

Venue: British Council, 5 Fuller Road, Dhaka-1000.

Seminar & Presentation: 10am-12pm

Counselling session: 12pm-4pm

Total number of participating institutions for counselling session:

- University of Bolton- represented by local representative N & N Education Consultancy Ltd.
- University of Huddersfield- represented by local representative N & N Education Consultancy Ltd.
- University of Hertfordshire- represented by local representative University of Hertfordshire Bangladesh Representative Office
- University of Greenwich- represented by local representative Overseas Study Counseling Ltd.
- INTO UK- represented by local representative MACES

**Seminar on Studying & Living in the UK:** A Power Point presentation was delivered by Mr. Jahir Uddin, Project Manager, 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 etc followed by a Q/A session.

**Video presentation:** We have shown a video of student experience of the University of Greenwich

**Flyer distribution:** We have distributed 200 flyers of University of Greenwich and 100 prospectuses of University of Law

**Prospectus distribution:** We have distributed 100 prospectuses of University of Greenwich

**No. of attendees:** 339

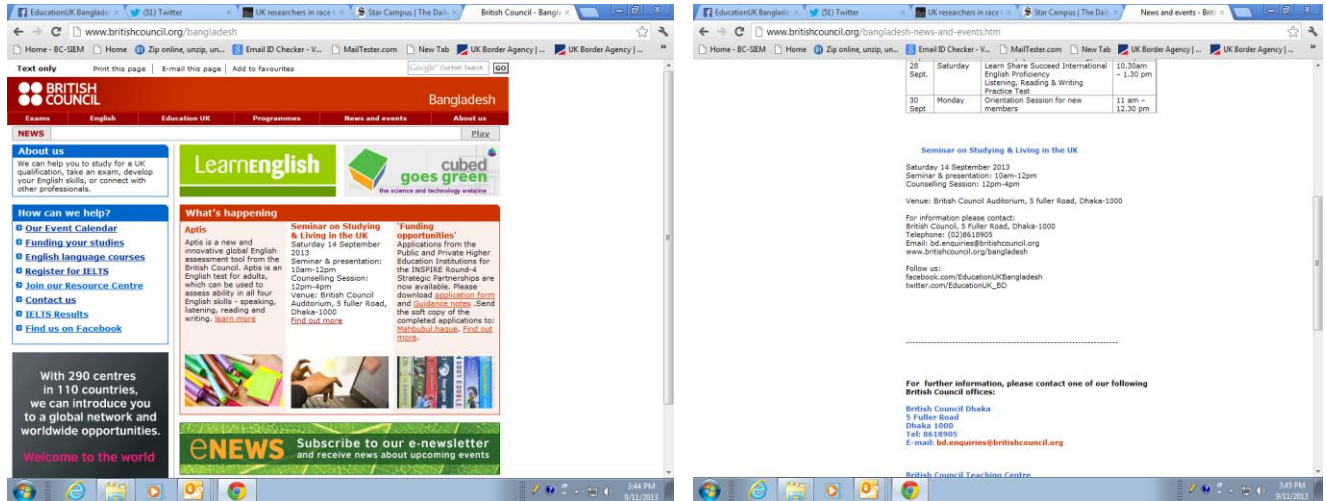
Male: 237

Female: 102

Pre-event marketing campaign: The following marketing activities have been taken to promote the event. It started from 8 September 2013 to till the event date.

- Sending event 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

- Advertising on British Council Bangladesh's homepage and event page



- Shared Facebook posts in main British Council Bangladesh page <http://facebook.com/BritishCouncilBangladesh> which has over 52,000 fans
- Sending flyers with letters to local Higher Education Institutes including public and private universities
- Email shot sent to O/A level students, VRS registrants of last 2 years, visitors of recent institutions' visit at British Council, visitors of Open Day (Agent exhibition Dhaka)
- SMS shot sent to O/A level students, VRS registrants of last 2 years, visitors of recent institutions' visit at British Council, visitors of Open Day (Agent exhibition Dhaka)
- Displaying posters in British Council notice boards
- Distribution of flyers from British Council customer service and IELTS registration points
- Handbill distribution in Dhanmondi area which is the prominent place of Dhaka and near to British Council office
- Advertising in two national Newspaper - 11 September in Daily Star & 13 September in Daily Prothom Alo

**Event photos:**

More photos can be found in the following link:

<https://www.facebook.com/photo.php?fbid=652271904798026&set=a.652270731464810.1073741832.234716799886874&type=3&theater>

The feedback from the visitors shows that 28% of them found information about this event from British Council SMS service, 19% from British Council notice board. Rest of the students got information from Facebook, Newspaper advert, Email shot, poster, banner at British Council etc.

**Some of the comments by the visitors:**

- *Thanks a lot for arranging the seminar. It was very helpful.*
- *It was good to have such seminar, my request if it possible to arrange such seminar in private university level, that would be very useful*
- *The service that you are providing is really very much praise worth. So I should give you many thanks for it*

- *British Council in Bangladesh is very helpful for education*
- *The authority and atmosphere is very good*
- *British Council has provided me with all the necessary detail that I needed to know*
- *Make more seminar for the student for going to UK around the year*
- *Make a language club for all general student to provide skill to Bangladesh students*
- *Keep up the good work*
- *It's excellent & I'm happy*
- *Please organize more seminar like this*
- *Arrange this type of seminar frequently*
- *We need more education fair. We expect spot admission from the UK university*
- *British council has done an excellent job for the purpose of studying in the UK. I believe it will do better more and more in future*

**Highlights of the event:**

Out of total 339 visitors, 235 participants attended the seminar in the morning despite the adverse weather. It was raining heavily in the morning. They also actively participated in the question answer session and raised some important questions related to visa application procedure, scholarships, Interview system, entry requirements, accommodation options, ranking of institutions etc. The students were much focused and keenly observed the presentation and video of University of Greenwich for the rest of the day. Mr. Robin Davies, Director Partnerships and Programmes delivered welcome speech to the audience and he also talked to different students who were interested to know about study opportunities in the UK, culture, weather etc. We promoted a student decision making survey among the students who visited the event. A significant number of A-level students participated in the event and some parents also collected information on behalf of their children.

**Further marketing opportunity:**

We now have a database of total 290 students who have attended this recent seminar in Dhaka. We would be able to provide information to the interested UK institutions on market trends, subject interest, age group, level of qualifications they are interested in, why they are interested to study in the UK etc. Tailored information can be further sent through Email shot, SMS shot or courier to a target audience according to their subject of interest or level of qualifications.

Please note that we are also going to organise similar events in Sylhet on 2 November and Chittagong on 9 November 2013. As the previous events proved very successful we are hoping to have a great event in Sylhet and Chittagong as well.