



Services for International Education Marketing SIEM

**FE International Network
Monday 25th February 2013
Leeds City College**



Introduction to SIEM

British Council Services for International Education Marketing (SIEM) is a global programme to support UK Education institutions in their international work. We currently operate in 37 countries:

Bahrain, Bangladesh, Brazil, Canada, China, Cyprus, Egypt,
France, Ghana, Germany, Greece, Hong Kong, India, Indonesia,
Japan, Jordan (Iraq**), Kazakhstan, Korea, Kuwait,
Mexico, Malaysia (Brunei*), Nigeria, Oman, Pakistan, Poland, Qatar, Russia,
Saudi Arabia, Singapore, Spain, Sri Lanka, Taiwan, Thailand, Turkey, United
Arab Emirates (UAE), United States of America (USA), Vietnam

2013/14 new markets:

Americas Colombia

Europe Israel, Italy, Romania

Benefits to your institutions

- Wide range of services to suit your needs and resources
- Work in current markets
- Flexibility to move into new markets
- Dedicated UK Account Manager for FE
- Links with British Council Skills Team
- One to one relationships with country staff
- Intelligence, expertise and networks to support your business

Account management team

Account managers

- **Sarah Kinsey** (HE South East)
- **Oliver Phillips** (HE Scotland, NI & North of England)
- **Emma Robinson** (HE South West, Boarding Schools)
- **Lee Harris** (HE Midlands & Yorkshire)
- **Christine Lee** (HE Wales, UK Colleges and FE)

Exhibitions Team

- **Stephen Farnsworth**
- **Mike Hatt**
- **Clare Farnsworth**

Consultancy and Transnational Education

One-off support packages, focused on the specific business needs of a UK institution or for TNE for overseas institutions delivering UK qualifications, examples of consultancy services may include:

- a one-off feasibility report for entry into a market
- a presentation about local regulation/law for delivery of a course in-country
- a programme of meetings with a wide range of contacts in-country
- a scoping study into the market for a particular course/subject, including competitor analysis
- research on research partnership/joint programme opportunities in-country

Direct Marketing

- Management of an advertising campaign
- Placement of institutional profiles
- Event listings
- Advertorials and articles in relevant local media
- Digital and social media strategy
- e-mail shots
- Placement on Facebook, Twitter, blogs, etc.
- Events Management, including presentations, workshops, seminars, lectures, interviews, receptions, graduation ceremonies, alumni activities and press and media events

Services for Agents

Designed to increase the capacity of agents in the following ways

- to promote the UK as an appealing study destination
- to work effectively with UK institutions.
- to provide high quality information, resources and services to students seeking an international education

Designed to increase their knowledge and understanding of:

- the UK education system
- the UK as a study destination

Designed to increase their skills and resources:

- provide relevant, accurate and trustworthy information
- maintain up-to-date knowledge about studying in the UK

Currently undergoing a refresh to improve the long term services to agents

Education Intelligence Products

- New subscription package specifically for the FE sector
- Available from April 1st 2013
 - Student Insight Data Tool
 - 15 Country Briefs
 - Annual Subscription of £1,500
 - FE market research report
 - See leaflet for further information and contact details

Education Intelligence Products

- New report in development specifically for the FE sector:
 - The British Council will select five priority markets and build a national profile of each country's current and potential FE market. This includes data and analysis of each country's economic, socio-political, and education potential with special attention given to entry rates, household income and affordability, local demand, and growth projections; student perceptions will also be examined. Opportunities and challenges as well as overall recommendations will be presented.
 - Report will look at India, China, Pakistan, Hong Kong and one other
 - This report will be ready in the first week of April to subscription holders

Exhibitions



Education UK Exhibitions

Exhibitions

Key messages:

- SIEM will deliver Education UK exhibitions
- The “Education UK” brand will continue
- SIEM will develop a range of exhibitions, fairs and events to suit all sectors



Exhibitions



Application Process:

- First come, first served
- One fee rate per exhibition
- Better forward planning

Exhibitions



Welcome to the
ZCC Virtual Expo at COP17!

[Main Page](#) [About the ZCC Virtual Expo](#) [Partners](#) [Theatre](#) [Events](#)



Events



See Upcoming
Events

Our Partners



[see all the partners](#) >>

[Visit the Virtual Stands!](#)

Map of Stands



The British Council is already working with IMASTE

Website:landing page

www.britishcouncil.org/siem

The screenshot shows a web browser window displaying the British Council website. The address bar shows <https://siem.britishcouncil.org>. The page features a navigation menu with 'My Workbench', 'Dashboard', 'Content', and 'People'. A user is logged in as 'Christine Lee'. The main content area includes a large banner for the 'East Asia Agent UK School Tour - open for registration' (21-25 January 2013) with a 'READ MORE' button. Below the banner are three smaller cards: 'East Asia Agent UK School Tour', 'Going Global 2013, 4 - 6 March', and 'Schools Mission - Mumbai'. On the right, a sidebar contains account information: 'British Council > ACCOUNT MANAGER >', 'SUBSCRIPTION: P Platinum', 'USER ROLE: Subscription user', and 'EDUCATION INTELLIGENCE' with links to 'EI Online Store >', 'EI Data Tool >', 'Higher Education student data >', 'Student Insight: Global Plus >', 'Student Insight: Country Snapshots >', and 'Country Brief: Interactive Access >'. Below this are 'EXHIBITIONS >' and 'NEWSLETTER OPTIONS AND ALERTS >'. A 'BRITISH COUNCIL SERVICES FOR INTERNATIONAL EDUCATION MARKETING' section is on the left, and an 'OPPORTUNITIES' section is on the right, featuring 'Education UK Agent Training in Indonesia' and 'UK Vocational Education Partnership Fund'. The Windows taskbar at the bottom shows the time as 12:23.

Website: News

The screenshot shows a web browser window displaying the British Council website. The address bar shows the URL <https://siem.britishcouncil.org/news/opportunities>. The page features a dark blue header with the British Council logo and the text "Services for international education marketing". A navigation menu includes "HOME", "NEWS", "SERVICE CATALOGUE", "EVENTS", "PEOPLE", and "WHERE WE ARE". The main content area is titled "OPPORTUNITIES" and contains a sub-header "OPPORTUNITIES" with a description: "Our Opportunities enable you to reach prospective students and build links with local providers and agents through promotion in publications or marketing campaigns, or through participation in local events such as exhibitions, education fairs, conferences, or agent and alumni events." Below this, there is a breadcrumb trail: "Home > Opportunities > Opportunities". On the left side, there are four filter buttons: "FILTER BY REGION", "FILTER BY COUNTRY", "MARKET NEWS", and "REPORTS". The main content area displays three news items:

- Education UK Agent Training in Indonesia**
The next round of the Educations UK Agent Training will begins on 7 January...
East Asia, Indonesia, 18/12/2012
- UK Vocational Education Partnership Fund**
The British Council Vietnam facilitates and supports international partnerships...
East Asia, Vietnam, 18/12/2012
- East Asia Agent UK School Tour**
We are very pleased to introduce the updated information for the East Asia...

The browser's taskbar at the bottom shows various application icons and the system clock indicating 12:30.

Website: Country pages

HONG KONG SAR

GDP per capita US\$49,300 (2011)	GDP growth 5% (2011)
Population 7.1 million	Urban population majority

FAST FACTS

- Almost 10,900 Hong Kong higher education students chose the UK in 2009/10
- The 2010 census showed 25% of young people wishing to study outside Hong Kong wanted to come to the UK
- Education makes up 17% of public spending in Hong Kong (2011/12)
- Changes to the domestic education system in 2012 have led to a spike in applications to study in the UK

Home > Country > Hong Kong SAR

COUNTRY OFFICES

Hong Kong
3 Supreme Court Rd, Admiralty, Hong Kong
Telephone +852 2913 5100
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MARKET INTRODUCTION

Hong Kong is a Special Administrative Region (SAR) of the People's Republic of China (PRC), located on China's south coast within the Pearl River Delta area and bordering the South China Sea.

[read more](#)

COUNTRY STAFF

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OPPORTUNITIES

Education UK schools road show 2012 – open for applications

📍 East Asia 📍 Hong Kong SAR 🕒 10/05/2012

British Council student ambassador scheme – Hong Kong
British Council Hong Kong is once again looking for up to four student ambass

📍 East Asia 📍 Hong Kong SAR 🕒 10/05/2012

Education UK information day for Post-16 students
Education UK information day for Post-16 students

Website: Staff contact details

COUNTRY ▾

- ARGENTINA
- BAHRAIN
- BANGLADESH
- BRAZIL
- CANADA
- CHINA**
- CYPRUS
- EGYPT
- FRANCE
- GERMANY
- GHANA
- GREECE
- HONG KONG SAR
- INDIA
- INDONESIA
- ITALY
- JAPAN
- JORDAN
- KAZAKHSTAN
- KUWAIT
- MALAYSIA
- MEXICO
- NIGERIA
- OMAN

Staff list

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UK Contacts

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