

## **BRITISH COUNCIL INDIA THEMATIC WEBINARS 2020-21 REPORT**

### **Summary:**

Thematic webinars were launched in September 2020 and it offered an opportunity for UK institutions to engage with prospective students through online media. During the webinars UK academics or international offices interacted directly with students from renowned institutions across India to deliver webinars on a range of themes which are either popular or growing in demand in India.

### **Format:**

The thematic webinars were hosted by the British Council through live stream sessions in 2020-21. Each thematic session was for an hour and maximum three UK HEIs were invited to present. Each speaker had 15 minutes to talk about the topic and promote their institution (existing international study/ professional development/career advice/placement/internship opportunities etc.) to prospective students as per their strategic needs and recruitment objectives.

### **Audience:**

- Students and higher education institutional representatives
- Undergraduate subjects' audience were prospective students from premium schools in India (equivalent to A levels)
- Postgraduate subjects' audience were prospective students from Indian HEIs

### **Reach:**

We hosted 18 webinars on various themes with 22 participating UK HEIs and reaching a highly curated and focused audience of more than 7000 students.

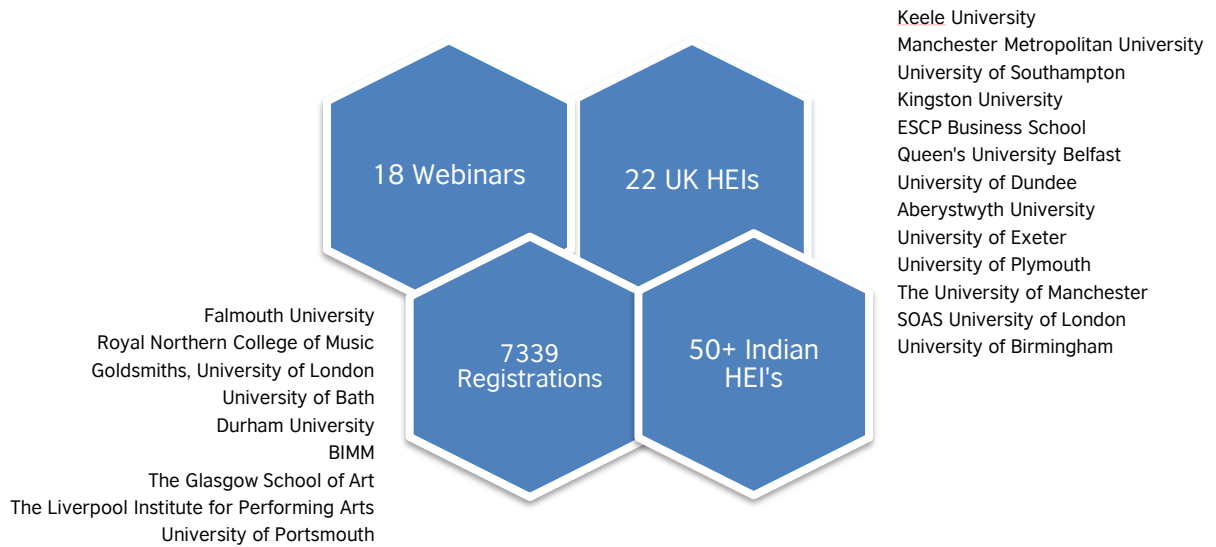
### **Webinar promotion:**

Each webinar was promoted through the British Council's channels and local networks across the whole country and had paid promotions on digital marketing platforms, including social media to engage with target audience and promote the UK HEIs more widely.

### **Register now for Thematic Webinars 2021-22**

Following the successful delivery of thematic webinars in India in 2020, we are delighted to launch and bring this offer back to the sector again this year. For booking a slot and to know more please contact [Vishu.sharma@britishcouncil.org](mailto:Vishu.sharma@britishcouncil.org) or visit [here](#)

### Overview Thematic Webinars : 2020-21



**Students from more than 50 Indian HEIs and schools participated**

- HEIs : TISS Mumbai, IIT's, NIFT, Amity University, VIT, BITS , College of Engineering, Shiv Nadar University , LPU, Delhi University , Loyola College and many others
- Schools : Pathways Inetrnational School, Bhatnagar International, Amity School, Delhi Public School , The International School, Lotus Valley International and many others

<b>Webinar Themes and Recording links</b>	Management and Business Studies
	Humanities and Social Sciences
	LAW
	Sports Management
	Climate Change
	Agriculture
	Post Graduate studies in the UK
	Creative Arts
	Face to Face or Online Studies

## Snapshots - Live event and Social Media promotions

