

**Venue:** Independent University Bangladesh, Dhaka

**Activity:** Remote marketing campaign by UK Universities through a range of promotional services

**Participating institutions:**

1. Sheffield Hallam University
2. Middlesex University

**Remote Marketing Campaign:** A presentation was delivered by Shegufta Ahmed of British Council Bangladesh on behalf of Sheffield Hallam University and another presentation was delivered by Shweta Sharma from Middlesex University. The presentation covered key features of UK qualifications, subjects offered by respective UK institutions, study methods in the UK, qualifications that can be obtained, entry requirements, English language requirement, selecting an institution, tuition fees, accommodation, living expenses, scholarship opportunities, visa related information among other things followed by a Q/A session. Over 200 students attended the presentations.

**Distributing flyers and displaying banners:** The British Council has distributed flyers and displayed banners on behalf of Sheffield Hallam University and Middlesex University. The students were very enthusiastic in collecting brochures and participating in the Q/A session. The career counselling department of the local institution provided enormous support in promoting the event. The British Council collected the contact details of the students who attended the seminar and showed their interest to be contacted by the UK institution for a '**Follow up Group Counselling Session**' by the UK delegates over Skype.

- **Power Point and Video presentation:** Middlesex University has shown both PowerPoint and video presentations which attracted most of the students. The local institution has taken the copy of the presentation to screen it later to more targeted audiences.
- **Flyer distribution:** British Council Bangladesh prepared flyers for Middlesex University locally and circulated the flyers during the event in local institutions. They also distributed flyers prior to their follow up Skype counselling session which took place two weeks later. Sheffield Hallam University too distributed flyers during the session and prior to the follow up Skype Counselling Session one week later.
- **Follow up Counselling Session over Skype:** the British Council has collected the database of the participants of Independent University of Bangladesh and contacted those who consented to be contacted by the UK institution. It has also collected their interest to take part in the **Follow up Counselling Session over Skype** at British Council later. The British Council then got in touch with them through email and SMS and confirmed their participation in both events. Sheffield Hallam University held an online counselling session on 16 June and Middlesex University hosted their counselling session on 25 June 2015. There were 14 students and some walk in students turned up in the Sheffield Hallam University session and the UK delegates have collected details of the fresh attendees. The session was highly informative. Due to rain and Ramadan the session by Middlesex University will be run again before January intake. However, the UK institutions have received the

database of the students who have shown their interest to be contacted by the respective UK institution.

- **Displaying banner:** the British Council displayed banners during both the sessions so career counselling departments of the local institution could showcase the UK Institution's branding effectively. Banners of IELTS, GREAT the University of West of England and the University of Huddersfield were also displayed at the venue.

### Pre-event marketing campaign

The seminar was aided with a marketing campaign,

- The event was promoted at the Independent University Bangladesh (IUB) through banner display, flyer distribution and through the Career Counselling department
- The British Council office distributed flyers and displayed notices on notice boards
- SMS and email shots were sent to the participants of IUB for Follow Up Counselling session

Below are some photos of the Remote Marketing campaign in Bangladesh



Power Point and Video Presentation by the delegate of Middlesex University



Power Point presentation by the British Council staff on behalf of Sheffield Hallam University and distribution of flyers



**Follow up Counselling session by the Sheffield Hallam University**



**Follow up Counselling session by Middlesex University and further counselling by the British Council staff**

### **Highlights of the event:**

Although over 200 visitors attended the event, the audience was highly focussed and the students were interested in the presentations and discussions. Students at the follow up sessions were genuinely attentive about the courses provided by the UK institutions and were interested for MBA, third year entry, PhD programmes and foundation programmes as well. The local institution is now very enthusiastic about holding a Schools Mission at their premises, scheduled to start from 22 November 2015.

### **Further marketing opportunity:**

We have targeted wide databases of students who have attended the recent seminar as well as other events in Chittagong and Dhaka during earlier Schools Missions and Open Days. We would be able to provide information to UK institutions on market trends, subject interest, age group, levels of qualifications they are interested in, why they are interested to study in the UK among other vital information. Tailored marketing information can be further sent to students through email shots; SMS shots or be couriered to target audiences according to their subject preference or level of qualification. From the visitors' survey questionnaire we have noticed a demand for similar events in the future. We would be happy to organise a follow-up individual counselling session or this [Remote Marketing Campaign](#) for any UK institutions round the year. There are number of other options where we can promote your institution digitally. The [digital offer of Bangladesh](#) is one of them where UK institution can promote them virtually in a very cost effective way.

### **Call to action**

To participate in the event please send your expression of interest to [Shegufta.ahmed@bd.britishcouncil.org](mailto:Shegufta.ahmed@bd.britishcouncil.org) or [asif.iqbal@bd.britishcouncil.org](mailto:asif.iqbal@bd.britishcouncil.org)

[www.britishcouncil.org/siem](http://www.britishcouncil.org/siem)

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