

# **IES Global Insights** 2018 - 2019 subscription plan

# Make an impact with IES Global Insights

Research, student insights and analysis that  
provide an internationalisation edge

IES Global Insights subscription packages offer timely and relevant market intelligence, insight and analyses. Nearly 120 UK education institutions and organisations subscribe to our annual service encompassing research reports and data mining tools that provide invaluable support for student recruitment and marketing strategies.

For the 2018-2019 subscription year, we offer a rich research portfolio on a wide variety of topics ranging from our popular Market Intelligence Brief series to our signature Student Insight decision-making reports. We will also provide a heightened focus on transnational education through a refurbished Partnership Access series, using key data and metrics to analyse TNE prospects in a given market.

	Unlimited**	Advanced	Basic
Price (all exclusive of VAT)	£5900	£3400	£2900
Education Intelligence reports	All	30	15
Higher Education student data tool and HESA TNE data*	✓	✓	✓
Student Insight data tool	✓	✓	—
Education Intelligence: Interactive Access	✓	✓	—
Interactive Access raw data	✓	—	—
Education Intelligence presentation slides	✓	—	—

\* Access to the Higher Education student data tool and HESA TNE data is limited to UK higher education institutions that report their student numbers to HESA, regardless of subscription.

\*\*An alternative Unlimited package available at £4400 (exclusive of VAT), without access to HESA data, is offered to non-HESA reporting institutions and other education organisations. Please contact us for more information on other packages for non-HESA institutions.

## How to subscribe

Complete the subscription form and email it to:  
[ei.subscription@britishcouncil.org.hk](mailto:ei.subscription@britishcouncil.org.hk)

Once the completed subscription registration form is received, you will receive a confirmation email after details on the form are verified. An official invoice will subsequently be issued to the administration account holder. We will ensure that the subscription commences on 1 April 2018, or within two working days of the confirmation email being sent.

[Download registration form](#)

# Our 2018-2019 research portfolio

## Assess the potential of your target markets



### Market Intelligence Brief

Demographic and economic overviews featuring current data, forecasts, localised market intelligence and student mobility information to support market evaluation

35 refreshed reports



### Partnership Access

Country-specific market profiles providing detailed analysis on key transnational education issues, from market characteristics to competitors' activities

15 new market briefs

## Gauge global student sentiment



### Student Insight

Discover the significant factors influencing the decision making of students considering overseas study

Five new reports with exclusive primary data about student decision-making and preferences



### Subject Spotlight

Examine international student demand for specific subjects within a global context

Two new reports featuring subject specific topics

## Keep abreast of global education trends



### EI Feature

An in-depth examination of a current education issue that is a focus in the sector

One new report enhanced with insightful analysis

Subscribers will have exclusive access to the IES Global Insights report library

# IES Global Insights data tools

## Higher Education student data tool

- Access current and historic HESA data for trend analysis
- Perform user-friendly data drilling for research customisation
- Export data to Excel for further and deeper analysis
- Download corresponding data charts for easy insertion into presentations and custom reports

## Student Insight data tool

- Identify the motivating factors driving student decision-making based on nearly 220,000 survey responses
- Estimate potential student preferences on programme and subject choices
- Generate quick country summaries featuring top-line data on student decision-making

## Education Intelligence: Interactive Access

- Access top-line demographic and economic data on over 50 markets
- Visualise historic and future trends of various socio-economic indicators
- Run side-by-side demographic, economic and education comparisons of different countries

### Enquiries

For additional information, please e-mail [ei.subscription@britishcouncil.org.hk](mailto:ei.subscription@britishcouncil.org.hk)

IES Global Insights is the British Council's global higher education service. We provide reliable and accurate research, analysis and data to higher education institutions. Market intelligence is essential to locate effective partnerships, create solid collaborations and make strategic decisions regarding marketing and student recruitment.