



Education UK Exhibition 1-2 NOVEMBER 2014 Baku, Azerbaijan

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1. Event fact file

Venue	Hilton Hotel Baku, 1-2 November 2014
Opening hours	11:00 – 17.00
Opened by	Mr Irfan Siddiq, Her Majesty's Ambassador to the Republic of Azerbaijan Mr Yevgeniy Soltanov, Head of Marketing at Unibank Ms Elizabeth White, Director of British Council Azerbaijan <i>Invited 200 guests from different business organizations, schools, alumni associations, higher education institutions.</i>
Sponsor	Unibank
Unique feature to give added value	<ul style="list-style-type: none">• 43 UK universities, colleges, schools and English Language Training providers attended the event;• Various competitions were run to attract audience interest and about 40 people won prize, including 1 short-term courses to the UK;• During 2 days 12 presentations were held on economics, engineering, business studies, education management areas, as well as foundation programs, vocational education, IB and A Levels programs, boarding schools and etc. See details in Appendix 3.;• 60 volunteers were involved to the exhibition as translators, stand assistants, survey takers, navigators and registration team and 10 of them were people with disabilities;• We organized mini fairs before the exhibition at the International School in Azerbaijan and British Council in Baku and we had 150 visitors for both events. Majority of the exhibitors were satisfied with both fairs, as it was good opportunity to see direct targeted groups face to face. This was first time we added this element to our exhibition and we plan to add this element for future events as well;• After the exhibition Higher Education team of the British Council Azerbaijan organized a special Speed Networking event for the more than 20 participant UK universities and Azerbaijani universities. The purpose of the event was to link Azerbaijani and UK universities for potential future partnerships on joint programs. The event participants were very satisfied from this event as well.



2. Objectives of the event

- To position the UK as the first choice for Azerbaijani students planning to study abroad;
- To achieve not just the planned visitor attendance level, also to create value for the exhibition through concentrating attention on extra advantages of the exhibition for visitors (opportunity to win prizes, practice English, speak to alumni, specialised presentations);
- To influence the quality of the student experience by providing a positive perception of the UK;
- To showcase the variety of opportunities within the UK's education system;
- To support participating institutions' recruitment in Azerbaijani market.

3. Key statistics

Attendance	
Visitors	
1 November 2014 (Saturday)	1700
2 November 2014 (Sunday)	900
Total No of Visitors:	2600
Exhibitors*	
Colleges, Schools, English Language Training providers	7
Universities	36
Total No of Exhibitors:	43

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

Visitors Primary Market Objectives: Type of education*	Number of choices
Postgraduate courses	1025
Learn English	593
Undergraduate courses	509
Vocational courses	299
Pre-university	209
Short courses	71
Professional award, qualifications	60
Boarding schools	19

**2785 registered for event via online registration website.*



Visitors Primary Market Objectives: Subject of Study*	%
Business and Administrative Studies	37.34
Education and Training	11.06
Engineering and Technology	10.20
Computer and Mathematical Science	6.43
Law	4.49
Agriculture	4.42
MBA	3.99
Health and Medicine	3.84
Travel, Tourism and Hospitality	3.34
Architecture, Building and Planning	3.34

*2785 registered for event via online registration website.

Demographics of Visitors	Percentage
Gender*	
Male	53.83 %
Female	44.99 %
Not mentioned	1.18 %
Age**	
<15	5.93 %
16-20	41.40 %
21-25	27.40 %
26<	25.27 %

*Gender calculation is calculated according to the pre-event online registration.

**Age percentage is calculated according to walk-in visitors, which were around 660.

4. Workshops

The workshops proved to be a very popular activity during the exhibition, showing students the variety of study options available for them in the UK and also giving a positive impression of the whole international student experience. We could deliver a total of 12 workshops over the weekend. Planned 14 workshops, but two of them were cancelled. A full schedule of the workshops can be found in the Event programme in [Appendix 3](#).

Half of the workshops were well attended; some of them were conducted in Russian. Russian is a popular language in Azerbaijan with the city population understanding Russian better than English. We provided translation services for sessions in English to help parents and students ask their questions in Azerbaijani or Russian from English speaker presenter.



The workshops were advertised on the Facebook event page well in advance, providing not only a timetable but also the description of each session as well as information about the speaker. This allowed visitors to plan their visit to the exhibition efficiently.

5. Market developments

This was our third exhibition in last two years. We organized our first exhibition in 2013 where we had 41 UK universities, schools, colleges and ELT providers, Later we organized our second exhibition in April 2014 with 20 UK schools, colleges and ELT providers. By organizing a special event for boarding schools, further education ELT sectors last April we aimed to develop these market components in Azerbaijan. Following these two events we organized our hugest exhibition in Baku in November 2014. After each exhibition we understand and estimate the market more deeply and the feedbacks of the exhibitors help us a lot on defining market trends and updates. The current report also contains different analysis was developed over the visitors and exhibitors feedbacks and firstly we will try to define the market trends and list the comments of the exhibitors.

Scholarship is a key element for the market development. Most of the exhibitors mentioned that most of the visitors asked about the state scholarship program, universities scholarships and some of them even pointed out that it seems 90 % of students just looking for scholarship. Actually this is clear that almost half of the students are going to the UK through the scholarship program recent years, but it doesn't mean that the market doesn't have potential for self-funded students. Most of the self-funded students apply for the universities through the agencies. Our purpose is to attract more self-funded students to our exhibitions and give them chance to decide on study destination by meeting the universities students. The market has capacity for self-funded students from the middle class families in the near future. We expect that this segment will prefer direct contact with the universities rather than agents application. That is why exhibition will be good opportunity for them.

The current market for boarding schools and further education is almost only from the high class families and most of them do the placement through the study abroad agents as well. But we believe that our continuously high profile events will attract this segment as well to B2C events. Actually we had parent visitors in all exhibitions that are planning school or college education for their children in a few years.

Being an oil country, the Azerbaijani economy grows and trades with the rest of the world increase, the demand for internationally recognised higher education also grows. The 'educated' versus 'non-educated' salary differentials are expected to rise dramatically, thus placing greater emphasis on tertiary education and presenting an ideal opportunity for overseas institutes of higher education. There is a big interest for business related courses, but as some of the exhibitors mentioned that students are also interested in tourism, engineering courses. The government is keen to develop non-oil and gas sector and tourism is one of priority industries.

Some universities mentioned that number of universities are increased in the market. We understand it and we always recommend the institutions that the market size is not huge and we think the market is



not for 150-200 UK brands. So who come first and implement wiser marketing plan to get more chances to get good numbers of students. It is not just about the universities, it is also about colleges, schools and ELT providers.

In general the exhibitors noticed the following market developments/trends based on their enquiries:

- Business, Finance, Economics
- Foundation
- Mainly, students looking for the state scholarship program
- The market seems 'over fished' with a large number of universities chasing a modest number of students. It also seems validate due to the Ministry of Education Policy.
- Continues to be a lot of interest in engineering/finance. ½ of students not confident enough to have single conversation in English.
- Mainly HE enquires, so not ideal for our college. However there were some interesting conversation and types of courses we may develop.
- Many people not aware of TOEFL visa issues
- Petroleum engineering still going of rang
- Lots of Business interest
- A lot of people seems to think IELTS is the only requirement
- Not as much demand for energy programmes as ex-peered
- English fluency needs more focus (IELTS)
- I think the quality of the students was quite low and the level of English disappointing
- Need for fund and scholarships
- Requirement for A Level
- There is a good demand for UK HE
- The timing of the exhibition was good to attract right students
- Number decreasing / more UK Universities attending
- Improved English language ability
- Less short course enquires and more degree programmes enquiries
- A lot of queries about scholarships, visitors are not always aware of the details of the government scholarships
- Everyone wants to study postgraduate business
- Most people are looking for scholarships or not serious enquiries
- Scholarship market
- Don't believe foundations is necessary
- Believe IELTS is all they need to enter on
- Mixture of different types of students
- Many students interested in Business and Finance through Government Scholarship. Don't seem to know that Ministry wants to reduce number of people doing these subjects.
- Interest in Tourism subjects
- Lots of questions about scholarships
- Interest in boarding school for age 13+ children

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- Parents keen to get experience of British Education but they are cautious + wise
 - Government scholarship reducing?
 - Business continues to be strong
 - More scholarship related questions (non-government)
 - Primary interest in Business, Finance, Economics and engineering
 - 90 % interested in scholarships
 - I noticed this year students are more prepared to pay fee for education
 - Postgraduate programme popularity
 - Additional English support required
 - Smaller pool of students in comparison to 2013
 - Students were better informed when visiting the stand
 - Had more students interested in PhD research
 - Fewer students enquiring about state scholarship list
 - Nearly all students are looking for university scholarship or funding – not many self-funded applicants

6. Visitor survey analysis

- On-line registration was set up for the exhibition in the beginning of September 2014. **2785 persons registered for the event online**. A few analyses presented within this report from the visitors online registration system. At the same time we conducted paper survey and **456** visitors were surveyed by our temp staff while they were leaving the exhibition area. The total number of visitors was around 2600 and it was estimated on the basis of counter person at the entrance, observations of the registration team and the total number of catalogues given out;
- 88 per cent of visitors said that overall it was high quality event;
- We asked different questions related on seminars quality, British Council staff support, and exhibition area from the visitors and their responses are overall satisfactory. But we continue to develop quality of our events and make our events more useful for most of our visitors. We also learnt about their suggestions for further events. We are glad to inform you that our exhibitions are almost the best well-organized education exhibitions in Baku according to the opinion of dozens of our visitors;
- Most of the visitors found out about the exhibition through various online sources, especially Facebook. It was the same in our first and second exhibition. Facebook budget wasn't so much, but these three exhibitions show that it is the most effective communication tool. There are **around 1 million** Facebook users in Azerbaijan currently. Total population is over **9 million**.

More detailed information on visitor survey and online registration system can be found in [Appendixes 4](#) and [5](#).



7. Exhibitor survey analysis

- The total number of Exhibitor Surveys completed was **42**. This represented 98 per cent of the total number of exhibitors.
- Most of the institutions came to the fair both for recruitment and for profile-raising purposes (79 per cent);
- 76 per cent of the exhibitors rated the exhibition as excellent and good overall;
- In response to the question - **Level of BC support before the exhibition**: 36 exhibitors mentioned the highest score;
- In response to the question - **Level of BC support during the exhibition**: 34 exhibitors mentioned the highest score;
- In response to the question - **Quality of the venue**: 32 exhibitors mentioned the highest score.

Some of the specific comments received:

University of Bath

- I thought the BC staff had worked very hard be ready pack in as much value in a short time. A good effort and very nice to arrange social activities as well. Thank you!

University of Reading

- BC Has organized the exhibition in a very good way. Thanks to all the BC staff.

University of Surrey

- Very well organized and translator was excellent!

University of Leeds

- Good organization – Thanks for the invitation!

Bellerbys College

- We always participate in British Council fairs (twice a year) and they are always perfect. We will keep working with the British Council closely.

Queen Mary University of London

- Baku exhibition is the best organized BC event that I attend. Ilham does a fantastic job prior to the event and the whole BC team in Baku Simon and I very welcome. Unfortunately, the pool of quality students seems to have shrunk since last year and we met fewer realistic applicants in comparison to 2013. This is not the British Council fault and there were certainly no problems with the organization of the fair.



Also a few learning points that are mentioned by the exhibitors:

- Need to be clearer about how the system works, not assuming the applicants have prior Knowledge;
- Some students are having problem with scholarship when applying for a masters in a different area from bachelors, even though the programmes are designed for this audience;
- It will become more important to have links with institutions here in Azerbaijan, if we are to continue receiving scholarship students;
- Changes in state scholarship;
- Scholarships – how important really?;
- Students ask for it but universities on top list do not recruit as many as I thought;
- Government would to look into partnership to main on the scholarship list – will be difficult for us;
- We need to get on the government scholarship list!;
- Agent contacts;
- British Council should maintain a database of UK alumni in Azerbaijan;
- Ministry scholarship programme will change after next year;
- Baku is becoming a destination for sports tourism;
- There is still a demand for summer courses;
- The government is very keen for Azerbaijani universities to develop partnership with UK universities;
- Partnership development may be instrumental for further significant presence in the market;
- Azerbaijan is a tiny market;
- Interest in boarding education pre-18 is limited but the parents who approach us are serious. They find it an expensive option.

More information on exhibitor survey can be found in [Appendix 6](#).

8. Impact of marketing plan

8.1. Objectives of the advertising campaign

- a) Our target was for over 3 000 visitors over 2 days at the exhibition;
- b) To increase number of self-funded visitors for the exhibition;
- c) To attract more parents and business people, decision makers, to develop market for boarding schools, further education and ETL sectors and undergraduate programs;
- d) To attract more business related people for MBA programs;
- e) Demographically targeting students aged 16-25 and parents 35-45;
- f) Economically targeting middle-class families having annual minimum 60K GBP income.



Primary target audience

- University students and young people for UG and PG courses;
- Parents of school children for boarding schools, foundation, summer and language programs;
- Business people and entrepreneurs as parents for UG and PG programs;
- Academics and administrative staff of educational institutions as potential connectors;
- Business people and entrepreneurs as potential sponsors and MBA students.

For each group, we selected the corresponding media and promotion tools. Thus, to promote the exhibition to future graduates and their parents we did relevant targeting in Facebook, in the promotion materials. There were lots of things that we learnt for future during the promotion from this exhibition as well.

With the purpose to attract professional people, parents of the potential students we placed roll-up at business centres, distributed flyers inside in front of business centres, shopping centres and together with the tickets at the Cinema. We worked with the teaching centres, universities, and schools Baku city centre by placing posters, distributing flyers.

In Azerbaijan Facebook is still most popular digital media tool and we used its advantages widely during the promotion. An event page we had over 1 500 attending confirmations and we did constant promotion through this event page. Also, with the British Council Azerbaijan's Facebook page which had more than 60K 'likes' before the exhibition. 15 special designed texts were promoted on Facebook. We also placed online-banners on the most popular job searchers website and youth portals for being able to remind prospective students about the exhibition.

Finally, the week of the exhibition, we ran a radio competition and announcement. Radio competition was one of the successful tools we used as promotion. We did the same format competition before our first and second exhibition as well and they had good impact. Again this time we organized the competition with Radio-Antenn 101 FM before the exhibition. The winner got 2-week 'complimentary' course by EF Education First, one of the exhibitors. The winner only has to pay for flight and visa.

Secondary target audience:

- Study Abroad Agents
- International departments of universities, vocational schools, school teachers and administrations
- Business Organizations (For potential sponsorship for future exhibitions)

To attract the secondary target audience, we sent more 200 invitations to them via courier. Also, several numbers of articles published on different business portals before the exhibition.



8.2. Tools, Solutions, Results

This was the hugest exhibition of the British Council in Azerbaijan with 43 UK universities, schools, colleges and ELT providers. It was also first time in Azerbaijan such number of UK educational institutions joined any event.

We achieved 75 % of the visitors' target. We expected more than 3 000 visitors over the two day exhibition and the final number of the visitors was 2 600 visitors. First time when we organized Education UK exhibition in Baku we had 3 900 visitors. We understand that for us important to have quality number of visitors. There are happening more than 10 general exhibitions in Baku for higher education sector, so it is possible to evaluate the market size. But while setting the target for further education sector we tried to be more ambitious and we are glad that we could reach the target 75 %. We developed a promotion and media plan three months before the exhibition all activities were run according to the media and promotion plan. We checked the online registration website periodically to monitor registrants, their ages, interest, study purposes and etc.

The communications tools used were appropriate for delivering this message to the audience and included:

- Advertising: advertising modules in the printed media, e-mails, contests on the radio and on-line media, advertising banners on Internet resources, context advertising, and promotions via search engines;
- Public relations: announcements in the event calendar, contests and social networks;
- Direct and digital marketing: mailings to subscribers of information partners, placing internet banners and texts in the news;
- Personal selling: participation at the exhibitions of other companies.

Most effective ways to deliver key messages were:

- Again this time we had 15 different promotion campaigns on Facebook and we had overall 800 000 reach during a month for total posts. While monitoring the registration website right after the Facebook promotion we saw real raising registration numbers for the event;
- Promotion of the exhibition by a context advertising radio competition. During the competition Doctor Ziya (DJ) gave lots of information about EF Education First and the exhibition during 5 days period, the duration being approximately 8-10 minutes per day. We had also interview on live with the British Council representative at the competition time;
- Sponsor involvement in the PR activities, they published press-release with important information about the exhibition a day before the exhibition on main new portal in the country. This is one of the popular banks in the country and they also published information on their Facebook page where they have 234K likes;
- Sending out the invitation cards to the targeted people from the business organizations, study abroad agents, educational institutions also worked well.



High integration level of all the elements of the promotion was achieved with the help of:

- Use of united visual images, but different text messages for different target audiences and resources;
- Gradual increase of intensity “general to specific”, which allowed us to keep the audience interested in the project for several weeks (primary announcement of the exhibition date, detailed announcement of the business agenda with the accent on the interest of the given audience segment, placement of advertising modules and news mailing, competitions).
- Regular publishing of the exhibition news on the British Council resources and in social networks;
- Differentiation of messages for different target audiences on different resources.

High integration level of all the elements of the promotion campaign allowed us to successfully perform the objectives of the campaign with comparatively low use of financial and human resources.

To measure the effectiveness of the campaign, we used the following tools:

- Questioning during the online registration: receiving registrations prior to the event enabled us to measure the impact of every stage of the promotion;
- Questioning during the exhibition registration in the offline mode. Combined analysis of all the measurement tools allowed us to receive a true picture of the campaign and tools effectiveness.

After speaking to the exhibitors and through general observations made on the weekend, the overall quality of visitors was considered to be good. More than half of the exhibitors said that the exhibition has both good number and quality of visitors.

8.3. Advertising Budget

We developed the media and marketing plan according to our good and bad experience in first and second exhibition. While analyzing the results of first two exhibitions we learnt more about the exhibition market in Azerbaijan, and then chose more relevant marketing promotion channels for the advertising. So this time we could minimize the budget and having more focused promotion. The advertising budget was formed on this basis of the following principles:

1. To pay for advertising only if:

- The resource is popular online media amongst young people, school children;
- The resource attracts parents and professional people who have enough income to send their child/children for education abroad;
- The resource is specialized and has proven its effectiveness in the past activities of the British Council in Azerbaijan;



2. To receive maximum possible discount on placing advertisement and placing preferences.

We collected quotations from printing companies, Cinemas, Radio companies and shopping malls before the exhibition and from this chose the cinema and radios coverage as we were offered a substantial discount to use their service.

8.4. PR and Advertising value

Detailed planning of the advertising and PR campaign allowed us to achieve a good response to advertising for the exhibition without an increase in the budget. The PR and advertising responses demonstrated that the selected channels and types of promotion were correct as well as confirming the effectiveness of the advertising campaign in general. Our experience from first two exhibitions helped us to have wiser approach for PR and advertising.

Basing on the exhibition experience, we have certain recommendations in terms of improvement of future promotion campaigns:

- to broaden cooperation with professional media in order to further differentiate the audience sources by specialization (professional media in the spheres of management, media, finance, banking, linguistics), and to include the corresponding event blocks into the business agenda of the exhibition;
- to broaden cooperation with radio stations as one of effective methods of promoting the exhibition;
- to have at least this exhibition sponsorship format for future events to reach more targeted audience via the sponsor's recourses;
- to broaden cooperation with the most effective resources, increasing the number of information partners;
- to promote the exhibition on the Facebook pages of the educational agencies, specializing on British education;
- to hold negotiations with representatives of major banks, hotels, oil and gas companies in order to attract them as financial sponsors for future exhibitions.

Additional information on promotion can be found in [Appendix 8](#).



9. Budget analysis

The breakdown of costs can be found in [Appendix 7](#).

The exhibition's value for money was rated by exhibitors as 3.79 on a one to five scale.

We have managed to negotiate good terms with the venue, and we also get discounts from the radio and cinema, as well as online media resources.

10. Conclusions and follow-up

10.1. Extent to which the objectives were met

To position the UK as the first choice for international students: Based on the visitor survey analysis, most of them agreed that a UK qualification is of high quality, recognised worldwide and that it brought good career prospects upon graduation.

To increase number of quality visitors: At the first exhibition in November 2013 we had 3800 visitors. Later when we organized a special event for schools and colleges in April 2014 we had 1300 visitors. This November we had 2600 visitors. We will not focus on quantity for our future events as this exhibition we saw that we had more quality visitors comparing 2013 though we had less number of total visitors. Exhibitors mentioned that this year English language level of visitors were better than previous year. Weather condition also affected for the number of visitors. But we believe that the students are really looking for study in the UK, they came to the exhibition and students without serious interest didn't attend the event.

To showcase the variety of opportunities within the UK's education system: The exhibition catalogue consists of information about 120 scholarships that are offered by the exhibitors. Our aim was to provide our visitors with range of information about the UK education system and its strengths. The workshops were organized during two days of the exhibition were also useful for parents and students on different topics.

To support participating institutions' recruitment in Azerbaijani market:

This objective was met initially according to the feedback from exhibitors. But this is long term process and we recommend institutions to continue their activities in the market throughout the year.

10.2. Key recommendations for institutions

- As mentioned above we highly recommend to undertake profile-raising activities in Azerbaijan throughout the year;
- Azerbaijan is a quite new market for boarding schools, further education and ETL sectors, students and parents are quite familiar with HE sector, but we think that our continuously events, your market development plans will help us to increase market size for all above mentioned sectors by 2020;



- Exhibitors need to apply for a visa minimum a month before the event;
- Exhibitors are kindly asked to send all necessary forms from the Handbook at once to meet the deadlines;
- Exhibitors are recommended to work with the agents closely before and after the event. As this is chance for the institution to meet potential student and parent at the event and it will increase confidence and trust;
- Luckily comparing first and second exhibition we received marketing materials on time from all exhibitors. Any case we recommend to send materials (brochures and catalogues) at least 4 weeks before to the exhibition via freight. We also ask exhibitors to inform us in advance if you send you materials to the British Council office that we can follow it up.

10.3. Key recommendations for the British Council

- According to the feedback from the exhibitors, most of them were very happy with the date of the fair, so most likely the next exhibition will take place around the same time;
- Many exhibitors expressed the opinion that The Hilton Hotel Baku was the **best venue** for this kind of event, with 94 per cent;
- Though we have some comments on the length of the exhibition, satisfaction was 73.5 per cent, but we will think on the second day of the exhibition, how to make more useful and busy for exhibitors;
- We were not happy with the agent networking event, we have just 15-20 professional agencies and only 10 of them sent their staff to the networking event, we think how to set this event better next year;
- Workshops should be more targeted to the potential students. We received a few complaints about the attendees of the workshops from the exhibitors. We plan to have less seminars at future events with more focused audience.

A few more recommendation by the exhibitors:

- *Link exhibition with BC fairs in Russia plus Kazakhstan*
- *An alumni networking event/reception would be useful*
- *One day for the exhibition would probably be enough*
- *Students decide later there later in year*
- *No loud prize announcement in hall*
- *More adverting on requirement of foundation for universities*
- *A large break would be useful*
- *More vegetarian food (at lunch);*
- *Plan university networking on Thursday, before exhibition*



Appendix 1: List of participating institutions

Schools, Colleges and English Language Training Providers

Bellerbys College	Friends' School, Saffron Walden
Cambridge Education Group	Kingston College
David Game College	Mander Portman Woodward
EF International Language Centres	

Universities

Anglia Ruskin University	University of Bath
Aston University	University of Birmingham
Cardiff University	University of Bristol
City University London	University of Derby
Coventry University	University of Essex
De Montfort University	University of Exeter
Edinburgh University	University of Glasgow
ESCP Europe Business School	University of Kent
Heriot-Watt University	University of Leeds
INTO University Partnerships	University of Leicester
Lancaster University	University of Reading
Newcastle University	University of Sheffield
Queen Mary University of London	University of Southampton
Royal Agricultural University	University of St Andrews
Royal Holloway, University of London	University of Surrey
The University of Northampton	University of Warwick
The University of Nottingham	University of Westminster
University of Aberdeen	University of York

Appendix 2: Event programme

Programme for exhibitors: Date	Time	Event
Friday, 31 October	10:30-11:30	Mini fair at The International School of Azerbaijan – 26 exhibitors joined to this mini fair
	12:00-13:30	Mini fair at the British School in Baku – 24 exhibitors joined to this mini fair
	15:00-16:00	Meeting at the Ministry of Education – With Mr Hasan Hasanli, International Relations Officer – 28 universities joined to this meeting
	18:00-19:00	Agents and exhibitors networking – 30 exhibitors and 15 representatives from 10 agencies joined the event
	19:00-20:00	Market briefing and Logistic briefing
Saturday, 1 November 2014	09:30-11:00	Stand Set-up
	10:30-17:00	Continuously coffee-break
	11:00-17:00	Exhibition
	12:00-12:35	Official opening ceremony – With the representatives of the business organization and mass media
	13:00-14:30	Buffet lunch
	19:00-22:00	Cultural Evening
Sunday, 2 November 2014	10:30-17:00	Continuously coffee-break
	11:00-17:00	Exhibition
	13:00-14:30	Buffet lunch
	16:30-17:00	Exhibition closing
	18:30-20:00	Excursion – Baku sightseeing tour

Appendix 3: Workshops

1 November 2014 / Saturday

Lazurit hall / Hilton hotel

Time	Topic	Representative	Exhibitor
12:30-12:55	Alumni Talk	Alumni of the universities	University of Sheffield, University of York
13:00-13:25	Studying Business in the UK and the MBA	Caroline Boddie, Senior International Officer	University of Glasgow
13:30-13:55	Succeed with IELTS	Fariz Aghamirov, IELTS Coordinator	British Council Azerbaijan
14:00-14:25	Engineering your future	Bob Tuttle, Education Liaison Manager	Heriott-Watt University
14:30-14:55	Variety of postgraduate courses in management: How to choose the right one for your future	Nadia Golenischeva, Regional Representative	The University of Warwick
15:00-15:25	Studying Finance Courses in the UK	Dr Kevin Evans, Senior Lecturer in Finance	Cardiff University
15:30-16:00	A level VS Foundation programmes and getting into University	Spencer Coles – Commercial Director	Mander Portman Woodward

2 November 2014 / Sunday

Lazurit hall / Hilton hotel

Time	Topic	Representative	Exhibitor
12:30-12:55	Succeed with IELTS	Fariz Aghamirov, IELTS Coordinator	British Council Azerbaijan
13:00-13:25	Education Courses in the UK	Dr Sheila Traher, Reader in International Higher Education & Co-Director of Learning and Teaching	The University of Bristol
13:30-13:55	Studying Law in the UK through the example of Human Rights Law in the Enlarged Council of Europe	Prof James Sweeney, Professor of International Law Lancaster University Law School	Lancaster University
14:00-14:25	Postgraduate Studies in Management, Marketing and Energy Management	Patrick Sales, Admissions Coordinator	ESCP Europe Business School
14:30-14:55	Making the most of the university experience'	Donna Haynes	University of Southampton
15:00-15:25	Maximising your Employability: Dreams and Practicalities	Virginia Irwin Deputy Head: International Student Recruitment	University of Bath
15:30-16:00	Alumni Talk	Alumni of the universities	University of Reading, University of Southampton



Appendix 4: Visitors' survey results

Note: During two days of the exhibition our team took survey from 456 visitors. We had survey forms both in Azerbaijani and Russian and survey takers could speak in both languages. Not all 456 visitors answered all questions.

1. I would recommend BC to my friends (on the scale of 1-10, where 1 is NO and 10 is YES) – (380 visitors' opinion)

10	9	8	7	6	5	4	3	2	1	0
67.9%	10%	6.8%	6.3%	2.6%	3.9%	0.8%	0.3%	0.5%	0.0%	0.8%

2. Event met my expectations (453 visitors' opinion):

Strongly agree	Agree	Neither	Disagree	Strongly disagree
35.54%	47.01%	13.90%	1.99%	1.55%

3. I have acquired new skills and knowledge through the event (454 visitors' opinion):

Strongly agree	Agree	Neither	Disagree	Strongly disagree
38.33%	51.54%	7.05%	2.42%	0.66%

4. Overall, this was a high quality event (452 visitors' opinion):

Strongly agree	Agree	Neither	Disagree	Strongly disagree
48.00%	40.04%	7.52%	3.09%	1.32%

5. How did you find out about the exhibition? (Top 10 – About 400 people answered to this questions and they had chance to choose more than one option)

Source of information	Number of choices
Facebook	246
Friend or relative	76
www.britishcouncil.az	69
Invitation	18
28 Cinema	11
Caspian Plaza	11
www.educationuk.org/azerbaijan	9
Do not remember	9
Other education fairs, exhibitions	8
www.edu-active.az	8



Appendix 5: Visitor registration data analysis

Note: 2785 registered for event via online registration system. More than 70 % of them joined the event we had also around 600 walk-in registrations.

1. Occupation report

Occupation	Responses	Percentage
Students	1811	65.03
Professionals	483	17.34
Other	344	12.35
Academics	95	3.41
Parents	52	1.87

2. How did you find out about the exhibition? (Top 10)

Source of information	Number of choices
Facebook	1025
British Council	590
Internet	513
Friends and relatives	346
E-mail	155
University/Teacher	64
Students associations	22
Radio and TV	18
Newspaper	15
28 Cinema	14



Appendix 6: Exhibitors' survey results

Total number of exhibitors: **43**

Total number of received feedback questionnaires: **42**

Notes:

Exhibitors can choose more than one option for the questions number: 2 and 3

Some questions weren't answered by all exhibitors: 4, 5, 6, 8 and 9

1. Has your institution attended this event before?

Yes	24 responses
No	18 responses

2. What was your main aim in coming?

Recruitment	10 responses
Profile raising	6 responses
Both	33 responses

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

Undergraduate	66.67%
Postgraduate taught	85.71%
Postgraduate research	35.71%
Higher national diploma and equivalent	2.38%
Pre-university foundation courses	21.43%
Foundation	45.23%
Post-16 A-level	9.52%
Pre-sessional English School	28.57%

4. What is your assessment of the visitors?

Good number and good quality	58%
Good quality only	11%
Good number only	37%
Disappointing	14%

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

Yes	74%
No	26%



6. Please give your overall assessment of the exhibition.

Excellent	17%
Good	59%
Average	22%
Bad	2%
Very bad	0%

7. The exhibitors rate different points of the exhibition

Components	Responded	Total score	Average score	Satisfaction rate
Level of British Council Support before the exhibition	42	204	4.85	96.25%*
Level of British Council Support during the exhibition	42	199	4.74	93.50%
Quality of the venue	42	200	4.76	94.00%
Quality of the accommodation	40	184.5	4.61	90.25%
Length of the exhibition	42	165.5	3.94	73.50%
Value for money	39	148	3.79	69.75%
Seminars programme	16	68	3.77	69.25%
Networking event	24	84	3.5	62.50%

**Minimum 1 (being very bad) and Maximum 5 (being very good), interval is 4: So the calculation is $4.85 - 1 = 3.85 / 4 = 96.25\%$*

Average satisfaction for all components: **81.125 %**

8. What would be your preferred date for this event next year?

Same as this year	86%
Earlier than this year (please specify)	8%
Later than this year	6 %

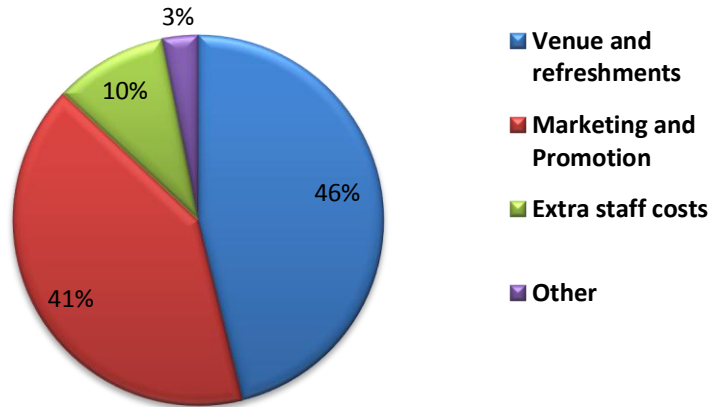
9. How likely are you to recommend the British Council to colleagues?

Very likely	56%
Likely	41%
Unlikely	3%
Very unlikely	0%

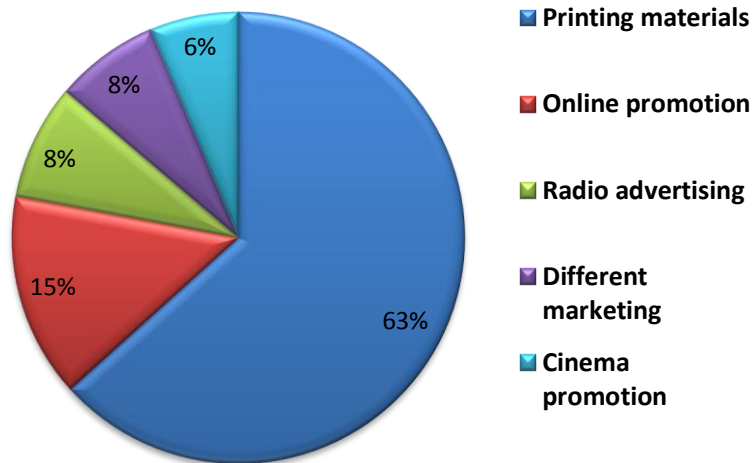


Appendix 7: Exhibition expenses

Percentage of main cost elements of total expenses budget



Percentage of main cost elements of the marketing and promotion budget





Appendix 8: Advertising and promotion plan (media plan)

<p>1</p>	<p>Online promotion</p> <p>Web banners (2 weeks to 1 month) Facebook – 15 paid promotion with around 800 000 reach (September-November 2014) Mainly promoted the event’s registration website: https://www.eventbrite.com/e/education-uk-exhibition-azerbaijan-2014-baku-registration-12898795645</p> <p><i>Please see Appendix 9 for some web banners screenshots.</i></p>	<ul style="list-style-type: none"> • Web banner on Jobsearch.Az • Web banner on Telebe.Az • Web banner on Resurs.Az • British Council Azerbaijan’s official website • www.educationuk.org/Azerbaijan • British Council’s Facebook Page • Facebook Event page with special cover photo (1506 confirmed attending)
<p>2</p>	<p>PR activities, publishing and broadcasting</p> <p><i>Beside this we had free media coverage, especially on the exhibition opening date, different media representatives, including, Lider TV, Xezer TV, SES TV, Azertag, Trend Information Agencies and etc. attended the opening ceremony of the event. Before and after the event Unibank, the sponsor of the exhibition sent press-releases to the main internet news portals.</i></p> <p><i>Please see Appendix 10 for the media coverage.</i></p>	<ul style="list-style-type: none"> • Telebe.Az – 3 articles publishing • Resurs.Az – 2 articles publishing • Edu-Active.Com – 1 article publishing
<p>3</p>	<p>Printing materials</p> <p><i>200 invitation cards were sent to different business organizations, schools and higher education institutions. 100 of them sent by Unibank, the sponsor of the exhibition. Flyers mainly distributed in front of the universities, Malls, Business Centres, at schools and 28 Cinema. We placed posters especially at the school. Bags and catalogues were distributed amongst the exhibition visitors. We had 55 volunteers that worked as registrants, translators, navigators and they dressed special printed T-Shirts. We also printed roll-ups and placed them at international schools, business</i></p>	<ul style="list-style-type: none"> • 200 invitation cards • 50 posters • 15 000 flyers printing • 5 roll-ups printing • 3 000 bags printing • 3 000 catalogue printing • Back-drop banner printing • 55 T-Shirts for volunteers

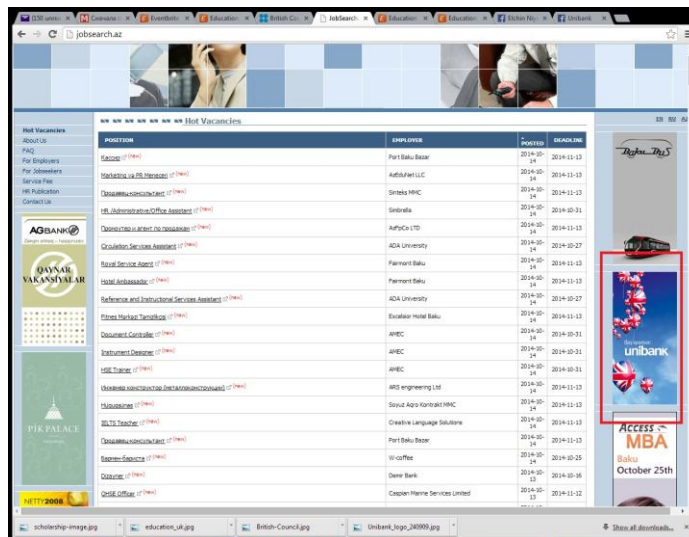
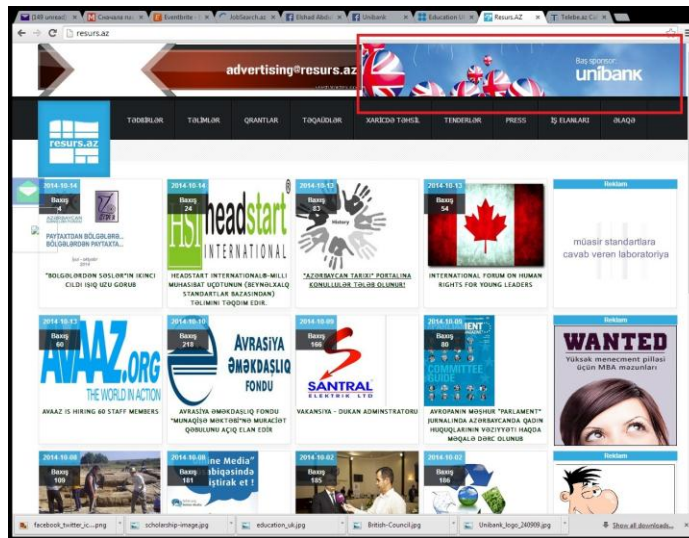
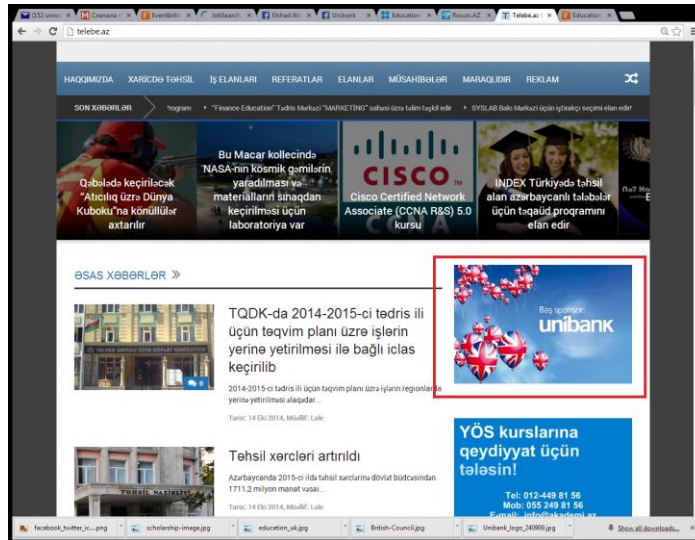


	<p><i>plazas.</i></p> <p><i>Please see Appendix 11 for promotion materials samples.</i></p> <p><i>Please see Appendix 12 for promotion at different premises.</i></p>	
<p>4</p>	<p>Radio Promotion</p> <p><i>We had radio promotion from 27 October to 31 October in the morning show of Media FM and day time promotion on 1-2 November again on Media FM. The duration of the spot was 25 seconds. Also we did competition on Antenn Radio from 27-31 October 2014 in the “Megapolis” morning show where the winner won the 2 weeks course to the UK by the one the exhibitor, EF Education First.</i></p>	<ul style="list-style-type: none"> • Media Radio – 105.5 FM • Competition on Antenn Radio 101 FM
<p>5</p>	<p>Different marketing and promotion activities</p> <p><i>We placed light box at 28 Cinema for 15 days and at the same time we distributed there 4 000 flyers. This is the biggest cinema in Baku and very popular not only amongst young people also business people. We placed roll-ups, posters at Landmark, Azeristudent, World Business Centre, Babek Plaza prior to the exhibition. We distributed 8 000 flyers for different targeted people.</i></p> <p><i>We organized several competitions before and during the exhibition. One of them was the lottery amongst visitors of the event. Lucky visitors won mobile phone, photo camera, earphones, books, UK branded gifts and souvenirs. All prizes of the lottery were presented on behalf of the sponsor.</i></p> <p><i>Please see Appendix 13 for online campaign during the exhibition and finally Appendix 14 and photos from the exhibition.</i></p>	<ul style="list-style-type: none"> • Light Box placement and flyers distribution at 28 Cinema (15 October – 2 November 2014) • Roll-up placement at World Business Centre (27 October – 02 November 2014) • Roll-up placement at Babek Plaza (27 October – 02 November 2014) • Different prizes for lottery and competition winners (1-2 November 2014)



Appendix 9: Web banners from websites

(Web banners were published on Telebe.Az; Resurs.Az and Jobsearch.Az)





Appendix 10: Media Coverage

Media Coverage links before and during the exhibition:

(Majority of them are in Azerbaijani)

<http://abc.az/rus/news/84618.html>

<http://anspress.com/index.php?a=2&cid=26&lng=az&nid=304985>

<http://az.trend.az/business/economy/2329726.html>

http://azertag.az/ru/xeber/V_Baku_prohodit_vystavka_Obrazovanie_v_Soedinennom_Korolevstve-807296

http://azertag.az/xeber/Bakida_Birlesmis_Kralliqda_tehsil_sergisi_kechirilir-807221

<http://dialog.info/bakida-birl%C9%99smis-kralliqda-t%C9%99hsil-s%C9%99rgisi-olacaq>

<http://news.day.az/economy/531456.html?crnd=25857>

<http://news.lent.az/news/182890>

<http://news.rambler.ru/27677374/>

<http://qafqazinfo.az/xeber-birlmi-krallqda-kimlr-thsil-alacaq-t101199.html>

<http://qafqazinfo.az/xeber-britaniyada-oxumaq-istynlrin-diqqtin-t100802.html>

<http://resurs.az/xeber.php?x=2391>

http://rss.novostimira.com/n_6670927.html

<http://ru.apa.az/news/280794>

<http://salamnews.org/az/news/read/149198>

<http://telebe.az/bakida-birl%C9%99smis-kralliqda-t%C9%99hsil-s%C9%99rgisi-kecirilir-2/>

<http://topnews.az/news/788766/Bakida-Birlashmish-Kralliqda-tahsil-sargisi-kechirilir.html>

<http://ucnoqta.az/news/3087>

http://www.1news.az/economy/banks_n_finance/20141031022543111.html

<http://www.1news.az/society/20141101121410039.html>

<http://www.edu-active.com/news/2014/sep/29/education-uk-exhibition-baku1-2-november-2014.html>

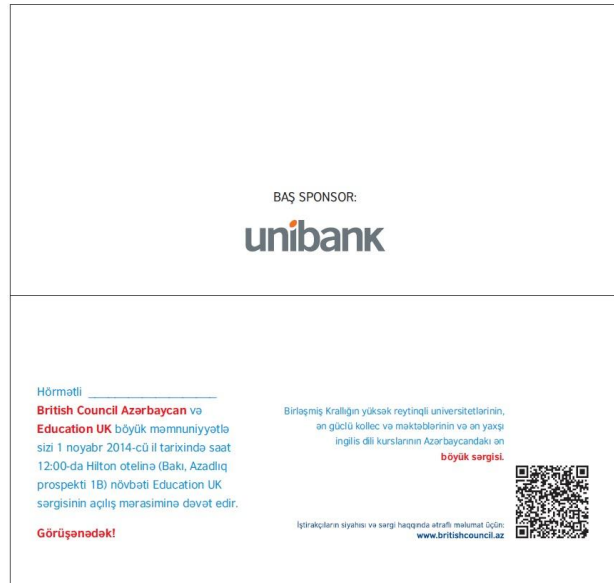
<http://www.navigator.az/news/4/320032.html>

<http://www.qafqazinfo.az/xeber-unibank-v-british-council-dan-birg-birlmi-krallqda-thsil-srgisi-t100668.html>

<http://www.trend.az/business/economy/2328270.html>

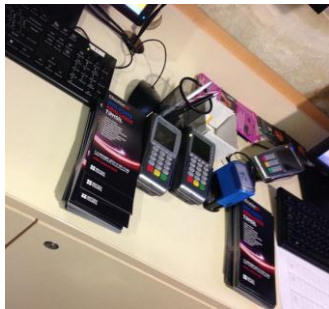
Appendix 11: Promotion Materials

Samples for promotion materials:



Appendix 12: Branding

We placed roll-ups, posters at World Business Centre, Babek Plaza, international schools in Baku, also light-box placed at 28 Cinema just in front of the ticket-box and distributed flyers at 28 Cinema and in front of the Malls and Universities.





Appendix 13: Social Media

Lots of visitors, mass media, and organizations shared the photos from the exhibition with the #edukaz hash tag on Facebook and Twitter:

Ibrahim Talibov @ibrahim21197 · Nov 1
#EdUKAz @ Hilton [instagram.com/p/u3BYq1Mjcd/](https://www.instagram.com/p/u3BYq1Mjcd/)

Caroline Boddie @caroline_china · Nov 1
Hanging out with the Bears at the Glasgow stand #edukaz



Dilara Ibrahimova and 9 others follow
Samed Ağa @SamedAgayev · Nov 1
I loose my phone and he(Nivaz) keep it for me.thanks #edukaz

Eisevar Muradli @EisevarMuradli · 19h
This is a GREAT chance for a GREAT education in GREAT Britain. babes #edukaz @CityUniLondon



UFP @UFPUK · 19h
The fantastic Erkin translating for the David Game College UFP here at the Education UK Exhibition in Bakul #edukaz fb.me/ZcQUGCxt

Elizabeth Gorilla @uebsrecruitment · 19h
Postgrad programmes are going fast and furious at the University of Edinburgh. Students with 80% or above! #uebsoutour #edukaz

Hashtag Azerbaijan and 1 other follow
Saleh Hüseyinli @huseynli_saleh · 19h
Uzun zamandı maraqlandığım Universitet nümayendesi ile üz-üzə danışmaq imkanı yaratdığın üçün təşəkkürlər #edukaz

Narmina01 and 2 others follow
Niyaz Mirnamazoglu @ni_zi_ko · 21h
Serginin necə olması lazım olduğunu və necə təşkil olunduğunu görmək istəyirsinizsə o zaman Hiltona gəlin... #edukaz

Results for #edukaz

Top / All

Photos - View all



Twitter Azərbaycan and 4 others follow
Xanim Muxtarova @XanimMuxtarova · Nov 2
#Hilton-da #edUKaz sərgisində qeydiyyat aparənlər, anket dolduranlar arasında fiziki qüsurlu gənclərə üstünlük verilməsi gözəl təşəbbüs idi

Saleh Hüseyinli @huseynli_saleh · 19h
Uzun zamandı maraqlandığım Universitet nümayendesi ile üz-üzə danışmaq imkanı yaratdığın üçün təşəkkürlər #edukaz

Narmina01 and 2 others follow
Niyaz Mirnamazoglu @ni_zi_ko · 21h
Serginin necə olması lazım olduğunu və necə təşkil olunduğunu görmək istəyirsinizsə o zaman Hiltona gəlin... #edukaz

Ali Alesgerov @alesgerov_ali · 21h
At exhibit in Hilton #EDUKAZ

Nasradin @NasirMusayev · 21h
University of Glasgow #EDUKAZ

Eisevar Muradli @EisevarMuradli · 21h
Have you decided which of the British universities at #edukaz fair you are interested in? The sponsor is #unibank



Aydın Məmmədov @Aydin01 · 22h
#EducationUK is now officially open! #EDUKAZ



Appendix 14: Exhibition Photographs

Some inspiring photos from the exhibition

For more photos:

<https://www.facebook.com/media/set/?set=a.876968199003153.1073741850.147031001996880&type=3>

