



Participants with their certificates and British Council team after the event.

About the event

The British Council in Pakistan organised the fifth Career Counsellors' Symposium in Karachi on 21 May 2015. The one day event was attended by over 60 career counsellors from leading schools and higher education institutions.

The symposium was held at the [Karachi School for Business & Leadership \(KSBL\)](#) which is one of Pakistan's leading business schools.

The symposium was packed with productive and exciting opportunities for professional development through interactive and innovative sessions on a variety of topics on pressing issues around counselling, career guidance and education. Overall the event was well received as it helped bridge the gap between counsellors and the first-hand information they seek on education in the UK.

The symposium is the only event in Pakistan organised annually by the British Council which provides a platform to career counsellors to meet, network and share best practices. Each year we move between Karachi, Lahore and Islamabad to ensure all regions get equal opportunity to benefit from this platform.

This event this year was held in collaboration with the following partners:

- [University of London International Programmes](#)
- Study in Scotland
 - [The University of Dundee](#)
 - [University of the West Scotland](#)
 - [Edinburgh Napier University](#)
 - [The University of Edinburgh](#)
- [British Council IELTS](#)
- [British Alumni Association of Pakistan \(BAAP\)](#)

Programme

The schedule of activities at the symposium this year was different from previous ones. Considering Karachi's market dynamics, we designed a single day event as opposed to the traditional two day symposium and held no parallel sessions, ensuring the partnering UK institutions get maximum visibility and opportunity to engage with the audience.

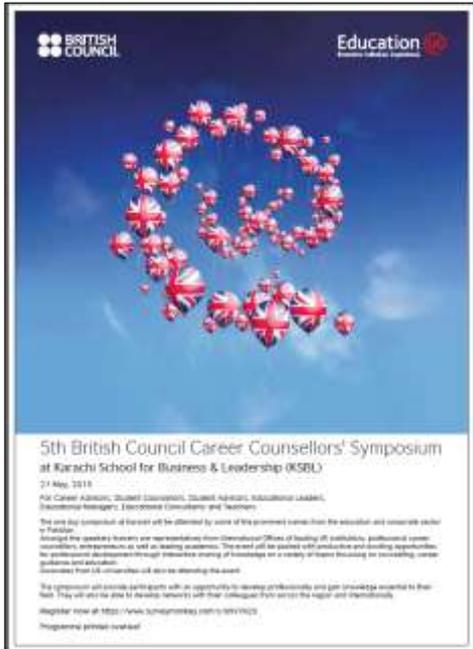
Time	Session
09:30 a.m. to 09:40 a.m.	Welcome note by Dr. Rehan Malik, Assistant Professor of Public Policy and Institutional Reform – KSBL
09:40 a.m. to 09:55 a.m.	Welcome note by Robin Davies, Area Director Sindh and Balochistan, British Council
09:55 a.m. to 10:15 a.m.	Education Marketing by: Azra Raza, CEO ASPIRE Consulting
10:15 a.m. to 10:30 a.m.	Morning tea
10:30 a.m. to 11:30 a.m.	Scottish Education System by: Fahd Ali Asif, Senior International Officer The University of Dundee
11:30 a.m. to 11:45 a.m.	Break
11:45 a.m. to 12:45 p.m.	Transnational Education (TNE) programmes – The new phenomenon Is it really as good as studying in another country? by: Saad Wasim, Country Head University of London International Programmes
12:45 p.m. to 01:30 p.m.	Lunch hosted by British Council Alumni Association of Pakistan (BAAP)
01:30 p.m. to 02:30 p.m.	IELTS for UK Visas and Immigration by: Muhammad Tauseef Ur Rahman, Manager Business Development British Council
02:30 p.m. to 03:30 p.m.	Self-discovery for better Career Selection by: Rahila Narejo, CEO Narejo HR
03:30 p.m. to 03:45 p.m.	Tea Break
03:45 p.m. to 04:00 p.m.	Energiser
04:00 p.m. to 05:00 p.m.	Certificate Ceremony and Feedback form collection

All participants were requested to register for the event for a fee. The registrations were managed digitally.

Promotional Activities

A range of promotional activities were undertaken to promote the event.

1. Posters were printed and distributed to all leading schools in Karachi. A sample of the poster is shared below. The posters had information about the host institute and all other partnering institutions providing them a reach in the Karachi market.



5th British Council Career Counsellors' Symposium 2015 - Programme	
Time	Session
08:00 a.m. to 08:30 a.m.	Registration and seating in hall by 08:30 a.m.
08:30 a.m. to 09:00 a.m.	Welcome note by Karachi School for Business & Leadership (KSBL)
09:00 a.m. to 09:30 a.m.	Welcome note by Andy Green, Area Director South and Southeast British Council
09:30 a.m. to 10:15 a.m.	'Education Marketing' by Azra Raza
10:15 a.m. to 10:30 a.m.	Networking tea
10:30 a.m. to 11:30 a.m.	'Scottish Education System' By Faisal Ali Aidi, The University of Dundee
11:30 a.m. to 11:45 a.m.	Break
11:45 a.m. to 12:45 p.m.	'Transnational Education (TNE) programmes – The new phenomenon in a study as good as studying in another country?' By: Saad Waheed, University of London International Programme
12:45 p.m. to 01:30 p.m.	Lunch by British Alumni Association of Pakistan (BAAAP)
01:30 p.m. to 02:30 p.m.	'SIFU for HR Skills & Management' by Muhammad Taseem U. Rehman, British Council
02:30 p.m. to 03:00 p.m.	Self-discovery for better career selection by Rabia Naeem
03:00 p.m. to 03:45 p.m.	Tea Break
03:45 p.m. to 04:00 p.m.	Evening
04:00 p.m. to 05:00 p.m.	Certificate Ceremony and Feedback form collection

Registration Details
Registration fee is PKR 10,000 per participant

Mode of Payment
Pay order or bank draft payable to British Council in PKR

Send your pay order to:
The Hon. Qaid, Project Committee,
British Council, British Square, Park Lane,
Dhokhari, Lahore, Pakistan

For sponsored please contact:
Maharaja Shah,
Education Officer, Islamabad/PAK,
Room 401,
401, 401, 401,
Islamabad,
Pakistan
0300 9999111

Follow us on:
Facebook UK - British Council
<http://www.educationuk.org/pakistan/>

2. Emails were sent to over 300 schools in Sindh and Balochistan to inform local audiences about the event. The emails were followed up by phone calls.
3. Details about the British Council and [Karachi School for Business & Leadership](http://www.ksbl.edu.pk/) partnership was placed on their website.
4. Event information was placed on all our digital platforms :
 - [British Council Pakistan website](http://www.britishcouncil.org/pakistan/)
 - [Education UK Pakistan website](http://www.educationuk.org/pakistan/)
 - [Education UK Facebook Page](https://www.facebook.com/educationukpakistan/)



Screenshot of the promotional post on Facebook

Reach

As a result of the promotional activities, we were able to achieve the audience numbers committed to UK institutions in the [call for expression of interest](#).

We had an audience of 78 people. Due to an overwhelming response we had to make arrangements to accommodate more registration requests.

Partner promotion during and after the event:

- Partnering institution logos appeared on the main backdrop at the event.
- Partnering Institution logos were placed on the bags designed for the event.
- Promotional material of all partnering institutions was distributed during their respective sessions.
- Karachi School for Business & Leadership promoted the event on their [website](#).



The main backdrop at the event.



Branded bags with partner logos.

Pictures from the event



Left to Right: Robin Davies, Saad Waseem, Fahd Ali Asif, Azra Raza and Saman Imtiaz



Participants at the event



Rahila Narejo' s session on Self-discovery for better career selection.



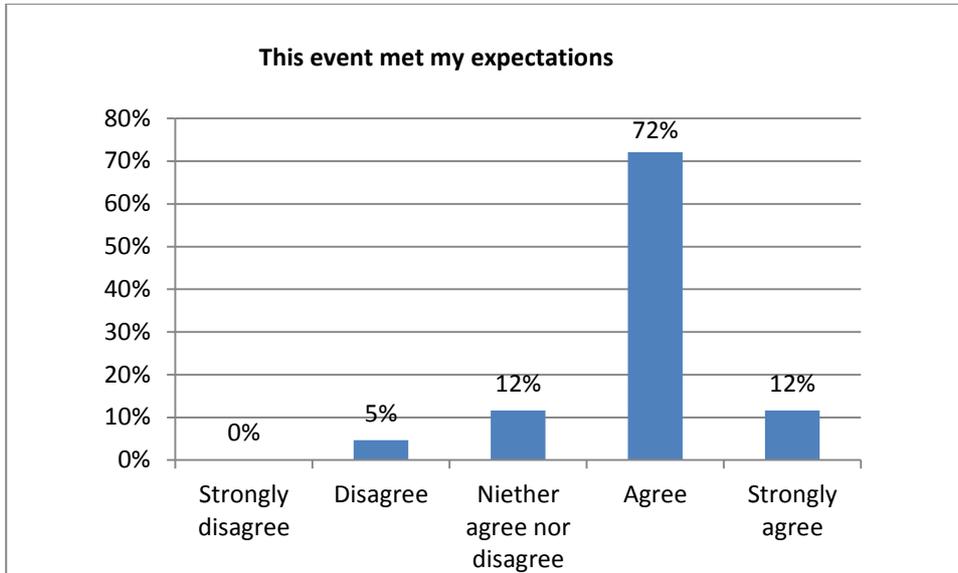
Muhammad Tauseef Ur Rahman's session on IELTS & UK Visas and Immigration.

Feedback

Feedback forms were shared with the audience at the event which revealed an overall good response. Detailed feedback is shared below.

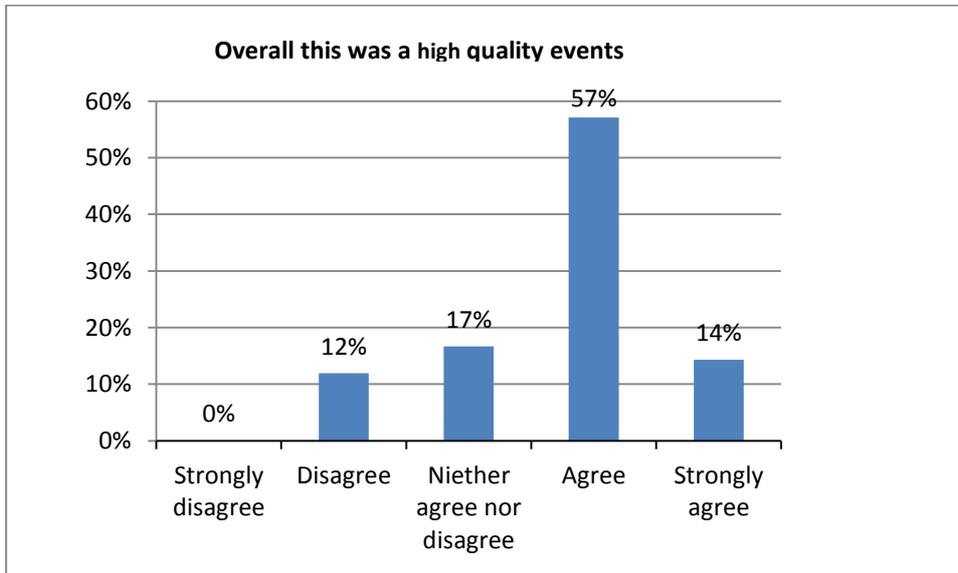
Event met my expectations

84% participants felt the event met their expectations.



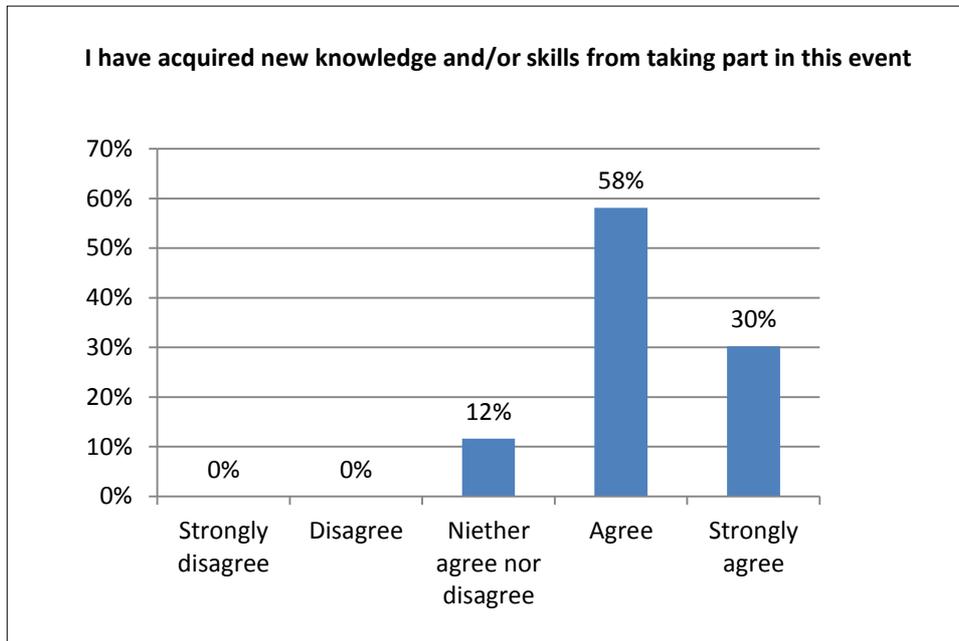
Quality of the event

About 57% of the participants said the event was of high quality.



New Knowledge or Skills

Overall the event was well received. 58% of the participants stated they had acquired new knowledge from attending this event.



What is next?

We will be organising a similar Career Counsellors' Symposium in Islamabad on **19 November 2015**. The details of this event can be found [here](#). Please do get in touch if you would like to participate.

To view our upcoming events calendar, please click [here](#).

For further information about our services, please contact the SIEM Pakistan team:

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