

Venue:

Tuesday, 1 October 2013

- North South University
- International School Dhaka (ISD)

Wednesday, 2 October 2013

- Scholastica School
- Independent University Bangladesh (IUB)

List of participating institutions:

- University of Central Lancashire
- The University of Glasgow
- The University of Greenwich
- The University of Hertfordshire
- London Metropolitan University
- Queen Mary, University of London
- University of Southampton
- The University of West of Scotland

Counselling at North South University: North South University, the first private university in Bangladesh, was established more than 18 years ago by a group of philanthropists, industrialists, bureaucrats and academics. Most of the students were from undergraduate background willing to study Postgraduate courses. The pre event Mini Fair banner was very effective for the students to know about the event as there were 32% of the students referred.

Website address for more information on North South University as follows:

www.northsouth.edu

Counselling at International School Dhaka (ISD): ISD is an international and co-educational day school, founded in 1999, that was built to accommodate students from Playgroup to Grade 12. ISD offers all three International Baccalaureate (IB) programmes. ISD provides an international educational experience for all students starting from early childhood until high school or pre-university. The event was incorporated with Power Point and Video presentations along with counseling session by the UK institutions. The school played a big role in promoting the event as 74% students commented that they came to know about this event through their counselor.

Website address for more information on International School Dhaka (ISD) as follows:

www.isdbd.org

Counselling at Scholastica School Dhaka : Scholastica was founded in 1977. The school year is divided into 4 (four) quarters, i.e. 2 (two) terms. The First Term begins in August (after the summer vacation) and the Second Term begins in January (after the winter vacation). The response was very encouraging in Scholastica School. The day though began in the afternoon but it began with great start. A good number of students came to acquire information on UK Education and participating institutions. Around 54% students referred their teacher as source of information of the event.

Website address for more information on Scholastica School as follows:

www.scholasticabd.com

Counselling at Independent University Bangladesh (IUB): Independent University, Bangladesh is one of the oldest private universities in Bangladesh. IUB currently has more than 4000 undergraduate and graduate students and over 3560 alumni. The university welcomed the delegates and representatives and inaugurated the event very warm heartedly. The students were very enthusiastic about collecting information from the institutions and keen about Postgraduate studies. 37% students found the information about this fair from pre event banner at their institution and 14% from their institution teacher.

Website address for more information on Independent University Bangladesh (IUB) as follows:

www.iub.edu.bd

Video presentation: University of Greenwich, Hertfordshire University and University of Glasgow, University of Southampton, Queen Mary, UOL, University of West of Scotland have shown video/power point presentation.

Poster & Banner distribution: British Council has distributed posters & Pop Up banners prior to the event to the respective institutions for publicity and promotion.

Facebook campaign: British Council posted event calendar on the respective local institution's Facebook page and ensured to promote the event on their local website.

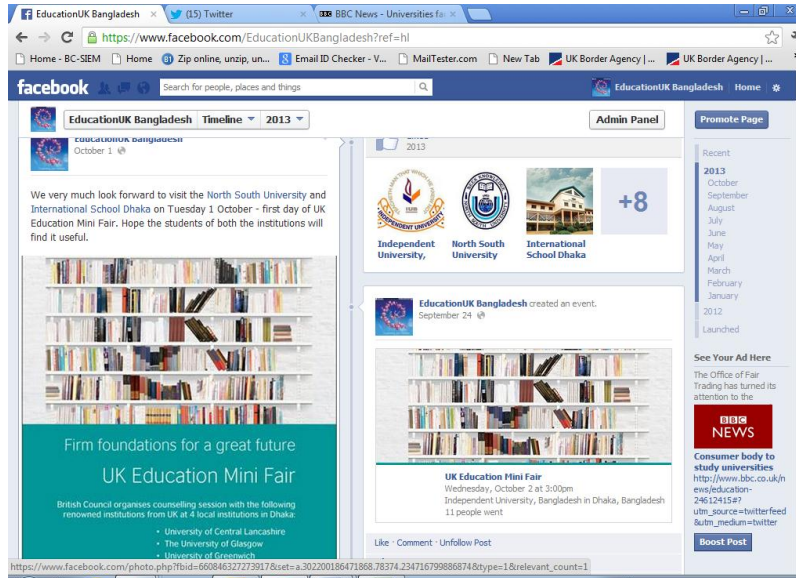
Total no. of attendees: 849

Male: 525

Female: 324

Pre-event marketing campaign: The following marketing activities have been taken to promote the event. It started from 24 September 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
- Creating event calendar and posting on respective institution's Facebook page



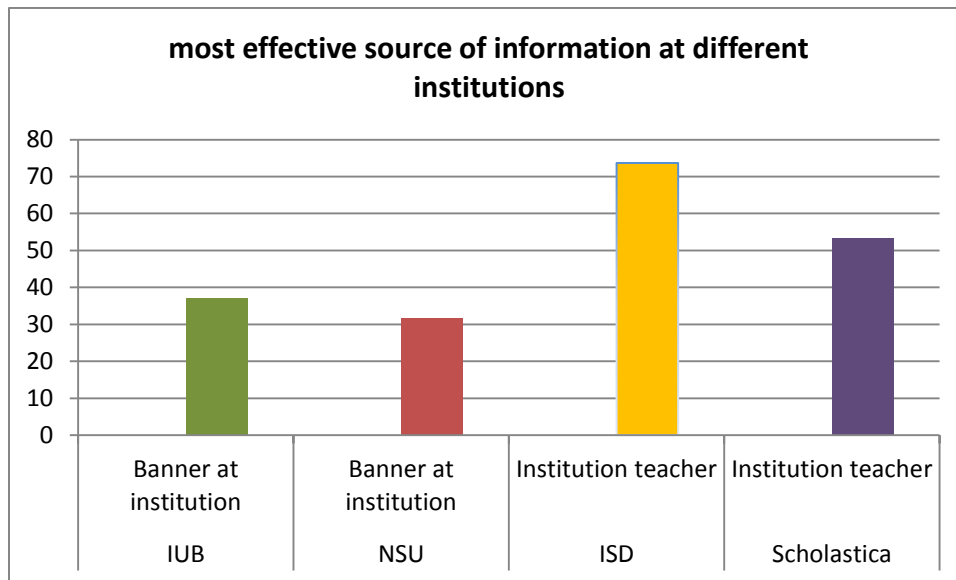
- Shared Facebook posts in main British Council Bangladesh page <http://facebook.com/BritishCouncilBangladesh> which has over 60,000 fans
- Displaying posters in British Council notice boards
- Distribution of flyers from British Council customer service and IELTS registration points
- Displaying Pop Up banner at British Council Fuller Road office and Dhanmondi Teaching Centre

Event photos:



More photos can be found in the following link:

<https://www.facebook.com/media/set/?set=a.663827590309124.1073741833.234716799886874&type=1>



The feedback from the visitors shows that most of the students became aware of the event through the pre event banner or teacher of their institutions. Teachers of schools especially played a great role in encouraging the students to take part in the event. The rest of the students found information about this event from British Council notice board, Facebook page, friends and flyer.

Some of the comments by the visitors:

- *They provide a lot of information*
- *It should be done after 3/4 months*
- *The management was good & I hope that their service will continue*
- *Excellent*
- *The education system of UK are absolutely brilliant*
- *British Council is the best way to go abroad*
- *Please keep up the good work and continue encouraging more and more students*
- *It gives us good services by giving us opportunity like this*
- *You should have more seminar like this*
- *Well done, carry on*
- *I'm satisfied*
- *Hard working organization in my view*
- *They are doing a great job for us. Helping our future to lighten up*
- *It's a very helpful program*

Some of the comments by the exhibitors:

- Programmes like this should be more organised
- UK is still open for business students and still want to study in the UK, despite negative reports in media
- We want to attend programmes like this again

Highlights of the event:

This was the first attempt of British Council-SIEM Bangladesh to organise such kind of event. The visitors appreciated a lot to have this kind of mini exhibition as the big one takes place once in a year. Therefore, the students can easily acquire information within their premises probably twice or thrice a year if this type of event continues. The teachers were also very enthusiastic about meeting with delegates and welcoming more UK institutions. The students actively queried about different sessions of UK and raised some important questions related to visa application procedure, scholarships, Interview system, entry requirements, accommodation options, ranking of institutions etc. The students were much focused and keenly observed the presentation and video of different universities. A significant number of parents also participated in the event in ISD and collected information on behalf of their children. Overall it was a successful event with good mixture of different level of potential students.

Further marketing opportunity:

We now have a database of total 237 students who have attended this recent UK Education Mini Fair in Dhaka. We would be able to provide information to the interested UK institutions on market trends, subject interest, age group, level of qualifications they are interested in, why they are interested to study in the UK etc. Tailored information can be further sent through Email shot, SMS shot or courier to a target audience according to their subject of interest or level of qualifications.

Please note that we are going to organise 'Marketing Visits' in Sylhet on 2 November and Chittagong on 9 November 2013. As the previous events proved very successful we are hoping to have a great event in Sylhet and Chittagong as well.