

**Venue:** British Council, Dhaka

**Counselling session:** 1 hour

The British Council in Bangladesh conducted an online counselling session for four students over Skype on 14 June 2015. The hour long session was hosted by Shegufta Ahmed from the SIEM team covering key features of UK qualifications, range of subjects offered by 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, and visa related information.

### Pre-event marketing campaign

The session was promoted through a marketing campaign:

- Event information on [British Council Education UK Global Facebook](#) Page
- Promotion on [EducationUK Bangladesh Facebook](#) page, which has a 615K fan base
- Promotion through the Customer Service point

### Format of the session

Interested participants registered for the session and each participant was given a 10 minutes slot for counsel.

Some [photos](#) of the session can be found here.

### Findings from the event

- The participants provided their feedback instantly through Skype message service
- This was a good opportunity to reach students in different remote areas of the country through Skype who have less access to information compared to those in bigger cities.
- One such student was from Khulna outside Dhaka who appreciated this initiative as he could easily receive information he was looking for through this session without taking the trouble to travel from Khulna to Dhaka
- Amongst the four participating students, three showed interest in Postgraduate studies and one showed interest to transfer his credits to any UK Institution.
- Two of the participants showed interest in Business Studies, one in Engineering and one in Hospitality management
- As per the student's feedback, UK is still considered a popular destination of study due to its quality of education

A [video presentation](#) has been prepared on this Skype interview session which is embedded with this report.



### **Further marketing opportunity:**

Online counselling sessions can be a very good platform for UK institutions who want to engage with Bangladeshi students from not just the major cities like Dhaka and Chittagong but also smaller potential markets such as Rajshahi and Khulna among others. These are smaller markets with increasing potential which would be worth engaging with for UK institutions. These sessions provide easy access to students all across Bangladesh in a cost effective digital format.

We have very good student databases from seminars and other events organised by the British Council in Chittagong, Dhaka, Rajshahi and Sylhet. We would be able to provide information to interested UK institutions on market trends, subject interest, age group, level of qualifications, why they are interested to study in the UK among other insights. Information can be further sent through email shots, SMS shots to a target audience as per their subject of interest or level of qualification.

We can also facilitate 'Remote Skype Counselling Session' for UK institutions using our diverse range of student databases and invite them to join one to one counselling session with UK delegates. We can facilitate Institutions by providing student information for example through scanned copy of academic documents and completed application forms. This session can be done as per the UK institution's convenience any time of the year.

### **Contact details**

If you would like to hold the 'Remote One-to-One Skype Counselling' session please contact Shegufta Ahmed at [Shegufta.ahmed@bd.britishcouncil.org](mailto:Shegufta.ahmed@bd.britishcouncil.org) and [siemsouthasia@britishcouncil.org](mailto:siemsouthasia@britishcouncil.org)