



OFFICE OF THE NIGERIA STUDENTS AMBASSADOR

"Return to Nigeria" Initiative

Objective:

The "Return to Nigeria" initiative aims to encourage Nigerian students studying abroad to return to Nigeria after their studies. This initiative leverages their acquired knowledge and skills to support and develop various sectors in Nigeria, including local government projects, state parastatals, and federal initiatives.

The campaign addresses immigration pressures in the UK and EU and other parts of the globe while promoting development in Nigeria, creating a mutually beneficial scenario for these regions.

Campaign Outline

Phase 1: Awareness Campaign

2. Road Trip from England to Nigeria:

Objective: To generate publicity and create a compelling narrative that showcases the journey and the potential impact of returning students on Nigeria's development.

Activities:

Route Planning: Plan a detailed route covering key cities in Europe and Africa, highlighting cultural and educational landmarks.

Publicity: Engage media houses, bloggers, and social media influencers to cover the journey.



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2. **Sponsorship:** Reach out to potential sponsors such as automobile companies, fuel companies, technology firms, and media outlets

3. Potential Sponsors:

- ❖ Automobile Companies: Toyota, Ford, Mercedes-Benz.
- ❖ Fuel Companies: Shell, Total, BP.
- ❖ Technology Firms: Google, Microsoft, Dell.
- ❖ Media Outlets: BBC, CNN, Al Jazeera, Nigerian Television Authority (NTA).
- ❖ Governments and Institutions: UK and EU, Australian, Chinese governments interested in promoting skilled migration back to Nigeria.

4. Reaching Out to Governments:

Proposal Submission: Develop a comprehensive proposal outlining the benefits of the campaign, such as reducing immigration pressures and promoting development in Nigeria.

Target Offices:

- ❖ UK Home Office,
- ❖ Department for International Development (DFID),
- ❖ European Commission's Directorate-General for Migration and Home Affairs.
- ❖ USAID
- ❖ Australia
- ❖ China



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Phase 2: Awareness Drive in Nigeria

1. Stakeholder Engagement:

Objective: To engage with Nigerian governmental and private sector institutions to support the initiative by providing opportunities for returning students.

Activities:

Workshops and Seminars: Organize events to discuss the benefits of returning students and how they can contribute to national development.

Partnerships: Form partnerships with local government authorities, state parastatals, and federal agencies.

2. Awareness Campaign:

Media Campaign: Use traditional and social media to spread the message about the initiative.

Endorsements: Secure endorsements from prominent Nigerian figures, including government officials, business leaders, and celebrities.

3. Opportunities for Returning Students:

Job Fairs: Organize job fairs specifically for returning students, inviting companies and government agencies to participate.





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Internships and Traineeships:

Work with organizations to create internship and traineeship opportunities for returning students.

Entrepreneurship Support: Partner with financial institutions to provide loans and grants for entrepreneurial ventures started by returning students.

Detailed Plan

Month 1-2: Planning and Preparation

Route Planning: Finalize the travel route, securing necessary travel documents and permissions.

Sponsor Outreach: Contact potential sponsors with a well-prepared proposal, highlighting the campaign's

Objectives and Benefits.

Media Engagement: Begin discussions with media houses and influencers to secure coverage.

Month 3-4: Campaign Launch



Publicity Drive: Officially launch the campaign with a press release and media event.


Social Media Strategy: Implement a robust social media campaign, posting regular updates, and engaging with followers.

Month 5-6: Road Trip and Documentation

Journey Execution: Conduct the road trip, documenting each stage with videos, blogs, and social media posts.

Media Coverage: Ensure continuous media coverage and engagement throughout the journey.

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Month 7-8: Post-Trip Engagement

Workshops and Seminars: Organize events in Nigeria to discuss the campaign's outcomes and promote the return initiative.

Government and Private Sector Meetings: Engage with Nigerian institutions to secure their support and commitment.

Month 9-12: Follow-Up and Expansion

Job Fairs and Internships: Organize job fairs and internships, ensuring opportunities for returning students.

Entrepreneurship Programs: Launch programs to support entrepreneurial activities by returning students.

Monitoring and Evaluation

KPIs:

- ❖ Number of students participating in the return initiative.
- ❖ Number of job placements, internships, and entrepreneurial ventures started by returning students.
- ❖ Media reach and engagement metrics.
- ❖ Sponsor feedback and continued support.

Feedback Mechanism:

Regular surveys and feedback forms for participants.

Continuous engagement with sponsors and partners to evaluate the impact and improve the campaign.

By implementing this comprehensive plan, we aim to create a significant impact on the return of Nigerian students, leveraging their skills and knowledge for the development of various sectors in Nigeria.

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