



# Infinite opportunities

UK Education Showcase 2012

17 and 19 September 2012, Rajshahi and Khulna, Bangladesh

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## 1. Event fact file

### Rajshahi

<b>Venue</b>	17 September 2012: Hotel Nice International, Rajshahi
<b>Opening hours</b>	1030 to 1700
<b>Opened by</b>	None
<b>Stand costs</b>	Cost per exhibitor: £986
<b>Unique feature to give added value</b>	The overall branding of the event, especially British Council's stall, received positive feedback from exhibitors and visitors
<b>Seminars</b>	No seminars were held

### Khulna

<b>Venue</b>	19 September 2012: Hotel Castle Salam, Khulna
<b>Opening hours</b>	1030 to 1700
<b>Opened by</b>	N/A
<b>Stand costs</b>	Cost per exhibitor: £986

## 2. Key statistics

Attendance	Rajshahi	Khulna
	2012	2012
Monday 17 September	406	
Wednesday 19 September		176
<b>Total number of visitors</b>	<b>406</b>	<b>176</b>
Further Education	0	0
Higher Education	6	7
UCAS	0	0
Visa	0	0
<b>Total number of exhibitors</b>	<b>6</b>	<b>7</b>

Visitors' primary market objectives	Rajshahi	Khulna
	2012	2012
<b>Level of study</b>		
Undergraduate	55	13
Postgraduate	148	20
University Foundation Programme	14	0
Diploma	0	2
English	8	11
<b>Main subjects of interest</b>		
English language	8	10
Economics	0	5
Business Administration	0	5
MBA	26	3
Finance	10	2
Engineering	36	2
Sciences	83	0
Other	12	
<b>Demographics of visitors</b>	<b>Rajshahi</b>	<b>Khulna</b>
	<b>2012</b>	<b>2012</b>
Male	252	62
Female	30	8

\*A full list of exhibitors can be found in Appendix 1.

### 3. Impact of marketing plan

We marketed the exhibition in different ways including web advertisements, newspaper advertisements, SMS text messages, e-mail shot to O/A Levels and IELTS candidates etc. We also printed posters, flyers and banners which were distributed to local institutions, IELTS coaching centre. A full media plan can be found in Appendix 4.

We wanted to reach more people in a cost effective way, therefore, we used the most effective but also the most cost effective means of communication to publicise the event.

This helped to promote the event better and inform visitors of UK education prior to the exhibition. Visitor survey results demonstrate that 13.06 percent of visitors to the fair found out about the event through British Council, 17.87 percent from Recommendation/Friends/Family and 8.76 percent visitors through poster and flyer.



## 4. Conclusions and follow up

### 4.1 Key recommendations for institutions

In Rajshahi, 41.38 percent visitors, and 62.86 percent visitors in Khulna were interested in the UK as a study destination and thought that the quality of UK education is high, education system is modern and teaching standard is high. However, 11.82 percent visitors in Rajshahi and 12.86 percent visitors in Khulna thought that it would be expensive to study in the UK and they commented that scholarships opportunities are very low. However, students valued those institutions that offered some sort of scholarships/tuition fee waiver/discounts. Therefore, we recommend institutions to look at ways of providing some sort of scholarship or discount and highlight these during the exhibition. Institutions could also give information on facilities to international students including the free health service and student discounts for different services.

We recommend that institutions make follow-up visits to Bangladesh. We observed that those institutions that make follow-up visits recruit more students and also create further opportunities to raise their profile.

### 4.2 Key recommendations for the British Council

Most institutions appreciated British Council taking this good initiative to focus on these emerging markets. Some institutions commented that we should organise this exhibition next year too.

UK institutions also have suggested the British Council should advertise the event more widely especially in Khulna by using more banners inside university campus, newspapers, student's feedback, pre-counselling session (VRS) which we are planning to implement next year.



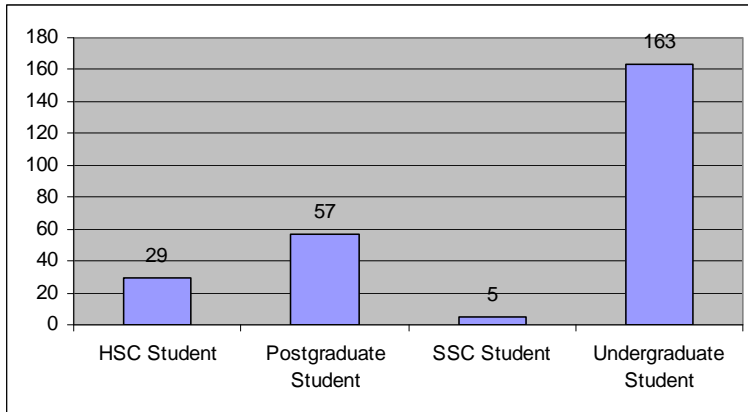
## Appendix 1: List of participating institutions

1	University of Greenwich
2	Anglia Ruskin University
3	Bournemouth University
4	Newcastle College
5	Queen Mary, University of London
6	Nottingham Trent University
7	De Montfort University

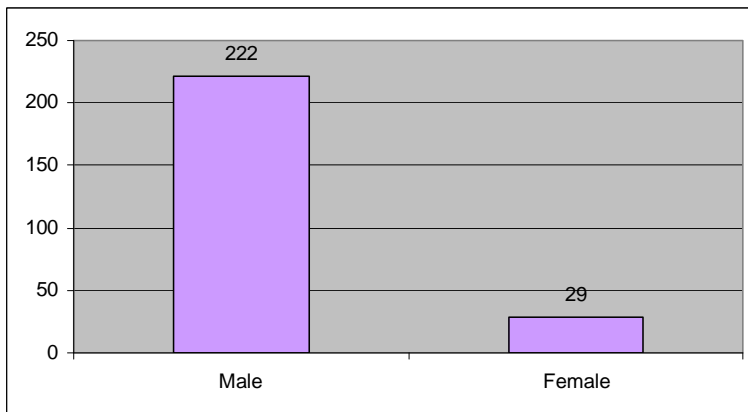
## Appendix 2: Visitors' survey results

### Rajshahi

Please indicate your current status:

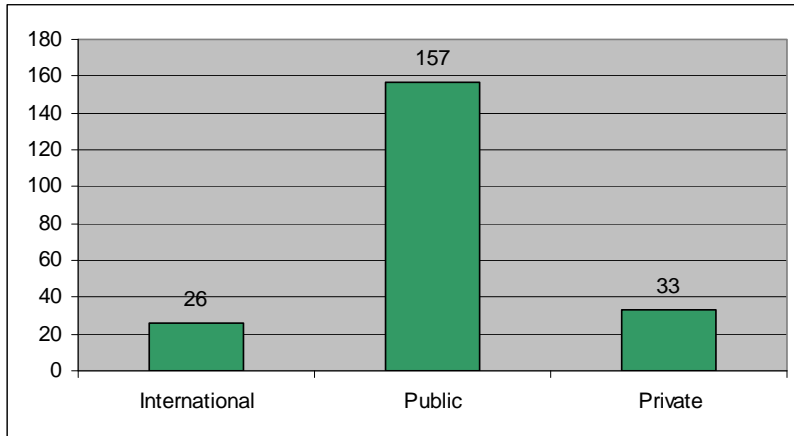


Are you male or female?

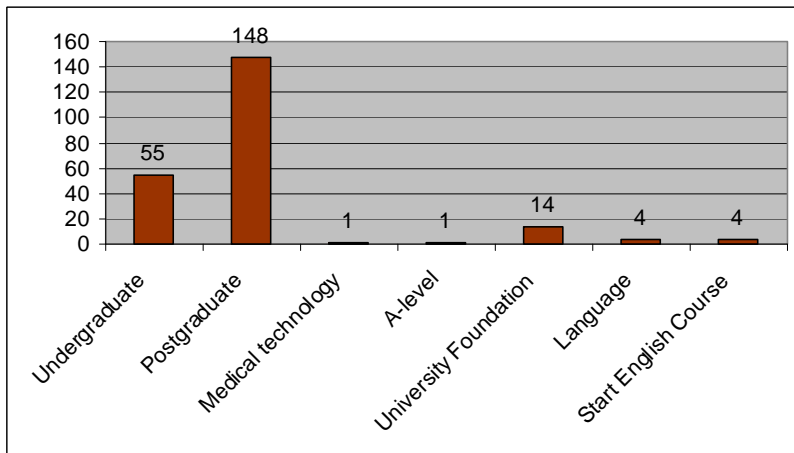




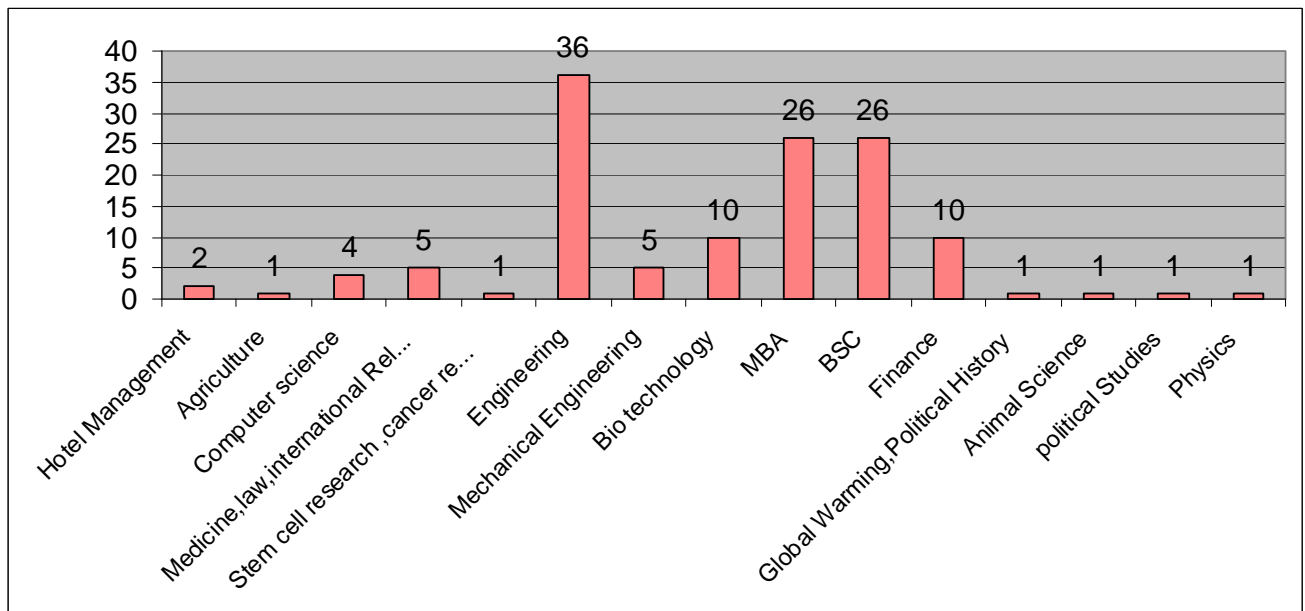
If you are a student or are the parent of a student what type of institute do you or does your child attend now?



What programme of study are you interested in?

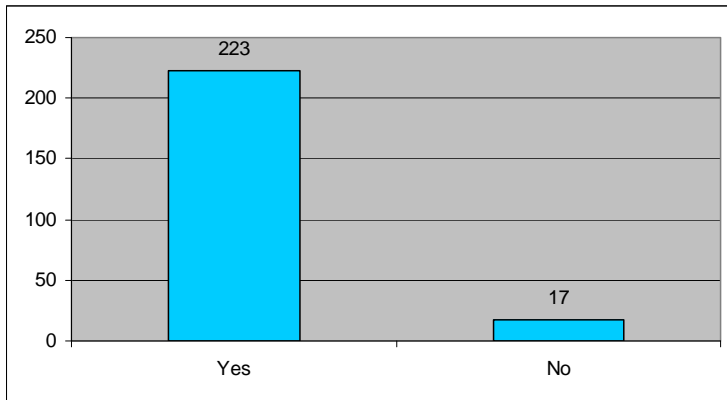


What subject are you interested in studying?

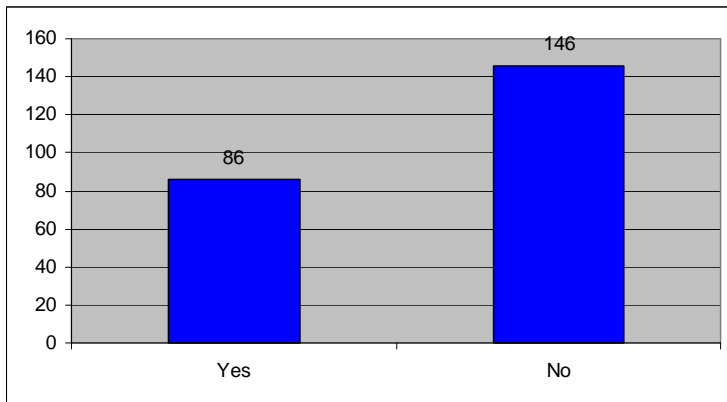




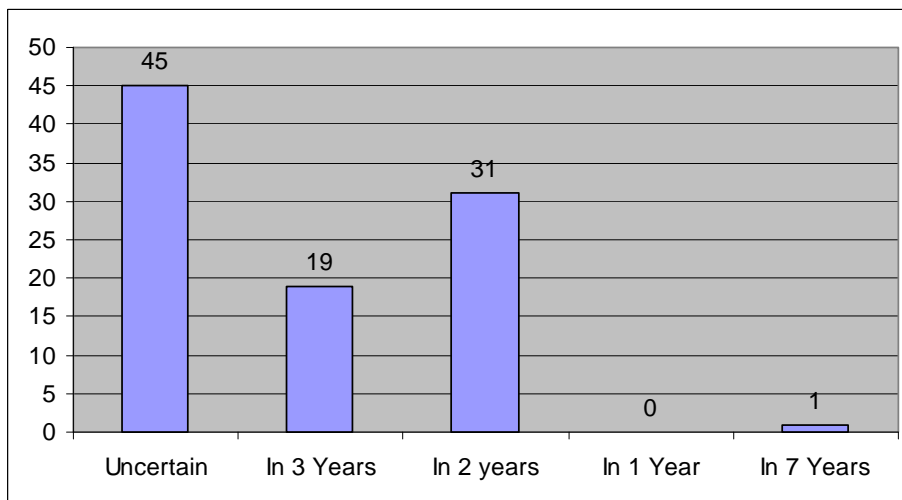
**Did this exhibition provide you with the information you were looking for?**



**Will you be making an application to the UK now?**

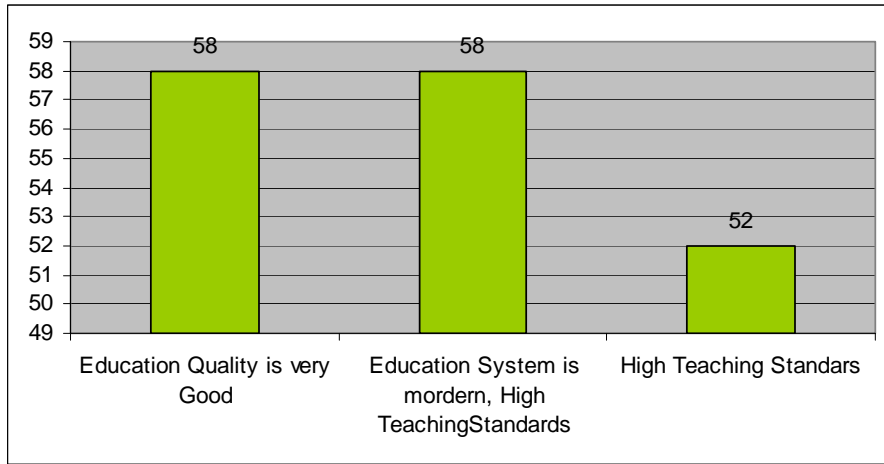


**If No, when do you plan to study in the UK?**

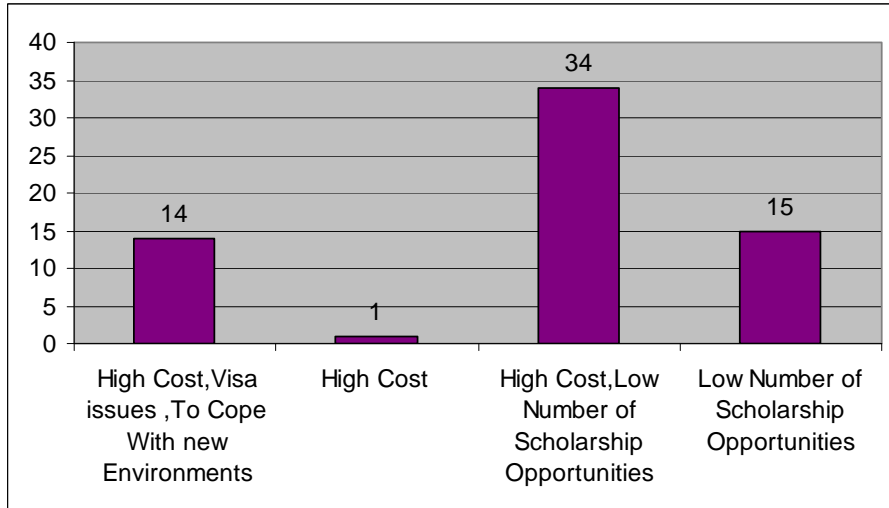




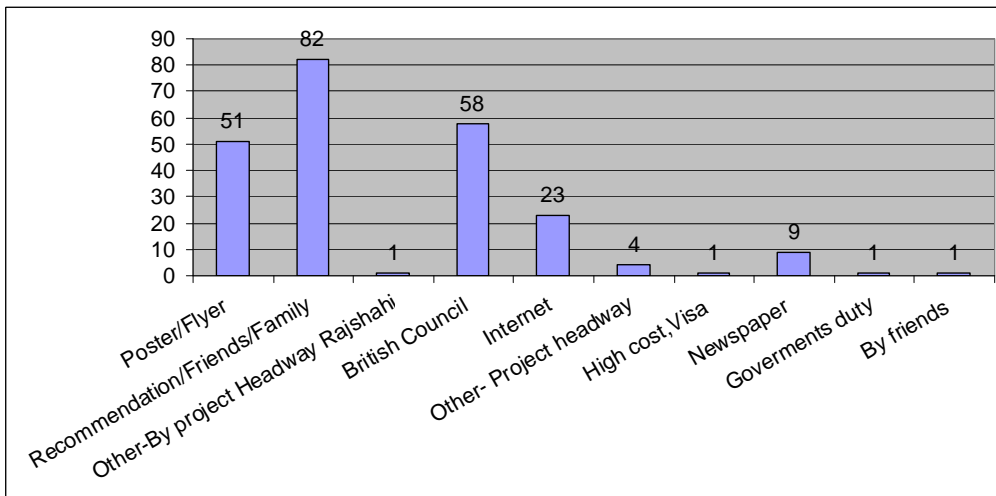
**Why are you interested to study in the UK?**



**What are the reasons for not choosing UK as study destination?**



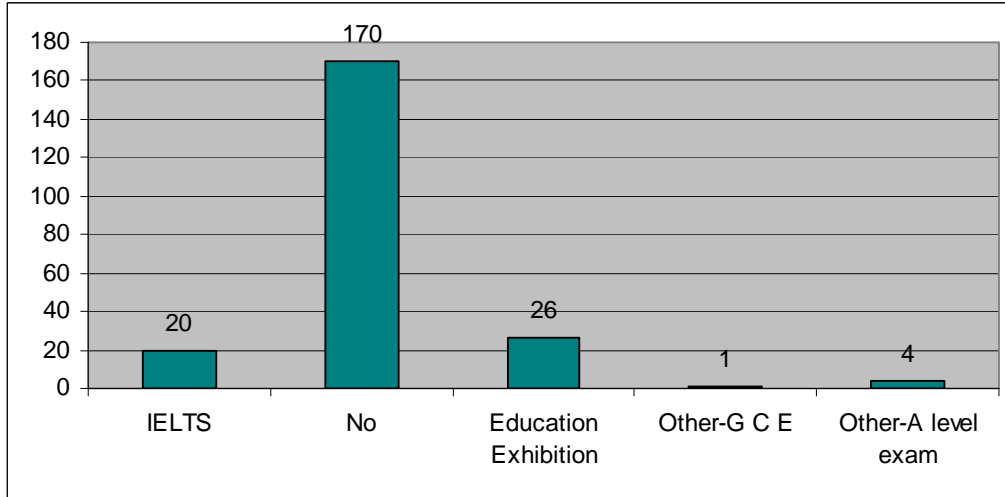
**How did you find out about this exhibition?**



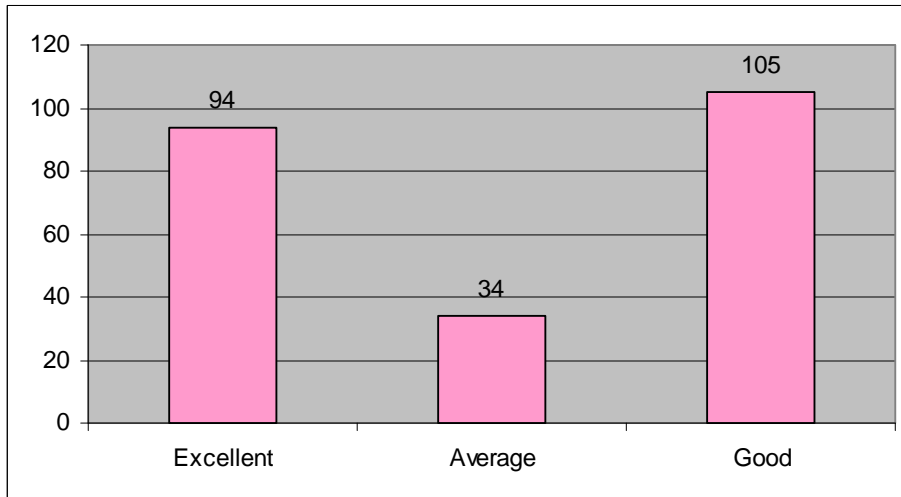




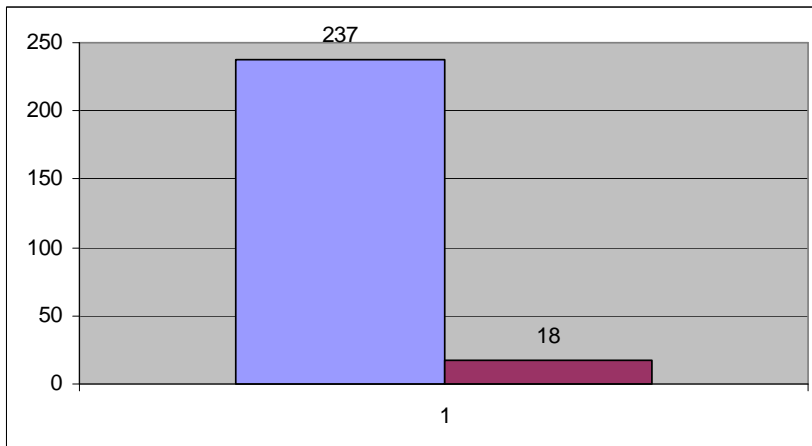
Have you taken part in any of the following activities organized by the British Council in the last 12 months?



How would you rate the quality of service(s) you have received?

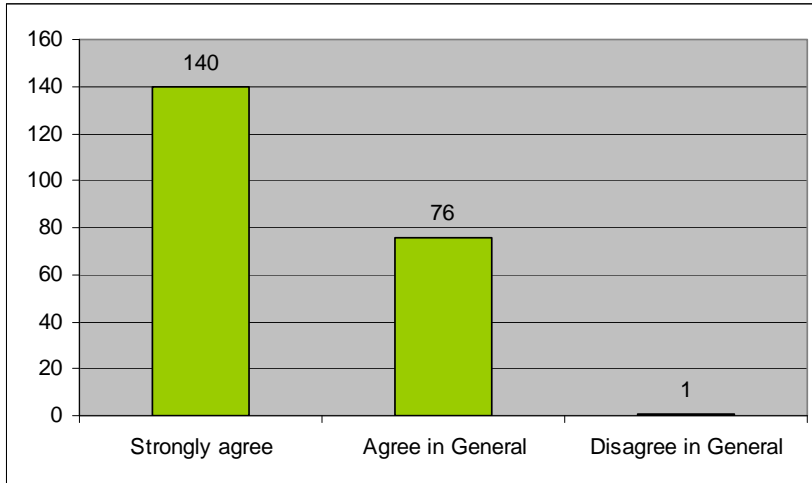


Would you like to receive other information from British Council on a regular basis?

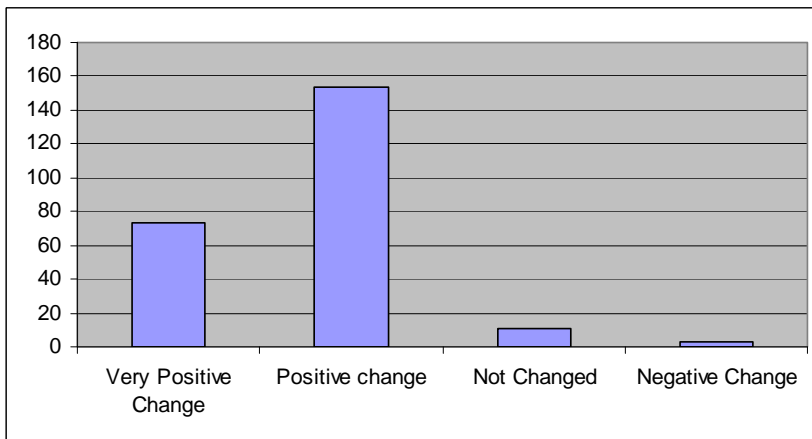




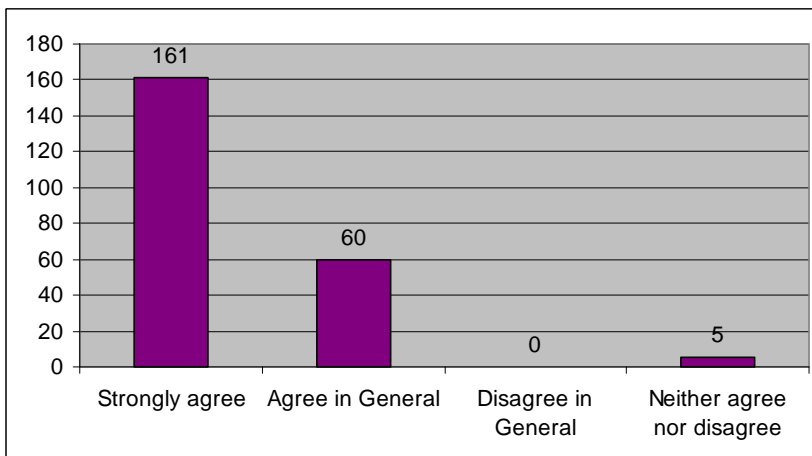
**To what extent do you agree or disagree with the following statement? The UK is a country with high quality learning opportunities**



**To what extent has your perception about this change as a result of this exhibition?**



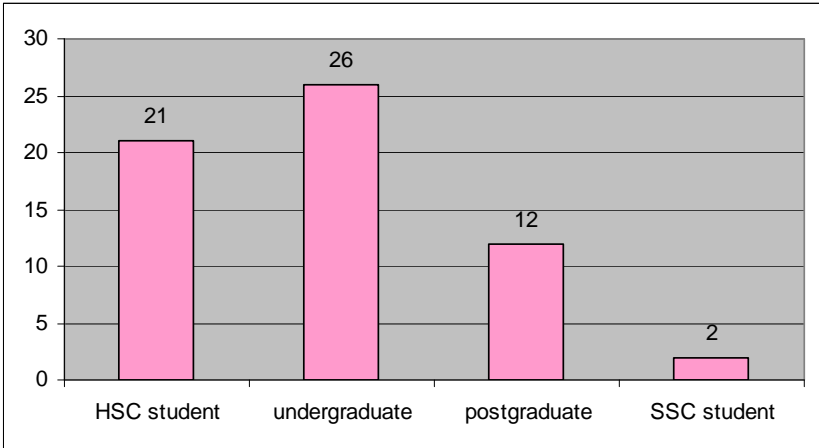
**To what extent do you agree with the following statement? 'The exhibition is an innovative and interesting event'**



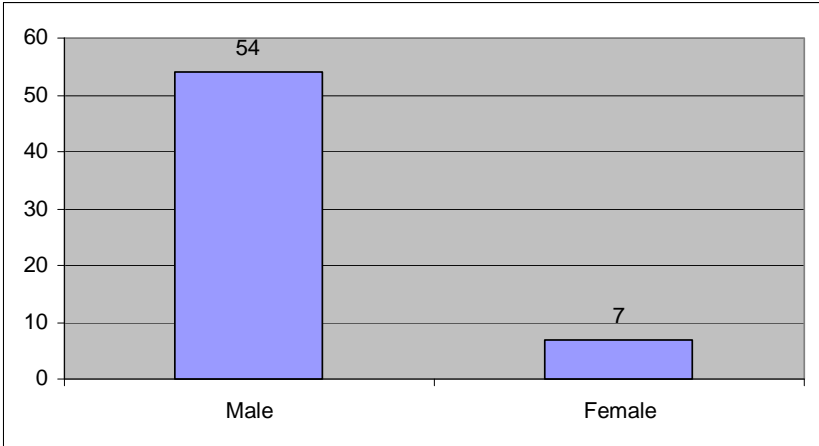


# Khulna

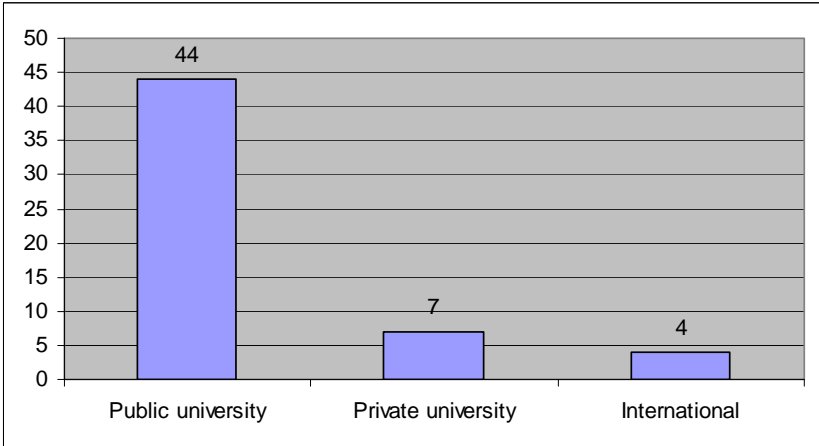
Please indicate your current status:



Are you male or female?

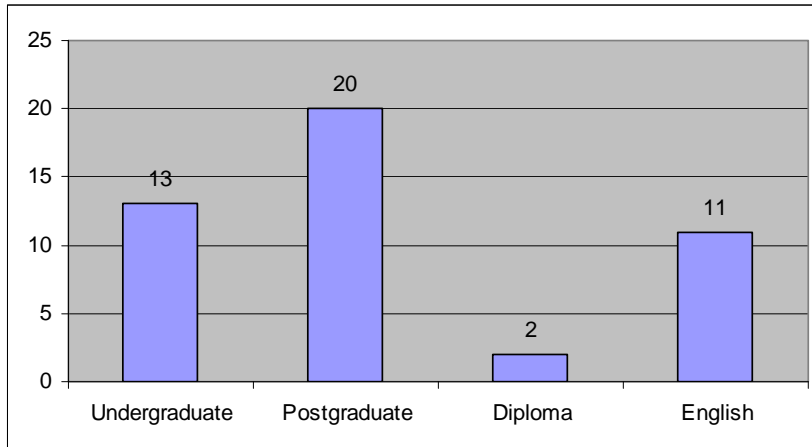


If you are a student or are the parent of a student what type of institute do you or does your child attend now?

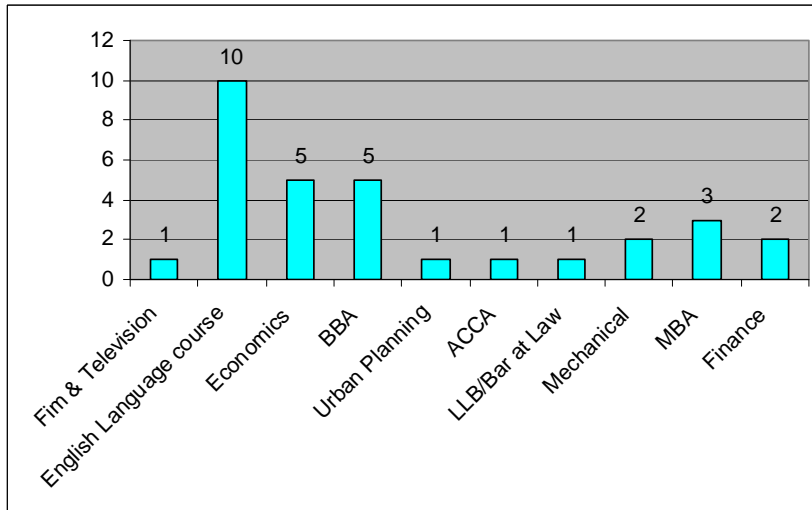




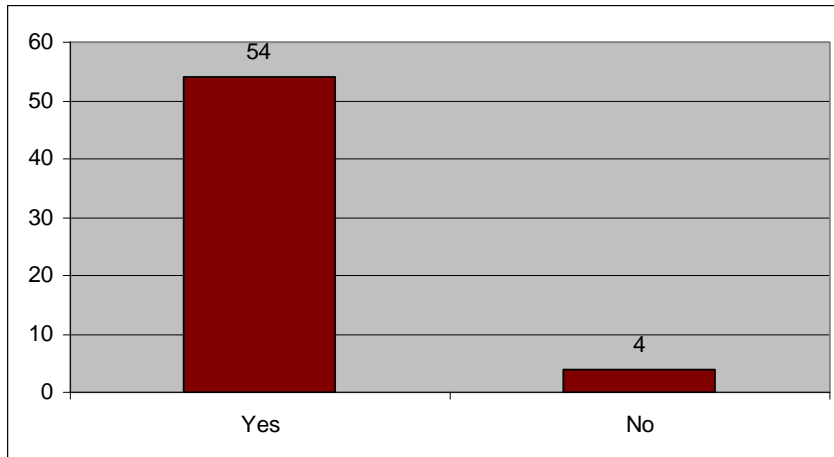
**What programme of study are you interested in?**



**What subject are you interested in studying?**

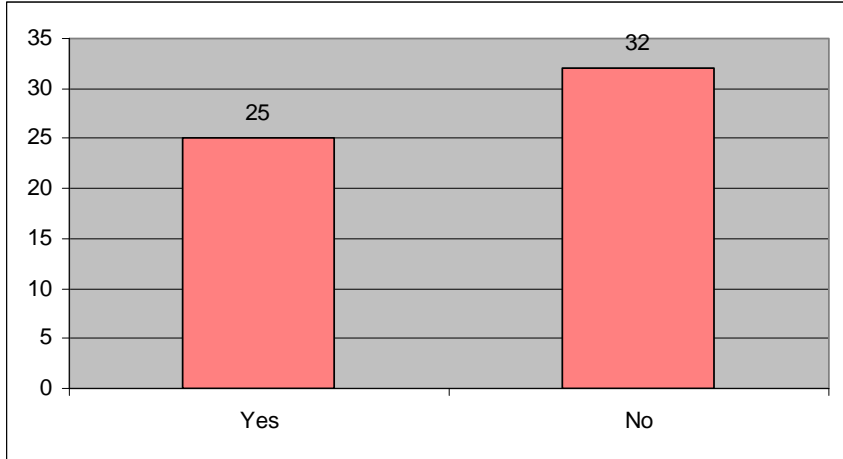


**Did this exhibition provide you with the information you were looking for?**

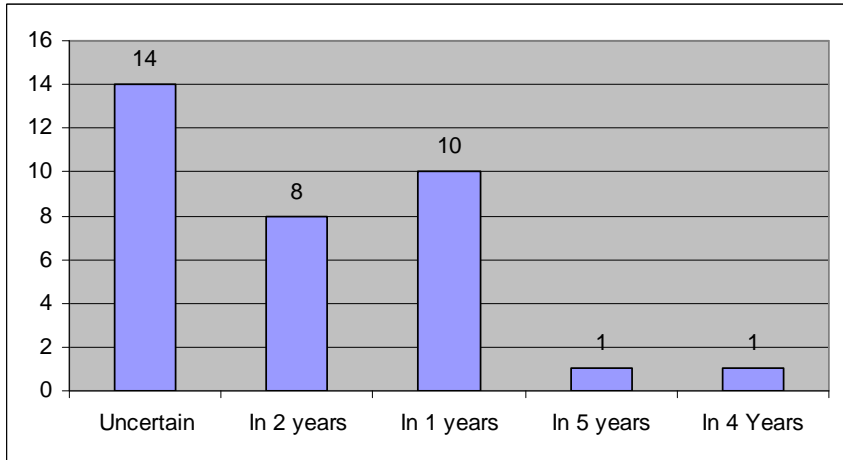




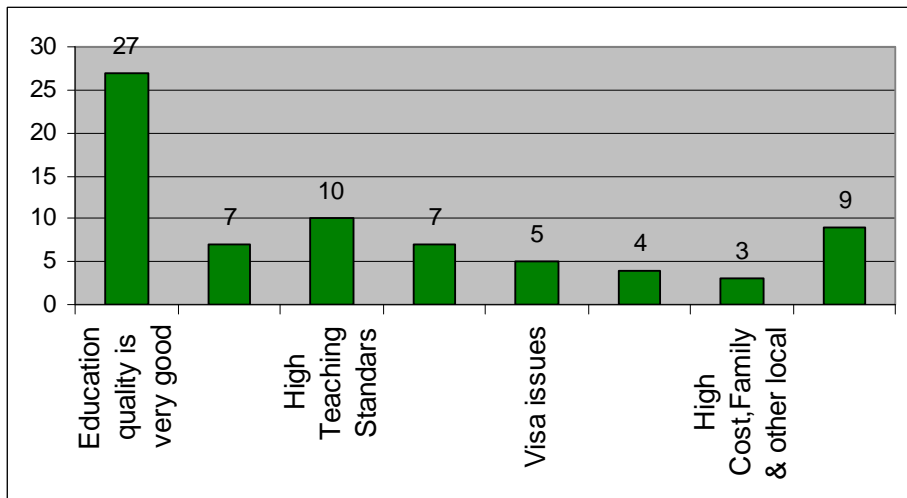
**Will you be making an application to the UK now?**



**If No, when do you plan to study in the UK?**

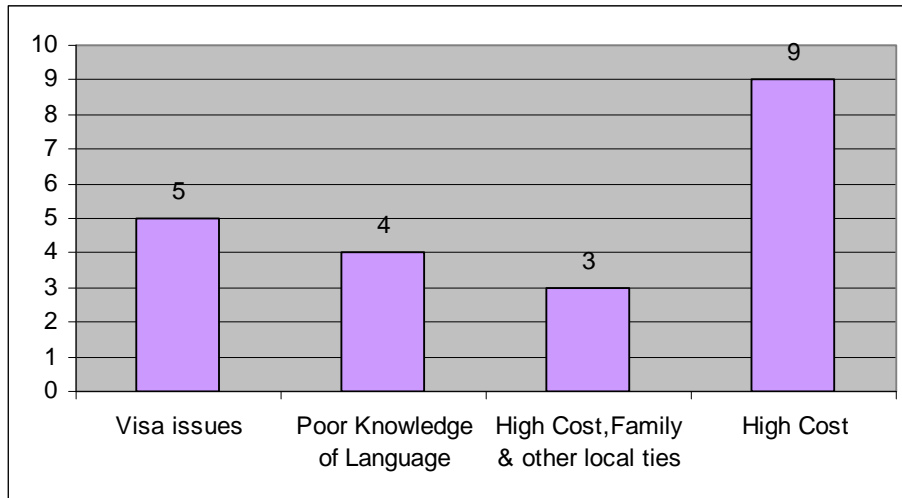


**Why are you interested to study in the UK?**

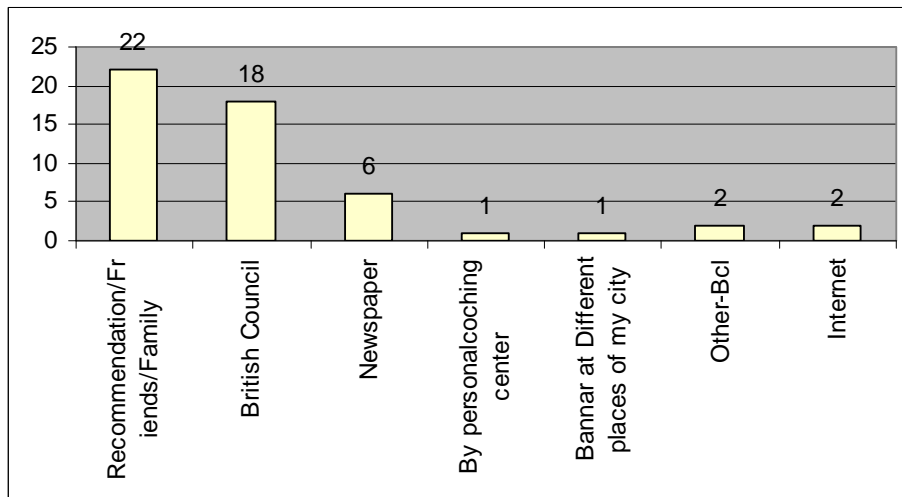




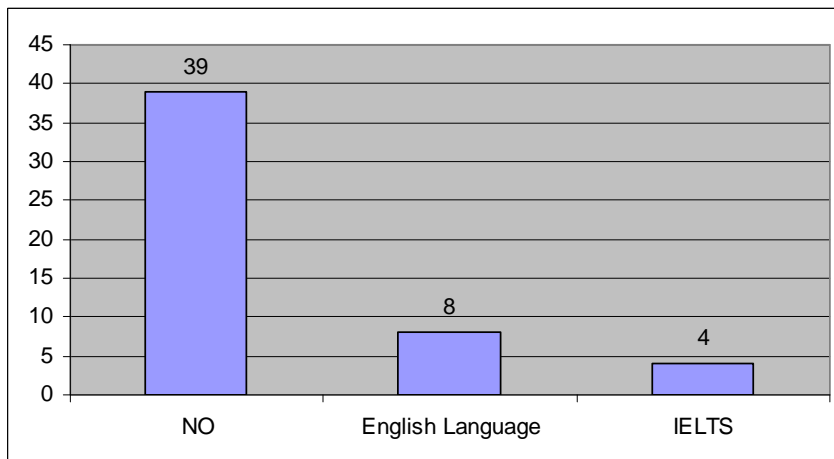
**What are the reasons for not choosing UK as study destination?**



**How did you find out about this exhibition?**

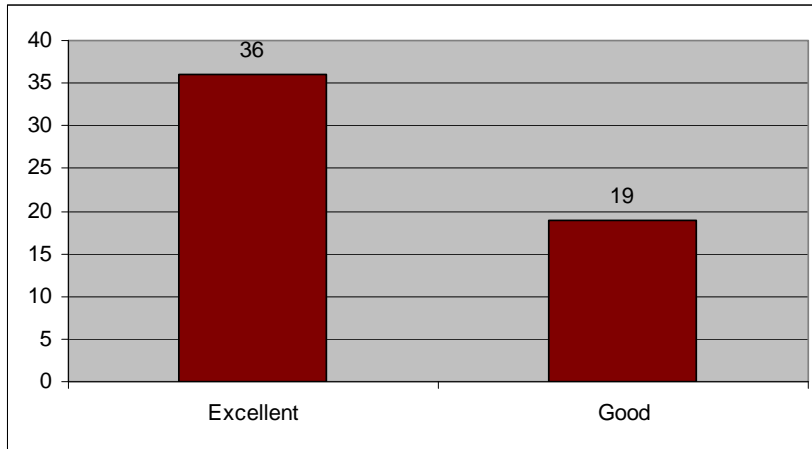


**Have you taken part in any of the following activities organized by the British Council in the last 12 months?**

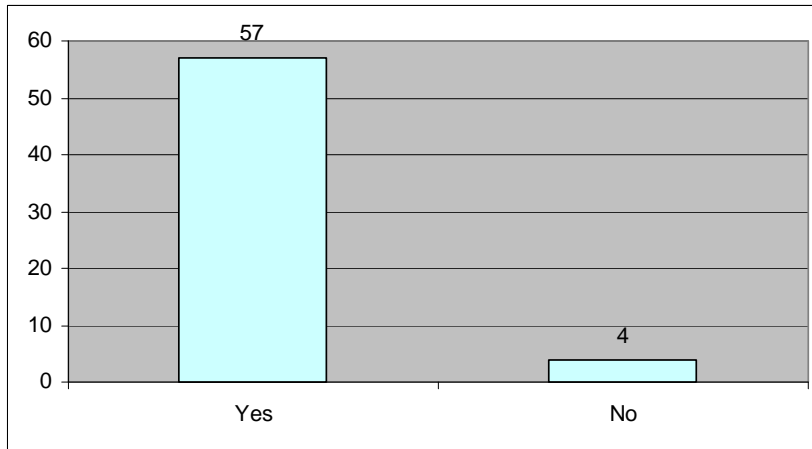




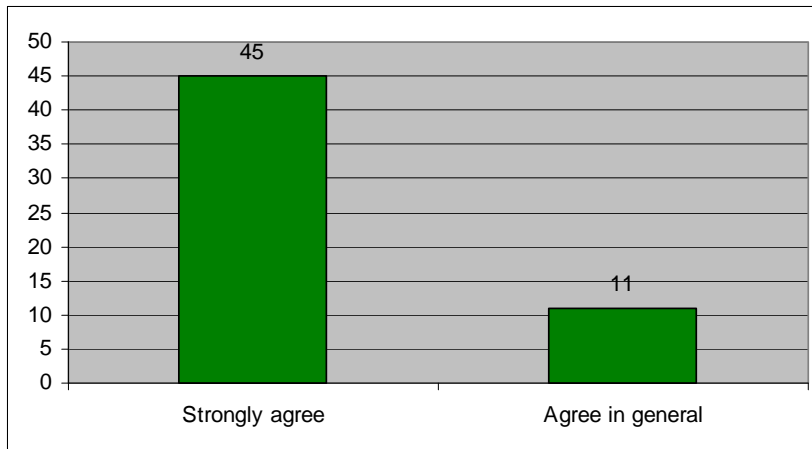
**How would you rate the quality of service(s) you have received?**



**Would you like to receive other information from British Council on a regular basis?**

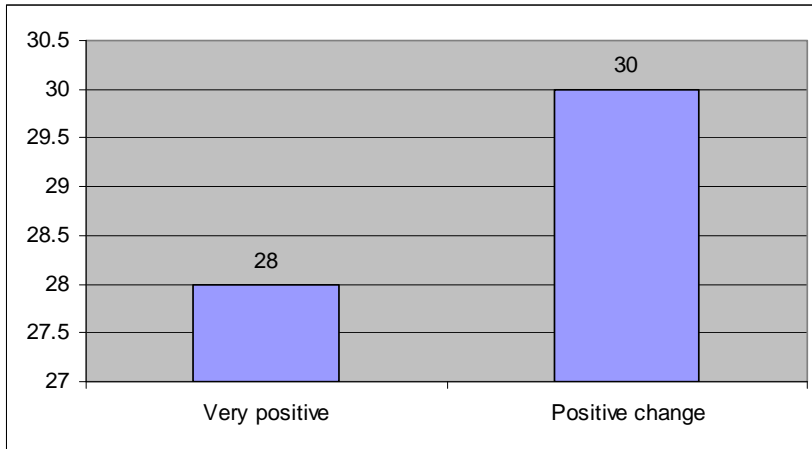


**To what extent do you agree or disagree with the following statement? The UK is a country with high quality learning opportunities**

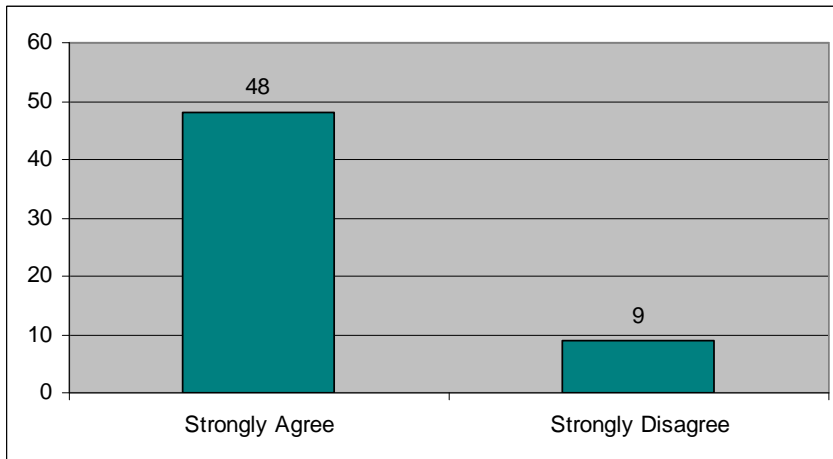




**To what extent has your perception about this change as a result of this exhibition?**



**To what extent do you agree with the following statement? 'The exhibition is an innovative and interesting event'**



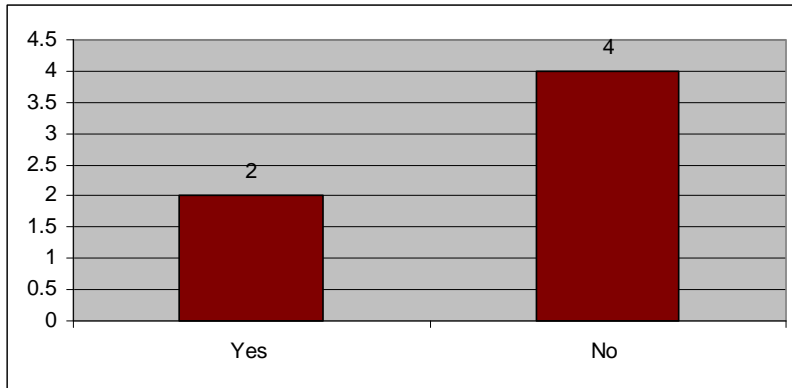




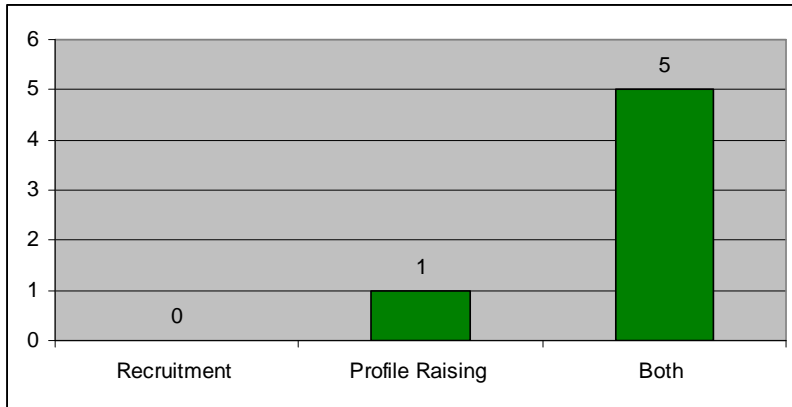
## Appendix 3: Exhibitors' survey results

### Rajshahi

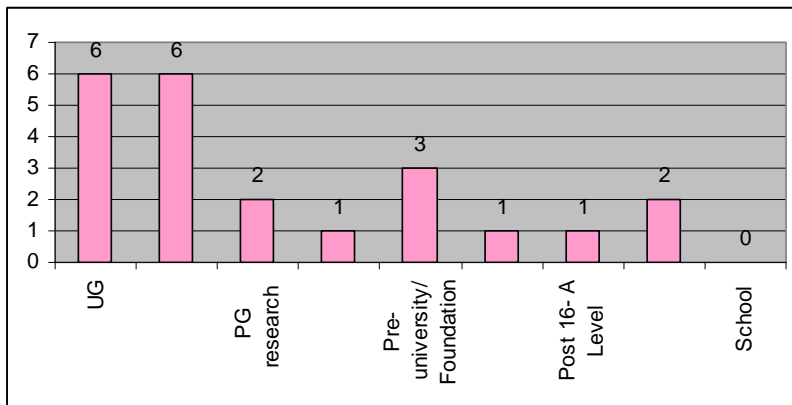
Has your institution attended this exhibition before?



What were your objectives for coming?

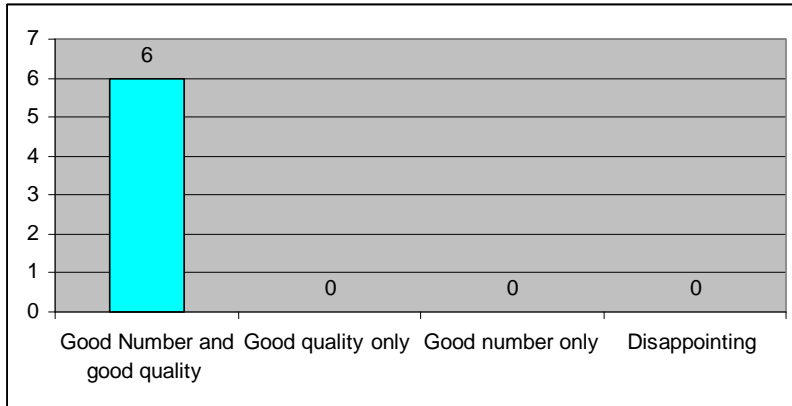


What is your primary market interest in this event?

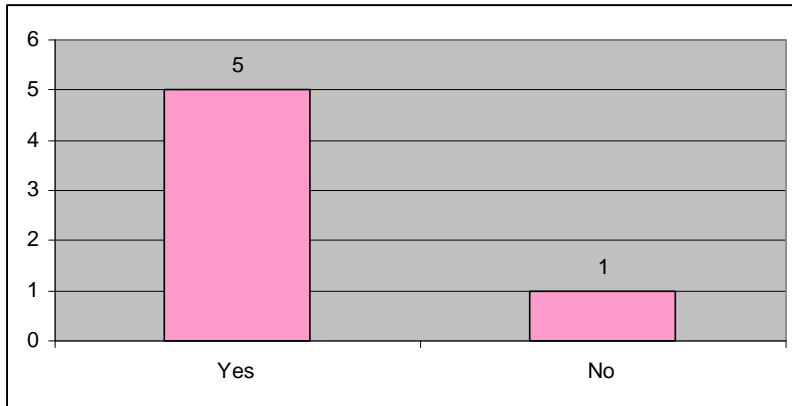




**What is your assessment of the visitors?**



**Have you developed new links or built on existing feeder or agent relationships by coming?**

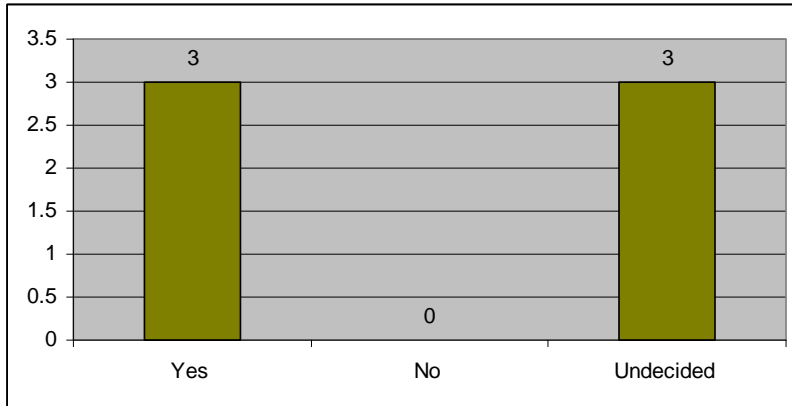


**How do you rate the support to your business needs from British Council before and during the event?**

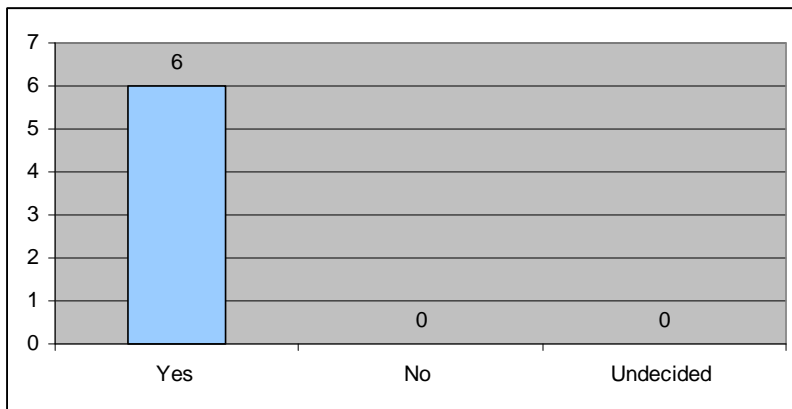




**Will you be attending this event next year?**

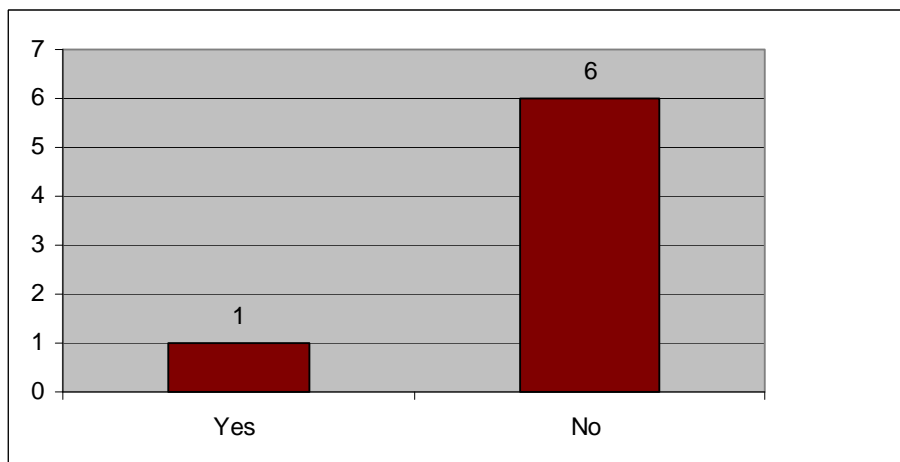


**Do you have any plan to make follow-up visit (recruitment visit) in near future?**



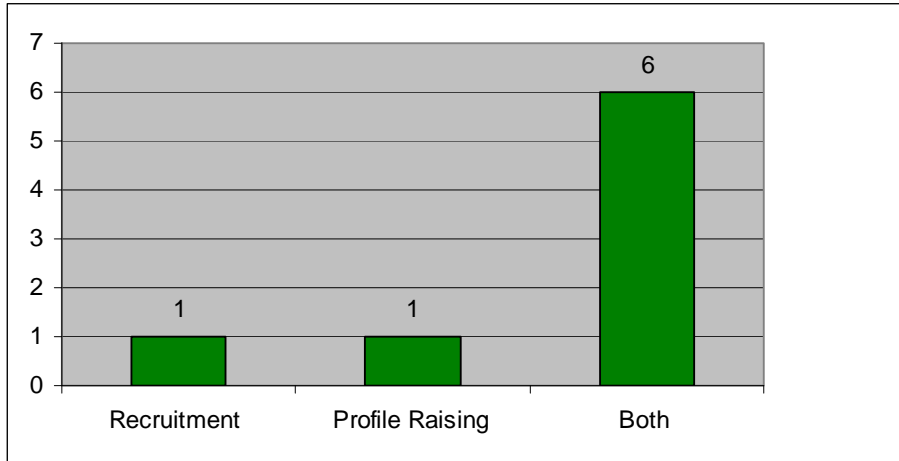
## **Khulna**

**1. Has your institution attended this exhibition before?**

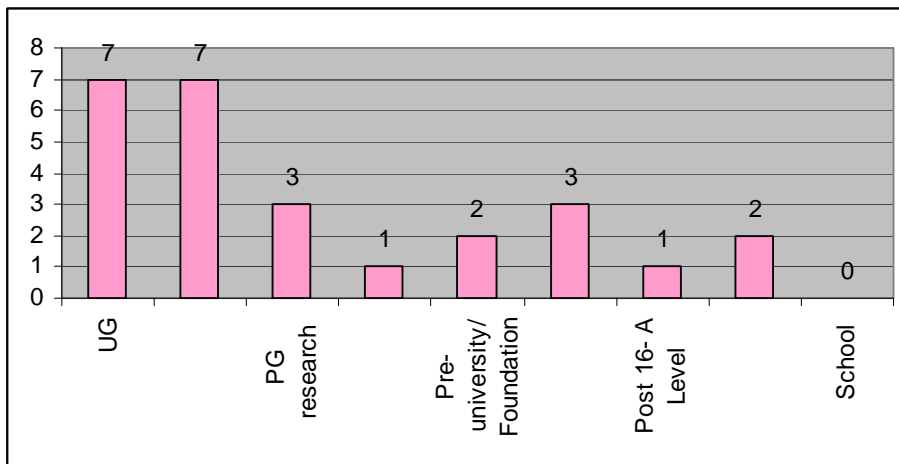




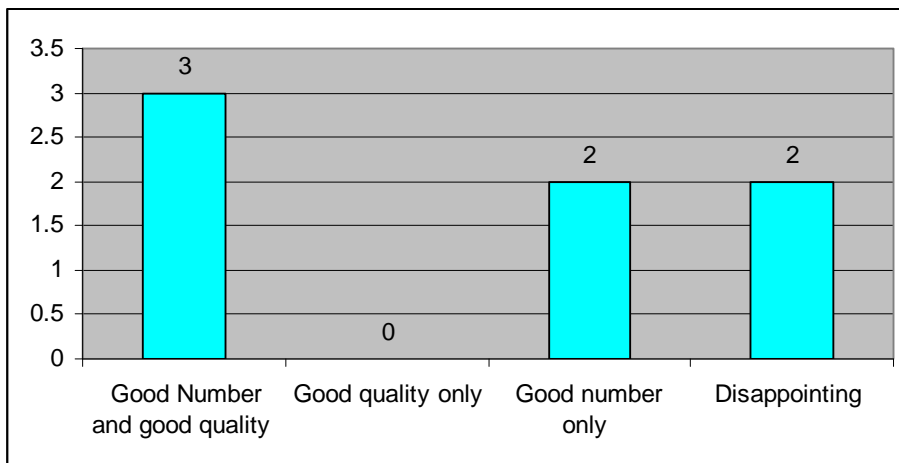
**What were your objectives for coming?**



**What is your primary market interest in this event?**

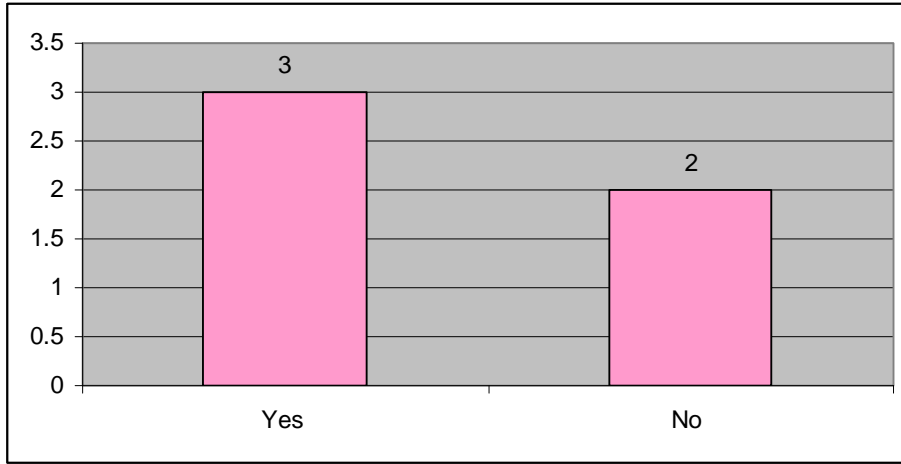


**What is your assessment of the visitors?**

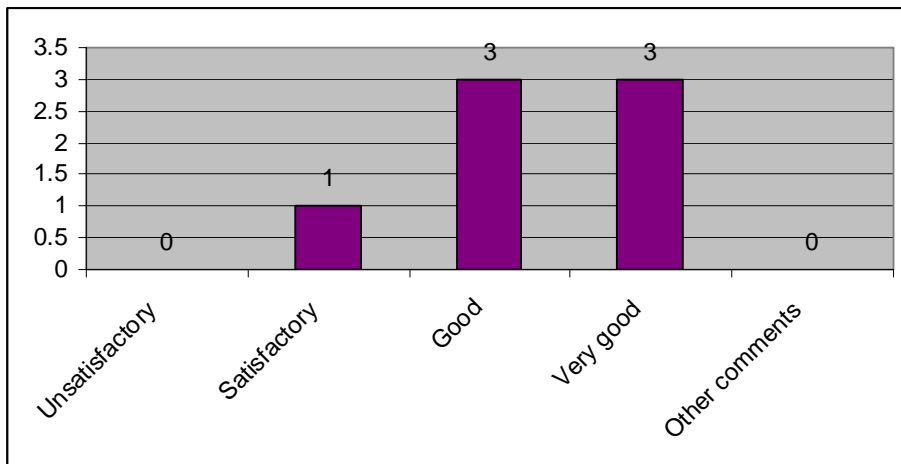




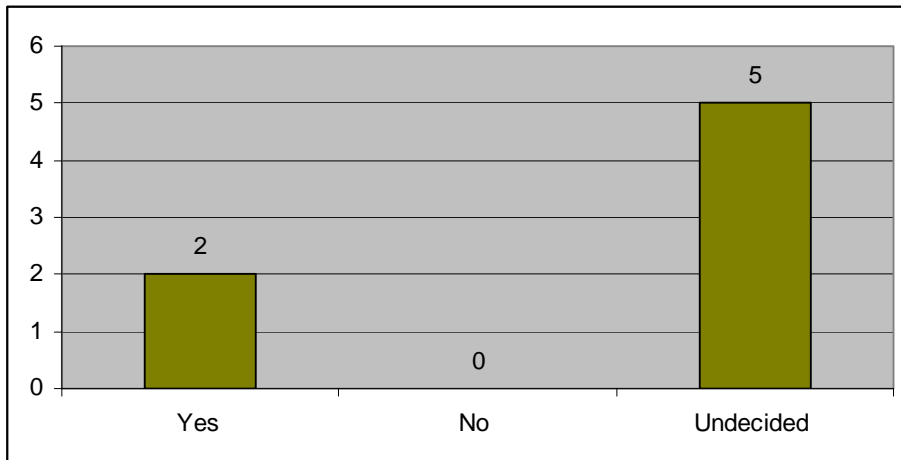
**Have you developed new links or built on existing feeder or agent relationships by coming?**



**How do you rate the support to your business needs from British Council before and during the event?**



**Will you be attending this event next year?**



## Appendix 4: Advertising and promotion plan (media plan)

Type	Media	Duration	Format (Quantity)
<b>Electronic</b>	Television channels	-	None
<b>Print</b>	Newspapers	15 – 17 September 2012, Rajshahi  17 – 19 September 2012, Khulna	Print advertisements (11) The event was advertised to the following newspapers <b>Rajshahi (5 insertions)</b> Daily Sonali Sangbad and Daily Karatoa <b>Khulna (6 insertions)</b> The Daily Janmabhumi and The Daily Purbanchal
<b>On-line</b>	British Council website	27 August – 20 September 2012	Text and image
	Facebook	6 August 2012	Text and image – 2400 viewed
	Twitter	6 August 2012	Text and image
<b>Other</b>	Local institutions, canvassing, etc.	27 August 2012	Posters (100) Flyers (1000) Banners (12) We distributed the posters, flyers and banners to local institutions, IELTS coaching centre and near university campuses to reach right target audiences. We also distribute the flyers from all British Council offices and poster was displayed on all British Council's notice boards.
	Email shot and sms	15 September 2012	We promoted the exhibition by sending SMS text messages, e-mail shot to O/A Levels and IELTS candidates etc.