

Bangladesh Open Day (Agents exhibition) report for 4 July 2015

UK Education Open Day (Agents' exhibition) was organised in British Council Dhaka on 4 July 2015 with participation from 10 local representatives. The event was open for all with options to pre-register or register on the spot.

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 of UK Institutions offered counselling services to students interested in studying and living in the UK.

The exhibition saw a footfall of 63 visitors of which 82% were male.

During the event, we promoted [GREAT](#), [IELTS](#), [EducationUK](#) and the [Student Insight Survey](#).



The Open Day was marketed through the following platforms:

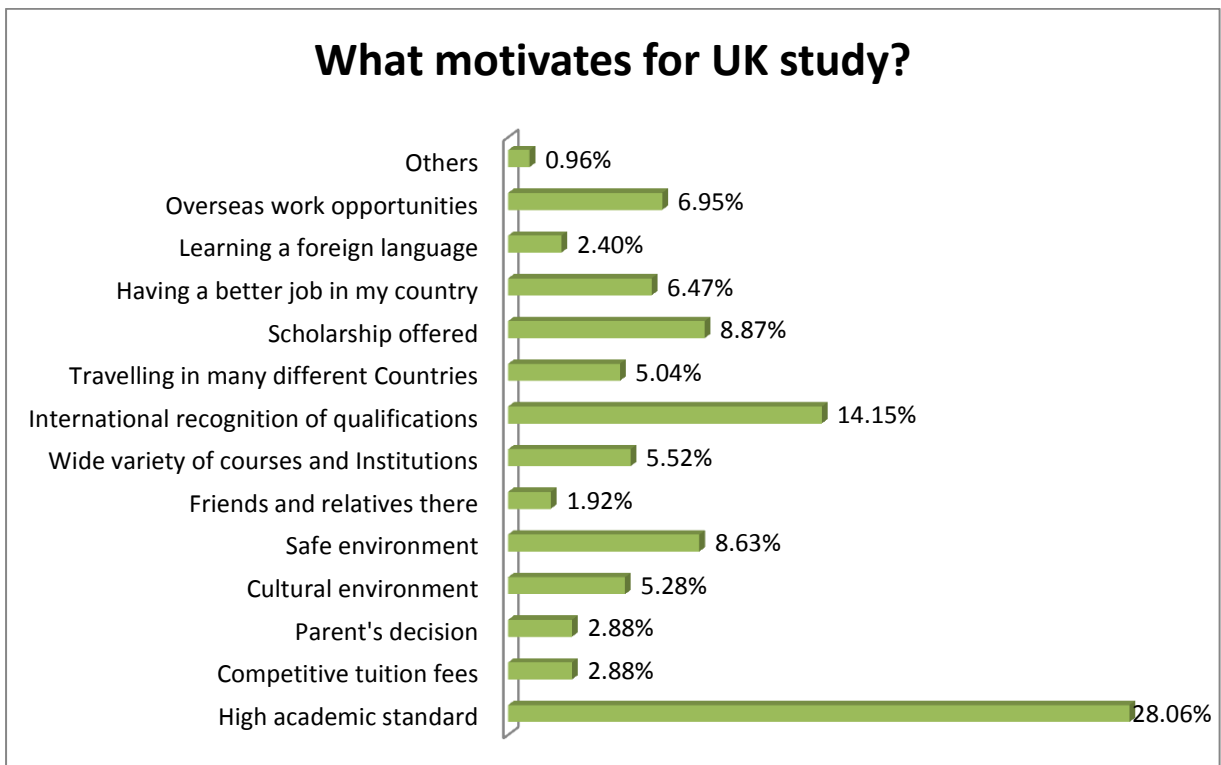
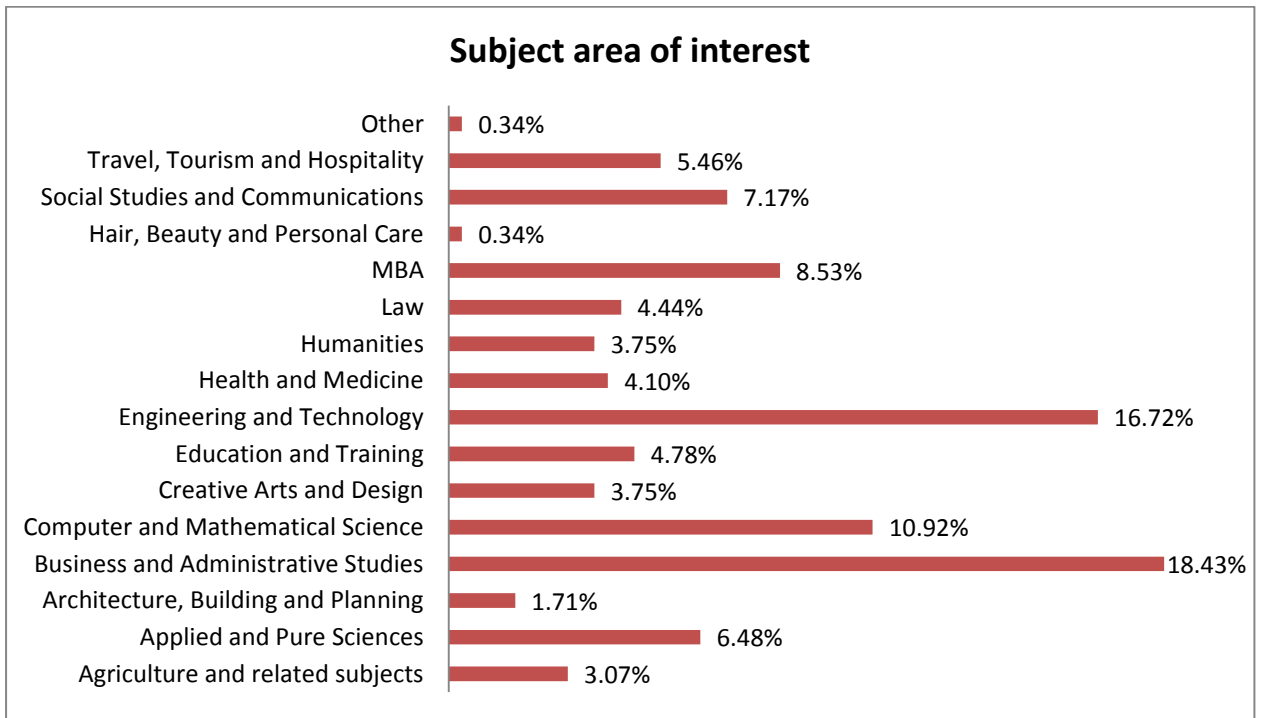
- [British Council Bangladesh website](#), [British Council Bangladesh Facebook](#) and [EducationUK Facebook](#) page
- Advertisements in the most popular national daily Prothom Alo

- 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.

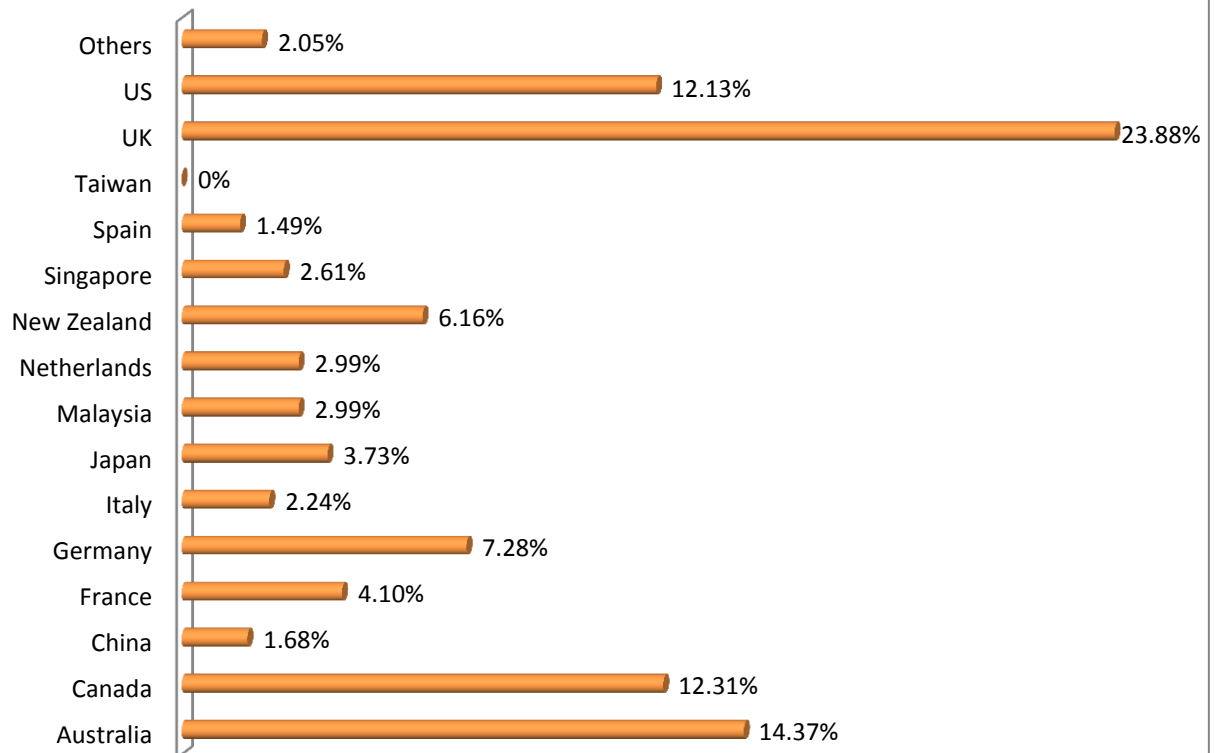
Local representatives promoted the event through their own promotional channels including sending information to their student databases through email and SMS. They also shared the British Council website and Facebook posts on their digital and social media platforms.



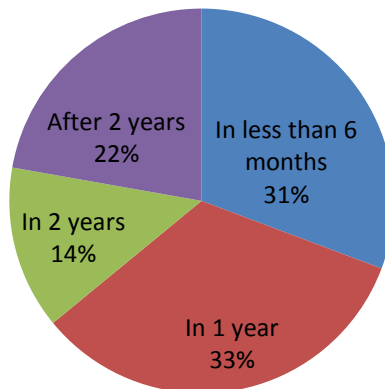
Statistics obtained from visitor questionnaire



Country for study



Expected to leave for study in the UK





We have one more Open Day coming up in the next month.

Event	Date	City
UK Education Open day : Dhaka	Saturday 1 August 2015	Dhaka

You may ask your local agents to participate in the upcoming event to promote your institution's portfolio to the students of Dhaka and Sylhet.

Contact us:

Sarker Asif Iqbal at asif.iqbal@bd.britishcouncil.org and siemsouthasia@britishcouncil.org

Read reports from the previous Open Days held in April and May 2015

[Bangladesh Open Day \(Agents exhibition\) report for 11 April 2015](#)

[Bangladesh Open Day \(Agents exhibition\) report for 18 April 2015](#)

[Bangladesh Open Day \(Agents exhibition\) report for 16 May 2015](#)

[Bangladesh Open Day \(Agents exhibition\) report for 23 May 2015](#)

