



# Speaker Profile



As an introduction, Christina Singh has an experience of 24 years working for British Council India which is the United Kingdom's international organisation for cultural relations and educational opportunities. She has been integral part of teams launching and piloting for all the British Council products including administration in the new market and to create positive image of the UK and of various programmes – IELTS, Connecting Classrooms + Global School Partnerships for school market, Teaching qualifications for teachers, Education UK, Chevening Scholarships, Debating Matters, Cultural activities like author talks, exhibitions, storytellers from the UK. Maintained school, family, higher education institution databases and dashboard feed for British Council and British Deputy High Commission Chandigarh.

Equipped with working in various capacities, Christina has excellent experience in running international campaigns and communicating both domestic audiences (nationally and regionally in Punjab) and overseas audiences, B2B communications, working with external agencies to manage content development and promotion.

She has lent her expertise in setting up British Council offices in Lucknow, Chandigarh and Ahmedabad.

She is a volunteer for Chandigarh Urban Festival since 2018, a unique platform that brings together the entire cross section of citizens of Chandigarh through a plethora of annual activities like- City Celebration; Neighbourhood Initiative; Ideas Competition & Exhibition.