



About the event

The British Council in Pakistan organised the sixth Career Counsellors' Symposium in Islamabad on 19 November 2015. The one day event was attended by over 120 career counsellors from leading schools and higher education institutions.

The symposium was held at the [National University of Sciences and Technology Business School \(NBS\)](#) which is one of Pakistan's leading business schools.

The symposium was packed with productive and exciting opportunities for professional development through interactive and innovative sessions on a variety of topics on pressing issues around counselling, career guidance and education. The event helped counsellors access the first-hand information they seek on education in the UK and was well received by participants.

The symposium is the only event in Pakistan organised annually by the British Council which provides a platform to career counsellors to meet, network and share best practices. Each year we move between Karachi, Lahore and Islamabad to ensure all regions get equal opportunity to benefit from this platform.

The event this year was held in collaboration with the following partners:

- [National University of Sciences and Technology](#)
- Study in Scotland
 - [University of Dundee](#)
 - [University of Edinburgh](#)
- [Durham University](#)
- [University of London, International Programmes](#)

Programme

The programme at the symposium this year was different from previous ones. Considering Islamabad's market dynamics, we designed a single day event as opposed to the traditional two day symposium and held no parallel sessions, ensuring the partnering UK institutions get maximum visibility and opportunity to engage with the audience.

Time	Session
08:30 to 08:55	Registrations and seating in hall
09:00 to 09:05	Welcome note by Host Institute
09:05 to 09:15	Welcome note by British Council Education UK
09:15 to 10:15	'Scottish Education System' By: Stuart Easter, University of Edinburgh
10:15 to 10:30	Tea break
10:30 to 11:30	'Transnational Education (TNE) programmes – The new phenomenon. Is it really as good as studying in another country?' By: Saad Wasim, University of London International Programmes
11:30 to 12:30	'Effective planning and subject selection for higher education in the UK' By: Sharne Proctor, Durham University
12:30 to 13:15	Lunch break
13:15 to 14:15	'Counselling for employability and life skills in today's changing educational landscape' By: Fahd Ali Asif, University of Dundee
14:15 to 15:15	'Self-discovery for better career selection' By: Rahila Narejo
15:15 to 16:15	Certificate ceremony and feedback form collection
16:15 to 17:00	Refreshments

All participants were requested to register for the event for a fee. The registrations were managed digitally.

Promotional Activities

A range of promotional activities were undertaken to promote the event.

1. Posters were printed and distributed to all leading schools all over Pakistan. A sample of the poster is shared below. The posters had information about the host institute and all other partnering institutions providing them a reach in the national market.



British Council Education UK Counsellors' Symposium 2015 - Programme	
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Registration Details:
 Registration fee is PKR 10,000/- per participant.
 Group Discount is available.
 Mode of Payment:
 Pay order or Bank Draft payable to British Council in PKR
 Send your pay order to:
 Haroon Rashid
 Manager, Education UK
 British Council
 British High Commission
 Diplomatic Enclave, Ramna 5
 Islamabad, Pakistan
 0331 5061079
 For assistance please contact:
 Haroon Rashid
 Haroon.Rashid@britishcouncil.org.pk
 0331 5061079
 and
 Ayesha Zaheer
 Ayesha.Zaheer@britishcouncil.org.pk
 0302 8478342

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2. Emails were sent to over 300 (Sindh and Balochistan) + 500 (Punjab and KPK) schools to inform local audiences about the event. The emails were followed up by phone calls.
3. In order to effectively prompt the event, over 1000 posters were printed and were dispatched to the schools, colleges and universities in all over Pakistan.
4. Details about the British Council and [National University of Sciences and Technology Business School \(NBS\)](#) partnership was placed on their website.
5. Event information was placed on all our digital platforms :
 - [British Council Pakistan website](#)
 - [Education UK Pakistan website](#)

Reach

As a result of the promotional activities, we were able to achieve the audience numbers committed to UK institutions in the [call for expression of interest](#).

We had an audience of over 120 people and due to an overwhelming response we made arrangements to accommodate more registration requests.

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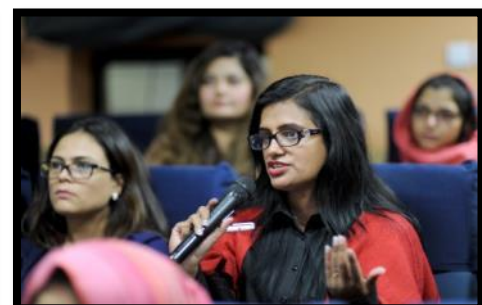
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Partner promotion during and after the event

- Partnering institution logos appeared beside the main backdrop at the event.
- Promotional material of the partnering institutions was distributed during their respective sessions.
- [National University of Sciences and Technology Business School \(NBS\)](http://www.nust.edu.pk) promoted the event on their website.



Pictures from the event



www.britishcouncil.org/siem

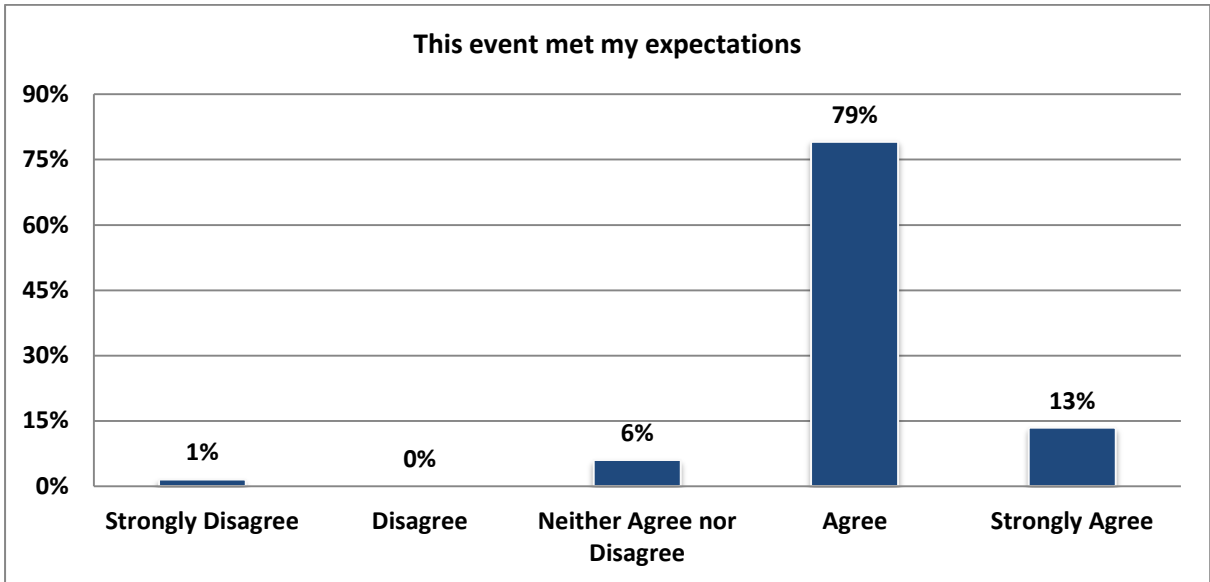
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Feedback

Feedback forms were shared with the audience at the event which revealed an overall positive response. Detailed feedback is shared below.

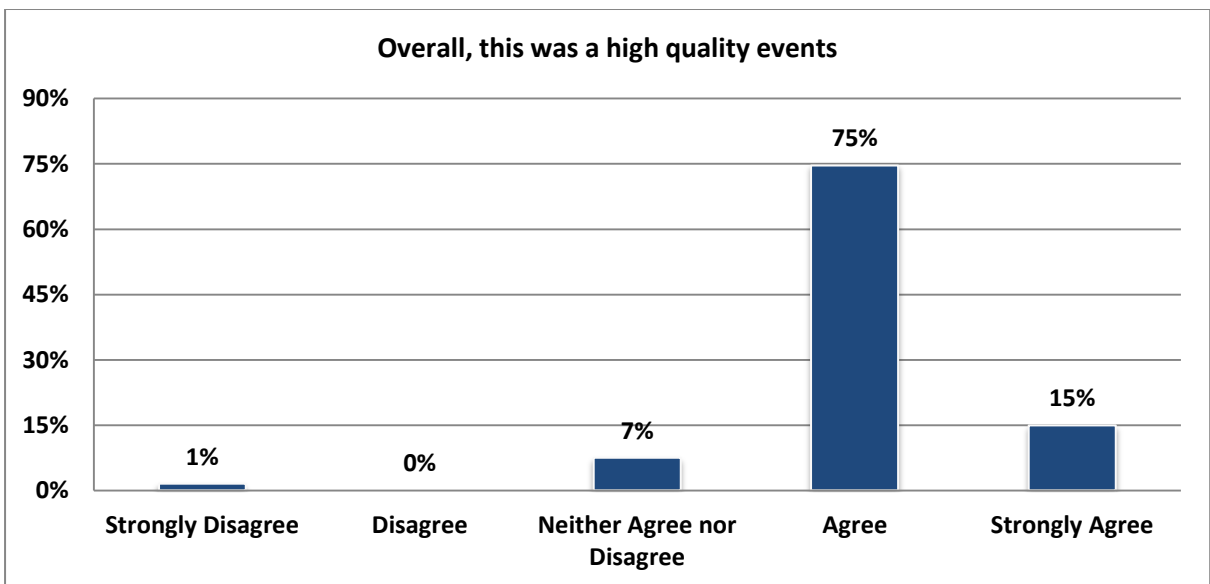
Event met my expectations

92% participants felt the event met their expectations.



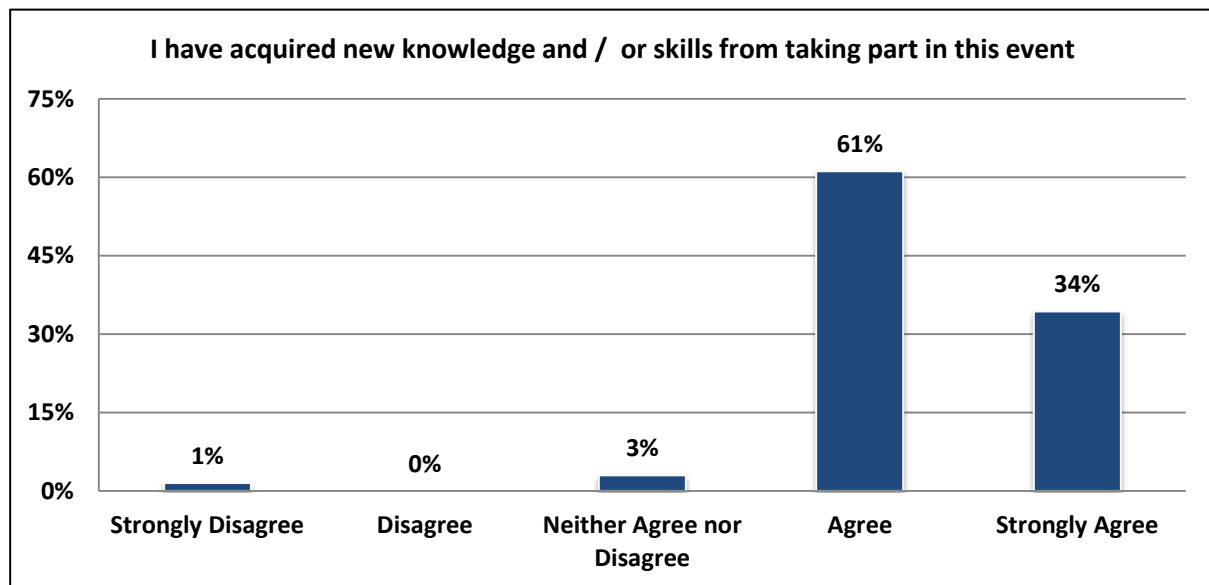
Quality of the event

About 90% of the participants said the event was of high quality.



New Knowledge or Skills

95% of the participants stated they had acquired new knowledge from attending this event.



Comments from participants

The event was really good in all aspects. It was really informative and I want to be a part of such events in the future.

By: Munazza Khush Bakht, Lahore Grammar School

British Council should organise an event where all career counsellors can visit leading universities for our exposure and information. Regarding this event, it was great overall.

By: Syed Muhammad Qasim Raza, The City School

Such sessions should be organized more frequently specially by presenter like Ms. Rahila Narego.

By: Farzana Parveen Jafferi, Bahria College

Sharne's, Fahd's and Rahila's sessions were great. Keep up the good work.

By: Sabeeh Qayyum, Beaconhouse School System

What is next?

To view our upcoming events calendar, please click [here](#). For further information about our services, please contact the SIEM Pakistan team and siemsouthasia@britishcouncil.org:

Saman Imtiaz

Head British Council SIEM

Saman.Imtiaz@britishcouncil.org.pk

Haroon Rashid

Manager British Council SIEM Islamabad

Haroon.Rashid@britishcouncil.org.pk

Ayesha Zaheer

Manager British Council SIEM Punjab

Ayesha.Zaheer@britishcouncil.org.pk