

# The Seeds of Success

Education UK Roadshow/EDUKEX,  
March 11-12, 2014

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

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## 1. Event fact file

<b>Venue</b>	EDUKEX: Radisson Blu Hotel, Doha, 11 <sup>th</sup> and 12 <sup>th</sup> March 2014 School Visit: Al-Khor International Secondary School, Al-Khor, 11 <sup>th</sup> March 2014 School Visit: Al-Wakra Independent Secondary School for boys, Al-Wakra, 12 <sup>th</sup> March 2014
<b>Opening hours</b>	EDUKEX: 4:30 – 8:30pm Al-Khor School visit: 12:00 – 2:00pm Al-Wakra School visit: 8:30am – 1:30pm
<b>Opened by</b>	EDUKEX: <ul style="list-style-type: none"><li>• Martin Hope, Director, British Council Qatar</li><li>• Fawziya Al-Naama, Director, Advising and Counselling Department, Higher Education Institute</li></ul> Al-Wakra School Visit: <ul style="list-style-type: none"><li>• Dr. Khalid Al-Horr, Director, Higher Education Institute, Supreme Education Council</li></ul>
<b>Stand costs</b>	£1,950, excluding VAT
<b>Sponsors</b>	Partially sponsored by the British Festival 2014 (Covering one of the UK Trips)
<b>Unique feature to give added value</b>	2 Free UK trips to experience student life at the University of St Andrews and University of Central Lancashire

Seminars during EDUKEX:

<b>Tuesday , 11th March 2013</b>			
<b>Time</b>	<b>Title</b>	<b>Description</b>	<b>Presenter</b>
<b>16:45 - 17:15</b>	Succeed in IELTS with the British Council	This seminar is designed to help IELTS candidates enhance their knowledge and understanding of the IELTS test. It will provide an overview of the exam, and of the support the British Council can offer to help you maximise your chances of success.	Dhiraj Gurung, Country Examinations Manager, British Council
<b>17:30 – 18:00</b>	Introduction to UK Higher Education – Choosing what and where to study	General introduction to studying in the UK for students considering applying for an undergraduate programme.	Miss Joanna Davis, Plymouth University
<b>18:15 – 19:15</b>	Foundation programmes in the UK	The session will focus on foundation programmes delivered by UK universities (in-house), providing a general overview of entry requirements, academic content and progression options.	Mr Elijah James, University of Birmingham
<b>19:30 - 20:30</b>	Studying Law in the UK	This seminar is targeted at anyone who has an interest in studying Law in the UK. UK Law has been used as the basis of legal systems throughout the world and Nottingham Law School provides a particular emphasis on practical and problem solving skills, which are valued by employers across the globe.	John Tingle, Nottingham Law School
<b>Wednesday , 12th March 2013</b>			
<b>17:00 - 18:00</b>	Studying in Scotland	This seminar is targeted at students seeking to study in Scotland at Foundation, Undergraduate or Postgraduate Level	Gillian Gardner, University of St Andrews
<b>18:15 - 19:15</b>	Studying Psychology in the UK	Find out more about studying psychology, what it involves and career opportunities for graduates	Dr. Graham Schafer, University of Reading
<b>19:00 - 20:00</b>	Media Studies Taster: The Self-Shooting Documentary Maker: getting the best interview	This is a taster session for students interested in Media Studies or Factual Television/TV Journalism. The talk will introduce the practical skills needed to record on-location interviews for TV broadcasts. These skills are a core part of the Broadcast Media Technologies degree.	Hugo Smith, Leeds Metropolitan University

## 2. Key statistics

EDUKEX only

Attendance	Qatar/Doha	
	2014	2013
Tuesday, 11 <sup>th</sup> March	262+	240+
Wednesday, 12 <sup>th</sup> March	238+	85
<b>Total number of visitors</b>	500+	325+
Further Education	0	0
Higher Education	21	18
UCAS	0	0
Visa	1	0
<b>Total number of exhibitors</b>	22	18


Visitors' primary market objectives	Qatar/Doha	
	2014	2013
Foundation Course	19	30
Pre-Master's Courses	6	4
Language Courses	13	4
Bachelor's Degree	180	159
Master's Degree	108	73
PhD	29	17
Others	54	2
Demographics of visitors	Doha/Qatar	
	2014	2013
Male	64%	69.7%
Female	36%	30.3%

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

## 3. Impact of marketing plan

The main focus of the marketing campaign was around:

- Printed advertisements in 1 English and 3 Arabic newspaper on a frequency of 3 days promoting EDUKEX
- Colour flyers were distributed at the British Council and some local education institutions, listing the names of participating institutions
- Press Release prior to the event
- E-mail shots to scholarship providers, education institutions, potential students
- SMS blast to 10,000 recipients (80% are Qataris)
- Social Media Campaign on British Council Qatar Facebook and Twitter accounts

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- Press Release during the event with coverage in 2 newspapers and 12 online media channels.

In addition to the above, we managed to participate in a number of education events prior to this event in which we were able to promote to the event utilising the printed flyers. A full media plan can be found in Appendix 4

From the visitors' data analysis, results show that all marketing activities contributed to the success of the event. This helped to better inform visitors of UK education prior to the exhibition. The most effective marketing tool was the word of mouth (19%) followed by University/teacher announcement (14%)! Newspapers, British Council and E-mails all contributed equally in promoting the event (12% each). 9% knew about the event through distributed flyers while the remaining balance found out about the event through Social Media, SMS and students association.

A pre-registration system was implemented in which the majority of the visitors used to register in advance. Walk-in visitors were also able to register during the exhibition opening hours at a designated registration desk which had UK guides as well as useful information sheets. Visitors were given the Exhibition guide book that included information on subjects' matrix, scholarship information and information about the free UK trips. Those who were interested in applying for IELTS exams were guided to the British Council booth.

## 4. Conclusions and follow up

### 4.1 Key recommendations for institutions

The following were suggested as per the visitors' feedback survey:

- To have more than one representative from the same University
- Provide on-the-spot registration
- University representative should be more informative. Most of them were referring to their website rather than giving direct answers

In addition to the above, it was noticed that some institutions did not take part in some of the roadshow activities, such as school visits. Ideally representatives should aim to attend all the roadshow activities.

### 4.2 Key recommendations for the British Council

The following were suggested as per the visitors' feedback survey:

- To extended the Exhibition period and time (morning and afternoon)
- Have the event more than once in a year
- The event to be advertised more (Early publicity and communication)
- To bring more universities
- Host universities that offer programs like sports and drama

The following were suggested as per the Exhibitors' feedback survey and are noted for upcoming events:

- Give a break between morning and afternoon sessions
- Increase out-reach activities to schools to raise awareness about specific entry requirements – *this will be implemented through our proposed school counsellors' training*
- Include a visit to the College of the North Atlantic Qatar

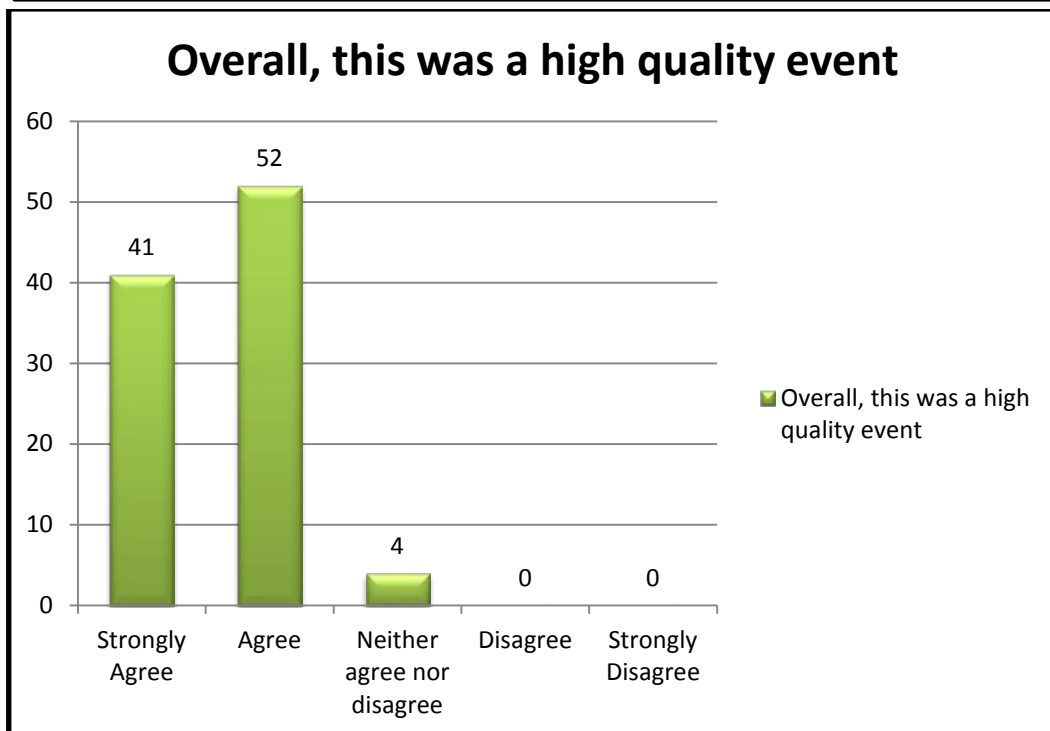


## Appendix 1: List of participating institutions (Alphabetical Order)

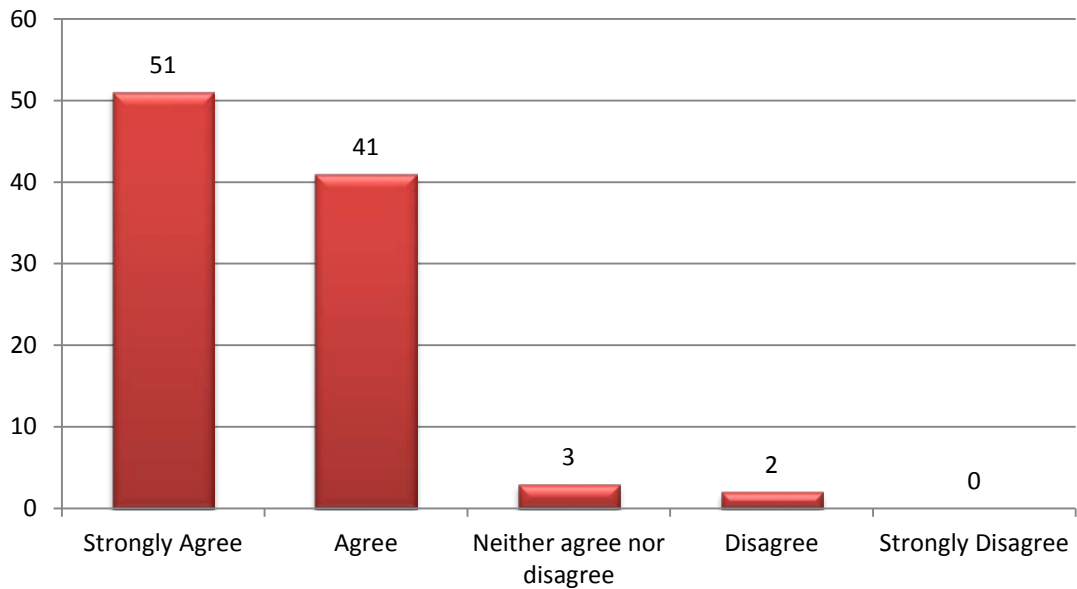
1	CARDIFF UNIVERSITY
2	LEEDS METROPOLITAN UNIVERSITY
3	LIVERPOOL JOHN MOORES UNIVERSITY
4	LONDON SOUTH BANK UNIVERSITY
5	NEWCASTLE UNIVERSITY
6	NORTHUMBRIA UNIVERSITY NEWCASTLE
7	NOTTINGHAM LAW SCHOOL
8	PLYMOUTH UNIVERSITY
9	SOUTHAMPTON SOLENT UNIVERSITY
10	UNIVERSITY OF BIRMINGHAM
11	UNIVERSITY OF BRADFORD
12	UNIVERSITY OF CENTRAL LANCASHIRE
13	UNIVERSITY OF GREENWICH (LONDON)
14	UNIVERSITY OF HUDDERSFIELD
15	UNIVERSITY OF KENT
16	UNIVERSITY OF LEEDS
17	UNIVERSITY OF PORTSMOUTH
18	UNIVERSITY OF READING
19	UNIVERSITY OF SOUTHAMPTON
20	UNIVERSITY OF ST ANDREWS, SCOTLAND
21	UNIVERSITY OF THE WEST OF ENGLAND



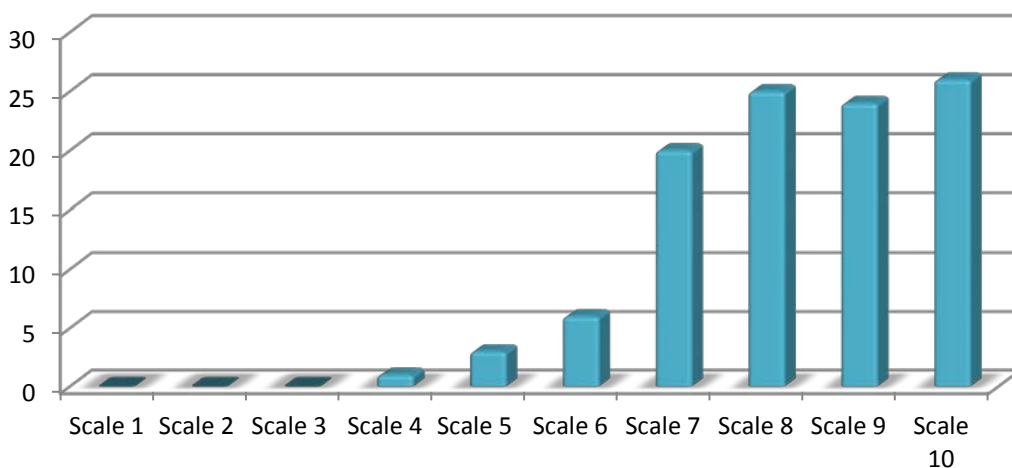
## Appendix 2: Visitors' survey results *(Based on 97 completed feedback forms)*



## The Education UK Exhibition provides essential information and advice on studying in the UK



## How likely is that you would recommend the Education UK Exhibition to a friend or a colleague?

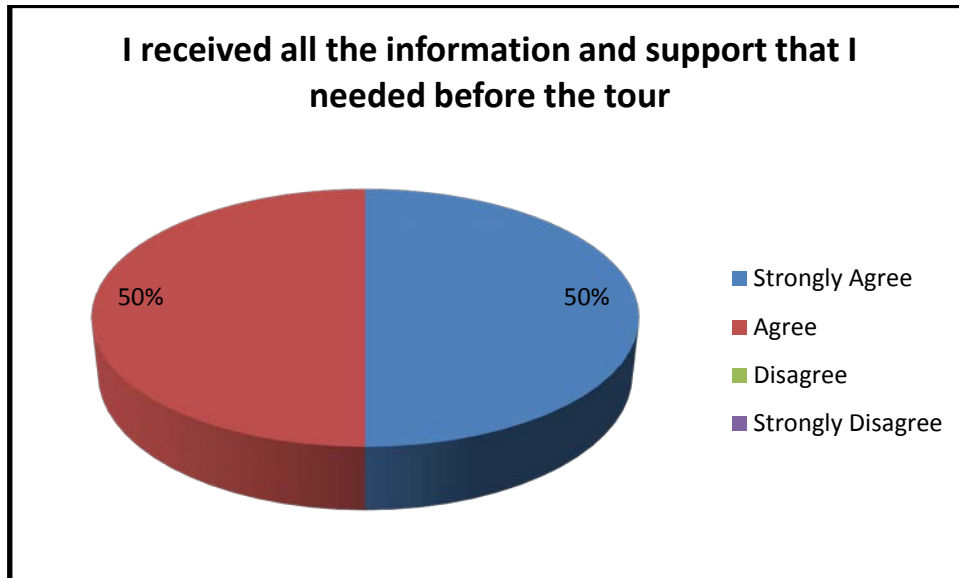




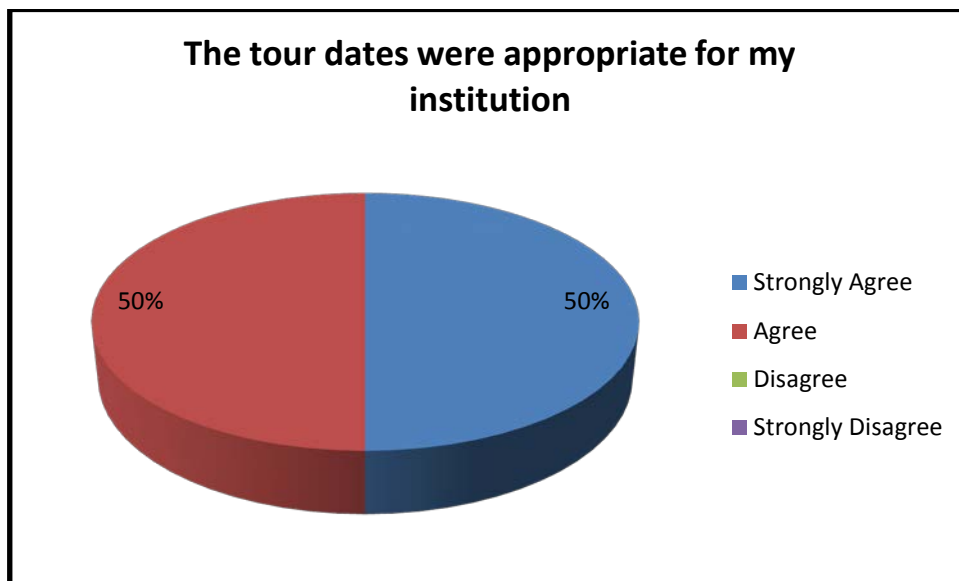


### Appendix 3: Exhibitors' survey results *(Based on 14 completed feedback forms)*

**Pre-event:**



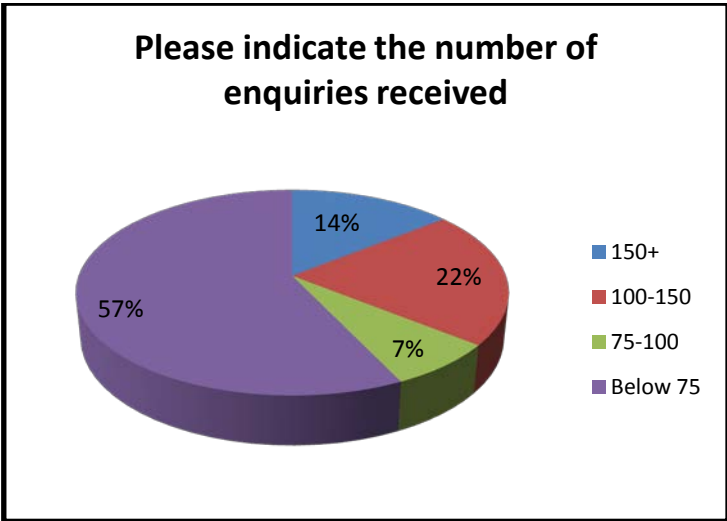
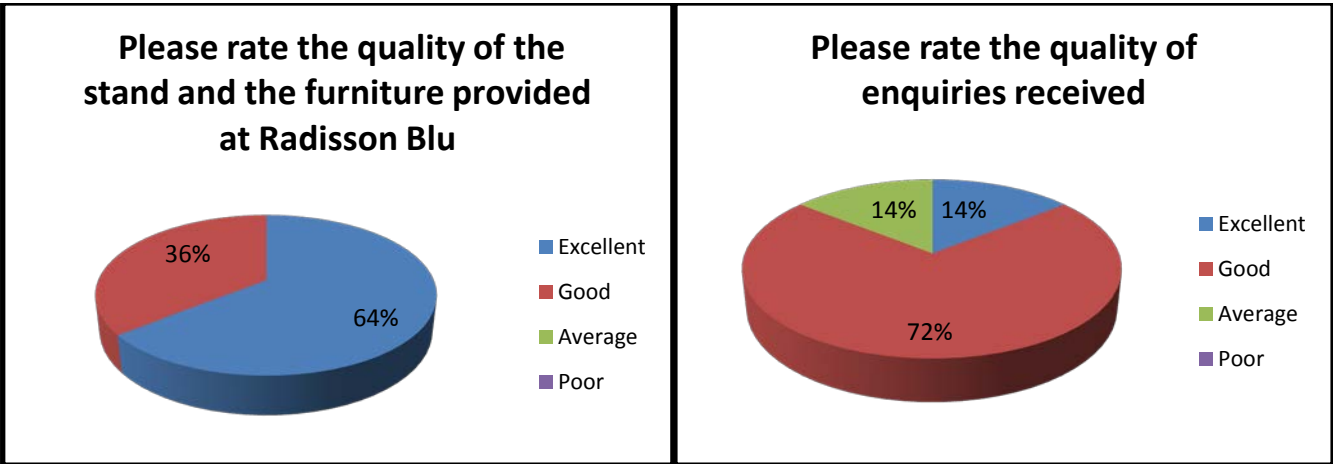
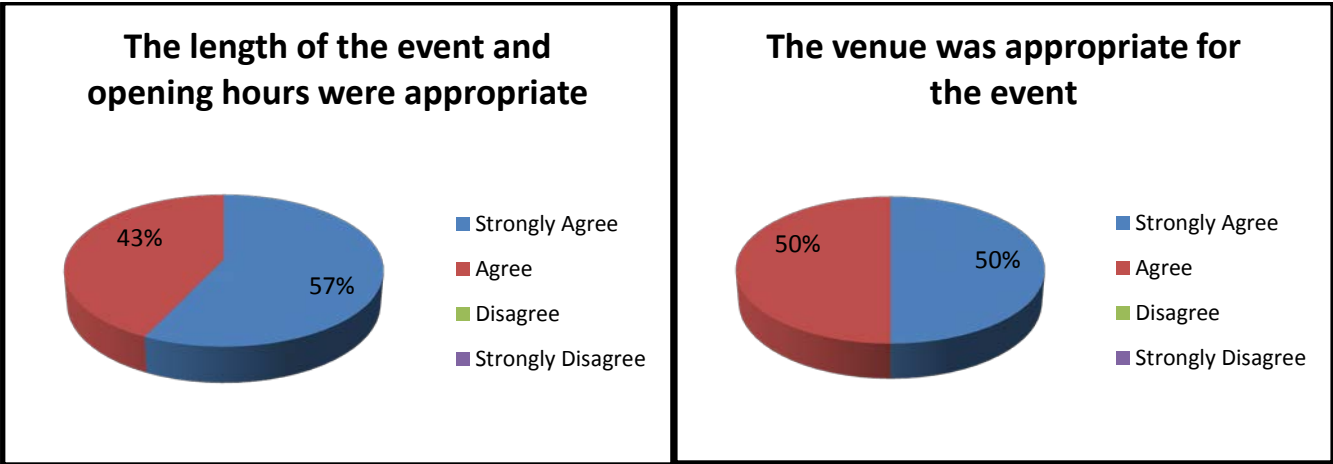
**The event:**





**Education UK Exhibition 2014:**

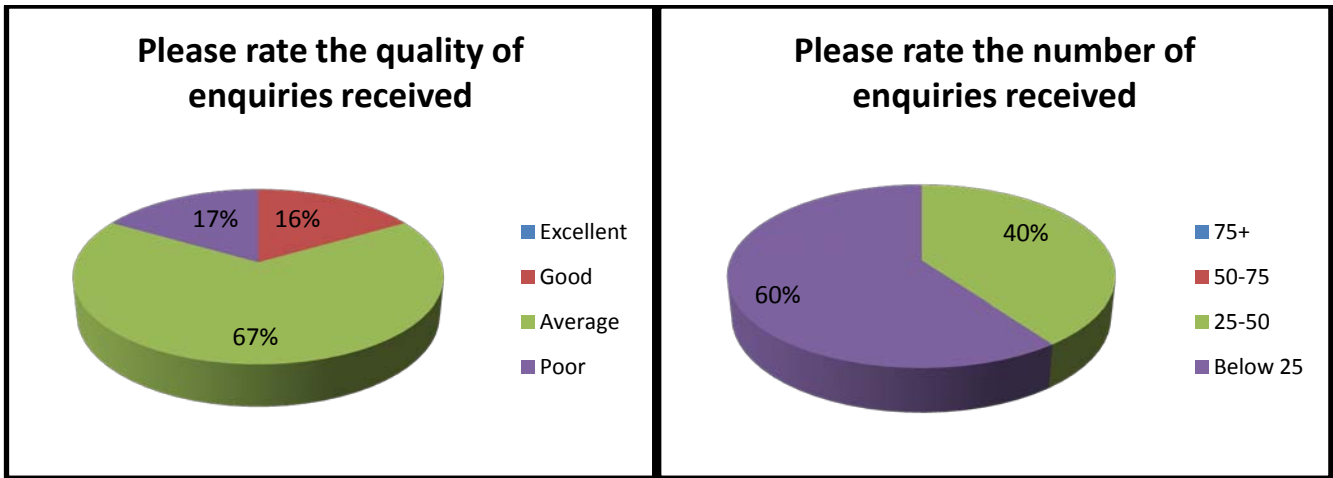
Tuesday and Wednesday 11th and 12th March: 16:30 – 20:30 (Radisson Blu)



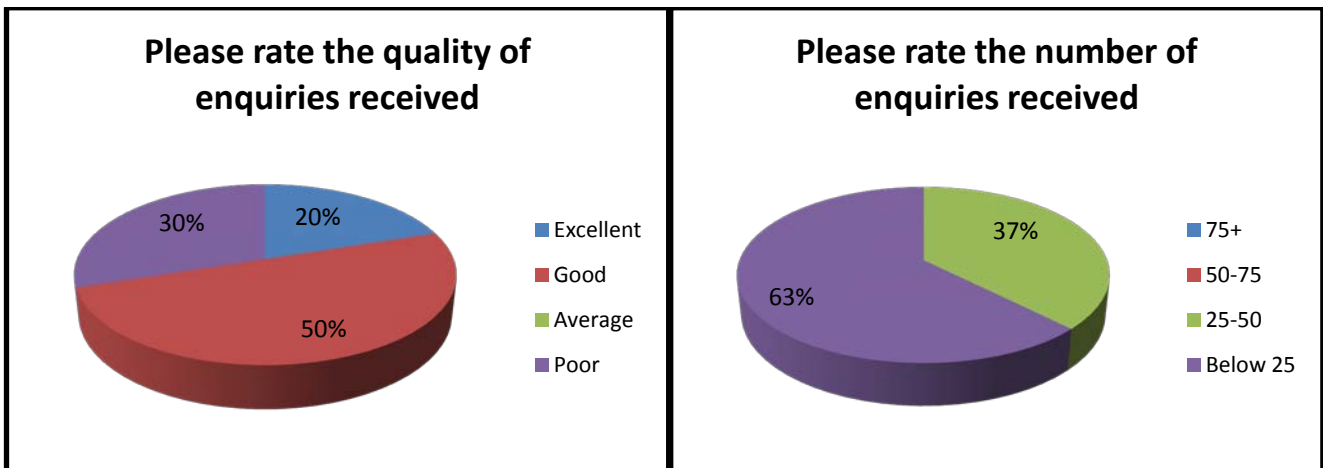


**School Visits:**

Al Wakra School for Boys:

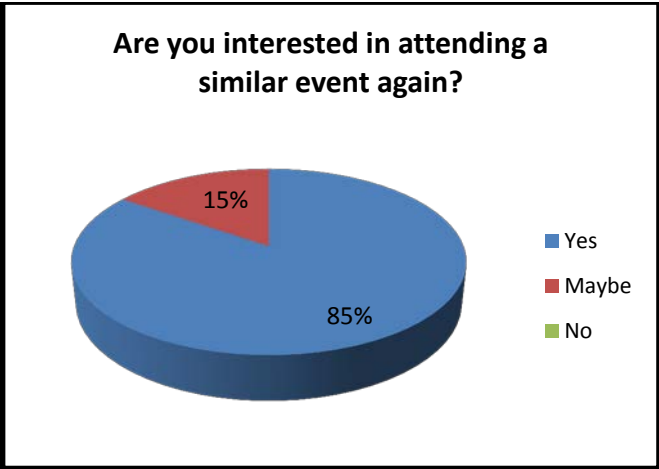
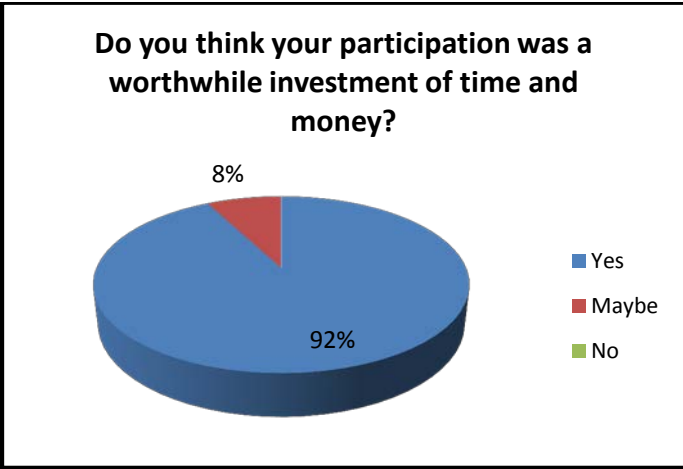
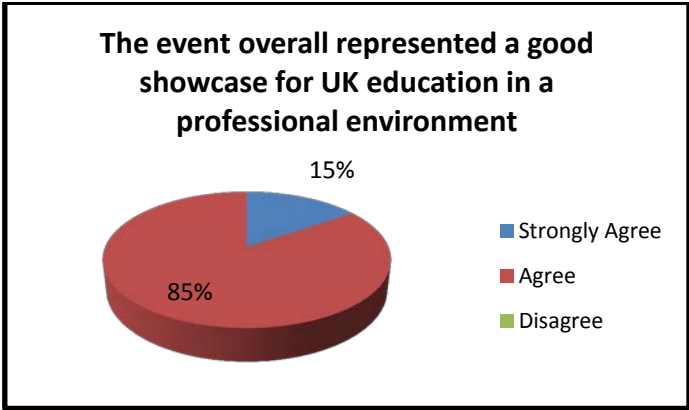


Al-Khor International School

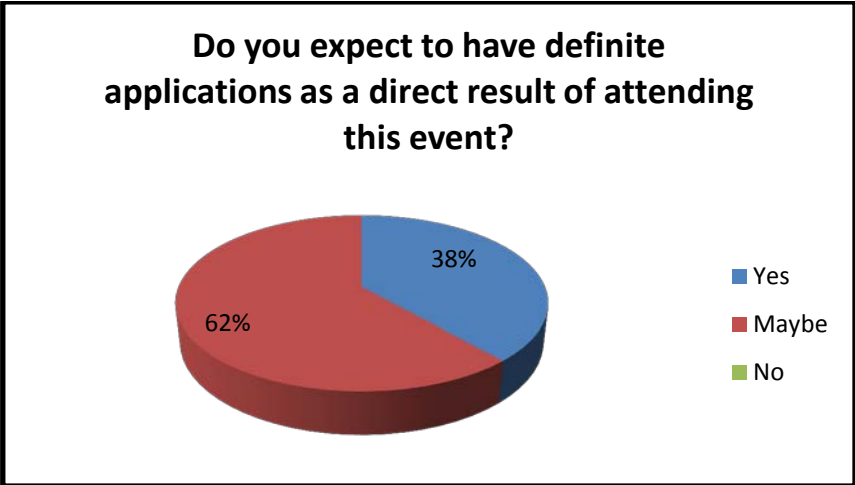




**General Issues:**



**Market Information**





In which subjects and at what levels did you receive the most interest?

- 12 Business
- 6 Engineering
- 4 Medicine
- 2 Psychology
- 2 UG
- 1 Accounting and Finance
- 1 Economic
- 1 Foundation
- 1 IR
- 1 Law
- 1 MBA

What do you feel is the biggest market potential for your institution in Qatar?

1. Engineering and business are the biggest market potential for our institution
2. IFP and 2<sup>nd</sup> year entry to UG after diploma in Qatar. PG opportunity still slow
3. Undergraduate engineering and computing
4. Ex-pats with qualifications for direct entry to first year; some really good Foundation level students too but they have left it too late for applying for Sept 2014! Most of the local students had never heard of the UKCAT!
5. Sports Sciences and Engineering courses
6. Foundation and Pre-sessional English, Meteorology/ Business/ Law degrees
7. It would be good to include college visits to North Atlantic College and Qatar Community College

## Appendix 4: Advertising and promotion plan (media plan)

- Social Media campaign - started on Monday 3<sup>rd</sup> March, with a minimum of 1 post per day until Wednesday 12<sup>th</sup> March
- E-mail shots to school counsellors, recent Education UK enquirers and scholarship providers – on 3<sup>rd</sup> March 2014
- Website post on [www.iloveqatar.net](http://www.iloveqatar.net) website
- Colour flyers, listing the names of participating institutions, distributed at:
  - the British Council during main registration periods and to walk-in customers
  - Hamad Medical Corporation Universities' Fair
  - Messaid International School
  - Omar Bin Al-Khattab School
- Printed advertisements in English and Arabic newspapers –
  - Sunday 9<sup>th</sup> March with 3 Arabic adverts and 1 English advert
  - Tuesday 11<sup>th</sup> March with 2 Arabic adverts and 1 English advert
  - Wednesday 12<sup>th</sup> March with 2 Arabic adverts and 1 English advert
- Event press release – on Tuesday 11<sup>th</sup> March 2014
- SMS campaign – on 11<sup>th</sup> March 2014