

EXPRESSION OF INTEREST

INTRODUCTION

British Council's SIEM (Services for International Education Marketing) supports UK institutions, including universities, further education colleges and independent schools to achieve their international marketing strategies.

We work closely with key stakeholders in Pakistan which include - educational institutions/representatives, education consultants/agents, career counsellors, UK alumni and students. Our key focus locally is on the capacity building of student influencers through various training programmes and information sharing initiatives. British Council SIEM Pakistan also creates opportunities for strategic initiatives between UK and Pakistani institutions and educational communities.

PURPOSE

Included in British Council SIEM Pakistan scope of work is services related to counsellor training and development. In this regard a Career Counsellors' Symposium is being organised.

The Symposium aims at providing an opportunity of professional development to career counsellors; it is also an opportunity for them to network with colleagues from across Pakistan in order to share best practices as well as challenges. The two day symposium will be attended by some of the prominent names from the education and corporate sector in Pakistan.

Amongst the speakers/trainers are professional in career counseling, psychologists, and business entrepreneurs as well leading academics. Both days will be packed with productive and exciting opportunities for professional development through interactive and innovative sessions on a variety of topics as well as moderated discussions on pressing issues around counseling, career guidance and education. Representatives from top UK universities will also be attending the event.

The symposium will provide the participants an opportunity to develop and gain knowledge essential in their field. They will also be able to develop networks with their colleagues from across the country and abroad.

We would like to invite you to place your stalls at the venue. Please see the next section for details.

Target Audience

The target audience we are looking at:

- ✓ Career Counsellors(Higher Education Sector/A level school sector)

VENUE & DATES

The two day symposium will take place in **Islamabad**. The date and venue details are:

Venue	COMSATS
Dates	October 16 th & 17 th , 2012
Time	10:00am to 05:30pm

PACKAGES

COST	PACKAGE DESCRIPTION
800 GBP	Stalls for both the days at the event. Allows you to have standees placed at the event and to share informational material with the participants at the event.
700 GBP	Sponsorship for Hi-tea. Allows you to fully use the Hi-tea venue for branding.
1000 GBP	Sponsorship for lunch one day. Allows you to fully use the lunch venue for branding.
300 GBP	Placement of stand alone banner at venue (managed by BC staff)
OTHER Information	
You are most welcome to nominate a guest to conduct a session by 20 August. Just to clarify the session should be for professional development and not marketing keeping in view the purpose of the symposium.	

EXPRESSION OF INTEREST FORMAT

Interested institutions shall prepare an EOI in accordance with instructions below:

EXPRESSION OF INTEREST FORMAT

Organisations / Institutions interested in placing a stall or sponsoring hi-tea / lunch or dinner at the symposium shall prepare an EOI in accordance with instructions below:

- ✓ Institution Information

This must include exact legal name and type of organisation, mailing address, number of years the organization has been in business, contact name and title, telephone number, fax number, website and email address.

- ✓ Information on the package selected

SUBMISSION REQUIREMENTS

The Expression of Interest must be submitted by email by **4:00pm PST**, on **Monday 28th August 2012**.

Responses should be no longer than 3-4 pages. Send your expression of interest at:

Nadia.kamran@britishcouncil.org.pk
Cc: Maharoop.sheri@britishcouncil.org.pk

Your request will be given priority on first come first serve basis.

Statement of Interests received after the due date will be considered for review solely at the discretion of Head British Council SIEM Pakistan, if it is determined to be in the best interest of British Council SIEM Pakistan

False, misleading, incomplete or deceptively unresponsive submissions in connection with this EOI shall be a sufficient cause of rejection.

This EOI is solely for planning purpose.

EOI QUESTIONS / CONTACT

Please feel free to contact us for any questions via email or phone. Our contact details are shared below.

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