

**STUDY  K**



# **ALUMNI AWARDS**

**Campaign Marketing Information**

2020/21

# ABOUT THIS PACK

Thank you for joining the **#UKAlumniAwards** campaign 2020-2021.

This pack contains everything you need to know about the Study UK Alumni Awards and tools for UK HEIs, partners and British Council in-country offices to support the effective marketing of the awards. As we prepare to launch the seventh edition of the Study UK Alumni Awards, our objective is to build on the successful reach and engagement of the Alumni Awards in previous years.

In 2019-20, press and PR coverage of the Alumni Award winners and finalists reached an audience of more than 230 million globally, raising the profile of successful alumni, their UK HEIs and the UK generally as a study destination.

Further information and guidance is available from the British Council UK team:  
[StudyUK.Alumni@BritishCouncil.Org](mailto:StudyUK.Alumni@BritishCouncil.Org)

# STUDY UK ALUMNI AWARDS: BACKGROUND

The Study UK Alumni Awards find and celebrate the UK's outstanding alumni and the impact that they are having on their professions, communities and countries around the world. Alumni Award finalists are professionals, entrepreneurs and community leaders. Through the Alumni Awards, winners are given the opportunity to professionally develop and build their capacity and professional networks, contributing to the overall development of their country.

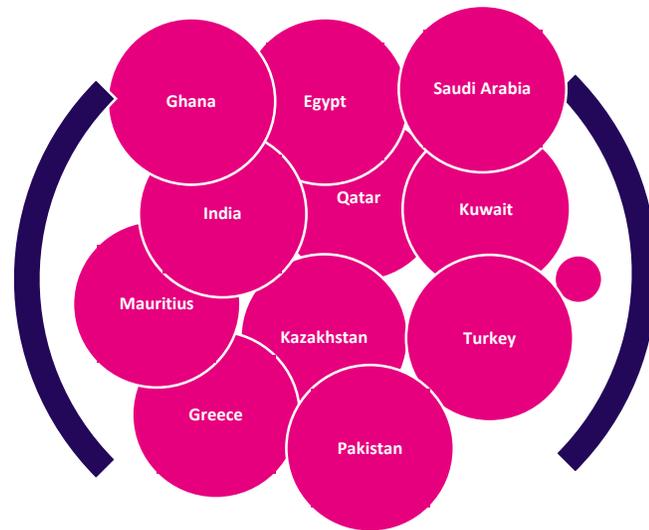
By identifying the success stories of UK alumni, and their impact upon the countries they're living in, the Alumni Awards raise the profile of a UK education globally and promote the UK as study destination for international students.

# PROCESS

- All eligible alumni applicants are entered into the global Alumni Awards, even if their country is also holding a national level awards (held separately and in addition to the main global awards).
- Shortlisting produces 21 global finalists (one from each of the three award categories, in seven global regions).
- A second judging panel (the Global Judging Panel) then selects the three global winners (one winner of each award category, from the 21 finalists).
- Global finalists and winners will be celebrated digitally through a campaign on Study UK social media.
- Global winners will be invited to the UK to build reconnect with their University and develop their networks.

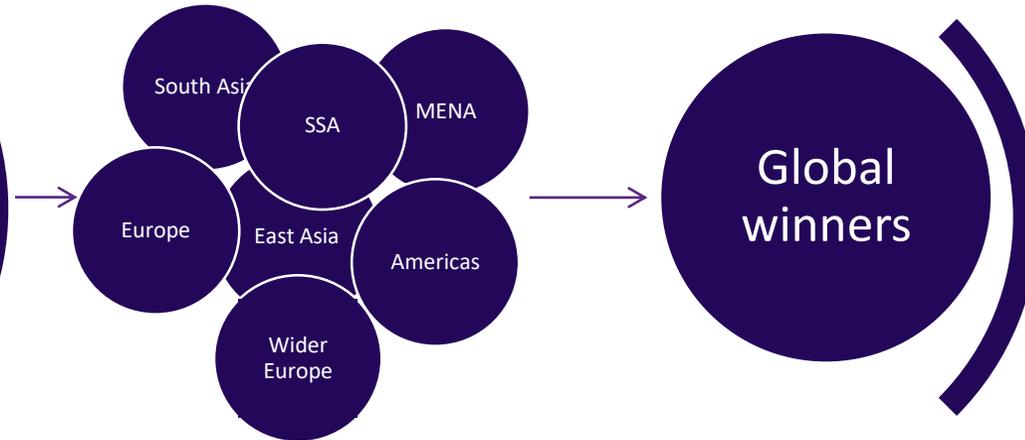
# NATIONAL & GLOBAL LEVEL AWARDS

## National level



Participating countries hold own **country ceremony** (Physical/digital)

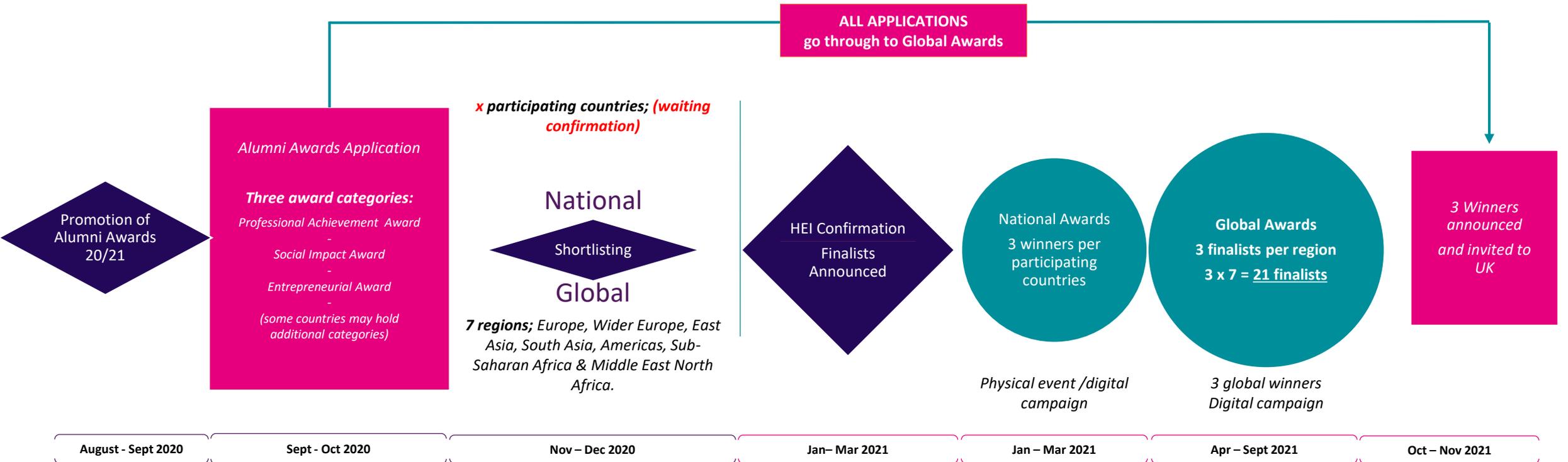
## Global level



3 finalists x 7 British Council regions = **21 global finalist** (digital celebration)

**3 global winners** (one for each award category invited to UK for networking)

# PROCESS MAP



# NEW FOR THIS YEAR

- Application process
  - New portal: Formstack
  - Fewer admin questions and added a 'story' feel
  - Functionality to contact and share details of unsubmitted applications. We can share this with University colleagues.
- 'How to apply webinars'
  - On **06 October 3PM UK TIME** (Americas/Europe regions) and **13 October 9AM** (MENA/E.Asia region)

# CAMPAIGN TIMELINE

- **July - Sept 2020:** Promotion of Alumni Awards 20/21 centrally and globally encouraging applicants to apply
- **2 Sept - 30 Oct 2020:** application open
- **1 Nov - 15 Nov 2020:** Shortlisting of candidates by country/region (external agency)
- **16 Nov - 30 Nov 2020:** Country level shortlisting of top 15/ finalists' applications are sent to UK HEIs for verification
- **1 Dec – 15 Dec 2020:** Country judging panel in place/regional judging panel agreed
- **By 31 Jan 2021:**UK HEIs informed of finalists and winners at national level awards
- **Jan - March 2021:** Alumni Awards ceremonies and digital celebrations in countries hosting national level awards
- **Feb - Mar 2021:** Regional judging produces 21 global finalists
- **Mar - June 2020:** Global judges select 3 overall winners
- **April - Sept 2021:** 21 Global winners are celebrated weekly on central social platforms
- **Oct - Nov 2021:** Three global winners announced and celebrated in digital media campaign and invited to UK

# ELIGIBILITY CRITERIA

The Alumni Awards 2020-21 are open to alumni who meet the following criteria:

- Currently residing in any country outside the UK

Alumni must have studied at **degree level\*** or above:

- within the **last 15 years** (i.e. 2005 – 2020)
- enrolled at an officially [recognised](#) (178 institutions) or [listed](#) (679 institutions) **UK higher education institution**
- either in the UK, for a minimum of one term or semester, OR awarded a full **UK degree level\* qualification** (or higher), awarded by a recognised or listed **UK HEI, in their home country**.

\*Degree level is defined as band 9 and above on the [UK NARIC band framework](#)

Professional short courses: alumni are only eligible if the course they studied is at degree level (or above), offered by a recognised UK institution in the UK (and they fulfil the rest of the criteria). Post-doc researchers are ineligible.

All applicants, **except global award winners**, from the Alumni Awards in previous years may re-apply if they meet this year's eligibility criteria. Winners from previous national level awards will be considered for global awards only.

# AWARD CATEGORIES

## Professional Achievement Award

- recognising UK alumni who have distinguished themselves through exemplary leadership and achievements in their professional industry, and who can demonstrate the impact and scale of their achievements in their profession, and beyond.

## Entrepreneurial Award

- recognising UK alumni who are active in initiating or contributing to innovative or creative new ideas, solutions or business opportunities that have the potential for strong growth

## Social Impact Award

- recognising UK alumni who have made an exceptional contribution and commitment to creating positive social change and improving the lives of others

Alumni can select the category they wish to apply for, however judging panels may re-assign to a different category during the judging process if more appropriate.

# APPLICATION PROCESS

The application portal will be accessible through the British Council's Study UK website: <https://study-uk.britishcouncil.org/alumni-awards>. Paper applications will not be accepted.

Applicants must ensure that the applicant meets the [eligibility criteria](#) before completing the application or nomination.

For further advice, contact [StudyUK.Alumni@BritishCouncil.Org](mailto:StudyUK.Alumni@BritishCouncil.Org).

# SHORTLISTING AND JUDGING CRITERIA

Applications for all awards will be assessed on the extent to which they meet the following criteria:

- **IMPACT** (by category): evidence of tangible impact made upon their profession/community/society.
- **UK INFLUENCE:** evidence of how their UK education has played a key influence in their success and impact
- **MEDIA TRACTION:** Extent to which the alumnus's story is likely to resonate with local/regional/national media in their country of entry, or beyond (global media).
- **POTENTIAL TO INFLUENCE AND INSPIRE NEXT GENERATION OF PROSPECTIVE STUDENTS IN COUNTRY OF ENTRY:** Extent to which the alumnus is likely to influence and inspire the next generation of prospective internationally mobile students in their country of entry, to choose the UK as their study destination.
- **QUALITY OF APPLICATION**

# PROMOTIONAL MATERIALS & SOCIAL MEDIA

- A range of assets, including images, banners, flyers, email copy, film, social media content and copy, press release and templates are [available to download](#).
- Follow, share and like the Alumni Awards social media content on Study UK platforms: @mention Study UK and use the hashtags **#UKAlumniAwards** and **#StudyUK**
  - [Study UK Facebook](#) @StudyUK.BritishCouncil
  - [Study UK Twitter](#) @StudyUKBritish
  - [Study UK Instagram](#) @StudyUK\_BritishCouncil
  - [Study UK LinkedIn](#) @showcase/study-uk-british-council

Aggregated Study UK social media posts: [Study UK Walls.IO](#)

# HOW TO PROMOTE THE ALUMNI AWARDS...

## ... in less than two minutes:

Share, like, re-post our posts on/from:

- [@StudyUKBritish](#) (Twitter)
- [@StudyUK.BritishCouncil](#) (Facebook)
- [@showcase/study-uk-british-council](#) (LinkedIn)
- British Council [Twitter](#) and [Facebook](#)
- See posts using the hashtag #UKAlumniAwards aggregated in one platform [here](#)

## ...in five minutes:

- Use the copy provided in the [social media content planner](#) to create your own posts on your institution's social media platforms.

## ...with a few more minutes:

- Email your alumni who you think should win an award, and encourage them to enter. There's a useful [template](#) in the assets store.

All materials to support your promotion of the awards are saved [here](#)

# TOP TIPS: SOCIAL MEDIA

- Always use the hashtag **#UKAlumniAwards** (remember not to add any other/leave out characters or spaces)
- Tag your previous and current finalists/winners:
  - All **UK HEIs** they have studied at
  - British Council **country** office
  - **Scholarship** awarding body, if applicable
  - **Organisation/business** the alumnus/na founded or developed
  - In-country **British Embassy/High Commission**
  - **#StudyUK** and @mention **@StudyUK**

...and any other influencers associated with your alumni to spread the campaign further.

# PARTNERS

In addition to promoting the Study UK Alumni Awards directly to UK HEIs' Alumni Offices via email, to International Offices via the IES website, and via our in-country teams, the British Council also works with the following organisations to promote the awards:

- Chevening & Commonwealth
- Universities UK
- Universities Scotland and Universities Wales
- British Council Scotland, British Council Wales, British Council Northern Ireland
- UK government departments
- GREAT campaign partners e.g. Visit Britain
- BUILA
- UKCISA
- Guild HE
- London & Partners

# IN-COUNTRY PROMOTION

British Council country offices have developed their own marketing plans to promote the awards, including but not limited to the following channels:

- Study UK in-country web pages, newsletters and exhibitions
- British Council in-country website pages, Facebook and Twitter
- Media partners
- Local press, radio, TV
- Partners (UK government e.g. FCO, BEIS, UKTI, British Chamber of Commerce) and local HEIs' study abroad offices
- Local ambassadors and key influencers
- Engagement of 2015-20 finalists and winners
- Events

For details on **sponsorship opportunities**, please contact [StudyUK.Alumni@BritishCouncil.Org](mailto:StudyUK.Alumni@BritishCouncil.Org)

# ALUMNI AWARDS AMBASSADORS

## IN-COUNTRY

- Where possible, countries engage a locally well-known (household name) celebrity as their Alumni Awards local ambassador. If you have a suggestion for an alum who could be an ambassador to promote the programme, please let us know.

## EVENTS (with appropriate measures in place restricted to COVID:19)

- In-country teams promote the Alumni Awards at a range of events including launch events, press briefings, Study UK exhibitions, local education events and exhibitions to drive marketing and promotion of the awards.

Thank you for your support to find and celebrate the outstanding stories of UK alumni!

Please get in touch if you have any questions or require additional support  
to promote the Alumni Awards.

[StudyUK.Alumni@BritishCouncil.Org](mailto:StudyUK.Alumni@BritishCouncil.Org)

