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# Study UK Week Pakistan 15 – 19 November



## Post Event Report

November 2021

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## Introduction

The Study UK Week 2021, scheduled from 15 to 19 November, provided strategically designed activities to generate positive brand recognition among students across O/A level and undergraduate campuses in Pakistan. Participating UK higher education institutions (UK HEIs) chose from clutter-free, direct marketing options including social media engagement, on campus branding and face to face activities led by the Study UK student ambassadors, that did not require in-person representation.

The Study UK Week was insight driven, with the core objective of providing UK HEIs with unique platforms for brand presence and for connecting with their target audience. The week was rolled out simultaneously across three major cities of Pakistan (Islamabad, Lahore and Karachi) providing impactful outreach for participating UK institutions.

The week enabled engagement of key stakeholders within the Pakistan market while creating brand visibility and information sharing platforms with both digital and on ground options. It was enthusiastically celebrated by local partner institutions, and the events were executed with dedicated ownership by them.

## Framework for Study UK Week

- 17 local institutions offering O/A level programme and 08 local universities, hosted the Study UK Week bringing a total outreach across 25 campuses across Pakistan.
- On campus engagements were led by the Student Ambassadors for each of the host institutions. These Student Ambassadors were trained and briefed by the Study UK Team in Pakistan.

## Participating options for UK institutions


A total of 12 UK Higher Education Institutions participated in the Study UK Week and they chose from the following options for marketing:

- Option A - Social Media Engagement
- Option B - On-Campus Branding
- Option C - On-Campus Engagement


## City wise list of Local Partner Campuses

ISLAMABAD	LAHORE	KARACHI
Beaconhouse College Programme - Margalla Campus	Beaconhouse College Programme - Gulberg Campus	Aga Khan School
Beaconhouse College Programme - Metropolitan Campus	Forman Christian College (A Chartered University)	Beaconhouse School System - Defense Campus
Benchmark School	International School of Choueifat	Beaconhouse School System - PECHS Campus
COMSATS University	Kinnaird College for Women	Institute of Business Administration
Future World School	Pak-Turk Maarif International School	The City School - PAF Chapter
Super Nova School	Pak-Turk Maarif International School	The Millennium Universal College
The City School - Capital Campus	The City School Ravi Campus	
The City School - E11 Campus	The Millennium Universal College	
The Millennium Universal College	University of Central Punjab	
Westminster School & College		


## Highlights of the Study UK Week




25 Local Partner Campuses



5,800+ audience reach achieved\*




03 major cities covered




**Digital Reach – Facebook (12 Posts)**

- Average reach per post: 90,136
- Average clicks per post: 1,641



118 Student Ambassadors trained and engaged



Increased interest and recognition from participating UK HEIs

- Total People Reached: 1,081,642
- Total Links Clicked: 19,688

\*Based on estimated visibility of student population on-campus

## Pictures



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## Some feedback from local stakeholders

- 'A set of interactive events that involved and engaged students, giving them an option to learn about education in the UK while leading and taking ownership'
- 'Insightful activities that inculcated interest in students for UK universities'
- 'Students' familiarity with UK universities increased due to the designed activities and this motivated them to explore further for their future degrees'
- 'With the travel restrictions due to pandemic, this event allowed students to keep their connection alive with UK universities and education in the UK'
- 'British Council has a history of coming up with possibilities to bridge students with the universities in the UK'
- 'Direct participation from the students in the activities helped and encouraged the students to research on higher studies abroad and living in the UK'