



Bangladesh Open Day (Agents exhibition) report for 16 May 2015

UK Education Open day (Agents' exhibition) was organised in British Council Dhaka on 16 May 2015 with participation from 11 local representatives. The event was open for all and 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](#)
[Overseas Study Counseling 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.

A total of 389 visitors registered for the event. Of them 83% were male and 17% were female.

206 visitors visited the event.

We encouraged visitors to pre-register for the event although we kept provisions for spot registration as well.



During the event, we promoted GREAT, IELTS, EducationUK and the Student Insight Survey. The IELTS team was present during the event to respond to queries on the IELTS exam.

The Open Day was marketed through the following platforms:

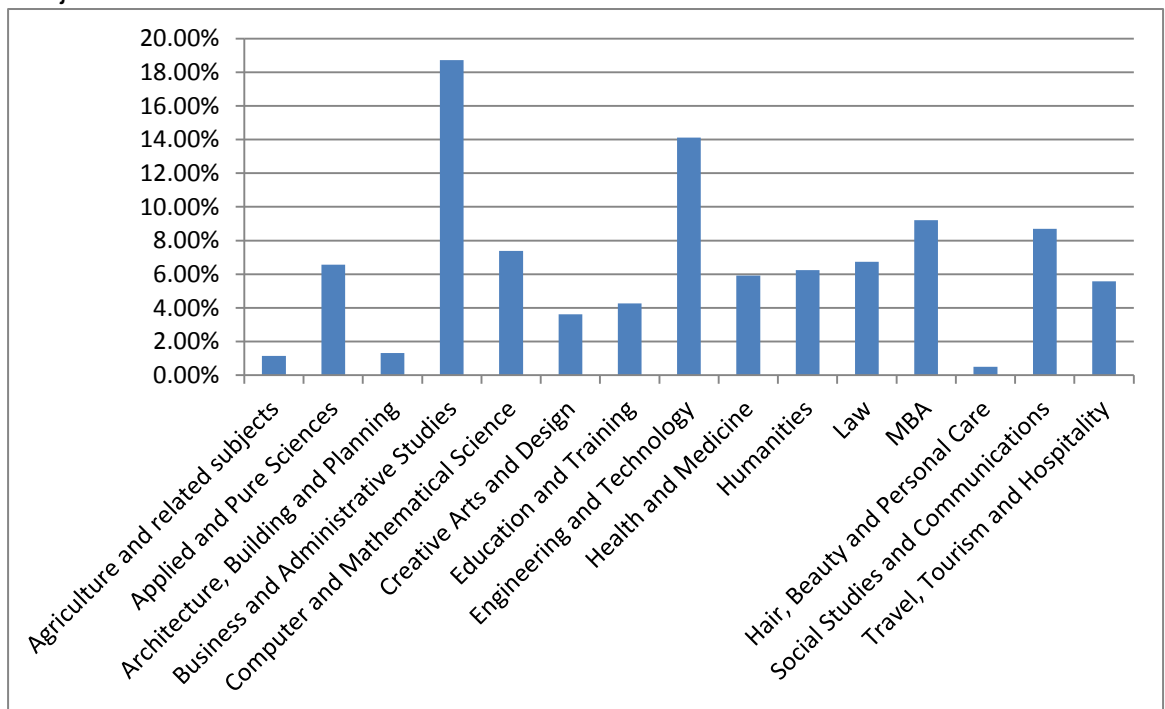
- British Council Bangladesh's website and British Council Bangladesh Facebook page
- Advertisements in the most popular national daily Prothom Alo
- One big banner at the event venue
- SMS shots to students who attended the last exhibition
- SMS shots to the most recent databases of O-level, A-level 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 the visitor registration system (VRS)

- 83% of the registered visitors were male and 17% were female
- 87% of the total visitors were students, 10% were professionals. Parents and academics also visited the event.
- Levels of study visitors were interested in,
 - 60% Post graduate
 - 4% Pre-university academic (e.g. A-Levels, IB)
 - 34% Undergraduate
 - 2% Professional awards.
- Interested in studying a UK Course
 - 69.14% in the UK
 - 12.64% in the home country
 - 13.01% in another country (not UK or home)
 - 5.2% through online/distance learning
- Subjects of interest



- Funding source
 - 45% Scholarships
 - 55% through Self or Family or Relatives or Friends or Company/Organisation
- Countries considered for Study
 - 29.4% UK
 - 5.9% Australia
 - 3.1% Canada
 - 1.3% USA

- 60.3% showed interest for other countries such as Germany, France, China, Japan, Malaysia, Singapore, Netherlands, New Zealand, Spain, Taiwan etc.

- Current education qualification:

- 23% Graduate
- 13.4% High school
- 14.2% Masters
- 45.6% Undergraduate
- 3.8% Other

Visitors' feedback:

- "Yes, I strongly agree, this event can really improve and develop my further higher study. Thanks again British Council"



Exhibitors' comments:

- "UK education is good for genuine students"- commented by Samira Farhat Amin, CEO of Education Excellence.
- "UK education is most acceptable in Bangladesh"- commented by Mohammad Abdul Matin of BSB Global Network.

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

Event	Date	City
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 agents to participate in the upcoming events to promote your institution's portfolio to the students of Dhaka and Sylhet.

Contact us:

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