



Bangladesh Open Day (Agents exhibition) report for 1 August 2015

UK Education Open Day (Agents' exhibition) was organised in British Council Dhaka on 1 August 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](#)

According to the latest report of Student Insight Survey, 39% respondents (out of 1300 respondents) use Agents to get information on studying in the UK. A large number of students contact local agents to get information, advice and support in selecting UK as their destination of higher studies. The agents highly value the engagement with British Council and they find it useful in gaining credibility from students and parents which is extremely important for Bangladesh market. Last year due to adverse political climate some UK institutions faced challenges in making physical visits in Bangladesh. So we decided to do increased number of UK Education Open days (Agents' Exhibitions) to raise the portfolio of local agents'. This opened up scope for local agents to promote the UK institution that they represent. Agents provided counselling to potential students through their agents/representatives on behalf of the partner UK institutions.

The exhibition saw a footfall of 207 visitors.



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

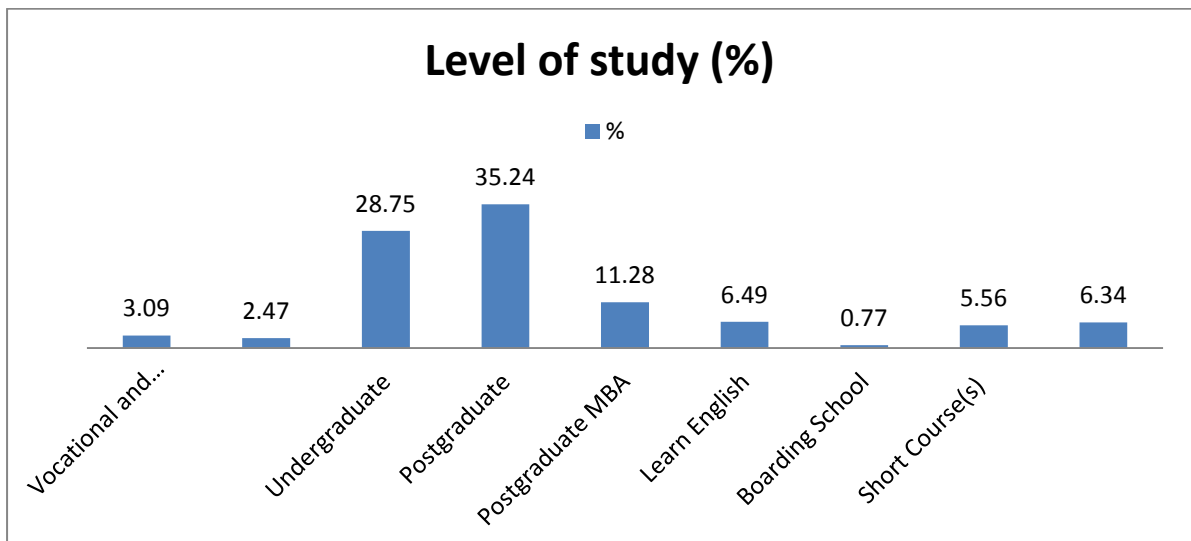
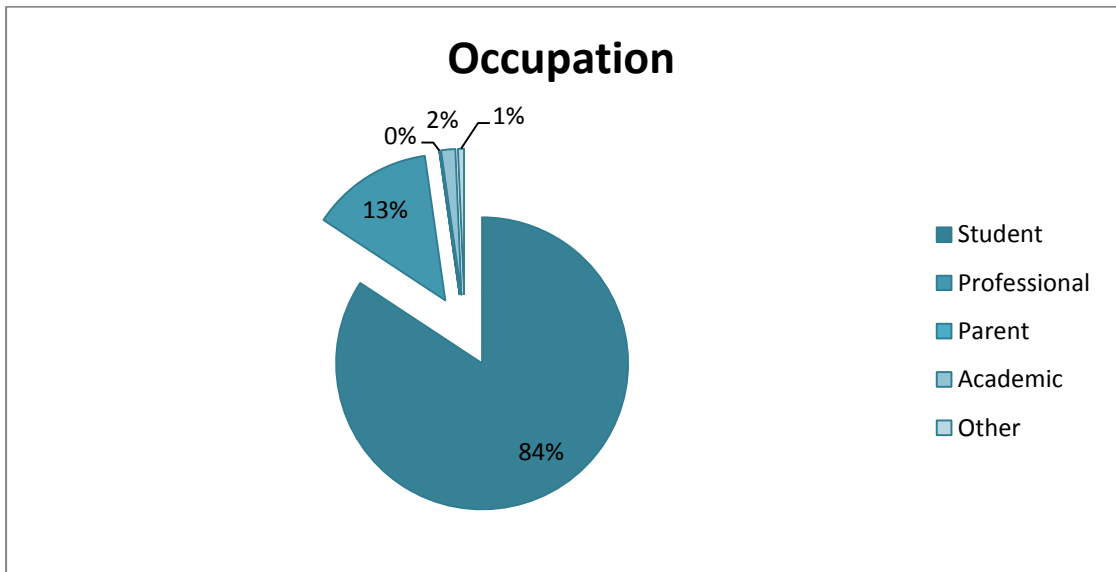
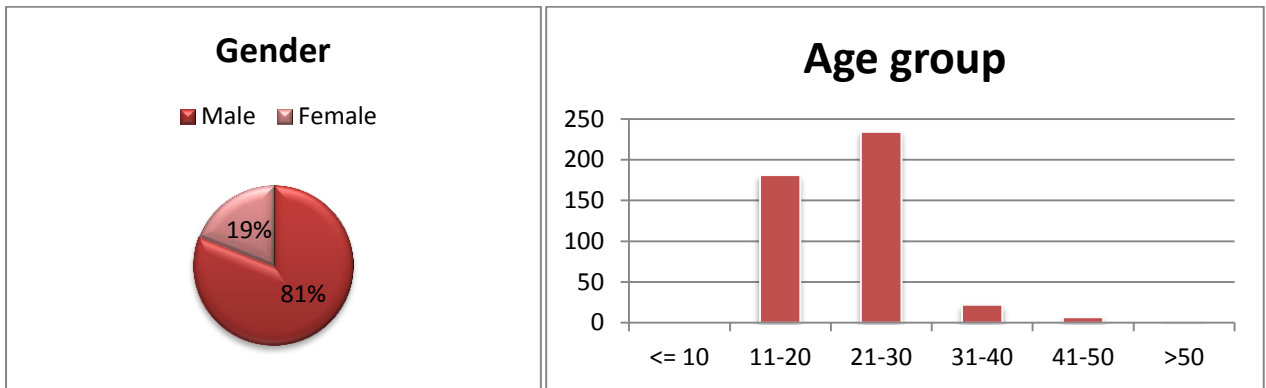
The Open Day was marketed through the following platforms:

- [British Council Bangladesh website](#), [British Council Bangladesh Facebook](#) and [EducationUK Facebook](#) pages
- 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.

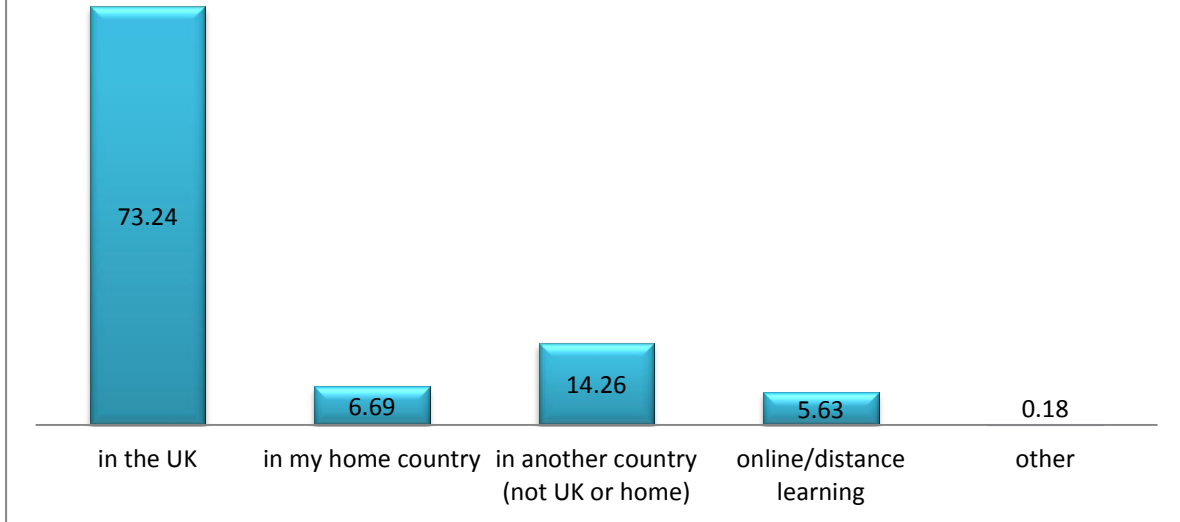
Local representatives promoted the event through their own promotional channels including sending information to their student databases through email and SMS. They also shared the British Council website and Facebook posts on their digital and social media platforms.



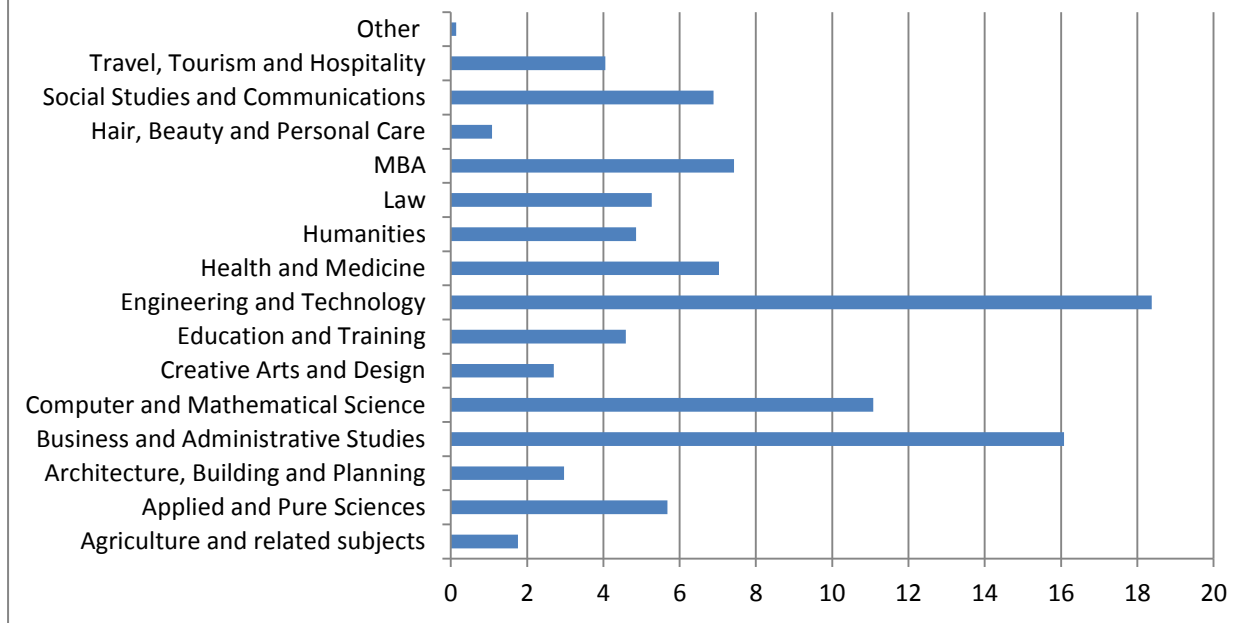
Statistics obtained from visitor questionnaire



Study UK course in (%)



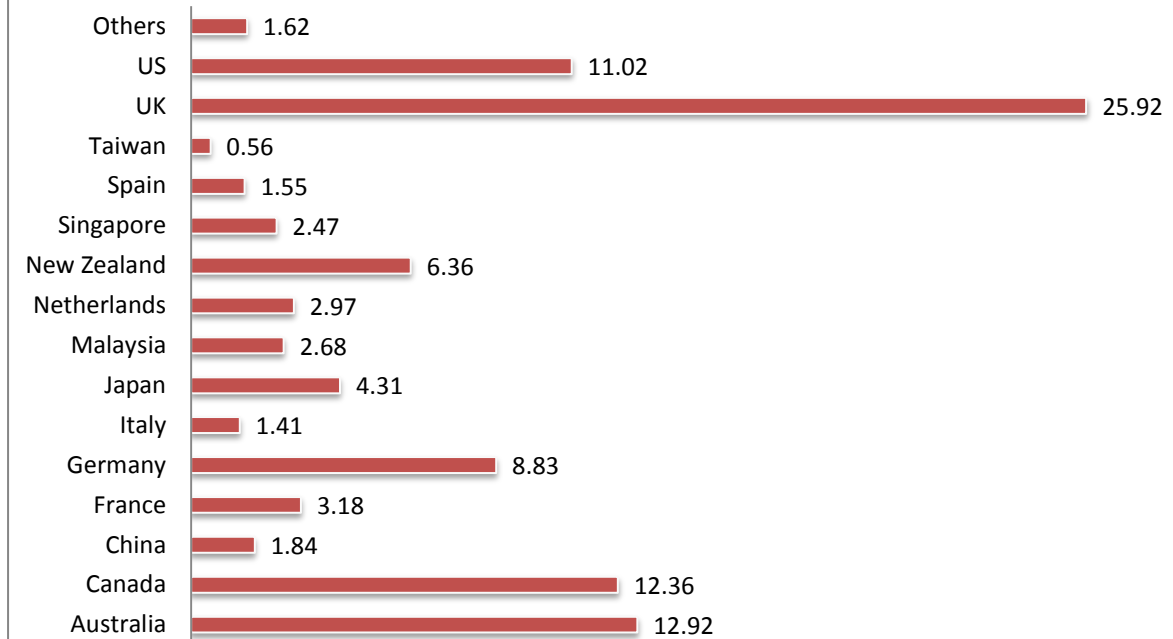
Preferred subject area (%)



Source of fund (%)

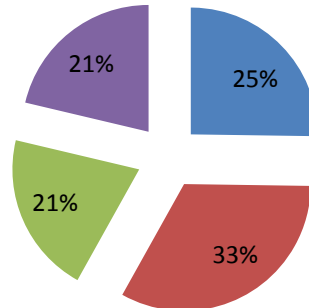


Prefer country for higher study (%)



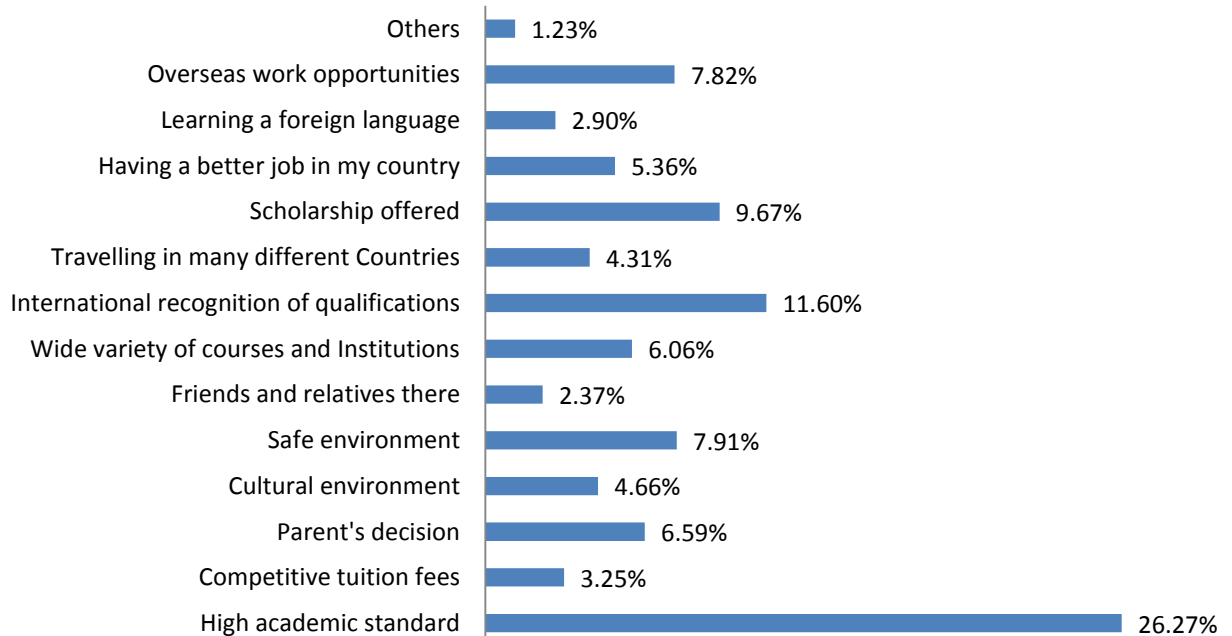
Expect to leave country (%)

■ In less than 6 months ■ In 1 year ■ In 2 years ■ After 2 years

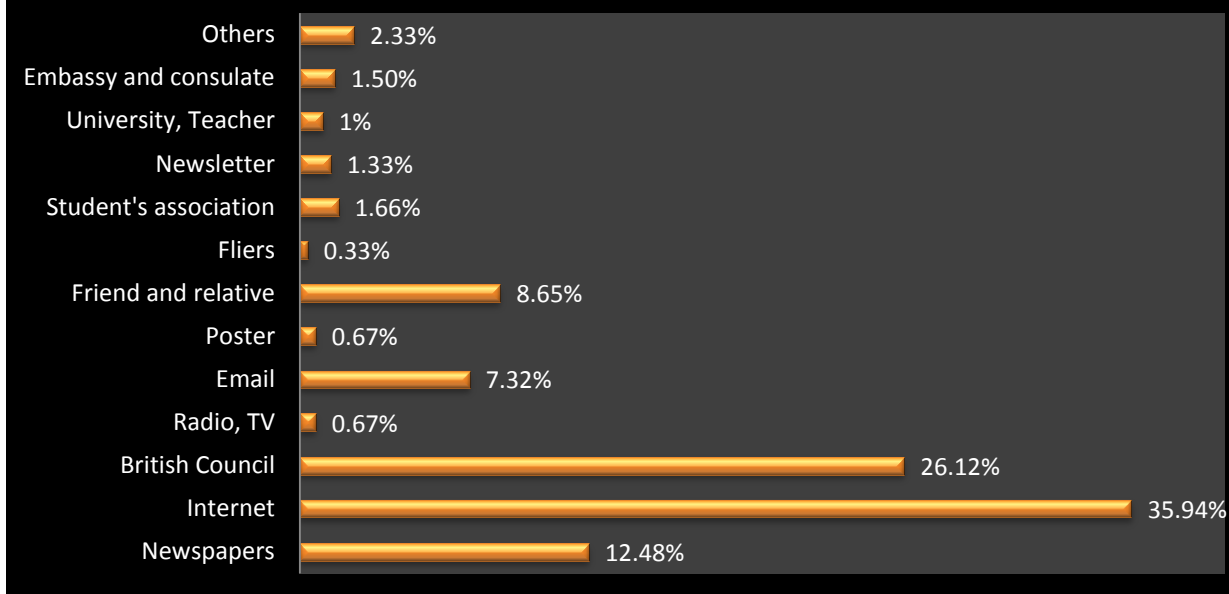


Motivation for studying in the UK (%)

■ %



Source of info (%)



We have completed the UK Education Open day series for 2015. We do have following events coming up in coming months,

Event	Date	City
UK Institutions' promotional campaign	6 September 2015	Dhaka

UK institutions can directly participate in this event or through local representatives. .

Contact us:

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Read reports from the previous Open Days held from April to July 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](#)
- [Bangladesh Open Day \(Agents exhibition\) report for 13 June 2015](#)
- [Bangladesh Open Day \(Agents exhibition\) report for 20 June 2015](#)
- [Bangladesh Open Day \(Agents exhibition\) report for 4 July 2015](#)