

Activity	Date	Location	Target audience/s	Purpose	Cost (£)+UK VAT
Agents Training (Certificate)	May 2016	Pakistan	Local agents and representatives	Continuous professional development, Partnership building	156 per agent
Cultural Study Tour	July 2016	Pakistan	Students for all levels	Familiarisation visit for students from Pakistan, Student recruitment, Institution promotion, marketing and profile raising	TBC
Education UK Employment Fair	Lahore – 30 July 2016 Karachi – 6 August 2016	Pakistan: Lahore and Karachi	Pakistan based corporates and UK Institution graduates	Professional development, Partnership building, student recruitment and institution promotion	N/A
Education UK Open Day (Agents' Exhibition)	Multan – 23 August 2016 Gujrat – 25 August 2016	Multan and Gujrat, Pakistan	Students for all levels	Student recruitment, Profile raising, Institution promotion and marketing	Multan only at 700 Gujrat only at 700 Discounted Bundle - Multan & Gujrat at 1200 Register here
Education UK Exhibition	Exhibition tour from 23 October to 2 November 2016 Exhibition dates: Karachi – 24 October, 2016 Islamabad – 27 October, 2016 Faisalabad – 29 October, 2016 Lahore – 1 November, 2016	Lahore, Islamabad, Faisalabad, Karachi, Pakistan	Students for all levels	Student recruitment, Profile raising, Institution promotion and marketing	Book individual city/cities of your choice: Karachi at 1620 ** (in case of flight from Karachi to any other city, cost will be 1720 - all internal travel by British Council) Islamabad at 1870 Faisalabad at 1340 Lahore at 1820

					<p>Package 1: Four city tour (Islamabad, Faisalabad, Lahore and Karachi) at 5990</p> <p>Package 2: Three city tour (Islamabad, Faisalabad and Lahore) at 4500</p> <p>Register here</p>
Counsellor's Symposium	30 November 2016	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	<p>Lahore School Mission: 7-8 November 2016</p> <p>Islamabad School Mission: 10-11 November 2016</p> <p>Karachi School Mission: 15-16 November 2016</p>	Lahore, Karachi and Islamabad, Pakistan	Students of all levels	Student counselling and recruitment, Profile raising, Institution promotion and marketing	<p>Package 1: Lahore only: 850</p> <p>Package 2: Karachi only: 850</p> <p>Package 3: Islamabad only: 850</p> <p>Package 4: Any two cities only: 1500</p> <p>Package 5: All three cities: 2300</p>
Advanced Agents Training	February 2017	Pakistan	Local agents and representatives	Continuous professional development, Partnership building	218 per agent
EUK Magazine	February 2017	Pakistan	Students for all levels, school counsellors, agents and representatives	Profile raising, Institution promotion and marketing	<p>Centre pages: 1200</p> <p>Back Cover – Inside: 1000</p> <p>Back Cover – Outside: 1100</p> <p>Inside regular pages: 700</p> <p>Inside regular half page: 450</p> <p>Inside - advertorials (one full page): 650</p>

Remote Marketing Campaigns	All year round	Pakistan	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	Pakistan	Students for all levels	Partnership building, academic collaboration, Student recruitment, Institution promotion and marketing	150-250 per session
Venue hire	All year round	Pakistan	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	Pakistan	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 saman.imtiaz@britishcouncil.org.pk

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Please note that dates and event details are subject to change. All costs exclude UK VAT.
All programmes will be promoted on www.siem.britishcouncil.org where details not provided here will be given.