

Venue: Hotel Nice International, Shaheb bazar, Rajshahi

Seminar & Presentation: 10am-12pm

Counselling session: 12pm-4pm

Total number of participating institutions for counselling session: University of Bolton represented by local representative N & N Education Consultancy Ltd.

Seminar on Studying & Living in the UK: A Power Point presentation was delivered by Shegufta Ahmed, Project Coordinator, SIEM which covered main features of UK qualifications, subjects offered by UK institutions, study method in the UK, which qualifications can be obtained, entry requirements, English language requirement, selecting an institution, tuition fees, accommodation, living expenses, scholarship opportunities, visa related information etc followed by Q/A session

Video presentation: We have shown a video of the University of Durham

Flyer distribution: We have distributed 100 flyers of University of Durham

No. of attendees: 208

Male: 190

Female: 18

Pre-event marketing campaign: The following marketing activities have been taken to promote the event. It started from 18 August 2013 to till the event date.

- Sending event info to British Council contacts via British Council e-newsletter to 10000 contacts
- Advertising on <http://facebook.com/EducationUKBangladesh> and the regular updates were also posted
- Shared Facebook posts in main British Council Bangladesh page <http://facebook.com/BritishCouncilBangladesh> which has over 52,000 fans
- Sending flyers with letters to local Higher Education Institutes including public and private universities.
- Email shot sent to O/A level students of Rajshahi & Shirajganj
- SMS shot sent to O/A level students of Rajshahi & Shirajganj
- Displaying posters in British Council notice boards
- Distribution of flyers from British Council customer service and IELTS registration points
- Advertising in local Newspaper on 27 August & 30 August in Sonali Shongbad

Event photos:



More photos can be found in the following link:

<https://www.facebook.com/photo.php?fbid=645918148766735&set=a.645914295433787.1073741829.234716799886874&type=1&theater>

The feedback from the visitors shows that 35% of them found information about this event from Facebook, 25% from friends/recommendation and 15% from SMS sent by British Council. Rest of the students got information from Email shot, newspaper advert, poster etc.

Some of the comments by the visitors:

- *British Council should organise more seminar in Rajshahi*
- *You should arrange seminars for postgraduate students*
- *We expect you to open a branch at Rajshahi*
- *It's awesome and speechless. Carry on..*
- *Take step for spot admission*
- *I have learned a lot of information from this conversation*
- *This programme is very fantastic for me because I have got many information about UK study also the local representative gave us many important information*

Highlights of the event:

A few students came to join the event from other districts near Rajshahi i.e. Bogra, Dinajpur etc. The number of Facebook users among the student group is very high. The quality of queries was very good and they were very keen to know about the study opportunities in the UK. They are very aware about the English language requirement for university admission and visa application. Most importantly they actively participated in the question/answer session which proves that they have a lot of interest in UK education and it is a potential market for UK institutions.

Further marketing opportunity:

We now have a database of total 300 students from Rajshahi who have attended this seminar and also participated in the Table-top Exhibition which was held in 2012. We would be able to provide information to the interested UK institutions on market trends, subject interest, age group, level of qualifications the students are interested in, why they are interested to study in the UK etc. We will be able to send University information through Email shot or SMS shot and can also arrange individual counselling/recruitment session for UK universities.