

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



The British Council is already working with IMASTE

Website:landing page

www.britishcouncil.org/siem

The screenshot shows a web browser window with the address bar displaying <https://siem.britishcouncil.org>. The page has a dark blue header with navigation links: [My Workbench](#), [Dashboard](#), [Content](#), and [People](#). On the right of the header, it says "Hello Christine Lee" and has a "Log out" link. Below the header is a grey bar with "Add content" and "Find content" links.

The main content area features a large blue banner for the "East Asia Agent UK School Tour - open for registration" (21 - 25 January 2013) with a "READ MORE" button. Below this banner are three smaller tiles: "East Asia Agent UK School Tour", "Going Global 2013, 4 - 6 March", and "Schools Mission - Mumbai".

On the right side of the banner, there is a sidebar with the following sections:

- British Council >**
 - [ACCOUNT MANAGER >](#)
- SUBSCRIPTION:** **P Platinum** Expiry date:
- USER ROLE:** Subscription user **?**
- EDUCATION INTELLIGENCE**
 - [EI Online Store >](#)
 - [EI Data Tool >](#)
 - Higher Education student data >
 - Student Insight: Global Plus >
 - Student Insight: Country Snapshots >
 - Country Brief: Interactive Access >
- EXHIBITIONS >**
- NEWSLETTER OPTIONS AND ALERTS >**

Below the banner, there is a section titled "BRITISH COUNCIL SERVICES FOR INTERNATIONAL EDUCATION MARKETING". It describes the SIEM programme: "British Council Services for International Marketing (SIEM) is a global programme to support UK Education institutions in their international work. SIEM operates in 37 countries, providing services for".

To the right of this is an "OPPORTUNITIES" section with two items:

- Education UK Agent Training in Indonesia**
The next round of the Educations UK Agent Training will begins on 7 January 2013 and last for 6 weeks.
East Asia Indonesia 18/12/2012
- UK Vocational Education Partnership Fund**
The British Council Vietnam facilitates and supports international partnerships in collaboration with the General Department for Vocational Training.
East Asia Vietnam 18/12/2012

The Windows taskbar at the bottom shows the Start button and several application icons. The system tray on the right shows the time as 12:23.

Website: News

The screenshot shows a web browser window displaying the British Council Opportunities page. The browser's address bar shows the URL <https://siem.britishcouncil.org/news/opportunities>. The page has a dark blue header with the British Council logo and navigation links. A white navigation bar contains links for HOME, NEWS, SERVICE CATALOGUE, EVENTS, PEOPLE, and WHERE WE ARE. The main content area features a large orange banner for 'OPPORTUNITIES' with a descriptive paragraph. Below this, a sidebar on the left offers filters for 'FILTER BY REGION', 'FILTER BY COUNTRY', 'MARKET NEWS', and 'REPORTS'. The main feed on the right lists three news items, each with a title, a brief description, location tags, and a date.

www.ukba.homeoffice.gov Opportunities | British Cou

← → ↻ <https://siem.britishcouncil.org/news/opportunities>

For quick access, place your bookmarks here on the bookmarks bar. [Import bookmarks now...](#)

My Workbench Dashboard Content People Hello **Christine Lee** Log out

Add content Find content

BRITISH COUNCIL Services for international education marketing

HOME NEWS SERVICE CATALOGUE EVENTS PEOPLE WHERE WE ARE

OPPORTUNITIES

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.

Home > Opportunities > Opportunities

FILTER BY REGION <

FILTER BY COUNTRY <

MARKET NEWS >

REPORTS >

OPPORTUNITIES

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...

<https://siem.britishcouncil.org>

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

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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 ambassadors

[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

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