



### **Report: Open Day (Agents exhibition), Sylhet, Bangladesh, 14 May 2016**

We organised UK Education Open Day (Agents' exhibition) in the Rose View Hotel, Sylhet on 14 May 2016 with participation from 14 local representatives. The event was open for all with options to pre-register or register on the spot.

The participating exhibitors were:

- [BSB Global Network](#)
- [Center for Foreign Studies\(CFS\)](#)
- [Cubic Education](#)
- [Education Excellence](#)
- [H & I Council](#)
- [H&S Education Services](#)
- [IECC : Bangladesh](#)
- [Karim & Karim Consultants](#)
- [MACES](#)
- [MIM Study Abroad](#)
- [N&N International Education Consultancy Ltd.](#)
- [Overseas Study Counselling Ltd](#)
- [Pinnacle Counselling Centre](#)
- [RSL Education Counselling](#)



Over hundred UK institutions were represented by the 14 local agents.

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. So we decided to increase the number of UK Education Open days (Agents' Exhibitions) to raise the portfolio of higher education in the UK, in the local market. This opened up scope for local agents to promote the UK institution that they represent. Agents provided counselling to potential students on behalf of the partner UK institutions.

The exhibition saw a footfall of 224 visitors, where 92% were male and rest were female.

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

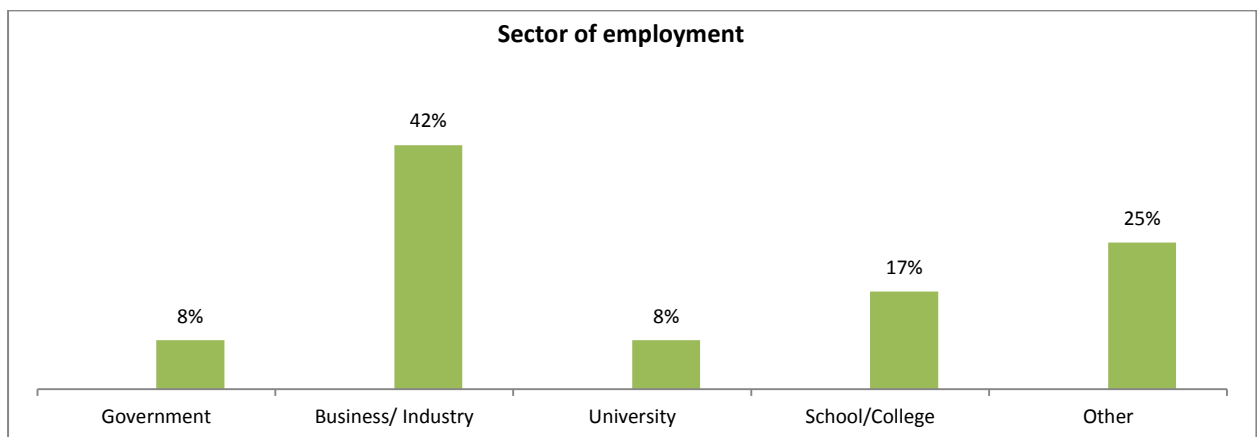
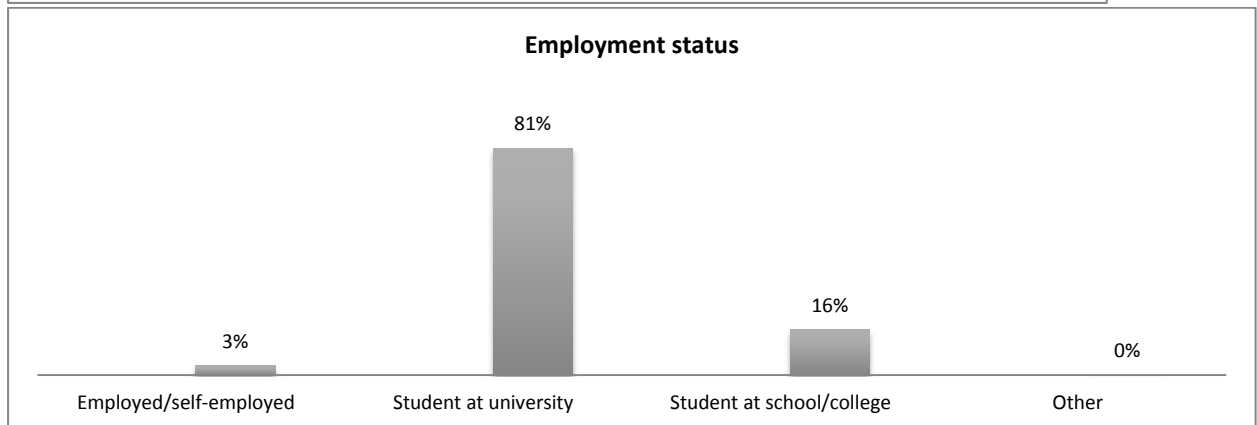
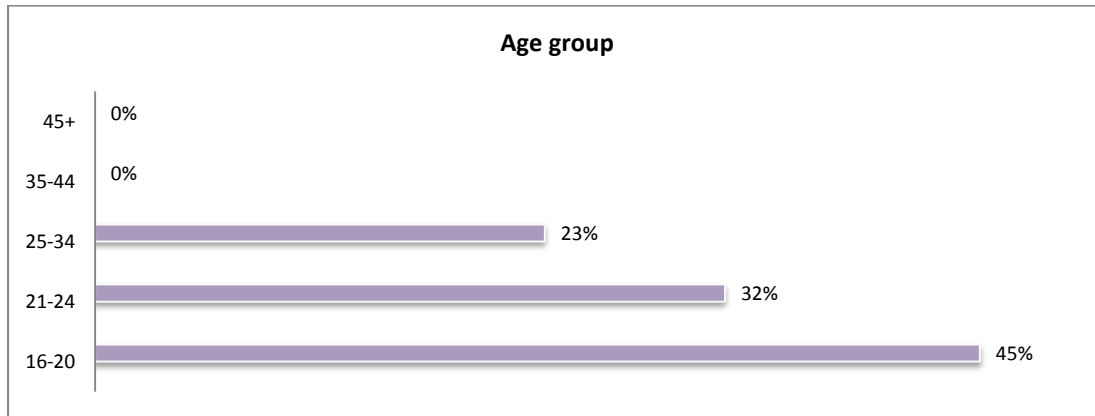
**The Open Day was marketed through the following platforms:**

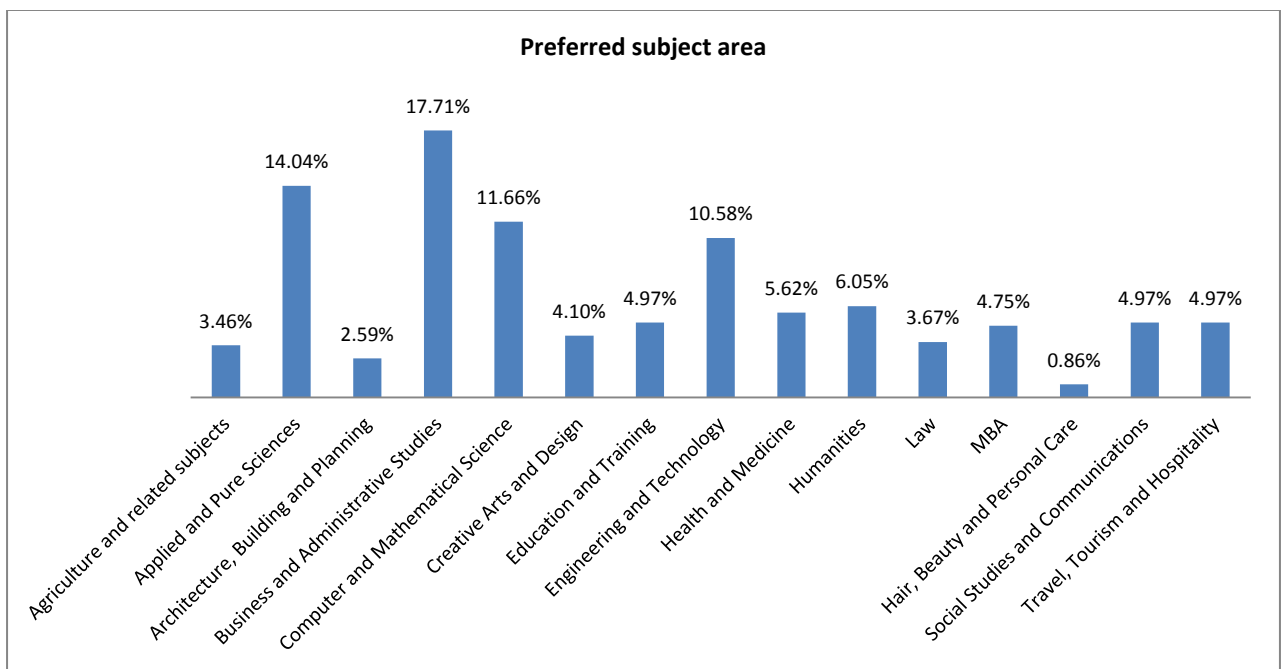
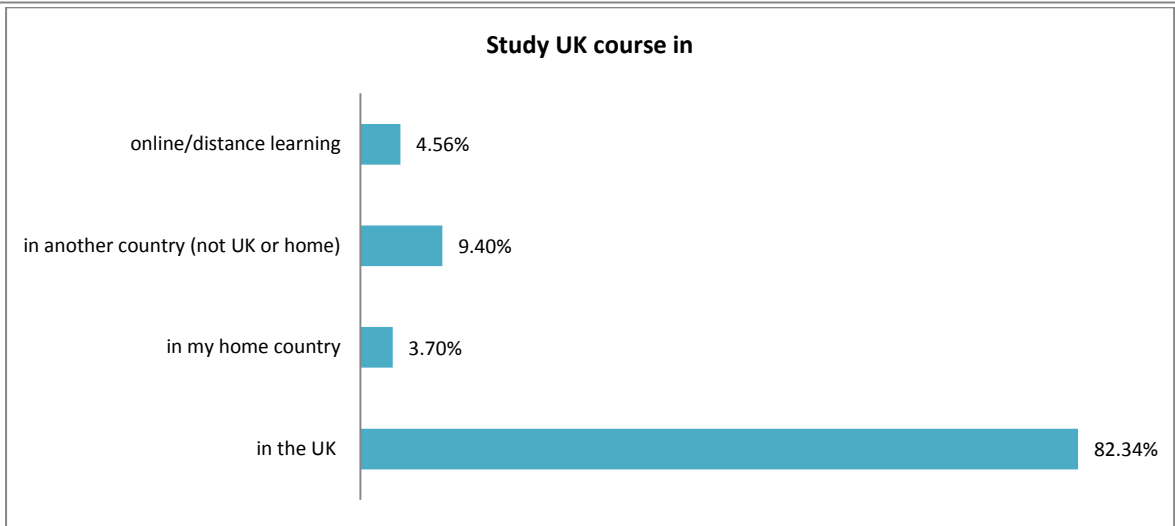
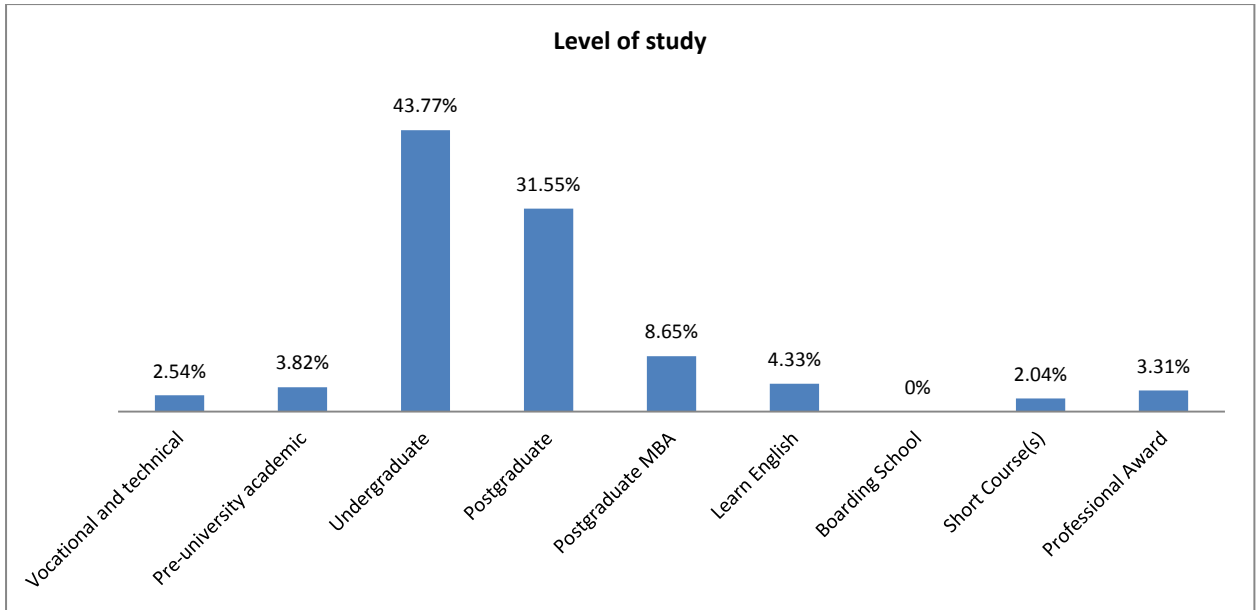
- [British Council Bangladesh website](#), [British Council Bangladesh Facebook](#) and [EducationUK Facebook](#) pages
- Advertisements in the most popular national daily Prothom Alo and in a local daily Sylheter Dak
- Displayed X stand banners at British Council office and in the event venue
- SMS 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.

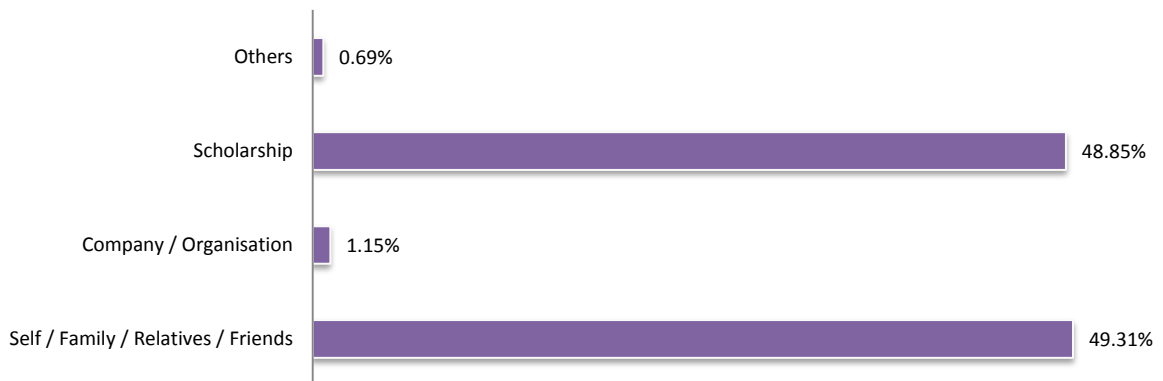


We obtained following statistics on the visitors during the event,

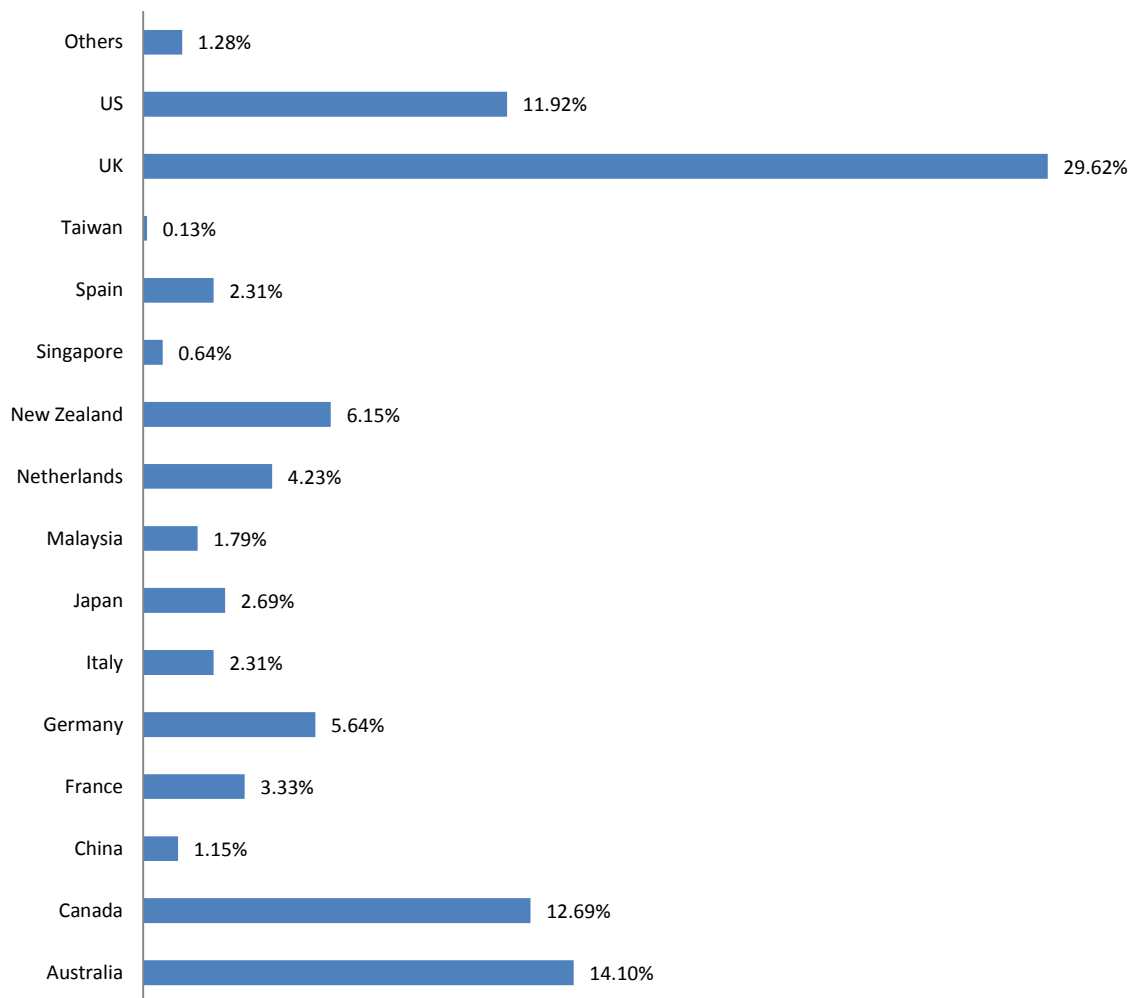




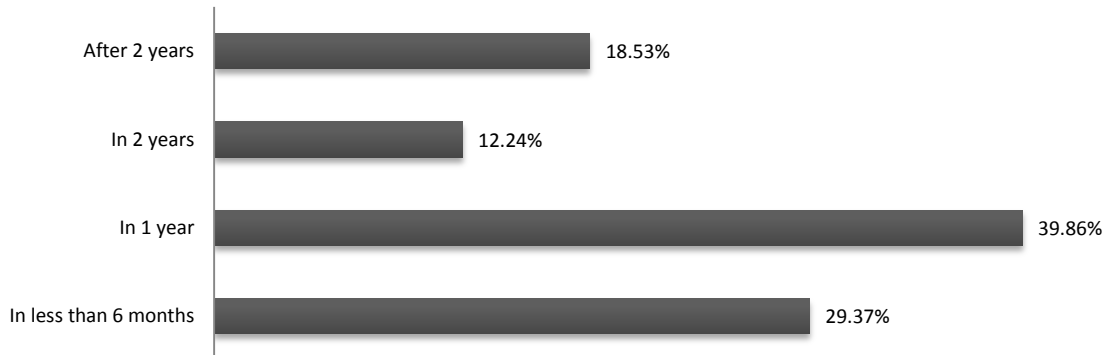
### Source of funding



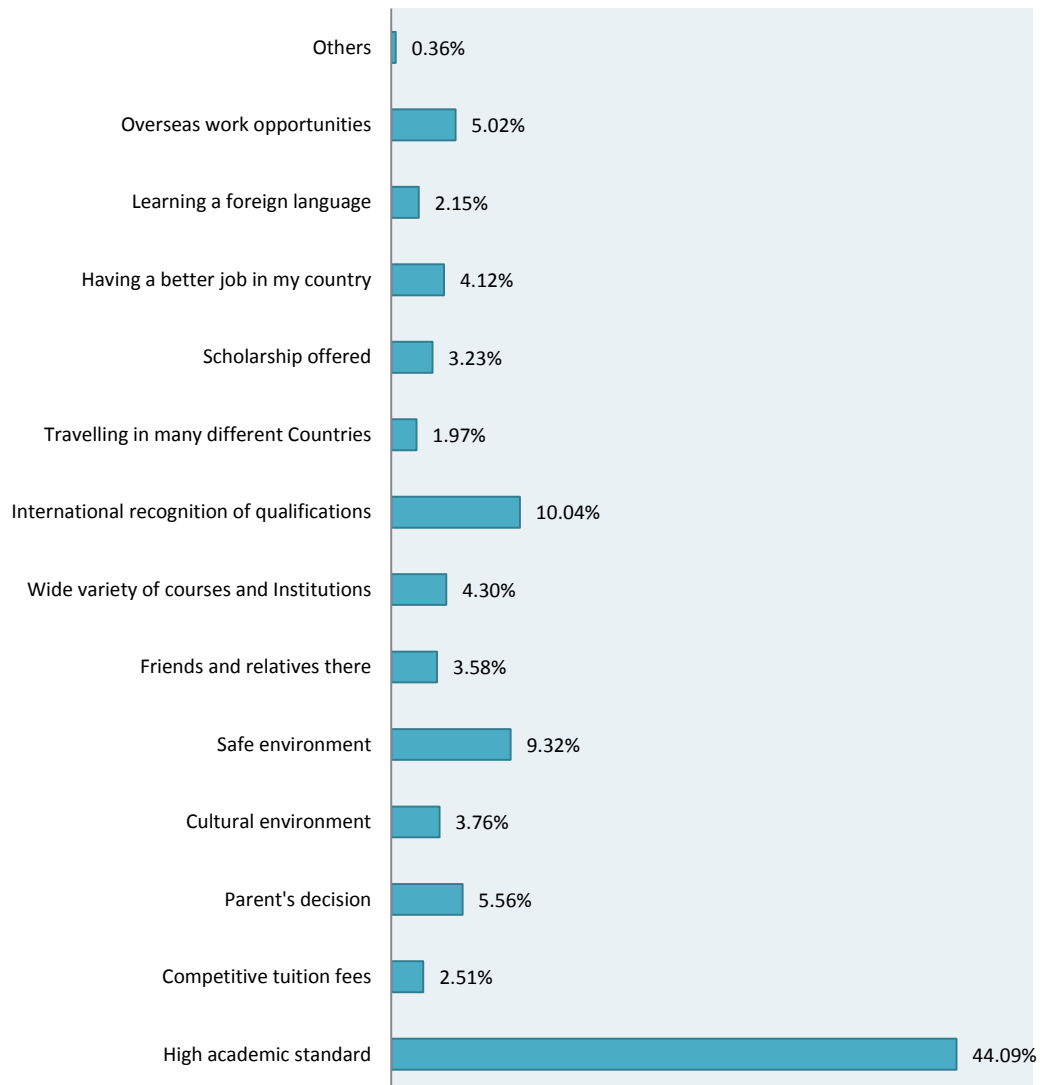
### Preferred destination to study



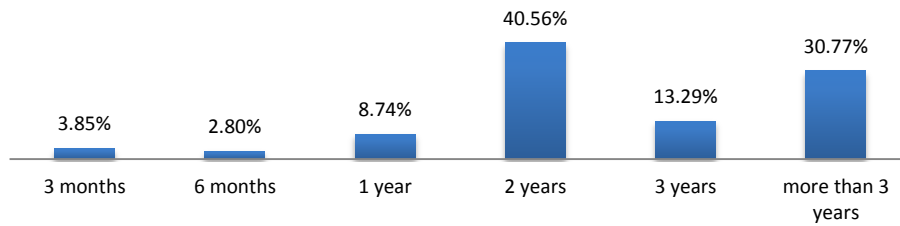
### Expecting to leave country



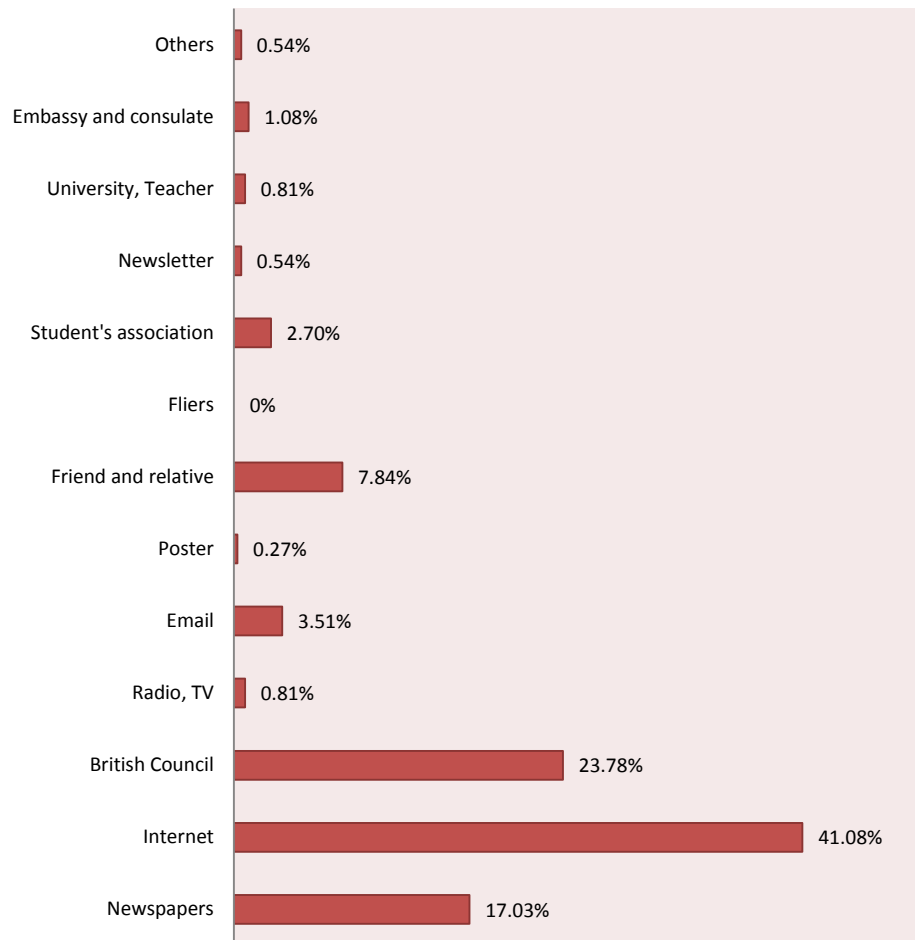
### Motivation to study abroad



### Intended period of stay



### 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 no, 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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