

SERVICES FOR INTERNATIONAL EDUCATION MARKETING

How to support South Asian graduates in country – exploring employability.

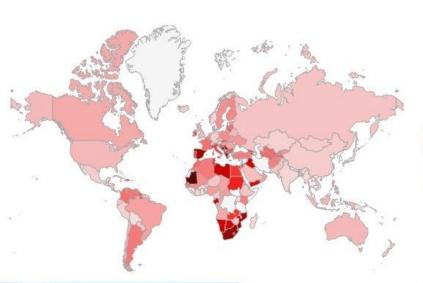
Alumni and employability. Why?

- International students and their future careers contribute significant global repute for the institution
- Alumni: your most important brand ambassadors
- Importance of global networking expanding your institution's reach and influence to global markets
- 'Employability' is among the top ranked reasons for choosing an institution

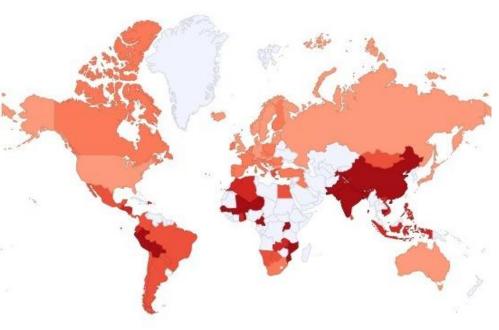
Unemployment rate per country (%) *

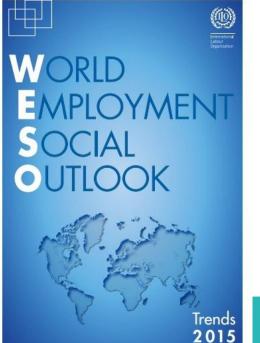
Year 2015

ILO statistics



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Percentage of workers (total employment) without a permanent contract

Less than 25%
25-50%
50-75%

575-90% **9**90-100%

How to facilitate alumni employability incountry

- Initiate alternative measures for 'post study work visa' status
- Strengthen Careers Office range of services and regional reach
- Establish links with in-country employers
- Develop and maintain alumni networks
- Try to embed Employability skills/knowledge into the curriculum and provide work placement opportunity

Some South Asian initiatives to build on

- Corporate Initiative Employment Fairs
- Careers Summits
- Sector Visits
- Up-coming events:

 Bangladesh November 2015
 Sri Lanka March 2016
 India Delhi, Bangalore 2015
 Mumbai 2016



UK-INDIA Summit

Register now



Are you a returned UK graduate looking for a job in India?

If so your search ends here.

A case study – **Corporate Initiative 2014**

- **Corporate partners: 08**
- **Host UK institutions: 03**
- Participating UK institutions: 18
- Student turn-out: 300
- 13 jobs plus 13 internships
- Flashback 2012: 50 job offers 100 internship offers

Corporate Initiative **Employers' Fair 2014**



ted British universities and how

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 faste, which is very dear to me, to such a platform. Hoping to work with you in the future on similar endeavours.

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 professionals engagement, and difigence level of the British Council team, even though it was a new team. Was a pleasure to

PATRIA ASAD, ABACUS CONSULTING

wisiting universities

borough University

University College London (UCL)

host universities 3 UK Universities

- · Brunel University
- · University of Warwick
- · University of Manchester









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Sashback: corporate initiative



SUCCESS STORIES host university

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 Thank you for all your

It was a wonderful initiative, thank you.

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



03 Management Trainees 05 Internships

04 Internships

01 internship **Express Tribun**



Sri Lanka Careers Summit March 2016

Job Recruitment

- Registration
- Appointments
- Face to Face interviews
- Skype interviews

Corporate Luncheons

- Talks by corporate leaders
- Career forums and networking sessions
- Networking luncheon

Business to **Business links**

- Registration
- **Appointments**
- Networking event
- F2F meetings

Career Guidance

- Work placements & internships
- psychometric testing

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- presenting career options
- Projects with work based contacts
- Simulations of workplace activities
- Employer driven case studies

Workshops for employability skills

- Analysing and problem solving skills
- Team working & interpersonal skills
- Verbal & written communications
- Personnel planning & organising
- Information literacy & IT

Next steps forward

- Promote our employment fairs to your alumni and partner with us to expand your brand reach
- UK missions with local recruiters/employers visits to campuses and cluster groups
- Careers Offices and International Offices connect with incountry HR departments and work with British Council to expand network

QUESTIONS?

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