



Promoting Your Business Using The BAC Brand



BRITISH ACCREDITATION COUNCIL
Raising Standards in the Global Education Market

Welcome

Alexandra Carr, Deputy CEO

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IN TODAY'S WEBINAR:



About BAC and the value of BAC accreditation – stand out in a competitive market!

Using the BAC logo

The BAC Directory

Using BAC Marketing Support Pack resources to support your business



Provide respected and rigorous inspection-based accreditation to enhance the standards and quality of independent further and higher education and training providers

- **Encourage continuing improvement in the general standard and quality of independent education in the UK and internationally**
- **Help providers in their efforts for continual improvement**
- **Recognised by UK and overseas governments as an influential voice on standards and quality for the independent education sector**

BAC EXTERNAL RECOGNITION



**European Association
for Quality Assurance
in Higher Education**



**European Quality
Assurance Register for
Higher Education**



**International Network for
Quality Assurance
Agencies in Higher
Education**

Raising standards in
the global education
market since 1984



MORE THAN
300,000
STUDENTS STUDYING
AT BAC INSTITUTIONS

★★★★★★
6 GOLD
STANDARD
ACCREDITATION
SCHEMES



22
COUNTRIES

MORE THAN **230**
PROVIDERS





 **BAC Accredited Provider Countries**

- Australia
- Bulgaria
- Chile
- Czech Republic
- Egypt
- Ghana
- Greece
- Guernsey
- Hong Kong
- Hungary
- Lebanon
- Mauritius
- Mongolia
- Nigeria
- Qatar
- Saudi Arabia
- South Africa
- Sudan
- Switzerland
- Trinidad and Tobago
- Turks and Caicos Islands
- UAE

 **Higher Education Council, Bahrain**

 **BAC accreditation framework**

 **BAC partner**




Helping students around the world get great education.

*Large multi campus institution

THE VALUE OF BAC ACCREDITATION



BAC accreditation sends a positive and clear message that your organisation has met a series of respected globally recognised quality assurance standards



You can stand out from local and international competition by using your BAC accredited status and the BAC quality mark in your advertising and media campaigns



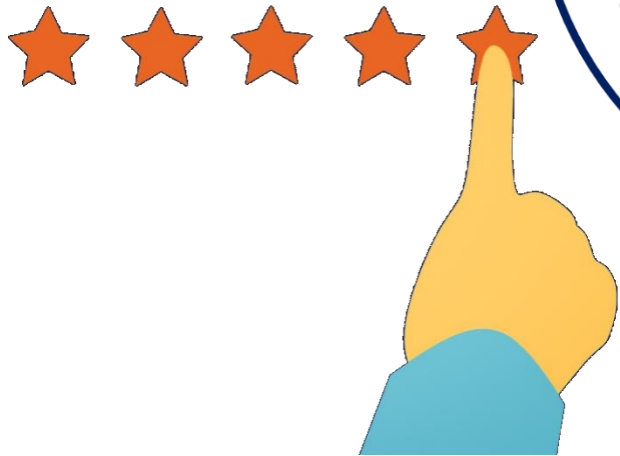
You can provide assurance and confidence in collaborative partnerships raising your profile by promoting transparency and trust with stakeholders

ADDED VALUE OF BAC ACCREDITATION



You can use BACs internationally respected quality assurance standards to support your organisational management and leadership, shape your educational offer and drive long term strategy

You can officially recognise your teams hard work and capability informing others of the gold standard they have achieved



USING THE BAC LOGO & CONNECTING TO OUR TRUSTED BRAND

BAC Logo

The BAC logo represents your organisation is aligned to trusted and respected British quality assurance standards



! Check you have the correct and current BAC logo !

Website Presence

Add the BAC logo to the homepage on your website, use it in your promotional materials and social media campaigns and in your key messages



Statement Of Accreditation

Use the statement of accreditation to provide further authentication and clarity to your stakeholders

‘Accredited by the British Accreditation Council’ or ‘Accredited by BAC’

Using the BAC brand



- The BAC logo can be used in marketing and communication campaigns
- The logo is available on the BAC **Provider Gateway**
- Accredited providers can request a copy of the appropriate scheme logo to be sent by e-mail
- You should have received logo details with **your BAC accreditation certificate** along with the **Marketing Support Pack** - if not, just let us know, info@the-bac.org



! The logo **cannot** be used on course or programme certificates **X**

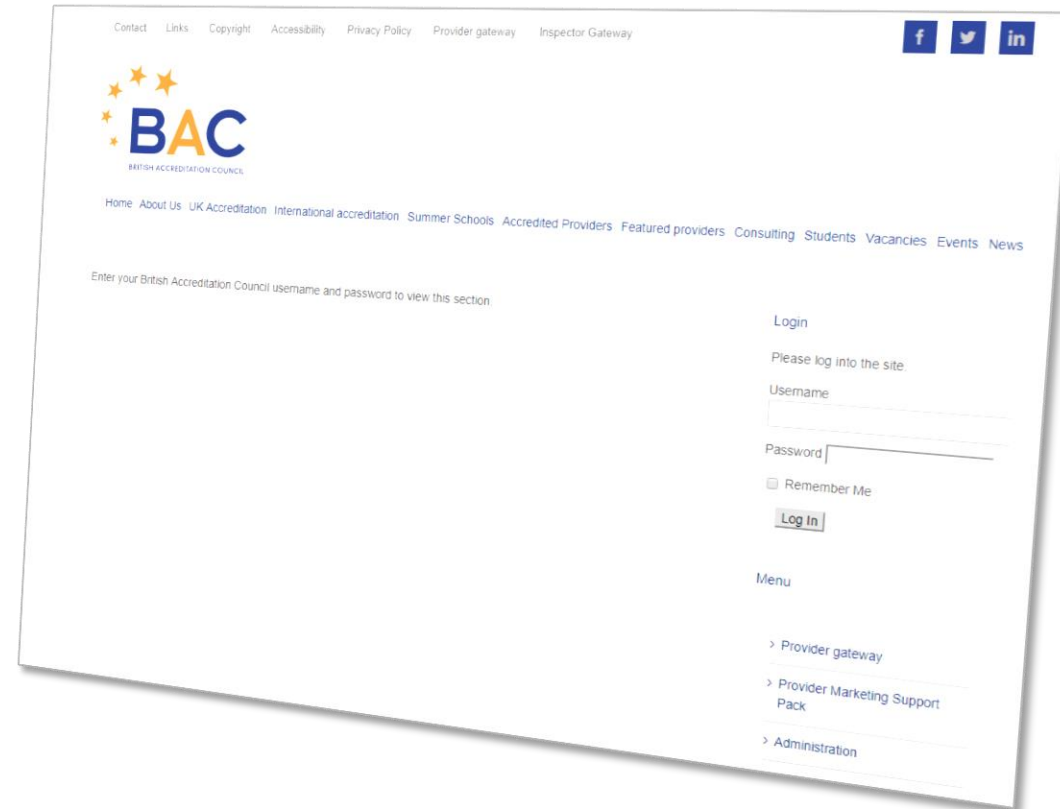


The Provider Gateway - Your Online Area



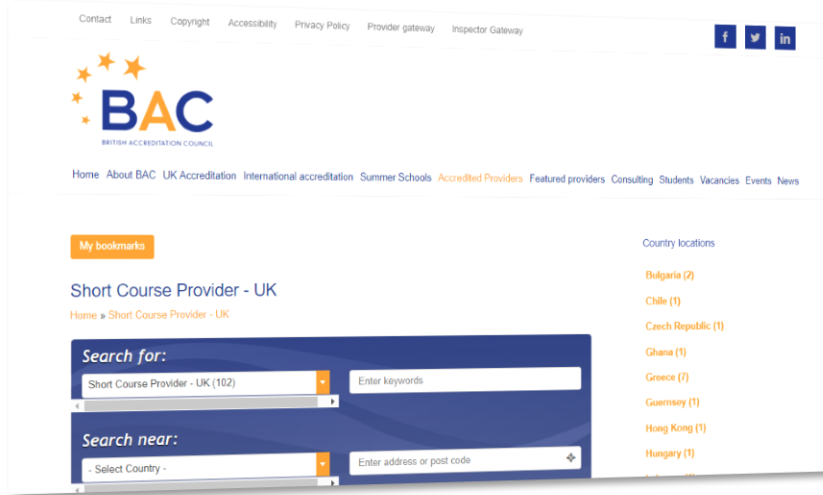
This is accessed via the BAC website

Log-on to discover policy guidance and templates, FAQs and webinars designed to share best practice for a range of education areas such as safeguarding and UK visas.



BAC sets up one account for a provider. For those who wish to have more than one user, please contact info@the-bac.org to arrange access

The BAC Directory – over 4,000 hits a month!



All BAC
accredited
providers have a
feature page

Accreditation date
for validity purposes

Provider details,
address and
contact – keep us
informed of any
changes so this
page can be kept
up to date

FREE marketing and engagement resources for all accredited providers including:

**BAC
promotional
material**

**Letters for key
stakeholders**

**Guidelines for
promoting your
organisation**

**BAC logos and scheme
accreditation statement
options**

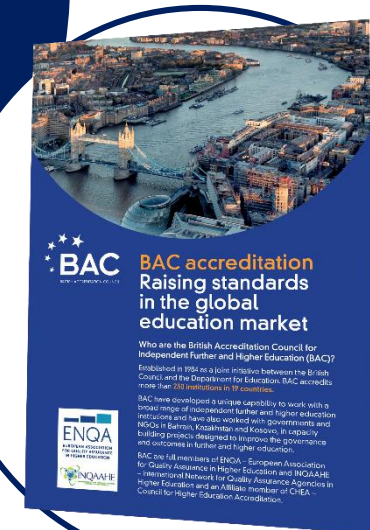
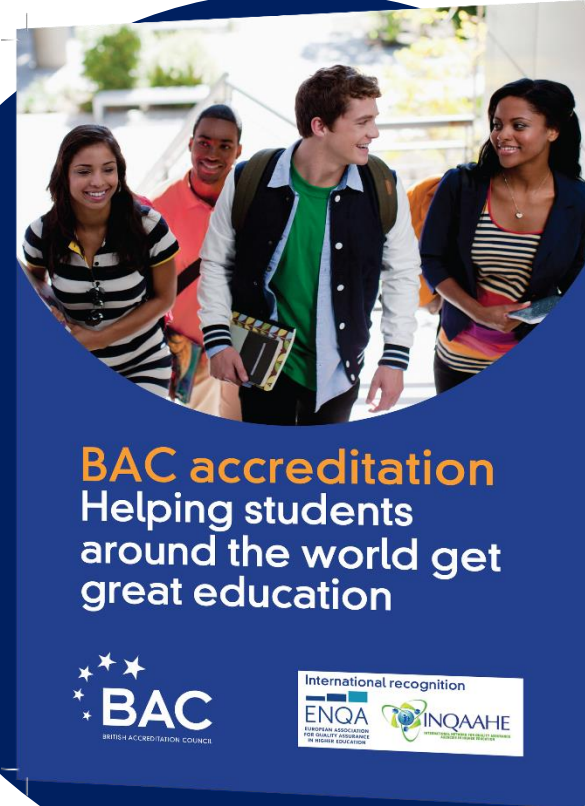
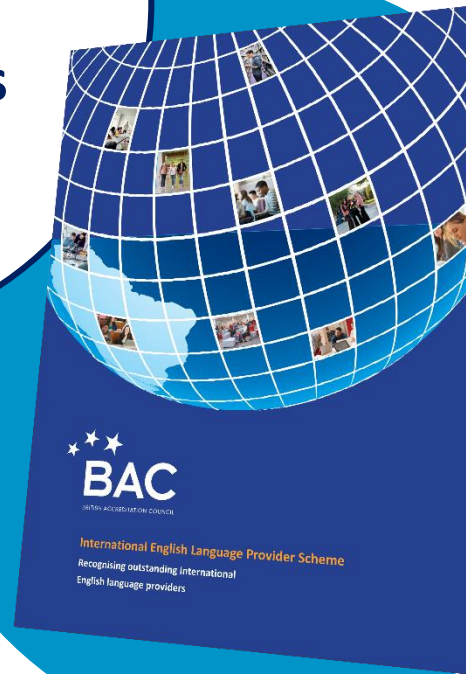
**BAC
newsletter
opportunities**

Presentations

BAC PROMOTIONAL MATERIAL



BAC promotional material: for your conferences, open evenings and events



BAC PRESENTATIONS & INTRODUCTORY LETTERS



Business development presentation



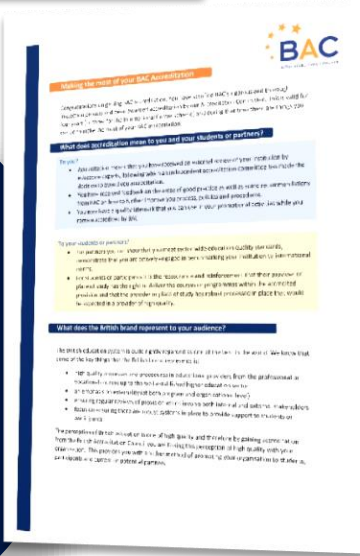
Student induction presentation



Introductory letters to students and partners



Making the most of BAC accreditation



Marketing Support Pack user guide



Brand Guidelines

WRITE AN ARTICLE FOR THE BAC NEWSLETTER



Feature in the BAC newsletter to showcase your organisation



3-400 words about your organisation

Interest topic



Educational feature

*Subject to editorial approval



SERVICE BENEFITS OF WORKING WITH BAC



Regular Updates

Regular information, bulletins and the monthly BAC newsletter



BAC webinar service

Experts advice and guidance via the BAC webinar service



Support staff

Support of BAC expert staff



Current news

Current and relevant educational news updates



Expert network

A network of over 60 inspectors, technical experts and student representatives

Question Time ?



Thank you for joining us
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Lucy Fox, Business Manager

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BRITISH ACCREDITATION COUNCIL