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1. Event Fact File

Emerging Market Campaign: A Road Show to promote UK's Undergraduate Offer.

British Council Pakistan organised an education road show to the prominent cities in Punjab. It was an opportunity for UK institutions to explore a number of recruitment hotspots and cities with upcoming potential.

The road show aimed to provide a platform to UK institutions to promote their undergraduate offer across schools in these cities. During these visits UK Institutions got a chance to interact with potential students interested in studying overseas and to talk to the School counsellors/faculty about their Institution, courses and student support facilities.

The programme entailed networking opportunities with faculty members and senior management of the institutions to explore the opportunity of developing partnerships to ensure an on-going secure relationship.

The aims of this campaign are:

- To provide an opportunity to UK institutions to maintain and further enhance their market
- To maintain and strengthen the confidence of Pakistani students in accessibility and excellence of UK education
- To provide a platform for UK institutions to initiate a sustainable relationship with the educational community in tier 2 cities
- To promote destination UK as first choice for Pakistani students and to help increase student recruitment

4 Cities and 6 schools visited in Multan, Bahawalpur, Sialkot and Faisalabad

16 September 2013: Sialkot

The City School – Iqbal Campus

17 September 2013: Faisalabad

Lahore Grammar School – Boys Branch

The City School – Chenab Campus

19 September 2013: Multan

Beaconhouse School – Main Campus

UCL- Tils

20 September 2013: Bahawalpur

Dominican Convent Higher Secondary School

2. Key Statistics

Sialkot

Is a city and capital of Sialkot District located in the north-east of the Punjab province in Pakistan, located at the foot of Kashmir hills near the Chenab River.

12 UK University started the roadshow from Sialkot where host institution The City school open fair for their students in the first half then it was open for other schools students and students counsellors. Students went to all the UK university representatives for seeking information regarding their desire discipline. Over 150 students attended the fair and were able to contact information of the UK representative for future correspondence.

After the fair students' counsellor were invited for presentations by UK University Representatives to give relevant information about their Universities which was very productive the counsellor in terms of helping students of their institute for Higher education in UK.

Faisalabad

Is the third largest city of Pakistan. Manchester of Pakistan - Faisalabad, formerly named Lyallpur, is the hub of textile production in Pakistan. It is also known as the "Manchester of Pakistan". Faisalabad remains an important industrial city west of Lahore.

In Faisalabad the group was divided in two groups one group comprising of Anglia Ruskin University, University of Huddersfield, University of Nottingham, University of South Wales, University of Bedfordshire, NCUK went to Lahore Grammar School over 70 students with their counselors attended the fair. Other group comprising of Manchester Metropolitan University, Kings College London, Cambridge International Education (CIE), Coventry University, Leeds Metropolitan, The University of Sheffield went to The City School over 50 students attended the fair in the City School.

After the fair group two joined group one at Lahore Grammar school for collective presentations for the students and counsellors.

Multan

Is a city in Punjab, Pakistan. It is Pakistan's third largest city by area and its fifth largest by population. The city is located on the banks of the Chenab River in the geographic centre of the country.

Group one comprising of Anglia Ruskin University, University of Nottingham, Kings College London, Cambridge International Education (CIE), and Coventry University and University of Huddersfield open fair at Beacon house School – Main Campus and over 80 students attended the fair. Mr Nagman gave presentation to the students about University of Nottingham more than 40 students attended this presentation and got motivated by him for higher education. Group two University of Huddersfield, University of Nottingham, University of South Wales, University of Bedfordshire, NCUK, and Manchester Metropolitan University went to UCL- Tils.

The turnout was low but was managed well by the UK representatives and individual presentations of UK universities were very informative for the students and for the counsellors.

Bahawalpur

Bahawalpur City is the 12th largest city of Punjab province. Bahawalpur city is especially known for its pottery and kurtas available in local markets of the city. Dominican Convent Higher Secondary School hosted fair in Bahawalpur. Larger number of students attended this fair and acquired relevant information about their desire disciplines and scholarships. This fair was the biggest and large number of students attended this fair.

After the fair UK representatives gave individual presentations to more than 25 student counsellors' which was very informative for them.

3. Impact of marketing plan

Although the host schools did most of the Fair promotion by inviting schools from surrounding cities to participate in the fair, the British Council launched an effective social media campaign.

The audiences targeted included:

- **Secondary and primary school students** aged 6 – 19 interested in challenging and creative learning environment
- **Parents of school age children**, medium to high income, with international outlook and strong focus on increasing their kids' educational opportunities.
- **Undergraduate students** aged 19 - 22, with interest to increase their educational opportunities and competitiveness on the labour market
- **Student Counsellors** are one of the main student influencers. Counselling sessions delivered by the UK institutes resulted in bringing counsellors up to date on educational opportunities in the UK system of education

4. Conclusion and follow up

This mission has been designed to provide UK institutions the opportunity to recruit students to their UG courses as well as to extend their brand presence and create awareness across a larger student population by tapping student potential in T2 cities.

EMC Punjab organised in September 2013 hosted a delegation from 12 UK institutions to 5 schools in 4 cities in Punjab: Sialkot, Faisalabad, Multan and Bahawalpur. It received very strong feedback and resulted in launching EMC North as well.

The chosen cities and schools have shown keen interest from students in pursuing UK education and welcome UK institutions to interact and counsel students on opportunities of higher studies in the UK. The next EMC has been planned for both Punjab and North regions of Pakistan which have more than 50,000 schools in over 70 cities.

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Appendix 1: List of participating institutions

1. Anglia Ruskin University
2. University of Huddersfield
3. University of Nottingham
4. University of South Wales
5. University of Bedfordshire
6. Manchester Metropolitan University
7. Kings College London
8. Cambridge International Education (CIE)
9. Coventry University
10. Leeds Metropolitan
11. The University of Sheffield
12. NCUK

Appendix 2: Advertising and promotion plan (media plan)

In order to reach the target groups the organisers and British Council focused on a variety of promotional methods:

- British Council website – big announcement (reach over 1,000,000 people)
- Education UK Pakistan website: 50,000 unique visitors per year
- Education UK Pakistan Facebook: <https://www.facebook.com/EducationUK.PK> reaching 21,000 fans
- **Poster distribution:** British Council with the collaboration of IELTS distributed posters to over 250 undergraduate and postgraduate institutions for publicity and promotion prior to the event.

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- **Facebook campaign:** British Council posted event calendar on the respective local institution's Facebook page and ensured to promote the event on their local website.
- **Pre-event marketing campaign:** The following marketing activities were taken to promote the event.
- Sending event info to British Council contacts via British Council e-newsletter to 2000 contacts
- Creating event calendar and posting on respective institution's Facebook page
- Newspaper advert: Circulation of Jang, having a circulation of over 800,000
- Electronic newsletter (25,000 subscribers) with information on Fairs and possibilities of studying in the UK, including specific offers from individual universities.
- Targeted mailing by British Council to 500 secondary schools in Pakistan
- Targeted mailing to Local representatives offices (25)
- Posters and leaflets distributed by the British Council and host schools
- Direct mailing done by the host institutes, newsletters reaching several thousands of school heads, preschool heads, heads of various educational establishments

- Event coverage



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