

EDUCATION UK PARTNERSHIP

HONG KONG PARTNERSHIP

# Profiling and Marketing of UK Education

Katherine Forestier  
Director, Education Services  
28 September 2007



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## What we'll cover

1. **EUKP menu of services**
2. **Marketing:**
  - Our messages
  - Our marketing strategy
  - Plans for the future
  - Current activities
  - Direct methods
  - Indirect methods
  - Issues to consider
  - Your views

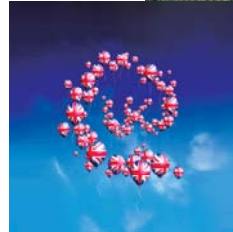


Summary of Services (Apr 2006 to Sept 2007)

Event / Activity	April 2006 to March 2007
Seminar	24
Pre-departure briefing	11
Alumni event	13
Institutional / Agent visit	9
Face-to-face market briefing	47
Promotional material display	9
Video conference facilities	2
Advertisement placement	12
Commissioned email	4
Class demonstration / agent workshop	4
<b>Total</b>	<b>155</b>

Our messages: the Education UK brand

- Tradition matched by innovation
- Career enhancing academic quality
- Focus on the individual
- Variety, choice and consistency
- Language, culture and society
- An investment for the future



## Our marketing strategy – the objectives

- To broaden our audience base
- To better understand our competitors
- To help the public understand essential information on UK education
- To focus on tangible and intangible qualities of UK education



## The months ahead

- Global strategic exhibition review
- Discipline specific events
- Promotional films for UK education (global)
- Promotional opportunities on website
- Alumni profile online (UK alumni website)
- Launch of Celebration 60 website



**The ultimate objective for 2008-09 is reaching out to new audiences, including in schools and the wider community**

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## BCHK's 60<sup>th</sup> Anniversary: Celebration 60



BRITISH  
COUNCIL

Education UK  
Innovative. Individual. Inspirational.

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## Direct Marketing

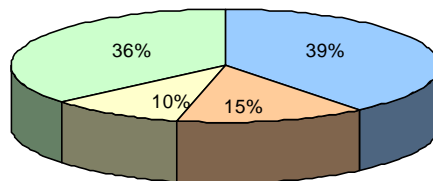
BRITISH  
COUNCIL

Education UK  
Innovative. Individual. Inspirational.

### Exhibitions



If you are school student, or are parent of a school student,  
what type of school do you/your child attend now ?

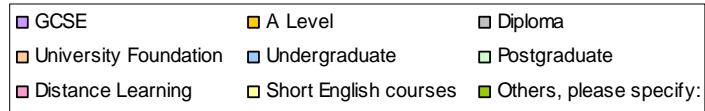
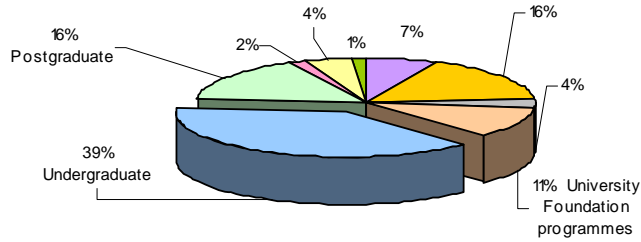


- Local public sector
- Local private school (including Direct Subsidy School)
- International/ESF school
- Boarding school overseas

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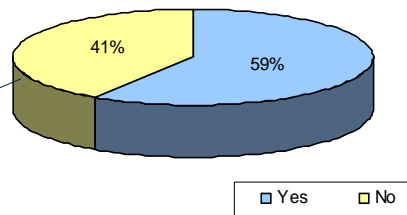
What programme of study are you interested in?



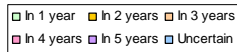
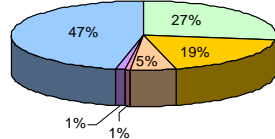
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Will you be making an application to the UK now?



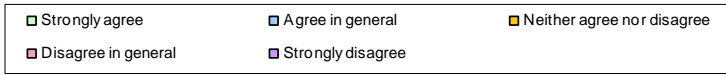
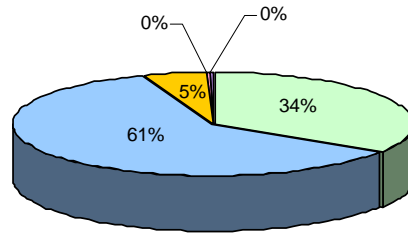
If not, in how many years' time?



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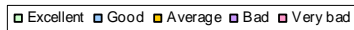
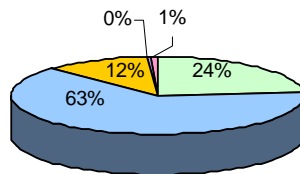
To what extent do you agree or disagree with the following statement: The UK is a country with high quality learning opportunities.



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How would you rate the quality of service you have received?





### 英院校搶錢搶港生

【本報訊】香港留學生選擇赴英升讀大學，但英國文化協會表示，由五至六學年赴英升讀高等教育的人數下跌近千人，不排除受本地學士普及化，造成激烈競爭。

當地著名大學則表示不受影響，最近三年報讀學生的人數不跌反升。

由英國文化協會舉辦的英國院校招生展，昨日在一個假日舉行，有廿四間引五千人入場，該會的教育總監羅德林表示，由五至六學年赴英接受高等教育的人士跌九千五百人，較口徑約五至六年減少近千人。「近年到英國升讀高文憑、學士或以上程度學位，雖有強勁的趨勢，可能因本地學士普及化，以致造成激烈競爭。」

雖然英國留學生的人數下跌，但有著名的大學表示未受影響，英國華威大學的不少人士均從該校獲取的資助，故大學會繼續維持招生狀況，最近三年申請及入讀的本地學生人數均有所增加，而該校入學率亦一直維持在百分之八十五的成績。是年十八歲，將在英國升讀高中二年級的劉嘉敏亦表示，當地的學習氣氛輕鬆，故考慮將來升讀本地課程，並希望回國，使英國各大學資料。

### 留英港生連年遞減

【本報訊】由英國文化協會主辦的英國院校招生展，昨日在一個假日舉行，有廿四間引五千人入場，該會的教育總監羅德林表示，由五至六學年赴英接受高等教育的人士跌九千五百人，較口徑約五至六年減少近千人。「近年到英國升讀高文憑、學士或以上程度學位，雖有強勁的趨勢，可能因本地學士普及化，以致造成激烈競爭。」

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英國院校招生展，昨日已吸引五千人入場。

### 士訓練「搶客」 港生跌5%

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### 英招生展 院校即場面試

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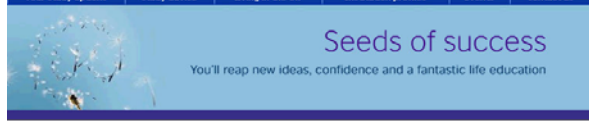
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## Revamp of the Education UK websites globally

Education UK Hong Kong | Print this page | Register | My Education UK



**Hello**

We'd like to welcome you to the start of something big. Your future. A UK education is just that. A vast mix of forward-looking courses and exciting experiences that lead to valuable qualifications which can really make you stand out from the crowd. Here you'll find lots of courses and places to study, with information and help to guide you in your choice of a really fantastic learning experience. What are you waiting for?

Begin your exploration via our [comparison sheet](#) between UK and HK education systems and our list of [useful websites](#) related to UK education.

**Event highlights**

Do you want to get the latest information on UK education? Trying to find further information on a specific discipline or meet with a representative from a UK institution? Get the latest news about UK education events happening in Hong Kong! There's something on every month, organised by us or other UK institutions. Check our [events](#) section regularly or register with us to get your free monthly Education UK e-newsletter sent automatically to your mailbox.

**Search for a course**

Subject keyword:

Course type:

Type of attendance:

Location:

[View location map](#)

[Search by institution name](#)

**Course searches**

- Quick search
- English language



### Branded portfolio



### Calendar of Events

**BRITISH COUNCIL**  
**August 2007**  
**What's in it for you...**  
[www.britishcouncil.org.hk](http://www.britishcouncil.org.hk)

**Summer reads and practices**  
**Points of View**  
**Education UK enrolment interviews 2007**  
**British Chevening Scholarships**

**Now - 31.8** **Summer reads and practices - Treat your child to a book**  
 暑期閱讀及練習活動  
 為孩子提供一個閱讀的機會，是家長在暑假期間應盡的責任。透過閱讀，孩子可以學習新知識、提高閱讀能力、培養想像力及創造力。家長應鼓勵孩子多閱讀，並與孩子分享閱讀的樂趣。

**2 - 17.8** **Points of View - An exhibition of press photography**  
 點點面面 - 香港及英國媒體攝影記者作品展覽  
 本展覽展示了來自香港及英國的媒體攝影記者作品，包括新聞、紀錄片、廣告及藝術攝影。透過這些作品，觀眾可以了解不同地區的社會現狀、文化特色及藝術風格。

**18 & 19.8** **Education UK enrolment interviews 2007**  
 2007年教育英國入學面試  
 教育英國將於8月18及19日（星期六及日）在九龍會議展覽中心舉行入學面試。有意申請者請於8月15日前向教育英國查詢詳情。

**18.8 - 24.9** **British Chevening Scholarships**  
 英國切文寧獎學金  
 英國切文寧獎學金是英國政府資助的獎學金，旨在吸引全球優秀的學生來英留學。申請者需具備優秀的學術成績及領導才能。有意申請者請於8月15日前向教育英國查詢詳情。

**check out**

## Advertisements



**KEELE UNIVERSITY**

**STUDY IN THE UK AT KEELE UNIVERSITY**

Keele is a well-established, research-led university offering high quality degree courses. Keele is located on a beautiful parkland campus in the middle of England, near three international airports and less than two hours by train from London.

At Keele you can choose from a wide range of courses, including:

Law	Business Administration
Medicine	Marketing
Pharmacy	Human Resource Management
Accounting and Finance	Health, Communications and Culture
Biomedical Sciences	International Politics
Computer Science	

We also offer International Student Scholarships of £3,000 per year of study, for which students from Hong Kong can apply.

As well as high-quality academic courses, Keele offers opportunities for sports, music, culture and a great student social life!

**INDIVIDUAL CONSULTATION SESSION**

Helena Thorley, Academic Registrar, and Gill Coleman, International Recruitment Officer, will be holding interviews for places and scholarships\* for September 2007 entry.

Date : Tuesday 18 July  
Time : 2:00 - 3:00 p.m.  
Venue : British Council, 3/F, 3 Supreme Court Road, Admiralty, HK

To book an interview, please contact the British Council by email [enquiries@britishcouncil.org.hk](mailto:enquiries@britishcouncil.org.hk) or telephone +852 2913 5100.

\*Please note that for Medicine and Pharmacy places you must contact the university directly by email at [enquiries@keele.ac.uk](mailto:enquiries@keele.ac.uk) or by telephone at +44 1782 383301.

[www.keele.ac.uk/international](http://www.keele.ac.uk/international)

Supported by the  
**BRITISH COUNCIL**

**OXFORD BROOKES UNIVERSITY**

- Top rating 'Excellent' in the Teaching Quality Assessment
- Awarded as the 'Leading Modern University' by Sunday Times University Guide 2006
- Rated Best New University by the Sunday Times University Guide six years in succession, 2001-2006

**CAREER TALK**

**Internationalising Your Career — Law, Trade and Human Rights**

Internationalisation is not just a buzz-word. In today's global markets it is a necessity. Whether you are from a law, business or government background, acquiring an understanding of international law is more important than ever before. This talk will provide an outline of the subject and its importance as a career enhancing pathway.

Date : Monday 21 May 2007  
Time : 7:00 p.m.  
Venue : Room 307, 3/F, British Council, 3 Supreme Court Road, Admiralty, HK  
Speaker : Professor Meryll Dean, Head of Law, Oxford Brookes University

LLM in International Trade and Commercial Law  
LLM in International Human Rights Law  
LLM in International Economic Law  
LLM in International Banking Law  
LLM in Public International Law  
LLM in International Law  
LLM in WTO

\*Open to members of selected professional bodies in Hong Kong

Contact for further information: Oxford Brookes University — Hong Kong Office  
Tel 2110 9374 Fax 2699 3463 E-mail [info@brookes.com.hk](mailto:info@brookes.com.hk)

Pre-registration is required. For enquiries and reservations, please contact the British Council by e-mail [enquiries@britishcouncil.org.hk](mailto:enquiries@britishcouncil.org.hk) or telephone +852 2913 5100.

3 Supreme Court Road, Admiralty, Hong Kong  
Tel: +852 2913 5100 Fax: +852 2913 5332  
E-mail: [enquiries@britishcouncil.org.hk](mailto:enquiries@britishcouncil.org.hk)  
Website: [www.educationuk.org.hk](http://www.educationuk.org.hk) [www.britishcouncil.org.hk](http://www.britishcouncil.org.hk)

**BRITISH COUNCIL**

## Information seminars and counseling



### Sector specific events



### Institutions' specific events



## Pre-departure events



## British Council Hong Kong



## Indirect Marketing

## Student Voice (6 October 2007)



## Science Alive (November 2007)



## International Networking for Young Scientists



### Climate Cool launch (11 September 2007)



### World Para-dressage Championship



## Networking Events



## Alumni Profiling

BRITISH COUNCIL

UK Alumni Hong Kong

Home  
News  
Events  
Photo Gallery  
About UK Alumni HK  
Contact Us

KEYWORD SEARCH

News  
Events  
Photo Gallery  
Others

Search for UK Alumni Association

Education UK  
Innovative. Individual. Inspirational.

Login | Register Now!

Alumni Login

User Name   
Password   
Forgot Password? LOGIN

Welcome to **British Council UK Alumni**  
**Register Now!**

Welcome message

Welcome to this dedicated web space for all UK alumni in Hong Kong!

Since 2001, we have been building an alumni network to cement relationships between people who have enjoyed an educational experience in the UK. With alumni relations development being one of our key areas of work, we hope you

What you might benefits?

Invite  
Share  
Connect

## British Chevening Scholarships



## Free media publicity

### 2006 - 2007:

Education UK Enrolment Interviews 2006 = 426,791

Education UK Exhibition, 11 - 12 February 2007 = 1,394,505

Science Alive 2006 = 859,584

Interactive Riding Sessions, Riding for the Disabled

Association Conference 2006 = 543,282

Bill Rammell visit = 583,947

**Total of HK\$ 3,808,109**

### 2007- 2008 (to date)

Education UK Enrolment Interviews 2007 = 442,537

**Total of HK\$ 442,537**

## Issues to consider

- Information overload
- Protecting the Education UK brand
- Explore virtual opportunities



Over to you!

