

### Call for Expressions of Interest:

Organise your pre departure briefings with the British Council for September 2015 intake  
Bangladesh, Nepal and Pakistan

Date: 1 July 2015 to 15 August 2015

Venue: British Council offices in Bangladesh, Nepal and Pakistan

**Are you planning to hold pre-departure briefings for your offer holders in Bangladesh, Nepal and Pakistan? SIEM South Asia is organising pre-departure events for UK educational Institutions which will give you an opportunity to guide and engage with offer holders.** It is also an opportunity for students and parents to meet and interact with the other students going to the same Institution. The months from June to August are crucial months in the recruitment cycle for UK Institutions. Typically by July applicants have received a response from the Institution and are in the process of preparing funds and visa application.

The pre departure event is being organised for institutions to guide students to take the next step towards enrolment in the UK. This exclusive event will be an excellent platform for participating UK institutions to guide their existing applicants on accommodation arrangements, visa process and student-life in the UK.

### Who is our target audience?

- Prospective students who are aiming to enrol in the autumn or winter sessions but are yet to receive confirmed acceptances (i.e. CAS letter or unconditional offers)
- Current applicants and offer holders who have not made a final decision and are undecided between a few options.
- Current applicants who have received confirmed acceptances and have either already applied for visa or are preparing to apply.

### Format of the Programme :

#### **Format 1: Institutions' delegate visits for delivering the pre-departure briefing**

The institution will invite its entire applicant database to attend the pre departure briefing at the British Council. On an agreed date, British Council will make all arrangements required to hold the briefing:-

- All students will be required to pre-register for the event
- Institution presentation (25 – 45 minutes)
- Interactions with students (20 – 30 minutes)
- British Council Staff member to deliver presentation on visa
- Institution may invite its alumni for an interaction with students (optional)
- High tea

#### **Format 2: Institution will deliver the pre departure briefing through an online platform**

The institution will invite its entire applicant database to attend the pre departure briefing at the British Council. On an agreed date, British Council will make all arrangements required to hold the briefing:-

- All students will be required to pre-register for the event
- British Council staff member will give general briefing on UK
- Institution presentation (25 – 45 minutes) through digital platform organised by British Council
- Interactions with students (20 – 30 minutes)
- British Council staff member to deliver presentation on visa
- Institution may invite its Alumni for interaction with students (optional)
- High tea

## Benefits to the participating Institution and Students:

### Benefits to the Institution

- Cost effective for Institutions as the briefing can be delivered from the UK
- An opportunity for the institution to help and guide students in transition from their home country to the UK in remote and high risk countries
- Opportunity to engage and guide students who have applied directly
- Engage with future and potential students of the Institution and assure them of a positive experience at the Institution

### Benefits for Students:

- An opportunity to interact directly with UK Institution delegates and clarify doubts and queries
- Meet and interact with other students going to the same institution
- Understand the next step towards enrolment in the Institution
- Understand the visa process first hand from British Council staff

## How will this event be marketed to students?

- Institutions will be requested to communicate the event information to students and British Council will fix appointments based on the responses.
- If preferred and agreed, British Council can liaise directly with the students to market the event – for this we will require the participating institution to share the contact details of the students who have applied to the Institution. However there will be additional costs associated with it.
- British Council will be informing the local agents about the event so they can also inform the students
- Institutions are also requested to inform their respective agents about the event.

### Optional Promotion

**Our wide and exciting range of digital offers can complement and support your event through targeted and focused marketing to students and influencers. We would recommend you to opt for the following:-**

- 1) [Education UK Facebook](#)  
Targeted and boosted Facebook posts to followers.

Country	Reach	Cost
Bangladesh	7793 followers. Reach 41,000-110,000 (of a possible maximum 63,000,000) over four posts	£450 for 4 posts
Nepal	904 followers. Reach 220000-580000 (of a possible maximum 2400000) over four posts.	£250 for 4 posts
Pakistan	11860 followers. Reach 150,000-410,000 (of a possible maximum 9,400,000). over four posts	£450 for 4 posts

### **2) E Shots:- Branded email shots to filtered databases for focused impact**

To know more about digital marketing offer please click [here](#).  
10% discount on any of the digital offer for the promotion of this event.

## Price

Costs/Country	Bangladesh	Nepal	Pakistan
Management Fee	£217	£125	£234
Venue Hire	£110- for half day	£75 (Half a day)	£50 to £100 half day
Rent equipment for presentation	£65	£35	Included in Venue Hire
Pre event Marketing Support:- Distribution of Marketing material	Prices vary depending on needs of the institution – pre event promotion can include distribution of marketing materials, social media, e-shots, and banner display for a period running up to the event.		
Display and distribution of marketing material and banner on the day of event	Complementary, however Institution to provide the material well in advance. We can arrange to print the materials locally if artwork is provided and this will be charged on actuals.		
Total Cost (excluding additional marketing support and UK VAT)	<b>£392</b>	<b>£235</b>	<b>£284 to £334</b>

### Please note:

- Management fee is for services only during working hours.
- Estimated costs provided above may vary according to the needs of the institution
- We will provide report on click throughs and page impressions to calculate ROIs on any digital campaign.
- Facebook reach figures are highly dynamic and may change.
- VAT will be added to all costs.
- 10% discount if registered for all three countries.

## Registration details

To register, please provide the below information:

- confirm your pre-departure session date (July – August 2015)
- confirm your choice of country and city
- promote this information to your offer holder students and alumni (if you want to organise an interaction)
- submit your applicant list to British Council 7 days prior to the session for smooth security clearance
- recommend an alumni ambassador who can promote your institution through their success story or talk on student life in UK

## Call for Action

To register, please send an email by Friday 10 July 2015.

Country	Contact Person	Email Address
Bangladesh	Shegufta Ahmed	shegufta.ahmed@bd.britishcouncil.org
Nepal	Bickram Shrestha	Bickram.Shrestha@britishcouncil.org.np
Pakistan	Maharoop	maharoop.sheri@britishcouncil.org.pk

Please copy [siemsouthasia@britishcouncil.org](mailto:siemsouthasia@britishcouncil.org).

For all three countries contact person is Anuradha Sareen, Regional Project Manager Services for International Education Marketing T: +91 11 4149 7346 E: [Anuradha.Sareen@in.britishcouncil.org](mailto:Anuradha.Sareen@in.britishcouncil.org) and [siemsouthasia@britishcouncil.org](mailto:siemsouthasia@britishcouncil.org).