



Report: Open Day (Agents exhibition), Chittagong, Bangladesh, 21 May 2016

UK Education Open Day (Agents' exhibition) was organised in The Peninsula Hotel, Chittagong by British Council on 21 May 2016.

A total of 61 visitors visited the Chittagong Open Day, though the weather condition was adverse due to the tropical cyclone Roanu. 73% of the visitors were male in Chittagong. A total of 5 local representatives could attend the event, though 14 local representatives were supposed to attend.

The participating exhibitors were:

- [BSB Global Network](#)
- [H & I Council](#)
- [N&N International Education Consultancy Ltd.](#)
- [Overseas Study Counselling Ltd](#)
- [RSL Education Counselling](#)

According to the latest Student Insight Survey, 34% of 1427 respondents use Agents to get information on studying in the UK. A large number of students contact local agents to get information, advice and support in selecting UK as their destination for higher studies. The agents highly value the engagement with British Council and find it useful in gaining credibility from students and parents which is extremely important in the Bangladesh market. Last year due to the adverse political climate some UK institutions faced challenges in making physical visits to Bangladesh. Because of this, we decided to increase the number of UK Education Open days (Agents' Exhibitions) to raise the portfolio of UK education amongst local students. This opened up scope for local agents to promote the UK institutions they represent. Agents provided counselling to potential students on behalf of the partner UK institutions.



During the event

Throughout the day local agents of different UK institutions offered counselling session to the visitors. They responded to different queries on Studying and Living in the UK.

British Council team was present throughout the day. We responded to various queries on, English language requirement, IELTS test dates, IELTS preparation, IELTS requirements, Scholarships availability in the UK, visa issues etc.

We promoted the [Student Insight Survey](#), so that they can share their thoughts on overseas study, including where and why they would like to study abroad.



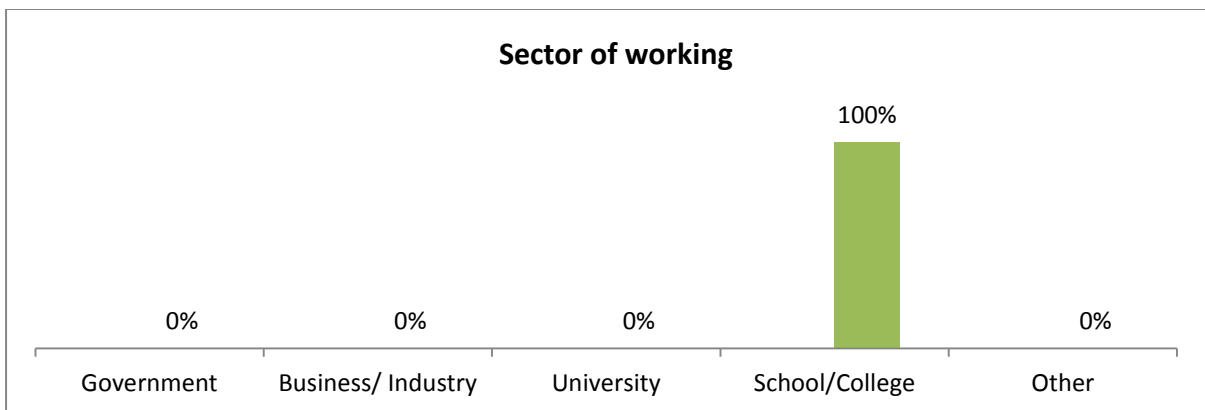
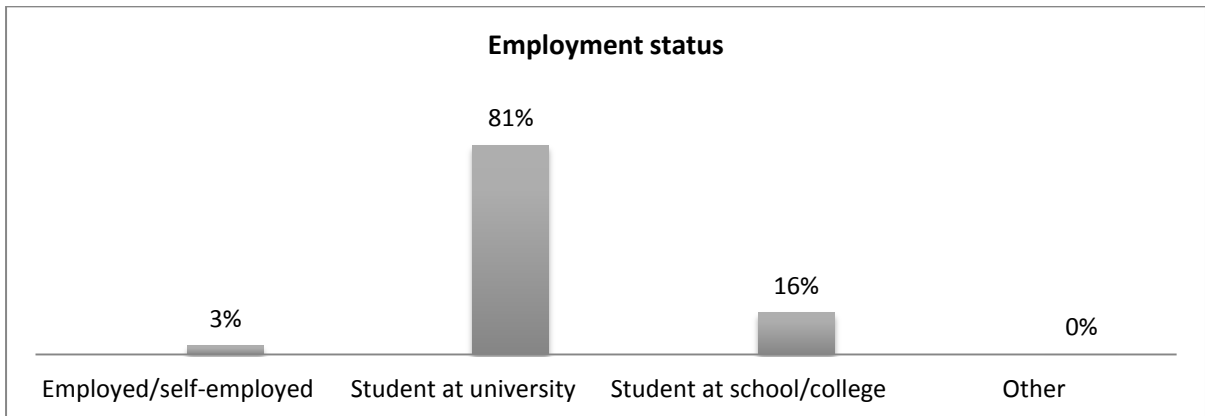
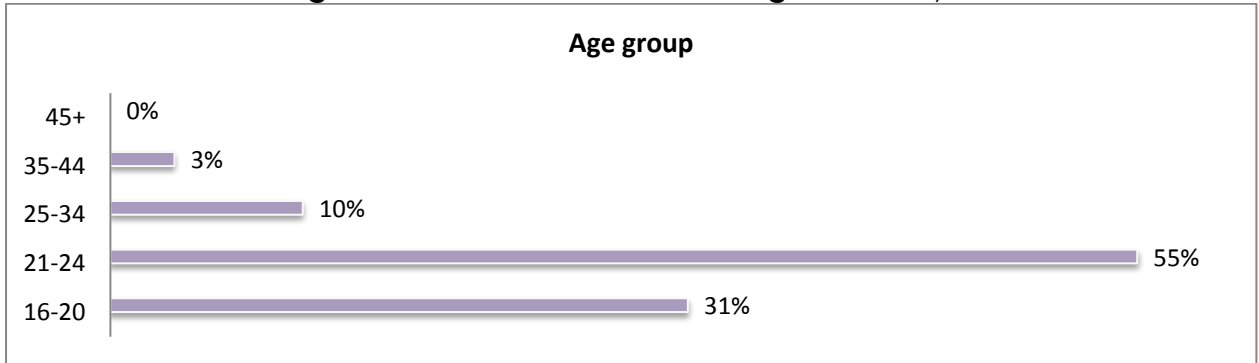
The Open Day was marketed through the following platforms:

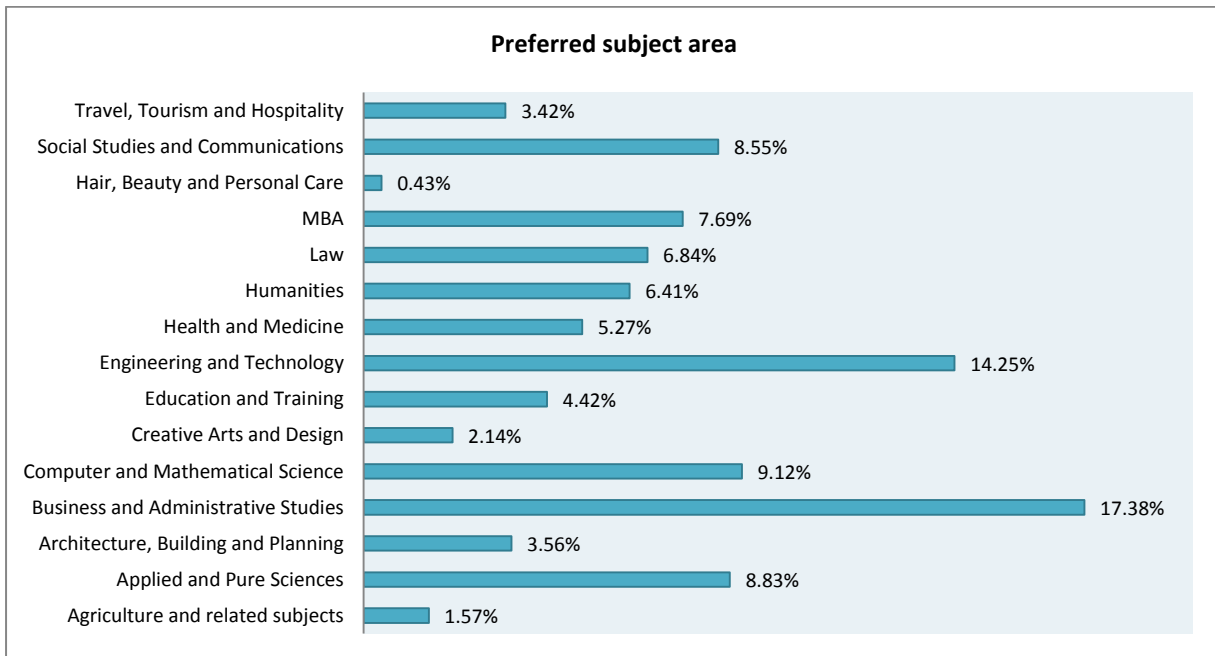
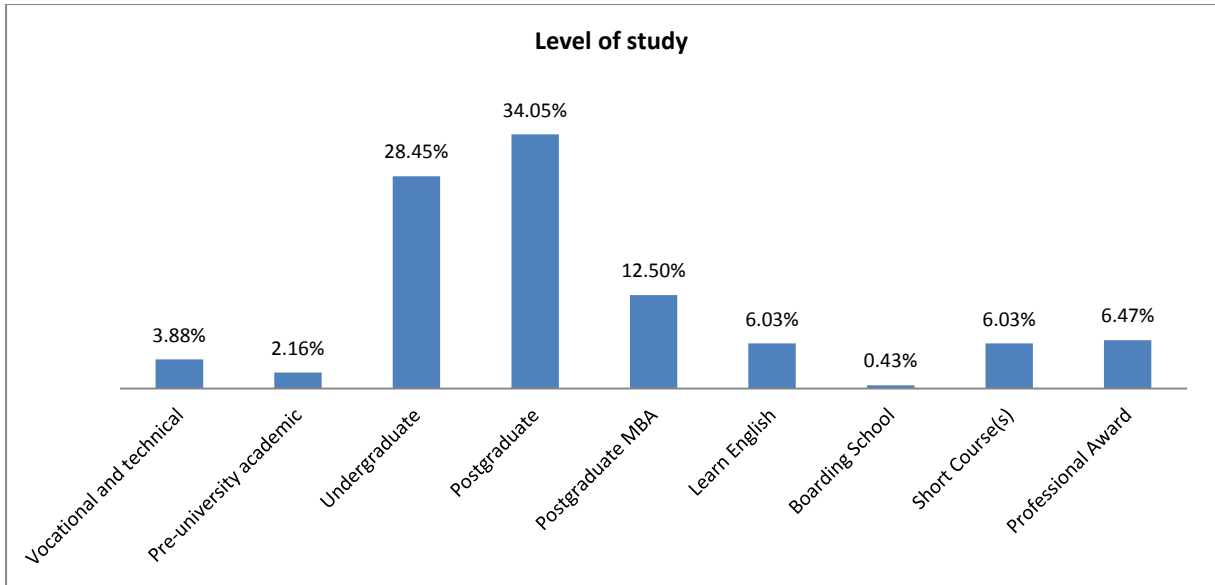
- [British Council Bangladesh website](#), [British Council Bangladesh Facebook](#) and [EducationUK Facebook](#) pages
- Advertisements in the most popular national daily Prothom Alo
- One big banner at the event venue
- SMS shots to students who attended the last exhibition
- SMS shots to the most recent databases of O-level, A-level and IELTS candidates.

Local representatives promoted the event through their own promotional channels including sending information to their student databases through email and SMS. They also shared the British Council website and Facebook posts on their digital and social media platforms.

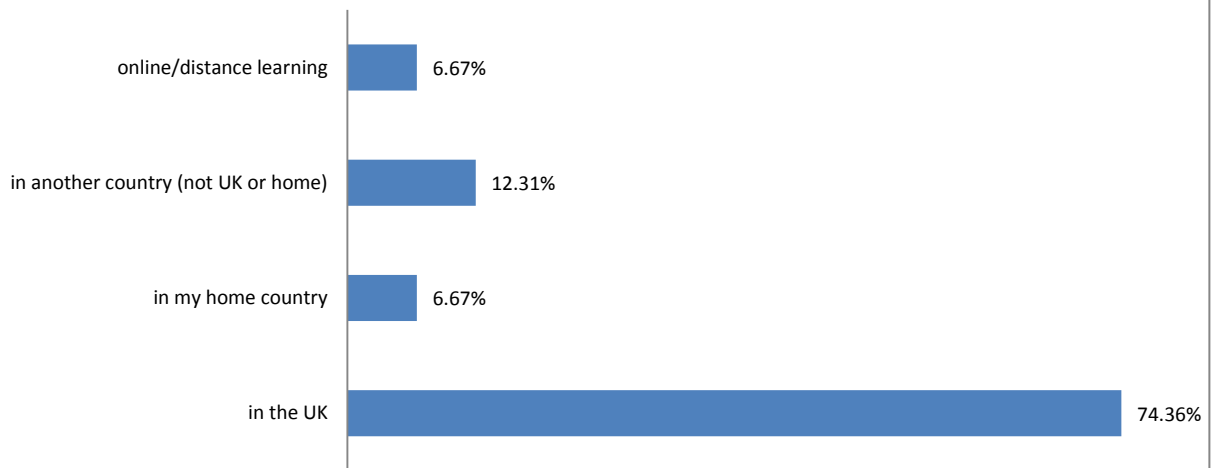


We obtained following statistics on the visitors during the event,

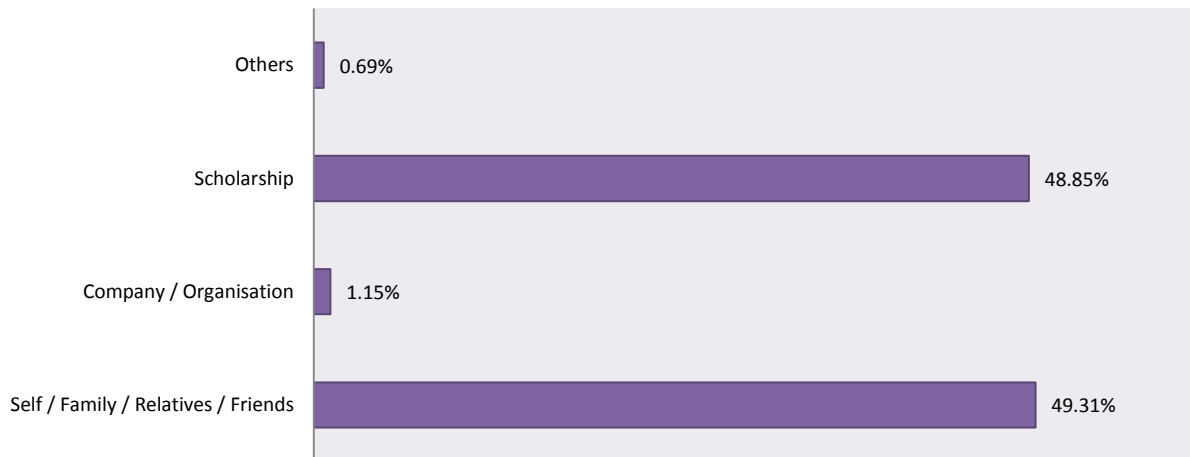




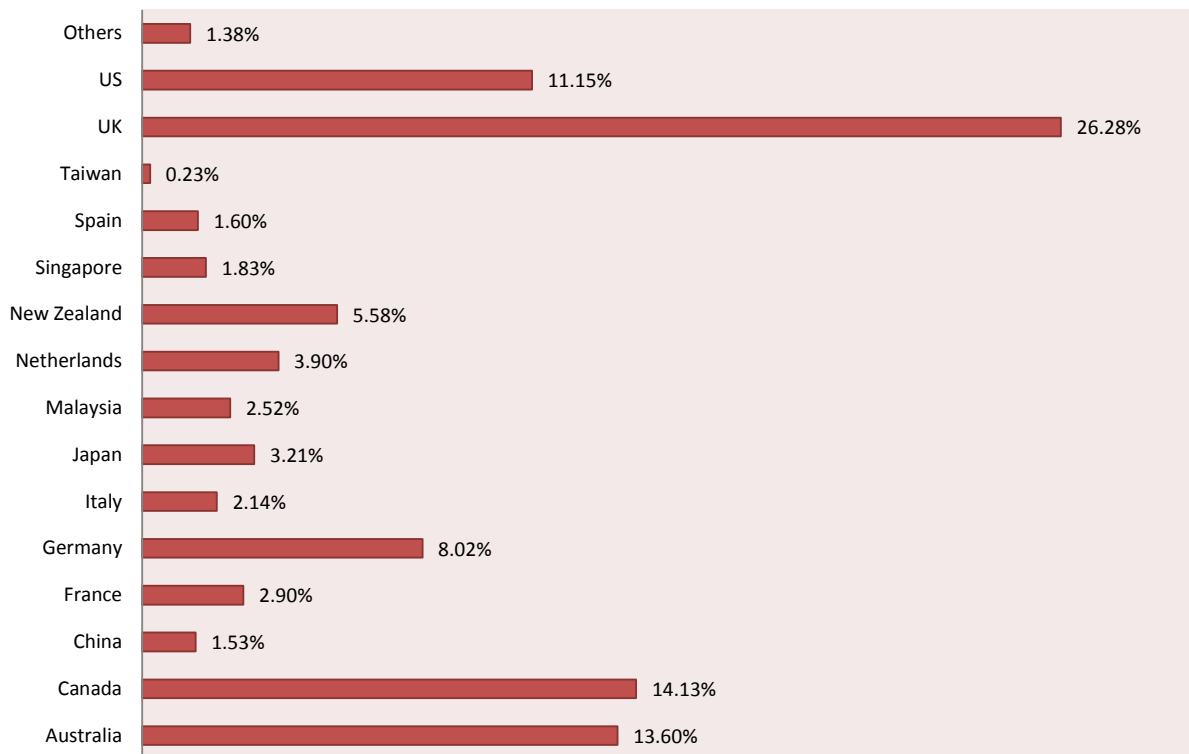
Study UK course in



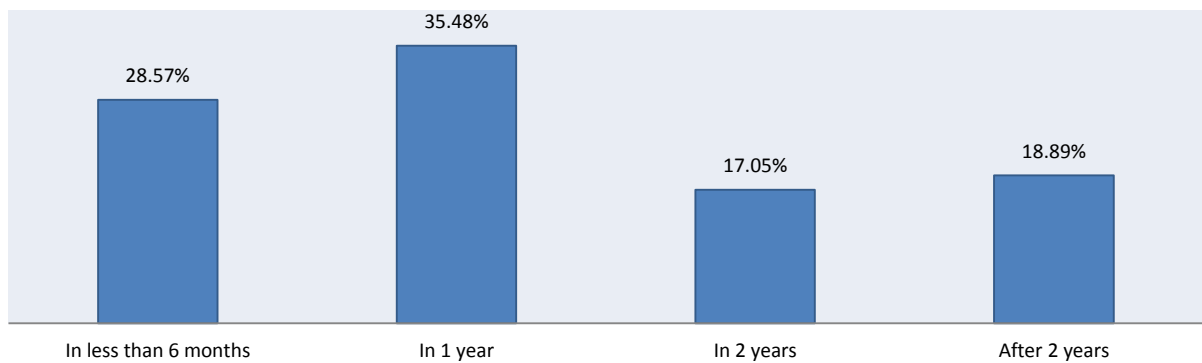
Source of funding



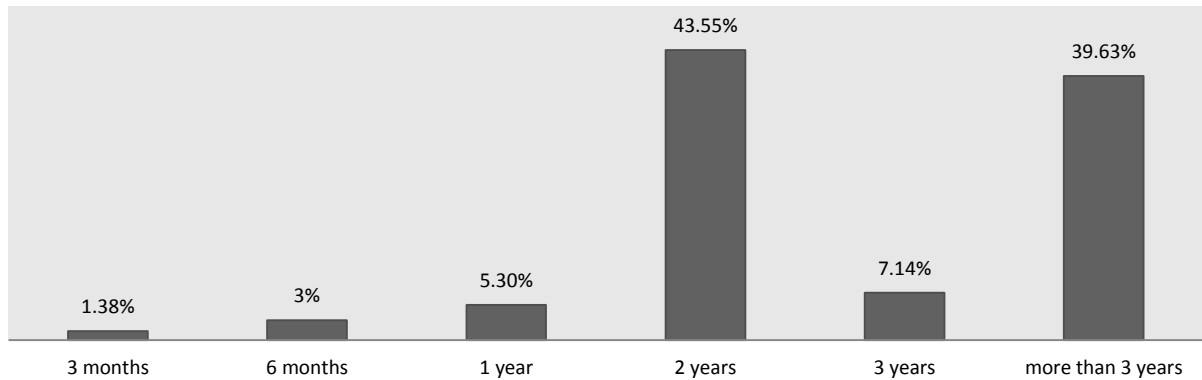
Preferred study destination



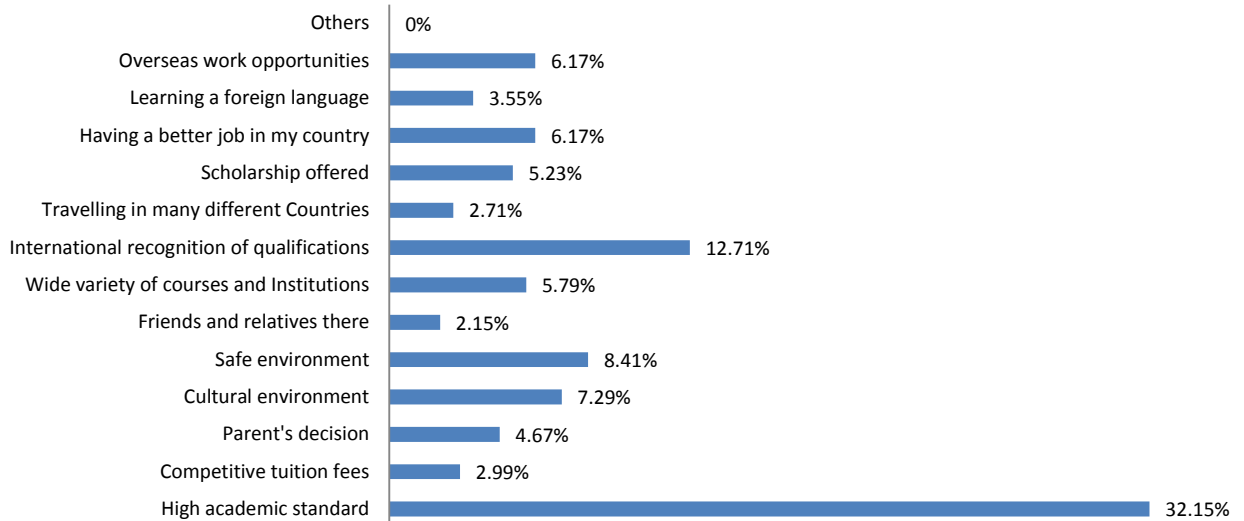
Expect to leave



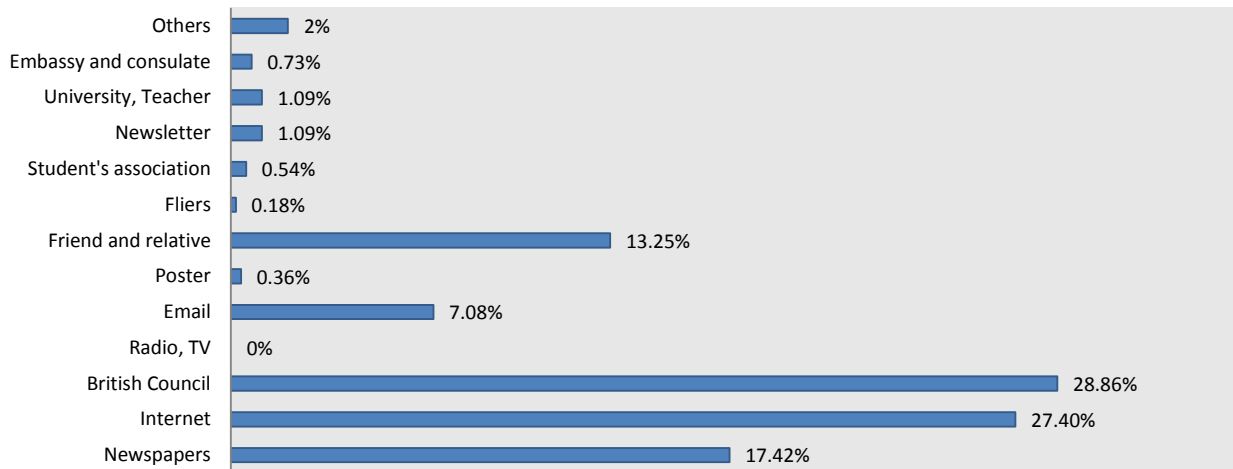
Intended period of stay in the UK



Motivation to study abroad



Source of info





We will be organising the last UK Education Open Day of this year in Dhaka on Saturday 30 July 2016.

Call for Action

Check if your local agent is already participating.

If yes, then you may ask to further promote your institution to students in Bangladesh. You may send country specific promotional items to your agents.

If not, then you may ask your local agent to participate in the upcoming Open Days. Please note that only British Council trained agents can participate in the Open Days.

Contact us:

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