



# Accurate Publicity Material

## Objective

To provide and portray an accurate and honest description of our programmes and services in our publicity material to enable students to form realistic expectations before they arrive. This is done mainly through our website and supplementary materials such as pre-arrival information and the Student Handbook.

We monitor feedback on our publicity:

- via 1<sup>st</sup> week student questionnaires,
- via our staff particularly those dealing with student enquires and bookings,
- via agent feedback,
- via feedback from student services

## Procedure

- To ensure that all our published materials are accurate and up-to-date on our website and social media services.
- To update the website regularly in order to keep students informed of any changes or additions to our programmes.
- To ensure that all enquiries are answered accurately and within 24 hours.
- Follow up all enquiries to make sure that material has been received and understood.
- To encourage the flow of information between departments, particularly Student Services and Sales/Marketing so that accurate information is available and communicated to enquirers and existing students.
- To ensure that all publicity material is easily accessible to all members of staff and students.
- Having members of staff always available to answer any questions an enquiries may have in person or by phone, letter or e-mail.

## Publicity Statement

UKCE uses a variety of outlets to publicise the College and its services.

The website forms the basis for the most detailed information of the College and its services. The site contains information on the College's mission, its facilities and services, teachers, products and also has the full Terms and Conditions.

The College also has a separate price list stating the cost of the products offered, including tuition, accommodation and other supplementary fees. The price list also states the Terms and Conditions in relation to accommodation and tuition.

1. Future Facing
2. Achievement through quality
3. Supporting a global community
4. Commitment to the individual



UKCE also have outlets on Social Media, including but not restricted to Facebook and Instagram, where they advertise promotions, social activities and events at the College.

As well as promoting the above materials via the internet and communicating via email correspondence with prospective students and agents, the College also uses face-to face promotion. Being based in central London, the College attracts passers-by, many of whom come into the College for further information.

Finally, the College has a wide network of agencies with whom it works closely. These agencies offer UKCE's services as part of a travel package to clients. Members of our Sales Team contact many agents around the world in order to promote the College and create new or build upon existing relationships that we have with agencies.

*Reviewed in September 2019*

*Reviewed annually or more often as required*

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