



# EVENT PROPOSAL

**Cambodia**  
IDP UK Education  
Expo & Scholarships  
19 January 2019

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## Table of Contents

Table of Contents	2
Market Update	3
1. Event Objective	4
2. Benefits of the IDP Education (Cambodia) IDP UK Education Expo & Scholarships for Clients	4
3. Event Promotion	5
4. Participation Fee and Booking	5
5. Itinerary	5
6. Accommodation and Transfers	6
7. Freight	6

# Market Update



Dear Clients,

Cambodia's population is around 16 million with approximately 65% of these are under the age of 30. While the country has comparatively low income per capita to its neighbouring countries, Cambodia has achieved consistent economic growth for the last several years of around 7% since the country switched to the market-driven economy. The IMF predicts 7% growth for 2019 with a positive outlook after commencement of the new regional trading system of the ASEAN Economic Community (AEC) in 2016.

As Cambodia adjusts to regional and internal growth, it needs better education systems and a skilled workforce. The eagerness for knowledge and the exceptionally high value placed on education by the youth demographic and their parents, combined with a rapid growth of the middle-class, presents exciting opportunities for the education industry. This can be seen in the mushrooming of private education providers and the positive trend in studying abroad. Students aim to study in top countries, including the UK as a favourite, from high school to higher education levels. Scholarships also provide key positive momentum in attracting students to the destinations.

With its global reputation for quality assurance, the UK attracts thousands of international students, including Cambodians, who look to gain a world-class education and an internationally-recognised qualification from some of the world's most prestigious colleges and universities. The sandwich courses included in programmes at UK institutions add to the appeal to students and parents when it comes to choosing the UK as a study destination.

As the largest study abroad service provider in Cambodia with its English language school (ACE) of over 18,000 students, IDP has a positive outlook on study abroad prospects in the market, especially for the UK destination, confirmed by the increasing number of UK visa applications.

The IDP UK Education Expo & Scholarships will be hosted in Phnom Penh for the third consecutive year in order to give private students the chance to meet face-to-face with UK institutions and seek insights on programme outcomes that include career options. This event is open to the public with free admission.

IDP Cambodia invites you to take advantage of this annual opportunity and expand your market.

We look forward to welcoming you to the event.

Thank you,

A handwritten signature in black ink, appearing to read 'M. Sreng'.

Sreng Mao  
Country Director  
IDP Education (Cambodia)

## **1. Event Objectives: Lead Generation and Conversion**

The **IDP UK Education Expo & Scholarships** is organised and managed by IDP Education (Cambodia); it give the students the chance to meet face-to-face with the US institutions and seek important information on study options and available support services/facilities.

The **IDP UK Education Expo & Scholarships** will attract students from all levels of study ranging from high school to PhD, and their parents. Students will be seeking guidance and counselling from representatives on institution strengths, course options, as well as program outcomes which include career options or continuing study. This personal interaction will provide opportunities for institutions to put forward their strengths and to convince students on why their institution is an appropriate choice.

## **2. Benefits of the IDP Education (Cambodia) IDP UK Education Expo & Scholarships for clients**

### **1) Alignment of schedules**

The timing of the event is aligned with other events in the region:

- 12 - 13 January                      Singapore              IDP International Education Exhibition
- **19 January**                              **Cambodia**              **IDP UK Education Expo & Scholarships**

### **2) Pre-event information**

The event proposal will contain clearly defined objectives for the events as well as detailed profiles of the students expected to attend the events with market updates.

### **3) Event structure**

The **IDP UK Education Expo & Scholarships** is a combination of “lead generation” and “conversion of pipeline students”. All students attending the event will be pre-counselled by our counsellors on their entrance in order to filter out non-potential students or for-scholarship-only students to be served by scholarship counters, therefore saving valuable time of the reps to focus on potential students.

### 3. Event Promotion

The IDP Cambodia promotional campaign targets both students in the pipeline and new potential students from the public:

- **Print Media:** Advertisements will be placed in the six most popular Khmer, English and Chinese newspapers
- **Direct Mail-Outs:** Direct mail-outs of posters and flyers will be sent to local and international schools and universities.
- **In-house Promotion:** Posters and flyers will be available throughout three IDP Education Study Abroad Resource Centres and the 5 campuses of the Australian Centre for Education (ACE). ACE is the initiative of IDP Education (Cambodia).
- **Email Blasts:** Email blasts will be sent out to all students in IDP Education business contacts.
- **Networking:** Invitations will be sent out to school heads, principals and managers of all local, international schools and universities in the capital city (Phnom Penh).
- **Online Platforms:** Information and advertisements will be posted on the IDP Education (Cambodia) website, ACE website, ACE App and popular Cambodian web blogs.
- **Social Media:** Online advertising will be posted on the social media platforms (Facebook, Instagram, YouTube etc) of IDP Education (Cambodia) and the Australian Centre of Education (ACE). The event will be promoted to all Facebook and Instagram users in Cambodia and advertised on IDP Education's business partner social networks.

### 4. Participating Fee and Booking

**Participating Fee:** GBP 200 per rep (GBP 100 per extra rep)

This participating fee covers:

- One booth and two chairs
- Promotion and interpreting assistance
- Pre counselling during the event
- Bus pick-up and drop-off between the recommended hotels and venue
- Morning, afternoon refreshments and lunch
- Support service of IDP Education staff during the event and report on post-event follow-up

**Booking:** Please contact Mr Vantak Chheang at [Vantak.chheang@idp.com](mailto:Vantak.chheang@idp.com)

The booking for this event will close on **19 December 2018**

### 5. Itinerary

IDP UK Education Expo & Scholarships

Date: 19 January 2019

Time: 14:00 – 19:00 **(TBC)**

Venue: **(TBC)**

The program of the event will available closer to the event date.

## 6. Accommodation and Transfers

### ACCOMMODATION

IDP Education (Cambodia) has negotiated special rates for you at the following recommended hotels. It is the individual's responsibility to arrange accommodation. If you choose to stay at a recommended hotel (below), please refer to IDP Education (Cambodia) and IDP Education's arranged special rate in your email to the hotel. As a courtesy to help arrange transport and organisation, please notify IDP (vantak.chheang@idp.com) of your accommodation arrangements once your booking has been made.

**1. Sofitel Phnom Penh Phokeethra**

Email: H6526-RE@sofitel.com  
Tel: 855 23 999 200  
Web: <https://sofitel.accorhotels.com/gb/support/reservations.shtml>

**3. The Frangipani Villa 60s (Boutique)**

E-mail: [reservations@frangipanihotel.com](mailto:reservations@frangipanihotel.com)  
Tel: 855 23 212 100  
Web: [www.frangipanihotel.com](http://www.frangipanihotel.com)

**2. Himawari Hotel Apartments**

E-mail: [reservation@himawari.com.kh](mailto:reservation@himawari.com.kh)  
Tel: 855 23 214 555  
Web: [www.himawarihotel.com](http://www.himawarihotel.com)

**4. Sun & Moon, Urban Hotel**

Email: [rithy.krui@sunandmoonhotel.com](mailto:rithy.krui@sunandmoonhotel.com)  
Tel: 855 23 961 888  
Web: <http://www.sunandmoonhotel.com>

### TRANSFERS

IDP Cambodia will arrange transfers back and forth from the recommended hotels to the venue. It is the individual's responsibility to arrange transfers to and from the airport to their hotel, and also all transports to and from hotels other than the recommended hotels above.

## 7. Freight

If sending material in advance, institutions should use the IDP Education Freight Label which is provided on the IEO.

To ensure your materials reach us in time for the event:

- Please send your materials to IDP Education (Cambodia) before **27 December 2018**
- Label consignments: "NO COMMERCIAL VALUE - EDUCATION MATERIALS ONLY"
- Notify Vantak Chheang ([vantak.chheang@idp.com](mailto:vantak.chheang@idp.com)), IDP Education (Cambodia), that the materials have been sent
- All your materials will then be waiting for you at the venue ready for you to set up your table
- Please use the IDP Freight Label provided. This is located in IEO, in your Booking Summary under the heading 'Freight Details'.

*Please note that while we will do all we can to assist you with the safe and timely arrival of your consignment, we cannot accept responsibility for any missing or delayed materials or customs clearance problems.*