

# SOUTH ASIA – SERVICES AND PRICES

## SOUTH ASIA – BESPOKE RESEARCH AND CONSULTANCY

Our team can provide you with a range of bespoke research and consultancy solutions tailored to your needs and budget. Projects over the past year have included new market entrant guidance, TNE consultancy and brokering, partnership identification and due diligence support,

introductions service, qualifications support and in-country subject research to support programme launches. Our projects range in size from small research projects to full consultancy followed by delivery support. Our prices depend on factors such as who is required to work on the project, duration, actual costs (if any) and delivery mode, for an informal discussion to discuss your requirements, please email: [siemsouthasia@britishcouncil.org](mailto:siemsouthasia@britishcouncil.org)

## SOUTH ASIA – MARKETING

EVENTS MANAGEMENT	BANGLADESH	INDIA	NEPAL	PAKISTAN	SRI LANKA	STARTING PRICE GUIDE
<b>Events management</b>						
Student recruitment/ marketing/alumni events	Yes	Yes	Yes	Yes	Yes	£200 for half day event
Venue facilities	Yes	Yes	Yes	Yes	Yes	From £100
Pre-departure briefings	Yes	Yes	Yes	Yes	Yes	£150 for up to half day event
Presentation, seminars, guest lectures and appointments at external venues/ institutions	Yes	Yes	Yes	Yes	Yes	From £150 per appointment

EVENTS MANAGEMENT	BANGLADESH	INDIA	NEPAL	PAKISTAN	SRI LANKA	STARTING PRICE GUIDE
<b>Events marketing</b>						
Distributing event notice/flyer/handouts at British Council offices/libraries	Yes	Yes	Yes	Yes	Yes	£100–£300 per office depending on number of flyers
Newspaper adverts	Yes	Yes	Yes	Yes	Yes	At cost price
Management fee for arranging/ co-ordinating/ placing newspaper advertisement	Yes	Yes	Yes	Yes	Yes	£100 per advert
Equipment hire	Yes	Yes	Yes	Yes	Yes	£50
Target mailing to local schools/universities/ organisations (of brochure/flyer, etc.)	Yes	Yes	Yes	Yes	Yes	£100 plus depending on numbers
Banner display	Yes	Yes	Yes	Yes	Yes	£200 for one month

EVENTS MANAGEMENT	BANGLADESH	INDIA	NEPAL	PAKISTAN	SRI LANKA	STARTING PRICE GUIDE
<b>Logistical support</b>						
Accommodation booking	Yes	No	Yes	Yes	No	£30 plus staff time
Visa letter	Yes	Yes	Yes	Yes	Yes	£30 plus staff time

EVENTS MANAGEMENT	BANGLADESH	INDIA	NEPAL	PAKISTAN	SRI LANKA	STARTING PRICE GUIDE
<b>South Asia digital services offer</b>						
Advertising on Facebook	Yes	Yes	Yes	Yes	Yes	£350
Advertising on British Council website home page	Yes	TBC	Yes	TBC	TBC	£350
Advertising on British Council news and events page	Yes	TBC	Yes	TBC	Yes	£280
Email shots to student database	Yes	Yes	Yes	Yes	Yes	Range*
Email shots to local partners/institutions	Yes	Yes	Yes	Yes	Yes	Range*
SMS shots	Yes	Yes	Yes	Yes	Yes	Range*
British Council monthly e-newsletter	Yes	No	Yes	Yes	No	£200
Education UK website ads of events in the country	N/A	Yes	N/A	TBC	Yes	450 for two weeks

\*Size of database

Email shots to student database: there are standard rates which all Services for International Education Marketing countries use.

### Professional training and development

SIZE OF DATABASE	CHARGES
4,500–6,999	£300.00
7,000–9,999	£350.00
10,000–13,499	£400.00
13,500–17,499	£450.00
17,500–21,999	£500.00
22,000–26,999	£550.00
27,000–32,499	£600.00
32,500–38,499	£650.00

### Institutional database

Email shots to local institution contacts

SIZE OF DATABASE	CHARGES
50–100	£250.00
101–200	£350.00
201–350	£450.00
351–500	£550.00
501–1,000	£650.00

### SMS database

SIZE OF DATABASE	CHARGES
0–200	£100.00
201–500	£150.00
501–750	£200.00
751–1,000	£300.00
1001–1,500	£400.00
1,501–3,000	£500.00