

Marketing Visits

2013-2014

Marketing visits:

We will conduct marketing visits in 4 cities:

- Rajshahi- 31 Aug 2013
- Comilla - 7 Sep 2013
- Sylhet - 30 Oct 2013
- Chittagong - 10 Nov 2013

Programme outline:

- 10.00-11.00 : Seminar by British Council on Studying & Living in the UK
- 11.00-12.00 : Presentation of UK Institutions (Power Point & Videos)
- 12.00-04.00 : Counselling Session by local agents

Promotional campaign:

- ✓ Newspaper Advert
- ✓ Notice to local Institutions (university, college, coaching centres & schools)
- ✓ Informing local agents
- ✓ Facebook campaign (Education UK & British Council Bangladesh page)
- ✓ British Council Bangladesh website
- ✓ Email & SMS campaign
- ✓ Distributing British Council Notepad, Pen and Paper bag
- ✓ Displaying British Council banner

Target audience:

- ✓ University students, O/A level students, IELTS students

We would be doing the marketing visits to raise the profile of UK education in emerging market. The UK institutions are invited to avail the following services during the market campaign. The cost listed below is per venue.

Service	Cost	Comment
Power Point Presentation/ Video	£100	<ul style="list-style-type: none"> • You need to provide either a PowerPoint presentation or a video accordingly • If it is a Power Point Presentation there should not be more than 10 slides • If it is a Video Presentation the duration should be approximately 5 minutes



Distributing flyer/handout	£100	<ul style="list-style-type: none"> You need to send us flyer/hand-out accordingly for distribution The quantity should be approx.100
		<ul style="list-style-type: none"> We can also arrange to print flyer/handout locally if artwork is provided. The actual print cost and management cost will be added
Distributing prospectuses/handbook	£150	<ul style="list-style-type: none"> You need to send prospectuses/ handbook accordingly for distribution The quantity should be approx.100
		<ul style="list-style-type: none"> We can also arrange to print prospectuses/Handbook locally if it is provided in 'ready to print' format. The actual cost of printing and management cost will be added
Display pop-up banner/ X- Stand banner	£100	<ul style="list-style-type: none"> We can also arrange to print banner locally if the artwork is provided. The actual cost of printing and management cost will be added Management fee for making X- stand/Pop Up banner locally £40. Actual cost of making X-stand banner locally is £15.13 and Pop Up banner is £68
Counselling session by local agents of the interested institutions	£200	<ul style="list-style-type: none"> We can arrange separate table for counselling for local agents (nominated by UK institution) The agents will counsel under one specific institution's banner The duration is 4 hrs

Note: Custom clearing and other associated charges will be included as per actual cost. We will send you the report after event is completed and will issue separate invoices venue wise. Please send me PO numbers if you need any to mention on the invoices for payment. Also note that this cost doesn't include UK VAT which will be added to your invoices.

Organiser:

M Jahir Uddin
 Project Manager-SIEM
 British Council
 Tel: +88 02 8618905, Mobile: +88 01713090007
 Email: Jahir.uddin@bd.britishcouncil.org

Coordinators:

1. Shajeda Khatun
 Project Coordinator-SIEM
 British Council
 Tel: +88 02 8618905, Mobile: +88 01713103685
 Email: Shajeda.khatun@bd.britishcouncil.org
2. Shegufta Ahmed
 Project Coordinator-SIEM
 British Council
 Tel: +88 02 8618905, Mobile: +88 01730313029
 Email: Shegufta.ahmed@bd.britishcouncil.org