



Expanding your horizon

School Mission

Dhaka : 20-21 April 2014

Chittagong : 23-24 April 2014

About the programme

School Mission took place in 8 local institutions in two cities of Bangladesh, Dhaka and Chittagong. Among the local institutions 4 were English Medium Schools (tuition provider for O/A level qualifications) and 4 were private universities. We have chosen 2 Schools and 2 Universities from each city.

Sunday 20 April 2014, the event took place in Dhaka in International Turkish Hope School and in BRAC University

Monday 21 April 2014, the event took place in Dhaka in Hurdco International School and in American International University – Bangladesh.

Wednesday 23 April 2014, the event took place in Chittagong in Sunshine Grammar School and College & East Delta University (EDU).

Thursday 24 April 2014, the event took place in Chittagong in Chittagong Grammar School and in Asian University for Women.

This year six UK Universities had taken part in the School Mission. The delegates from the UK universities provided information on studying in UK, opportunities available in their respective institute and did direct counselling to interested students. Following universities took part in the event:

- BPP University
- Coventry University
- Middlesex University
- University of Bradford
- University of Southampton
- University of South Wales

Visiting International Turkish Hope School:

International Turkish Hope School (ITHS) was established in Dhaka in 1996. ITHS is an English Medium School which offers education from Playgroup to A' Level standard.

ITHS do have two campuses, one for male students and one for female students. Currently there are approximately 400 students studying in grade 11.



Mr. Bedrettin Suata, Principal; Mr Yavuz Koca, Vice Principal; Mr Idris Koken, Course Coordinator, Mr Shameem Reza, Deputy Head of Senior Girls Section along with different teachers from the school was present during the event.

Visiting BRAC University:

BRAC University is one of the leading private universities in Bangladesh and fostering the national development process through the creation of a center of excellence in higher education as per the society's needs.

Different official from the university was present during the event.



From the office of Vice Chancellor Professor Fuad H. Mallick, Pro-Vice Chancellor and Chairperson, Department of Architecture was present during the event.

From the office of Registrar Mr Khan Ahmed Murshid, Joint Registrar visited the event.

From the Relationship Management Office Ms Ismat Shereen, Head, Relationship Management Office was present during the whole event.

Mr. Saiduzzaman Shikder, Admin Officer from the Relationship Management Office coordinated the event from BRAC University's end.

Visiting Hurdco International School



Hurdco International School (HIS) was established in the year 1997 with a motive to pursue quality education with the International standard to the students of Bangladesh at a reasonable cost.

During the event teachers of different subjects came to visit. After the event UK delegates had a meeting with the acting Principal & High School Coordinator Dr Jinnat Ali.

Visiting American International University

AIUB is providing quality and excellent computer-based academic programs responsive to the emerging challenges of the time. It is dedicated to nurture and produce competent world class professional imbued with strong sense of ethical values ready to face the competitive world of arts, business, science, social science and technology.



Visiting Sunshine Grammar School

Established in 1985, Sunshine Grammar School and College is the first school in Chittagong offering the Ordinary Level (O' Level) and Advanced Level (A' Level) programmes. Sunshine is comprehensively prepares students for courses designed by Edexcel International Examinations, Cambridge International Examinations and S.S.C and H.S.C under the National Board, Bangladesh.

Founder and Principal of the school Ms Safia Ghazi Rahman, Director-Administration Mr Sameer Ghazi Rahman was present along with the faculty members of the school.



Visiting East Delta University

EDU is committed to bring the best possible education opportunities in Chittagong. The university has adopted the following mission statement: "East Delta University is committed to excellence in all aspects of life both inside and outside the classroom, to integrity, innovation that improves quality of life, respect for diversity and enhancement of global learning through extensive collaborative efforts with universities and businesses all around the world."



Fatima Daisy, Assistant Registrar and Shah Ahmed Ripon, Chairman-Department of English was present during the event.



Visiting Chittagong Grammar School

Chittagong Grammar School (CGS) was founded in 1992, and has since achieved an excellent standing within the community.

Ms Shereen Mahnaz Ispahani, Director of Academics; Ms Mahine Khan, Head of Upper School and Ms Kishwara Tabassum, Counsellor- Upper School of the school was present during the event.



Visiting Asian University for Women

AUW is based on the firm belief that education especially higher education provides a critical pathway to leadership development, economic progress, and social and political equality. The university is located in Chittagong, Bangladesh and currently has 535 students from 12 countries, Afghanistan, Bangladesh, Bhutan, Cambodia, Canada, China, India, Myanmar, Nepal, Pakistan, Palestine, Sri Lanka, and Vietnam.

Dr Fahima Aziz, Vice Chancellor; Ms Chanchala Gunewardena, Associate Director-Career Development Department and Mr Simon Clarke, Associate Professor of Political Theory and Philosophy was present during the event.





Pre-event marketing campaign

The following marketing activities have been done for promoting the event.

- 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
- Creating event calendar and posting on respective institution's Facebook page
- Displaying posters in British Council Dhaka, Dhanmondi Teaching Center and British Council Chittagong notice boards
- Displaying Pop Up banner at British Council Fuller Road office and Dhanmondi Teaching Centre
- Displaying banners and posters at entry points of 8 local institutes

Visitors number

Total visitors 1265

Male 836

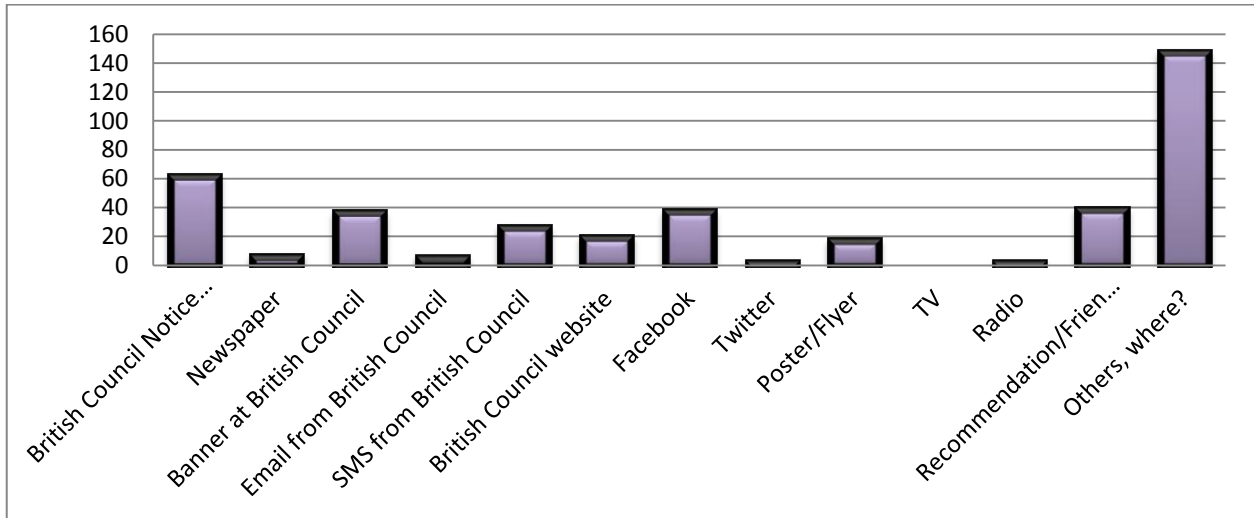
Female 429

More photos can be found in the following link:

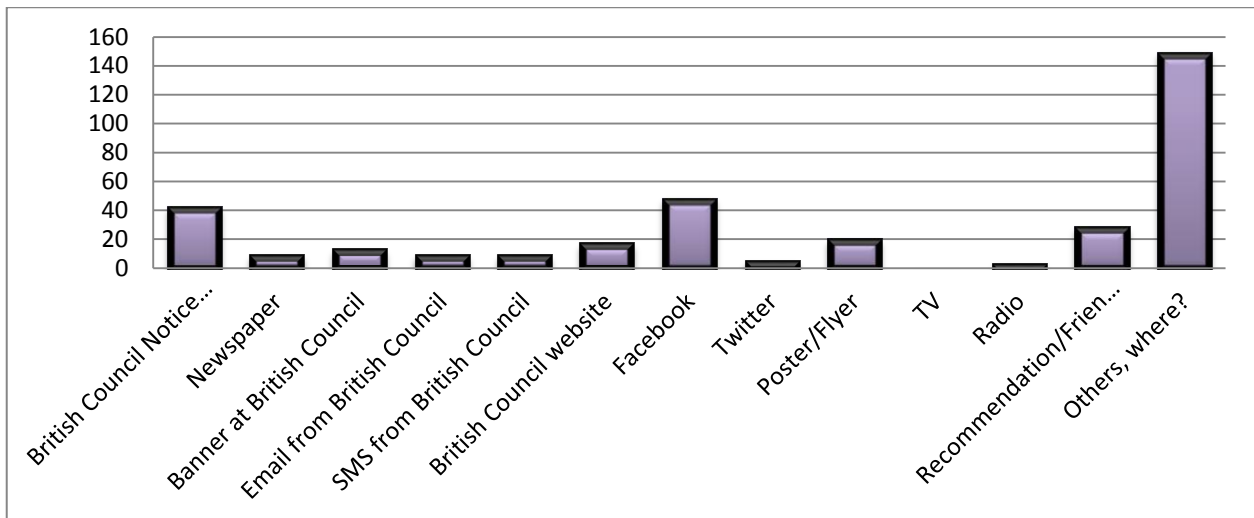
https://www.facebook.com/EducationUKBangladesh/photos_albums



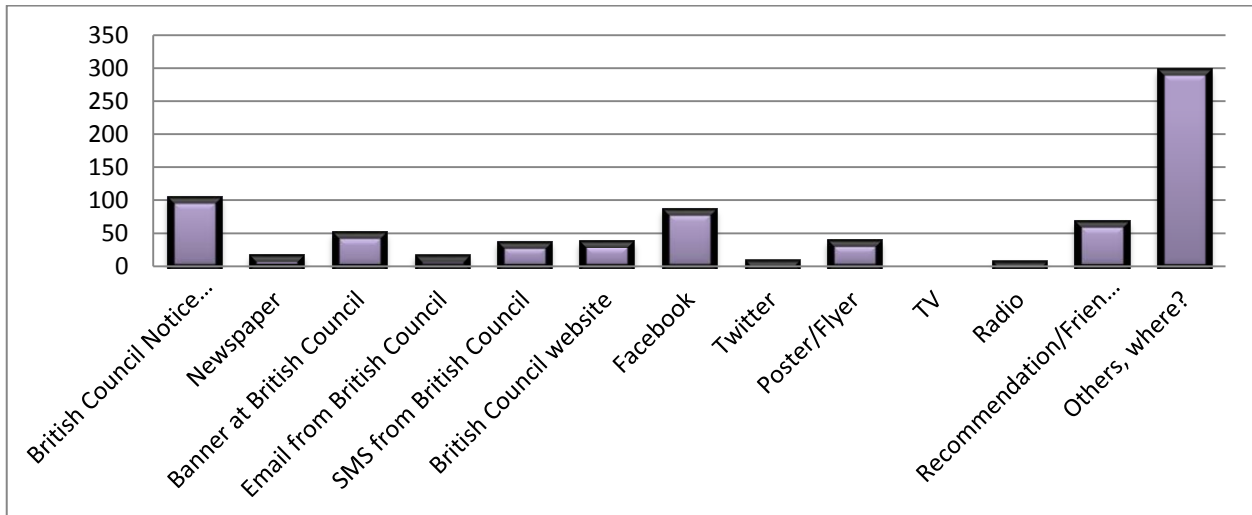
Most effective source of information (How did you find out about this event?) - In Dhaka



Most effective source of information (How did you find out about this event?) - In Chittagong



Most effective source of information (As a whole)



The graphs have been formed based on the information gathered through feedback questionnaires. It shows that students came to know about the event by seeing banner at British Council offices and their respective institutions. It has been also found that teachers, officials from career counselling department also promoted the event to their students which has been mentioned in the 'Other' category. We have also prepared event calendar in Facebook for individual institutions and the event calendars has been circulated to students of the respective local institutions through posting in pages and groups of respective local institutions. This also inspired the attendance level of the students.

Some of the comments by the visitors:

- Services provided by British Council are really good and helpful.
- British Council should arrange more seminars and fairs related to the UK education and culture to increase the level of participation with people.
- This is a great event and we got lots of valuable information on studying in UK.
- I have earned knowledge and exposure on UK study through excellent service of British Council.
- British Council should increase the number of seminars and workshops for the students of Bangladesh so that we can know more about UK and their education system.
- The initiative of British Council is very helpful and I expect that British Council will be with us in future as well.
- I have enjoyed the counselling session and hoping to study in UK.
- I hope this kind of events will continue. This was really a very helpful and important event for us.

Key comments by the exhibitors:

- The market is price sensitive but good market
- The market is emerging
- There needs to be a stronger presence of universities and UK Education, especially in 'A' level schools.

**Highlights from the event:**

This event has been done for the second time by the British Council-SIEM. Last year it was done in four local institutes in Dhaka only. This year we did the event in eight local institutes in two cities. Like last year it was organised in a mini exhibition format at local institutions' premises. As a result it was easy for the students to acquire information on studying in UK. It also created partnership opportunity between the UK universities and the local institutions. In each local institute UK delegates had been welcomed cordially and during the event they did informal meeting with career counsellors of respective institutes. General queries from the students were regarding scholarship opportunities, visa issues, entry requirements, and other associated costs in UK and obviously about our upcoming events and next visits by the universities.

Further opportunity:

During our Facebook promotion we received many queries from the students of other local institutions on organising similar event in their institute. Also after the event we received query from other UK institutions on next School Mission. Some UK institutions also suggested doing same kind of events at different times of the year. Tailored information can be further sent through Email shot or SMS shot to a target audience according to their subject of interest or level of qualifications.