

**Venue:** British Council, Sylhet

**Counselling session:** 11am - 4pm

**Format:** Table top



A **UK Education Open Day** had been organised in Sylhet for local agents of various UK institutions. The event was open for all and no pre-registration or entry fee was required for the visitors. During the event, the SIEM team and the IELTS team were present to respond to respective queries of the visitors. The local agents who participated in the event were:

- [BSB Global Network](#)
- [N & N International Education Consultancy Ltd](#)
- [Pinnacle Counselling Centre](#)
- [RSL Education Counselling](#)

Throughout the day, the IELTS team presented videos, which covered different features of IELTS such as, [IELTS Listening Tips](#), [IELTS Reading Tips](#), [IELTS Speaking Tips](#) and [IELTS Writing Tips](#), the necessity of sitting the IELTS and what the British Council offers to IELTS candidates. The IELTS team distributed flyers with information on test dates, mock tests and registration.

[British Council's English Team](#) joined the event for the first time with the aim of helping students with English and also doing some market research on content needs.

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 the opportunity to promote the [Student Insight Survey \(SIS\)](#) through the booklet. We kept provision for on spot participation in the Student Insight Survey (SIS) as well at the venue.



Display banners of GREAT, Education UK and IELTS were showcased at the venue. Over 250 students received information at the event.

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

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## Pre-event marketing campaign

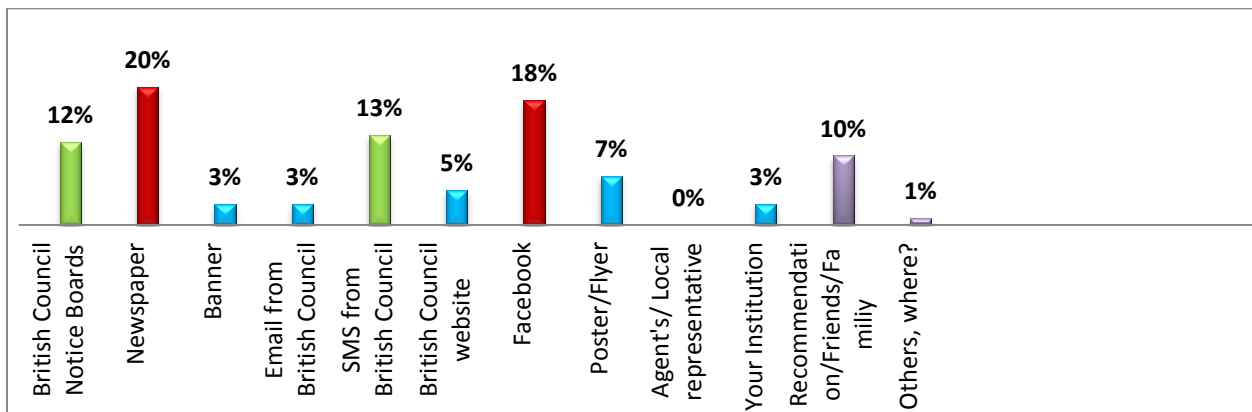
The event was preceded by a marketing campaign designed to generate interest amongst students and influencers:

- Event information distributed through British Council e-newsletter to 10000+ contacts
- Advertisements in EducationUK Bangladesh Facebook page, which has over 15K fan base.
- Event promotion on British Council Bangladesh website.
- Event promotion on British Council Bangladesh Facebook page, which has over 477K 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 Sylhet and IELTS registration points.
- Flyer distribution from British Council Sylhet customer service, IELTS registration points and distributed event flyers at different local institutions in Sylhet.
- Advertisement in a local newspaper [The Daily Sylheter dak](#) and [Prothom Alo](#), the most popular newspaper of Bangladesh.

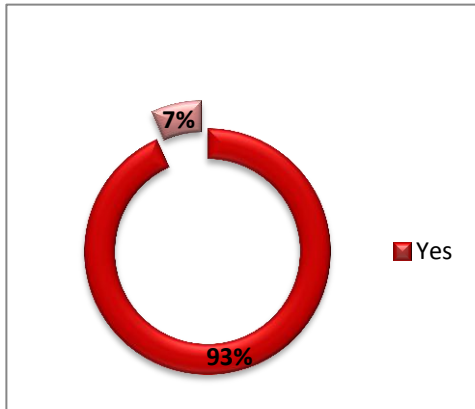


## Statistics from the visitor survey

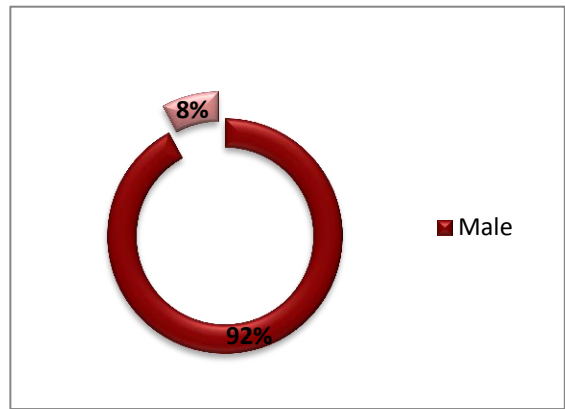
We ran a visitor survey during the event. Below graphs reflect findings from the survey,



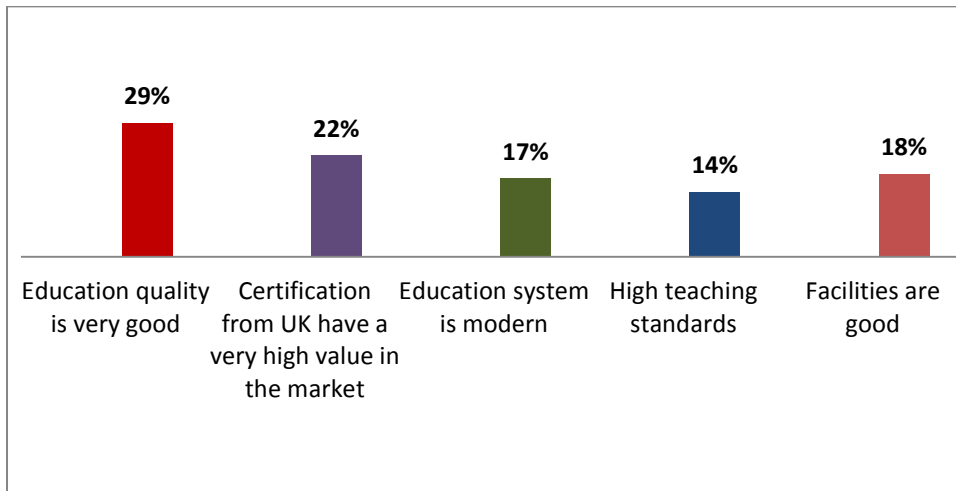
Graph: How did you find out about this exhibition?



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.



#### Visitors' feedback

- Saifur Rahman of Moulvibazar Govt. College said, "It's very important to me. I got many information by visiting the event."
- Md. Sakhawat Hossain of Sylhet International University mentioned, "The local representatives of the UK institutions provide valuable information for us."
- Uttam Kumar Dey of Metropolitan University Sylhet quoted, "UK education is very good. Their education system is modern."
- Rajosree Purkayastha Shahjalal University of Science and Technology commented, " British Council can take initiative to organise similar kind of event in various local institutions in participation of both UK institute and local representative."

#### Upcoming events

- [Education UK Exhibition February 2015 in Dhaka, Chittagong and Sylhet](#)



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