otherwise stated*

***Limited availability on a first-come, first-served basis. Participating institutions will be responsible for preparing the advertorials.*

Accepted file types:

For scholarship listing: word document

For Advertorial page/alumni testimonials - full page size (A5) - 148mm x 210mm: Print ready PDF file

For Advertorial page/alumni testimonials - half page size (A5) - 74mm x 210mm: Print ready PDF file

Production Schedule

- Deadline for sending in expression of interest for listing of scholarship information, advertisement / student/alumni testimonial is **29 September 2017**
- Publication and circulation: November 2017

How can you participate?

If you would like to list the scholarships on offer by your institution or post an advertisement in the Study UK Scholarship Booklet 2018, please email Haroon Rashid or Ayesha Zaheer on the email addresses given below.

Deadline for sending Expressions of Interest/list of scholarships and for advertisement is 29 September 2017

Contact:

Haroon Rashid

Manager, British Council Services for International Education Marketing – Islamabad, Pakistan

T: +92 (0) 111 424 424 Ext: 5214

E: Haroon.Rashid@britishcouncil.org.pk

Saman Imtiaz

Head, British Council Services for International Education Marketing – Islamabad, Pakistan

T: +92 (0) 111 424 424 Ext: 5211

E: Saman.Imtiaz@britishcouncil.org.pk

Summary of Important Points

- The Study UK Scholarship Booklet 2018 will be promoted from November 2017 – October 2018 for the January and September 2018 intakes
- Institutions can list as many scholarships for the Pakistani and international students as they like in the booklet and listing of scholarships is completely free of charge
- We will publish the Scholarship Booklet only if we get listing of scholarships from a minimum of 40 Institutions and advertisements from a minimum of 10 institutions