

REPORT ON BRITISH COUNCIL STUDY UK COUNSELLORS' SYMPOSIUM 2018**About the event**

The Study UK Counsellors' Symposium 2018 was held at [National University of Sciences and Technology \(NUST\)](#) in Islamabad on 15 February 2018.

The 2018 Counsellors' Symposium was held in partnership with:

1. [National University of Sciences and Technology](#)
2. [University of Kent](#)
3. [Birmingham City University](#)
4. [Queen Mary University of London](#)
5. [University of the West of Scotland](#)
6. [University of Warwick](#)

The event was attended by almost 200 student counsellors, career advisors, education professionals, education agents and consultants from across 21 cities of Pakistan.

The British Council Study UK annual Counsellors' Symposium is a unique professional development platform for career counsellors; it is an opportunity for them to acquire new skills and techniques and network with colleagues from across Pakistan in order to share best practices and challenges associated with student counselling.

Amongst the speakers and trainers were professionals in career counselling, representatives from UK higher education institutions, leading senior academics and entrepreneurs. The day was packed with productive and exciting opportunities for professional development through interactive and innovative sessions on a variety of topics on pressing issues around counselling, career guidance and education in the UK.

The symposium is the only event in Pakistan that provides a platform for student influencers to meet and share best practices. The event is held on a rotation basis in the cities of Karachi, Lahore and Islamabad.

Programme

The programme included six interactive sessions, areas of exchange and professional development. Details of the programme are as under:

British Council Study UK Counsellors' Symposium 2018 – Programme (Thursday, 15 February 2018)	
Time	Session
08:15 am to 08:45 am	Registrations and seating in hall
09:00 am to 09:05 am	Welcome note by host institute
09:05 am to 09:10 am	Welcome note by British Council Study UK
09:15 am to 10:15 am	<p>Plenary session – I</p> <p>Setting up a career counselling office in your institution</p> <p><i>Guidelines and discussion on how to be best prepared as an advisor and to have the best services ready for students and parents</i></p> <p>A session by the University of Warwick</p>
10:15 am to 10:30 am	Tea break
10:30 am to 11:30 am	<p>Plenary session – II</p> <p>Make foundation programmes work for your students</p> <p><i>How foundation courses can help Pakistani students plan a successful academic career in UK</i></p> <p>A session by the Queen Mary University of London</p>
11:30 am to 12:30 pm	<p>Plenary session - III</p> <p>The key to developing winning university applications</p> <p><i>Things to keep in mind when advising and guiding students on preparing their college applications</i></p> <p>A session by the University of Kent</p>
12:30 pm to 12:40 pm	Group Photograph
12:40 pm to 13:15 pm	Lunch
13:15 pm to 14:15 pm	<p>Plenary session – IV</p> <p>Managing students' expectations</p> <p><i>Stakeholder satisfaction - managing student wish-lists realistically</i></p> <p>A session by the Birmingham City University</p>
14:15 pm to 15:15 pm	<p>Plenary session – V</p> <p>Motivation - Mind set of a winner in counselling</p> <p><i>What does it take to constantly be a positive motivating influence on students</i></p> <p>University of the West of Scotland</p>
15:15 pm to 15:45 pm	Tea break
15:45 pm to 16:45 pm	<p>Keynote address by Sidra Iqbal</p> <p><i>Communications professional, development activist, award winning broadcast journalist and life coach</i></p>
16:45 pm to 17:30 pm	Certificate distribution ceremony and feedback form collection

Promotional Activities

A range of promotional activities were undertaken to promote the event.

1. Periodic emails promoting the event were sent to the leading schools, colleges and universities across Pakistan. These emails reached career advisors, student counsellors, education agents, education consultants, educational leaders, educational managers, heads and principals and teachers who manage vital co-curricular student profile building activities and programmes. Promotional emails had information about the event, how to register, the host institute and information about all other partnering institutions thus providing them a reach in the national market
2. Emails were sent to over 300 (Sindh and Baluchistan) + 500 (Punjab and KPK) schools and nearly 100 universities (all over Pakistan) to inform local audiences about the event. The emails were followed up by phone calls
3. Radio campaign on City FM 89 in all the major cities including Lahore, Islamabad, Karachi, Faisalabad and adjoining cities.
4. A newspaper advertisement in the leading English newspaper of Pakistan
5. Event information was placed on British Council digital platforms including the British Council Pakistan website and extensive event promotional campaign was executed on the Facebook page for the Study UK - British Council

Email shots

Newspaper advertisement

Facebook campaigns

British Council Study UK Counsellors' Symposium 2018 - Programme		
Thursday, 15 February 2018		
Time	Location	Topic
08:00 am to 08:45 am	Registration and seating in hall	
08:45 am to 09:00 am	Welcome note by host institute	
09:00 am to 09:30 am	Welcome note by British Council Study UK	
	Priority session - I	
09:30 am to 10:00 am	Setting up a career counselling office for your institution	By the University of Warwick
	Tea break	
10:00 am to 10:30 am	Priority session - II	
10:30 am to 11:00 am	Make promotional programmes work for your students	By Queen Mary University of London
	Priority session - III	
11:00 am to 12:00 pm	You say it, we develop it: winning university applications	By the University of East Anglia
	Group photograph	
12:00 pm to 12:45 pm	Lunch	
12:45 pm to 1:15 pm	Priority session - IV	
1:15 pm to 1:45 pm	Managing students' expectations	By the Birmingham City University
	Priority session - V	
1:45 pm to 2:15 pm	Validation - Mind set up a process for counselling	A session by the University of the West of Scotland
	Tea break	
2:15 pm to 2:45 pm	Award presentation	
2:45 pm to 3:00 pm	Certificate distribution ceremony and feedback form collection	

HOW TO REGISTER?
In order to register please fill out the form: <http://www.britishcouncil.org/studyuk/2018>

- The registration fee for this event is PKR 10,000/- per participant
- Group discount for a group of 10 people registering together is PKR 7000/- per participant

This event is fully self-funded, attendance of all students, refreshments, networking lunch and certificate of participation:

- Discount for registration and payment - Thursday, 8 February 2018
- Limited seats available and registration will be closed as all places have been booked
- Travel tickets will be shared with the registered participants

Please send your payment to the name of "British Council" to:
 Name: British Council
 Manager Study UK
 British Council, Islamabad
 British High Commission, Diplomatic Enclave
 F-7/3, Islamabad

For enquiries and queries, please contact:
 Name: Rashid
 Manager Study UK
 British Council, Islamabad
rashid.b@britishcouncil.org.pk
 0111-806-1070, 8061011, 8061014



Reach

The promotional activities contributed to a higher number of participants for the Study UK Counsellors' Symposium 2018 and the event was attended by nearly 200 student counsellors, career advisors, education professionals, education agents and consultants from across 21 cities of Pakistan.

<https://education-services.britishcouncil.org>

Partner promotion during and after the event

- Logos of partner institutions were placed on the main backdrop and on all banners displayed at the event
- Promotional material shared by the partnering institutions, was distributed during respective sessions



Pictures from the event

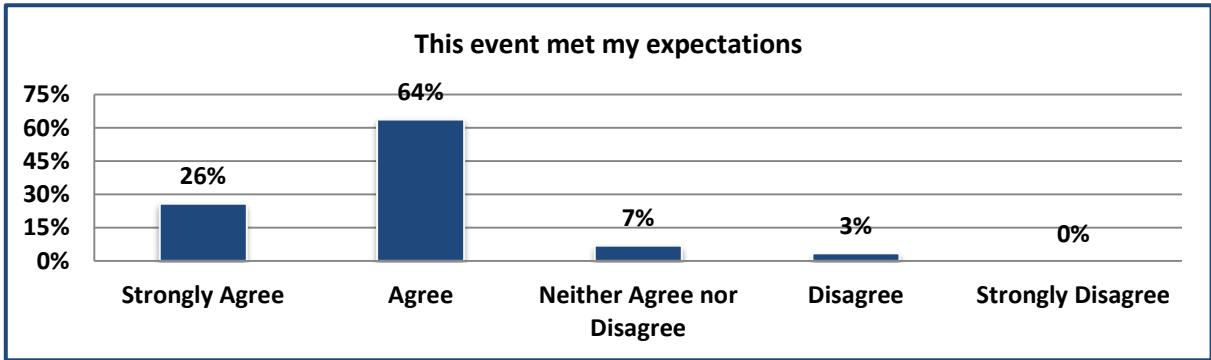


Feedback

Feedback forms were shared with the audience at the event. Details of the feedback are shared below:

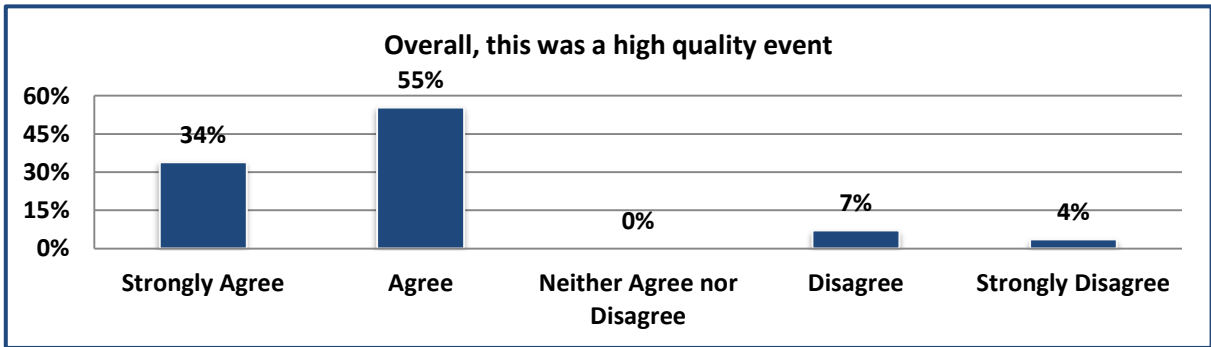
Has this event met my expectations?

90% participants felt the event met their expectations.



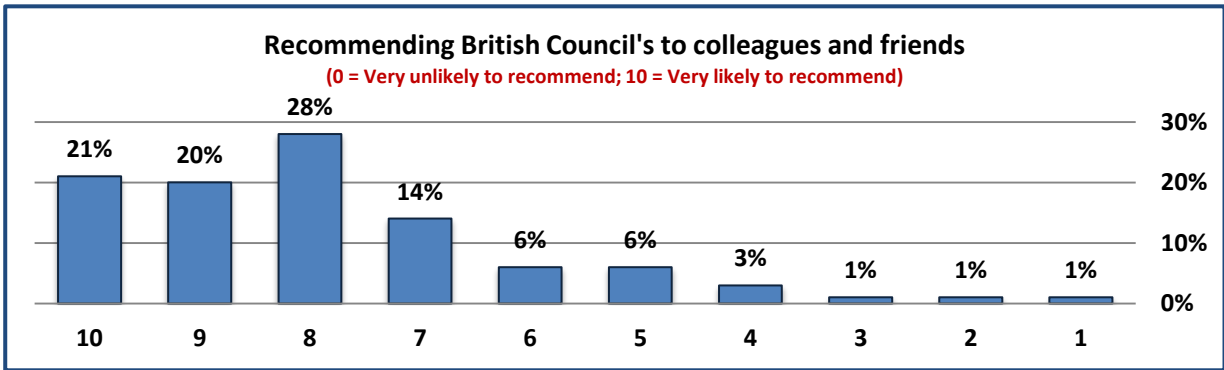
Overall, was this a high quality event?

About 89% of the participants said the event was of high quality.



How likely is it that you would recommend the British Council to a friend or colleague?

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



Comments from lead participants

Very engaging sessions and would love to attend more of such sessions as they are full of information.

It was an amazing experience. I appreciate your work and look forward to attending symposiums in future while I am in Pakistan.

Congratulations on hosting a wonderful event and an event full of information.

Thanks to the entire team of British Council on providing us a strong platform for learning.

Thank you so much for arranging such a wonderful learning event for us. It was a great experience for me; I have learnt a lot through this event that would help me greatly in my job.

The symposium was really helpful in making us think of new directions for students' counselling.

We appreciate efforts of British Council to provide this opportunity to student counsellors and study advisers to have interaction with each other and to strengthen the role of counsellors.

It was a pleasure to attend this symposium and I will definitely recommend this to my colleagues in future.

What is next?

In the month of May, British Council will be launching the Study UK Agents Training Certification which will be open for registrations from agents, education consultants and counsellors working for different organisations and educational institutions of Pakistan. This is an eight week online training programme in which the participants will have access to the course material online, and sit for a final paper based exam.

This course enables the participants to effectively promote UK education and to provide high-quality information, resources and services to potential international students. The course also develops their skills in finding the information they need and how to regularly update their knowledge.

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

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