



INTERNATIONAL EDUCATION SERVICES

Counsellors' Symposium 2019

British Council Pakistan is organising the **Study UK Counsellors' Symposium 2019 on 12 and 13 February 2019 in Lahore**. The two-day event provides UK institutions with an opportunity for direct networking, training and institution profile building among the target audience of student influencers from leading schools and universities of Pakistan. Through interactive sessions, UK institutions are able to brief and guide a diverse portfolio of stakeholders including student advisors, career advisors, placement officers, teachers, heads, education professionals, education agents and consultants. The event is a unique platform designed to provide professional development to the target audience while generating focused outreach for UK institutions.

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 Lahore and surrounding cities. The event provides a platform for the professional development of student counsellors and career counsellors, giving them an opportunity to learn new skills, share best practices and to network with colleagues from across the country and UK.

This two-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 international education.

Benefits for participating UK institutions:

1. Opportunity to interact with Pakistani 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 areas and position the UK as the first choice for international education
4. Exclusive face-to-face interaction with student influencers to provide information on studying in the UK
5. Opportunity to explore partnerships with leading Pakistani institutions

We invite you to view the post event report from the [Study UK Counsellors' Symposium 2018](#).

You may also view this brief [video](#) from one of our earlier Counsellors' Symposium.

Event details and format:

The two-day event will feature:

- Plenary sessions
- Parallel sessions
- Panel discussions

The sessions and discussions will engage speakers and presenters from participating UK institutions, leading local trainers, consultants, industry experts, entrepreneurs and educationists.

Participation costs

UK institutions are invited to share their Expressions of interest for the opportunities listed below:

One-hour speaker sessions
Five sessions available only

The theme of your session should focus on the professional development of career/student counsellors; your session will be co-developed with the Pakistan Study UK Team.

The sessions will be confirmed on a first-come-first-serve basis.

The audience will comprise of more than 60 student counsellors and influencers.

The sessions will be held in an auditorium/hall and the venue will be branded with partner institutions' material which includes:

- promotional material that may be distributed to the audience
- stand-alone banners/roll up stands in the hall
- partner institution logos will be displayed in the hall and venue
- partner institution logos will appear on British Council promotional campaign (printed and digital)

GBP 750+UK VAT per session

Sponsorship for lunch by UK institution
Two lunches available only

- The lunch sponsorship entails exclusive branding of the lunch area/venue for the sponsoring institution.
- All sponsors' logo/s will appear on British Council promotional campaign (printed and digital)
- The sponsorship cost can be shared between two UK institutions as per their mutual consent.

GBP 1100+UK VAT per lunch

Action required:

Submit your interest and queries via email to:

Tooba Iqbal

Tooba.Iqbal@britishcouncil.org.pk – Manager, IES Pakistan

Submit your interest latest by 14 January 2019. Register now!

About British Council's International Education Services

British Council's International Education Services 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.