

## Education UK Exhibition Kuwait October 2013

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# 1. Event fact file

## Kuwait City

<b>Venue</b>	Sheraton Towers Hotel, Kuwait City, 2-3 October 2013
<b>Opening hours</b>	2 October 5-9pm; 3 October 9am-12:30pm and 5-9pm
<b>Opened by</b>	Kuwait's Undersecretary of Ministry of Higher Education + HMA Frank Baker
<b>Stand costs</b>	£1,600 (per exhibitor)
<b>Sponsors</b>	Gulf Bank
<b>Unique feature to give added value</b>	Some marketing aspects including distribution of flyers in some popular areas and malls in Kuwait; addition of digital marketing.
<b>Seminars</b>	UKVI presentation + IELTS Workshops + EO&D Talks + University offerings by specific UK university delegates

# 2. Key statistics

Total number of visitors = 3105

Attendance		
	2012	2013
Day One (Wednesday 2 <sup>nd</sup> October 2013)	804	1100
Day Two (Thursday 3 <sup>rd</sup> October 2013)	1350	2005
<b>Total number of visitors</b>	<b>2154</b>	<b>3105</b>
Further Education	6	4
IELTS	0	1
Higher Education	39	33
Ministry of Higher Education	1	1
British Embassy (UKVI)	1	1
Gulf Bank	0	1
British Council	1	1
<b>Total number of exhibitors</b>	<b>50</b>	<b>42</b>

Total Online Registration = 1025

Visitors' primary market objectives		
	2012	2013
Language, foundation	14%	10%
Bachelors	28%	38%
Masters	25%	30%
PhD	8%	12%
Other	25%	10%
Demographics of visitors		
	2012	2013
Male	58%	57%
Female	46%	43%

\*A full list of exhibitors and sponsors can be found in Appendix 1



### 3. Impact of marketing plan

A full media plan can be found in Appendix 4.

The main focus of the media campaign was around targeted digital marketing. We wanted to shift most of our dependency on offline marketing to online to reach more people using various digital channels. This year 500 posters and 25,000 flyers were printed and distributed strategically, mainly around schools and other education institutions (including universities and colleges). British council social media and website was also used to promote the event and E-shots to our local students database was also utilised.

This year we also exploited flyers distribution in popular malls and residential areas (door to door). This did have an impact as most families opt for visiting malls especially during weekends and we wanted to target parents/students with this campaign.

The printed material reached:

- 110 public and 72 private higher secondary schools,
- Nine private universities and one public (Kuwait University),
- Kuwait institute of scientific research,
- Public authority for applied education and training,
- Alumni student organisations
- Ten educational agents.

We placed promotion rollups in some of the private schools a few weeks before the event. This type of promotion did have a very positive effect in reaching out to educational organisations and schools. There were 13 private schools visiting in the morning session of day two of the exhibitions.

As we were introducing digital marketing to EDUKEX this year, we used different mediums for promoting the event. For example *Yabila*, a mobile application, was used to advertise and promote the event. This app is used by half a million users and was very effective in terms of spreading the word.

We were mentioned in four local leading blogs, namely *248am*, *grapevine Kuwait*, *Kwwaitup2date* and *aroundq8*, in which EDUKEX was promoted. Considering the number of followers and audience size, this was a good low cost, effective way of promoting the event.


Another digital channel used to market the event was *IKOO*. It is connected to all local automotive, mobile, buy and sell, etc. websites and visitors to any of these sites will find flashing EDUKEX advertising. We feel this made an impact as this company targets “*most visited websites*” to advertise the event and the message reached a large audience.

We used a paid Facebook and Instagram campaign which started almost twenty days prior to the event. We regularly monitored the responses by measuring the number of clicks and views on our ads. Regular posting of EDUKEX was also competed by placing images and important information on Education UK three to four times a week.

Our press releases attracted more than six newspapers (Arabic & English). We invited educational agents to brief about the event and provided them with the promotional materials that can be displayed at their respective offices. For the first time we distributed the fliers to some of popular areas in Kuwait door to door (a day before the event) and in malls.

It was due to the utilisation of the digital campaign and our marketing plan, that our reach increased by 44.4% and we achieved the highest audience ever for a day and half long exhibition (3105 visitors).

This helped to better inform visitors of UK education prior to the exhibition. Hand-outs on IELTS, education information sheets and course matrices were also made available at the front of the exhibition hall. Each visitor was handed a bag (branded with EDUKEX logo and GREAT image) which contained the Student



Guidebook, matrix and a pen. A visitor registration system was implemented for this exhibition so the visitors could register before the event as well as registration before entering the hall on the event day.

Data from registration forms show that visitors found out about EDUKEX as follows:

- Newspapers –11%
- School Teachers/Universities –14%
- Friend/Relative –20%
- Radio – 3%
- British Council- 14%
- Internet –22%
- Email – 6%
- Posters & Fliers –6%
- Students associations (NUKS) & Newsletters – 4%

Despite the impact of the online marketing event, the registration forms demonstrate that word-of-mouth remains one of the best marketing channels.

## Visitor registration system

Like last year, we had a visitor registration system in place. Using the VRS portal, visitors could register for the event prior to and on the day of the event. We did emphasise the importance of online registration prior to the event in all our promotional material, with a link provided and a QR code scan. This allowed us to analyse the data for this report and for marketing our future events.

An Education UK video was played in the loop next to the British Council booth. We also used UCAS admission process videos, playing them so that the process of admission for UG was explained. We also used sign language to accommodate any deaf visitors.

## Media/press coverage during the event

The press coverage was good during opening and it included both newspapers and local television stations. There were English and Arabic press releases published prior and post event. A press conference was held at the venue prior to the opening ceremony, in which HMA, the British Council Country Director and representatives from the event sponsors were present. We received good coverage and were published in all the major local newspapers.

## Findings from evaluations, observations from exhibitors

The feedback from the exhibitors was very good and most expressed their interest in returning next year. One comment from an exhibitor read, *“Well done, the exhibition was great and well organised by SIEM team Kuwait, I will be coming in December”*

This year the quality of inquiries was higher and more dedicated students visited the exhibition. However it was observed that some of the school students visiting in the morning session were not as prepared as we would have liked. Should be something in the BC recommendations to say what we’ll do about this.



## 4. Conclusions and follow up

### 4.1 Key recommendations for institutions

Institutions should also look into ways of offering on-site applications to registers visitors. This can be arranged through an appointment based system. This will also attract more potential students to the exhibitions and will increase student recruitment.

Institutions should think of offering some form of scholarships (%) to students who register with the institution during the exhibition and to students whom they think are equipped with the right grades.

We would highly recommend that any UK institutions attending future exhibitions in Kuwait submit all forms within the specified deadline. By booking hotel accommodation through BC Kuwait, we can offer discounted corporate rates that are negotiated in advance. It was noticed that some institutions booked through agents and other offices and were charged a very high rate. We highly recommend that all bookings should be done through the British Council registration forms.

### 4.2 Key recommendations for the British Council

The event was successful overall; however a few visitors did have an opinion about duration and would have preferred another day, preferably the weekend. It was also recommended to have UCAS team to participate during exhibitions.

This year we gave an opportunity to UK institutions to present seminars during the exhibition on a topic of their choice or to speak about their institutions. This worked well in most of the cases, but some Institutions did not get a substantive audience. To prevent this happening again we will announce and market the schedule of the seminars prior to the event. The topics that the universities pick should be subject specific as this year it proved popular.

This year Alumni were invited to the reception along with the delegates at the HMA's residence which prove worthwhile as it provided an opportunity for delegates to interact and gain useful insights into current student mind set and opportunities in the education sector.

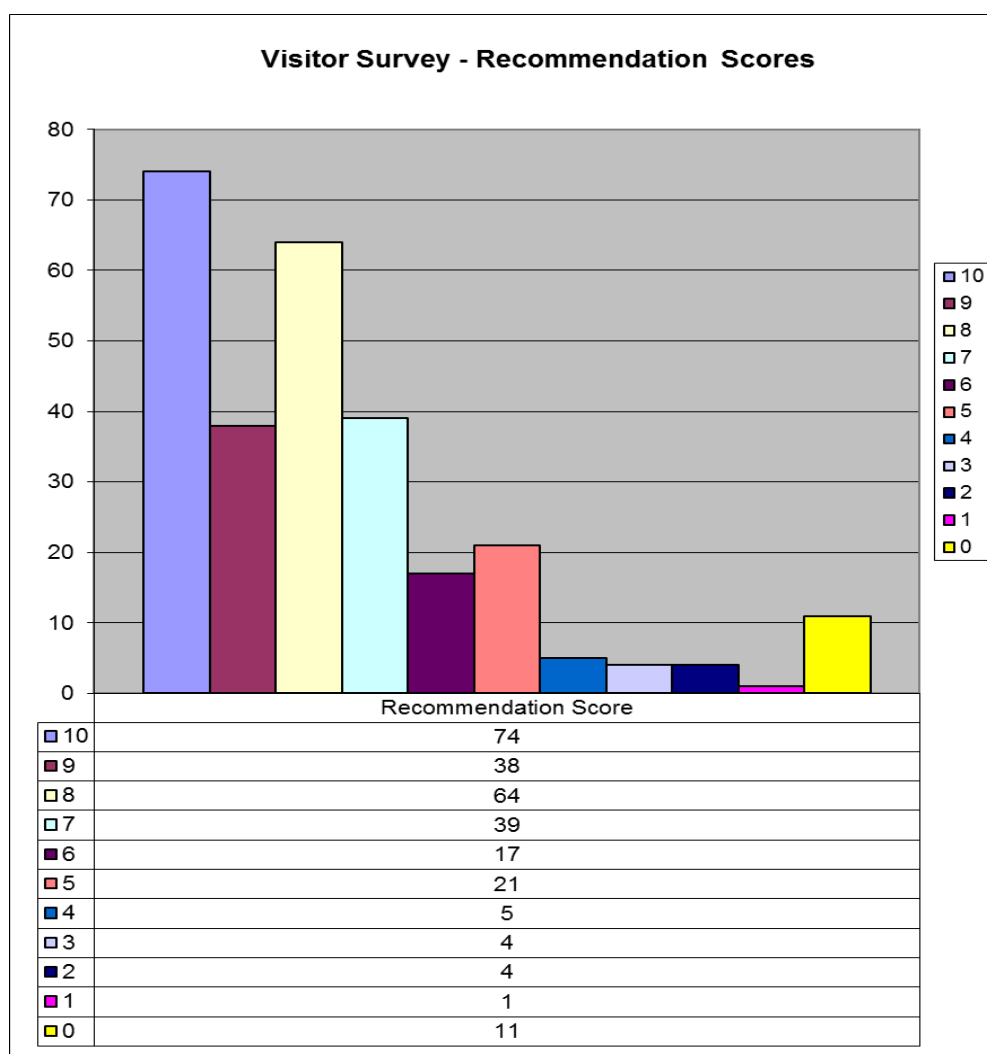
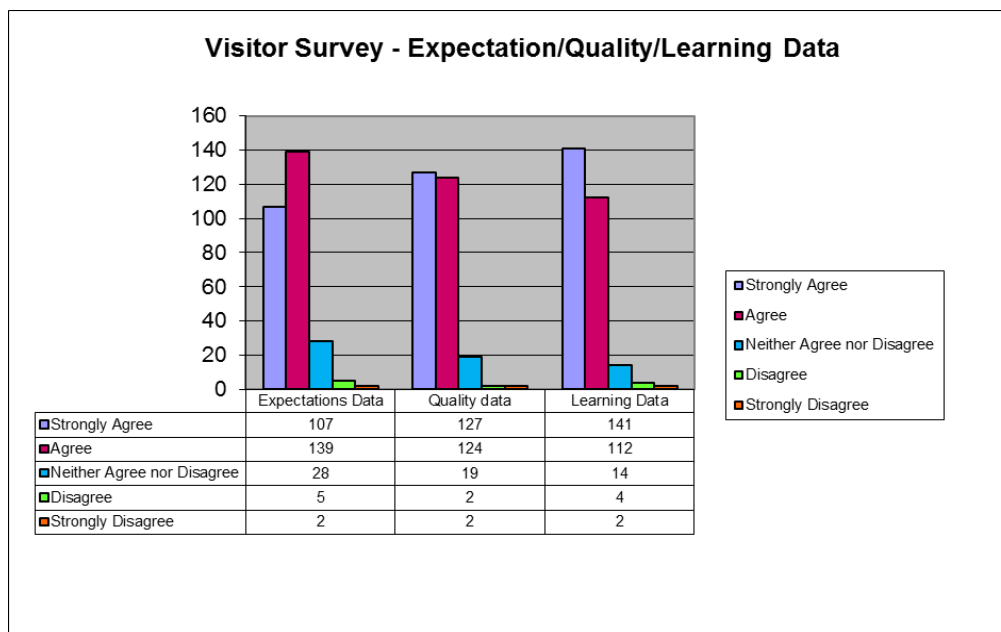
The effectiveness of the lunch forum needs to be addressed and should be changed to make is more useful and impactful for the UK delegates.

The results from the visitor survey and observations made on the day demonstrated that the venue was a good choice.

## Appendix 1: List of UK Exhibitors and Sponsors

LIST OF EXHIBITORS AT EDUKEX 2013			
1	Bangor University	22	University College London
2	Bournemouth University	23	University of Aberdeen
3	Brunel University	24	University of Bradford
4	Cardiff University	25	University of Brighton
5	David Game College	26	University of Derby
6	Eurocentres	27	University of Essex
7	Heriot-Watt University	28	University of Exeter
8	King's College London	29	University of Kent
9	Leeds Metropolitan University	30	University of Leeds
10	Liverpool John Moore's University	31	University of Plymouth
11	Loughborough College	32	University of Portsmouth
12	Loughborough University	33	University of Southampton
13	Newcastle University	34	University of St Andrews (S36)
14	Northumbria University	35	University of Sunderland
15	Queen Mary, University of London	36	University of Surrey
16	Queen's University Belfast	37	University of the West of England
17	Swansea University	38	British Council
18	The University of Hull	39	IELTS
19	The University of Manchester	40	UK Visas and Immigration
20	The University of Reading	41	Ministry of Higher Education
21	The University of York	42	Gulf Bank

## Appendix 2: Visitors' Survey Results





## **Appendix 3: Exhibitors' Survey Results**

### **EDUKEX October 2013 Exhibitors' Questionnaire (Questions 1, 2 and 3) Pre Event**

- a- I received all the information and support that I needed before the event
- b- Please rate the value of the Education UK networking lunch

#### **The Event**

- a- The exhibition date was appropriate for my institution
- b- The length of the event and opening hours were appropriate
- c- The exhibition venue was appropriate for the event
- d- Please rate the quality / number of enquiries
- e- Do you think the course matrix leaflet adds value to your institution?
- f- Do you think the course matrix leaflet adds value to your institution?

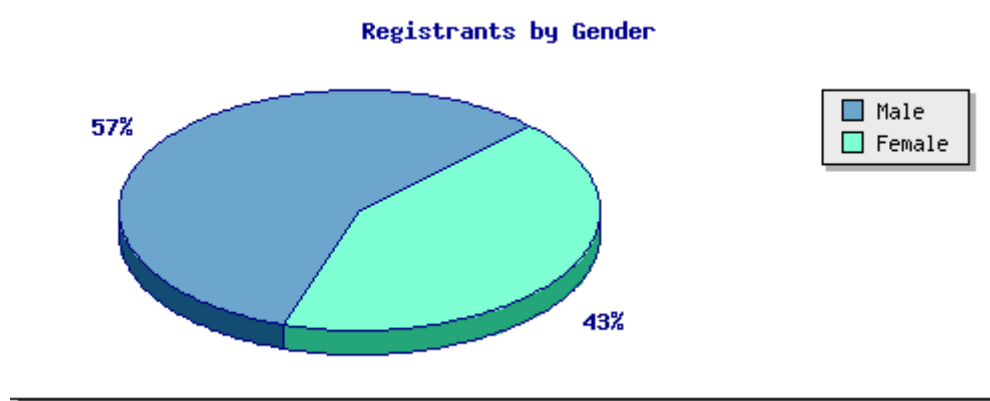
#### **General Issues**

- a- Please rate the quality of the hotel services (airport pick up, check-in arrangement, room service, etc.)
- b- The event overall represented a good showcase for UK education in a professional environment
- c- Do you think your participation was a worthwhile investment of time and money?
- d- Are you interested in attending a similar event again?

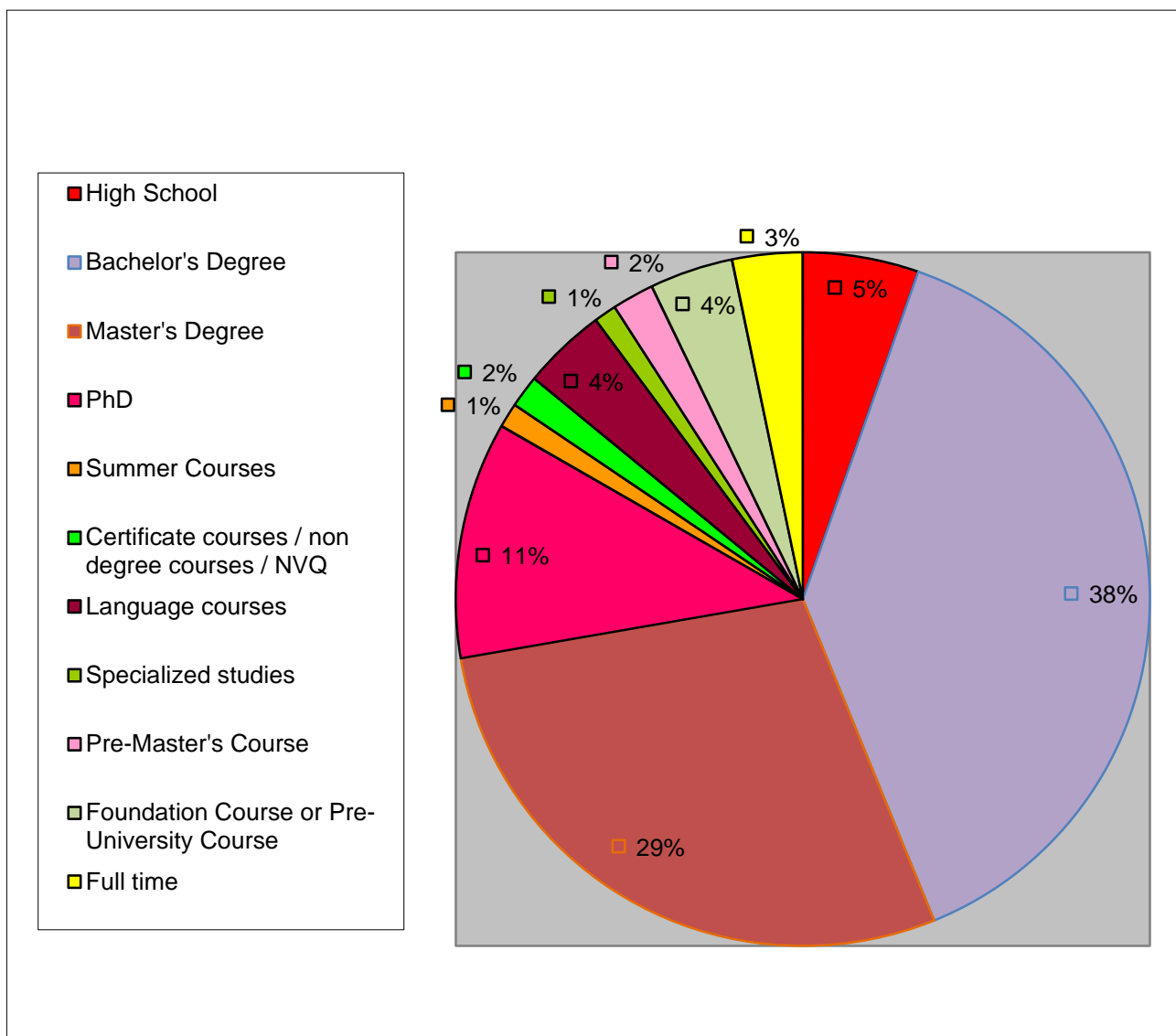


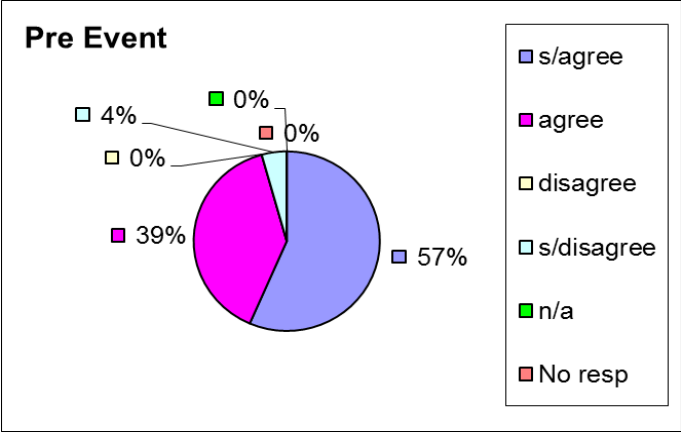
1. Pre Event		s/agree	agree	disagree	s/disagree	n/a	No resp
a		13	9		1		
b		1	12	6		2	2
2. The Event		s/agree	agree	disagree	s/disagree	n/a	No resp
a		10	8	4	1		
b		9	9	5			
c		11	7	2			3
d		10	10		2		1
e		8	11	1	1	2	
3. General Issues		s/agree	agree	disagree	s/disagree	n/a	No resp
a		14	5			2	2
b		13	8				2
c		12	8	2			1
d		11	9	1			2

## Gender

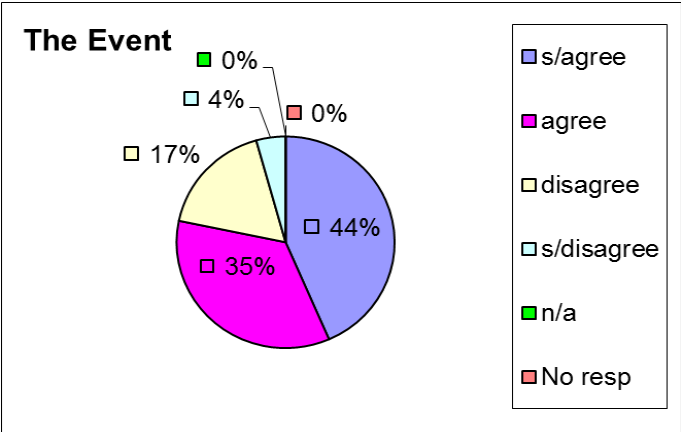


## Programmes interested in study

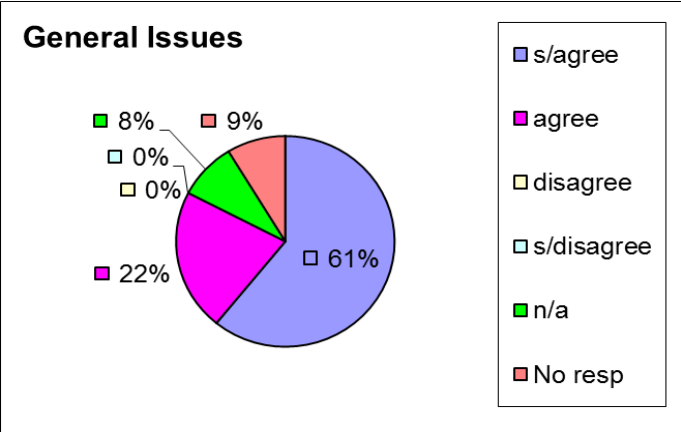




(1)



(2)



(3)





	Media Type	Media Name	Duration	Date																												Number of insertions	Cost per insertion	Total Amount (KWD)	Media Discount	Total Payable	
				Month														September																			
				U	M	T	W	R	F	S	U	M	T	W	R	F	S	U	M	T	W	R	F	S	U	M	T	W	R								
				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	1	2	3	
Digital	Website	www.britishcouncil.org/kuwait	Post	1																													1	KWD 0.00	KWD 0	0.0%	KWD 0.0
			Banner	1																													1	KWD 0.00	KWD 0	0.0%	KWD 0
	Yabila Mobile App	Yabila	1 Month	1																													1	KWD 385.00	KWD 385	0.0%	KWD 385
Social Media	Facebook	Banner	1 Month	1						1						1																					
		Blurb	1 day		1			1				1				1				1					1												
		Facebook Ad	2 weeks	1																													1	KWD 600.00	KWD 600	12.5%	KWD 525
	Twitter	Blurb	1 day		1			1				1				1				1					1												
	Instagram	Ad (Noor Al Chadeur)	1 post																																		
	Instagram	Ad (Ali Najim)	1 post																																		
	Instagram	Ad (Weddingplanq8)	1 post																																		
Networks	IKOO	(1,000,000 CPM)	1 Month	1																													1	KWD 1,000.00	KWD 1,000	12.5%	KWD 875
	Google Disply Ads	(6,000,000 CPM)	1 Month	1																													1	KWD 900.00	KWD 900	12.5%	KWD 787.5
	Google Search	(6,000 CPC)	1 Month	1																													1	KWD 600.00	KWD 600	12.5%	KWD 525
Others	Bluk SMS	20,000	Once																																		
	E-mail Shots	600,000	Once																																		
Freebies	HISHERS	Blog Article																																			
	HISHERS	Instagram																																			
	248AM	Event's Blog post																																			
	UrbanMoon App	Event's post																																			
	Everything Kuwait	Instagram																																			
										<b>Total (KWD)</b>												<b>KWD 3,885.00</b>															
										<b>Total (GBP)</b>												<b>£8,592.00</b>															



Arabic and English press releases sent to all local newspapers and magazines pre and post the exhibition.

**Press Releases:**

- Arabic: Al Rai, Al Watan, Al Qabas, Al Kuwaitiya
- English: Arab Times, Kuwait times,
- Promotion on Kuwait Cultural website
- Advertising on National Union of Kuwaiti students

**Kuwait newspaper's circulation**

#	Newspaper	Full Run	Subscribers
1	AL WATAN	100,000	65,000
2	AL RAI	95,000	65,000
3	AL ANBA	75,000	35,000
4	ARAB TIMES	50,000	25,000
5	KUWAIT TIMES	40,000	22,000
6	AL KUWAITIYA	40,000	20,000

TV Coverage in Kuwait TV on the night of the opening



### **Outdoor Advertising Details:**

Flyers and Posters:

25,000 flyers and 500 posters (Arabic & English) were distributed as follows:

<b>Location</b>	<b>Number</b>
<b>Public Schools</b>	110
<b>Private Schools</b>	72
<b>Universities</b>	10
<b>Agents</b>	10
<b>Private Institutions</b>	15

### **School visits**

Letters were sent to all mentioned public and private schools enclosed in EDUKEX bag along with flyers and posters.

### **E-Campaign**

The event was advertised on the following websites using the e-banner with a description about the exhibition and the list of exhibiting institutes.

- British Council- Kuwait
- British Council Facebook
- British Embassy Facebook
- UK Agents Websites





- Kuwait Cultural Attaché website
- Students union's organisations
- British Schools
- British Council Twitter Account
- Instagram
- Google display Adv
- Google search
- IKOO Advertising online

**E-invitations**

- 5000 e-invitations to British Council contacts

# BRITISH EDUCATION EXPERTS VISIT KUWAIT

**KUWAIT:** The British Council is hosting its major annual UK education exhibition (EDUKEX- Oct 2013) at the Sheraton Hotel on Oct 2 and 3. The exhibition will be opened by Dr Nayef Al-Hajraf - Minister of Education and Higher Education and British Ambassador to the State of Kuwait, Frank Baker at Sheraton hotel's Diamond Ballroom at 17:30 today.

Sponsored by Gulf Bank, this exhibition promises to be more vibrant than ever, with representatives from 40 British Universities and Colleges. Exhibitors will provide the latest information on study opportunities in the UK, including the wide range of subject fields and levels of study that are available. Potential students will have the opportunity to find out all they need to know about GCSE's, A-levels, foundation courses, English Language courses, career-based diplomas, first degree and postgraduate degree courses. As well as the exhibitors, the British Council will have highly trained staff on hand to answer any enquiries on applications and admission procedures, accommodation, course fees and duration, as well as general information on living and studying in the UK. There will also be presentations by the UK Visas and Immigration on visa requirements for the UK and an opportunity to learn more about how to gain English language skills or take UK qualifications in Kuwait with the British Council.

This is an excellent opportunity to obtain information and discuss matters related to a wide range of subject fields and levels of study. You can find out all you need to know about GCSE, A-levels and foundation courses, English language courses, career-based diplomas, first degree and postgraduate degree courses, their duration - full-time/part-time/distance-learning, online or tailor-made to suit your own needs and requirements.

Ambassador Baker stated "I'm always delighted to be involved in Edukex in Kuwait. The UK has a long and proud tradition of hosting Kuwaiti students. It's a key part of what makes our relationship so special. When I meet Kuwaitis who have been to Aberdeen, Brighton, Middlesbrough, Swansea or London, it's clear how formative they found their time in the UK. That helps strengthen the bond between our two countries. And with British education institutions among the best in the world - four of the top ten universities in the world are in the UK -



**Ambassador Frank Baker**

it's only natural that this phenomenon continues to grow. I hope Edukex helps provide today's students with the options and inspiration they need to follow their fathers and grandfathers in finding their second home in the UK."

Director of the British Council in Kuwait said that 'EDUKEX 2013 brings together a large number of prestigious UK institutions which offer everything from academic and vocational programmes to summer English language courses and A levels. It is the perfect opportunity to meet a wide variety of UK institutions and compare what's on offer - all with the guarantee of quality that comes with selecting the UK as an overseas study destination.'

British Council's Education Manager added 'There are a host of other advantages to studying in the UK as well. You can make your UK experience work even harder for your future by getting some valuable work experience, improving your language skills and enhancing your CV. With a study visa to the UK, international students are able to work part-time up to 20 hours a week during term time and work full-time during holidays and work full-time at the end of their studies after their course has finished up until their immigration permission to be in the UK expires.'

The British Council is the UK's international organisation for educational opportunities and cultural relations. We create international opportunities for the people of the UK and other countries and build trust between them worldwide.

# خبراء تعليميون من المملكة المتحدة يزورون الكويت المعرض التعليمي السنوي للمجلس الثقافي البريطاني ينطلق اليوم

في بريطانيا هذه أن تنمو وتستمر. أمل أن يساعد معرض التعليم EDUKEX بتزويد الطلاب بالخيارات والإلهام اللازم للاستمرار على خطى آبائهم واجدادهم في الاتخاذ من بريطانيا بيتهم وموطنهم الثاني».

أما مدير المجلس الثقافي البريطاني في الكويت، فقد قال «إن معرض EDUKEX 2013 يجمع عددا كبيرا من أبرز المؤسسات التعليمية التي تقدم كل شيء من برامج أكاديمية ومهنية إلى دورات تعلم اللغة الإنجليزية خلال أشهر الصيف والدراسة للحصول على مواضيع A-Level. ويوفر المعرض فرصة لا تضاهي للالتقاء بمجموعة واسعة من المؤسسات التعليمية من المملكة المتحدة ومقارنة ما هو متوافر. مع الاطمئنان إلى الجودة التي سيكتسبها الطلاب نتيجة لاختيارهم المملكة المتحدة للدراسة الجامعية في الخارج».

في الكويت، وبهذه المناسبة، قال سفير صاحبة الجلالة لدى الكويت السفير فرانك بيكر: «يسعدني دائما أن أكون جزءا من معرض التعليم البريطاني المعروف بـ EDUKEX في الكويت، إذ تفخر المملكة المتحدة بعراقة العلاقات الثقافية مع الكويت والتي تتجلى في الأعداد الكبيرة من الطلبة الكويتيين الذين يتم استضافتهم في الجامعات والمعاهد التعليمية البريطانية في كل عام، أن في كل لقاءاتي وحواراتي مع الطلبة الكويتيين سواء مع من أتم دراسته في أبردين، أو برايتون، ميدلسبره، سوانسي أو لندن يتجلى لي مدى أهمية تلك المرحلة في حياة هؤلاء الطلبة والخبرة المكتسبة في أثناء إقامتهم في بريطانيا، إذ تعمل هذه الخبرات على تعزيز الروابط بين بلدينا. تعتبر مؤسسات التعليم البريطاني من بين الأفضل في العالم إذ تتواجد في بريطانيا أربع جامعات من أصل أكبر عشر جامعات في العالم، فلا بد لظاهرة التعليم

حول شهادة الدراسة الثانوية العامة GCSE و A-Level والدورات التأسيسية، ودورات اللغة الإنجليزية والدبلومات والشهادات الدراسية المهنية ودورات ومواضيع الدراسة لدرجة المكالوريوس والماجستير والدراسات العليا، إلى جانب المعارضين، سيوفر المجلس الثقافي البريطاني موظفين مدربين تدريباً جيدا للإجابة عن الاستفسارات حول إجراءات تقديم الطلبات والدخول والسكن ورسوم الدراسة ومدتها، ومعلومات عامة حول المعيشة والإقامة في المملكة المتحدة. وستكون هناك عروض من قبل وكالة شؤون المنافذ الحدودية بالمملكة المتحدة حول متطلبات التأشيرة للمملكة المتحدة، وستكون هذه فرصة ممتازة للتعرف على مختلف الطرق لاكتساب مهارات اللغة الإنجليزية أو الحصول على المؤهلات المطلوبة في المملكة المتحدة من خلال المجلس الثقافي البريطاني



السيد أندرو

يقيم المجلس الثقافي البريطاني معرضه السنوي الضخم، معرض التعليم في المملكة المتحدة - EDUKEX OCT 13 الذي سيعقد في فندق شيراتون الكويت اليوم وغدا 2 و3 الجاري، وسيفتتح المعرض وزير التربية ووزير التعليم العالي د. نايف الحجرف، وسفير صاحبة الجلالة لدى الكويت، فرانك بيكر، حيث سيجري حفل الافتتاح في القاعة المناسبة بفندق شيراتون في الساعة 17:30 اليوم الأربعاء.

ومن المؤكد أن يكون معرض هذه السنة أكثر حيوية وأغنى مضمونا من أي مرة سابقة، حيث سيحضره ممثلون عن 40 جامعة وكلية بريطانية، وسيوفر المعارضون أحدث المعلومات حول فرص الدراسة في المملكة المتحدة، ومجموعة واسعة من مجالات الدراسة ومستوياتها المتوافرة، وسوف يوفر المعرض فرصة ممتازة للطلاب المحتملين للحصول على كل ما يحتاجون إليه من معلومات