

Corporate Initiative Employers' Fair 2014



SUCCESS STORIES

corporate partners

Lovely experience to be part of this initiative and really enjoyed learning about the educational style of reputed British universities and how effectively they inculcate thinking ability and analytical approach.

NAVEED AHMED
MITCHELLS FRUIT FARMS LIMITED

It was a pleasure working with the British Council Education UK team. On a personal level, it was very inspiring for me to see them put in all the effort in bringing a social issue, which is very dear to me, to such a platform. Hoping to work with you in the future on similar endeavours.

ZEESHAN GUL, SIDAT HYDER MORSHED ASSOCIATES

Sustainability and continuous feedback to the employers as well as universities is essential in terms of relevant talent requirements, this would enable the universities to be more prepared in terms of specific needs. Overall, a great effort and was heartening to experience similar professionalism, engagement, and diligence level of the British Council team, even though it was a new team. Was a pleasure to partner again.

FATIMA ASAD, ABACUS CONSULTING

“ SUCCESS STORIES

host university

It was an excellent opportunity with some recruiters who really embraced the opportunities to work with us and collaborate. This was really appreciated. We are interested in collaborating with initiatives in the future and explore how we can work directly with the recruiters. We would welcome the opportunity to be involved in planning discussions from the outset to support your work and to maintain employer engagement. Thank you for all your support.

AMANDA CONWAY, UNIVERSITY OF MANCHESTER

It was a wonderful initiative, thank you.

ESTHER DE-PERLAKY, UNIVERSITY OF WARWICK

It is a really good opportunity, you must attend it.

STUDENT FEEDBACK



visiting universities

CAREER ADVISORS, STUDENTS AND ALUMNI

The fair was open to Pakistani students and alumni. Information Sessions were organised between Career Advisors and Corporate Partners. On spot interviews conducted with students.

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|------------------------------------|-----------------------|
| Brunel University | Cardiff University |
| University of Oxford | University of Leeds |
| University of Reading | University of Salford |
| University of London | Aston University |
| University of Warwick | Bristol University |
| Kingston University London | Coventry University |
| University Of Manchester | Royal Holloway |
| The University of Sheffield | |
| Loughborough University | |
| University College London (UCL) | |
| Manchester Metropolitan University | |

host universities

3 UK Universities

- Brunel University
- University of Warwick
- University of Manchester



media reach

PRESS RELEASES



Express Tribune was the official media partner

60,000 circulation in Lahore, Karachi and Islamabad

ONLINE



Express Tribune and Education UK Facebook page audience reach was over

01 million

LONDON



PLACEMENTS AFTER CORPORATE INITIATIVE EMPLOYERS' FAIR 2014

13 Jobs
Allied Bank Ltd

03 Management Trainees

05 Internships
Engro Corp

04 Internships
Mitchells Fruit Farms Limited

01 Internship
Express Tribune

flashback: corporate initiative 2012-13 resulted in



100
internship offers

50
job offers

student turnout

80	Brunel University
120	University of Warwick
100	University of Manchester



corporate partners - 08
total delegates - 25

