

Study-UK Discover You – Open Day 2017 - 18

The event will be organised in three cities for local agents of UK institutions. Agents, who have received professional development training by the British Council, will be eligible to participate in the event. The events will take place in Dhaka, Chittagong and Sylhet.

Event schedule

SI No.	Date	Venue and City	Price
1	Saturday 6 May 2017	Ball Room, Westin Dhaka	GBP 1450
2	Saturday 20 May 2017	Zinnia Hall The Peninsula Chittagong	
3	Saturday 15 July 2017	Crystal Ball Room Rose View Hotel, Shahjalal Uposhohor, Sylhet	

Open Days will be organised in Dhaka, Chittagong and Sylhet this year. We will organise one Open Day per city. The package price for the Open Day series is **GBP1450**. The payment will be required to be made in equivalent local currency by the local agents. If the payment is made by UK institution on behalf of the agent, then the invoice will be issued in GBP and UK VAT will be added.

Invoices will be raised in the first week of April 2017 and the payment deadline is 13 April 2017.

Few things to note:

- There is no entry fee for the exhibition visitors.
- Only agents from local agencies can attend the events.
- Two members from each agency can be present at the stall at a time.
- Prior to the event, we will send a Code of Conduct to all participating agents and it will be mandatory for them to sign it return it in due time.
- Agents can only promote and represent UK institutions with which they have official contracts.
- No internet connection or food will be provided.

Promotional plan (British Council)

- The Open Day information with participating agents' names will be published and promoted through the [British Council Bangladesh's website](#), [Study UK British Council](#) and [British Council Bangladesh Facebook](#) page
- Trained Student Counsellors will be invited to the event along with their students to visit the Open Day
- Student Counsellors and Principals of different English medium schools under Partner School Global Network of British Council will be informed about the event through email
- The event will be advertised through leading newspapers. We will give two newspaper advertisements per event
 - o For Dhaka: One advert in Prothom Alo front page and one advert in The Daily Star third page
 - o For Chittagong: One advert in Prothom Alo front page and one advert in Dainik Azadi front page

- For Sylhet: One advert in Prothom Alo front page and one advert in Sylheter Dak front page
- X-stand banners will be displayed in front of the British Council offices and event venues in each city. Banners will be placed at least one week prior to the event.
- We will have a paid advert campaign on Facebook for one week per event.

Promotional plan (Participating local agents)

- Agents are required to promote the event through their own promotional channels, i.e. sharing event information with walk-in visitors at their offices, and through individual digital platform.

Cancellation policy

Event cancelled due to force majeure:

- If the country or location of the event becomes unsafe due to an event of Force Majeure, including but not limited to war, earthquake, typhoon, adverse weather, strike, fires, floods, terrorism, pandemics, acts of god and any natural disaster, the Organiser reserves the right to postpone the event with immediate effect. In such circumstances, the Organiser shall be entitled to pay any event costs that cannot be refunded, cancelled or otherwise avoided from the fees paid by organisations. A later date of the event will be announced by discussing with the participants.
- The organiser may cancel the event if minimum number of participation is not met. The minimum no of participants is 12. We can accommodate a maximum of 14 agents in each venue.
- There are circumstances where political tension and local incidents will raise a safety threat but not be sufficient to cancel the event. In such circumstances, some individuals or organisations may feel unwilling to visit a city and therefore decide to withdraw from the event. In that case we may consider the date and revise the date with consent from the participating agents. But the event will not be cancelled.

I, the undersigned, hereby agree to participate in the events following the above terms.

Name	Signature	Organisation	Date

Contact information

Sarker Asif Iqbal
 Project Coordinator - Services for International Education Marketing (SIEM)|
 E asif.iqbal@bd.britishcouncil.org
 M +88 01730 791 893
 British Council | 5 Fuller Road | Dhaka 1000 | Bangladesh T + 88 09666 773377

You may read previous years' reports on the Open Day series:

- [Bangladesh UK Education Open Day \(Agents exhibition\) report for 16 April 2016](#)
- [Report: Open Day \(Agents exhibition\), Sylhet, Bangladesh, 14 May 2016](#)
- [Report: Open Day \(Agents exhibition\), Chittagong, Bangladesh, 21 May 2016](#)
- [Report: Open Day \(Agents exhibition\), Dhaka, Bangladesh, 4 June 2016](#)
- [Report on Bangladesh Open Day \(Agents exhibition\) 2015 series – success story](#)