



#### Bangladesh Open Day (Agents exhibition) report for 11 April

UK Education Open day (Agents' exhibition) was organised in British Council Dhaka on 11 April 2015 and with participation from 10 local representatives. The event was open for all although visitors were required to register for the event.

The participating exhibitors were:

[BSB Global Network](#)

[Centre for Foreign Studies](#)

[Cubic Education](#)

[Education Excellence](#)

[Falcon Education & Consultancy Services](#)

[H&S Education Services](#)

[MIM Study Abroad](#)

[N & N International Education Consultancy Ltd](#)

[Pinnacle Counselling Centre](#)

[RSL Education Counselling](#)

During the event local representatives offered counselling services to students who are interested in studying and living in the UK.

The exhibition saw a footfall of 256 visitors. Among them 73% were male and 27% were female.

We encouraged visitors to pre-register before the event. We also kept provision for spot registration to visitors.



During the event, we promoted GREAT, IELTS, EducationUK and the Student Insight Survey.

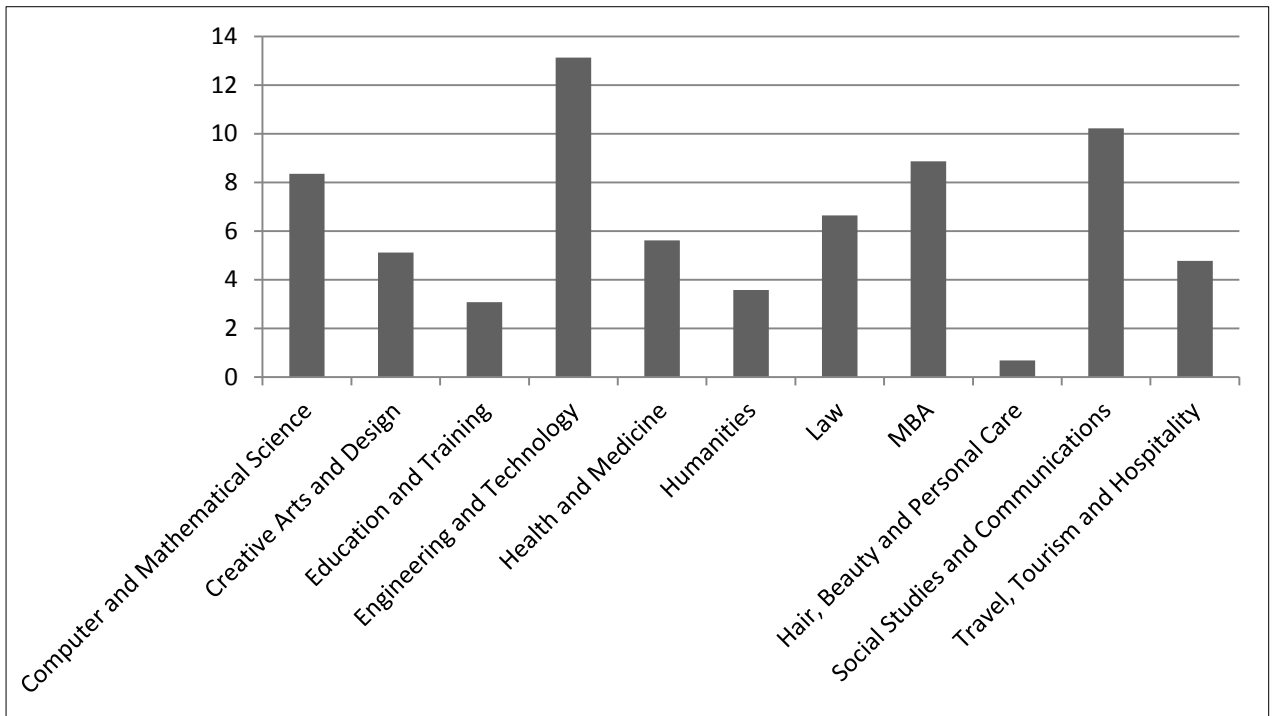
**The Open Day was marketed through the following platforms:**

- British Council Bangladesh’s website and British Council Bangladesh Facebook page
- Advertisements in the most popular national daily Prothom Alo
- One big banner at the event venue
- SMS shots to students who attended the last exhibition
- SMS shots to the most recent databases of O-level, A-level and IELTS candidates.

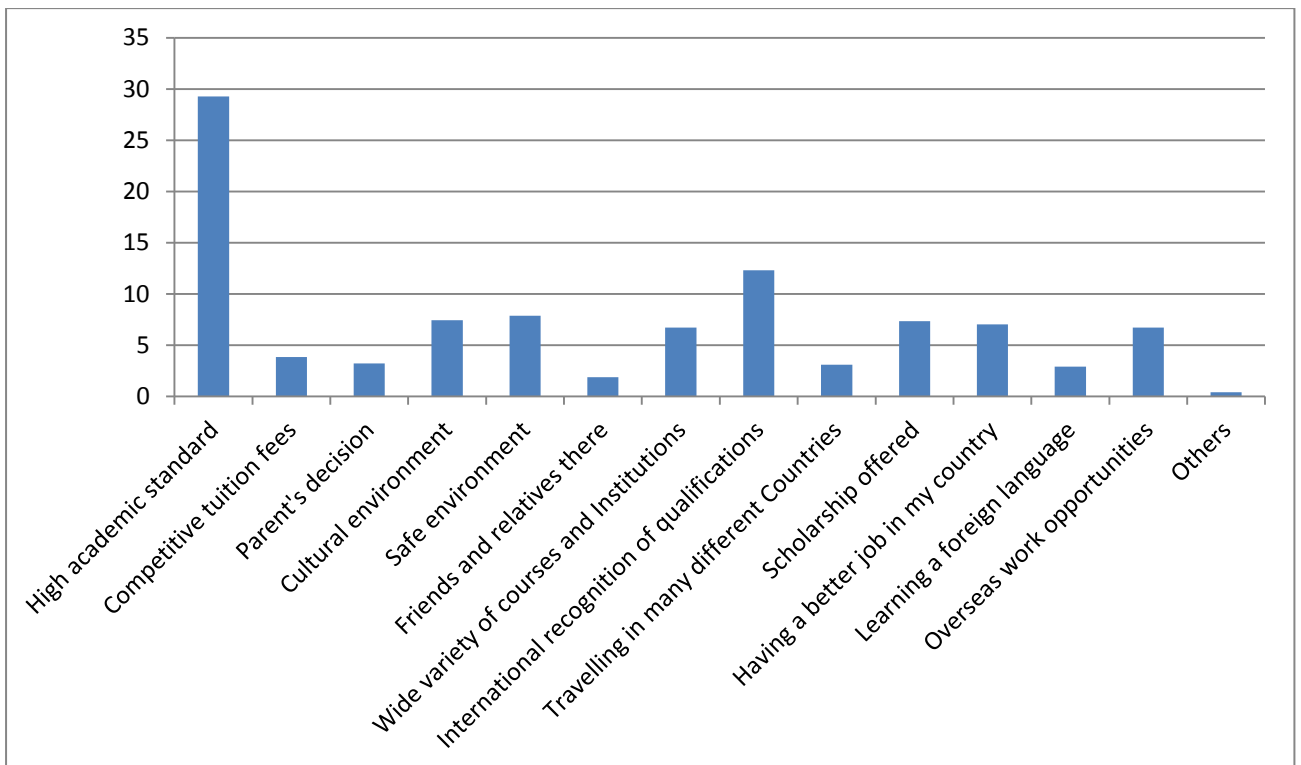
Local representatives promoted the event through their own promotional channels including sending information to their student database through email and SMS. They also shared the British Council website pages and Facebook posts on their own digital and social media platforms.



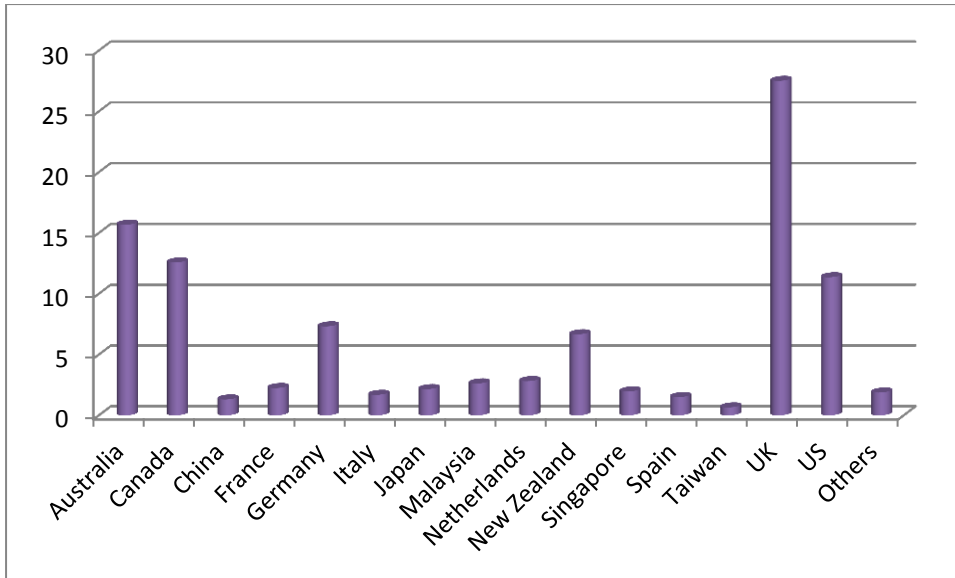
## Statistics obtained from visitor questionnaire



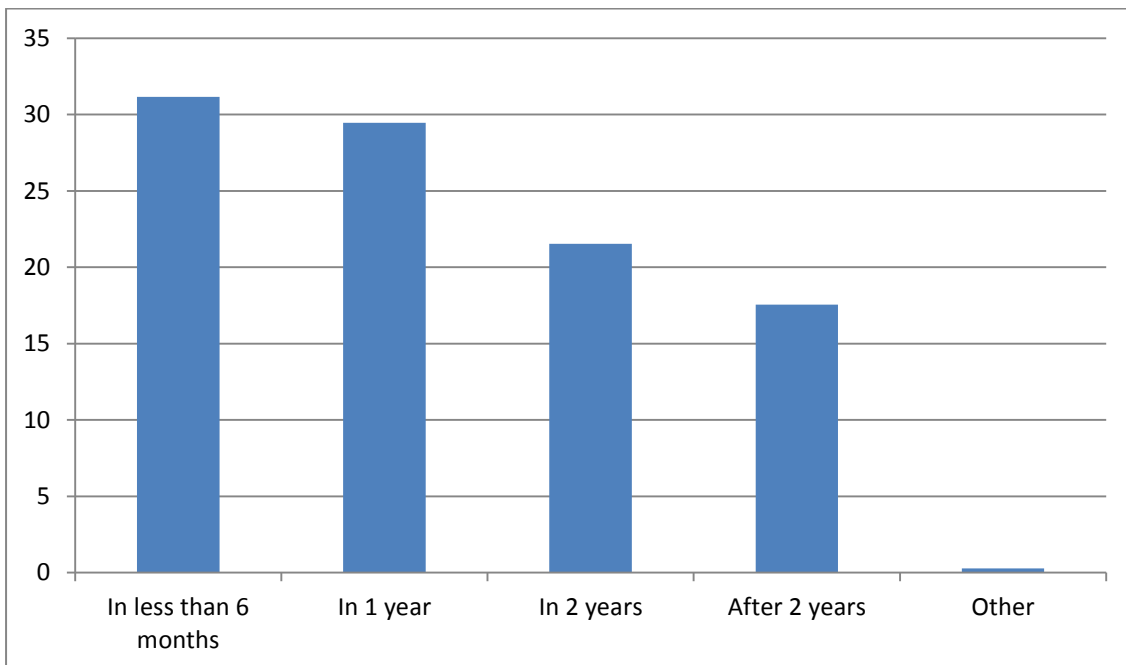
Subject area interested in (%)



What motivates for UK study? (%)



Country for study (%)



Expect to leave (%)

#### Visitors' feedback:

- "The event was exceptionally good". – student
- "Agents should provide more information, facilities and care related to scholarship to study abroad" – student –

#### Feedback obtained from exhibitors

- On average each local representative counselled 34 students.

#### Exhibitors' feedback:

- "Students want to apply for UK because the education is world class education"- commented by Mohammad Abdul Matin, Senior Counsellor of BSB Global Network.
- "Current market situation for UK Education in Bangladesh is better than last year"- Samira Farhat Amin, CEO of Education Excellence.

**We have six more Open Days coming up in the next few months.**

<b>Event</b>	<b>Date</b>	<b>City</b>
UK Education Open day : Dhaka	Sat, 16 May 2015	Dhaka
UK Education Open day : Chittagong	Sat, 23 May 2015	Chittagong
UK Education Open day : Dhaka	Sat, 13 June 2015	Dhaka
UK Education Open day : Sylhet	Sat, 20 June 2015	Sylhet
UK Education Open day : Dhaka	Sat, 4 July 2015	Dhaka
UK Education Open day : Dhaka	Sat, 1 August 2015	Dhaka

**You may ask your local agent to participate in the upcoming events to promote your institution's portfolio to the students of Dhaka, Sylhet and Chittagong.**

**Contact us:**

**Sarker Asif Iqbal at [asif.iqbal@bd.britishcouncil.org](mailto:asif.iqbal@bd.britishcouncil.org) and [siemsouthasia@britishcouncil.org](mailto:siemsouthasia@britishcouncil.org)**

[www.britishcouncil.org/siem](http://www.britishcouncil.org/siem)

© 2014 British Council. All rights reserved.

This document may not be amended, copied or distributed without express written permission.