



### **Education UK Information Day (Agents exhibition) report for 29 October 2016**

Education UK Information Day (Agents' exhibition) was organised in British Council Dhaka on 29 October 2016 with participation from 15 local representatives and four UK institutions through their local representatives. The event was open for all with options to pre-register or register on the spot.

The participating exhibitors were:

[AH & Z Associates](#)

[BSB Global Network](#)

[Center for Foreign Studies \(CFS\)](#)

[Cubic Education](#)

[Education Excellence](#)

[H & I Council](#)

[H&S Education Services](#)

[IECC : Bangladesh](#)

[Karim & Karim Consultants](#)

[MACES](#)

[MIM Study Abroad](#)

[N&N International Education Consultancy Ltd.](#)

[Overseas Study Counseling Ltd](#)

[Pinnacle Counselling Centre](#)

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## RSL Education Counselling

We have the local representatives of following UK Institutions as well

[Bangor University](#)

[University of Westminster](#)

[University of Huddersfield](#)

[Northumbria University](#)

A large number of students contact local agents to get information, advice and support in selecting UK as their destination of 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. So we decided to increase the number of UK Education Open days (Agents' Exhibitions) to raise the portfolio of UK through local agents. This opened up scope for local agents to promote the UK institution that they represent. Agents provided counselling to potential students on behalf of the partner UK institutions.

The event saw a footfall of 168 visitors.

During the event, we promoted [GREAT](#), [IELTS](#), [EducationUK](#) and the [Student Insight Survey](#).

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

- [British Council Bangladesh website](#), [British Council Bangladesh Facebook](#) and [EducationUK Facebook](#) pages
- One big banner at the British Council Dhaka premises
- SMS shots to students who attended in our recent Open Days and Counselling sessions by the UK Institutions
- SMS shots to the most recent databases of O-level and A-level 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.

### **Feedback from the visitor questionnaire**

- 36% students showed interest to study postgraduate and 25.53% students showed interest to study undergraduate
- 74% showed interest to study in the UK
- 18% students showed interest to study Business Administration and 14.25% students showed interest to study Engineering and Technology in the UK
- 54% students' will fund their studies from Self / Family / Relatives / Friends
- 26% students showed interest to study in the UK, 15% students in Australia and 14% students showed interest to study in Canada

## Some glimpses of the Education UK Information day in pictures



Upcoming event

## [Education UK Exhibition January 2017 Bangladesh](#)

British Council Bangladesh is organising the annual Education UK Exhibition in January 2017. The event is open for recruitment. [Apply Now!](#)

Get a special discount on the total price for booking 3 cities

### Contact us:

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