



SERVICES FOR INTERNATIONAL EDUCATION MARKETING

Post Event Report: Schools Mission Tour, January 2017

Schools Mission Tour is an opportunity for participating UK institutions to engage with prospective international students as they prepare to complete high school and begin a university career. It provides a platform to the representatives of UK institutions to counsel, guide and advice students interested in applying to international higher education institutes around the world.

In January 2017, British Council Study UK organised Pakistan's largest School Mission across schools in three major cities of Pakistan (Islamabad, Lahore and Karachi) in which 1,400 students from 12 A Level schools had the opportunity to interact with and counselled by representatives of UK institutions. It was also an opportunity for the UK Institutions to counsel, advice and recruit potential students from the country's three major cities that comprises of a student recruitment market which is very receptive to first-hand information on international education opportunities.

About the event

The British Council Study UK Schools Mission Tour provided a platform to UK institutions to highlight their academic excellence and their undergraduate offers across schools in Pakistan. During the visits to A Level schools, the participating UK institutions met with school counsellors and faculty members to exchange information about their institution, courses and student support facilities in UK. The programme was also designed to cater to maximum networking opportunities with school counsellors, faculty and senior management in order to facilitate exploration of possible partnerships.

In the British Council Study UK School Mission Tour – January 2017, following higher education institutions of UK participated:

1. University of Leeds
2. University of Hertfordshire
3. Bangor University
4. University of Sussex
5. Queen Mary University of London
6. University of Lincoln
7. INTO University Partnerships

Programme

During School Mission Tour, participating UK Institutions visited 12 schools offering A Level programme and interacted with potential students who were interested in studying overseas. Representatives from UK institutions also had the opportunity to network with the school counsellors/faculty and promote their institution, courses, and student support facilities. Visits to 12 schools were scheduled as follows:

Islamabad	
Date	School
19 January, 2017	1) Froebel's' International School
	2) Supernova School
20 January, 2017	3) Roots Millennium School
	4) Westminster School and College
Lahore	
Date	School
23 January, 2017	5) Roots International School
	6) International School of Choueifat
24 January, 2017	7) Learning Alliance
	8) Lahore Grammar School
Karachi	
Date	School
25 January, 2017	9) D.A. Public School
	10) The City School PAF Chapter
26 January, 2017	11) Cedar College
	12) St. Michael's Convent School

Pictures from the event



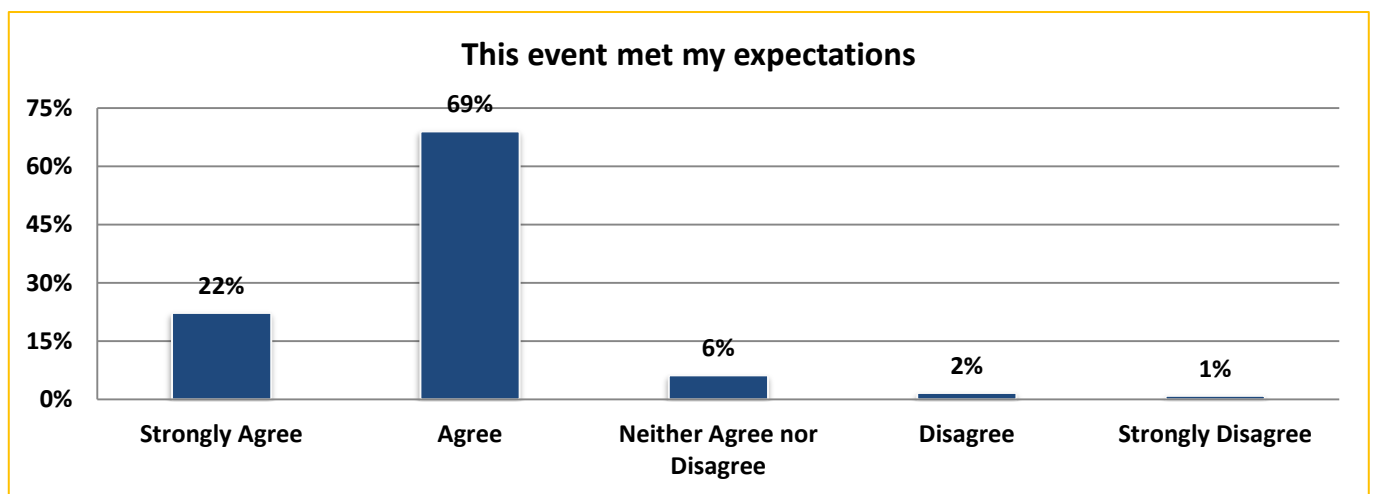
Feedback

As per the feedback taken from the students, the majority of them were of the thought that the session with UK institutions was exciting and fruitful as they wanted to apply during the summers and they got accurate first-hand information which will help them in applying for admissions. Also, a lot of students stated that they learnt more about life in UK and how to adapt to the cultural change that they will face after moving to UK for higher studies.

Detailed feedback is shared below.

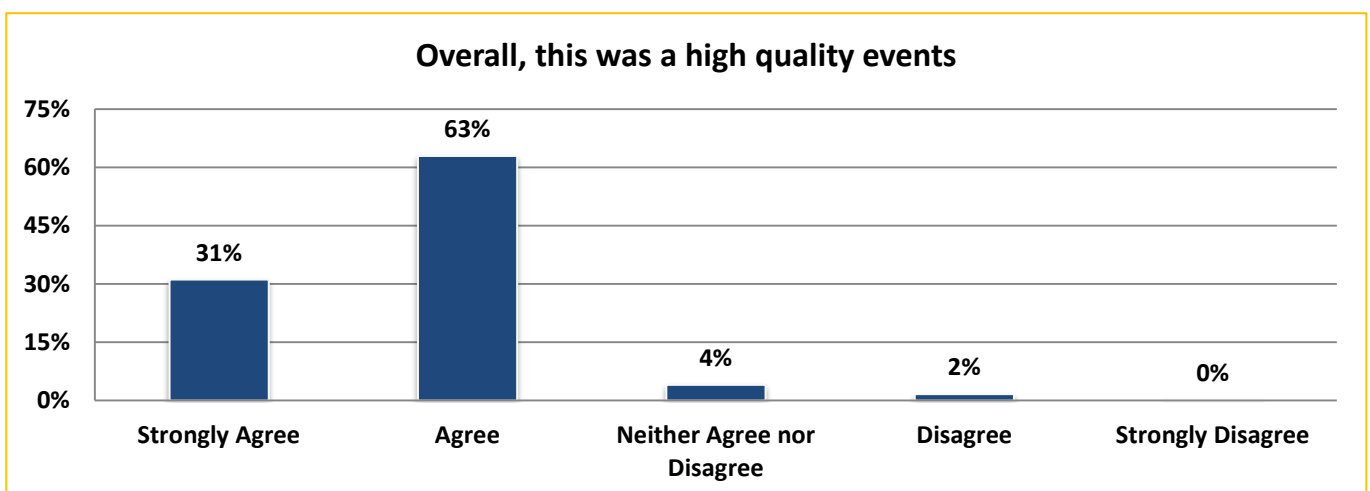
Event met my expectations

91% participants felt the event met their expectations.



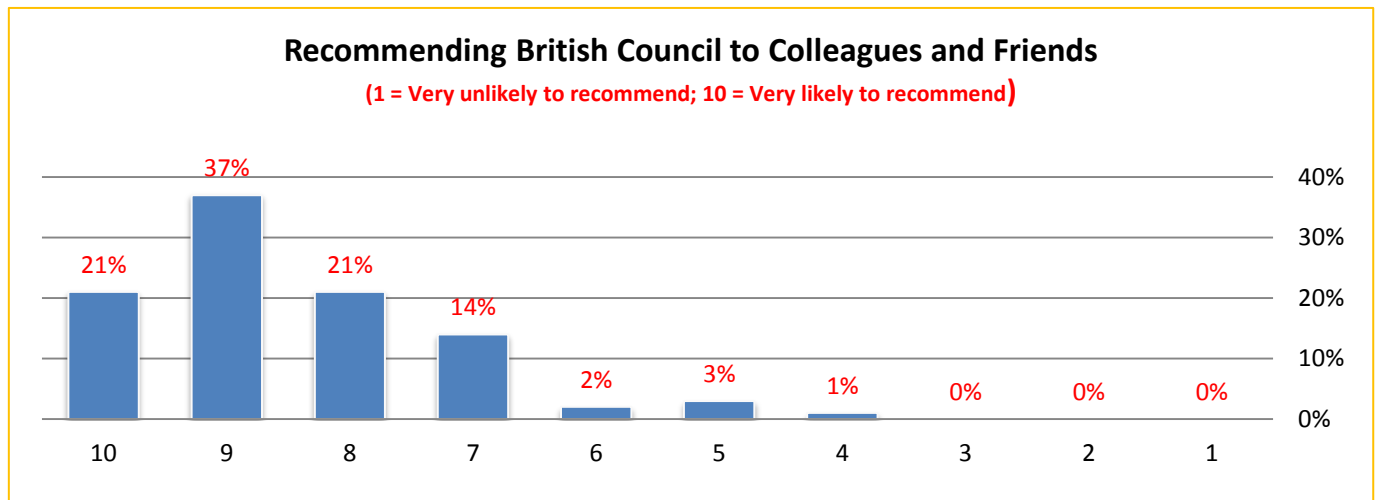
Quality of the event

About 94% of the participants said the event was of high quality.



Recommending British Council's events to colleagues and friends

About 90% of the participants were analysed as 'likely' to recommend events organized by British Council to their colleagues and friends.



Comments from representatives of UK educational institutions

Mr. Nabeel Vehra, representative of Queen Mary University London stated, "The quality of students in all the schools was exceptional. It was a very effective selection of schools by British Council".

Mr. Akif Khan, the representative of University of Hertfordshire said, "The students we met were very focused on what they want to do for their higher education and were quite interested in picking UK as their destination for undergraduate degrees".

Mr. Waleed Khan, representative of University of Leeds was quite pleased with the arrangements and in his feedback, commented, "The British Council SIEM team did an excellent job in managing this tour and pulling it through in all the three cities without a glitch".

For further information about our services, please contact the SIEM Pakistan team:

Saman Imtiaz

Head British Council SIEM

Saman.Imtiaz@britishcouncil.org.pk

Saad Siddiqui

Manager British Council SIEM Sindh and Baluchistan

Saad.Siddiqui@britishcouncil.org.pk

Haroon Rashid

Manager British Council SIEM Islamabad

Haroon.Rashid@britishcouncil.org.pk

Ayesha Zaheer

Manager British Council SIEM Punjab

Ayesha.Zaheer@britishcouncil.org.pk