

Infinite opportunities

Education UK Exhibition 2013 Bangladesh

28 February – 1 March 2013, Dhaka

3 March 2013, Chittagong

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1. Event fact file

Dhaka

Venue	Ruposhi Bangla Hotel, 28 February – 1 March 2013
Opening hours	11:00 – 18:00
Opened by	Chief Guest Mr. Nurul Islam Nahid, Honourable Education Minister, Government of Peoples' Republic of Bangladesh
Stand costs	£1966
Unique feature to give added value	The overall branding of the event (indoor and outdoor) received positive feedback from exhibitors and visitors

Chittagong

Venue	The Peninsula Chittagong, 3 March 2013
Opening hours	The exhibition in Chittagong was cancelled due to hartal*
Stand costs	£1,069

* Hartal is strike action.

2. Key statistics

The statistics are given for Dhaka exhibition only as the exhibition in Chittagong was cancelled due to 48 hours hartal. Hartal was also called on the first day of Dhaka exhibition but the formal opening of the exhibition took place with the presence of the dignitaries and the event was open to public as planned. The political strike affected on the total number of visitors.

Attendance	Dhaka	
	2013	2012
Day – 1	517	4239
Day – 2	1269	2021
Total number of visitors	1786	6260
Further Education	4	1
Independent Colleges	2	
Higher Education	46	46
UCAS	-	-
Visa	1	1
Total number of exhibitors	53	48

Visitors' primary market objectives	Dhaka	
	2013	2012
UG	32	451
Postgraduate (taught)	32	687
Postgraduate (research)	14	-
HND and equivalent	3	26
Pre-University/Foundation programme	22	28
Post-16 (A level)	3	12
Pre-sessional English	7	5
School	0	0
Demographics of visitors	Dhaka	
	2013	2012
Male	67	1088
Female	220	218

*A full list of exhibitors can be found in Appendix 1.

3. Impact of marketing plan

Prior to the exhibition we arranged a press conference and a good number of press reporters including electronic media covered the event. UKBA officials were also present at the press conference to answer queries from press.

We received good press coverage on electronic and print media. This was partly due to the exhibition being officially opened by Mr. Nurul Islam Nahid MP, Minister, Ministry of Education, Government of the People's Republic of Bangladesh jointly with the British High Commissioner in Dhaka.

We marketed the exhibition in different ways including displaying and distributing posters, flyers, web advertisements, newspaper advertisements, FM Radio adverts, SMS text messages (to O/A Levels and IELTS candidates, IELTS preparation course students etc. We used Facebook advert, EDUK Facebook page, twitter account and the British Council website to campaign this event. Visitor survey results demonstrate that over 33 per cent of visitors to the fair found out about the event through newspapers, 31.82 per cent from British Council and 23.51 per cent from the internet. Full details of the media plan can be found in Appendix 4.



4. Conclusions and follow up

4.1 Key recommendations for institutions

In Dhaka, over 47 per cent of visitors were interested in the UK as a study destination and thought that the quality of UK education was high. However, 49.48 per cent visitors in Dhaka thought that it would be expensive to study in the UK. A total of 178 (23.12 per cent) visitors commented that scholarships opportunities are very low. Students valued those institutions that offered some sort of scholarships/tuition fee waiver/discounts. Therefore, we recommend institutions to look at ways of providing some sort of scholarship or discount and highlight these during the exhibition.

A suggestion came out from visitors' survey that spot admission opportunity would be useful for prospective students. Some of the institutions run follow-up interview sessions/spot admissions after finishing the exhibition at British Council offices or their local representative offices.

We further recommend that institutions make follow-up visits to Bangladesh. We observed that those institutions that make follow-up visits recruit more students and also create further opportunities to raise their profile.

4.2 Key recommendations for the British Council

To create more awareness about the reality of the scholarship we would like to add some information in the Exhibition guide, so that the visitors can have some idea about the scholarship opportunities (if there are any) offered by the participating institutions.

The exhibitors advised to arrange more space for the students to complete their application forms and this feedback will be seriously considered for the next event.

We received feedback for arranging internet access in the main exhibition venue. We will look into this option of having Wi-Fi access though there is an issue of cost involvement.

The overall brand visibility has been appreciated and we will continue doing it.

Unfortunately, hartals/strikes are common phenomenon in political culture in Bangladesh. There are many occasions where hartal has been called in a very short notice (sometimes hartal is called the previous evening for the next day). It is really difficult to predict and avoid clashes with events like our exhibition. We also rely on credible news or updates from the reliable source like British High Commission in terms of updating on security situation. We advise to follow FCO travel advice before making any travel plan to Bangladesh.



Appendix 1: List of exhibitors

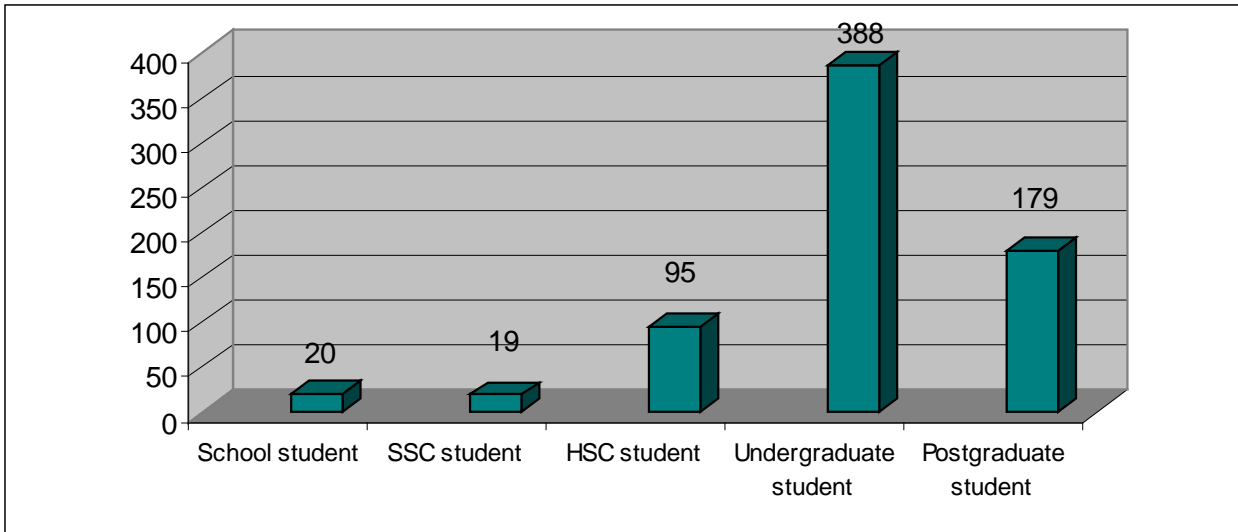
- 1 Anglia Ruskin University
- 2 Aston University
- 3 Bangor University
- 4 BPP College of Professional Studies, London
- 5 Brunel University
- 6 Canterbury Christ Church University
- 7 Cardiff University
- 8 City of London College
- 9 Coventry University
- 10 De Montfort University
- 11 Gower College Swansea
- 12 Leeds Metropolitan University
- 13 Liverpool John Moores University
- 14 London Academy of Management Sciences
- 15 London South Bank University
- 16 Manchester Metropolitan University
- 17 Middlesex University, London
- 18 Newcastle College
- 19 Northumbria University
- 20 Nottingham Trent University
- 21 Plymouth University
- 22 Queen Mary, University of London
- 23 Sheffield Hallam University
- 24 Solihull College
- 25 Staffordshire University

- 
- 26 Teesside University
 - 27 University College Birmingham
 - 28 University of Bedfordshire
 - 29 University of Bradford
 - 30 University of Central Lancashire
 - 31 University of East Anglia
 - 32 University of East London
 - 33 University of Glamorgan
 - 34 University of Greenwich (London)
 - 35 University of Hertfordshire
 - 36 The University of Hull
 - 37 University of Kent
 - 38 University of Lincoln
 - 39 The University of Liverpool
 - 40 The University of Manchester
 - 41 University of Northampton
 - 42 The University of Nottingham
 - 43 University of Reading
 - 44 University of Southampton
 - 45 University of Surrey
 - 46 University of Wales, Trinity Saint David
 - 47 University of the West of England
 - 48 University of West London
 - 49 University of the West of Scotland
 - 50 University of Worcester
 - 51 University of York
 - 52 Weston College

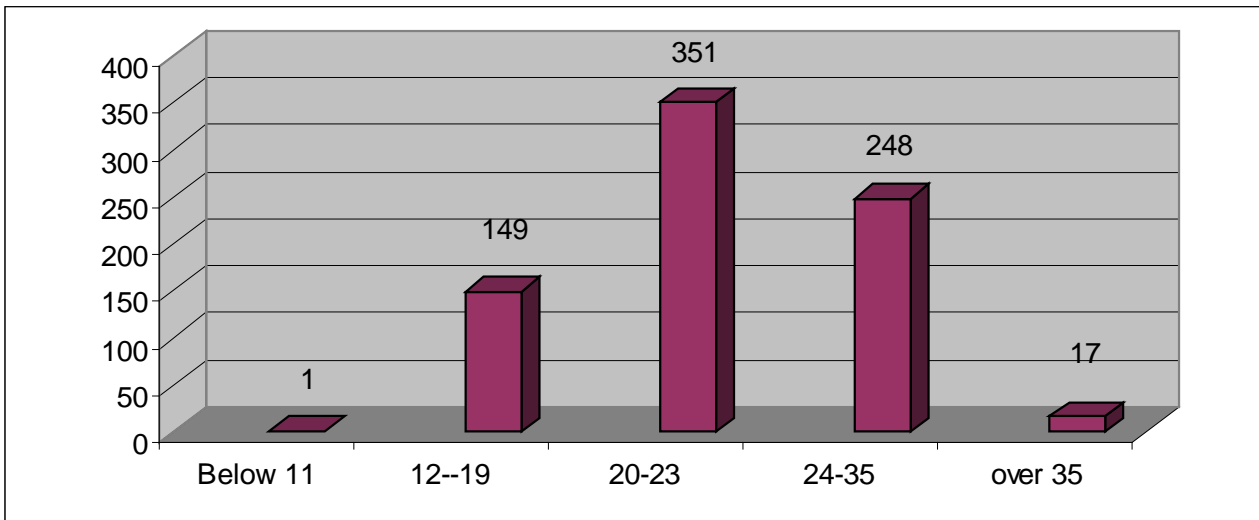


Appendix 2: Visitors' survey results

Please indicate your current status

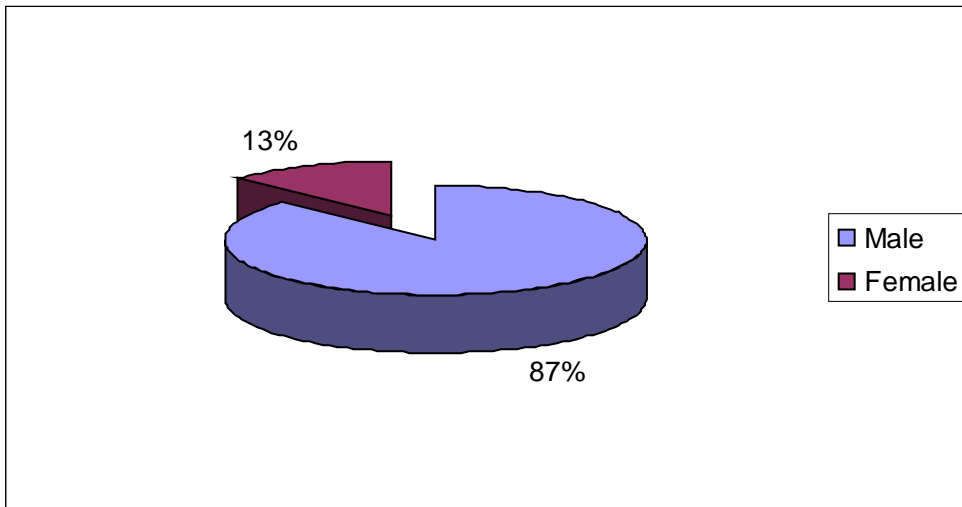


How old are you?

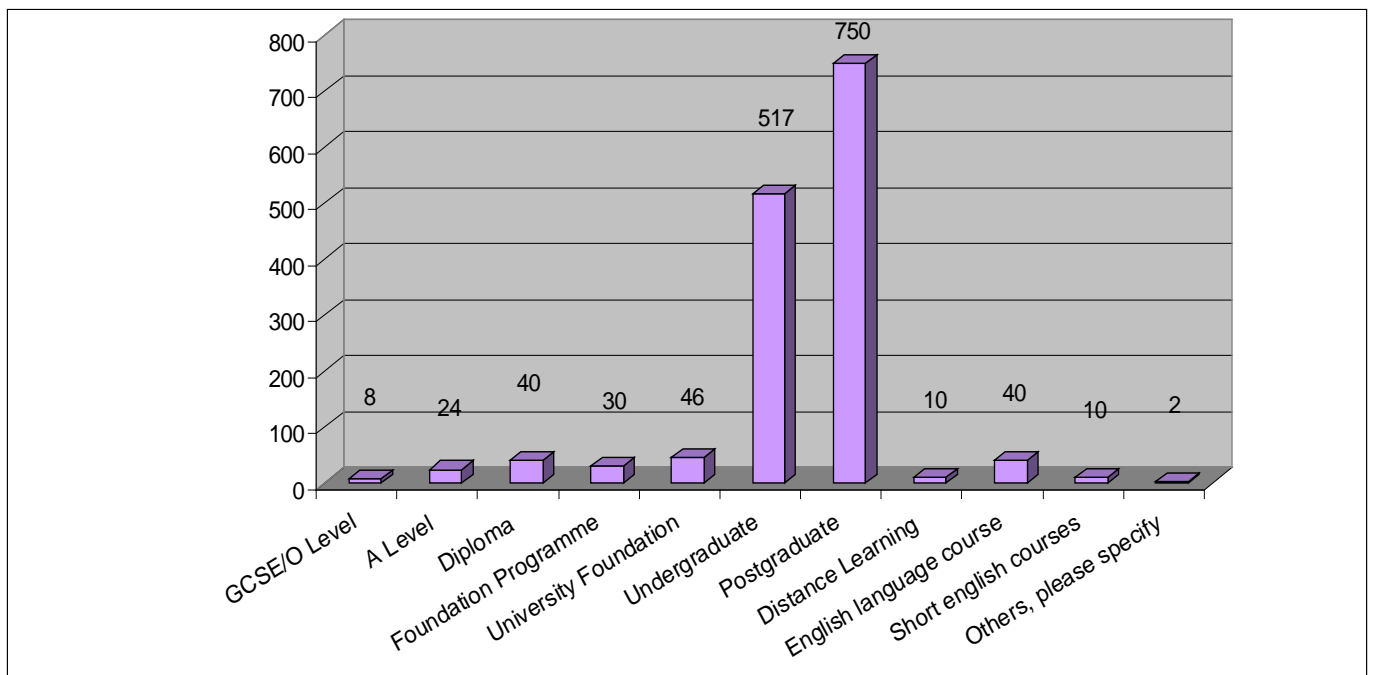




Are you male or female?

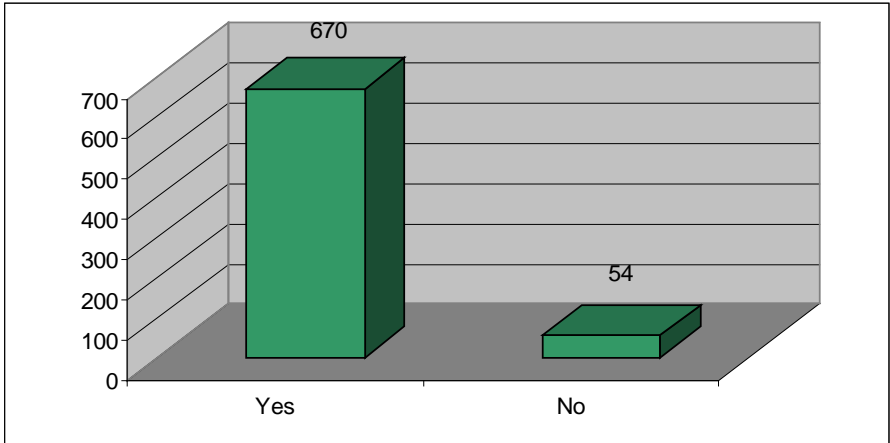


What programme of study are you interested in?

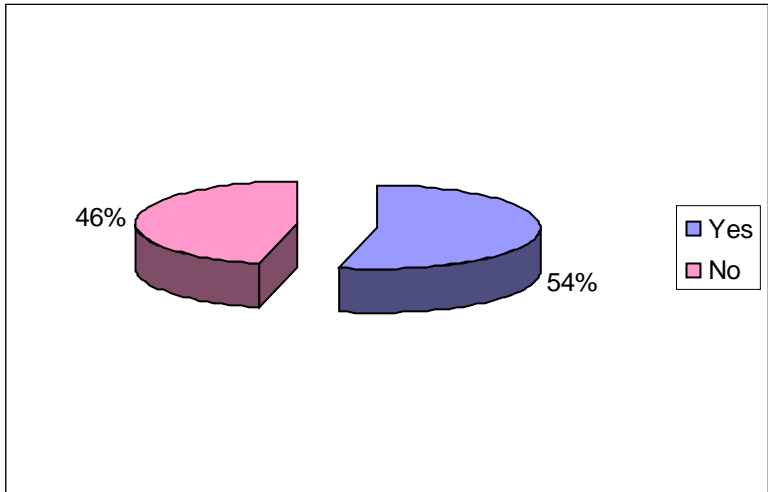




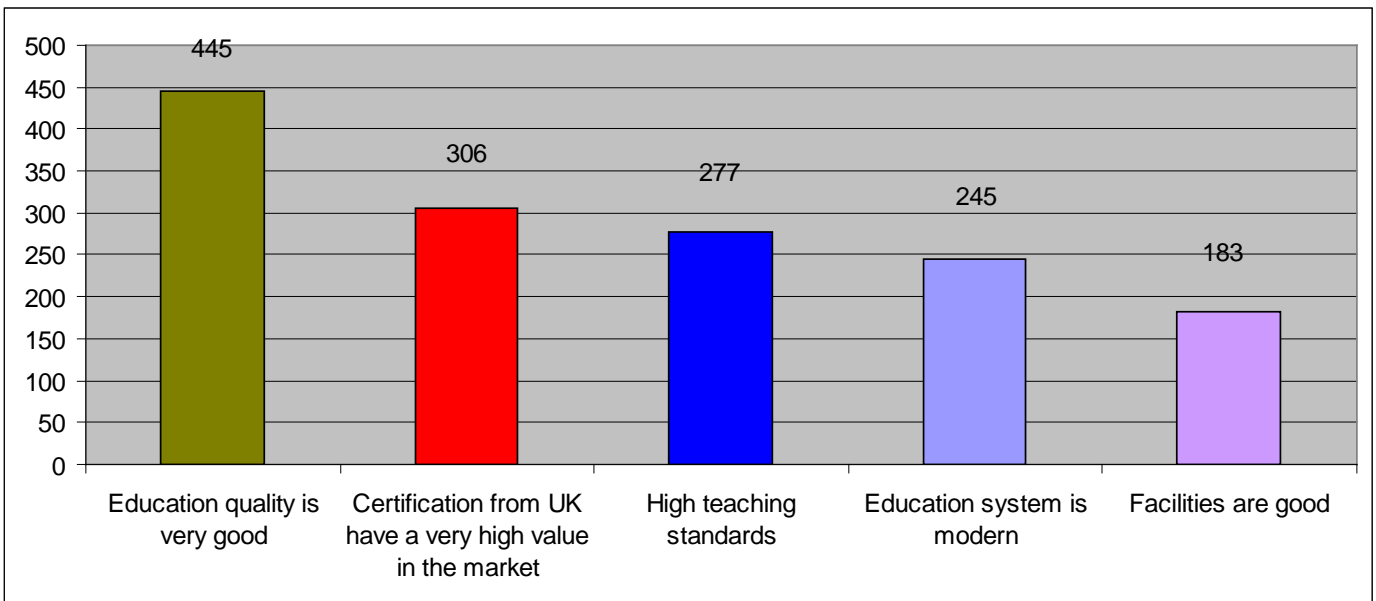
Did this exhibition provide you with the information you were looking for?



Will you be making an application to the UK now?

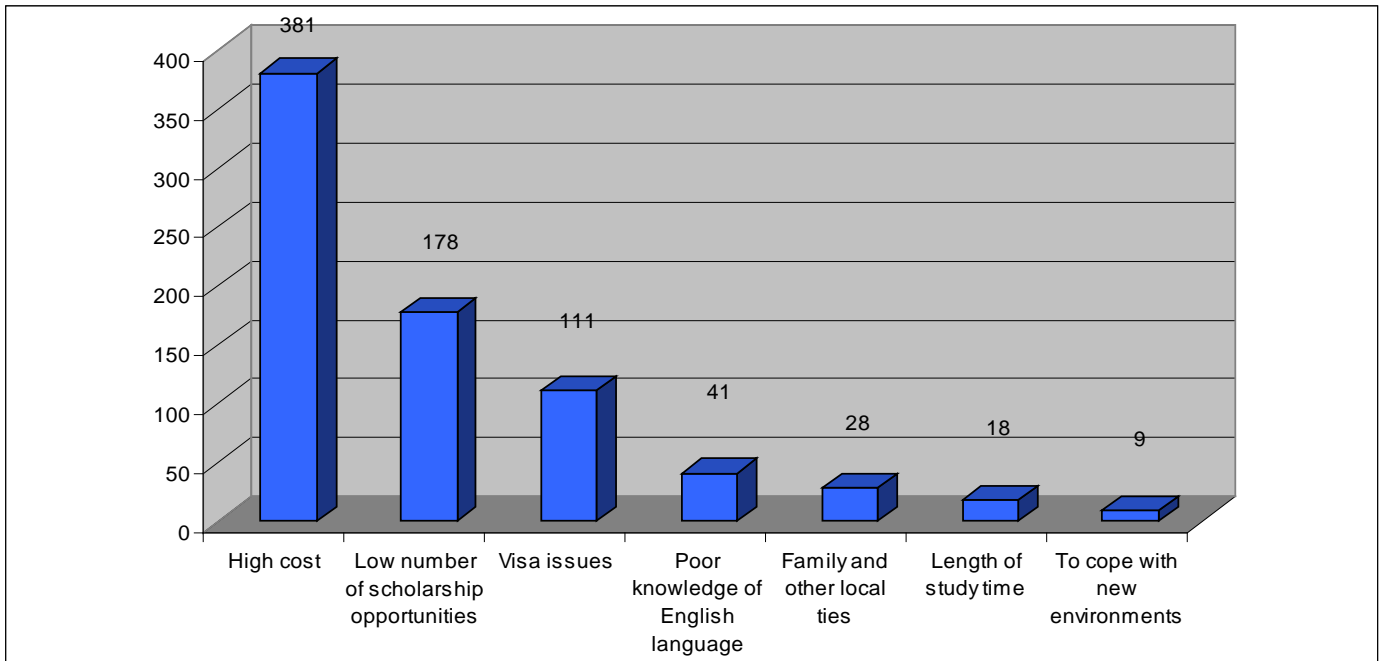


Why are you interested to study in UK?

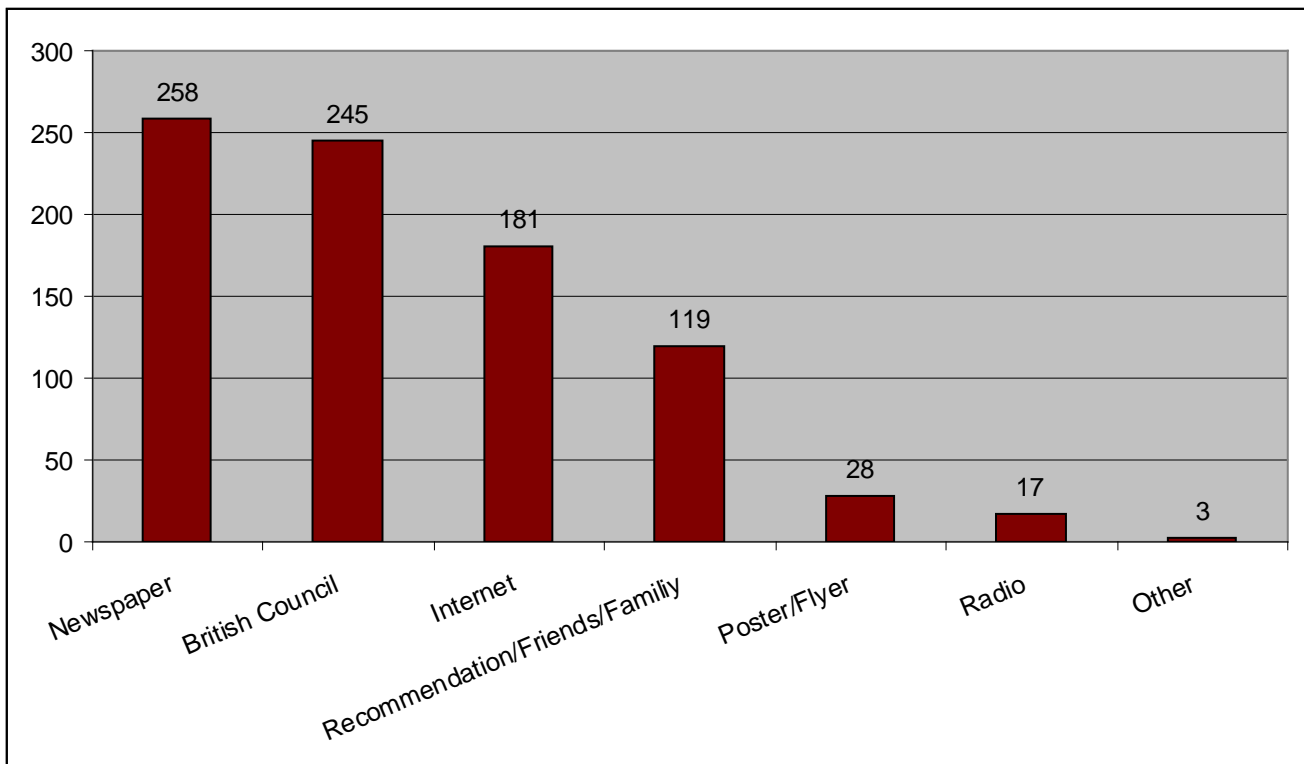




What are the reasons for not choosing UK as study destination?

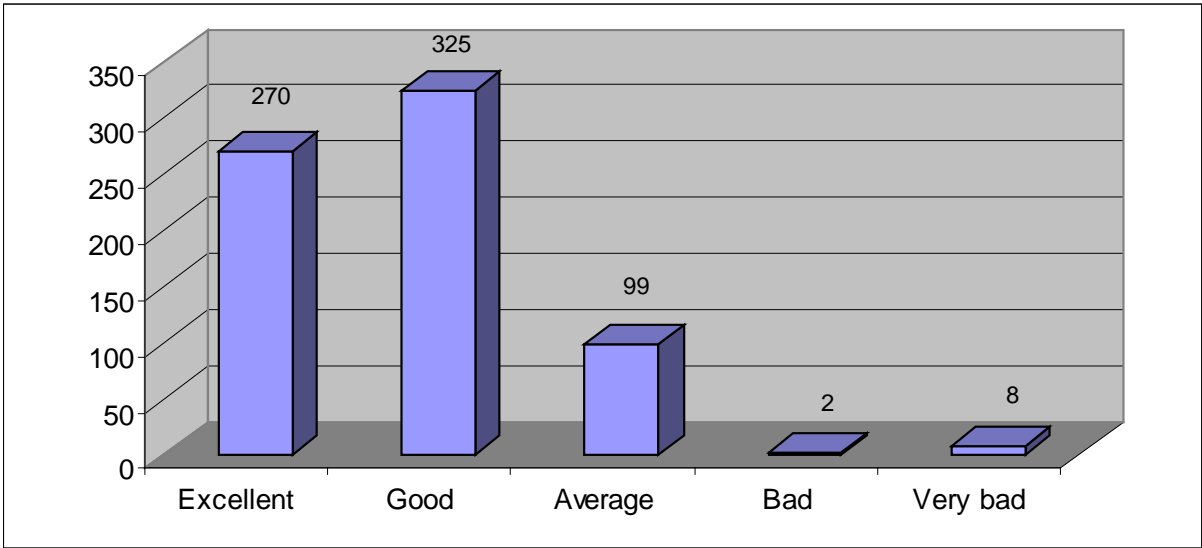


How did you find out about this exhibition?

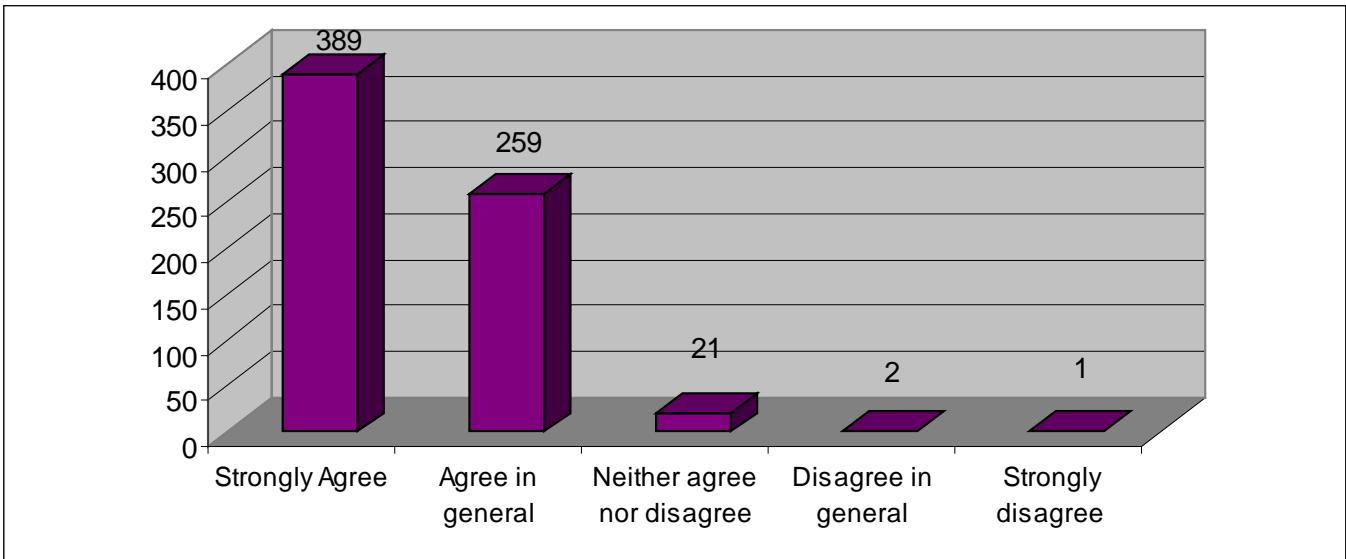




How do you rate the quality of service/s you have received?

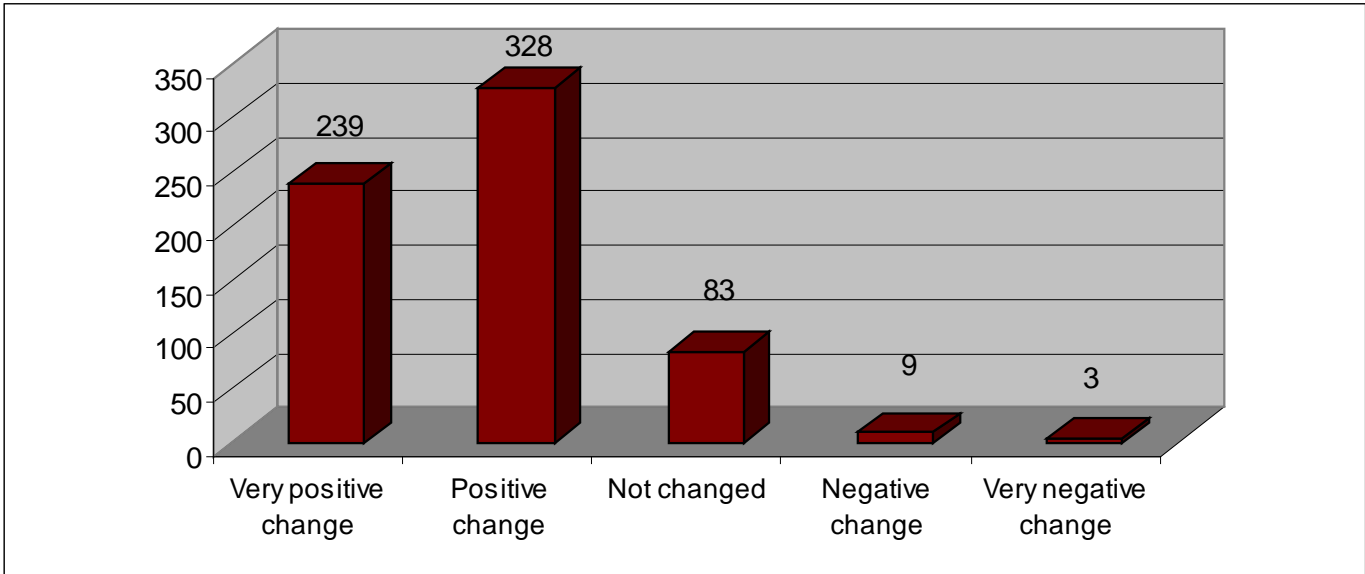


To what extent do you agree or disagree with the following statement-The UK is a country with high quality learning opportunities

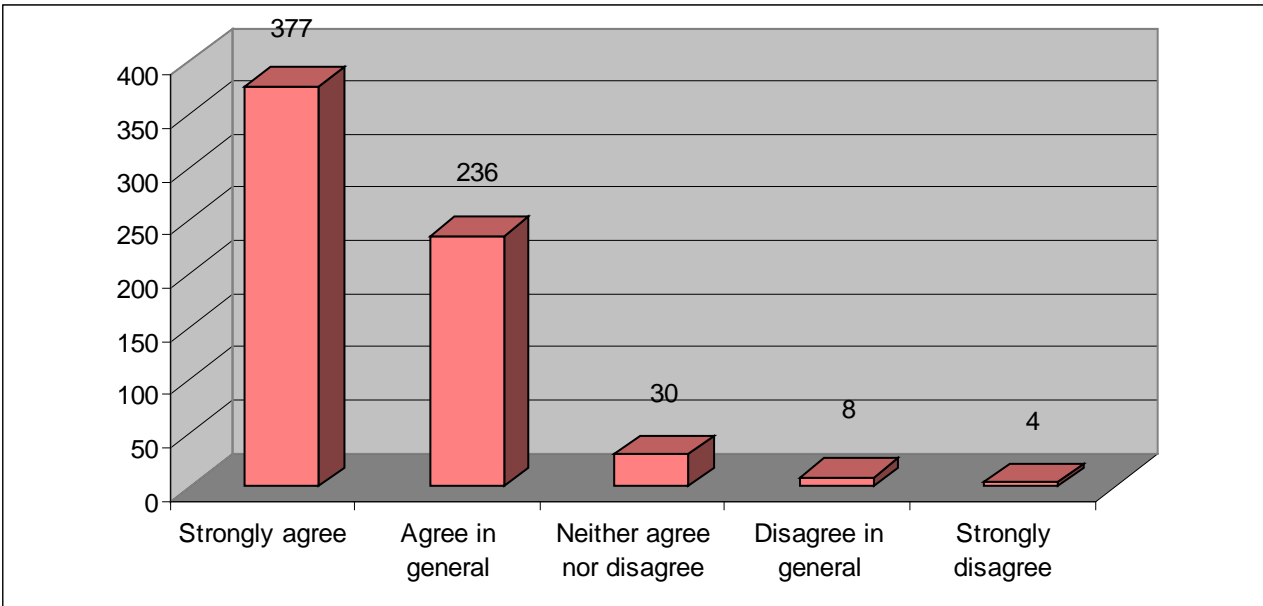




To what extent has your perception about this changed as a result of this exhibition?



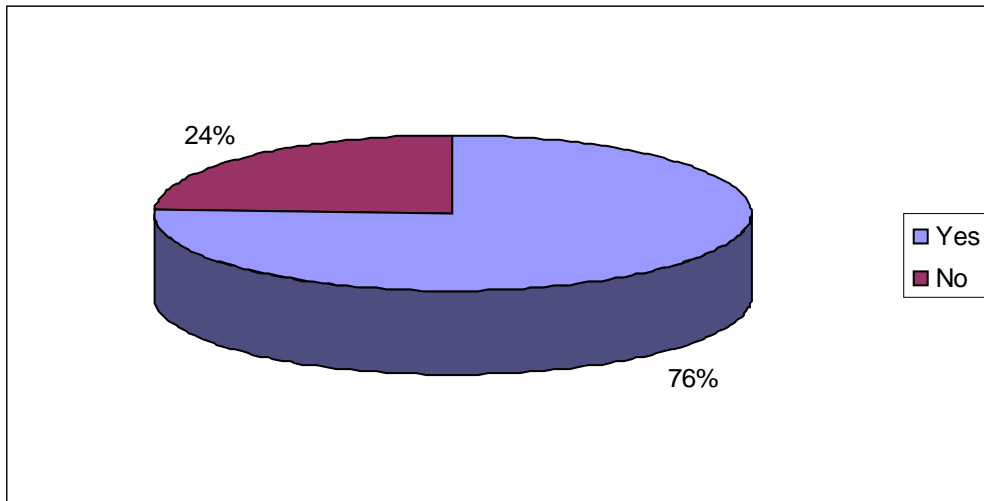
To what extent do you agree with the following statement? -The exhibition an innovative and interesting event.



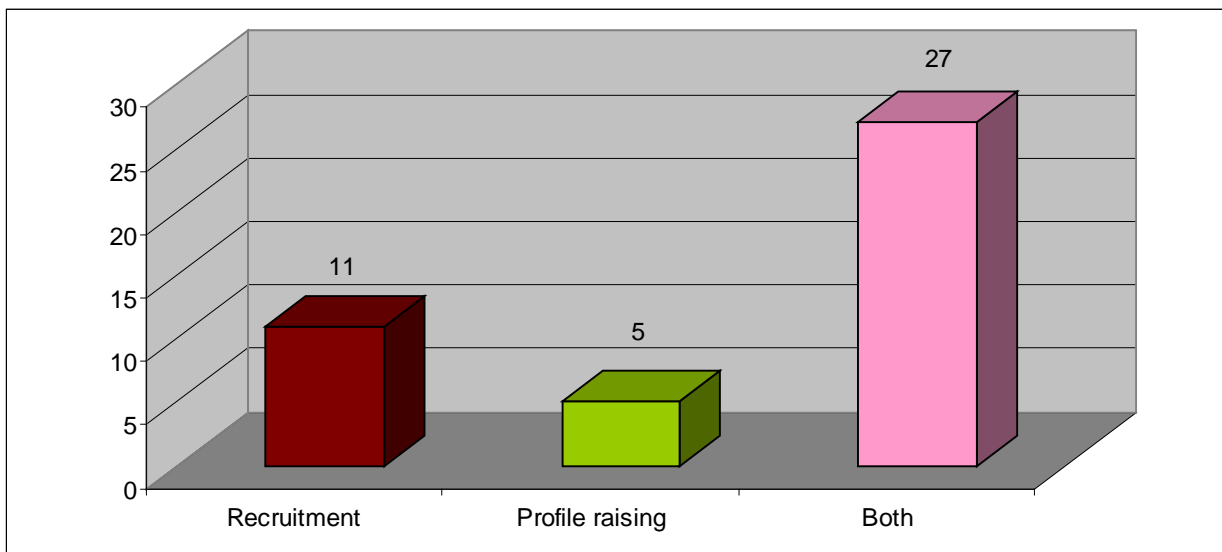


Appendix 3: Exhibitors' survey results

Has your institution attended before?

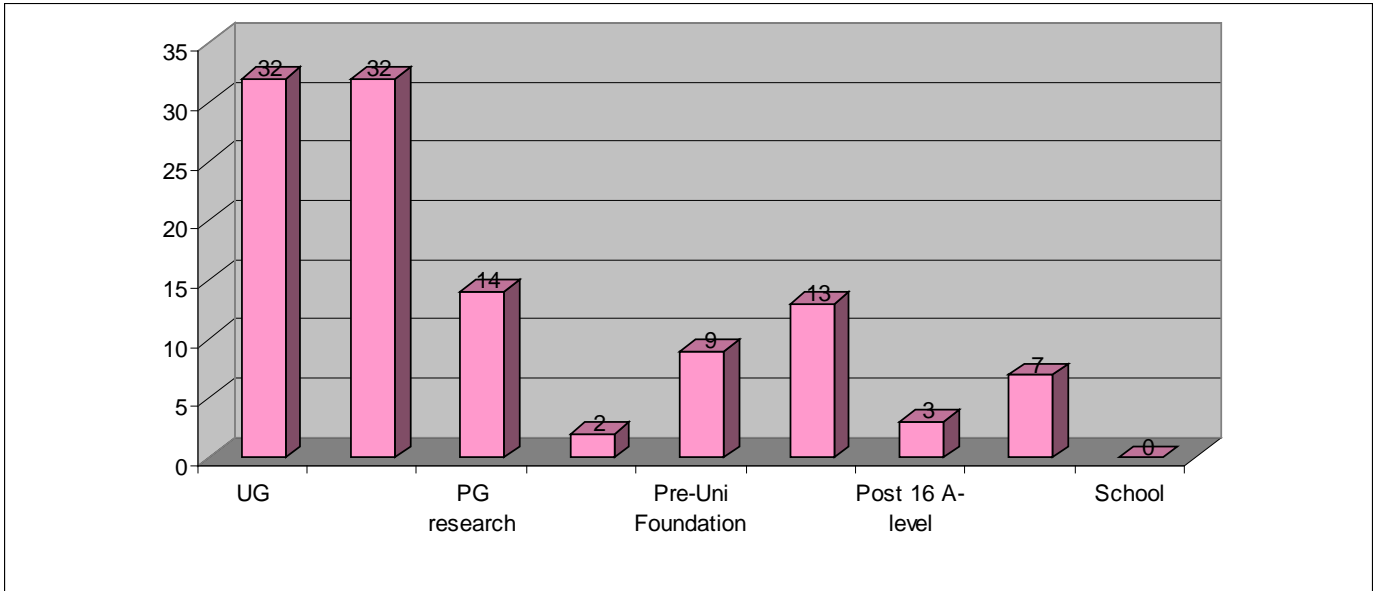


What were your objectives for coming?

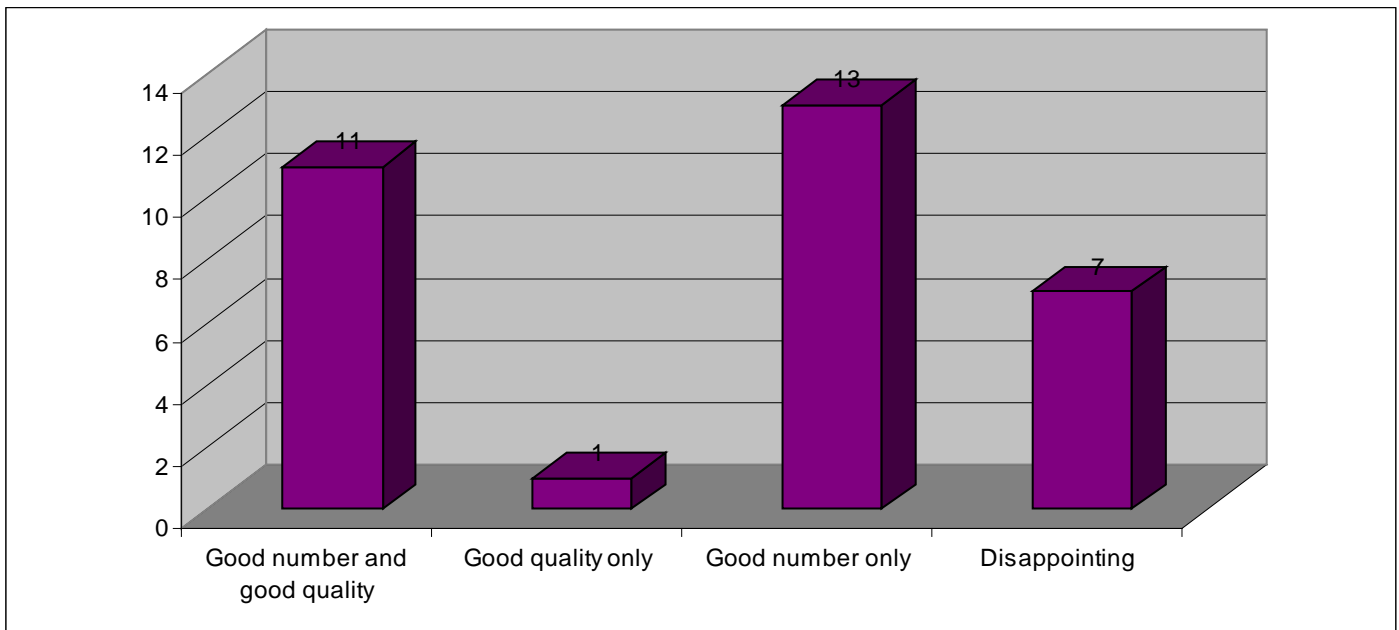




What is your primary market interest in this event?

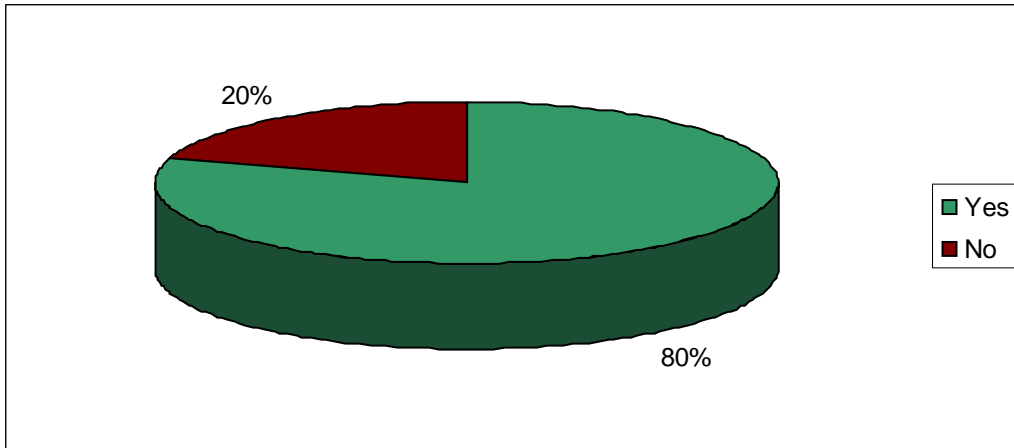


What is your assessment of the visitors?

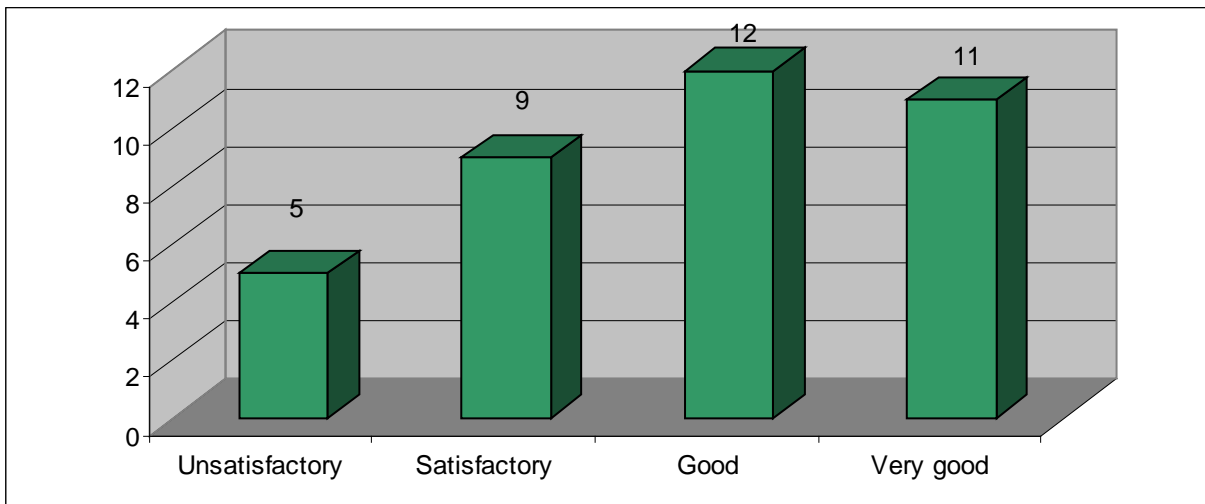




Have you developed new links or built on existing feeder or agent relationships by coming?

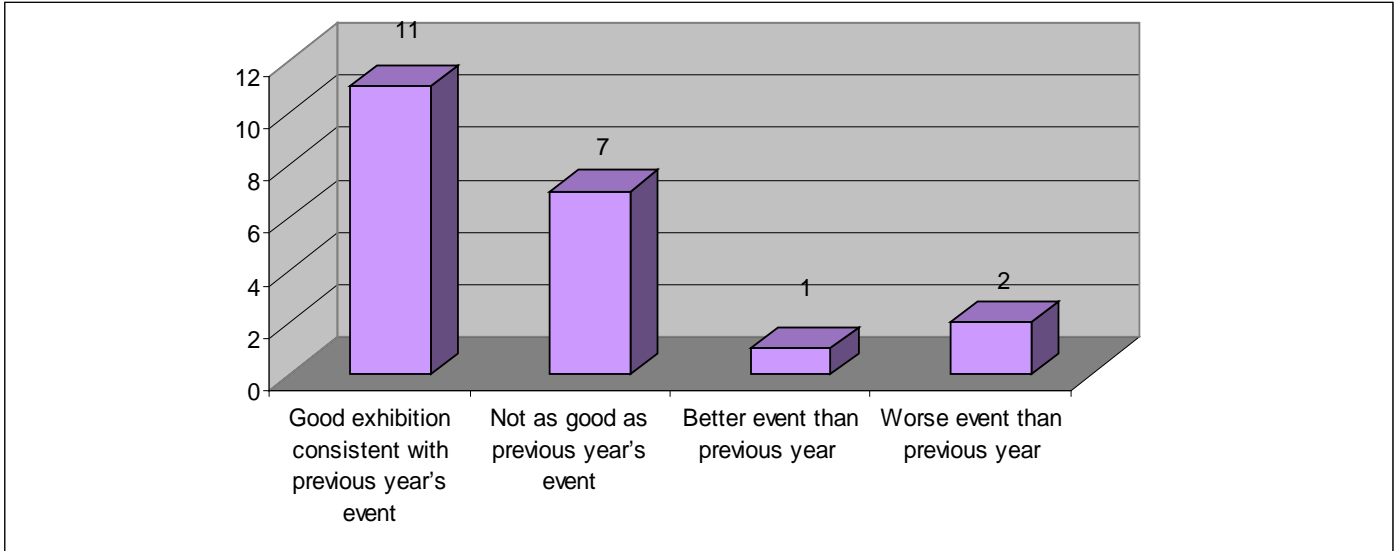


How do you rate the support to your business needs from British Council before and during the event?

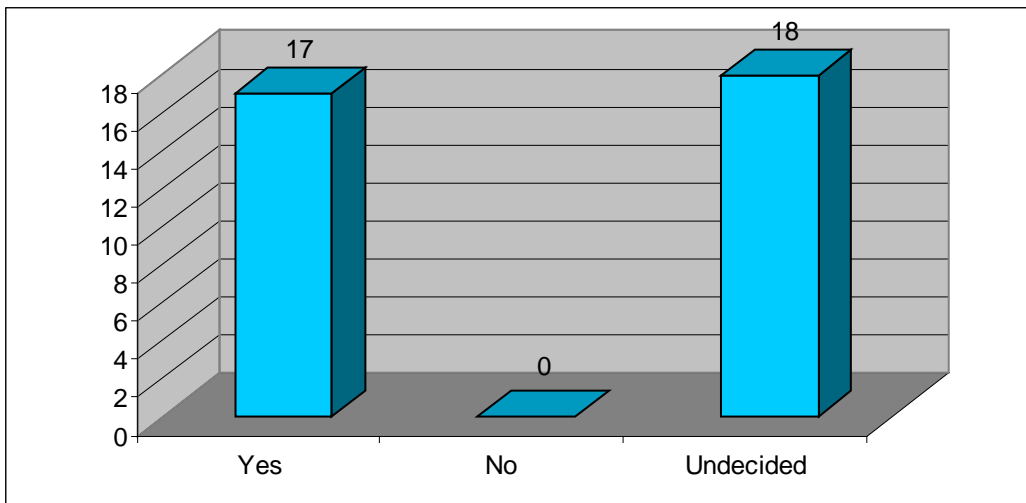




Please give your overall assessment of the exhibition

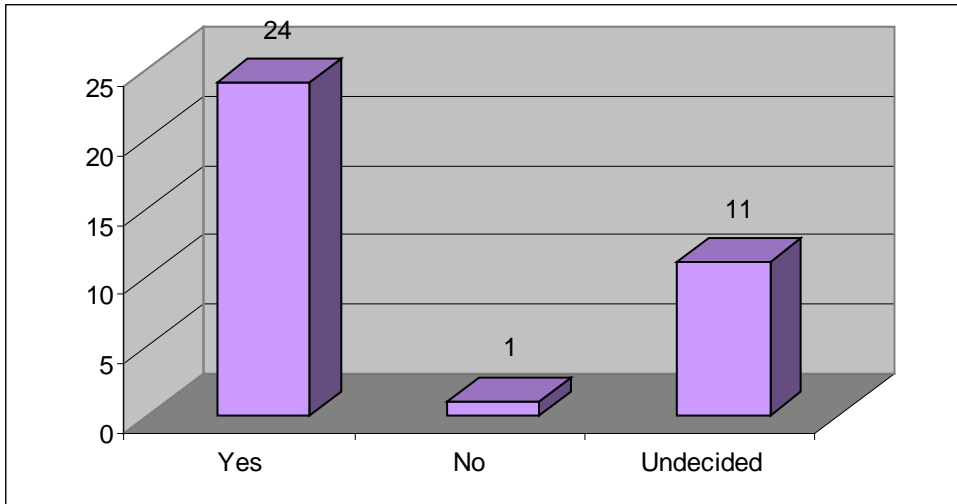


Finally, will you be attending this event this time next year?

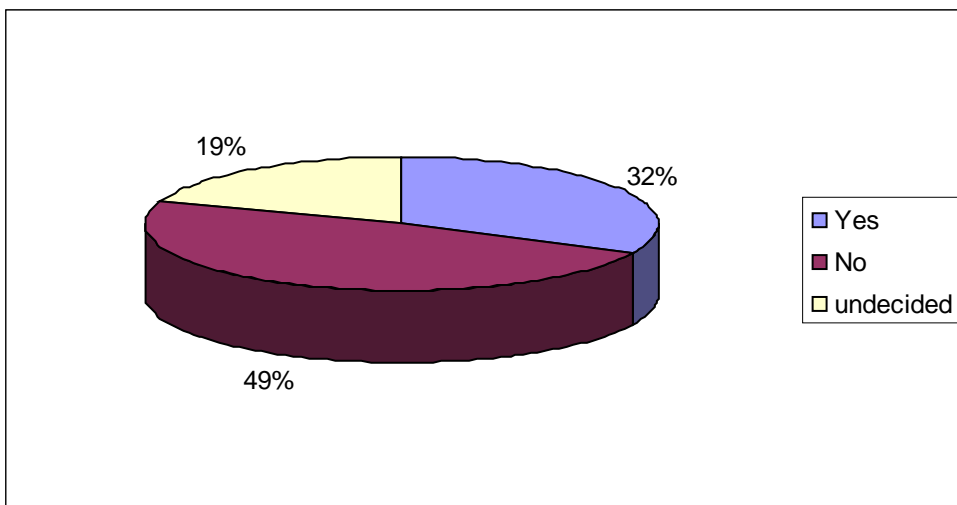




Do you have any plan to make follow-up visit (recruitment visit) in near future?

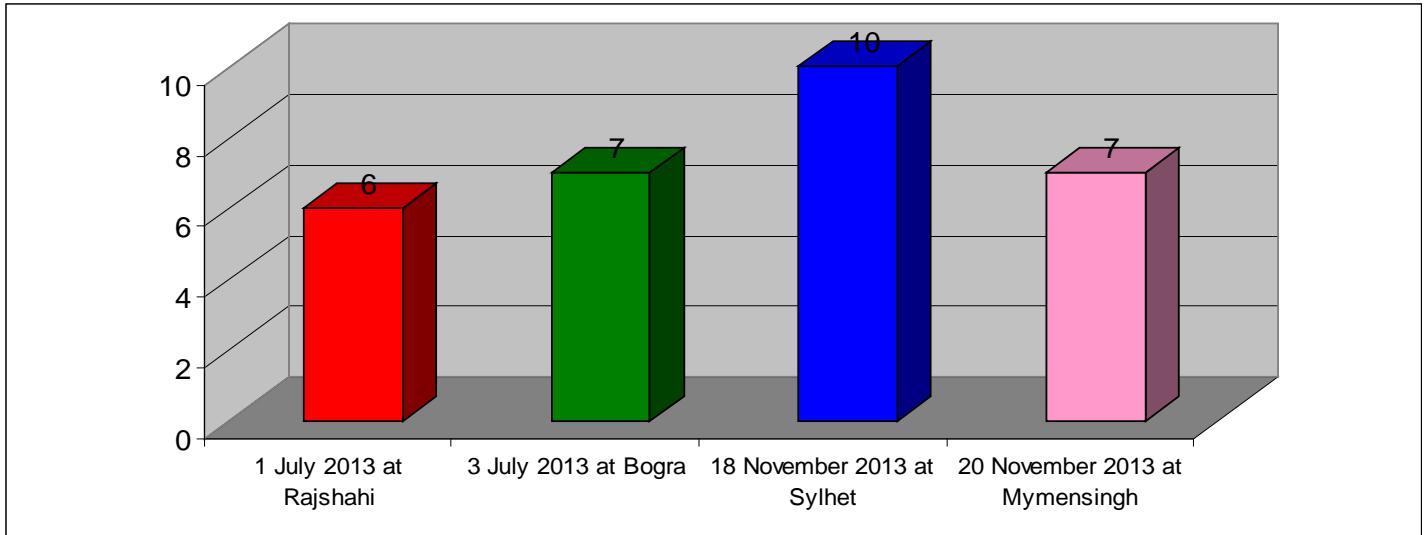


Will you be interested to participate in the following mini exhibitions (Table-top)?





If yes, which of following exhibitions you are interested in (please tick as appropriate)



Appendix 4: Advertising and promotion plan (media plan)

Type	Media	Duration	Format (Quantity)
Print and electronic	Newspapers and television channels	18 February 2013	<p>Press Conference: the following media covered the event (print and electronic)</p> <p>Amar Desh, Prothom Alo, Kaler Kantho, Daily Sangbad, Jaijaidin, Ekattor TV, Nayadiganta, Daily Inqilab, Daily Dinkal, Arthoniti Protidin, Daily Bonik Barta, Radio Toady, Daly Bhorer Dak, 71 TV, Daily Manabzamin, Daily Ittefaq, Financial Express, Daily Sun, Justnewsbd.com, UNB, Bangla Mail, Channel 24, Channel 21, Newsmediabd.com,</p>
		26 February 2013	<p>The following TV channels covered the exhibition news</p> <p>ETV Bangla: Ekusher Dupur – live TV show and we talked about the upcoming Education UK Exhibition 2013 (total reach 3966855)</p>
		28 February 2013 (opening of Dhaka exhibition) 28 February - 01 March 2013 (Exhibition in Dhaka)	<p>TV Coverage:</p> <p>Channel I, Channel 24 and Ekattor TV</p> <p>Newspaper coverage: Daily Sun, Arthonitipratidin, Bonik Barta, Daily Star, Financial Express, Jaijaidin, Kaler Kantho, Manobkantho, Prothom Alo, Sangbad, Amar Desh.</p>
Print	Newspapers	18 Feb – 03 Mar 2013	<p>Print advertisements (27 insertions)</p> <p>Newspaper article (1)</p>
On-line	British Council website	01 February – 3 March 2013	Text and image
	Prothom Alo online news	1 February – 3 March 2013	Text and image
	Facebook (Education UK Bangladesh page and facebook advert)	1 February – 3 March 2013	Text and image
	Twitter	30 Jan - 3 March 2013	Text and image
	FM Radio	25 – 28 February 2013	Announcement with jingle



Type	Media	Duration	Format (Quantity)
Other	Local institutions, canvassing, etc.	February 2013	Posters (1500) Flyers (20,000) Banners (60)
	Email shot to potential students, local agents, local institutions and counsellors, university registrars, exhibition registrants, IELTS, 'O' & 'A' level students, English language course registrants	February 2013	Total number of contacts 34530
	SMS shot to potential students, local agents, local institutions and counsellors, university registrars, exhibition registrants, IELTS, 'O' & 'A' level students, English language course registrants	February 2013	Total number of contacts 32789
	Monthly e-newsletter	31 January 2013 (Feb issue)	Total number of contacts 10000+