

## Report on Bangladesh Open Day (Agents exhibition) 2015 series – success story

A series of UK Education Open Days had been organised in Dhaka, Chittagong and Sylhet for local agents of UK institutions. Agents, who have received professional development training and have valid certification, took part in these events. 10 local agents took part in all the Open Days and 11 local agents in three open days.

Participating exhibitors:

[BSB Global Network](#)

[Centre for Foreign Studies](#)

[Cubic Education](#)

[Education Excellence](#)

[Falcon Education & Consultancy Services](#)

[H&S Education Services](#)

[MIM Study Abroad](#)

[N & N International Education Consultancy Ltd](#)

[Overseas Study Counseling Ltd](#)

[Pinnacle Counselling Centre](#)

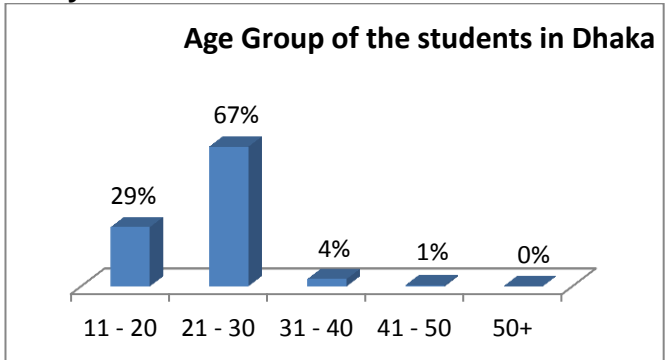
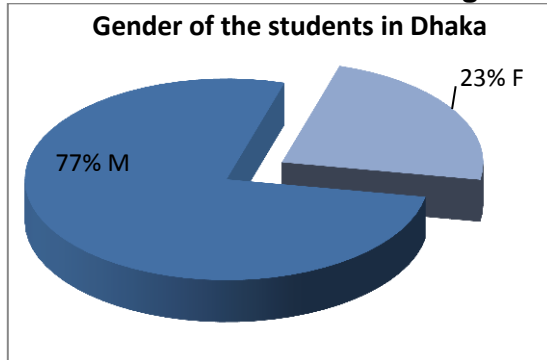
[RSL Education Counselling](#)

According to the latest report of the Student Insight Survey, 39% respondents (out of 1300 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. Agents highly value the engagement with the British Council and find it useful in gaining credibility from students and parents which is an important advantage in the Bangladesh market. Last year, due to an adverse political climate some UK institutions faced challenges in making physical visits to Bangladesh. SIEM Bangladesh thus decided to do increased number of UK Education Open Days (Agents' Exhibitions) to raise the portfolio of local agents and use local resources to raise the UK's profile amongst students in Bangladesh. Agents provided counselling to potential students on behalf of the partner UK institutions.

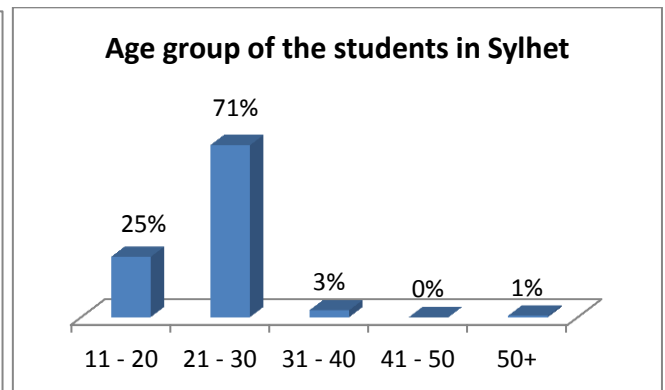
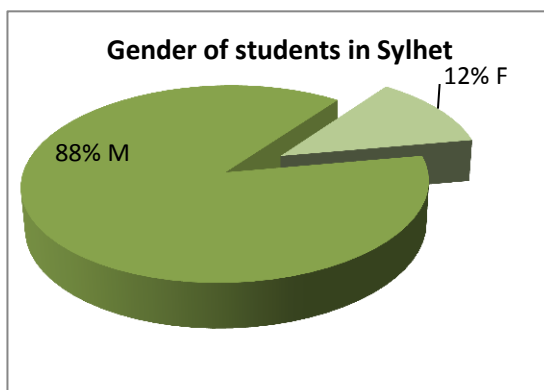
### Event schedule

Event no	Date	City
1	Saturday, 11 April 2015	Dhaka
2	Saturday, 18 April 2015	Sylhet
3	Saturday, 16 May 2015	Dhaka
4	Saturday, 23 May 2015	Chittagong
5	Saturday, 13 June 2015	Dhaka
6	Saturday, 20 June 2015	Sylhet
7	Saturday, 4 July 2015	Dhaka
8	Saturday, 1 August 2015	Dhaka

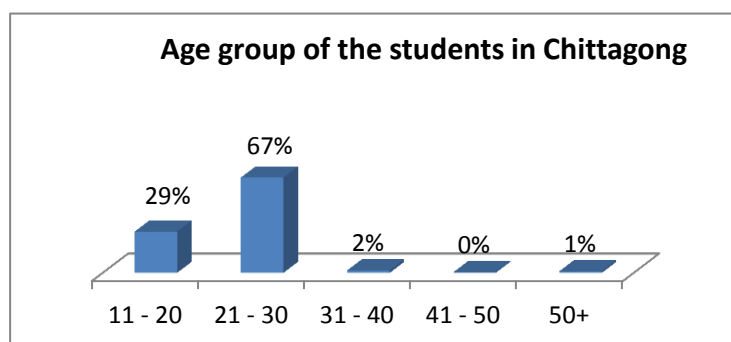
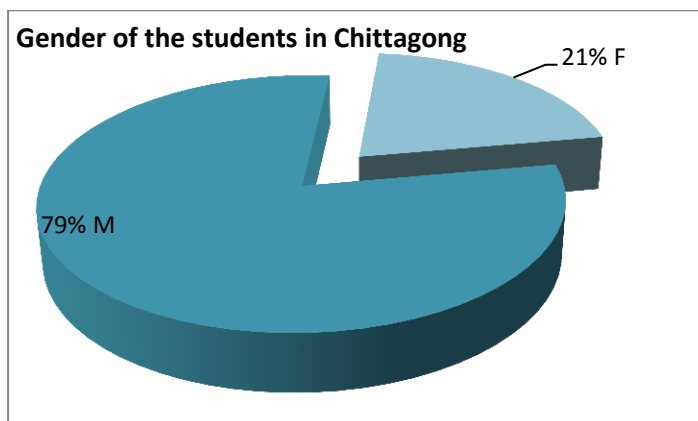
**Statistics obtained from visitor registration system**



A total of 1025 unique visitors registered for the 5 Open days of Dhaka. Of them 451 unique visitors visited the event.

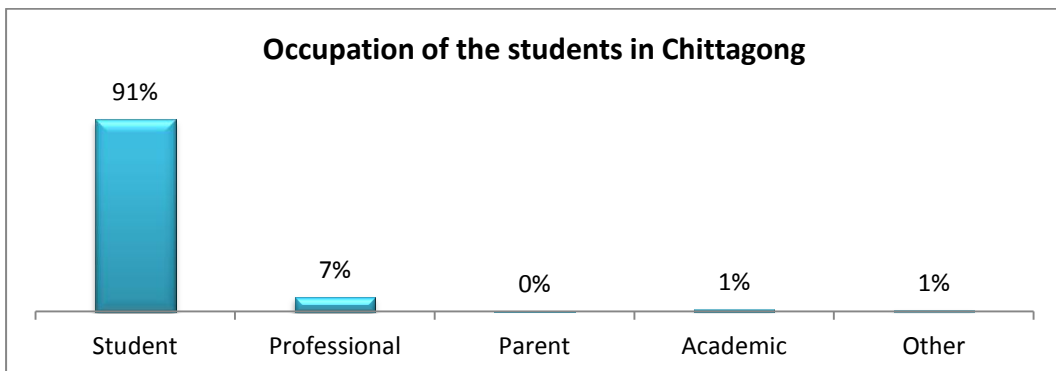
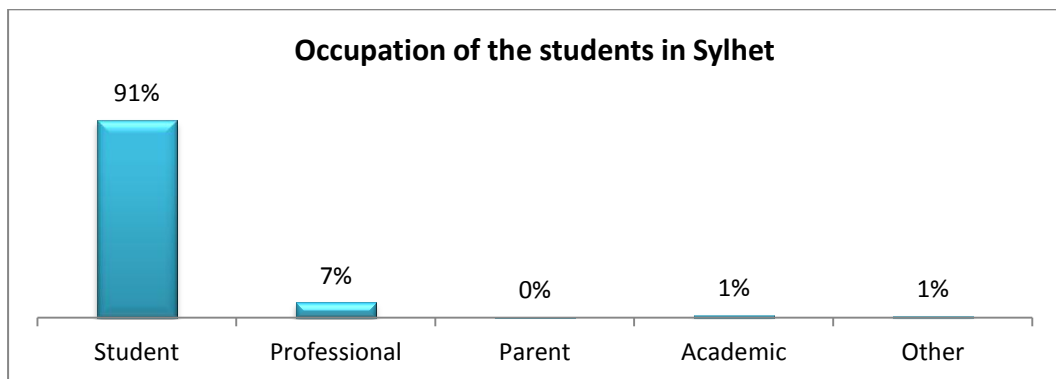
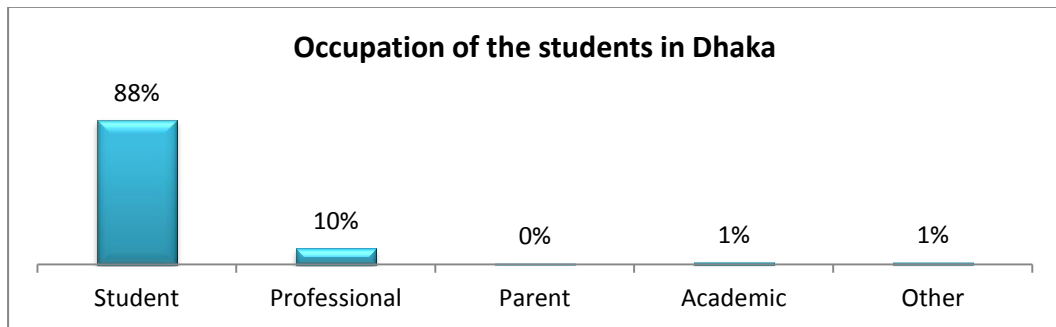


A total of 245 unique visitors registered for the 2 Open days of Sylhet. Of them 172 visitors visited the event.

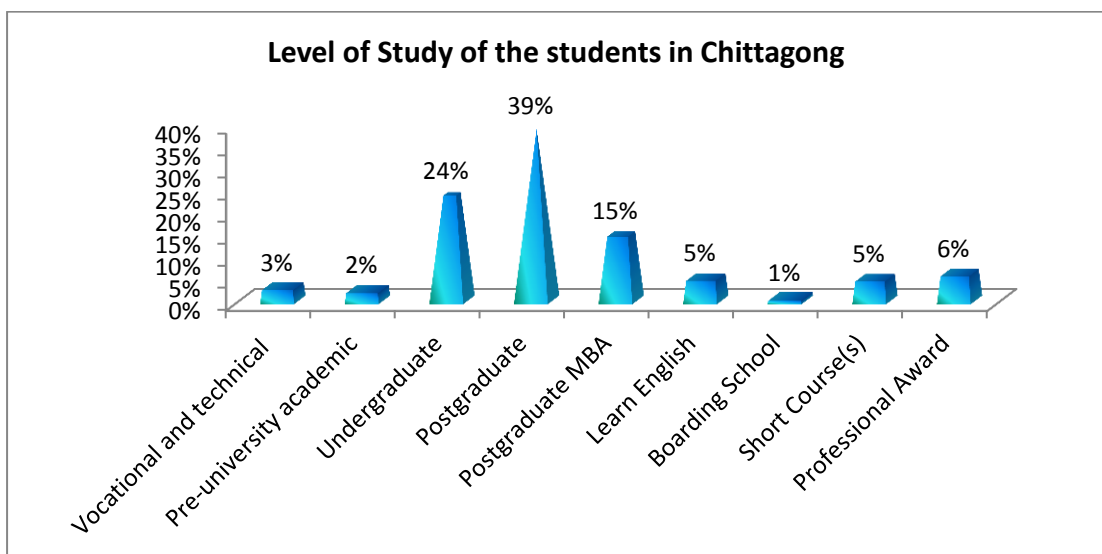
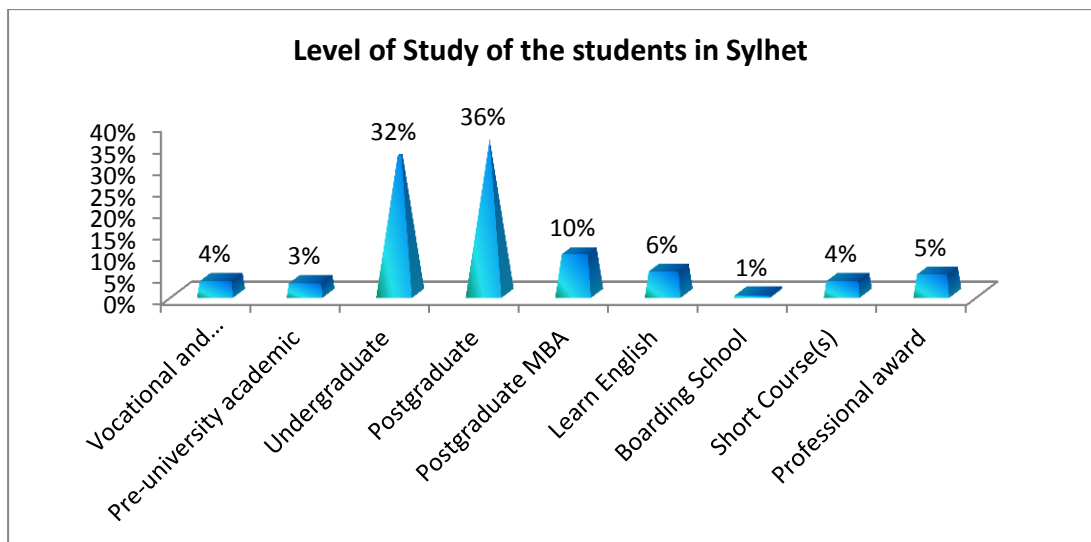
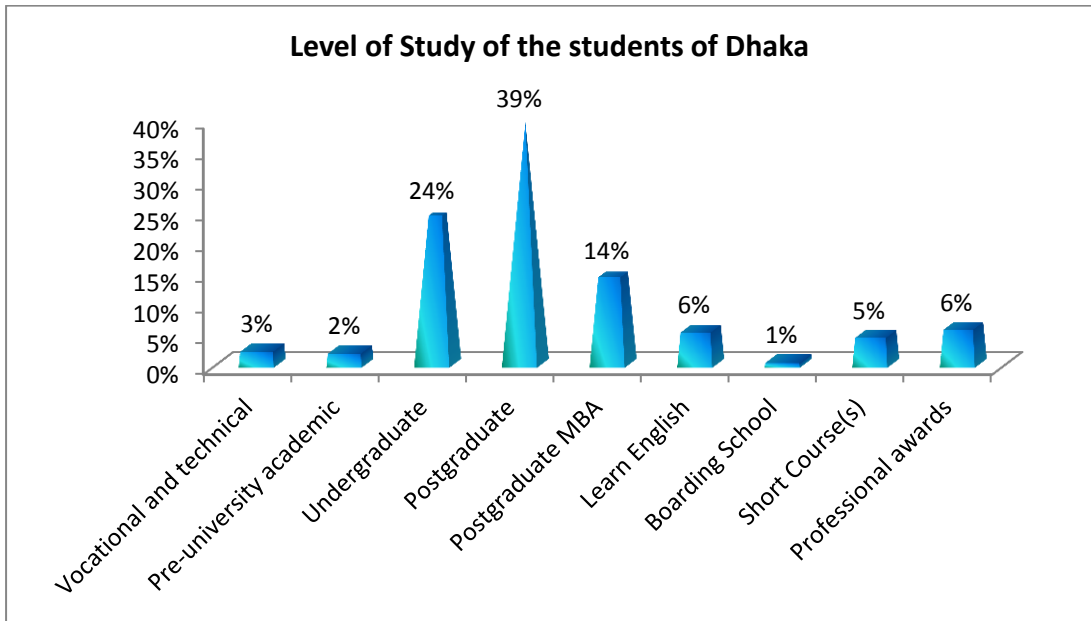


A total of 425 unique visitors registered for the 1 Open day of Chittagong. Of them 249 visitors visited the event.

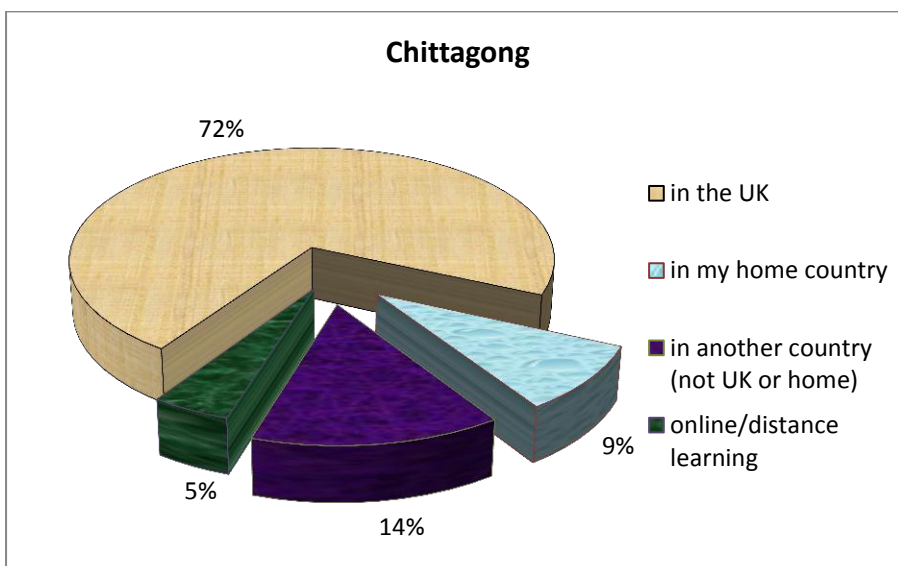
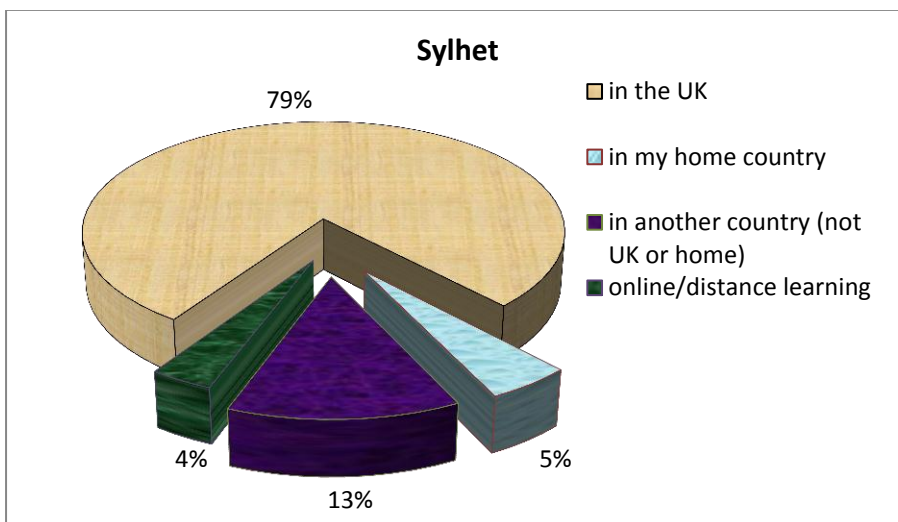
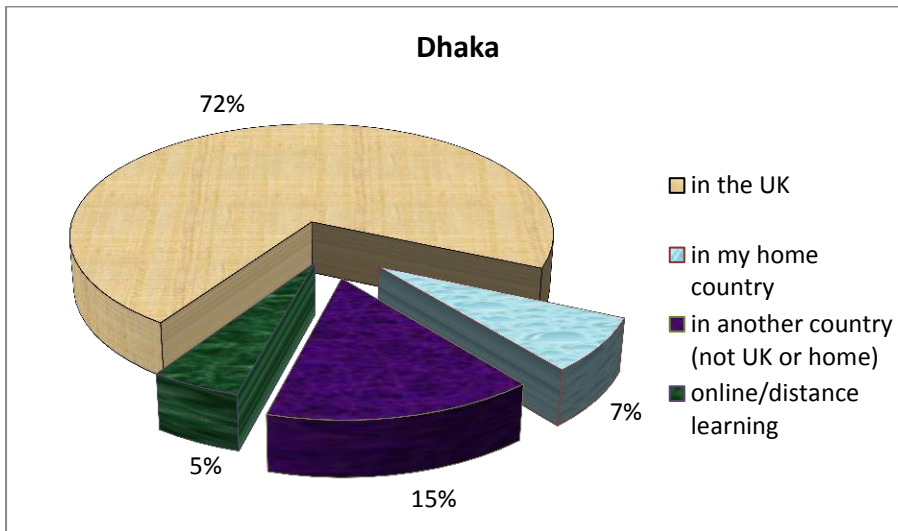
We have seen visitors from a range of occupations visiting the Open days but the majority was students in every city.



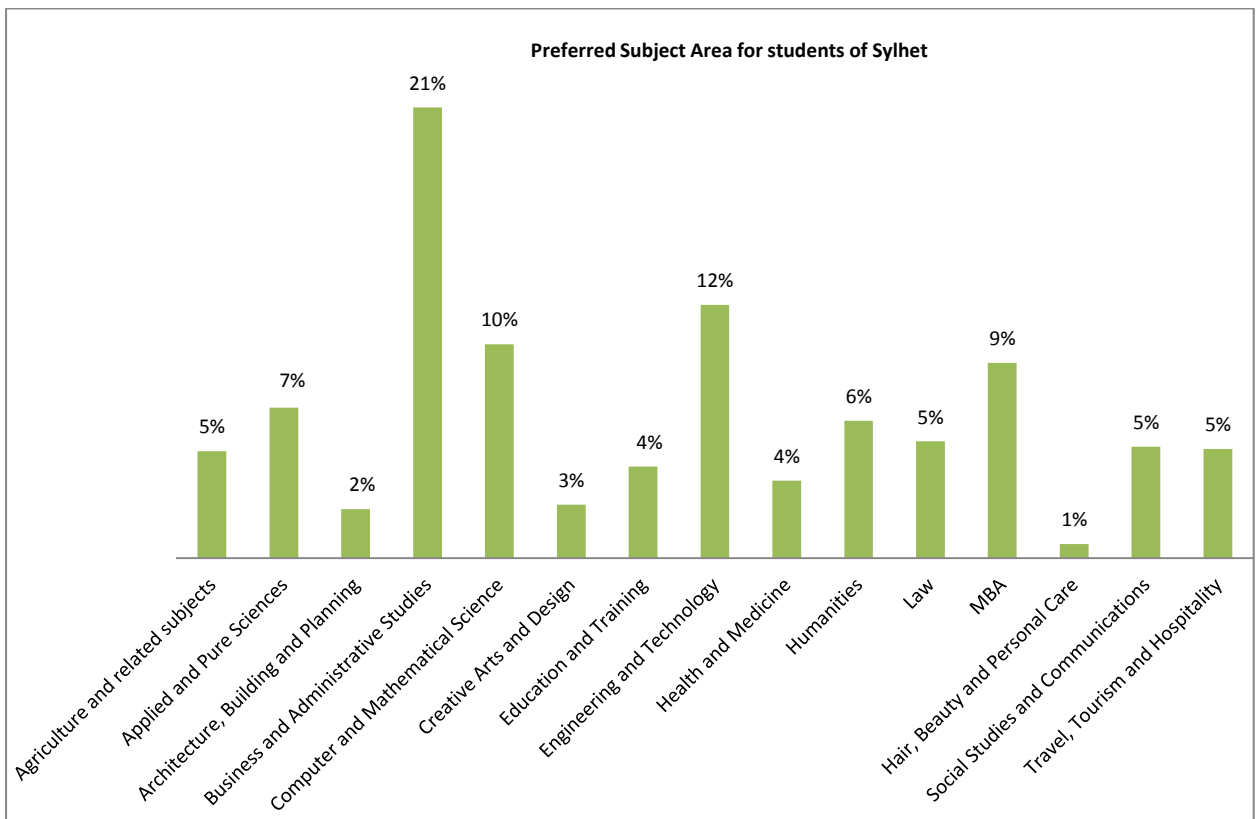
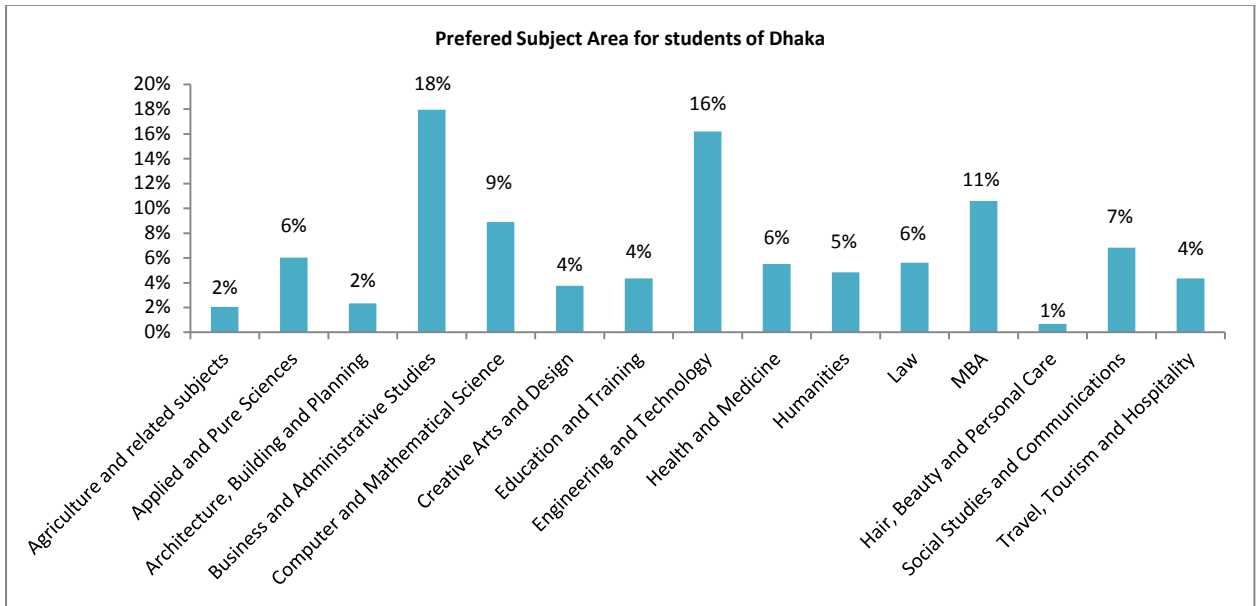
Level of study differed from city to city. But in every city students already in the postgraduate level visited most.

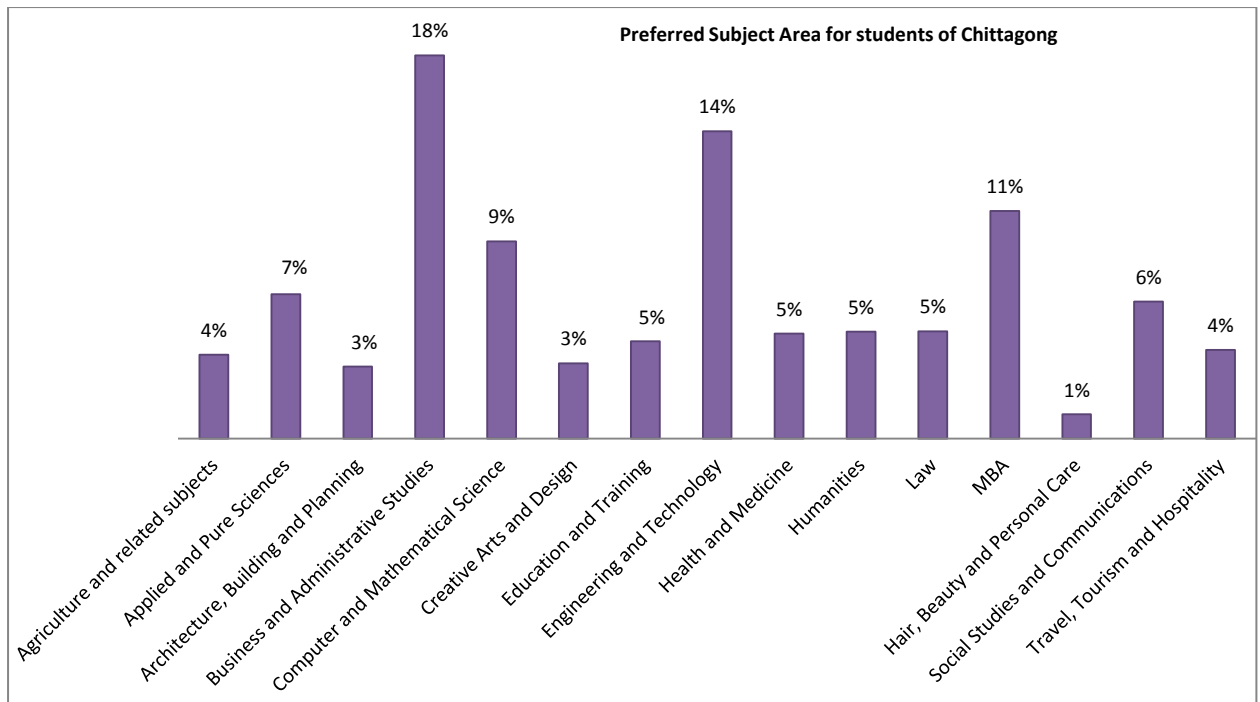


Nowadays UK courses can be studied by staying in the home country, by staying in another country other than the UK, by going to the UK and through online/distance learning. Following graphs show students' perspective on this in different cities,



We have seen diversified subject interest in all three cities. But in every city Business and Engineering courses are mostly preferred.

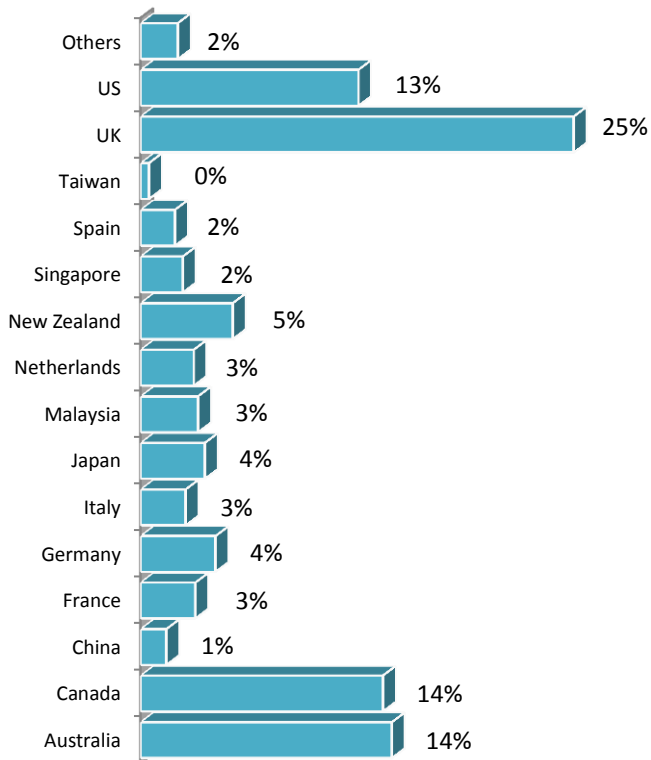




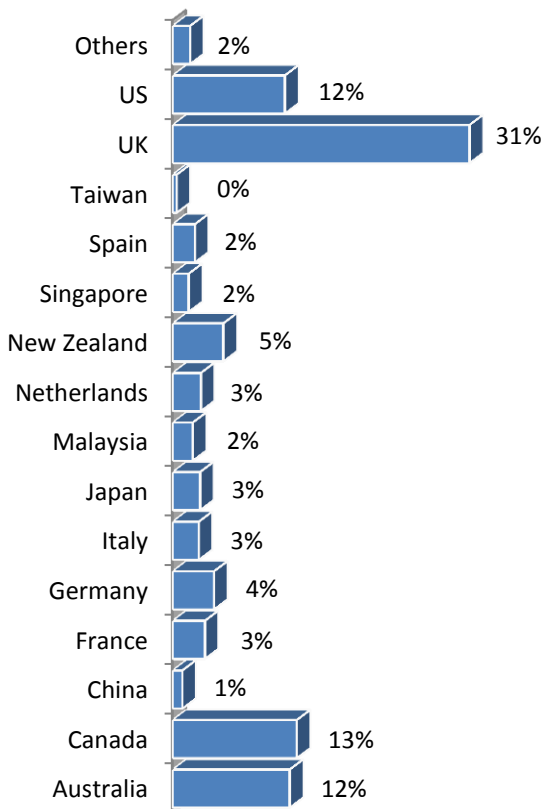
18%, 21% and 18% students showed interest for Business and Administrative Studies in Dhaka, Sylhet and Chittagong respectively. Engineering and Technology is the second preferred choice for the students, followed by MBA and Computer and Mathematical Science programmes.

In every city majority of the student ticked UK as their preferred study destination. 25% of Dhaka, 31% of Sylhet and 24% Chittagong students' preferred study destination is UK. Other preferred destination for study is USA, Canada and Australia.

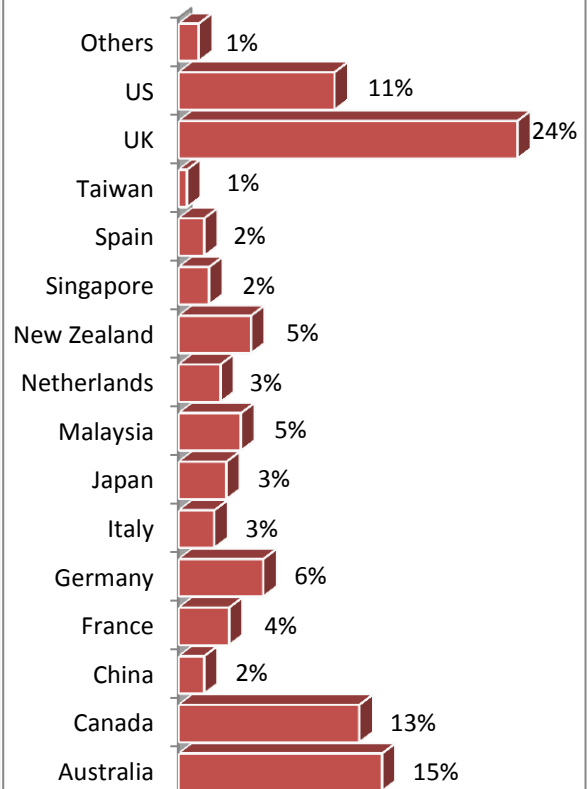
### Preferred Country of Study: Dhaka



### Preferred Country of Study: Sylhet



### Preferred Country of Study: Chittagong







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.

### Visitors' feedback:

- "The event was exceptionally good". – student
- "Agents should provide more information, facilities and care related to scholarship to study abroad" – student –
- "Yes! It is a very good initiative for Bangladesh students. We need similar kind of events more in the future."- Md. Bodrul Hussain, student.
- "Having at least one event per month would be very helpful." –Abdul Kaium, a student of Cambridge Grammar School.



### Exhibitors' feedback:

- "Students want to apply for UK because the education is world class education"- commented by Mohammad Abdul Matin, Senior Counsellor of BSB Global Network.
- "Current market situation for UK Education in Bangladesh is better than last year"- Samira Farhat Amin, CEO of Education Excellence.

**We have completed the UK Education Open Day series for 2015. We do have following events in coming months,**

Event	Date	City
<a href="#">Partnership and marketing opportunities for UK Institutions in Education UK Counsellors' Training programme, Bangladesh</a>	27 August 2015	Dhaka
<a href="#">UK Institutions' promotional campaign: SIEM Bangladesh</a>	6 September 2015	Dhaka
<a href="#">UK Education Mini fair (School Mission), Bangladesh-November 2015</a>	22 November 2015 - 30 November 2015	Dhaka, Chittagong and Sylhet
<a href="#">Career Summit in Bangladesh</a>	21 November 2015	Dhaka
<a href="#">Education UK January/February 2016 Bangladesh Exhibition</a>	27 January 2016 – 3 February 2016	Dhaka, Chittagong and Sylhet

**UK institutions can directly participate in this event or through local representatives. .**

### Contact us:

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Read reports from the previous Open Days held from April to July 2015.

[Bangladesh Open Day \(Agents exhibition\) report for 11 April 2015](#)

[Bangladesh Open Day \(Agents exhibition\) report for 18 April 2015](#)

[Bangladesh Open Day \(Agents exhibition\) report for 16 May 2015](#)

[Bangladesh Open Day \(Agents exhibition\) report for 23 May 2015](#)

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[Bangladesh Open Day \(Agents exhibition\) report for 4 July 2015](#)