

#StudyUK Discover You Open Day Series 2017

Dhaka, Chittagong and Sylhet, Bangladesh

British Council Bangladesh organised a series of three StudyUK Discover You Open Days in three priority cities, Dhaka, Chittagong and Sylhet. The event had 12 education consultancy agents participating. Besides this a reputed bank, Eastern Bank Ltd and British Council IELTS team also had stalls.

The series saw footfall of over 400 visitors across the series; 31 percent in Dhaka, 21 percent in Chittagong and 48 percent in Sylhet.

The participating exhibitors were:

- [AH & Z Associates](#)
- [Cubic Education](#)
- [NHP Education Consultants](#)
- [BSB Global Network](#)
- [CFS World](#)
- [MACES](#)
- [N&N International Education Consultancy Ltd](#)
- [Education Excellence](#)
- [H & S Education Services](#)
- [Overseas Study Counseling Ltd](#)
- [University admission centre: New Way Consultancy](#)
- [Total Student Care](#)

[Eastern Bank Ltd](#) participated in the full Open Day series to provide expert information on student banking.

British Council IELTS representatives were present throughout the day at respective venues to provide information on IELTS and at the end of the event they organised IELTS Consultation Programmes (ICP).

According to the latest [Student Insight Survey](#), 34 percent of 1521 respondents use agents to get information on studying in the UK. Amongst the respondents 16 percent chose UK, six percent chose USA, five percent chose Australia and four percent 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.

We are organising the Open Day series consecutively for the third year to build the portfolio of UK higher education in the local market. This has opened up opportunities for local agents to promote the UK institution/s 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.

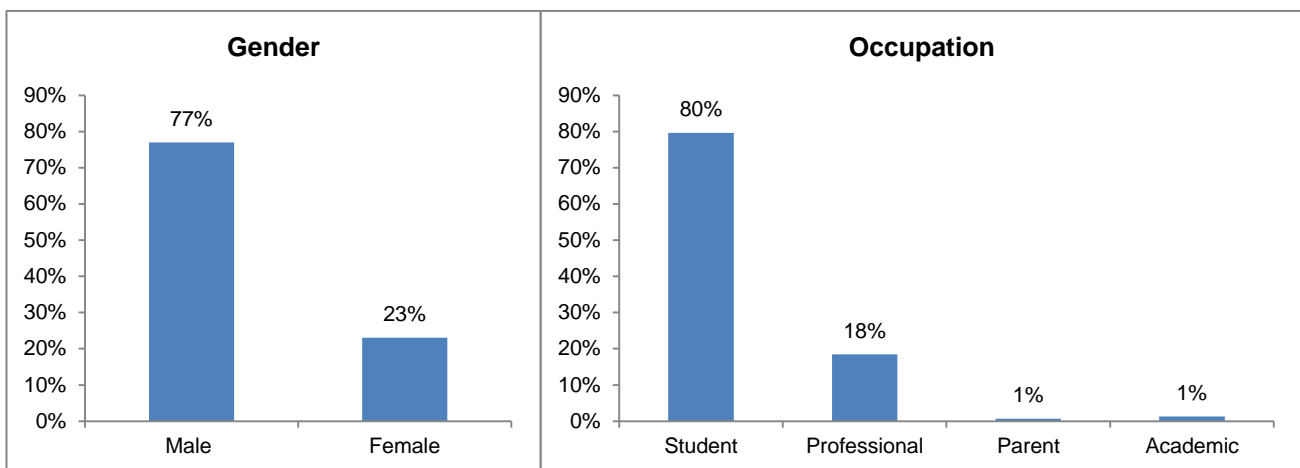
The British Council team was present throughout the day. We responded to various queries on, English language requirement, IELTS test dates, IELTS preparation, IELTS requirements, Scholarships availability in the UK, visa issues etc. The British Council IELTS team was present too to respond to queries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

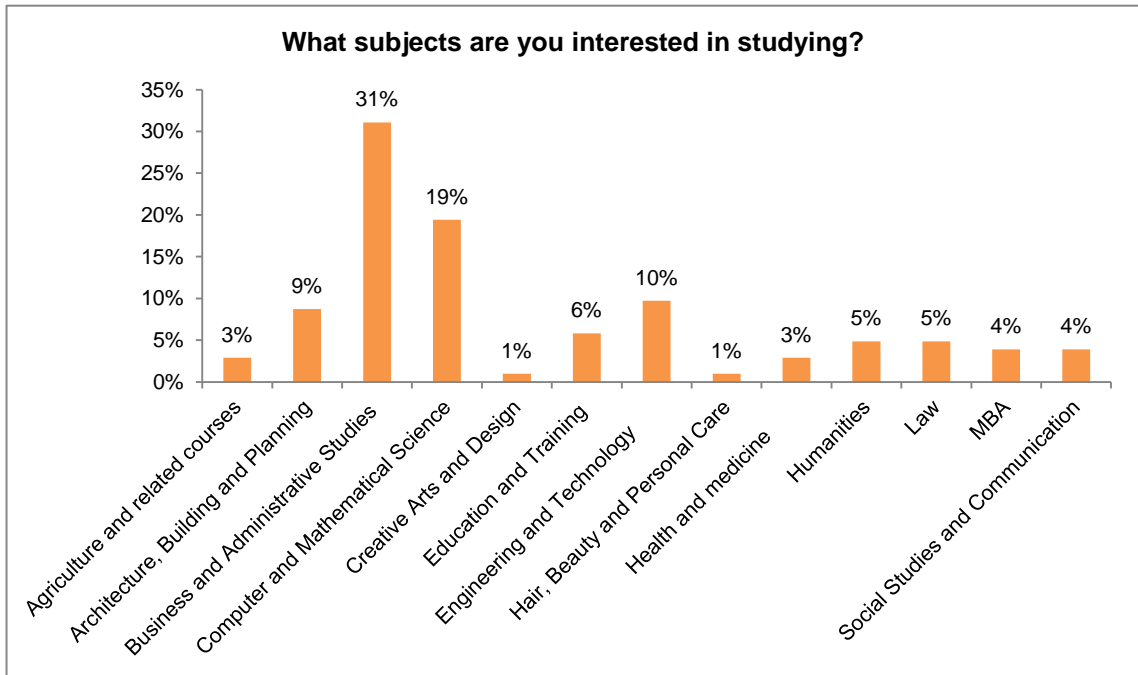
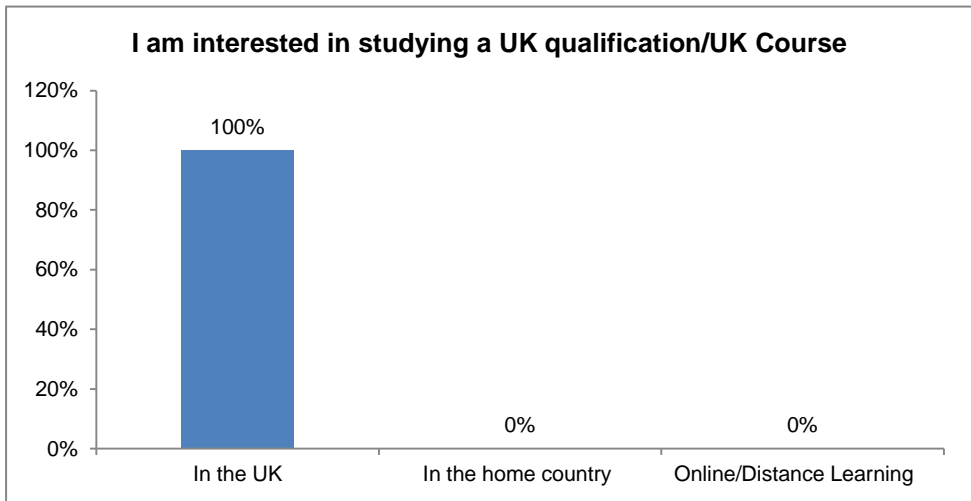
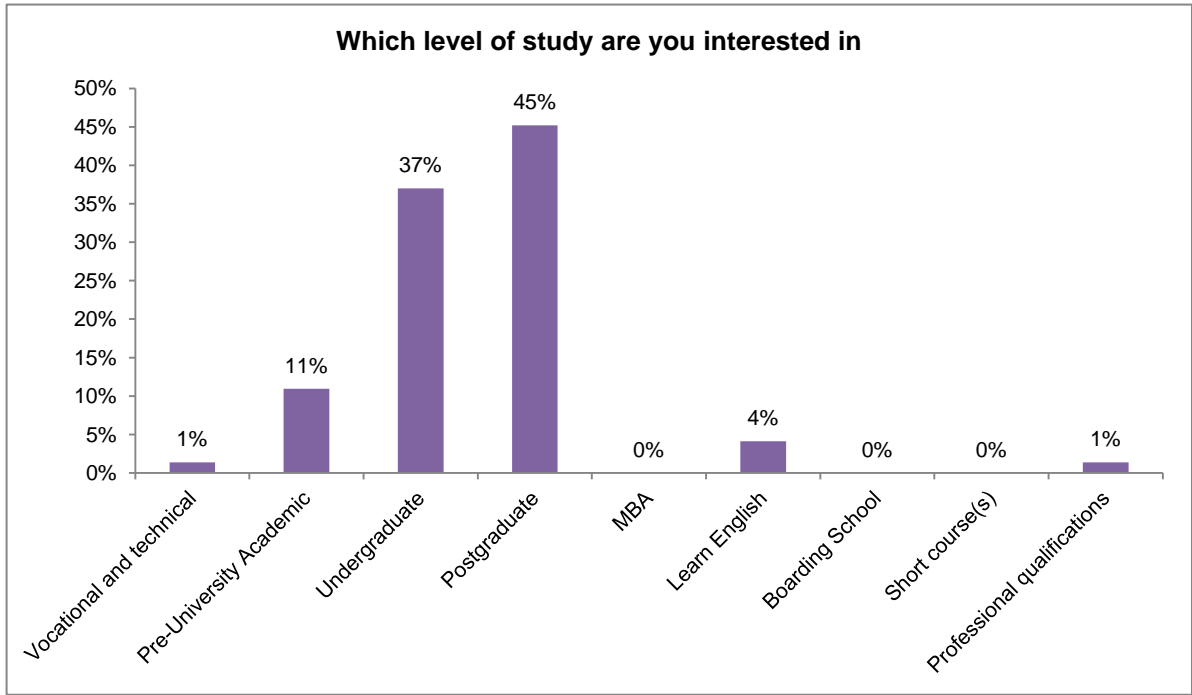
The Open Day was marketed through the following platforms:

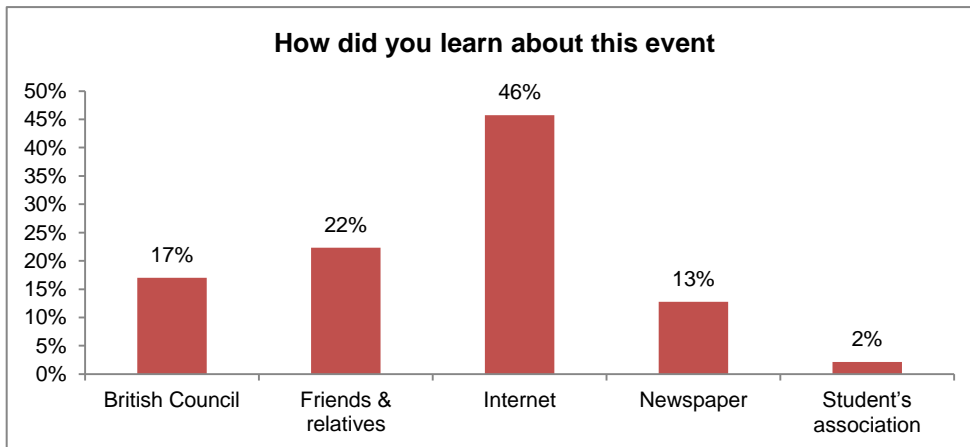
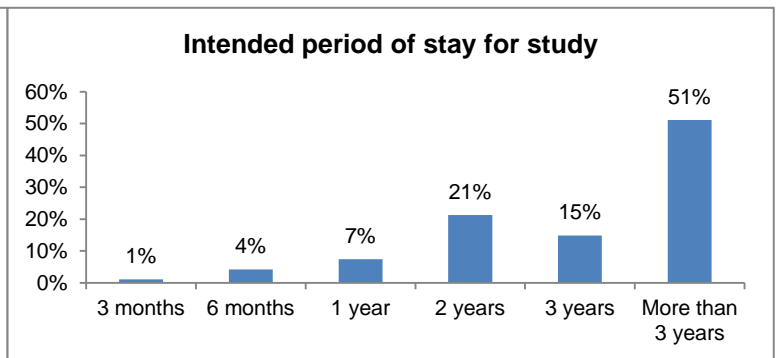
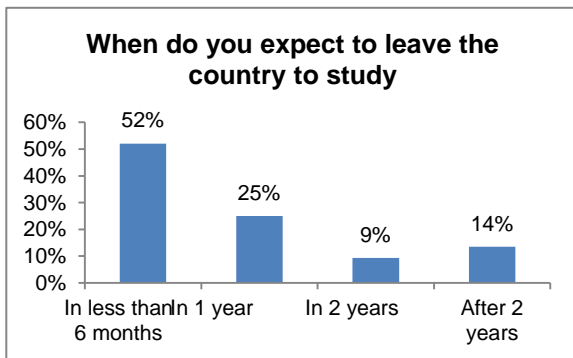
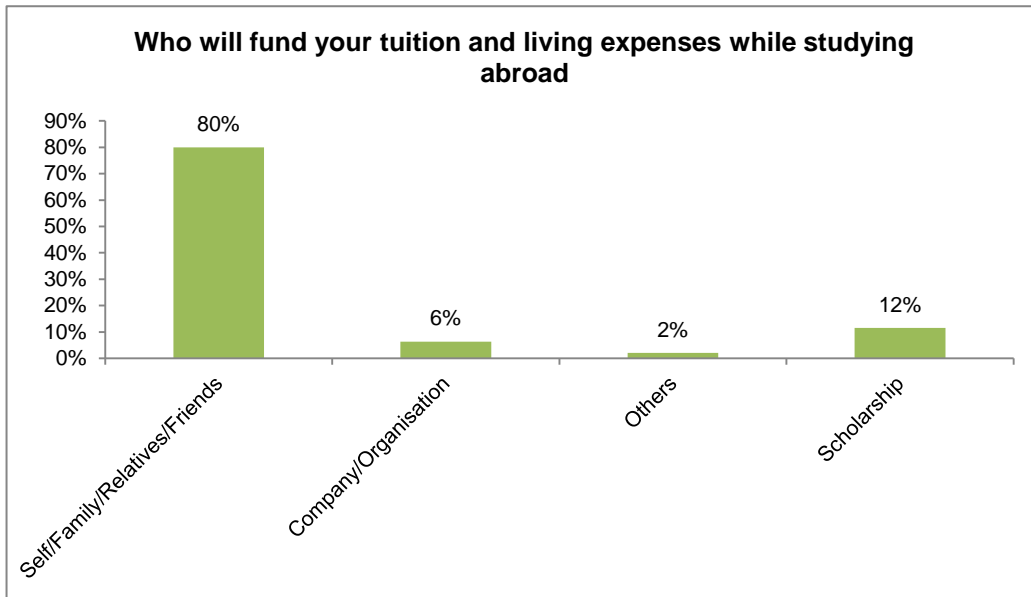
- [British Council Bangladesh website](#), [British Council Bangladesh Facebook](#) and [Study UK British Council](#) pages
- Advertisements in the most popular national daily [Prothom Alo](#), [The Daily Star](#), [Dainik Azadi](#) and [The Daily Sabuj Sylhet](#)
- Banner display at British Council offices and event venues
- Email shots to students who attended the last exhibition and 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.

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









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