



Every day an inspiration

Education UK Exhibition, United Arab Emirates

3-5 November 2014

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1. Event fact file

United Arab Emirates

Venue	Le Royal Meridien, Abu Dhabi: November 3, 2014 Dubai World Trade Centre, Dubai: November 4 and 5, 2014
Opening hours	Abu Dhabi: 6pm – 9pm Dubai: 5pm – 9pm 10.30am-12.30pm for high school students (November 5 in Dubai). Schools included: Emirates International School, Indian High School, Jumeirah College, Regent International School and Sharjah English Speaking School
Exhibition inaugurated by	Abu Dhabi –Philip Parham, British Ambassador to the UAE and Marc Jessel, Country Director British Council, UAE Dubai – Edward Hobart , British Consul General to Dubai and Marc Jessel, Country Director British Council, UAE
Participation costs	Abu Dhabi - £2,770 plus VAT Dubai - £2,445 plus VAT
Unique feature to give added value	Networking lunch in Dubai with government representatives, agents, UAE-based HEIs, and school counsellors.
Seminars	UAE Market Briefing –Dina Kanan, UAE Manager, Services for International Education Marketing Tier 4 Student Presentation – Chris Denison – British Embassy Abu Dhabi The Role of UKTI in the UAE – Sunita Mirchandani, British Embassy Dubai
Presentations	The exhibition was complemented by UKBA Tier 4 on November 4 and 5 in Dubai
School Visits	Delegates visited the below schools on November 2 and 3 Our Own English High School, Al Ain Global English School, Al Ain Cambridge High School, Abu Dhabi The British School Al Khubairat, Abu Dhabi
Gold Sponsor	British Council IELTS UAE

2. Key statistics

Attendance	Abu Dhabi		Dubai	
	2013	2014	2013	2014
Day 1 (including school visits)	557	1,127	N/A	
Day 2 and day 3	N/A		1823	1064
Total number of delegates				
Further Education	0	1	0	0
Higher Education	19	24	43	40
English language and university pathways	0	0	0	0
Boarding School	0	1	0	1
UCAS	0	0	0	0
Visa	0	0	0	0
Total number of exhibitors	19	26	43	41

Visitors' primary market objectives		
	2013	2014
Business	17.5%	25.5%
Engineering	13.3%	14.3%
Medicine	10%	13.7%
Computer Science/ IT / Telecommunication	NA	5.2%
Law	7%	7.4%
Science	6%	NA
Psychology	5.6%	NA
Media/Communication	5.5%	5%
Demographics of visitors	2013	2014
Male	57%	49%
Female	43%	51%



3. Impact of marketing plan

This year's exhibition promotion, marketing and media plans was carried out both externally (Virtue PR and Consultancies) and internally (by the British Council Marketing Team). Other campaigns included targeted e-mail distributions, school visits in Al Ain, Abu Dhabi, radio campaign, website and Facebook campaigns as well as online registration draws. 4000 flyers were also printed, and distributed to top 25 schools in the UAE. The full list of advertising and promotion is listed in Appendix 4.

According to online registrations, 33 per cent of visitors found out about the event through the British Council Website and Facebook page and over 24 per cent through Internet followed by email shots and newspaper advertisements.

The marketing plan this year included:

- radio spots
- e-flyers distributed to school counsellors, higher and further education providers, scholarship organisations and agents
- print advertisements in Arabic and English newspapers
- Facebook advertisements resulting in over 37,000 'likes' on our page
- retention of a PR company whose efforts resulted in:
 - Media sending photographers to cover the event
 - A number of articles published either via print or online media, lists to which may be found in Appendix 4 along with audited viewership
 - Interviews by Dubai One during their Emirates News segment and the Arabic Al Roya Newspaper



4. Conclusions and follow up

4.1 Key recommendations for institutions

The following points are made in light of the mystery shopper

Question	Feedback
How approachable was the delegate?	37% very approachable, 37% somewhat approachable, 27% a little approachable.
Was the delegate attentive when listening to your enquiry?	96% Yes 4% No
Was the information presented in a clear way so that you understood it easily?	86% Yes 14% No
Was your question answered fully?	71% Yes 29% No
Did the delegate provide other resources from which you could obtain the information you need?	89.5% Yes 10.5% No
Did you indicate this to the delegate or request further information?	85% Yes 15% No
Was the booth organised in a presentable way?	96% Yes 4% No
Was the information available at the booth useful?	82.7% Yes 17.2% No
Did you get a good impression of this institution from your exchange with the delegate?	76.2% Yes 23.8% No
Did this institution give you an overall positive impression of UK education?	78% Yes 22% No

4.2 Key recommendations for the British Council

Exhibitors' feedback was very positive in general for the work and support provided by the British Council before and during the exhibition. Positive comments were given regarding the venue location and organization of the exhibition.

Additional comments received are listed below:

- Some delegates reported that the event was too expensive
- Some requested an additional market brief in Dubai



British Council will implement the following at future events:

-Although it is considered an expensive venue, Dubai World Trade Centre (venue for EDUKEX Dubai) is the best for such exhibitions since it provides visibility by arranging signs and is usually easily accessible. However, we can't guarantee smooth traffic because other events and exhibitions can be booked at the same time in adjacent halls and ballrooms. We will however look into different timings and/or days of the week.

- We will be working on identifying more schools for the dedicated schools session in Dubai

-We will be cancelling Al Ain School visits for next year and try to identify other schools in Abu Dhabi with a high number of students interested in studying in the UK

-We will focus more on digital advertising next year and less on print media and ads.

Appendix 1: List of participating institutions

University of Aberdeen	London Metropolitan University
Anglia Ruskin University *	Loughborough College**
University of the Arts London*	Loughborough University
Norwich University of the Arts	The University of Manchester
Bangor University	Manchester Metropolitan University
BPP University	Middlesex University *
University of Bradford	Plymouth University *
University of Bristol *	Queen Mary, University of London *
Cardiff University *	The University of Reading *
City University London	Regent's University London *
University for the Creative Arts	Royal Holloway, University of London *
De Montfort University	The Royal Wolverhampton School
University of Derby	University of Southampton *
Glasgow Caledonian University *	University of Surrey *
University of Greenwich	University of Ulster
University of Kent	University of Warwick *
Kingston University	University of West London
The University of Law	University of the West of Scotland
University of Leeds *	University of Westminster
Liverpool John Moores University	University of York *
University College London	York St John University

*Attending Dubai only

**Attending Abu Dhabi only



Appendix 2: Visitors survey results

	Strongly Agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
The event met my expectations	199	235	45	8	3
Overall, this was a high quality event	168	196	52	9	2
The British Council is among the leading organisations in its field	183	170	65	4	3

How likely is it that you would recommend the British Council to a friend/colleague?

10	9	8	7	6	5	4	3	2	1	0
100	76	121	55	25	34	9	2	3	1	3

Appendix 3: Exhibitors' survey results

While we take this feedback very seriously, it represents only 12% of the exhibitors – A more thorough survey will be undertaken at future events

Abu Dhabi					
	No. of Participating institutions:				
	No. of forms returned:				5
Pre event	A. Information and support that I needed before the event				
	Strongly Agree		1		
	Agree		4		
	Disagree		0		
	Strongly Disagree		0		
	No Response		0		
	Totals		5		
	B. I found the pre-event briefing on Saturday 10 November informative				
	Strongly Agree		1		
	Agree		4		
	Disagree		0		
	Strongly Disagree		0		
	Did not attend		0		
	No Response		0		
	Totals		5		
The Event	A. Exhibition date was appropriate for my institution				
	Strongly Agree		1		
	Agree		4		
	Disagree		0		
	Strongly Disagree		0		
	No Response		0		
	Totals		5		
	B. Length of the event and opening hours were appropriate				
	Strongly Agree		1		
	Agree		4		
	Disagree		0		
	Strongly Disagree		0		
	No Response		0		
	Totals		5		

	C. The exhibition venue was appropriate for the event.		
	Strongly Agree	2	
	Agree	3	
	Disagree	0	
	Strongly Disagree	0	
	No Response	0	
	Totals	5	
	D. Please rate the quality / number of enquiries.		
	Strongly Agree	1	
	Agree	1	
	Disagree	3	
	Comments	Good start but quiet last hour. Numbers over all small.	
	No Response	0	
	Totals	5	
	Strongly Agree		
	Agree		
	Disagree		
	Strongly Disagree		
	No Response		
	Totals		
Misc	A. Please rate the quality of the hotel services (airport pick-up, check-in. room service etc.)		
	Strongly Agree	3	
	Agree	2	
	Disagree	0	
	Strongly Disagree	0	
	Incomplete form/NA	0	
	Total	5	
	B. The event overall represented a good showcase for UK Education in a professional environment		
	Strongly Agree	0	
	Agree	5	
	Disagree	0	
	Strongly Disagree	0	

	No Response	0		
	Totals	5		
	C. Your participation was a worthwhile investment of time and money?			
	Strongly Agree	1		
	Agree	2		
	Disagree	1		
	Strongly Disagree			
	No Response	1		
	comments	I found the event is too expensive for the numbers of people attending. I found the school visits in Abu Dhabi useful but could have organised this with colleagues from other universities at no cost.		
	Totals	4		
	D. Are you interested in attending a similar event again?			
	Strongly Agree	1		
	Agree	2		
	Disagree	1		
	Strongly Disagree			
	No response	1	not sure	
	Totals	4		
Market Info	A. Do you expect to have definite applications as a direct result of attending this event?			
	Yes	1	3 to 5	
	Possibly	4		
	No	0		
	No response	0		
	Totals	5		
	B. In which subjects and at what levels did you receive the most interest?			

	D. Do you or another representative from your institution plan to return to the UAE within the next twelve months?			
	Yes		4	
	No		0	
	Incomplete form/NA		1	
	Total		5	
	Any additional comments			
	As mentioned earlier this event is too expensive even with school visits to Al Ain and Abu Dhabi			
	The Al Ain Schools visits were not good. It took a long time to get there and the quality/amount of students was not high. It was said that it was an experiment but we all paid a lot of money for an activity which was a waste of time			
	The Abu Dhabi schools were better but the schedule was not thought through well. Lunch in the restaurant was rushed and not really necessary - we just needed a sandwich!			
	Dubai			
	No. of Participating institutions:			
	No. of forms returned:			9
	Pre event	Information and support that I needed before the event		
	Strongly Agree		1	
	Agree		7	
	Disagree		1	
	Strongly Disagree		0	
	Totals		9	
	The Event	A. Exhibition date was appropriate for my institution		
	Strongly Agree		1	

	Agree	7		
	Disagree	1		
	Strongly Disagree	0		
	Totals	9		
B. Length of the event and opening hours were appropriate				
	Strongly Agree	1		
	Agree	7		
	Disagree	1		
	Strongly Disagree	0		
	No Response	0		
	Totals	9		
C. The exhibition venue was appropriate for the event.				
	Strongly Agree	1		
	Agree	8		

	Disagree	0		
	Strongly Disagree	0		
	Totals	9		
D. Please rate the quality/number ratio of enquiries				
	Strongly Agree	0		
	Agree	3		
	Disagree	5		
	Strongly Disagree	1		
	No Response			
	Totals	9		

E. I found the networking lunch useful				
	Strongly Agree		0	
	Agree		0	
	Disagree		4	
	Strongly Disagree		3	
	Incomplete form/NA		2	
	Totals			
Misc A. Please rate the quality of the hotel services (airport pick-up, check-in. room service etc.)				
	Strongly Agree		0	
	Agree		3	
	Disagree		0	
	Strongly Disagree		3	
	Incomplete form/NA		3	
	Totals		9	
B. The event overall represented a good showcase for UK Education in a professional environment				
	Strongly Agree		0	
	Agree		9	
	Disagree		0	
	Strongly Disagree		0	
	Incomplete form/NA		0	
	Totals		9	
C. Your participation was a worthwhile investment of time and money?				
	Strongly Agree		0	
	Agree		5	
	Disagree		3	

	Strongly Disagree		0	
	Incomplete form/NA		1	
	Totals		9	
D. Are you interested in attending a similar event again?				
	Strongly Agree		0	
	Agree		8	
	Disagree		0	
	Strongly Disagree		1	
	Incomplete form/NA		0	
	Totals		9	
Market Info	A. Do you expect to have definite applications as a direct result of attending this event?			
	Yes		2	
	Possibly		5	
	No			
	Incomplete form/NA		4	
	Totals		9	
B. In which subjects and at what levels did you receive the most interest?				
	Business		6	
	Engineering		5	
	Law		2	
	Undergraduate			
	Medicine		3	
	Architecture		4	
	Business Management		6	
	Media		3	
	Sciences			
	Accounting and Finance			
	Postgraduate			
	Art and Design		1	

	Politics	1		
	International Relations			
	Economics	1		
	Dentistry			
	Fashion			
	Humanities			
	Forensics			
	English			
	Psychology	3		
	Pharmacy	3		
	Film & Theatre			
	Communication	2		
C. What do you feel is the biggest market potential for your institution in the UAE?				
	Undergraduate			
	Expat students	1		
	Business	2		
	Engineering	1		
	Postgraduate			
	International Relations			
	Medicine			
	Arts	1		
	Law	1		
	Comments			
D. Do you or another representative from your institution plan to return to the UAE within the next twelve months?				
	Yes	7		
	No	1		
	Incomplete form/NA	1		
	Total	9		
Any additional comments				
Most likely as an independent visit, to work with individual schools				
Poor hotel would not be staying there again.				
The majority of the exhibitors did Dubai only - why only do briefing in AD. Start in Dubai then AD next time...				
The cost is lot to swallow for me - the BC fairs get more and more expensive each year				
The event was very drawn out. A one-day event with longer hours may be more appropriate and perhaps would draw the same number of visitors.				

A day and a half seemed quite short for the cost.		
It would have been more useful to have school counsellors or advisors there.		

Appendix 4: Advertising and promotion plan (media plan)

Publication	Classification	Circulation	Frequency	Language	Number of Insertions
Al Bayan	Newspaper	88,000	Daily	Arabic	1
Al Ittihad	Newspaper	94,275	Daily	Arabic	2
Gulf News	Newspaper	90,000	Daily	English	2
Al Khaleej	Newspaper		Daily	Arabic	1
Emarat Al Youm	Newspaper		Daily	Arabic	1
Ed Arabia	Online	20,000,000	Daily	English	20,000 CPM
You Tube	Online	N/A	Daily	Arabic and English	50,000 CPM
Google.ae	Online	N/A	Daily	Arabic and English	50,000 CPM
Radio 1	Radio	2,000,000	Daily	English	10
Radio 2	Radio	2,000,000	Daily	English	10
Virgin Radio	Radio	N/A	Daily	English	10
Facebook UAE	Online	63,010	Daily	English	N/A
Facebook EducationUK	Online	96,223	Daily	English	N/A
UAE British Council website	Online	40,000 monthly visitors	Daily	Arabic and English	N/A

Other press and media relations outreach included the following:

- 3 press releases were issued to all general and socialized local and regional media
- A total of 2 press and broadcast interviews throughout the campaign
- One hour opening photography for Abu Dhabi and Dubai inauguration events

Below is the media report/coverage for EDUKEX 2014:

Date	Publication	Summary	Language
16/10/2014	Abu Dhabi Week	EDUKEX 2014 to take place in Abu Dhabi and Dubai in early November	English
16/10/2014	Gulf Times	EDUKEX 2014 to take place in Abu Dhabi and Dubai in early November	English
16/10/2014	The Gulf Today	EDUKEX 2014 to take place in Abu Dhabi and Dubai in early November	English
16/10/2014	Gulf News	EDUKEX 2014 to take place in Abu Dhabi and Dubai in early November	English
16/10/2014	Gulf News Website	EDUKEX 2014 to take place in Abu Dhabi and Dubai in early November	English
16/10/2014	The Gulf Today Website	EDUKEX 2014 to take place in Abu Dhabi and Dubai in early November	English
16/10/2014	Education Arabia Blog	EDUKEX 2014 to take place in Abu Dhabi and Dubai in early November	English
16/10/2014	Education Arabia (1)	EDUKEX 2014 to take place in Abu Dhabi and Dubai in early November	English
16/10/2014	Education Arabia (2)	EDUKEX 2014 to take place in Abu Dhabi and Dubai in early November	English
16/10/2014	Dubai Informer	EDUKEX 2014 to take place in Abu Dhabi and Dubai in early November	English
16/10/2014	Emirates News Agency (WAM)	EDUKEX 2014 to take place in Abu Dhabi and Dubai in early November	English
16/10/2014	Eye of Dubai	EDUKEX 2014 to take place in Abu Dhabi and Dubai in early November	English
16/10/2014	IELTS Centre	EDUKEX 2014 to take place in Abu Dhabi and Dubai in early November	English
16/10/2014	My Solution Info	EDUKEX 2014 to take place in Abu Dhabi and Dubai in early November	English
16/10/2014	Dubai All Top	EDUKEX 2014 to take place in Abu Dhabi and Dubai in early November	English

16/10/2014	Veooz	EDUKEX 2014 to take place in Abu Dhabi and Dubai in early November	English
16/10/2014	Zawya English	EDUKEX 2014 to take place in Abu Dhabi and Dubai in early November	English
16/10/2014	Study in UAE	EDUKEX 2014 to take place in Abu Dhabi and Dubai in early November	English
16/10/2014	PalFx	EDUKEX 2014 to take place in Abu Dhabi and Dubai in early November	Arabic
16/10/2014	iNewsArabia	EDUKEX 2014 to take place in Abu Dhabi and Dubai in early November	Arabic
16/10/2014	Eye of Riyadh	EDUKEX 2014 to take place in Abu Dhabi and Dubai in early November	Arabic
16/10/2014	Emirates News Agency (WAM) Arabic	EDUKEX 2014 to take place in Abu Dhabi and Dubai in early November	Arabic
16/10/2014	ONZ News	EDUKEX 2014 to take place in Abu Dhabi and Dubai in early November	Arabic
16/10/2014	News Locker	EDUKEX 2014 to take place in Abu Dhabi and Dubai in early November	English
16/10/2014	Trade Arabia	EDUKEX 2014 to take place in Abu Dhabi and Dubai in early November	English
16/10/2014	The MEA.co.uk	EDUKEX 2014 to take place in Abu Dhabi and Dubai in early November	English
16/10/2014	El Bashayer	EDUKEX 2014 to take place in Abu Dhabi and Dubai in early November	Arabic
16/10/2014	Al Rams	EDUKEX 2014 to take place in Abu Dhabi and Dubai in early November	Arabic
06/11/2014	Al Jaras Magazine	Education UK Exhibition kicks off in Abu Dhabi, to continue in Dubai for two-day run	Arabic
06/11/2014	Zawya	Education UK Exhibition kicks off in Abu Dhabi, to continue in Dubai for two-day run	English
06/11/2014	Abu Dhabi City Guide	Education UK Exhibition kicks off in Abu Dhabi, to continue in Dubai for two-day run	English
06/11/2014	UAE Interact	Education UK Exhibition kicks off in Abu Dhabi, to continue in Dubai for two-day run	English

06/11/2014	Zawya English	Education UK Exhibition kicks off in Abu Dhabi, to continue in Dubai for two-day run	English
06/11/2014	UAE Embassy	Education UK Exhibition kicks off in Abu Dhabi, to continue in Dubai for two-day run	English
06/11/2014	Arab Brains	Education UK Exhibition kicks off in Abu Dhabi, to continue in Dubai for two-day run	English
06/11/2014	Middle East Info	Education UK Exhibition kicks off in Abu Dhabi, to continue in Dubai for two-day run	English
06/11/2014	Web Release	Education UK Exhibition kicks off in Abu Dhabi, to continue in Dubai for two-day run	English
12/11/2014	The Gulf Time - UAE	UAE holds No. 2 spot in the Gulf in number of students studying in the UK	English
12/11/2014	Alroeya	UAE holds No. 2 spot in the Gulf in number of students studying in the UK	Arabic
12/11/2014	Al Bayan Newspaper	UAE holds No. 2 spot in the Gulf in number of students studying in the UK	Arabic
12/11/2014	Al Roya Newspaper Website	UAE holds No. 2 spot in the Gulf in number of students studying in the UK	Arabic
12/11/2014	Al Bayan Newspaper Website	UAE holds No. 2 spot in the Gulf in number of students studying in the UK	Arabic
12/11/2014	Gulf Media	UAE holds No. 2 spot in the Gulf in number of students studying in the UK	Arabic
12/11/2014	Arabian Business	UAE holds No. 2 spot in the Gulf in number of students studying in the UK	Arabic
12/11/2014	Mubta3athoon Twitter	UAE holds No. 2 spot in the Gulf in number of students studying in the UK	Arabic
12/11/2014	Zawya Arabic	UAE holds No. 2 spot in the Gulf in number of students studying in the UK	Arabic
12/11/2014	150 News	UAE holds No. 2 spot in the Gulf in number of students studying in the UK	Arabic
12/11/2014	Abr Al Emarat	UAE holds No. 2 spot in the Gulf in number of students studying in the UK	Arabic
12/11/2014	Emirates News Agency (WAM)	UAE holds No. 2 spot in the Gulf in number of students studying in the UK	Arabic

12/11/2014	Al Rams	UAE holds No. 2 spot in the Gulf in number of students studying in the UK	Arabic
12/11/2014	Emirates News Agency (WAM) Facebook	UAE holds No. 2 spot in the Gulf in number of students studying in the UK	Arabic
12/11/2014	Ouloum Al Dar Twitter	UAE holds No. 2 spot in the Gulf in number of students studying in the UK	Arabic
12/11/2014	Al Maghrib Today	UAE holds No. 2 spot in the Gulf in number of students studying in the UK	Arabic
12/11/2014	Tawyeen	UAE holds No. 2 spot in the Gulf in number of students studying in the UK	Arabic
12/11/2014	MVR Group	UAE holds No. 2 spot in the Gulf in number of students studying in the UK	English
12/11/2014	Dubai One TV (1)	In-studio Interview	English
12/11/2014	Dubai One TV (2)	On-site report and Interview	English
12/11/2014	Tawazun TV	On-site report and Interview	Arabic
12/11/2014	ARY News TV	On-site report and Interview	English