

Creating your future

Education UK Exhibition

Greece, 5–8 April 2014

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1. Event fact file

Athens

Venue	Crowne Plaza Athens City Centre Hotel
Opening hours	1400 – 2000
Stand costs	£2,086
Sponsors	Express Publishing
Seminars	<p>Marketing briefing – if you missed this session and you require a copy, contact Katerina Fegarou, Education Marketing Manager, Katerina.fegarou@britishcouncil.gr</p> <p>Saturday 5 April</p> <ul style="list-style-type: none"> • Road to Success - Nicolae Pavel, University of Bedfordshire • Studying Business & Career Pathways - Vilma Sinanoglou, The Open University / DERE • Engineering Degrees in the UK – Stephen Bentley, Cardiff University • Studies in the UK – Maria Ladea, British Council Greece • IELTS – Cliff Parry, British Council Greece • Studying Art & Design in the UK – Felicity Lloyd, University for the Creative Arts <p>Sunday 6 April</p> <ul style="list-style-type: none"> • University Medical Speciality in the UK – Kostis Georgiou, British Council Greece • Studying in London – Claire Chalmers, Goldsmiths, University of London • How UK Universities can prepare you for your career success – Katy Friend, Aston University • Studies in the UK – Michael Tsikoulis, British Council Greece • IELTS – Mary Haroyianni, British Council Greece

Thessaloniki

Venue	Makedonia Palace Hotel
Opening hours	1400 – 2000
Stand costs	£1,568
Sponsors	Express Publishing
Seminars	<p>Tuesday 8 April</p> <ul style="list-style-type: none"> • University Medical Speciality in the UK – Kostis Georgiou, British Council Greece • A career astrolabe – Lambros Lazouras, The University of Sheffield International Faculty, City College

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- Studies in the UK – Elena Koptopoulou, British Council Greece
- IELTS – Christina Athanasiou, British Council Greece

2. Key statistics


Attendance	Athens		Thessaloniki	
	2014	2013	2014	2013
Visitors				
1 st Day	1,940	2,654	820	1,100
2 nd Day	2,510	3,240		
Total No of Visitors	4,450	5,863	820	1,100

Exhibitors	2014	2013	2014	2013
Further Education	1	2	1	1
Higher Education	46	36	20	13
ESOL Exam Providers	0	1	0	0
UCAS	0	0	0	1
VISA	0	0	0	0
Total No of Exhibitors	47	39	21	15

<u>Visitors Primary Market Objectives</u>	Athens		Thessaloniki	
	2014	2013	2014	2013
Level of Study				
Undergraduate studies	31%	30%	47%	46%
Postgraduate studies	53%	59%	44%	46%
Distance Learning	3%	5%	3%	3%
English Language courses / pre-sessional	2%	1%	1%	
Access Courses	6%	4%	5%	5%
Other (A levels)	5%	1%		

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<i>Demographics of visitors</i>	Athens		Thessaloniki	
	2014	2013	2014	2013
Gender				
Male	46%	44%	42%	35%
Female	54%	56%	58%	65%
Age				
16 – 20	39%	28%	46%	48%
21 – 24	34%	48%	31%	30%
25 – 34	15%	23%	16%	16%
Over 35	12%	2%	7%	8%

[*A full list of exhibitors can be found in Appendix 1](#)



3. Impact of marketing plan

For advertising planning purposes the target group was defined as:

1. Adults 17-24 years old, Upper/Middle s/e class, Athens and Thessaloniki
2. Adults 35-54 years old, Upper/Middle s/e class, Athens and Thessaloniki

A media mix of outdoor posters, radio spots, internet, social media as well as below-the-line promotion activities were engaged to reach our target audience. Summary of the media plan is available in [Appendix 4](#)

British Council staff held weekly Education UK information sessions and presentations at main secondary schools and 15 universities throughout Greece on general information about studying in the UK and to announce the Exhibition. Hand-outs on IELTS and the UK Education system were also made available at the front of the exhibition hall. As a result exhibition visitors were better informed and their enquiries were more educated.

4. Conclusions and follow up

4.1 Key recommendations for institutions

Visitors to the Exhibition gave us the below suggestions on the Visitors' Feedback questionnaires

- Would like more representatives at each stand, so that waiting time is minimized – there were some cases where we faced long queues of visitors waiting to talk with university representatives.
Longer opening hours
- Would like university representatives to be better informed on the courses/programmes offered
- More Greek speaking delegates

4.2 Key recommendations for the British Council

Delegates attending the Exhibition gave us the below suggestions on the Exhibitors' Feedback questionnaires:

- TNE providers should be grouped together along with sponsors etc in a separate hall

Local colleges registered and attended the exhibition on behalf of or/and along with their British partner university delegates

- The Athens venue received criticism on its location (not too central) and the visitors' flow arrangements, as the venue was divided in two separate exhibition halls

Comments from previous events were taken into serious consideration. Nevertheless, Zappeion, the most preferred by the majority of delegates venue, could not be used during the first 6-months of 2014, as it was reserved as the main meeting venue of the Greek European Presidency. Our first priority is to look for new venue(s), to satisfy the exhibition requirements (city-centre proximity, public transport facilities, venue facilities etc.) and at the same time to keep the costs at reasonable levels and the service quality at its best.

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Appendix 1 – List of participating institutions

Institution	Venue	
	Athens 5 & 6 April 2014	Thessaloniki 8 April 2014
1. Abbey College	X	X
2. Aberystwyth University	X	X
3. Anglia Ruskin University	X	X
4. Aston University, Birmingham	X	
5. Bangor University	X	
6. University of Bath	X	
7. Bath Spa University	X	
8. University of Bedfordshire	X	
9. The University of Bolton	X	X
10. University of Bradford	X	X
11. University of Brighton	X	X
12. Brunel University, London	X	
13. Cardiff University	X	
14. University of Central Lancashire (UCLAN)		X
15. City University London	X	X
16. University for the Creative Arts	X	X
17. Durham University Business School	X	
18. University of Edinburgh	X	X
19. Edinburgh Napier University	X	
20. ESCP Europe Business School	X	
21. University of Essex	X	
22. University of Exeter	X	
23. Goldsmiths, University of London	X	X
24. University of Greenwich	X	
25. Hellenic Colleges' Association	X	X
26. University of Kent	X	X
27. Lancaster University	X	
28. University of London International Programmes		X
29. The University of Manchester	X	

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Institution	Venue	
	Athens 5 & 6 April 2014	Thessaloniki 8 April 2014
30. Metropolitan College (representing University of East London and Queen Margaret University)	X	
31. Newcastle University	X	X
32. University of Northampton	X	X
33. Northumbria University	X	
34. The Open University / DEREE	X	
35. Plymouth University	X	
36. University of Portsmouth	X	X
37. Queen Mary University of London	X	
38. University of Reading, Henley Business School	X	
39. University of Roehampton, London	X	X
40. University of Salford	X	X
41. The University of Sheffield International Faculty, City College		X
42. Sheffield Hallam University	X	X
43. University of Southampton	X	
44. Southampton Solent University	X	
45. University of Stirling	X	
46. University of Strathclyde Business School	X	
47. University of Sunderland	X	
48. Swansea University	X	
49. University of Warwick	X	
50. University of the West of England, Bristol	X	

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Appendix 2 – Visitors’ survey results

Athens – Education UK Exhibition 5 & 6 April 2014

Visitors’ feedback questionnaires analysis

Returned from **206** visitors

1. Are you

Male	Female
46%	54%

2. Will you be making an application to the UK now?

Yes	No
34%	66%

3. How would you rate the quality of service you have received?

Excellent	Good	Average
32%	49%	19%

4. How did you find out about this exhibition?

British Council	Newspapers	Radio	Internet/ social media	Recommendation from family / friends	Poster/ Flyer	Other
31%	3%	17%	27%	9%	12%	1%

5. If you could describe this exhibition in one word what would it be? If you could change one thing about this exhibition, what would it be?

- Good
- Excellent
- Useful
- Well organised
- Exceptional
- Better informed delegates
- No more brochures!
- More universities

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Thessaloniki – Education UK Exhibition 8 April 2014

Visitors' feedback questionnaires analysis

Returned from **119** visitors

1. Are you

Male	Female
42%	58%

2. Will you be making an application to the UK now?

Yes	No
28%	72%

3. How would you rate the quality of service you have received?

Excellent	Good	Average
31%	58%	11%

4. How did you find out about this exhibition?

British Council	Radio	Internet/ social media	Recommendation from family / friends	Poster/ Flyer	Other
30%	7%	27%	14%	12%	10%

6. If you could describe this exhibition in one word what would it be? If you could change one thing about this exhibition, what would it be?

- More universities
- Excellent
- Well organised
- Useful
- Greek speaking delegates
- Better informed delegates
- More seminars

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Appendix 3 – Exhibitors’ survey results

Athens – Education UK Exhibition 5 & 6 April 2014

Exhibitors’ feedback questionnaires analysis

Returned from **40** exhibitors (85%)

1. Has your institution attended this exhibition before?

Yes	No
90%	10%

2. What were the objectives for coming?

Recruitment	Profile Raising	Both
28%	0%	72%

3. What is your primary market interest in this event?

Undergraduate	Postgraduate taught	Postgraduate research	Foundation / HND	A levels	Pre-sessional English
32%	41%	14%	9%	1%	3%

4. What is your assessment of the visitors?

Good number and good quality	Good quality only	Good number only	Disappointing
49%	33%	3%	15%

5. How do you rate the new exhibition Venue

Very Good	Good	Satisfactory	Unsatisfactory
23%	40%	35%	2%

6. Have you developed new links or built on existing feeder or agent relationships by coming?

Yes	No
47%	53%

Next Greece 2014 exhibition:

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7. How do you rate the support to your business needs from British Council before and during the event?

Very Good	Good	Satisfactory	Unsatisfactory
50%	25%	20%	2%

8. Please give your overall assessment of the exhibition

Good exhibition consistent with previous year's event	Not as good as previous year's event	Better event than previous year	Worse event than previous year
45%	42%	7%	6%

9. Will you be attending **this event** this time next year?

Yes	No	Undecided
53%	2%	45%

Thessaloniki - Education UK Exhibition 8 April 2014

Exhibitors' feedback questionnaires analysis

Returned from **19** exhibitors (90.5%)

1. Has your institution attended this exhibition before?

Yes	No
84%	16%

2. What were the objectives for coming?

Recruitment	Profile Raising	Both
6%	0%	94%

3. What is your primary market interest in this event?

Undergraduate	Postgraduate taught	Postgraduate research	Foundation / HND	A levels	Pre-sessional English
31%	33%	22%	12%	0%	2%

4. What is your assessment of the visitors?

Good number and good quality	Good quality only	Good number only	Disappointing
72%	22%	0%	6%

5. How do you rate the exhibition venue

Very Good	Good	Satisfactory	Unsatisfactory
58%	26%	16%	0%

6. Have you developed new links or built on existing feeder or agent relationships by coming?

Yes	No
59%	41%

Next Greece 2014 exhibition:

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7. How do you rate the support to your business needs from British Council before and during the event?

Very Good	Good	Satisfactory	Unsatisfactory
53%	32%	15%	0%

8. Please give your overall assessment of the exhibition

Good exhibition consistent with previous year's event	Not as good as previous year's event	Better event than previous year	Worse event than previous year
54%	15%	31%	0%

9. Will you be attending **this event** this time next year?

Yes	No	Undecided
53%	11%	36%



What market developments have you noticed by coming to Greece ?

- Declining numbers/more undergraduates
- Decrease of postgraduate-Undergraduate increase in numbers
- More UG than previous years / Continued interest in UG
- Increased amounts of IB students
- PG increase / More PG recruitment
- Higher proportion of the UG enquiries this year and much quieter overall
- Lack of knowledge on A-Levels
- Very good, very professional. Students seemed well prepared
- Interest in Scholarship and part time work increase in UG
- Decrease in the level of interest, more younger students
- Many not aware of the difference at the Welsh fees to the English
- Interest in Scholarship and part time work increase in UG
- Law PGT interest, emphasis on financial support, scholarship, loan availability
- More interest in Biology and medicine
- (delete- mentioned twice) Big learning point for us to consider accepting Apolytirion including pan-hellenic exams!
- Many keen on employment opportunities outside of Greece post education
- Good quality enquiries, interest in our specialist courses
- Interest of Greek students to study abroad & to work abroad
- Quieter than previous years

Assessment of the exhibition in terms of innovation, promotion of Education UK brand, presentation and overall impact

- Lots of good promotional activities, well done!
- Exhibition was well organised but the numbers and quality of students were rather disappointing in comparison to other EU events by BC
- Average. The social media advertising was good, but could have been more varied.
- Fair well promoted
- Well-advertised
- I can't judge for myself, but the exhibition did seem to have been very widely advertised
- Good effort, would be nice to see better response from the public
- Excellent
- Same as last year, consistent
- Well done
- Good overall

Recommendations for the future of this particular event for British Council:

Venue

- A more central location may be preferable
- I think there is a big issue with having a small "overflow" room in addition to the big room. Numbers were disappointing. Also, venue is not as good as Intercontinental or Zappeion
- Allowing visitors to flow around the event in a circle would be beneficial and ensure no university was missed out.
- Venue is good & staff helpful but location not attractive (strip club next door!)
- I don't think it's suitable or appropriate to hold an event for your people next to a strip club

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- Set up in Hall did not facilitate easy flow of visitors. Main hall had two corridors rather than 1 & through flow at end opposite entrance this was blocked
- We were in the annexe room and did not see the same number of students as there in the main hall. I spoke to a number of students who said they hadn't even noticed the extra room...
- Please have one exhibition hall and not two areas
- Management of the flow of the room could be improved. Students grouped in sections making it either busy or quiet
- Better signage needed for the smaller section of the Ball room
- Well organised and better layout this year. Thank you!
- Please find a more central venue. Encourage more participation.
- The venue is good but not as bright and spacious as in previous years at the Zappeion
- Nice hotel venue (Thessaloniki)

Participants' mix

- I don't agree with having TNE providers (local colleges?) mixed with UK universities. If you have to accommodate them please do it in a separate exhibition area
- I think TNE providers should be grouped together along with publishers etc in second hall
- Excellent support – is it possible to separate colleges & foundations from Universities in UK?

Opening hours



- It might be better to have the event from 14:00-19:00 as it seemed like the last hour not many people were visiting
- 2-7 pm better timing for students and delegates
- The number of visitors was ok but quality excellent – I would recommend shortening fair by 1 hour

Overall

- Good but more qualifications' information should be available for visitors
- Overall a very good exhibition with good potential candidates
- Excellent quality of students
- Excellent reputation
- Pleasant turn out, well prepared students
- I thought it would be a busier event
- A well run exhibition, but not sufficient numbers of PG enquiries attending to justify the cost/time for us
- Good effort, would be nice to see better response from the public
- Very good impression, but what about the participation of many more UK universities?
- Scottish Universities have a different set of issues from the rest of the UK due to the funding situation, and increasingly need to focus on PG recruitment only. If the proportion of UG enquiries continues to increase at this event, we are unlikely to attend in future, and will need to look for alternatives that only cover PG study
- It would be useful if BC would offer a translation/helper on the stand as an option

Appendix 4 – Advertising and promotion plan (media plan)

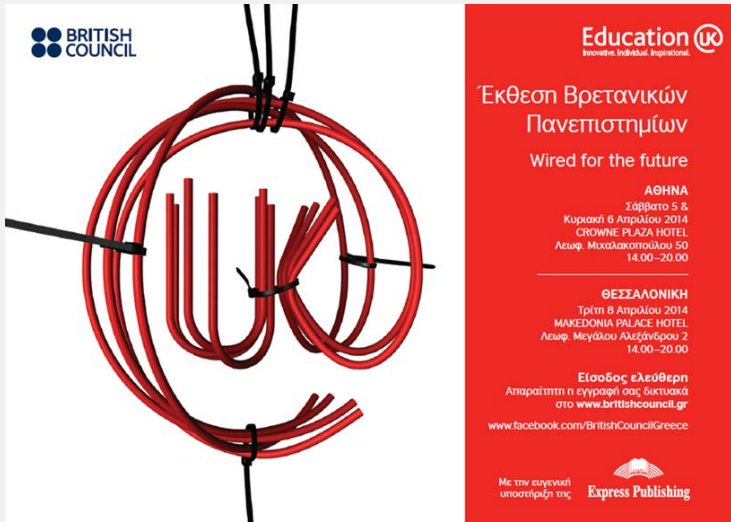
A media mix of outdoor, radio, social media and internet as well as below-the-line promotion activities were engaged:

Creative used	Type of promotional activity
	<p>Bus-stop shelters in Athens and Thessaloniki for a period of 2 weeks to carry our message</p> <p>Athens 22/3 – 6/4 52 double sites (104 panels)</p> <p>Thessaloniki 22/3 – 8/4 10 double sites (20 panels)</p> <p>Particular care was taken in order to secure panels in main avenues, near Universities / TEIs, University Accommodation Halls and termination points of buses serving students to and from their universities</p>
	<p>1,000 A3 posters were distributed to HE institutions all over Greece, local institutions that provide UK education and all Greek private secondary schools in Athens (Same design as bus stop shelters posters)</p>
<p>https://www.facebook.com/events/1518891515004054/permalink/1521634614729744/</p>	<p>Radio spots (duration of 36 and 34 seconds) were produced. In total 270 spots were broadcast over 5 radio stations in Athens for a period of six days before the Exhibition. 162 spots were broadcast over 3 radio stations in Thessaloniki for a</p>

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	<p>period of seven days before the Exhibition. Radio producers made live announcements too.</p> <p>This is an opportunity for you to listen to the Exhibition radio spot (as it is broadcasted to local radio stations</p>
<p>Postcard</p> 	<p>7,000 postcards were distributed through our customer service points and HE institutions all over Greece, local institutions that provide UK education and all Greek private secondary schools in Athens</p> <p>Press releases were sent to all weekly city guides and local radio stations</p> <p>Email announcement was sent to more than 5,000 students</p>
<ul style="list-style-type: none"> • <u>Facebook</u> (British Council Greece and Education UK) https://www.facebook.com/events/1518891515004054/ https://www.facebook.com/events/1518891515004054/permalink/1519694141590458/ https://www.facebook.com/431528293550421/posts/656902701012978 • <u>Facebook Page post ad</u> (17,554 clicks) • <u>Facebook social ads</u> (3,750 clicks) • <u>Google search ads</u> (1,923 clicks) • <u>Google Display Banner</u> (3,448 clicks) • <u>Youtube banners</u> (2.000 clicks) • <u>British Council Greece website</u> http://www.britishcouncil.gr/events/education-uk-exhibitions http://www.britishcouncil.gr/en/events/education-uk-exhibitions • <u>British Council Greece E-newsletter</u> (5,840 recipients) http://www.britishcouncil.gr/en/newsletter http://www.britishcouncil.gr/newsletter 	<p>Web and social media – web portals and social media were employed to spread the information</p>

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Media Plan (summary)

Medium	Campaign on air	Number of inserts/spots	Budget spent in Euros
Outdoor / panels	22/3 – 8/4/2014	62 double = 124	€9,570
Radio	28/3 – 6/4/2014 ATH 31/3 – 8/4/2014 THE	270 spots in 5 radio stations ATH and 162 spots in 3 stations THE plus 3 live announcements per day	€13,080
Social media	26/3 – 8/4/2014	28,688 clicks	€7,350