



CHINA

Roadshow 2016

for UK English Language Summer School Providers

13–19 November • Beijing Hangzhou Guangzhou

ENGLISHUK 

www.englishuk.com



China Roadshow 2016

Expand your summer school recruitment in China

This year, English UK and the British Council China are running a series of marketing activities to promote UK English language teaching in China. This includes a 'Shakespeare Lives' campaign, group leader training, a UK inward mission, online exhibitions and the China Roadshow.

Now in its seventh year, the China Roadshow is an established channel for Chinese agents to meet new and existing school partners. Participants receive insights into the Chinese market and trends, as well as briefings from UK Visas and Immigration.

The Roadshow is a perfect opportunity for English UK member centres to meet potential partners, including education consultancies, travel agents and local educational institutions, that are actively engaged in the UK summer school sector.

Why you should come

If you are serious about the Chinese market, this is an event you cannot miss. Participation will help you raise and enhance your profile with extensive support from English UK and the British Council.

The package costs £3,825 per centre and includes:

- 45+ appointment sessions and Marcom eSchedule Lite account
- Market briefing and seminar programmes
- Free online exhibition prior to the workshops
- Accommodation for six nights in 5-star hotels
- Domestic flights from Beijing to Hangzhou and Hangzhou to Guangzhou
- Group airport transfers in three cities
- Welcome reception and farewell dinner
- Refreshments and lunches at Monday, Wednesday and Friday workshops
- A listing in the Education UK ELT booklet, circulation 100,000
- Full assistance throughout the trip from the English UK/British Council team.

How to join us

Participation is limited so register your place quickly on our website or contact Sarah Wang at sarah@englishuk.com.

www.englishuk.com

The China Roadshow is organised in partnership with



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Outline programme

Sun 13 November | Beijing

18:00 – 19:00 Market briefing
19:00 – 21:00 Welcome dinner

Mon 14 November | Workshop day in Beijing

09:00 – 17:30 Appointment sessions
09:00 – 17:30 Parallel agent briefing / training

Tue 15 November

AM Private meetings/ optional excursions
PM Fly to Hangzhou

Wed 16 November | Workshop day in Hangzhou

09:00 – 17:30 Appointment sessions
09:00 – 17:30 Parallel agent briefing / training

Thu 17 November

AM Private meetings/ optional excursions
PM Fly to Guangzhou

Fri 18 November | Workshop day in Guangzhou

09:00 – 17:30 Appointment sessions
09:00 – 17:30 Parallel agent briefing / training
19:00 – 21:00 Farewell gala dinner

Sat 19 November

12:00 Hotel check out

Testimonials

"The China Roadshow was an excellent opportunity to meet a wide selection of potential new partner agents in China."

"The event was very well organised and attended. In the following weeks we developed new partnerships so feel very positive about our decision to participate."

"It was my second time on the roadshow and once again I learned a lot about the Chinese market and its enormous potential. Thank you to all for organising and running a successful trip."