



Education UK Exhibition 2015 Bangladesh Post-event report

Event dates:
12-13 February 2015 in Dhaka
15 February 2015 in Chittagong
18 February 2015 in Sylhet

Introduction

Thank you for your participation at the Education UK exhibition in Bangladesh in February 2015.

The purpose of this report is to provide you with a summary of the event, including visitor and exhibitor feedback and profiles, as well as other useful information. We trust that this report will enable you to understand return on investment and assist with future decision making.

The Education UK Exhibition with the theme **A sparkling future** hosted representatives from **38 UK institutions** (listed below in page 13), and positively engaged with **prospective students, visitors and partners**, providing the audience with information on **educational opportunities, subject choices amongst other important information on studying and living in the UK.**

The event attracted over **5000 visitors** thanks in part to the **media interest and marketing campaign** (Details listed below in page 8). A press conference had been arranged prior to the exhibition to attract the media.

At British Council we highly appreciate your support, and hope that we can continue to provide valuable marketing solutions to your institution through our range of direct and digital marketing services and offers. We hope to see you again at our next exhibition.

Regards,

[Shegufta Ahmed](#) | Project Coordinator, SIEM Bangladesh

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Highlights

Mr. Nurul Islam Nahid MP, Minister, Ministry of Education, Government of the People's Republic of Bangladesh inaugurated the event in Dhaka. Alhaj Mohammad Manjur Alam, Honourable Mayor of Chittagong City Corporation inaugurated the event in Chittagong. The local newspapers published pre-event and post-event news and articles while most other media covered the exhibition. The venue design incorporated Education UK and GREAT branding in an effort to showcase the best of the UK. The Sylhet exhibition had seven UK institutions participating and attracted very focused and serious students.

Pre-registration by visitors was made mandatory this year and 72.85% of pre-registered students attended in Dhaka, 75.11% of pre-registered students attended in Chittagong and 61.56% of pre-registered students attended in Sylhet. Entry fee was made mandatory for all.

Exhibition details:	
Venue	Pan Pacific Sonargaon Hotel, Dhaka 12 to 13 February 2015
Opening hours	12:00-18:00
Stand costs	£2450
Venue	The Peninsula, Chittagong 15 February 2015
Opening hours	12:00-18:00
Stand costs	£1355
Venue	Roseview Hotel, Sylhet 18 February 2015
Opening hours	12:00-18:00
Stand costs	£1500

There was a 15% decrease in visitors from last year's exhibition. This is due to a more focused filtering process which would encourage only genuine and serious students. We have introduced mandatory pre-registration for the first time and entry fee for all. The exhibition was attended by over 5200 visitors which though less than the previous year, attracted good quality students.

CITY	Attendance by year	
	2015	2014
Dhaka	3529	4120
Chittagong	1114	1022
Sylhet	606	944
Total	5249	6086

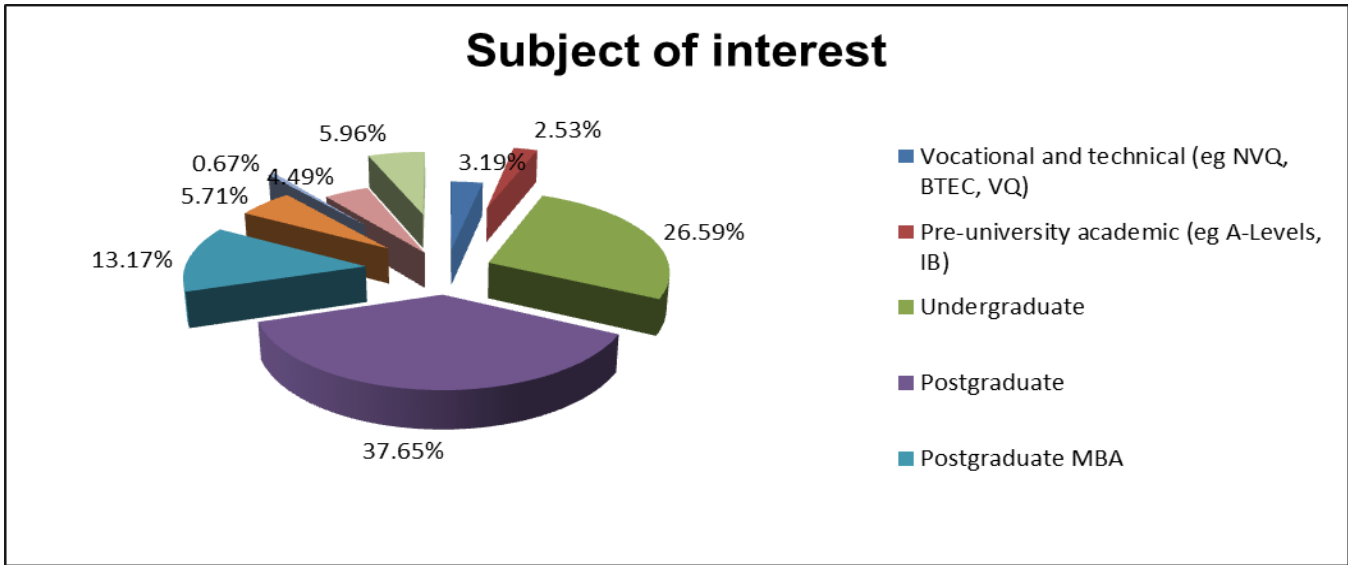
There has been good media coverage across print and electronic media. The exhibition was covered by more than 12 TV channels and in multiple national and local newspapers. Our social media campaign with outstanding impact and reach received response from local audiences too. Read more about them in the links below:

[News links](#)

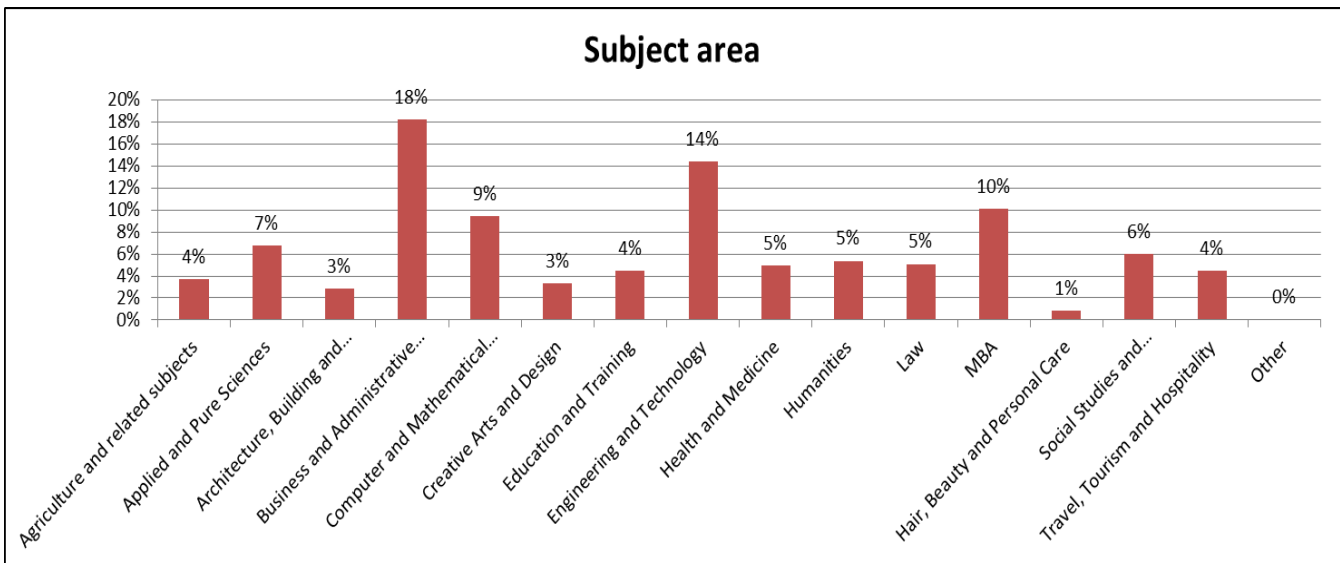
[Tagboard](#)

[Facebook Exhibition Promotion](#)

Visitors' profile

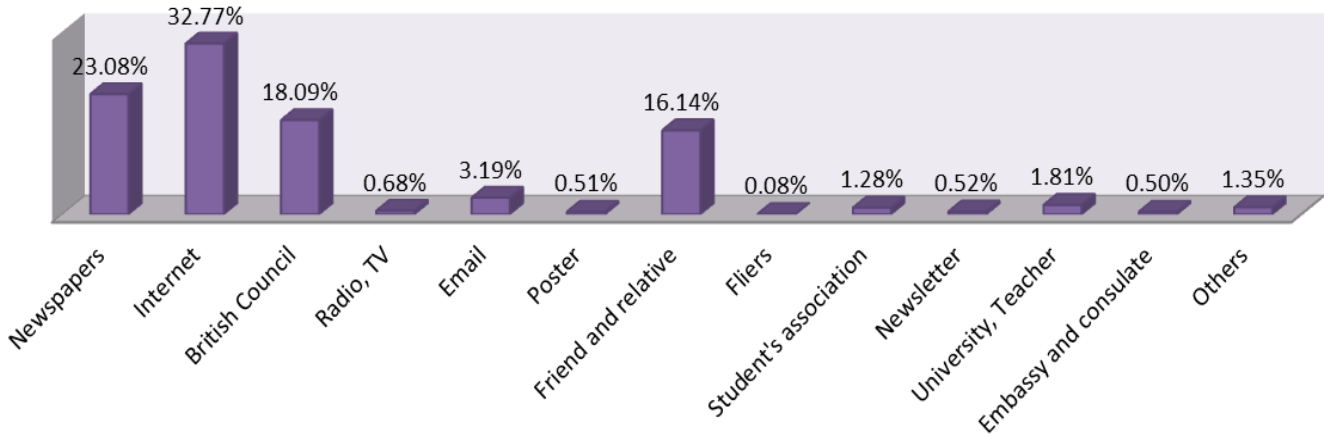


38% of visitors are looking for **Postgraduate Higher Education**



18% of the visitors preferred **Business and Administrative Studies**

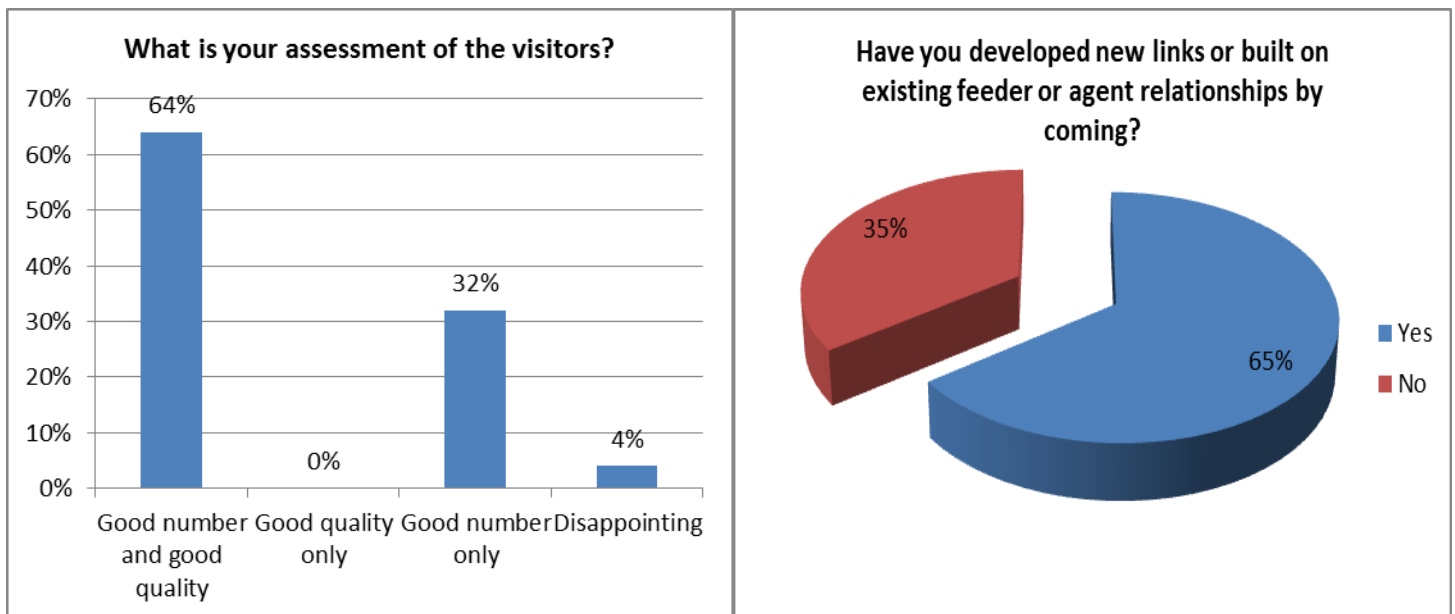
Source of information



33% visitors learnt about the exhibition from the Internet, 23% from the newspapers and 18% from the British Council

Exhibitor's Feedback

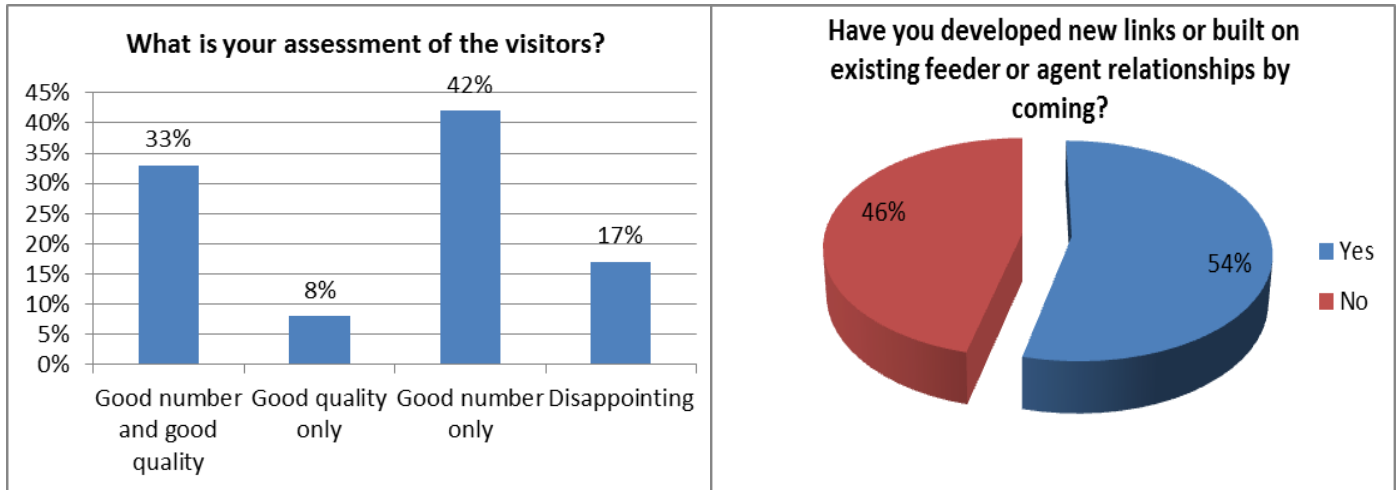
Dhaka



In the exhibitors' feedback 29% felt it was a better event than previous years and 59% thought it was as consistent to previous year's.

Exhibitors were asked to rate the support towards their business needs from the British Council before and during the event. **42% recommended 'good', 21% recommended 'very good' and 37% recommended 'satisfactory'**

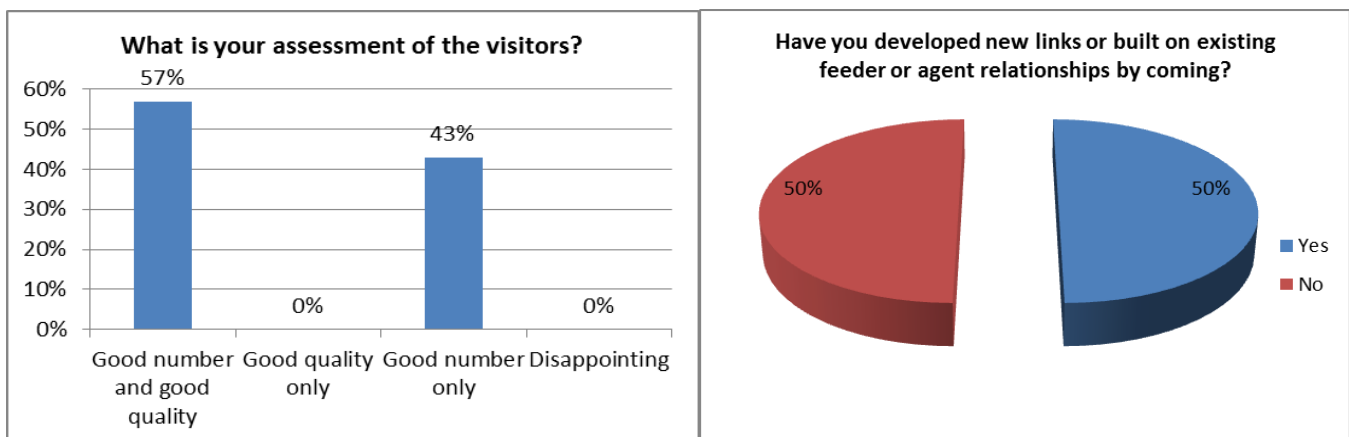
Chittagong



In the exhibitors' feedback **89% felt it was a good event consistent to previous year's event**

Exhibitors were asked to rate the support towards their business needs from the British Council before and during the event. **32% recommended 'satisfactory', 31% recommended 'good' and 31% recommended 'very good'**

Sylhet



In the exhibitors' feedback **40% felt it was a better event than previous year's and 60% thought it was as consistent to previous year's.**

Exhibitors were asked to rate the support towards their business needs from the British Council before and during the event. **42% recommended 'good', 29% recommended 'very good' and 29% recommended 'satisfactory'**

Marketing

- Prior to the exhibition we arranged a press conference and ten press correspondents from print and electronic media attended the event. It got extensive press coverage in national and local dailies and on eight TV channels on telecast news
- We marketed the exhibition in different ways including displaying and distributing posters and flyers, inserting newspaper advertisements and SMS shots (to O/A Levels and IELTS candidates, IELTS preparation course students)
- We used a number of digital and social media platforms to publicise the event, such as Facebook adverts, [British Council Bangladesh Facebook page](#), [Twitter](#) channel and [British Council Bangladesh](#) website to campaign this event. We have done extensive digital engagement especially through Facebook which helped us in promoting the event and also to increase our follower base for British Council Bangladesh page. *A report on digital promotion is attached at the end of the report*
- We introduced hashtag **#EdUK2015** for the first time which attracted lots of visitors and participating institutions to post comments and photos by using this hashtag
- We stressed on pre-registration this year to encourage better quality potential students though we kept the provision of on-spot registration as well. This filtering helped us in attracting more focussed students for the Exhibition. Last year we offered free entry to the visitors who were pre-registered. More than 70% visitors were pre-registered this time which compared to 50% last year.
- Our event promotion and overall branding were appreciated by the institution delegates. We successfully executed the GREAT branding which showcased the best of UK culture and education.

There has been wide media coverage in print and electronic media. The exhibition news was covered by more than 12 TV channels and in different national and local newspapers.

Type	Media	Duration	Format (Quantity)
Print and electronic	Newspapers and television channels	4 February 2015	Press Conference Shamakal, The Report24.com, Shokaler Khobor, The Observer, Naya Digonto, New Age, Manab Zamin, Janakantho, Financial Express and Daily Star
		Live TV interview by the Head of Marketing, Communication and Digital , Arshia Aziz on 12 February 2015 13 February 2014 (opening of Dhaka exhibition)	The following TV channels covered the exhibition news "Arshia Aziz, Head of Marketing, Communication and Digital on SATV, private channel Newspaper coverage in Dhaka, Chittagong and Sylhet: News

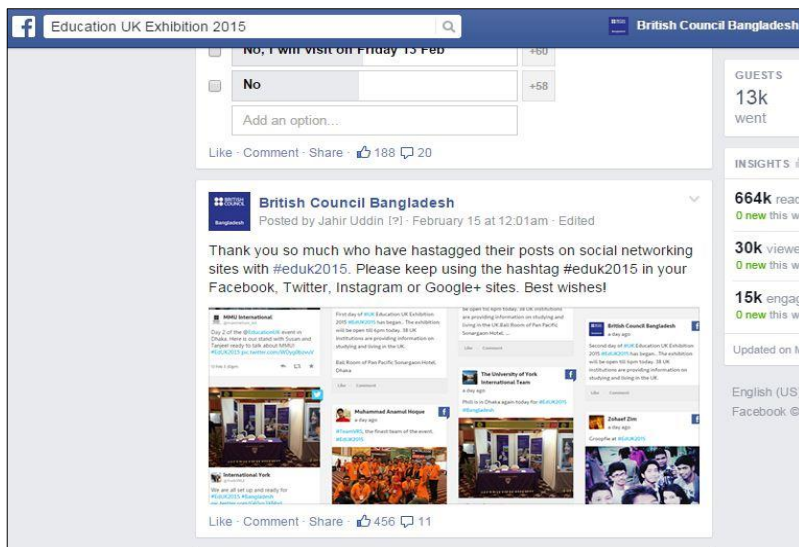
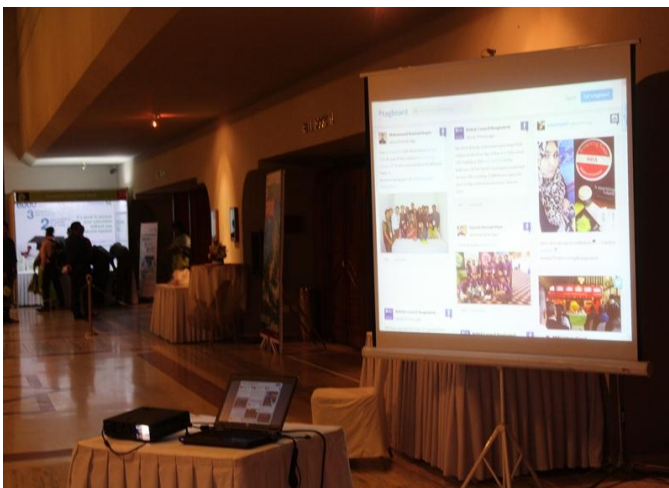
Type	Media	Duration	Format (Quantity)
		12-13 Feb 2015 (Exhibition in Dhaka) 15 Feb 2015 (opening of Chittagong exhibition) 18 Feb 2015 (opening of Sylhet exhibition)	Corner, Chattagram Protidin, Prothom Alo Amar Chattagram, Purbodesh, Shuprovat, Sports Bangla, Melt Water News, Sylheter Dak. Media coverage in Dhaka and Chittagong: ATN News, Bangla Vision, Channel-I, Channel 24, Channel 9, GTV, Independent TV, Masraanga TV, Jamuna TV, MohonaTV, My TV, NTV, RTV, Somoy Channel
Print	Newspapers	30 Jan – 17 Feb 2015 8 February 2015	Print advertisements (14) Newspaper article in Prothom Alo
On-line	British Council website	20 January – 19 February 2015	Text and image
	Facebook	12 January- 20 February 2015	Text and image
Other	Local institutions, canvassing, etc.	January -February 2015	Posters (2000) Flyers (22,000) Banners (14)
	Seminars & Agent's exhibition	August – November 2014	We promoted the exhibition in the marketing seminars which were held at 4 different cities (Dhaka, Chittagong, Sylhet and Rajshahi) and also in the Agent's exhibition in Dhaka , Chittagong and Sylhet

- The marketing was targeted towards 15 -25 year olds.
- The marketing proved very effective. Like the previous year, this year too we have promoted the event through Facebook. We could reach 654,326 people, 4,569 people were engaged through different posts and we received 3,408 clicks on different posts
- Standard Chartered Bank participated in the exhibition and provided information on opening student files to the visitors. IELTS, British Council Library and Teaching Centre were also present, providing information to interested visitors
- Risk assessment procedure was carried out prior to the event as there were continuous strikes in the run up to the exhibition. We ensured police protection during airport transfers of the delegates in Chittagong. Delegates were updated with security advice collected from the FCO Travel Guidance. We also arranged airport transfer through British Council car in Sylhet.

Examples of the marketing material



Press Conference on 4 February 2015 attended by British High Commission, British Council and journalists



Digital promotion of the event through Facebook using #EdUK2015

www.britishcouncil.org/siem



Indoor branding



Outdoor branding

Visitor's Feedback

Questions in the feedback form to the visitors were designed to gather quantitative statistics as well as qualitative remarks on the exhibition and the decision making process.

88% felt the event met their expectations.

88% responded they had acquired new skills and/ or knowledge through the exhibition.

87% responded it was a high quality event.

Many of the visitors felt the cost of studying in UK institutions are very high and don't offer many scholarship options. Some visitors requested seminars on special topics from the UK delegates which had not been arranged but can be incorporated next year. The venue in Sylhet and Chittagong were not suitable for large audiences as at some point of time it became over crowded. The visitors commented on the need for increased advertisement and publicity for the exhibition.

Some quotes from visitors following the exhibition:

- "This type of programme should be arranged on a regular basis"
- "Really good event"
- "The advertisement and promotion need to be done all over the country"
- "This event is a very good opportunity to know more about study in UK. I think the venue can be in a public place."

Key recommendations for the British Council include:

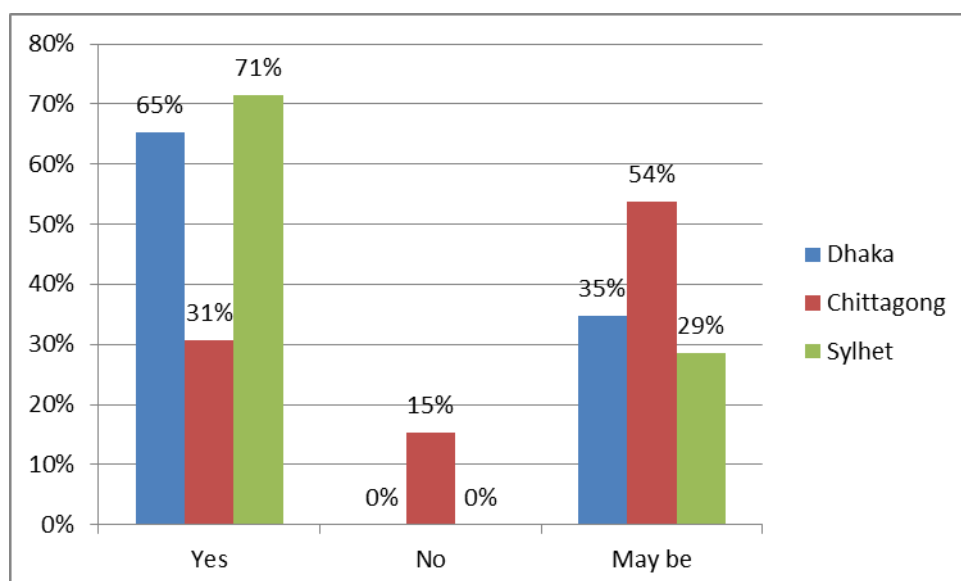
- Increase number of participating Institutions to attract larger audience
- Improved distribution of information and creating awareness through sharing Institution's profile and subject matrix prior to exhibition to the exhibition registrants
- Arrange spacious place as venue
- Arrange printing option to provide QR code to the visitors so delegates can track their record

Exhibitor's Feedback

This year we had **2 UK universities and 1 private college who were participating in our exhibition for the first time.**

CITY	Exhibitor Attendance	
	2014	2015
Dhaka	38	40
Chittagong	13	13
Sylhet	7	8

In the exhibitors' feedback 65% said they will be attending similar exhibition in Dhaka, 31% in Chittagong and 71% in Sylhet next year



Some quotes from exhibitors:

- “Recommendations from previous year were taken into consideration-which was good”
- “British Council has undertaken a lot of publicity for the event. I think we all need to engage more in digital campaigns to attract good quality students and raise the UK profile”
- “Introduce a method (eg. Barcode, Q code) for recording enquirer details at the stall “
- “Well organised but need to focus, promote more about UK education. Nationally and into schools, universities”
- “Much better screening of students is needed. More A levels schools need targeting”
- “Exciting, innovative, lively, professional”
- “There needs to be more filtering. Pre counselling to reduce the number of general shoppers”
- “Very well organised”
- “Did justice to the UK brand”
- “Very good branding and good feedback considering the political tension in Dhaka”

List of participating UK institutions in alphabetical order

SL	Dhaka	Chittagong	Sylhet
1	Aberystwyth University		
2	Bangor University		
3	University of Bedfordshire		
4	Birmingham City University		
5	University College Birmingham		
6	University of Bolton		
7	BPP University		√
8	University of Bradford	√	√
9	UWE, Bristol	√	
10	Brunel University		
11	City University London	√	

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SL	Dhaka	Chittagong	Sylhet
12	Coventry University	√	√
13	De Montfort University	√	√
14	University of Derby		
15	University of Essex		
16	Glasgow Caledonian University	√	
17	Goldsmiths, University of London		
18	University of Greenwich	√	√
19	University of Hertfordshire		
20	University of Huddersfield		
21	University of Law		
22	Leeds Beckett University		
23	Liverpool John Moores University		
24	London College of Accountancy		
25	London Metropolitan University	√	
26	London School of Business and Management	√	
27	London South Bank University		
28	Manchester Metropolitan University	√	
29	Middlesex University	√	√
30	Northumbria University		
31	Nottingham Trent University	√	
32	University of Portsmouth		
33	Queen Mary, University of London		
34	University of Reading		
35	University of South Wales	√	√
36	University of Surrey		
37	University of West of Scotland		
38	University of York		

Future steps

There are several areas for both British Council and the UK institutions to go back and reflect upon to work towards an improved experience for students. The main findings and recommended next steps are outlined below:

British Council

- For next year's exhibition, we will evaluate the cost effectiveness and the feasibility of moving to a larger venue in Chittagong and Sylhet
- We will explore having an exhibitors' lounge where they can counsel students considering space and budget constraints
- British Council understands the importance of providing value-added services to the exhibitors
- Going forward, British Council Bangladesh will better coordinate our schedule with the region and tie-in the Bangladesh exhibition with other regional countries' events, to enable exhibitors to maximise their time and budget in a single trip.
- British Council will now focus more on filtering process for students and create more awareness among the students regarding entry requirements to the UK institutions
- British Council will liaise with student counselors of local institutions to encourage their students to attend the British Council exhibition
- British Council will put some generic information in the Exhibition guide i.e. general entry requirements to the UK Institutions, Scholarship information and IELTS requirement. This can be sent through email to the registrants of the exhibition prior to the event

UK Institutions

- It is suggested that institutions invite their alumni to attend future exhibitions and share their experiences of student life in the UK
- Institutions may consider providing the number of students they have recruited through this exhibition as a way to measure Rol
- Many visitors commented that scholarship opportunities were very low. We recommend institutions look at ways of providing some sort of scholarship or discount and highlight these during future exhibitions

The above points, though important, should not detract from what was a successful exhibition. Next year's exhibition is on [29-30 Jan 2016 in Dhaka](#), [1 February 2016 in Chittagong](#) and [4 February 2016 in Sylhet](#). We will build upon the lessons learned and prove even more successful. We hope to see you there!

Appendix

Digital marketing which helped the event in making it successful.

A [report](#) on Digital Promotion by SIEM Bangladesh

Please find more event photos in the below links:

[Education UK Exhibition 2015 Dhaka](#)

[Education UK Exhibition 2015 Chittagong](#)

[Education UK Exhibition 2015 Sylhet](#)

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