

# **ALUMNI AWARDS**

Campaign Marketing Information 2021-22

# ABOUT THIS PACK

Thank you for joining the [#UKAlumniAwards](#) campaign 2021-22.

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.

Press and PR coverage of the Alumni Award winners and finalists reach 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

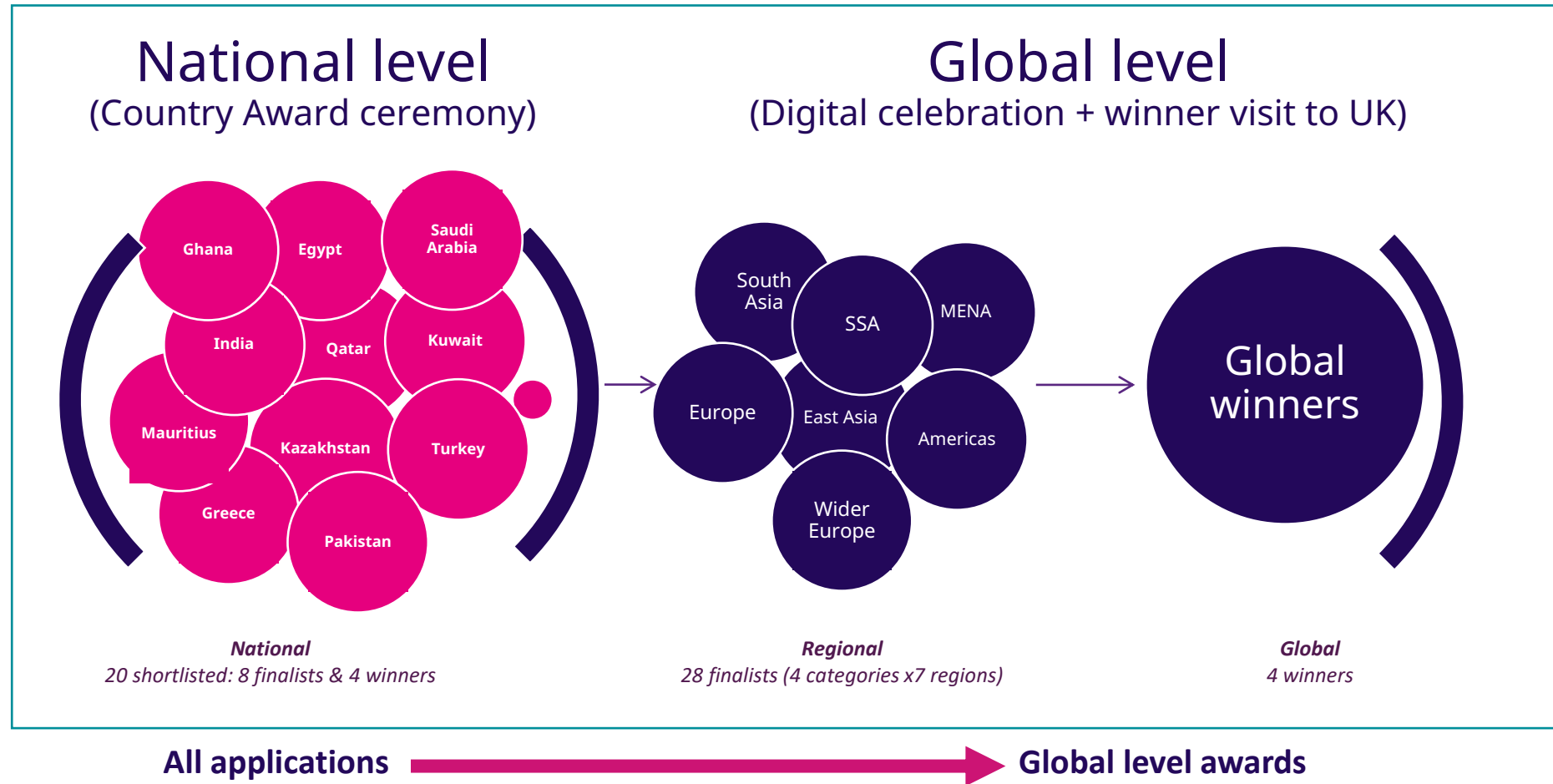
The Study UK Alumni Awards find and celebrate the UK's outstanding alumni and the impact that they are having on their professions, communities and countries around the world. Alumni Award finalists are professionals, entrepreneurs and community leaders. Through the Alumni Awards, winners are given the 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.

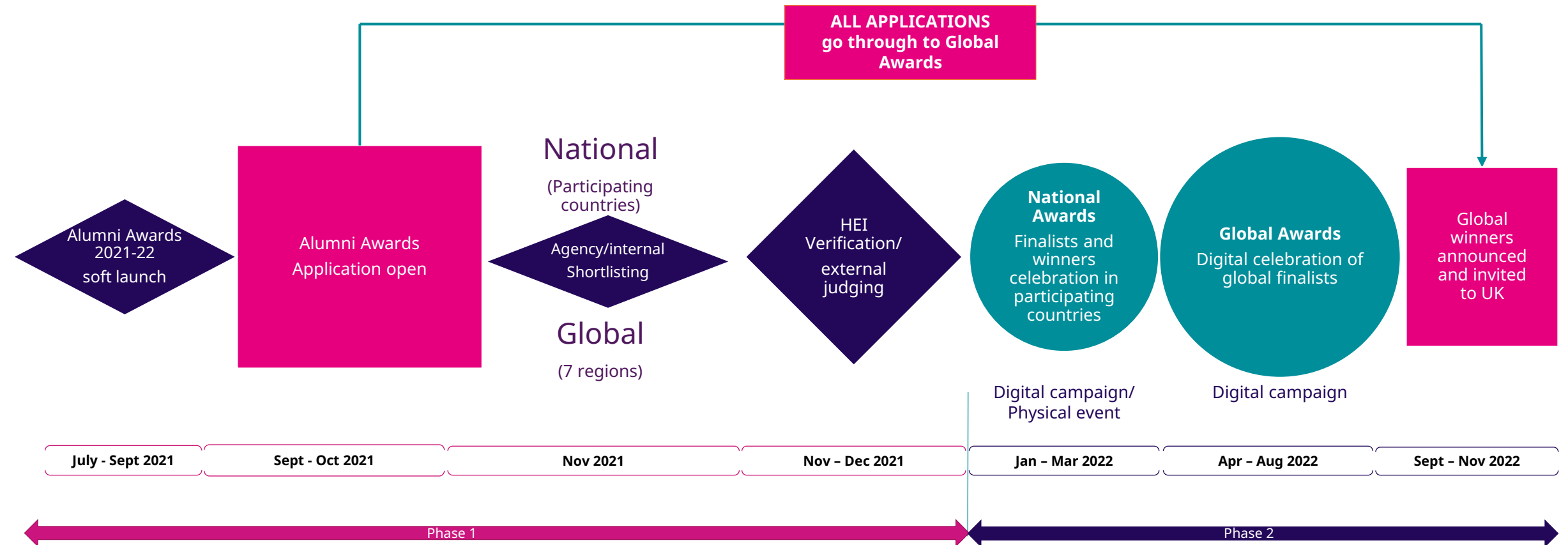
# PROCESS

- 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 28 global finalists (one from each of the four award categories, in seven global regions).
- A second judging panel (the Global Judging Panel) then selects the four global winners (one winner of each award category, from the 28 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 AND GLOBAL LEVEL AWARDS



# PROCESS MAP



# NEW FOR THIS YEAR

## Change of award categories:

The Study UK Alumni Award categories for 2021-22 have been refreshed from Social Impact Award, Entrepreneurial Award and Professional Achievement Award. This will be a permanent change. The new categories are designed to encompass a wide range of experiences and careers, but they also reflect priority international themes, and the need to update the way we describe what qualifies as achievement and impact. They are:

- Science and Sustainability Award
- Culture and Creativity Award
- Social Action Award
- Business and Innovation Award

## Application:

- Consent to share data with HEIs to update own records.

## Webinars:

- More spread-out 'How to apply webinars'

## More Alumni stories

- New assets to promote 'shortlisted' applicants, thus additional 8 stories to share per country benefiting HEIs.

# CAMPAIGN TIMELINE

Timeline	Activity
July - October 2021	Promotion of Alumni Awards 2021-22 centrally and globally encouraging applicants to apply
1 Sept - 29 October	Applications open
By 15 Nov 2021	Shortlisting of candidates by country/region (Gradcore)
By 30 Nov 2021	Country level shortlisting of top 20 finalists' applications are sent to UK HEIs for verification
1 Dec - 15 Dec 2021	Country judging panel in place/regional judging panel agreed
By 31 Jan 2022	UK HEIs informed of finalists and winners at national level awards
Jan - Mar 2022	Alumni Awards ceremonies and digital celebrations in countries hosting national level awards
Feb – Mar 2022	Regional judging produces 28 global finalists
April – Sept 2022	28 Global winners are celebrated weekly on central social platforms
April – June 2022	Global judges select four overall winners
Aug - Nov 2022	Four global winners announced and celebrated in digital media campaign and invited to UK



# ELIGIBILITY CRITERIA

The Alumni Awards 2021-22 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. 2006 – 2021)
- enrolled at an officially **recognised body** or received a **recognised awards** from a **UK higher education institution**
- at degree level or above (degree level is defined as band 9 and above on the **UK NARIC band framework**)
- 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 **UK HEI, in their home country** (Transnational Education - TNE/long distance).

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

## Science and Sustainability Award

- Recognising alumni who have distinguished themselves through their career and achievements in the world of science and sustainability, and who can demonstrate the impact and scale of their achievements in their profession, and beyond.

Areas of work could include: Climate action, clean energy, medicine, sustainable cities and communities, engineering, industry and construction.

## Culture and Creativity Award

- Recognising alumni who have carved a career for themselves in arts and culture. We are looking for individuals who can demonstrate their artistic ingenuity, influence and creativity.

Areas of work could include: Arts, design, media, video, TV, music, sports, bloggers, vloggers, Youtubers and the humanities.



# AWARD CATEGORIES

## Social Action Award

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

Areas of work could include: Reducing inequality, poverty and hunger. Education and upskilling. Peace and justice.

## Business and Innovation Award

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

Areas of work could include: Entrepreneurship, business, technology & finance.

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.

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



# SHORTLISTING AND JUDGING CRITERIA

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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

A range of assets, including images, banners, flyers, email copy, film, social media content and copy, press release and templates are available to download from our alumni awards [Brand Hub](#) accessible via [campaign toolkit page](#).

**For HEIs only:** to register on the Brand Hub follow the steps below:

1. Register for a new account here <https://brandhub.britishcouncil.org/login/>
2. Selecting 'partner' option as account type
3. Add [alison.pimblott@britishcouncil.org](mailto:alison.pimblott@britishcouncil.org) as your contact
4. Include your organisation name



# SOCIAL MEDIA

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

See who's sharing what for inspiration and create your own messaging - an amalgamation of all posts using the #UKAlumniAwards hashtag appears in our Study UK social media wall here: [Study UK Walls.IO](#)



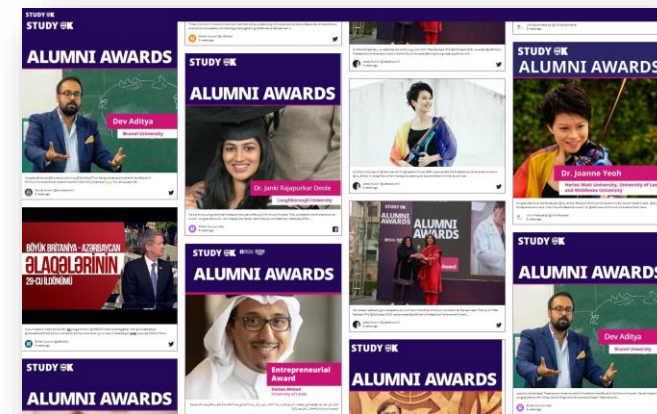
Social media banner



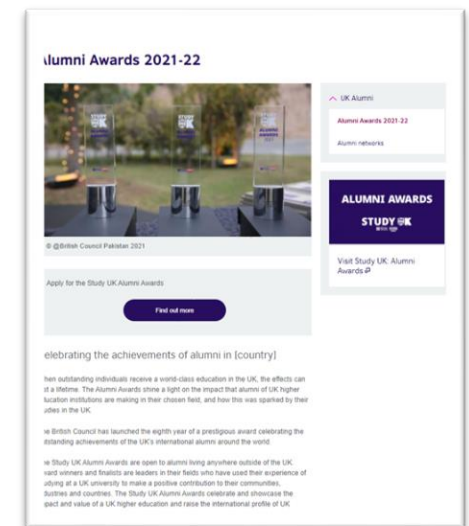
Promo video



E-flyer and print copy



Social media wall



Country website template

# HOW TO PROMOTE THE ALUMNI AWARDS...

## ... in less than two minutes:

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

[@StudyUKBritish](#) (Twitter)

[@StudyUK.BritishCouncil](#) (Facebook)

[@studyuk britishcouncil](#) (Instagram)

[@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 from our [toolkits page](#) downloads 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. All materials to support your promotion of the awards are accessible from the toolkit page [here](#)



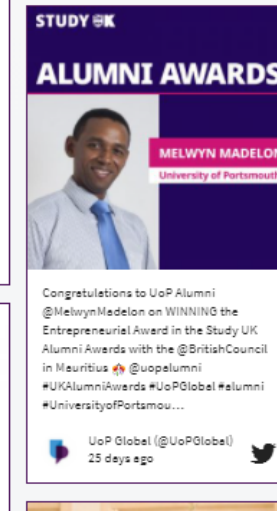
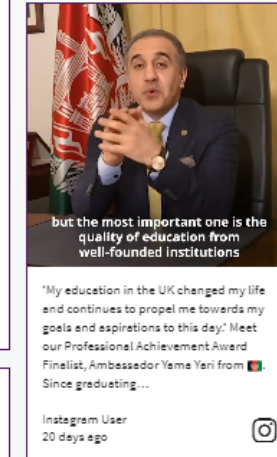
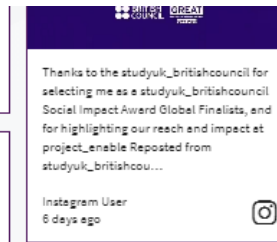
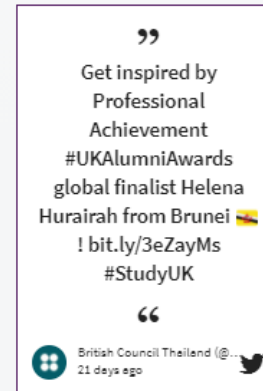
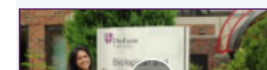
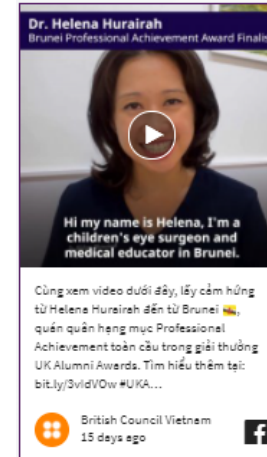
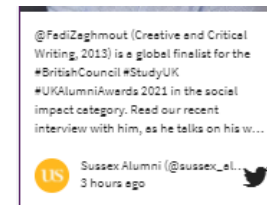
# TOP TIPS: SOCIAL MEDIA

Always use the hashtag **#UKAlumniAwards** (remember not to add any other/leave out characters or spaces)

Tag your current/previous 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**
- Use **#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

# BENEFITS FOR INSTITUTIONS AND ALUMNI

- Re-connect with alumni you may have lost touch with
- New alumni contacts and access to stories you may not have known about
- A free opportunity for your outstanding alumni to be recognised and celebrated
- Increased profile of your institution in key markets, through press and media coverage of finalists and winners (Alumni Awards reached more than 260 million people in previous years).

## Benefits for your alumni:

- Raised profile on a national and regional – and even global – level – bringing new connections and business opportunities
- Sharing their success with others on a national or regional platform
- In the countries where we'll be hosting events (click on the FAQs at the bottom of this page for the list, subject to change), opportunities to network with other inspirational alumni and VIPs in their country of entry
- Four global winners will be invited to the UK in autumn 2022
- Restore links with former UK university and the UK

# 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 etc.
- 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 2015-21 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

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)



## Contact us:

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