

**British Council**  
**Online Study UK Universities Roadshow**  
21 – 25 September 2020

Dear Careers Counsellor,

**Re: Online Study UK Universities Roadshow September 2020**

The British Council is pleased to invite you, your students, and parents to attend the Online Study UK Universities Roadshow on **21-25 September 2020**.

This is a great opportunity to meet with representatives from 24 UK universities to find out more about higher education in the UK, including strengths of various universities, subjects and courses, entrance requirements, career prospects and other questions about their future university studies. There will also be some current students invited to be available for an online chat or a meeting throughout the week.

### Participating universities

I am pleased to confirm that a total of 24 universities will be attending the event. The list is as follows:

- University of the Arts London
- University of Bath
- University of Birmingham
- Arts University Bournemouth
- Bournemouth University
- University of Bristol
- Cardiff University
- University of East Anglia
- University of Exeter
- University of Glasgow
- University of Gloucestershire
- Goldsmiths, University of London
- Keele University
- Lancaster University
- The University of Law
- University of Leeds
- Leeds Arts University
- University of Lincoln
- The University of Reading
- The Royal Veterinary College,  
University of London
- SOAS University of London
- University of St. Andrews
- Swansea University
- University of Warwick

## Objectives

The objectives of this event are three-fold:

- To provide your students and parents with insightful information on UK higher education before making an application to their chosen universities
- To provide the most up-to-date admission information and useful advice by admission decision makers
- To enable school counsellors to establish connections with representatives from participating UK universities

## Target audience

We recommend that all senior year students to be invited to attend along with their parents and relevant staff.

HKDSE	GCE	IB	Senior Secondary School (Macao)	Senior High School (Taiwan)
Secondary 6	GCE A2	IB Year 2 / BTEC	Form 6	Grade 12
Secondary 5	GCE AS	IB Year 1	Form 5	Grade 11
Secondary 4	iGCSE	iGCSE	Form 4	Grade 10

## Pre-event briefing & career counsellor engagement event

The Study UK Connect platform\* is scheduled to launch on 18 September and opens for everyone to book meetings with the representatives in the following week. We therefore would like to invite you for the pre-event briefing on 17-18 September. During this 2-day event, apart from walking you through on how to book meetings via the platform, representatives from 24 participating universities will also be attending to introduce themselves. Please note there will be no Q&A after the introduction sessions. Meetings with our representatives will be open for booking from the 18<sup>th</sup>.

\*NB: for more details about the platform, please refer to Page 4.

In addition, we understand that it has been a very challenging year for you and your students due to the Covid-19 pandemic and you may require more support from the UK education sector. The British Council has invited representatives from the offices of Universities Colleges Admissions System (UCAS) as well as UK Visas and Immigration (UKVI) to deliver online information sessions specifically for our participating schools. The tentative programme is listed below for your review:

### Programme (tentative)

#### Pre-event briefing session for the career counsellors

Date: Thursday 17 – Friday 18 September

#### Day 1

14.45 – 15.00	Event briefing for career counsellors
15.00 – 16.00	University Introduction Session I (total of 12 universities)
16.30 – 17.10	Introduction to UK university application process by UCAS
17.20 – 18.00	UCAS information session (for experienced users) by UCAS

## Day 2

15.00 – 15.30	UK visa update by UKVI
15.45 – 16.45	University Introduction Session II (total of 12 universities)
16.45 – 17.00	Drop-in session - Study UK Connect Clinic for career counsellors (optional)

## Format of Event

The online roadshow week will be open to secondary school students, parents, teachers and careers counsellors from Hong Kong, Macao, and Taiwan. We will also help careers counsellors to arrange online meetings with their interest universities if requires.

In this 5-day event, there will be 2 live webinars organised per day. Each session will be presented by 2-3 UK universities representatives to talk about a joint topic. Sample seminar topics such as introduction to UK education (an overview), UK university application process (UCAS), writing a winning personal statement, employability & placement opportunity in the UK or other subject specific topic etc. will be covered during the online roadshow week.

In terms of online counselling for admission advice, students will be able to have a live chat or book a video meeting with a UK university via the British Council's digital engagement platform – Study UK Connect throughout the week. Apart from universities representatives, we will also invite some current students to answer all questions that you may have.

## Event Summary

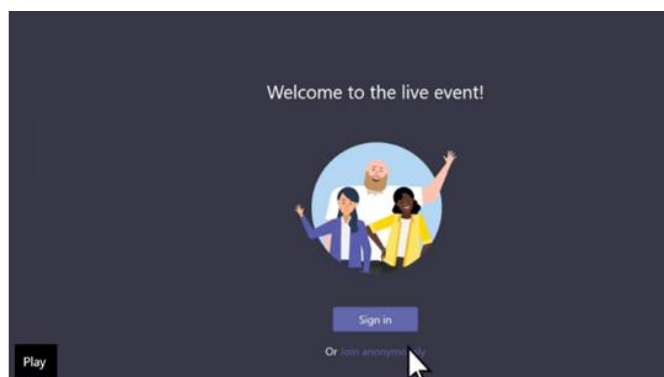
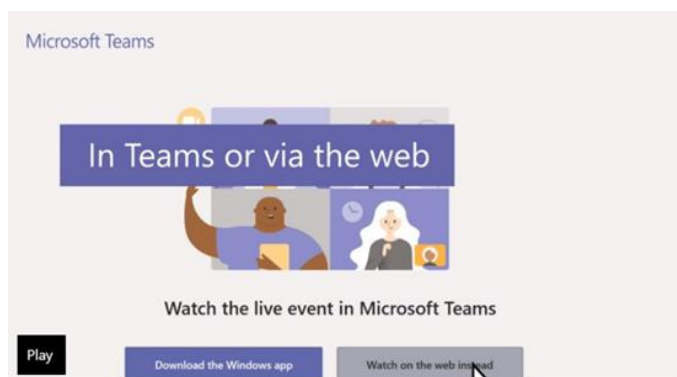
### I. Online roadshow week

- Time: 15.30 – 20.30 local time
- Webinar platform: Microsoft Teams Live Event
- Online counselling platform: Study UK Connect

Time	Monday	Tuesday	Wednesday	Thursday	Friday
15.30 – 16.30	Webinar Session 1	Webinar Session 3	Webinar Session 5	Webinar Session 7	Webinar Session 9
16.30 – 18.00	Online Counselling with prospective students and parents				
18.00 – 18.30	30-minute break				
18.30 – 19.30	Webinar Session 2	Webinar Session 4	Webinar Session 6	Webinar Session 8	Webinar Session 10
19.30 – 20.30	Online Counselling with prospective students and parents				

## (1) Live webinar series

The British Council will be using Microsoft Teams Live Event to host the webinars. For those who have not used the App before, for attendees, there is NO need to install it to join a webinar. Attendees will be able to watch it on the web and sign in anonymously through your desktop, laptop, tablet, or mobile phone device.



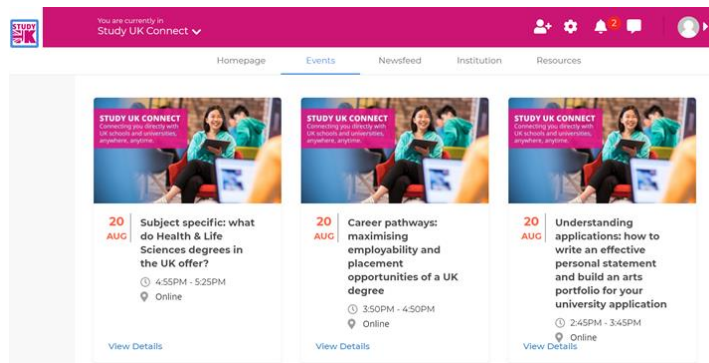
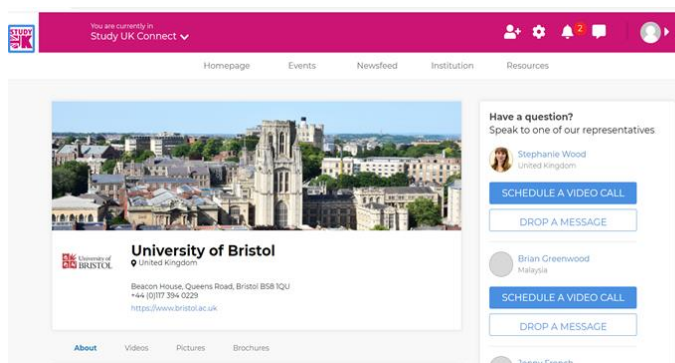
## (2) Online counselling – booking individual meetings with the representatives

### About Study UK Connect

[Study UK Connect](#) is a unique platform created by the British Council and aims to help international students and parents to navigate UK education within your fingertips, as well as connect with UK institutions directly. There will also be various thematic webinar series available for them to learn more in-depth information about UK education. Through this platform, they can also book a 1-2-1 live chat or a video meeting with their chosen UK institution to get all questions answered anywhere and anytime.

### Benefits

- One-to-one live chat and video-call with anyone from the participating institutions anytime and anywhere. The platform will be live until at least the end of Term 1 (i.e. before Christmas).
- Designated universities profile pages for students and parents to navigate information easily.
- Access to the latest and comprehensive information through various thematic webinar series.



## How to register Study UK Connect

### For career counsellors

To join this interactive platform, you will need to create an account on the platform. We will be emailing you the details directly before the pre-event briefing.

### For students & parents

Please kindly *ask your students and parents* to follow these four quick and easy steps.

1. Express your interest via <https://www.surveymonkey.com/r/WS563R3> (for students and parents).
2. Receive log-in details from the British Council via e-mail on **18 September**.
3. Create a user account at Study UK Connect
4. Access the platform from your computer, tablet, or smartphone at any time convenient for you.  
- book meetings or webinars that you are interested.

I hope you find this information is useful; please feel free to contact me if you require any further information or assistance.

Kind regards,  
Karen

### **Karen Hsu**

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