

Frequently asked questions by Canadian Institutions on marketing:

How could we best proceed with the recruitment program in Bangladesh?

Agents

- Many institutes from Australia, the UK and the US have succeeded in recruiting students through agents. The agents make all necessary arrangements (inserting ads in local newspapers regarding the arrival of the international liaison officer (ILO), arranging venues, date of mini recruiting fair, spot recruitment etc) before the arrival of the ILO. Recently, some Canadian institutes have recruited students through the same process.
- Canadian universities have made site visits arranged by agents to recruit students. Some of the universities succeeded in receiving as many as 85 applications on the spot.
- Australia and the UK have annual education fairs organised by the British Council and the Australian Centre for Education. Many institutes participate during these fairs. So far Canada has not arranged any education fairs. The Canadian High Commission has been promoting education overall.

How can the High Commission help Canadian institutions with the recruitment program?

- If Canadian institutions want an assessment of an agent in Bangladesh from the High Commission, an information form (Annex 2.0) must be completed by the agent which is then forwarded to the institution for them to make their decision. The High Commission will require the name, contact address, e-mail and web address of the agent.

How can Canadian institutions get the names of agents in Bangladesh?

- The Government of Bangladesh does not have a list of bonafide agents. Most Canadian institutions come to know about the agents through personal contacts.

Best/worst times to promote in the market ?

Best:

- The more frequent the promotions during the year, the better your chances of securing students.
- For universities and colleges, the best time is October to December for the fall intake and February to May for the winter intake.

Worst:

- During Ramdhan month (fasting month) and religious festivals.