



We organised our sixth UK Education Open day (Agents' exhibition) at the Rose View Hotel in Sylhet on 20 June 2015. 10 local representatives attended the event which was open for all. Visitors were required to pre-register though provisions for spot registrations were also available. The local representatives participating 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](#)

[Pinnacle Counselling Centre](#)

[RSL Education Counselling](#)

The exhibition had local representatives offering counselling services to students who were interested to study and live in the UK.

48 students visited the event of which 82 % were male.

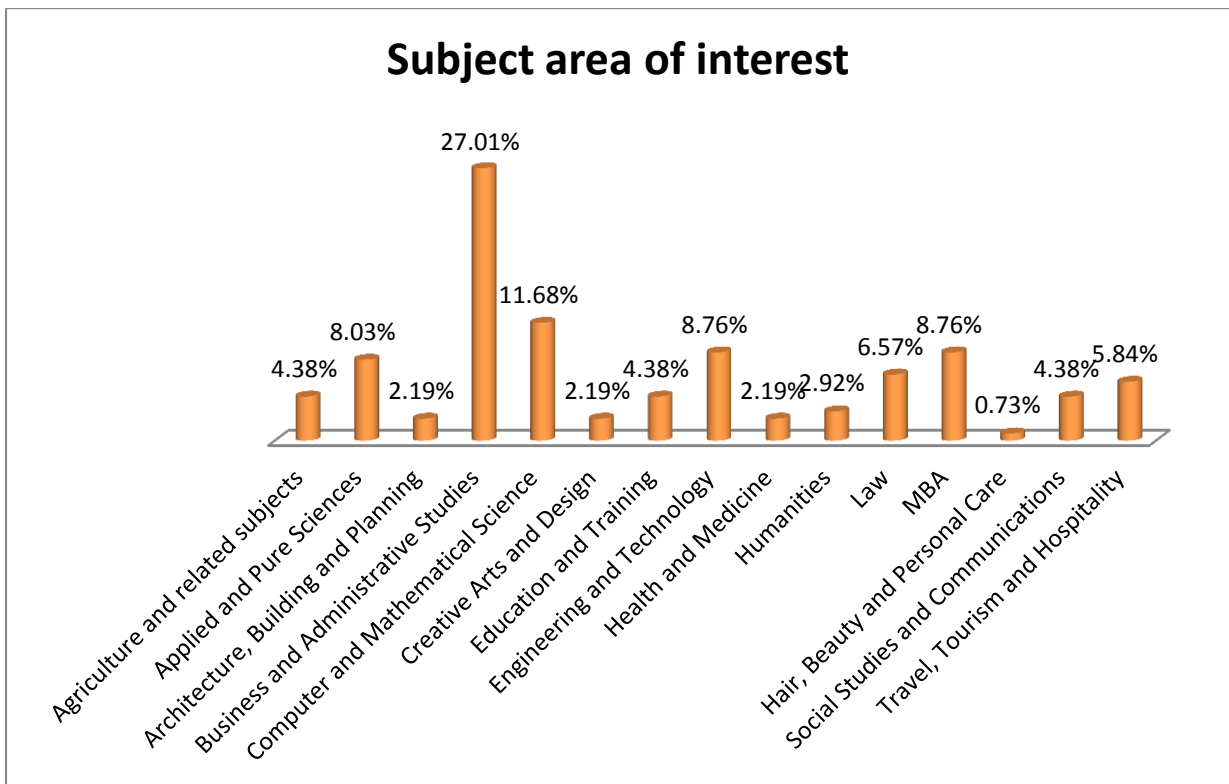
During the event, we promoted [GREAT](#), [IELTS](#), [EducationUK](#) and the [Student Insight Survey](#).

Pre-event marketing campaign

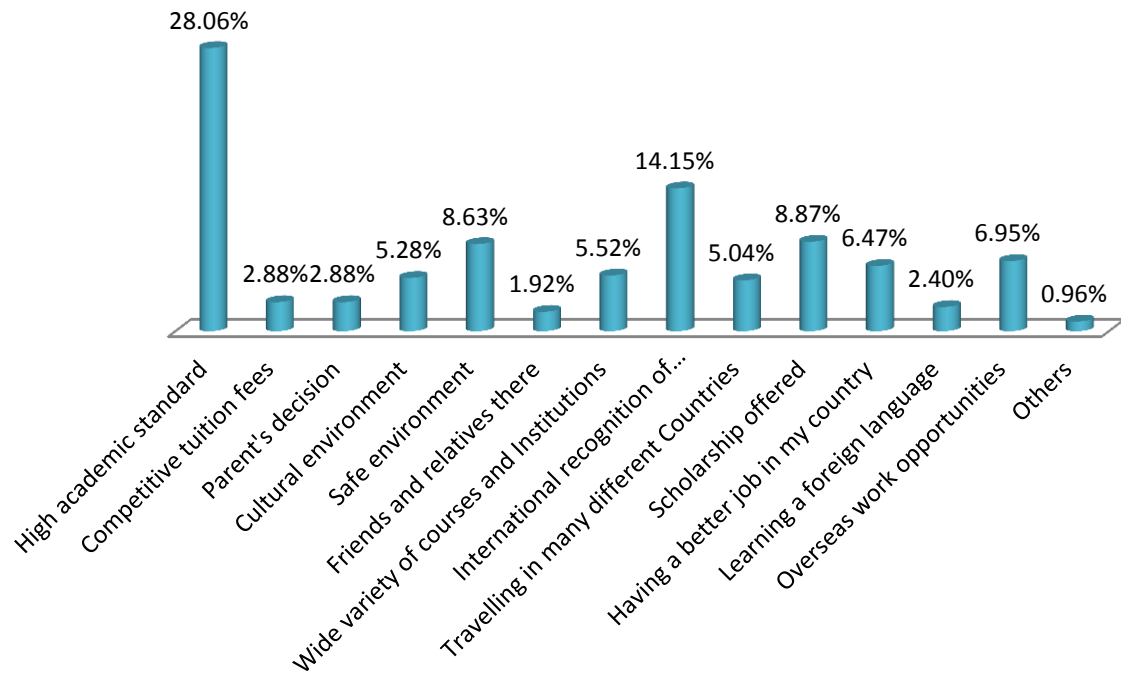
- Event and exhibitor information displayed on [British Council Bangladesh's website](#) and [British Council Bangladesh Facebook](#) page.
- Advertisement in the most popular national daily, Prothom Alo
- Big banner display at the event venue
- SMS shot to students who attended the last exhibition
- SMS shot 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 and shared posts from British Council digital channels.



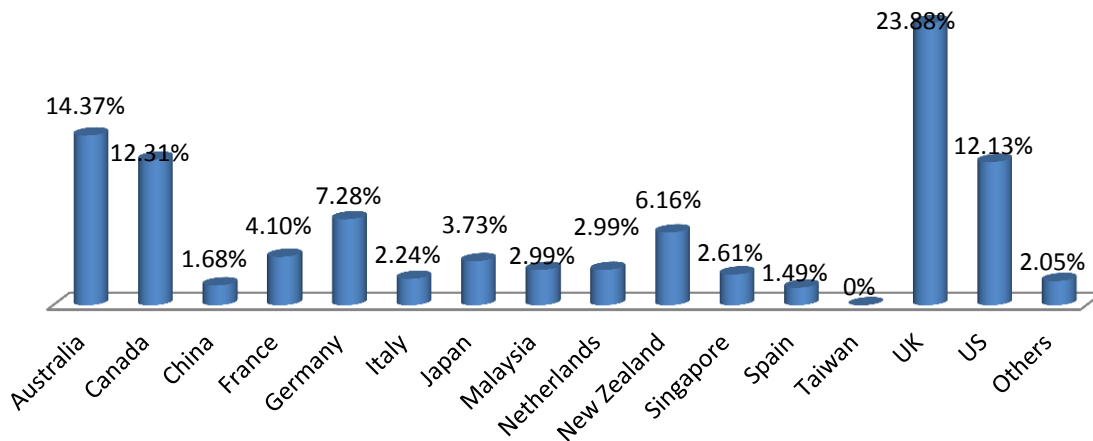
Statistics obtained from visitor questionnaire



Motivation for studying in the UK



Preferred destination for studying abroad



Expect to leave

- 30.72% in less than 6 months
- 33.33% in 1 year
- 13.73% in 2 years
- 22.22% after 2 years.

Comments made by the visitors

- "Yes! It is a very good initiative for Bangladesh students. We need similar kind of events more in the future."- Md. Bodrul Hussain, student.

- “Having at least one event per month would be very helpful.” –Abdul Kaium, a student of Cambridge Grammar School.

Upcoming Open Days:

Event	Date	City
UK Education Open day : Dhaka	Sat, 1 August 2015	Dhaka

You may ask your local agent to participate in the upcoming events to promote your institution’s portfolio to the students of three priority cities.

Contact us:

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Read reports from the previous Open Days held in April and May 2015

[Bangladesh Open Day \(Agents exhibition\) report for 11 April 2015](#)

[Bangladesh Open Day \(Agents exhibition\) report for 18 April 2015](#)

[Bangladesh Open Day \(Agents exhibition\) report for 16 May 2015](#)

[Bangladesh Open Day \(Agents exhibition\) report for 23 May 2015](#)