Promoting Your Business Using The BAC Brand

BRITISH ACCREDITATION COUNCIL
Raising Standards in the Global Education Market
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
BAC - An established, diverse and leading education charity

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
Higher Education Council, Bahrain

BAC accreditation framework

BAC partner

Helping students around the world get great education.

BAC Accredited Provider Countries

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

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

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.
ADDED VALUE OF BAC ACCREDITATION

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

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.
**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
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: for your conferences, open evenings and events.
BAC PRESENTATIONS & INTRODUCTORY LETTERS

Business development presentation

Student induction presentation

Introductory letters to students and partners
WRITE AN ARTICLE FOR THE BAC NEWSLETTER

Feature in the BAC newsletter to showcase your organisation

Interest topic

3-400 words about your organisation

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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