

**Study UK Virtual Fair
Pakistan, Nepal, Bangladesh and Sri Lanka
February 2021**

Post Event Report

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Introduction

The British Council Study UK Virtual Fair provided an exclusive opportunity to 31 UK HEIs to participate and share information with students from Pakistan, Nepal, Bangladesh and Sri Lanka. The representatives from UK Higher Education Institutions met with over 2,600 prospective international students virtually and briefed them on the opportunities available for them in the UK.

During the pandemic, the British Council launched Study UK Virtual Fairs in South Asia, which provided an excellent platform to the UK HEIs to interact with prospective international students. Our two virtual fairs held this year, saw over 9,000 registrations and attendance by over 5,000 students, and parents. The British Council also ran advertisement campaigns featuring exclusive promo videos on British Council social media platforms from the participating UK HEIs.

The purpose of this report is to provide you with a summary of the event, including visitor and exhibitor feedback along with other useful information. We trust that this report will enable you to evaluate and take decisions about being part of marketing, brand profile raising and brand presence enhancing activities with the British Council Pakistan and South Asia markets in the future.

Highlights of the Study UK Virtual Fair February 2021

Countries	Pakistan, Nepal, Bangladesh and Sri Lanka
Platform	Zoom
Date	20 February 2021
Opening hours	09:00 – 13:00 UK Time
Package	£950 + VAT

<p>Participating institutions 31 UK HEIs from across the UK, UKVI, UCAS and IELTS participated in the Study UK Virtual Fair.</p>	<p>Participation Over 2,600 students participated in the 04 hour long virtual fair from Pakistan, Bangladesh, Nepal and Sri Lanka. While some universities had over 400 unique visitors to their meeting rooms, on average, each university received over 180 unique visitors.</p>
<p>Highlights:</p> <ul style="list-style-type: none"> • The Study UK Virtual Fair was second virtual recruitment event held this year. • 4,800 prospective students, parents, faculty members registered for the virtual fair and over 2,600 attended the event on 20 February 2021. • All exhibitors and participants adhered to British Council’s Child Protection, Equality Diversity & inclusion (EDI) and Safeguarding policies • 35 Meeting rooms were set up on Zoom (31 for UK HEIs, 1 for UKVI, 1 for UCAS, 1 for IELTS and 1 for British Council IES (International Education Services) Team). • An exclusive web page was set-up on British Council Pakistan website, from where students were guided to different meeting rooms. • Two exclusive webinars were delivered focusing on “<i>Scholarship opportunities at the British Council</i>” by the British Council and “<i>Applying for your Student Visa</i>” by UKVI <p>Marketing and Promotions:</p> <ul style="list-style-type: none"> • The Study UK Virtual Fair was promoted internally through IES databases of students, counsellors, agents and parents in four countries, IELTS partners, Partner School Global Network (PSGN), local HEIs researchers and partners • The Study UK Virtual Fair was also promoted through facebook, Instagram and Google across all four countries. • A video montage representing all UK HEIs was also generated and promoted across social media channels. 	

List of Institutions

1. Aston University	18.	UKVI
2. Bangor University	19.	University of Brighton
3. Birmingham City University	20.	University of Chester
4. Cardiff University	21.	University of Dundee
5. City, University of London	22.	University of East Anglia
6. Imperial College London	23.	University of Exeter
7. Lancaster University	24.	University of Glasgow
8. Manchester Metropolitan University	25.	University of Kent
9. Newcastle University	26.	University of Leeds
10. Nottingham Trent University	27.	University of Roehampton
11. SOAS University of London	28.	University of South Wales
12. Swansea University	29.	University of Southampton
13. The University of Edinburgh	30.	University of Strathclyde
14. The University of Nottingham	31.	University of Sussex
15. The University of Sheffield	32.	University of Warwick
16. The University of York	33.	University of Wolverhampton
17. UCAS		

Feedback from Delegates

Great work team British Council. 👍
Very good attendance for Pakistan University of Chester

Good work British Council Team specifically. The fair was well attended with quality students!, Saad Wasim, University of Kent

Thank you, colleagues, very well attended event for us at Aston.
Aston University

Thanks all for a good event, lots of eager students 😊 Have a good weekend, Alison Witham University of Sheffield

Thank you very much British Council team - a really busy event
Manchester Metropolitan University

Thanks British Council, really fab and busy event. Have a great weekend!
Emma Winter, The University of Nottingham

Thank you all ! Excellent show! Had a great interaction with students.

Kranthi Kumar- University Of Wolverhampton

The event was well organised and attracted a good number of students, who overall, were good quality

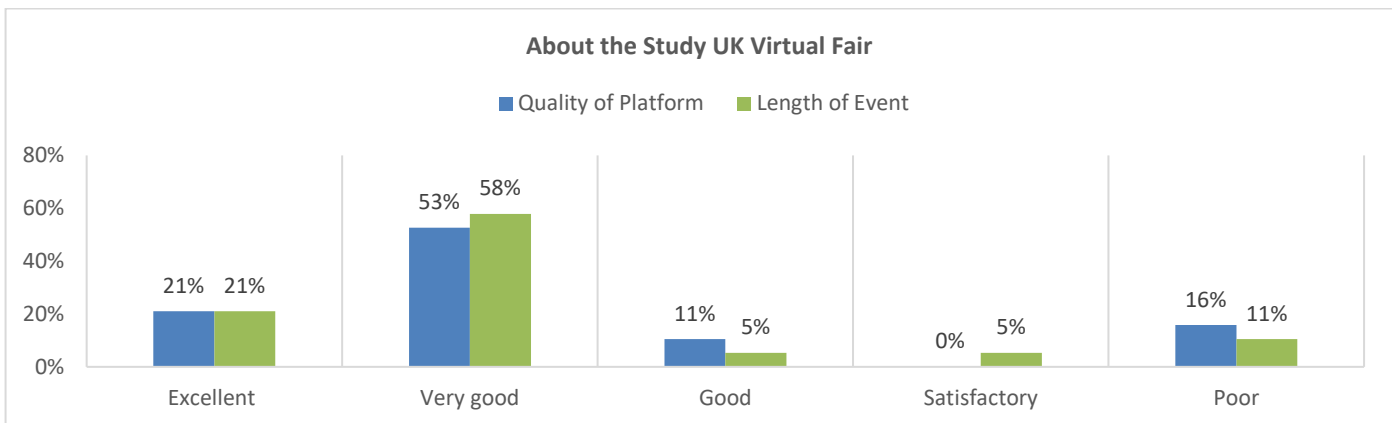
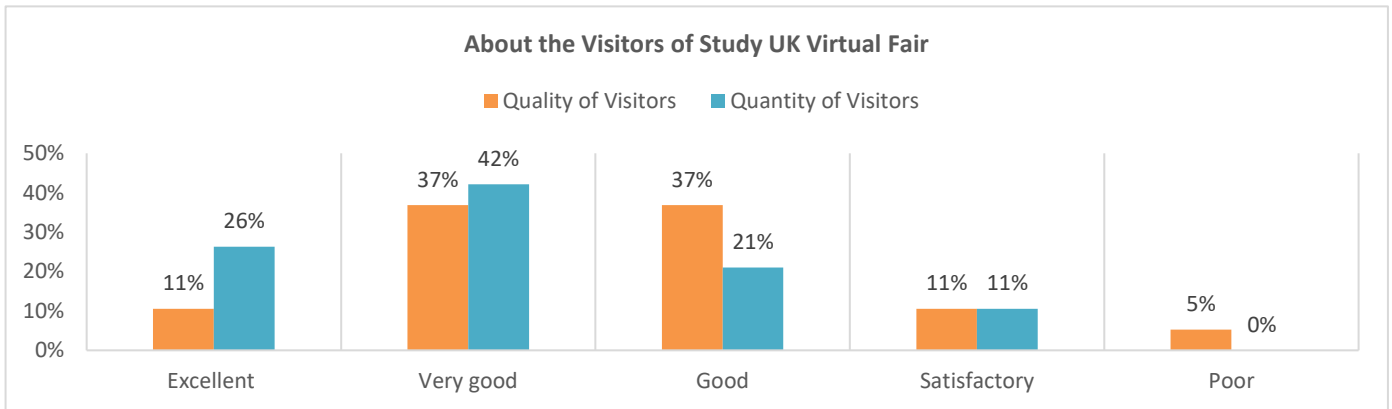
Ruth Page, Cardiff University

Thank you for all the work to set this event up, it was much appreciated and our British council staff member in the session was very helpful.

Grant Smith, University of Dundee

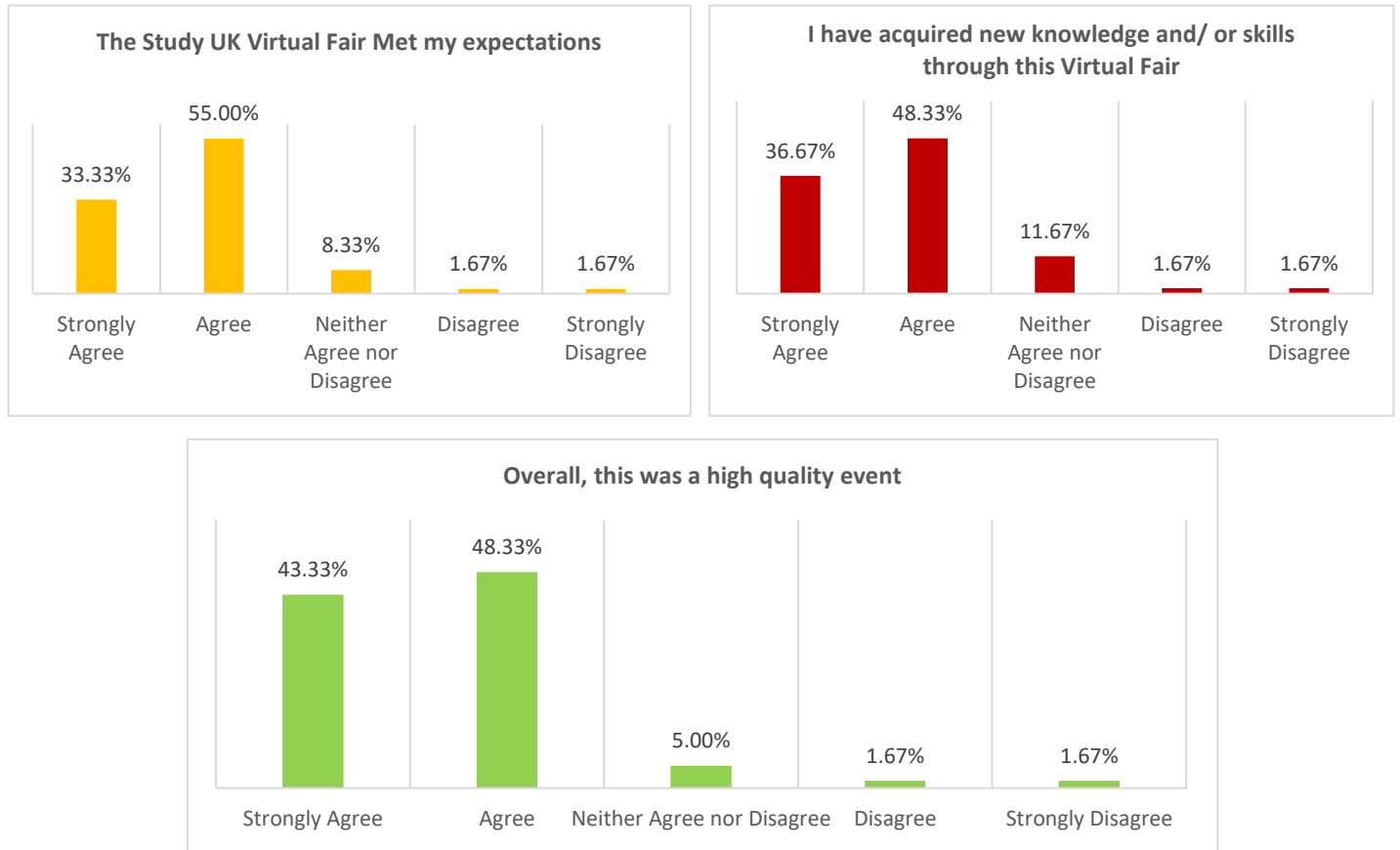
Whilst the event was really well organised and I was very happy with the quality and quantity of students, it was disappointing that some of the participants were actually agents looking for partnerships.

Amy Mitchell-Bel. SOAS



- 85% of the delegates thought that the quality of the visitors was either excellent, very good or good. Almost 70% of the delegates thought the quantity of the participants was either excellent or very good.
- Just over 7 in 10 people rated the quality of the platform (Zoom) as excellent or very good, while almost 8 in 10 delegates were happy with the length of the event.
- 90% delegates rated the level of information and communication provided by the British Council before the event as excellent or very good.
- Two third of the delegates thought that the Study UK Virtual Fair was either excellent or very good event.

Feedback from Participants



Suggestions

- British Council should arrange such events regularly.
- More details on available scholarships by the British Council and the UK HEIs
- One on one meetings with the university representatives
- Certificate of participation for the participants

- *88% participants either strongly agreed or agreed that the Study UK Virtual Fair met their expectations.*
- *Over 85% attendees said that they have acquired new knowledge and/ or skills after taking part in this Study UK Virtual Fair*
- *91% attendees rated the Study UK Virtual Fair as a high-quality event.*

Marketing and promotional activity

For the Study UK Virtual Fair 2021, the British Council Pakistan IES team employed the following channels for promotion:

Digital Marketing

- Sourced Study UK website, Facebook, Twitter and Instagram boosting

British Council Network

- Student database, Event database, Counsellors, Agents, Educational partners and institutes, myEnglish and Library members etc.

The Study UK Virtual Fair 2021 reached over 12 million impressions across all the social media channels.

Digital Marketing – Facebook



British Council Nepal
February 18

From summer 2021, international students will be able to benefit from two years' work experience in the UK upon graduation via the new Graduate immigration route. Get all your queries about post-study work visas and Graduate Immigration Route answered by UKVI Representatives at the Study UK Virtual Fair on 20 February.

Register now: bit.ly/3oPFvWh
#StudyUK

British Council Pakistan
February 19

The UK offers a world-class university education - your bridge to a bright and successful future. UK higher education has a well-established reputation for high quality - UK universities are among the best in the world. Get ready for the #StudyUK Virtual fair 2021 on 20 February!

#StudyUK

Register now - (<https://pk.registration.study-uk.britishcouncil.org/study...>)

British Council Sri Lanka
February 11

The UK is a safe place to study, and UK universities are prioritising students' safety and wellbeing. The UK higher education sector has gone above and beyond to ensure that international students' physical and mental health are prioritised. Learn more at Study UK Virtual fair on 20 February!

#StudyUK

Register now- <https://lk.registration.study-uk.britishcouncil.org/study...>

British Council Bangladesh
February 15

Looking for information on the September 2021 and January 2022 session in UK? Attend the Study UK Virtual Fair on 20 February and get all the information you need to set your study in the UK plan in motion.

#StudyUK



British Council Sri Lanka
@lkBritish

Want to know more about undergrad, postgrad and PhD programmes in the UK? Join us at the Study UK Virtual fair on 20 February.
#StudyUK

Register now- [...istration.study-uk.britishcouncil.org/study-uk-virtu...](https://registration.study-uk.britishcouncil.org/study-uk-virtual-fair)



British Council Nepal
@npBritish

Need more information on the blended, face-to-face and virtual learning options in the UK? Attend the Study UK Virtual Fair on 20 February to get your queries answered directly by universities representatives.
Register now: bit.ly/3oPFvWh

#StudyUK



Study UK Virtual Fair 2021 Montage

10 weeks ago · 125.1K Views

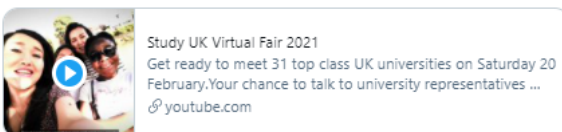
You and 1.8K others



British Council Sri Lanka
@lkBritish

Get ready to meet 31 top class UK universities on Saturday 20 February. Your chance to talk to university representatives directly about admissions, scholarship, IELTS, visa and more.
#StudyUK

Register now: [...istration.study-uk.britishcouncil.org/study-uk-virtu...](https://registration.study-uk.britishcouncil.org/study-uk-virtual-fair)



5:14 PM · Feb 16, 2021 · TweetDeck



British Council Pakistan
@pkBritish

Last chance to register for the Study UK Virtual Fair!

Join us this Saturday to meet 31 of UK's top universities and attend an exclusive webinar at 3 pm on 20 February to learn about wider opportunities in the UK.

Register now: [...istration.study-uk.britishcouncil.org/study-uk-virtu...](https://registration.study-uk.britishcouncil.org/study-uk-virtual-fair)





British Council Nepal
@npBritish

The UK cares about the wellbeing and safety of its international students. Want to know what UK universities are doing for you? Join us at Study UK Virtual fair on 20 February. Register now - bit.ly/3oPFvWh #StudyUK



British Council Pakistan
@pkBritish

Attend the #StudyUK Virtual Fair on 20 February and get all the information you need to set your study in the UK plan in motion.

Register now- (...istration.study-uk.britishcouncil.org/study-uk-virtu...)



British Council Bangladesh
@bdBritish

Set your study in the UK plan in motion by attending the #StudyUK Virtual Fair on 20 February 2021 at 3 pm and get all the information you need about courses, scholarships, visas and more.

Register now! ...istration.study-uk.britishcouncil.org/study-uk-virtu...



6:04 PM · Feb 15, 2021 · Twitter Web App



British Council Bangladesh
@bdBritish

Set your study in the UK plan in motion by attending the #StudyUK Virtual Fair on 20 February 2021 at 3 pm and get all the information you need about courses, scholarships, visas and more.

Register now! ...istration.study-uk.britishcouncil.org/study-uk-virtu...



6:04 PM · Feb 15, 2021 · Twitter Web App

British Council recommendations for UK HEIs

Participants and visitors are invited to share feedback and suggestions to help us make the event better for everyone involved. Given below are a few points for consideration based on an analysis of feedback shared by different stakeholder groups.

- For online platforms, it is vital for UK HEIs to be able to talk to multiple students simultaneously, therefore, the HEI's must bring at least 2-3 university representatives for such an event. These could be Alumni members, staff, current students or agents. We have witnessed that universities face difficulties to manage the incoming and outgoing students in their meeting room, if it has only one staff member.
- We felt that on the day a few of the staff members from UK HEIs were not too comfortable with Zoom Online platform. For the success of the event and to avoid any technical issues on the day, the UK HEIs must attend the technical training sessions and go through the training manuals provided.
- The British Council doesn't provide the student contact details during the Study UK Virtual Fairs; therefore, UK HEIs are strongly suggested to have an online form (MS Form) ready to collect student details.
- Many students sought to receive career linked advice about the courses being promoted and we feel alumni can contribute in this area as well.
- Queries about scholarships are frequent and common. Several UK institutions have scholarships for students; however, students are not too aware of these opportunities.

