



# SERVICES FOR INTERNATIONAL EDUCATION MARKETING

## Counsellors' Symposium 2017

British Council Pakistan is organising Counsellors' Symposium 2017 in Lahore. The event provides UK institutions with an opportunity to deliver professional development sessions to career advisers, agents, consultants and education professionals from leading schools in Pakistan. These interactive sessions will be an opportunity for market knowledge and raising your institution's profile in Pakistan.

### Mission objectives and ROIs:

#### Why should you register for this event?

The symposium will be attended by more than 60 career counsellors and student influencers from schools and higher education institutes in each city. The event provides a professional development platform for career counsellors, giving them an opportunity to learn new skills and network with colleagues from across the country.

This one day event will be packed with productive and exciting opportunities for professional development through interactive and innovative sessions on a variety of topics as well as discussions on pressing issues around counselling, career guidance and education.

#### Benefits for participating UK institutions:

1. Opportunity to interact with career counsellors who are key influencers in decision making about university choices
2. Opportunity to create awareness about your institution and courses on offer
3. Showcase your institution's excellence in counselling or related area and position the UK as the first choice for international education
4. Face-to-face interaction with students influencers to provide information on studying in the UK
5. Opportunity to explore links with leading local schools and first-hand understanding on international collaborations with local institutes

We invite you to view last year's post event report ([here](#)) and to view a short video covering the Counsellors' Symposium 2015 ([here](#))

**Event details and format:**

<b>British Council Education UK Counsellors' Symposium 2017 in February Lahore</b>	
<b>Programme</b>	
<b>Time</b>	<b>Session</b>
08:30 a.m. to 08:55 a.m.	Registrations and seating in hall
09:00 a.m. to 09:05 a.m.	Welcome note by Host Institute
09:05 a.m. to 09:15 a.m.	Welcome note by British Council Education UK
09:15 a.m. to 10:15 a.m.	Panel discussion
10:15 a.m. to 10:30 a.m.	Tea break
10:30 a.m. to 11:30 a.m.	Plenary session 1
11:30 a.m. to 12:30 p.m.	Plenary session 2
12:30 p.m. to 13:30 p.m.	Lunch break
13:30 p.m. to 14:30 p.m.	Parallel sessions – running simultaneously
14:30 p.m. to 15:00 p.m.	Tea break
15:00 p.m. to 16:00 p.m.	Plenary session 3
16:00 p.m. to 17:00 p.m.	Certificate ceremony and feedback form collection

## Participation costs

UK institutions can participate in any of the below mentioned opportunities:

Participation/sponsorship opportunities	Price in GBP + VAT
<p><b>One hour speaker session – <i>Three session slots available only</i></b></p> <p>The audience will comprise of than 60 career advisers, agents, consultants and education professionals from all around Pakistan</p> <p>The '<b>theme of your session</b>' should ideally focus on the professional development of career counsellors.</p> <p>The session will be held in an auditorium/hall of a local partner Higher Education institution and the venue will be branded with the sponsoring institute's material, which includes:</p> <ul style="list-style-type: none"> <li>• distribution of promotional material to the audience</li> <li>• placing standalone banners in the auditorium</li> <li>• banner placements on the stage during the session</li> <li>• all sponsors' logos appear on the main backdrop</li> <li>• all sponsors' logos appear on the British Council promotional campaign (printed and digital)</li> </ul>	750 per session
<p><b>Sponsorship for lunch – opportunity for UK institutions</b></p> <ul style="list-style-type: none"> <li>• The sponsorship entails exclusive branding of the lunch venue as per discretion of the sponsor.</li> <li>• All sponsors' logos appear on the British Council promotional campaign (printed and digital)</li> <li>• <i>The sponsorship cost can be shared between two UK institutions as per their mutual consent.</i></li> </ul>	1,100

**Action required:** Submit your interest to:

Saman Imtiaz (Head SIEM) [Saman.Imtiaz@britishcouncil.org.pk](mailto:Saman.Imtiaz@britishcouncil.org.pk)

Ayesha Zaheer (Manager SIEM, Punjab) [Ayesha.Zaheer@britishcouncil.org.pk](mailto:Ayesha.Zaheer@britishcouncil.org.pk)

Haroon Rashid (Manager SIEM, Islamabad) [Haroon.Rashid@britishcouncil.org.pk](mailto:Haroon.Rashid@britishcouncil.org.pk)

CC: [siemsouthasia@britishcouncil.org](mailto:siemsouthasia@britishcouncil.org)

**Submit your interest latest by 18 January 2017. Register now.**

## **About British Council's Services in International Education Marketing (SIEM)**

British Council Services for International Education Marketing provides a comprehensive set of solutions, tailored to cater to UK educational institutions' diverse international marketing needs.

We provide:

- Flexible and creative solutions tailored for your institution in response to changing market demands in Pakistan
- Offers and services to enhance your positioning, profile and competitiveness in Pakistan
- Access to knowledgeable and expert staff with in-country experience and presence
- Boost your international student recruitment numbers in the Pakistan market
- Consultancy towards developing partnership opportunities with institutions in Pakistan
- Access to cutting edge research
- Bespoke business solutions towards your international agenda through various marketing offers and services as well as research, training, meetings and events.