



Create Your Future

Education UK Exhibition 2014

Feb 19th – 22nd 2014

Abuja and Lagos

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1. Event fact file

Venue(s)	Transcorp Hilton Hotel, Maitama, Abuja; 19 th February 2014 Eko Hotel & Suites, Victoria Island, Lagos 21 st February 2014 Grandeur Events Centre, Ikeja Lagos 22 nd February 2014
Opening hours	11.00am – 16.00pm
Stand Costs	Abuja: £2,575 Lagos: £2,605
Seminars, Abuja	Nigeria Market Brief ; Sephora Imomoh, British Council
	The Benefits of Studying English Law ; University of Law
	Studying Economics in the UK , University of Surrey
	Personal Statements ; University of Warwick
	Part time work opportunities in the UK ; Robert Gordon University
	Studying engineering in the UK ; University of Sheffield
	Managing assessment criteria in UK universities ; University of the West of England
Seminars, Lagos	Studying for Employability in the UK , BPP University
	Gradlink Africa , University of the West of England
	Personal Statements , University of Warwick
	Requirements for Studying Computer Science and Engineering , Durham University
	Postgraduate Engineering in the UK
	Postgraduate Research degrees in the UK

2. Key statistics

Attendance	Abuja		Lagos	
	2014	2013	2014	2013
Day 1	1290	756	925	990
Day 2		439	894	446
Total number of visitors	1290	1195	1819	1436
Further Education	2	4	3	4
Higher Education	55	62	59	60
Boarding Schools	1	1	0	2

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UKBA	1	1	1	0
Total number of exhibitors	59	68	62	67

Four institutions were stand-sharing.

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

3. Impact of marketing plan

Feedback received from delegates during the 2013 exhibition was incorporated into this year's marketing and event strategy. To ensure that the right mix (in terms of quality and quantity) of visitors attended the event at both locations, we changed the format to a one day event in Abuja and split the Lagos event to Mainland and Island venues. The Nigerian Market shows a strong demand for courses in Engineering, IT and Business; therefore we promoted information sessions in Engineering, Business and on writing personal statements to attract quality visitors to the events.

This year's advertising used digital and traditional media; however we aggressively used all of the digital platforms to ensure conversation. The event pre-registration website recorded 8,584 visitors leading to a conversion of 3,108 visitors at the exhibition. This is an 18% increase over last year's event where we recorded 2,631 visitors at the events.

Results from the visitor's survey administered at both locations indicated that digital platforms as well as email and SMS had the greatest impact on attendance numbers.

A number of media houses attended the events in both Abuja and Lagos one such media report is available via this link -

<http://dailytrust.info/index.php/component/videoflow/?task=play&id=92&sl=latest&layout=listview>

Flyers were also distributed at strategic shopping malls in Abuja and Lagos.

4. Conclusions and follow up

4.1 Key recommendations for institutions

- Delegates from institutions should ensure they are forwarded mailings if they are not the primary contact. Some delegates complained that they were not aware of certain changes such as the removal of booths, transport and freight services even though this had been communicated in the handbook and joining instructions that were sent out previously.
- Delegates should ensure they have full information about where their freight is being delivered and to whom. It would be useful to have a name of a key contact from your freight provider.
- Visitors complained about being directed to websites for online programmes after they had made the effort to attend the events. It would be useful to have some minimal information about online programmes to offer to visitors at events.

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4.2 Key recommendations for the British Council

Overall most delegates were impressed with the quality of the event this year however the following recommendations were made.

- There were a few suggestions for improvement of the layout as some visitors had trouble locating institutions they had come to see particularly at the Abuja and Ikeja venues. We have taken this feedback and will work to provide information on the layout to delegates and visitors prior to the event to make it easier for visitors to find the institutions they would like to meet.
- Delegates who presented seminars would have preferred to stay for a shorter period for the seminars. We will factor this into the next exhibition's programme, and look at the possibility of hosting the seminars before the start of the exhibition.
- Some specific comments can be found below. Thank you for all the feedback. All suggestions have been noted and taken under advisement for possible incorporation into our future events.

Abuja Event	
Item	Delegates Feedback
Venue	A little more space will be preferable.
Food	Some food will be welcome. More and better food variety. Better organised tea breaks, no food was available either time.
Event format	One day in Abuja is better. Possible 1 day and 1 evening event. Keep it at one day.
Layout	Poster boards should be provided for banners. Seating stand arrangement created a bit of chaos. The exhibition was well organised, the stand layout requires updating as the venue was very cramped. More space, better venue. Revert to boothsor allocate more space between stands. Look at positioning traffic as a few institutions disadvantaged.
Timing	Fair could be open till later to allow people working to attend. Timing should be 12 -7 or at weekend to get students/parents outside working day. Timings were good, much improved from last year.
Cost	Thank you for responsiveness to our feedback on price. Costs are still very high but appreciate British Council tried to reduce it this year. Make it cheaper, very expensive.
General	Very Impressive this year; Exhibition was well planned. ..and the scholarships table seemed to work, as low numbers of students not equipped

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	<p>with realistic expectations.</p> <p>Think about inviting heads of department of organisations whose students would be interested in UK exhibition.</p> <p>Many thanks for your support and for leading on this successful event.</p> <p>Thank You!</p> <p>Brilliant Event, Well done!</p> <p>Transport from airport will be desirable.</p>
Lagos Events	
Venue	<p>Please continue to hold one day event in Ikeja.</p> <p>I will heartily recommend this venue <i>Ikeja</i> and a split site approach Lagos next year.</p>
Food	<p>Very good in all respects, very good catering too.</p> <p>Some vegetarian food, please.</p>
Timing	<p>Avoid fixing it on a sanitation day in Lagos.</p> <p>For a Saturday on the mainland, the numbers were simply not high enough.</p> <p>Sanitation Saturday caused delays and there were fewer students.</p>
General	<p>Very high standard of participants, removing entry costs very successful.</p> <p>I think the format this year is right. Perhaps a better quality venue in Ikeja would be an improvement.</p> <p>A presentation by UKBA should be included.</p>

Appendix 1: List of participating institutions

Institution	Lagos	Abuja
Aberystwyth University	X	X
Aston University	X	X
Bellerbys College UK	X	X
BPP University	X	
Bradford College	X	X
Canterbury Christ Church University	X	X
Cardiff University	X	X
City University	X	X
Coventry University	X	X
Cranfield University		X
David Game College	X	X
De Montfort University	X	
Durham University	X	X
International Study Centres UK	X	X
Kaplan International	X	X
Keele University	X	X

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Lancaster University	X	X
London Metropolitan University	X	X
Loughborough University	X	X
Manchester Metropolitan University	X	X
Middlesex University	X	X
NCUK		X
Newcastle University	X	X
Northumbria University	X	X
Nottingham Trent University	X	X
Oxford Brookes University	X	X
Robert Gordon University	X	X
Ruthin School		X
Sheffield Hallam University	X	X
Swansea University	X	X
The Manchester College	X	X
The University of Hull	X	X
The University of Law	X	X
The University of Manchester	X	X
The University of Northampton	X	X
The University of Nottingham	X	X
The University of Sheffield	X	X
The University of York	X	X
University College Birmingham	X	X
University College London	X	X
University of Bath	X	X
University of Birmingham	X	
University of Bradford	X	X
University of Brighton	X	X
University of Chester	X	X
University of Cumbria	X	
University of Derby	X	X
University of Dundee	X	X
University of East Anglia	X	X
University of Essex	X	X
University of Exeter	X	X
University of Gloucestershire	X	X
University of Huddersfield	X	X
University of Kent	X	
University of Leeds	X	X
University of Portsmouth	X	X
University of Southampton	X	X
University of Surrey	X	X

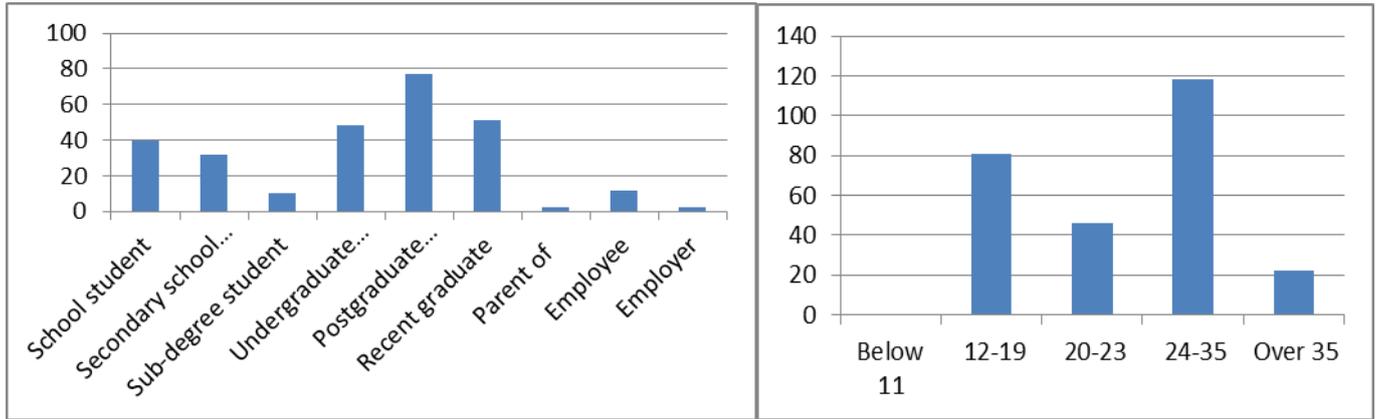
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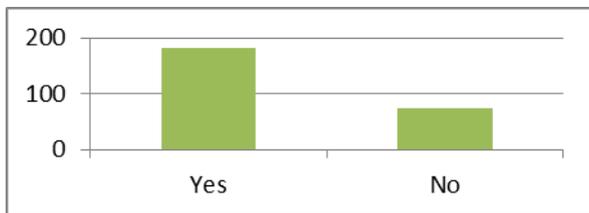
University of Sussex	X	X
University of the West of England	X	X
University of Warwick	X	X
University of West London	X	X
University of Westminster	X	X
Wiltshire College	X	

Appendix 2: Visitors' survey results

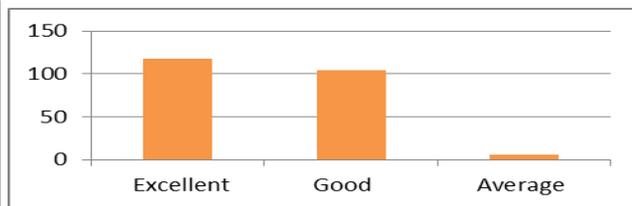


Tab 1: Academic Level

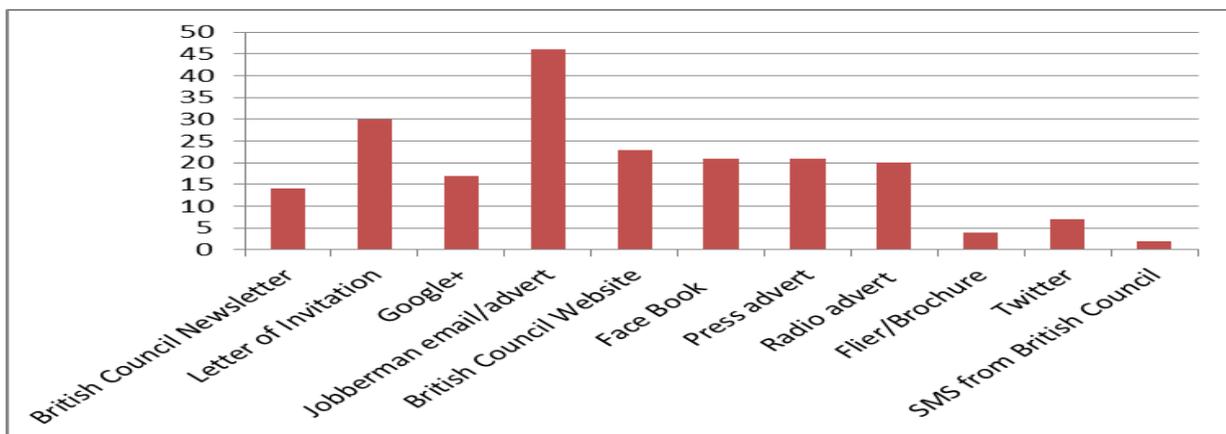
Tab 2: Age



Tab 3: Plans to study in the UK



Tab 4: Quality of Service



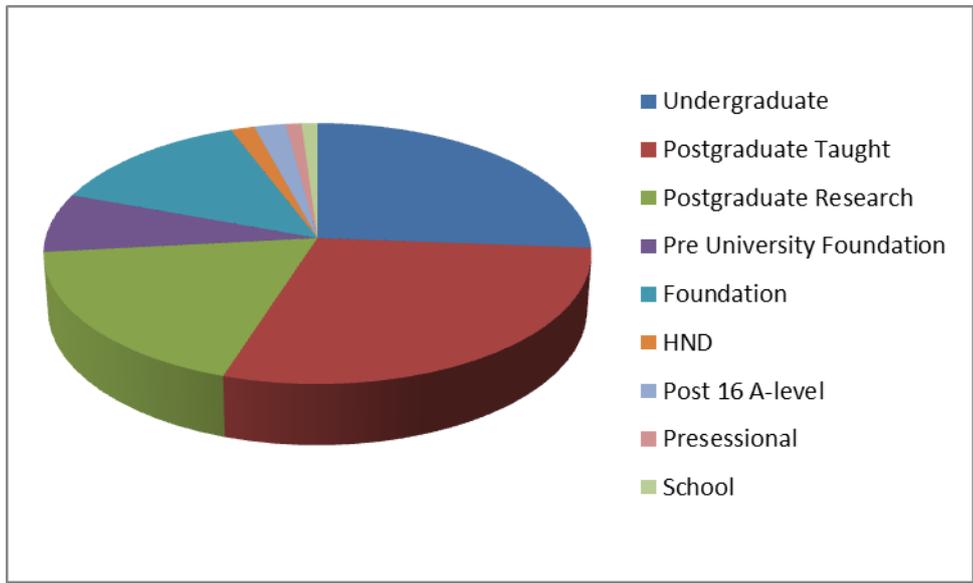
Tab 5: Marketing and Advertising Information

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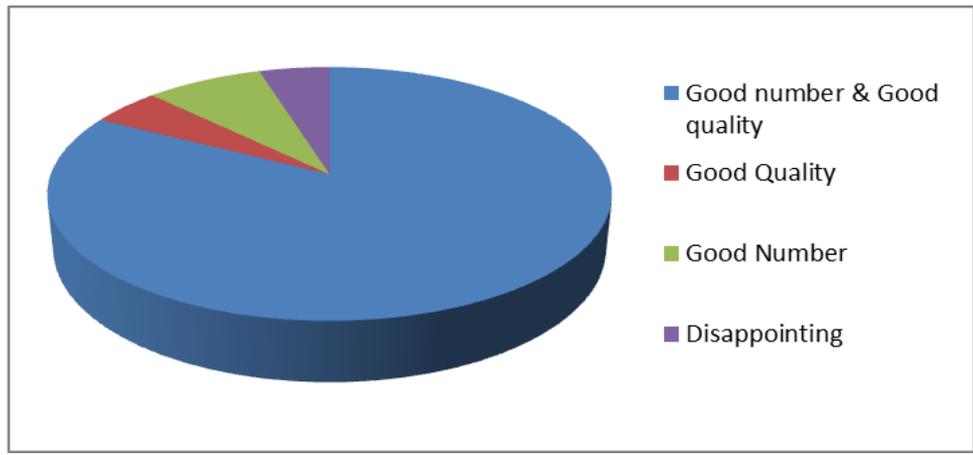
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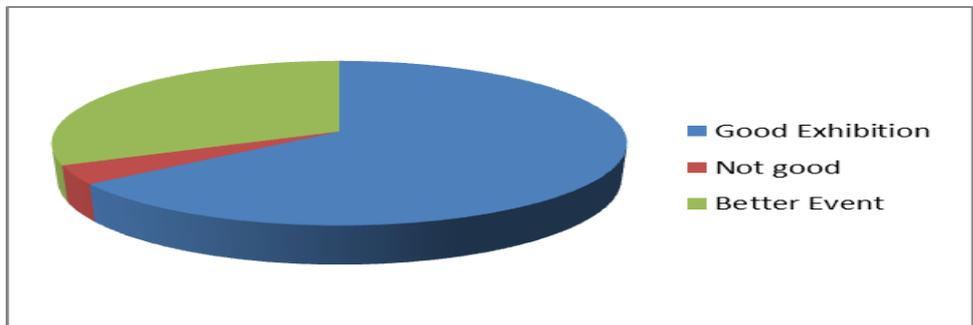
Appendix 3: Exhibitors' survey results



Tab 6: Primary Market Interest



Tab. 7 Visitors Assessment



Tab 8: Overall Assessment of Exhibition

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Summary of Exhibitors Survey results

Attending next year Event		Aim of Coming	
Yes	50%	Recruitment	29%
Undecided	46%	Profile Raising and Recruitment	78%

Met Expectations		High Quality Event	
strongly agree	28.3%	strongly agree	31.7%
Agree	66.7%	Agree	56.7%
Neither Agree / disagree	3.3%	Neither Agree / disagree	10%
Disagree	1.6%	Disagree	1

Appendix 4: Advertising and promotion plan (media plan)

Landing Page: www.educationuk2014.org

We created a landing page for registrations and directed traffic to this page through a variety of advertising platforms. A summary of the engagement on this page can be found below.

Campaign Summary from

Total Visit to Home Page: 84,228

Total Visit to Registration Page: 10,905

Total Registered Candidates: 9,860

Conversion Rate: 12.5% Avg.

Campaign Duration: 27 Jan-22 Feb, 2014

Campaign Channels: Google Ads, Social Media (SM), Banner Placement, Blog, SMS, Email Newsletters

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Traditional Media Advertising

Radio adverts ran weekdays and targeted drive time in the mornings and evenings, these are the peak periods for listenership.

Location	Total No of Spots
LAGOS	496
ABUJA	180
TALK SHOWS	36

Newspapers

Newspaper adverts ran from the week beginning January 20th to February 19th and were published in the four dailies with full page adverts.

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