

Venue: Hotel Green Castle, Artisan Nasir Centre, 4th floor, Kandirpar, Comilla

Seminar & Presentation: 10am-12pm

Counselling session: 12pm-4pm

Total number of participating institutions for counselling session: University of Bolton & University of Huddersfield represented by local representative N & N Education Consultancy Ltd.

No. of visitors: 52

Male: 39

Female: 13

Seminar on Studying & Living in the UK: A Power Point and Education UK latest video presentation were delivered by Shegufta Ahmed, Project Coordinator, SIEM which covered main features of UK qualifications, subjects offered by UK institutions, study method in the UK, which qualifications can be obtained, entry requirements, English language requirement, selecting an institution, tuition fees, accommodation, living expenses, scholarship opportunities, visa related information, a student journey etc. followed by Q/A session

Counselling session: University of Huddersfield & University of Bolton have conducted counseling session through their local representatives

Pre-event marketing campaign: The following marketing activities have been taken to promote the event. It started from 31 August 2013 to till the event date.

- Sending Exhibition info to British Council contacts via British Council e-newsletter to 10000 contacts
- Advertising on <http://facebook.com/EducationUKBangladesh> and the regular updates were also posted
- Shared Facebook posts in main British Council Bangladesh page <http://facebook.com/BritishCouncilBangladesh> which has over 40,000 likes
- Sending flyers with letters to Higher Education Institutes like public and private universities. Prominent school & colleges of Comilla
- Email shot sent to VRS registrants students of Chittagong, Comilla & Feni
- SMS shot sent to VRS registrants of Chittagong, Comilla & Feni
- Put up flyers on British Council notice boards
- Distributed around 100 flyers from British Council counter to takeaway for the customers

- Advertising on Newspaper:

3 September in Comillar Kagoj & 6 September in Amader Comilla

The event photograph.



More photos can be found in the following link:

<https://www.facebook.com/photo.php?fbid=648959925129224&set=a.648959858462564.1073741830.234716799886874&type=3&theater>

The feedback from the visitors shows that **16%** of them found information about this event from Facebook, **24%** from friends/recommendation and **22%** from British Council's noticeboard and flyers. Rest of the students got information from Email shot, newspaper advert, poster etc. **35%** of the participants responded excellent to the service/information they receive from the institution.

Some of the comments by the visitors:

- *I like this programme very much*
- *I know that UK is one of the best country in the world on studying, but I'm sure institution give the student best services than other*
- *UK education system is so standard I hope whole world like it. So, I have no suggestion on UK institute*
- *This program should go on day by day, it is very important*
- *British council gives us a huge service based on the study*
- *British council is a modern & valuable organization. I support it*

Highlights of the event:

There were students from different educational institutions including Comilla University, Comilla Victoria Govt. College, Comilla Polytechnic Institute, Ispahani Public School & College, Eastern Medical College, Central medical College etc. There were a good number of participants from different professions i.e. Marketing, Engineering & Teaching professions. They were very keen to know about the study opportunities in the UK. Some of the students had wrong perception about UK study, life style and post study work but this seminar proved very helpful for them to get the correct information from this event. Some of the participants became active followers of EducationUK Facebook page after the event and are now following updates of UK Education regularly.

Further marketing opportunity:

We now have a database of total 201 students from Comilla who have attended this seminar or participated in the Education UK Exhibition which was held in 2013. We would be able to provide information to the interested UK institutions on market trends, subject interest, age group, level of qualifications the students are interested in, why they are interested to study in the UK etc. We will be able to send university information through Email shot or SMS shot and can also arrange individual counselling/recruitment session for UK universities.