

# Get into the right groove

Education UK Exhibition  
Cyprus 12-13 November 2014

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## 1. Event fact file

NICOSIA

<b>Venue</b>	Hilton Cyprus, Nicosia 12-13 November 2014
<b>Opening hours</b>	Tuesday 12 November 1500-2030 Wednesday 13 November 1500-2030
<b>Stand costs</b>	£1300 excluding VAT (£1560 including VAT)
<b>Sponsors</b>	UNITE Group and IELTS
<b>Unique feature to give added value</b>	<ol style="list-style-type: none"><li>1. Market Briefing for Exhibitors – enriched with contribution from a Senior Officer of Higher education, Ministry of Education and Culture</li><li>2. Subject specific seminars</li></ol>
<b>Seminars:</b> 12 November  13 November	<ul style="list-style-type: none"><li>• Law</li><li>• Engineering</li> <li>• Employability and Careers</li></ul>

## 2. Background & Framework

On the 31<sup>st</sup> November 2014, the British Council in Cyprus held their annual Education Exhibition. The event exceeded its targets in both visitor numbers and participating UK institutions. The exhibition's success and the institutional feedback indicate that there is still high demand and interest for studying in the UK among Cypriots. Despite the difficult economic situation, education still remains priority in people agenda and UK is the most popular destination for studies abroad.

This is now a well-established event which is extensively advertised using all promotional streams throughout the year ensuring that maximum impact is achieved. This year we have enriched our seminar portfolio to include other than popular subjects of study, information on Employability and Career prospects.

### 3. Key statistics

Attendance		
	2013	2014
Day 1	2600	2500
Day 2	2200	2100
Seminar attendees on both days	400	420
<b>Total number of visitors</b>	<b>5200</b>	<b>5020</b>
Exhibitors	2013	2014
English Language / Schools	-	1
Higher Education	57	63
Other – UCAS	1	-
Local colleges (franchise collaborations with UK institutions)	3	1
<b>Total number of exhibitors</b>	<b>61</b>	<b>65</b>
Visitors' primary market objectives		
	2013	2014
English Language	4%	
Diploma	5%	
Foundation – Pre university courses	18%	15%
Undergraduate	70%	68%
Postgraduate	15%	17%
Professional Qualifications		

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



## 4. Impact of marketing plan

Marketing and promotional activity plan was extensive and diverse covering all major promotional channels aiming to

- Promote the exhibition to as many potential UK students and parents as possible
- Reinforce the Education UK brand to Cyprus audience through a number of promotional streams
- Strengthen the value and benefits of UK studies to Cypriots and other people from other nationalities living in Cyprus, EU and international countries.
- Help maintain and/or increase the number of Cypriot, EU and International students who choose UK Institutions for their higher education needs.

### **Background**

Exhibition promotion (marketing plan and execution) is carried out internally by our communications co-ordinator. The fact that most of the promotions work is undertaken internally results in a more cost-efficient campaign and helps to reinforce relationships with media professionals.

A combination of promotion tools were used to promote this exhibition:

- The exhibition was promoted through popular radio stations, press and magazine adverts, on-line banners and TV adverts. In Appendix 4 an analysis is provided with all media used.
- Press releases and articles (free publicity): press releases and articles were sent to all newspapers in both south and north Cyprus.
- Radio and TV interviews: an analysis can be found in Appendix 4
- On-line & Digital:
  - E-newsletter emailed twice to 2,400 subscribers with details of the event
  - British Council Facebook Page: paid posts which reached more than 21,200 people
  - British Council Website
- Printed materials:
  - Flyers: 6,000. These were sent to all public and private secondary schools, public and private universities and university agents.
  - 2,000 Floor-plans for exhibition visitors



## 5. Recommendations

### 5.1 Key recommendations for exhibitors

- Apart from participating in the exhibition itself, institutions interested in building up a market share and raising their profile need to continue promotional activities throughout the year. We are always here to assist you with your marketing activities.

### 5.2 Key recommendations for the organisers

- Keep one Market Briefing session combined for both south and north markets. All institutions will be able to attend and base their future decisions for participation to both events.
- Schools visits to the event were good – encourage more schools to attend
- Keep doing this level of work. Event is very well established and managed

## 6. Conclusions and follow up

Overall planning and delivery of the Education UK Exhibition this year proved to be very successful with interest remaining high by both parties (UK institutions and visitors).

This exhibition is very well established among Cypriots as we have been organising it for many years now. The event timing seems to be working, however we are taking your feedback seriously and try to improve each year. Exhibitions are also used as opportunities for parallel networking and profile raising education activities.

## Appendix 1: List of participating institutions



### Education UK Exhibition, 13 & 14 November, 2014, Hilton Cyprus Nicosia, 3.00 - 8.30 pm - free entrance

Organised by the British Council

Join us at the annual Education UK Exhibition and meet representatives from 62 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:

Anglia Ruskin University	The University Of Sheffield
Bath Spa University	The University Of York
Birmingham City University	UCFB
Bournemouth University	Universities In Cardiff
Brunel University	University Campus Suffolk (UCS)
Canterbury Christ Church University	University For The Creative Arts
City University London	University Of Birmingham
De Montfort University	University Of Bradford
Edge Hill University	University Of Central Lancashire
Kaplan Holborn College & Kaplan Financial	University Of Cumbria
Lancaster University	University Of Derby
Manchester Metropolitan University	University Of East Anglia
Middlesex University	University Of Essex
Newcastle University	University Of Hertfordshire
Northumbria University	University Of Huddersfield
Nottingham Trent University	University Of Kent
Oxford Brookes University	University Of Leeds
Queen Mary University Of London	University Of Leicester
Shaftesbury School	University Of Lincoln
Sheffield Hallam University	University Of Plymouth
Southampton Solent University	University Of Portsmouth
Swansea University	University Of Roehampton
The University Of Bolton	University Of Salford
The University Of Buckingham	University Of South Wales
The University Of Hull	University Of Southampton
The University Of Law	University Of Surrey
The University Of Liverpool	University Of The Arts London
The University Of Manchester	Bristol, University Of The West Of England
The University Of Northampton	University Of West London
The University Of Nottingham	University Of Westminster
The University Of Reading	University of Wolverhampton

#### Want to know more?

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



## Appendix 2: Visitors' survey results

A total of 200 feedback forms were analysed with very positive comments particularly around the number and variety of universities that attended the event as well as on the subject seminars delivered during the two days of the exhibition.

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

✓ Website (BC or other)	8%
✓ Facebook	7%
✓ Press	5%
✓ Radio/ TV	68%
✓ Recommendations/Schools	12%

Statistics show that most students were informed about the exhibition from Radio and TV adverts which indicates that promotional campaign was very well structured using the right promotional channels. Schools were very well informed throughout the year about British Council services/ activities and this is also reflected on the above statistics. Exhibition flyers were also sent out on time ensuring that they were timely distributed to relevant students.

### Visitors' primary market objectives:

Foundation / pre-university courses	15%
Undergraduate	68%
Postgraduate	17%

### Subject areas of interest:

✓ Business & Administrative studies	30%
✓ Engineering & Technology	20%
✓ Law	15%
✓ Biological Science	10%
✓ Creative arts & Design	8%
✓ Computer Science	8%
✓ Architecture	5%



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

Exhibitor's feedback was very positive according to the 27 on-line responses received. "Very good" and "excellent" ratings were given on student quality and numbers, as well as on the overall planning and management of the event. Equally positive were the responses on venue, promotion and duration of the exhibition with 93 per cent feeling the event timing was ideal.

Over 70 per cent of the participating institutions attended the event for both recruitment and profile raising with their primary markets being Undergraduate 100 percent, Postgraduate 82 per cent, followed by Research and Pre-university courses.

Market intelligent needs for Cyprus were mainly focussing on Future trends for student recruitment as well as on student demand for specific studies. 57 per cent of responses expressed interest on promotional activities and events at local schools and institutions in addition to the annual exhibitions.

This was a successful event overall with over 92 percent of the institutions wishing to apply next year.





**Appendix 4: A footage of the design work and its application on flyers,e-banners and adverts.**

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Join us at the Education UK Exhibition November 2014

Free entrance

Meet with delegates from 62 British Universities

Hilton Cyprus, Nicosia  
12 & 13 November 2014, 1500 – 2000

Seminars on Law, Engineering, Employability and Career will be running during the Exhibition

Organised by the British Council

More information at  
British Council Cyprus  
T 22585000  
www.britishcouncil.com.cy

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Free entrance

Meet with delegates from 31 British Universities

Merit Hotel, Nicosia  
11 November 2014, 1530 – 2000

Organised by the British Council

More information at  
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T 2274938  
www.britishcouncil.com.cy

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<b>MEDIA</b>		
<b>PRESS</b>	<b>Press Releases</b>	<b>Audience reached</b>
Simerini	Yes	45000.00
Vestnik Kypra		
Fileleftheros	Yes	75000.00
Cyprus Weekly	Yes	25000.00
Cyprus Mail	Yes	2000.00
<b>RADIO</b>		
	Radio interviews	
Super FM		
Kiss		
Sphera		
Super Sport FM	yes	4500.00
Ant1		
Logos		
LOVE		
Mix FM	yes	3000.00
Radio Proto	yes	9900.00
<b>TV</b>	TV interviews	
MEGA	yes	10000.00
SIGMA	yes	10000.00
Ant1		
PRIMETEL		
KERKIDA NET		