

UK Education Exhibition

Sultanate of Oman

6-8 October 2013

Contents

1. Event fact file.....	2
2. Key statistics	2
3. Impact of marketing plan	3
4. Conclusions and follow up	4
Recommendations for British Council	
Appendix 1: List of participating institutions	5
Appendix 2: Exhibitors' survey results	6
Appendix 3: Advertising and promotion plan (media plan)	6



1. Event fact file

Muscat

Venue	Hotel Muscat Holiday (06-07 October 2013)
Opening hours	06 October 2013 8.00am – 11.00am Visit to Higher College of Technology 5.00pm to 10.00pm – Public 07 October 2013 10.00am -1.00pm – Public 5.00pm to 10.00pm – Public
Stand costs	£1,150

Salalah

Venue	Salalah Hilton Hotel (08 October 2013)
Opening hours	03:00pm to 7.00pm – Public
Stand costs	£425

2. Key statistics

Attendance	Town/City	
	Muscat	Salalah
06 October 2013	132	
07 October 2013	184	
08 October 2013		281
Total number of visitors	597 exhibitors	



3. Impact of marketing plan

This was the first British Council solo exhibition in Oman and there were several challenges. One of them was obtaining the licence. It is legally required to work through a fair/ exhibition facilitator, but they did not meet their obligations to deliver the licence on time and unfortunately the licence was obtained only the weekend before the exhibition started which was on the 3rd October

This affected the marketing plan since we were not able to advertise as early as planned and media coverage was not prominent as planned.

The main focus of the media campaign was around targeted SMS, e-mail distributions and newspapers. Posters and flyers were also printed and distributed at Higher College of Technology, Sultan Qaboos University and Salalah Technical College.

Hand-outs on IELTS and the UK Education system were also made available at the front of the exhibition hall.

A full media plan can be found in Appendix 3.



4. Conclusions and follow up

4.1 Key recommendations for the British Council

- **Pre-event briefing on 06 October 2013**

Most of Institutions strongly agreed that the briefing was useful, although others disagreed. The Higher education market in Oman doesn't change that much, therefore some information was repeated to those who attended last year's briefing. In future, we will make sure that we alert institutions about any changes in the country market before delivering the pre-event briefing.

- **VIP reception on 05 October**

The VIP reception was well attended and proved to be a very good networking event. In the future, following feedback, we will ensure that we introduce all delegates to the VIP guests.

- **Higher College of Technology mini fair on 06 October**

Our messaging to exhibitors was perhaps not clear enough that this visit was be a mini fair to meet with postgraduate potential students. If we decide to have mini fairs during future exhibitions we will make sure that we give exhibitors as much information as we can before attending the fair.

- **Length of the event**

It was felt that one day was not long enough for Salalah, so any future events there may consider an extra date or extending the timing.

- **Exhibition venue**

The results from the exhibitors' survey, and observations made on the day, demonstrated that the venue in Muscat was a poor choice. We are already looking into alternative venues for next year and hope to have a venue in place by July 2014. A more familiar hotel will be used in the next exhibition and more signs will be placed outside the venue.

It is worth noting that fewer such complaints were made about the Salalah venue, which proved much more suitable and acceptable.

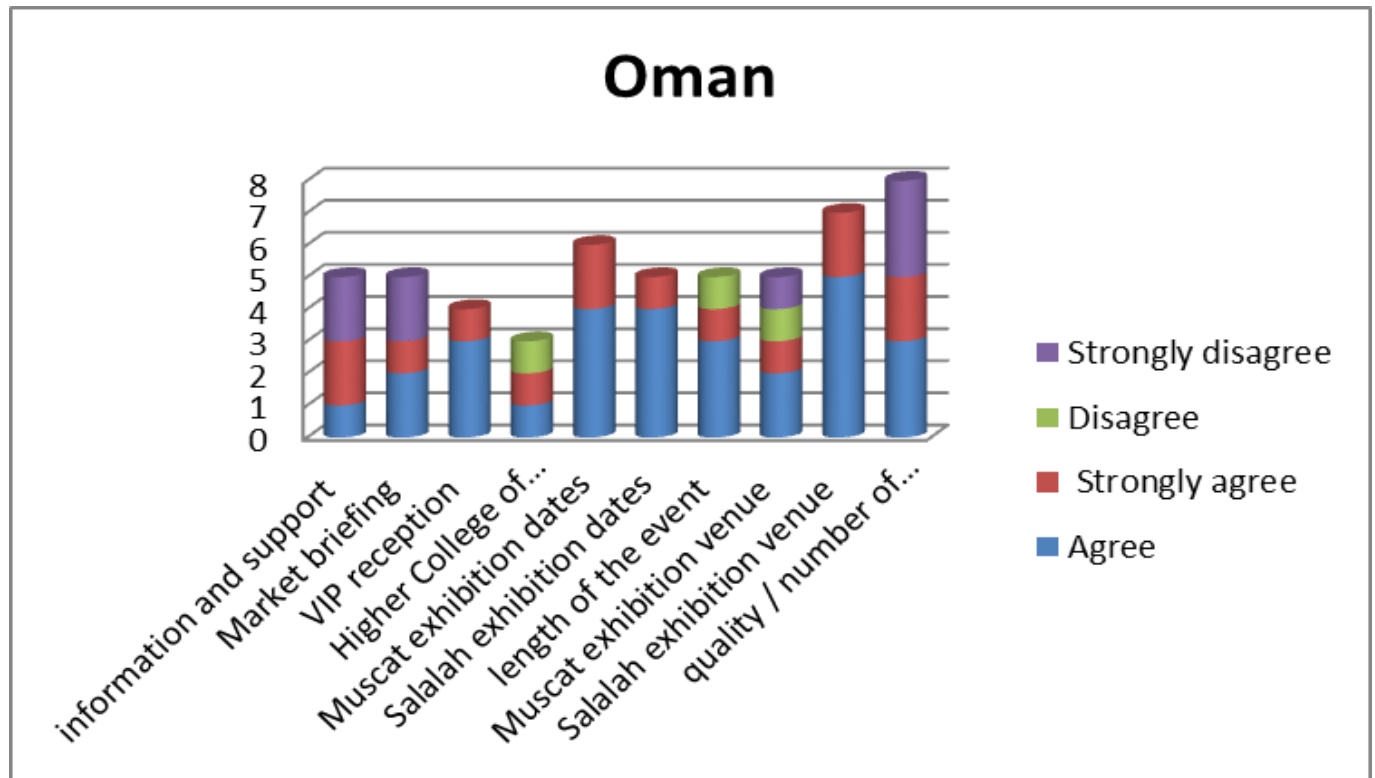
- **Quality / number of enquiries**

The quality of enquiries from prospective students could be improved by marketing the event to more international and private schools. The number of students attending proved poor as Oman's schools were on strike and the schools visits were cancelled last minute. We will make sure that we inform exhibitors as much as possible if there will be any changes, especially last minute changes such as occurred this year.

Appendix 1: List of participating institutions (Alphabetical Order)

Institution	Muscat	Salalah
Bangor University	x	
Bournemouth University	x	
Brunel University	x	x
Coventry University	x	
David Game College	x	
Eurocentres	x	
Glasgow Caledonian University	x	
Leeds Metropolitan University	x	x
Liverpool John Moores University	x	
London South Bank University	x	x
Loughborough College		x
Queen Margaret University	x	
Queen Mary, University of London	x	x
Regent's University London	x	
Swansea University	x	
The University of Hull	x	x
The University of Manchester	x	x
University of Bradford	x	x
University of Dundee	x	x
University of Essex	x	
University of Glasgow	x	x
University of Greenwich	x	x
University of Kent	x	x
University of Leeds	x	x
University of South Wales	x	x
University of St Andrews	x	x
University of Surrey	x	
University of the West of England		x
University of Warwick	x	
University of Wolverhampton	x	x

Appendix 2: Exhibitors' survey results



Appendix 3: Advertising and promotion plan (media plan)

This was the first British Council solo exhibition in Oman and there were several challenges. One of them was obtaining the licence. It is legally required to work through a fair/ exhibition facilitator, but they did not meet their obligations to deliver the licence on time and unfortunately the licence was obtained only the weekend before the exhibition started which was on the 3rd October. This affected the marketing plan since we were not able to advertise as early as planned

Therefore our marketing plan was limited however we achieved the following;

- 3000 SMS
- E- shots to scholars
- uploaded on BC website
- Local newspapers on 5th 6th and 7th October
- Country Facebook page