

Activity	Date	Location	Target audience/s	Purpose	Cost (£)+UK VAT
Agents' training (Foundation)	10 April	Dhaka, Bangladesh	Local agents	Professional development, Partnership building	241.38
Education UK Open Day (Agents' Exhibition)	16 April	Dhaka, Bangladesh	Students for all levels	Student recruitment, Profile raising, Institution promotion and marketing	500
One day workshop for counsellors	26 April	Dhaka, Bangladesh	Local Counsellors	Skills development, Professional development	43.10
Agents Training (Certificate)	May	Pakistan	Local agents and representatives	Continuous professional development, Partnership building	156 per agent
Bespoke Trainings	April to March	Pakistan	Students of all levels, school counsellors, agents and representatives	Student recruitment, Profile raising, Institution promotion and marketing	Subject to required bespoke service
Counselling sessions for UK institutions	25 May Chennai 26 May Bangalore 29 May Delhi 30 May Pune	India	Students for all levels	Student recruitment, Profile raising, Institution promotion and marketing	Participation fee: One city: £500+ VAT Two cities: £1000+ VAT Three cities: £1350 + VAT (10% discount applicable) Four cities: £1700 + VAT (15% discount applicable) Five cities: £2000 + VAT (20% discount applicable) Six cities: £2250 + VAT (25% discount applicable)
Visa seminar	3 May	Dhaka, Bangladesh	Local agents	Professional development, Knowledge development	47.41

Postgraduate recruitment Open Day	21 May	Kathmandu, Nepal	Post-graduate applicants	Student recruitment, Profile raising, Institution promotion and marketing	339
Education UK Open Day (Agents' Exhibition)	14 May	Sylhet, Bangladesh	Students for all levels	Student recruitment, Profile raising, Institution promotion and marketing	500
Education UK Open Day (Agents' Exhibition)	21 May	Chittagong, Bangladesh	Students for all levels	Student recruitment, Profile raising, Institution promotion and marketing	500
Education UK Open Day (Agents' Exhibition)	4 June	Dhaka, Bangladesh	Students for all levels	Student recruitment, Profile raising, Institution promotion and marketing	700
Agents Training (Foundation)	6 June	Colombo, Sri Lanka	Local agents and representatives	Professional development, Partnership building	140
Counselling sessions for UK institutions	01 June Mumbai 03 June Kolkata	India	Students for all levels	Student recruitment, Profile raising, Institution promotion and marketing	Participation fee: One city: £500+ VAT Two cities: £1000+ VAT Three cities: £1350 + VAT (10% discount applicable) Four cities: £1700 + VAT (15% discount applicable) Five cities: £2000 + VAT (20% discount applicable) Six cities: £2250 + VAT (25% discount applicable)

Master class (face to face and webinars) - series	June	India	Students for all levels	Student recruitment, Profile raising, Brand building and marketing	150-250 per session
Agents Foundation Course	June	India	Local agents and representatives	Professional development, Partnership building	150 to 200 per agent
Counsellors training briefing and launch	13 July	Dhaka, Bangladesh	School counsellors	Skills development, Professional development	258.62
Webinar on Digital Marketing	28 July	Bangladesh	UK institutions	Knowledge development Market information	80
Education UK Open Day (Agents' Exhibition)	30 July	Dhaka, Bangladesh	Students for all levels	Student recruitment, Profile raising, Institution promotion and marketing	500
Pre-departure session	09 July Mumbai 18 July Pune 21 July Delhi 25 July Ahmedabad 26 July Hyderabad 27 July Chennai 29 July Bangalore 29 July Kolkata	India	Students who have applied to UK Institutions	Student facilitation, Brand building	Registration fee chargeable to each student
Cultural Study Tour	July	Pakistan	Students for all levels	Familiarisation visit for students from Pakistan, Student recruitment, Institution promotion, marketing and profile raising	TBC
Education UK Employment Fair	30 July Lahore 6 August Karachi	Pakistan: Lahore and Karachi	Pakistan based corporates and UK Institution	Professional development, Partnership building,	TBC

			graduates	student recruitment and institution promotion	
Agents' training (Foundation)	9 August	Dhaka, Bangladesh	Local agents and representatives	Professional development, Partnership building	241.38
Schools tour	<p><b>16 to 23 August</b> 16 -17 Aug: Chennai 17 Aug: travel day 18 Aug: Coimbatore 19 -20 Aug: Ooty 21 Aug: travel day 22-23 Aug: Bangalore</p> <p><b>24 August to 1 September</b> 24-25 Aug: Ahmedabad 26-27 Aug: Baroda 27/28 Aug: travel to Pune / free day 29-30 Aug: Pune 31 Aug-1 Sept: Mumbai</p> <p><b>6 to 9 September</b> 6 and 7 Sept: Delhi 8 and 9 Sept: Kolkata</p>	India	School student for UG	Student counselling and recruitment, Profile raising, Institution promotion and marketing	<p>Participation fee and discounts:</p> <p>Any 4 cities: £2100 South India Tour: £2100 West India Tour: £2100 North, East India Tour £1800</p> <p>Discounts: Any 2 tours : 15% Any 3 tours: 20%</p>
Education UK Open Day (Agents' Exhibition)	23 August Multan 25 August Gujrat	Multan and Gujrat, Pakistan	Students for all levels	Student recruitment, Profile raising, Institution promotion and marketing	700 per agent
UK Institutions' Promotional Campaign	3 September	Dhaka, Bangladesh	Students for all levels	Student recruitment, Profile raising,	Total cost depends on the services availed by

				Institution promotion and marketing	an institution
School Visits & Mini Exhibition (HE & FE)	5-10 September	Colombo, Sri Lanka	School Students for UG	Student recruitment, Institution promotion, marketing and profile raising	1600
Schools Mission	September 2 <sup>nd</sup> week	Kathmandu, Nepal	School Students for UG	Student counselling and recruitment, Profile raising, Institution promotion and marketing	950
Undergraduate recruitment Open Day	September 2 <sup>nd</sup> week	Kathmandu, Nepal	School Students for UG	Student counselling and recruitment, Profile raising, Institution promotion and marketing	339
Business and Management Mission	19 to 27 September: Bangalore, Mumbai, Delhi and Kolkata	India	Faculty (collaborations) and Student audience (PG recruitment)	Partnership building, Academic collaboration, Institution brand building Institution promotion and marketing	Participation fee: Option 1: £1750 + VAT for the mission Option 2: £1500 + VAT for 3 cities
Computer science and IT mission	<b>12 to 15 September</b> 12-13 Sept: Pune 14-15 Sept: Chennai	India	Faculty (collaborations) and Student audience (PG recruitment)	Partnership building, Academic collaboration,  Institution brand building	Participation fee: £1100+VAT
Education UK Open Day (Agents' Exhibition)	September	Multan and Faisalabad, Pakistan	Students for all levels	Student recruitment, Profile raising, Institution promotion and marketing	850 per agent
Visa seminar	4 October	Dhaka, Bangladesh	Local agents	Knowledge development, Professional development	47.41

Counsellors training briefing and Launch	18 October	Dhaka, Bangladesh	School counsellors	Skills development, Professional development	258.62
Schools Mission	12-13 October	Dhaka, Bangladesh	School Students for UG	Student counselling and recruitment, Profile raising, Institution promotion and marketing	600
Schools Mission	16-17 October	Chittagong, Bangladesh	School Students for UG	Student counselling and recruitment, Profile raising, Institution promotion and marketing	600
Schools Mission	19 – 20 October	Sylhet, Bangladesh	School Students for UG	Student counselling and recruitment, Profile raising, Institution promotion and marketing	600
Agents exam	October	India	Local agents	Professional development, Partnership building	TBC
Education UK Exhibition	23 October – 2 November	Lahore, Islamabad, Faisalabad, Karachi , Pakistan	Students for all levels	Student recruitment, Profile raising, Institution promotion and marketing	TBC
Agents' training (Advanced)	1 November	Dhaka, Bangladesh	Local agents	Continuous professional development, Partnership building	TBC
Nursing mission	<b>15 to 18 November 2016</b> Chennai and Kochi	India	Faculty (collaborations) and Student audience (PG recruitment)	Partnership building, Academic collaboration, Institution brand building	Participation fee: £850+VAT

	(15 and 16 Nov in Chennai, 16 Nov- travel to Kochi 17 and 18 Nov in Kochi)				
Boarding schools mission	10 November Dehradun 11 November Dehradun 12 November Travel 13 November Travel 14 November Shimla 15 November Shimla	India	Student audience (UG recruitment)	Student recruitment, Profile raising	Participation fee: £800 + VAT
Career Summit	5 November	Dhaka, Bangladesh	Graduates pursuing UK qualifications	Address employability issue of UK graduates, Creating opportunity for UK institutions with local employers and sectors	172.41
Webinar	17 November	Dhaka, Bangladesh	UK institutions	Market knowledge development	80
Business and Management Open Day	November 2 <sup>nd</sup> week	Kathmandu, Nepal	Business school applicants	Student counselling and recruitment, Profile raising, Institution promotion and marketing	339
Education UK Exhibitions	18 November	India	Students for all levels	Student recruitment,	1000-2000 per city

	AIB 19 November Delhi 20 November Travel Day 21 November Mumbai 22 November Travel Day 23 November Kolkata 24 November Travel Day 25 November Lucknow / Ahmedabad			Profile raising, Institution promotion and marketing	
Art and Design workshops An opportunity for participating UK institutions to counsel students and guide them on various topics related to studying Art and Design courses in the UK. These guidance sessions will be delivered in workshop formats on pre-decided topics. 2 workshops in 2 separate institution will be organised in each city.	17 November Delhi (UG target audiences) 22 November Mumbai (UG target audiences) 24 November Ahmedabad (PG target audiences)	India	Student audience (UG and PG)	Profile raising, student guidance and counselling	Participation fee: £375 per city. £650 for two cities £900 for three cities
Counsellor's Symposium	30 November	Lahore, Pakistan	School counsellors, Career advisors, Agents, Consultants, Education professionals	Profile raising, Brand building, Institution promotion and marketing	Speaker Sessions at 750. Sponsorship for lunch at 1100



3 School Missions	Lahore School Mission (7,8 November) Islamabad School Mission (10,11 November) Karachi School Mission (15,16 November)	Lahore, Karachi and Islamabad, Pakistan	Students of all levels	Student counselling and recruitment, Profile raising, Institution promotion and marketing	Package 1: Lahore only: 850 Package 2: Karachi only: 850 Package 3: Islamabad only: 850 Package 4: Any two cities only: 1500 Package 5: All Three Cities: 2300
Agents' training (Foundation)	6 December	Dhaka, Bangladesh	Local agents	Professional development, Partnership building	241.38
<b>2017</b>					
UK Institutions' Promotional Campaign	7 January	Chittagong, Bangladesh	Students for all levels	Student recruitment, Profile raising, Institution promotion and marketing	Total cost depends on the services availed by an institution
TNE School Visits	16 – 20 January	Maldives - Male	School Students for UG	Student counselling and recruitment, Profile raising, Institution promotion and marketing	700
Education UK Exhibition 2017	25-29 January	Dhaka and Chittagong, Bangladesh	Students for all levels	Student recruitment, Profile raising, Institution promotion and marketing	TBC
Humanities mission	<b>16 to 20 January 2017</b> Mumbai, Delhi,	India	UG students for PG for specific subjects Local faculty	Partnership building, Academic collaboration,	Participation fee: £1100+VAT

	Kolkata (16 and 17 Jan in Delhi 18 and 19 Jan in Mumbai 20 Jan in Kolkata)			Institution brand building	
Education UK Open Day	February	Kathmandu, Nepal	Students for all levels	Student recruitment, Profile raising, Institution promotion and marketing	454
Education UK Exhibition 2017	1 February	Sylhet, Bangladesh	Students for all levels	Student recruitment, Profile raising, Institution promotion and marketing	TBC
Education UK Exhibition	18 February -19 February	Colombo, Sri Lanka	Students for all levels	Student recruitment, Profile raising, Institution promotion and marketing	1600 for UK institutions and 463 for TNEs
Education UK Exhibitions	2 February Bangalore (All India Briefing) 3 February Bangalore 4 February Travel day 5 February Chennai 6 February Travel day 7 February Hyderabad 8 February Travel	India	Students for all levels	Student recruitment, Profile raising, Institution promotion and marketing	1000-1800 per city

	day 9 February Pune 10 February Travel day 11 February Delhi				
Law Mission	<b>13 to 17 February</b> 13 Feb: Delhi 14-15 Feb: Kolkata 16-17 Feb: Mumbai	India	Faculty (collaborations) and Student audience (PG recruitment)	Partnership building, Academic collaboration, Institution brand building	Participation fee: £1100 +VAT
Advanced Agents Training	February	Pakistan	Local agents and representatives	Continuous professional development, Partnership building	218 per agent
EUK Magazine	February	Pakistan	Students for all levels, school counsellors, agents and representatives	Profile raising, Institution promotion and marketing	Centre pages: 1200 Back Cover – Inside: 1000 Back Cover – Outside: 1100 Inside regular pages: 700 Inside regular half page: 450 Inside - advertorials (one full page): 650
TNE School Visits	6-10 March	Colombo, Sri Lanka	School Students for UG	Student counselling and recruitment, Profile raising, Institution promotion and marketing	300
Agents Training (Certificate)	6 March	Colombo, Sri Lanka	Local agents and representatives with Foundation course	Continuous professional development, Partnership building	180

			certificate		
School Campaign	7 March	Dhaka, Bangladesh	Students	Student counselling and recruitment, Profile raising, Institution promotion and marketing	TBC
UK Institutions' Promotional Campaign	18 March	Sylhet, Bangladesh	Students for all levels	Student recruitment, Profile raising, Institution promotion and marketing	Total cost depends on the services availed by an institution
Remote Marketing Campaigns	All year round	Nepal, Pakistan, Bangladesh	Students for all levels	Student recruitment, Profile raising, Institution promotion and marketing	Cost will depend on package preference as per activities chosen
Web seminars by academics	All year round	All countries	Students for all levels	Partnership building, academic collaboration, Student recruitment, Institution promotion and marketing	150-250 per session
Venue hire	All year round	All countries	Students for all levels	Student recruitment, Profile raising, relationship building, Institution promotion and marketing	Costs vary as per room capacity and services availed (e.g. catering, event management, internet etc.)
Digital marketing services	All year round	All countries	Students for all levels	Profile raising, brand promotion, student recruitment	Cost will depend on services availed
Bespoke Trainings	All year round	Pakistan	Students of all levels, school counsellors, agents and representatives	Student recruitment, Profile raising, Institution promotion and marketing	Subject to required bespoke service

For more information or to register for one of our events please write to [siemsouthasia@britishcouncil.org](mailto:siemsouthasia@britishcouncil.org)

Please note that dates and event details are subject to change. All costs exclude UK VAT.

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