The Prime Minister’s Initiative launched May 2006 aims to position the UK as a leader in international education and to manage the sustained growth of students undertaking UK education.

- Focusing on four strands:
  - Marketing and recruitment
  - Collaborative partnerships and strategic alliances
  - Student experience
  - Challenging tactical targets – an additional 70,000 international students in higher education and an additional 30,000 in further education, by 2011.

### Student experience

- Fund for institutions to develop best practice projects
  - [www.ukcisa.org](http://www.ukcisa.org)
- International Student Awards
- Pre-departure materials and visas
- Development of the Education UK website and Club UK for international students in the UK

### Funding

- Funding: c £6.8m pa
- Funding partners include:
  - DIUS & devolved administrations
  - British Council
  - Universities
  - HEFCE
  - Learning & Skills Council
  - ELT sector

### PMI2 priority countries

- Australia
- Bangladesh
- Brazil
- Canada
- China
- Ghana
- Gulf (incl. UAE)
- Hong Kong
- India
- Indonesia
- Japan
- Korea
- Malaysia
- Mexico
- Nigeria
- Pakistan
- Russia
- Singapore
- Sri Lanka
- Taiwan
- Thailand
- Turkey
- USA
- Vietnam

### PMI2 priority countries: UK EL sector

- Australia
- Bangladesh
- Brazil
- Canada
- China
- Ghana
- Gulf (incl. UAE)
- Hong Kong
- India
- Indonesia
- Japan
- Korea
- Malaysia
- Mexico
- Nigeria
- Pakistan
- Russia
- Singapore
- Sri Lanka
- Taiwan
- Thailand
- Turkey
- USA
- Vietnam
Challenges

- Student expectations – more demanding;
- Interest in different areas – English + other areas
- Significant competition
- Market volatility

New intelligence: student decision making

- New product, which tracks on-line shifts in demand for studies overseas
- The reporting site of the tool allows real time access to the survey generated data
- Users are delegated the full power of analyses and have unrestricted access to the primary data, which allows them to run real time analyses
- Over 40,000 students across the world have taken part in the study: the data collected are at city level to allow for demographic variations within the country
- Our focus is on the quality of the data: these have been carefully sampled
The marketing and communications platform
- Education UK brand
- Communications channels and extending reach
  - Education UK integrated media portfolio (website and publications)
  - Education UK agents strategy
- Campaigns
  - Campaign themes
  - Global/multi-market campaigns
    - incl. Let your English grow

The Education UK brand is the unique identity that distinguishes us from our competitors, summing up everything we stand for.
- Embraces not only education but also a whole range of social, cultural and career benefits
- The brand delivers a unique and memorable contemporary identity which is delivered through elements including a compelling set of messages and strong visual identity

Marketing and communications platform
- Education UK brand

Individual elements only represent the brand powerfully when used together in a consistent way
- The Education UK brand underpins all our communications providing us with a consistent platform and context
- IDP Education: ‘UK’s brand strongest amongst student audiences’
<table>
<thead>
<tr>
<th>PMI2 marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Communications channels and extending reach</td>
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<tr>
<td>• Education UK integrated media portfolio (website and publications)</td>
</tr>
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<td>• Education UK agents strategy</td>
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</table>

<table>
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<tr>
<th>Education UK integrated media portfolio</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Publications</td>
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<tr>
<td>• Club UK</td>
</tr>
<tr>
<td>• Guides to UK Education</td>
</tr>
<tr>
<td>• Online</td>
</tr>
<tr>
<td>• Education UK website</td>
</tr>
<tr>
<td>• Agents Zone</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Education UK publications</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Promoting UK education and lifestyle</td>
</tr>
<tr>
<td>• Editorial interspersed with display advertising</td>
</tr>
<tr>
<td>• Distribution through exhibitions, local offices, agents, partner organisations and local institutions</td>
</tr>
<tr>
<td>• 2 x 30,000 per annum</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Education UK publications</th>
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</thead>
<tbody>
<tr>
<td>• Information about UK qualifications and courses</td>
</tr>
<tr>
<td>• Editorial, subject profile chapters and matrices, course information</td>
</tr>
<tr>
<td>• 1 issue per annum</td>
</tr>
<tr>
<td>• Print run - 10,000</td>
</tr>
<tr>
<td>• Distribution through British Council offices, agents, partner organisations</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Education UK publications</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Information about UK institutions including fact files, guidance on applications, visa and entry requirements</td>
</tr>
<tr>
<td>• Editorial, institution profiles, fact files</td>
</tr>
<tr>
<td>• 1 issue per annum</td>
</tr>
<tr>
<td>• Print run - 13,000</td>
</tr>
<tr>
<td>• Distribution through British Council offices, agents, partner organisations</td>
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</table>

<table>
<thead>
<tr>
<th>Education UK website</th>
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<tr>
<td>• Editorial, institution profiles, fact files</td>
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</tr>
<tr>
<td>• Print run - 13,000</td>
</tr>
<tr>
<td>• Distribution through British Council offices, agents, partner organisations</td>
</tr>
</tbody>
</table>
Education UK website English zone

- A dedicated area on the Education UK website for promoting English language learning in the UK
- A dedicated URL: www.educationuk.org/english
- Content available in 14 different languages:

<table>
<thead>
<tr>
<th>Language</th>
<th>Language</th>
</tr>
</thead>
<tbody>
<tr>
<td>English</td>
<td>Russian</td>
</tr>
<tr>
<td>Spanish</td>
<td>Arabic</td>
</tr>
<tr>
<td>Portuguese</td>
<td>Japanese</td>
</tr>
<tr>
<td>Turkish</td>
<td>Korean</td>
</tr>
<tr>
<td>Thai</td>
<td>Italian</td>
</tr>
<tr>
<td>French</td>
<td>Polish</td>
</tr>
<tr>
<td>German</td>
<td>Chinese (simplified)</td>
</tr>
<tr>
<td>Korean</td>
<td>Japanese</td>
</tr>
<tr>
<td>Polish</td>
<td>Chinese (traditional)</td>
</tr>
<tr>
<td>Portuguese</td>
<td>German</td>
</tr>
<tr>
<td>Spanish</td>
<td>French</td>
</tr>
</tbody>
</table>

- Available from all relevant country Education UK websites, providing increased, targeted promotion and opportunities for country specific tailoring

Education UK website Agent zone

- The Agent Zone has four components:

1. Agent’s area
   www.educationuk.org/agents
2. UK education provider’s area
   www.educationuk.org/manager
3. Education UK back office area
   www.educationuk.org/admin
4. Student search
   Education UK country website

Agent zone: The password-protected area for agents

www.educationuk.org/agents

- Agents that have registered on the site can:
  - access agent specific information from the British Council
  - amend their details on the registration form
  - contact the British Council country office or the UK education provider to add their listing to specific institutions or amend their existing list

Agent zone: The secure area for UK providers

www.educationuk.org/manager

- UK providers can:
  - search for agents by country and city
  - search for agents by the levels of study they advise on
  - search for agents who are looking for new institutions to represent or for specific agents using a keyword box
  - search for agents who have indicated that they represent their institution
Agent zone: The student-facing agent search

Example: Education UK Greece

- Students are able to:
  - search the Agent Zone for agents by name, product type, city or by the UK institution they represent
  - browse the list of agents by alphabetical listing

Education UK agents strategy

- Developing agents’ capacity to work effectively with UK providers
- Developing UK providers’ capacity to work effectively with agents
- Underpinning the individual relationships and business development strategies that UK providers are developing with agents
- Supporting British Council teams working with agents in country

Professional development and training to help professionalize agents
- Education UK Certificate online training
- Face-to-face training
- Education information (product knowledge) and marketing support
  - Business Support Pack for agents
  - Tips on working with providers
  - Legal aspects
  - Contracts
  - Products
  - Application procedures
  - Accreditation UK
- Education UK guides
- Agents Newsflash (newsletter)

Service delivery and development
- Education UK website Agent zone
- Position the Education UK website as a core resource
- Improving communications and relationship management between agents UK institutions/organisations
- Familiarisation trips and inward missions
- Local events in country
- B2B events (Cancun, Hong Kong)
- Strategic support to British Council colleagues in market
- Working with country Directors on marketing plan
- Developing strategies to support agents in local market

PMI2 marketing

- Campaigns
  - Campaign themes
  - Global/multi-market campaigns
Marketing and communications campaign themes

- Provide added focus to our marketing and communications
- Address issues core to the Education UK brand and that we know are central to student decision making
  - Employability – the value given to a UK education and qualifications by employers, and the career opportunities that creates for students
  - Innovation – an inventive approach to teaching and learning, a willingness to develop and adopt new ideas, and a dedication to excellence in research
  - Language – despite growing internationalism, students still value the UK as the home of the English language and a source of learning or improving their English
  - Value – the 3-dimensional value of a UK education in terms of quality, return on investment, career, culture and life experience

Multi-market campaign promoting ‘Language’

- ‘Let your English grow’
- A campaign to promote English language learning opportunities in the UK

‘Let your English grow’

- Built around £200,000+ worth of scholarships being provided by UK English Language centres in support of PMI2
- Developed by the British Council in partnership with English UK
- Run in Brazil, China, Mexico, Russia, Turkey, UAE
- Scholarships offered as prizes in a competition being run online at www.letyourenglishgrow.org
- Entrants tell why they would like to study in the UK; entries judged by English Language centres, English UK and the British Council
- ‘Winners’ take up their courses in 2008

‘Let your English grow’ microsite

- A fantastic opportunity to grow your English in the home of the English language

‘Let your English grow’ microsite translated versions

- Posters
- Postcards
- Print adverts
- Web banners
- Template press materials
‘Let your English grow’ press trip

- 13 journalists from Brazil, China, Mexico, Russia and Turkey hosted by 11 English UK member centres
- Resultant online and print coverage in titles including West China Metropolis Daily in China, Reforma in Mexico, Komsomolskaya Pravda in Russia, Sabah (major national newspaper with circulation of .5m) in Turkey, Universo On Line, the largest news webportal in Brazil

<table>
<thead>
<tr>
<th>Country</th>
<th>No. of articles</th>
<th>Equivalent ad value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brazil</td>
<td>1</td>
<td>£7,800</td>
</tr>
<tr>
<td>China</td>
<td>12</td>
<td>£7,800</td>
</tr>
<tr>
<td>Mexico</td>
<td>3</td>
<td>£20,000</td>
</tr>
<tr>
<td>Russia</td>
<td>3</td>
<td>£54,860</td>
</tr>
<tr>
<td>Turkey</td>
<td>5</td>
<td>£7,870</td>
</tr>
<tr>
<td>Total</td>
<td>24</td>
<td>£91,230</td>
</tr>
</tbody>
</table>

‘Let your English grow’ competition entrants

- In total, nearly 15,600 people entered the ‘Let your English grow’ competition
- Over 14,400 people entered across the six countries in which the campaign was being run
- An additional 1,180 people entered from other countries

<table>
<thead>
<tr>
<th>Country</th>
<th>No. of entrants</th>
<th>No. of winners</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brazil</td>
<td>2976</td>
<td>57</td>
</tr>
<tr>
<td>China</td>
<td>1476</td>
<td>31</td>
</tr>
<tr>
<td>Mexico</td>
<td>701</td>
<td>30</td>
</tr>
<tr>
<td>Russia</td>
<td>3787</td>
<td>47</td>
</tr>
<tr>
<td>Turkey</td>
<td>5100</td>
<td>50</td>
</tr>
<tr>
<td>UAE</td>
<td>371</td>
<td>26</td>
</tr>
<tr>
<td>Total</td>
<td>14,411</td>
<td>241</td>
</tr>
</tbody>
</table>

“I have no words to express what an amazing experience I had in England. It has a different culture, different people, amazing landscapes, good English classes, nice classmates and definitely really crazy weather.”

Let your English grow competition entrant
‘Let your English grow’ 2008

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