

## Map out your future

Education UK Exhibition Feb 2014,  
Dhaka , Chittagong & Sylhet

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## 1. Event fact file

### Dhaka

<b>Venue</b>	Pan Pacific Sonargaon Hotel, Dhaka, 13-14 February 2014
<b>Opening hours</b>	12pm - 7pm on 13 February and 11am-7pm on 14 February in Dhaka
<b>Opened by</b>	Mr. Nurul Islam Nahid MP, Minister, Ministry of Education, Government of the People's Republic of Bangladesh
<b>Stand costs</b>	£2146
<b>Unique feature to give added value</b>	Besides using colour-coded sticker to identify the visitors according to their interest for level of qualifications (UG, PG, MBA, Professional course etc) a big venue map were displayed at the entry point of the Exhibition hall. This helped the visitors to locate the stall of their desired institutions.
<b>Seminars</b>	No seminars were held

### Chittagong

<b>Venue</b>	The Peninsula Hotel Chittagong, 16 February 2014
<b>Opening hours</b>	12pm - 7pm in Chittagong
<b>Opened by</b>	Alhaj Mohammad Manjur Alam, Honourable Mayor of Chittagong City Corporation
<b>Stand costs</b>	£1192
<b>Unique feature to give added value</b>	The overall branding of the event including the promotion of GREAT was appreciated by the visitors. The local newspapers published pre-event and post-event news and articles with photos and list of participating institutions.
<b>Seminars</b>	No seminars were held

### Sylhet

<b>Venue</b>	The Rose View Hotel, 19 February 2014
<b>Opening hours</b>	12pm-7pm in Sylhet
<b>Opened by</b>	Mr Ariful Haque Choudhury, Honourable Mayor, Sylhet City Corporation, Sylhet
<b>Stand costs</b>	£1335
<b>Unique feature to give added value</b>	The external and internal branding of the venue with a balanced branding of Education UK and GREAT helped in promoting the event and to showcase the best of UK. Though 8 UK institutions participated in the Sylhet Exhibition but it attracted more than 900 visitors.
<b>Seminars</b>	No seminars were held

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## 2. Key statistics

Visitor Attendance	Dhaka		Chittagong		Sylhet
	2014	2013	2014	2013	2014
Dhaka Day-1	2148	517			
Dhaka Day-2	1972	1269			
Chittagong Day-1			1022	N/A	
Sylhet Day-1					944
<b>Total number of visitors</b>	<b>4120</b>	<b>1786</b>	<b>1022</b>	<b>-</b>	<b>944</b>
Further Education	1	4	-	-	-
Higher Education	36	46	11	-	6
Independent Colleges	3	2	2	-	2
Visa	1	1	1	-	-
<b>Total number of exhibitors</b>	<b>41</b>	<b>53</b>	<b>14</b>	<b>N/A</b>	<b>8</b>
Visitors' primary market objectives	Dhaka		Chittagong		
	2014	2013	2014	2013	2014 Sylhet
UG	955	32		N/A	
Postgraduate (taught)	1192	32		N/A	
Postgraduate (research)		14		N/A	
HND & equivalent	53	3		N/A	
Pre-University/Foundation programme	94	22		N/A	
Post-16 (A level)	23	3		N/A	
Pre-sessional English	14	7		N/A	
School	6	0		N/A	
Demographics of visitors	Dhaka		Chittagong		
	2014	2013	2014	2013	2014 Sylhet
Male	1515	220	349	N/A	219
Female	258	67	51	N/A	37

\*A full list of exhibitors can be found in **Appendix 1**

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### 3. Impact of marketing plan

Prior to the exhibition we arranged a **press conference** and a good number of **press reporters** from print and electronic media attended the event. The exhibition received **huge press coverage** in national and local dailies, and **eight TV channels** telecasted news of the event.

We received good press coverage on **electronic and print media**. This was partly due to the exhibition being officially opened by **Mr. Nurul Islam Nahid MP**, Minister, Ministry of Education, Government of the People's Republic of Bangladesh jointly with the acting British High Commissioner in Dhaka.

We marketed the exhibition in different ways including displaying and distributing posters, flyers, web advertisements, newspaper advertisements, FM Radio adverts, live telecast of the event through radio, SMS text messages (to O/A Levels and IELTS candidates, IELTS preparation course students etc. We used a Facebook advert, the Education UK Facebook page, a Twitter account and the British Council website to campaign for and promote this event. Visitor survey results demonstrate that 28% of visitors to the exhibition found out about the event through internet, 26% from British Council and 23% from newspaper. Almost 50% of the total visitors pre-registered online and a significant number of students brought photocopies of their academic documents.

We successfully ran a social media campaign through Facebook for the Education UK Exhibition 2014 with a **digital reach of more than 375,000**. This is the first time we have ran such a large scale social media campaign within our own capacity for SIEM in Bangladesh.

#### **Digital Statistics:**

Total Number of Digital Audience Reach:	<b>376,247</b>
Total Number of Digital impressions:	<b>580,638</b>
Total Number of Clicks/Actions through our Digital Advertisements:	<b>13,184</b>

\*Full details of the media plan can be found in Appendix 5.

### 4. Conclusions and follow up

#### 4.1 Key recommendations for institutions

30% visitors in Dhaka, 27% visitors in Chittagong and 26% visitors in Sylhet were interested in the UK as a study destination and thought that the quality of UK education is high. However, 48% visitors in Dhaka, 45% visitors in Chittagong and 46% visitors in Sylhet thought that it would be expensive to study in the UK. A total of 25% of visitors in Dhaka, 21% visitors in Chittagong and 19% of visitors in Sylhet commented that scholarships opportunities are very low. Students valued those institutions that offered some sort of scholarships/tuition fee waiver/discounts. Therefore, we recommend institutions to look at ways of providing some sort of scholarship or discount and highlight these during the exhibition. Institutions could also give information on facilities to international students including student discounts for different services.

We recommend that institutions make follow-up visits to Bangladesh and use promotional tools offered by SIEM Bangladesh to raise their profile including student recruitment. We observed that

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those institutions that make follow-up visits actually recruit more students and also create further opportunities to raise their profile.

## 4.2 Key recommendations for the British Council

The exhibition was open from 11:00 to 19:00 in Dhaka and Chittagong. A number of exhibitors recommended we shorten the fair hours and considering the issue we are planning to keep it open next year from 11:00 to 18:00.

Most institutions demanded the colour-coding system together with pre-counselling to ascertain levels and interest from students, before speaking to the institutions. Some institutions commented there was room for further improvement by providing more information about the courses offered by the participating institutions and the filtering process should be more specific. Next year we will give more importance on filtering visitors, so that more focused students visit the stalls.

The exhibitors, as well as the visitors, advised that we arrange more space for the students to complete their application forms. This feedback will be seriously considered for the next exhibition. The exhibitors were not happy with the quality of refreshments, as the food was served in packets and quickly became cold. We will arrange a buffet lunch next year and will make sure that the delegates are happy with the quality of food.

The overall brand visibility which includes Education UK along with GREAT has been appreciated and we will continue doing it. They also suggested the British Council do further work in the market to advice students on IELTS requirements and educate them on entry requirements, tuition fees, application process etc.

## Appendix 1: List of participating institutions

Sl.	Institution	Dhaka	Chittagong	Sylhet
1	Aberystwyth University	Dhaka		
2	Anglia Ruskin University	Dhaka		
3	Bangor University	Dhaka		
4	BPP University	Dhaka		Sylhet
5	Bradford College - University Centre	Dhaka		
6	Brunel University	Dhaka		
7	Bucks New University	Dhaka	Chittagong	Sylhet
8	Canterbury Christ Church University	Dhaka		
9	Coventry University	Dhaka	Chittagong	Sylhet
10	De Montfort University	Dhaka		
11	Edinburgh Napier University	Dhaka		
12	Gower College Swansea	Dhaka	Chittagong	Sylhet
13	Leeds Metropolitan University	Dhaka		
14	Liverpool Hope University	Dhaka	Chittagong	
15	LCS Business School, London	Dhaka		
16	London Metropolitan University	Dhaka	Chittagong	
17	London School of Commerce	Dhaka	Chittagong	Sylhet
18	Manchester Metropolitan University	Dhaka	Chittagong	

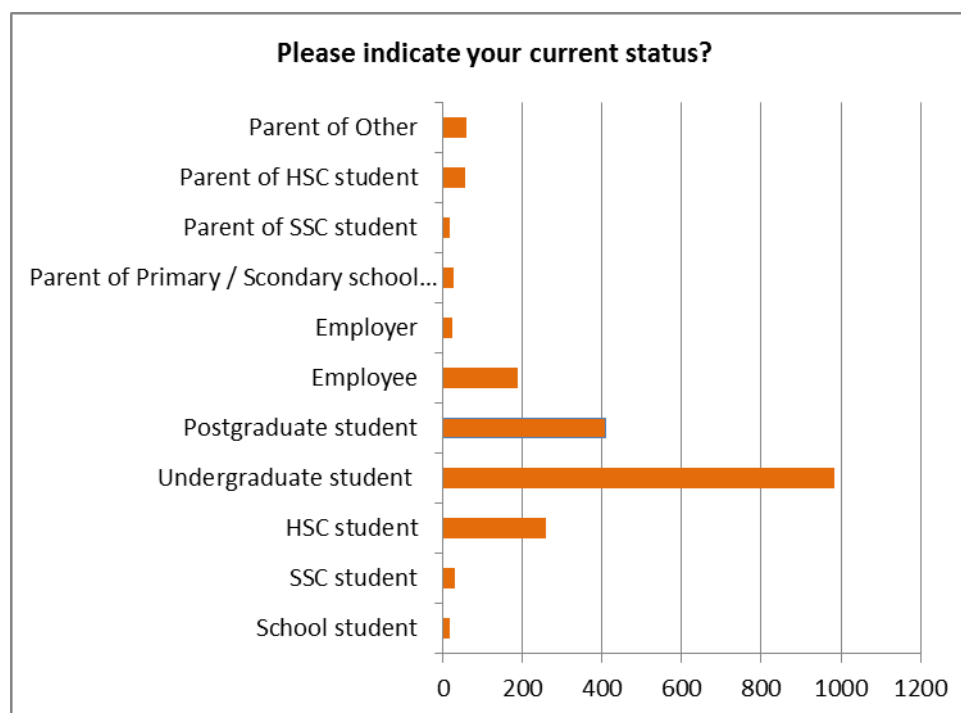
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19	Middlesex University, London	Dhaka	Chittagong	Sylhet
20	Northumbria University (Newcastle)	Dhaka	Chittagong	
21	Queen Mary, University of London	Dhaka		
22	Southampton Solent University	Dhaka		
23	The University of Bolton	Dhaka		
24	The University of Law	Dhaka		
25	The University of Nottingham	Dhaka		
26	The University of Reading	Dhaka		
27	The University of York	Dhaka		
28	University College Birmingham	Dhaka		Sylhet
29	University of Bradford	Dhaka	Chittagong	
30	University of Central Lancashire	Dhaka		
31	University of Dundee, Scotland	Dhaka		
32	University of East Anglia	Dhaka		
33	University of East London	Dhaka		
34	University of Greenwich, London	Dhaka	Chittagong	Sylhet
35	University of Hertfordshire	Dhaka		
36	University of South Wales	Dhaka	Chittagong	
37	University of Surrey	Dhaka		
38	UWE, Bristol	Dhaka		
39	University of the West of Scotland	Dhaka		
40	University of Wolverhampton	Dhaka	Chittagong	
	<b>Total</b>	<b>40</b>	<b>13</b>	<b>8</b>

## Appendix 2: Visitors' survey results

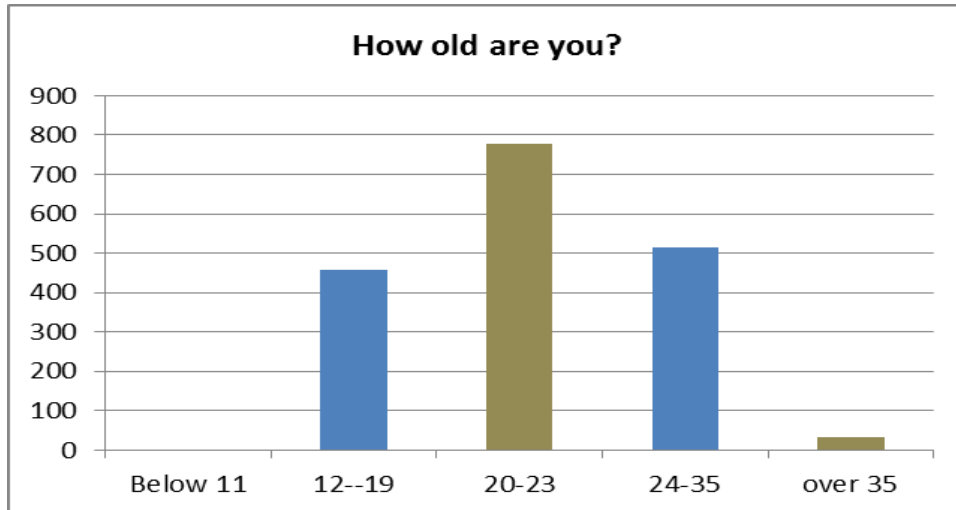
### Dhaka



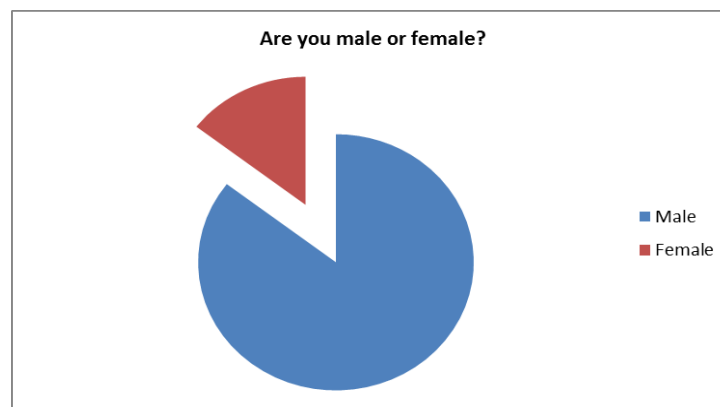
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School student	SSC student	HSC student	Undergraduate student	Postgraduate student	Employee	Employer
1%	2%	14%	52%	21%	10%	1%



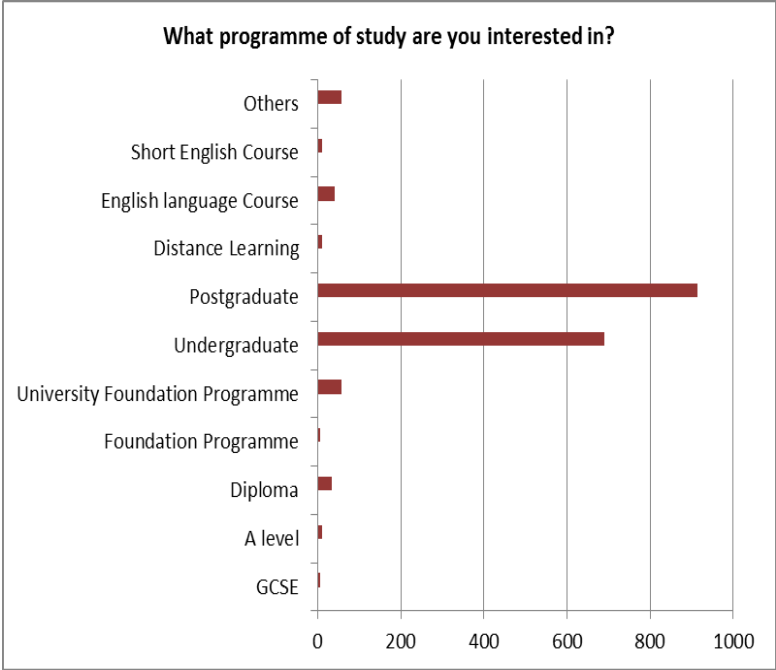
Below 11	12--19	20-23	24-35	over 35
0%	26%	44%	29%	2%



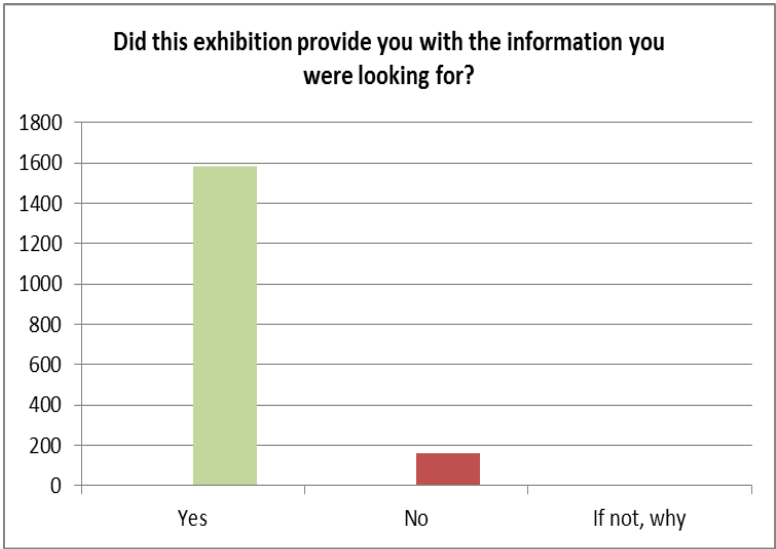
Male	Female
85%	15%

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GCSE	A level	Diploma	Foundation Programme	University Foundation	Undergraduate	Postgraduate	Distance Learning	English language Course	Short English Course	Others
0%	1%	2%	0%	3%	38%	50%	1%	2%	1%	3%

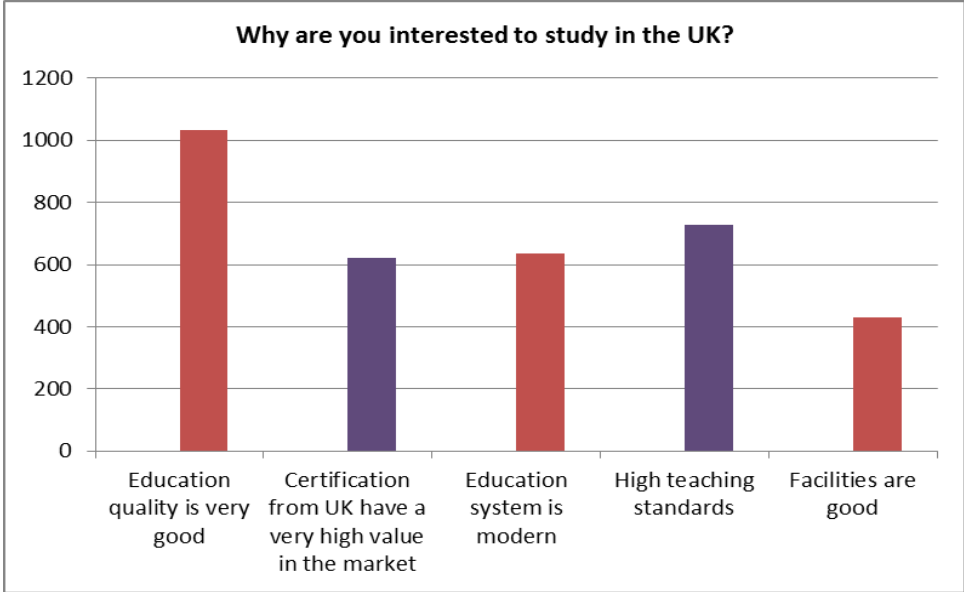


Yes	No	If not, why
91%	9%	0%

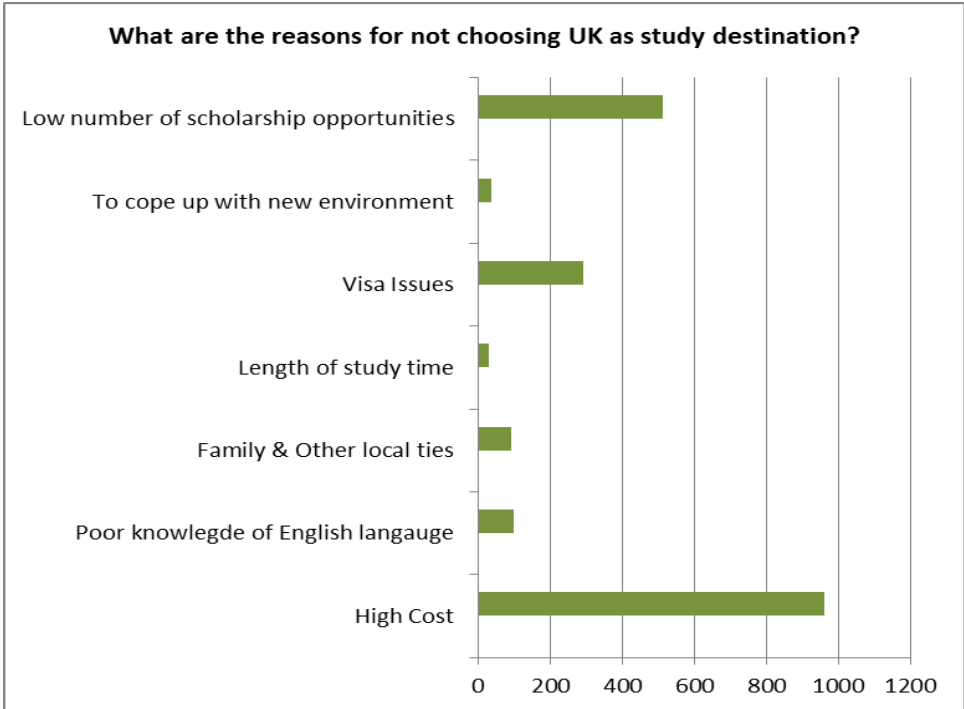
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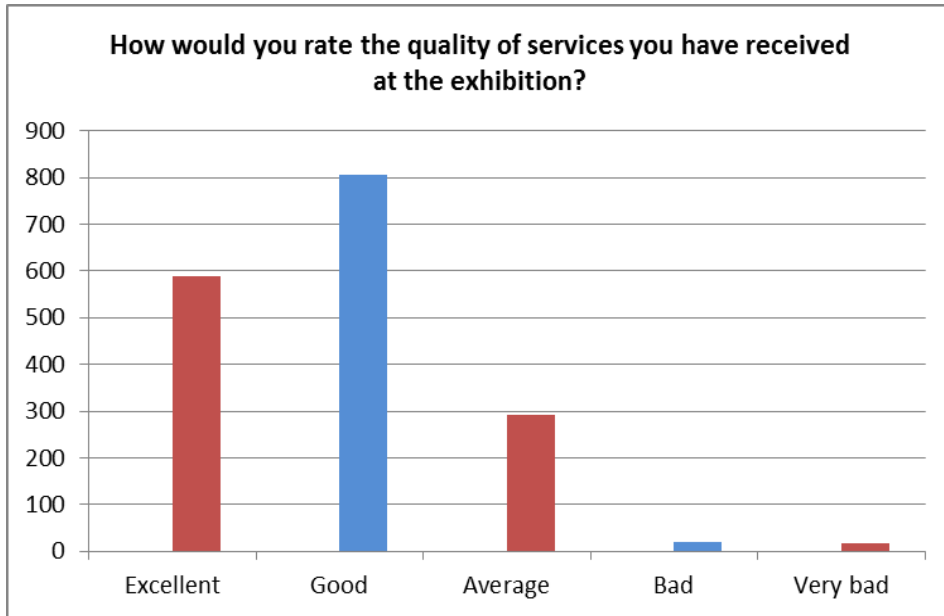
Reason	Percentage
Education quality is very good	30%
Certification from UK have a very high value in the market	18%
Education system is modern	18%
High teaching standards	21%
Facilities are good	12%



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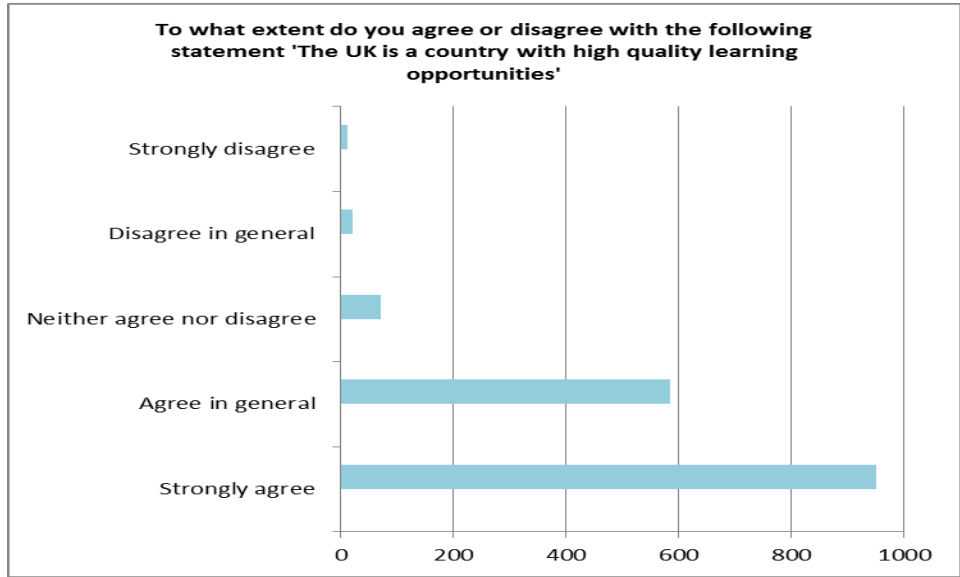
<b>High Cost</b>	<b>Poor knowlegde of English langauge</b>	<b>Family &amp; Other local ties</b>	<b>Length of study time</b>	<b>Visa Issues</b>	<b>To cope up with new environment</b>	<b>Low number of scholarship opportunities</b>
48%	5%	4%	1%	14%	2%	25%



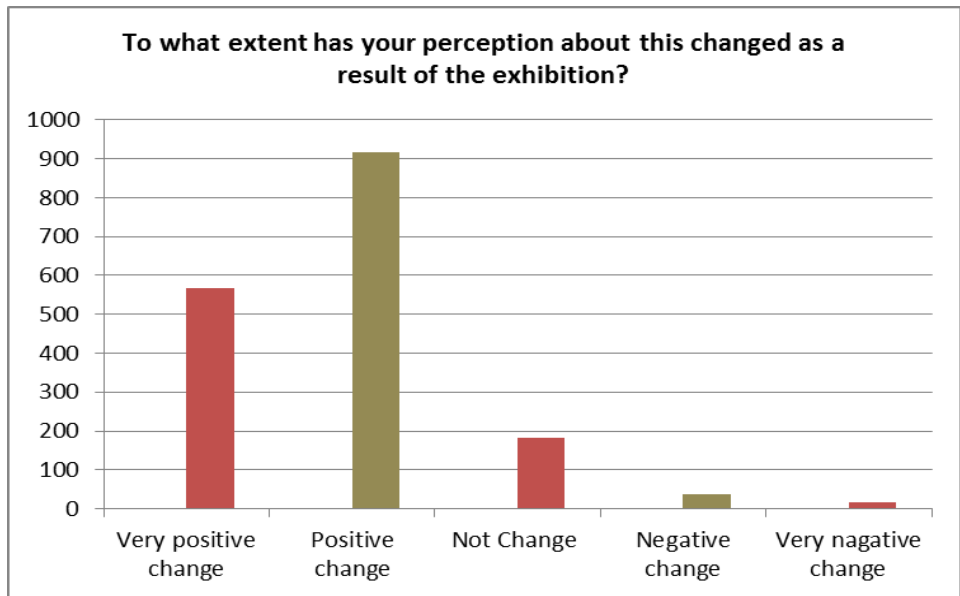
<b>Excellent</b>	<b>Good</b>	<b>Average</b>	<b>Bad</b>	<b>Very bad</b>
34%	47%	17%	1%	1%

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Strongly agree	Agree in general	Neither agree nor disagree	Disagree in general	Strongly disagree
58%	36%	4%	1%	1%

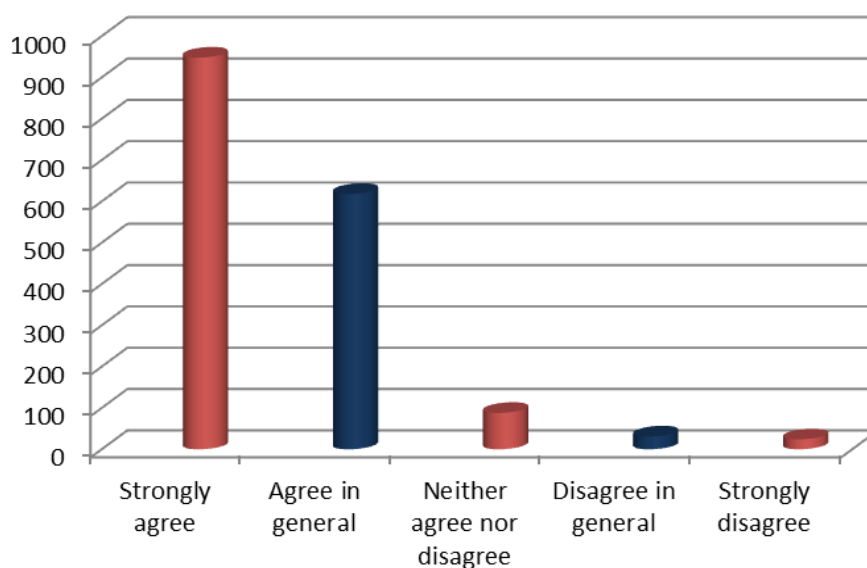


Very positive change	Positive change	Not Change	Negative change	Very negative change
33%	53%	11%	2%	1%

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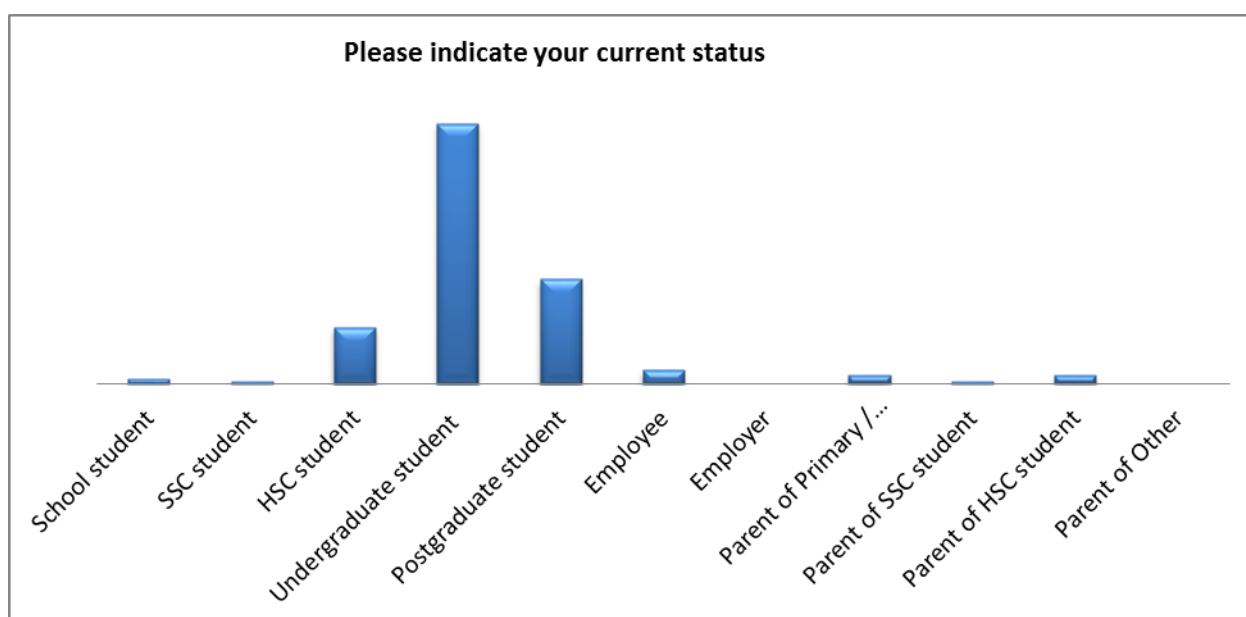
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To what extent do you agree with the following statement  
'The exhibition is an innovative and interesting event?'



Strongly agree	Agree in general	Neither agree nor disagree	Disagree in general	Strongly disagree
55%	36%	5%	2%	1%

## Chittagong

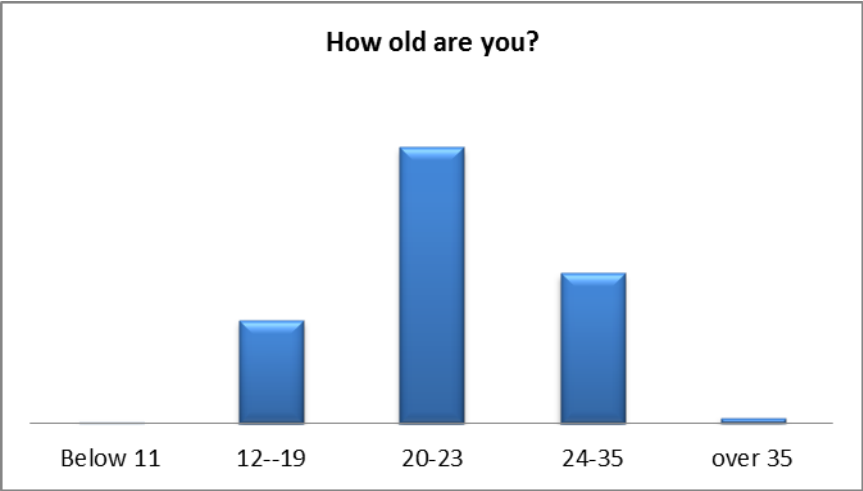


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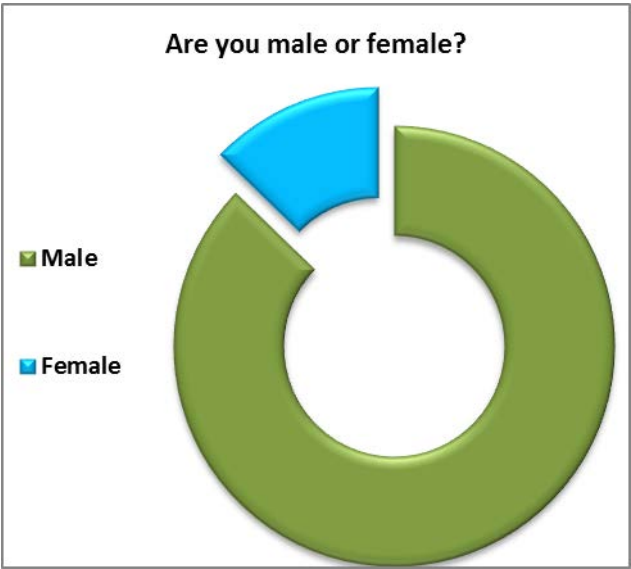
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School student	SSC student	HSC student	Undergraduate student	Postgraduate student	Employee	Employer	Parent of			
							Primary / Secondary school pupil	SSC student	HSC student	Other
1%	1%	12%	56%	22%	3%	0%	2%	1%	2%	0%



Below 11	12-19	20-23	24-35	over 35
0%	19%	51%	28%	1%

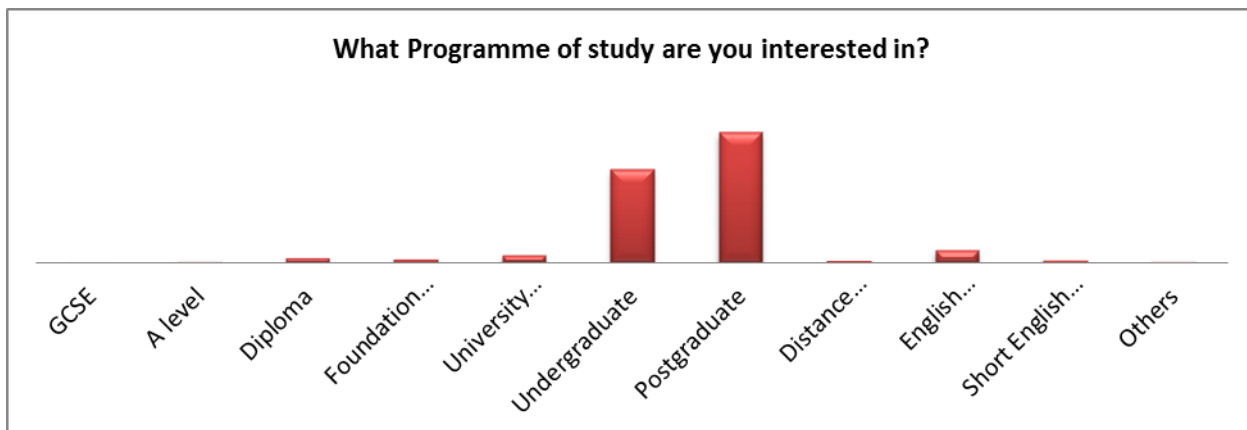


Male	Female
87%	13%

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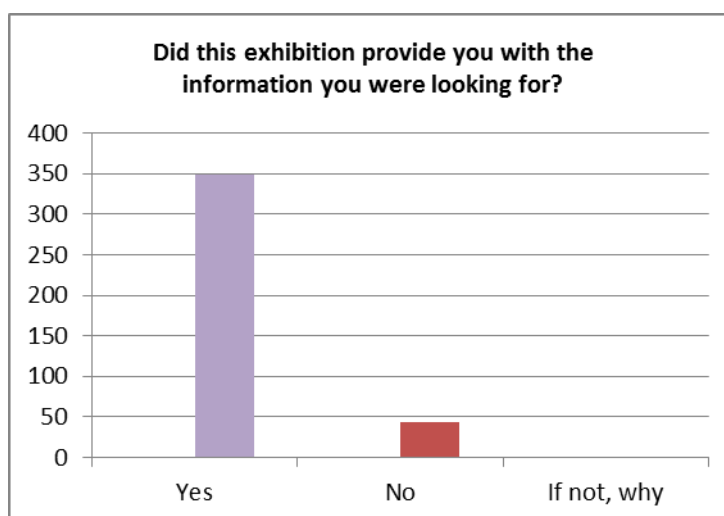
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### What Programme of study are you interested in?



GCSE	A level	Diploma	Foundatio n Programm e	Universi ty Foundat ion Progra mme	Undergrad uate	Postgradu ate	Distance Learning	English language Course	Short English Course	Others
0%	1%	2%	1%	3%	36%	50%	1%	5%	1%	0%

### Did this exhibition provide you with the information you were looking for?

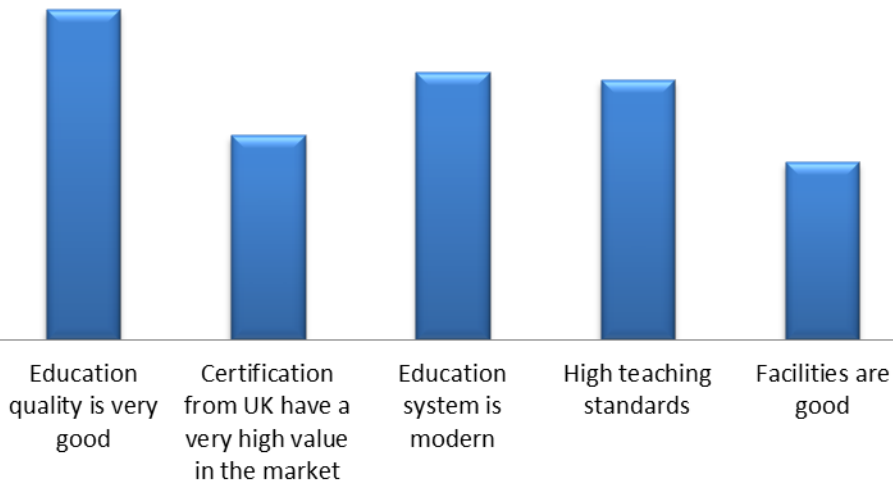


Yes	No	If not, why
89%	11%	0%

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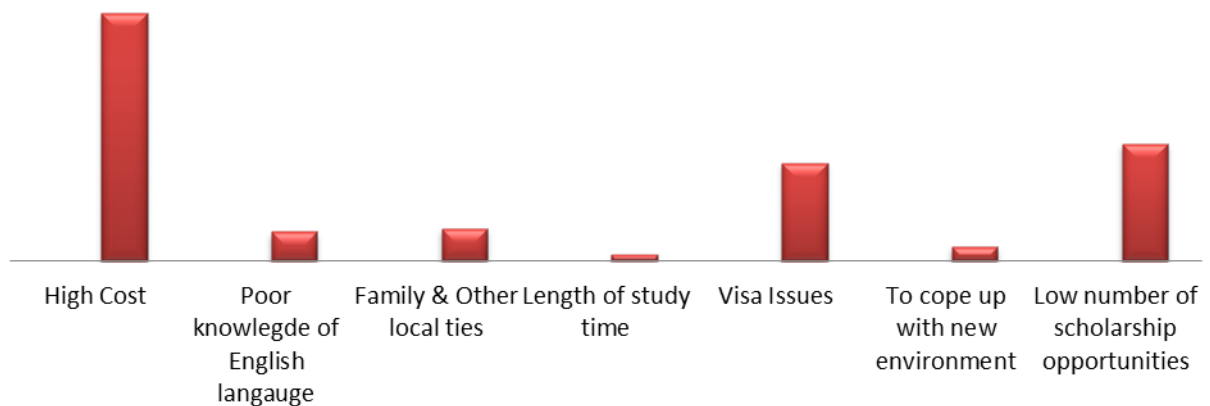
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### Why are you interested to study in UK?



Education quality is very good	Certification from UK have a very high value in the market	Education system is modern	High teaching standards	Facilities are good
27%	16%	22%	21%	14%

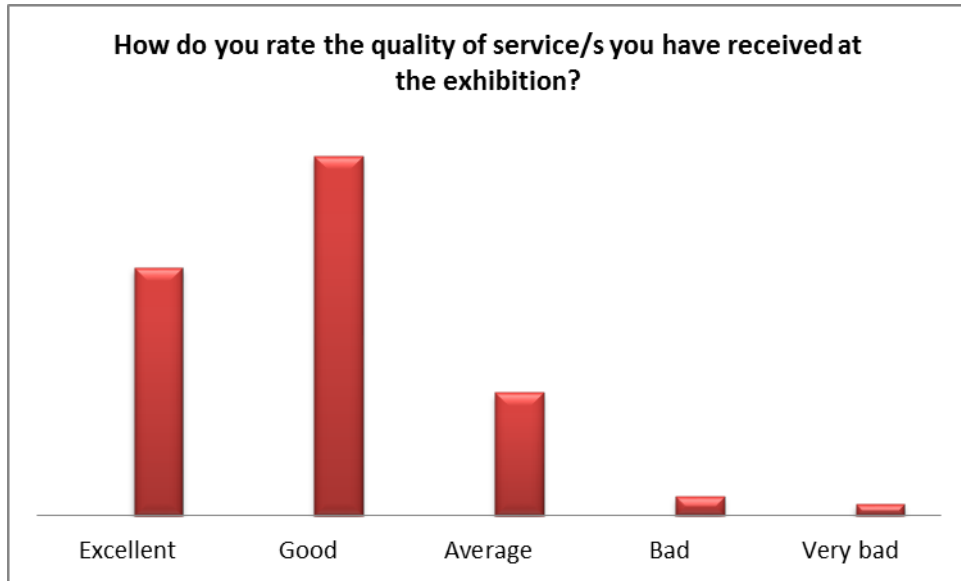
### What are the reasons for not choosing UK as study destination?



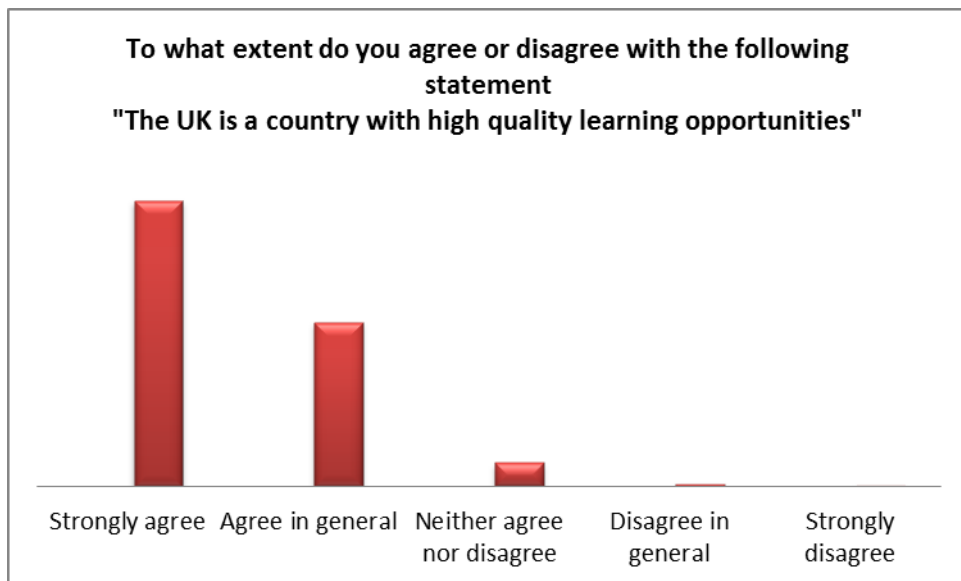
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High Cost	Poor knowlegde of English language	Family & Other local ties	Length of study time	Visa Issues	To cope up with new environment	Low number of scholarship opportunities
45%	5%	6%	1%	18%	3%	21%



Excellent	Good	Average	Bad	Very bad
33%	47%	16%	3%	2%

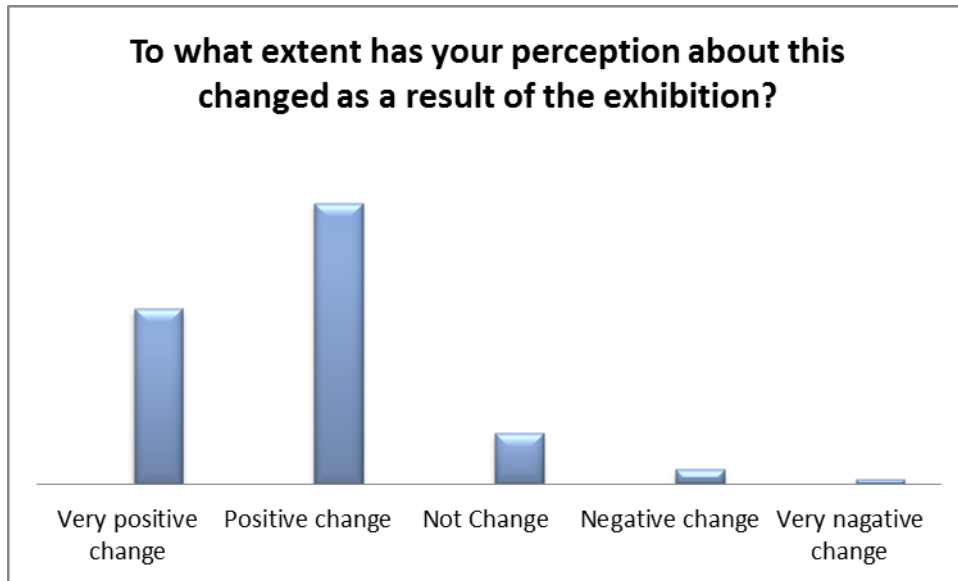


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Strongly agree	Agree in general	Neither agree nor disagree	Disagree in general	Strongly disagree
60%	34%	5%	1%	0%

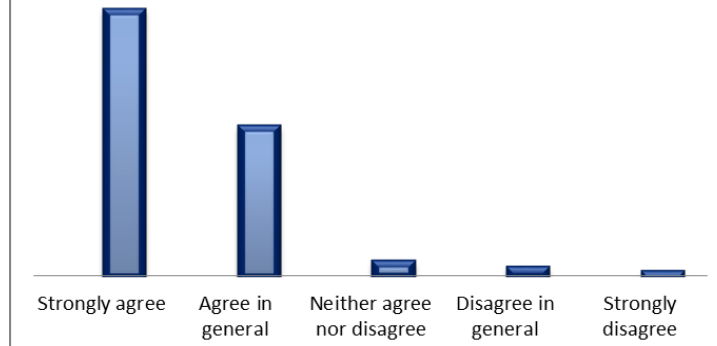


Very positive change	Positive change	Not Change	Negative change	Very negative change
33%	53%	10%	3%	1%

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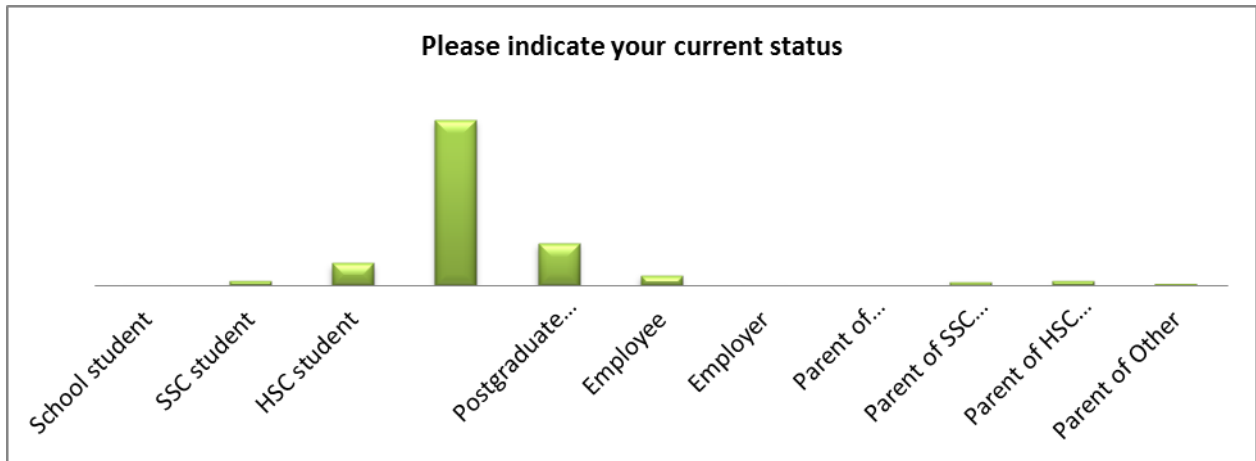
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To what extent do you agree with the following statement  
"The exhibition is an innovative and interesting event"?



Strongly agree	Agree in general	Neither agree nor disagree	Disagree in general	Strongly disagree
61%	34%	3%	2%	1%

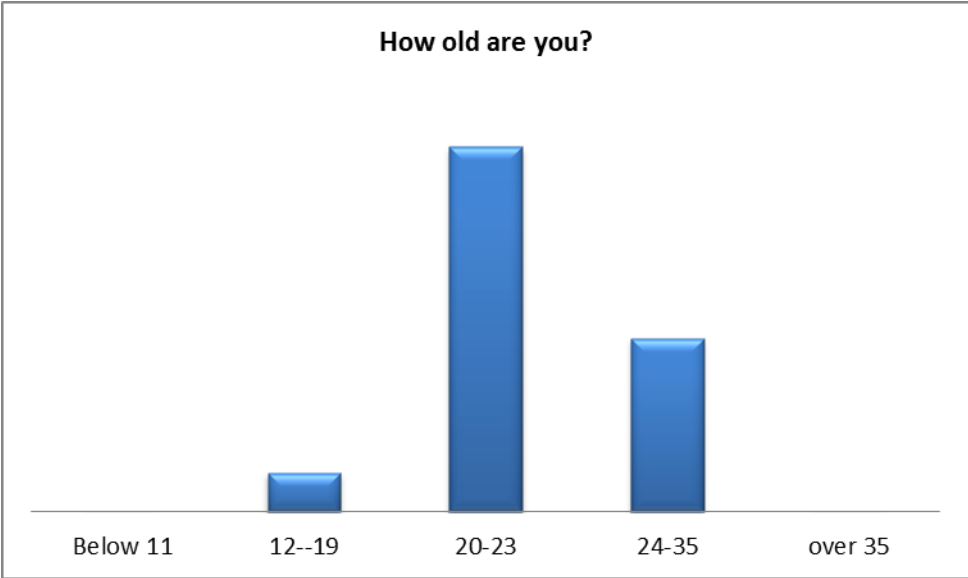
## Sylhet



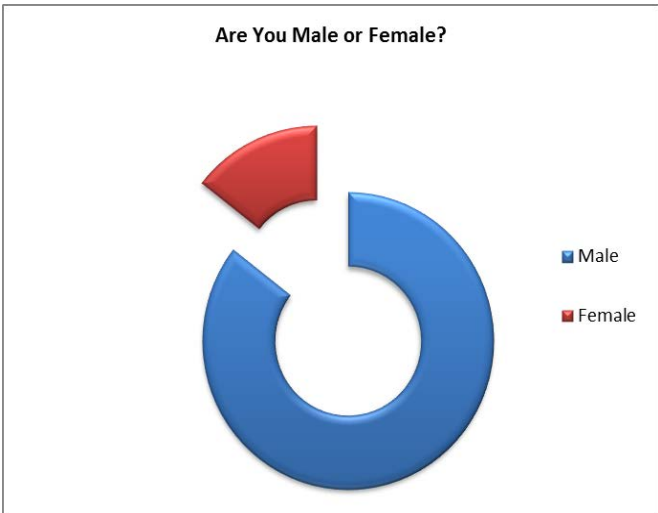
							Parent of				
School student	SSC student	HSC student	Undergraduate student	Postgraduate student	Employee	Employer	Parent of Primary / Secondary school pupil	Parent of SSC student	Parent of HSC student	Parent of Other	
0%	2%	9%	65%	17%	4%	0%	0%	1%	2%	1%	

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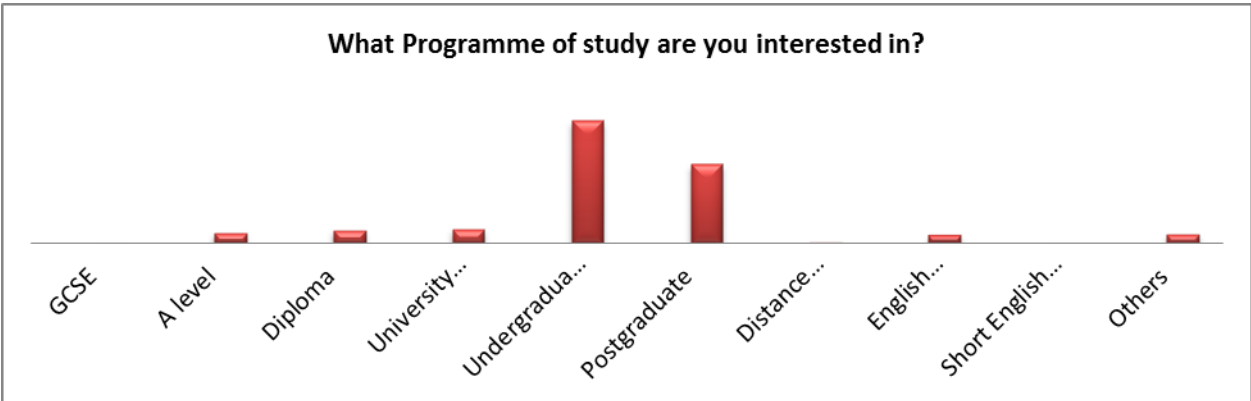
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Below 11	12--19	20-23	24-35	over 35
6.82%	63.18%	30.00%	0.00%	0



Male	Female
86%	14%

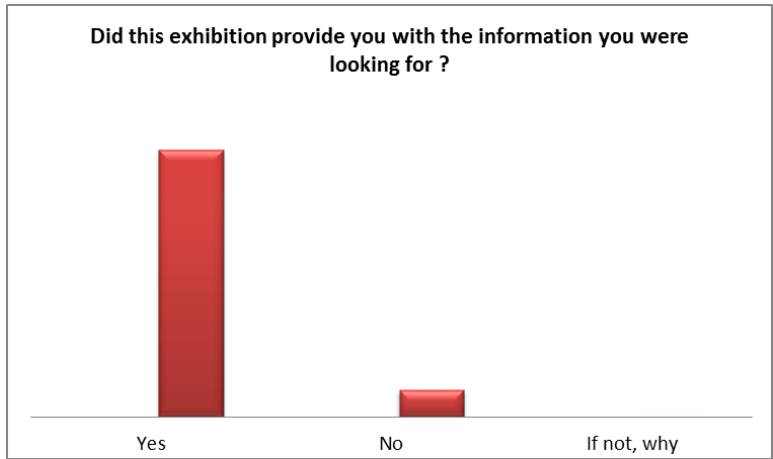


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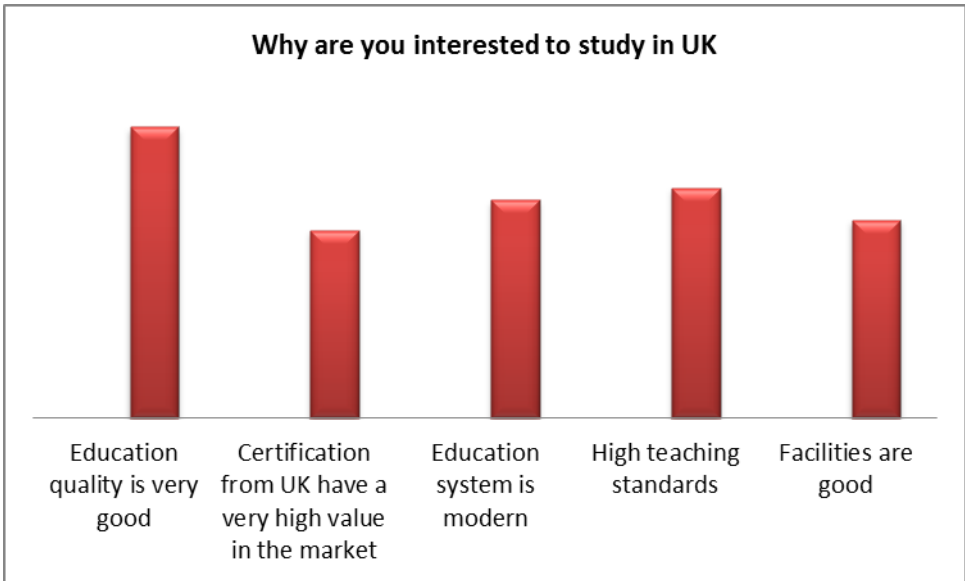
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GCSE	A level	Diploma	University Foundation Programme	Undergraduate	Postgraduate	Distance Learning	English language Course	Short English Course	Others
0%	4%	5%	5%	48%	31%	0%	3%	0%	4%



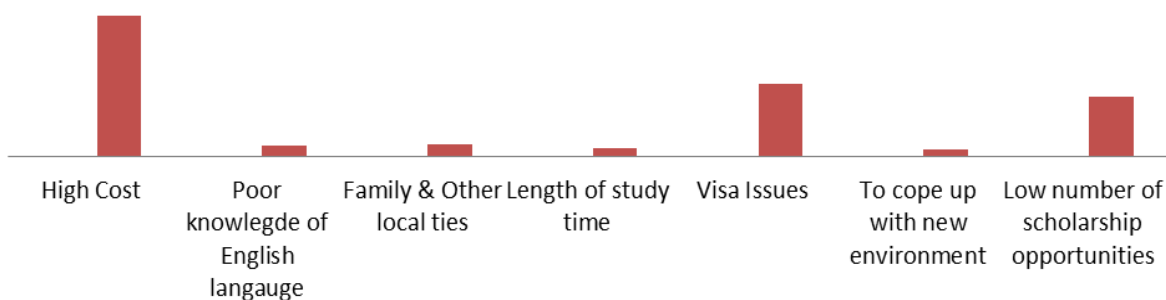
Yes	No	If not, why
91%	9%	0%



Education quality is very good	Certification from UK have a very high value in the market	Education system is modern	High teaching standards	Facilities are good
26%	17%	19%	20%	18%

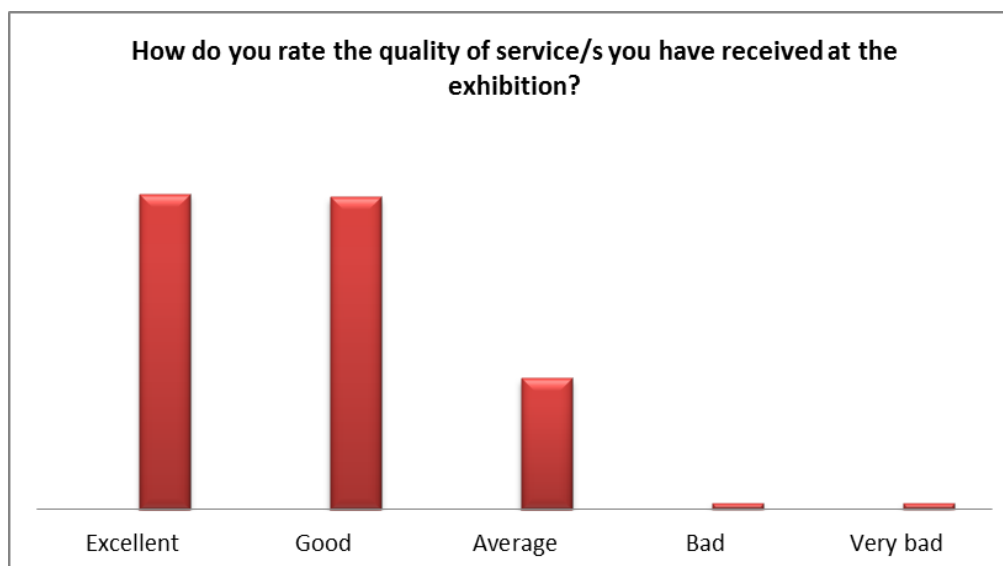
<https://siem.britishcouncil.org/exhibitions>

### What are the reasons for not choosing UK as study destination?



High Cost	Poor knowledge of English language	Family & Other local ties	Length of study time	Visa Issues	To cope up with new environment	Low number of scholarship opportunities
46%	3%	4%	3%	23%	2%	19%

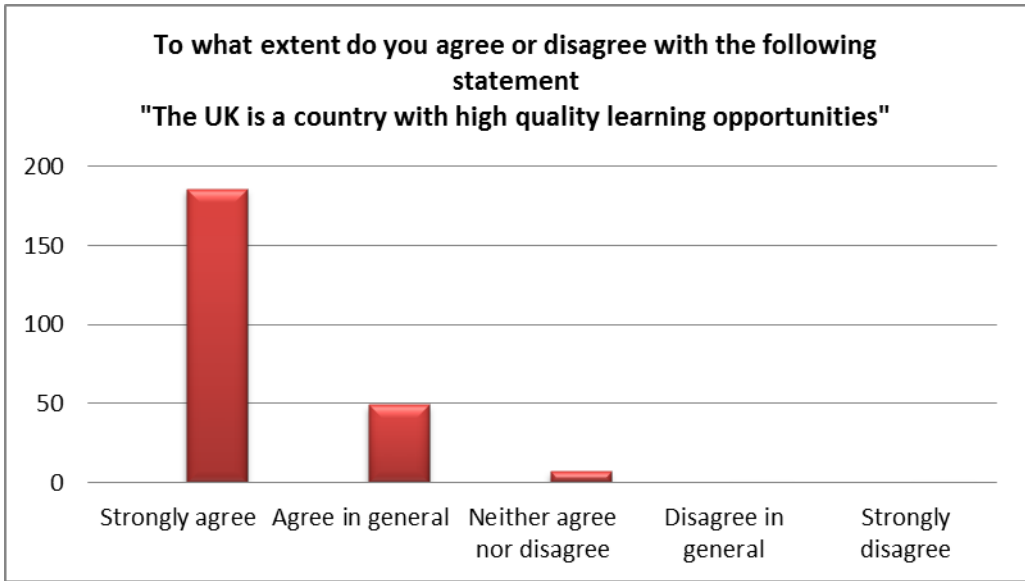
### How do you rate the quality of service/s you have received at the exhibition?



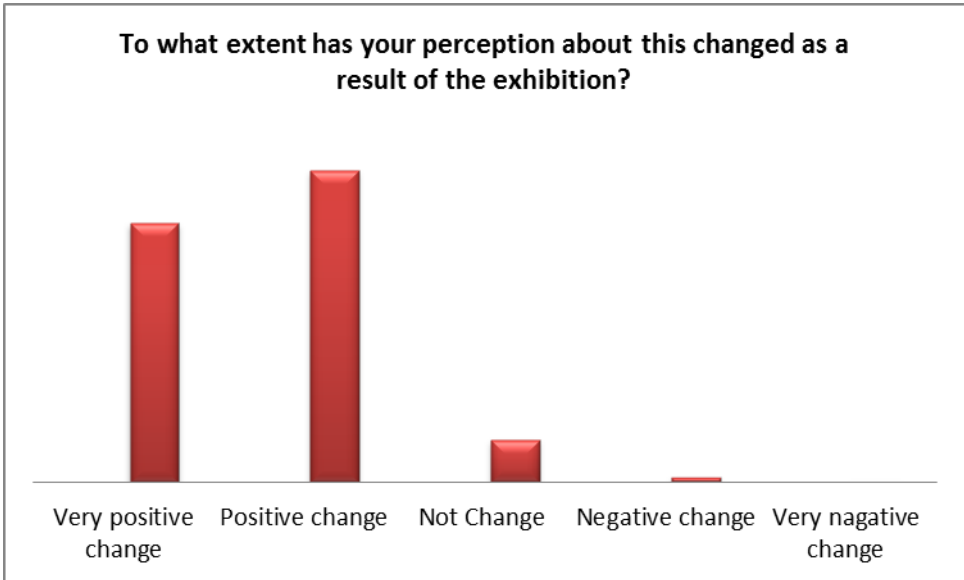
Excellent	Good	Average	Bad	Very bad
41%	40%	17%	1%	1%

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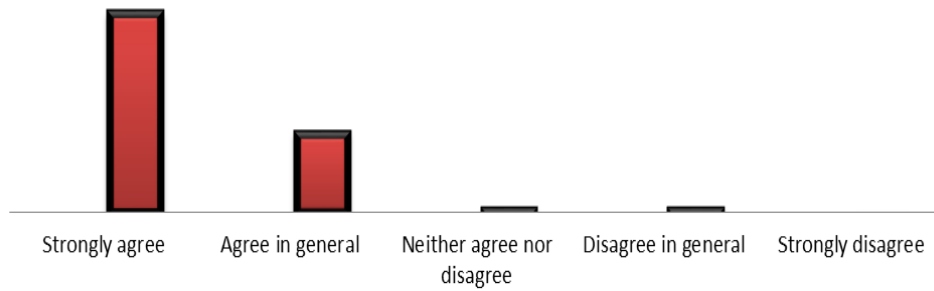
Strongly agree	Agree in general	Neither agree nor disagree	Disagree in general	Strongly disagree
77%	20%	3%	0%	0%



Very positive change	Positive change	Not Change	Negative change	Very negative change
42%	50%	7%	1%	0%

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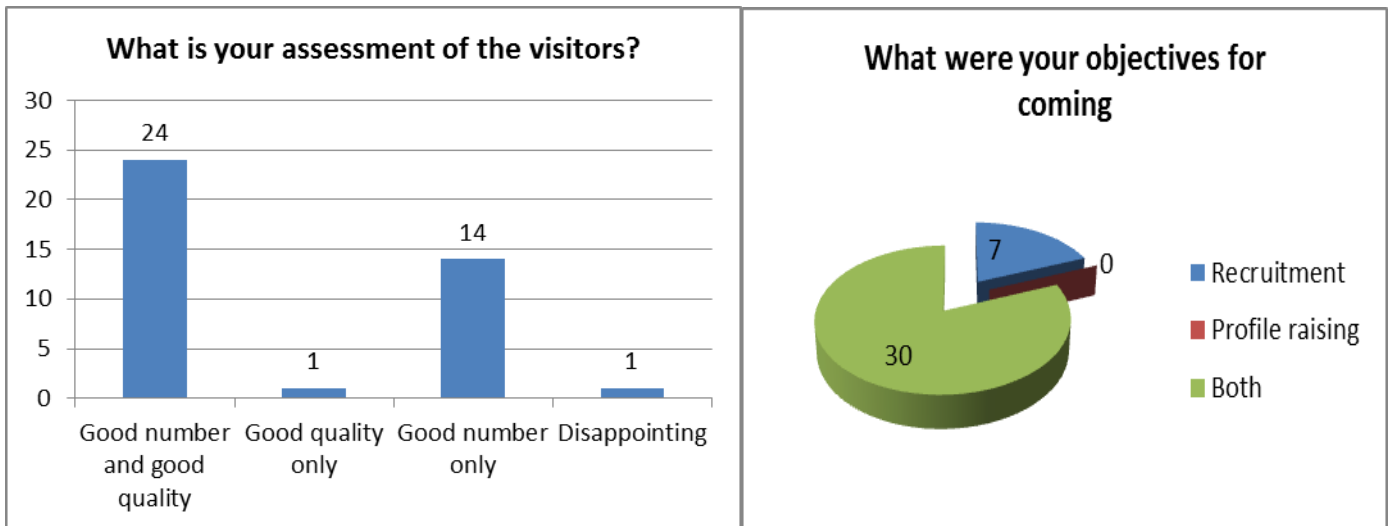
To what extent do you agree with the following statement  
"The exhibition is an innovative and interesting event"?



Strongly agree	Agree in general	Neither agree nor disagree	Disagree in general	Strongly disagree
71%	28%	0%	0%	0%

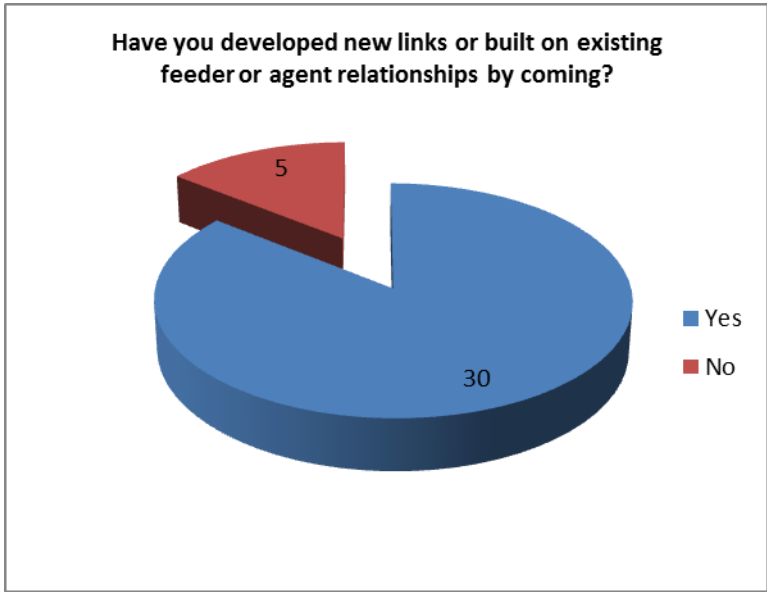
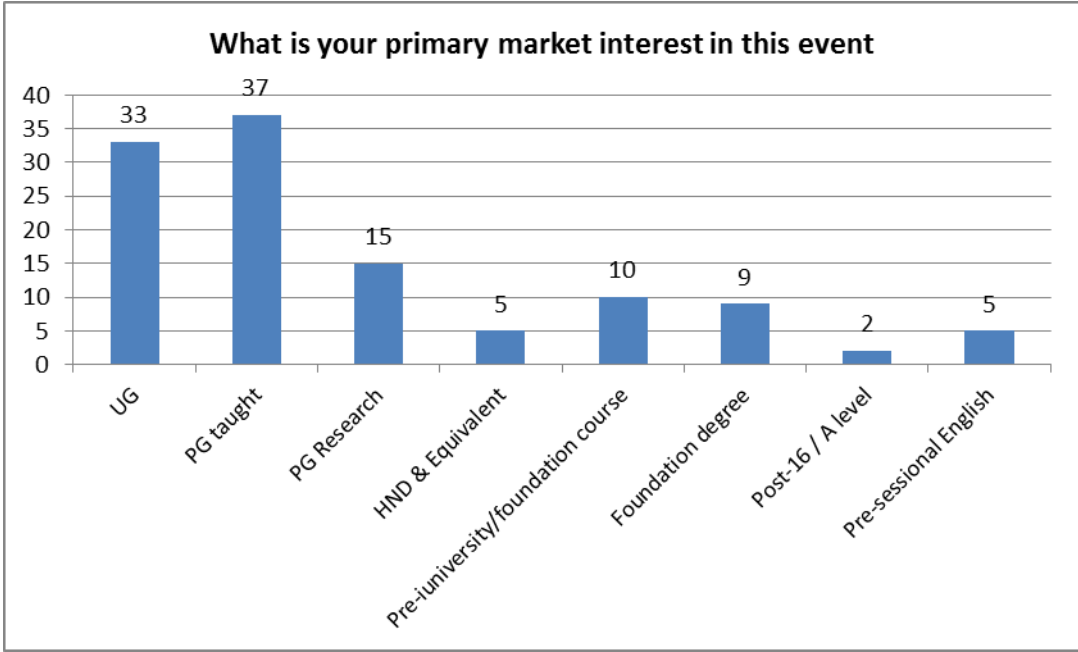
## Appendix 3: Exhibitors' survey results

### Dhaka



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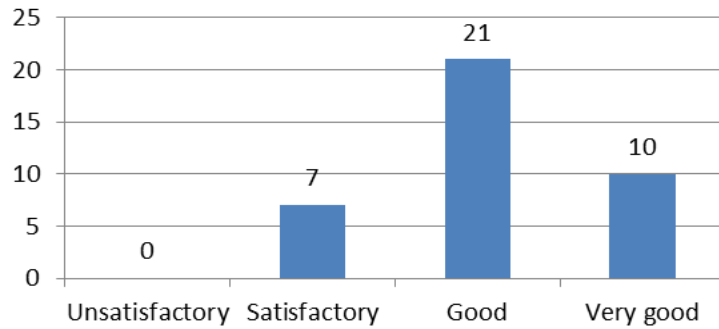


<https://siem.britishcouncil.org/exhibitions>

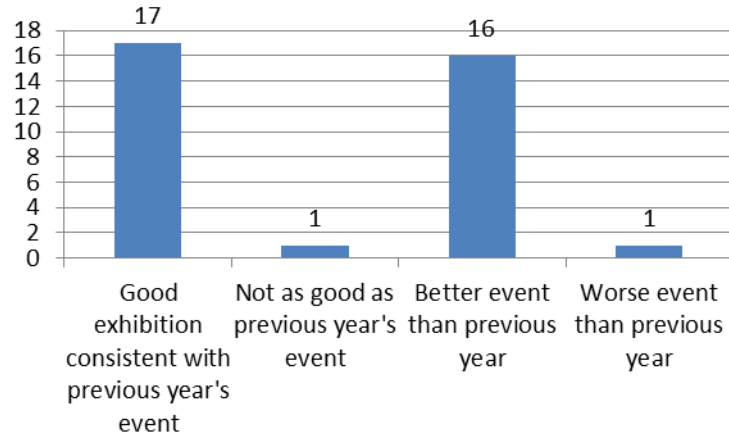
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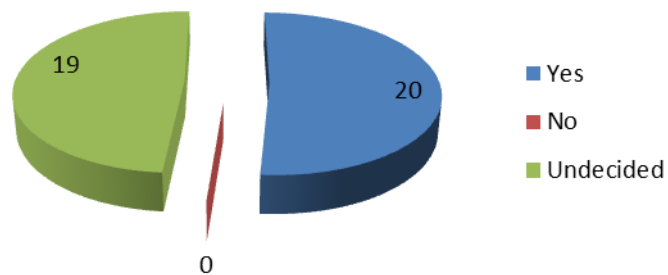
**How do you rate the support to your business needs from British Council before and during the event?**



**Please give your overall assessment of the exhibition**



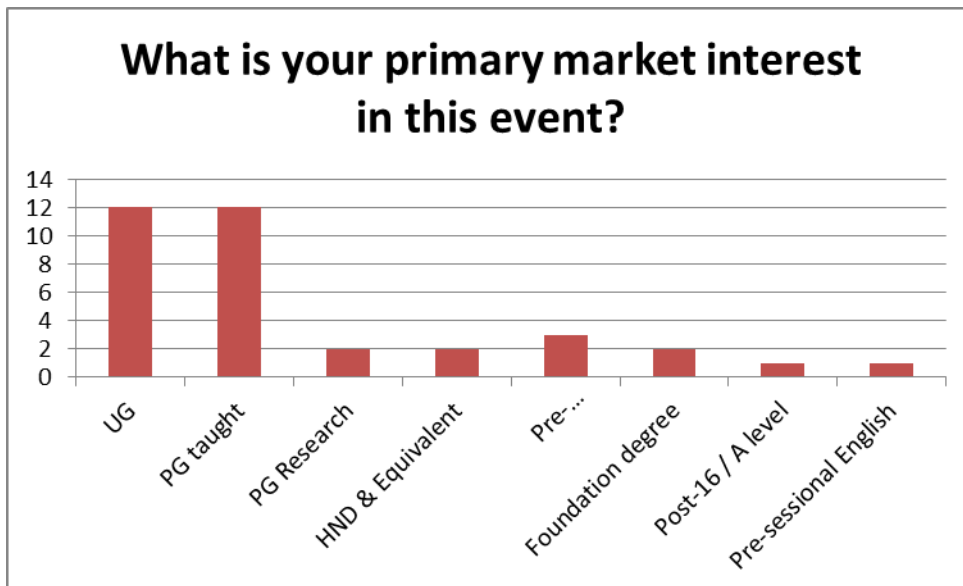
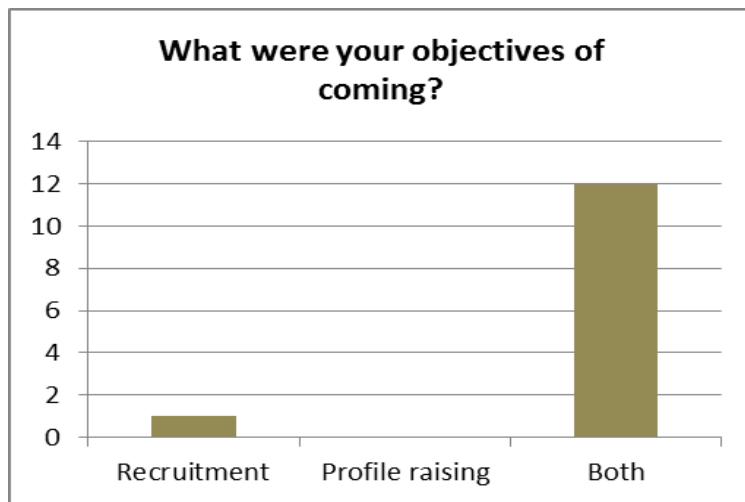
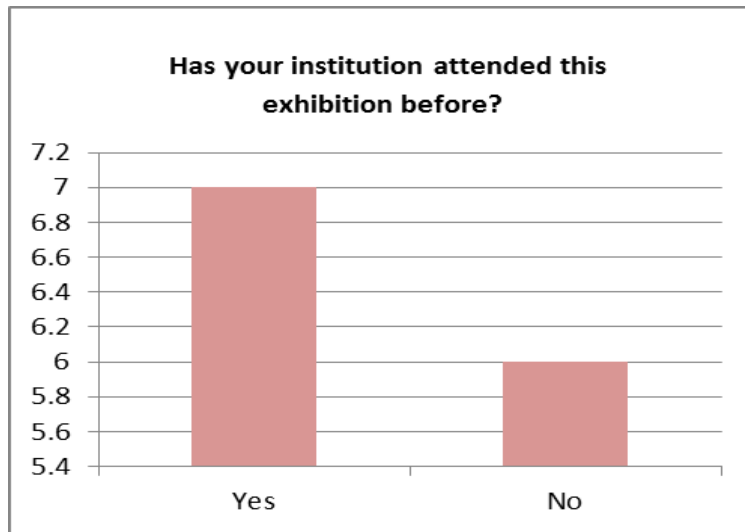
**Will you be attending this event next year?**



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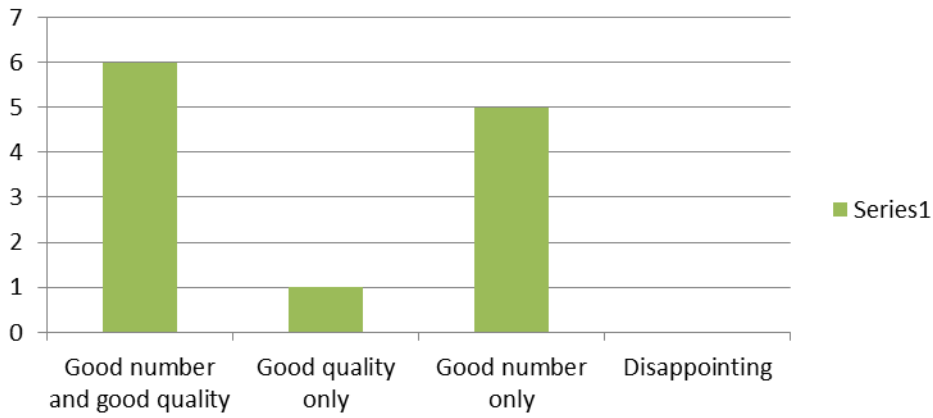
**Chittagong:**



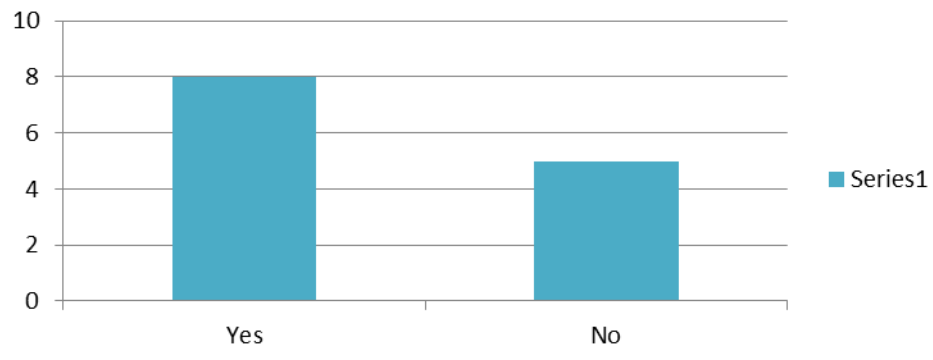
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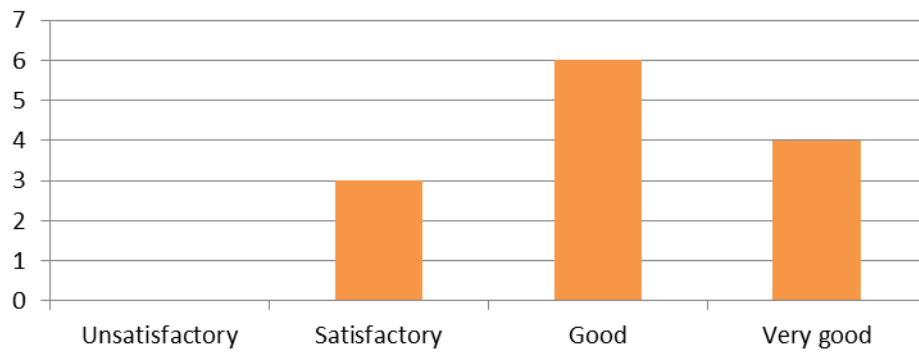
## What is your assessment of the visitors?



## Have you developed new links or built on existing feeder or agent relationships by coming?



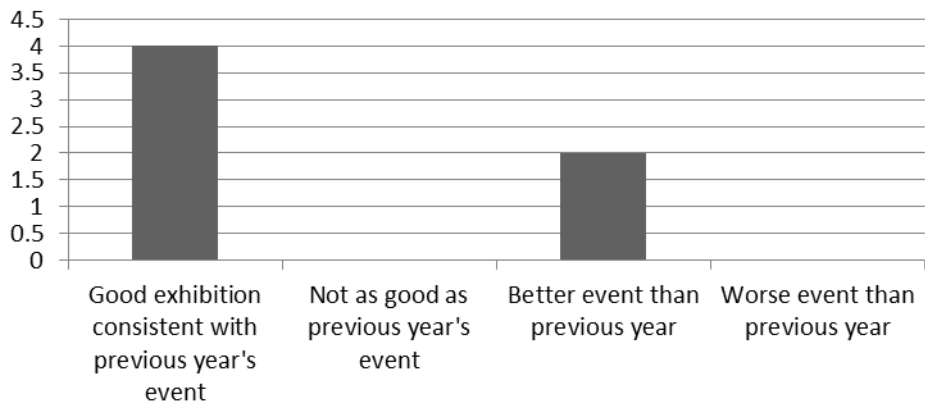
## How do you rate the support to your business needs from British Council before and during the event?



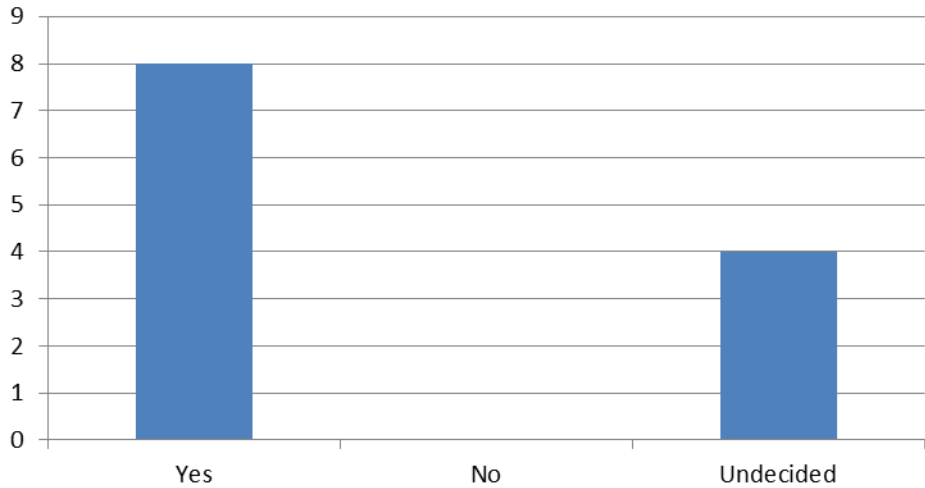
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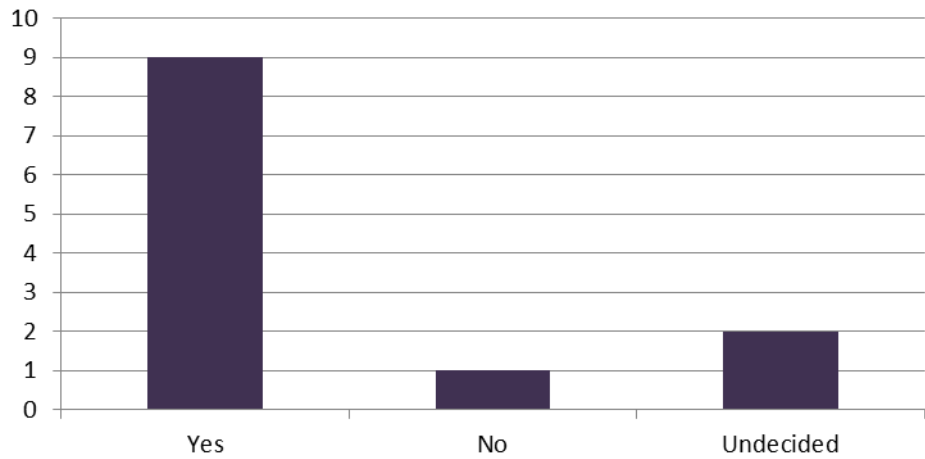
## Please give your overall assessment of the exhibition?



## Will you be attending this event next year?



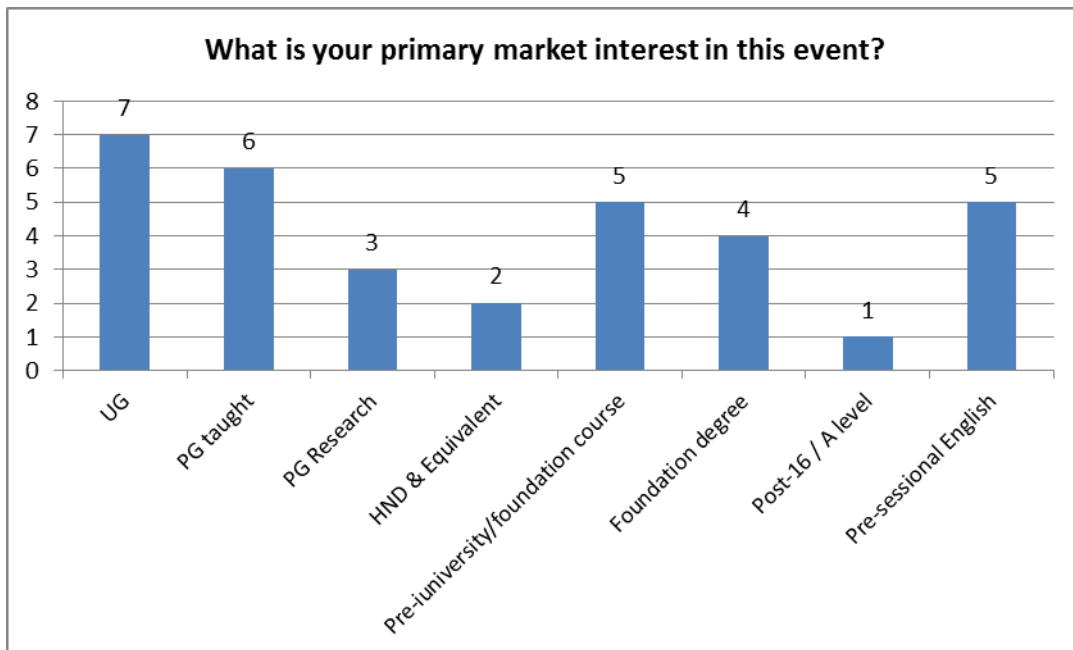
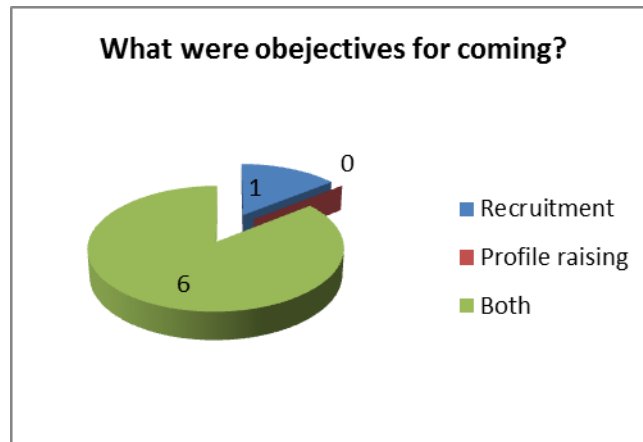
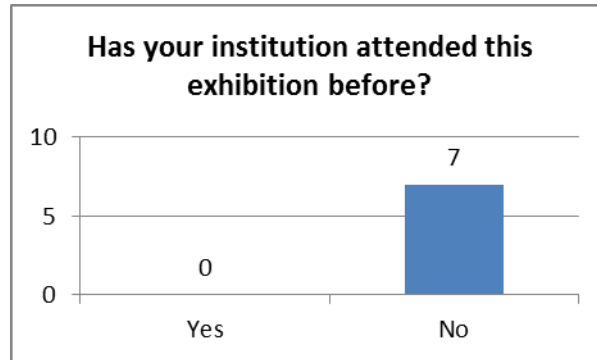
## Do you have any plan to make follow-up visit (recruitment visit) in near future?



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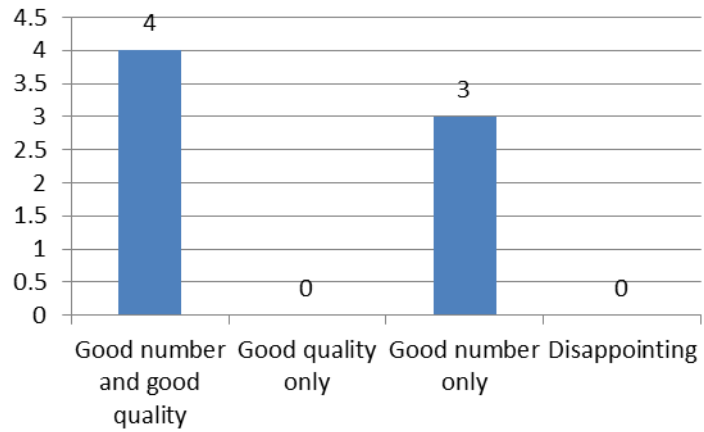
## Sylhet



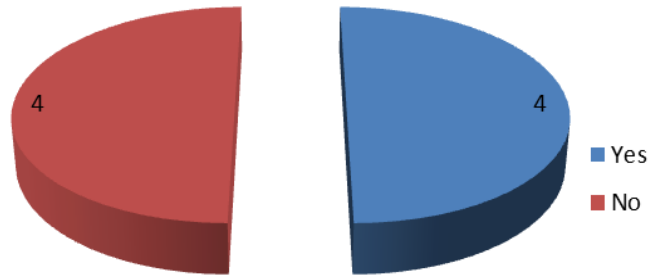
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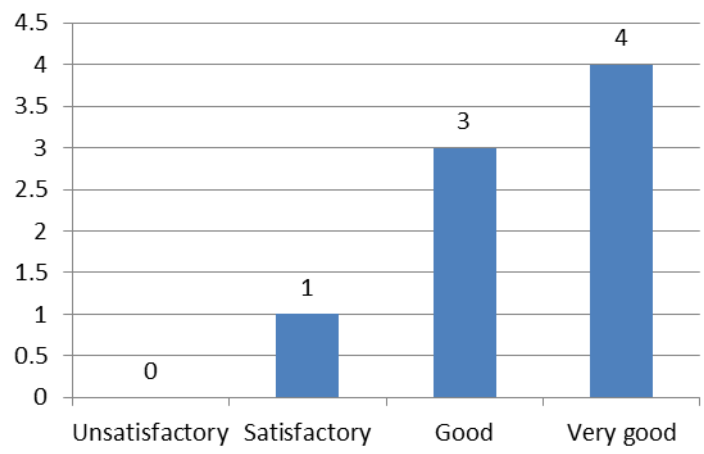
### What is your assessment of the visitors?



### Have you developed new links or built on existing feeder or agent relationships by coming?

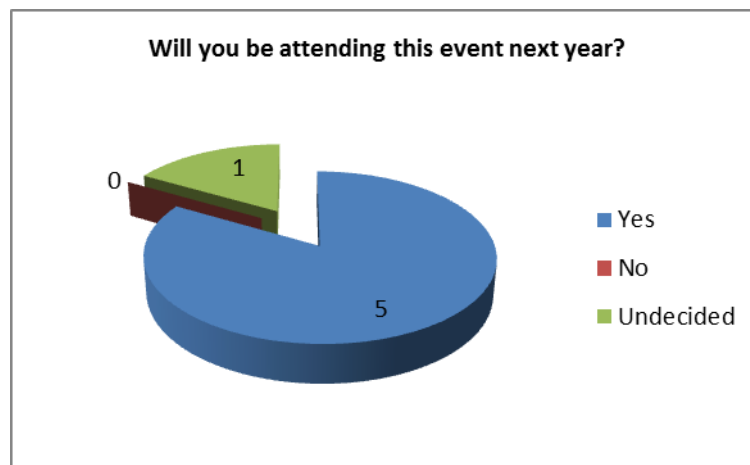
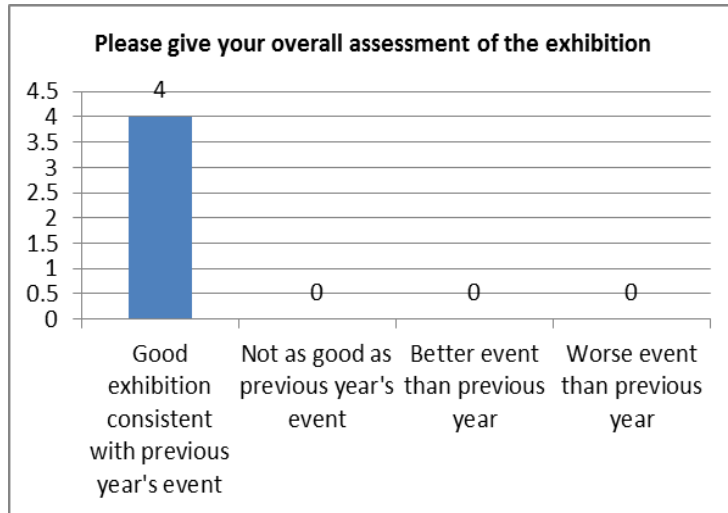


### How do you rate the support to your business needs from British Council before and during the event?

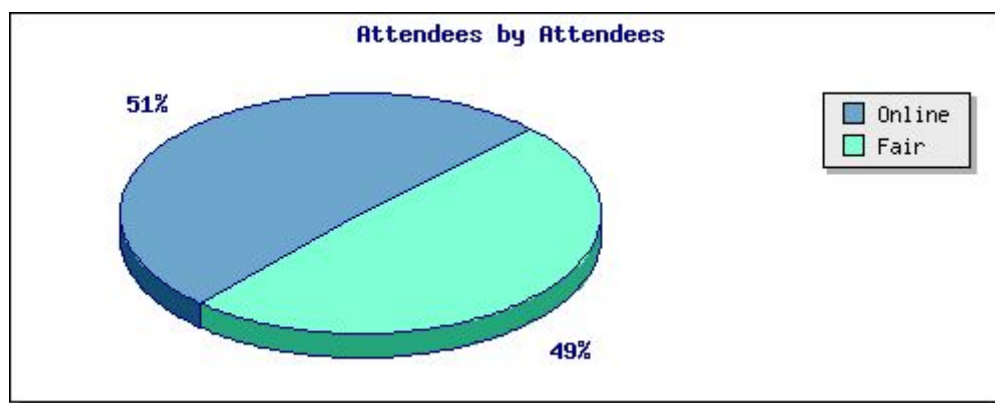


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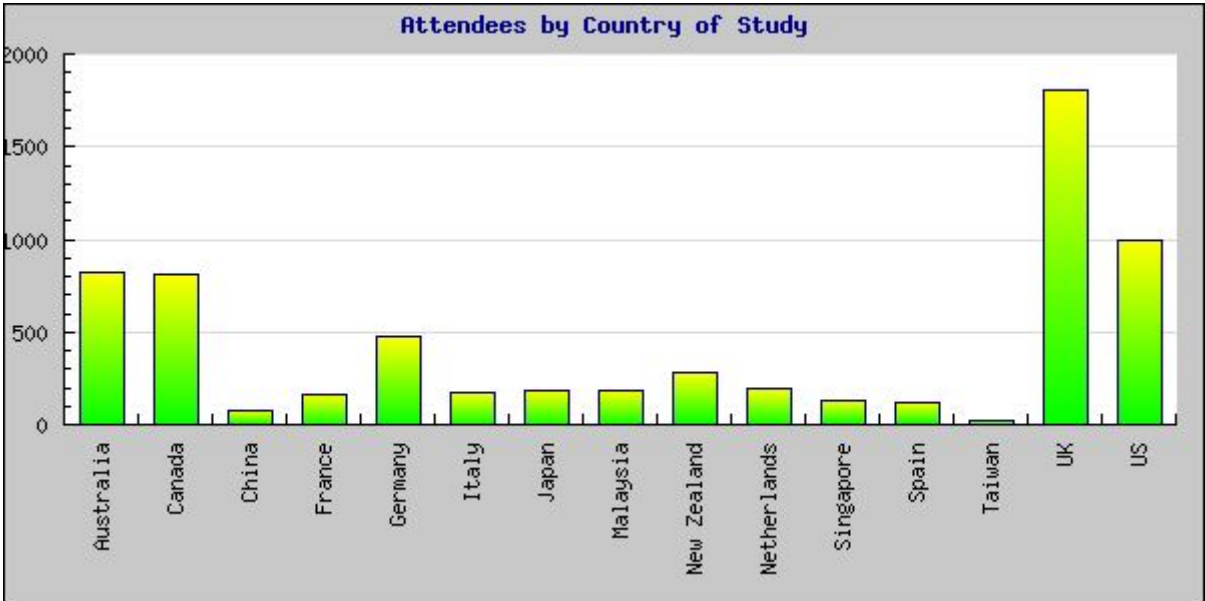
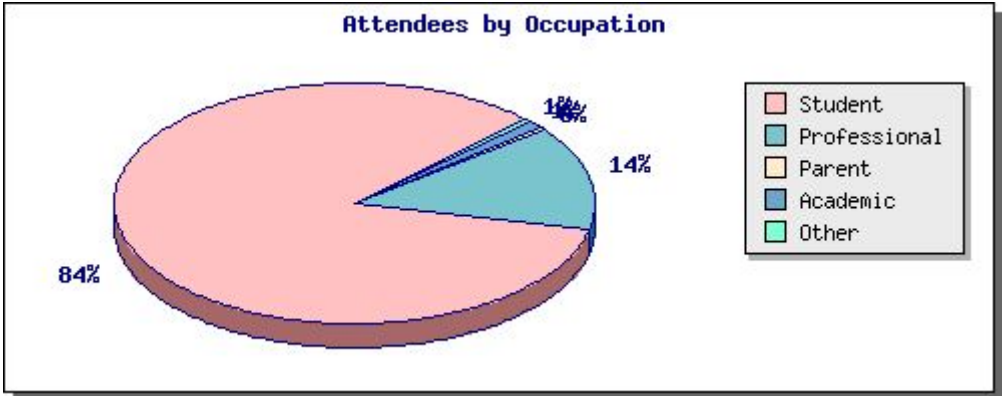
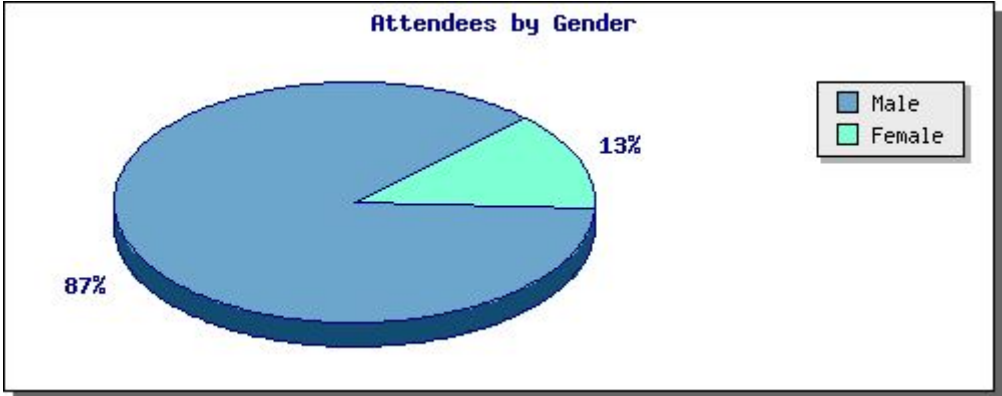


## Appendix 4: Visitor registration (VRS – Online pre-registration) data analysis



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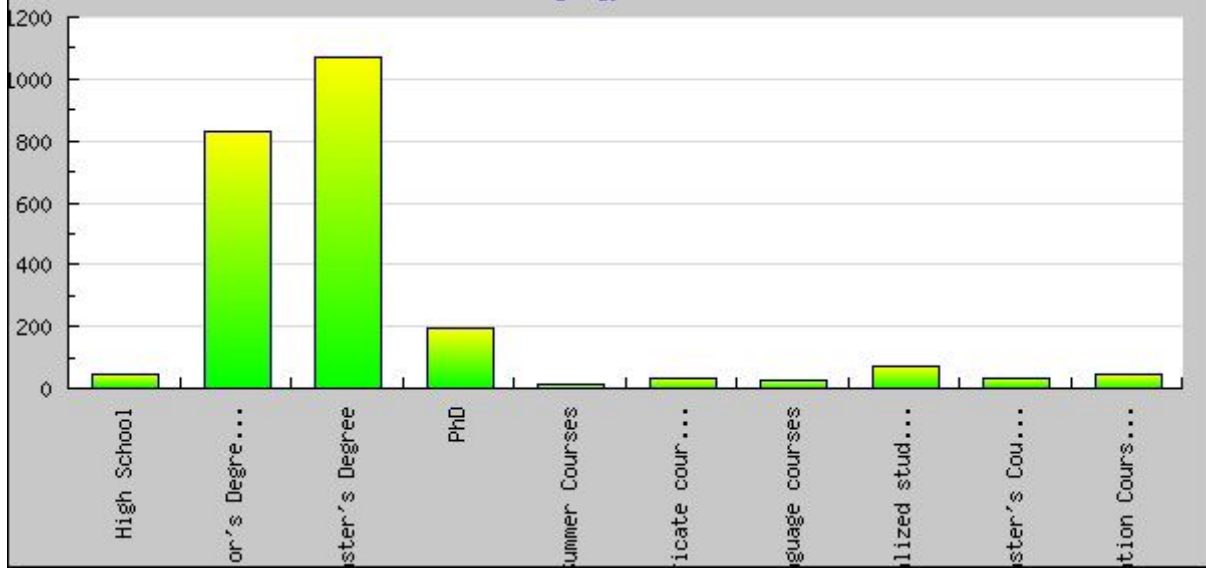


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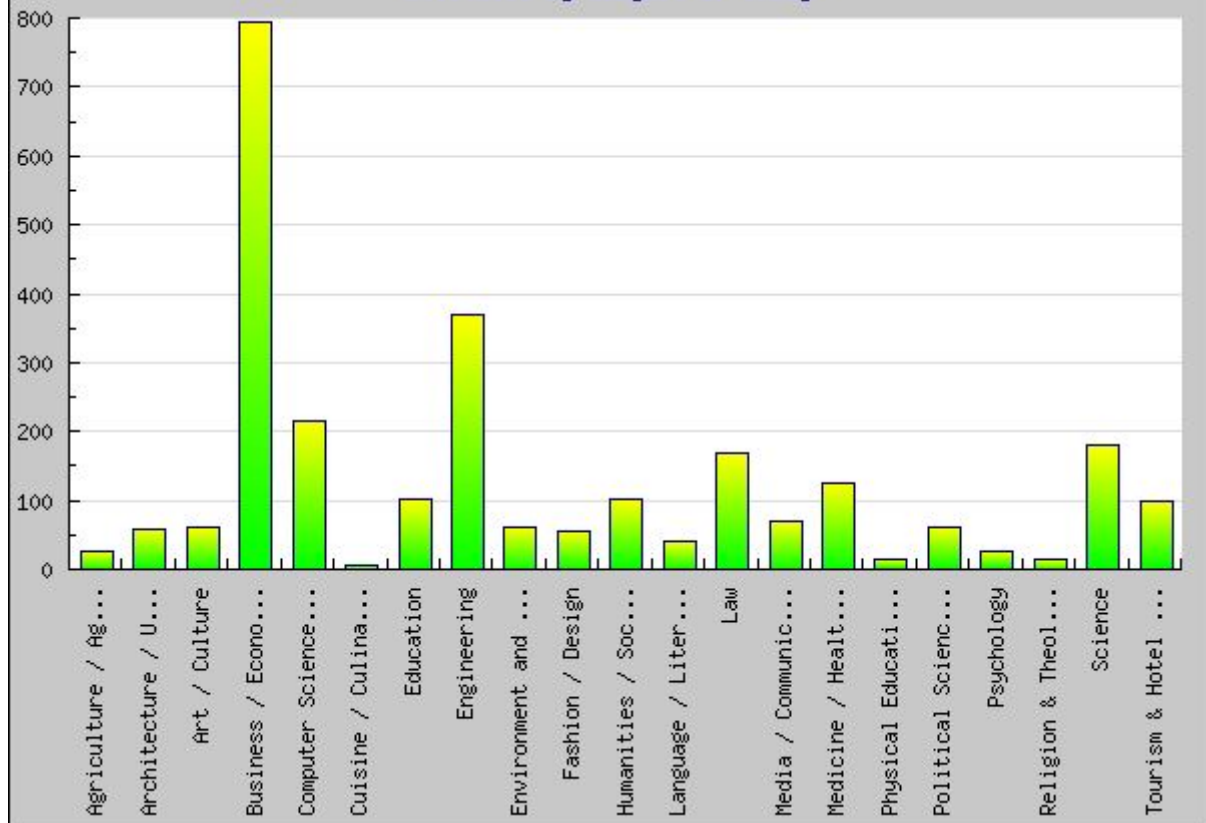
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**Attendees by Type of Education**

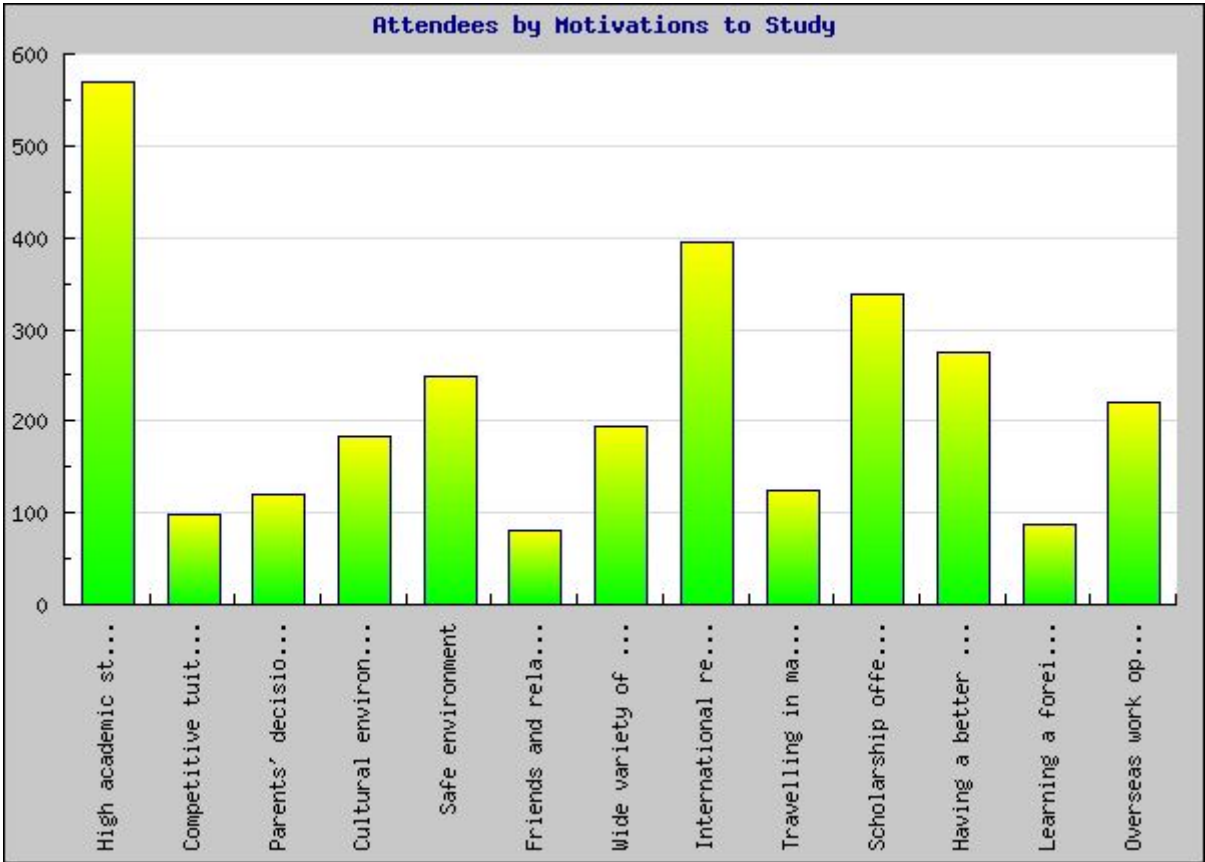
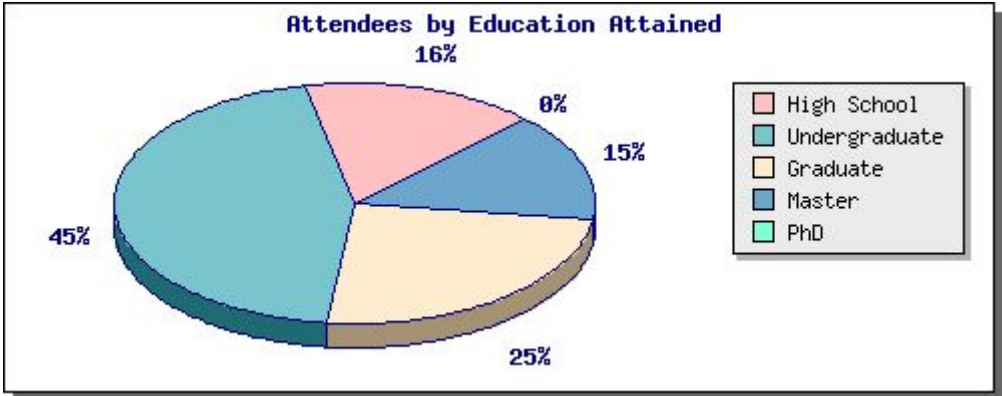
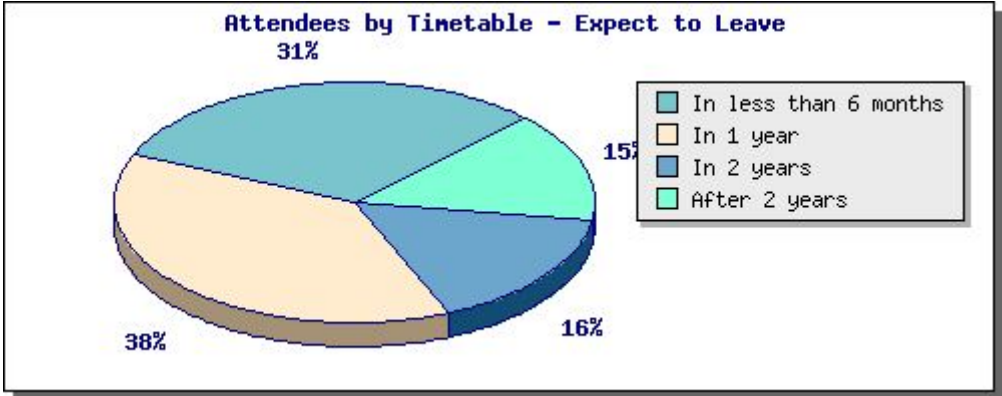


**Attendees by Subject of Study**



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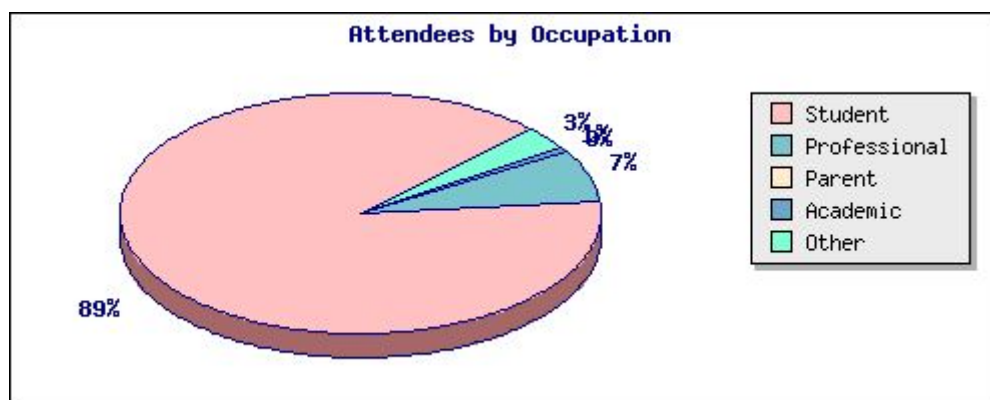
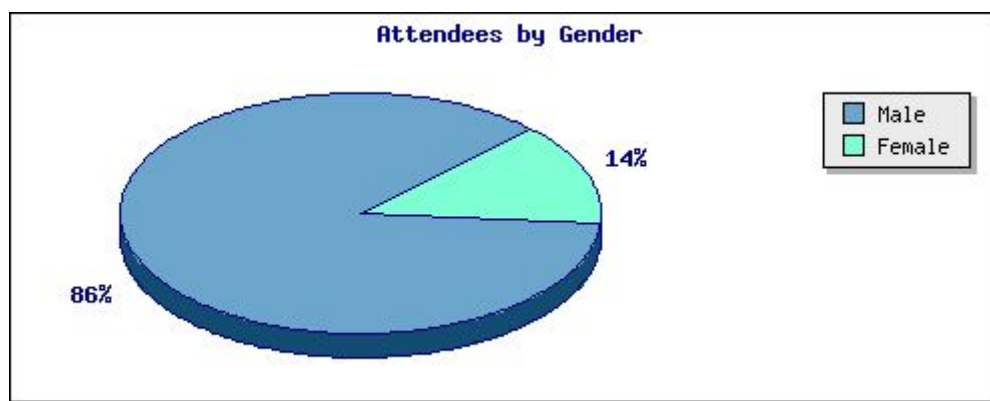
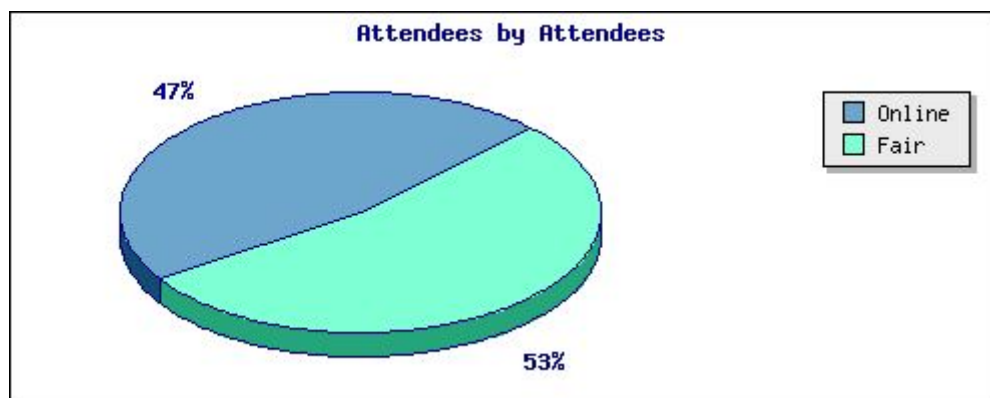
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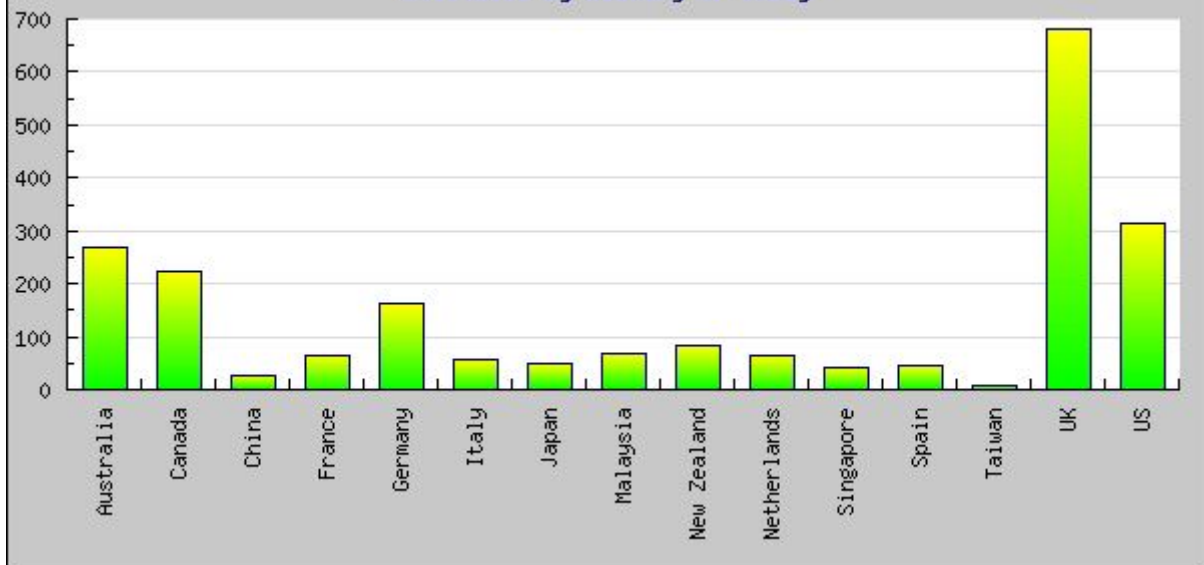
## Chittagong



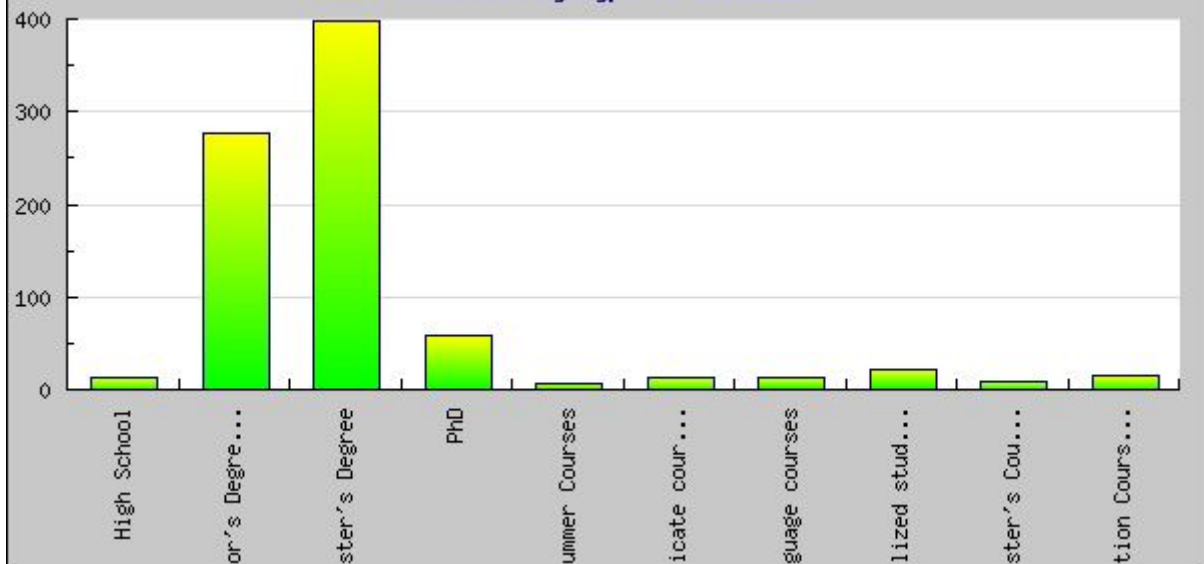
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**Attendees by Country of Study**



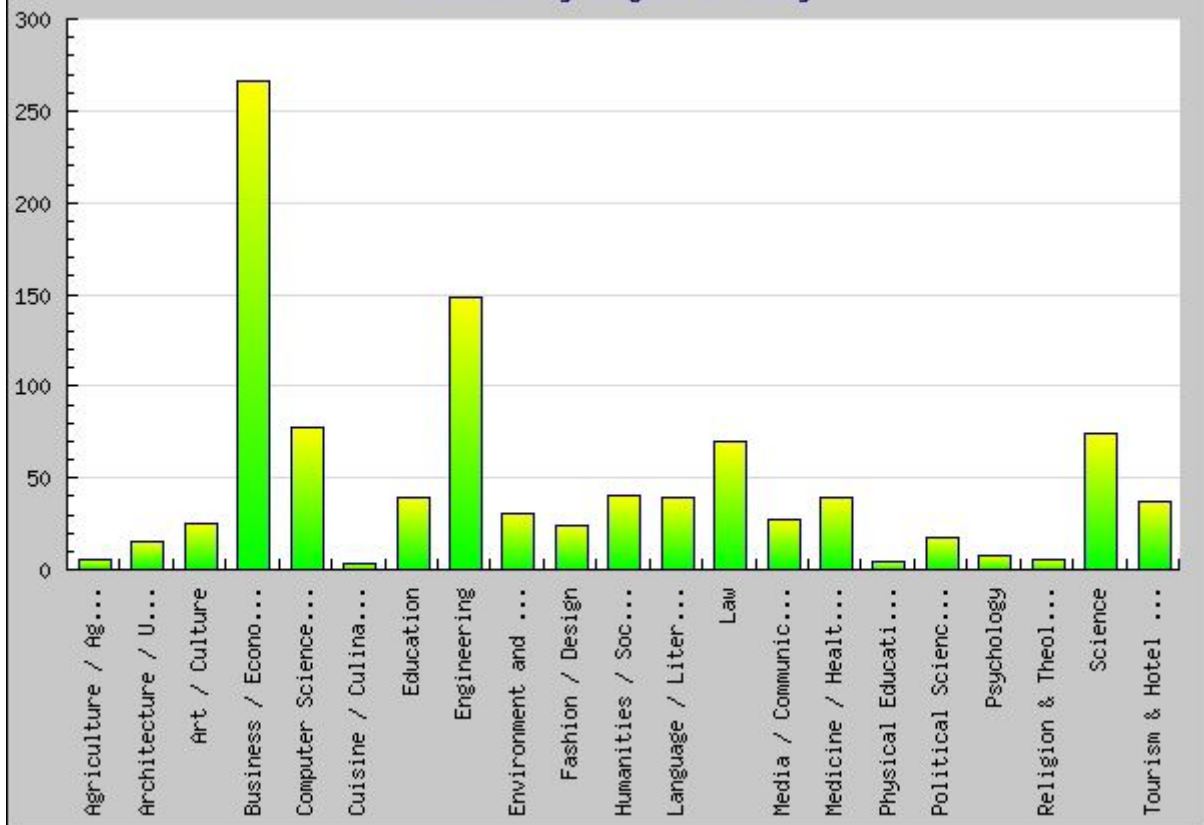
**Attendees by Type of Education**



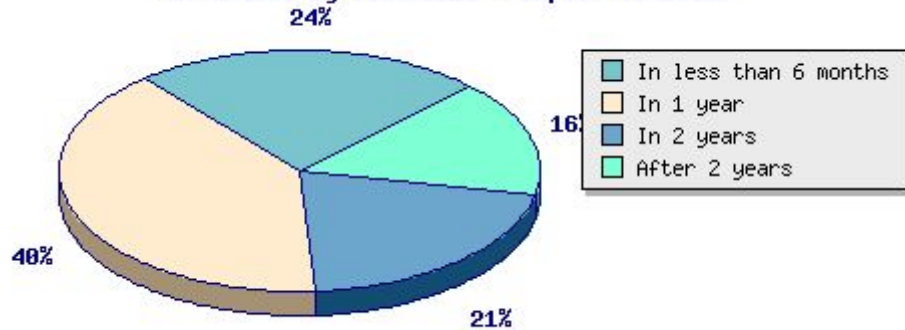
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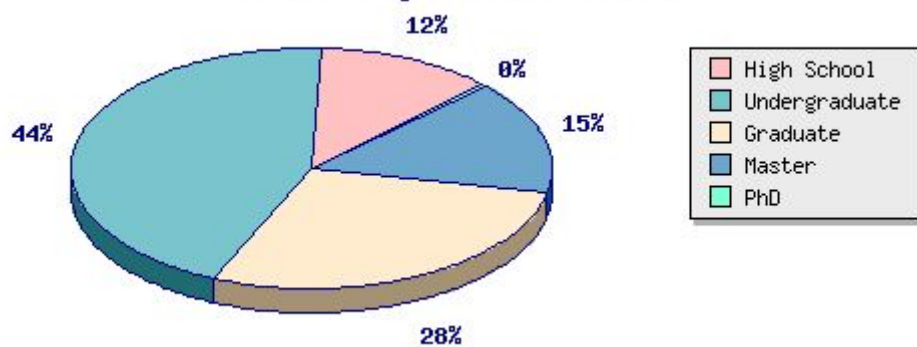
**Attendees by Subject of Study**



**Attendees by Timetable - Expect to Leave**

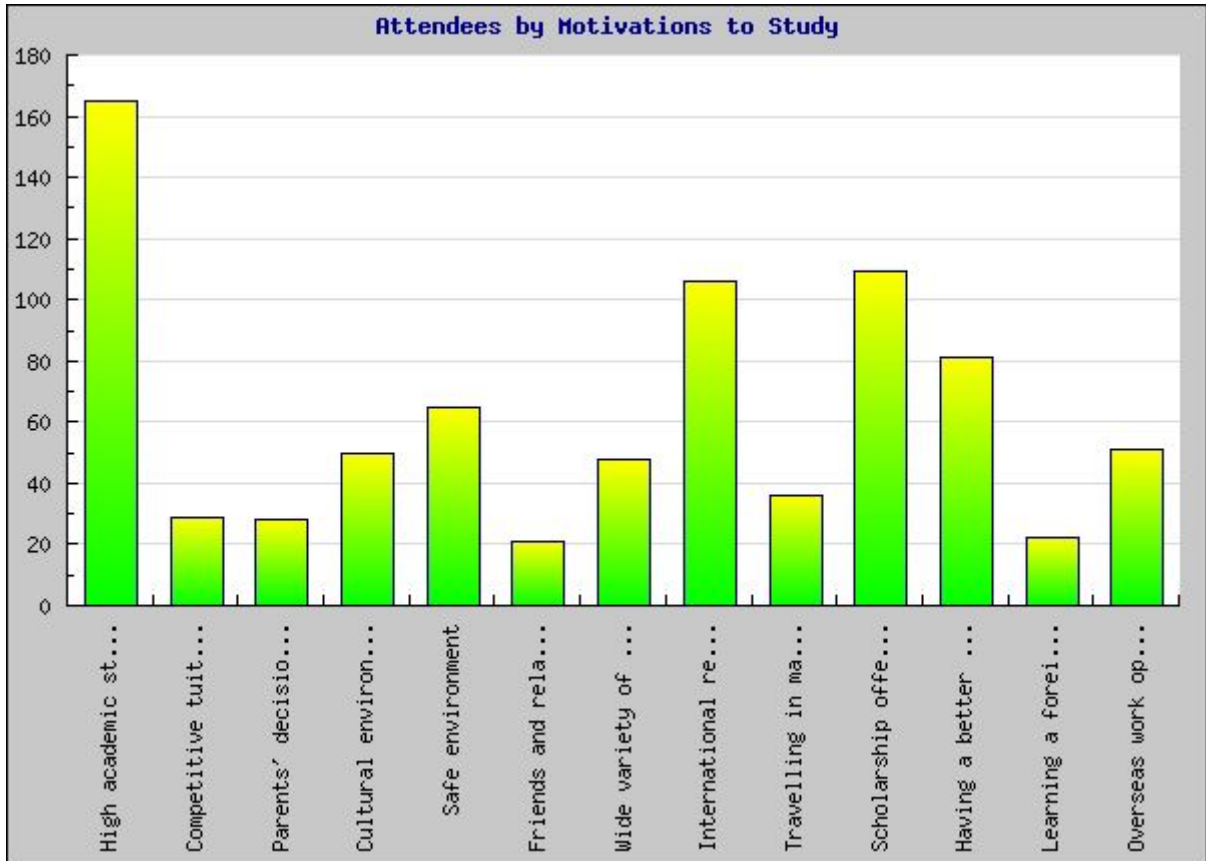


**Attendees by Education Attained**

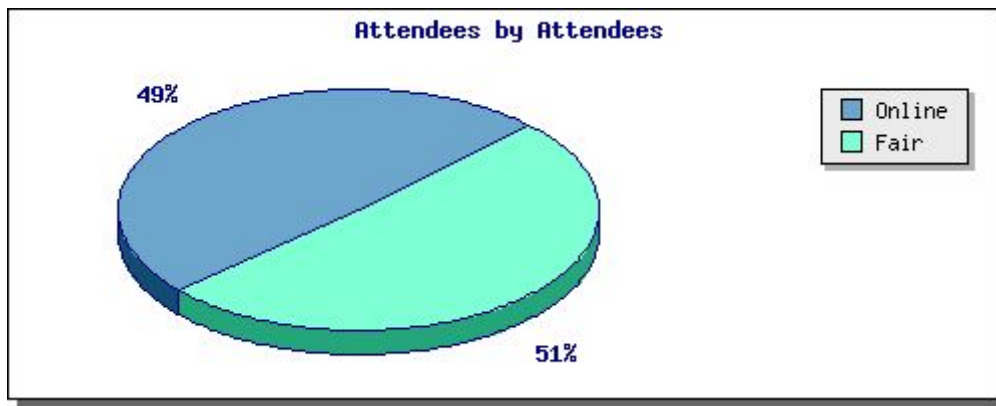


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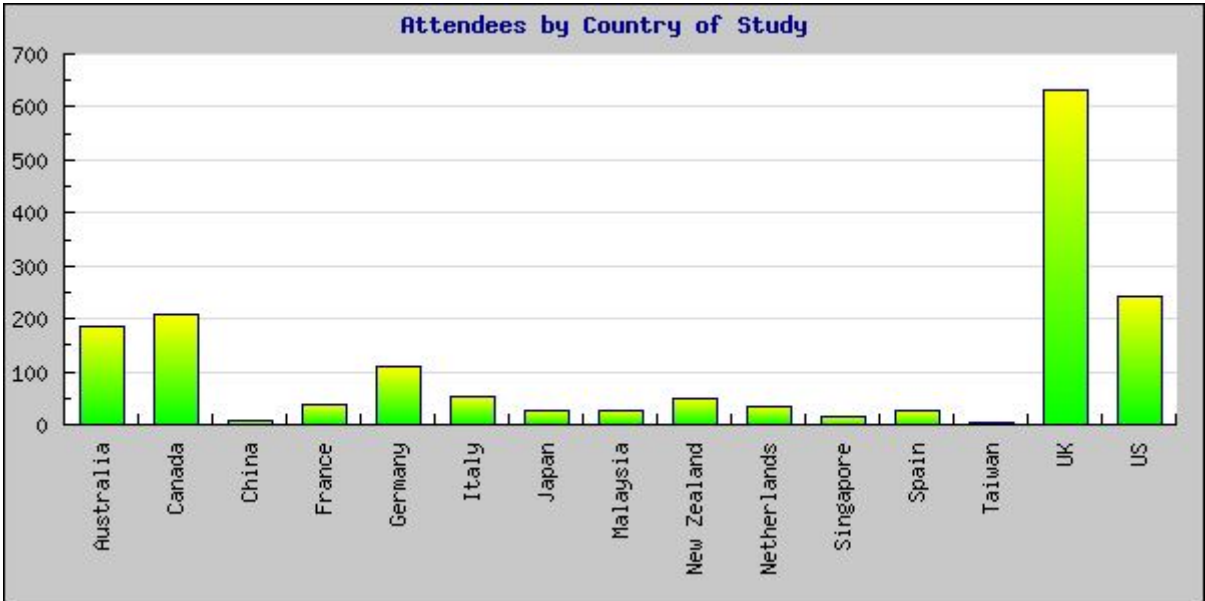
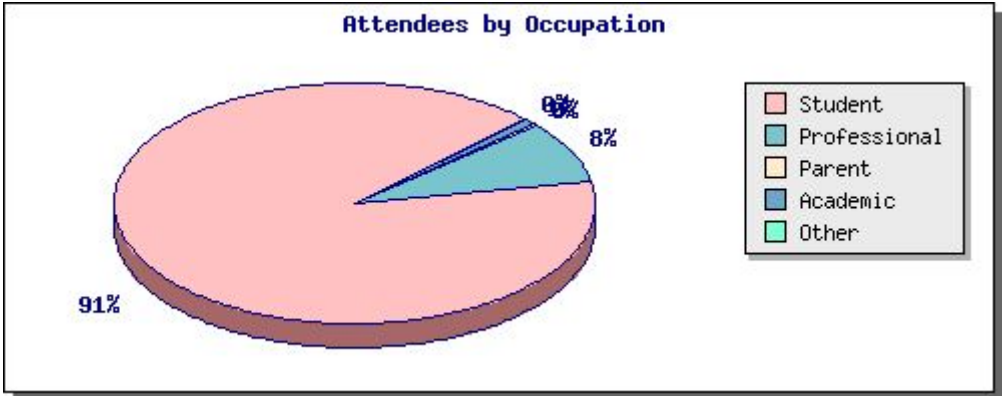
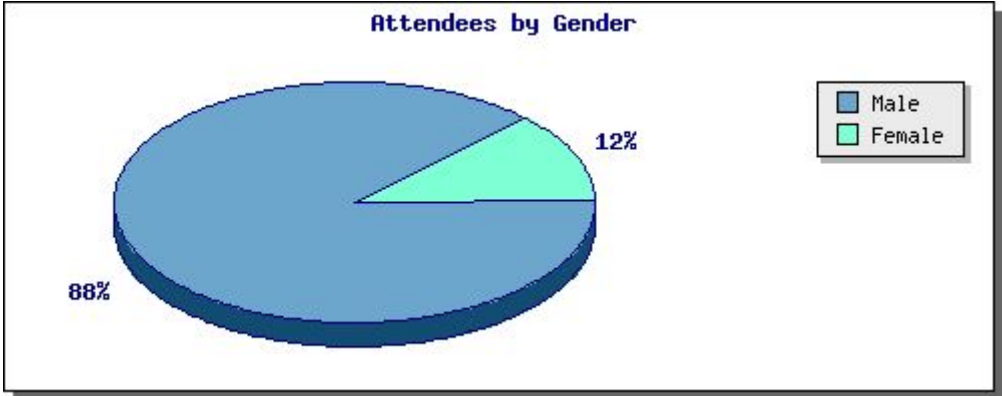


## Sylhet



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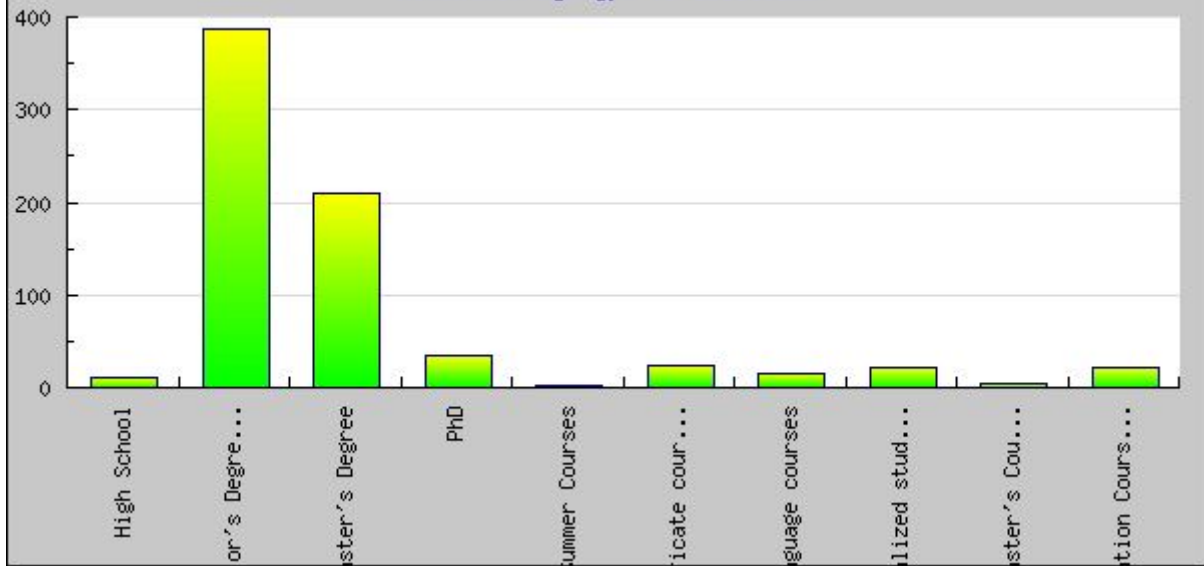
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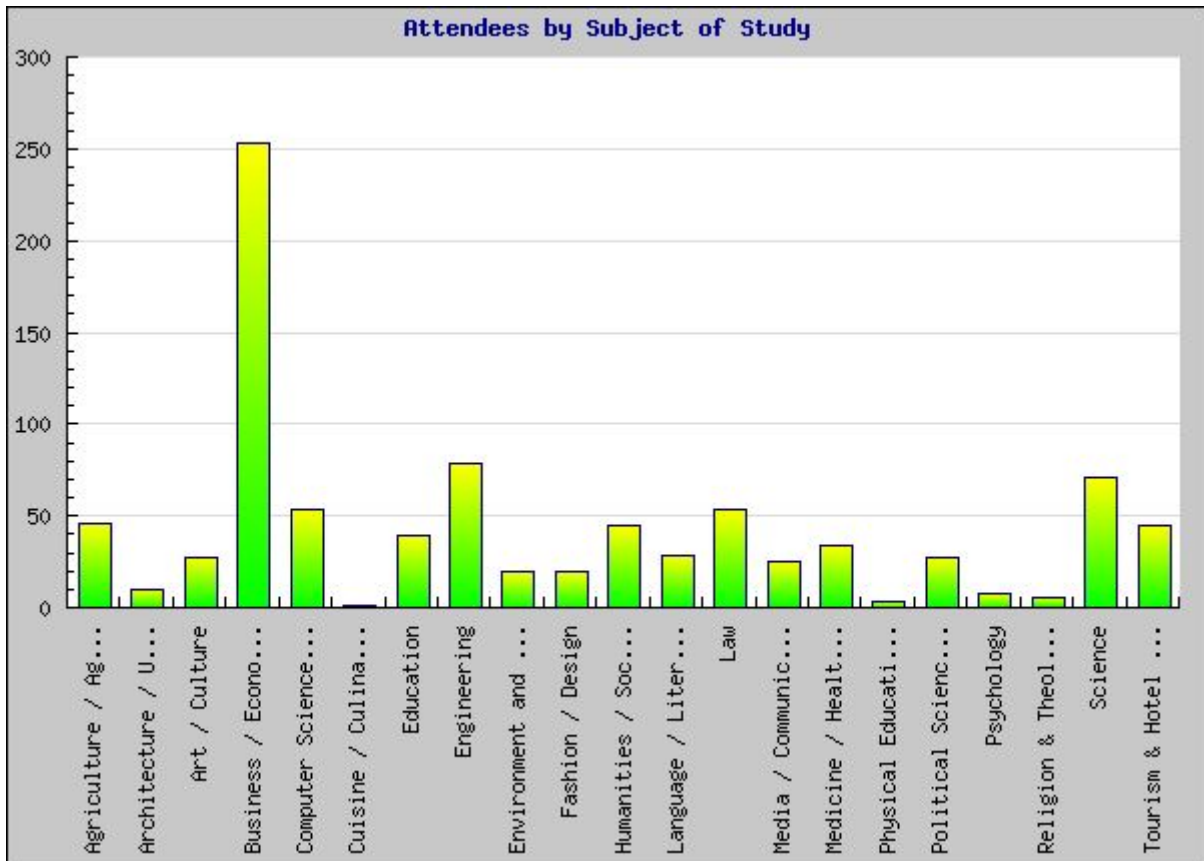
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**Attendees by Type of Education**



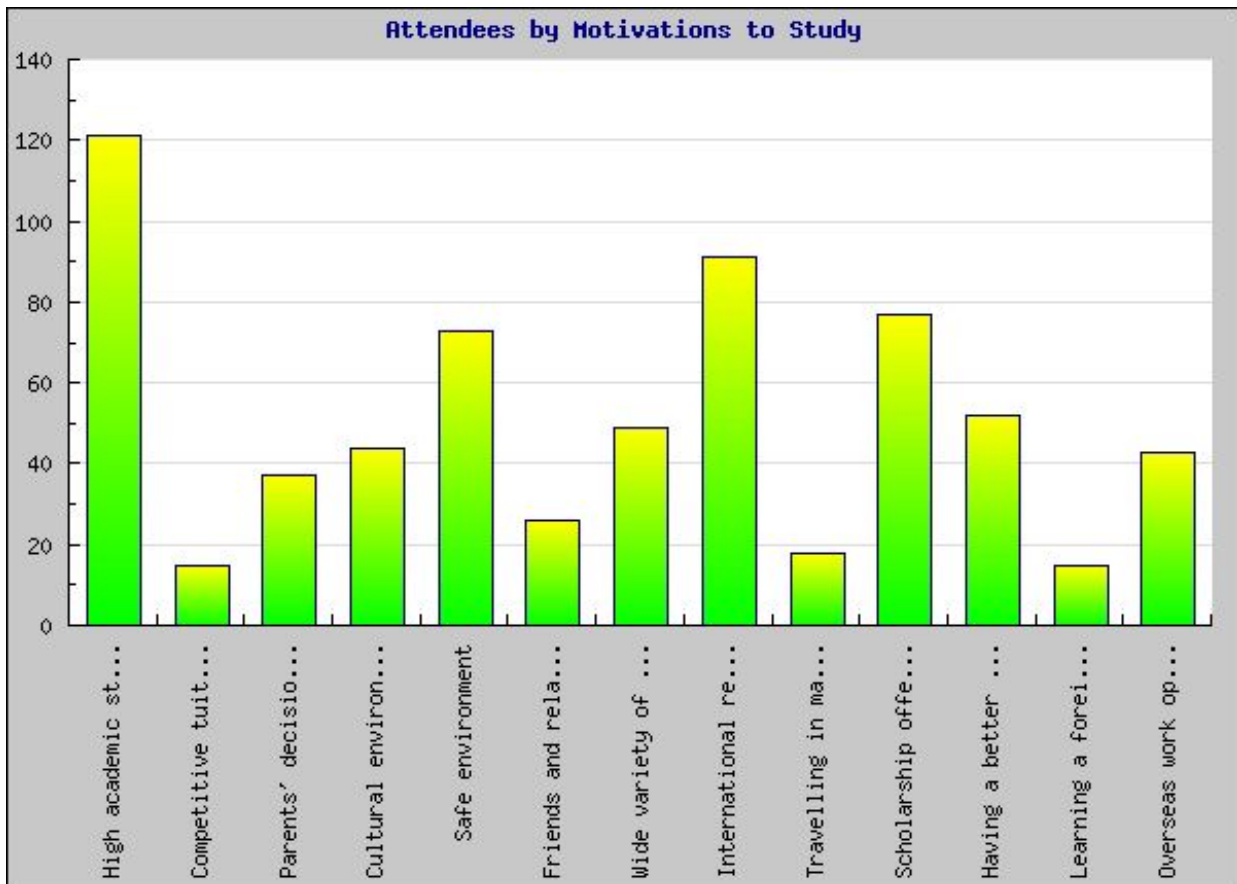
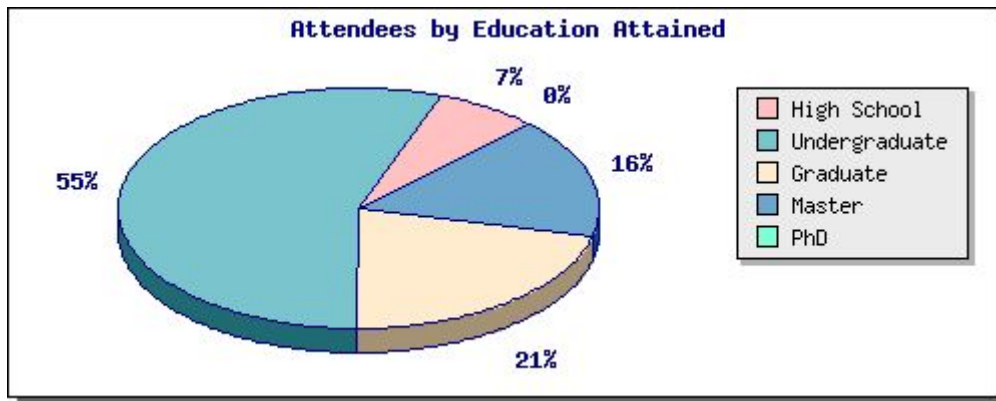
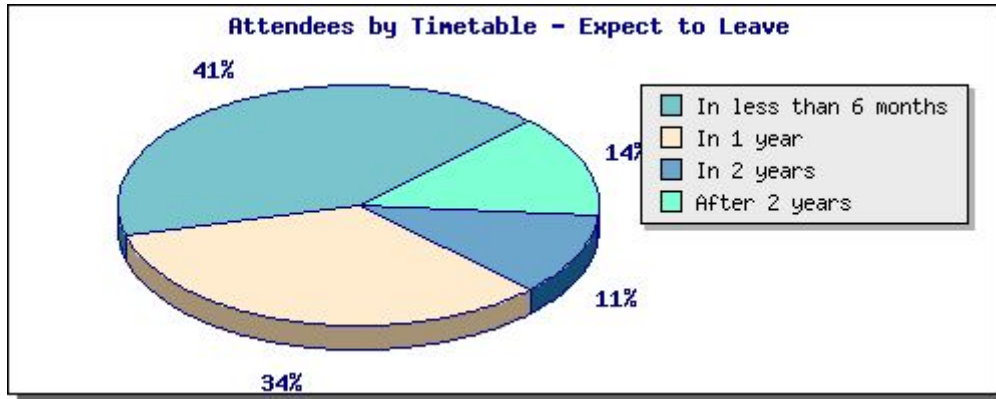
**Attendees by Subject of Study**



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## Appendix 5: Advertising and promotion plan (media plan)

Type	Media	Duration	Format (Quantity)
Print and electronic	Newspapers and television channels	5 February 2014	Press Conference Mohona TV, Bangla Vision, ATN Bangla, ATN News, Shomoy TV, Channel i, NTV, BTB
		<p>Live TV interview by the Project Manager-SIEM , M Jahir Uddin on 11 February 2014</p> <p>13 February 2014 (opening of Dhaka exhibition)</p> <p>13-14 Feb 2014 (Exhibition in Dhaka)</p> <p>16 Feb 2014 (opening of Chittagong exhibition)</p> <p>19 Feb 2014 (opening of Sylhet exhibition)</p>	<p><b>The following TV channels covered the exhibition news</b></p> <p>‘Ekushe Dupur’ on ETV, private channel</p> <p><b>Newspaper coverage in Dhaka &amp; Sylhet:</b> Daily Star, Dhaka Tribune, Dhaka Tribune-Tmag, News Today, New Age, Bhorer Kagoj, Prothom Alo, Amar Desh, Naya Digonto, Shokaler khobor, Janakantha, Ittefaq, Daily Sun, Vanik Barta, Amader Somoy, New Age, Sangram, Samakal, Manabjamin, Banglabazar, Sangbad, News Today, Kaler Kontho, Jai Jai Din, Inquilab, Financial Express, New Nation.</p> <p><b>Newspaper coverage in Chittagong:</b> Dainik Azadi, The Kaler Kantho, Daily Purbodesh, Daily Samakal, Sangbad, Dainik Janakantha, Amader Shomoy, Bhorer Kagoj, Arthoniti Protidin, The Daily Sun, The Suprobhat Bangladesh, Prothom Alo, Dainik Purbokone, The Independent, New Age, The Shamokal, The Destiny, The Independent, New Age, Naya Diganta, The Daily Star, The New Nation, Bangla Bazar</p>
Print	Newspapers	<p>31 Jan – 19 Feb 2014</p> <p>9 February 2014</p> <p>12 February 2014</p>	<p>Print advertisements (30)</p> <p>Newspaper article in Prothom Alo</p> <p>Newspaper article in Daily Shuprovat &amp; Daily Azadi of Chittagong</p>

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On-line	British Council website	28 January – 20 February 2014	Text and image
	Prothom Alo online news	4 - 19 Feb 2014	Text and image
	Facebook	28 Jan – 20 Feb 2014	Text and image
	FM Radio	10 Feb - 13 Feb 2014	Announcement and live interview
Other	Local institutions, canvassing, etc.	January -February 2013	Posters (1,700) Flyers (23,000) Banners (20)
	Seminars & Agent's exhibition	August – November 2013	We promoted the exhibition in the marketing seminars which were held at 5 different cities (Dhaka, Chittagong, Sylhet, Rajshahi and Comilla) and also in the Agent's exhibition in Dhaka & Chittagong.

## End of Report

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