

Your journey begins here

Education UK Days

The Marmara Taksim Hotel, 16th October 2014

Conrad Istanbul Hotel, 18th October 2014

Ankara HiltonSA Hotel, 20th October 2014

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1. Event fact file

Venue	Istanbul: The Marmara Taksim Hotel, 16 th October 2014 İstanbul: Conrad Istanbul Hotel, 18 th October 2014 Ankara: Ankara HiltonSA Hotel, 20 th October 2014
Opening hours	Istanbul, 16 th October – 16.00-20.00 İstanbul, 18 th October – 11.00-17.00 Ankara: 20 th October – 13.00-17.00
Opened by	16 th October – Mark Robson, British Council Executive Board Member 18 th October – Leigh Turner, HM Consul-General and Director-General UK Trade and Investment Turkey, Central Asia and South Caucasus and Margaret Jack Kadioğlu, Country Director 20 th October – Chloe Ewing, Deputy Director British Council Turkey (Closing remarks by Richard Moore, HM Ambassador to Turkey)
Stand costs	16 th October only: £750 18 th October only £1,950 18 th – 20 th October only £2,850 16th – 18th – 20th October: £3,600
Sponsors	<p>Caffé Nero - provided free coffee on-site for attendees of the Education UK days in Istanbul as well as buy-one-get-one-free coupons for every participant as part of the registration pack received following registration for the event on 16 and 18 October. These coupons were also used as an incentive for attendees to return feedback forms throughout the event. Additionally, free coffee coupons were provided for use in a social media campaign using Swarm. Free coffee coupons were provided as prizes for a Twitter retweet campaign and prize draw that was held among the students those registered for any of the events. Additionally, posters and promotional flyers for the UK Education Days were placed in 10 branches of Caffé Nero in Istanbul and Ankara.</p> <p>Kariyer.net – held a seminar at the Ankara edition of the Education UK Days that outlined ways in which students and other attendees could increase their employability. Advertising banners and promotional articles for the event were also hosted on the Kariyer.net websites, while details were shared with Kariyer.net mailing lists.</p>
Unique feature to give added value	<p>The 16th October edition of the event was a closed event organised in conjunction with college counsellors. The event focused on the undergraduate market and aimed to bring together the students of Istanbul’s most prestigious high schools and UK higher education institutions.</p> <p>The event was supported by, and jointly branded with, the UK Government’s GREAT Britain campaign, within which the promotion of UK education is a major component. The campaign was developed in order to generate interest in the UK around the world with the ultimate aim of increasing business for the UK. Both joint branding and separate GREAT campaign branding was used on promotional material ahead of the event as well as in the form of GREAT branded banners and</p>

gifts within attendee registration packs. Additionally, the British Council hosted a Turkey Market Briefing for UK universities and a GREAT Networking Reception on Friday, 17th October at the British Consulate-General Istanbul which brought together 132 representatives of UK educational institutions, UK alumni, UK education advisors from colleges and agents, and representatives of Turkish universities.

Promotion of the event and visitor engagement utilised the British Council's reach on multiple social media platforms, the Education UK website (100,000 visitors annually) and e-mailshots to the British Council's database of over 100,000 subscribers including students, teachers, UK education advisors at schools and agents, academics and international officers of universities.

Engagement with key higher education stakeholders in Turkey, in particular the Scientific and Technological Research Council of Turkey (TÜBİTAK), the Council of Higher Education (YÖK) and the Presidency for Turks Abroad and Related Communities (YTB) significantly increased the value of the event as they offer government scholarship programme for students and researchers. This gives us a unique platform which students can benefit as the only event that they participate in. This event gives UK Institutions a unique opportunity to make a contact and establish long term relationships. The participation of UK Visas and Immigration (UKVI) to respond specifically to UK visa related enquiries, the British Embassy to respond to enquiries regarding Chevening Scholarships, and the Jean Monnet Scholarship Programme were highly appreciated by attendees as shown by the large amount of interest generated by their seminar sessions. Additionally, the participation of UCAS generated great interest as students and parents found out crucial information about the undergraduate application process through the sessions they held during the event. The presence of an IELTS stand also proved popular with visitors with over 500 attendees registering their interest over the course of the public events. The IELTS selfie booth generated high interests among visitors with 436 taking their photos and distributing them via their social media networks in Istanbul and Ankara.

Seminars

There were a total of 42 seminars held over the 3 days of the event. 1,326 visitors participated in the seminars.

Thursday 16th October (Istanbul) – 11 seminars

- Practical Information for a Successful Undergraduate Application – Sally Mansell, UCAS
- Success Starts with IELTS – David Hopkinson, British Council
- Studying Medicine in the UK – Susan Hunter, University of Leeds
- How to Prepare a Personal Statement – Chunmun Kamal, University of Warwick
- Common Mistakes and Important Points for Visa Applications – Daniel Barker, UKVI
- Studying and Living in the UK – Hande Diker, British Council
- Studying Law in the UK – Corrina Hamlet, Queen Mary University of London
- Studying Art and Design in the UK – Hocine Bougdah, University for the Creative Arts
- Studying Engineering in the UK – Ruth Lauener, The University of Sheffield
- Alumni Talk – Samir Kadioğlu
- How to Prepare a Personal Statement – Anna Bakhda and Amanda Grimshaw, The University of Manchester

Saturday 18th October (Istanbul) – 19 seminars

- How to Prepare a Personal Statement – Jialin Li, Royal Holloway, University of London
- The Scientific and Technological Research Council of Turkey (TÜBİTAK) Scholarships – Mustafa Eren Topal, The Scientific and Technological Research Council of Turkey
- Studying Undergraduate in the UK – Rebecca Danes, Bristol, University of the West of England
- Jean Monnet Scholarships – Makbule Okat and Sinem Bölükbaşı, European Union Ministry
- Studying Art and Design in the UK – Raymond Lee, University of the Arts London
- Chevening Scholarships – Hande Çelikel, Chevening Programme
- Studying and Living in the UK – Hande Diker, British Council
- Studying Engineering in the UK – Rachel Shears, De Montfort University
- Studying Law in the UK – Rebecca Danes, Bristol, University of the West of England
- How to Prepare a Personal Statement – Janice Halsey, Kingston University
- Practical Information for a Successful Undergraduate Application – Sally Mansell, UCAS
- Success Starts with IELTS – Eda Akbulut, British Council
- Is my UK programme recognised in Turkey? – Özlem Pınar Oran, YÖK
- Studying Management in the UK – Gorkan Ahmetoğlu
- Studying in Scotland – Gemma Carroll, University of Glasgow
- Making the most of your student experience at a UK university – Chunmun Kamal, University of Warwick
- Studying in Wales – Joanna Scaplehorn, University of South Wales
- Alumni Talk – Hazal İnce
- Common Mistakes and Important Points for Visa Application – Daniel Barker, UKVI

Monday 19th October (Ankara) – 12 seminars

- Studying in Scotland – Gemma Carroll, University of Glasgow
- The Scientific and Technological Research Council of Turkey (TÜBİTAK) Scholarships – Ayşegül Çabuk, The Scientific and Technological Research Council of Turkey
- Studying in Wales – Joanna Scaplehorn, University of South Wales
- Jean Monnet Scholarships – Ece Sayioğlu and Dicle Doğançioğlu, European Union Ministry
- Alumni Talk – Burak Sönmez
- Chevening Scholarships – Hande Çelikel, Chevening Programme
- What are employers looking for in employees? – Didem Arıkan, Kariyer.net
- Studying Art and Design in the UK, Hocine Bougdah, University for the Creative Arts
- Success Begins with IELTS – Eda Akbulut, British Council
- Is my UK programme recognised in Turkey? – Özlem Pınar Oran, The Council of Higher Education (YÖK)
- How to Prepare a Personal Statement – Anna Wuttke, Plymouth University
- Studying and Living in the UK – Semra Yalçın, British Council

2. Key statistics

Attendance	Istanbul		Ankara
	16 th Nov 2014	18 th Nov 2014	20 th Nov 2014
Registered	508	1,393	1,113
<i>Total number of registered attendees</i>	3014		
Visitors	150	1,300	550
Exhibitors	*A full list of participating institutions can be found in Appendix 1		
Further Education	2	3	1
Higher Education	25	41	27
The Scientific and Technological Research Council of Turkey (TÜBİTAK)	0	1	1
Council of Higher Education Turkey (YÖK)	0	1	1
British Embassy Ankara (Chevening Scholarships)	0	1	1
Jean Monnet Scholarship Programme	0	1	1
UKVI	1	1	0
UCAS	1	1	0
IELTS	1	1	1
British Council	1	1	1
<i>Total number of exhibitors</i>	31	52	34

Attendees' primary market objectives (percentage of registered attendees)	Istanbul		Ankara
	16 th Nov	18 th Nov	20 th Nov
Vocational and Technical (eg. NVQ, BTEC, VQ)	9%	11%	13%
Pre-university academic (eg. A-Levels, IB)	11%	11%	9%
Undergraduate	33%	24%	24%
Postgraduate	28%	35%	37%
Postgraduate MBA	18%	24%	22%
Learn English	37%	35%	38%
Boarding School	7%	6%	6%
Short Course(s) (eg. Summer Schools)	25%	26%	29%
Professional Awards (eg. ACCA)	11%	12%	13%

Attendee demographics	Istanbul		Ankara
	16 th Nov	18 th Nov	20 th Nov
Female	50%	55%	59%
Male	49%	44%	40%
Prefer not to say	1%	1%	1%

Attendee age (years old)	Istanbul		Ankara
	16 th Nov	18 th Nov	20 th Nov
12-18	16%	13%	12%
19-24	48%	54%	61%
25-34	28%	23%	19%
35-44	6%	5%	3%
45+	2%	5%	5%

Attendee occupation	Istanbul		Ankara
	16 th Nov	18 th Nov	20 th Nov
Student	68%	63%	74%
Professional	14%	17%	9%
Parent	22%	3%	2%
Academic	6%	8%	8%
Other	8%	9%	7%

Main subject of interest	Istanbul		Ankara
	16 th Nov	18 th Nov	20 th Nov
Agriculture and related subjects	1%	4%	5%
Applied and Pure Sciences	8%	8%	9%
Architecture, Building and Planning	9%	9%	7%
Business and Administrative Studies	30%	32%	26%
Computer and Mathematical Science	11%	11%	11%
Creative Arts and Design	17%	12%	9%
Education and Training	20%	18%	21%
Engineering and Technology	22%	26%	23%
Health and Medicine	12%	11%	10%
Humanities	13%	13%	13%
Law	12%	11%	12%
MBA	15%	20%	15%
Hair, Beauty and Personal Care	2%	2%	2%
Social Studies and Communications	25%	24%	30%
Travel, Tourism and Hospitality	17%	11%	12%

Attendee Information Source	Istanbul		Ankara
	16 th Nov	18 th Nov	20 th Nov
Newspaper	1%	1%	0%
Internet	38%	34%	43%
British Council	20%	18%	16%
Radio / TV	3%	2%	3%
Email	12%	12%	12%
Poster	3%	7%	3%
Friend or Relative	10%	16%	15%
Flyer	1%	1%	1%
Student Association	1%	2%	1%
University / Teacher	7%	4%	4%
Other	4%	3%	2%

3. Event Objectives

- To provide UK higher education institutions with access to their target audiences in Istanbul and Ankara.
- To promote the UK as an excellent study destination through face-to-face contact between UK higher education providers and prospective students and their parents.
- To provide direct access to students exploring study opportunities for higher and further education programmes in the UK.
- To present an opportunity for UK education providers to have a physical presence in Istanbul and Ankara, if applicable, to build upon previous visits and events.
- To allow UK higher education providers to gain a better understanding of the Turkish market and make contact with key stakeholders within Turkish higher education.

4. Impact of marketing plan

The Education UK days offered UK higher education institutions a unique chance to meet Turkish students who wish to pursue their studies in the UK. A marketing mix was developed to appeal to both the primary target of prospective students aged between 15 and 35, as well as the secondary target of parents aged between 35 and 60 and education advisors.

- **Outdoor** – 100 Metrobus billboards were hired throughout the Metrobus system on both the European and Asian sides of Istanbul. Advertising was also shown on a two-sided outdoor TV panel at Palladium Ataşehir in Istanbul, and on both sides of buses on 4 bus routes in Ankara. Additionally a total of 50 advertising panels were purchased on or close to 19 different universities in Ankara and Istanbul as well as 15 panels in Panora AVM, Ankara's most popular shopping centre.
- **Online** – Pageskins were purchased on several major Turkish news websites for 2 days and achieved a total of over 4,500,000 impressions. Banner advertisements and video banners were purchased on high traffic websites and achieved a total of 6,784,090 impressions. Adverts and blog



posts were also placed on both the British Council Turkey website and the Education UK Turkey website, where a dedicated microsite was also developed for the event. This microsite received an 70,365 visitors during the campaign. Both audio and banner ads were used to advertise on Spotify, while a call-to-action text and banner adverts were used on LinkedIn. As part of the partnership, Kariyer.net posted promotional articles and advertising on their 3 websites. The campaign received 2,600 clicks with 5.5 million impressions. Additionally, sponsored content was used to increase audience engagement via Onedio.

- **Facebook** – The Facebook campaign for the UK Education Days consisted of organic posts, promoted posts and advertising. The campaign achieved 1.2 million reach with 5.7 million impressions.
- **Twitter** – Two separate campaigns were used to introduce and promote the event. The main campaign generated 1,500 tweets (including retweets and replies) sent by 1,200 people that were seen 3,600 times by 2,000,000 people. A retweet campaign generated 832 retweets. A separate IELTS ‘selfie booth’ that tweeted photos of attendees alongside the event hashtag had an estimated reach of 32,114 people.
- **Direct marketing** – Posters and flyers were distributed to schools, universities and agents. A number of e-mailshots were sent out to over 100,000 subscribers to the British Council mailing list. Posters and flyers were also placed in branches of Caffé Nero around Istanbul and at the airport in Ankara. Kariyer.net and British Council IELTS promoted the event via their respective mailing lists.
- **Press** – A press release resulted in mentions on several online news sites, including a number of major newspapers and in the printed edition of 2 national newspapers with the total reach of 835,000

A survey of attendees conducted on all three days showed that a total of 17% of respondents had been informed of the event via the Internet, while another 17% of respondents via email. 11% of respondents had heard of the event through social media channels and 15% of respondents had heard of the event via friends and relatives, suggesting a large amount of word-of-mouth advertising.

Full details of the visitor survey results can be found in [Appendix 2](#).

Event attendees were entered in a prize draw in which prizes included a scholarship for a month-long summer school place at the University of East Anglia, an iPad Mini, return flight ticket to the UK, 5 free IELTS exams and free coffee coupons from Caffè Nero. A competition was run online prior to the Education UK Days that offered entrants the chance to win 1 of 2 iPad Minis. Respondents to the visitor feedback survey received buy-one-get-one-free coupons from Caffé Nero and were entered into a prize draw for an iPad Mini and free coffee coupons.

*A full media plan can be found in [Appendix 4](#).

5. Conclusions and follow up

5.1 Key recommendations for institutions

The visitor survey contained a number of recommendations for institutions. These included:

- Increasing the number of universities attending, particularly the event in Ankara.
- Making more scholarship and bursary information available to attendees.
- Providing more information on English language programmes.
- Having more university representatives on exhibitor stands as waiting times were sometimes quite long.



5.2 Key recommendations for the British Council

The feedback from the visitor survey was very positive with many respondents describing the event prominently as ‘excellent’, ‘successful’ and ‘helpful’. However, several attendees to the event held at the Conrad Istanbul referred to the relative lack of public transport access compared to other Istanbul locations. A number of attendees also suggested sharing the seminar schedule prior to the event as it would allow them to plan their visit around particular seminars. This schedule was in fact shared with registered visitors but more attention could be drawn to this in any pre-event communication.

In the future, the British Council will continue to encourage the participation of universities in events in cities besides those held in Istanbul as well as assessing the demand for, and feasibility of, including other cities besides Ankara and Istanbul for future iterations of the Education UK Days. The ease of access to major public transport routes will also be taken into consideration when choosing a venue for future events. Additionally, participating institutions will be informed of the large demand for both English language programmes and scholarship information prior to future events to ensure that they can provide relevant information to visitors’ enquiries.

The majority of the feedback received from participating institutions was also positive, particularly in regards to the ‘neutral’ nature of British Council education fairs in comparison to others in Turkey – which are often run by education agents – and the quality and focus of the students attracted to the event. However, there were a few issues raised by participating institutions.

There were some reservations about the first undergraduate-focused day in Istanbul and its success. As this was the first time this event format has been used by the British Council Turkey, these comments and suggestions will be carefully considered prior to future events. Of particular concern was the number of visitors leading to some institutions suggesting either holding this event at the weekend rather than on a weekday or focusing on one event on one day while others referred to a potential clash with exam dates for those looking at undergraduate programmes.

Several institutions expressed a desire for further opportunities to network with potential partner institutions and key figures in the Turkish education sector. Several others suggested including more school visits as part of the programme in order to target students from particular feeder institutions. A number of specific issues are summarised below:

- Increase the awareness within Turkey of the benefits of studying in the UK.
- Desire for another event to be held in March 2015 as currently many different fairs all take place at roughly the same time of year potentially diluting the market for each event.
- The college counsellor event could be hosted in a similar fashion to a speed-dating event. It was suggested that this had been successful at similar events in the past and would allow for all counsellors to meet with all of the institutions at the event.
- Guidance on the quality of schools and universities in Turkey would be helpful.

The British Council will continue to raise the awareness of the UK higher education sector with ongoing promotional campaigns and events focused around the Education UK and GREAT brands. Additionally, changes to the format of the events and the nature of the information provided for participating institutions will be carefully considered prior to future events. Feedback from both exhibitors and visitors will be used when developing seminar programmes for future events.

*Full details of the exhibitor survey can be found in [Appendix 3](#).

Appendix 1: List of participating institutions

16th October 2014 – The Marmara Taksim Hotel

No.	Institution	No.	Institution
1	Kingston University	15	University for the Creative Arts
2	Llandrillo-Menai College	16	University of Bath
3	London Metropolitan University	17	University of Bradford
4	Norwich University of the Arts	18	University of East Anglia
5	Nottingham Trent University	19	University of Greenwich
6	Queen Mary University of London	20	University of Kent
7	Regent's University London	21	University of Leeds
8	Richmond International University, London	22	University of Lincoln
9	Royal Holloway, University of London	23	University of Reading
10	The University of Manchester	24	University of Roehampton
11	The University of Nottingham	25	University of the Arts London
12	The University of Sheffield	26	University of Warwick
13	The University of Winchester	27	University of York
14	UCFB		

Partners	
UCAS	UK Visas and Immigration

18th October 2014 – Conrad Istanbul Hotel

No.	Institution	No.	Institution
1	Bristol, University of the West of England	23	The University of Nottingham
2	City University London	24	The University of Sheffield
3	De Montfort University	25	The University of Winchester
4	Durham University	26	University College Birmingham
5	Goldsmiths, University of London	27	University for the Creative Arts
6	Institute of Education, University of London	28	University of Bath
7	Istituto Marangoni London	29	University of Bradford
8	King's College London	30	University of Brighton
9	Kingston College	31	University of East Anglia
10	Kingston University	32	University of Glasgow
11	Llandrillo-Menai College	33	University of Greenwich
12	London Metropolitan University	34	University of Kent
13	Norwich University of the Arts	35	University of Leeds
14	Plymouth University	36	University of Lincoln
15	Queen Mary University London	37	University of Reading
16	Regent's University London	38	University of Roehampton
17	Richmond, The American International University in London	39	University of South Wales
18	Royal Holloway, University of London	40	University of the Arts London
19	SOAS, University of London	41	University of Warwick
20	Swansea University	42	University of Westminster
21	The University of Law	43	University of York
22	The University of Manchester	44	Writtle College

Partners	
Council of Higher Education Turkey (YÖK)	UK Visas and Immigration
UCAS	British Embassy Ankara – Chevening Scholarships
The Scientific and Technological Research Council of Turkey (TÜBİTAK)	Jean Monnet Scholarship Programme


20th October 2014 – Ankara HiltonSA Hotel

No.	Institution	No.	Institution
1	City University London	15	University for the Creative Arts
2	Durham University	16	University of Bradford
3	Goldsmiths, University of London	17	University of East Anglia
4	Istituto Marangoni London	18	University of Glasgow
5	Kingston University	19	University of Greenwich
6	London Metropolitan University	20	University of Kent
7	Plymouth University	21	University of Leeds
8	Queen Mary University London	22	University of Lincoln
9	Regent's University London	23	University of Reading
10	Richmond, The American International University in London	24	University of Roehampton
11	SOAS, University of London	25	University of South Wales
12	The University of Manchester	26	University of Warwick
13	The University of Sheffield	27	University of Westminster
14	The University of Winchester	28	Writtle College

Partners	
Council of Higher Education Turkey (YÖK)	The Scientific and Technological Research Council of Turkey (TÜBİTAK)
Jean Monnet Scholarship Programme	British Embassy Ankara – Chevening Scholarships

Appendix 2: Visitors' survey results

*Information gathered from 323 visitor surveys.

Age	12-18	19-24	25-34	35-44	45+
	13%	45%	28%	6%	9%

Gender	Female	Male	Prefer not to specify
	58%	42%	0%

Educational status	High school student	High school graduate	Undergraduate student	Postgraduate student	University graduate
	10%	8%	44%	16%	22%

If you work, which sector	Government agency	Work/industry	University	School/college	Other
	16%	20%	34%	7%	5%

In what year are you planning to study in the UK?	2014	2015	2016	2017	2018	2019
	1%	60%	26%	7%	5%	1%

Which of the following countries is the preferred destination for you/your child?	USA	Canada	Australia	UK	New Zealand	Other	I don't know/Not applicable
	22%	16%	7%	75%	3%	7%	1%

Which educational level are you interested in for yourself/your child?	Undergraduate	Masters	Doctorate	Other/I don't know/Not applicable
	21%	51%	19%	10%

Nearly 40% of visitors are planning to study in the UK between 2016 and 2019 providing the opportunity for continued engagement with the British Council, Education UK and GREAT brands. Additionally, the UK now represents the preferred educational destination for 75% of event visitors/ this represents a marked increase in comparison to the Education UK Days held in March 2014 when this figure was 51%. This suggests that the British Council's ongoing efforts to differentiate Education UK Days from other exhibitions in the market have been successful.

1. This event met my expectations.

Totally agree	34%
Agree	54%
Undecided	9%
Disagree	2%
Totally disagree	0%

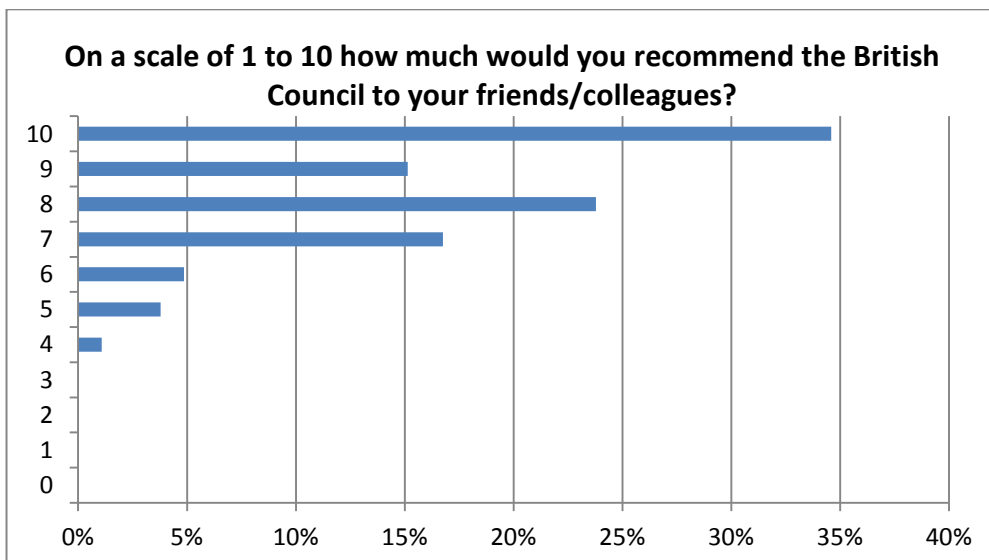
2. This was a high quality event.

Totally agree	39%
Agree	46%
Undecided	11%
Disagree	4%
Totally disagree	1%

3. Attending this event has given me new information/expectations.

Totally agree	42%
Agree	45%
Undecided	8%
Disagree	4%
Totally disagree	2%

4. On a scale of 1 to 10 how much would you recommend the British Council to your friends and colleagues?



10	35%
9	17%
8	22%
7	15%
6	6%
5	4%
4	1%
3	0%
2	0%
1	0%
0	0%

The results of this question show a 6% increase in the number of visitors intending to recommend the British Council suggesting that, overall, the event was more successful in the eyes of visitors than the previous Education UK Days, held in March 2014.

5. If 5 is the highest and 1 the lowest, how would you score the following?

	1	2	3	4	5
Quality of the event location	1%	2%	3%	22%	72%
Information provided before the event	1%	6%	17%	30%	47%
Advice and support from the British Council	0%	4%	12%	35%	49%
Quality of participating educational institutions	0%	1%	9%	34%	56%
Variety of education resources	1%	4%	13%	33%	49%
Seminars	1%	3%	16%	36%	44%

Responses to this question show a 7% increase in all 5 categories in comparison to the March 2014 Education UK Days.

6. On a scale of 1 to 10 rate how much the following has increased for you:

	0	1	2	3	4	5	6	7	8	9	10
Information about UK education resources and related information	1%	1%	2%	2%	5%	8%	13%	18%	22%	12%	18%
View of the UK as an attractive place for education	2%	1%	2%	2%	3%	9%	9%	11%	23%	15%	24%
Your desire/desire for your children to study in the UK	2%	2%	1%	3%	2%	6%	7%	11%	23%	17%	28%

While remaining strong, these results show a slight dip in the results for these questions based on the March 2014 events. This may suggest that a larger proportion of visitors came to the event with increased interest in and knowledge of education in the UK.

7. Which of the following statements best described your overseas educational preferences for you/your child before this event?

Cannot make a definite decision as looking at many different countries	41%
The place I'm thinking for education is not in the UK	8%
UK is the place I would most like to get an education from	47%
Other/I don't know/Not applicable	4%

The number of visitors that came to the event despite not having the UK as their preferred destination has increased from 4% suggesting that marketing for these events has reached a wider audience than March 2014.

8. How did you find out about this event?

Internet	17%	Poster/flyer	7%
Social media	11%	TV	0%
Friends/Relatives	15%	Newspaper	1%
British Council	14%	Teacher / university representative	5%
Email	17%	Caffè Nero / Kariyer.net	1%
Outdoor advertising	32%	Onedio / Spotify / Web adverts	2%
Embassy / Consulate	0%	Other	1%

The number of visitors who found out about the event via email has increased by 7% in comparison to the March 2014 Education UK Days.

9. Do you have any recommendations or improvements for similar events in the future?

A large number of attendees asked for the Education UK days to be repeated in the future both in this year's host cities as well as expanding to include in other cities around Turkey. Additionally, a number of respondents mentioned their desire for information such as the event programme to be distributed prior to the beginning of the event in order to allow them to plan their visit around particular seminars. Attendees also called for higher numbers of institutions to join future Education UK days, particularly visitors to the event in Ankara, as well as an increase in both the number of scholarship opportunities and amount of information about these opportunities. Several visitors to the event held at the Conrad Istanbul referred to the relative lack of public transport access compared to other Istanbul locations.

Taking the recommendations into consideration British Council Turkey will be looking at possibility of organising the Education UK Day in another city as well as Istanbul and Ankara. We understand the importance of making the programme available to the public in advance. We will make sure that the programme will be advertised through our channels 3-4 weeks in advance. While we recognised the demand we will only be able to accommodate maximum 50 UK Institutions due to venue space and cost constraints. We are aware that lack of public transport access is a concern and we will take this into account we look at future venues.

Appendix 3: Exhibitors' survey results

From a total of 32 responses

1. Please rate the following aspects of the event(s) you participated in.
Istanbul, 16th November (Undergraduate focus)

	1- Very poor	2	3	4	5	6	7	8	9	10 - Excellent	n/a
Quality of visitors	0.00% 0	9.38% 3	9.38% 3	3.13% 1	15.63% 5	6.25% 2	0.00% 0	9.38% 3	9.38% 3	6.25% 2	31.25% 10
Number of visitors	21.88% 7	12.50% 4	9.38% 3	6.25% 2	3.13% 1	6.25% 2	0.00% 0	6.25% 2	3.13% 1	0.00% 0	31.25% 10
Suitability of venue	0.00% 0	0.00% 0	0.00% 0	3.13% 1	6.25% 2	3.13% 1	6.25% 2	12.50% 4	9.38% 3	28.13% 9	31.25% 10
Standard of catering	0.00% 0	3.13% 1	0.00% 0	3.13% 1	9.38% 3	3.13% 1	9.38% 3	15.63% 5	0.00% 0	21.88% 7	34.38% 11
Promotion of event	6.25% 2	0.00% 0	6.25% 2	9.38% 3	9.38% 3	3.13% 1	15.63% 5	3.13% 1	3.13% 1	6.25% 2	37.50% 12
Duration of event	0.00% 0	0.00% 0	6.25% 2	3.13% 1	15.63% 5	9.38% 3	6.25% 2	9.38% 3	6.25% 2	12.50% 4	31.25% 10
Interpreters	0.00% 0	0.00% 0	0.00% 0	0.00% 0	6.25% 2	0.00% 0	3.13% 1	0.00% 0	0.00% 0	3.13% 1	87.50% 28

Low visitor numbers and the quality of those that did attend appear to be of particular concern to exhibitors. The results regarding the promotion and duration of the event, while scoring reasonably well, can be improved on in the future. Exhibitors were very happy with the event venue and catering provided.

Istanbul, 18th November

	1- Very poor	2	3	4	5	6	7	8	9	10 - Excellent	n/a
Quality of visitors	0.00% 0	0.00% 0	0.00% 0	3.13% 1	0.00% 0	21.88% 7	18.75% 6	25.00% 8	9.38% 3	18.75% 6	3.13% 1
Number of visitors	0.00% 0	0.00% 0	0.00% 0	0.00% 0	3.13% 1	21.88% 7	18.75% 6	37.50% 12	9.38% 3	6.25% 2	3.13% 1
Suitability of venue	0.00% 0	3.13% 1	0.00% 0	0.00% 0	3.13% 1	15.63% 5	12.50% 4	31.25% 10	6.25% 2	25.00% 8	3.13% 1
Standard of catering	3.13% 1	3.13% 1	3.13% 1	3.13% 1	3.13% 1	0.00% 0	6.25% 2	21.88% 7	3.13% 1	43.75% 14	9.38% 3
Promotion of event	0.00% 0	0.00% 0	0.00% 0	0.00% 0	3.13% 1	18.75% 6	21.88% 7	12.50% 4	15.63% 5	12.50% 4	15.63% 5
Duration of event	0.00% 0	0.00% 0	0.00% 0	0.00% 0	3.13% 1	6.25% 2	18.75% 6	21.88% 7	21.88% 7	25.00% 8	3.13% 1
Interpreters	0.00% 0	0.00% 0	0.00% 0	0.00% 0	3.13% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	12.50% 4	84.38% 27

The venue, catering, event duration and the quality of the interpreters was considered to be very high by the majority of exhibitors. However, despite achieving relatively high feedback scores, the results suggest that improvements could be made regarding the number of visitors and their quality as well as the promotion of the event.


Ankara, 20th November

	1- Very poor	2	3	4	5	6	7	8	9	10 - Excellent	n/a
Quality of visitors	0.00% 0	0.00% 0	0.00% 0	0.00% 0	3.13% 1	6.25% 2	21.88% 7	15.63% 5	9.38% 3	9.38% 3	34.38% 11
Number of visitors	0.00% 0	0.00% 0	0.00% 0	0.00% 0	3.13% 1	9.38% 3	15.63% 5	28.13% 9	3.13% 1	6.25% 2	34.38% 11
Suitability of venue	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	3.13% 1	3.13% 1	12.50% 4	15.63% 5	31.25% 10	34.38% 11
Standard of catering	3.13% 1	0.00% 0	3.13% 1	3.13% 1	0.00% 0	3.13% 1	15.63% 5	15.63% 5	0.00% 0	15.63% 5	40.63% 13
Promotion of event	0.00% 0	0.00% 0	0.00% 0	0.00% 0	3.13% 1	0.00% 0	18.75% 6	15.63% 5	12.50% 4	9.38% 3	40.63% 13
Duration of event	0.00% 0	0.00% 0	0.00% 0	3.13% 1	0.00% 0	3.13% 1	6.25% 2	21.88% 7	9.38% 3	21.88% 7	34.38% 11
Interpreters	0.00% 0	0.00% 0	0.00% 0	0.00% 0	3.13% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	6.25% 2	90.63% 29

Despite relatively high scores for visitor numbers, visitor quality and event promotion, it is clear that there is room for improvement in the future. The venue, catering and interpreters were all considered a success.

2. Please rate the following aspects of the British Council:

	1- Very poor	2	3	4	5	6	7	8	9	10 - Exce llent	n/a	Avg. Rating
Lead-in time for registration	0.00% 0	0.00% 0	0.00% 0	0.00% 0	6.25% 2	18.75% 6	12.50% 4	18.75% 6	12.50% 4	25.00% 8	6.25% 2	32
Communications	0.00% 0	0.00% 0	0.00% 0	0.00% 0	9.38% 3	15.63% 5	28.13% 9	15.63% 5	12.50% 4	18.75% 6	0.00% 0	32
Quality of handbook	0.00% 0	0.00% 0	0.00% 0	0.00% 0	3.13% 1	15.63% 5	15.63% 5	25.00% 8	15.63% 5	15.63% 5	9.38% 3	32
Pre-event Briefing	0.00% 0	0.00% 0	0.00% 0	6.25% 2	9.38% 3	3.13% 1	25.00% 8	9.38% 3	18.75% 6	12.50% 4	15.63% 5	32
Seminar programme	0.00% 0	3.13% 1	0.00% 0	0.00% 0	12.50% 4	6.25% 2	18.75% 6	15.63% 5	15.63% 5	3.13% 1	25.00% 8	32
Logistical support/arrangements	0.00% 0	0.00% 0	0.00% 0	6.25% 2	3.13% 1	9.38% 3	18.75% 6	18.75% 6	18.75% 6	15.63% 5	9.38% 3	32
Professionalism of the team	0.00% 0	0.00% 0	0.00% 0	0.00% 0	3.13% 1	9.38% 3	9.38% 3	18.75% 6	25.00% 8	34.38% 11	0.00% 0	32
Knowledge is GREAT reception	0.00% 0	0.00% 0	0.00% 0	3.13% 1	3.13% 1	9.38% 3	12.50% 4	18.75% 6	12.50% 4	21.88% 7	18.75% 6	32
Overall value for money	3.13% 1	0.00% 0	0.00% 0	0.00% 0	6.25% 2	15.63% 5	37.50% 12	18.75% 6	9.38% 3	9.38% 3	0.00% 0	32



Overall, the British Council performed highly in the eyes of exhibitors. There is definite room for improvement in the communications, quality of the handbook, seminar programme, logistical support and value for money for exhibitors.

3. Was the (calendar) timing of this event right for you?

Yes	96.88%
No	3.13%

4. How was the (day) timing of the event?

The start time was fine	87.5%
The event started too early	9.38%
The event started too late	3.13%

5. What was your main reason for coming to Turkey?

Recruitment	15.63%
Profile Raising	6.25%
Both	78.13%

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

School	21.88%
Pre-university/Foundation	43.75%
Post-16 A/AS level	15.63%
HND or equivalent	3.13%
Undergraduate	90.63%
Postgraduate	93.75%
PG Research	40.63%
Pre-sessional English / ELT	15.63%

7. Have you developed/built on existing relationships during your visit?

Yes – with agents	81.25%
Yes – with local institutions	59.38%
Yes – with government	12.5%
No	12.5%

8. What are the main learning points you have picked up for marketing your institution in the future in Turkey?

- Still lots of interest but finance is an issue. Need to work harder with scholarships and on converting applicants.
- My knowledge of the market is good, would like to know what can be done more in terms of conversion activities.

- The INARTS fair was more successful for us than the British Council events. It was very PG heavy. Will freight better next time for that. Interpreters are needed at all events.
- There are too many agents in Turkey. Marketing in magazines might not be the best way. Word of mouth is very powerful.
- Students wanted scholarships and financial support will really help, however, very few scholarship/bursaries schemes are in place.
- More face to face contact is important Targeting niche courses to the appropriate colleges that offer similar programmes rather than at exhibitions etc.
- Having a flyer in Turkish. Scholarships information.
- Scholarships are very important, however, there is little we can do to change this currently.
- To build up relationships with independent schools and to promote some subject specific courses at schools. To build relationship with YOK, and the governmental scholarship bodies.
- Turkish market is very competitive and fractured. British Council and agents are competing which drives up the cost of activity and lowers the quality of enquiries from any event.
- Students are v. sharp, very articulate and discerning. Not a huge amount of favouritism toward London as in other markets.
- Monet - levels of funding will drop in future.
- Too many students think they will be granted scholarships. We need to make it clear that they should be prepared to be self-funding.
- There was a lot of interest in summer school related activities for both prospective UG and PG students.

9. Have you been to any non-British Council organised events in Turkey previously?

Yes	65.63%
No	34.38%

10.If you have – who were the organisers?


QS	15%
A2	70%
IEFT	45%
Edufairs	10%
CIS Fair	5%

11.How does the British Council event compare to that event?

The British Council event was better	71.43%
The British Council event was worse	9.52%
I didn't prefer one or the other	19.05%

12.What recommendations have you got for the future of this particular event for British Council?

- 'I know we discussed the March events and you mentioned that you won't be doing fairs then and will only be doing a schools tour however I would very much be interested in attending another fair if you were to do one in March. The British Council Fairs seem to be the only neutral



event (i.e. not run by an agent) and I have also not heard very good feedback about the other fairs...I'm keen to have a strong presence in Turkey this year and would prefer to do this through the British Council. ...As everybody that I spoke to was very impressed with your fairs and would definitely consider doing another in March.'

- This was the first British Council event I was attending. I find that the quality of students were better than the other fairs and that the students were focused and well researched. However, as I explained previously, we need to wait and measure the conversion rate.
- Continue with the education fairs but consider the schools event and if this format works.
- Conversion activities.
- I would like British Council to organise more fairs to help student recruitment in the UK as students who visited British Council fairs seemed to be much more willing to consider UK as a study destination (comparing to other fairs). If more awareness can be made of the benefits of studying in the UK that will be helpful. Possibly targeting students from particular feeder institutions will be beneficial.
- See if there is more you can do to ensure the school's send their students rather than have it as optional. Perhaps holding the school one on a Saturday and the general exhibition for everyone on the Sunday as an idea.
- More school visits to be incorporated for Istanbul and Turkey with the main exhibition day.
- More time in schools and bespoke service for institutions with particular foci.
- We have plenty of agent relationships so don't necessarily feel like you have to pack all of the time as it is easy to build independent activities around the fairs.
- Despite attending other fairs it is good to have a British institution fair where other nationalities are not present as well. However - there appear to be a lot of fairs taking place at the same time - surely this competes and dilutes the market for each event. Maybe they could be spread more evenly throughout the year.
- Concentrate on one fair in one day so everyone knows to come to one place at the same time.
- Would be keen for more opportunities to network with potential partner institutions and key figures in the Education Sector. The Knowledge is GREAT session was particularly useful for this purpose and I think more of the sort of opportunities should be made available.
- I am looking to reduce spend on events as they do not provide value for money. British Council event was a prime example.

Taking all this into consideration we recognise that we will need to adjust the format of the event with students and college counsellors from prestigious schools. We will look into combining this event with the public event by including a two-hour closed session focusing on undergraduate market for these schools beforehand.

13. Have you attended events organised by the British Council in Turkey previously?

Yes	43.75%
No	56.25%

14. Would you consider coming back to the next British Council event in Turkey?

Yes	75.00%
No	3.13%
Undecided	21.88%

15. How likely are you to recommend the British Council to your peers and colleagues?

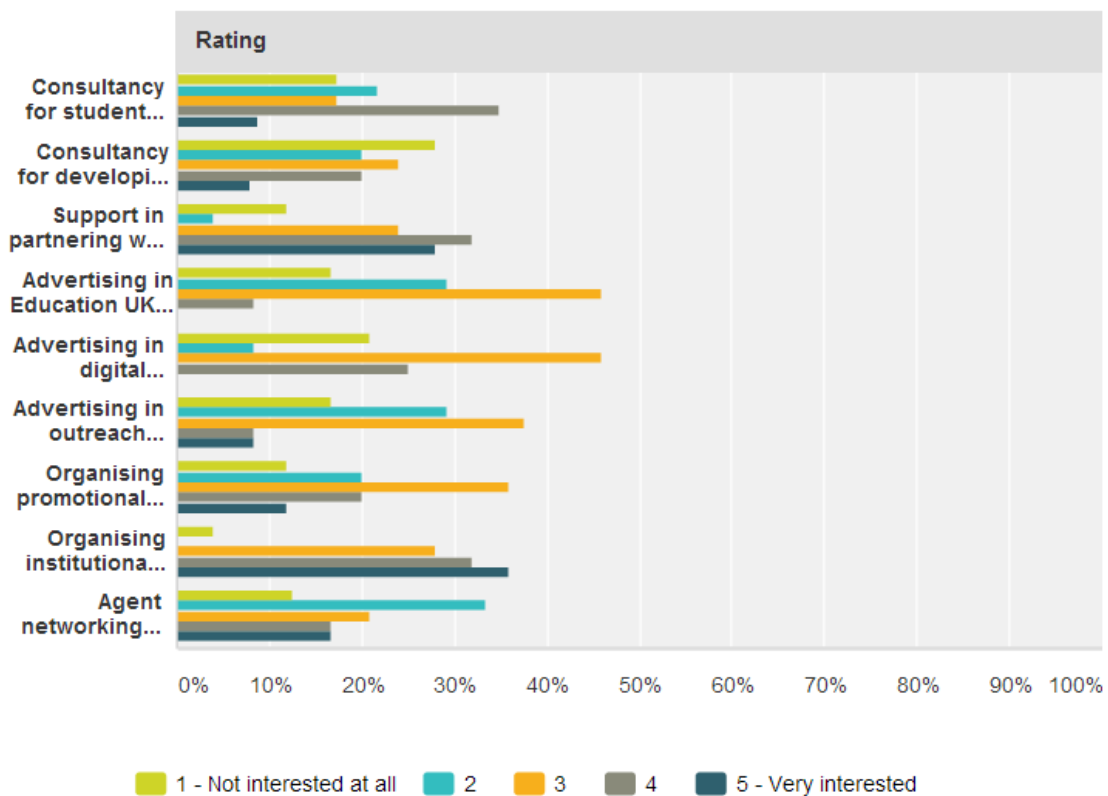
Very likely	28.13%
Likely	68.75%
Unlikely	0%
Very unlikely	3.13%

16. Overall summary

	Strongly Disagree	Disagree	Neither	Agree	Strongly agree
This event met my expectations	3.23%	3.23%	0%	77.42%	16.31%
Overall, this was a high quality event	3.13%	0%	6.25%	68.75%	21.88%

17. What other services would interest you for Turkey in future?

	1 – Not interested at all	2	3	4	5 – Very interested
Consultancy for student recruitment purposes	17.39% 4	21.74% 5	17.39% 4	34.78% 8	8.70% 2
Consultancy for developing partnership/TNE programmes	28.00% 7	20.00% 5	24.00% 6	20.00% 5	8.00% 2
Support in partnering with local institutions	12.00% 3	4.00% 1	24.00% 6	32.00% 8	28.00% 7
Advertising in Education UK – branded publications	16.67% 4	29.17% 7	45.83% 11	8.33% 2	0.00% 0
Advertising in digital marketing programmes	20.83% 5	8.33% 2	45.83% 11	25.00% 6	0.00% 0
Advertising in outreach marketing programmes for profile raising purpose	16.67% 4	29.17% 7	37.50% 9	8.33% 2	8.33% 2
Organising promotional public events	12.00% 3	20.00% 5	36.00% 9	20.00% 5	12.00% 3
Organising institutional promotional events at local schools & universities	4.00% 1	0.00% 0	28.00% 7	32.00% 8	36.00% 9
Agent networking activities	12.50% 3	33.33% 8	20.83% 5	16.67% 4	16.67% 4

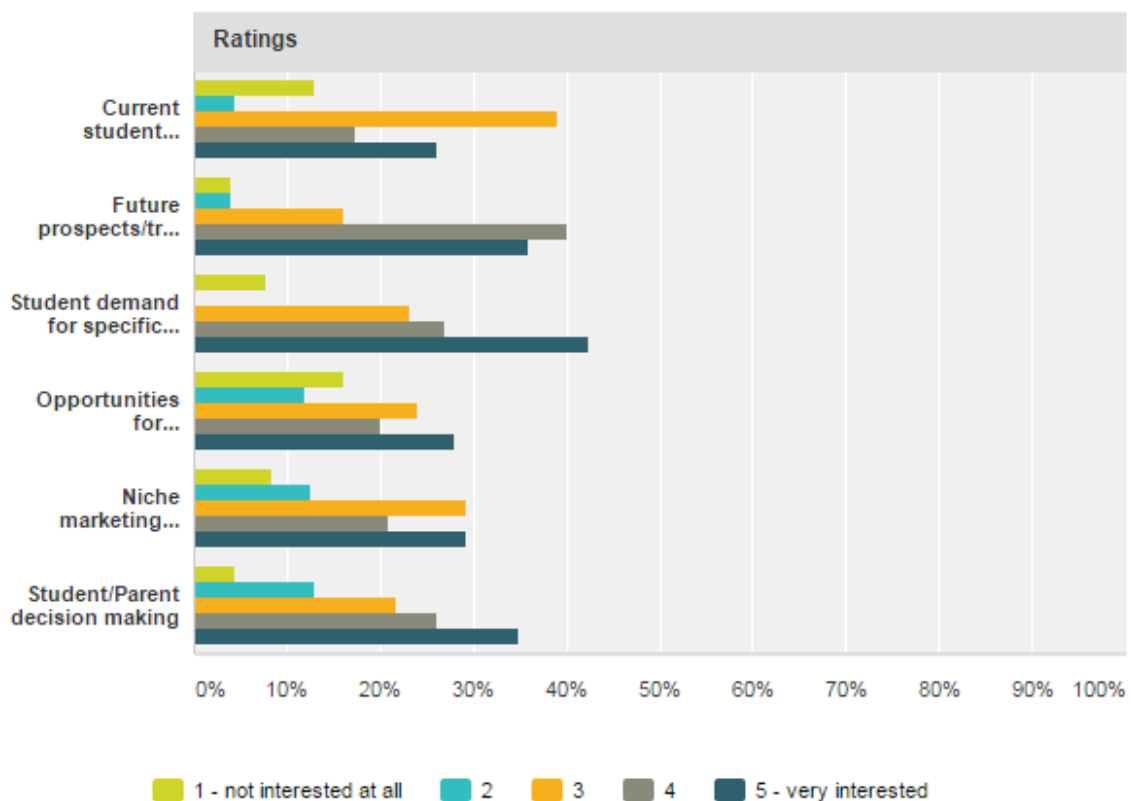


Comments:

- The problem with British Council activities and events is that they always cost too much. We would be interested in many of the activities suggested above, but not if they cost a fortune.
- We would like to work more closely with British Council in order to develop potential partnership (institutions/industries) in areas such as engineering and manufacturing. This can be linked to promoting WMG or the University of Warwick in general and help increase student interest in studying with us.
- The counsellor event should be more organised for all counsellors to meet every university which did not happen as - ideally like a speed dating event. This was very successful for one I attended previously.
- I would welcome a second set of fairs in March. Also guidance on quality of schools/Universities would be helpful.
- We are interested in raising profile of London Met and increasing our PG and UG recruitment.

18. Please indicate any market intelligence needs you have for this market?

	1 – Not interested at all	2	3	4	5 – Very interested
Current student mobility trends	13.04%	4.35%	39.13%	17.39%	26.09%
Future prospects / trends for student recruitment	4.17%	4.17%	16.67%	41.67%	33.33%
Student demand for specific subjects / types of study	8.00%	0.00%	24.00%	28.00%	40.00%
Opportunities for partnerships	16.67%	12.50%	25.00%	20.83%	25.00%
Niche marketing channels	8.33%	12.50%	29.17%	20.83%	29.17%
Student / Parent decision making	4.35%	13.04%	21.74%	26.09%	34.78%



Market intelligence at future Education UK Days should particularly focus on the subject demand, partnership opportunities, student/parent decision making and niche marketing channels due to the high level of interest shown.

Appendix 4: Advertising and promotion plan (media plan)

Paid Promotion

Type	Media/Marketing channel	Date/Duration	Details	Results
Outdoor	Istanbul Metrobus	8 Oct – 15 Oct (7 days)	100 boards with 2 different designs - Education UK and GREAT	
Outdoor	Outdoor TV	11 Oct – 18 Oct (7 days)	2 videos (Education UK and GREAT featured) showing for 12,000 seconds on a two sided outdoor TV panel at Palladium Ataşehir, Istanbul.	
Outdoor	Posters in and close to university campuses	7 Oct – 14 Oct (7 days)	50 panels at 19 universities in Istanbul and Ankara 2 different designs (Education UK and GREAT) were used.	
Outdoor	Bus-based advertising	20 Sept – 20 Oct (1 month)	2 faced banner advertisements on 4 buses running on 4 routes in Ankara	
Outdoor	Panora AVM – Posters placed inside Ankara's most popular shopping centre	7 Oct – 20 Oct (14 days)	15 panels in a shopping centre frequented by the target audience 2 different designs (Education UK and GREAT) were used.	Average of 36,000 unique visitors (Total: 504,000)
Online	Radikal Page Skin	14 Oct – 15 Oct (2 days)		4,477,997 impressions 11,596 clicks CTR = 0.26%
Online	Ekonomist Page skin	14 Oct -15 Oct (2 days)		7,321 impressions 28 clicks CTR = 0.38%
Online	Capital Page Skin	14 Oct – 15 Oct (2 days)		28,005 impressions 1,211 clicks CTR = 4.32%

Online	Assorted news websites (including Hürriyet, CNN Türk) Display banners	4 Oct – 19 Oct (2 weeks)		5,002,564 impressions 1,915 clicks CTR = 0.04%
Online	Zaytung Display banners	4 Oct – 19 Oct (2 weeks)		1,181,227 impressions 425 clicks CTR = 0.04%
Online	Assorted news and TV station websites (including Hürriyet TV and Kanal D)	20 Sept – 20 Oct (1 month)		600,299 impressions 52,757 clicks CTR = 8.79%
Online	Facebook – advertising in news feed Facebook – Promoted post Facebook – Online competition promoted post	27 Sept – 20 Oct Number of promotions between 23 Sept – 16 Oct 30 Sept and 14 Oct (2 days)	British Council Turkey Facebook page has over 94,000 likes	5,654,369 impressions Reach: 1.136.524 Clicks: 20,848 Unique clicks: 11,739 CTR: 0.37% Page likes: 1,101 Total ad clicks: 927 Actions: 527 post likes 47 post shares 6 comments 60 link clicks 111 photo clicks 56 page likes Post views: 57,184 21,152 organic 36,032 paid Total ad clicks: 1,489 Actions: 691 post likes 39 post shares 3 comments 325 link clicks 123 photo clicks 49 page likes Post views: 182,448 12,080 organic

				170,368 paid
Online	Spotify – 30 second audio spot and banner advert	23 Sept – 22 Oct (1 month)	Target audience was users aged between 18 and 27	271,750 unique users heard the advert an average of 36 times throughout the campaign timeframe. 1039 clicks 555 clickthrough 1039 page views CTR = 0.38%
Online	Onedio – Creation of an amusing promoted survey to increase audience engagement rates	6 Oct – 20 Oct (15 days)		72,244 page views 65,406 unique visitors 1400 shares through social media channels 4750 clicks CTR = 6.57%
Online	LinkedIn	25 Sept – 20 Oct (26 days)	Banner advertising and call-to-action text placed on LinkedIn	357,037 impressions 694 clicks 703 Clickthrough 1741 page views CTR = 0.2%
Direct Marketing	Posters and flyers – distributed to schools, universities and agents as well as 10 branches of Caffé Nero in İstanbul and Ankara (at the Esenboğa Airport).	-	2,000 English flyers and 200 English posters were distributed to 30 private schools. 14,000 flyers and 990 posters were delivered to 228 schools, universities and agents. 1,000 flyers distributed to IELTS Candidates within their exam result envelopes 10,000 flyers and 10 posters distributed to Caffé Nero shops at 10 different locations in İstanbul and Ankara.	



Outdoor (Universities) and Metrobus Posters



Outdoor TV



Bus-based advertising



Website Page Skin



Facebook Promoted Posts



Onedio Sponsored Content

Spotify Advertisement

onedio GÜNDEM VİDEOLAR GALERİLER KATEGORİLER ▾

Hangi Efsane İngiliz Karakterisin?

Onedio Özel > Test • 3 Ekim, 10:05'te eklendi, 6 Ekim, 08:12'de güncellendi

British Council
aracılığı ile sponsorlu içerik

1.4b Paylaşım Beğen Paylaş Twitter'da

1. Meşhurdur Britanya'nın yağmurları... Şu an yağmura yakalansan yanında hangisi olsun isterdin?



Şeker miyiz eriyeceğiz? Ayaklarım ıslanmasın yeter.

Aman yüzüm, gözüm ıslanmasın da.



Ben yağmur bitine kadar burada beklerim.

Yağmur değil de o ayaz var ya...



İsterse fırtına kopsun, şıklığım her şeyim.

Bir kapişonlu yeter bana.



Unpaid promotion

Type	Media/Marketing channel	Date/Duration	Details	Results
Online	Twitter	23 Sept – 20 Oct	2 hashtag campaigns based around the British Council Turkey Twitter account with over 9,700 followers.	1,200 sent 1,500 tweets (including retweets and replies). These tweets were seen 3,600 times by 2,000,000 people.
		10 Oct	RT campaign offered 10 people the chance to win 10 free coffees courtesy of Caffé Nero partnership.	RT campaign: 1 tweet 832 retweets 43 favourites 35 replies 743 new followers
Online	Facebook	30 Sept – 20 Oct	Organic posts introducing and promoting the event	
Online	Swarm	16 Oct, 18 Oct, 20 Oct	The first 100 attendees to check in using Swarm while at the event received a free coffee coupon from Caffé Nero.	57 check ins over the 3 days of the event.
Online	Education UK website	24 Jul	Banner ads and a British Council microsite specifically designed for the event.	Microsite received Number of dynamic visitors: 59,288 Number of visits: 70,365 Total number of pages viewed: 140,370 Total view time: 5,198,94 seconds
	British Council website	18 Aug		
	British Council microsite	21 Sept		
	British Council blog	2 Oct		

Direct Marketing	E-mailshots to mailing list subscribers	15 Sept, 27 Sept, 2 Oct, 11 Oct, 15 Oct, 17 Oct	Emails were sent to people included in the British Council database. This includes more than 100,000 people – including students, parents, academics, ELT teachers, universities, agents, college counsellors and IELTS candidates.
Press	Press release circulated	10 October and 19 October	Press releases were circulated both prior to and following the event.
Kariyer.net	Web banners on Kariyer.net job portal, kariyerim.net, kariyer kampüste Emailing Posts on Facebook and Twitter Kariyer.net IK blog	10 – 19 October 13 October 13 October 10 October	Kariyer.net promoted the event through their websites, emailing, social media and blog

Twitter – Main Campaign

British Council @trBritish · Oct 7
#ingilteredeegitim günleri ödüllü yarışmamız 2 kişiye iPad Mini kazandırmıyor.
goo.gl/p269l

British Council @trBritish · Oct 6
İngiltere okullarından mezunlar ile sohbet imkanı #ingilteredeegitim günlerinde
goo.gl/ciYpx

British Council @trBritish · Oct 6
#ingilteredeegitim günleri 18 Ekim İstanbul ve 20 Ekim Ankara'da gerçekleşecek. Kayıt için: goo.gl/ciYpx



British Council @trBritish · Oct 3
İngiltere'de MBA programına katılmayı düşünüyorsanız, sizi öncelikle #ingilteredeegitim günlerine bekleriz goo.gl/ciYpx

British Council @trBritish · Oct 2
#ingilteredeegitim günlerine kayıt olan 5 kişi, ücretli tarafımızdan karşılanacak olan IELTS sınavı hakkı kazanıyor. goo.gl/ciYpx

British Council @trBritish · Oct 2
İngiltere'de lisansüstü eğitimi hakkında tüm merak ettiklerinizi #ingilteredeegitim günlerinde goo.gl/ciYpx

Twitter – Retweet Campaign

British Council @trBritish

18 - 20 Ekim'de #ingilteredeegitim günlerine bekleriz. Saat 18.00'a kadar RT yapan 20 kişi Caffe Nero'dan 10'ar adet kahve kuponu kazanıyor

RETWEETS 832 FAVORITES 43

1:00 PM - 10 Oct 2014

Reply to @trBritish

Hilal Ödük @hilaloduk · Oct 10
@trBritish #ingilteredeegitim harika. 18 Ekim'de orada olacağım zaten.

bektas_12 @bektas_12 · Oct 10
@trBritish harika 🍷

esrab @winnie_ist · Oct 10
@trBritish süper hediye kahve tutkunları için:)

Kariyer.net Promotion



İNGİLTERE'DE EĞİTİM GÜNLERİ
18 Ekim, İstanbul - 20 Ekim, Ankara



Anasayfa

İş Ara

Kariyerim

E-Eğitimler

Kariyer Rehberi

Sektörel

Yardım

İŞVEREN GİRİŞİ

Üye Girişi

Bu bölüme girmek için kayıtlı üyemiz olmanız gerekiyor

Kullanıcı Adı

Şifre

Beni hatırla

Şifremi Unuttum

Giriş

Facebook ile Giriş

Hemen Üye Ol

Türkiye'nin en çok iş fırsatı buradadır!
Binlerce iş fırsatından uygun olanı seç, anında başvur.

► Neden Kariyer.net

HEMEN ÜYE OL

Başvurmak için tıklayın.

www.akbank.com

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www.kariyer.net/kariyer-rehberi/ingiltere-egitim-gunleri-ekimde-gerceklestiriliyor/

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Ana sayfa | Raporlar | Makaleler | Sıra Dışı Kariyer | Güncel Haberler

15 Yıl Önce Neyle Neydi? | Small Mesajın Nesi? | #HayatMevsimi

İngiltere Eğitim Günleri Ekim'de gerçekleştiriliyor

18 Ekim 2014 - Editör

İngiltere'de Eğitim Günleri, her yıl dünya çapında yaklaşık 450 bin uluslararası öğrencinin yüksek öğrenimleri için tercih ettiği Birleşik Krallık'ta eğitim hakkında bilgi almak isteyen öğrenciler ve ailelerine yönelik en geniş kapsamlı platform olma özelliğini taşıyor.

İngiltere, Galler, İskoçya ve Kuzey İrlanda'dan yükseköğretim kurumları Birleşik Krallık'taki eğitim fırsatlarını tanıtmak üzere Türkiye'ye geliyor. British Council tarafından düzenlenen İngiltere'de Eğitim Günleri kapsamında 46 yükseköğretim kurumu, 18 Ekim Cumartesi 11.00-17.00 saatleri arası Conrad İstanbul Hotel'de, 20 Fikem Plaza'da

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İNGİLTERE'DE EĞİTİM GÜNLERİ
18 Ekim, İstanbul
20 Ekim, Ankara

Burs, iPad mini, İngiltere uçak bileti, IELTS ve süpriz hediyeler kazanma şansı

British Council İngiltere'de Eğitim Günleri

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SİTE İÇİNDE ARA

İngiltere, İskoçya, Galler ve Kuzey İrlanda'dan 40'm üzerinde dünyaca ünlü yüksek öğrenim kurumu sizlerle tanışmayı bekliyor!

Ayrıca etkinliğe kayıt yaptıranlar burs, IELTS sınav hakkı, iPad Mini, İngiltere uçak bileti ve süpriz hediyelerden birini kazanma şansı yakalıyor. Kayıt ve detaylı bilgi için: <http://bit.ly/Zg2fUh>



British Council ile "İngiltere'de Eğitim Günleri" başlıyor!
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Daha fazla fotoğraf ve video görüntüle