

IES Pakistan – Calendar of Events 2018 - 19

Activity	Date	Location	Target audience	Purpose	Cost (£)+UK VAT
Agents Training (Certificate)	14 May 2018	Nationwide, Pakistan	Pakistani agents, representatives, counsellors, and student influencers.	Online training/certification	154 per agent 93 per counsellor
Study Tour - Education Exchange Programme (EEP)	23 June 2018	UK	Pakistani students exploring opportunities for higher education in the UK. Faculty and management from Pakistani institutions seeking networking opportunities with UK HEIs.	Study familiarization visit for students from Pakistan. Student recruitment, institution promotion, marketing and profile raising.	Subject to final itinerary and required logistical arrangements.
Study Tour - Education Exchange Programme (EEP)	August 2018	UK	Pakistani students exploring opportunities for higher education in the UK. Faculty and management from Pakistani institutions seeking networking opportunities with UK HEIs.	Study familiarization visit for students from Pakistan. Student recruitment, institution promotion, marketing and profile raising.	Subject to final itinerary and required logistical arrangements.
Study UK- Discover You Exhibition Tour 2018	14 to 24 October 2018	Following cities in Pakistan: <ul style="list-style-type: none"> • Lahore • Islamabad • Gujrat • Karachi 	Students for all levels. Students, parents, education professionals and student influencers at large.	Student recruitment, profile raising, brand visibility, institution profile promotion and marketing.	Two city Package: 3400 Three city Package: 4500 Four city Package: 5999 Individual city options. Details will be shared on the IES website.
UG/PG Recruitment Drive	November 2018	Following cities in Pakistan: <ul style="list-style-type: none"> • Multan • Sialkot • Gujranwala 	Students of all levels at selected A levels schools and universities in tier two cities.	Student counselling and recruitment. Profile raising, institution promotion and soft marketing.	One city package: 850 Two city package: 1500 Three city package: 2300

<https://education-services.britishcouncil.org>

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Counsellors' Symposium	February 2019	Lahore, Pakistan	School counsellors, student advisors, education agents and consultants, education professionals.	Institution profile raising, institution promotion and marketing.	One hour speaker session slots available at 750 for international office team members at UK HEIs. Limited speaker slots available. Lunch sponsorship at 1100 GBP (Two slots available) Tea sponsorship at 900 GBP (Four slots available) Details will be shared on IES website
Study UK Magazine	March 2018	Nationwide, Pakistan	Students of all levels, parents, education professionals, student counsellors, education agents and consultants and education professionals at large.	Institution profile raising, institution promotion and marketing.	Advert Placement Charges: Centre - 1200 Back Cover – Inside 1000 Back Cover – Outside 1100 Inside regular pages 700 Inside regular half page 450 Inside - advertorials (one full page) 650
Remote Marketing Campaigns	All year round	Nationwide, Pakistan	Students of all levels.	Student recruitment. Profile raising, institution promotion and soft marketing.	Cost will depend on package preference as per activities chosen
Web seminars by academics	All year round	Nationwide, Pakistan	Students of all levels.	Partnership building, academic collaboration, student recruitment, profile raising, institution promotion and soft marketing.	250 per session
Venue hire	All year round	Nationwide, Pakistan	Students of all levels.	Student/alumni events, student recruitment, promotional activities, institution profile raising activities and marketing.	Costs vary as per room capacity and services availed (e.g. catering, event management, internet etc.)
Digital marketing services	All year round	Nationwide, Pakistan	Students of all levels	Profile raising, brand promotion, student recruitment.	Cost will depend on services availed
Bespoke Trainings	All year round	Nationwide, Pakistan	Students of all levels. Education professionals, student counsellors, agents and consultants.	Sharing and transfer of knowledge and expertise. Institution promotion and marketing	Subject to required bespoke service