

REPORT ON BRITISH COUNCIL STUDY UK COUNSELLORS' SYMPOSIUM 2020



About the event

The Study UK Counsellors' Symposium 2020 was held at the British Council Library in Karachi on 10 February 2020. The Counsellors Symposium was brought back to Karachi after a gap of five years.

The 2020 Counsellors Symposium was held in partnership with:

1. [Warwick University](#)
2. [Brunel University of London](#)
3. [The University of Law](#)

The one-day event was attended by almost 80 student counsellors, career advisors, education professionals, education agents and consultants from across five cities in Pakistan.

The British Council Study UK annual Counsellors' Symposium is a unique professional development platform for career counsellors; it is an opportunity for them to acquire new skills and techniques and network with colleagues from across Pakistan in order to share best practices and challenges associated with student counselling. The programme was curated with the overarching theme '**Counselling for 2020**' and enabled interaction, insights and engagement of a diverse portfolio of stakeholders.

Amongst the speakers and trainers were professionals in career counselling, representatives from UK higher education institutions, leading senior academics and entrepreneurs. The speakers included:

- Mike Nithavrianakis- British Deputy High Commissioner, Trade Director for Pakistan
- Tom Parker, International Officer – Middle East and Pakistan, Warwick University
- Dr. Christopher S.Taylor- Vice President for Academic Affairs and Dean of Faculty, Habib University
- Dr Huma Baqai-Associate Dean and Associate Professor, IBA
- Umer Farooqi- HR Business Partner, Engro PowerGen
- Sami Ahmed Khan, Business Development Manager, The University of Law
- Zeeshan Riaz- Pakistan Representative, Warwick University
- Muhammad Ahad Gul- Manager Placement and Alumni-The City School Head Office
- Fehmida Saad-Founder and CEO Universal Educational Guidance
- Zainab Tariq- Programme Manager, Interactive Research and Development

The day was packed with exciting opportunities for professional development through interactive and innovative sessions on a variety of topics on pressing issues around counselling, career guidance and education in the UK in the context of the new decade.

The symposium is the only event in Pakistan that provides a platform for student influencers to meet and share best practices. The event is held on a rotation basis in the cities of Karachi, Lahore and Islamabad.

Programme

The programme theme was 'Counselling for the New Decade - 2020 and the sessions were designed accordingly:

Time:	Activity
0900 – 0915	Welcome Note Michael Houlgate-Director Sindh & Baluchistan
0915 – 1015	Sponsored Session: Game-changing personal statements for 2020 by Warwick University <ul style="list-style-type: none"> • Tom Parker (International Officer-Middle East & Pakistan) • Zeeshan Riaz (Pakistan Representative)
1015 – 1045	Networking Break
1045 – 1145	Panel Discussion: Gearing up for 2020 - Exploring emerging skills, subject areas and specialisation needed to align higher education with industry trends of the new decade Moderator: Khawar Abbas- Head of International Education Services, British Council Pakistan Panelists: <ul style="list-style-type: none"> • Dr. Christopher S.Taylor- Vice President for Academic Affairs and Dean of Faculty, Habib University • Dr Huma Baqai-Associate Dean and Associate Professor, IBA • Umer Farooqi- HR Business Partner, Engro PowerGen
1145 – 1245	Sponsored Session: The Case for a Better Future by The University of Law <ul style="list-style-type: none"> • Sami Ahmed Khan (Business Development Manager, Pakistan)
1245 – 1345	Lunch Break and Group Photograph Sponsored by University of Warwick
1345 – 1445	Panel Discussion: What's Next? - Divulging the challenges and opportunities for counsellors and educational advisors in 2020 Moderator: Tooba Iqbal-Manager International Education Services, British Council Pakistan Panelists: <ul style="list-style-type: none"> • Zeeshan Riaz- Pakistan Representative, Warwick University • Muhammad Ahad Gul- Manager Placement and Alumni-The City School Head Office • Fehmida Saad-Founder and CEO Universal Educational Guidance
1445 – 1530	Dialogue: UK as a Higher Education Destination in 2020 Michael Houlgate - Director Sindh & Baluchistan <i>in conversation with</i> Mike Nithavrianakis- British Deputy High Commissioner, Trade Director for Pakistan
1530 – 1600	Networking Break
1600 – 1645	Session: The Balancing Act - Addressing the work life balance challenge for counsellors and educationists-how to focus on personal wellbeing and manage stress

	<ul style="list-style-type: none"> Zainab Tariq- Programme Manager, IRD
1615 – 1700	<p>Closing remarks by</p> <p>Michael Houlgate-Director Sindh & Baluchistan , British Council</p>
1700 – 1730	Certificate Distribution

Promotional Activities

A range of promotional activities were undertaken to publicise the event.

1. Periodic promotional emails were sent to over 800 contacts in Sindh and Baluchistan and Punjab and KP. The emails were sent to the leading schools, colleges and universities across Pakistan. These emails reached career advisors, student counsellors, education agents, education consultants, educational leaders, educational managers, heads and principals and teachers who manage vital co-curricular student profile building activities and programmes. Promotional emails had information about the event, how to register, the host institute and information about all other partnering institutions thus providing them a reach in the national market.
2. Event information was placed on British Council digital platforms including the [British Council Pakistan](#) facebook page, Schools Online facebook group and global International Education Services portal.
3. The event was also promoted during regular meetings with the stakeholders, especially in Karachi.

Reach

The promotional activities contributed to a higher number of participants for the Study UK Counsellors' Symposium 2020 and the event was attended by nearly 80 student counsellors, career advisors, education professionals, education agents and consultants from 5 cities in Pakistan.

Partner promotion during and after the event

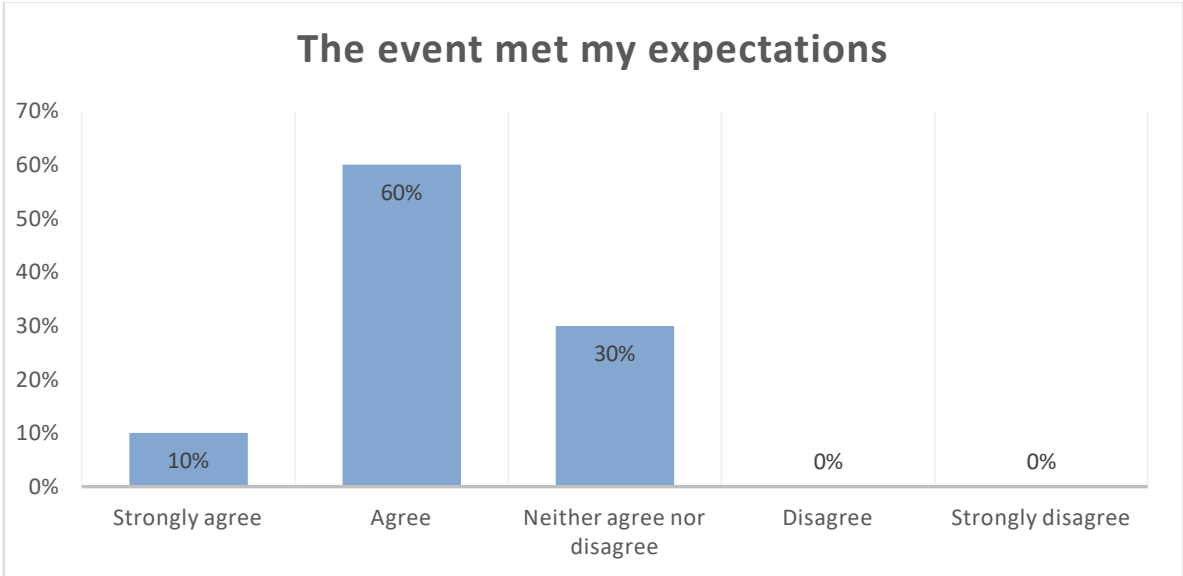
- Logos of partner institutions were placed on the main backdrop and on all banners displayed at the event
- Promotional material shared by the partnering institutions, was distributed during respective sessions



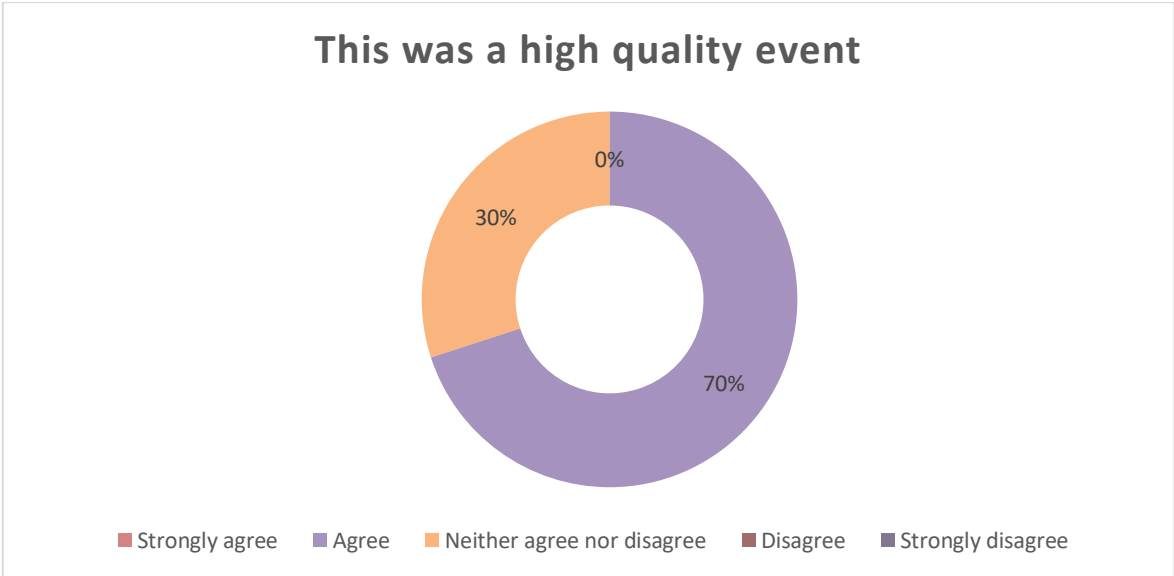
Feedback

The feedback forms were shared digitally with the audiences after the event. Only a limited number of participants responded.

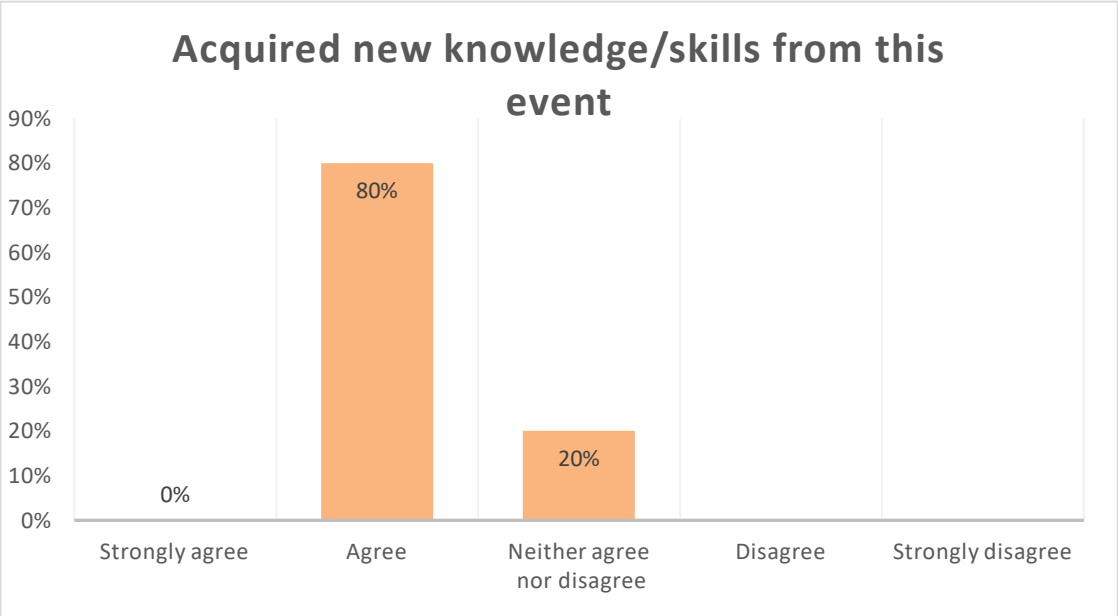
7 in 10 participants felt that the event met their expectations while 3 were undecided.



70% agreed that this was a high-quality event whereas remaining 30% were undecided.



80% participants agreed that they have acquired new knowledge or skills during Counsellors Symposium 2020.



Comments from participants

Diverse topics, good platform to interact with counsellors from across Karachi

Mariam Khan, Counsellor, Beaconhouse School System IB PECHS Branch

The event was organised very well and felt like a well thought and planned day. The hosts were quite well prepared and engaged the flow of events quite well.

Ahad Dada, Counsellor and Faculty Member KGS

The discussion on the personal statement and soft skills was meaningful and educational.

Sitwat Irfan, Counsellor, Karachi Grammar School

The strength of the symposium was the diversity of the participants and a chance to do networking which would be helpful to guide the student.

Rana Arshad Nazir, Head of Cambridge Section, Wilderness School Quetta

The sessions were well planned and executed well. Please involve wider stakeholders from university sector.

Shumaila Khan, Head of Counselling Karachi Grammar School.

The networking opportunity and session on personal statement by international officer were great.

Hina Wahab, Career Counsellor, The City School Gulshan A Level Campus

The panel sessions were useful in gathering local knowledge and insight into trends in Pakistan.

Tom Parker, University of Warwick.

For further information about our services, please contact the IES Pakistan team:

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