

Venue: British Council offices in Dhaka and Chittagong

Activity: Spot Admission and Counselling to potential students by UK delegates over Skype

Participating institutions:

1. University of Greenwich in Dhaka
2. University of South Wales in Dhaka and Chittagong
3. Queen Mary, University of London in Dhaka

The UK delegates along with local representatives participated in the event. There was an option to have one UK alumni be present in the event along with local representatives. The UK delegate counselled students over Skype and took interviews of the potential candidates. The candidates were requested to bring academic papers and IELTS score (if they had one) for assessment by the UK delegate and local representative at the event.

The Spot Admission Days are being organised to provide the UK institutions an opportunity to guide students and accelerate their decision making process to study in the UK. This event was designed to help UK institutions assess the academic documents of the students and offer spot admissions if they find any suitable candidates on the day of the event. This event was targeted for UK institutions to meet potential and focused applicants interested in applying to their institution. Alternatively, general students exploring wider options were also provided with a provisional offer letter, after documents were assessed.

This programme provided the opportunity to increase student recruitment and raise the profile of the UK institution in Bangladesh.

British Council staff were also present at the event to provide Tier-4 student visa related information along with key features of a UK qualifications, subjects offered by UK institutions, study methods in the UK, qualifications that can be obtained, entry requirements, English language requirements, selecting an institution, tuition, accommodation, living expenses, scholarship opportunities and more.

Over 60 focused visitors attended the event in Dhaka and 42 visitors attended the event in Chittagong.

British Council aims to provide similar events in Dhaka, Chittagong and Sylhet in this year subject to the interest of the UK institutions and the students. The dates can be fixed with the mutual agreement of the interested UK institutions and British Council Bangladesh. Interested UK institutions are requested to send their expressions of interest to British Council Bangladesh.

On ground promotional activities: The British Council distributed flyers and displayed banners at British Council offices in Dhaka and Chittagong. The customer service team promoted the event through word of mouth and distributed flyers amongst the visitors, IELTS candidates and O/A level exam candidates from different Teaching Centres across Dhaka.

Pre-event marketing campaign

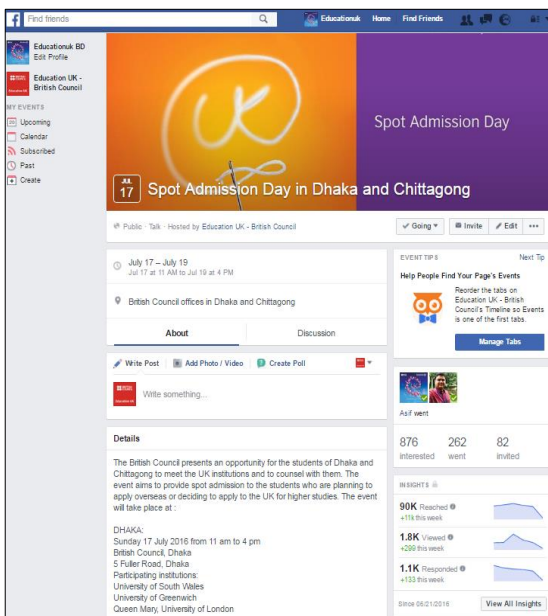
The events were promoted through a marketing campaign:

- Event information sent through British Council e-newsletter to over 10000 contacts
- Event advertised on [EducationUK Global Facebook page](#), which has 17000 Bangladeshi followers

- Event promoted on [British Council Bangladesh website](#)
- Event information shared on [British Council Bangladesh Facebook page](#), which has 723K followers
- E-mail shots sent to O/A level students, local agents and participants of recent exhibition and 'Open Days'
- Displayed banners and posters in British Council offices in Dhaka and Chittagong
- Distributed flyers from British Council customer service in Dhaka and Chittagong



Flyers distributed amongst the visitors



Facebook event promotion

www.britishcouncil.org/siem

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Photos of 'Spot Admission Day' in Dhaka and Chittagong

Highlights of the event:

Over 60 visitors attended the event in Dhaka despite adverse weather conditions in Dhaka and 42 in Chittagong.

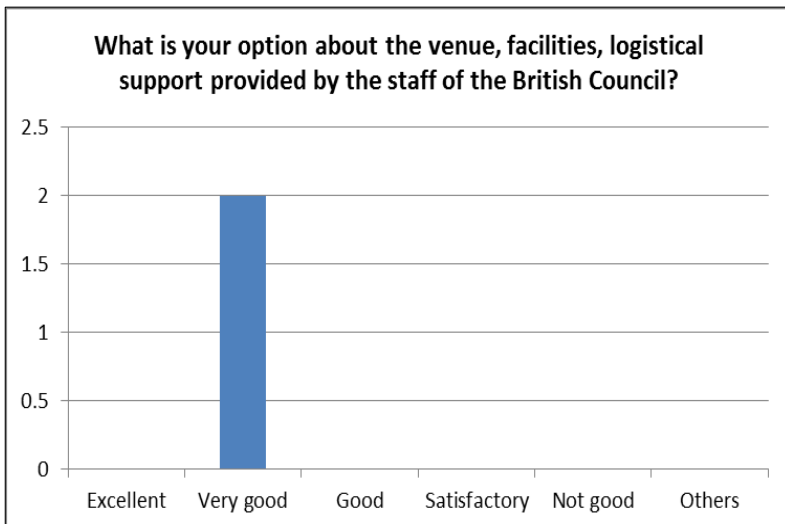
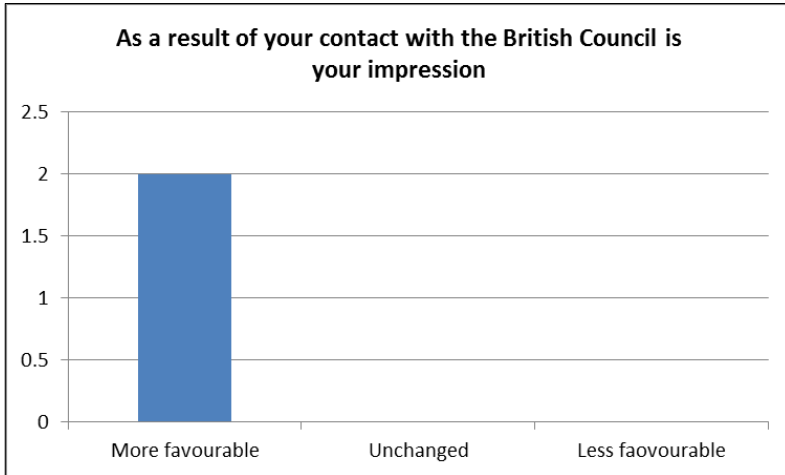
The audience was highly focussed and extremely interested in talking to the delegates over Skype and discuss their papers with local agents.

Students were very keen to learn about the changes in visa procedures, UKVI IELTS system, BRP, part time job facility and Health Surcharge policy.

The recent developments made them aware about the UK Tier-4 visa application and prompted them to ask relevant questions.

The visitors were also keen to know more about scholarships and looked for Scholarship Guide from the British Council which was distributed at the Education UK Exhibition this year.

Feedback from the delegates in Dhaka and Chittagong




One of the delegates commented *'The market is bit slow at the moment due to global politics. Need to focus on branding and partnership with local institution'*

Further marketing opportunity:

We have targeted wide databases of students who have attended recent seminars as well as other events in Chittagong, Sylhet and Dhaka during earlier Schools Missions, Open Days and Education UK Exhibition in Dhaka, Chittagong and Sylhet. We would be able to provide information to UK institutions on market trends, subject interests, level of qualifications of students 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 preferences or levels 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. We are planning to hold [UK Institution's Promotional Campaign](#) as well which is cost effective and designed to help UK institutions to promote themselves remotely.

There are a number of other options where we can promote your institution digitally.



SIEM Bangladesh has a suite of [Digital services](#) that can help you reach a wide yet focussed range of students across geo targeted audiences and specific social media and web platforms. We have one of the highest Facebook followers in SIEM globally and would be happy to create an effective digital and social media campaign for you as per your needs and objectives to ensure you are receiving the optimum returns on your investment in digital marketing for student recruitment and profile raising purposes.

Call to action

To participate in any of the events mentioned here please send your expression of interest to Shegufta.ahmed@bd.britishcouncil.org or siemsouthasia@britishcouncil.org