

**Study UK Virtual Fair
Pakistan, Nepal, Bangladesh and Sri Lanka
October 2020**

Post Event Report

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Introduction

Thank you for your participation in the Study UK Virtual Fair Pakistan, Nepal, Bangladesh and Sri Lanka on 10 October 2020.

The Study UK Virtual Fair was the first of its kind virtual event held across 4 markets in south Asia. The British Council Study UK Virtual Fair provided an exclusive opportunity for UK HEIs to participate and share information with students from Pakistan, Nepal, Bangladesh and Sri Lanka. The representatives from UK Higher Education Institutions met with over 2,500 potential students virtually and briefed them on the opportunities available for them in the UK.

The purpose of this report is to provide you with a summary of the event, including visitor and exhibitor feedback along with other useful information. We trust that this report will enable you to evaluate and take decisions about being part of marketing, brand profile raising and brand presence enhancing activities with the British Council Pakistan and south Asia markets.

We look forward to your continued support and will continue to provide valuable marketing services in terms of both our exhibitions and our range of other targeted activities during the year. We hope to have you with us for our upcoming exhibition tours as well.

Regards,
Khawar Abbas
Head, International Education Services (IES)
British Council Pakistan

Highlights of the Study UK Virtual Fair October 2020

Countries	Pakistan, Nepal, Bangladesh and Sri Lanka
Platform	Zoom
Date	10 October 2020
Opening hours	10:00 – 14:00 UK Time
Package	£950 + VAT

<p>Participating institutions 27 UK HEIs from across the UK, UKVI and IELTS participated in the Study UK Virtual Fair.</p>	<p>Participation Over 2,500 students participated in the 04 hour long virtual fair from Pakistan, Bangladesh, Nepal and Sri Lanka. While some universities had over 400 unique visitors to their meeting rooms, on average, each university received over 200 unique visitors.</p>
<p>Highlights:</p> <ul style="list-style-type: none"> • The Study UK Virtual Fair was first of its kind at the British Council that was held at the regional level. • 4,500 prospective students, parents, faculty members registered for the virtual fair and over 2,500 attended the event on 10 October 2020. • All exhibitors and participants adhered to British Council’s Child Protection, Equality Diversity & inclusion (EDI) and Safeguarding policies • 30 Meeting rooms were set up on Zoom (27 for UK HEIs, 1 for UKVI, 1 for IELTS and 1 for British Council IES (International Education Services) Team). • An exclusive web page was set-up on British Council Pakistan website, from where students were guided to different meeting rooms. <p>Marketing and Promotions:</p> <ul style="list-style-type: none"> • The Study UK Virtual Fair was promoted internally through IES databases of students, counsellors, agents and parents in four countries, IELTS partners, Partner School Global Network (PSGN), local HEIs researchers and partners • The Study UK Virtual Fair was also promoted through facebook, Instagram and Google across all four countries and It reached 13.8 million impressions. • A video montage representing all UK HEIs was also generated and promoted across social media channels. 	

List of Institutions

1. Bath Spa University	16. University of Brighton
2. Durham University	17. University of Chester
3. Kings College London	18. University of East Anglia
4. Manchester Metropolitan University	19. University of Glasgow
5. Oxford Brookes University	20. University of Kent
6. Queen Mary University of London	21. University of Leeds
7. Royal Holloway, University of London	22. University of Lincoln
8. Sheffield Hallam University	23. University of Southampton
9. SOAS University of London	24. University of Strathclyde
10. Swansea University	25. University of Surrey
11. The University of Edinburgh	26. University of Warwick
12. The University of Manchester	27. University of York
13. The University of Nottingham	28. British Council IELTS
14. The University of Sheffield	29. UKVI
15. University College London (UCL)	

Feedback from Delegates

I would like to extend my thanks and gratitude to the British Council Team Pakistan for organising a well-attended and highly professional event. As always, it is an absolute pleasure collaborating with the British Council Pakistan and it was very useful that this event was advertised across South Asia to reach students from several countries in one event. I look forward to future collaboration with the British Council Pakistan.

University of York

Massive thanks to British Council for the event. Fantastic event and lots of great students.

SOAS, University of London

Big thanks to all involved at British Council, honestly, your support and help is really so appreciated and how hard you all work is really so evident. Thanks so much!

Manchester Metropolitan University

Overall the event was good, the information and preparation beforehand was very good and the support offered, excellent. The event was good and consistent with traffic.

Swansea University

Was actually very good. One of the better virtual events I have done. The briefings were probably a little too detailed as everyone is very familiar with Zoom. Overall though good job

University of Surrey

The fair was well-organised and support from BC staff was excellent :)

The University of Manchester

Very well organised and well managed thank you!

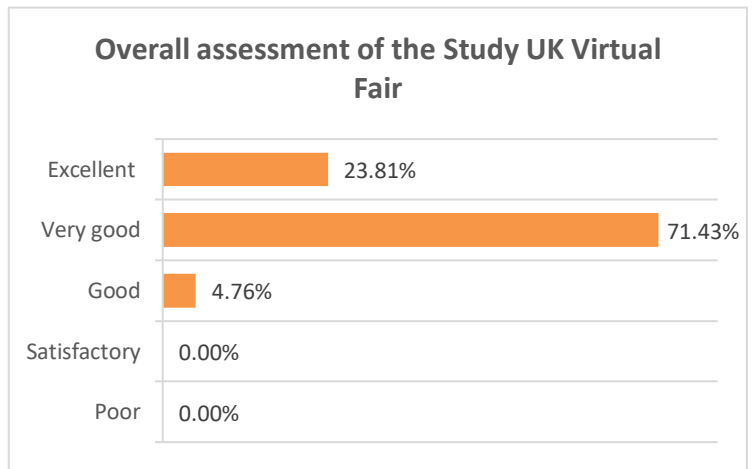
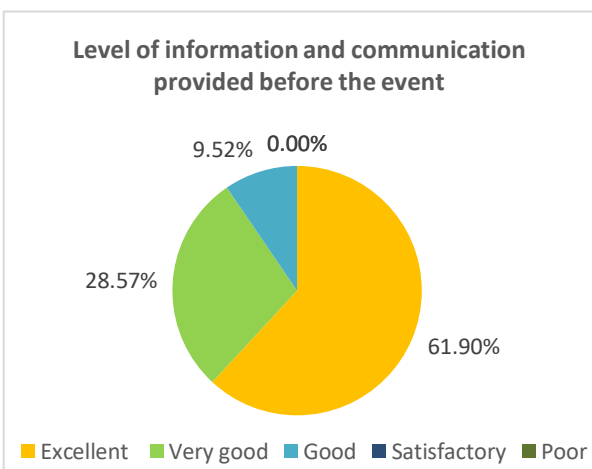
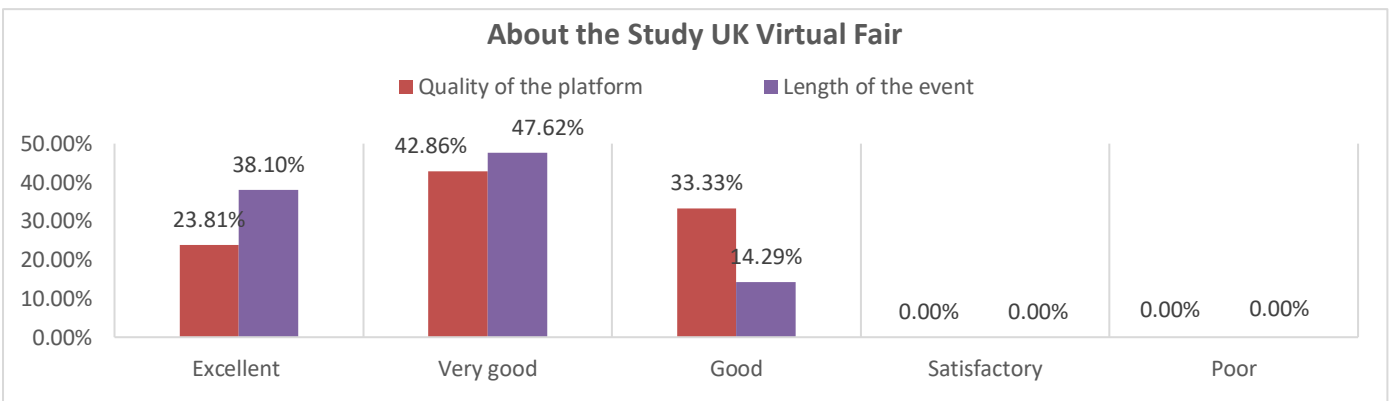
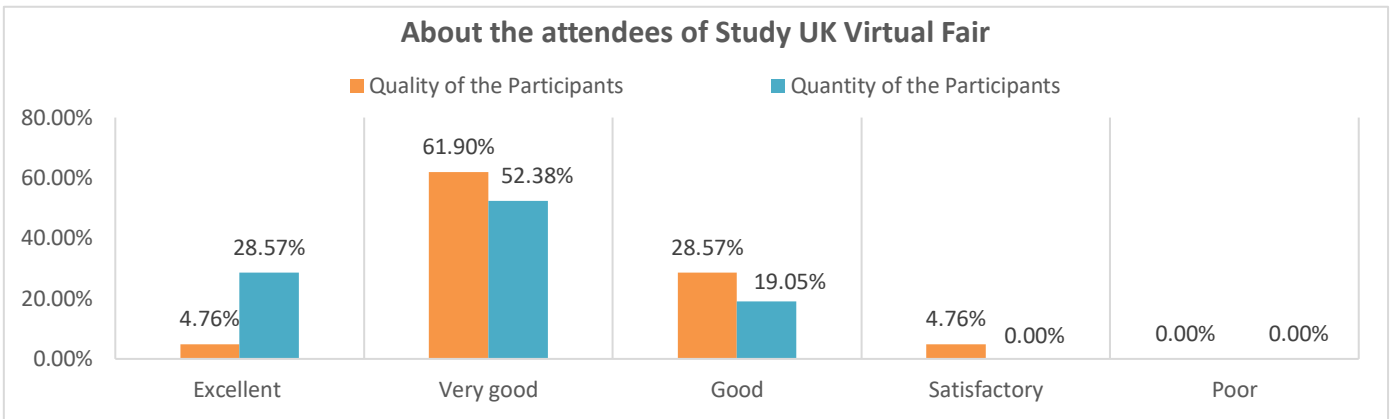
University of Nottingham

Thanks to all at British Council Pakistan. As always, you were a huge help with lots of great information and support during the event and in the lead up. We were really busy throughout the session and the quality of students was excellent.

University of Glasgow

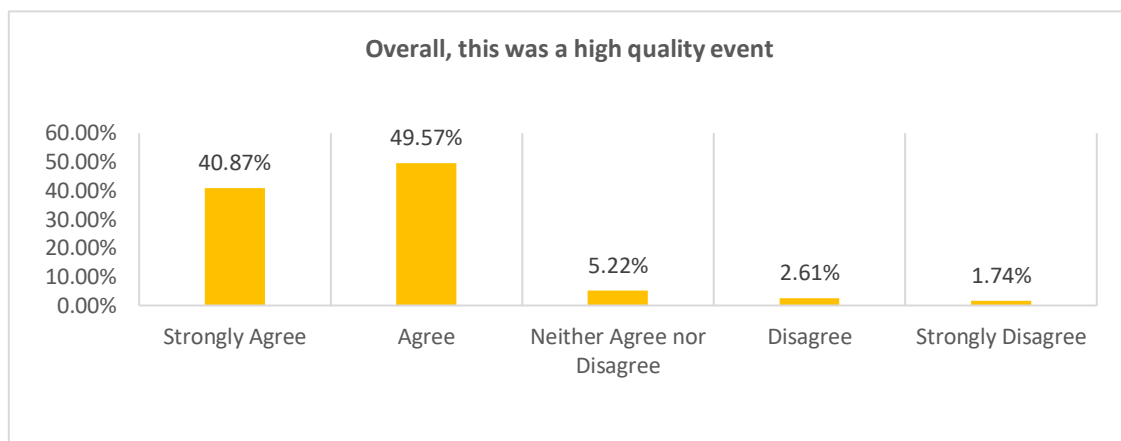
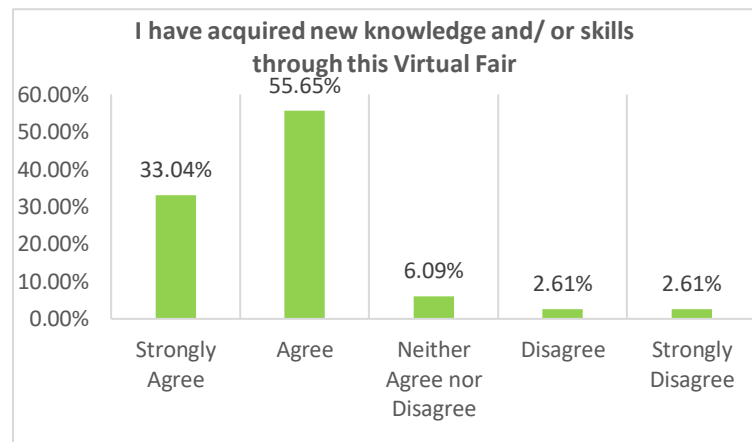
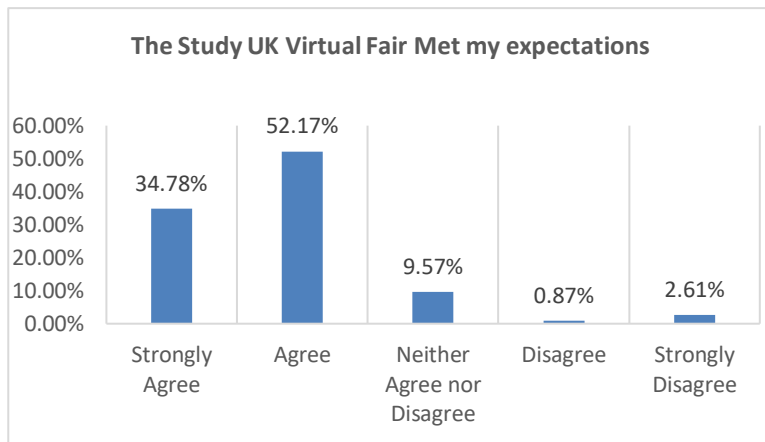
Thank you for your support and organisation and thorough training prior the event. the BC staff were very supportive and responsive and after the initial struggles, everything went well.

University of Southampton



- 67% of the delegates thought that the quality of the participants was either excellent or very good while 29% thought it was good. 81% of the delegates thought the quantity of the participants was either excellent or very good.
- Almost 7 in 10 people rated the quality of the platform (Zoom) as excellent or very good, while almost 9 in 10 delegates were happy with the length of the event.
- 90% delegates rated the level of information and communication provided by the British Council before the event as excellent or very good.
- 24% delegates rated the Study UK Virtual Fair as excellent while 71% rated it as a very good event

Feedback from Participants



Suggestions

- British Council should also arrange such events regularly.
- The meeting host was taking long to allow the student in, so please cut this time short.
- Include more universities with high rankings.
- Set a time for each university, so we can hear to all universities one by one.
- Increase the number of days or hours for this event.

- 87% participants either strongly agreed or agreed that the Study UK Virtual Fair met their expectations.
- Over 89% attendees said that they have acquired new knowledge and/ or skills after taking part in this Study UK Virtual Fair
- 90% attendees rated the Study UK Virtual Fair as a high-quality event.

Marketing and promotional activity

For the Study UK Virtual Fair 2020, the British Council Pakistan IES team employed the following channels for promotion

Most popular channels utilised for publicising the exhibition included

Digital Marketing

- Sourced Study UK website, Facebook/Twitter/ Instagram boosting, Google Ads

British Council Network

- Student database, Event database, Counsellors, Agents, Educational partners and institutes

Digital Marketing – Facebook



Digitally, Study UK Virtual Fair 2020 reached a grade total of 13.8 million impressions

British Council Pakistan
October 5 at 12:34 PM · 🌐

Need more information on the blended, face-to-face and virtual learning options in UK? Attend the Study UK Virtual Fair on 10 October get your queries answered directly by universities representatives.
#StudyUK

Register now at <https://pk.registration.study-uk.britishcouncil.org/study...>



The poster features a group of diverse young people sitting on stone steps outdoors. Text on the poster includes 'STUDY UK VIRTUAL FAIR', 'Saturday 10 October 2020', and '1400 - 1800 PKT'. Logos for British Council, GREAT, and Study UK are at the bottom.

British Council Pakistan
October 9 at 12:15 PM · 🌐

The UK offers a world-class university education - your bridge to a bright and successful future. UK higher education has a well-established reputation for high quality – UK universities are among the best in the world. Get ready for the STUDY UK Virtual fair 2020 on 10 October!

#StudyUK
Register now - (<https://pk.registration.study-uk.britishcouncil.org/study...>)



The poster shows a group of people looking at a large digital display. Text includes 'Join UKVI representatives at STUDY UK VIRTUAL FAIR', 'Saturday 10 October 2020', and '1400 - 1800 PKT'. Logos for British Council, GREAT, and Study UK are at the bottom.

British Council Sri Lanka
October 5 at 11:48 AM · 🌐

The UK has a highly tolerant, multicultural society, with a rich diversity of cultures, languages, and faiths. International students contribute significantly to this enriching environment, which makes the UK such a brilliant place to study.

Learn more at Study UK Virtual fair on 10 October.
#StudyUK

Register now: <https://lk.registration.study-uk.britishcouncil.org/study...>



The poster depicts a group of people sitting around a table in a cozy, indoor setting, possibly a cafe or lounge, engaged in conversation. Logos for British Council, GREAT, and Study UK are at the bottom.

British Council Nepal
October 8 at 7:15 PM · 🌐

From summer 2021, international students will be able to benefit from two years' work experience in the UK upon graduation via the new Graduate immigration route. Get all your queries about post-study work visas and Graduate Immigration Route answered at the Study UK Virtual fair on 10 October. Register now! bit.ly/3izN0gN
#StudyUK



The poster shows a group of people sitting on wooden steps, looking at a laptop together. Text includes 'Meet with top UK universities at STUDY UK VIRTUAL FAIR', 'Saturday 10 October 2020', and '2:45 PM - 6:45 PM (Nepal Time)'. Logos for British Council, GREAT, and Study UK are at the bottom.

<https://education-services.britishcouncil.org>

British Council Bangladesh @bdBritish · Oct 9

From summer 2021, international students will benefit from two years' work experience in the UK upon graduation via the new Graduate immigration route. Get all your queries answered at the #StudyUK Virtual fair on 10 October from 3 to 7 p.m. BST
 Register: [...istration.study-uk.britishcouncil.org/events](https://registration.study-uk.britishcouncil.org/events)

15:00 - 19:00 BST



BRITISH COUNCIL GREAT STUDY UK

more than 25 top UK universities... see more



STUDY UK VIRTUAL FAIR
 Saturday 10 October
 For students from

- Pakistan
- Bangladesh
- Sri Lanka
- Nepal

3:45

Study UK Virtual Fair 2020

2 weeks ago · 37.9K Views

934

British Council Nepal @npBritish · Oct 8

Want to know more about undergrad, postgrad and PhD programmes in the UK? Join us at the Study UK Virtual fair on 10 October. Register! bit.ly/3izN0gN
 #StudyUK

2:45 PM - 6:45 PM (Nepal Time)



BRITISH COUNCIL GREAT STUDY UK

British Council Pakistan @pkBritish · Oct 2

Attend the Study UK Virtual Fair on 10 October and get all the information you need to set your study in the UK plan in motion.

Register now- ([...istration.study-uk.britishcouncil.org/study-uk-virtu...](https://registration.study-uk.britishcouncil.org/study-uk-virtu...))

14:00 - 18:00 PKT



BRITISH COUNCIL GREAT STUDY UK

British Council Pakistan @pkBritish · Oct 9

Let the universities in the UK help you in achieving a bright and successful career. Meet the universities at Study UK Virtual fair on 10 October
 #StudyUK

Register now- ([...istration.study-uk.britishcouncil.org/study-uk-virtu...](https://registration.study-uk.britishcouncil.org/study-uk-virtu...))



BRITISH COUNCIL GREAT STUDY UK

British Council Sri Lanka @lkBritish · Oct 5

Need more information on the blended, face-to-face and virtual learning options in UK?

Attend the Study UK Virtual Fair on 10 October get your queries answered directly by universities representatives.

#StudyUK

Register now: [...istration.study-uk.britishcouncil.org/study-uk-virtu...](https://registration.study-uk.britishcouncil.org/study-uk-virtu...)



Attend the Study UK Fair from the comfort of your home

For students from Pakistan, Bangladesh, Sri Lanka and Nepal

Highlights

- Interact directly with over 20 UK Universities and Colleges
- Learn about applications, courses, scholarships and more
- Details on post study work visa and Graduate Route from UKVI officers
- Seminar on IELTS, Student Visa and Studying and Living in the UK

Register for free

STUDY

British Council recommendations for UK institutions

Participants and visitors are invited to share feedback and suggestions to help us make the event better for everyone involved. Given below are a few points for consideration based on an analysis of feedback shared by different stakeholder groups.

- For online platforms, it is vital for UK HEIs to be able to talk to multiple students simultaneously, therefore, the HEI's should bring at least 3-4 members for such event. These could be Alumni members, staff, current students or agents. This will enable the UK HEIs to manage multiple breakout rooms smoothly.
- We felt that on the day a few of the staff members from UK HEIs were not too comfortable with Zoom Online platform. For the success of the event and to avoid any technical issues on the day, the UK HEIs should attend the technical training sessions.
- In order to help us provide the best of arrangements to all participating institutes, we request institutions to please share relevant documents and information within deadlines. This helps us in providing further improved logistics and communication plans.
- Many students sought to receive career linked advice about the courses being promoted and we feel alumni can contribute in this area as well.
- Queries about scholarships are frequent and common. Several UK institutions have scholarships for Pakistani students; however, students are not too aware of these opportunities.

