

UK SSP digital campaign 2014

July & August 2014

The British Council continuously makes effort on promoting UK ELT sector in Chinese market. According to latest statistics, over 38,000 Chinese students participated in UK's summer/winter school programmes in 2013, an increase of over 50% compared to 2012¹.

In this year, The British Council would like to take initiatives and host two digital campaigns on summer school programme, with the purposes of demonstrating excellent quality as well as the very first-hand information of UK summer camp.

Campaign 1: Selfie video campaign – my UK summer camp (FREE!)

This campaign is sponsored by the British Council and the EnglishUK, and will be free and opened to all Chinese students who spend their summer in the UK. Every student can use mobile to take 5-minute (or less) videos with below topics:

- Activities
- English
- Friends
- Food
- Culture

All the videos can be uploaded on WeShi which is owned by Tencent QQ and then the selective videos will be demonstrated on EducationUK branded pages on QQ.com.

Benefits:

- Each video will be marked with the names of author, UK SSP provider and Chinese agent (if appropriate).
- Selective videos will be showcased on EducationUK branded pages on QQ.com during July & August 2014
- Selective videos will be promoted on EducationUK official WeChat account during July & August 2014
- Your profile will be raised as the name of school may be repeated as internet word of mouth which is the most important part of marketing.

Input:

- Show attached Chinese leaflet to your Chinese students
- And then leave everything to us!

¹ Statistics from UKVI

Campaign 2: UK SSP video campaign

The British Council would like to produce 6 videos on UK summer school programmes specifically in July 2014. Only 6 UK ELT schools will be involved and filmed this time. We will take professional videos in your campus and then categorise all the films with below themes:

- Activities
- Culture
- English courses
- Friends
- Food
- Accommodation / homestay family if appropriate

You may wish to take a look at the video we produced last year for UK boarding school sector for reference. http://v.youku.com/v_show/id_XNjl1MzAzNzU2.html

The selection criteria will go to:

- Your location
- Number of Chinese students in your campus
- Recognition of your programme's quality

Benefits:

- Each interviewee will be recognized with his/her name, job title and school
- All videos will be produced with Chinese subtitles and showcased on EducationUK branded pages on Youku.com, which is one of the most popular video platform in China
- All videos will be promoted on EducationUK official WeChat account
- Your profile will be raised as the name of school may be repeated as internet word of mouth which is the most important part of marketing.

Input:

- Complete attached application form
- Show us the excellence of your summer school programme in early July 2014 and allow us to take films

Charge fee:

GBP800 per school excl. VAT

Should you have further questions please feel free to contact Ms May Huang (may.huang@britishcouncil.org.cn).

**UK Summer School Programme video campaign 2014
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 organization will take part in the UK Summer School Programme video campaign 2014 with the cost of GBP800 excl. VAT. We will submit application form by 20th July 2014. We understand that the videos will be produced during the period between 21 July to 20 Aug 2014.</i></p>	
<p><i>Signed:</i> _____</p>	
<p><i>Position in institution:</i> _____</p>	
<p><i>Date:</i> _____</p>	

Cancellation deadline

Cancellation fees will be charged for withdrawal from the **China Social Media Training Workshop**, as of the date of receipt of Notice of Withdrawal:

- 50% of the full service fee for withdrawals received less than 2 months before the confirmed date of training workshop.
- 100% of the full service fee for withdrawals received less than 1 month before the confirmed date of training workshop.

Terms and 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 publication lecture or exhibition fees. Terms of payment are within 30 days of the invoice date. Payment arrangements for travel, accommodation and flights for speakers are the responsibility of the participants. 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 booklet based on the selection criteria as stated in the event details. Applicants will be notified in writing of the decision.

Acceptance

The publication of the booklet is conditional on the British Council receiving a sufficient number of applications to make the publication cost effective. You will be sent an acceptance letter (or rejection letter with reasons for the rejection) once the deadline for applications has passed and sufficient numbers have been received.

British Council reserves the right to accept the guest lecture depending on the content of the guest lecture, the suitability of the selected city and the availability of local institution.

Event cancelled due to unsafe area

If a country/city becomes unsafe the degree that it is unsafe will determine the warning and action taken:

- If necessary an event will be cancelled. This will be done summarily or in consultation with participants depending on the local conditions. In such circumstances the British Council would seek to minimize the event costs that were unrecoverable and the balance would normally be a charge to the event participants - this will be done by dividing the total unrecoverable cost equally between all event participants. In effect we would refund the event participation fee less the amount unrecoverable. Institutions will be responsible for any cancellation charges on flights, accommodation and any other costs they may incur.
- There are circumstances where tension and incidents will raise a safety threat but not be sufficient to cancel an event or warn all participants to stay away. In such circumstances, some individuals or institutions may feel unwilling to visit a country and therefore decide to withdraw from the event. The British Council would make every effort to facilitate this with the minimum penalty to the institution. In the event of such a withdrawal, normal cancellation charges will apply except to the extent that the British Council is able to reduce the charges without jeopardizing the financial viability of the event.

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*.