



SERVICES FOR
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EDUCATION
MARKETING

Ottolie Wekezer

Exciting Opportunities in Pakistan – Engage, Connect Market and Recruit

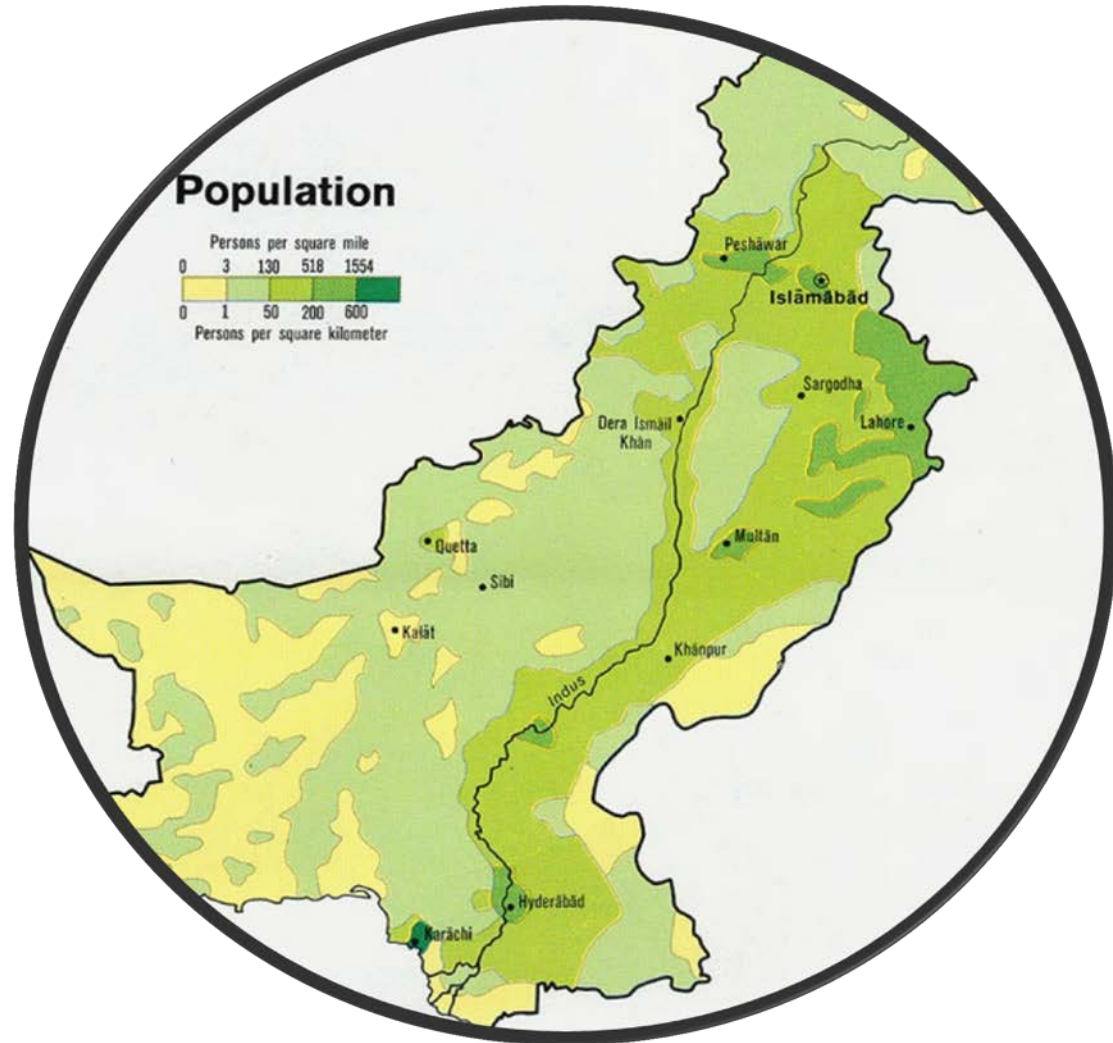
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www.britishcouncil.org/siem

SIEM in Pakistan

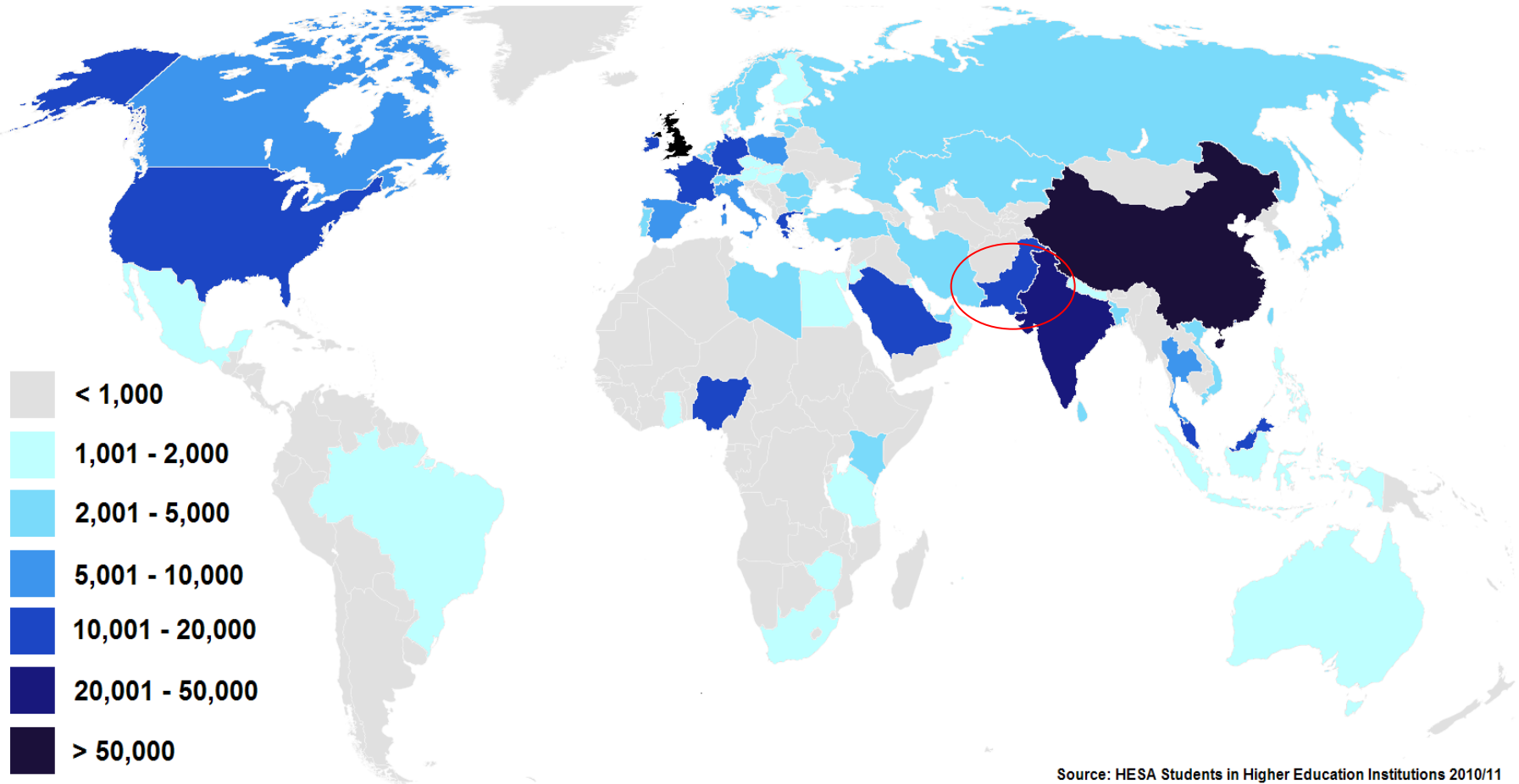
Presentation Aims:

- Market overview
- BCSIEM Corporate Initiative
- Career Counsellors Symposium
- Marketing Opportunities
- Virtual Exhibitions
- Emerging Markets Campaign



Market Overview

Non-UK domicile students at UK HEIs by country of domicile 2010/11



Source: HESA Students in Higher Education Institutions 2010/11

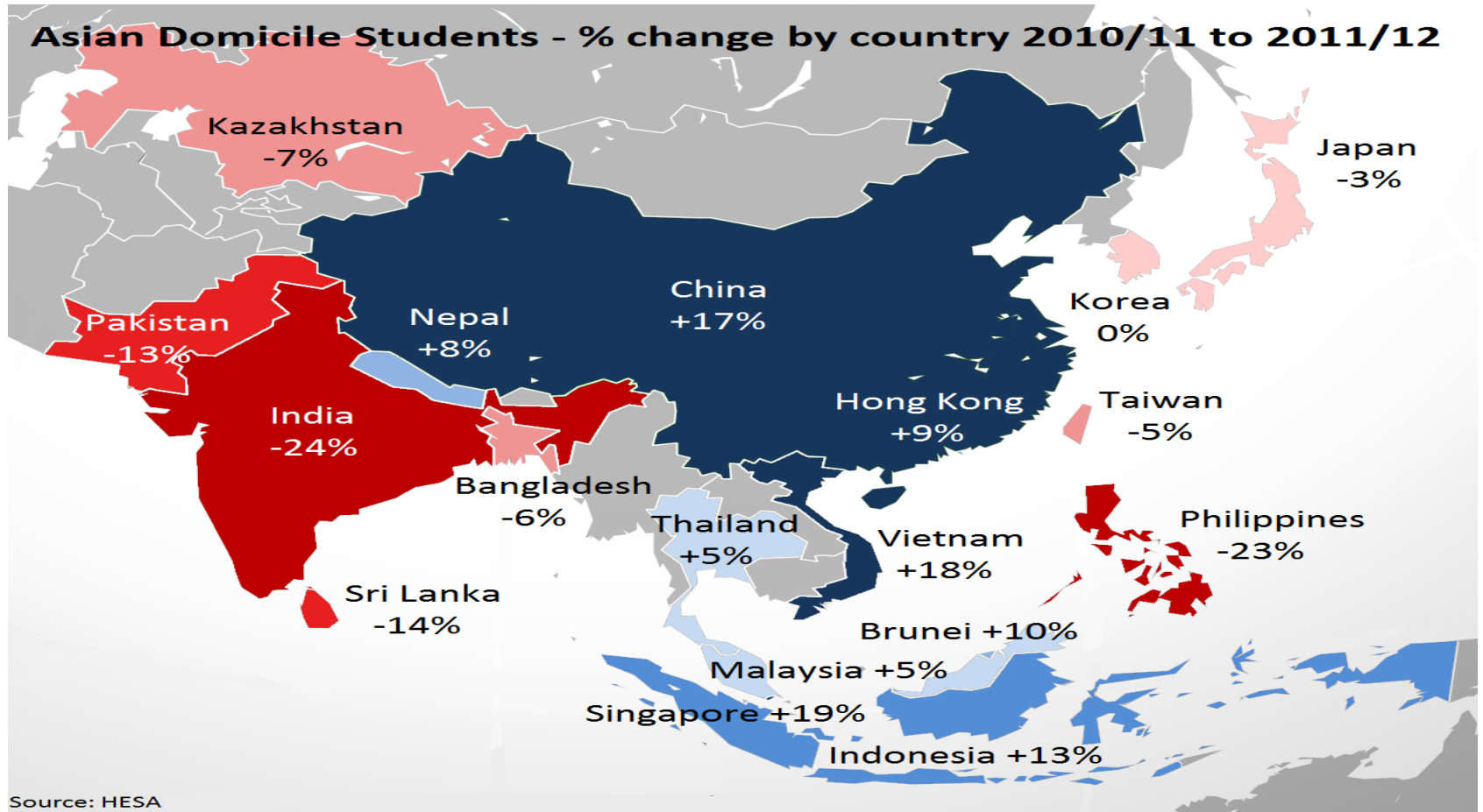
Top Ten Non-EU Countries 2009/10 – 2010/11

Top ten non-EU countries of domicile in 2010/11 for HE students in UK Higher Education Institutions

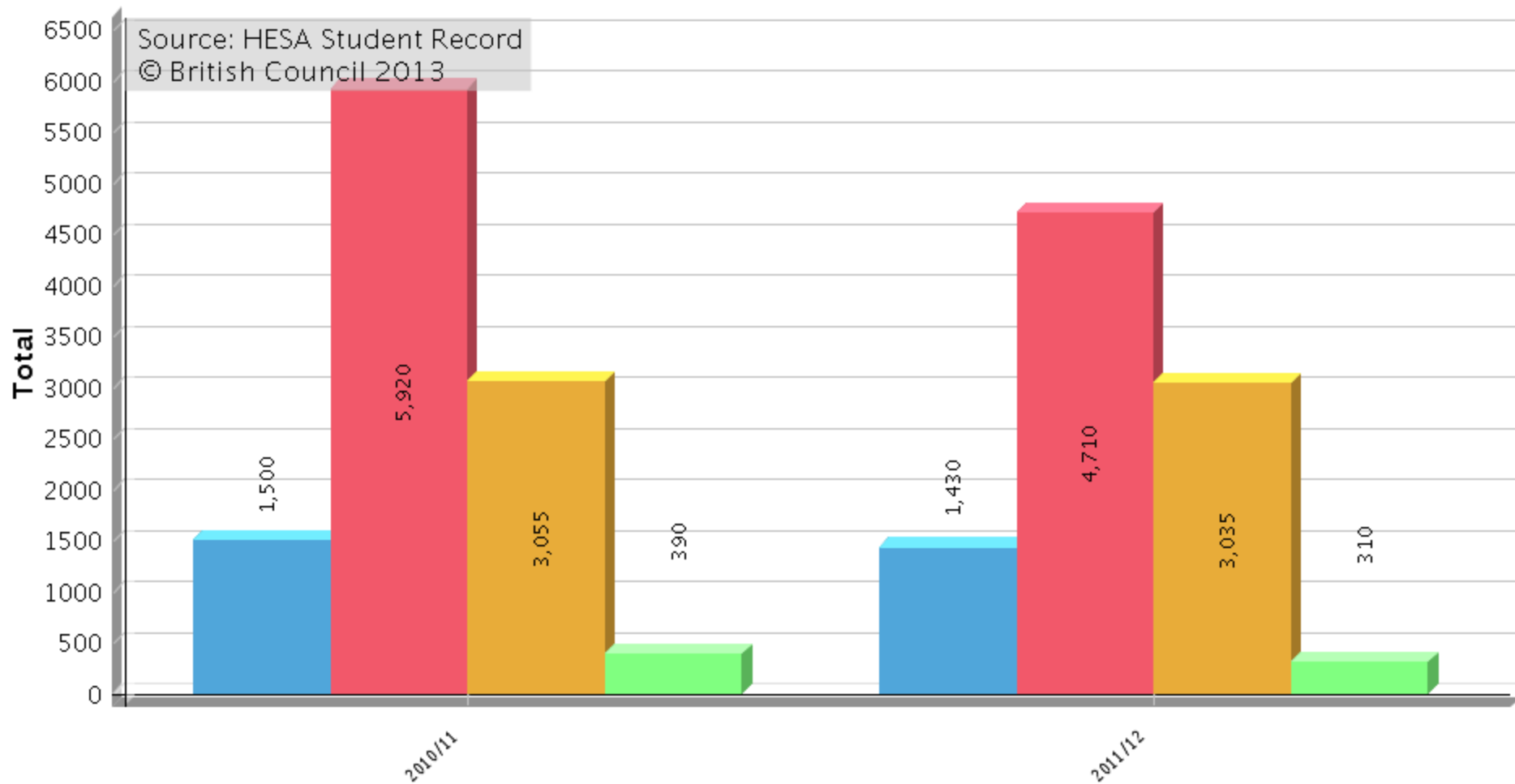
Country of domicile	2009/10	2010/11	% change
China	56990	67325	18.1%
India	38500	39090	1.5%
Nigeria	16680	17585	5.4%
United States	15060	15555	3.3%
Malaysia	14060	13900	-1.1%
Hong Kong	9945	10440	4.9%
Saudi Arabia	8340	10270	23.1%
Pakistan	9815	10185	3.7%
Thailand	5505	5945	8.0%
Canada	5575	5905	5.9%
All other non-EU countries	100290	101915	1.6%
Total non-EU domicile	280760	298110	6.2%

Source: HESA Students in Higher Education Institutions 2009/10, 2010/11

Asian Domicile Students ; % change by country



Level of study, Country of Domicile



Postgraduate Research, Pakistan
First Degree, Pakistan

Postgraduate Taught, Pakistan
Other Undergraduate, Pakistan

Exciting opportunities in Pakistan:
Engage, **C**onnect, **M**arket and **R**ecruit

Exciting opportunities in Pakistan:
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BC SIEM PAKISTAN OFFER





British Council Education UK and UK Trade & Investment's
Corporate Initiative

- In 2012: Four Employers' Fairs organised in UK with 14 Pakistani Employers
- In 2013: Three Fairs held in Pakistan with 24 Pakistani Employers
- In 2014 Feb: plan to hold Fairs back in UK (EOI will be share in

Key Objectives:

- Help control the brain drain from Pakistan
- Employability of UK graduates in the Pakistani job market
- To connect the HR departments of Pakistani organisations to UK universities placements offices for them to get a better understanding of the job market and recruitment procedures in Pakistan.

Key Message: The more employable your students are the better you can market yourself in Pakistan.



British Council Education UK and UK Trade & Investment's Corporate Initiative

- University of Westminster
- City University London
- University of Greenwich
- University of Bedfordshire
- Middlesex University
- University of Oxford
- University of Reading
- Royal Holloway, University of London
- University College London UCL
- Kingston University London
- The University of Sheffield
- Manchester Metropolitan University
- Cardiff University
- University of Leeds
- University of Salford
- The University of Aberdeen
- Robert Gordon University
- University of Abertay Dundee
- University of Stirling
- Glasgow Caledonian University
- University of Edinburgh
- Heriot-Watt University Edinburgh
- University of the West of Scotland
- University of Strathclyde



University
of Glasgow



The University of Manchester



British Council Education UK and UK Trade & Investment's Corporate Initiative



Pakistani High Commissioner , his Excellency **Mr. Wajid Shams-ul-Hasan** Addressing the Business Community in UK



Launch Event with Francis Campbell, Director UKTI and Deputy High Commissioner Pakistan



British Council Education UK and UK Trade & Investment's
Corporate Initiative



Fair Held at University of Hertfordshire



Fair Held at Brunel University

“Extremely valuable and informative...Knowledge of recruitment practices and key employers...An additional suggestion is making the material accessible to careers services that could not be here today” -Kate Croucher, Acting Director, Placement and Careers, Brunel University

British Council Education UK and UK Trade & Investment's
Corporate Initiative



Fair Held at University of Glasgow



Fair Held at University of Manchester

'Excellent. Thank you...Received an overview of the Pakistani Graduate Recruitment Market.' - Tracy Wells, Assistant Director, **Oxford University Careers Service**



British Council Education UK and UK Trade & Investment's
Corporate Initiative

- United Energy Pakistan
- Surridge & Beecheno
- Seed Ventures
- Sidat Hyder Morshed Associates
- Siemens Pakistan
- National Foods (Ltd.)
- L'oreal Pakistan
- Kings Group
- Indus Motor Company (Ltd.)
- Abacus Consulting
- Barclays Bank PLC
- Fatima Group
- Engro Corporation Ltd.
- Arif Habib Limited

“A communication channel has been established and a lot of questions were answered regarding students and employment. We

would never have been able to

‘I would like to thank the British Council team for this initiative and giving us the opportunity to network and reach out to Career

Offices and students at the top

‘The fair also provided the opportunity to explore disciplines that are taught internationally, and that are not taught at local universities in Pakistan’ -

National Foods



British Council Education UK and UK Trade & Investment's Corporate Initiative 2013

Karachi - Lahore - Islamabad

- In Karachi, Lahore and Islamabad with 24 Pakistani Employers
- Over 700 UK Alumni attended



British Council Education UK and UK Trade & Investment's
Corporate Initiative 2013
Karachi - Lahore - Islamabad



Islamabad

Lahore





Get involved in the 2014 Fair (February)

Benefits for Host Institution

- Opportunity to promote you Institution with Pakistani employers
- An opportunity to understand Pakistani job market needs; to tailor career counselling practices for Pakistan
- An excellent chance to stay abreast with the market employment opportunities
- An opportunity for International offices to improve employment prospects for their students
- An opportunity for their returning students to engage and interact with employers; who would otherwise experience a disconnect after being away from the country

The Fair is intended to be held in Four locations in UK and is tentatively scheduled for February 2014.(Final dates will be shared end of July)

- Participation Fee for hosting the event
- Universities to host the event within their campus (to provide venue for fair, accommodation for the delegates and lunch for delegates on the day of the fair)

Career Counsellors' Symposium

PURPOSE



To provide a professional development platform for career counselors, giving them an opportunity to learn new skills and network with colleagues from across the country. Both days are packed with productive and exciting opportunities for professional development through interactive and innovative sessions on a variety of topics as well as moderated discussions on pressing issues around counseling, career guidance and education.

Get involved and promote your brand

Nominate Speakers: Keeping in mind objectives of the symposium ,UK universities are invited to facilitate sessions at the event under their knowledge transfer agenda.. This is an excellent opportunity to build and expand your network with key student influencers.

Sponsorship Opportunities:

UK Institutions can sponsor lunches, tea and book an information booth at the event

Also we do training through out the year – why not get involved when you next visit?

Topic areas

- Opportunities and Challenges in Education Sector in Central South Asia
- Harvesting Technology to address the national educational challenges
- What do employers look for in a candidate when hiring?
- The importance of specialist vocational training in job market ?
- Academic Linkages & Research Collaboration
- Transnational Educational Programmes: a paradigm for the future

A Glimpse of 2011, 2012, 2013



**Beaconhouse National University
October 2011, Islamabad**



Comsats 2012, Islamabad



**Bahria University
June 2013, Karachi**

"Brilliant– well done British Council!"

'Very informative and excellent discussions; the time passes quickly; wants to learn more but the duration is short. Everything is well arranged.'

"Very creative and thought provoking sessions. Thank you!"

Education UK Magazine

- 10,000 copies published
- Distributed nationwide to Schools, Universities, Libraries, Corporate Partners, Student Counsellors & Education Agents
- Articles on UK Alumni, emerging trends in internationalising education, career counselling and other topics student influencers need to know about UK education



Branding Opportunities

UK Universities & Colleges are invited to share **articles** for the publication under their knowledge transfer agenda. Placement/Career offices have an opportunity to share content free of cost. The articles can not be a marketing pitch,

Sponsorship Opportunities:

An opportunity to place your **advertisement** as well as advertorials. Please refer to BCSIEM website

All slots booked for 2013 publication which will be ready by November 2013.

Next publication due in November 2014



2013 Magazine Due Out in September

LSE THE LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE

The world's leading social science institution



Kiran Akmal, Islamabad
MSc Social Policy and Planning

LSE inculcated in me a culture of responsibility, looking for answers through research, challenging the norms, and expressing myself through writing. All of these skills are necessary for my present job, as is the methodical approach to work that the School gave me.

Muhammad Ashiq Ur Rehman, Karachi
MSc International Employment Relations and Human Resource Management

An LSE degree doesn't only help you get a good job, it also gives you skills that have an overall positive impact on your whole life. With its world-class research, its amazing public lectures, its prime location in London, and its incredible cultural diversity, LSE is unique.

Shahryar Malik, Lahore
MSc Analytics, Design & Management of Information Systems

What makes LSE a phenomenal experience is its people. The faculty are unmatchable and are often authorities in their area of expertise with world class research and publications under their belts.

Shahid Raza Rahman, Lahore
LSE & LL.M

The cutting edge academic environment and the constant exchange of ideas, encouraging experiential intellectual development, are two of the aspects of LSE I longed for. My LSE degree was extremely helpful to me now in terms of career development, and the British academic philosophy "to know the cause of things" has given me a diverse intellectual approach in my chosen profession.

Maha Rahman, Karachi
MSc NGO Management

The LSE degree has contributed immensely to who I am today, both at a professional and a personal level. It has enriched my knowledge base, sharpened my critical thinking skills and advanced my analytical skills. Coming from Pakistan and studying at LSE is a truly multi-dimensional experience. It is an opportunity that shouldn't be missed.

Wasim Sajjad, Lahore
MSc Social Policy and Development

I most enjoyed working with LSE's teachers. Their work had a very international focus and they were geared towards interacting with students from all over the world. LSE is a big name and people are always interested in you when they know you went there.

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THE UNIVERSITY of York

The University of York is widely regarded as one of the UK's premier universities with an international

Support services for Pakistani students:

- Prayer room on campus
- Local mosque within a short walking distance from the University
- Halal food available in most of our cafes and restaurants
- Single-sex accommodation available
- Over 180 social, cultural and religious societies on campus, including the Islamic Society and the South Asian Society.

UNIVERSITY OF EXETER

Study at Reading

Exeter is ranked 7th out of 122 UK universities

The Sunday Times University Guide 2013

POPULAR SUBJECTS

- Accounting and Finance
- Economics
- Geography
- Biochemistry
- Engineering
- Law
- Business Management
- Medicine
- Politics
- Computer Science
- Mining
- Psychology



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THE WORLD BUSINESS 2013

International Exeter

Virtual Exhibition

Education UK
Virtual Exhibition

October 24– 2 November, 2013

- Pakistan boasts +30 million people connected to the internet, via PC & mobile phones and this number is growing rapidly.
- Potential students, counsellors and parents in the country are turning to the internet now more than ever to get up-to-date and quality information when making the decision to apply for a foreign institute.
- For many UK Colleges and Universities, VE 2013 will be the best way to interact directly with potential Pakistani students, instead of coming out to the country if security concerns exist
- Virtual events are cost-effective and less-challenging than holding a physical exhibition in Pakistan

Our USP: Last year **We trained around 370 students across Pakistan to promote and market the exhibition.** These students set up IT camps in their institutions and helped fellow students to make use of the virtual exhibition. We will do this again for the 2013 fair in October



Key Statistics

3 Key statistics	Year 2010	Year 2011	Year 2012
Website	www.eukvirtualexhibition.com.pk		
Duration	22-Nov	21 November	28-Nov
	- 4 December 2010	- 30 November 2011	- 7 December 2012
No. of exhibitors	45 UK Institutions	38 UK Institutions	32 UK Institutions
Active/registered users			
(registered visitors who actively engaged with content of the platform via downloading information/offline query/online chat)	2391	2347	2982
Chat sessions held	566 hours	674 hours	727 hours
Visitors origin			
(Number of cities covered)	Over 15 cities	Over 15 cities	Over 25 cities



Virtual Exhibition 2013 – Open for Recruitment

24 October – 2 November, 2013

Participation Fee £ 1,000

<https://siem.britishcouncil.org/exhibition/education-uk-virtual-fair-pakistan-2013>



Education UK Virtual Fair Pakistan 2013

24 October, 2013 - 2 November, 2013

Education UK Virtual Fair Pakistan 2013

Status:

OPEN FOR RECRUITMENT

Update:

Post event report available from the 2012
Virtual fair at the bottom of this page.



Register Now

Participation Fee Includes

- Your own Micro-Site which can be used to upload content and downloadable materials, photos and videos, etc.
- Your own chat room, where chats can be scheduled at your convenience
- Your logo will be prominently displayed on the registration portal as well as on other promotional material
- The option to track queries that are answered offline



Education UK Virtual Exhibition 2012 November 28 – December 7

Want to learn more about studying and living in the UK?
Log onto British Council's Education UK Virtual Exhibition 2012.

Interact directly with representatives from over 30 UK institutions.
Take part in live chats, ask offline queries or access content.
Get information on scholarships, programmes, admission procedures,
student facilities and more.

All activities are being conducted online – and you can participate at
your convenience, from the comfort of your own home, school or office.

Register to attend today at www.educationuk.org.pk/virtualexhibition

Designing Your Own Future

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 EducationUK_PK



- The event will be formally launched with a senior member of British Council Pakistan's team, influencers from the education sector, as well as media.
- A comprehensive media campaign will follow, including adverts placed newspapers that are in English, Urdu and a handful of other local languages. Radio spots and interviews will be aired in both English and Urdu, as well as a compressive digital and social media campaign promoting VE 2013.



Employers' Directory:

Price: GBP 350

CONTENT

- **General information about the top employer's**
- **Employment Advertising routes**
- **Various steps in the hiring process**
- **Detailed information of key employer's**
- **Methods to short list candidates**
- **Salary ranges according to the level of UK education achieved**

Will be ungraded every two years

Globally Universities keep on upgrading their courses addressing the needs of industry and other institutions, universities may strengthen their strategic plans using this directory in the long term. The directory also provides an opportunity for international institutions to initiate and strengthen a relationship with Pakistani employers

Benefits:

- Career Services Centres will get access to a ready-made catalogue of Top Ranked employers in Pakistan.
- This directory will help the UK career centres to assist Pakistani Students in seeking employment; ultimately enhancing the significance of the centres among their Pakistani intake

Throughout the Year:

Direct Marketing , Alumni Relations & Consultancy work

Our direct marketing work includes:

- Advertising, ranging from management of a full campaign to placement of institutional profiles, event listings, advertorials and articles in relevant local media
- Digital and social media, including e-mail shots, placement on Facebook, Twitter, blogs, etc
- Events Management, including presentations, workshops, seminars, lectures, interviews, receptions, graduation ceremonies, alumni activities and press and media events

Other Consultancy Services:

Consultancy is a bespoke service which includes a range of one-off support packages, focused on the specific business needs of a UK institution. Some examples of consultancy services may include:

- Event management such as setting up seminar sessions for school counsellors of a specific market
- Assistance with itinerary and appointment booking for UK visitors (briefing on security and providing logistical support)
- Pre-departure briefings/visa guidance seminars and/or sessions
- Specialist support and guidance may also be sourced for institutional initiatives such as product launches, scholarship promotion, and meetings with key influencers, research initiatives etc
- Market briefings and support with Marketing/International strategy in Pakistan

NEW - Emerging Markets Campaign

September 2013

The road show aims to provide a platform to UK institutions to promote their **undergraduate offer** across schools in these cities. **4 cities in Punjab: Multan, Bahawalpur, Sialkot and Faisalabad**

Benefits: an opportunity for UK institutions to explore a number of recruitment hotspots with upcoming potential in tier 2 cities. Opportunity to network with teaching staff/counsellors and senior management of the institutions

Costs (FULL)

A participation fee of £900+VAT will be charged per UK Institution towards the visits.

Local travel within the cities will be covered by the British Council.

The visits will be open to a minimum of 5 UK institutions and maximum of 10 institutions

LET US KNOW IF INTERESTED IN UG/PG Road Show in January of February

