



SERVICES FOR INTERNATIONAL EDUCATION MARKETING



Education UK Exhibition 2016 Bangladesh Post-event report

Event dates:
28-29 January 2016 in Dhaka
31 January 2016 in Chittagong
3 February 2016 in Sylhet

Introduction

The Education UK exhibitions across Bangladesh are held each year in January and February to showcase the wide range of opportunities available in UK Institutions, along with a glimpse of student life in the UK and the career prospects on graduating with a UK qualification.

The purpose of this report is to provide you with a summary of the event, including visitor and exhibitor feedback and profiles, as well as other student insight and market information. We trust that this report will enable you to understand return on investment and assist with future decision making.

The Education UK Exhibition's theme this year was **Discover new worlds**. It hosted representatives from **27 UK institutions** and positively engaged with **prospective students, visitors and partners**, providing the audience with information on **educational opportunities, subject choices amongst other important information on studying and living in the UK**.

The event attracted over **2300 visitors** as a result of the **media interest and marketing campaign**.

At British Council we highly appreciate your support, and hope we can continue to provide valuable marketing solutions to your institution through our range of direct and digital marketing services. We hope to see you again at our next exhibition in 2017.

Regards,

[Shegufta Ahmed](#) | Project Coordinator, SIEM Bangladesh

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Highlights

Honourable Speaker, Bangladesh Parliament, Dr. Shirin Sharmin Chaudhury, MP, who is a Commonwealth Scholar and alumni of University of Essex, inaugurated the Exhibition in Dhaka. Her Excellency Ms. Alison Blake, British High Commissioner of Bangladesh was also present as special guest in the event. Matt Pusey, Deputy Director of British Council Bangladesh inaugurated the event in Chittagong, and Mr. Salah Uddin Ali Ahmed, President; The Sylhet Chamber of Commerce & Industry inaugurated the event in Sylhet. The local newspapers published pre-event and post-event news and articles while the event was extensively covered across other media as well. The venue design incorporated Education UK, GREAT and Shakespeare Lives branding in an effort to showcase the best of the UK.

Pre-registration by visitors was made mandatory this year and students were charged a nominal entry fee.

Filtering the exhibition visitors to ensure UK delegates were interacting with quality and focused students was part of our ongoing strategy to ensure UK visa approval rates continue to rise from Bangladesh and high quality students apply to UK Institutions.

A Scholarship Booklet for Bangladeshi students interested in applying to the UK was published and distributed to all the visitors in three cities. The scholarship booklet received good interest among the visitors with students requesting copies post event.

Exhibition details:	
Venue	Pan Pacific Sonargaon Hotel, Dhaka 28 to 29 January 2016
Opening hours	12:00-18:00
Stand costs	£2700
Venue	The Peninsula, Chittagong 31 January 2016
Opening hours	12:00-18:00
Stand costs	£1500
Venue	Roseview Hotel, Sylhet 3 February 2016
Opening hours	12:00-18:00
Stand costs	£1650

We offered a three city bundle offer this year which cost £5557 with 5% discount. The 54% decrease in visitors from last year's exhibition was partly due to a more focused filtering process which enabled us to encourage only genuine and serious students to attend. We have introduced mandatory pre-registration for the first time and a nominal entry fee for all. The result of this was that the exhibition was attended by over 2300 students who were genuinely interested in studying the UK and had the required study qualifications although this also resulted in a reduction in actual footfall to the fairs compared to last year.

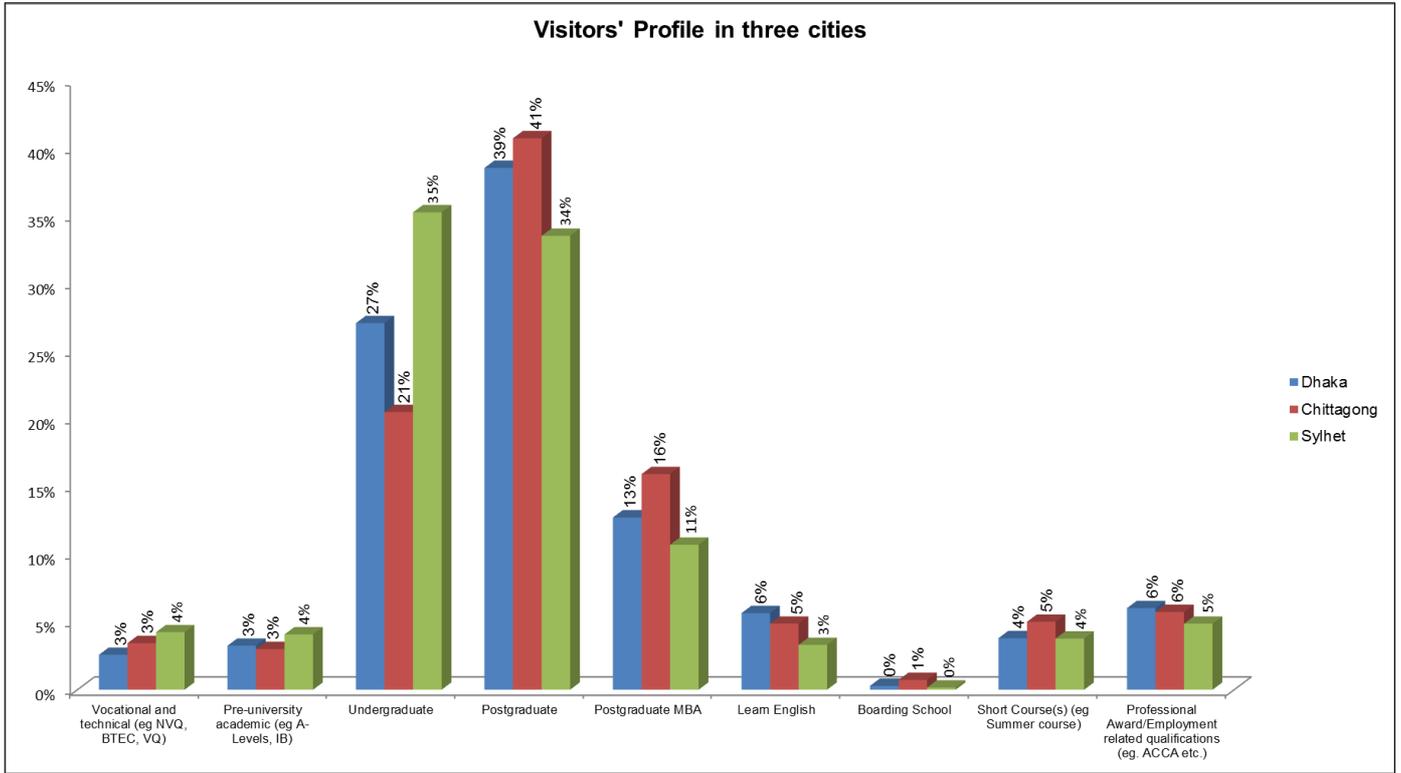
CITY	Attendance by year	
	2016	2015
Dhaka	1636	3529
Chittagong	333	1114
Sylhet	337	606
Total	2306	5249

There has been good media coverage across print and electronic media. The exhibition was covered by more than 8 TV channels and across multiple national and local newspapers. Our social media campaign with extensive impact and reach received a good response from local audiences too. Read more about them in the following reports:

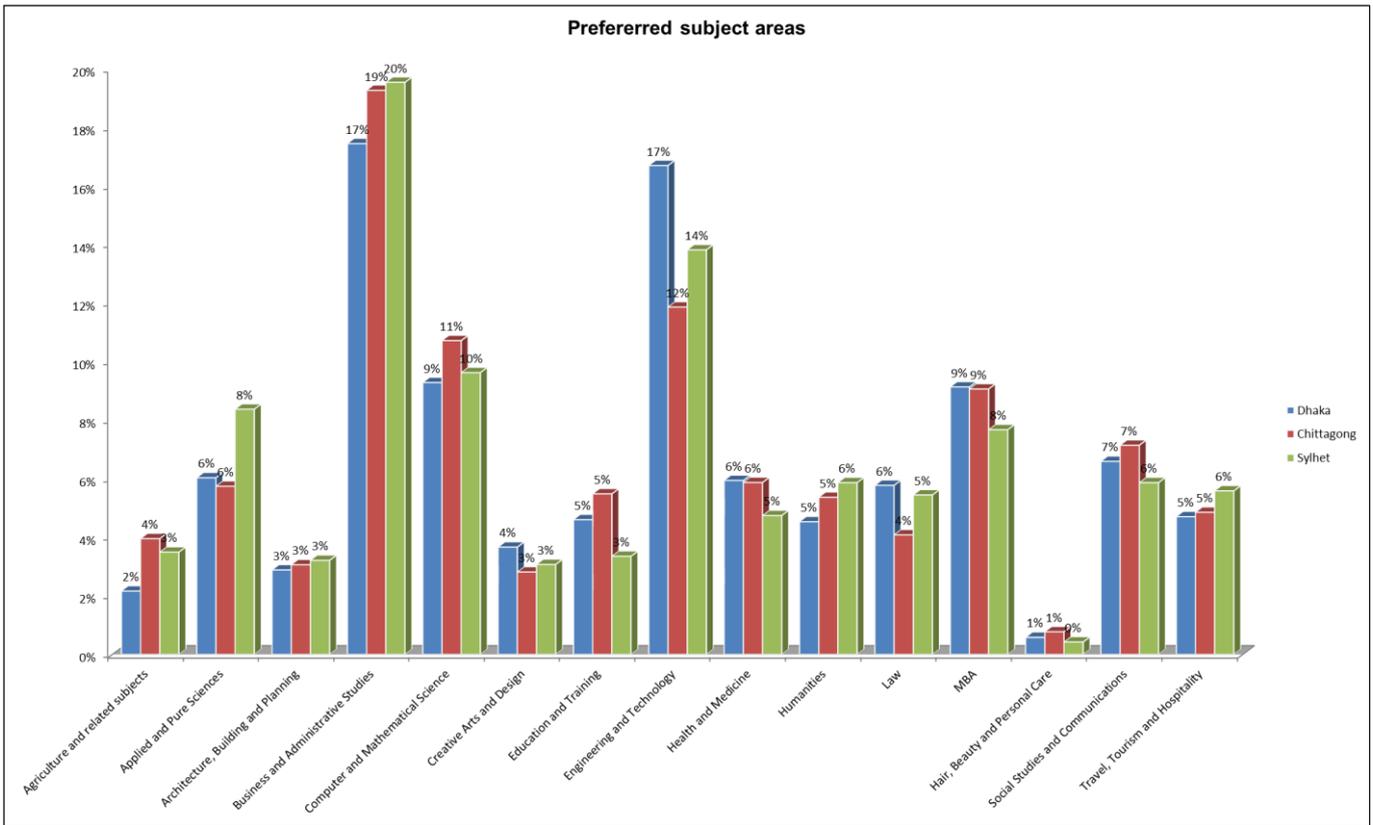
[Facebook Exhibition Promotion](#)

[Post and Pre event exhibition promotion](#)

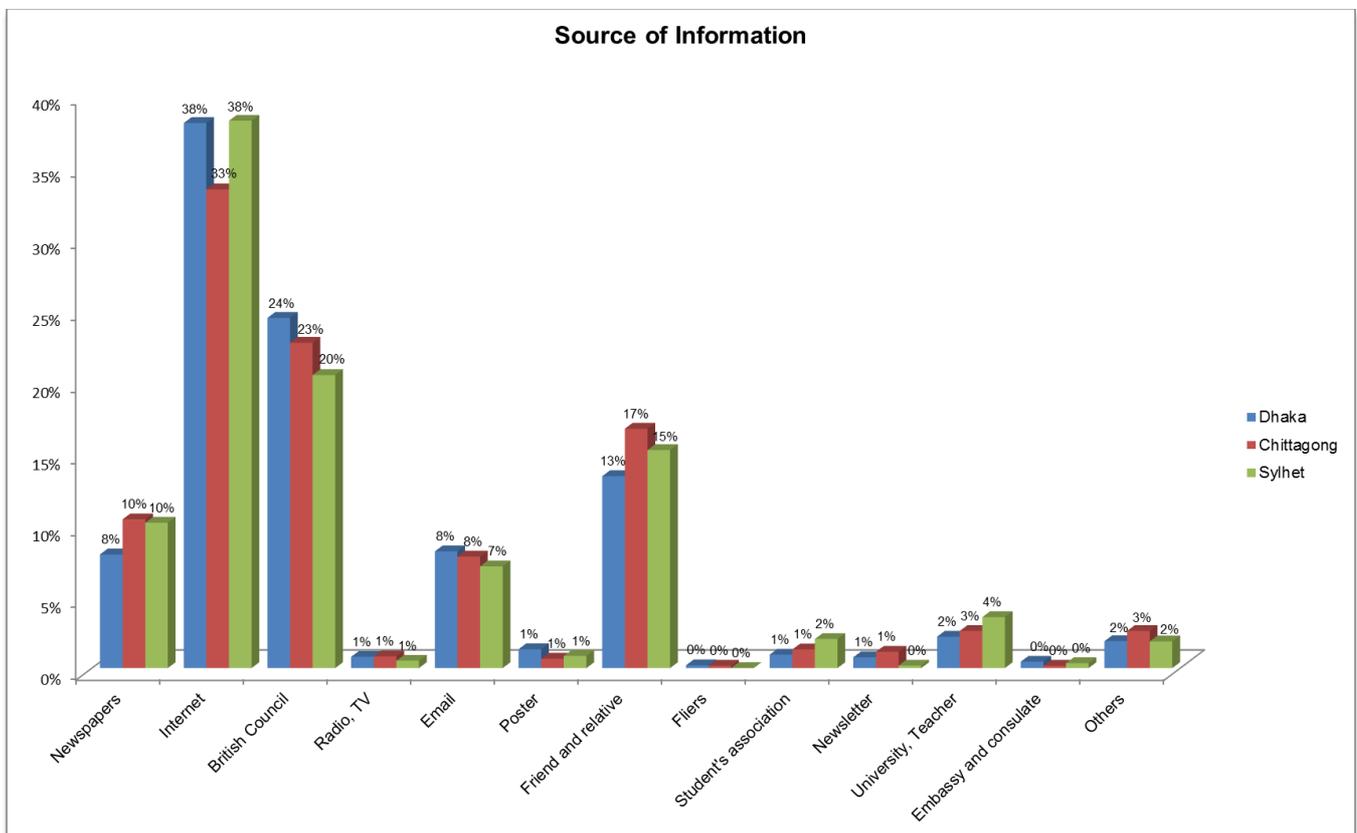
Visitors' profile



41% visitors in Chittagong, 39% in Dhaka and 34% are looking to study post-graduate courses in the UK



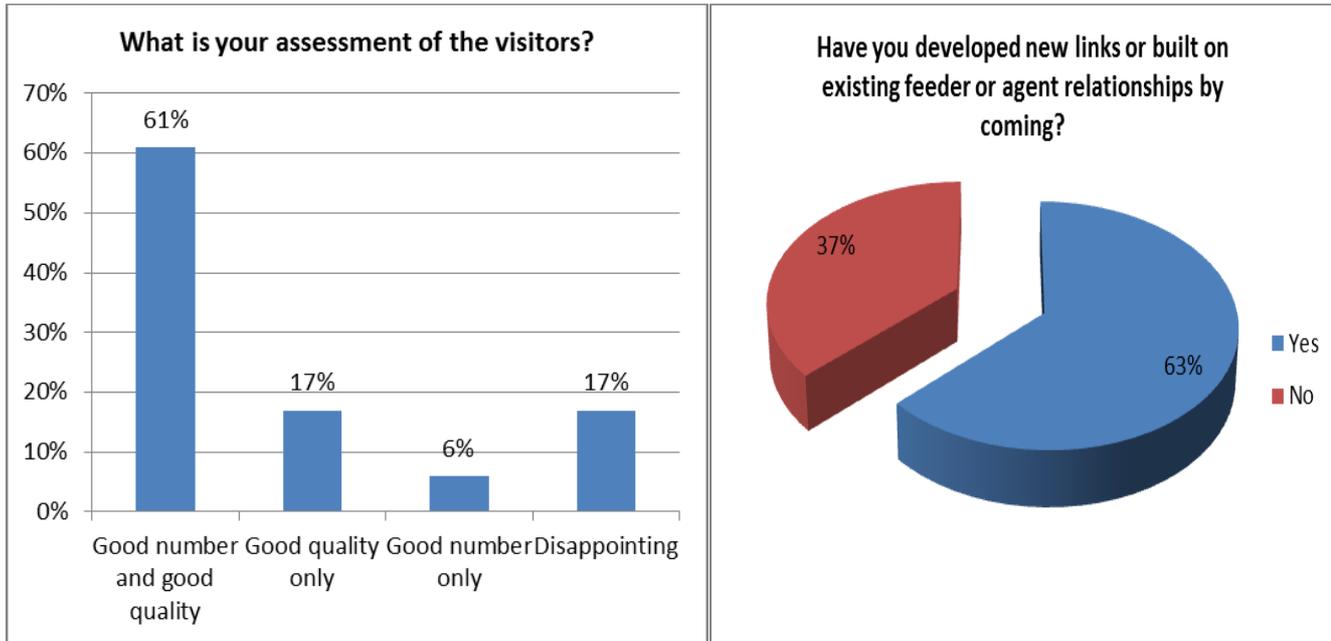
Business and Administrative Studies was the most popular subject across all three cities.



38% of visitors in Dhaka and Sylhet and 33% in Chittagong found out about the exhibition from the Internet, 24% in Dhaka, 23% in Chittagong and 20% of visitors in Sylhet found out about the exhibition from the British Council offices.

Exhibitor's Feedback

Dhaka

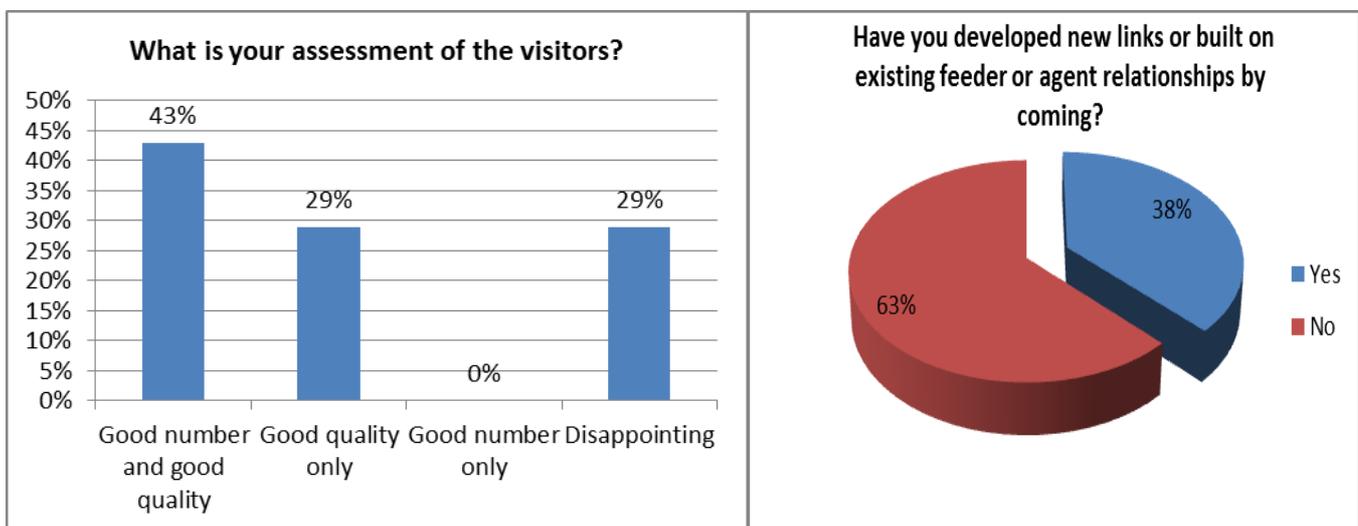


In the exhibitors' feedback 41% felt it was a good exhibition consistent with previous year's event and 6% thought it was better event than previous year

Exhibitors were asked to rate the support towards their business needs from the British Council before and during the event.

73% felt the support extended was 'good', while 22% thought it was 'satisfactory'

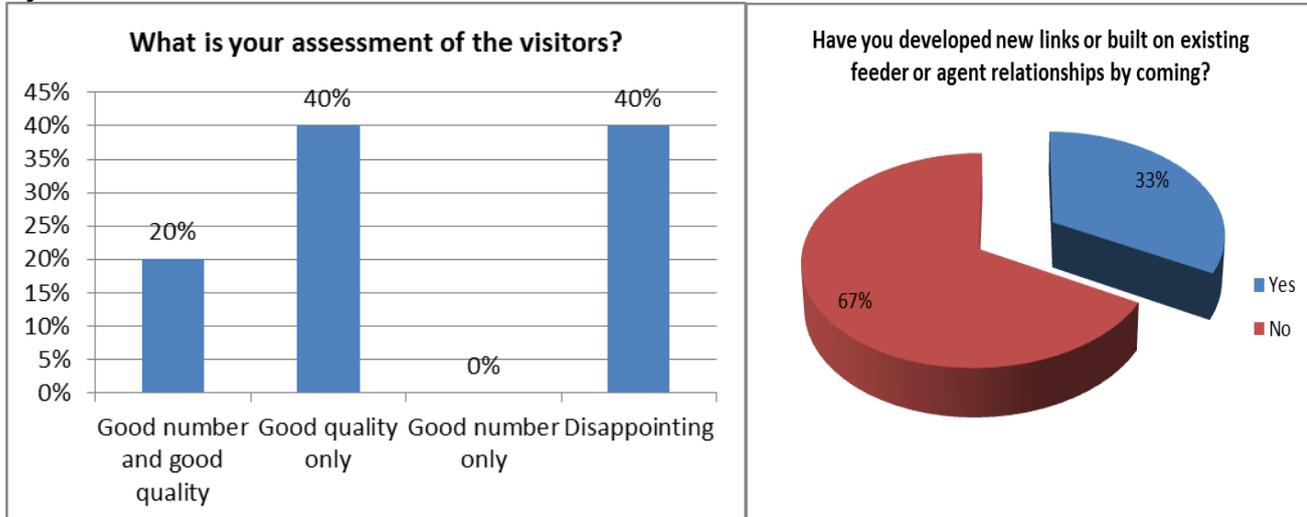
Chittagong



In the exhibitors' feedback **40% felt it was a good event consistent with previous year's and 20% recommended it was better than last year.**

Exhibitors were asked to rate the support towards their business needs from the British Council before and during the event. **88% felt the support extended was 'good' and 25% thought it was 'satisfactory'**

Sylhet



In the exhibitors' feedback **40% felt it was a good exhibition consistent with previous year's event and 20% thought it was better than last year**

Exhibitors were asked to rate the support towards their business needs from the British Council before and during the event. **80% recommended 'good' and 20% thought it was 'satisfactory'**

Marketing

- Prior to the exhibition we organised a TV interview on one of the leading news channels. M Jahir Uddin –Project Manager, Services for International Education Marketing (SIEM) spoke about the exhibition in three cities, participating UK institutions, visitor's registration system etc. There were three radio interviews broadcast live during the exhibition in Dhaka.
- The exhibition was marketed in different ways which included displaying and distributing posters and flyers, newspaper advertisements and SMS shots (to O/A Levels and IELTS candidates, IELTS preparation course students)
- We used a number of digital and social media platforms to promote the event, such as Facebook adverts, [British Council Bangladesh Facebook page](#), [Twitter](#) channel and [British Council Bangladesh website](#) to campaign this event. We have achieved extensive digital engagement especially through Facebook which helped us to promote the event and also to increase our follower base for British Council Bangladesh page.
- This year we continued to use the hashtag **#EdUK2015** as **#EdUK2016** which was introduced last year and attracted lots of visitors and participating institutions to post comments and photos by using this
- We stressed on pre-registration this year to encourage better quality potential students though we kept the provision of on-the-spot registration open as well. This filtering helped us to attract more focused students for the Exhibition.
- Our event promotion and overall branding were appreciated by the institution delegates. We successfully executed the GREAT and Shakespeare Lives branding for the first time which showcased the best of UK culture and education to local audiences.

- A [Scholarship Booklet](#) for Bangladeshi students interested in applying to the UK was published and distributed to all the visitors in three cities.
- We arranged a counseling zone to do individual counselling with potential students
- This year the British Council in Bangladesh coordinated its schedule with the region and tied-in the Bangladesh exhibition with other regional countries' events, to enable exhibitors to maximise their time and budget in a single trip
- This year the British Council focused more on a filtering process for students to ensure quality applications and high visa issue rates and create more awareness among the students regarding entry requirements of the UK institutions through required pre-registration process, mandatory entry ticket for all visitors and sending information in advance regarding participating UK institutions to the pre-registrants
- The British Council liaised with student counselors across local institutions to encourage their students to attend the British Council exhibition prior to the event
- The British Council has put some generic information in the Exhibition guide i.e. general entry requirements to UK Institutions, Scholarship information and IELTS requirement. This has also been sent through email to the registrants of the exhibition prior to the event.

There has been widespread media coverage in print and electronic media. The exhibition news was covered by more than eight TV channels and national and local newspapers.

Type	Media	Duration	Format (Quantity)
Print and electronic	Newspapers and television channels	20 January to 21 January February 2016	Pre event Press Release Shamakal, The Bangladesh Today, Bhorer Kagoj, Bonik Barta, Inqilab and Shokaler Khobor
		23 January 2016	Dhaka Tribune has published an article on higher Education UK and Education UK Exhibition
		Live TV interview by M Jahir Uddin, Project Manager (SIEM) on 24 January 2016 28 January 2016 (opening of Dhaka exhibition) 29 January 2016 (Exhibition in Dhaka) 31 January 2016 (opening of Chittagong exhibition) 3 February 2016 (opening of Sylhet exhibition)	The following TV channel covered the exhibition news 'M Jahir Uddin, Project Manager (SIEM), Jamuna TV, private channel Newspaper coverage in Dhaka, Chittagong and Sylhet: The Daily Star, Prothom Alo, Bangladesh Today, Dhaka Tribune, New Age, People's Time, Sangbad, Jai Jai Din, Kaler Kontho, Daily Ittefaq, New Nation, Dainik Azadi, Dainik Purobokone, Dainik Purobodesh, Suprovat Bangladesh, Prothom Alo (Amar Chattagram), Suprovat Bangladesh (Mahanagor), Daily Purbokone (Mahanagor), Dainik Purobodesh (Business Page), Kaler Kontho (Ditiyo Rajdhani), Daily Azadi (Jibon Dhara-Shikkha), Samakel (Priyo Chattagram) Media coverage in Dhaka and Chittagong: Machranga TV, ATN News, ATN Bangla, Channel Eye, BTV, GTV,

Type	Media	Duration	Format (Quantity)
			Ekattor TV, SATV, Radio Amar, Radio Today, ABC Radio
Print	Newspapers	30 Jan – 17 Feb 2015 8 February 2015	Print advertisements (9)
Digital	British Council website	November 2015– February 2016	Text and image
	Facebook	9 January- 3 February 2016	Text and image
	News Web portals	29 January 2016	21BD24, Bangla News 24, BDNews24, BSSNews, CampusLive24
Other	Local institutions, canvassing, displaying banners at British Council premises, flyer insertion inside newspaper	January -February 2016	Posters (2000) Flyers (22,000) Banners (14)
	Seminars & Agent's exhibition	August – November 2015	We promoted the exhibition in the marketing seminars which were held at three different cities (Dhaka, Chittagong, Sylhet) and also in the Agent's exhibition in Dhaka , Chittagong and Sylhet

- The marketing was targeted towards 15-65 year olds to reach the students, professionals and parents as well
- Like the previous years this year we promoted the event through Facebook. With a reach of 622K people, 10K people were engaged through different posts and we received 18K views on different posts
- Standard Chartered Bank participated in the exhibition and provided information on opening student files to the visitors. The Student File is a product of Standard Chartered Bank which helps students to transfer their fund i.e. living expense and tuition fees through Demand Draft and Swift Transfer to UK. IELTS, British Council Library and Teaching Centre were also present, providing information to interested visitors
- A risk assessment procedure was carried out prior to the event as there was FCO Travel Advice to avoid large gathering especially for international visitors. We ensured Travel Approval prior to travel of the delegates and sent security notes with pre-departure note in advance. We ensured police protection during the exhibition period and tightened security in three cities.

Examples of marketing material








Discover new worlds
Education UK Exhibition 2016

Dhaka
Ballroom, Pan Pacific Sonargaon Hotel
Thursday 28 January 2016 from 12 pm to 6 pm
Friday 29 January 2016 from 11 am to 6 pm

Chittagong
Zinnia Hall, The Peninsula Chittagong
Sunday 31 January 2016 from 12 pm to 6 pm

Sylhet
Rose View Hotel
Wednesday 3 February 2016 from 12 pm to 6 pm

Registration link for Dhaka: <http://bit.ly/exhibitiondhk2016>
Registration link for Chittagong: <http://bit.ly/exhibitionctg2016>
Registration link for Sylhet: <http://bit.ly/exhibitionsyl2016>

Entry fee: Tk. 50
Please bring photocopies of your academic documents
Tag, Comment, Share with #EdUK2016

www.educationuk.org



Participating Institutions

Dhaka	
<ul style="list-style-type: none"> Alpha Omega College Bangor University University College Birmingham University of Bolton BPP University Coventry University University of Essex University of Glasgow University of Greenwich University of Hertfordshire University of Huddersfield University of Law University of London International Programmes 	<ul style="list-style-type: none"> London South Bank University Middlesex University Northumbria University Oxford International Education Group University of Portsmouth Queen Mary University of London University of Reading University of South Wales University of Warwick University of West of Scotland University of West of England
Chittagong	
<ul style="list-style-type: none"> Alpha Omega College BPP University Coventry University University of Glasgow University of Greenwich 	<ul style="list-style-type: none"> University of Lincoln Middlesex University Oxford International Education Group University of South Wales
Sylhet	
<ul style="list-style-type: none"> Alpha Omega College BPP University Coventry University University of Greenwich 	<ul style="list-style-type: none"> Middlesex University Oxford International Education Group University of South Wales

British Council Dhaka
5 Fuller Road, Dhaka 1000
T +88 09666 773377

Dhanmondi Teaching Centre
75/60 Salmajid Road, Dhanmondi 1205
T +88 09666773377

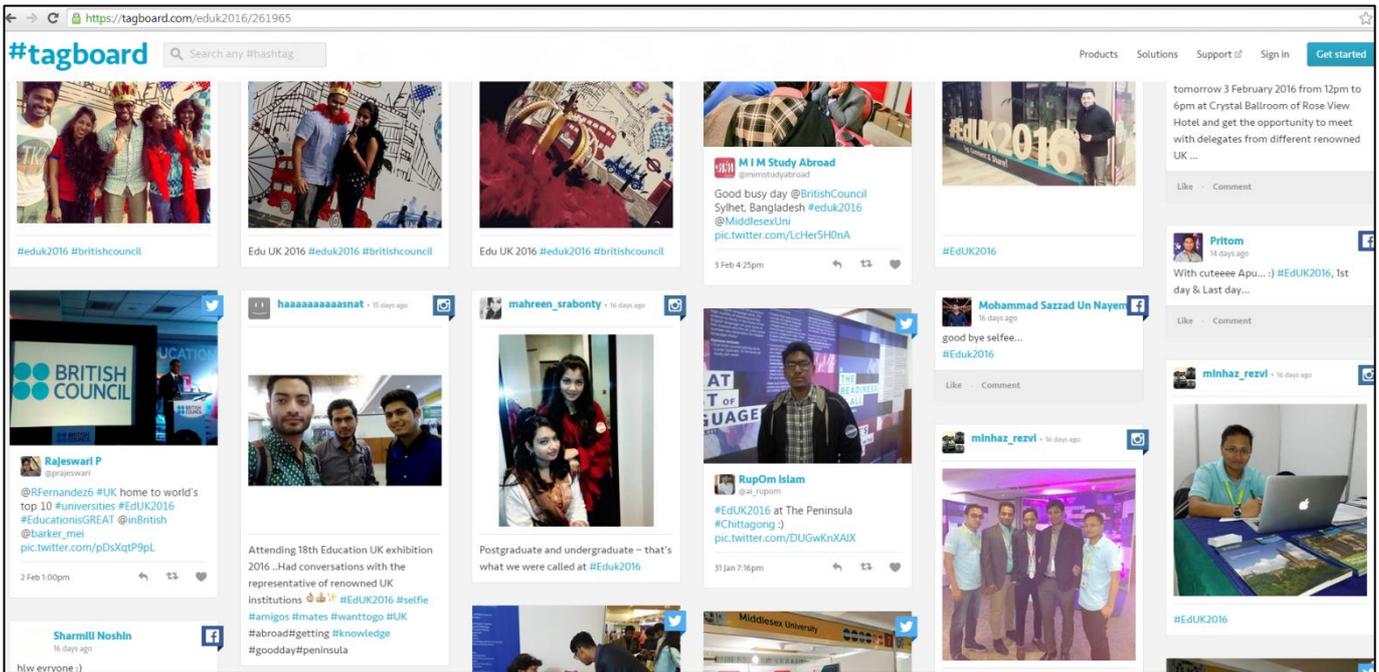
Uttara Teaching Centre
Gate-2, Plot 7, Road 6, Sector-4
Uttara Model Town, Dhaka-1230
T +88 09666773377

British Council Chittagong
Rafique Tower, 8th Floor
92 Agrabad C/A, Chittagong
T +88 09666773377

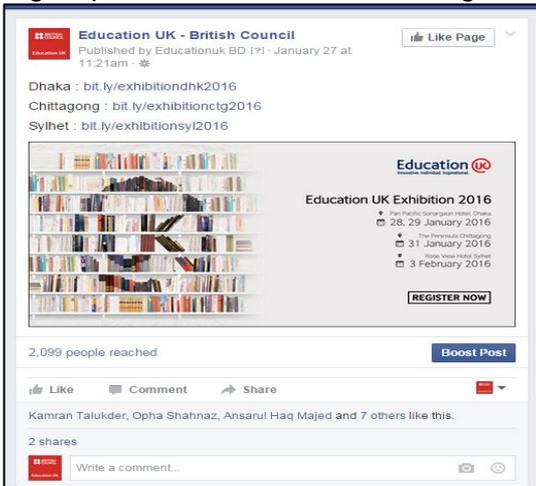
British Council Sylhet
Surma Hall, Level-4, Rose View Hotel
Commercial Plot No-2, Block-D
Shahjahan Uposhaha, Sylhet
M +88 01730334023, +88 01755639020

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www.britishcouncil.org.bd

Examples of digital marketing



Digital promotion of the event through Facebook using #EdUK2016



Facebook promotion in [EducationUK Global page](#)

Education UK Exhibition 2016

BRITISH COUNCIL
Innovative. Individual. Inspirational.

Education UK Exhibition 2016
Rose View Hotel Sylhet
3 February 2016
REGISTER NOW
<http://bit.ly/exhibitionsy2016>

Public · Hosted by British Council Bangladesh

Sunday, January 31 at 12 PM - 6 PM
about 2 weeks ago

The Peninsula Chittagong
Butbul Centre 486/B, O.R. Nizam Road, CDA Avenue, 4100 Chitta... Show Map

No tickets Add Tickets

3rd EducationUK Exhibition is taking place in Sylhet. Many institutions from across the UK are participating to offer counselling and spot admission to students interested to study in the UK. You are welcome to attend and discuss on opportunities in UK. Please bring photocopies of your academic documents if you are planning to apply in the UK.

Visit EducationUK exhibition and grab the opportunity to meet with representatives from renowned UK Institutions. Find out which institutions are perfect for you and which UK courses are they offering, from primary to postgraduate levels as well as courses that can be studied in the UK. UCAS application procedures to IELTS test preparation counselling, will be held to make students and parents aware.

SYLHET:
3 February 2016 from 12pm to 6pm
Rose View Hotel

GUESTS
6.3K interested 2.9K went 4.5K invited

INSIGHTS

622K reached
0 new this week

18K viewed
0 new this week

10K engaged
0 new this week

Updated about a minute ago

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Digital Promotion on [British Council Bangladesh](https://www.facebook.com/BritishCouncilBangladesh) page





Indoor Branding



Outdoor branding

www.britishcouncil.org/siem

Visitor's Feedback

Questions in the feedback form for visitors were designed to gather quantitative statistics as well as qualitative input on the exhibition and the decision making process.

50% felt the event met their expectations in Dhaka, 57% in Chittagong and 54% in Sylhet. 48% responded they had acquired new skills and/ or knowledge through the exhibition in Dhaka, 49% in Chittagong and 41% in Sylhet. 44% responded that it was a high quality event in Dhaka, 34% in Chittagong and 41% in Sylhet.

Many of the visitors felt the cost of studying in the UK is very high and there aren't too many scholarship options from participating UK institutions. Some visitors requested seminars on special topics from UK delegates which had not been arranged but can be incorporated next year. The visitors commented on the need for increased advertisement and publicity for the exhibition. We will emphasise more on online marketing next year as majority of the visitors ticked internet as source of information.

The distribution of the scholarship booklet generated good interest for scholarships available in the UK and showcased a wide range of funding options available through UK institutions and other sources.

Some quotes from visitors following the exhibition:

- This was a nice and informative event. It would be much better if I can get more UK Institutions in the exhibition
- You are doing well. This event helped me with the information which will be helpful for my daughter. Thank you
- Excellent
- such events should be arranged on a regular basis

Key recommendations for the British Council include:

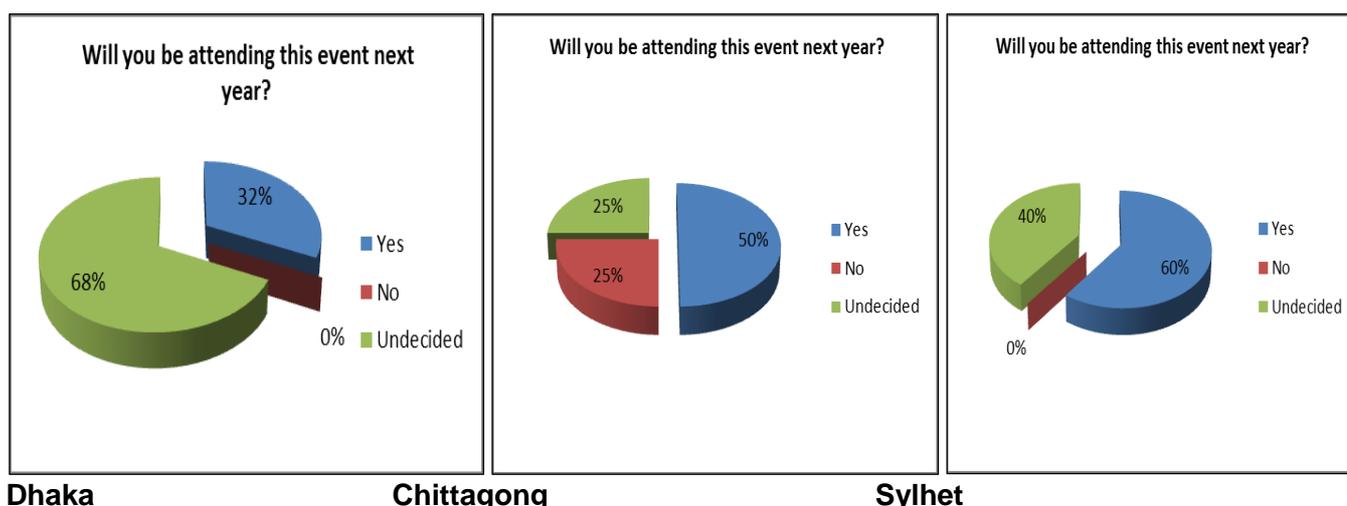
- Increase number of participating Institutions to attract larger audience
- Increase promotion and utilise different channels including more digital marketing
- Increase awareness amongst the students regarding Tier-4 UK visa policy, requirement of UKVI IELTS, Scholarship availability, fund requirement etc.
- Improve and develop more filtering process

Exhibitor's Feedback

This year we had 2 UK universities and 1 private college who were participating in our exhibition for the first time.

CITY	Exhibitor Attendance	
	2016	2015
Dhaka	26	38
Chittagong	9	13
Sylhet	7	7

32% exhibitors said they will be attending similar exhibition in Dhaka while the rest were undecided, 50% exhibitors in Chittagong and 60% exhibitors in Sylhet said that they will be attending the exhibition next year in respective cities.



Dhaka

Chittagong

Sylhet

Some quotes from exhibitors:

- A well-organised event, good range of queries, excellent support from British Council when our materials didn't check customs! And great support from our stand assistant SAIF
- The reception area was designed is the best I 'have seen at a British Council Event. First impression last
- The promotions could have been better and didn't see any Newspaper ads
- Very well presented event. Good venue
- Amazing support from the British Council team, many thanks
- Quality of students has improved. British Council can support more on IELTS

List of participating UK institutions in alphabetical order

SL	Institutions	Dhaka	Chittagong	Sylhet
1	Alpha Omega College	√	√	√
2	Bangor University	√		
3	Brunel University London	√		
4	University College Birmingham	√		
5	University of Bolton	√		
6	BPP University	√	√	√
7	Coventry University	√	√	√
8	University of Essex	√		
9	University of Glasgow	√	√	
10	University of Greenwich	√	√	√
11	University of Hertfordshire	√		
12	University of Huddersfield	√		
13	The University of Law	√		
14	University of Lincoln		√	
15	University of London International Programmes	√		
16	London South Bank University	√		
17	Middlesex University	√	√	√
18	Northumbria University	√		
19	The University of Nottingham Malaysia Campus	√		

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SL	Institutions	Dhaka	Chittagong	Sylhet
20	Oxford International Education Group	√	√	√
21	University of Portsmouth	√		
22	Queen Mary, University of London	√		
23	University of Reading	√		
24	University of South Wales	√	√	√
25	University of Warwick	√		
26	University of West of Scotland	√		
27	University of West of England	√		
		26	9	7

Future steps

There are several areas for both British Council and the UK institutions to go back and reflect upon to work towards an improved experience for students. The main findings and recommended next steps are outlined below:

UK Institutions

- It is suggested that institutions invite their alumni to attend future exhibitions and share their experiences of student life in the UK
- Institutions may consider providing the number of students they have recruited through this exhibition as a way to measure RoI
- Many visitors commented that scholarship opportunities were very low. We recommend institutions look at ways of providing some sort of scholarship or discount and highlight these during future exhibitions

British Council

- We hope the excellent support provided by the UKVI by attending in the market briefing for delegates, providing information to the students in the Exhibitions in Dhaka and Chittagong will be continued in future. We can also consider to arrange a visa seminar in the Exhibition venue if logistically this is feasible
- We will continue promoting GREAT in our Exhibitions to showcase the best of UK to the wider audiences
- We will increase the marketing budget for digital marketing as this channel has been proved very useful in generating interest, creating engagement and also to promote events
- Next year email and SMS marketing will be further intensified

Despite strong competition from other competitor countries and stringent visa policy, a positive interest for UK education is clearly noticeable in the market. At the end of September 2015, the visa issue rate was 73% and if October is also considered it could have been higher than 80% as mentioned by UKVI colleague. We have recently reinforced our engagement with English medium schools network and we have a plan to further strengthen it in the coming years. We will do more collaborative works with the local UKVI so that the local agents and potential students get important information and advice regarding visa policy, how to apply etc.

The above points, though important, should not detract from what was a successful exhibition. Next year's exhibition is in January/ February 2017. We will build upon the lessons learned and prove even more successful. We hope to see you there!

Appendix

Please find more event photos in the below link:

[Education UK Exhibition 2016](#)

Contact information

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