



SERVICES FOR INTERNATIONAL EDUCATION MARKETING

UK Education Open Day: Dhaka

1 November 2014

Venue: British Council, Dhaka

Counselling session: 11am - 4pm

Format: Table top

Local agents participated:

- BSB Global Network
- CUBIC Education
- N & N International Education Consultancy Ltd
- Pinnacle Counselling Centre

UK Education Open Day had been organised for the local agents of different UK institutions. The event was open for all. No pre-registration or entry fee was required for the visitors. During the event SIEM team and the IELTS team were present to respond to respective queries of the visitors.

Throughout the day the IELTS team presented videos, which covered different features of IELTS, top tips, necessity of IELTS and what British Council offers to the IELTS candidates. The IELTS team distributed flyers with information on test dates, mock tests and IELTS registration.

During the event we presented **videos** covering student experiences in the UK, UK life and culture, weather and success stories of students. We distributed a **web-guide** which consists of different useful websites relating to studying and living in the UK along with a **booklet** with profiles of local agents. We took this opportunity to promote the Student Insight Survey (SIS) through the booklet.

Display banners of GREAT, EducationUK and IELTS were showcased at the venue.

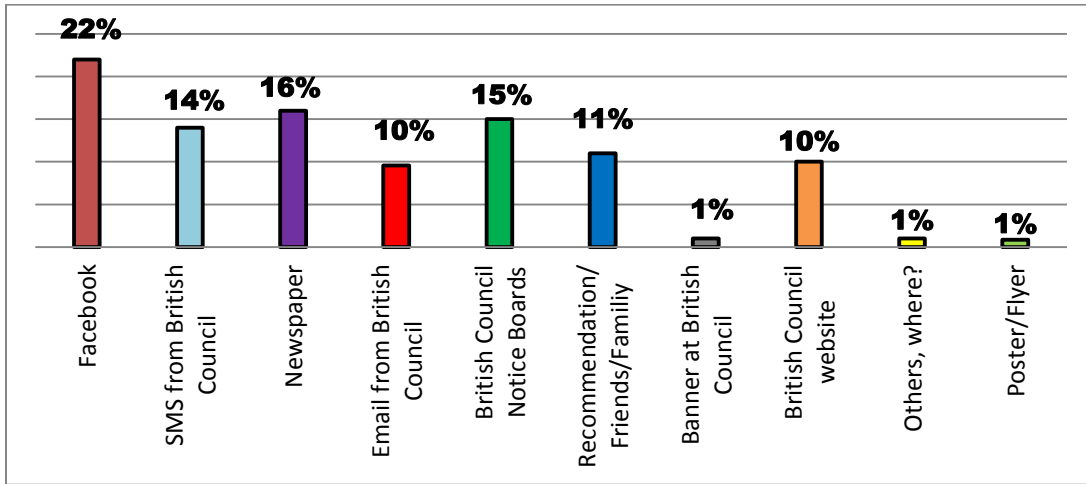
Pre-event marketing campaign

The event was preceded by a marketing campaign:

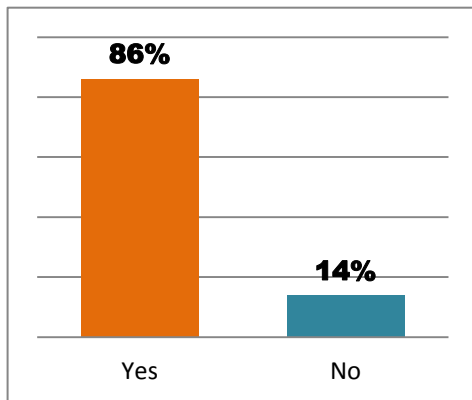
- Event information distributed through British Council e-newsletter to 10000+ contacts
- Advertisements in EducationUK Bangladesh Facebook page, which has 14.3K fan base.
- Event promotion on British Council Bangladesh website.
- Promoted the event on British Council Bangladesh Facebook page, which has 438K fan base.
- SMS and email shots sent to O/A level students, IELTS candidates and participants of recent O/A level and IELTS registrants.
- Banner and poster display in British Council office in Dhaka, Teaching centre in Dhanmondi and Satellite centre in Uttara.
- Flyer distribution from British Council Dhaka customer service, handbill distribution in prime locations around the city as well as distribution of event flyers to different local institutions in Dhaka including IELTS registration points.
- Advertisements in the Prothom Alo, the most popular newspaper of Bangladesh on 31 October 2014.

Statistics from the visitor survey

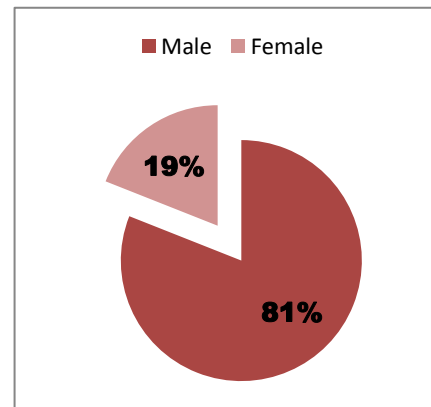
Like every event we ran visitor survey during the event. Below graphs are formed based on the survey,



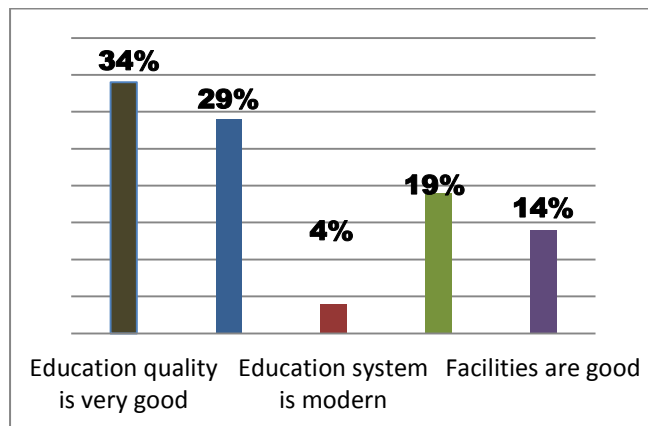
Graph: How did you find out about this exhibition?



Graph: Did this seminar/counselling session provide you with the information you were looking for?



Graph: Are You Male or Female?



Graph: Reason for interest in choosing UK as a destination to study.

Event photo

Event photos can be found in the link <http://bit.ly/OpendayDhaka>.

Visitors' feedback:

- *"...I am very happy with the services provided."*
- *"Agents are so co-operative. Thank you for the useful information and co-operation, it is very helpful to us."*
- *"Agents are very free and frank I am very happy to talk with them. I am pleased with British Council for organising such event on UK Education."*

Agents' feedback

- Md Mahmudur Rahman Khan of BSB Global Network commented, "Most of the students are prospective and interested for studying in the UK".
- Md Abdur Rahmna Khan of N & N International Education Consultancy Ltd commented, "Market is very much better than before for the UK."

Upcoming events

- UK Education Open day in Sylhet on 29 November.
- UK Institutions' Promotional Campaign on 14 December 2014 in Chittagong.

Contact information

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