

INTRODUCTION

In February 2019, our first regional digital campaign launched in the Americas region, with the purpose to promote the different benefits, sights, tastes, and experiences each region in the UK has to offer as study destination to students in Mexico, Colombia and Brazil, and counselors in the US and Canada.

Demonstrating the variety of academic opportunities that can be found in the UK, each week during this 8-week campaign, we were able to reach audiences through a combination of web content, emails, webinars and social media content. While offering Universities targeted promotion of their region and the opportunity to raise awareness of their individual offer.

The British Council values your support, whether participating on a webinar or as a sponsored university on social media. We are looking forward to generate more opportunities for the UKIs on our international education services in the future.

OUTCOMES



16 - UK institutions involved



2,1k - Registrations



1,5k - Leads generated



#1 - BC mailing databases were the **most** effective!

Registrations per country:



485 - Mexico

669 - Colombia



617 - Brazil

306 - USA



50 - Canada

6 - Others

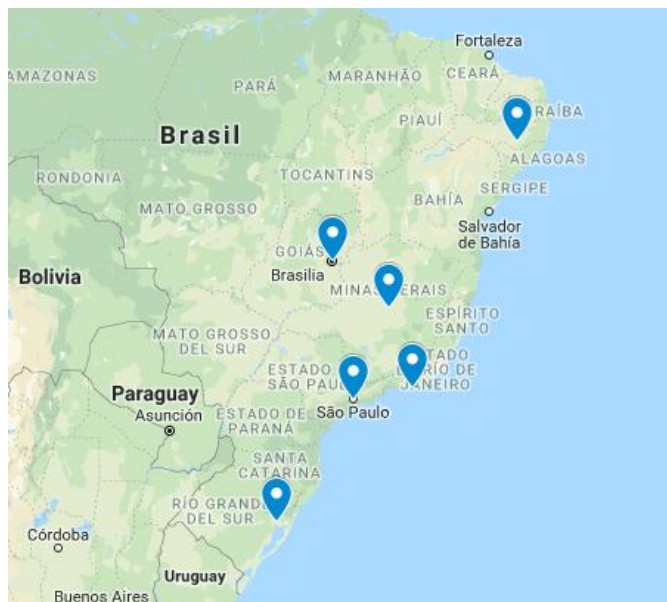
We were delighted to be joined by students and young professionals from:



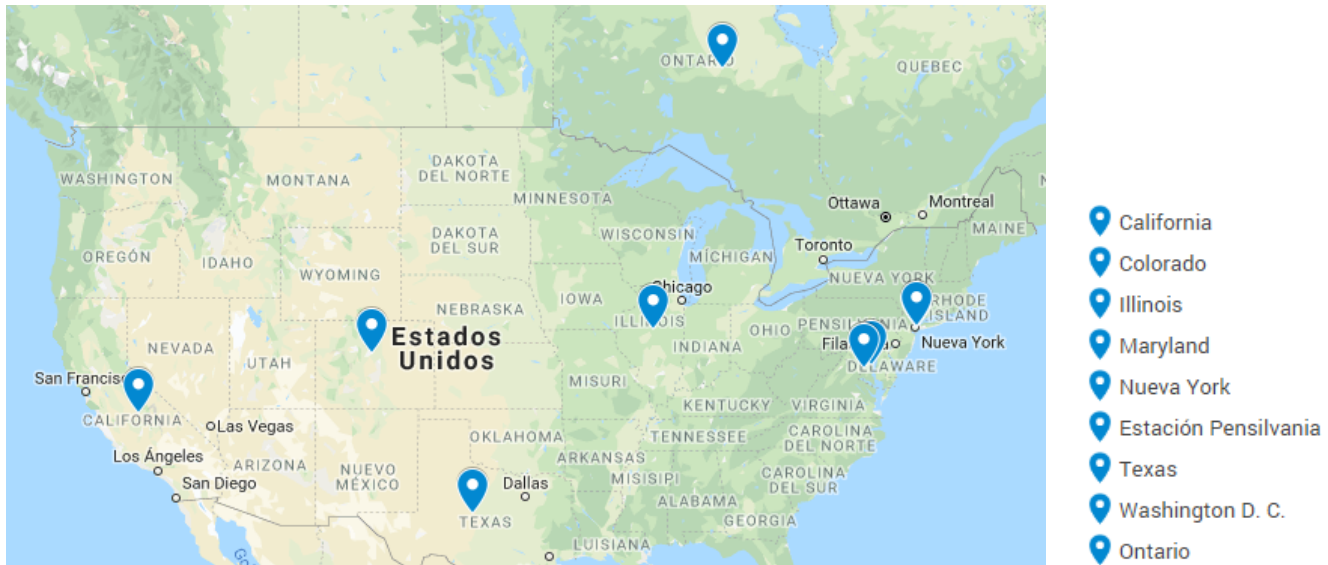
- Ciudad de México
- Estado de México
- Guadalajara
- Guanajuato
- Hidalgo
- Heroica Puebla de Zaragoza
- Tlaxcala
- Veracruz



- Antioquia
- Barranquilla
- Bogotá
- Cali
- Medellín
- Valle del Cauca



- Brasilia
- Minas Gerais
- Pernambuco
- Rio de Janeiro
- Rio Grande del Sur
- São Paulo



PARTICIPANTS FEEDBACK

UKIs participating reps agreed that the Virtual Tour was a good opportunity to promote their institution on an international capacity. For them, its webinars were conducted really well and it was a great space for students to participate and engage.

“We’d really like to continue working with the British Council as much as possible in an international capacity, since all territories have heard what an amazing project the Virtual Tours UK has been and the different regional marketing managers are quite keen on doing things with the BC around the world!”

“It was fantastic that so many students participated and had lots of questions at the end (...) I wish we had done the LATAM market too so we’ll probably be adding that on in the future.”

FUTURE STEPS

Running campaigns like the Virtual Tour should ignite students’ imaginations and keep the UK in the top of mind as a study destination. We’re confident that your participation in this campaign helps us create valuable information for students and counselors, and will also help to drive more numbers to your student recruitment efforts.

IF YOU'RE INTERESTED...

Opportunities are now open to take part in the 'UK Subject Campaign', designed to promote UK's expertise in different subject areas – such as selected courses and career outcomes to students in Mexico, Colombia and Brazil, and counselors in the USA.

You can learn more about this campaign ([HERE](#)) and complete a form to participate ([HERE](#)).

CONTACT OUR TEAM

Jessica Swann

Senior Manager, Higher Education Americas
International Education Services
Jessica.Swann@britishcouncil.org.mx

Karina Pichardo

Project Coordinator, Higher Education Marketing - Americas
International Education Services
Karina.Pichardo@britishcouncil.org