

**South Asia Education**

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**Study UK South Asia  
Agents and Counsellors'  
Symposium**



**Post Event Report**

August 2021

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## Introduction

The British Council organised the first-ever South Asia Agents and Counsellors' Symposium from 6-8 July 2021. Agents and Counsellors from Bangladesh, India, Nepal, Pakistan, and Sri Lanka joined the Symposium virtually from the comfort of their home.

The Symposium provided an exclusive opportunity to UK HEIs to directly engage with Agents and Counsellors from across South Asia through professional development workshops, plenary sessions by experts, and networking opportunities. The Symposium received 1,670 registrations from Agents and Counsellors from across South Asia with total 4,620 footfall over the 3-day event. Each session received an average of 280 participants.

13 UK HEIs joined the South Asia Agents and Counsellors Symposium. The UK Universities provided twelve hour-long sessions on various topics of professional development for the agents and counsellors. These Professional Development workshops featured twenty guest speakers from the participating UK universities. The themes of these workshops were around: Counselling students during Covid-19, Scholarships, Aptitude Tests, Personal Statements, Letter of Recommendation, Counselling for PG students, English language requirements at UK HEIs, Studying in Scotland etc. Each day of the event concluded with exclusive networking sessions between the agents and counsellors and UK higher education institutions.

Besides engaging the UK higher education institutions, the symposium brought together key stakeholders in the UK, to provide consolidated and holistic messaging and communications around the latest policies and regulations in the UK. Five exclusive plenary sessions were led by UK Visa and Immigration (UKVI), UK Council for International Student Affairs (UKCISA), British Universities' International Liaison Association (BUILA), and the British Council. These sessions provided the audience with updated information on applying, studying, travelling, and living in the UK.

The purpose of this report is to provide a summary of the event, including visitor and exhibitor feedback along with other useful information. We hope 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 South Asia markets in the future

## Highlights of the Study UK South Asia Agents and Counsellors' Symposium

<b>Countries</b>	Bangladesh, India, Nepal, Pakistan, and Sri Lanka
<b>Platform</b>	MS Teams
<b>Date and time</b>	6-8 July 2021 from 0800 to 1330 UK Time
<b>Package</b>	£950 + VAT

<p><b>Participating institutions</b> 13 UK HEIs from across the UK, UKVI, UKCISA, BUILA and British Council</p>	<p><b>Participation</b> The Symposium received 1,670 registrations from Agents and Counsellors from across South Asia. An average of 280 participants attended each session. With many attending multiple session, 4620 attendees were recorded across the whole event.</p>
<p><b><u>Highlights:</u></b></p> <ul style="list-style-type: none"> <li>• First-ever South Asia Agents and Counsellors' Symposium organised by the British Council</li> <li>• Twelve-hour long sessions focusing on the professional development needs of the agents and counsellors</li> <li>• Twelve exclusive meeting rooms were set up on MS Teams to facilitate the interaction between the agents and counsellors and the UK higher education institutions.</li> <li>• The Symposium was promoted locally through education databases of agents and counsellors, IELTS partners, Partner School Global Network (PSGN), local HEIs and their international offices</li> <li>• The Symposium was also promoted through facebook, Instagram and twitter across all five countries.</li> </ul>	

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## List of Institutions

1. Bath Spa University	9. The University of Reading
2. Birmingham City University	10. UK Council for International Students Affairs (UKCISA)
3. British Universities International Liaison Association (BUILA)	11. UK Visas and Immigrations (UKVI)
4. King's College London	12. University of Bristol
5. Kingston University	13. University of East Anglia
6. The University of Edinburgh	14. University of Glasgow
7. The University of Manchester	15. University of Portsmouth
8. The University of Nottingham	16. University of Wolverhampton

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## Programme

Day 01: 6 July		
TIME	SESSION INFORMATION	
08:00 am	<p><b>Plenary Session and Panel Discussion: British Council South Asia</b></p> <p>Welcome and Opening Remarks by Salvador Lopez, Director Education, British Council South Asia</p> <p>Opening Plenary and Panel Discussion: <b><i>Reimagining international education: Mobility, Access, Quality</i></b></p> <ul style="list-style-type: none"> <li>• Anila Mathew, Director of Counselling, Good Shepherd International School, India</li> <li>• Syed Abidi, Career Counsellor, Motivator, Educationist, Pakistan</li> <li>• John McNamara, Global Head of Research, International Education Services, British Council</li> <li>• Dr. Nishat Riaz, Director Education, British Council, Pakistan (Session Moderator)</li> </ul>	
09:15 am	<p>COVID 19 pandemic and how it has reshaped student counselling</p> <p><b>By: Birmingham City University</b></p>	<p>Practical strategies for engaging students in the counselling process</p> <p><b>By: University of East Anglia</b></p>
10:30 am	<p>Counsellors' Toolbox - Developing focused or highly effective Personal Statements and Letters of Recommendation</p> <p><b>By: King's College London</b></p>	<p>English Language Requirements at UK Universities - IELTS and other options available to students</p> <p><b>By: The University of Manchester</b></p>
11:45 am	<p>Exclusive Meeting Room for Birmingham City University</p>	<p>Exclusive Meeting Room for University of East Anglia</p>
	<p>Exclusive Meeting Room for King's College London</p>	<p>Exclusive Meeting Room for The University of Manchester</p>
12:30 pm	<p><b>Session by UK CISA* and BUILA**: September 2021 – what to expect from Studying in the UK</b></p>	
	<p><b>*UK CISA: UK Council for International Student Affairs</b></p>	<p><b>**BUILA: British Universities' International Liaison Association</b></p>

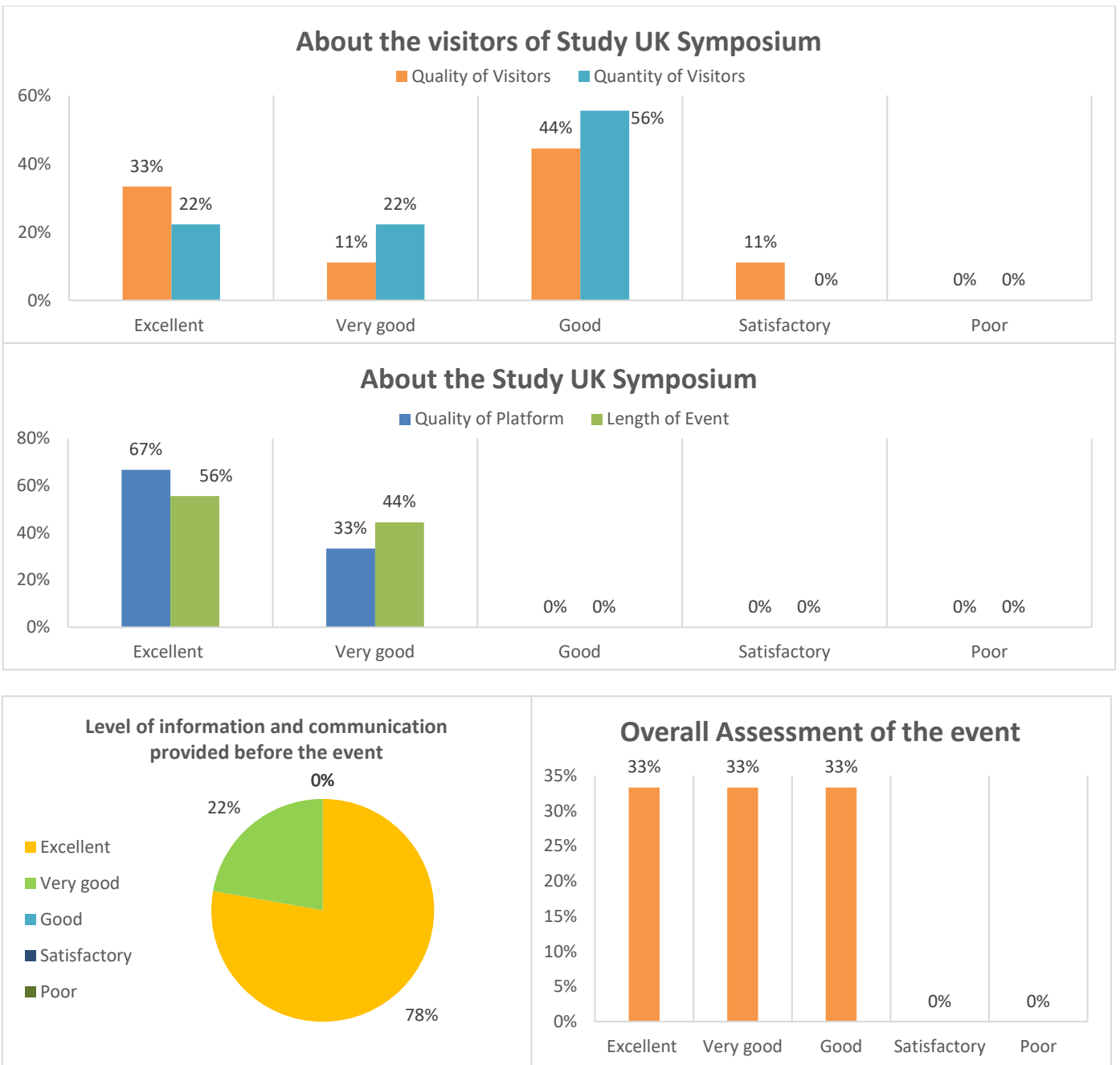
## Day 02: 7 July

TIME	SESSION INFORMATION	
<b>08:30 am</b>	<b>UK Visas and Immigration Briefing UKVI: Student visas and the new Graduate Route</b>	
<b>09:15 am</b>	Understanding scholarship opportunities in the UK - for Bachelors and Masters Programmes. How to effectively avail these scholarships opportunities? <b>By: The University of Nottingham</b>	Counselling prospective Post Graduate and Research Students – Useful tools, tips and techniques <b>By: University of Bristol</b>
<b>10:30 am</b>	Joint session: Studying in Scotland - Connect with the Universities <b>By: The University of Edinburgh and University of Glasgow</b>	Benefits of online training and learning to support students to manage uncertainty and stress due to Coronavirus <b>By: The University of Reading</b>
<b>11:45 am</b>	Exclusive Meeting Room for The University of Nottingham	Exclusive Meeting Room for University of Bristol
	Exclusive Meeting Room for The University of Edinburgh and University of Glasgow	Exclusive Meeting Room for The University of Reading

## Day 03: 8 July

TIME	SESSION INFORMATION	
<b>09:00 am</b>	<b>British Council Agents and Counsellors Training Suite</b>	
<b>09:45 am</b>	Distance or online learning: Benefits and drawback – How to effectively promote it within the students <b>By: Bath Spa University</b>	Student counselling in the 21st century and soft skills that an educationist must have <b>By: University of Wolverhampton</b>
<b>11:00 am</b>	Aptitude Assessment – Exploring degree options and linked career paths <b>By: Kingston University</b>	How to make a good application for a UK university and helping parents adapt to the virtual world of counselling <b>By: University of Portsmouth</b>
<b>12:15 pm</b>	Exclusive Meeting Room for Bath Spa University	Exclusive Meeting Room for University of Wolverhampton
	Exclusive Meeting Room for Kingston University	Exclusive Meeting Room for University of Portsmouth
<b>01:00 pm</b>	<b>Concluding remarks by British Council South Asia</b>	

## Feedback from UK Delegates



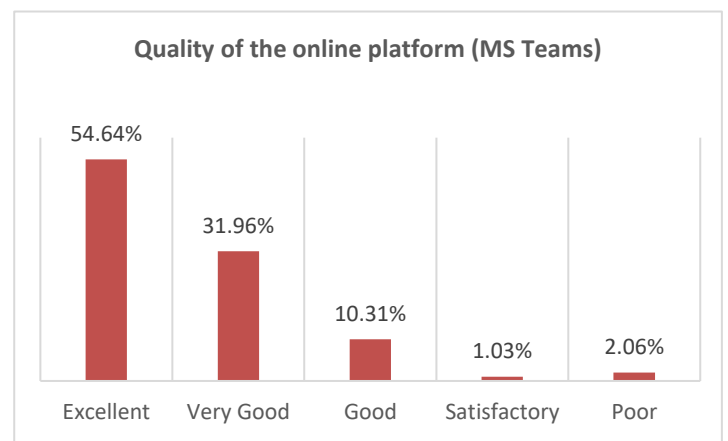
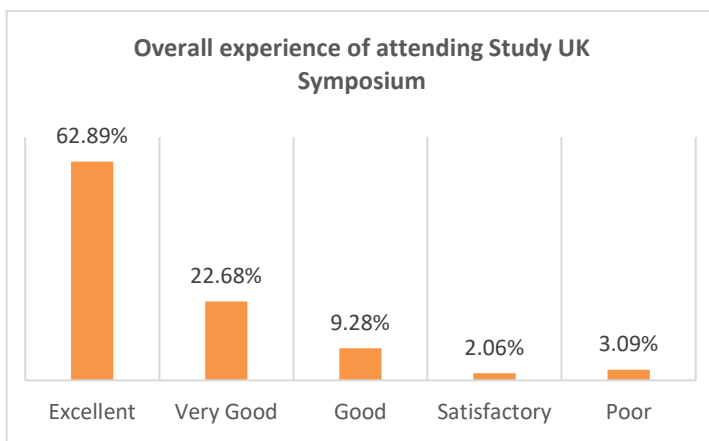
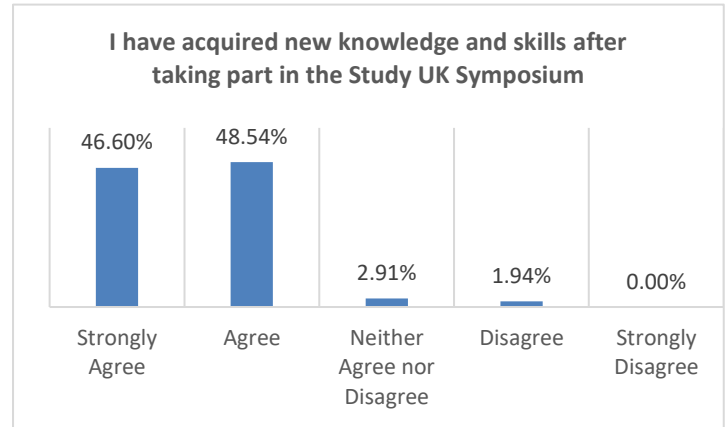
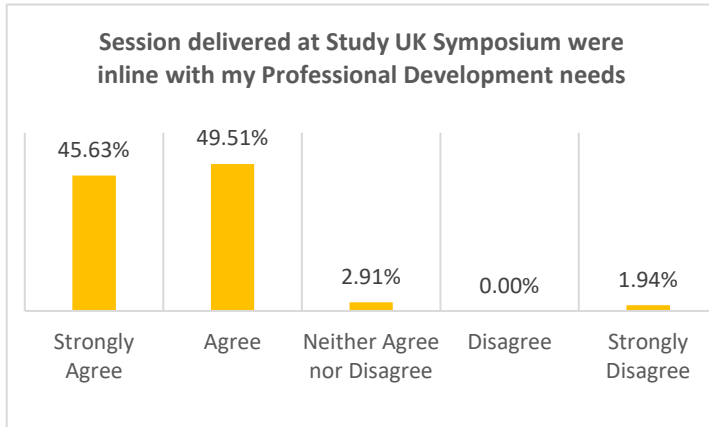
- 88% of the delegates thought that the quality of the visitors was either excellent, very good or good.
- All delegates rated the quality of the platform and the length of the event as excellent or very good.
- 8 in 10 delegates rated the level of information and communication provided by the British Council before the event as excellent.
- 67% delegates thought that event was either excellent or very good, while 33% thought it was good.

*“Just to say thank you to all at the British Council for organising this event, the first of its kind in the region! As always, it was a pleasure to attend. If the issues around connecting with counsellors vs agents can be ironed out then I'm sure we would attend this event in future” Chris Gibson, The University of Manchester*



*"I would recommend a similar event only for school counsellors and persons from HEI. Also, would recommend 1- or 2-hours' time reserved for the Networking session with an opportunity for attendees to meet all the participating universities during that time"* Dolan Mitra, King's College London

## Feedback from Participants



- 95% of the participants thought that the sessions delivered at the Study UK South Asia Agents and Counsellors' symposium were in line with their professional development needs, and they have acquired new knowledge and skills after taking part in the Symposium
- 87% of the participants rated the quality of the online platform (MS Teams) as excellent or very good
- 63% of participants rated their experience of attending the Symposium as excellent, while 22% thought it was very good.

# Pictures

