



Infinite opportunities

UK Education Open day

UK Education Open day in Dhaka

UK Education Open day in Dhaka took place on Tuesday 10 June 2014 from 11am to 5pm at Platinum Suites, H # 58, Road # 11, Banani, Dhaka. British Council's trained 10 local representatives of different UK institutions provided information on studying in the UK.



Following local representatives took part in the event:



- 1) Alpha-I
- 2) BSB Global Network
- 3) Education Excellence
- 4) Falcon Education & Career Counselling Services BD
- 5) IECC LTD.
- 6) MIM Study Abroad
- 7) N&N International Education Consultancy Ltd.
- 8) Overseas Study Counseling Ltd
- 9) RSL Education Counselling
- 10) Sea Nest Immigration Services Ltd.



More photos at: <http://bit.ly/UKeduOpendayDhaka2014photo>



Event promotion

Newspaper advertisement at the Friday's Daily Star (6th June 2014)	Newspaper advertisement at the Sunday's Prothom Alo (8th June 2014)
 <p>BRITISH COUNCIL Education UK Infinite opportunities</p> <p>UK Education Open day: Dhaka Tuesday, 10 June 2014 from 11:00 am to 5:00 pm Platinum Suites House # 5B, Road # 11, Block # F, Banani, Dhaka</p> <p>UK Education Open day: Chittagong Sunday, 22 June 2014 from 11:00 am to 5:00 pm British Council Rafique Tower, 8th Floor, 92 Agrabad C/A, Chittagong</p> <p>Come along to the UK Education Open day to find out the opportunities of UK Education from British Council trained local representatives of different UK institutions. Please bring photocopies of your academic documents.</p> <p>For more information please contact: British Council 3 Fuller Road, Dhaka 1000 Telephone: +880 9661 773377 +88 (0) 881 8825 www.educationuk.org</p> <p>Follow us: facebook.com/EducationUKBangladesh Email: bd.enquiries@britishcouncil.org www.britishcouncil.org/bangladesh</p>	 <p>BRITISH COUNCIL Education UK Infinite opportunities</p> <p>UK Education Open day: Dhaka Tuesday, 10 June 2014 from 11:00 am to 5:00 pm Platinum Suites House # 5B, Road # 11, Block # F, Banani, Dhaka</p> <p>UK Education Open day: Chittagong Sunday, 22 June 2014 from 11:00 am to 5:00 pm British Council Rafique Tower, 8th Floor, 92 Agrabad C/A, Chittagong</p> <p>Come along to the UK Education Open day to find out the opportunities of UK Education from British Council trained local representatives of different UK institutions. Please bring photocopies of your academic documents.</p> <p>For more information please contact: British Council 3 Fuller Road, Dhaka 1000 Telephone: +880 9661 773377 +88 (0) 881 8825 www.educationuk.org</p> <p>Follow us: facebook.com/EducationUKBangladesh Email: bd.enquiries@britishcouncil.org www.britishcouncil.org/bangladesh</p>

যুক্তরাজ্যে উচ্চশিক্ষা বিষয়ক মেলা ২২ জুন

যুক্তরাজ্যে
উচ্চশিক্ষা নিতে
আগ্রহীদের জন্য
ব্রিটিশ কাউন্সিল
আগামী ২২ জুন
আয়োজন করবে
'ইউকে



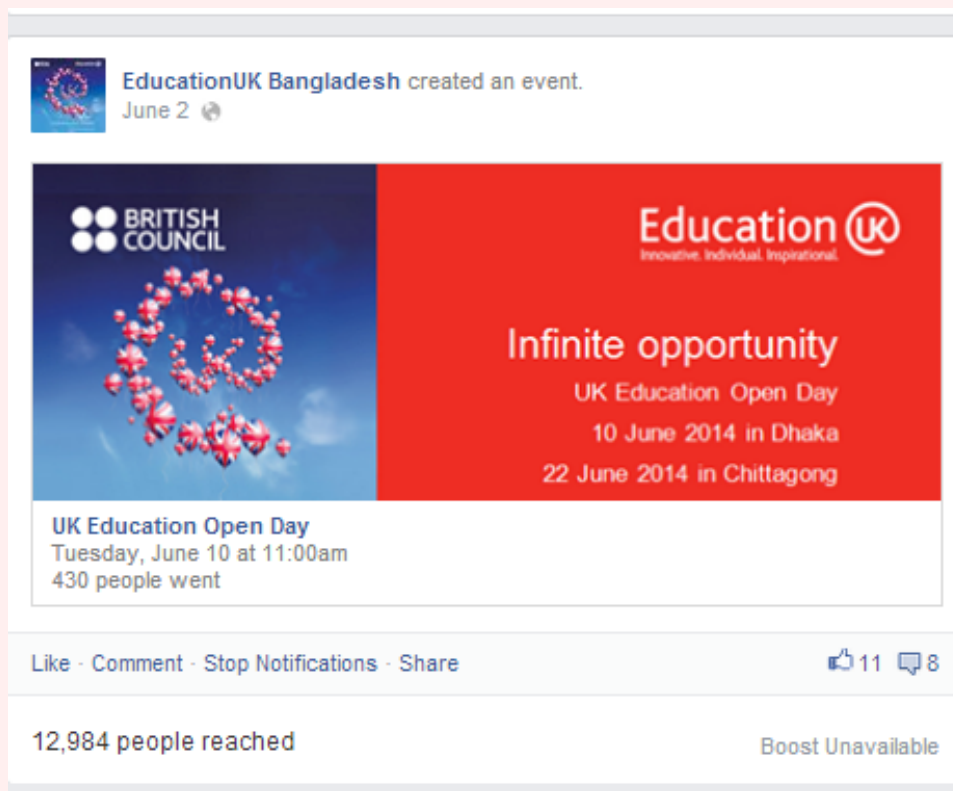
এডুকেশন ওপেন ডে'। দিনব্যাপী এই শিক্ষা মেলা অনুষ্ঠিত হবে নগরীর আগ্রাবাদ বাণিজ্যিক এলাকার রফিক টাওয়ারের ব্রিটিশ কাউন্সিলে। মেলা চলবে সকাল ১১টা থেকে বিকেল ৫টা পর্যন্ত। এতে ব্রিটিশ কাউন্সিলের প্রশিক্ষণপ্রাপ্ত যুক্তরাজ্যের বিভিন্ন বিশ্ববিদ্যালয়ের স্থানীয় প্রতিনিধিরা যুক্তরাজ্যে উচ্চশিক্ষা বিষয়ক তথ্য প্রদান করবে।

এগুলোর মধ্যে রয়েছে আলফা-আই, বিএসবি গ্লোবাল নেটওয়ার্ক, এডুকেশন এক্সপ্লোর, ফ্যালকন এডুকেশন অ্যান্ড ক্যারিয়ার কাউন্সেলিং সার্ভিসেস বাংলাদেশ, এইচ অ্যান্ড আই কাউন্সিল, এমআইএম স্টাডি অ্যাপ্রভ, সি নেস্ট ইমিগ্রেশন সার্ভিসেস লি। 'ইউকে এডুকেশন ওপেন ডে'তে যোগ দিতে কোনো রেজিস্ট্রেশন বা এন্ট্রি ফি-এর প্রয়োজন নেই। তবে আগ্রহী শিক্ষার্থীদের সকল একাডেমিক ডকুমেন্টের ফটোকপি সঙ্গে নিয়ে আসতে অনুরোধ জানানো হয়েছে। উল্লেখ্য, ঢাকায় 'ইউকে এডুকেশন ওপেন ডে' আয়োজিত হয় বনানীর প্লাটিনাম স্যুটেসে গত ১০ জুন। এতে অংশগ্রহণ করে আলফা-আই, বিএসবি গ্লোবাল নেটওয়ার্ক, এডুকেশন এক্সপ্লোর, ফ্যালকন এডুকেশন অ্যান্ড ক্যারিয়ার কাউন্সেলিং সার্ভিসেস বাংলাদেশ, আইইসিসি লি., এমআইএম স্টাডি অ্যাপ্রভ, এন অ্যান্ড এন ইন্টারন্যাশনাল এডুকেশন কনসালটেন্সি লি., ওভারসিজ স্টাডি কাউন্সেলিং লি., আরএসএল এডুকেশন কাউন্সেলিং, সি নেস্ট ইমিগ্রেশন সার্ভিসেস লি। 'ইউকে এডুকেশন ওপেন ডে' বিষয়ক আরো তথ্য পাওয়া যাবে <http://bit.ly/UKEduOpenDay14> ওয়েবসাইটে। বিজ্ঞপ্তি

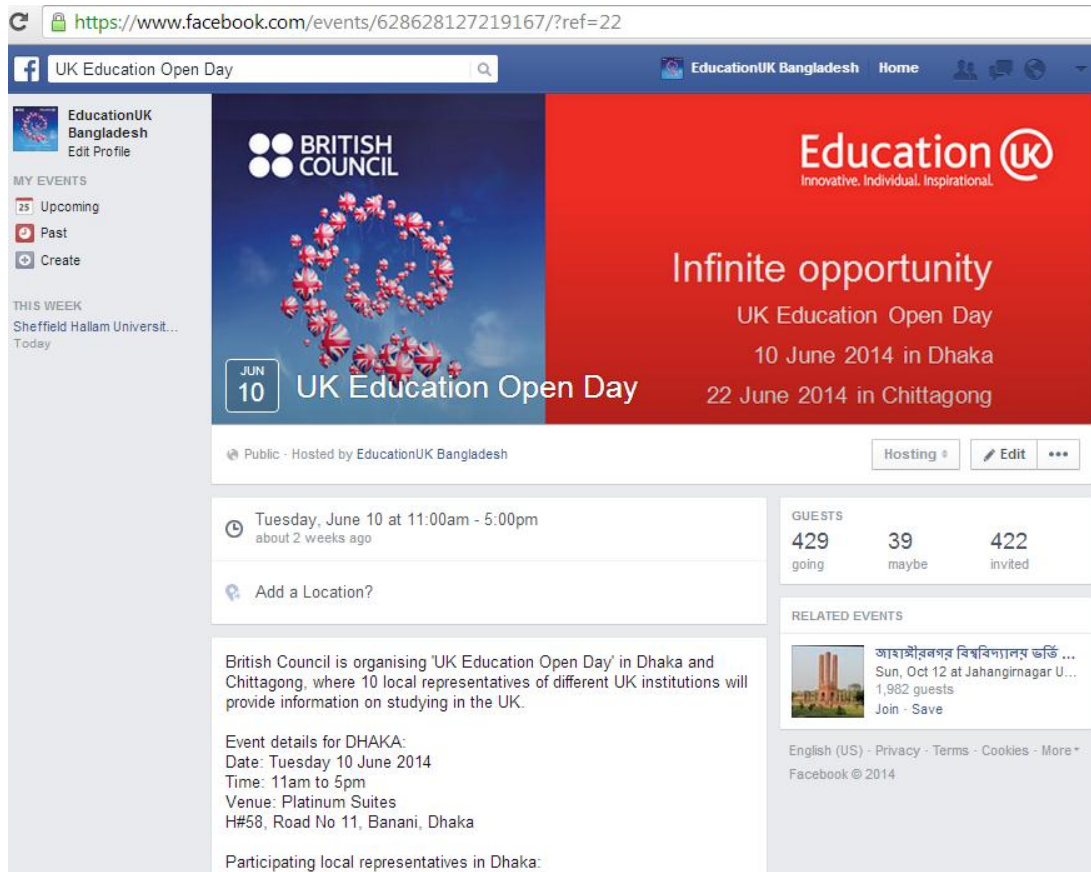
Post event news published in page 3 of Suprobhat on 18 June 2014.



We did huge student engagement and reach through Facebook pages.



Facebook campaign through EducationUK Bangladesh facebook page (<https://www.facebook.com/EducationUKBangladesh>) with a fan base of 11K.



Event calendar had been created and shared through facebook.

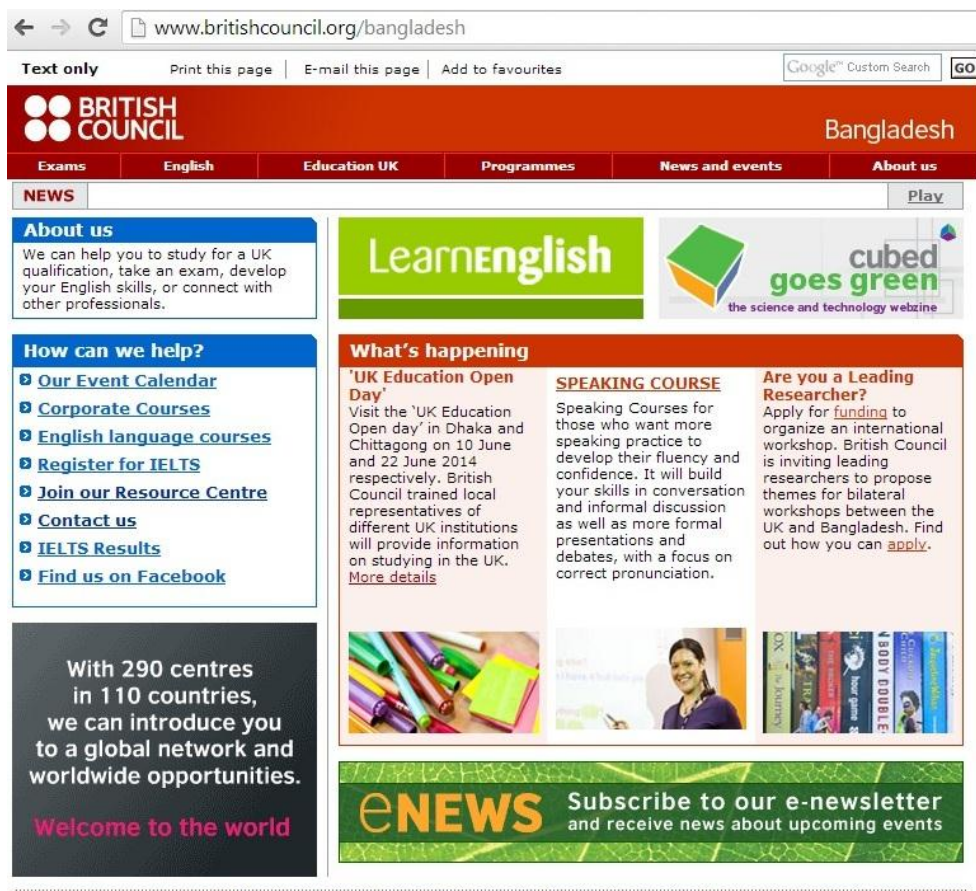


Event calendar had been shared through the facebook page of British High Commission Dhaka.

(<https://www.facebook.com/pages/British-High-Commission-Dhaka/163345750497585>)



Facebook campaign through British Council Bangladesh Facebook page (<https://www.facebook.com/BritishCouncilBangladesh>) with a fan base of 300K.



Promotion at the official website of British Council Bangladesh website.



Posters have been displayed in the customer service points of different offices of British Council



Displaying big banner at outside wall of main British Council office.





Flyers have been distributed from the customer service points of different offices of British Council.





Displaying X-stand banner at all British Council offices and satellite centres (Fuller Road, Teaching centre in Dhanmondi, satellite centre at Uttara, Chittagong and Sylhet)

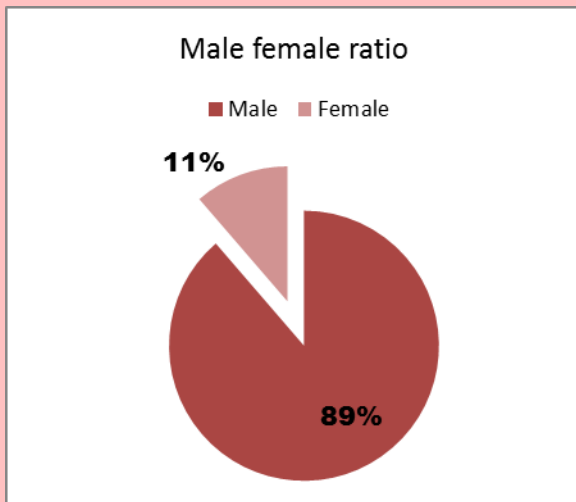




- British Council E-newsletter sent to more than 10,000 contacts
- Email shot sent to 15000 email addresses at the latest database of O/A level candidates, visitors from the last EducationUK exhibition, visitors from the last UK Institutions' visit to Bangladeshi local institutions.
- SMS shot sent to 15000 contact at the latest database of O/A level candidates, visitors from the last EducationUK exhibition, visitors from the last UK Institutions' visit to Bangladeshi local institutions.
- Email sent to career counsellors of different English medium schools and private universities with details of the event so that they can cascade the information to their students and promote by sharing the information in their Facebook pages, displaying notice etc.
- A booklet with the profiles of participating local representatives including the list of UK institutions they represent has been distributed among the visitors during the event and the soft copy (<https://www.facebook.com/events/628628127219167/>) has been circulated through our facebook page.

Visitors

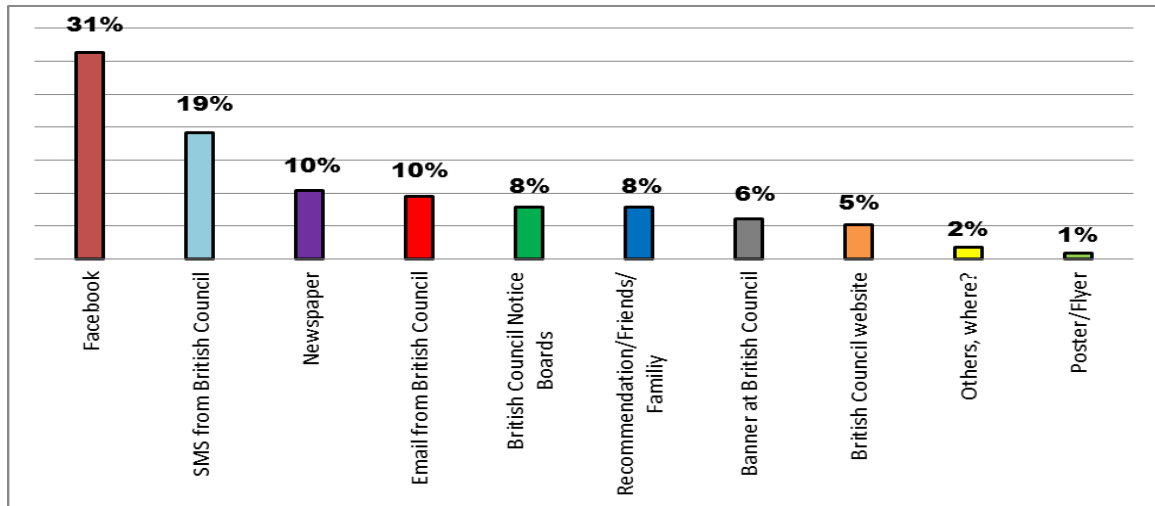
The event was open for all. No preregistration and entry fee was required to participate in the event. The event was organised and managed by the Services for International Education Marketing (SIEM) team of British Council Bangladesh. Visitors from diverse groups visited the event and took necessary information on studying in UK.



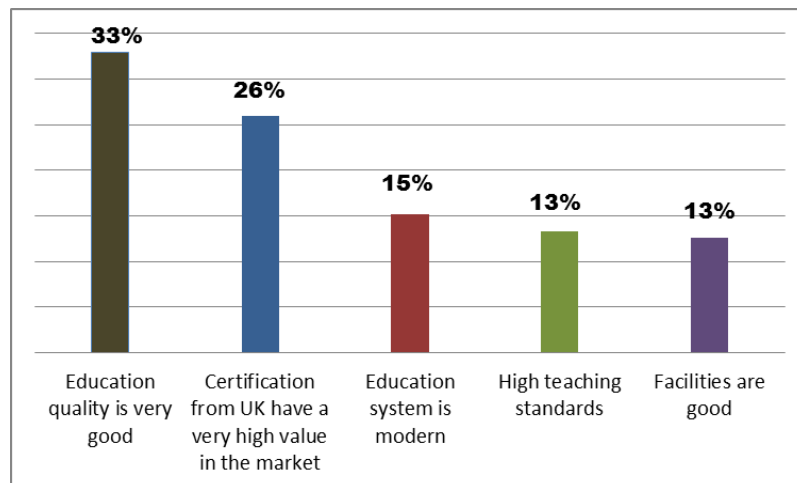
Total 257 visitors took information of them 65 were female and 192 were male.



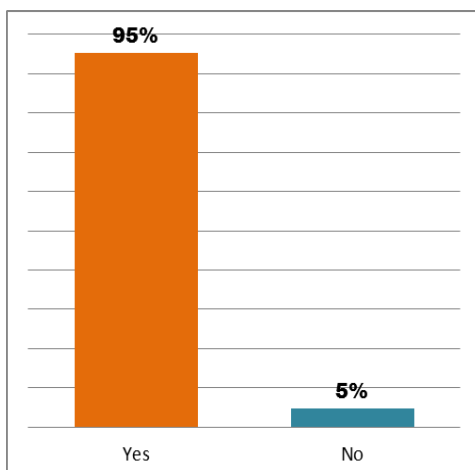
As per the information received through visitor feedback form following graph has been formed. It shows that most of the visitors came through Facebook campaigning and SMS shot.



Reason for choosing studying in UK



95% of the visitors found the counselling session useful.





Few comments from the visitors,

- “Need to organise similar kind of events throughout the year”
- “I found the information provided by the local representatives very inspiring”
- “British Council is a great organisation through its services to students. I wish every success to British Council’s efforts.”

British Council’s Services for International Education Marketing (SIEM) team will organise UK Education Open day in Chittagong on 30 August 2014 at British Council’s Chittagong office in Rafique Tower (8th Floor) 92 Agrabad C/A, Chittagong.

UK Education Open day will be organised again in 1 November 2014 and 29 November in Dhaka and Sylhet respectively.

More info on the event can be found at: <https://www.facebook.com/EducationUKBangladesh>

Inquiries can be made via Phone at + 88 09666 773377, 02 8618905 and Email at bd.enquiries@britishcouncil.org