

Webinar: Student's opinion on UK study

British Council Bangladesh will organise a webinar for UK Institutions on **27 July 2015** that will provide information and insight on the latest trends, attitudes and opinions regarding studying abroad amongst students from Dhaka, Chittagong and Sylhet. This information has been collected from the visitors of recent Education UK Exhibition 2015, Agent Exhibition in Dhaka, Chittagong and Sylhet. The students provided their feedback and opinions on our Visitor's Registration System (VRS) while registering for the event. We have collated and analysed the data from events where the visitors spoke directly to UK delegates, agents and British Council staff regarding studying in the UK. The survey has been conducted over 10,899 visitors.

The webinar will include information on:

- Students' profile including level of study
- Preferred method of study in UK, in home country, in another country (not UK or home), online/distance learning
- Preferred subject areas
- Source/s of funding for studying abroad
- Choice of destination for studying abroad
- Motivation to study abroad
- Source of information about studying in the UK

This webinar will help the UK sector gain an overview of the Bangladeshi student market which can help to further develop marketing strategies in Bangladesh for UK Institutions.

Date: **Monday 27 July 2015**

Time: **9.30 a.m. - 10.30 a.m. (UK time)**

Participation fee is: **£80 for each institution**

The above findings will provide insight on:

- The motivations and interest (why they prefer the UK as their study destination, what benefits will they find if they select UK as their destination of study) for students considering studying abroad
- The current interest of the students towards UK education in Dhaka, Chittagong and Sylhet
- Popular subjects which are in demand amongst students in Bangladesh
- What are the key motivation factors which drive students to study in the UK
- Which marketing tools are most effective in reaching students in Bangladesh
- Activities and services by the British Council which can help UK institutions raise their profile in Bangladesh as well as increase student numbers


The webinar will be presented by:

Shegufta Ahmed

Project Coordinator- Services for International Education Marketing (SIEM)

British Council Bangladesh

[We will provide the report, presentation and recorded version of the session at the end of the webinar.](#)



Action required:

If you are interested in joining this webinar, please complete the [online registration](#) by **23 July 2015**. We will email the invoice and payment instructions to you after your registration is confirmed. Joining instructions will be forwarded to you following the registration.

You will require a telephone and computer/ laptop for the webinar. If you have any questions please get in touch with Shegufta Ahmed at Shegufta.ahmed@bd.britishcouncil.org
Project Coordinator, British Council Bangladesh.