

Report on Career Summit 2015 organised by British Council Bangladesh

SIEM Bangladesh recently organised a Career Summit at the British Council Dhaka on **Saturday 21 November 2015** for Bangladeshi students who have studied in the UK or have pursued UK qualifications in Bangladesh. The Career Summit created a unique networking opportunity for UK graduates, UK institutions and local, multinational and international companies.

More than **45 HR specialists** and personnel attended the summit either to represent their organisations or to run a session on employability or be a part of this excellent initiative. This has possibly turned into one of the biggest ever UK alumni gatherings in Bangladesh with more than **550 visitors** attending the event.

The recent Student Insight Survey report reveals 'employer' as the greatest influencer on the students' decision making process while choosing an overseas study destination with 34.6% respondents selecting this option. The career summit thus included UK Institutions and HR specialists from different organisations who delivered plenary sessions focusing on topics around employability - such as job oriented course specifications, CV writing skills or facing an interview. The university and HR delegates also interacted with the graduates in a networking programme.

Total number of visitors: 557

The following companies participated in the event to recruit fresh graduates:

1. [Bashundhara Group](#)
2. [Brac Bank Ltd](#)
3. [British Council](#)
4. [Coats Bangladesh Ltd.](#)
5. [Consumark Ltd](#)
6. [DFID Bangladesh](#)
7. [Dnet](#)
8. [Heidelberg Cement](#)
9. [HSBC Bank](#)
10. [MAK & Co.](#)
11. [MACES](#)
12. [Maxwell Stamp Ltd. Bangladesh](#)
13. [Robi Axiata Limited](#)
14. [Standard Chartered Bank](#)
15. [Unilever Bangladesh Limited](#)

David Gee, Global Employability Development Manager, University of the West of England, Bristol ran a plenary session on 'Getting the Edge': How to Sell your UK Education Effectively to Graduate Employers in Bangladesh.

There were 9 parallel sessions on various topics related to employability and entrepreneurship including a session on success stories of UK Alumni who are currently pursuing a professional career in Bangladesh. UK alumni currently working in the local job market have shared their

experience of studying in the UK and their journey towards securing their current career path. We have received positive feedback from the visitors and as well as from participating employers.

Human Resources Director of Coats Bangladesh Ltd, Zulfikar Hyder said “The talents graduates develop in the UK improve their career opportunities here. Thanks to British Council for building the pathway!”

Programme schedule

Time	Programme details				
10:30-11:30	Plenary session by University of the West of England ‘Getting the Edge’: How to Sell your UK Education Effectively to Graduate Employers in Bangladesh. Presenter: Mr. David Gee, Global Employability Manager at UWE Venue: MPR 2				
11:45-12:45	Parallel session by The City Bank Limited ‘Kick-start your career in Brand Communications’ Presenter: Mr. Nazmul Karim Chowdhury, FVP and Head of Brand, City Bank Venue: MPR 3	Parallel session by IUCN Bangladesh ‘Building career as a researcher in Bangladesh’ Presenter: Dr. Haseeb Md. Irfanullah, Programme Coordinator, IUCN Bangladesh Venue: MPR 4	Parallel session by Duncan Brothers ‘Choosing a Career’ Presenter: Mr. Mujtaba , Head of Human Resources, Duncan Brothers Venue: MPR 5	Workshop on ‘Winning CV Writing and Interview Skills’ Presenter: by Kazi Rakibuddin Ahmed, Chief Human Resource Officer, Anwar Group Venue: MPR 2	Interview Session Venue: Small MPR 2
1:00–2:00					
2:00-3:00	Parallel session by, British Council ‘Working in the British Council’ Presenter: Mr. Faisal Obaid, Head of Human Resources, British Council Venue: MPR 4	Interview Session Venue: MPR 5	Parallel session by UK alumni ‘Success story of alumni’ Presenter: Towhidur Rahman(UK Alumni, Coventry University) , Salman Kabir	Workshop on ‘Winning CV Writing and Interview Skills’ Presenter: by Kazi Rakibuddin Ahmed, Chief Human	Interview Session Venue: Small MPR 2

www.britishcouncil.org/siem

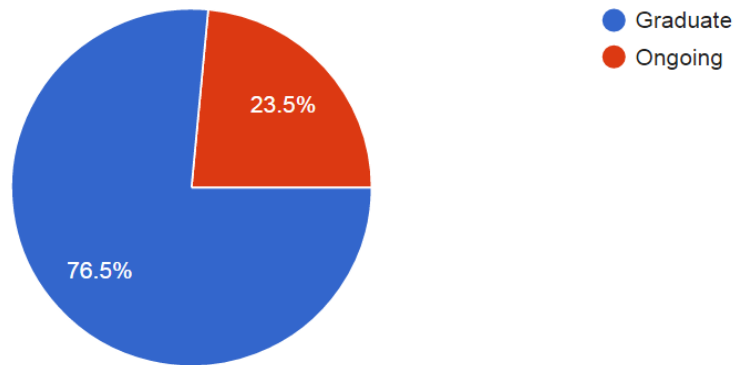
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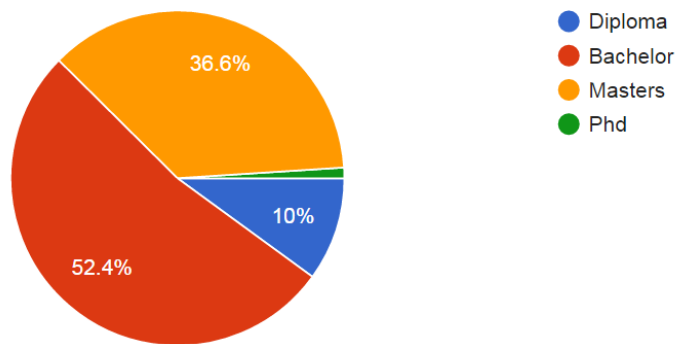
Time	Programme details				
			(UK Alumni, Warwick University), Md. Latiful Khabir, (UK Alumni, University of Edinburgh) Venue: MPR 3	Resource Officer, Anwar Group Venue: MPR 2	
3:00-4:00	<p>Parallel session by Bangladesh Association of Software & Information Services (BASIS)</p> <p>‘Entrepreneurial mind set and entrepreneurship’</p> <p>Presenter: Samira Zuberi Himika, MD & Founder, team engine ltd and Director Venue: MPR 4</p>	<p>Interview Session</p> <p>Venue: MPR 3</p>	<p>Parallel session by UWE, Bristol</p> <p>‘Getting the Edge’: How to Sell your UK Education Effectively to Graduate Employers in Bangladesh.</p> <p>Presenter: Mr. David Gee, Global Employability Manager at University of West of England Venue: MPR 5</p>		<p>Interview Session</p> <p>Venue: Small MPR 2</p>
4:00-5:00	<p>Interview Session</p> <p>Venue: MPR 3</p>	<p>Plenary session by MAK & Co. chartered accountants</p> <p>‘Smart CV writing’</p> <p>Presenter: Mr. Ashfaq Zaman, CPA, Director-MAK & Co. Chartered Accountants Venue: MPR 2</p>	<p>Interview Session</p> <p>Venue: MPR 5</p>	<p>Interview Session</p> <p>Venue: MPR 4</p>	<p>Interview Session</p> <p>Venue: Small MPR 2</p>

Feedback from visitors

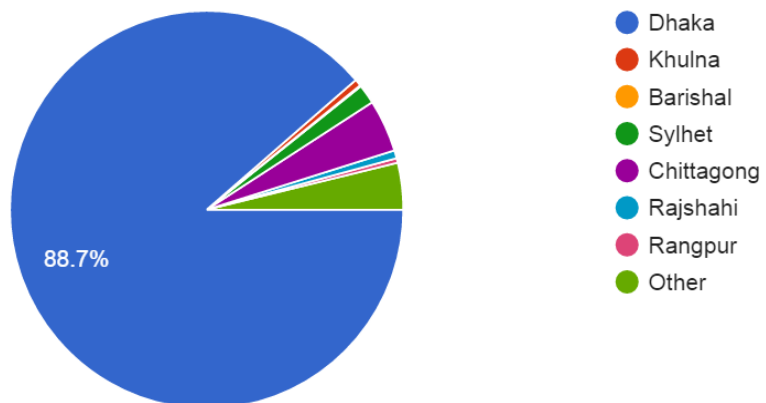
Current academic status (1080 responses)



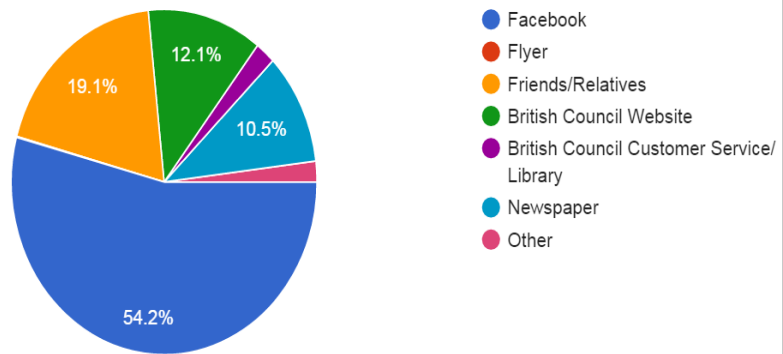
Educational Qualification (1080 responses)



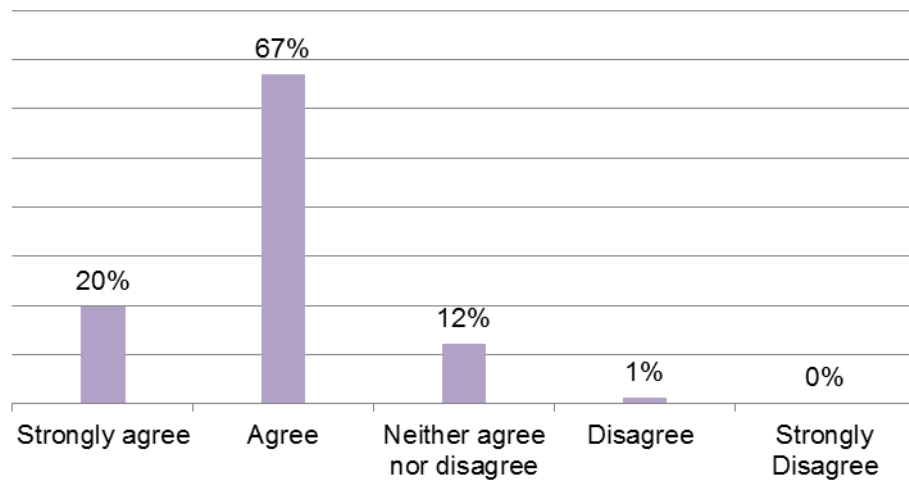
Preferred Job Location (1079 responses)



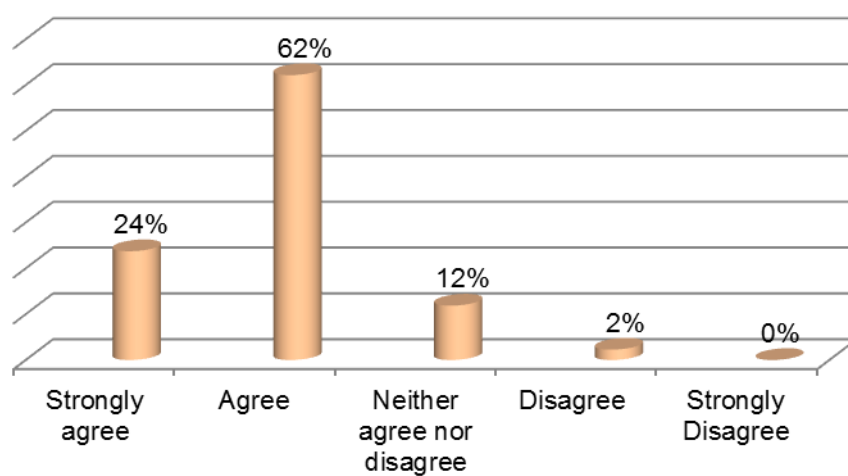
Source of information about career summit (1080 responses)



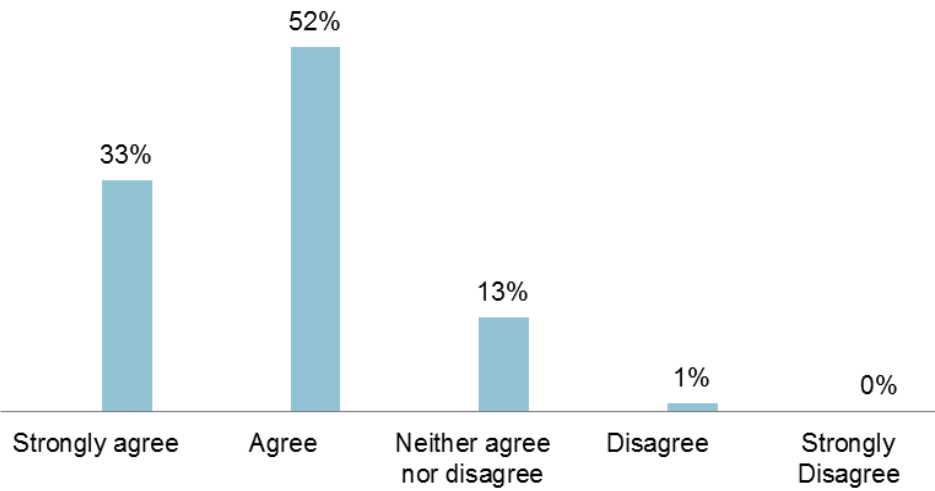
This event/activity met my expectation



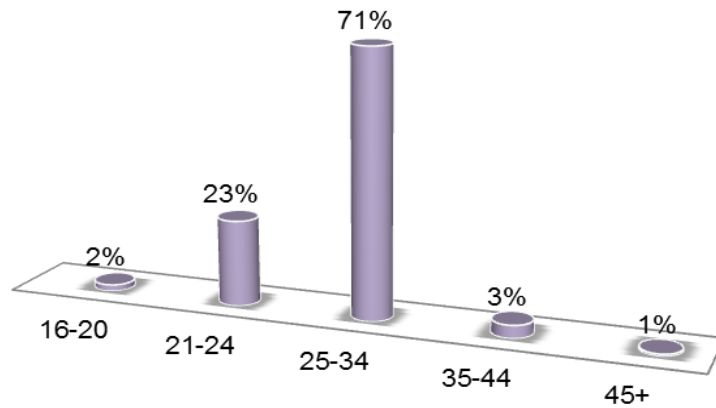
Overall, this was a high quality event



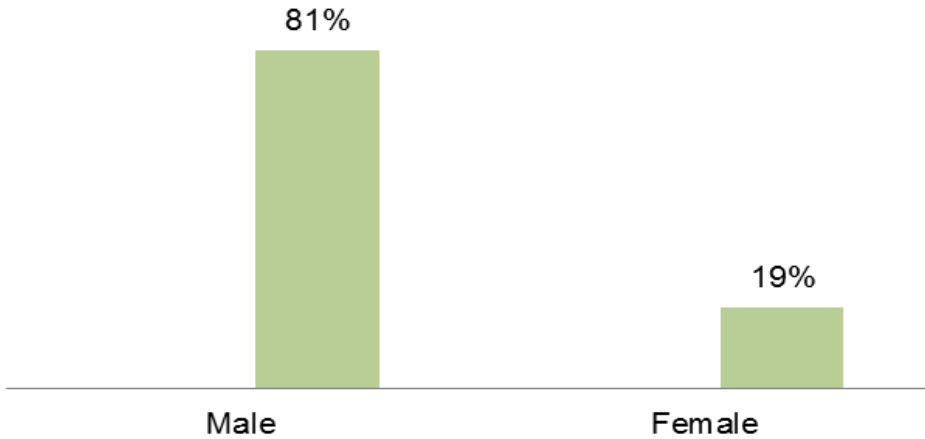
I have acquired new knowledge and/or skills from taking part this event/activity



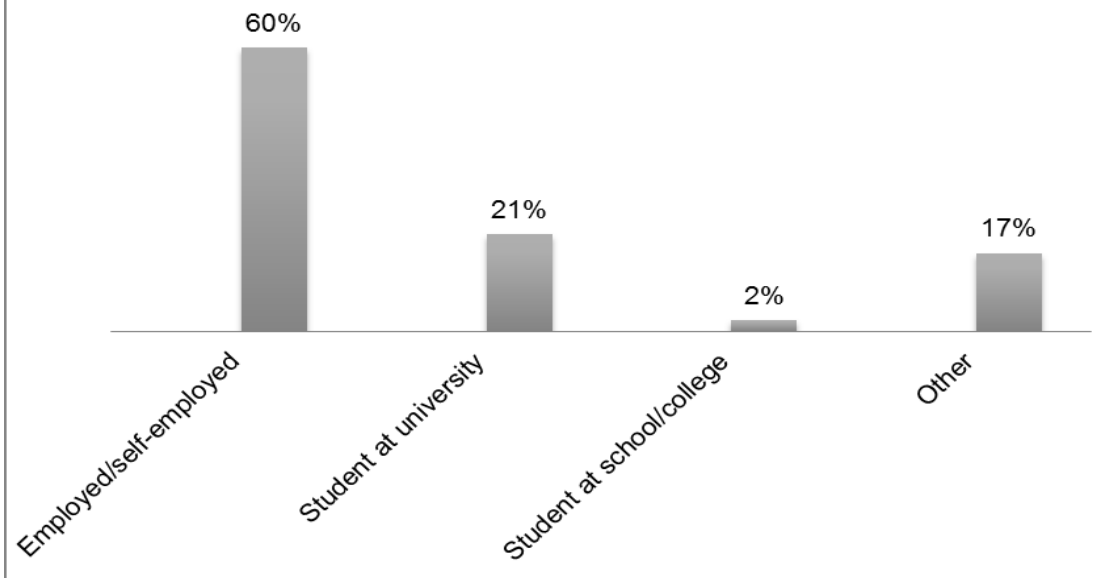
Age group



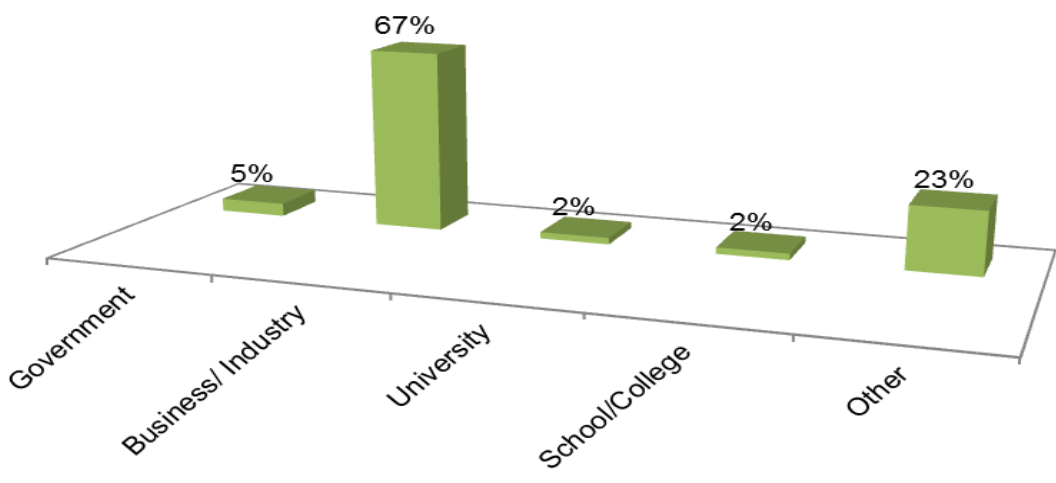
Gender

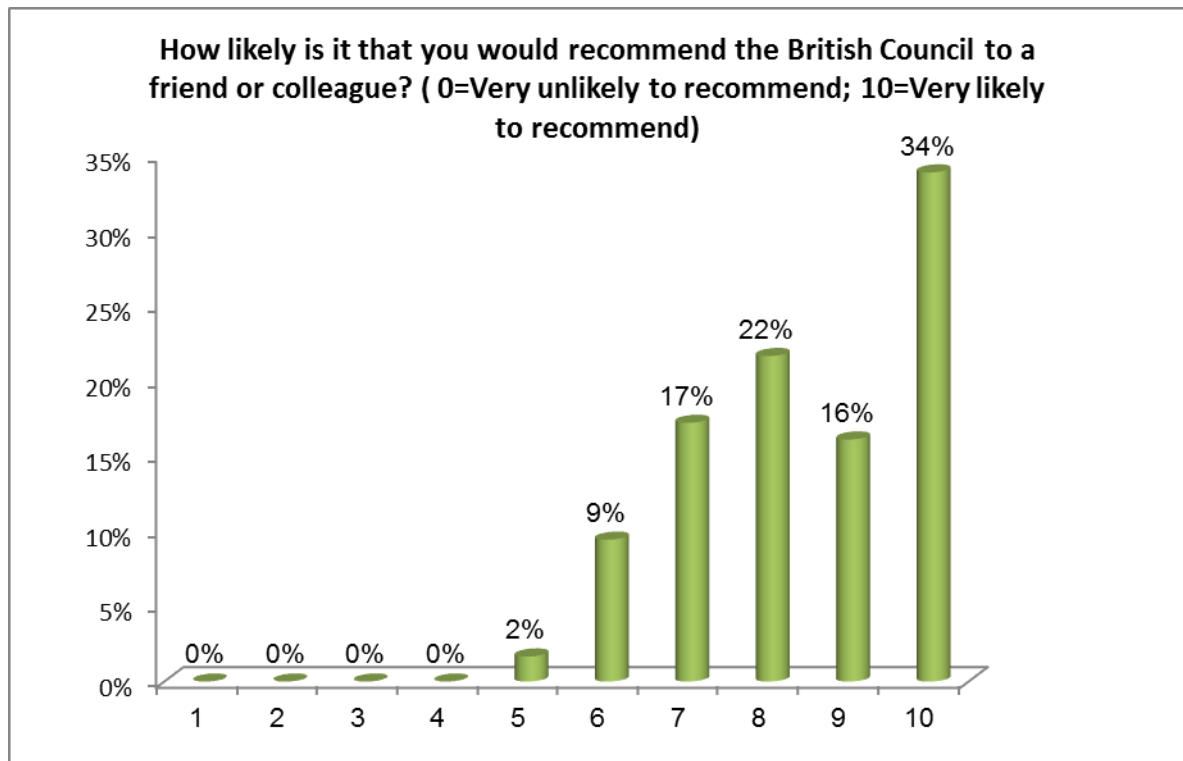


Employment status



Sector of working





Findings from the visitors of Career Summit

- Visitors have shown a demand for more participating companies at the summit as well as more diverse organisations with a special demand for Law and IT companies
- Findings show there lies a demand for such events to be organised every year and in different cities so more graduates can participate
- A recommendation in the findings from the visitor feedback suggests companies should participate with more vacancies with an option for instant interview and job offers. It was also suggested that while there can be a specialised desk for experienced candidates; freshers too should be given priority.

Findings from the exhibitors of Career Summit

- The companies showed positive response towards British Council. 86% of the participants said their impression is favourable
- The overall service the companies received from the British Council is excellent. 93% showed positive response
- The companies said that the quality of the UK graduates and UK qualification holders in Bangladesh are good. 75% corporates showed positive response regarding this
- 92% respondents responded they would like to be associated with the British Council in future activities
- According to the respondents each company received 10-40 potential CV's
- Each company interviewed 70-80 applicants on an average
- Each company received around 200+ applications on an average

Pre event promotion channels included

- Press release
- News articles
- Facebook and Twitter promotion
- British Council Bangladesh web promotion
- Banner display
- Emailers to Agents, TNE and key contact databases of different SBU's

Please find news and other media coverage in [Appendix:1](#)

Visitors' feedback:

- "British Council should arrange more career summits like this in the future."- Business Development Manager, Besco int. Ltd.
- "British Council should arrange this event every year." – Manager, Material Development, Indoor Power Ltd.
- "We would like to see such events more often."- Management Trainee Officer, Hoda Vasi Chowdhury & Co.
- "Really loved this career summit and hope that British Council will arrange this in different cities as well. Cheers and hope that more companies will participate next time." – Support & Marketing Executive, M's & S Communication

Exhibitors' feedback:

- 'Well managed event' - Maxwell Stamp Ltd.
- 'Good potential, considerable applicants'- Coats Bangladesh
- 'In Bangladesh AC & Finance, Marketing & sales positions are available right now. UK graduates searching job in those particular areas have special opportunity. So I think the job market is suitable for the UK graduates'- Sr. Executive-HR, Dnet

The way forward

- British Council will organise more of this kind of events in future
- British Council will collect details of UK alumni through [Bangladesh-UK Alumni Network \(BUKAN\)](#). The British Council in Bangladesh is supporting the formation and strengthening of a common association and platform for all UK alumni in the country. [The Bangladesh-UK Alumni Network \(BUKAN\)](#) will help acknowledge the contribution of UK alumni to Bangladeshi society, as well as further strengthen UK-Bangladesh relations
- British Council will try to ensure job opportunities, Career building, talents development through organising Career Summit and Career related workshop in coming years
- British Council will try to patronise UK graduates and UK qualification holders through different promotional channels

We do have following events in coming months,

Event	Date	City
UK Institution's Promotional Campaign	9 January 2016	Chittagong
UK Institution's Promotional Campaign	5 March 2016	Sylhet
Education UK Exhibition January/February 2016	27 January 2016 – 3 February 2016	Dhaka, Chittagong and Sylhet

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

For further information on how your organisation/ institution can participate please contact:

Shegufta Ahmed at Shegufta.ahmed@bd.britishcouncil.org

Appendix: 1

Post event promotion

- News coverage
- Radio interview
- Post event Press release
- News article
- Internal post on South Asia Intranet
- [News on Prothom Alo-Renowned Bangla newspaper](#)
- [News on Prothom Alo- Renowned Bangla newspaper2News on Daily Sun](#)



The image shows a Facebook post from the page 'Campus2Career24'. The post is dated 17 November at 02:57 and has been edited. The text of the post is in Bengali and mentions a career summit on 21 November in Dhaka, organized by the British Council. It includes a link to the event page and a list of sponsors. Below the text is a promotional image for the 'Structuring your career' summit, featuring a large 'JK' logo and the text 'Career Summit Dhaka 21 November 2015'. The image also shows two people standing in a modern, brightly lit space with large letters and arrows on the floor. The Facebook interface includes the 'facebook' logo, a 'Sign Up' button, and a 'Keep me logged in' checkbox.

facebook Sign Up Email or Phone
Keep me logged in

Campus2Career24
17 November at 02:57 · Edited ·

২১ নভেম্বর ব্রিটিশ কাউন্সিলের ক্যারিয়ার সামিট |
ক্যাম্পাস প্রতিবেদক: ২১ নভেম্বর ঢাকায় ব্রিটিশ কাউন্সিলের এডুকেশন ইউকে বিভাগ ক্যারিয়ার সামিট আয়োজন করেছে। ব্রিটিশ কাউন্সিলের ফুলার রোডের দপ্তরে এই সামিট অনুষ্ঠিত হবে।
সামিটে নিবন্ধনের লিংক bit.ly/bccareersummit15
এই সামিটে সবার প্রবেশ উন্মুক্ত। উচ্চশিক্ষায় আগ্রহীরা এই সামিটে অংশ নিয়ে ক্যারিয়ারে বৈচিত্র্য আনতে পারে।
* বিস্তারিত: <http://www.campus2career24.com/archives/6814>

Educational
Innovative Individual, Inspiring
Structuring your career
Career Summit Dhaka 21 November 2015
www.education.com

২১ নভেম্বর ব্রিটিশ কাউন্সিলের ক্যারিয়ার সামিট |
Campus2Career24.com
২১ নভেম্বর ব্রিটিশ কাউন্সিলের ক্যারিয়ার সামিট ক্যাম্পাস প্রতিবেদক: ২১ নভেম্বর ঢাকায় ব্রিটিশ কাউন্সিলের এডুকেশন ইউকে বিভাগ ক্যারিয়ার সামিট আয়োজন করেছে। ব্রিটিশ কাউন্সিলের ফুলার...
CAMPUS2CAREER24.COM

108 Likes 1 Comment 1 Share

Like Comment Share

Facebook Promotion

British Council Bangladesh
Education UK
Innovative. Individual. Inspirational.

Structuring your career

Career Summit Dhaka 21 November 2015

www.educationuk.org

Public · Hosted by British Council Bangladesh

Saturday, November 21 at 10:00am - 5:00pm
4 days ago

British Council Bangladesh
British Council, 5 Fuller Road, Dhaka, Bangladesh, 1000 Dhaka, B... [Show Map](#)

The British Council's Education UK department is organising a Career Summit on 21 November from 10am to 5pm at British Council, 5 Fuller Road, Dhaka. This is an opportunity for returned UK graduates to interact with and gain access to various companies and explore the right job opportunities. Being an alumnus of a prestigious UK Institution having received a high quality education and international degree, graduates looking to build their career in Bangladesh need not look further. In our effort to support returned UK graduates towards professional development, the summit will provide a platform for employers to select deserving UK graduates through one-on-one interviews. To join the event please REGISTER at: <http://bit.ly/bcccareersummit15> Please note only UK alumni and UK qualification holders can register for the event. The entry is free!

GUESTS

6.4k	5.2k	2.5k
interested	went	invited

INSIGHTS

654k reached	
2.2k new this week	
24k viewed	
700 new this week	
12k engaged	
140 new this week	

Updated 2 seconds ago

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[British Council Bangladesh website promotion](#)

The screenshot shows the British Council Bangladesh website for the Career Summit. The header includes navigation links: Home, Learn English, Take an exam, Study in the UK, Events, and Our work in arts, education and society. The main heading is "Career Summit". Below it, a banner provides the event details: "SATURDAY 21 NOVEMBER 2015 10AM-5PM BRITISH COUNCIL, 5 FULLER ROAD, DHAKA". The banner also features the Education UK logo and the text "Structuring your career" and "Career Summit Dhaka 21 November 2015". A location map is shown on the right, with the address "British Council, 5 Fuller Road, Dhaka-1000". Below the banner, there is a call to action: "For more information email us" with an "Email us" button. The main text describes the event: "The British Council's Services for International Education Marketing (SIEM) is organising a Career Summit on 21 November 2015 from 10am to 5pm at British Council, 5 Fuller Road, Dhaka-1000. This is an opportunity for returned UK graduates to interact with and gain access to various companies and explore the right job opportunities. Being an alumnus of a prestigious UK institution having received a high quality education and international degree, graduates looking to build their career in Bangladesh need not look further. In our effort to support returned UK graduates towards professional development, the summit will provide a platform for employers to select deserving UK graduates through one-on-one interviews." Below this, there is a registration link: "To join the event please register [here](#)". A note states: "Please note only UK alumni and UK qualification holders can register for the event. The entry is free!". A list of employers is provided: "Name of the employers in Career Summit: Bashundhara group, Bric Bank Ltd, British Council Bangladesh, Coats Bangladesh Ltd., Consumark Ltd."

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



More photos can be found [here](#):