
Education UK Science and MBA Tour 2015 Event Management and Communication Brief

Introduction

The British Council in Ghana provides first class opportunities in professional development and intercultural dialogue for young people and emerging leaders.

We are an independent and non-political organisation, with a global mission to connect people world-wide with learning opportunities and creative ideas from the UK.

We build mutually beneficial relationships between people in the UK and Ghana – we believe in the potential of individuals and in the benefits of internationalism. Through our work, we create experiences for our valued customers, partners and clients that are welcoming, trustworthy, innovative and contemporary. We are part of a global network that operates in 109 countries worldwide.

Education UK Science and MBA Tour 2015

British Council organises over sixty UK education exhibitions world-wide annually. The council has been organising EUK Exhibitions for over eight years in Ghana.

- The Education UK Science and MBA Tour 2015 is a maiden exhibition geared towards the Science and MBA courses
- It aims to provide a range of study/training opportunities available for Ghanaian students, employers and employees
- At least 15 UK universities are expected to participate
- Exhibitions will be held on the campuses of 3 Universities. Two within Accra and one in Cape Coast. The exhibition will be held on the campuses for students, faculty and staff and is aimed at communicating to the target audience how studying or training in the UK will make them the best they can be. It aims to provide them with world-class qualifications for competitive advantage in their careers leading to improved earnings

Our core target

1. Students/ Staff/Faculty Members
2. General public

Tour locations

- **Accra:**
 - Central University College – 28 October 2015
 - University of Ghana (School of Biomedical and Allied Health Sciences- College of Health Sciences) – 29 October 2015
- **Cape Coast:**
 - University of Cape Coast – 30 October 2015

Your Agency's Task

The media and advertising agency is required to propose and implement a media and advertising strategy that will deliver the following objectives:

- The event should be a platform to showcase the various products and services available to prospective students who want quality British Education
- The event should be one that showcases the UK experience
- **Reinforce** the Education UK brand in the minds of target audience

Aims and objectives

The objectives of the event are to:

- Create awareness and deepen knowledge of UK Institutions on opportunities for studies, collaboration and new developments with Ghanaian institutions.
- Provide a platform for students with unconditional offers to interact with alumni and share experiences.

Specific Deliverables of your agency's input (work)

On a broader level

- Raise awareness of UK as the best Study destination to:
 - Students on the targeted campuses
 - Staff and faculty of the various campuses
- The event should be one that can serve as a promotional tool for the Ghana-UK Alumni

On a specific level

- Propose and implement high publicity – sound & sight, coverage & impact
- Educate target of the benefits of participating in the exhibition
- Generate massive interest by target audience which will result in high attendance levels on all days
- Employ the following (but not limited to) media to raise top of the mind awareness:
 - Online:- radio websites, bulk SMS messaging, digital promotions
 - Banners
- Your agency must be **innovative** with all aspects of the event including communication media
- Branding at all venues

Please demonstrate the impact of the media that you choose to work with in terms of audience reach in relation to our core target.

Key Performance Indicators

- Achievement of agreed top-of-mind awareness targets
- Achievement of Education UK Exhibition participation targets
- The level of execution in line with agreed strategy (conformity to plans)
- Generation of buzz & enthusiasm – within target group
- Full awareness of event to target groups in all targeted universities

British Council's Input

British Council will manage the following

- Venue for exhibition
- Promotional materials (pens, notepads, freebies)
- Chairs and tables for exhibitions
- Catering for Exhibitions at all universities

Impact and numbers

Greater Accra Region: Central University and University of Ghana (College of health sciences)
- at least 600 unpaid participants

Central Region: University of Cape Coast
- at least 300 unpaid participants

Budget for all Media, Advertising and Event Management including tax (Accra & Cape Coast)

GHS15,000 including VAT & NHIL

This budget is fixed and payment will be made in installments based on actual invoices submitted for specific activity.

Criteria for selection of your agency

Your agency will be selected based on a PowerPoint presentation delivered to a panel that must include the following criteria;

- Innovation of event, communication plan & concepts
- Relevance – FIT between strategy and Exhibition objectives
- Clear & demonstrable mechanisms to deliver broad & specific objectives
- **Practical, yet exciting proposals**
- Respect for times & deadlines (non-negotiable)
- Ability to 'milk' budget to achieve more with quality delivery
- Spend (allocation of budget) proposals – relative weight & importance
- Cost effectiveness vs. efficiency
- Agencies HR resource expertise + allocation

Key points for your presentation must include the following;

- Budget breakdown within agreed budget
- Resource capacity
- A showcase of past events executed
- Artwork and description of Promotional materials

Post-selection Expectations:

- Implementation of plan to agreed specs – conformity to plan
- Execution in line with brand image, concepts and formats
- Respect for deadlines in execution
- Effective use of contacts with media agencies

- Adherence to agreed spend items & limits
- Open channels of communication
- Constant feedback – 2 way
- Flexibility & adaptability
- Prudence in use of budget

Timelines:

- Agency to submit bid proposals - 10 August 2015
- British Council short listing - 12 August 2015
- Presentation by Shortlisted Agencies - 20 August 2015
- British Council review, selection & notification - 21 August 2015
- Contract signed - 1 September 2015

Implementation:

- Preparatory work/ Review - September 2015

Concluding points:

- Submission of proposals – **10 August 2015**
- Adherence to schedule & punctuality
- Selection will be based on creativity and cost
- Scope of work may be expanded on need-basis
- British Council points of contact:
 - Rhoda Enchil, rhoda.enchil@gh.britishcouncil.org , 0302 610108
 - Christiana Bandoh, christiana.bandoh@gh.britishcouncil.org , 0302 302610119