

Creating new futures

Turkey Spring Virtual Exhibition report
26 February – 2 March 2013

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1. Event fact file

Name	onlinefair.educationuk.org.tr
Venue	Turkey, 26 February – 2 March 2013
Opening hours	26 February- 2 March, 09.00-00.00
Stand costs	£1,047 plus VAT (£1,256)
Sponsors	IELTS: main sponsor GREAT campaign UCAS
Unique feature to give added value	Each institution had a virtual booth with chat feature

2. Objectives of the event

- To provide access for UK Institutions to the targeted audience beyond Istanbul, Ankara and Izmir, across whole Turkey reach cities with emerging economies and young population.
- To promote UK as an excellent study destination by using an alternative virtual platform and reaching prospective students and parents.
- To provide direct access to students exploring opportunities for study higher and further education programmes in the UK.
- To create further opportunities for physical presence in those cities where the demand is highest for UK education providers.

3. Key Statistics

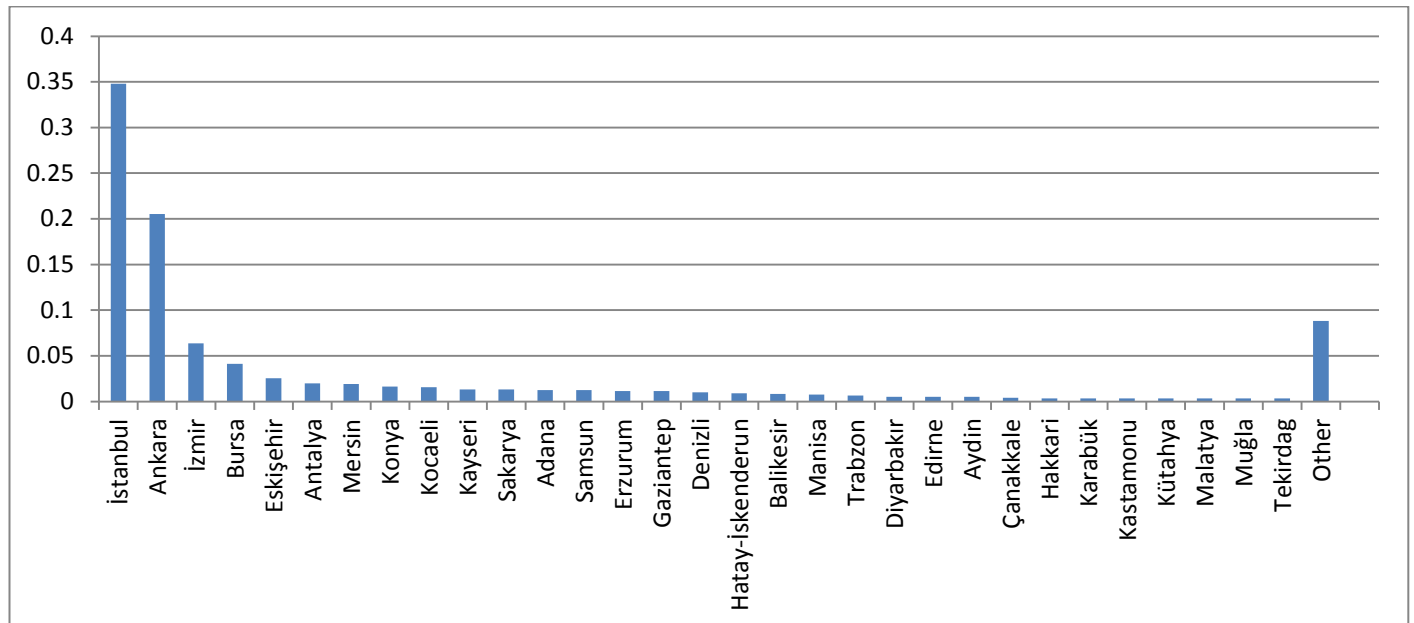
Attendance	Turkey	
	2013	2012
Tuesday, 26 February	2,773	N/A
Wednesday, 27 February	1,431	N/A
Thursday, 28 February	1,364	N/A
Friday, 1 March	987	N/A
Saturday, 2 March	307	N/A
Registered visitors	1,213	N/A
Further Education Institutions	3	N/A
Higher Education Institutions	18	N/A
UCAS	Yes	N/A
IELTS	Yes	N/A
Visa	No	N/A
Total number of exhibitors	23	N/A

Visitors' primary market objectives	Turkey	
	2013	2012
Career based & foundation	5%	N/A
High & boarding school	3%	N/A
Language & summer school	20%	N/A
MBA	7%	N/A
Postgraduate masters	29%	N/A
Postgraduate PhD	10%	N/A
Undergraduate	22%	N/A
Vocational education programmes	4%	N/A
Demographics of visitors	Turkey	
	2013	2012
Male	57%	N/A
Female	43%	N/A



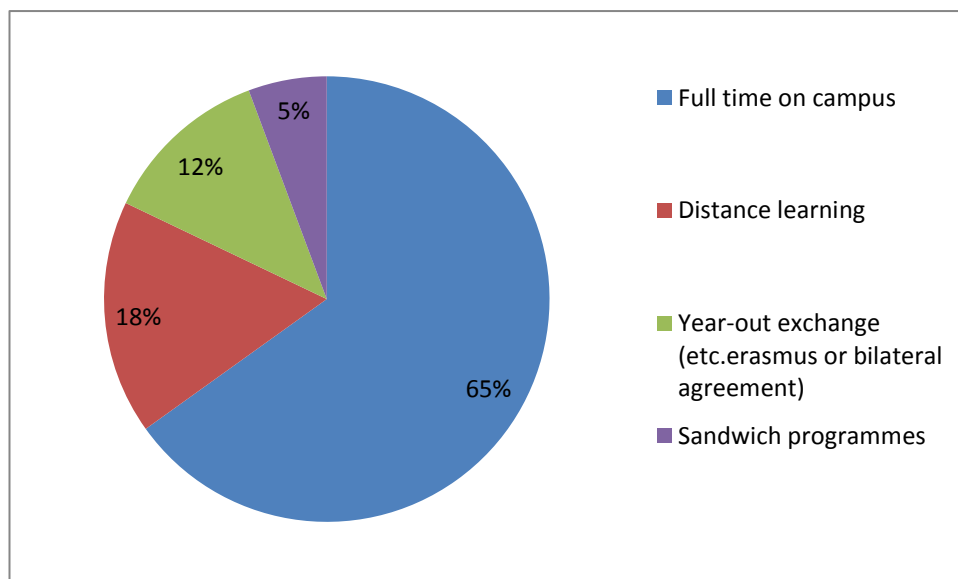
4. Registered visitor analysis

City origin



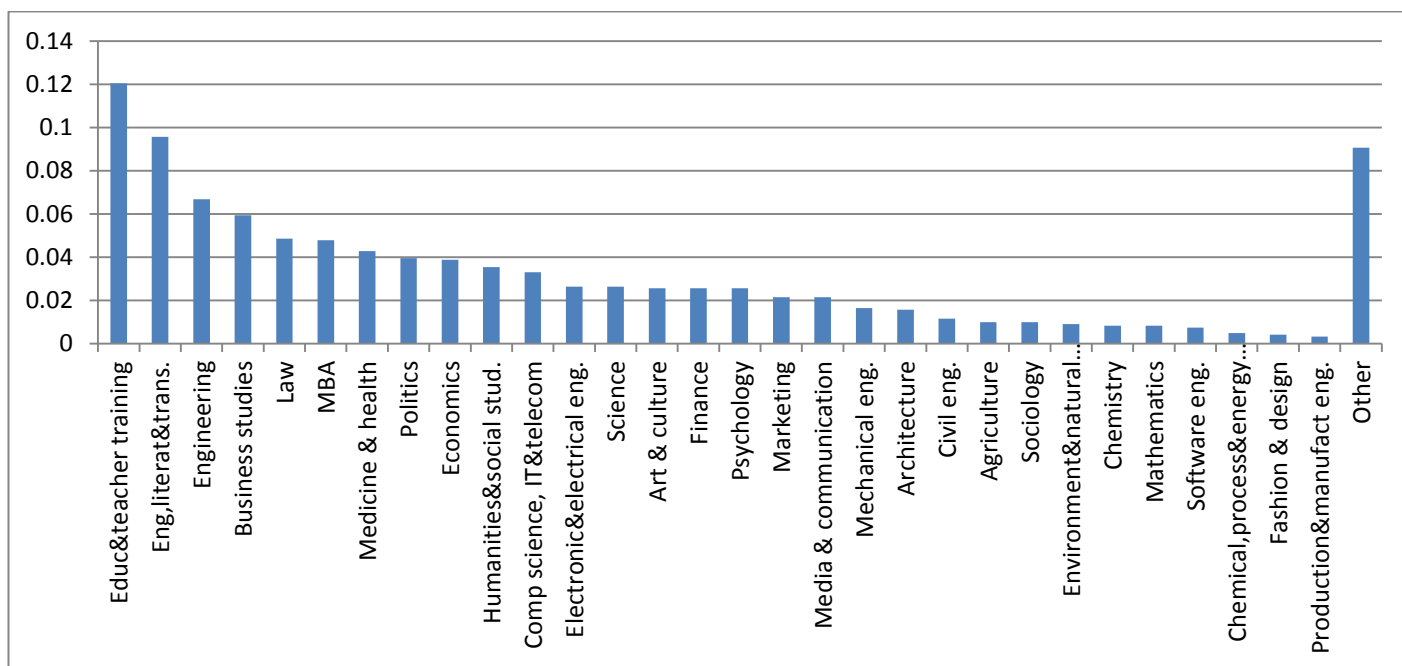
Access to the platform from Istanbul, Ankara and Izmir were high; however, the platform indicated that the cities with emerging economies have great potential to promote what UK has to offer to international students. 40 per cent of total registered visitors were from 62 cities across Turkey of which top 15 were shown above.

Preferred study mode



Statistics show that full time study on campus is a dominant preference with a 65 per cent share that students selected when they registered the exhibition. It is followed by distance learning with 18 per cent which shows that the popularity of the alternative study mode over traditional learning method.

Subject interest



Education & teacher training, English, literature and translation, engineering, business studies and Law are the top-5 subjects that students were interested in to study in the UK. However, Politics and Economics which usually appears in the top-5 subject list according to the HESA statistics rank after medicine & health studies.

5. Visitor survey analysis

The total number of visitor surveys completed was 225, which represented a percentage of the overall number of attendees to the event, about 19 per cent. The full report with results from the questionnaires can be found in [Appendix 2](#), some extracts can be seen below.

- 90 per cent visitors found the online fair well designed and looked professional
- 85 per cent visitors acquired new knowledge through this event
- 94 per cent of visitors stated that they would consider attending the online fair in future
- 75 per cent of all visitors were satisfied with the event and felt that it had met their expectations



6. Exhibitor survey analysis

The total number of exhibitor surveys completed was 11. This represented 52 per cent of the total number of exhibitors.

Overall response about the platform is very positive. There are however, comments around technical problems about interruptions in the admin side and chat tool that participants faced during the event.


The full report with results from the questionnaire can be found in [Appendix 3](#), some extracts can be seen below.

- 73 to 91 per cent found the look and feel of the overall platform professional, exhibitor stands well designed and the 'Chat' tool easy to use.
- 10 per cent of exhibitors stated they will be attending next year while the remainder are undecided.

7. Impact of marketing plan

The main focus of the media campaign was targeted around digital platforms and the promotion of the event was supported with strategic planning of distribution of posters, flyers and use of billboards on university campuses. The promotion started with a survey to raise the awareness in December 2012 with the intensive featuring between 12 February and 2 March 2013.

- In order to raise awareness of the exhibition we run a mini survey that attracted a quite good number of 902 respondents. There was a prize draw to win 50 online vouchers. Survey results presented that 47 per cent of them showed interest in postgraduate programmes, 72 per cent had not attended any exhibitions before, 90 per cent said they were interested in attending the event.
- We had designed web banner and `videotainments` displayed on 15 online media channels.
- A social network strategy was put in place with ads on Facebook and as well as regular posts on Facebook and Twitter before and during the event.
- We promoted the event with email shots to our own database including students, agents, schools, universities, IELTS and ELT database consisted of more than 70,000 subscribers.
- In addition to that, the event was promoted on the British Council and Education UK websites prior to and throughout the event.
- The promotion was supported with the distribution of 300 posters and 7500 flyers to highly populated schools and universities that we closely work with.
- 50 billboard adverts were displayed at 38 universities from 19 cities that were carefully selected according to their student traffic.

- 
- We promoted the event during our Studying and Living in the UK seminar sessions organised for government scholars by Ministry of National Education in Akdeniz University (Antalya), Gazi University (Ankara) and Istanbul University (Istanbul).
 - Our press releases resulted in free mentions in one of the mass media newspapers with a total reach of 428,000 as well as mentions on more than 40 online platforms.
 - A selection of prizes including one iPad, 150 online vouchers and three free IELTS exams were offered to those who registered with the exhibition.

A full media plan can be found in [Appendix 5](#).

8. Conclusions and follow up

This was the first year of the virtual exhibition. Turkey was the first pilot country to use the online platform. The platform was originally designed for companies therefore the challenge was to get familiar with the platform while tailoring for UK education providers to make the best out of it.

According to the Google analytics the exhibition attracted quite a large number of visitors, more than 13,401 and this turned into 1,213 registered visitors.

The results from the visitor survey and observations made during the event demonstrated that the exhibition was a useful, high-quality and informative event. Students experienced a unique tool and benefited from this opportunity to get in-touch directly with UK institutions.

Results from our exhibitor's survey indicated that the look & feel of the overall platform were professional, exhibitors' stand were well designed and the chat tool easy to use.

Killer facts:

- With 46 per cent, PG was the most popular level of study among Turkish students attending the Virtual Exhibition.
- 65 per cent of registered visitors preferred full time study on campus
- Top 5 subject areas are Education & teacher training, English studies, Literature & translation, Engineering , Business studies and Law
- Scholarships are important for Turkish students; according to the mini survey run through the online exhibition, 50 per cent of students want a scholarship of some sort e.g. discount, tailored campaign to students from Turkey etc. to pay for their studies. The total number of visitor surveys completed was 50.
- Majority of participants attended the event were currently continuing their studies.



8.1 Key recommendations for institutions

- Based on our observation, the biggest flow of student visitors during the events was between 16:00-20:00 after closure of the schools for the day. The platform was also busy between 11:00-13:00. We advise that institutions arrange their chat sessions around these times in future. Also the survey results suggest that students find that after 17:00 and weekend times more convenient for them to log-in to the platform.
- Observation made during the event demonstrated that Turkish students expect a personalized service so we recommend a more personalised approach to students, giving more specific information rather than generic information or referring to links.
- Based on the visitors' feedback, students would like to see more incentives and scholarships available
- Many institutions did not prefer the webinar feature. However, it would be a very effective way of engaging with students interactively online and making the most out of your booth, as well as giving key-information on the courses you offer and your institution. You can have sessions with your alumni and lecturers to make your webinar presence more dynamic.

8.2 Key recommendations for the British Council

- The results from both the visitor & exhibitor surveys and observations demonstrated that there is a technical improvement and simpler use of platform needed to respond to the needs of visitors and exhibitors alike. We will make the virtual exhibition a more user-friendly and also an improvement on the admin side and the chat tool to make sure that there are no interruptions.
- The number of visitors shows us that there was a decline towards the end of fifth day of the event. The solution for next year will be to host the virtual exhibition from Wednesday through to Saturday.
- We will advise on scheduling chat sessions in advance to help UK Institutions prepare themselves accordingly.
- Based on the visitors' feedback, students would like to find out more information on available scholarships, to have alternative and improved chat platforms. We will aim to encourage institutions to offer more incentives and scholarships as well as providing more details about scholarships available locally and in the UK. We will also make sure that the platform is improved with no interruptions.
- Exhibitors' feedback suggests that it would be better to access to the admin site earlier to start uploading material. Uploading schedule was set by the platform provider. However, we will consult with the platform provider to make sure that the admin side is activated well in advance.
- This is a new concept that Turkish students are not very well familiar with. In its first year we achieved to reach students from 65 cities across Turkey which was one of the main objectives.
- For forthcoming virtual exhibitions, we will aim to raise awareness for this new concept amongst prospective students. Despite the technical limitations we will aim to start promoting the exhibition well in advance to reach wider audience.



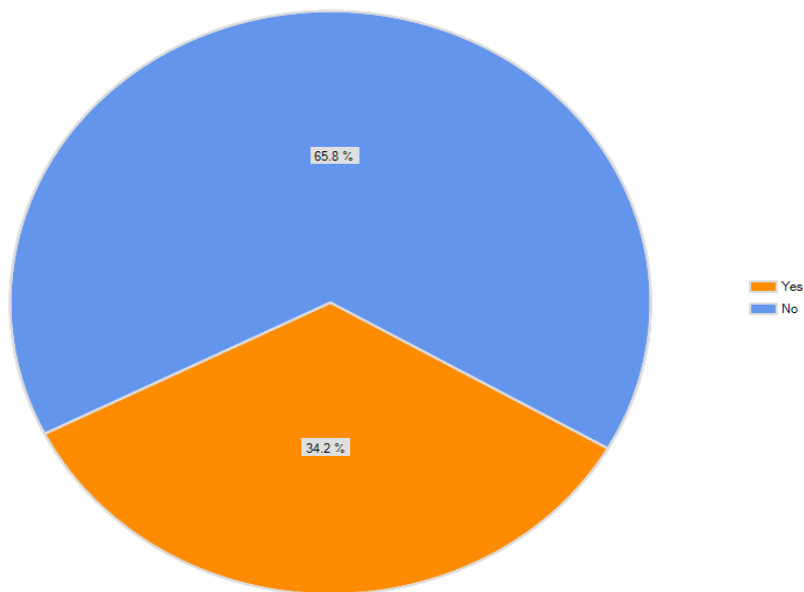
Appendix 1: List of participating institutions

1	Brunel University
2	Edinburgh College International
3	Glyndwr University
4	Goldsmiths, University of London
5	Harrow College
6	Kings College London
7	Leeds College of Art
8	London South Bank University
9	Middlesex University
10	Sheffield Hallam University
11	Swansea University
12	The University of Birmingham
13	The University of Hull
14	The University of Sheffield
15	University of Abertay Dundee
16	University of Bradford
17	University of Glasgow
18	University of Greenwich (London)
19	University of Hertfordshire
20	University of Stirling
21	University of the West of England



Appendix 2: Visitors' survey results

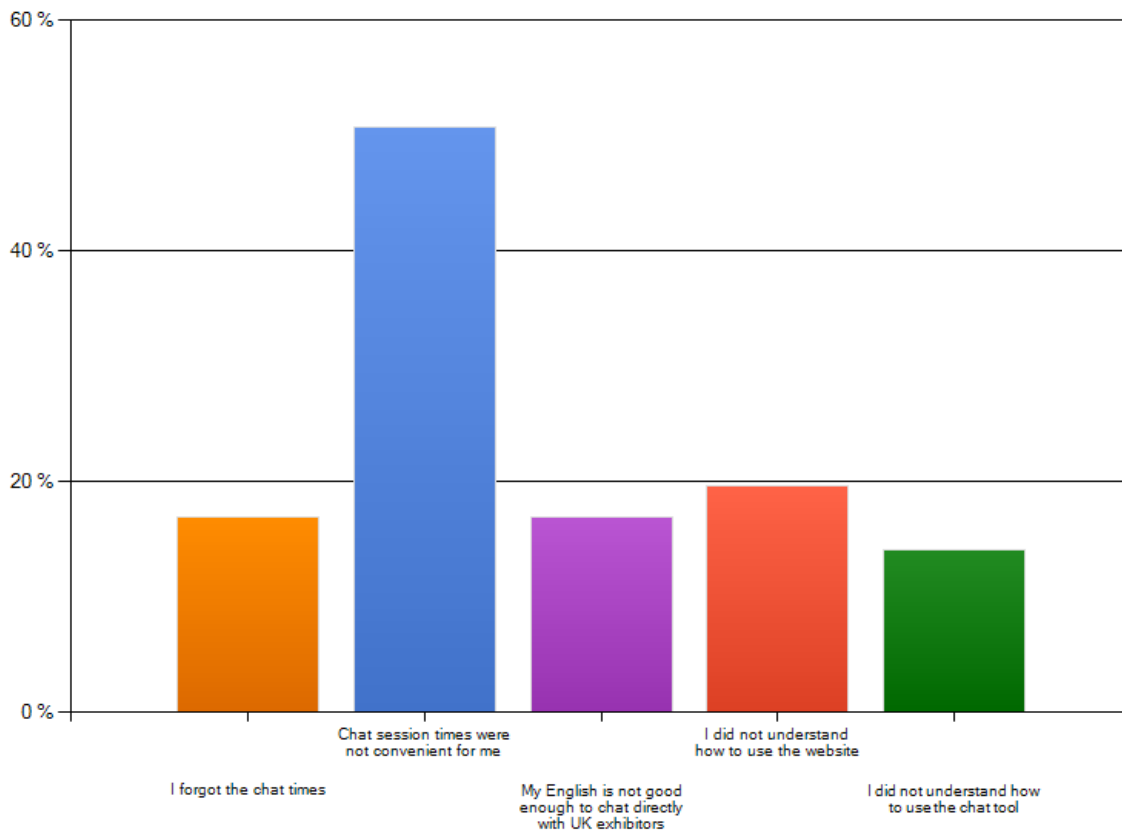
Did you chat with UK exhibitors?



According to the survey, 35 per cent of respondents were able to chat with the UK exhibitors.



Why did you not chat with the UK institutions?

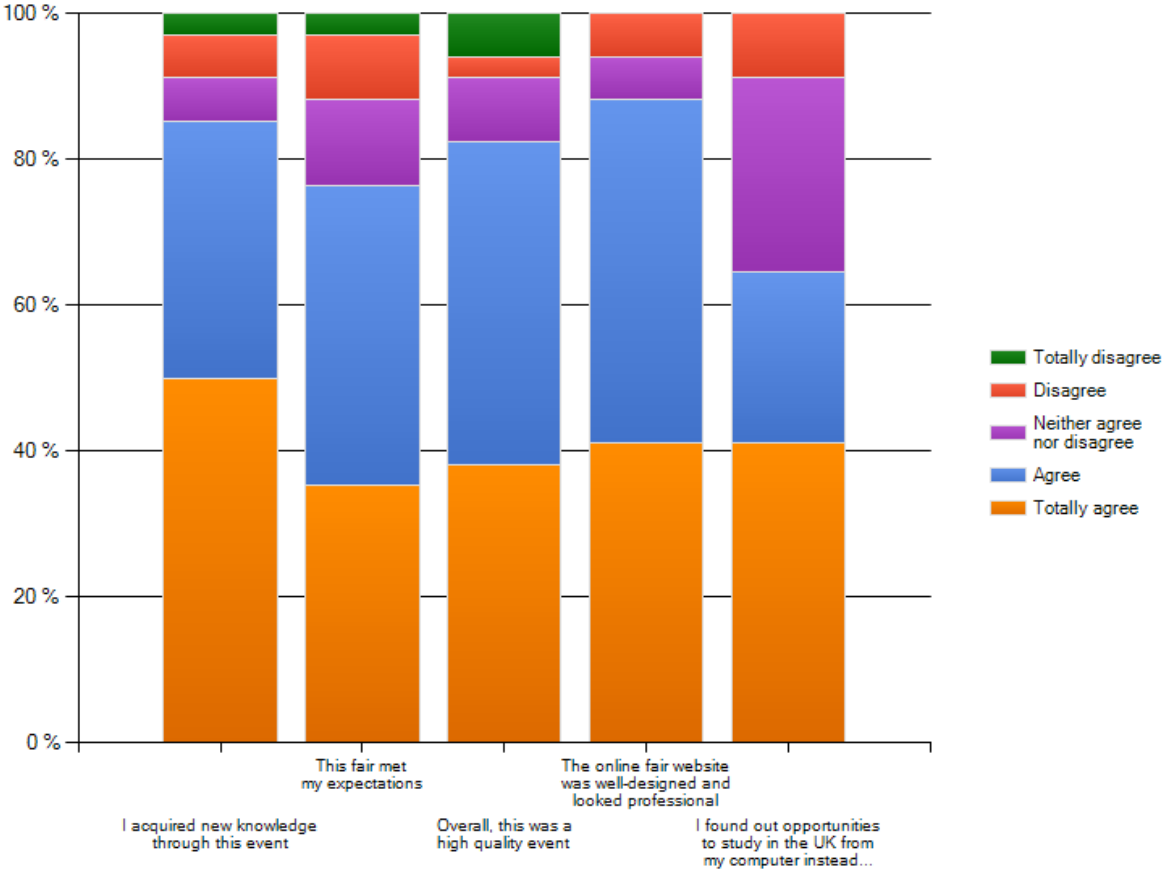


A large proportion of visitors couldn't approach stands due to the set session times were were inconvenient to them.

The survey suggests that students find afternoons and weekends more convenient for chat sessions.

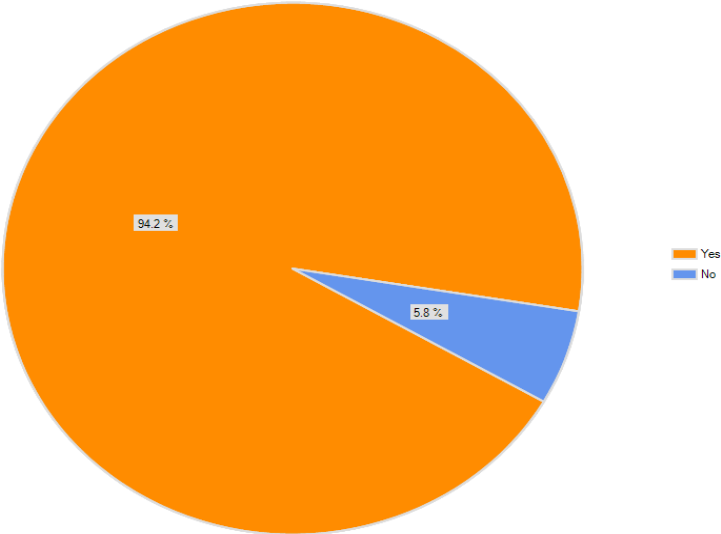


'I like the Education UK Online Fair because...'



In general, 64 to 88 per cent of survey respondents have positive comments about the fair.

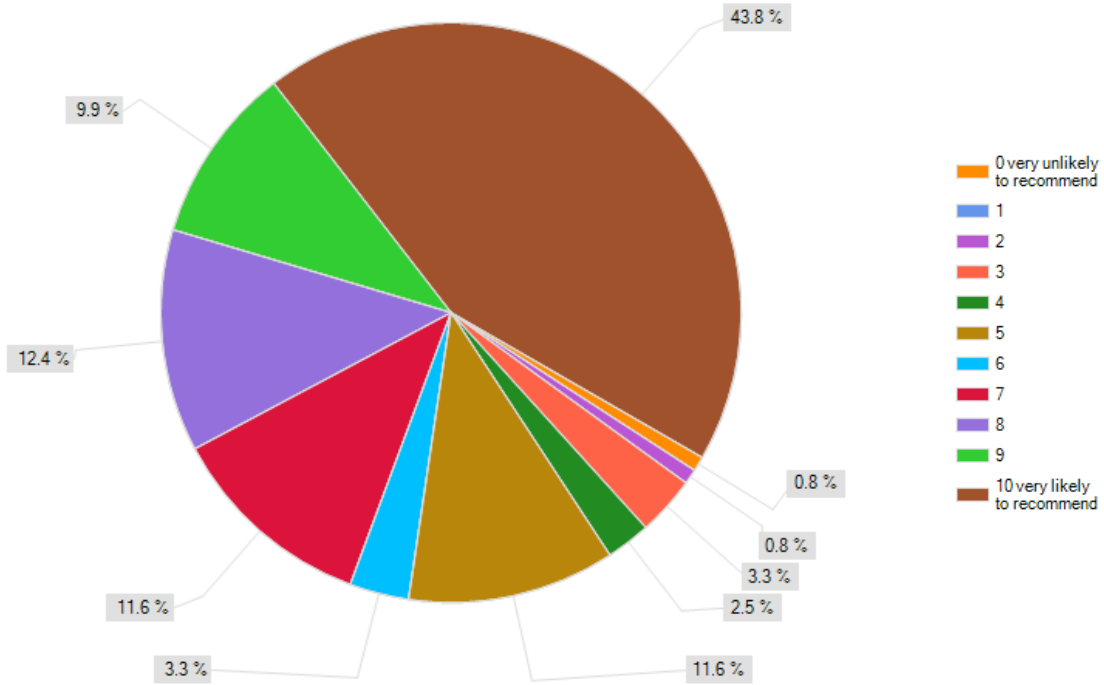
Would you consider attending this online fair in future?



It is encouraging to see that 94 per cent of total survey respondents are positive to attend again to a future event



How likely are you to recommend British Council to your colleagues / friends?

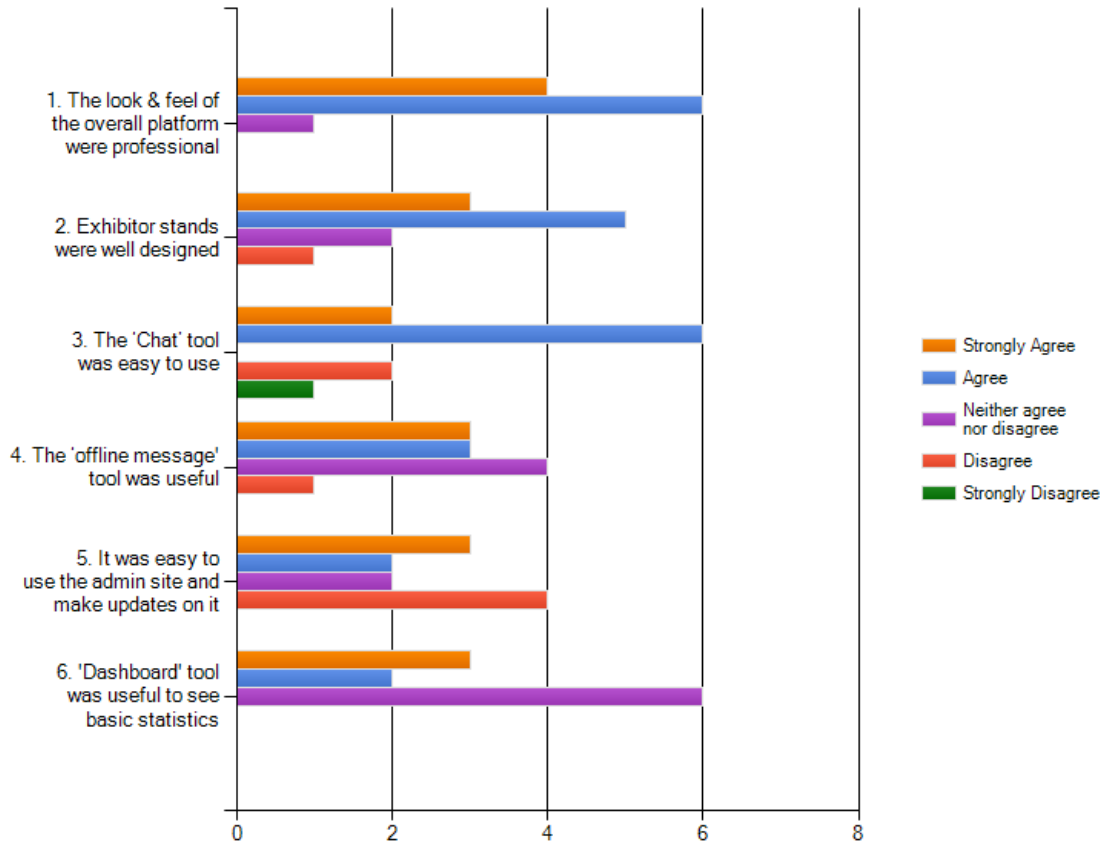


It is very motivating that 43.8 per cent of the visitors responded in favour of recommending British Council to their colleagues/friends.

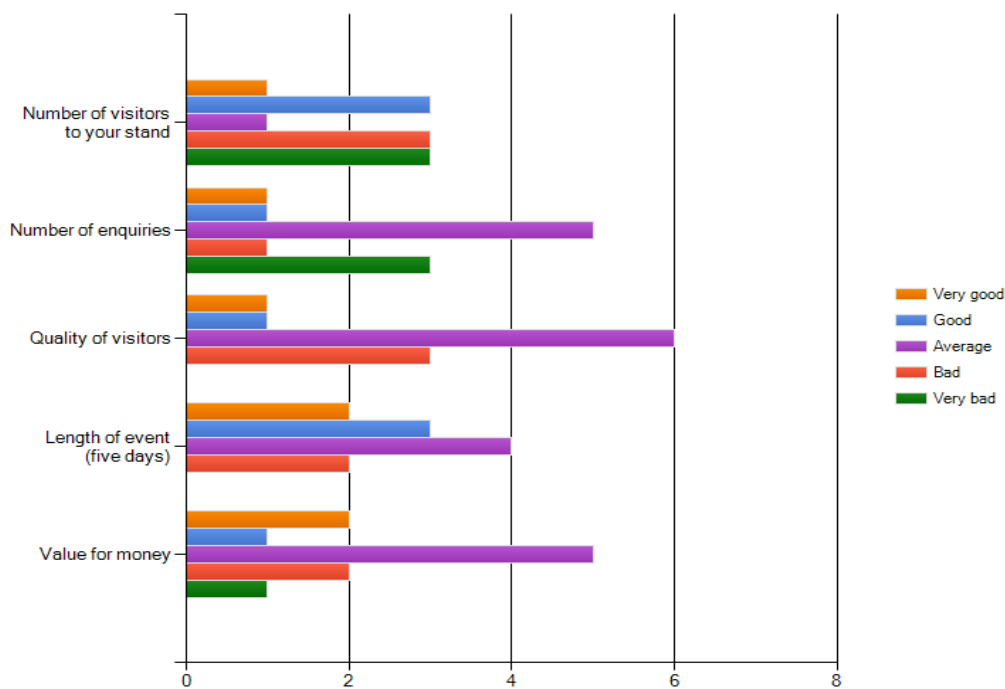


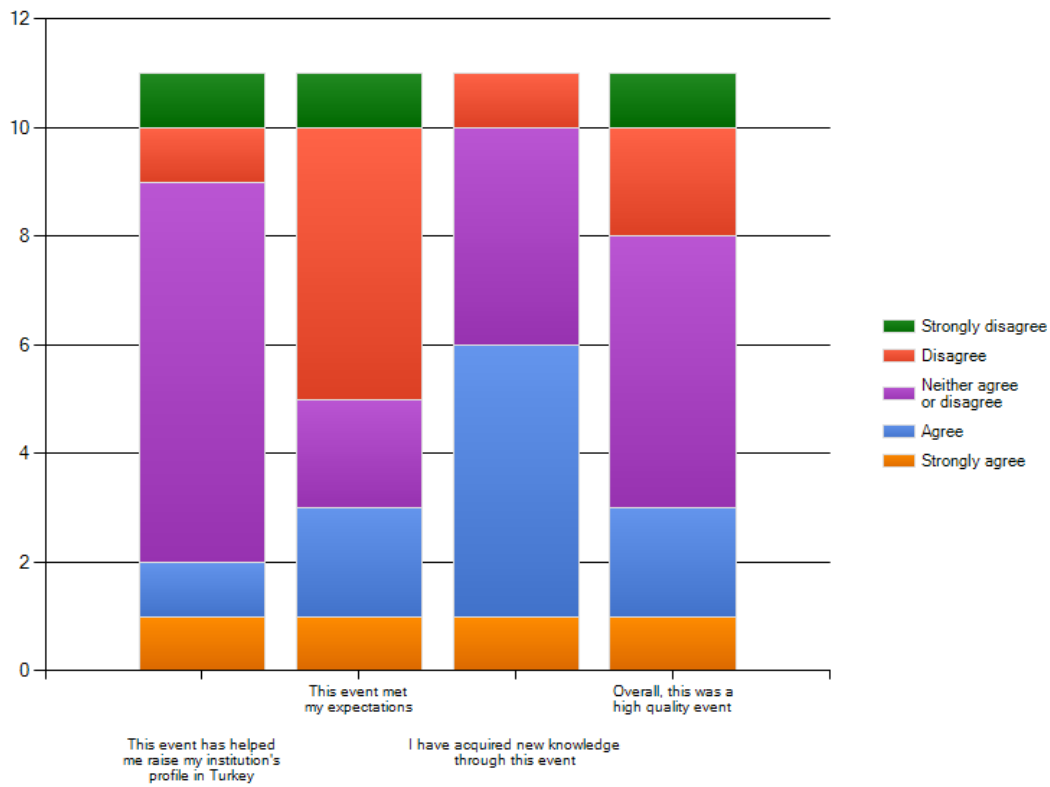
Appendix 3: Exhibitors' survey results

About the platform:

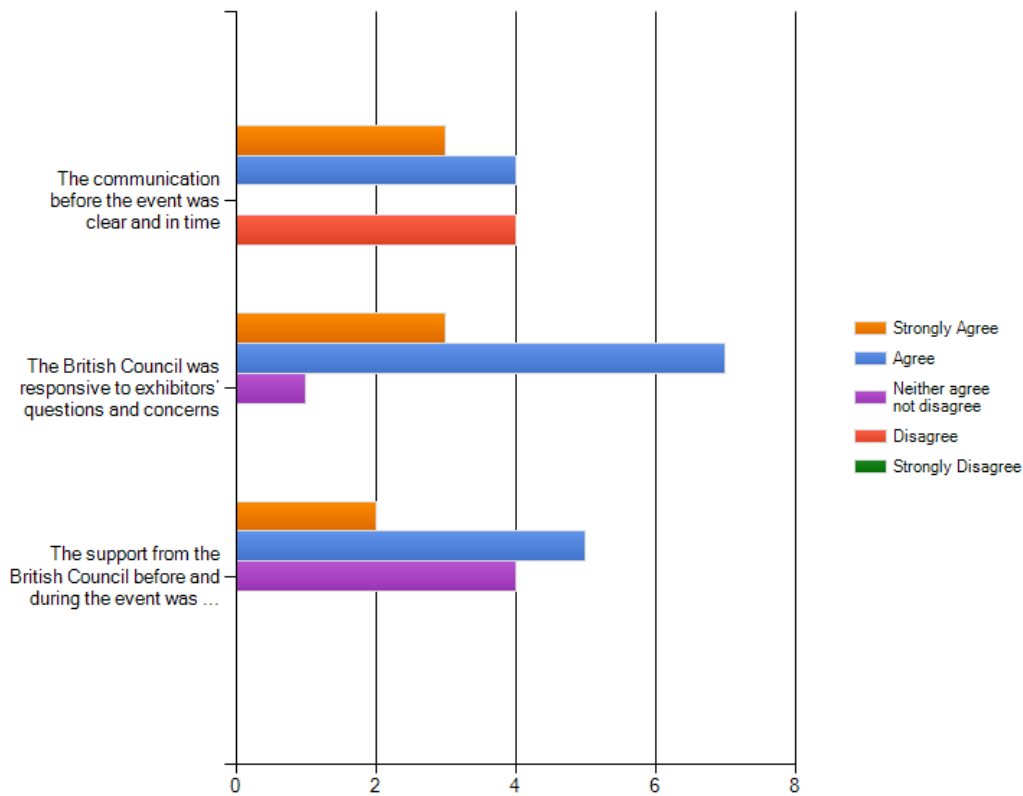


About the Virtual Exhibition



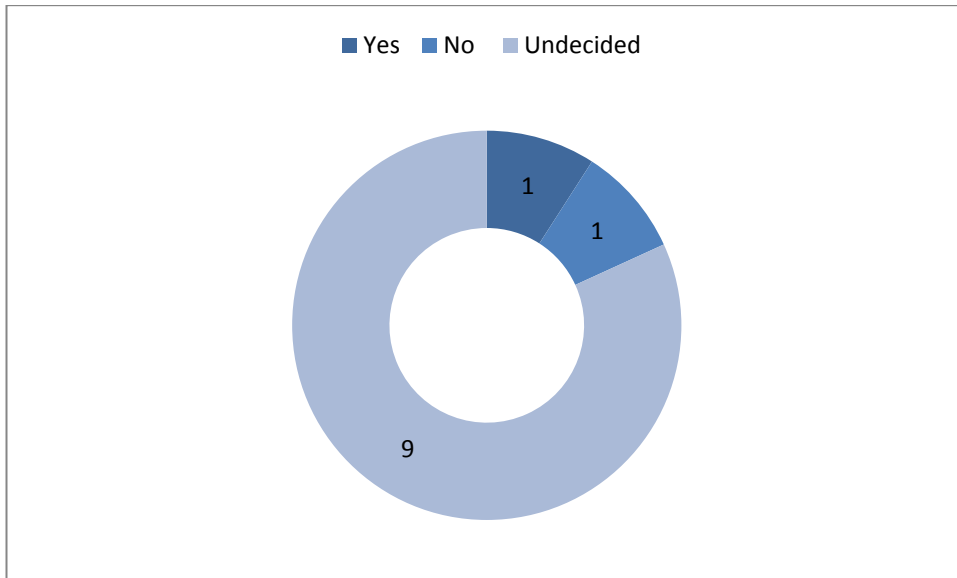


About the British Council





Will you be attending the Education UK Turkey Virtual Exhibition again?



In its first year, the virtual exhibition platform successfully achieved to reach 13,401 visitors from 65 cities across Turkey. According to the visitor feedback, students were very positive about the new concept of reaching UK Institutions and 94 per cent of total respondents expressed that they would consider attending the event in future. The result of the event and visitor feedback present that there is a great potential to reach those who have lack of opportunities to access first-hand information on study opportunities in the UK. This concept requires long-term commitment to raise awareness and achieve its target in the long term.

Appendix 4: Full financial report

Online platform cost	Advertising cost	Staff cost
£9,800 37%	£10,000 38%	£6,400 25%

Advertising and online platform costs constitute the 75 per cent of the total expenditures.

Appendix 5: Advertising and promotion plan (media plan)

With the effective promotional plan, the virtual exhibition attracted 10,552 unique visitors with a total number of 13,401 visits.





1.Special designed videotainment and web banners

Videotainment

Sponsored by GREAT campaign, infotainment was prepared to promote the event and displayed on vimeo.

<http://vimeo.com/60240350>

İngiltere'de Eğitim - Online Fuar - 26 Şubat / 2 Mart

from **British Council Turkey** 1 week ago

İngiltere'deki eğitim kurumlarına bir tık kadar yakın olmak ve aklınızdaki tüm soruları sormak ister misiniz? Online olarak düzenlediğimiz eğitim fuarı ile bu mümkün. Evinizde bilgisayar başında, elinizde kahvenizle otururken Birleşik Krallık'taki eğitim kurumları ile iletişime geçebilir, canlı olarak sohbet edebilir ve tüm sorularınıza anında yanıt alabilirsiniz.

Ayrıca fuara kayıt yaptırılanlar, yapılacak çekiliş sonucunda Education UK'den IELTS sınavı, iPad veya hediye çekleri kazanma şansını elde ediyor.

Kayıt olmak için:
onlinefair.educationuk.org.tr

Total Loads:
2.981

Total Plays:
1.092

CNN Turk

CNN TÜRK Eğitim

26 Şubat - 2 Mart

ONLINE F

Tercih Bülteni 23.07.2010
Tarih: 23.07.2010 12:59:06 Hit: 14.396

Bunları izlemelisiniz

- Kuzey'i duygulandıran mektup
- Fatih Terim'den zemin esprisi
- İçinden ağaç çıkan ev gösterileri şaşırtıyor
- Atletico Madrid kazanarak elendi
- Pitzen eze eze tar attadı

Number One

Number One

26 Şubat - 2 Mart

ONLINE F

Estsur'un yüzen otelleri bu yaz da Yunan Adaları'nda

Fresh Video

- Willy Sanjuan feat. Papa Joe Avlance

En Popüler Video

- Harlem Shake

Turnike

- Paris Hilton

<https://siem.britishcouncil.org/events/exhibitions>



Radikal

Hürriyet

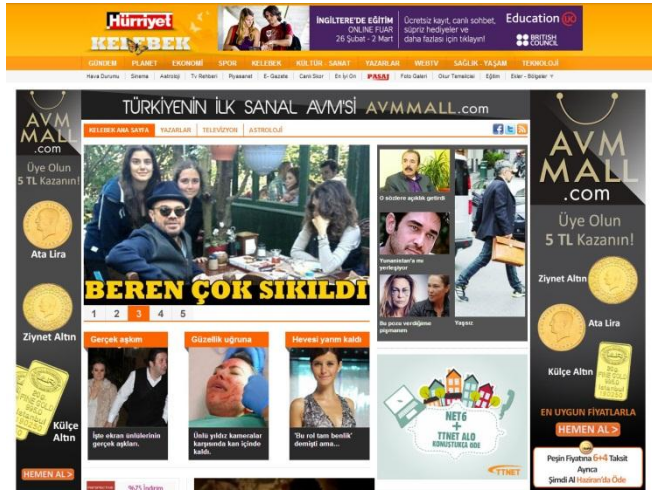
Kanal D

Ekşi Sözlük

Web banners Öğretmenler website

Gençbilim Website

Hürriyet website



Hocam website



Statistics of web banners and videotainments

WEB SITE	BANNER TYPE	IMPRESSION	CLICK	CTR(%)
GENÇ BİLİM	display	527.375	1.828	0,347
ÖĞRETMENLER SİTESİ	display	44.229	181	0,409
HÜRRİYET/SPORTS	display	637.660	472	0,074
HÜRRİYET/MAGAZINE	display	360.581	217	0,06
HOCAM	display	3.416.140	1.550	1,392
DISPLAY TOTAL		4.985.985	4.248	
RADİKAL	video	11.434	1.105	9,664
KANALD/SUB-SECTION	video	11.284	921	8,162
KANALD/SUB-SECTION	video	4.935	435	8,815
KANALD/SUB-SECTION	video	3.374	251	7,439
EKŞİSÖZLÜK	video	18.244	1.576	8,638
HÜRRİYET	video	1.272	97	7,626
CNNTURK/SCIENCE	video	231	35	15,152
CNNTURK/EDUCATION	video	24	2	8,333
NUMBERONE	video	18.644	4.561	24,464
NUMBERONE	video	1.438	152	10,57
VIDEO TOTAL		70.880	9.135	

ALL BANERS TOTALS

5.056.865

13.383

2. Facebook campaign

A facebook tab was created and constant promotion on our facebook page and paid advertisements carried out between 12 February – 2 March.

Facebook landing page



Timing: 12 February - 2 March

Visitors: 10.956 (1.280 fans, 9.676 non-fan)

Pageview: 17.200

Pageview avg: 1.57 pages

Duration avg: 1.7 minutes

Exit links:

Online Fair web site: 857

EducationUK web site: 248

CTR: ~10%

Posts on British Council facebook

British Council Turkey
February 13

İngiltere'de eğitim almak ister misiniz? Online olarak düzenlediğimiz lisans ve lisans üstü eğitim fuarına davetlisiniz. Evinizde bilgisayar başında, elinizde kahvenizle otururken Birleşik Krallık'taki eğitim kurumları ile iletişime geçebilirsiniz...See More



İNGİLTERE'DE EĞİTİM ONLINE FUAR
26 Şubat - 2 Mart

İngiltere'deki eğitim kurumlarına ulaşmak hiç bu kadar kolay olmamıştı!

Like · Comment · Share 113

600 people like this.

View 40 more comments

Hüseyin Isık High boarding school hakkında kısa bilgi rica edebilir miyim?
February 26 at 1:58pm · Like

British Council Turkey Merhaba Hüseyin Isık, vocational education, mesleki eğitim programlarını içermektedir. Bizdeki gibi meslek liselerini veya meslek yüksek okullarını düşünebilirsiniz. Boarding school ise yatılı okullardır, 16 yaşından küçük adaylar yatılı olarak okuyabilmektedirler. Bu konudaki sorularınız için ilgili birimize educationuk@britishcouncil.org.tr adresinden ulaşabilirsiniz. Teşekkürler!
February 26 at 3:17pm · Like

Write a comment...

103,637 people saw this post Promotion Complete

British Council Turkey shared a link.
February 22

İngiltere'de Eğitim – Online Fuar tanıtım videomuzu www.vimeo.com/bcturkey/onlinefuar adresinden izleyebilirsiniz. Katılımcıları çeşitli hediyelerin beklediği fuar, 26 Şubat Salı günü başlıyor, kayıt yaptırmayı unutmayın.



İngiltere'de Eğitim - Online Fuar - 26 Şubat / 2 Mart

İngiltere'deki eğitim kurumlarına bir tık kadar yakın olmak ve aklınızdaki tüm soruları sormak ister misiniz? Online olarak düzenlediğimiz eğitim fuarı ile bu

Like · Comment · Share 44

532 people like this.

View 19 more comments

British Council Turkey Merhaba Büşra Güner, fuar size bilgisayarınız kadar yakın 😊 Online olarak internet üzerinden gerçekleştireceğimiz fuara evinizden bile katılabilirsiniz. Ücretsiz kayıt için hemen tıklayın: <http://onlinefair.educationuk.org.tr>
February 25 at 12:33pm · Edited · Like

Büşra Güner teşekkür ederim 😊
February 28 at 2:12pm via mobile · Like

Write a comment...

144,633 people saw this post TL0.00 Left

Paid facebook adverts

İngiltere'de Eğitim Fuarı



Online fuara katılı, iPad ve sürpriz hediyeler kazanma fırsatı yakala! Katılım ücretsizdir.

İngiltere'de Eğitim Fuarı



İngiltere'deki okullar online düzenlenen fuarda sizlerle tanışmayı bekliyor.

İngiltere'de Eğitim Fuarı



İNGİLTERE'DEKİ OKULLAR ve SÜPRİZ HEDİYELER, online düzenlenen fuarda sizleri bekliyor.

İngiltere'de Eğitim Fuarı

onlinefair.educationuk.org.tr



Online fuara hemen ücretsiz kayıt ol, iPad ve sürpriz hediyeler kazanma fırsatı yakala!

İngiltere'de Eğitim Fuarı



ÜCRETSİZ ONLINE FUAR. İngiltere'deki okullarla tanışmak hiç bu kadar kolay olmamıştı.

İngiltere'de Eğitim Fuarı



ÜCRETSİZ ONLINE FUAR, İngiltere'deki okullarla tanışma imkanı sunuyor.

Facebook ads linked to:

- Facebook **landing page** between the dates of **13 – 25 February** (13 days) **7.802 clicks**
- **Online fair web site** between the dates of **26 February – 2 March** (5 days) **1.739 clicks**

Total timing: 13 February – 2 March (18 days)

Total Impression: 117.606.924

Total Clicks: 9.541

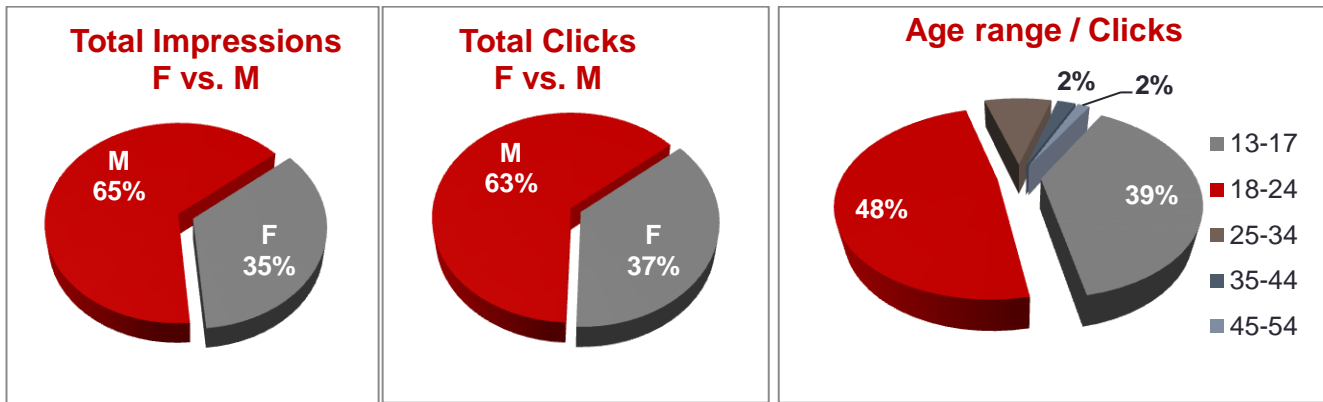
Total Actions: 2.357

CTR: 0.18

<https://siem.britishcouncil.org/events/exhibitions>



Similar to the demographics of visitors, facebook stats show that male students showed more interest to the ad in comparison to women.



Responder demographics

Similar to responder demographics according to city origin, facebook stats show that 45 per cent were from diverse cities across Turkey other than Ankara, Istanbul and Izmir.

Region	Imp. %	Click %
Adana	3,174%	3,004%
Ankara	10,683%	12,446%
Antalya	3,575%	2,575%
Balikesir	1,379%	2,575%
Bolu	4,393%	7,725%
Bursa	1,843%	3,433%
Denizli	1,396%	2,146%
Eskisehir	2,050%	2,575%
Icel	2,245%	3,863%
Istanbul	24,633%	30,472%
Izmir	7,301%	12,876%
Kastamonu	0,950%	2,146%
Kayseri	1,826%	2,146%
Kocaeli	2,597%	4,292%
Mugla	1,186%	2,575%
Samsun	2,234%	2,575%
Tekirdag	1,371%	2,575%
Turkey	99,998%	99,999%



Promoted post on facebook

Date Range	Impressions	Social Impressions	Social %	Unique users	Unique social users	Clicks	Social Clicks	Unique CTR	Actions	CPC	CPM	Spent
Lifetime ad	117.606.924	41.034.197	34,89%	5.300.993	1.537.046	9.541	2721	0,18	2357	0,352 TL	0,03 TL	3.355 TL
3 Days Promoted	99.073	73.108	----	99.073	73.108	2.779	----	2,80	3947	----	----	140 TL
3 Days Promoted	130.752	73.495	----	130.752	73.495	2.128	----	1,59	1965	----	----	140 TL
3 Days Promoted	74.837	44.417	----	74.873	44.417	1.343	----	1,75	776	----	----	91 TL

Total impression: 117.911.586

Total clicks: 15.791

Total actions: 9.045

Total page likes: 1.356

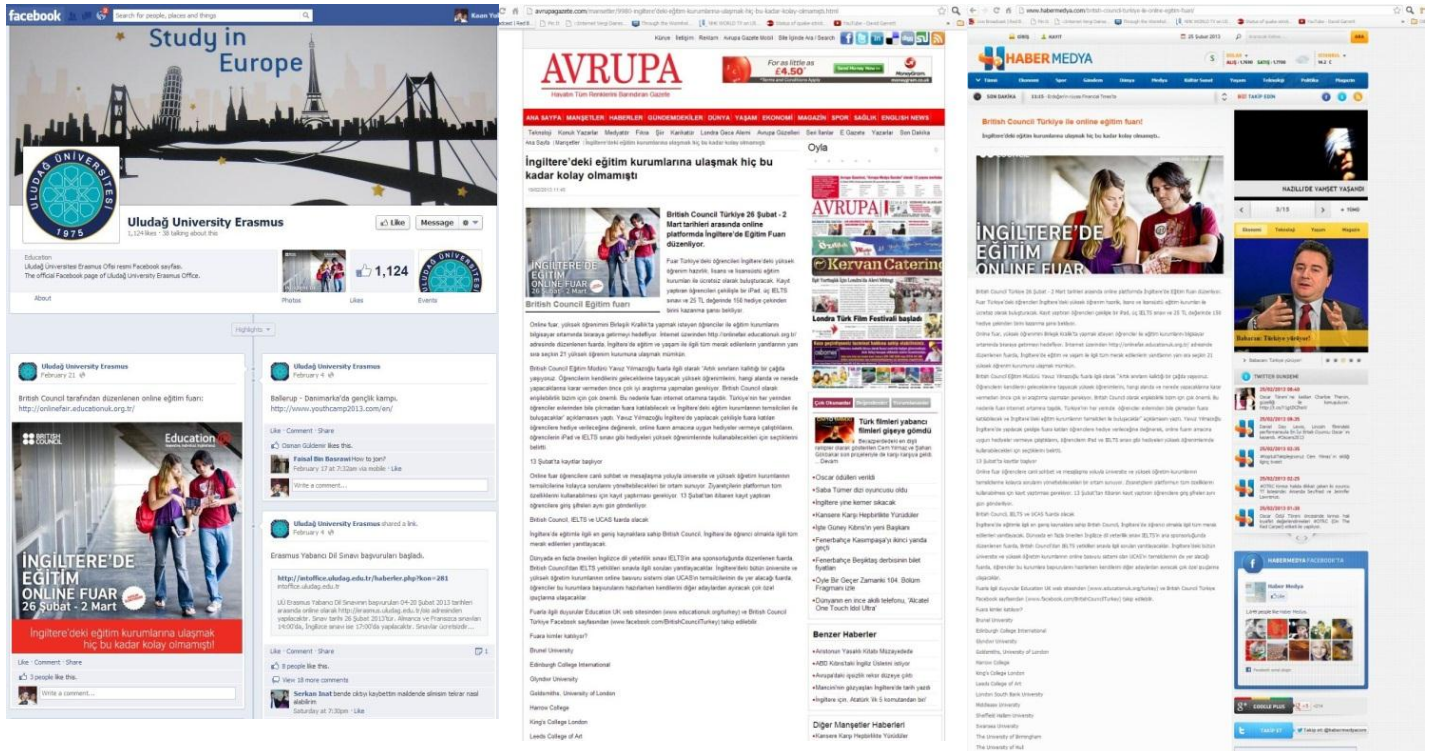
3. Billboard posters

Billboard posters were displayed on 50 boards at 38 universities around Turkey.



4. Media mentions

Our press releases resulted in free mentions in one of the mass media newspapers with a total reach of 428,000 as well as mentions on more than 40 online platforms.



5. British Council promotion channels

- We promoted the event with email shots to our own database including students, agents, schools, universities, IELTS and ELT database consisted of more than 70,000 subscribers.
- In addition to that, the event was promoted on Education UK Turkey website that attracts more than 100,000 unique visitors annually.
- The promotion was supported with the distribution of 300 posters and 7500 flyers to highly populated schools and universities that we closely work with.

Studying and Living in the UK seminar sessions

We promoted the event during our Studying and Living in the UK seminar sessions organised for government scholars by Ministry of National Education in Akdeniz University (Antalya), Gazi University (Ankara) and Istanbul University (Istanbul).



BRITISH COUNCIL

Education UK
Innovative. Individual. Inspirational.

İngiltere'de Eğitim – Online Fuar

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London South Bank University	University of Hertfordshire
Middlesex University	University of Stirling
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