



SERVICES FOR INTERNATIONAL EDUCATION MARKETING



Post-event report for
Education UK Exhibition 2017 Bangladesh
26-27 January 2017 in Dhaka
29 January 2017 in Chittagong
1 February 2017 in Sylhet

Introduction

Thank you for your participation at the Education UK exhibition in Bangladesh in Jan/Feb 2017 in Dhaka, Chittagong and Sylhet.

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

*The event, **targeted at the HE/FE/Schools markets**, hosted representatives from 21 **UK institutions** (Listed below in page 19), that positively engaged with **prospective students/visitors/partners**, providing the audience with information on **educational opportunities/subject choices** etc.*

*The event attracted over 1900 **visitors** despite strike on day 1 and the overall security situation in Bangladesh since 1 July 2016, thanks in part to the **media interest and marketing campaign** (Details listed below in page 6. Alongside the main exhibition, a series of **seminars briefings/workshops** were also held, with topics covered including Visa assistance etc.*

At British Council we highly appreciate your support, and hope that we can continue to provide valuable marketing services in terms of our exhibitions and our range of other targeted activities during the year. We hope to see you again at our next exhibition.

Regards,

Shegufta Ahmed | Acting Project Manager, SIEM, British Council, Bangladesh

This report includes:

Introduction - Page 2

Highlights - Page 3 – 5

Marketing - Page 6-16

Visitor Feedback - Page 17-18

Exhibitors Feedback - Page 18-19

Future Steps - Page 20

Highlights

Professor Abdul Mannan, Honourable Chairman, University Grants Commission, Bangladesh inaugurated the event as the chief guest. He said, "Bangladesh boasts a highly talented pool of youth with the potential to become productive members of our economy. The education system in Bangladesh has been continuously improving over the years, but it is also true that more of our youth visiting abroad to receive knowledge and skills under some of the best education systems in the world and coming back to serve their nation would add immense value to our economy and society as well." Alison Blake, British High Commissioner to Bangladesh, graced the event as the special guest.

Barbara Wickham, Director, British Council hosted the inauguration ceremony. Mr. Saifuzzaman Chowdhury, State Minister, Ministry of Land, inaugurated the event in Chittagong, and Mr. Enamul Habib, CEO, Sylhet City Corporation; 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, IELTS and Bangladesh UK Alumni Network branding in an effort to showcase the best of the UK.

Pre-registration was in place for the visitors and entry was free for all.

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 only high quality students apply to UK Institutions.

The pre-registered students received the profile of the participating UK institutions prior to the event so they could read up on the subjects, scholarships and courses on offer by the UK institutions.

This exhibition was held at the following venue, time and date...

Venue(s)	British Council, Dhaka – 26-27 January 2017
Opening hours	12:00-18:00
Stand costs	£1900
Venue(s)	Hotel Peninsula, Chittagong – 29 January 2017
Opening hours	12:00-18:00
Stand costs	£1200
Venue(s)	Rose View Hotel, Sylhet – 1 February 2017
Opening hours	12:00-18:00
Stand costs	£1500

A number of successful seminars were held on IELTS Consultation Services

There was a 17% decrease in visitors from last year's exhibition

Attendance	CITY	
	2016	2017
26-27 January in Dhaka	1636	965
29 January in Chittagong	333	354
1 February in Sylhet	337	586
Total	2306	1905

Visitors' profile

We developed a three city bundle offer this year with 5% discount. The 17% 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. Feedback from the students, parents, teachers, counsellors, agents and UK institution delegates attending was positive. Of the students who attended the exhibition, most were pre-registered and had done research on the UK institutions taking part. Most were focused, genuine and looking for scholarships in many institutions. There was an alumni corner for the UK Graduates to promote Bangladesh UK Alumni Network in Dhaka. The alumni counseled voluntarily throughout the day and shared their wonderful experience of study in the UK. Seminars on IELTS consultation programme were also held in three cities in various slots. Visitors found it useful as many of them are planning to sit for the exam. A 'selfie contest' was also arranged which was a highlight of the event.

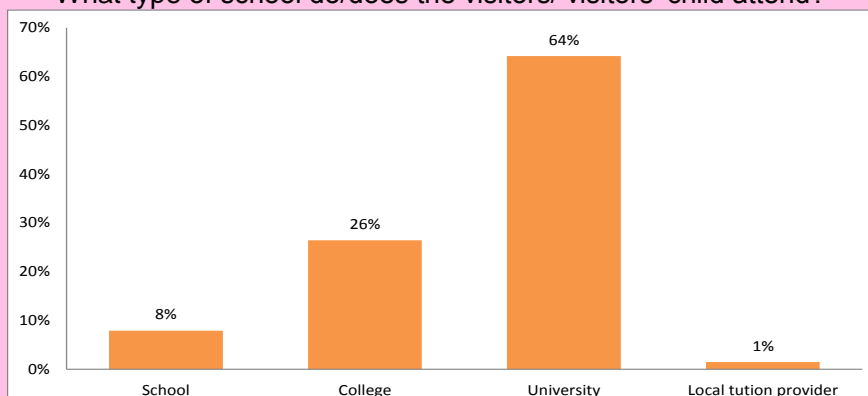
42% of visitors are looking for Undergraduate Higher Education

45% of visitors are looking for Postgraduate Higher Education

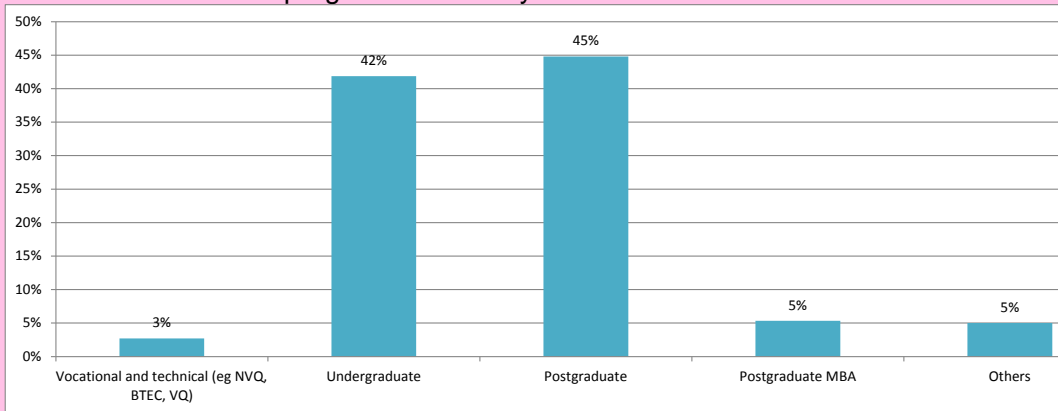
5% of the visitors preferred MBA's

Of the total visitor numbers 71% were male, 29% were female.

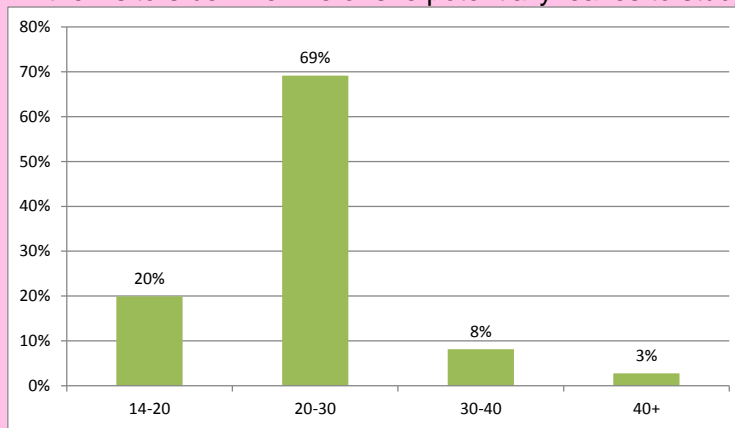
What type of school do/does the visitors/ visitors' child attend?



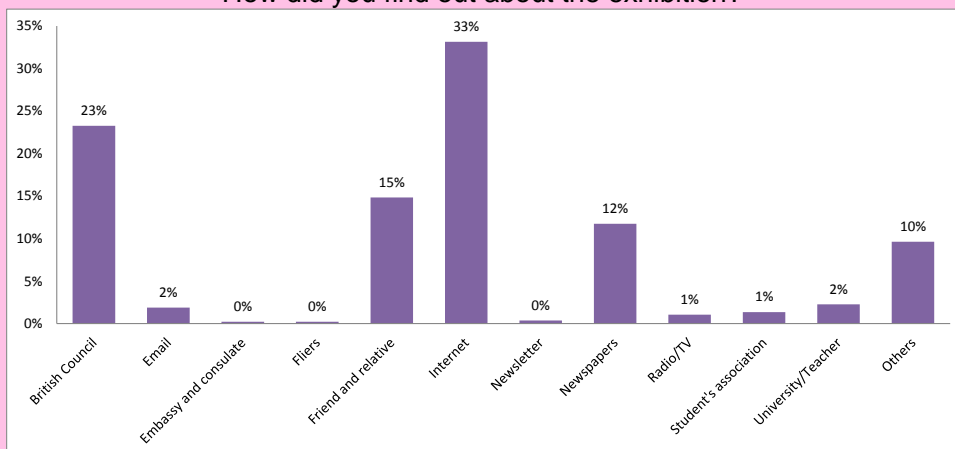
What programme of study are visitors interested in?



How old will the visitors be when he or she potentially leaves to study abroad?



How did you find out about the exhibition?



Marketing

- The target audience for the marketing campaign was primarily students of HSC, O/A level, private and public university, students who are taking UK qualifications locally, IELTS candidates, teachers, parents, school and career counsellors, coordinators, professionals, UK alumni and corporates
- We had IELTS and British Council UK Alumni Network involved as co-partner to promote this event
- Prior to the exhibition we organised a TV interview on one of the leading news channels. M Jahir Uddin –Project Manager, 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 email 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 **#EdUK2017** which was introduced two years back 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 attract more focused students for the Exhibition.
- We arranged a counseling zone for the UK Alumni to share their experience with the students to promote British Council UK Alumni Network([BUKAN](#))
- 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 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
- We did Market briefing prior to the event and colleagues from UKVI, New Delhi office especially attended the market briefing to answer the query of the delegates

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

Event promotion Press

PR Value: Print :: Announcement Press Release (Education UK 2017)						
SL	Date	Publication	pg	News Topic	Newspaper Reach	
1	18-Jan-17	Daily Observer	13	Announcement Press Release (Education UK 2017)	33,800	
2	18-Jan-17	Dhaka Tribune	17	Announcement Press Release (Education UK 2017)	30,000	
3	18-Jan-17	Manob Kantho	7	Announcement Press Release (Education UK 2017)	161,050	
4	18-Jan-17	Naya Diganto	3	Announcement Press Release (Education UK 2017)	85,700	
5	18-Jan-17	Prothom Alo	5	Announcement Press Release (Education UK 2017)	501,800	
6	18-Jan-17	News Today	3	Announcement Press Release (Education UK 2017)	21,000	
7	19-Jan-17	Shokaler Khobor	11	Announcement Press Release (Education UK 2017)	161,010	
8	19-Jan-17	Daily Star	5	Announcement Press Release (Education UK 2017)	44,592	
9	19-Jan-17	Janakantha	3	Announcement Press Release (Education UK 2017)	240,000	
10	19-Jan-17	Manob Zamin	5	Announcement Press Release (Education UK 2017)	90,080	
11	22-Jan-17	Independent	4	Announcement Press Release (Education UK 2017)	32,600	
12	22-Jan-17	New Age	26	Announcement Press Release (Education UK 2017)	35,500	
Total PR Value					1,437,132	

Medium	# of contents	Reach
Pre-event Press	10	1,042,000
Post-event Press	14	1,416,000
Total	24	24,58,000

TV interview 21 January 2017 at Jumuna TV

Part 1

<https://www.youtube.com/watch?v=5FY0YH0vyO4&feature=youtu.be>

Part 2

https://www.youtube.com/watch?v=DtM4_V3--FE&feature=youtu.be



Radio Interview

18 January 2017 at Peoples' Radio

Article

Published in Daily Independent 12 January 2017

<http://www.theindependentbd.com/printversion/details/76238>

The screenshot shows the article 'Higher Education in UK' on the website 'theindependentbd.com'. The article title is 'Higher Education in UK' and the author is 'Hafiz Hossain'. The article text discusses the challenges of higher education in Bangladesh, mentioning the need for independent thinking and research skills. It also mentions the importance of English language proficiency for students applying to UK universities. The article includes a photo of a university campus and a sidebar with 'Most Viewed' articles and a 'Digital Edition' section.

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TV News

Boishaki TV

<https://www.youtube.com/watch?v=eGnnrWW2PGY&feature=youtu.be>

Masranga TV

<https://www.youtube.com/watch?v=cXmiAu9INR8&feature=youtu.be>

Jumuna TV

<https://www.youtube.com/watch?v=KSX121CQssw>

Desh TV

<https://www.youtube.com/watch?v=8IO2SJ33aXE&feature=youtu.be>

Channel 9

<https://www.youtube.com/watch?v=rKZBRO0NP3U&feature=youtu.be>

Bijoy TV

<https://www.youtube.com/watch?v=UhxSQsMJYAE&feature=youtu.be>

Bangla Vision

<https://www.youtube.com/watch?v=6MKfYxK6WIs&feature=youtu.be>



Medium	# of contents	Reach	Results/Engagement
Facebook Paid Ads	03	861,530	35,212
Facebook Organic Posts	13	95,106	3,686
Facebook Live Posts	05	51,972	1,841
Twitter Organic Posts	10	5,696	116
Total	31	1014304	40,855

Facebook boost post for Dhaka, Chittagong and Sylhet



Published Posts	Reach	Clicks/actions	Published
Come join us for an IELTS Consultation Program (ICP) – a free interactive briefin...	6.6K	349	31 January 2017 at 17:30
Come join us for an IELTS Consultation Program (ICP) – a free interactive briefin...	7.9K	403	28 January 2017 at 15:58
#EduK2017 exhibition is now open for everyone who wants to study in the UK...	9.4K	386	26 January 2017 at 12:16
Professor Abdul Mannan, Chairman, University Grants Commission of Bangla...	10.8K	341	26 January 2017 at 11:13
University representatives from the UK universities and the delegates from the...	14K	453	26 January 2017 at 11:08
Her Excellency Ms Alison Blake, British High Commissioner to the People's Re...	11.1K	363	26 January 2017 at 11:00
Barbara Wickham, Director, British Council in Bangladesh is giving her openin...	4.3K	173	26 January 2017 at 10:52
We are all set for today's Education UK Exhibition 2017 inauguration program...	2.3K	125	26 January 2017 at 10:47

Come join us for an IELTS Consultation Program (ICP) – a free interactive briefin...	11K	443	26 January 2017 at 11:30
Three things to consider when deciding between studying in the UK, Australia a...	10.2K	243	20 January 2017 at 14:00
Are you interested to study in the UK? Join in the British Council's Education UK Ex...	11.8K	340	19 January 2017 at 21:30
Do you have any questions about studying in the UK? Join our Education UK Ex...	7.5K	239	18 January 2017 at 21:30
Read the story of Sohail who studied International Business at the University of H...	11K	326	17 January 2017 at 23:00
Education UK Exhibition is returning to Sylhet and it will be held in Roseview H...	4.4K	224	26 January 2017 at 14:00
You are invited to our next Education UK Exhibition in Chittagong on 29 January...	7.1K	271	24 January 2017 at 23:05
Ever wondered what it would be like to travel to the UK for your higher educatio...	8K	352	20 January 2017 at 09:00
British Council will host the Education UK Exhibition 2017 on 1 February 2017 in ...	184	18	16 January 2017 at 09:00
The British Council's Education UK Exhibitions are the biggest exhibitions of UK ...	640	37	13 January 2017 at 21:30
Do you have any questions on studying in the UK? Do not miss the British Coun...	6.9K	441	11 January 2017 at 21:30

Twitter organic campaign insight

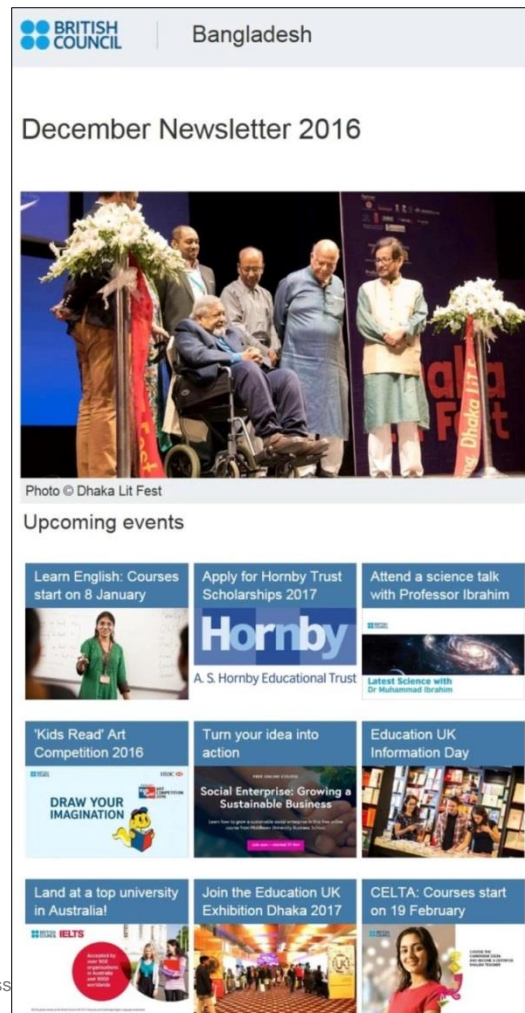
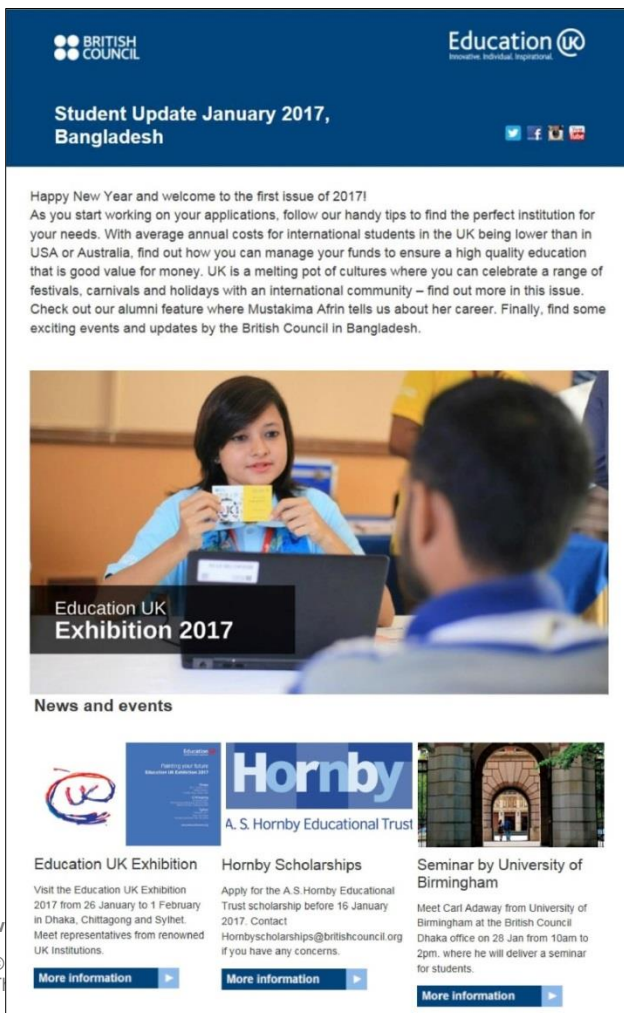


Published alumni story as pre-event promotion on British Council country twitter page
<https://twitter.com/bdBritish/status/821394175589421057>



SIEM E-newsletter sent out to 18000 students

British Council Bangladesh country E-newsletter sent out to 11000 contacts



The screenshot shows the website interface with the following elements:

- Header:** BRITISH COUNCIL Bangladesh, navigation links (Learn English, Take an exam, Study in the UK, Events, Our work in arts, education and society), and utility links (Our libraries, Newsletter, Contact us, Search).
- Main Content:**
 - Event dates: THURSDAY 26 JANUARY 2017 to FRIDAY 27 JANUARY 2017.
 - Location: British Council, 5 Fisher Road, Dhaka 1000.
 - Registration button: Register now.
 - Text: "19th Education UK Exhibition is taking place in Dhaka. Many institutions from across the UK are participating who will offer counselling and spot admission to students interested to study in the UK. You are welcome to attend and discuss on opportunities in the UK. Please bring photocopies of your academic documents if you are planning to apply in the UK."
 - Additional text: "Visit Education UK exhibition and grab the opportunity to meet with the representatives from renowned UK institutions."
 - Buttons: "Attend the Education UK Exhibition 2017 in Chittagong" and "Join the Education UK Exhibition 2017 in Sylhet".
- Footer:** "Find more:" section with "DOCUMENTS" and links for "FAQ for exhibition" and "Education UK Exhibition 2017 in Chittagong/Sylhet".

Promotion on British Council Bangladesh country web page

The graphic contains the following text:

- Header:** Welcome to the British Council in Bangladesh
- Main Text:** We connect **people with learning opportunities and creative ideas** from the UK. Whether you want to **learn or teach English, take an exam, study in the UK, be our partners for development** or find out about our forthcoming events, this is the place to start.
- Call to Action:** Register now for Education UK Exhibition 2017 in Sylhet
- Buttons:** Take Exams with us, Learn English with us
- Right Side Text:** Grab the opportunity to meet with the representatives from renowned UK institutions

Two different e-mail shots were sent to 18000 potential students:

Education UK Exhibition 2017
Welcome to our event!

19th Education UK Exhibition is taking place in Dhaka. Many institutions from across the UK are participating who will offer counselling and spot admission to students interested to study in the UK. You are welcome to attend and discuss on opportunities in the UK. Please bring photocopies of your academic documents if you are planning to apply in the UK.

Education UK Exhibition 2017

- Image 1:** Scottish National Gallery. Text: "Visit the Education UK Exhibition Dhaka on 25 & 27 January 2017 to meet representatives from distinguished UK universities and find out what awaits you on the other side. Click [here](#) to register for the event." [More information](#)
- Image 2:** London Eye. Text: "British Council Bangladesh invites you to our next Education UK exhibition in Chittagong on 29 January 2017 with great pleasure. This is our 13th exhibition in Chittagong and this time we will host best seven British universities and institutions. Click [here](#) to register for the event." [More information](#)
- Image 3:** The Beatles. Text: "Education UK Exhibition is returning to Sylhet and it will be held in Roseview Hotel, Shahjalal Upashahar Main Rd, Sylhet on 1 February 2017. Come and don't miss the opportunity to learn more about studying and living in the UK. The exhibition is free of charge. Click [here](#) to register for the event." [More information](#)

Education UK Exhibition 2017
Welcome to our event!

19th Education UK Exhibition is taking place in Dhaka. Many institutions from across the UK are participating who will offer counselling and spot admission to students interested to study in the UK. You are welcome to attend and discuss on opportunities in the UK. Please bring photocopies of your academic documents if you are planning to apply in the UK.

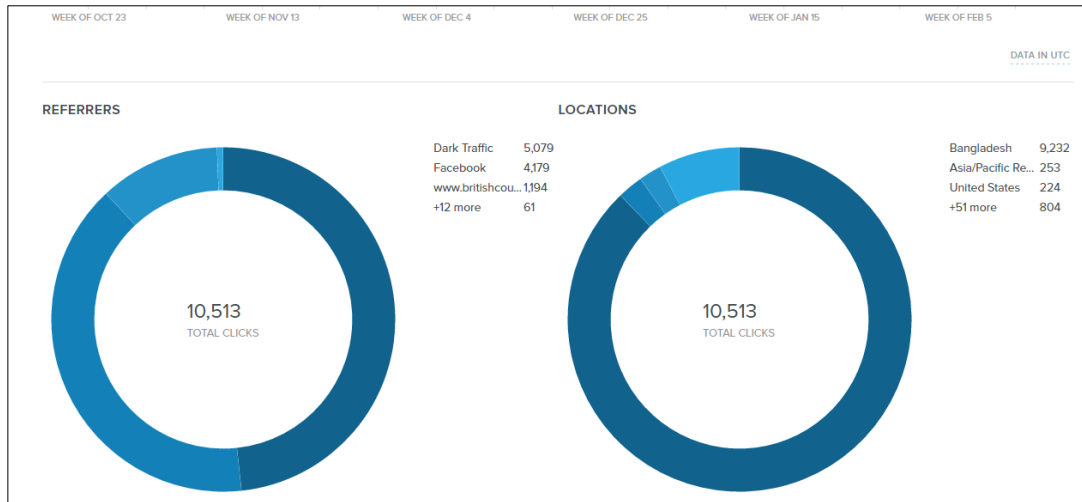
Education UK Exhibition 2017

- Image 1:** Dhaka, 26-27 January. Text: "Ever wondered what it would be like to travel to the UK for your higher education? To meet people from all over the world and to take on the world by yourself? Visit the Education UK Exhibition Dhaka on 26 and 27 January 2017 to meet representatives from distinguished UK universities and find out what awaits you on the other side." [More information](#)
- Image 2:** Chittagong, 29 January. Text: "You are invited to our next Education UK Exhibition in Chittagong on 29 January 2017. This is our 13th exhibition in Chittagong and this time we will host seven UK universities and institutions. This is a great opportunity to meet the university representatives and to get valuable advises and recommendations from them." [More information](#)
- Image 3:** Sylhet, 1 February. Text: "Education UK Exhibition is returning to Sylhet for the fourth time and it will be held in Roseview Hotel, Shahjalal Upashahar Main Rd, Sylhet on 1 February 2017. Don't miss this opportunity to learn more about studying and living in the UK. The event will be open from 12pm to 6pm. Visitor admission for the exhibition is free." [More information](#)

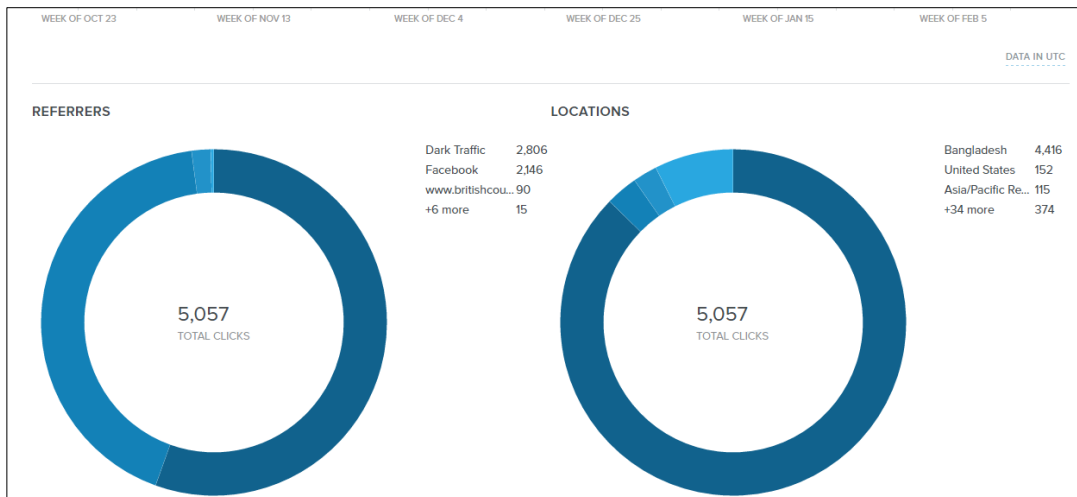
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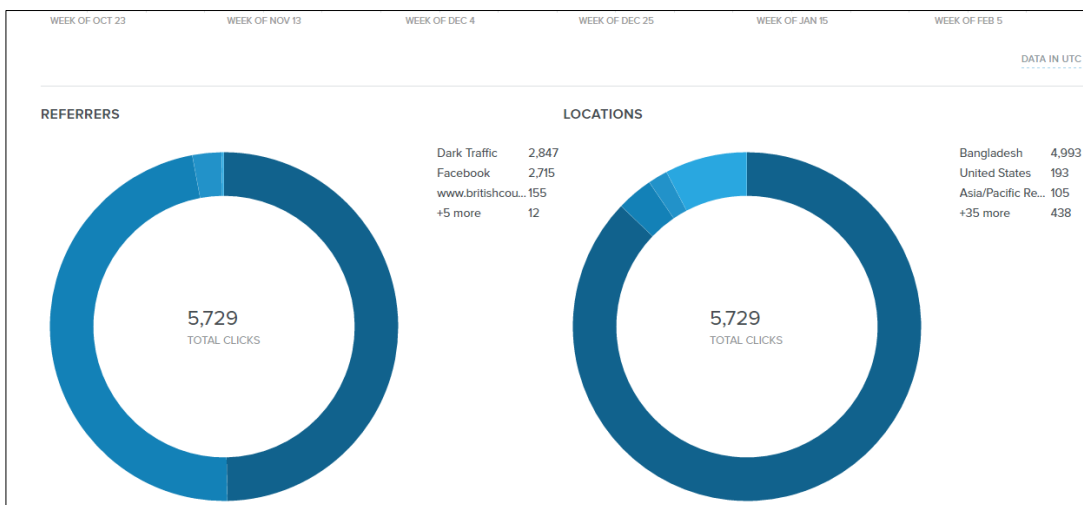
Email Shot Summary: Dhaka



Email Shot Summary: Chittagong



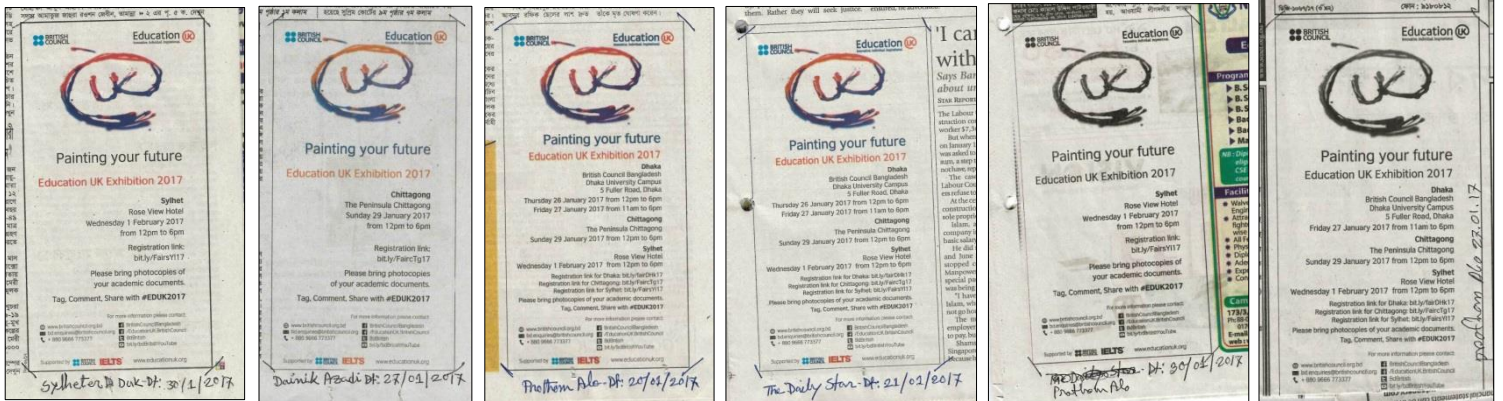
Email Shot Summary: Sylhet



Tele Marketing Phone Call Summary of Dhaka, Chittagong and Sylhet:

Total calls made	1288
Reached and responded	750

Print advertisements on different newspapers:



Exhibition flyer, guide and X-stand banner:



Outdoor promotion:



www.britishcouncil.org/siem

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Pre-event news coverage

dailyobserver

Education UK Exhibition in Dhaka to be held

Event Desk
The 19th annual Education UK Exhibition will take place at the British Council, Dhaka University Campus office at Paller Road for individuals who want to find out how an education experience in the UK will prepare them for an exciting career and give them a competitive edge in the global marketplace. The Exhibition is held to take place on January 26 and 27 (Thursday and Friday) 2017. Twenty-one globally renowned UK institutions will participate in the biggest UK education exhibition in Bangladesh. Students are encouraged to come with photocopies of their academic documents. Visitors are advised to pre-register before the exhibition at bit.ly/FairUK17. The fair is open from 12pm to 6pm on January 26, and from 11am to 6pm on January 27. Visitors will have the opportunity to seek advice on undergraduate and postgraduate degree courses, scholarship opportunities and to find out what it is like to live and study in the UK. Information will also be available about the UK application process as well as other opportunities offered by the British Council to learn English and complete internationally recognised qualifications from the UK.

News Today

Edn UK Exhibition to be held on Jan 26-27

The 19th annual Education UK Exhibition will take place at the British Council, Dhaka University Campus office at Paller Road for individuals who want to find out how an education experience in the UK will prepare them for an exciting career and give them a competitive edge in the global marketplace, says a press release.
Twenty-one globally renowned UK institutions will participate in the exhibition. Students are encouraged to come with photocopies of their academic documents. Visitors are advised to pre-register before the exhibition at bit.ly/FairUK17. The fair is open from 12pm to 6pm on January 26, and from 11am to 6pm on January 27. The British Council helps students and their parents to learn about study opportunities in the UK. Our annual Education UK Exhibition showcases the range of study options available in the UK. Both students and visitors will have the opportunity to seek advice on undergraduate and postgraduate degree courses, scholarship opportunities and to find out what it is like to live and study in the UK. Information will also be available about the UK application process as well as other opportunities offered by the British Council to learn English and complete internationally recognised qualifications from the UK.

The Daily Star

Education UK Exhibition opens Jan 26

CITY DESK
A two-day 19th annual Education UK Exhibition will begin at a press release. Students are encouraged to come with photocopies of their academic documents. Visitors are advised to pre-register at bit.ly/FairUK17. The fair is open from 12.00pm to 6.00pm on January 26 and from 11.00am to 6.00pm the next day. The event will also take place at The Peninsula in Chittagong on January 29 and at Rose View Hotel in Sylhet on February 1. Students in Chittagong and Sylhet are advised to pre-register at bit.ly/FairCT17 and bit.ly/FairSY17 respectively.

Dhaka Tribune

Education UK Exhibition in Dhaka to be held on January 26 and 27

The 19th annual Education UK Exhibition will take place at the British Council, Dhaka University Campus office at Paller Road for individuals who want to find out how an education experience in the UK will prepare them for an exciting career and give them a competitive edge in the global marketplace. The exhibition is scheduled to take place on January 26 and 27 (Thursday and Friday) 2017. Twenty-one globally renowned UK institutions will participate in the biggest UK education exhibition in Bangladesh. Students are encouraged to come with photocopies of their academic documents. Visitors are advised to pre-register before they visit from the link bit.ly/FairUK17. The fair is open from 12pm to 6pm on January 26, and from 11am to 6pm on January 27. Visitors will have the opportunity to seek advice on undergraduate and postgraduate degree courses, scholarship opportunities and to find out what it is like to live and study in the UK. Information will also be available about

the UK visa application process as well as other opportunities offered by the British Council to learn English and complete internationally recognised qualifications from the UK.
The British Council helps students and their parents to learn about study opportunities in the UK. Our annual Education UK Exhibition showcases the range of study options available in the UK. Both students and visitors will have the opportunity to seek advice on undergraduate and postgraduate degree courses, scholarship opportunities and to find out what it is like to live and study in the UK. Information will also be available about the UK application process as well as other opportunities offered by the British Council to learn English and complete internationally recognised qualifications from the UK.
The event will also take place in Chittagong at The Peninsula on January 29, and in Sylhet at Rose View Hotel on February 1. Students in Chittagong and Sylhet are advised to pre-register at bit.ly/FairCT17 and bit.ly/FairSY17 respectively.

'Education UK Exhibition' held in port city

STAFF CORRESPONDENT
A daylong education fair titled 'Education UK Exhibition 2017' was held in the port city on Sunday. State Minister for Land Saffuzaman Chowdhury Jewel was present as the chief guest at the inaugural ceremony of the exhibition organised by British Council at hotel 'The Peninsula Chittagong'. British Council Bangladesh Deputy Director Jim Scarth OBE delivered the address of welcome at the ceremony conducted by British Council Services for International Education Marketing (SIEM) Project Coordinator Asif Iqbal.
The Project Manager M Jahir Uddin and other officials of the British Council were also present at the ceremony.
A total of seven renowned universities of the UK participated in the fair with a view to helping students to get necessary information on graduation, post-graduation, scholarship and living in the UK.
Detail information on the UK visa application process and English language courses of the British Council are available for the intended students at the fair.



ইউকে এডুকেশন এক্সিবিশনের উদ্বোধনী অনুষ্ঠানে বক্তব্য রাখছেন জুমি প্রতিমন্ত্রী সাইফুজামান চৌধুরী জায়েন-আহাদী।

ব্রিটিশ কাউন্সিলের শিক্ষামেলোয় ভূমি প্রতিমন্ত্রী যুক্তরাজ্যের উচ্চশিক্ষা দেশের উন্নয়নে কাজে লাগাতে হবে

ভূমি প্রতিমন্ত্রী সাইফুজামান চৌধুরী বলেন, যুক্তরাজ্যে বিভিন্ন বিষয়ে উচ্চশিক্ষা গ্রহণ করে যা দেশের উন্নয়নে কাজে লাগাতে হবে। উচ্চশিক্ষা গ্রহণের মাধ্যমে দেশের উন্নয়ন ঘটবে। তিনি বলেন, যুক্তরাজ্যের উচ্চশিক্ষা দেশের উন্নয়নে কাজে লাগাতে হবে। তিনি বলেন, যুক্তরাজ্যের উচ্চশিক্ষা দেশের উন্নয়নে কাজে লাগাতে হবে। তিনি বলেন, যুক্তরাজ্যের উচ্চশিক্ষা দেশের উন্নয়নে কাজে লাগাতে হবে।

শিক্ষামেলোয় উদ্বোধনীতে ভূমি প্রতিমন্ত্রী যুক্তরাজ্যের উচ্চশিক্ষা দেশের উন্নয়নে কাজে লাগাতে হবে

ভূমি প্রতিমন্ত্রী সাইফুজামান চৌধুরী বলেন, যুক্তরাজ্যে বিভিন্ন বিষয়ে উচ্চশিক্ষা গ্রহণ করে যা দেশের উন্নয়নে কাজে লাগাতে হবে। উচ্চশিক্ষা গ্রহণের মাধ্যমে দেশের উন্নয়ন ঘটবে। তিনি বলেন, যুক্তরাজ্যের উচ্চশিক্ষা দেশের উন্নয়নে কাজে লাগাতে হবে। তিনি বলেন, যুক্তরাজ্যের উচ্চশিক্ষা দেশের উন্নয়নে কাজে লাগাতে হবে।

উচ্চ শিক্ষাকে কাজে লাগিয়ে দেশের

► **শেষ পৃষ্ঠার পর**
কাউন্সিলের ইংরেজি ভাষা শিক্ষা সম্পর্কিত কোর্সের সকল তথ্যও জানানো হয়। আইইএলটিস পুরীকার পরাণা দেয়ার জন্য কয়েকটি সেশনেরও আয়োজন করা হয় যেগুলোতে যুক্তরাজ্যে উচ্চশিক্ষা গ্রহণের আশ্রয়ী অনেক শিক্ষার্থী অংশগ্রহণ করে।
ব্রিটিশ কাউন্সিলের এসআইইএম এর প্রজেক্ট ম্যানেজার জিহির উদ্দিন বলেন, 'শিক্ষার্থীরা যুক্তরাজ্যে গিয়ে উচ্চ শিক্ষা নিতে চাইলেও অভিজ্ঞতার অভাবে সন্তানের উচ্চ শিক্ষা গ্রহণের বিশেষ পাঠ্যক্রম থেকে সিদ্ধান্ত দিতে পড়েন। মেলোর মাধ্যমে অভিজ্ঞতার অভাব বিম্বাদিদায়ের সম্পর্কে সরাসরি খোঁজখবর নিতে পারছেন বলে তাদের জন্য যে কোন সিদ্ধান্ত নেয়া সহজতর হচ্ছে। এছাড়া তিনটি প্রেসেন্সিং সম্পর্কেও জানতে পারছে শিক্ষার্থীরা। বাংলাদেশ থেকে ৮৬ ভাগই তিনটি প্রেসেন্সিং '।
যুক্তরাজ্যের ব্রিটিশ বিশ্ববিদ্যালয়ের প্রতিনিধি ও ওডারসিজ স্টাডি কাউন্সিলিং লিমিটেডের সহকারী ব্যবস্থাপক সাজেদা খাতুন বলেন, 'ব্রিটিশ বিশ্ববিদ্যালয়ে কমন বিষয়গুলো ছাড়াও বিভিন্ন বিষয়ে নিয়ে পড়াশোনার সুযোগ রয়েছে। যা অধ্যয়ন বিশ্ববিদ্যালয়ে নেই। এছাড়া টিউটরাল ফি এর ক্ষেত্রে বাংলাদেশের শিক্ষার্থীদের জন্য ১ হাজার পাউন্ড ছাড় দেয়া হচ্ছে।'
উল্লেখ্য, এ শিক্ষামেলোয় ঢাকায় অনুষ্ঠিত হয় গত ২৬ ও ২৭ জানুয়ারি এবং সিলেটে অনুষ্ঠিত হবে আগামী ১ ফেব্রুয়ারি। নরওয়ে/সুপ্রদর্শন১৭-এ গিয়ে সিলেটের মেলোয় অংশ নিতে নিবন্ধন করতে পারবে আশ্রয়ী শিক্ষার্থীরা।

যুক্তরাজ্যের উচ্চশিক্ষা মেলা কাল

যুক্তরাজ্যে উচ্চশিক্ষা বিষয়ে 'এডুকেশন ইউকে এক্সিবিশন ২০১৭' শিরোনামে শিক্ষামেলোয় নগরীর হোটেল পেনিনসুলায় অনুষ্ঠিত হবে আগামীকাল ২৯ জানুয়ারি। এ সময় মেলাটির ১০তম বর্ষ উদ্‌যাপন করা হবে।

উচ্চশিক্ষাকে কাজে লাগিয়ে দেশের উন্নয়নে নতুন কিছু করতে হবে

শিক্ষা প্রতিমন্ত্রীর কাছে
ব্রিটিশ কাউন্সিলের উদ্বোধনী অনুষ্ঠানে, উচ্চশিক্ষা গ্রহণের মাধ্যমে দেশের উন্নয়ন ঘটবে। উচ্চশিক্ষা গ্রহণের মাধ্যমে দেশের উন্নয়ন ঘটবে। উচ্চশিক্ষা গ্রহণের মাধ্যমে দেশের উন্নয়ন ঘটবে।

নগরীতে যুক্তরাজ্যের উচ্চশিক্ষা মেলা কাল

যুক্তরাজ্যে উচ্চশিক্ষা বিষয়ে 'এডুকেশন ইউকে এক্সিবিশন ২০১৭' শিরোনামে শিক্ষামেলোয় আগামীকাল রবিবার নগরীর হোটেল পেনিনসুলায় অনুষ্ঠিত হবে।

নগরীতে যুক্তরাজ্যের উচ্চশিক্ষা মেলা কাল

যুক্তরাজ্যে উচ্চশিক্ষা বিষয়ে 'এডুকেশন ইউকে এক্সিবিশন ২০১৭' শিরোনামে শিক্ষামেলোয় আগামীকাল রবিবার নগরীর হোটেল পেনিনসুলায় অনুষ্ঠিত হবে।

Post-event news coverage

The Daily Star 27 JAN P. 5, P. Education UK Exhibition opens City Desk

The two-day Education UK Exhibition started at British Council on Dhaka University campus yesterday.

A total of 21 globally renowned British universities have participated in the exhibition, said a press release.

University Grants Commission of Bangladesh Chairman Abdul Mannan inaugurated the event. Visitors are advised to pre-register at bit.ly/fairDHK17 to avoid any delay.

dailyobserver 27 JAN P. 2, P. 5, 3 Dhaka Tribune 27 JAN P. 2, P. 5, 3



Curtains of biggest education UK fair in Bangladesh raised

The 19th annual Education UK Exhibition commenced yesterday at the British Council, Dhaka University Campus office at Fuller Road for individuals who want to find out how an education experience in the UK will prepare them for an exciting career and give them a competitive edge in the global marketplace.

Biggest education UK fair in Bangladesh raises curtains



The 19th annual Education UK Exhibition commenced yesterday at the British Council, Dhaka University Campus office at Fuller Road for individuals who want to find out how an education experience in the UK will prepare them for an exciting career and give them a competitive edge in the global marketplace.

The UK. Therefore, we encourage everyone to come and explore the options, and take those important first steps in the journey towards a quality education.



মানবকণ্ঠ 27 JAN P. 2, P. 5, 3

ব্রিটিশ কাউন্সিলের এডুকেশন ইউকে ফেয়ার শেষ

মানবজমিন 27 JAN P. 10, P. 3-5, 3

শুরু হলো যুক্তরাজ্যে উচ্চশিক্ষায় আগ্রহীদের জন্য 'এডুকেশন ইউকে ফেয়ার'

Advertisement for the Education UK Exhibition featuring a woman speaking at a podium and the exhibition logo.

জন্মকণ্ঠ 27 JAN P. 3, P. 1-2, 2

দ্যাকায় ব্রিটিশ কাউন্সিলে দুদিনব্যাপী শিক্ষামোদী চলছে

মতালোচনা 27 JAN P. 3, P. 1-2, 2

যুক্তরাজ্যে উচ্চশিক্ষায় ব্রিটিশ কাউন্সিলে শিক্ষা মেলা

News Day 27 JAN P. 2, P. 5, 3

Biggest Education UK Fair in Bangladesh ends

THE ASIAN AGE Education UK Fair held at British Council in Dhaka



The 19th annual Education UK Exhibition ended on Friday at British Council Dhaka. The program provided a brief to individuals who want to find out how they will prepare them for higher education in UK.

News Day 27 JAN P. 2, P. 5, 3

Education UK Fair begins



Education UK Fair in Dhaka raises curtain
 Education Desk | bangladeshnews.com
 Update: 2017-02-20

Education UK Fair in Dhaka raises curtain
 Education Desk | bangladeshnews.com
 Update: 2017-02-20

Education UK Fair in Dhaka raises curtain
 Education Desk | bangladeshnews.com
 Update: 2017-02-20

ইত্তেফাক
 ২০ ফেব্রুয়ারি ২০১৭

ব্রিটিশ কাউন্সিলে দুই দিনব্যাপী এডুকেশন ইউকে ফেয়ার শুরু
 ২০ ফেব্রুয়ারি ২০১৭

ব্রিটিশ কাউন্সিলে দুই দিনব্যাপী এডুকেশন ইউকে ফেয়ার শুরু
 ২০ ফেব্রুয়ারি ২০১৭

বাংলাদেশ সংবাদ সংস্থা (বাসস)
 বাংলাদেশের জাতীয় সংবাদ সংস্থা

ব্রিটিশ কাউন্সিলে দুই দিনব্যাপী এডুকেশন ইউকে ফেয়ার শুরু

ঢাকা: ২০ ফেব্রুয়ারি ২০১৭ (বাসস)। ঢাকা: ব্রিটিশ কাউন্সিলের দুই দিনব্যাপী এডুকেশন ইউকে ফেয়ার শুরু হয়েছে। ব্রিটিশ কাউন্সিলের দুই দিনব্যাপী এডুকেশন ইউকে ফেয়ার শুরু হয়েছে।

ব্রিটিশ কাউন্সিলের দুই দিনব্যাপী এডুকেশন ইউকে ফেয়ার শুরু হয়েছে। ব্রিটিশ কাউন্সিলের দুই দিনব্যাপী এডুকেশন ইউকে ফেয়ার শুরু হয়েছে।

ব্রিটিশ কাউন্সিলের দুই দিনব্যাপী এডুকেশন ইউকে ফেয়ার শুরু হয়েছে। ব্রিটিশ কাউন্সিলের দুই দিনব্যাপী এডুকেশন ইউকে ফেয়ার শুরু হয়েছে।

ব্রিটিশ কাউন্সিলের দুই দিনব্যাপী এডুকেশন ইউকে ফেয়ার শুরু হয়েছে। ব্রিটিশ কাউন্সিলের দুই দিনব্যাপী এডুকেশন ইউকে ফেয়ার শুরু হয়েছে।

risingbd
 ব্রিটিশ কাউন্সিলে দুই দিনব্যাপী এডুকেশন ইউকে ফেয়ার শুরু

ব্রিটিশ কাউন্সিলে দুই দিনব্যাপী এডুকেশন ইউকে ফেয়ার শুরু
 risingbd.com

ব্রিটিশ কাউন্সিলে দুই দিনব্যাপী এডুকেশন ইউকে ফেয়ার শুরু
 risingbd.com

desh.tv
 এডুকেশন ইউকে ফেয়ার-২০১৭ শুরু

এডুকেশন ইউকে ফেয়ার-২০১৭ শুরু
 desh.tv

এডুকেশন ইউকে ফেয়ার-২০১৭ শুরু
 desh.tv

সিলেটের সকাল
 ব্রিটিশ কাউন্সিলে দুই দিনব্যাপী এডুকেশন ইউকে ফেয়ার শুরু

ব্রিটিশ কাউন্সিলে দুই দিনব্যাপী এডুকেশন ইউকে ফেয়ার শুরু
 silet.com

ব্রিটিশ কাউন্সিলে দুই দিনব্যাপী এডুকেশন ইউকে ফেয়ার শুরু
 silet.com

ইত্তেফাক
 ১৩ ফেব্রুয়ারি ২০১৭

সিলেটে এডুকেশন ইউকে মেলা অনুষ্ঠিত
 ইত্তেফাক

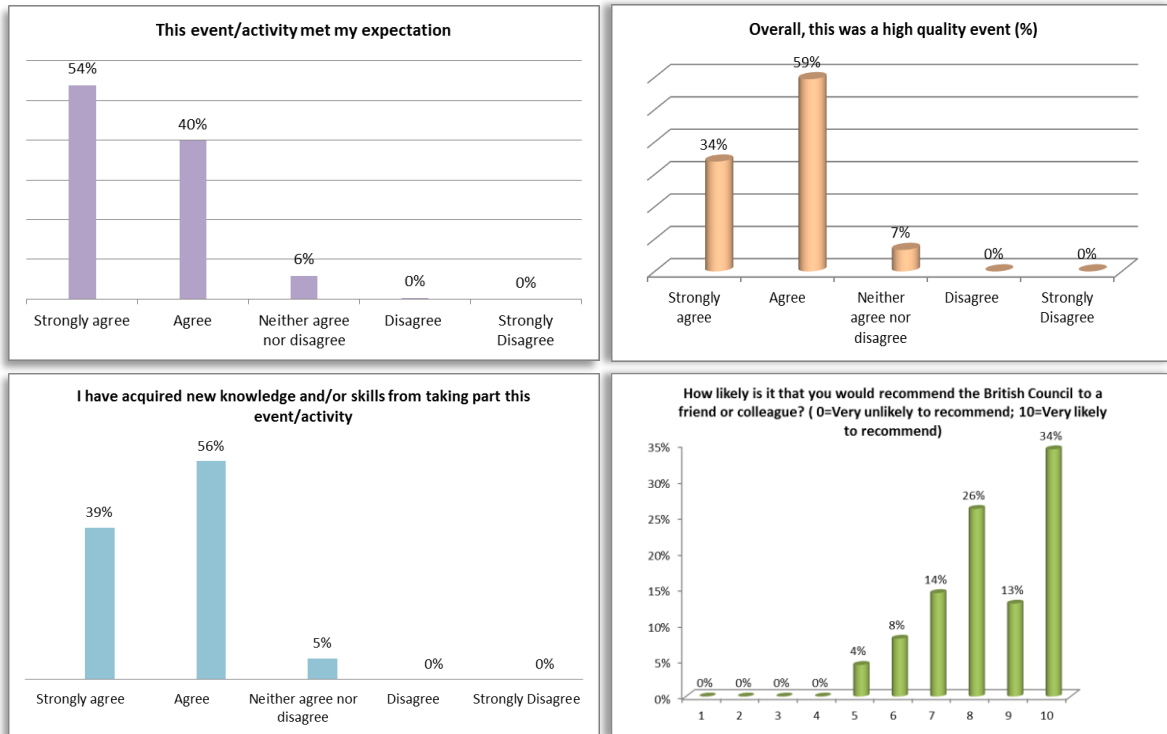
সিলেটে এডুকেশন ইউকে মেলা অনুষ্ঠিত
 ইত্তেফাক

Our marketing reached an estimated audience of 1500K people

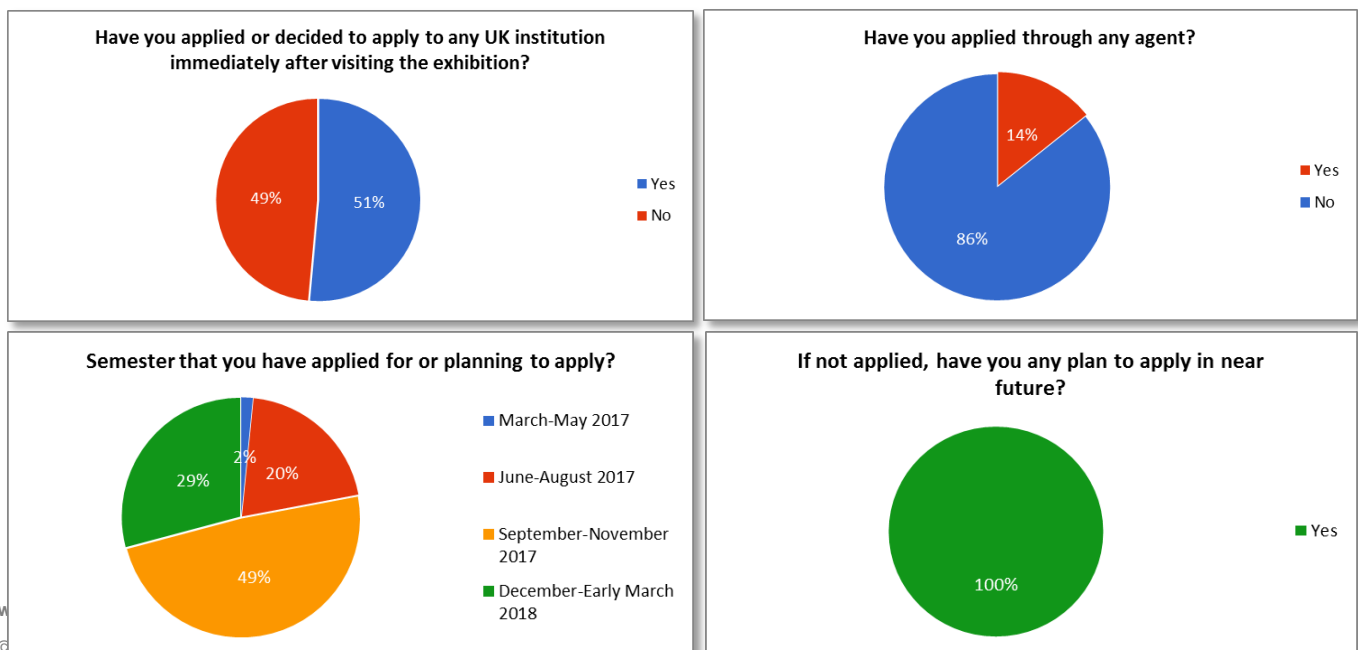
British Council IELTS helped attract a further 800 potential IELTS candidates

Visitor's Feedback

A printed survey was distributed during the exhibition to the 200 visitors; to get their feedback on the spot. The questions were designed to gather quantitative statistics as well as qualitative remarks on reactions to our exhibition and the decision making process – See the result below.



We did a quick survey immediately after the exhibition amongst the visitors who have participated in the exhibition and we found the following feedback



Some examples of quotes from Visitors following the exhibition:

- This is a great education event to fulfill students' expectation for studying UK. I think this must be continued
- We need workshop and conference
- It's a great pleasure to visit this kind of events, hope it will be two times in a year. So more people can engage
- It provides a chance to meet with university representatives directly

Key Recommendations for the British Council include:

- Invite more UK Institutions to attract larger audience
- Should have some O/A level programs
- Bring more clear information on PHD and the UK institutions who are flexible in assessing IELTS score

Exhibitor's Feedback

At the exhibition there were **21 unique exhibitors** from UK HEIs; this represents a 17% decrease on last year's exhibitor count.

Exhibitor Attendance	Year	
	2016	2017
Dhaka	26	21
Chittagong	9	7
Sylhet	7	7

When exhibitors were asked "Will you be attending a similar exhibition next year?" **21% said yes, 13% said no, 67% maybe.**

When exhibitors were asked "overall how satisfied were you with the exhibition?" **50% said not as good as previous year's event, 8% said good exhibition consistent with previous year's event and 4% said better event than previous year**

Some positive quotes from exhibitors:

- Students are interested to apply to UK universities
- Very happy with overall arrangements
- Sylhet is always welcoming and more universities should consider attending the fair
- Sylhet has a good UK market but visitors to the event need to be prepared before attending. Students have unrealistic expectations

Some recommendations from exhibitors:

- Event needs proper marketing
- Move to better location. Start after the Friday prayers and time till evening. Also consider running the event on a Friday and Saturday
- Decreasing interest of students
- Scholarship could increase the number of applications

List of Exhibitors (Alphabetical Order):

Education UK Exhibition 2017 in Dhaka, Chittagong and Sylhet				
SL	Institutions	Dhaka	Ctg	Sylhet
1	Aston University	✓		
2	Bangor University	✓		
3	The University of Bolton	✓		
4	BPP University	✓	✓	✓
5	Brunel University London	✓		
6	Coventry University	✓	✓	✓
7	Cranfield University	✓		
8	University of Essex	✓		
9	University of Glasgow	✓		
10	University of Greenwich	✓	✓	✓
11	University of Hertfordshire	✓		✓
12	University of Law	✓		✓
13	University of Lincoln	✓	✓	
14	Liverpool John Moores University	✓		
15	Northumbria University	✓		
16	University of Nottingham	✓		
17	Oxford International Education Group	✓	✓	✓
18	Queen Mary University of London	✓		
19	University of South Wales	✓	✓	✓
20	University of the West of Scotland	✓	✓	
21	Pearson Edexcel	✓		
	Total	21	7	7

Future steps

There are several areas that both the British Council and the UK institutions can work on to improve the overall arrangement and outcomes of the exhibition. The main findings and recommended next steps are outlined below:

British Council

- For next year's exhibition, we will evaluate the cost effectiveness and the feasibility of moving to a suitable venue probably in hotels and possibly changing the exhibition format itself
- We will also consider the other logistics i.e. Hygiene, food quality, dietary requirement, room temperature, uninterrupted internet connection
- We will consider doing more promotion especially engaging volunteers/ British Council ambassadors to promote the exhibition in prominent schools, colleges, universities and IELTS registration points
- We will do seminars in schools, colleges and private universities to publicise the event well ahead
- We will do Telemarketing and more third party promotion
- We will engage more student counselors to promote the event to their students
- Promoting the event more on other digital channels especially through third party advertisements
- British Council understands the importance of providing value-added services to the exhibitors, thus we are planning to include more market insight in market briefing
- We are also planning to generate awareness in the audience through one to one counseling for those who do registration on the spot
- Going forward, British Council Bangladesh will better coordinate our schedule with the region and tie-in our own exhibition with other regional countries' events, to enable exhibitors to maximize their time and budget in a single trip
- We will showcase the success stories of UK alumni at the exhibition

UK Institutions

- It is suggested that institutions invite their alumni to attend future exhibitions and share their story with the visitors.
- Institutions should consider providing the British Council with a subject matrix, colour coding and other required information well in advance to the exhibition, to help reduce last moment preparation, corrections and cross checking
- Many visitors commented that scholarships opportunities were very low. We recommend institutions look at ways to provide some sort of scholarship or discount and highlight these during future exhibitions.

The above points, though important, should not detract from what was a successful exhibition. Next year's exhibition currently scheduled for 25-26 January in Dhaka, 28 January in Chittagong and 30 January 2018 in Sylhet will build upon the lessons learned and prove even more popular. We hope to see you there!

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End of Report