

## 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 2: Summer School Programme – video campaign

Our video campaign last year has reached an audience of more than 400,000 so far, with five videos each focusing on different aspects of UK summer school programmes. Please follow the below links to see the videos.

British culture:

[http://v.youku.com/v\\_show/id\\_XODA4NzE5ODgw.html?qq-pf-to=pcqq.c2c](http://v.youku.com/v_show/id_XODA4NzE5ODgw.html?qq-pf-to=pcqq.c2c)

British food:

[http://v.youku.com/v\\_show/id\\_XODA2NjU5ODE2.html?qq-pf-to=pcqq.c2c](http://v.youku.com/v_show/id_XODA2NjU5ODE2.html?qq-pf-to=pcqq.c2c)

Extra-curricular activities:

[http://v.youku.com/v\\_show/id\\_XODA4NjcwNTk2.html?from=y1.2-1-87.3.5-2.1-1-1-4-0](http://v.youku.com/v_show/id_XODA4NjcwNTk2.html?from=y1.2-1-87.3.5-2.1-1-1-4-0)

Classrooms:

[http://v.youku.com/v\\_show/id\\_XODA2NjU3ODQ4.html?qq-pf-to=pcqq.c2c](http://v.youku.com/v_show/id_XODA2NjU3ODQ4.html?qq-pf-to=pcqq.c2c)

Friendship:

[http://v.youku.com/v\\_show/id\\_XODA2NjMxOTIw.html?qq-pf-to=pcqq.c2c](http://v.youku.com/v_show/id_XODA2NjMxOTIw.html?qq-pf-to=pcqq.c2c)

This year, we will produce five videos focusing on the following themes:

- arts and performing arts
- sports
- English studies/academic programmes
- adult courses
- family courses

The videos will be produced with Chinese subtitles and promoted through a variety of online channels, including youku.com, which is one of the most popular video platforms in China.

**Cost:** Free

UK institutions interested in this opportunity should complete the attached application form and email it to [davisson.li@britishcouncil.org.cn](mailto:davisson.li@britishcouncil.org.cn) by 6 July.

Please note, participation is limited to four institutions and we will work with English UK to select the participants.

The British Council China will arrange for filming to be conducted on the grounds of the selected institutions in July and August.

## Campaign 2: Summer School Programme (video campaign) 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><b><i>I confirm that the above named organisation will take part in the Digital Campaign 2015 - Summer School Programme. We understand that the videos will be produced on our institutions' grounds during the period 13 July to 20 August 2015.</i></b></p>	
<b><i>Signed:</i></b> _____	
<b><i>Title:</i></b> _____	
<b><i>Date:</i></b> _____	

### 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 30 days before the confirmed date of video shooting.
- 100 per cent of the full service fee for withdrawals received less than 21 days before the confirmed date of video shooting.

## **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*.