

**Venue:** British Council, Rafique Tower, Chittagong and Roseview Hotel, Sylhet, Bangladesh

**Activity:** Seminar on Studying and Living in the UK along with interactive briefing session on IELTS and its digital resources

**Participating institutions:**

1. BPP University
2. Middlesex University

**Seminar on Studying and Living in the UK:** Shegufta Ahmed from the SIEM team presented on the key features of 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 fees, accommodation, living expenses, scholarship opportunities and visa related information which was followed by a Q/A session in Chittagong and Sylhet on 9 January and 5 March 2016 respectively. Over 70 visitors attended the seminar in Chittagong and 200 people attended the seminar in Sylhet. The presentation was delivered in two slots to accommodate small groups of genuine students who could get answers to their specific questions.

Similar events will be held in

- Dhaka on Saturday, 3 September 2016
- Chittagong on Saturday, 7 January 2017
- Sylhet on Saturday, 18 March 2017

**Interactive briefing session on IELTS and its digital resources:** An interactive presentation by the IELTS team covered different features of IELTS examinations, top tips, importance and relevance of IELTS and what the British Council can offer to IELTS candidates. Four video presentations were shown covering tips on four IELTS modules.

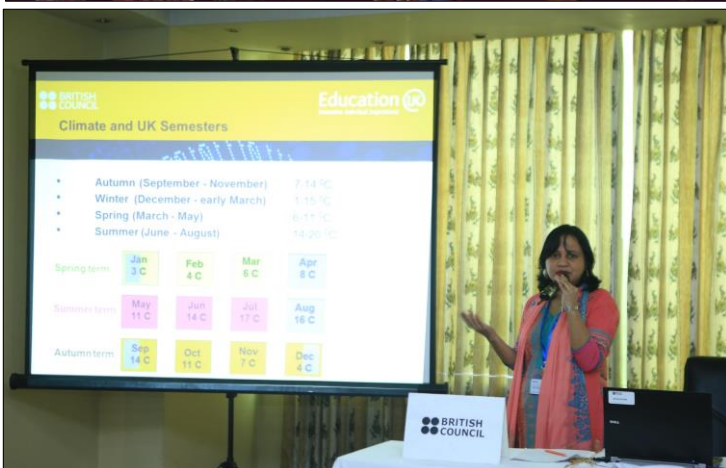
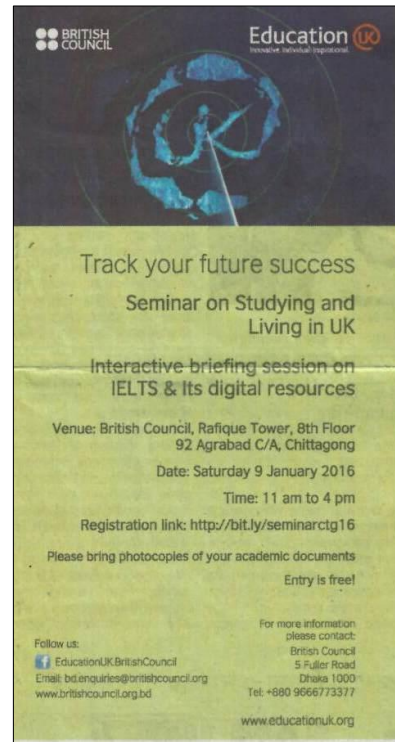
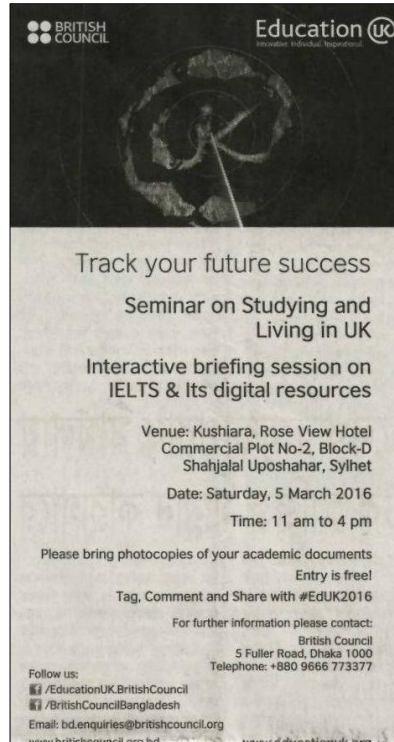
**Distributing flyers and displaying banners:** The British Council distributed prospectuses and displayed banners on behalf of Middlesex University in Sylhet. The students were very enthusiastic in collecting brochures and participating in the Q/A session. The British Councils Scholarship Guide 2016-17 was also distributed which received a lot of interest from the students in both cities.

**Pre-event marketing campaign**

The seminars 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 10000 Bangladesh 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, IELTS tuition providers and participants of recent exhibition and 'Open Days'

- Displayed banners and posters in British Council offices in Chittagong and Sylhet
- Distributed flyers from British Council customer service in Chittagong and Sylhet,
- Displayed banners at British Council offices in Chittagong and Sylhet
- Advertised in local newspaper –Daily Azadi in Chittagong and Sylheter Dak in Sylhet

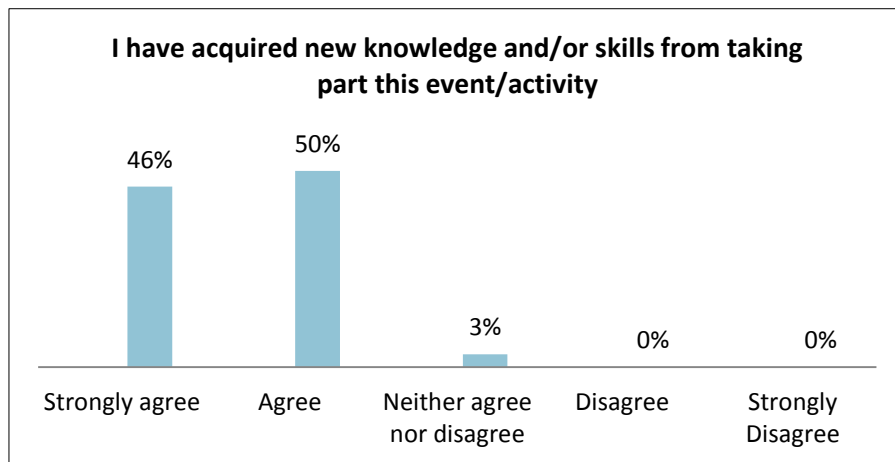
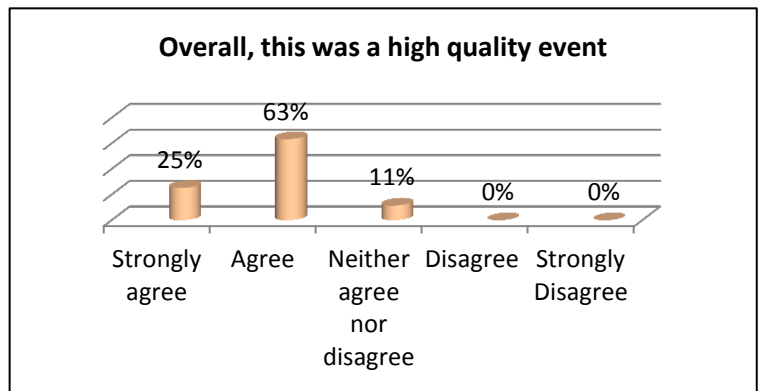
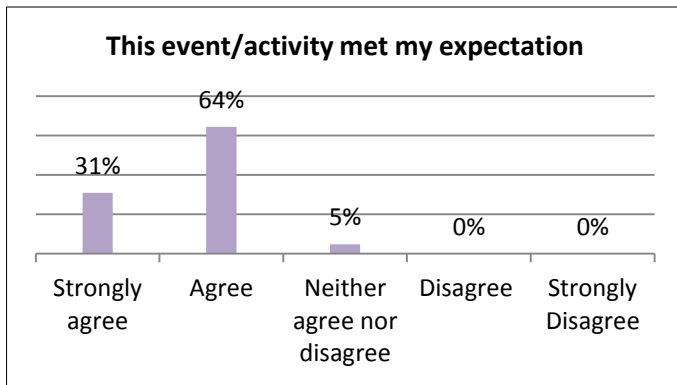


Photos of 'UK Institution's Promotional Campaign' in Chittagong and Sylhet

**Highlights of the event:**

Over 70 visitors attended the event in Chittagong and 200 in Sylhet. The audience was highly focussed and extremely interested in the presentations and discussions. Students were very keen to learn about the recent changes in visa procedures, UKVI IELTS system, BRP and Health Surcharge policy. These 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 collected the Scholarship Guide from the British Council booth.

**Feedback from the event in Chittagong and Sylhet**




**Further marketing opportunity:**

Similar events will be held in

- Dhaka on Saturday, 3 September 2016
- Chittagong on Saturday, 7 January 2017
- Sylhet on Saturday, 18 March 2017

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, levels 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.

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 the event please send your expression of interest to [Shegufta.ahmed@bd.britishcouncil.org](mailto:Shegufta.ahmed@bd.britishcouncil.org) or [siemsouthasia@britishcouncil.org](mailto:siemsouthasia@britishcouncil.org)