




## Online Education Talk-shows

Vietnam – March 2019

If you are looking to:

-  innovate the way to communicating with a large number of target Vietnamese audiences via online channels
-  make your institutional brand “stand out from the crowd” in the Vietnamese market
-  push student recruitment for September intake 2019

the Online Education Talk-shows the British Council Vietnam will organise in March 2019 is the solution for you.

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### EVENT DESCRIPTION

#### MARKET CONTEXT

In 2018, about 2,000 Vietnamese students left to study in the UK. The market research “*Perception towards the UK*” conducted by the British Embassy in Vietnam in March 2018 revealed key barriers to studying in the UK faced by Vietnamese students and their parents due to perceived “high tuition fees”, “high living expenses” and “difficult application process”. The research recommended that UK institutions increase student recruitment activities in Vietnam by delivering messages about affordability, value-for-money benefits and efficient application process, as well as showcasing visible outcomes, such as stories of successful UK alumni.

In this context, the online talk-shows will address the key concerns of Vietnamese students and their parents by communicating the key selling messages of UK education.

The online education talk-shows also aim to support you as a UK institution to raise your institutional brand in a more impactful way and push student recruitment for the September intake 2019.

## HOW WILL THE ONLINE EDUCATION TALK-SHOWS BE ORGANISED?



Three online talk-shows will be organised. Please note the following dates and topics of the online talk-shows:

Talk-show	Date and time	Topic
Talk-show 1	13 <sup>th</sup> March 2019 16:00 – 17:30	Study in the UK - A life-changing learning experience
Talk-show 2	14 <sup>th</sup> March 2019 16:00 – 17:30	UK pathway programmes – the best preparation for university life in the UK
Talk-show 3	14 <sup>th</sup> March 2019 20:00 – 21:30	Boost your career with UK master programmes

All three online talk-shows will be filmed at the studio of Vietnamnet – a local media organisation based in Hanoi city. The talk-shows will be livestreamed on the following online communication channels:

- Talk-show 1: Facebook page of **Vietnamnet** (<http://vietnamnet.vn>) – one of the five leading local online media channels in Vietnam with more than two million followers.
- Talk-shows 2 and 3: British Council Vietnam Facebook Fanpage “UK in my eyes” (<https://www.facebook.com/NuocAnhTrongMatToi>) – 85,000 followers.

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Each online talk-show will have a panel of speakers, including:

- Education professionals (from Vietnam's Ministry of Education and Training and education consultation organisations) and British Council consultants
- UK alumni
- Representatives from UK institutions.

As per the online talk-show format, the audience will be online and not face-to-face. Please refer to Appendix 1 for the detailed flow and content of each talk-show.

### HOW CAN UK INSTITUTIONS PARTICIPATE IN THE ONLINE EDUCATION TALK-SHOWS?

UK schools, colleges, universities and education organisations can participate by nominating a representative to attend one of the online talk-shows.

Ideally, one of your institutional representatives would travel to Vietnam to attend one of the talk-shows at the Vietnamnet studio, located in Hanoi city.

- **Talk-show 1: Study in the UK - A life-changing learning experience.** Participation is open for:
  - 2 representatives from UK boarding/independent schools/FE colleges/pathway providers
  - 2 representatives from UK universities
  - 1 representative from 1 UK TNE provider
- **Talk-show 2: UK pathway programmes – the best preparation for university life in the UK.** Participation is open for:
  - 5 representatives from 5 UK schools and colleges (boarding, independent, FE colleges) or pathway providers.
- **Talk-show 3: Boost your career with UK master programmes.** Participation is open for:
  - 5 representatives from 5 UK universities.

### What happens if my institutional representative can't travel to Vietnam in March?

In this case, your institutional representative can participate in the online talk-shows virtually (please note: this is only applicable to Talk-shows 2 and 3). This means your institutional representative can watch the online talk-show when live-streamed on the Facebook platform and be ready to answer online audience questions posted into the Comment box. Questions will be sent to your institutional representative by one of our British Council staff during the live-streaming time. Upon receiving answers from your institutional representative, our British Council staff will post the answers back into the Comment box. Communication between your representative and our British Council staff will be via a Skype connection.

### How will my institutional representative be supported to overcome the language barrier?

We will arrange a moderator to provide simultaneous translation to ensure your institutional representative follow the whole content of the talk-show. If your representative attends the talk-show on site, simultaneous translation will be provided at the studio. If your representative attends the talk-show virtually, simultaneous translation will be provided via the Skype connection.

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### What are the main differences between the three online talk-shows?

As per the respective topics of the talk-shows, Talk-show 1 will promote UK education at all levels, while Talk-shows 2 and 3 will focus on university pathway and master programmes. Besides, Talk-show 1 will be live-streamed on the Facebook page of Vietnamnet, while Talk-shows 2 and 3 will be live-streamed on a Facebook Fanpage of the British Council.

### HOW WILL THE ONLINE EDUCATION TALK-SHOWS BE PROMOTED TO THE TARGET AUDIENCE? HOW WILL PROFILES OF PARTICIPATING UK INSTITUTIONS BE PROMOTED?

An online promotion campaign will run from 1<sup>st</sup> March to 15<sup>th</sup> March on British Council communication and external media channels to promote the online education talk-shows series to the targeted audience and ensure they watch the livestream talk-shows.

In the online promotion campaign, profiles of participating UK institutions will be promoted in a series of online advertorials and Facebook promotion posts, delivering key messages about “affordability” and “value for money” benefits that UK education offers. The content will focus on:

- Advising on the variety of choice offered by UK education at all levels, including different types of institutions and locations, and education programmes that bring affordability benefits to international students
- Featuring UK schools and colleges that provide high-quality standards, great facilities and the best support for students
- Featuring UK institutions who deliver good employability benefits for their students via industrial links, career-advice services and alumni strategies
- Featuring Vietnamese alumni who have achieved string career development after studying in the UK.

This content will be featured via video clips, images, students’ testimonials and promotion articles that your institution provides us.

### WHAT IS THE TARGET OUTCOME OF THE ONLINE TALK-SHOWS SERIES?

By organising the online talk-shows in partnership with Vietnamnet, one of the leading local online media channels in Vietnam and using the live-streaming technique, we aim to reach a large online audience with the following targets:

- A total of 20,000 online audience reach in all digital communication channels promoting for the talk-shows
- 1,000 unique page-views on Vietnamnet channels
- 3,000 audience engagement on Facebook platforms
- Each talk-show attracts at least 200 online audience

## WHAT ARE THE BENEFITS FOR MY INSTITUTION IF PARTICIPATING IN A TALK-SHOW?

The online education talk-shows series provides you with a unique opportunity to position your institutional brand to Vietnamese students and their parents. Key benefits include:

- **Brand positioning:** Being included in one of the biggest British Council Study UK-branded media campaigns, your institutional brand(s) will be positioned at a high and impactful level. Logo and images of your institution will be promoted in the online promotion campaign for the talk-shows.
- **Profile promotion:** Having one of your institutional representatives as a speaker in a livestream talk-show is a much more effective way to promote your institution than traditional advertising methods. Besides, your institutional information in the formats of video clips, images, alumni and students' testimonials, articles will also be promoted in the online promotion campaign. Please refer to the advertising benefits below for more information.
- **Generating leads for student recruitment:** Online audiences who engage and interact with talk-shows (comment, put questions) are potential customers who can generate leads for student recruitment. A post-event feedback survey will be sent to the audience after each talk-show, in which it can indicate its interest in a specific participating institution. The feedback results will then be shared to you for follow-ups.

## PARTICIPATION FEES

Talk-show	Fee for UK institutions who attend the talk-shows in Vietnam	Fee for UK institutions who attend the talk-shows virtually
Talk-show 1:	GBP 1,200	Not available
Talk-show 2:	GBP 900	GBP 700
Talk-show 3:	GBP 900	GBP 700

Each participating institution will have the following advertising benefits:

- Two video clips and three Facebook promotion posts featuring institutional strengths, education programmes, students' testimonials will be advertised in the pre-event promotion campaign. KPI committed: 1,000 online audience reached.
- A three-minute introduction about key selling points of the institution to be broadcasted directly during the livestream talk-show.
- An additional advertising benefit for each institution who participates in Talk-show 1: One advertorial on the Overseas Study page of Vietnamnet E-newspaper at <http://vietnamnet.vn>.

## HOW TO APPLY

Expressions of Interest and Application should be made directly to:

**Ta Thi Hong Lien**

**Senior Education Services Manager**

**British Council Vietnam**

**Tel: +84 4 3728 1931**

**Email: [lien.ta@britishcouncil.org.vn](mailto:lien.ta@britishcouncil.org.vn)**

Deadline for application: **15 February 2019**

Registration will be treated on a first-come, first-served basis. Priority will be given to UK institutions with representatives who can travel to Vietnam to participate directly in the talk-shows in March.

## Appendix 1: Description of the talk-shows: content, livestreaming format

Talk-show	Topic	Target audience	Flow of content	
Talk-show 1	Study in the UK - A life-changing learning experience	All public audiences interested in learning about UK education <ul style="list-style-type: none"> <li>• Parents</li> <li>• High-school and university students</li> </ul>	<ul style="list-style-type: none"> <li>• Trends of overseas study by Vietnamese today and knowledge that Vietnamese students should have before going to study overseas</li> <li>• Benefits of UK education and various training programmes of participating institutions that best suit Vietnamese students' needs</li> <li>• Invited speakers and institutional representatives answer questions from the online audience</li> </ul>	<ul style="list-style-type: none"> <li>• Presented by education professionals, British Council staff and alumni</li> <li>• Presented by institutional representatives</li> </ul>
Talk-show 2	UK pathway programmes – the best preparation for university life in the UK	<ul style="list-style-type: none"> <li>• Parents who have children aged 14-17 years, potential for GCSE, A-level, foundation and pathway programmes</li> </ul>	<ul style="list-style-type: none"> <li>• Introduction to UK school education system and pathway providers, high-quality standards and excellent student care services</li> <li>• Introduction about unique selling points of participating institutions</li> </ul>	<ul style="list-style-type: none"> <li>• Presented by education professionals, British Council staff and alumni</li> <li>• Presented by institutional representatives</li> </ul>

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			<ul style="list-style-type: none"> <li>• Invited speakers and institutional representatives answer questions from online audience</li> </ul>	
Talk-show 3	Boost your career with UK master programmes	Targeting university students and young professionals who have potential for UK Master programmes	<ul style="list-style-type: none"> <li>• Introduction about benefits of UK master programmes, variety of subjects, innovative teaching methods and the value-for-money benefits of UK HEs</li> <li>• Introduction about different study programmes and USPs of participating universities</li> <li>• Invited speakers and institutional representatives answer questions from online audience</li> </ul>	<ul style="list-style-type: none"> <li>• Presented by education professionals, British Council staff and alumni</li> <li>• Presented by institutional representatives</li> </ul>



These pictures illustrate how the talk-shows will take place at the Vietnamnet studio, and livestreamed on social media channels:

EDGE HILL UNIVERSITY

## THẾ MẠNH /STRENGTH

- Trung tâm tiếng Anh tại đại học Edge Hill đã được công nhận bởi British Council / *The Language Centre at Edge Hill University has been awarded accreditation by the British Council.*
- Cơ sở vật chất tiên tiến trong một khuôn viên an toàn / *High quality accommodation in a safe, self-contained campus*
- Chương trình hoạt động ngoại khóa năng động với các chuyến tham quan quanh nước Anh/ *Good social programme, including trips around England*

Edge Hill University

Nước Anh trong mắt tôi đã phát trực tiếp.  
vào Thứ Năm · 🌐

Livestream Talkshow 2: Tìm hiểu về du học hè tại Vương quốc Anh - dành cho lứa tuổi sinh viên

Đặt câu hỏi ở dưới comment box để được khách mời chương trình và đại diện các trường UK giải đáp bạn nhé ❤️

16 13 lượt chia sẻ 797 lượt xem

Yêu thích Bình luận Chia sẻ

Bình luận Tiếp theo

Phù hợp nhất ▾

Edge Hill University International · 4:59  
Please feel free to like & follow Edge Hill University International for more information.  
Thích · Trả lời · Nhắn tin · 4 ngày · Đã chỉnh sửa

UoL English Language Centre · 49:10 Hi Michael Aftosmes. We don't offer courses for juniors so generally there is no need for chaperones. Our students are free to explore independently, and we are within walking distance of the city centre (and the beatles museum, old docks, the cavern club etc...). We do offer a free social programme which has guided trips around Liverpool and the UK. Friday afternoons are free for exploration!  
Thích · Trả lời · Nhắn tin · 4 ngày

Viết bình luận...

Key selling points of the participating institution to be advertised in the livestream talk-show

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**Nước Anh trong mắt tôi** đã phát trực tiếp.  
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👍 🥰 🤔 16 13 lượt chia sẻ 781 lượt xem

Yêu thích Bình luận Chia sẻ

Bình luận Tiếp theo

Phù hợp nhất ▾

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Thích · Trả lời · Nhận tin · 3 ngày

Viết bình luận...

Trò chuyện (89) Chia sẻ Bình luận Yêu thích

Questions and answers with online audience posted on the Facebook platform during the livestreaming time

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Quay lại

**Chương trình hè của chúng tôi có rất nhiều hoạt động thú vị. Học sinh sẽ học vào buổi sáng và tham gia các hoạt động vào buổi chiều. Học sinh sẽ được đi thăm các thành phố, ví dụ một chuyến đi nửa ngày đến Bristol, Stonehenge hoặc các địa điểm phía tây nam nước Anh. Vào các thứ bảy, học sinh sẽ đi tham quan London, hoặc Oxford, Cardiff hoặc các thành phố khác ở phía Nam nước Anh. Mỗi tuần có 3 hoạt động ngoại khóa vào buổi tối, các lớp học Samba, Arabic drumming... Các thứ sáu có disco party mà học sinh rất thích.**

Trò chuyện (141)

Chia sẻ Bình luận Thích

**Nước Anh trong mắt tôi** đã phát trực tiếp.  
vào Thứ Năm · 🌐

Livestream Talkshow 1: Tìm hiểu về du học hè tại Vương quốc Anh - dành cho lứa tuổi học sinh

Đặt câu hỏi ở dưới comment box để được khách mời chương trình và đại diện các trường UK giải đáp bạn nhé ❤️

7.552 Số người tiếp cận được

609 Lượt tương tác

**Quảng cáo bài viết**

👍👍👍 29 27 lượt chia sẻ 1,4K lượt xem

Thích Bình luận Chia sẻ

Bình luận Tiếp theo

Mới nhất

Thích - Trả lời - Người bình luận: Trần Thị Mai Phương (?) - 4 ngày

**Diep Vu** - 15:35 A level có yêu cầu IELTS không?  
Yêu thích - Trả lời - Nhắn tin - 4 ngày

**Nước Anh trong mắt tôi** - 24:09 Đây là chương trình học mùa hè, không phải chương trình A-level bạn ạ. Chương trình A-level có yêu cầu trình độ IELTS

Viết bình luận...

Questions and answers with online audience posted directly into the livestream talk-show

<https://education-services.britishcouncil.org>