

UK Institution's Promotional Campaign: SIEM Bangladesh

We will conduct UK institutions' promotional campaign in 4 cities:

- Rajshahi - 8 August 2015
- Dhaka - 6 September 2015
- Chittagong – 9 January 2016
- Sylhet – 5 March 2016

Programme outline:

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| 11.00-12.00 | : Seminar by British Council on Studying and Living in the UK and presentation on IELTS and its digital resources |
| 12.00-13.00 | : Presentation of UK Institutions (Power Point and promotional videos) |
| 13.00-16.00 | : Counselling Session by local agents |

The campaign provides UK Institutions the opportunity to promote their institution in four cities of Bangladesh, including some remote locations where the interest to study in the UK is enormous. Delegates from the UK institutions need not travel to Bangladesh as they can promote their institution remotely through different promotional tools listed below and through local representatives.

This campaign will enable the UK institutions:

- To create awareness about studying in the UK in remote cities outside Dhaka i.e. Rajshahi, Chittagong and Sylhet
- Raise your institution's profile across four cities in Bangladesh with a high proclivity for UK education.
- Generate student recruitment leads for your institutions.
- These events allow UK institutions to participate in promotional activities remotely, without making it necessary for institution delegates to travel to Bangladesh. This reduces cost for the institution, enabling you to also explore remote marketing tools as well as counselling by local representatives.
- We are offering **16% discount** on the full campaign package. Institutions may also pick services of their choice as per budget considerations.

The event will be promoted to local audiences through the following activities:

- Newspaper adverts
- Notice to local Institutions (university, college, coaching centres and schools)
- Informing local agents
- Facebook campaign ([Education UK Global Page](#) and [British Council Bangladesh country page](#))
- [British Council Bangladesh website](#)
- Email & SMS campaign
- Displaying British Council banner

Target audiences:

- College/ University/ HE students, O/A level students, IELTS students etc.

We will conduct marketing visits to raise the profile of UK education in the emerging market. The UK institutions are invited to avail the following services during the marketing campaign. The cost listed below is per venue/city:

| | Service | Cost | Comment |
|---|---|-------------------|---|
| 1 | Power Point presentation | £150 | <ul style="list-style-type: none">• The UK institution to provide a PowerPoint presentation• Maximum 10 slides |
| | Video presentation | £150 | <ul style="list-style-type: none">• The UK institution to provide a video presentation• Maximum duration of 5 minutes |
| 2 | Display pop-up banner/ X-Stand banner | £150 (per banner) | <ul style="list-style-type: none">• The cost is applicable for any banner displayed in the event premises• We can also arrange to print banner locally if the artwork is provided. The actual cost of printing and management cost will be added• Management fee for making X- stand/Pop Up banner locally is £40. Actual cost of making X-stand banner locally is £16 and Pop Up banner is £68 |
| 3 | Counselling session by local agents of the participating institutions | £300 | <ul style="list-style-type: none">• We can arrange separate tables for counselling for local agents (nominated by UK institution)• The agents will counsel under one specific institution's banner• The duration is 4 hours |

Note: Custom clearing and other associated charges (if applicable) will be included as per actual cost. This cost does not include UK VAT which will be added to the institution's invoices. We will provide 16% discount on total cost of the services 1 to 3 if these are taken in all four venues. However, regular pricing is applicable on each of the services if they are taken separately.

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|---|-------------------------------------|------|---|
| 4 | Distributing prospectuses/handbooks | £200 | <ul style="list-style-type: none">• The UK institution to send prospectuses/handbooks for distribution• The quantity should be approximately 100• We can also arrange to print prospectuses/handbooks locally if it is provided in 'ready to print' format. The actual cost of printing and management cost will be added |
| 5 | Distributing flyers/handouts | £150 | <ul style="list-style-type: none">• The UK institution needs to send us flyers/hand-outs accordingly for distribution• The quantity should be approximately 100• We can also arrange to print flyers/hand-outs locally if artwork is provided. The actual print cost and management cost will be added |

Maximum number of participating institution: 08

Minimum number of participating institution to hold the event: 05

Cancellation Policy:

- If a campaign is cancelled by the client 15 days before the event date, no cancellation fees will be charged.
- If a campaign is cancelled by the client one week before the event date, 50% of cost will be charged.
- If a campaign is cancelled by the client 2 days before the event date, 75% of cost will be charged.

If the campaign is cancelled due to political unrest or any *force majeure* like a natural disaster then no cancellation fees will be charged **except the direct cost incurred for any services that have already been delivered** (cost will be charged accordingly).

For further information please contact:

M Jahir Uddin

Project Manager-SIEM

British Council

Tel: +88 09666 773377, Mobile: +88 01713090007

Email: Jahir.uddin@bd.britishcouncil.org

Shegufta Ahmed

Project Coordinator-SIEM

British Council

Tel: +88 09666 773377, Mobile: +88 01730313029

Email: Shegufta.ahmed@bd.britishcouncil.org