

Career Summit: Opportunities for UK graduates in Bangladesh

We are organising a career summit at the British Council Dhaka on 21 November 2015 for Bangladeshi students who have studied in the UK. Large and reputed international and local companies will participate in the career summit to recruit Bangladeshi UK graduates. The Career Summit is a networking platform for UK graduates, UK institutions and local, multinational and international companies. This will create the opportunity for companies to promote their brand and employ UK qualification holders. UK institutions may also use this opportunity to build partnerships and connections with local companies and promote their students in the future for job placement to those organisations after graduation.

How can a UK institution be involved?

The career summit will host plenary sessions by UK delegates. Delegates of UK Institutions can deliver the plenary session focusing on topics of employability such as on job oriented course specifications or CV writing or facing an interview. The participation for plenary session is on a first-come, first- served basis. Maximum three institutions can participate in the session.

Types of audiences attending

UK graduates who are already holding a job and fresh graduates, UK alumni, UK institutions, TNE students and local/multinational/international companies will be attending the event

Benefits for UK institutions

This summit will provide a networking platform for UK graduates, UK institutions and local companies. UK institutions may use this opportunity to build partnerships with local companies and promote their students in the future for job placement to those organisations after graduation. Institutions will also be able to promote their institutions through plenary sessions and promotion and publicity provided by the British Council. This will help them raise their profile in Bangladesh and develop recruitment leads as well.

Event format

The UK graduates will contact the British Council to register themselves for the Career Summit.

The British Council will shortlist graduates' CVs and then send them to the participating companies.

The companies will then take a primary interview of the shortlisted candidates on the day of the event and select them for final interviews.

The shortlisting process will be based on criteria set by the participating companies.

The UK institutions may ask their graduates or alumni to contact the British Council to register for the career summit.

The British Council will also contact UK alumni and UK qualification holders from its own database.

UK Institutions and local companies will get the opportunity to run plenary sessions.

Interested alumni may share their UK experience as well.

Maximum three UK institutions, three local companies and three alumni can attend plenary sessions.

The shortlisted candidates will be interviewed by the local companies throughout the day.

This is a one day event.

The content for plenary session will be shared with the British Council in advance. The plenary session will be one hour with Q/A session.

Promotional activities and offers

Media and promotion plan of the event which will feature the names of participating UK Institutions:

- Promotion in employers' booklet
- Promotion through distribution of flyers and posters
- Promotion on [British Council website](#)
- Promotion on the [EducationUK Global](#) page
- Promotion on [EducationUK Global Facebook](#) page
- Opportunity to deliver presentation for one hour with Q&A session
- Promotion through British Council country e-newsletter which will be sent to 10000 contacts of School Counsellors, University Grants Commission, Ministry of Education, Journalists and other stakeholders
- The event will be promoted through newspaper adverts where the participants (UK institutions and local companies) names will be mentioned
- SMS and e-mail campaign to our database of UK alumni and TNE students

Participation fee for plenary session

The participation fee for the plenary session is £500 + UK VAT for UK institutions which includes promotional avenues (mentioned above) provided by the British Council

However, UK Institutions apart from those participating in the plenary sessions may participate in promotional activities such as flyer distribution, banner display or video presentation for local TNE students for promoting further education at their institution or for the purpose of raising the Institution's profile. The price for this will be:

- Video Presentation: £150
- Display pop-up banner/ X-Stand banner: £150 (per banner)
- Distributing flyer/handout: £150

An additional charge will be applicable if flyers or posters or banners are required to be designed and printed by the British Council.

Advertisement option

We will publish a booklet of 5.25"x8" size with the information of company profiles of participating corporate organisations. The booklet will be distributed to the visitors. UK institutions will have the opportunity to advertise in this booklet. Advertisement cost:

- Inner cover GBP 400
- Back cover GBP 500
- Inner back cover GBP 350
- Any inner page GBP 250

Opportunity for social media advertisement

Targeted and boosted Facebook posts at £450+ UK VAT for 4 posts.

[Education UK Facebook](#) which has 7793 followers from Bangladesh. Reach approx. 41,000-110,000 (of a possible maximum 63,000,000) over four posts.

Third party website advertisement

Advertisement through Google Ad on third party websites

Up to 770,000 searches on key external popular channels mostly visited by the youth aged from 15-25:

[YouTube](#)

[ESPN Crick Info](#)

[LinkedIn](#)

Website advertisement on Android Devices will also be available.

This will be a package which will run for one week prior to the event. Approximately £1000+UK VAT. 10% discount will be available on third party website advertisement. These are an excellent platform to reach and connect with UK alumni in Bangladesh.

Action required

Please promote the event to Bangladeshi students who have recently graduated from your institution.

For plenary sessions please send your expression of interest with the topic that you would like to present on.

Contact details

If you would like to join the plenary session as plenary speaker in the Career Summit, please contact Shegufta Ahmed at Shegufta.ahmed@bd.britishcouncil.org and siemsouthasia@britishcouncil.org by 30 July 2015.

Disclaimers

Even though the participation for plenary session is on first-come, first-served basis, British Council will select the institutions depending on the relevant topic that would be best suited for the audience of Career Summit.

Conditions apply.