

# Get into the right groove

Education UK Exhibition  
Cyprus 11 November 2014

## Contents

1. Event fact file .....	2
2. Background & Framework .....	2
3. Key statistics .....	2
4. Impact of marketing plan.....	3
5. Recommendations .....	4
5.1 Recommendations for UK Institutions	
5.2 Recommendations for British Council	
6. Conclusion and follow up .....	4
Appendix 1: List of participating institutions .....	5
Appendix 2: Visitors' survey results .....	7
Appendix 3: Exhibitors' survey results .....	8



## 1. Event fact file

NICOSIA

<b>Venue</b>	Merit Hotel, Nicosia 11 November 2014
<b>Opening hours</b>	Tuesday 11 November 1530-2000
<b>Stand costs</b>	£553 excluding VAT (£663.60 including VAT)
<b>Sponsors</b>	UNITE Group and IELTS
<b>Unique feature to give added value</b>	Market Briefing for Exhibitors

## 2. Background & Framework

This was the third Education UK Exhibition organised in north Cyprus following on from increased interest in previous years. The event was very well attended by both visitors and UK institutions with an increase in participation year by year.

From our years of experience not all members of the north part of the island could cross the check points to visit our south exhibition/s as only passport holders of the Republic of Cyprus and EU countries could. People from other nationalities studying or living in the north and in general non EU passport holders are not eligible to cross to the south.

We are looking into establishing this as an annual event and creating awareness between students from the north to take good advantage and benefit from the opportunity as UK remains the second most popular study destination for Turkish Cypriots after Turkey.

Following feedback received by UK delegates indicates that visitors are better prepared with more targeted enquiries every year. However we are still looking into ways of improving our event and adding elements which will increase impact and raise profile of the UK.

## 3. Key statistics

<b>Attendance</b>		
	<b>2013</b>	<b>2014</b>
Tuesday 12 November 2013		
<b>Total number of visitors</b>	<b>515</b>	<b>500</b>
<b>Exhibitors</b>		
English Language	1	
Higher Education	28	30
Other – UCAS	1	
<b>Total number of exhibitors</b>	<b>30</b>	<b>30</b>

Visitors' primary market objectives		
	2013	2014
English Language	2%	
Diploma	3%	
Foundation	20%	23%
Undergraduate	70%	72%
Postgraduate	5%	5%

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

### 3. Impact of marketing plan

Marketing and promotional activity plan was extensive and diverse covering all major promotional channels. The primary image selected for these exhibitions was the Tube with the headline '*Map out your future*'.

A combination of promotion tools to support this theme was used:

- TV and radio spots, press and magazine adverts and on-line banners on news portals
- Press releases and articles (free publicity): press releases and articles were sent to all newspapers.
- Radio interviews: at Dance FM and Sim FM radio stations
- Printed materials:
  - Flyers: 1,000 Sent to all public and private secondary schools, public and private universities and university agents
- In addition a number of presentations were delivered by British Council staff prior to exhibition to main secondary schools and universities about studying to the UK and to announce the Exhibition.



## 4. Recommendations

### 4.1 Key recommendations for exhibitors

- Based on positive feedback received by the majority of institutions which attended our event in the north, we would like to encourage more institutions to consider the event as a new market opportunity and benefit for participating.
- Apart for participating in the exhibition itself, institutions interested in building up a market share and raising their profile need to continue their promotional activities throughout the year. We are always here to assist you with your marketing activities.
- Following interest and demand from visitors we are looking into organising a subject specific seminar next year. Contribution from UK delegates in the delivery of these seminars will be highly appreciated.

### 4.2 Key recommendations for the organisers

- Organise seminars on most popular subjects of study parallel to Exhibition opening hours.

#### Action taken by the British Council

Education UK Exhibition to the north is part of our exhibitions agenda will be established as an annual event in November in line with the exhibition to the south.

## 5. Conclusions and follow up

Overall the planning and delivery of this event was very successful despite minor negative reaction prior to it, which actually resulted in more publicity and a higher numbers of visitors. Feedback received by both visitors and exhibitors was largely positive and encouraging.

Despite the difficult economic situation and increase in university tuition fees we have managed to keep interest high by stressing key messages on the quality of education that the UK has to offer. Strong reference was also made on funding opportunities and tuition fee loan for undergraduate students.

## Appendix 1: List of participating institutions



**Education UK Exhibition, 11 November 2014,  
Merit Hotel Nicosia, 3.30 – 8.00pm – free entrance  
Organized by the British Council**

Join us at the annual Education UK Exhibition and meet representatives from 30 UK Educational Institutions. Get the opportunity to receive free information about foundation, undergraduate, postgraduate and distance learning courses, as well as about fees, funding opportunities, the EU Loan and scholarships.

**Participating Institutions:**

Bath Spa University  
Brunel University  
Canterbury Christ Church University  
Kaplan Holborn College & Kaplan Financial  
Manchester Metropolitan University  
Nottingham Trent University  
Southampton Solent University  
The University Of Bolton  
The University Of Hull  
The University Of Liverpool  
The University Of Northampton  
The University Of Reading  
The University Of York  
University For The Creative Arts  
University Of Birmingham  
University Of Bradford  
University Of Essex  
University of Kent  
University Of Lincoln  
University Of Plymouth  
  
University Of Portsmouth  
University Of Salford



University Of South Wales  
University Of Southampton  
University Of Surrey  
University Of The Arts London  
Bristol, University Of The West Of England  
University Of West London  
University of Westminster  
University of Wolverhampton

**Want to know more?**

Visit <http://www.britishcouncil.com.cy/events/education-uk-exhibition>



## Appendix 2: Visitors' survey results

We have analysed 100 feedback forms with very positive comments particularly around the number and variety of universities that attended the event. 97 per cent of the visitors expressed they were very happy with the event and it met or even exceeded their expectations and commented that they would like to have exhibition organised every year and become well established event in the north.

### Impact of media actions in terms of attendance:

- ✓ Schools / Universities / Teachers 30%
- ✓ Friends 20%
- ✓ Website (BC or other) 18%
- ✓ Press 18%
- ✓ Radio / TV 14%

Above stats indicate that most students were informed about the exhibition through schools and universities. This is a result of the extensive promotion we carry out throughout the year by delivering presentations and providing updates about our events to local education providers.

### Visitors' primary market objectives:

English Language	
Diploma	
Foundation	23%
Undergraduate	72%
Postgraduate	5%
Professional Qualifications	

### Subject areas of interest:

- ✓ English and Teaching 35%
- ✓ Business/Management 25%
- ✓ Biological Science 15%
- ✓ Law 10%
- ✓ Creative Arts & Design 10%
- ✓ Medicine/ Medical Related Subjects 5%



### **Appendix 3: Exhibitors' survey results**

Exhibitor's feedback was overall very positive with high rating on venue, transport and management / planning of the event as a whole. Most delegates felt that event was value for money and over 75 per cent commented they had good numbers and good quality students. In terms of market development delegates observed that students are better prepared in terms of English language and A-levels.

Institutions who attended the same event last year commended that this was a much better and improved one in terms of planning, facilities and visitor awareness. Around 93 per cent of the universities expressed the interest in participating to this event next year with the rest either being undecided or not being the decision makers themselves.