

## Post-event report

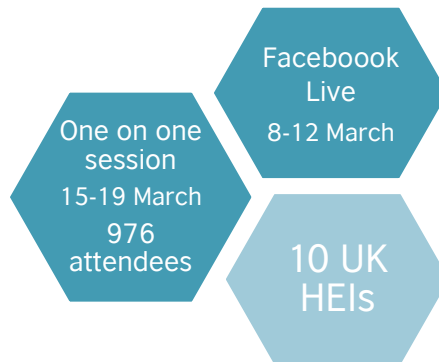
# Study UK Student Connect 8 to 19 March 2021

The Study UK Student Connect was held from 8 to 19 March 2021. 10 UK universities participated and approximately 976 attendees consisting of students and parents attended the event.

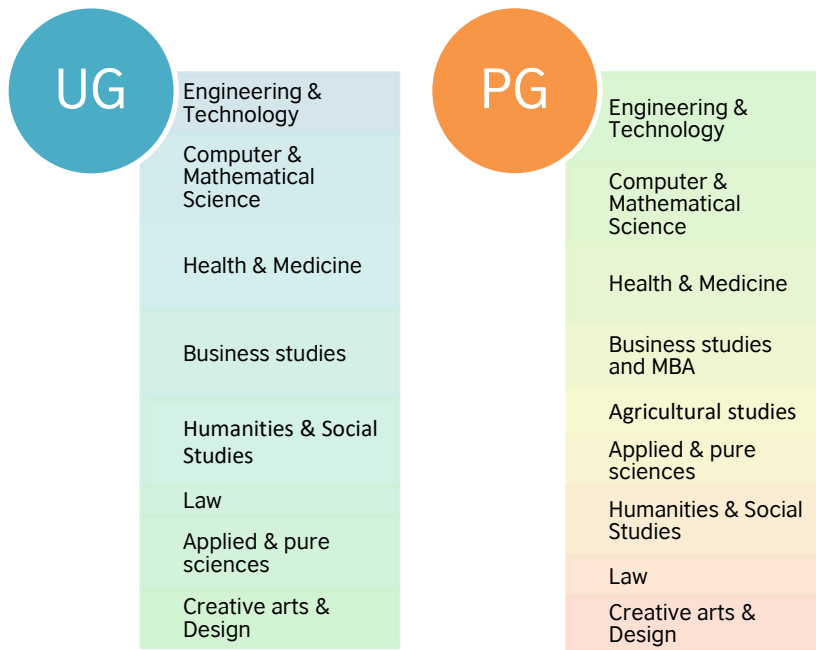
The Study UK Student Connect was planned and organised for the very first time to help UK universities meet high potential candidates who are further along their decision-making process and are serious about applying to the UK for their 2021 intake. This virtual event was planned across 5 markets in South Asia: India, Pakistan, Nepal, Bangladesh, and Sri Lanka. This provided an exclusive opportunity for UK HEIs to create a pipeline of students for current and future admission.

This no-frills event started with a week-long series of Facebook Lives on various themes which created a buzz around studying in the UK. This was followed by exclusive interactions with UK HEIs and students on a one-to-one basis to discuss courses, admissions, application process, cost, and scholarships. It has also helped the UK institutions to showcase their brand, infrastructure, culture, and programs virtually to a diverse range of students.

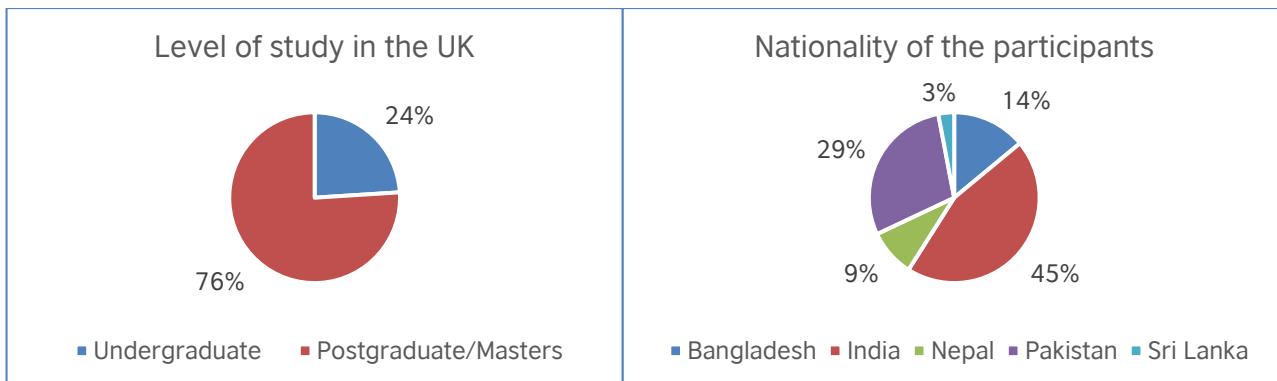
## Highlights Student Connect



## Popular Subjects



## Student registration details



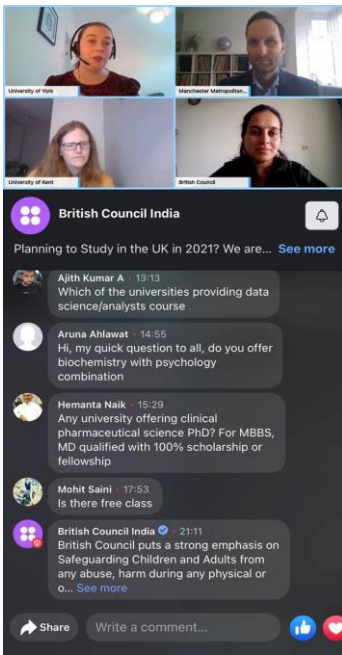
24% of the registered students were interested in UG programmes and 76% in PG programmes.

45% of the participants were from India, 29% from Pakistan, 14% from Bangladesh, 9% from Nepal and 3% from Sri Lanka.

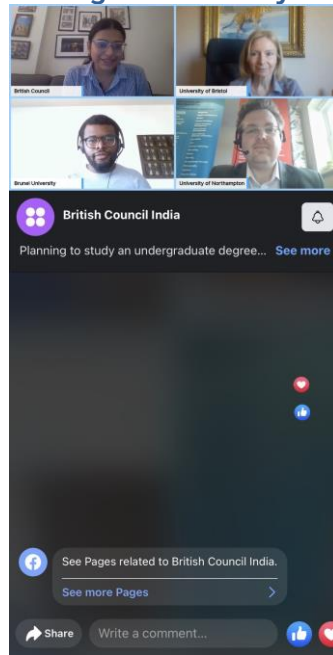
Seminars were held on various topics from 8-12 March 2021

Seminar Topic	No of viewers
FB Live on SOP and interview	15823
FB Live on UG study	16200
FB Live on student visas and GR	73966
FB Live on PG study and MBA	35215
FB Live on Scholarships	35173

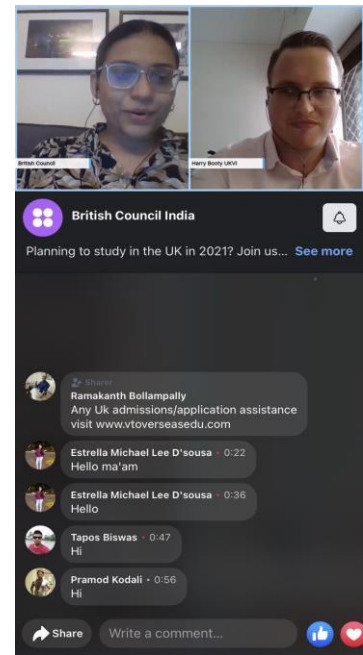
SOP and interview



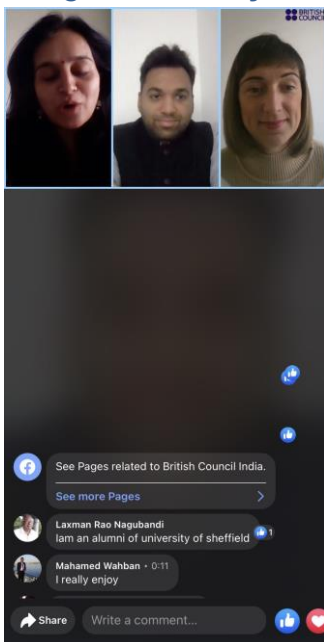
Undergraduate study



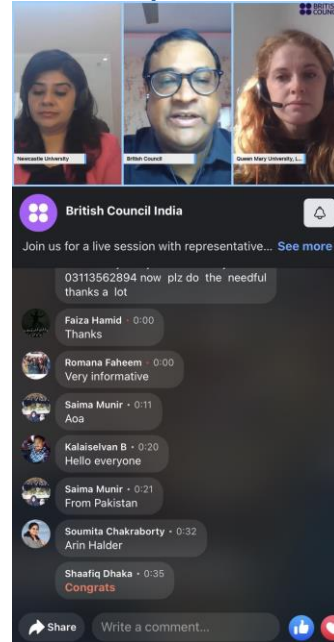
Student visas and GR



Postgraduate study and MBA



Scholarships



## Value adds for UK universities

The Study UK Student Connect was a wonderful opportunity for participating UK institutions, to make their presence more visible by reaching a larger audience; there were various additional promotional services provided as value add –

- Seminar on various topics were organised on Facebook Live to familiarise students with processes from 8 to 12 March. More details can be found in above table in page number 2.
- Facebook posts were run for each participating UK HEI on [Study UK Facebook page](#) (547K followers) promoting their USPs.
- Emailers and SMS were sent to our extensive British Council database to promote the event to key Higher Education and School stakeholders and registered student database
- Promotions to higher education institutions and schools across South Asia.

## Marketing

### DIGITAL CAMPAIGNS

Facebook | Instagram | Google Search

**62,285**

CLICKS

**4.5 Million**

IMPRESSIONS

**1.86 Million**

ESTIMATED REACH



ORGANIC CAMPAIGNS

Website | Social media | Mailers | WhatsApp

75,000 Subscribers  
MAILERS/NEWSLETTERS

193.811  
ESTIMATED REACH



STUDY UK STUDENT CONNECT  
16 to 19 March 2021

Meet UK universities from 16 to 19 March, anytime between 01.30 p.m. to 5.00 p.m. on each day.

Click on the links below to meet the 10 participating universities

Here's your chance to get all the information you need about courses, admission process, scholarships, modes of study and more, directly from the universities.

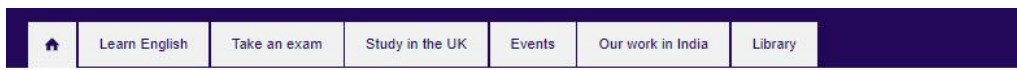
MEET THE UNIVERSITIES

University of Bristol



[Click here to join meeting](#)

PROMOTIONS ON BRITISH COUNCIL WEBSITE



Study UK - Online events for students



Here's a list of online events you can join to get updates about studying in the UK.

Date	Time	Event name	Description	Platform
18 March	5.00 p.m. to	Subject webinar: Career in	The webinar will be delivered by delegates from BIMM	Microsoft Teams Live

STUDY UK STUDENT CONNECT

Planning to study in the UK in 2021? <#>

IELTS on Facebook <#>

IELTS Online Preparation for Teens (Age 15-17)

Build confidence and get ready for global future.

Move closer to your dream IELTS score with our IELTS Coach online English course for adults - now at INR 4,750 only

STUDY UK STUDENT CONNECT

Planning to study in the UK in 2021? <#>

PRESS RELEASE AND MEDIA

**54** Million  
ESTIMATED REACH

**23** Articles  
ONLINE & PRINT

**British Council organises virtual Study UK Student Connect for Indian students and professionals preparing for the September '21 intake**

Chennai: The British Council, UK's international organisation for educational opportunities and cultural relations, is hosting a virtual 'Study UK Student Connect' from Monday, 8 March 2021 to Friday, 19 March 2021. Indian students and professionals who want to study at the undergraduate or postgraduate courses in the UK in 2021 would get the opportunity to book exclusive appointments with 10 UK universities, attend live sessions by subject experts and get all the information about courses, admission process, scholarships, modes of study and more. The webinars would be held from Monday, 8 March to Friday, 12 March, and exclusive meetings with participating universities would be from Monday, 15 March to Friday, 19 March.

**Virtual meet and greet with UK universities**

**EXPRESS FEATURES**

THE British Council, UK's international organisation for educational opportunities and cultural relations, is hosting a virtual 'Study UK Student Connect' till March 19. Indian students and professionals who want to study at the undergraduate or postgraduate courses in the UK in 2021 would get the opportunity to book exclusive appointments with 10 UK universities, attend live sessions by subject experts and get all the information about courses, admission process, scholarships, modes of study. Exclusive meetings with participating universities will be held from March 15 to March 19.  
Register at <https://in.registration.study-uk.britishcouncil.org/study-uk-student-connect>  
For more information, visit: <https://study-uk.britishcouncil.org/>

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**Study UK Student Connect to help prospective students have personalised discussions with universities: Debanjan Chakrabarti, director, east and northeast, British Council**

New Graduate Route to open for applications on July 1, 2021, for international students in the UK



Debanjan Chakrabarti is the director, east and north-east, British Council.

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CHENNAI  
British Council to conduct virtual programme for UG, PG aspirants  
Special Correspondent  
CHENNAI 06 MARCH 2021 01:37 IST  
UPDATED: 06 MARCH 2021 01:37 IST

**British Council organises virtual Study UK Student Connect for Indian students**

Chennai, Mar 8: The British Council, UK's international organisation for educational opportunities and cultural relations, is hosting a virtual 'Study UK Student Connect' from Monday, 8 March 2021 to Friday, 19 March 2021. Indian students and professionals who want to study at the undergraduate or postgraduate courses in the UK in 2021 would get

the opportunity to book exclusive appointments with 10 UK universities, attend live sessions by subject experts and get all the information about courses, admission process, scholarships, modes of study and more. The webinars would be held from Monday, 8 March to Friday, 12 March, and exclusive meetings with participating universities would be from Monday, 15

March to Friday, 19 March. The participating universities include Brunel University London, Queen Mary University of London, Manchester Metropolitan University, Newcastle University, The University of York, The University of Northampton, The University of Sheffield, University of East Anglia, University of Bristol, and University of Kent.

The event is most beneficial for those who are preparing for the September 2021 intake. Additionally, students can attend seminars delivered by the UK Visas and Immigration (UKVI) on student visas, the new graduate route and the British Council for information on living and studying in the UK and scholarships. The new Graduate route

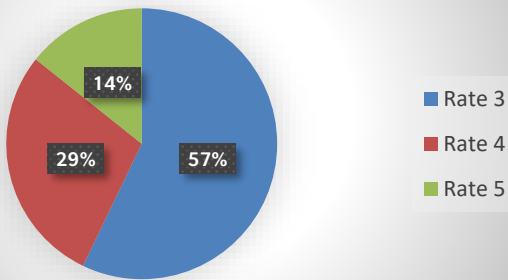
will open for applications on 1 July 2021, to international students who successfully complete a degree at undergraduate level or above in the UK.  
Pre-register at <https://in.registration.study-uk.britishcouncil.org/study-uk-student-connect>. Date: Monday, 8 March 2021 to Friday, 19 March 2021, Time: 1:30pm to 6:30pm

## Delegate's Feedback

Out of 10 UK HEIs that participated in the fair 6 universities shared their feedback with us. Most of the institution's primary market interest is Postgraduate and Undergraduate students and a very minimum had its interest in A-level students.

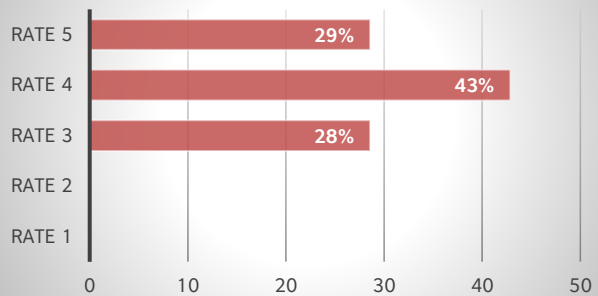
Institutions were asked to rate various parameters on a scale of 5 to 1 where, 5= Excellent, 1= Poor.

**Quality of Visitors**



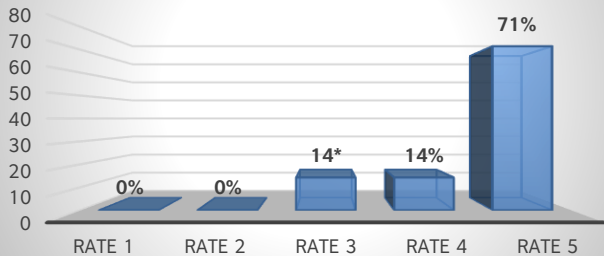
57% universities have given rating "3" for visitor's quality, 29% rated it 4 and 14% universities have rated visitor's quality as "5".

**Visitor's Quantity**



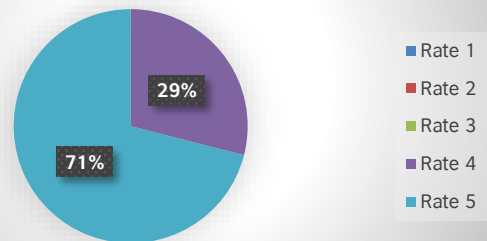
43% universities have given a "4 rating" to quantity of visitors and 29% has rated it "5".

**Level of Information provided before the event**

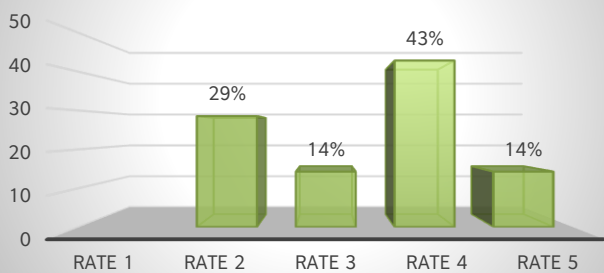


71% universities think that information provided before the event and support provided during the event was of "rating 5".

**Level of support provided during event**

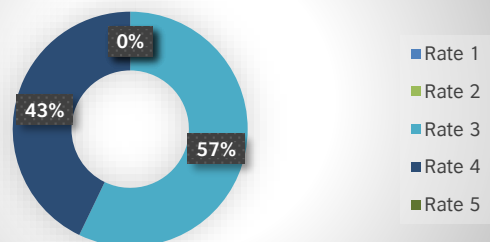


**Quality of Platform**



43% universities voted "rating 4" for the quality of platform used for the event which was "Microsoft Teams" and 14% rated it "5".

**Overall Assessment**



43% are of the opinion that overall assessment of the event is "rating 4".



**Some feedback from UK universities-**

- Overall, it was a great endeavour to connect with aspirants from across South Asia. Helped understanding markets and nature of queries.
- Our demand seems higher in Bangladesh, Pakistan and India.
- In particular, this was helpful in understanding the needs of different markets and across varied diaspora.
- Recommendation to arrange for initial screening of students so that university meets filtered students.
- Would be helpful if event can be held over another platform than Microsoft teams.
- A few interested students are now in contact. Thank you!