



We organised our second UK Education Open day (Agents' exhibition) at the Rose View Hotel in Sylhet on 18 April 2015. 11 local representatives attended the event. The event was open for all though visitors were required to pre-register. The local representatives participated in the event were:

[BSB Global Network](#)

[Centre for Foreign Studies](#)

[Cubic Education](#)

[Education Excellence](#)

[Falcon Education & Consultancy Services](#)

[H&S Education Services](#)

[MIM Study Abroad](#)

[N & N International Education Consultancy](#)

[Ltd](#)

[Overseas Study Counseling Limited](#)

[Pinnacle Counselling Centre](#)

[RSL Education Counselling](#)

During the event local representatives offered counselling service to students who are willing to study and live in the UK.

Total 161 visited the event. Among them 88% were male and 12% were female.

We encouraged visitors to pre-register before visiting the event. We also offered spot registration to the visitors.

During the event we promoted GREAT, IELTS, EducationUK and Student Insight Survey.

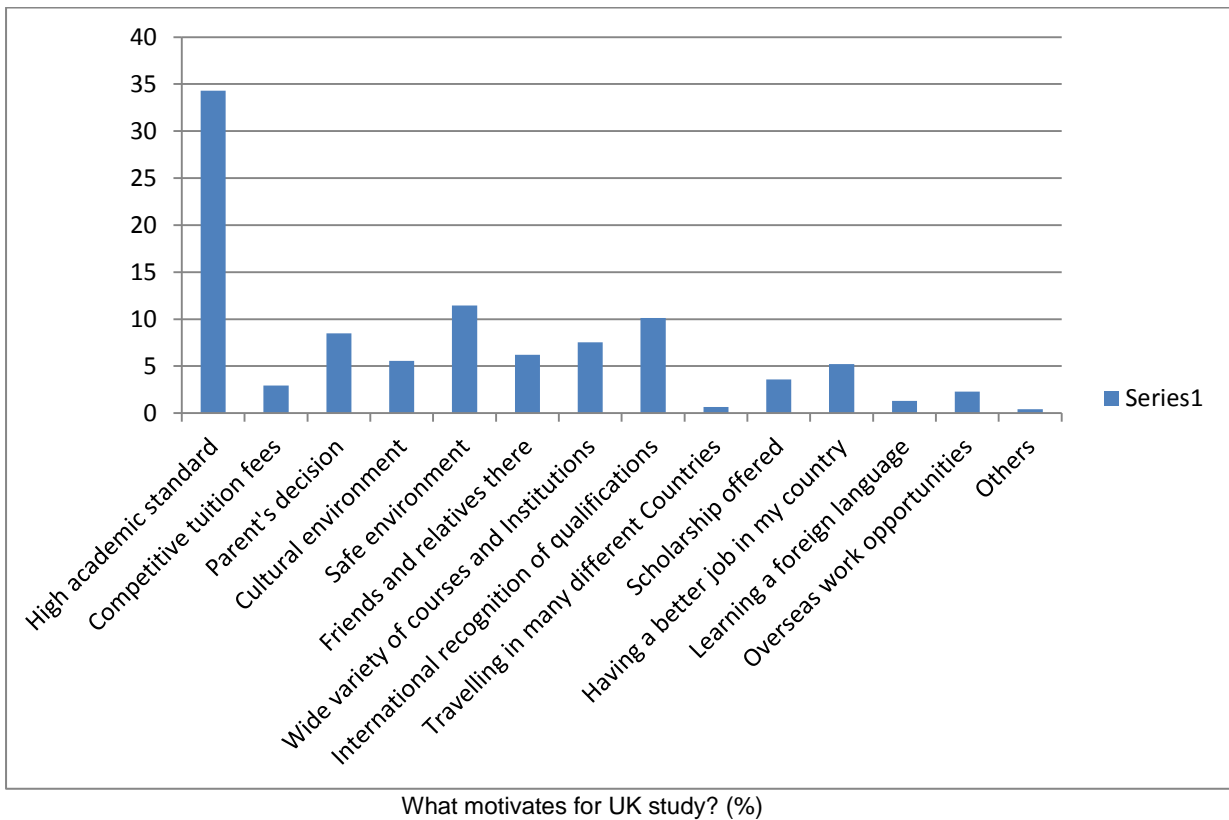
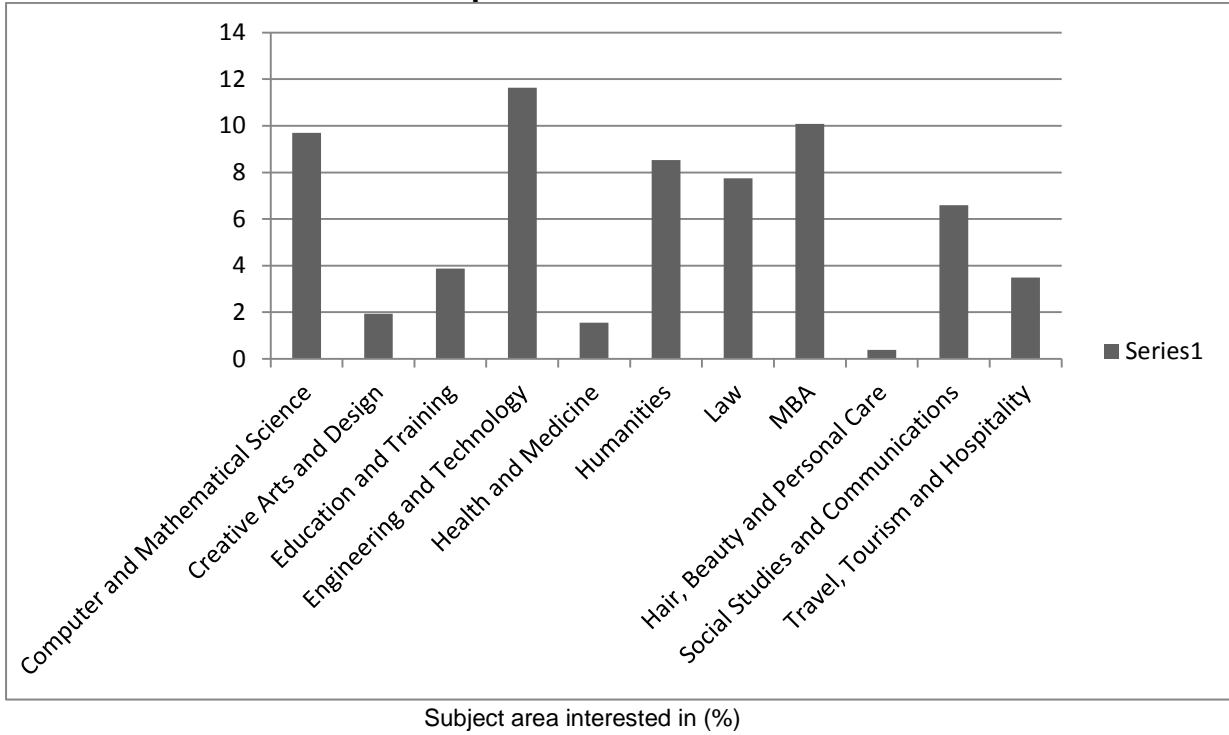
Pre-event marketing campaign

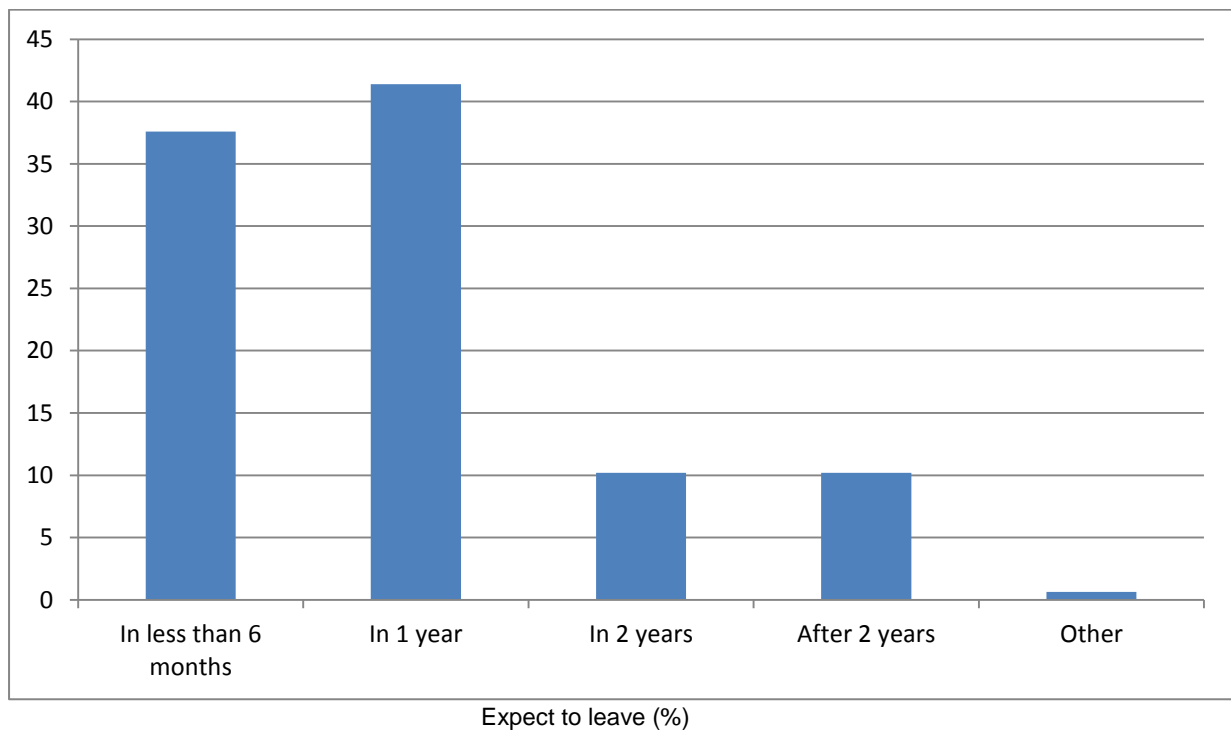
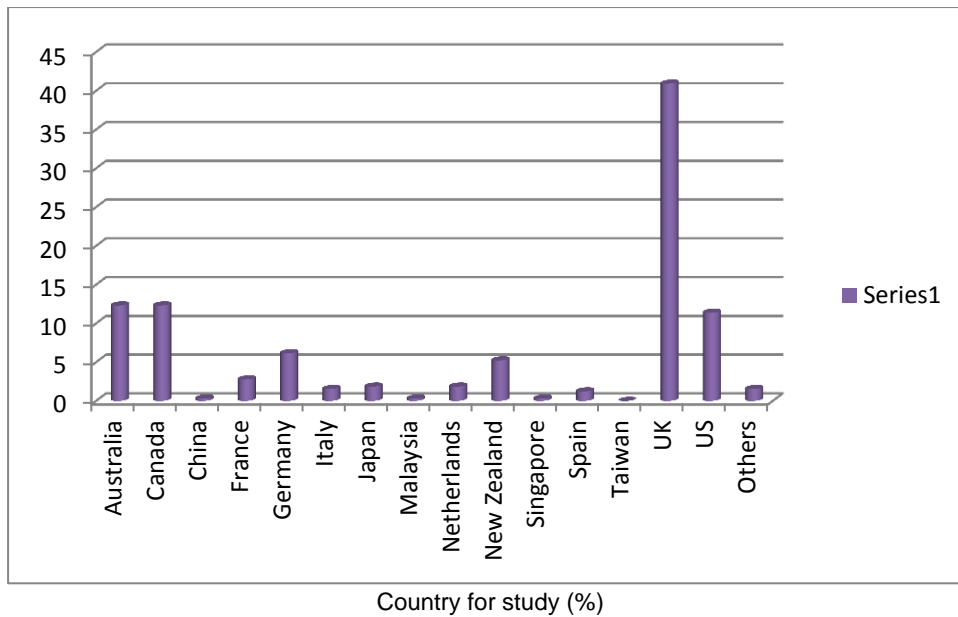
- The Open day information with participating agents' name displayed in British Council Bangladesh's website and British Council Bangladesh Facebook page
- Advertised in the most popular national daily The Prothom Alo
- One big banner had been fixed in the gate of event venue
- SMS shot sent to students who attended in last exhibition
- SMS shot sent to the most recent database of O-level, A-level and IELTS candidates.
- Local representatives promoted the event through their own promotional channels including sending information to their student database through Email and SMS.

- The event information of British Council's website/ Facebook page shared through their Facebook page/ website of the agents.



Statistics obtained from visitor questionnaire





Comments made by the visitors

- “Your event is really magnificent. You can arrange these activities every month.”- commented by a student naming Md. Mamun Didar Nazim.
- “There should be public lectures” – commented by Tanvir Ahmad, a student of Shahjalal University of Science and Technology.

Feedback from agents

- On average each local representative counselled to 32 students.

Comments made by the agents

- Md. Ashak-Un-Nabi - Managing Director of CFS commented the market as, "Promising."
- N. C Das Babu – CEO, Cubic Education commented that the market is "Getting better."

Upcoming similar events

Event	Date	City
UK Education Open day : Dhaka	Sat, 16 May 2015	Dhaka
UK Education Open day : Chittagong	Sat, 23 May 2015	Chittagong
UK Education Open day : Dhaka	Sat, 13 June 2015	Dhaka
UK Education Open day : Sylhet	Sat, 20 June 2015	Sylhet
UK Education Open day : Dhaka	Sat, 4 July 2015	Dhaka
UK Education Open day : Dhaka	Sat, 1 August 2015	Dhaka

You may ask your local agent to participate the upcoming events to promote your institutions portfolio to the students of 3 priority cities.

Contact us:

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