

Venue: British Council, 5 Fuller Road, Dhaka, Bangladesh

Activity: Seminar on Studying and Living in the UK along with interactive briefing session on IELTS and its digital resources

Participating institutions:

1. Edinburgh Napier College
2. BPP University
3. The University of Lincoln
4. Kaplan International

Seminar on Studying and Living in the UK: Shegufta Ahmed from the SIEM team presented on the key features of UK qualifications, subjects offered by UK institutions, study methods in the UK, qualifications that can be obtained, entry requirements, English language requirements, selecting an institution, tuition fees, accommodation, living expenses, scholarship opportunities and visa related information which was followed by a Q/A session. Over 150 people attended the seminar. The presentation was delivered in three slots to accommodate small groups of genuine students who could get answers to their specific questions.

Interactive briefing session on IELTS and its digital resources: An interactive presentation by the IELTS team covered different features of IELTS examinations, top tips, importance and relevance of IELTS and what the British Council can offer to IELTS candidates. Four video presentations were shown covering tips on four IELTS modules.

Distributing flyers and displaying banners: The British Council distributed prospectuses and displayed banners on behalf of the University of Lincoln. The students were very enthusiastic in collecting brochures and participating in the Q/A session.

No. of attendees: 150

Male: 130

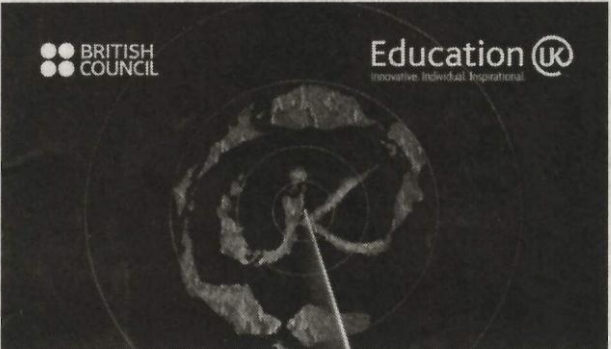
Female: 27

Pre-event marketing campaign

The seminar was promoted through a marketing campaign:

- Event information sent through British Council e-newsletter to over 10000 contacts
- Event advertised on [EducationUK Global Facebook page](#), which has 9500 Bangladesh followers
- Event promoted on [British Council Bangladesh website](#)
- Event information shared on [British Council Bangladesh Facebook page](#), which has 650K followers
- SMS and email shots sent to O/A level students, IELTS tuition providers and participants of recent exhibition and 'Open Days'
- Displayed banners and posters in British Council offices in Dhaka main office

- Distributed flyers from British Council Dhaka customer service, distributed handbill in prime locations around the city, sent event flyer to different local institutions in Dhaka including IELTS registration points
- Displayed banners at British Council offices in Dhaka
- Advertised in local newspaper –Prothom Alo



Track your future success

Seminar on Studying and Living in UK

Interactive briefing session on IELTS & Its digital resources

Venue: British Council, 5 Fuller Road, Dhaka 1000
 Date: Sunday 6 September 2015
 Time: 11 am to 5 pm

Registration link:
<http://bit.ly/studylivingukdhk2015>

Please bring photocopies of your academic documents
 Entry is free!

Tag your comment with #EdUK2015

For more information please contact:
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Photos of 'UK Institution's Promotional Campaign' on 6 September 2015

Highlights of the event:

Over 150 visitors attended the event and the audience was highly focussed and extremely interested in the presentations and discussions. Students were very keen to learn about the recent changes in visa procedures, UKVI IELTS system, BRP and Health Surcharge policy. These recent developments made them aware about UK Tier-4 visa applications and prompted them to ask relevant questions.

Findings from the event

- 96% agreed that the event met their expectation
- 80% agreed that this was a high quality event
- 94% agreed that they have acquired new knowledge from this event


Further marketing opportunity:

Similar events will be held in

- Chittagong on 9 January 2016
- Sylhet on 5 March 2016

We have targeted wide databases of students who have attended recent seminars as well as other events in Chittagong, Sylhet and Dhaka during earlier Schools Missions and Open Days. We would be able to provide information to UK institutions on market trends, subject interests, levels of qualifications of students why they are interested to study in the UK among other vital information. Tailored marketing information can be further sent to students through email shots; SMS shots or be couriered to target audiences according to their subject preference or level of qualification.

From the visitors' survey questionnaire we have noticed a demand for similar events in the future. We would be happy to organise a follow-up individual counselling session or this [Remote Marketing Campaign](#) for any UK institutions round the year.



There are a number of other options where we can promote your institution digitally.

SIEM Bangladesh has a suite of [Digital services](#) that can help you reach a wide yet focussed range of students across geo targeted audiences and specific social media and web platforms. We have one of the highest Facebook followers in SIEM in the world and we would be happy to create an effective digital and social media campaign for you as per your needs and objectives to ensure you are receiving the optimum returns on your investment in digital marketing for student recruitment and profile raising purposes.

Call to action

To participate in the event please send your expression of interest to Shegufta.ahmed@bd.britishcouncil.org or siemsouthasia@britishcouncil.org