

South Asia Education

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**Study UK Virtual Fair  
Pakistan, Bangladesh,  
Nepal and Sri Lanka**



**Post Event Report**

September 2021



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## Introduction

The British Council Study UK Virtual Fair in September 2021 provided an exclusive opportunity to 28 UK HEIs to participate and share information with prospective international students from Pakistan, Bangladesh, Nepal and Sri Lanka. The representatives from UK Higher Education Institutions met with over 2,400 prospective international students virtually and briefed them on the opportunities available for them in the UK.

During the pandemic, the British Council launched Study UK Virtual Fairs in South Asia, which provided an excellent platform to UK HEIs to interact with prospective international students. To date, the British Council has organised three Study UK Virtual Fairs for students from Pakistan, Bangladesh, Nepal and Sri Lanka. These virtual fairs saw over 13,000 registrations and attendance by over 7,000 students, and parents. The British Council also ran advertisement campaigns featuring exclusive promo videos on British Council social media platforms from the participating UK HEIs.

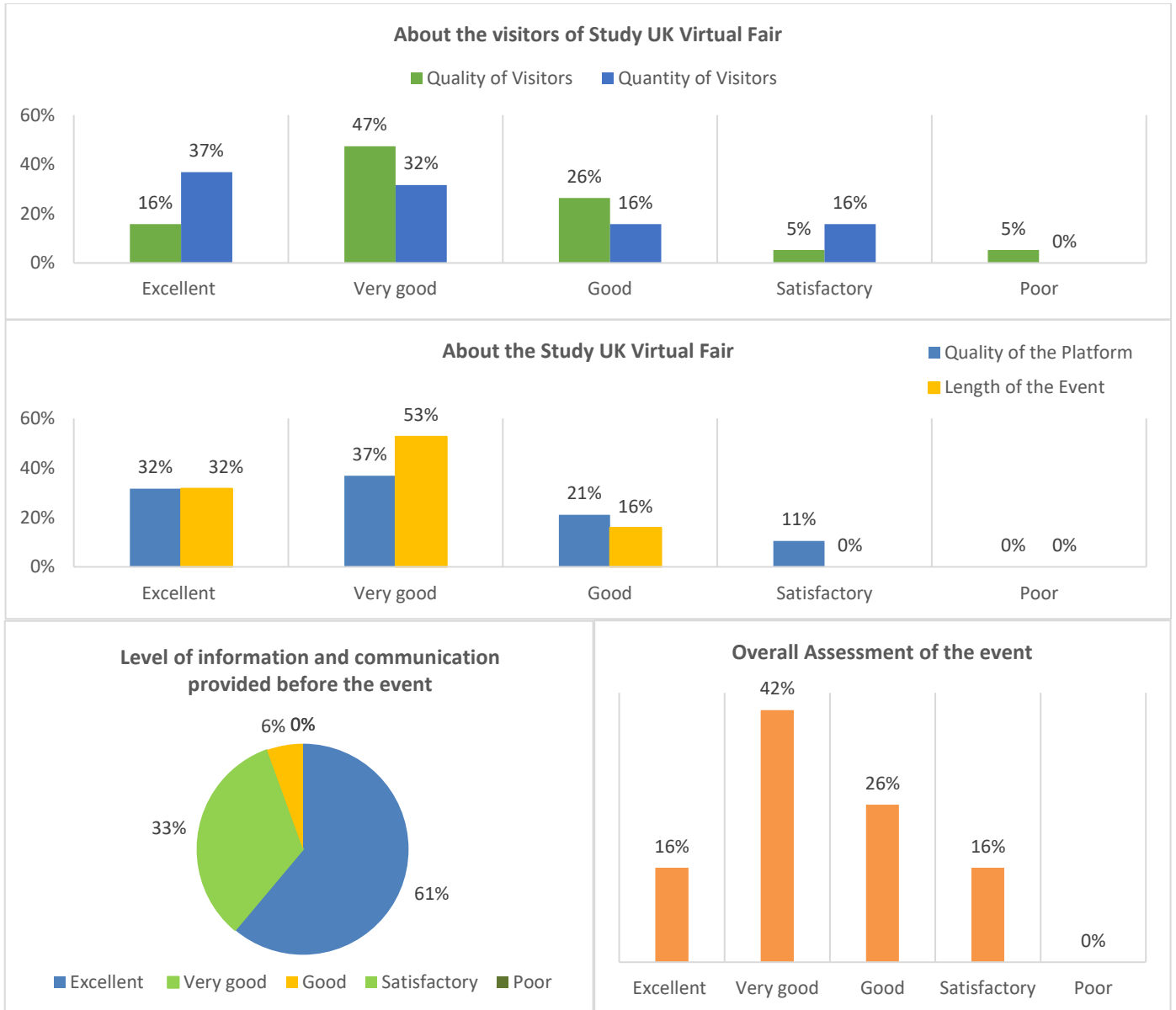
The purpose of this report is to provide you with a summary of the event, including visitor and exhibitor feedback along with other useful information. We trust that this report will enable you to evaluate and take decisions about being part of marketing, brand profile raising and brand presence enhancing activities with the British Council Pakistan and South Asia markets in the future.

## Highlights of the Study UK Virtual Fair

<b>Countries</b>	Pakistan, Bangladesh, Nepal and Sri Lanka
<b>Platform</b>	Zoom
<b>Date and time</b>	11 September 2021
<b>Package</b>	£1100 + VAT

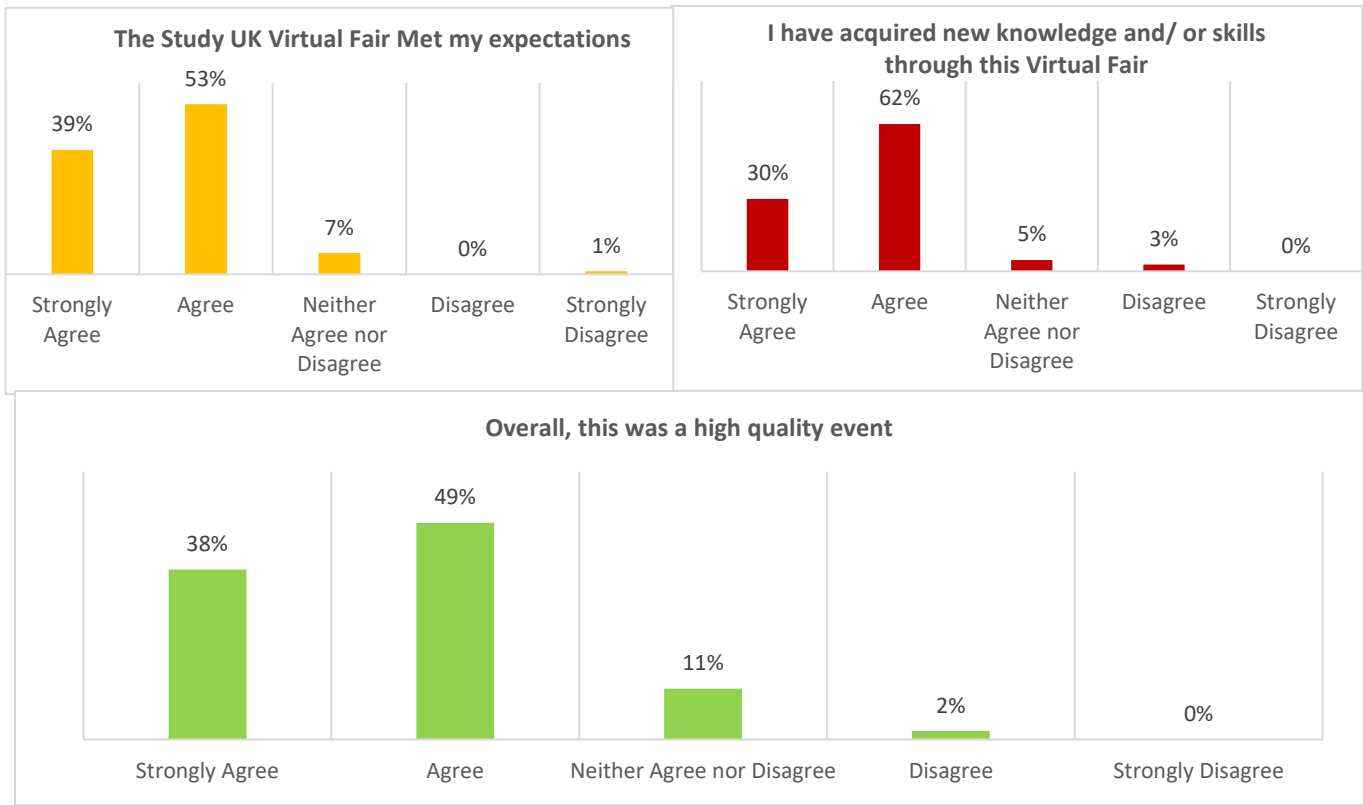
<p><b>Participating institutions</b> 28 UK HEIs from across the UK, UKVI, UCAS and IELTS participated in the Study UK Virtual Fair.</p>	<p><b>Participation</b> Over 2,400 students participated in the 4 hour long virtual fair from Pakistan, Bangladesh, Nepal and Sri Lanka. While some universities had over 400 unique visitors to their meeting rooms, on average, each university received over 155 unique visitors.</p>
<p><b>Highlights:</b></p> <ul style="list-style-type: none"> <li>• The Study UK Virtual Fair is first virtual recruitment event held this year.</li> <li>• 4,600 prospective students, parents, faculty members registered for the virtual fair and over 2,400 attended the event on 11 September 2021</li> <li>• All exhibitors and participants adhered to British Council’s, Equality Diversity &amp; inclusion (EDI) and Safeguarding policies</li> <li>• 31 Meeting rooms were set up on Zoom (28 for UK HEIs, 1 for UKVI, 1 for UCAS, 1 for IELTS and 1 for British Council Team).</li> <li>• An exclusive web page was set-up on the British Council Pakistan website, from where students were guided to different meeting rooms.</li> <li>• Two exclusive webinars were delivered “<i>Applying for your Student Visa</i>” by UKVI and “<i>British Council IELTS and British Council MyEnglish – Learning made easy</i>”</li> </ul> <p><b>Marketing and Promotions:</b></p> <ul style="list-style-type: none"> <li>• The Study UK Virtual Fair was promoted internally through databases of students, counsellors, agents and parents in four countries, IELTS partners, Partner School Global Network (PSGN), local HEIs, researchers and partners</li> <li>• The Study UK Virtual Fair was also promoted through facebook, Instagram and Google across all four countries.</li> <li>• A video montage representing all UK HEIs was also designed and promoted across social media channels.</li> </ul>	

## Feedback from UK Delegates



- 63% of the delegates thought that the quality of the visitors was either excellent or very good, while 26% thought it was good. 7 in 10 delegates thought that the quantity of the visitors was either excellent or very good.
- Almost 70% delegates were happy with the quality of the online platform and thought it was excellent or very good, while 85% delegates thought the length of the event was excellent or very good.
- 94% delegates were happy with the level of information and communication provided by the British Council and thought it was either excellent or very good.
- 58% rated the Study UK Virtual Fair as either excellent or very good, while 26% rated it as good.

## Feedback from Participants



- 95% of the participants thought that the sessions delivered at the Study UK South Asia Agents and Counsellors' symposium were in line with their professional development needs, and they have acquired new knowledge and skills after taking part in the Symposium
- 87% of the participants rated the quality of the online platform (MS Teams) as excellent or very good
- 63% of participants rated their experience of attending the Symposium as excellent, while 22% thought it was very good.

### Open Comments/ Suggestions

- Have more than one international affairs representative from each university.
- You may choose to set and separate time for each University/Institutions. For a student who is attending a virtual session like this for the first time, It is a challenge
- It was well done, maybe more top ranked universities
- The waiting period in university rooms was very long, maybe more rooms should be there.
- Please arrange more such virtual events. Keep up the great work, thank you very much. I am deeply grateful.
- It was very informative session held by British Council
- Program should be longer; 4 hour is not enough.
- The separate sessions with IELTS and UKVI representatives was a very good idea
- The waiting time sometimes gets very long. Only that aspect of it requires improvement.
- Event Is Very Informative and full of helpful staff
- Many thanks for arranging such an important event.

## Marketing and Promotional Activity

For the Study UK Virtual Fair 2021, the British Council Pakistan IES team employed the following channels for promotion:

### Digital Marketing

- Sourced Study UK website, Facebook, Twitter and Instagram boosting

### British Council Network

- Student database, Event database, School and higher education contacts, Counsellors, Agents, Educational partners and institutes, myEnglish and Library members etc.

The organic and paid promotional campaigns for Study UK Virtual Fair September 2021 reached over 8.4 million audience and achieved over 16 million impressions across all the social media channels.

### Digital Marketing



**British Council Bangladesh**  
September 6 at 12:00 PM · 🌐

Looking for information on the January 2022 and September 2022 session in UK? Attend the Study UK Virtual Fair on 11 September and get all the information you need to set your study in the UK plan in motion.  
#StudyUK

Register now - <https://bdbritish.org/virtual-fair-september>



**STUDY UK VIRTUAL FAIR**  
Saturday 11 September 2021  
2 - 6 P.M. BANGLADESH TIME

**British Council Bangladesh**  
September 3 at 9:00 AM · 🌐

The UK is a safe place to study, and UK universities are prioritising students' safety and wellbeing. The UK higher education sector has gone above and beyond to ensure that international students' physical and mental health are prioritised. Learn more at Study UK Virtual fair on 11 September! #StudyUK

Register now - <https://bdbritish.org/virtual-fair-september>



**STUDY UK VIRTUAL FAIR**  
Saturday 11 September 2021  
2 - 6 P.M. BANGLADESH TIME

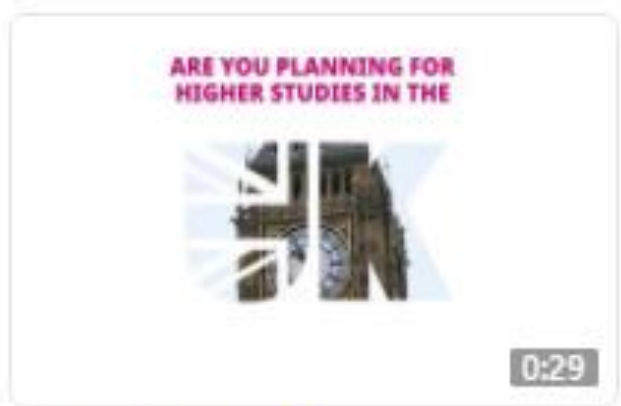
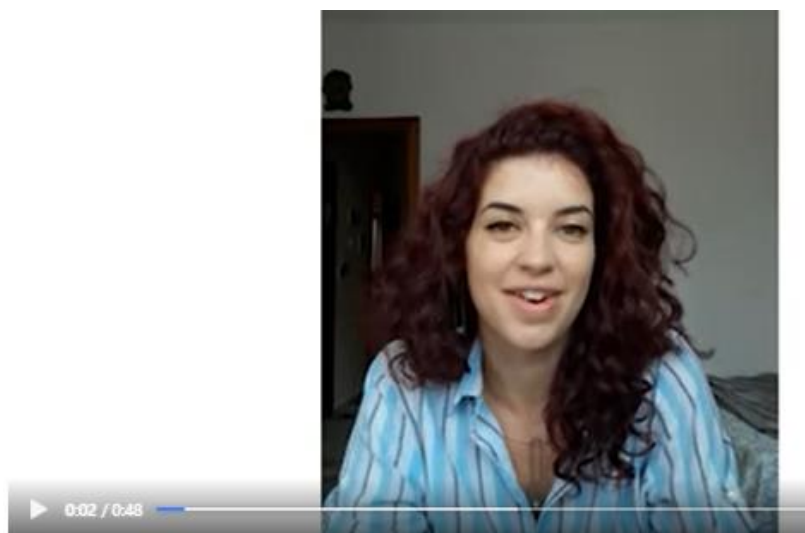
**British Council Sri Lanka**  
September 6 at 5:30 PM · 🌐

Looking for information on the January 2022 and September 2022 session in UK? Attend the Study UK Virtual Fair on 11 September and get all the information you need to set your study in the UK plan in motion.  
#StudyUK

Register now - <https://bit.ly/3BGpqcw>

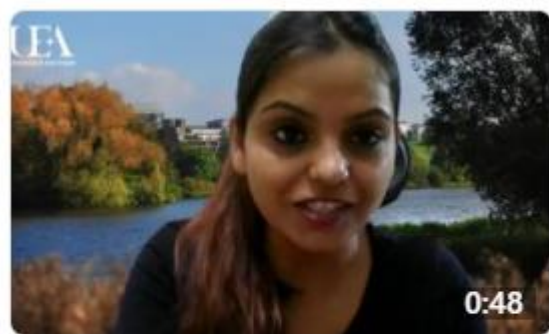


**STUDY UK VIRTUAL FAIR**  
Saturday 11 September 2021  
1330 - 1730 IST



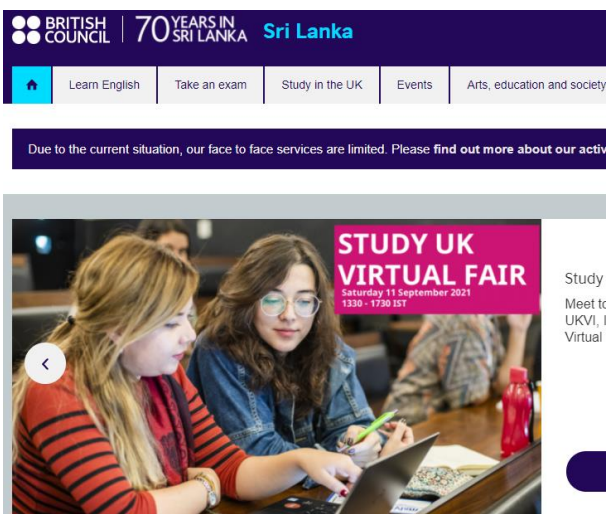
**Study Virtual Fair UK**  
5 days ago · 80.4K Views  
You and 1K others

**STUDY UK Virtual fair 2021**  
Like Comment Share You, Ruksana Asim, Jawad Khan and 2.1K others



**STUDY UK Virtual fair 2021**  
3 days ago · 152.5K Views  
2.3K





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## British Council recommendations for UK HEIs

Participants and visitors are invited to share feedback and suggestions to help us make the event better for everyone involved. Given below are a few points for consideration based on an analysis of feedback shared by different stakeholder groups.

- For online platforms, it is vital for UK HEIs to be able to talk to multiple students simultaneously, therefore, the HEI's must bring at least 2-3 university representatives for such an event. These could be Alumni members, staff, current students or agents. We have witnessed that universities face difficulties to manage the incoming and outgoing students in their meeting room, if it has only one staff member.
- We felt that on the day of the event, a few of the UK HEI delegates were not too comfortable with Zoom Online platform. For the success of the event and to avoid any technical issues on the day, the UK HEIs must attend the technical training sessions and go through the training manuals provided.
- As per GSPR policies, the British Council is unable to provide the student contact details during the Study UK Virtual Fairs; therefore, UK HEIs are strongly advised to have an online form (MS Form) ready to collect student details.
- Many students sought to receive career linked advice about the courses being promoted and we feel alumni can contribute to this area as well. Please include your South Asian student ambassadors in these fairs if possible.
- Queries about scholarships are frequent and common. Several UK institutions have scholarships for students; however, students are not too aware of these opportunities. Please also socialise students about the generic scholarships available to them like Chevening, Commonwealth, Charles Wallace etc, as it may not be commonly known.

# Pictures

