

Call for UK institutions to join Digital Campaign 2015

The British Council China is delighted to invite UK institutions to join two digital campaigns to promote UK summer school programmes and English language teaching courses to students in China.

Campaign 1: English Language Teaching – one-minute video show

This is a social media campaign aimed at promoting the UK English language teaching sector in a fun and engaging way. UK providers of English language teaching are invited to submit one-minute videos produced on their campus.

Suggested video ideas:

- Interviews with students before and after taking part in a summer school programme, looking at how their views of the UK have changed and showcasing their English language ability.
- Guide to distinguishing between different regional accents in the UK.

Participating UK institutions will be expected to provide a completed video along with a brief introduction of around 100 words, which the British Council China will promote through a variety of digital channels, including its well-established Education UK group on WeChat (currently China's most popular social media tool), which has more than 50,000 followers.

Cost: £100 per video (excluding VAT)

UK institutions interested in this opportunity should complete the attached application form and email it to davisson.li@britishcouncil.org.cn by 20 July.

Participating institutions will need to submit a one-minute video by 15 September. It is recommended to include Chinese language subtitles in the video. Alternatively, we can arrange a chargeable, high-quality translation service if required.

Campaign 1: English Language Teaching (one-minute video show) Application Form

<i>Name of institution:</i>	
<i>Contact person:</i>	
<i>Telephone:</i>	
<i>Fax:</i>	
<i>Email:</i>	
<i>Website:</i>	
<i>Contact address:</i>	
<p><i>I confirm that the above named organisation will take part in the Digital Campaign 2015 - English Language Teaching. We will submit a one-minute video by 15 September 2015.</i></p> <p><i>Signed:</i> _____</p> <p><i>Title:</i> _____</p> <p><i>Date:</i> _____</p>	

Cancellation

Cancellation fees will be charged as of the date of receipt of a written Notice of Withdrawal:

- 50 per cent of the full service fee for withdrawals received less than 60 days before the confirmed date of video submission.
- 100 per cent of the full service fee for withdrawals received less than 30 days before the confirmed date of video submission.

Terms & Conditions

VAT Disclaimer

The British Council is currently reviewing the VAT liability of all its activities. Depending on the outcome of this review, and agreement of liabilities with HM Customs and Excise, we may have to send you a supplementary invoice for VAT at some point in the future on the items we invoice you for from 1 April 2001 onwards.

Payment schedule

The British Council will invoice all institutions for the incurred fees. Terms of payment are within 30 days of the invoice date. In accordance with British Council audit procedures reminder letters will be issued for all outstanding invoices over 45 days. Until all invoices are cleared a block will be placed on your British Council account. Further applications to participate in events and other British Council organised programmes of activity cannot be accepted until all outstanding invoices have been paid.

Selection

The British Council reserves the right to select institutions to participate in the campaign based on the criteria as stated in the proposal details. Applicants will be notified in writing of the decision.

Accredited institutions

All participating institutions must be accredited by a recognised UK authority as specified in the Education UK Partnership criteria policy. Private education institutions must be accredited by the British Accreditation Council, the Independent Schools Council or the British Council.

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*.