

Venue: Hotel Nice International, Shaheb Bazar, Ganakpara, Rajshahi

Seminar & Presentation: 11am-1pm

Counselling session: 1pm-4pm

Seminar on Studying & Living in the UK: A Power Point presentation was delivered by Ms. Shegufta Ahmed, Project Coordinator, SIEM which covered main features of UK qualifications, subjects offered by UK institutions, study method in the UK, which qualifications can be obtained, entry requirements, English language requirement, selecting an institution, tuition fees, accommodation, living expenses, scholarship opportunities, visa related information etc. followed by a Q/A session.

Interactive briefing session on IELTS & Its digital resources: A power Point and Video presentation have also been delivered by SIEM staff which covered different features of IELTS, tips, necessity of IELTS and what British Council can offer to the IELTS candidates. 4 video presentations have been shown covering tips on IELTS' 4 modulus.

- **Video presentation:** We have shown videos of student experiences in UK, UK life & culture, weather, success stories of students
- **Flyer distribution:** We have distributed flyers of IELTS which includes test dates, information on mock test and IELTS registration, Student Insight Survey (SIS) to encourage students to complete the survey which reflects student's interest to study abroad
- **Banner display:** We have displayed banner of IELTS and GREAT which is a good example of integration with other departments and promoting GREAT

No. of attendees: 211

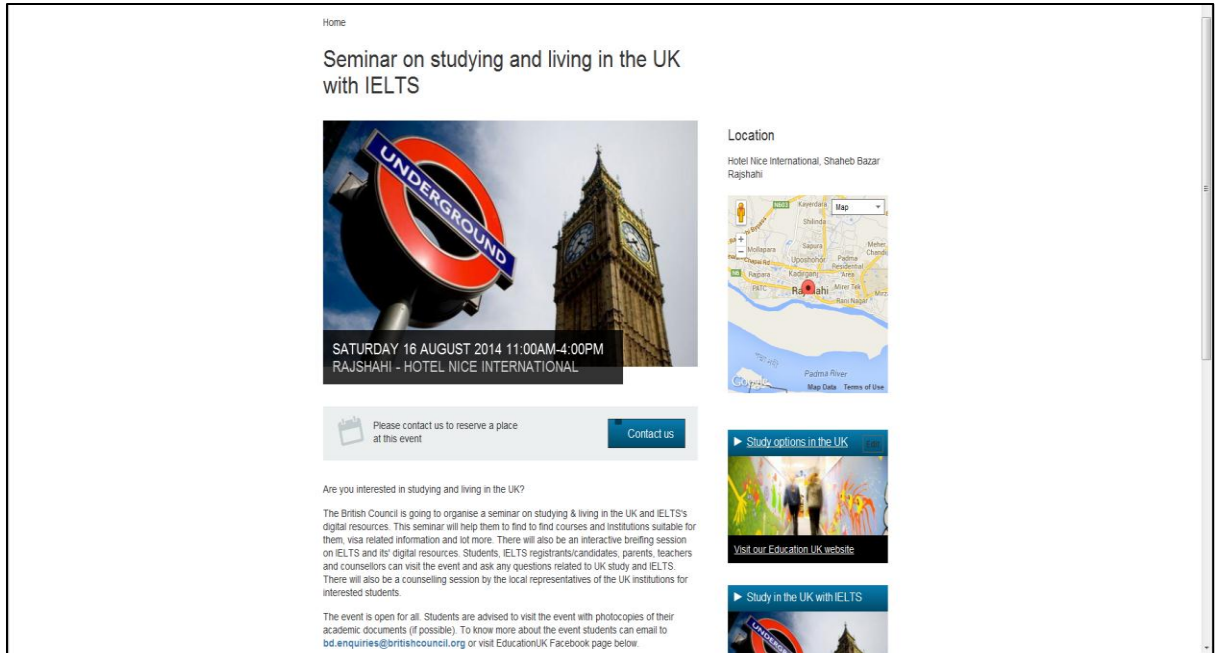
Male: 177

Female: 34

Pre-event marketing campaign: The following marketing activities have been taken to promote the event.


- Sending event info to British Council contacts via British Council e-newsletter to 10000+ contacts
- Advertising on <http://facebook.com/EducationUKBangladesh> and the regular updates were also posted

Advertising on British Council Bangladesh's event page



Home

Seminar on studying and living in the UK with IELTS



**SATURDAY 16 AUGUST 2014 11:00AM-4:00PM
RAJSHAHÍ - HOTEL NICE INTERNATIONAL**


Please contact us to reserve a place at this event [Contact us](#)

Are you interested in studying and living in the UK?

The British Council is going to organise a seminar on studying & living in the UK and IELTS's digital resources. This seminar will help them to find to find courses and institutions suitable for them, visa related information and lot more. There will also be an interactive briefing session on IELTS and its' digital resources. Students, IELTS registrants/candidates, parents, teachers and counsellors can visit the event and ask any questions related to UK study and IELTS. There will also be a counselling session by the local representatives of the UK institutions for interested students.

The event is open for all. Students are advised to visit the event with photocopies of their academic documents (if possible). To know more about the event students can email to bd.enquiries@britishcouncil.org or visit EducationUK Facebook page below.

Location
Hotel Nice International, Shaheb Bazar
Rajshahi



[Study options in the UK](#)

[Visit our Education UK website](#)

[Study in the UK with IELTS](#)

Shared Facebook posts in main British Council Bangladesh page

<http://facebook.com/BritishCouncilBangladesh> which has over 3K fans & EducationUK Bangladesh page which has above 12000 fans



Seminar on Studying & Living in the UK & Interactive briefi...

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THIS WEEK
UK Education Open day ...
Saturday at 11:00am

BRITISH COUNCIL

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Seminar on Studying & Living in the UK
Interactive briefing session on IELTS & its digital resources

Venue: Hotel Nice International, Ganakpara, Shaheb Bazar, Rajshahi

Date: Saturday, 16 August 2014
Time: 11.00 am to 4.00 pm

Public - Hosted by EducationUK Bangladesh

Saturday, August 16 at 11:00am - 4:00pm
about 1 week ago

Hotel Nice International, Rajshahi
Rajshahi

British Council is going to organise a seminar on Studying & Living in the UK. The seminar is aimed for the students, parents, counsellors, teachers and IELTS candidates who have interest in UK study and culture.

POSTS

Write Post Add Photo / Video Ask Question

Write something...

Sharmin Nuz Zaman
August 18 at 1:16pm · Dhaka

IS IT POSSIBLE TO GO TO UK AFTER SSC WITH STUDENT VISA

Like · Comment · Share

EducationUK Bangladesh Yes it is possible. Please visit www.educationuk.org and https://www.gov.uk/joinusat_ask-visas-and-immigration for your queries

Study in the UK | Education UK (Global)
www.educationuk.org

Study in the UK - Find I Inverleaze and Course I Education

GUESTS
174 went 23 maybe 109 invited

INSIGHTS

4.6K reached #
0 new this week

468 eyed #
0 new this week

234 engaged #
0 new this week

Updated 7 minutes ago

SUGGESTED EVENTS

MULLAYANAGRI & BABABID...
Fri Sep 5 in UTC+05:30 at Trek...
8 guests
Join · Maybe

WORKSHOP WITH PAUL HAR...
Tomorrow in UTC+05:30 at AB...
12 guests
Join · Maybe

- SMS & email shot have been sent to Rajshahi O/A level students, IELTS candidates and participants of recent O/A level & IELTS registrants
- Displaying posters in British Council notice boards and distributed to different local institutions in Rajshahi including IELTS registration points
- Distribution of flyers from British Council Dhaka customer service
- Displaying banners at Hotel Nice International, venue of the event
- Advertising in local Newspaper – 15 August in Daily Sonali Sangbad, leading local newspaper in Rajshahi

Event photos:



More photos can be found in the following link:

<https://www.facebook.com/media/set/?set=a.846439375381277.1073741855.234716799886874&type=3>

The feedback from the visitors shows that 23% of them found information about this event from Facebook page, 15% Recommendation/Friends/Family, 12% from British Council noticeboard and banner. Rest of the students got information from British Council website, Email shot, SMS shot etc.

Some of the comments by the visitors:

- This is the first time I came to a seminar and it's really good
- Arrange more seminars in Rajshahi
- Please continue this type of programme
- Thanks to BC for arranging this event. It should be carried on

Motivation of choosing UK as study destination

- 35.27% of the visitors are interested to study in the UK as they think the education quality in UK is very good
- 22% of them think that the certification from UK have a very high value in the market
- Rest of the participants think education system is modern, UK has high teaching standards and facilities are also good.

Highlights of the event:

Total 211 visitors attended the event and the students were much focused. Besides presentation on Studying & Living in the UK, there was an IELTS briefing session on British Council Digital Resources too. The students keenly observed the PowerPoint and Video presentations and demanded more similar events in future.

Further marketing opportunity:

We have a good number of student database who have attended this recent seminar and other events in Chittagong & Dhaka during 'School Mission'. We would be able to provide information to the interested UK institutions on market trends, subject interest, age group, level of qualifications they are interested in, why they are interested to study in the UK etc. Tailored information can be further sent through Email shot, SMS shot or courier to a target audience according to their subject of interest or level of qualifications.

From visitors survey questionnaire we have noticed that they would like to have similar events in future. So, we can organise a follow-up individual counselling session in Rajshahi as Rajshahi is considered as an Education City. There are number of UK institutions have registered for Dhaka & Chittagong event to promote their institution through distributing flyer/poster, displaying banner or simply counseling through their local agents. This initiative has been much appreciated by the UK institutions last year as they could promote their institution remotely.

Please note that we are going to organise similar event in Dhaka on 13 September and in Chittagong on 14 December 2014. During the Facebook campaign for Rajshahi event we have received a lot of queries and interest for the upcoming events in other cities including Dhaka, Chittagong and Sylhet.