



SERVICES FOR INTERNATIONAL EDUCATION MARKETING

Education UK Counsellors' Training programme
Bangladesh 27 August 2015
Partnership and marketing opportunities for UK Institutions

Education UK Counsellors' Training will bring Student Counsellors and Career Counsellors together to further develop the international students market for higher education in the UK in Bangladesh. Counsellors play a key role in influencing students' decisions about higher education destinations. Counsellors also work closely with staff and teachers to ensure subject choices in their institutions are aligned with students' career aspirations and higher education study options and thus play a key role in assisting and guiding students in choosing their career path.

Towards this training, we will send proposals to English medium schools (O/A level tuition providers), Transnational Education Providers (Level 3, 4, 5, 7, ACCA, LAW, CIMA, City & Guilds tuition providers) and renowned private universities. There are over 200 English medium schools, over 55 TNE providers, 78 private universities and 2 international universities in Bangladesh.

We will organise the session with a minimum of 20 Student and Career Counsellors from reputed English Medium schools (O/A level tuition providers) and different renowned private universities.

UK institutions can take the opportunity to partner with us for the training session or may avail of marketing services in promoting their portfolio of courses to Student and Career Counsellors network.

Objectives and ROIs:

The Counsellors' Training aims to

- Improve knowledge and understanding of the benefits and challenges of studying in the UK
- Give counsellors tools and resources for guiding students through the decision-making process – to help students choose the right course and institution
- Increase counsellors' capacity to provide high quality advice and information to students seeking an international education in the UK
- Develop counsellors' capacity to work effectively with UK education organisations and institutions
- Support counsellors in helping students to prepare and make the most of their international study
- Maintain up-to-date knowledge about studying in the UK.

Potential audience for the training

- School Counsellors from English Medium Schools (O/A level tuition providers)
- Career counsellors from Career Counselling departments of renowned local private universities and institutions.
- Counsellors from the counselling department of local tuition providers of UK qualifications, i.e. BTEC, law, accounting, university qualifications etc.

Training delivery method:

The training will be delivered with a mix of online study units and a couple of face to face sessions. The whole training programme will run for a period of 8 weeks followed by an end of training final assessment. After successful completion of the training programme each participant will receive a certificate in the joint branding of British Council and Education UK.

How can UK institutions participate?

UK higher education institutions including universities and colleges; English language centres; Further Education Institutions; Private Training Providers; academic centres and vocational institutions which are licensed Tier 4 sponsors can participate through marketing activities proposed below.

SIEM is happy to negotiate packages that meet the needs of our partners and to discuss options and benefits not listed below.

Proposals

Service type	Price	Partnership fee includes
Proposal A: Counsellors' Training partner Institution	GBP 5000	All communication (email invitations to counsellors) will state "Counsellors training in partnership with *institution name*". X-stand Banner display during <ul style="list-style-type: none">- launching event- 6 face to face sessions- Certificate awarding ceremony. Distribution of flyers and posters to counsellors. Distribution of Institution's prospectus to training participants One Skype session on courses offered by partner Institution delivered to international students. Including partner Institution's logo in all collateral, banners and press release.
Proposal B: Marketing services	GBP 2000	X-stand Banner display during <ul style="list-style-type: none">- Launching event- 6 face to face sessions

- Certificate awarding ceremony

Distribution of flyers and posters to counsellors

Display video presentation during one face to face session

Distribution of institutions' prospectus to counsellors

All prices are exclusive of VAT unless otherwise stated.

Custom clearing and other associated charges (if applicable) will be included as per actual cost. This cost does not include UK VAT which will be added to the institution's invoices.

A post event report will be presented to the participating UK institutions'.

Benefits for participating UK institutions:

- Raise your institution's profile and showcase your institution's excellence.
- Position the UK as the first choice for international education through School Counsellors and Career Counsellors.
- Reach and network with a unique group of important influencers of student decision making.
- Gain market intelligence on Bangladesh's international education potential and possible tie ups with renowned English Medium schools in Bangladesh.

Our other services that may interest you

We have a wide variety of marketing activities and promotional events in 2015/16 which may interest you:

[Upcoming events for 2015/16](#)

Action required:

To participate, please send an email to [M Jahir Uddin](#), [Sarker Asif Iqbal](#), and [SIEM South Asia](#) by 31 July 2015

Why Bangladesh?

- Bangladesh has strong UK relations. UK qualifications are valued highly by employers.
- Bangladesh has historical ties with the UK.
- 140,000 exams conducted annually by British Council Bangladesh with 55,000 exams candidates.
- More than 5000 students visited British Council's most recent Education UK Exhibitions in Dhaka, Chittagong and Sylhet in Feb 2015 despite hartal, blockade and huge political tension – highlighting the growing interest in the UK as a study abroad destination. 70% of them were pre-registered.
- According to HESA data there has been 15% increase (5025 students) in the number of students for Bangladesh in 2013/14 than previous year.
- Over the last year, Bangladesh is among the ten largest markets in both growth rate and total growth for sponsored UK study visas.
- Bangladesh is the only country in South Asia region with positive growth for UK study visas.

- In Bangladesh the number of study visas granted increased by 20%, in the year ending September 2014, with the vast majority of this increase for students going to Higher Education Institutes.
- Cross Border Higher Education (CBHE) policy has opened a new horizon in higher education for students. On 31 May 2014 a policy has been published from the Education Ministry of Peoples Republic of Bangladesh for establishing full campuses, study centres or branch campuses of any foreign institution. The policy provides clear guidance on establishing local campus, study centre, and approved learning partner for foreign institutes.
- From Student Insight Survey data we obtained that 14.9% of prospective students chose a combination of international destination and home country as the preferred mode of studying international qualifications
- There has been a growth of 11.7% in TNE students from Bangladesh. In 2013/14, 7640 TNE students enrolled from Bangladesh.