

Looking to promote your institution's courses to students in South Asia? Look no further than the British Council's agent network across five countries.

Agents play an important role in guiding students through their decision-making process. Surveys conducted with students across India, Bangladesh, Pakistan and Nepal indicates there is dependency on agents. Around 40% per cent of students use education agents for their overseas study applications, according to the British Council's recent Student Insight Survey, making them the frontline 'sales representatives' for UK education. The British Council works closely with education agents in South Asia, supporting them through training workshops and keeping them informed of developments in the UK through the e-newsletter.

Agent's e-newsletter:

- Launched in 2015 and popular with education agents in South Asia.
- Reaches more than **1200 agents** and counsellors across the region
- Published 3 times in a year with an average open **click rate of 24%**
- Includes updates from UKVI, latest developments in the education sector in the UK and in country and other British Council updates.

Opportunity

This channel is also available to UK institutions who wish to expand their promotional activity in South Asia. The British Council is offering the following:-

- Advertisement in one issue of the agent e-newsletter, featuring an introduction to your institution or general information, such as available courses and any scholarships along with the application requirements or any other information you may want to share.

Please note, content is limited to 30 words with a link for further information to your website or social media channels. Photos can be included size(190 X 107px)

Service Fee

Agents Newsletter		
Country	Reach	Cost in Gbp
Bangladesh	168	150
India	560	250
Nepal	291	150
Pakistan	389	200
Sri Lanka	56	50

Discount Offers	
Number of Countries	Discount
2 countries	10%
3 Countries	15%
4 countries	20%
All Countries	25%

Please note: - All prices are exclusive of VAT unless otherwise stated
Limited availability, first-come first-served basis.

Further Action: - If you are interested in the above services or would like further information, please contact anuradha.sareen@in.britishcouncil.org.

Please note that for inclusion in the next agent e-newsletter which will be published in September 2016, expressions of interest must be submitted by 5pm (GMT) on 20 August 2016