



### Report: Open Day (Agents exhibition), Dhaka, Bangladesh, 4 June 2016

UK Education Open Day (Agents' exhibition) was organised in the auditorium of British Council's Dhaka University Campus office 4 June 2016 with participation from 13 education consultancy agents.

A total of 250 visitors visited the Open Day throughout the day. 80% of the visitors were male.

The participating exhibitors were:

- BSB Global Network
- Center for Foreign Studies(CFS)
- Cubic Education
- Education Excellence
- H&S Education Services
- IECC : Bangladesh
- Karim & Karim Consultants
- MACES
- MIM Study Abroad
- N&N International Education Consultancy Ltd.
- Overseas Study Counselling Ltd
- Pinnacle Counselling Centre
- RSL Education Counselling

According to the latest [Student Insight Survey](#), 34% of 1462 respondents use agents to get information on studying in the UK. Amongst the respondents 17% chose UK, 6% chose USA, 4% chose Australia and 4% chose Canada as their first choice of overseas study destination.

A large number of students contact local agents to get information, advice and support in selecting UK as their destination for higher studies. The agents highly value the engagement with British Council and find it useful in gaining credibility from students and parents which is extremely important in the Bangladesh market.

Last year due to the adverse political climate some UK institutions faced challenges in making physical visits to Bangladesh. Therefore consecutively for the second year we organised the UK Education Open Day (Agents' Exhibitions) series to raise the portfolio of higher education in the UK, in the local market. This has opened up scope for local agents to promote the UK institution they represent.



### During the event

Throughout the day local agents of different UK institutions offered counselling to the students. They responded to different queries on studying and living in the UK.

British Council team was present throughout the day. We responded to various queries on, English language requirement, IELTS test dates, IELTS preparation, IELTS requirements, Scholarships availability in the UK, visa issues etc.

We promoted the [Student Insight Survey](#), so they can share their thoughts on overseas study, including where and why they would like to study abroad.

### The Open Day was marketed through the following platforms:

- [British Council Bangladesh website](#), [British Council Bangladesh Facebook](#) and [EducationUK Facebook](#) pages
- Advertisements in the most popular national daily Prothom Alo
- Press releases in 5 prominent English Dailies
- One big banner at the event venue
- SMS shots to students who attended the last exhibition
- SMS shots to the most recent databases of O-level, A-level and IELTS candidates.

Local representatives promoted the event through their own promotional channels including sending information to their student databases through email and SMS. They also shared the British Council website and Facebook posts on their digital and social media platforms.



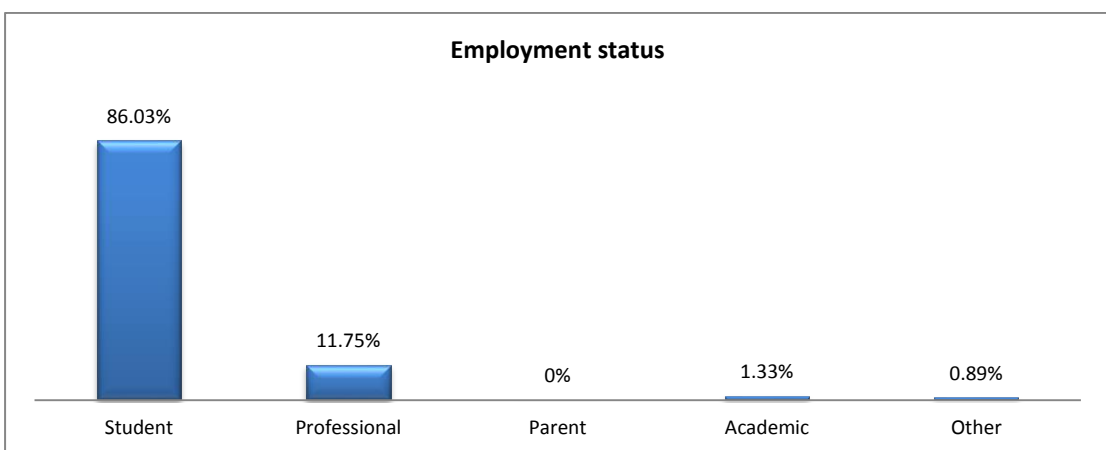
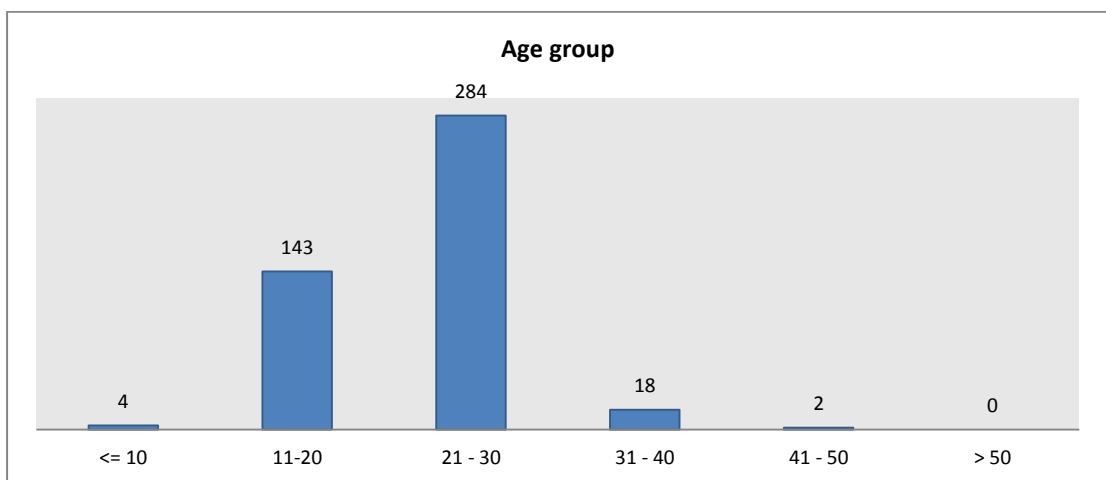
[www.britishcouncil.org/siem](http://www.britishcouncil.org/siem)

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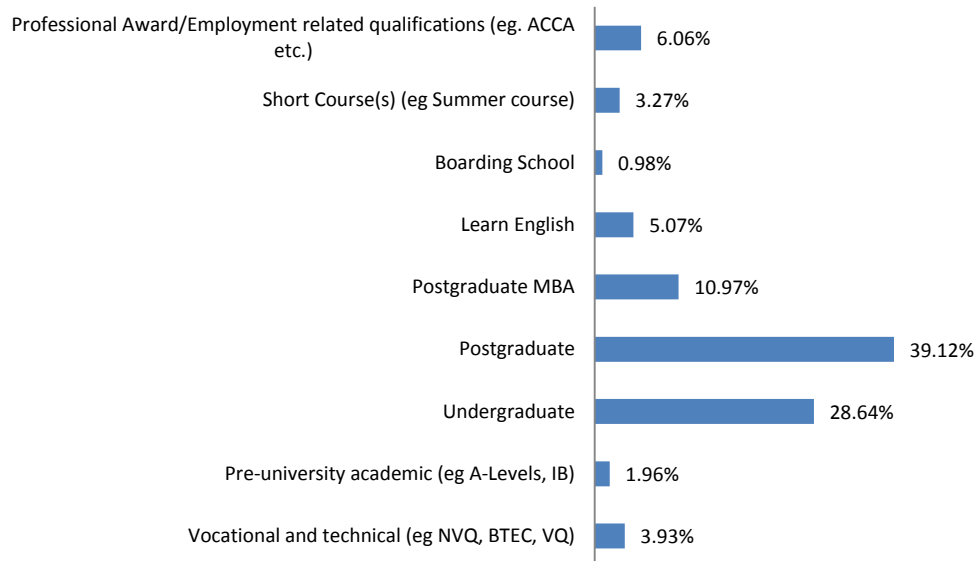
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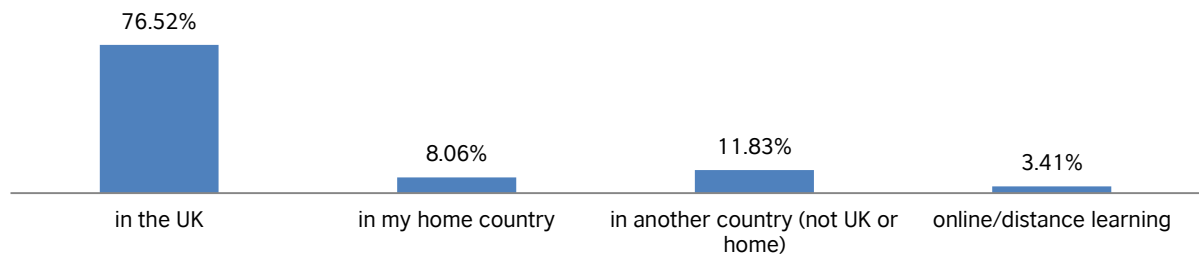
We obtained the following statistics on the visitors during the event,



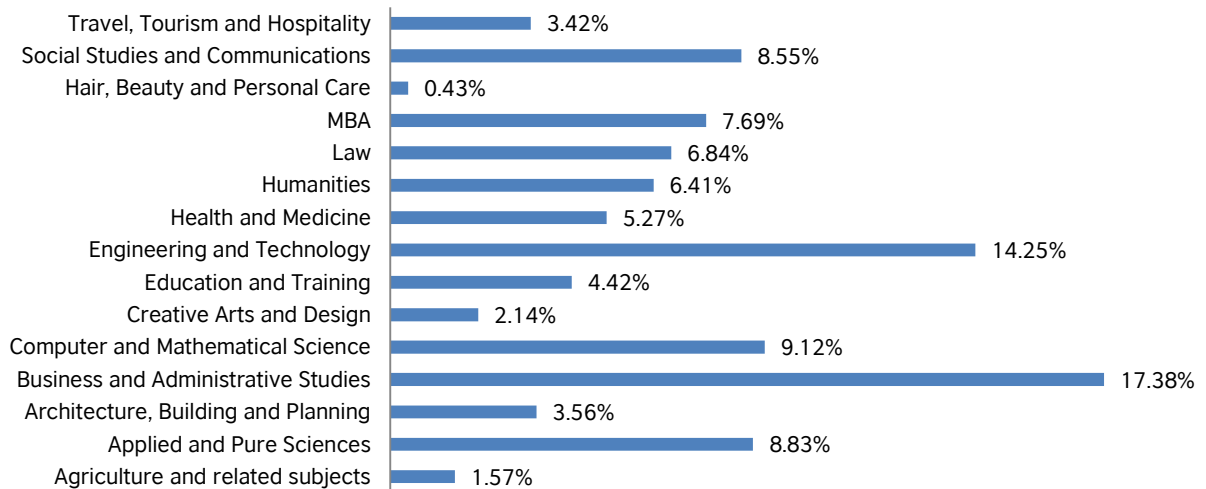
### Level of study



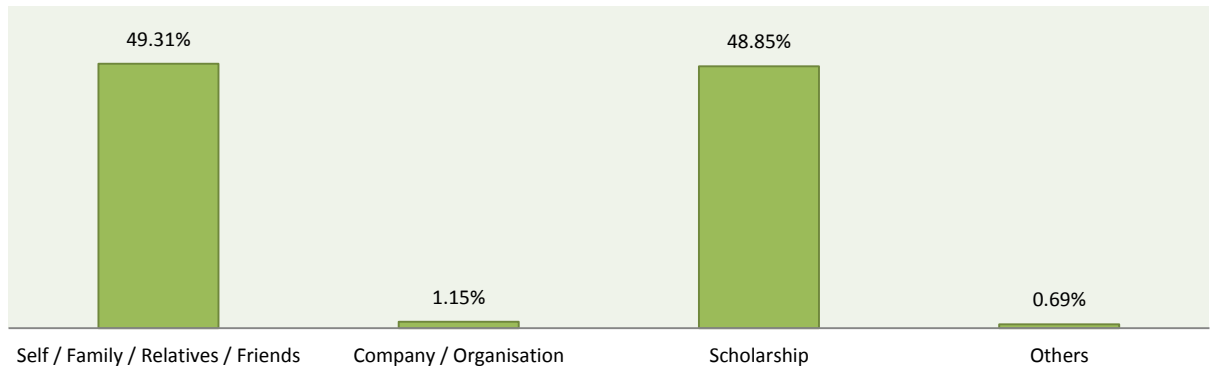
### Study UK course



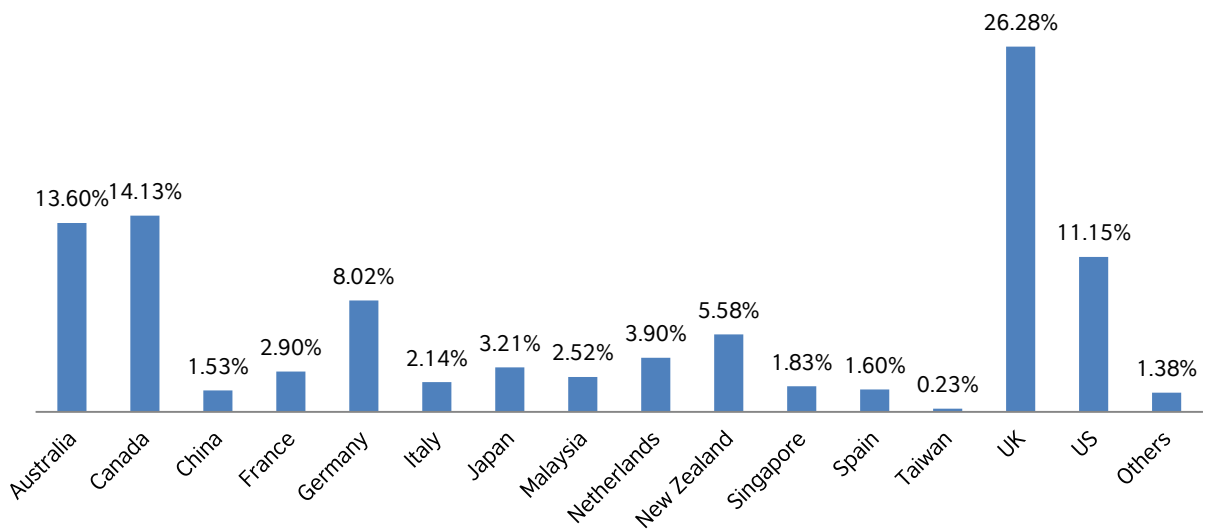
### Preferred subject area



### Source of funding

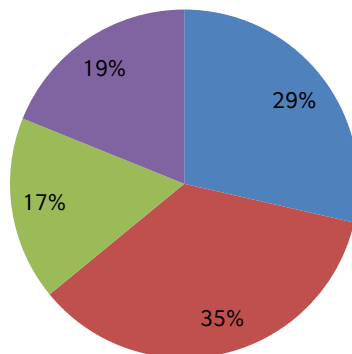


### Preferred study destination

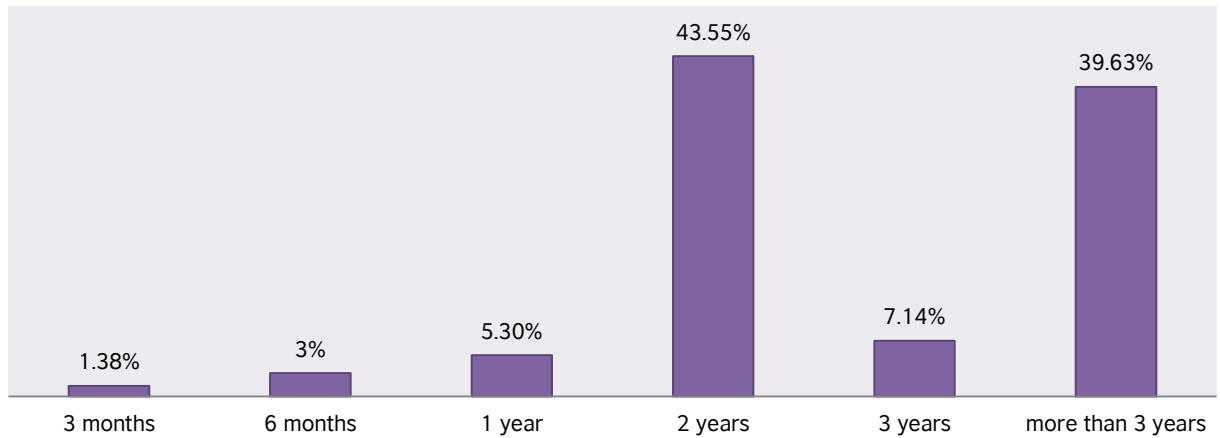


### Expect to leave

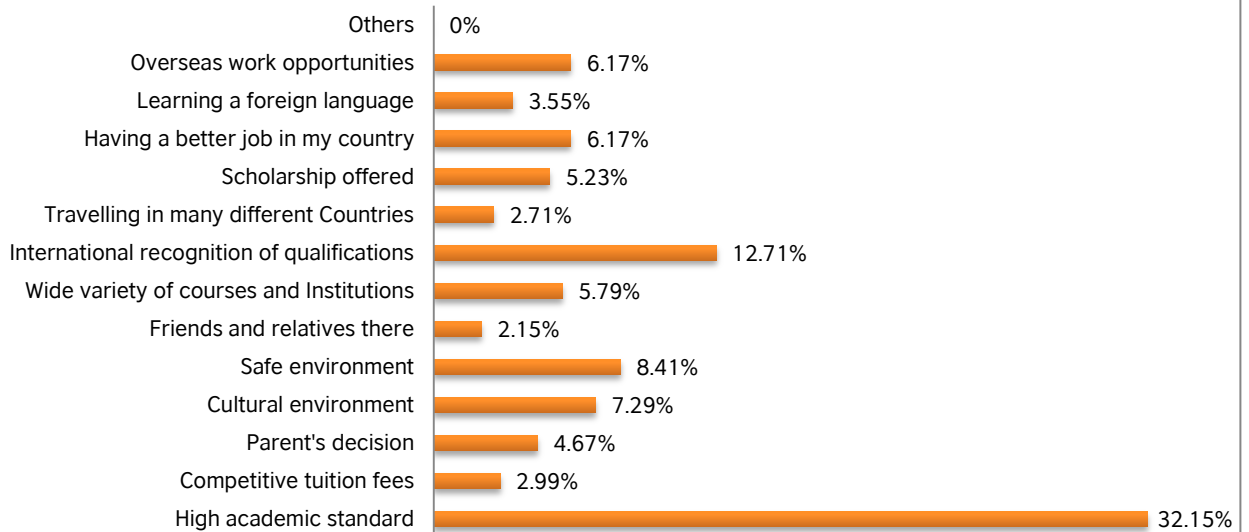
■ In less than 6 months 
 ■ In 1 year 
 ■ In 2 years 
 ■ After 2 years



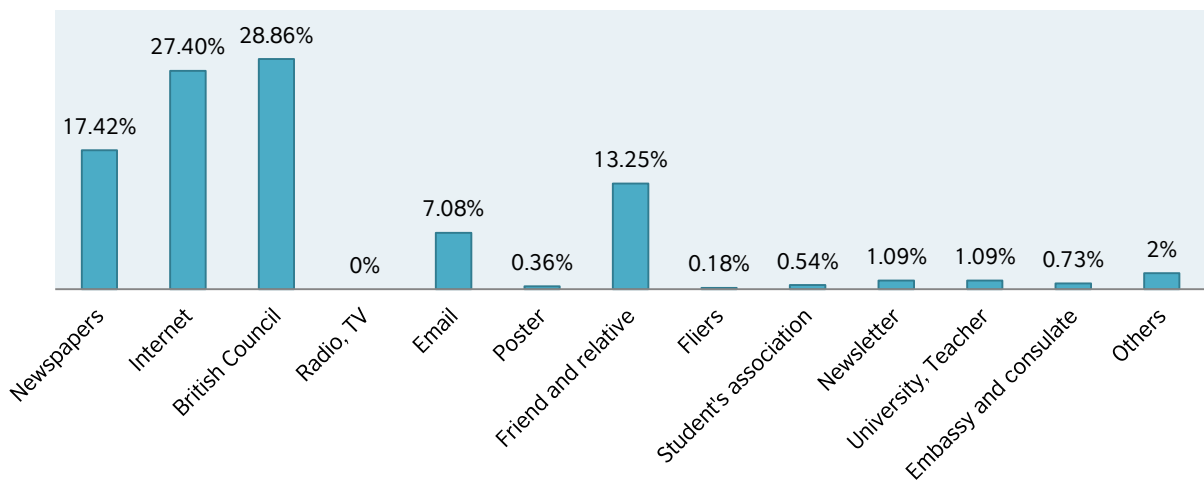
### Intended period to stay



### Motivation factors to study abroad



### Source of info





We will be organising the last UK Education Open Day of this year in Dhaka on Saturday 30 July 2016.

### **Call for Action**

Check if your local agent is already participating.

If yes, then you may ask to further promote your institution to students in Bangladesh. You may send country specific promotional items to your agents.

If not, then you may ask your local agent to participate in the upcoming open days. Please note that only British Council trained agents can participate in the Open Days.

### **Contact us:**

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