

## Education UK information day for Post-16 students

In order to allow UK institutions to better capture the opportunity of the huge demand from parents and students for post-16 study options, British Council Hong Kong will launch **Education UK information day for Post-16 students** on 14th July and on 5th August. With the double cohort this year, (the first cohort of pupils leave secondary school after six years under the HKDSE at the same time as the last cohort of pupils under the old seven-year system), we anticipate that there will be significant interest in our sessions.

### Details of information sessions:

	Date	Time	Venue
Saturday	14 July, 2012	12.00- 16.00	Hong Kong Convention and Exhibition Centre
Sunday	5 August, 2012	12.00- 16.00	Yew Chung International School

The event is designed to be an information fair for parents and students to explore further education opportunities in UK, such as vocational programmes, HND and foundation courses etc. There will be approximately 6 designated tables for UK institutions, and the seminars will be formatted to have up to three UK institutions and each will deliver a generic presentation on topics related to post-16 and further education study options, started by a presentation by the British Council to provide general information on the application process, visa requirements, etc. At the end of the seminar sessions, the audience will be invited to stay at the exhibition area for individual consultations to ask any specific questions.

### Structure of each information session

12.00 – 12.30	<u>General information on studying in the UK presented by the British Council</u> <ul style="list-style-type: none"> <li>Includes information on visa application, costs and fees, the course application process in general, etc.</li> </ul>
12.30 – 12.50	<u>Individual consultations at exhibition area</u>
12.50 – 13.20	<u>Generic seminar on post-16 and FE study opportunities presented by UK institution (1)</u> Suggested topic: <ul style="list-style-type: none"> <li>Making the grade: pathway options for the new graduates of the Hong Kong Diploma of Secondary Education, <b>OR</b> Foundation degrees, foundation years and international foundation courses explained</li> </ul>
13.20 – 13.50	<u>Individual consultations at exhibition area</u>
13.50 – 14.20	<u>Generic seminar on vocational courses opportunities presented by UK institution (2)</u> Suggested topic: <ul style="list-style-type: none"> <li>BTEC, Higher National Diploma (HND) or pre-university foundation - Which is right for my child?</li> </ul>
14.20 – 14.50	<u>Individual consultations at exhibition area</u>
14.50 – 15.20	<u>Generic seminar on HE study opportunities presented by UK institution (3)</u> Suggested topic: <ul style="list-style-type: none"> <li>Tips on making a great application to university and navigating UCAS clearing</li> </ul>
15.20 – 16.00	<u>Individual consultations at exhibition area</u>

The series of information sessions will be supported by half/full-page education supplements and other mass/target promotions, where participating institutions will be featured prominently. The availability of the seminar slots is on a first come first served basis, so please contact us by **8 June, 2012** regarding this opportunity. We are also open to suggestions of other topics, though please keep in mind that it is best to keep the topics tailored to the new graduates of the Hong Kong Diploma of Secondary Education in 2012 and Form Seven students who will have just received their exam results and will be looking for overseas study options. These include students who have not met entry criteria for A-level / HKDSE study in Hong Kong or direct university entry.

Interested institutions that are unable to physically come to Hong Kong are still able to gain media exposure during this peak education enquiry season, by participating in our **half/full-page themed education supplement** with top-circulation, local print media to be featured in our editorial and advertisement space (110mmW x 100mmH). Space will be limited, so contact us by **8 June** to secure your participation

### **Participation fee and criteria**

#### **Fee**

- a. **Exhibition and seminar opportunities at Education UK information day for Post-16 students (Information session, exhibition table, feature story and advertisement within British Council themed education supplement)**  
**GBP 1,000** per institution covers exhibition venue booking, seminar arrangement and all relevant promotions including feature and advertisement within a half/full-page education supplement in top local newspaper from end of June.
- b. **Exhibition opportunities at Education UK information day for Post-16 students (Exhibition table at the venue)**  
**GBP 550** per institution covers exhibition venue booking.
- c. **Feature story and advertisement in British Council themed education supplement**  
**GBP 600** per institution for participation within British Council full-page education feature and advertisement in top local newspaper during peak pre-exhibition period.

Examples of media that will be chosen by the British Council for the education feature are as follows:

<b><u>Media</u></b>	<b><u>Circulation</u></b>
Ming Pao (full-page)	97,297
Apple Daily (half-page)	298,777
Oriental Daily (half-page)	500,000

### **Cancellation deadline**

Cancellation fees will be charged for withdrawal from the information sessions series and education supplement, as of the date of receipt of notice of withdrawal:

At 50 per cent of the full cost for withdrawals received on or after 28 May 2012

At 100 per cent of the full cost for withdrawals received on or after 8 June 2012

### **How to apply**

Please complete the application form below and return it by 8 June, 2012 to:

Anna Lee  
British Council  
3 Supreme Court Road  
Admiralty, Hong Kong  
Email: [bc-siem@britishcouncil.org.hk](mailto:bc-siem@britishcouncil.org.hk)

**Application form for Education UK information day for Post-16 students****Name of institution\*:** \_\_\_\_\_

(\*This format will be used in all publicity)

**Main contact :** \_\_\_\_\_**Telephone:** \_\_\_\_\_**Fax:** \_\_\_\_\_**E-mail:** \_\_\_\_\_**Contact address:**  
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\_\_\_\_\_  
\_\_\_\_\_

- Option A - Exhibition and seminar opportunities at Education UK information day for Post-16 students seminar package (Information session, exhibition table, feature story and advertisement within British Council themed education supplement) at the cost of GBP 1000**

**Please tick the session that your institution wishes to participate in:**

- Saturday 14 July 2012  
 Sunday 5 August 2012

**Please tick the generic seminar topic that your institution wishes to present:**

- Making the grade: pathway options for the new graduates of the Hong Kong Diploma of Secondary Education  
 Foundation degrees, foundation years and international foundation courses explained  
 BTEC, Higher National Diploma (HND) or pre-university foundation - Which is right for my child?  
 Tips on making a great application to university and navigating UCAS clearing  
 Other generic topic, please specify: \_\_\_\_\_

**\*Please provide the information for advertisement and feature story in the following form.**

- Option B – Exhibition opportunities at Education UK information day for Post-16 students (Exhibition table at the venue) at the cost of GBP 550 per institution covers exhibition venue booking**
- Option C – Feature story and advertisement in the British Council themed education supplement at the cost of GBP 600**

**\*Please provide the information for advertisement and feature story in the following form.**

## DECLARATION

*I confirm that the above named organisation does want to take part in the Education UK information day for Post-16 students related initiatives. (Options ticked above). I understand that if this application is accepted that the terms and conditions listed below will form a binding contract between this organisation and the British Council.*

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Signature of applicant

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Organisation's stamp

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Date

**Completed application form must reach the below address on or before 8 June 2012 by fax or email.**

Anna Lee  
Manager, Education  
British Council  
3 Supreme Court Road  
Admiralty, Hong Kong  
Email: [bc-siem@britishcouncil.org.hk](mailto:bc-siem@britishcouncil.org.hk)

**Content of advertisement (Please type)**

Due to limited space, please provide **no more than 80 words** for each advertisement. Please send a high resolution black and white logo of your institution to [exhibition@britishcouncil.org.hk](mailto:exhibition@britishcouncil.org.hk). All artwork and film will be produced locally.

**Feature information (Please type)**

Please provide some photos together with information that is relevant to your featured topic and e-mail to [exhibition@britishcouncil.org.hk](mailto:exhibition@britishcouncil.org.hk). The writer may contact you for further information/quotes.

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**Data Protection Notice**

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The British Council will use your visual material(s) – including any images, video, text, photographs, graphics or audio - for the purpose of promoting British Council activities. This may include placing your visual material(s) in our publications, on our websites and in our promotional materials. In addition we may also pass your visual material(s) to any of our overseas offices, where necessary, for the above purpose. We may also place your visual material(s) on trusted third party websites and allow for other third parties to display or embed your visual material(s) on their own websites.

As the British Council is an international organisation, promoting British Council activities may involve the global distribution of our publications and promotional materials as well as placing your visual material(s) on our websites that are accessible worldwide.

The British Council may edit and manipulate the content of your visual material(s) for operational and editorial reasons. This will not be to the detriment of your character or reputation.

**By signing this form you agree that we may use your visual material(s) for the purposes above and consent to any global transfer and distribution that may entail.**

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**Your Rights**

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Under the UK Data Protection Act 1998 you have the right to ask for a copy of the information we hold on you, for which we may charge a fee, and the right to ask us to correct any inaccurate information. For more details please contact your local British Council office or the Data Protection Team: [dataprotection@britishcouncil.org](mailto:dataprotection@britishcouncil.org).

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**Visual Material Details**

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	Content or Images for Advertisement/ Supplement  Anna Lee Manager, Education		British Council, Hong Kong
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Description of Visual Material(s)

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**Consent**

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**I have read the above and consent to the use of my visual material(s) as stated.**

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(If you are under sixteen years of age please ask your parent/guardian to read the above information and sign the consent below.)

**Parent/legal guardian: I have read the above and consent to the use of my child's visual material(s) as stated.**

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**Please return this form to your local British Council office.**

1. **Accredited Institutions**
2. **Participation fee and format**
3. **Cancellation**
4. **Payment schedule**
5. **Acceptance**
6. **Code of Professional Standard and Ethics**
7. **Typhoon and rainstorm procedures**

1. **Accredited Institutions**

All participating institutions must be accredited by a recognised UK authority.

2. **Participation fee and criteria**

- **Option A - Exhibition and seminar opportunities at Education UK information day for Post-16 students seminar package (Information session, exhibition table, feature story and advertisement within British Council themed education supplement)**
  - **GBP 1000** covers exhibition venue booking, seminar arrangement and all relevant promotions including feature and advertisement within a half/full-page education supplement in top local newspaper from end of June.
- **Option B - Exhibition opportunities at Education UK information day for Post-16 students (Exhibition table at the venue)**
  - **GBP 450** covers exhibition venue booking.
- **Option C - Feature story and advertisement in the British Council themed education supplement**
  - **GBP 600** for participation within British Council full-page education feature in top local newspaper during peak pre-exhibition period.

3. **Cancellation**

Cancellation fees will be charged as of the date of receipt of notice of withdrawal.

The following cancellation charges will be applied:

- 50 per cent of the full event cost for withdrawals received on or after 28 May 2012.
- 100 per cent of the full event cost for withdrawals received on or after 8 June 2012.

Notice of withdrawal must be supplied in writing. If faxed it should be followed by the original copy being sent by post authorised by an original signature.

4. **Payment schedule**

Event participants will be invoiced for the event by the British Council in Hong Kong. Terms of payment are within thirty days of the invoice date.

5. **Acceptance**

An acceptance letter will be sent to all applicants once the signed application form is received.

**6. Code of Professional Standard and Ethics**

All institution representatives must abide by the Education UK Partnership *Code of Professional Standards and Ethics*, and adhere to the British Council *Events Policy*. (<http://www.britishcouncil.org/eumd-exhibitions-terms-and-conditions.htm>).

**7. Typhoon and rainstorm procedures**

Hong Kong's typhoon warning signals are:

Number 1	stand-by
Number 3	strong wind
Number 8	gale or storm force wind
Number 9	gale or storm force wind increasing
Number 10	hurricane force wind

Rainstorm warning codes are:

Amber	50mm of rain are expected to fall during the next six hours or so
Red	heavy rain has started to fall and 50mm of rain have been recorded so far
Black	100mm or more of rain has been recorded within the past two hours or less

If the Hong Kong Observatory hoists a typhoon or a rainstorm warning before or during the event, representatives should follow these procedures:

- If the number 8 (or above) typhoon / black rainstorm is hoisted within 2 hours before the opening hours i.e. at or after 10.00 a.m., the event will not open and representatives should not come to the venue.
- If the typhoon signal number 8 is hoisted during the event opening hours, a public announcement will be made to advise all students and representatives to leave the hall immediately.
- If a black rainstorm signal is hoisted during the event, all representatives and visitors should remain in the building for their own safety reasons.
- If typhoon number 8 / black rainstorm signal is lowered before or at 10.00 a.m., the event will be opened as scheduled.
- If typhoon number 8 / black rainstorm signal is lowered after 10.00 a.m., the event will not open and representatives should not come to the venue..