

Promotional opportunity for UK institutions during British Council Customer Service Week in Bangladesh

In recognition of the importance of customer service in the British Council's work and to remind customers of the organisation's commitment to customer satisfaction, the British Council is celebrating Customer Service Week Promotional Campaign from **5 to 9 October 2015** in all five offices in Bangladesh.

UK Institutions will have the opportunity to promote their institutions at the Customer Service Week this year through the Promotional Campaign specially designed for UK HEIs.

This year our campaign includes:

1. Fun activities: Running a quiz, contest, promotion for the customers
2. Customer feedback surveys / focus groups
3. Creating attractive package offerings for customers
4. We will promote our products during promotional activities of other business units i.e. distributing flyers amongst the participants of IELTS workshop
5. Attractive gifts

The Customer Service Week (CSW) organised last year in Bangladesh engaged around 11000 visitors in three days.

This year's promotional campaign for UK institutions is given below:

Target audiences:

- College/ University/ HE students, O/A level students, IELTS students, parents, teachers, agents and school counsellors among others.

The cost listed below is per activity:

	Service	Cost	Details
1	Skype/ Face to Face Counselling by UK Institutions/local representatives includes Power Point Presentation, Video Presentation and counselling over Skype on 5 October 2015 from 3pm to 4.30pm	£300	<ul style="list-style-type: none"> • The UK institution may deliver a PowerPoint presentation over Skype • Maximum 10 slides • The UK institution may show a video presentation • Maximum duration of 5 minutes • Institution can invite its agent/s or local representative/s to counsel in person as well • This counselling session will be promoted through email shot and Facebook campaign amongst the interested students • Only one institution can participate on a first-come, first- served basis
6	Facebook chat session in partnership with UK institution on 6 October 2015 from 11am to 12pm	£150	<ul style="list-style-type: none"> • We will create an event calendar on Education UK Facebook page which has more than 9000 Bangladeshi fan base to interact with interested students through chat session • The UK institution needs to send us content and image which we can share with the customers and upload on Education UK Facebook page and then share to British Council Bangladesh country page. Only one

	Service	Cost	Details
			institution can participate on a first- come, first- served basis <ul style="list-style-type: none"> We will answer general query about studying and living in UK and redirect queries from the attendees of the chat session to the respective partner institution
5	Distributing flyers	£150	<ul style="list-style-type: none"> The UK institution will need to send us flyers for distribution The quantity is approximately 100 numbers We can also arrange to print flyers/hand-outs locally if the artwork is provided. The actual print and management cost will be added
2	Display pop-up banner/ X-Stand banner	£150 (per banner)	<ul style="list-style-type: none"> The cost is applicable for any banner displayed in the event premises We can also arrange to print the banner locally if the artwork is provided. The actual cost of printing and management cost will be added to the cost of displaying each banner Management fee for making X- stand/Pop Up banner locally is £56 UK institution can display banner in Dhaka, Chittagong and Sylhet offices as well
	Total cost of this package	£750	the price may vary depending on services opted for

This campaign will enable the UK institutions:

- To reach more focused students and promote your institution to a wide group of students interested in UK-study
- To reach more number of students as they will be invited to take part in different activities during this week
- To raise your institution's profile amongst a diverse group of students, parents, teachers and school counsellors who will be invited to participate in the Customer Service Week celebrations

The CSW week will be promoted through different channels

- Monthly e-news letter to key stakeholders
- Promotion on [British Council Facebook](#) country page
- [EducationUK Global Facebook](#) page
- Promotion on [British Council Bangladesh](#) website
- Pre-event promotion at the Bangladesh office premises
- Promoting through banner and flyers on and before the campaign

Note: Custom clearing and other associated charges (if applicable) will be included as per actual cost. This cost does not include UK VAT which will be added to the institution's invoice. We will provide 10% discount on total cost if all services are taken. However, regular pricing is applicable on each of the services if they are taken separately. You can find the success story of previous year [here](#).

Cancellation Policy:

- If a campaign is cancelled by the client 15 days before the event date, no cancellation fees will be charged
 - If a campaign is cancelled by the client one week before the event date, 50% of cost will be charged
 - If a campaign is cancelled by the client 2 days before the event date, 75% of cost will be charged
- If the campaign is cancelled due to political unrest or any *force majeure* like a natural disaster then no cancellation fees will be charged **except the direct cost incurred for any services that have already been delivered** (cost will be charged accordingly).

Call for action:

If you would like to take this service please contact

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