

**Report on 'UK Institution's Promotional
Campaign and Interactive briefing session
on IELTS and its digital resources'****14 December 2014, Chittagong****Venue:** British Council Library, Chittagong**Seminar and Presentation:** 11am-1pm**Counselling session:** 1pm-4pm

UK institutions promoted their courses and qualifications through an interactive and informative briefing session across multiple platforms for students and influencers in Chittagong.

Participating institutions:

1. [BPP University](#) represented by [RSL Education Counselling](#)
2. [University of Hertfordshire](#), represented by [Pinnacle Counselling Centre](#)
3. [Glasgow Caledonian University](#), represented by [N and N International Education Consultancy Ltd.](#)
4. [University of West of England, Bristol](#) represented by [MIM Study abroad](#)

Seminar on Studying and Living in the UK: Shegufta Ahmed from the SIEM team presented on the key features of UK qualifications, subjects offered by UK institutions, study methods in the UK, qualifications that can be obtained, entry requirements, English language requirements, selecting an institution, tuition fees, accommodation, living expenses, scholarship opportunities, visa related information. followed by a Q/A session. Over 300 people attended the seminar.

Interactive briefing session on IELTS and its digital resources: Video and PowerPoint presentations on different features of IELTS such as, [IELTS Listening Tips](#), [IELTS Reading Tips](#), [IELTS Speaking Tips](#) and [IELTS Writing Tips](#), the necessity of sitting the IELTS and what the British Council offers to IELTS candidates was presented by the British Council IELTS team. Additionally, flyers with information on test dates, mock tests and registration details were distributed.

- **Video presentation:** During the event videos covering [GREAT Britain](#), [student experiences in the UK](#), UK life and culture and [UK-The adventure of a lifetime were presented](#). A web-guide on different useful websites relating to studying and living in the UK was distributed. Local representatives of BPP University and University of West of England, Bristol also presented videos and presentations.
- **Flyer distribution:** Flyer distribution on IELTS which includes test dates, information on mock tests and IELTS registration to encourage students to complete IELTS
- **Banner display:** Banners were displayed on IELTS and GREAT which is a good example of integration with other departments and promoting GREAT. Along with GREAT, BPP University and Glasgow Caledonian University displayed their banner at the venue

Counselling session: At the end of the seminar, participating local representatives of different UK institutions offered counselling service for the rest of the day.

Pre-event marketing campaign

The seminar was promoted through a marketing campaign,

- Event information sent through British Council e-newsletter to 10000+ contacts
- Promoted on British Council Bangladesh Facebook page, which has 481,794 fan base
- Promoted on the British Council Bangladesh website
- SMS and email shots sent to O/A level students, IELTS candidates and participants of recent O/A level and IELTS registrants
- Banner and poster display in British Council offices in Chittagong Agrabad office and CIU campus where the event took place
- Flyer distribution from British Council Dhaka customer service desk, Chittagong Customer Service and Library desks. Handbills distributed at prime locations around the city .
- Event flyers sent to different local institutions in Chittagong including IELTS registration points
- Advertised in local newspapers – Daily Azadi and Purbodesh
- Number of press releases published in local popular Daily Newspapers- Daily Azadi, Purbodesh and Kaler Kontho which has circulation figures of 10000, 20000 and 20000 respectively

Photos of the event can be found in the attached [link](#).

Findings from the event

- 74% of the visitors were students of undergraduate programme
- 47% of the visitors showed interest for postgraduate programme
- 2% of the visitors preferred distance learning programmes
- 32% of the visitors selected Business Administration as first choice to study
- 27% of students considered UK for its quality of education and 20% visitors considered UK for its high teaching standard
- Facebook is regarded as the most popular communication platform in Bangladesh. 51% of the visitors found the information of the event through Facebook

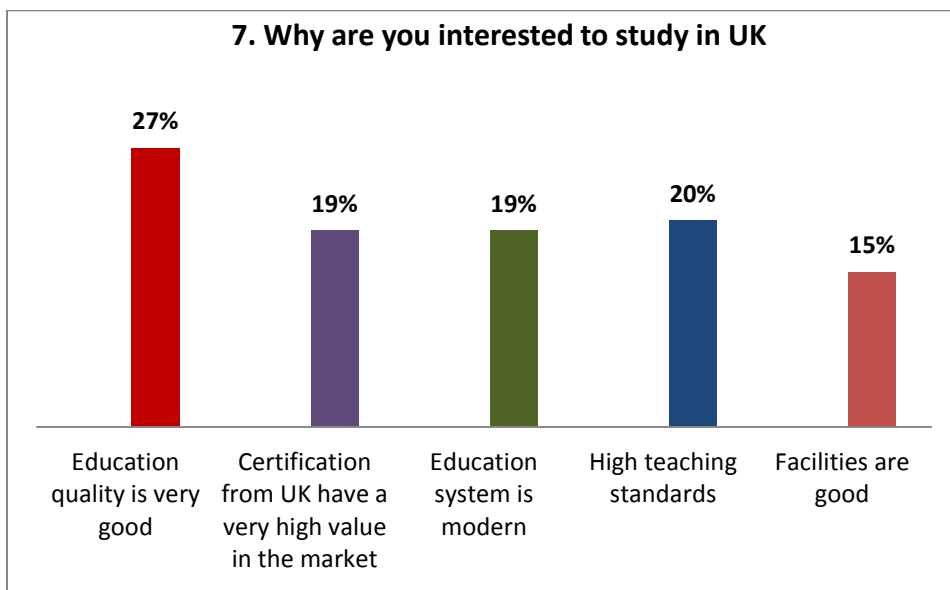
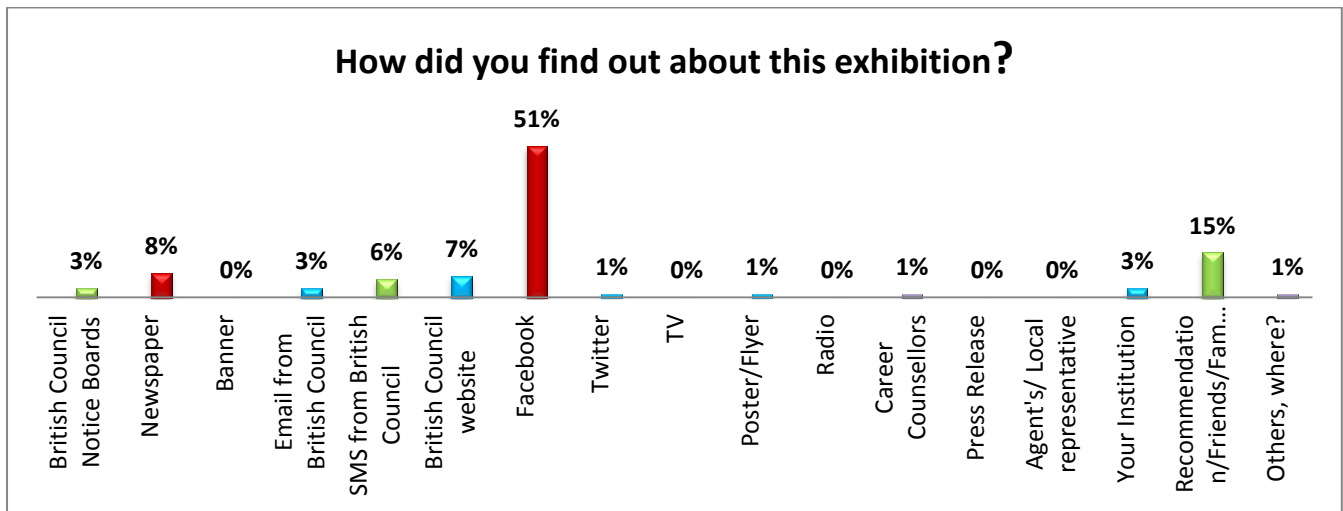
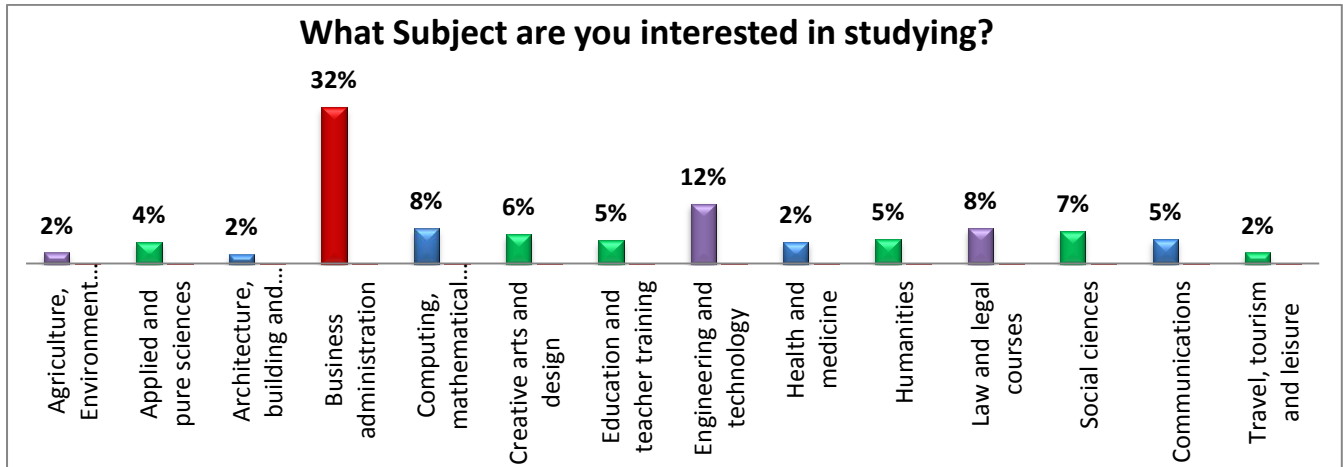
Highlights of the event:


Over 300 visitors attended the event. Besides presentation on Studying and Living in the UK, there was an IELTS briefing session on British Council Digital Resources too. The visitors found both sessions very useful and relevant . Dr. Ershad Karim, Pro-Vice Chancellor of the Independent University of Chittagong inaugurated the event and shared his experience of living in the UK which further encouraged the visitors to study in UK. 10% discount was offered on annual library membership for the visitors of this event. 70 students have registered their interest who will obtain the annual library membership.

Few comments from the visitors:

- *UK is my first choice for higher education for MBA and it's my dream from my childhood to study in UK Universities. Thank you very much for being with us*
- *Getting information about post graduate study is good*
- *British Council is very helpful*

Few graphical presentations:





If you would like to promote your UK institution through the following methods do get in touch with us at the contact details provided below. We can also create bespoke features and services for your specific promotional needs. Large visitor database who attended similar kinds of events in Dhaka, Chittagong and Sylhet

- Analysis on market trends, subject interest, age group, level of qualifications, interest level etc.
- Tailored information can be further sent through Email and SMS shots
- Flyer and poster distribution using different channels
- [Education UK Exhibition](#) in Dhaka (12-13 February), Chittagong (15 February) and Sylhet (18 February). The deadline to apply for this exhibition is 31 December 2014.