



### **Bangladesh Open Day (Agents exhibition) report for 16 April 2016**

UK Education Open Day (Agents' exhibition) was organised in British Council Dhaka on 16 April 2016 with participation from 14 local representatives. The event was open for all with options to pre-register or register on the spot.

The participating exhibitors were:

- BSB Global Network
- Center for Foreign Studies(CFS)
- Cubic Education
- Education Excellence
- H & I Council
- H&S Education Services
- IECC : Bangladesh
- Karim & Karim Consultants
- MACES
- MIM Study Abroad
- N&N International Education Consultancy Ltd.
- Overseas Study Counselling Ltd
- Pinnacle Counselling Centre
- RSL Education Counselling

According to the latest Student Insight Survey, 36% of 1412 respondents use Agents to get information on studying in the UK. A large number of students contact local agents to get information, advice and support in selecting UK as their destination of higher studies. The agents highly value the engagement with British Council and find it useful in gaining credibility from students and parents which is extremely important in

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the Bangladesh market. Last year due to the adverse political climate some UK institutions faced challenges in making physical visits to Bangladesh. So we decided to increase the number of UK Education Open days (Agents' Exhibitions) to raise the portfolio of local agents'. This opened up scope for local agents to promote the UK institution that they represent. Agents provided counselling to potential students through their on behalf of the partner UK institutions.

The exhibition saw a footfall of 150 visitors.

During the event, we promoted [GREAT](#), [IELTS](#), [EducationUK](#) and the [Student Insight Survey](#).

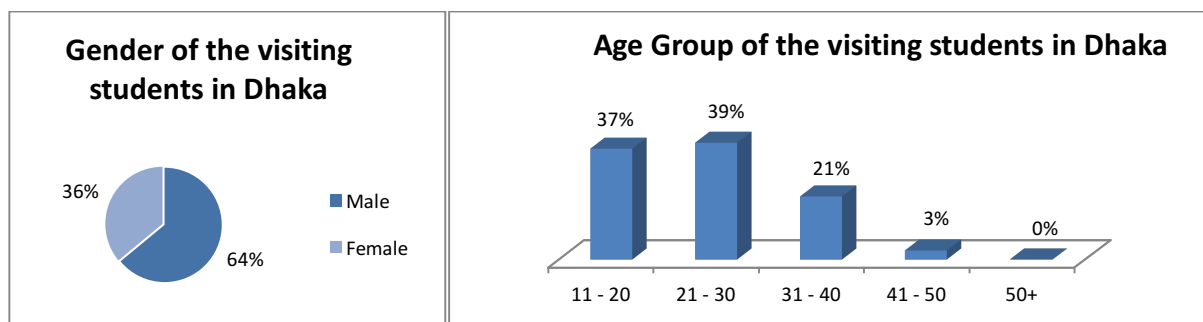
The Open Day was marketed through the following platforms:

- [British Council Bangladesh website](#), [British Council Bangladesh Facebook](#) and [EducationUK Facebook](#) pages
- Advertisements in the most popular national daily Prothom Alo
- One big banner at the event venue
- SMS shots to students who attended the last exhibition
- SMS shots to the most recent databases of O-level, A-level and IELTS candidates.

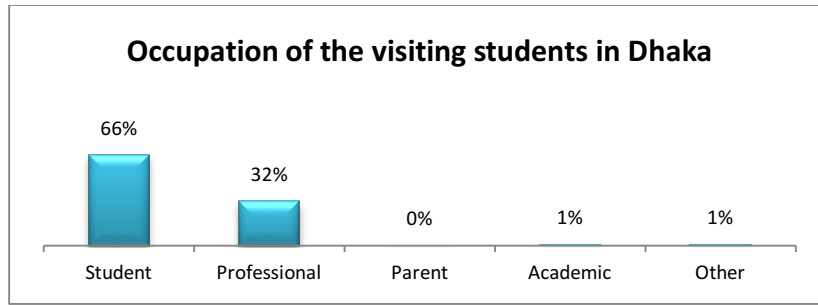
Local representatives promoted the event through their own promotional channels including sending information to their student databases through email and SMS. They also shared the British Council website and Facebook posts on their digital and social media platforms.



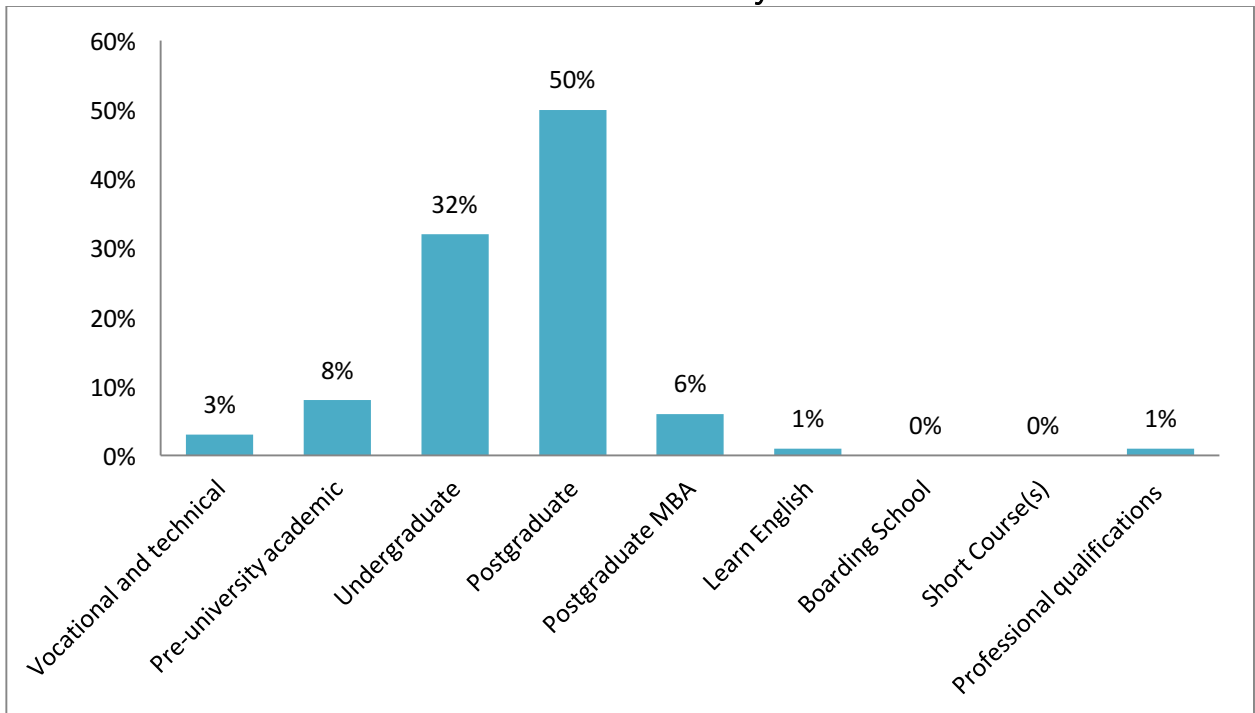
### Feedback from the visitor questionnaire



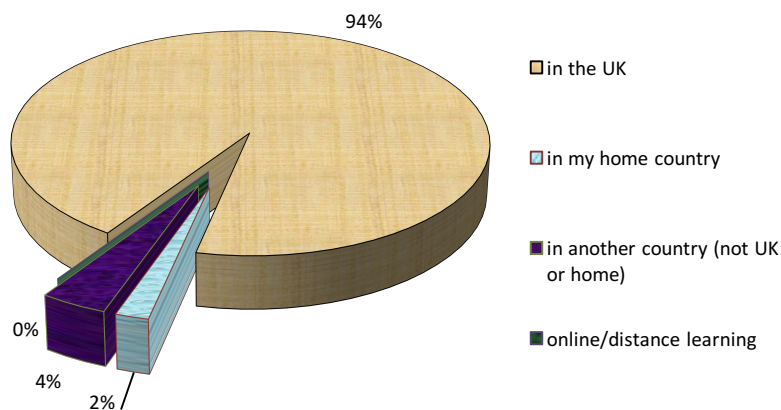
### Occupation of the visiting students in Dhaka



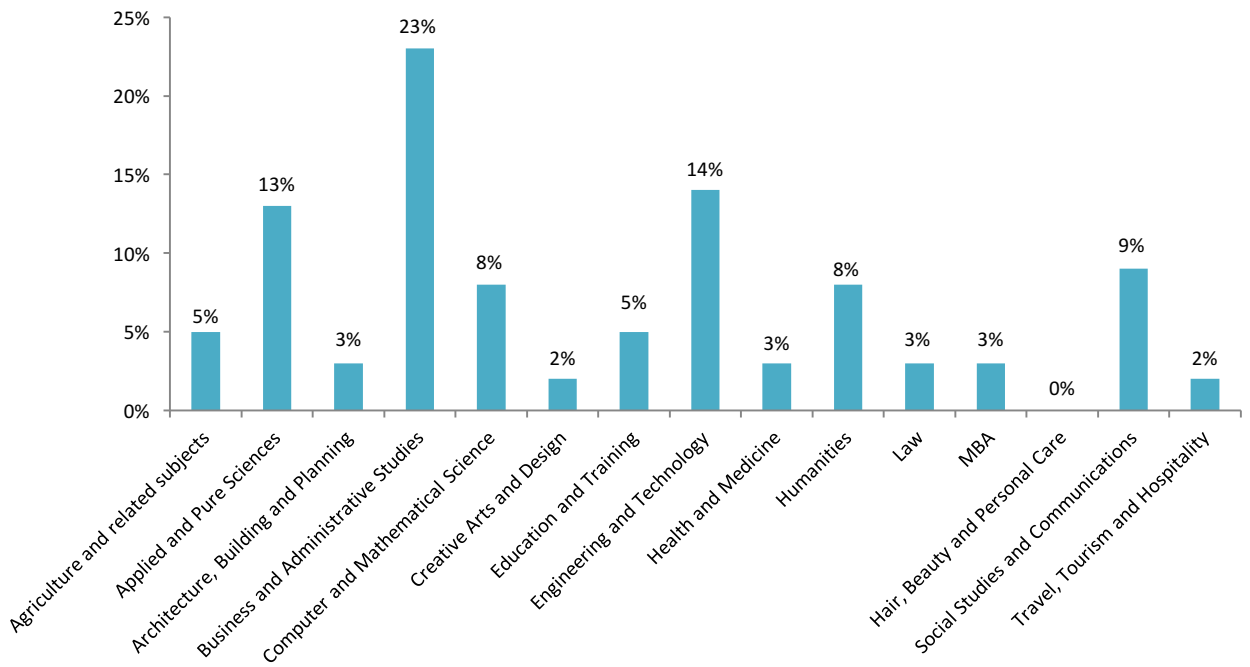
### Level of Study



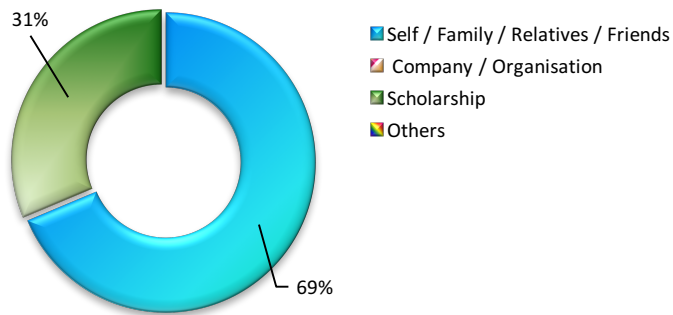
### Study UK Course in Dhaka



### Preferred Subject Area

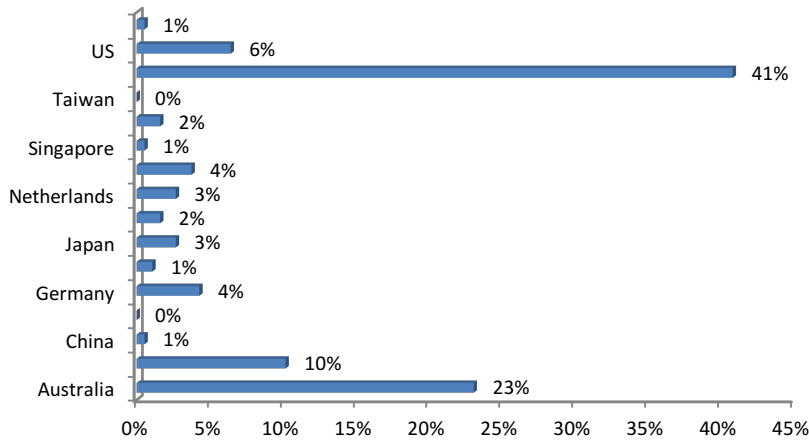


### Source of funding

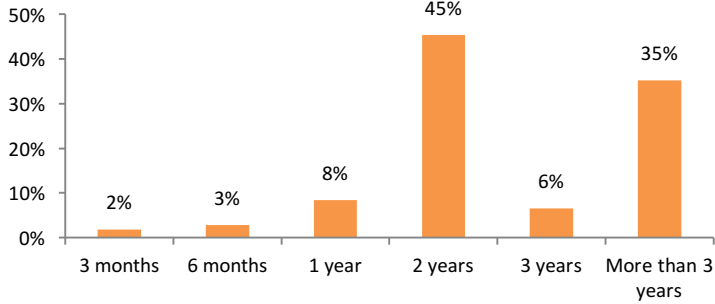




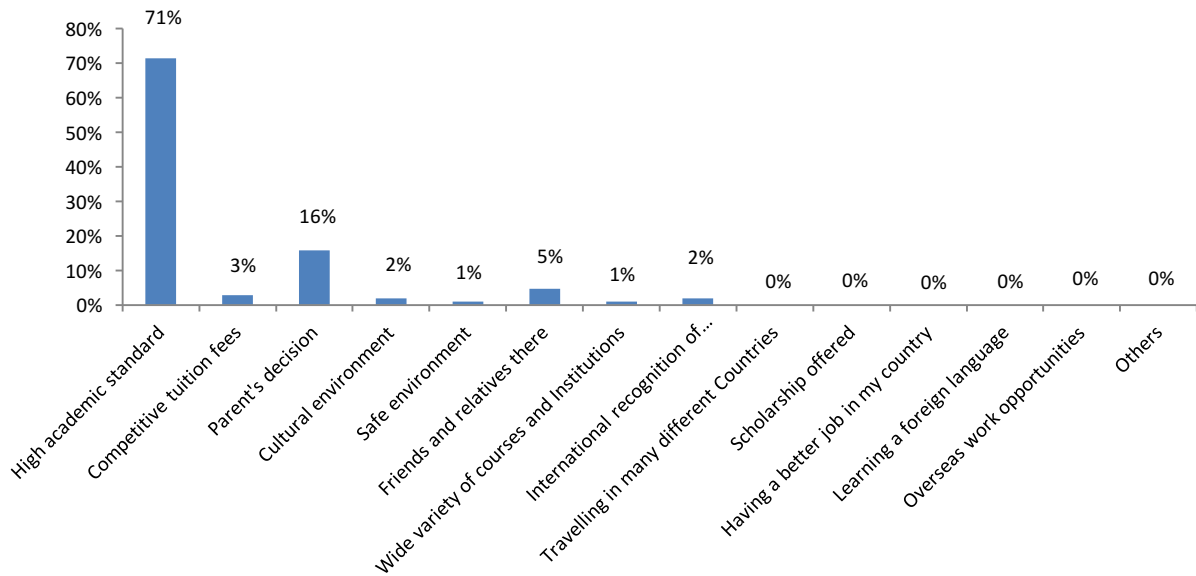
### Preferred Country for Study : Dhaka



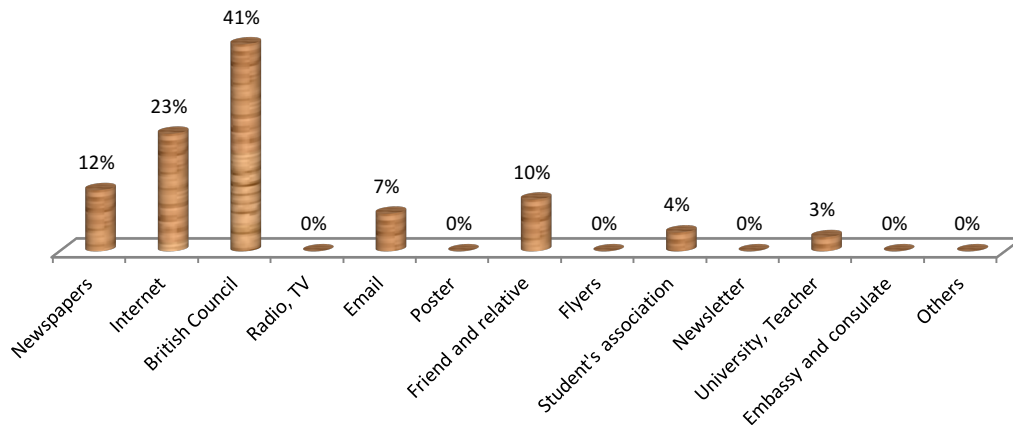
### Intended Period of Stay in UK: Dhaka



### Motivation to study abroad: Dhaka



### Source of information: Dhaka



We will be organising four more UK Education Open Days as per the following schedule,

- 14 May in Sylhet
- 21 May in Chittagong
- 4 June in Dhaka
- 30 July in Dhaka.

### Call for Action

Check whether your local agent is already participating.

If yes, then you may ask to further promote your institution to students in Bangladesh. You may send country specific promotional items to your agents.

If no, then you may ask your local agent to participate in the upcoming open days. Please note that only British Council trained agents can participate in the open days.

### Contact us:

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