



## SERVICES FOR INTERNATIONAL EDUCATION MARKETING

### University of East London did Spot Admission in Bangladesh

8, 11 and 15 November 2014  
In British Council

**British Council - Dhaka**  
8 November 2014

**British Council - Sylhet**  
11 November 2014

**British Council - Chittagong**  
15 November 2014

University of East London held a programme offering spot admissions and counselling sessions at 3 British Council offices across cities in Bangladesh. They have welcomed around 100 visitors in Dhaka, 121 in Sylhet and 28 in Chittagong.

The counselling session covered key features of UK qualifications, subjects offered by the institution, study methods in the UK, qualifications that can be obtained, entry requirements, English language requirement, how to select an institution, tuition fees, accommodation, living expenses, scholarship opportunities and visa related information.


The University thought that result of its contact with the British Council is more favourable than before. The delegate acknowledged that venue, facilities and logistical support provided by the British Council was excellent. Overall they rated the services provided by the British Council as good.

#### **We designed a special promotional campaign for UEL which included the following:**

- Target emailing to local schools, universities and other organisations
- Banner display for one week prior to the event at British Council offices in the three cities.
- Brochures and flyers displayed at British Council offices in the three cities
- Facebook campaign in EducationUK Bangladesh and British Council Bangladesh country page
- Email and SMS shots to O/A level candidates, visitors from recent events and visitors who showed interest about UK education

Besides the promotional campaign, UEL took the opportunity to promote their event through the 'International Customer Service Week' in British Council Bangladesh which took place from 13 - 16 October 2014.

- We distributed flyers among the visiting customers and on behalf of the university 1000 flyers were distributed to the visiting customers (mainly O/A level candidates, IELTS registrants.)
- UEL also sponsored the 'Online Chat session on Facebook' on 14 October 2014 which was conducted by British Council staff on Studying and Living in the UK and the event page was branded by the image of University of East London. Through this they also promoted their Spot Admission session.



2000 visitors visited during Customer Service Week where a number of workshops on IELTS, counselling session on Studying and Living in the UK and a quiz competition was held during the week.

158 fans participated in the 'Online Chat Session on Facebook' during Customer Service week which reached 687 people.

### **What did UEL get out of the campaign?**

- We received a good number of queries in response to our email shots. We forwarded those to the UK delegate.
- We received a number of queries through Facebook as well which were redirected to the university's local representatives.
- The institution issued a number of offer letters in Dhaka, Chittagong and Sylhet.
- According to the institution, students in Dhaka showed interest for Business studies, students in Sylhet did not show interest for any particular course and the students in Chittagong showed interest for Engineering and Architecture

### **Comments made by the institution:**

- This is a growing moment. We can potentially increase our opportunities to the students of Bangladesh.
- Majidur Rahman, Enrolment Officer-South Asia thanked for our support and help in organising our spot admissions. The events brought in a good number of students from 3 Cities; Dhaka, Sylhet and Chittagong. The marketing campaign ran by the British Council SIEM team for promoting the recruitment event, especially the Facebook events, both British council and Education UK has been acknowledged as helpful.

### **How to apply?**

If you are interested in our promotional campaigns, please write to us:

Shegufta Ahmed  
Project Coordinator-Services for International Education Marketing-SIEM  
Tel: +880 (02) 8618905 Email: shegufta.ahmed@bd.britishcouncil.org