



SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING

Education UK Exhibition Pakistan 2014

Post-event report

14 and 16 October 2014

Islamabad and Lahore



Table of Contents

1.	Key Statistics.....	3
2.	Package Costs.....	4
3.	Marketing Plan.....	5
4.	Visitors' Feedback	6
	a. Islamabad.....	6
	b. Lahore.....	10
5.	UK Delegate feedback.....	13
	a. Islamabad.....	14
	b. Lahore.....	15
	c. Feedback shared by delegates	17
6.	Concluding remarks.....	18
7.	Appendix A: Local institutes attending.....	20
8.	Appendix B: Participating UK institutes	22
9.	Appendix C: Media Plan.....	23

1. Key statistics of the exhibition tour

Islamabad, 14 October 2014	
Venue	Serena Hotel, Islamabad
Opening and closing times	10:00 a.m. to 6:00 p.m.
Number of visitors	378
Number of local institutes attending (Appendix A)	39
Number of UK institutes participating in the tour (Appendix B)	22
Networking receptions	2
School and university visits	2

Lahore, 16 October 2014	
Venue	Pearl Continental, Lahore
Opening and closing time	10:00 a.m. to 6:00 p.m.
Number of visitors	625
Number of local institutes attending (See Appendix A)	32
Number of UK institutes participating in the tour (Appendix B)	22
Networking receptions	2
School and university visits	2



2. Package costs

Participating institutions were given the following exhibition tour options.

	Destinations	Cost
Option 1	3 day exhibition and tour - Islamabad only	GBP 1870
Option 2	3 day exhibition and tour - Lahore only	GBP 1820
Option 3	7 day exhibition and tour- Islamabad and Lahore	GBP 3400

Along with a full day exhibition in each city, these offers included networking receptions and dinners, visits to top ranked O and A Level schools and universities and travel within Pakistan. The delegates were accompanied by British Council teams to ensure comfort, safety and convenience.



3. Marketing plan for the exhibition

The promotional campaign for the exhibition included multiple marketing platforms:

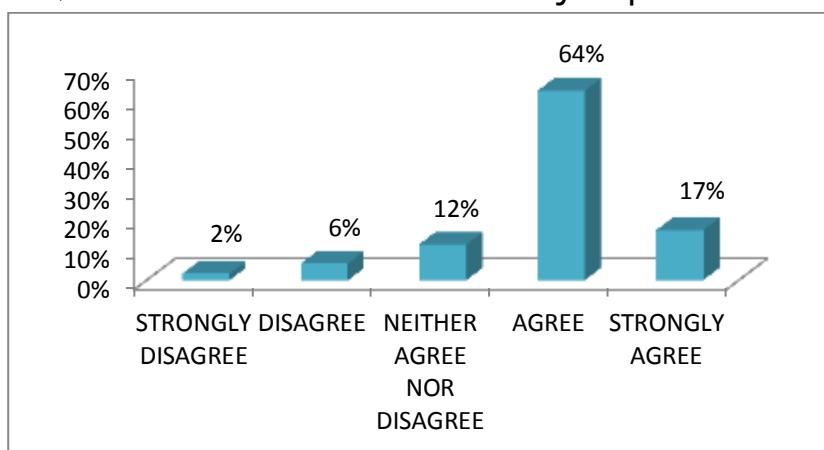
- print advertisements in leading English and Urdu daily newspapers
- radio campaign
- online media campaign
- twitter feeds
- poster circulation at educational institutes
- invitations and announcements across the British Council network of partners

4. Visitors' feedback on Islamabad and Lahore exhibitions

a. Islamabad

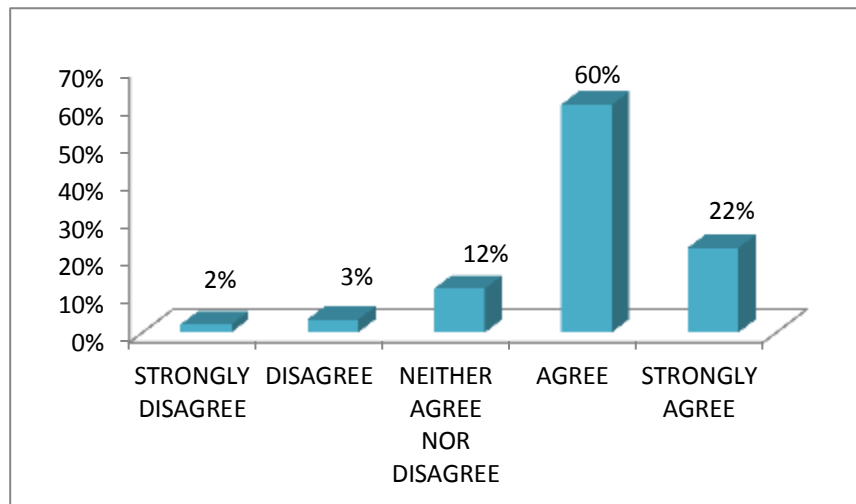
The Islamabad exhibition was held on 14 October 2014 and received an encouraging response despite the day long rain and nearby road blocks. All those attending the exhibition were provided with feedback forms. In Islamabad we had a 61% feedback on average.

Question 1: This event met my expectations



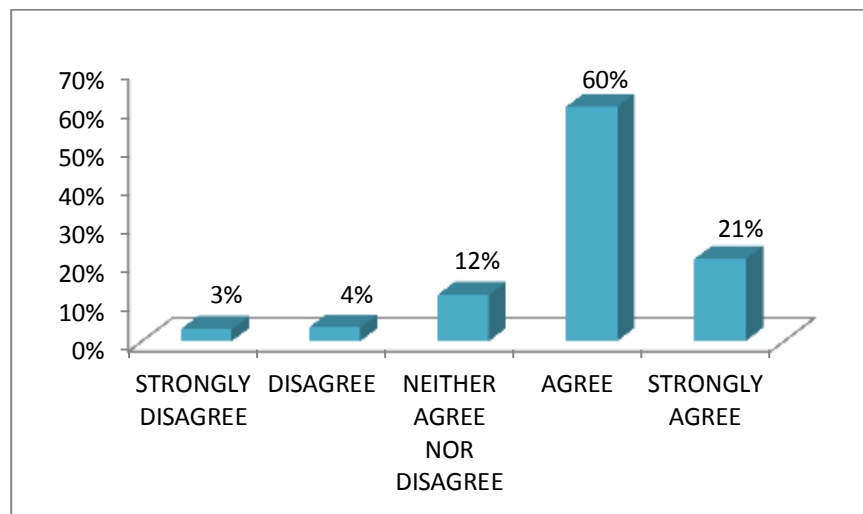
Data collected indicates that 81% of the visitors found the exhibition to be informative, beneficial and helpful towards their academic decisions.

Question 2: This was a high quality event



An encouraging 82% of the visitors felt that this was a 'high quality' event. UK alumni were present to talk to the visiting student applicants about student life in the UK and share their experiences of studying in the UK. This allowed visiting students a glimpse into student life in the UK and also generated a positive promotion of the UK as a destination of choice for higher education.

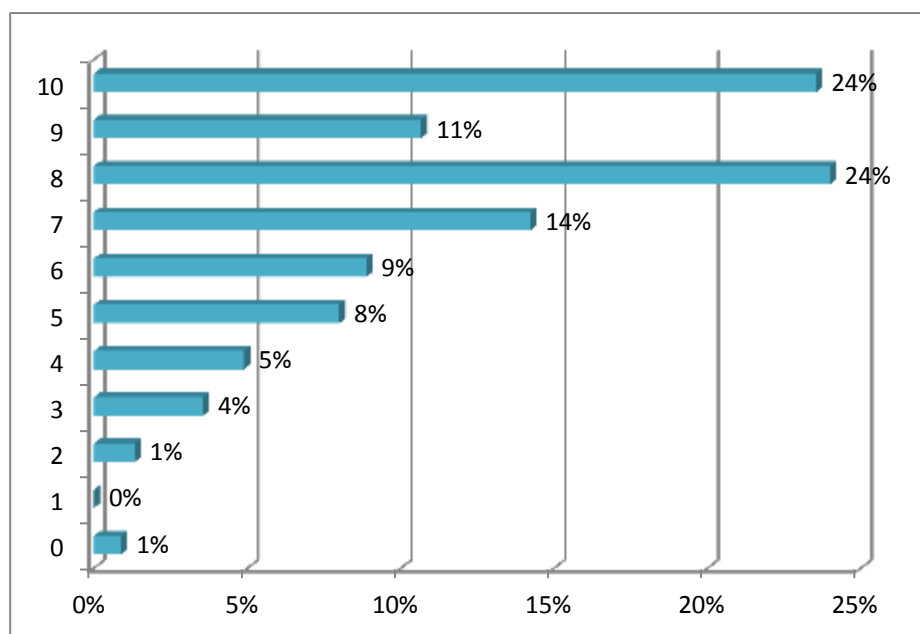
Question 3: I have acquired new knowledge and/or skills from taking part in this event



81% of the visitors and attendees felt the exhibition provided beneficial interaction and opportunities to discuss the wide array of options in courses and qualifications at different UK institutions.

Question 4:

How likely are you to recommend the British Council to a friend or colleague? *Circle one number where: 0 = Very unlikely to recommend; 10 = Very likely to recommend*



Visiting students, parents, career advisors and influencers welcomed the British Council exhibition after seven years and were eager to attend future event as well.

Visitors' speak:

The Education UK Exhibition proved to be a welcome addition to British Council events in Pakistan. Some feedback from visitors is shared below.

- “It was interesting and fabulous. I really want to come next time.”
- “You guys are great, outstanding event.”
- “Bring these kinds of sessions to colleges and universities. So more people have access to such information.”
- “Really ...happy to join this exhibition. Very informative.”

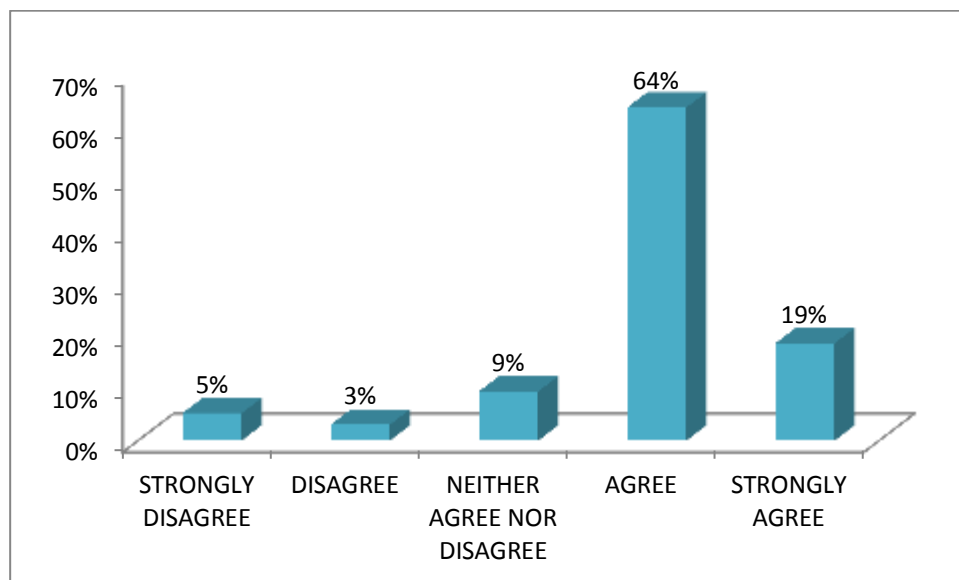
Visitors felt that there should be increased provision of scholarships and information regarding the same.

b. Lahore

The Lahore exhibition was held on 16 October 2014. Lahore is one of the biggest cities and industrial hubs surrounded by the prominent cities of Punjab. Consequently, the event saw almost double the traffic than Islamabad. The profile of the students attending the exhibition indicated the practices and education trends at local schools and universities. It highlighted the increased focus on career counselling and preparation for higher education.

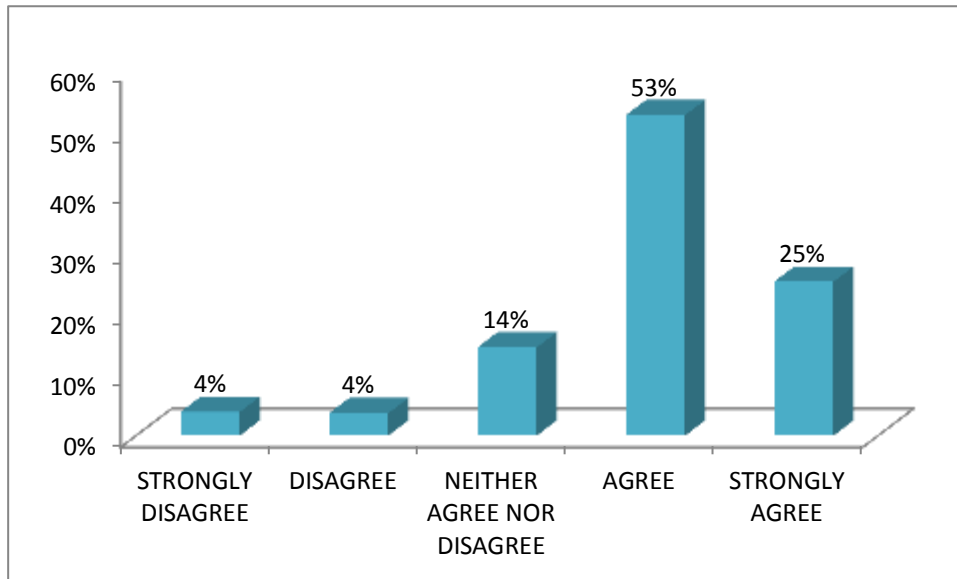
We received a feedback of approximately 71% out of all those attending:

Question 1: This event met my expectations



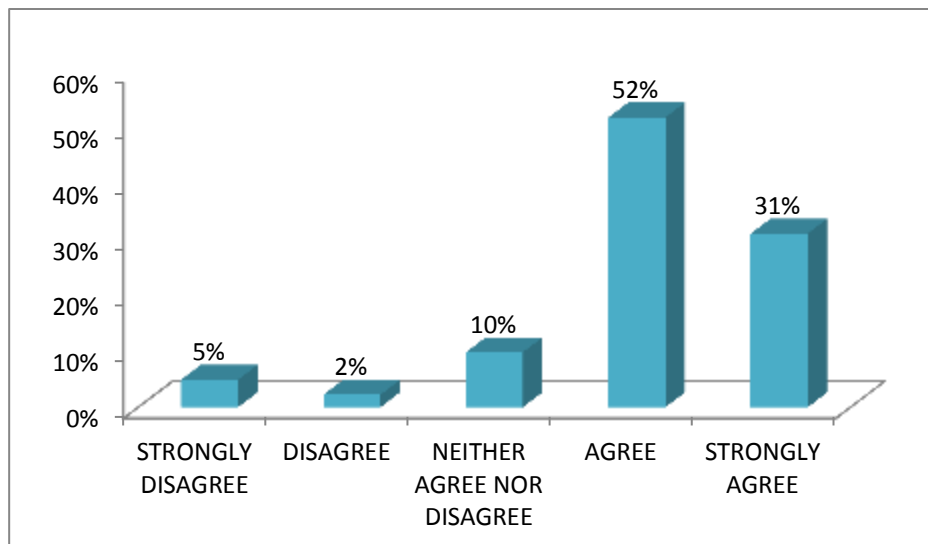
83% of the visitors at Lahore felt the exhibition met their expectations.

Question 2: This was a high quality event



The attendees included groups of students visiting from educational institutes, heads of schools, career advisors and agents among professionals from different fields. 78% of the visitors felt that this was a high quality exhibition and appreciated the exchange of valuable information and guidance received.

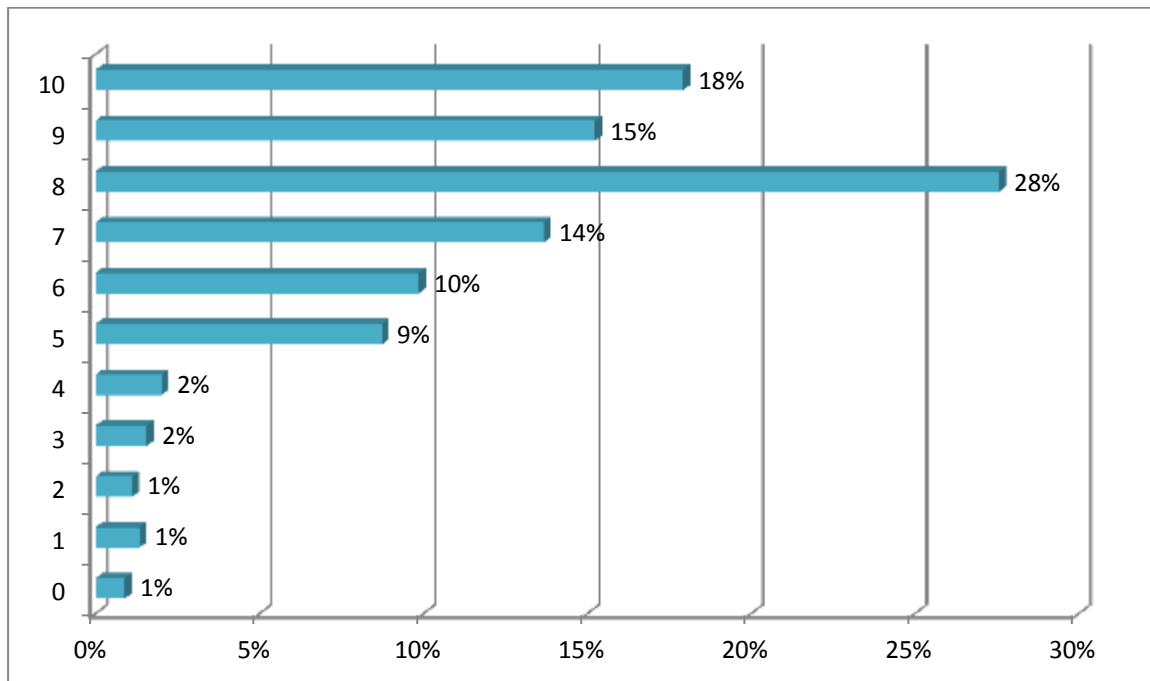
Question 3: I have acquired new knowledge and/or skills from taking part in this event



83% of the visiting participants felt the event enabled them to better evaluate their options for higher education in the UK.

Question 4:

How likely are you to recommend the British Council to a friend or colleague? *Circle one number where: 0 = Very unlikely to recommend; 10 = Very likely to recommend*



The footfall at the Lahore exhibition was almost double to that in Islamabad with 625 visitors. The exhibition attracted students, heads of schools, parents, career advisors and agents and counsellors among others. The graph above reflects that more than 85% of the attendees at the exhibition were happy with their experience.



Feedback from the Lahore exhibition

Students requested more frequent exhibitions and wanted to see diversity in the subjects highlighted. Attendees requested opportunities to meet with more universities next time. Visitors speak:

“This is a big opportunity for us.”

- “Very efficiently run! Helpful resource!”
- “You should arrange such kind of events more than once a year.”
- “It was excellent!”
- “More universities should be invited.”

5. Feedback from participating UK institution representatives

All participating institutions were requested to fill out a feedback form rating the activities in the exhibition tour on a rating scale of 1 to 5 (1 being least useful and 5 being most useful).



Islamabad

School and university visits at Islamabad

1. Visit to Beaconhouse School System.

The visit to Beaconhouse School System (BSS) was the most popular of all institute visits. BSS is one of the largest chain of schools in Pakistan, 78% of the universities rated the visit as 4 or 5.

2. Bahria University

The visit to Bahria University in Islamabad was arranged to provide the delegates with an opportunity to visit one of the leading universities in Pakistan and meet with post-graduate students and faculty. Most of the delegates rated this visit between 3 and 5. They requested more time for such events.

Networking dinners in Islamabad

1. Networking reception hosted by British Council Deputy Director

The networking reception hosted by the Deputy Director British Council provided the delegates with an evening to network with officials from the British Council, UKVI and DFID. Approximately 87% of the universities rated the event between 3 and 4.

2. Dinner reception hosted by the Higher Education Commission (HEC) and Vice Chancellors

- The Higher Education Commission hosted the delegates for a dinner reception attended by Vice Chancellors of leading universities.
- The event provided a good platform for the delegates to meet with University Vice Chancellors to discuss avenues of linkages.



Lahore

School and university visits – Lahore

1. **University of Central Punjab (UCP), Punjab Group of Colleges**

- This was an evening session with the Vice Chancellor, the university faculty, students and British Council representatives.
- UCP opened the session with a message from the Vice Chancellor, showcased their campus facilities and student achievements followed by dinner and a tour of the campus

2. **Lahore Grammar School (LGS)**

- LGS is one of the top schools in Pakistan with many students opting to study in foreign institutes. The visit facilitated networking between the delegates, students, school faculty and the counsellors.
- The event was very well received with 90% of the delegates rating the event between 3 and 5

3. **Lahore College for Women University (LCW)**

- There was a campus tour, followed by interaction with the Vice Chancellor, the faculty and representatives of the International Resource Centre
- The visiting delegates had an opportunity to introduce themselves and take questions from the attending students



Networking events at Lahore

1. Reception dinner hosted by the Minister of Education for Punjab at Government College University

- The dinner provided an opportunity for the delegates to network with the Vice Chancellor, faculty, students and officials from the Ministry of Education, Punjab
- Networking was followed by music performances and dinner. The event was well received by the visiting delegates with most of them (78%) rating it between 4 and 5

2. Dinner reception hosted by the Higher Education Commission (HEC) and Vice Chancellors

- The Higher Education Commission hosted the delegates for a dinner reception attended by Vice Chancellors of leading universities.
- The event provided a good platform for the delegates to meet with University Vice Chancellors to discuss avenues of linkages.

Exhibitions

Education UK Exhibition Islamabad

- Overall, the Exhibition in Islamabad was very well received by all stakeholders
- Approximately 40% of the total audience of the Education UK Exhibition tour was in Islamabad.
- 89% of the participating institutes rated the Exhibition between 3 and 5.



Education UK Exhibition Lahore

- As was anticipated, Lahore had a bigger audience in attendance
- Approximately 60% of the total audience was received at Lahore compared to Islamabad
- As shown above ratings varied between 3 - 5

Feedback shared by participating UK institutions

The networking visits were informative and helped the UK university representatives to better understand market dynamics. However, several delegates felt that the schedule was hectic and requested more free time in the next exhibitions with possibly scaled down networking events.

In addition to the university and school visits, a cultural tour had also been arranged by the British Council in Lahore; this involved a tour of Lahore Fort, the Badshahi Mosque and lunch at a local restaurant with Pakistani cuisine.

Given below is some feedback from participating institutions.

University of Manchester: *“The mission was excellent and I am tremendously impressed by the dedication, incredible hard work, enthusiasm and good humour and patience shown by all of the British Council staff involved... One of the best SIEM teams I have met.”*

University of Portsmouth: *“I found it particularly useful to meet with counsellors and collected many contacts...I have felt extremely safe throughout the week. The British Council staff has been extremely excellent at taking care of us throughout the week.”*

De Montfort University: *“The event was extremely well organised and I really appreciate all the efforts made to ensure that we were made to feel safe and welcome in Pakistan.”*

The Manchester College: “Sorry I missed the Islamabad part. If it was as good as Lahore, I really missed out! Fantastic job!”

Concluding remarks

The SIEM Pakistan team is excited about reviving and hosting the British Council Education UK Exhibition in Pakistan after a long gap of seven years. The event received strong positive interest from UK institutions and also from prospective students and student influencers in Pakistan.

It was a much welcome promotional activity in the face of increased presence and awareness from competitor international destinations that have opened up and are being marketed aggressively in Pakistan. The opportunity to showcase the best of UK institutions and to provide a platform for direct interaction between students, parents and representatives from UK institutions is something that we will continue to facilitate in Pakistan.





Appendix A

Local Institutes attending	
Lahore	Islamabad
National College of Arts	Roots Wellington
Punjab University	Muzaffarabad University
Lahore Grammar School	Roots College Ivy
Beaconhouse School System AITC	FAST
Beaconhouse School System CSBC	Quaid-e-Azam University
Lahore University of Management Sciences	The Agha Khan Education Service
TNS Beaconhouse	Arid Agricultural University
La Salle High School	Bahria University
Lahore College for Women University	Agha Khan University
FC College	Islamic University
Chenab College Jhang	Agha Khan Higher Secondary School Chitral
COMSATS	Lahore University of Management
SICAS	HITEC University
Choueifat	Lahore Grammar School
The Education Explorer	University of Swat
Lahore College for Arts and Sciences	Pakistan Institute of Development Economics (PIDE)
GACS	Global System of Integrated Studies (GSIS)
National University for Modern Languages	Beaconhouse School System
NUST	Ace International Academy
FAST	University of Peshawar
BAHRIA UNIVERSITY	Indus group of College
Aitchison College	Sudais Overseas
School for Contemporary and Islamic learning	National College for Arts
Lahore American School	Punjab University
Lahore College	National University for Modern Languages

University College of Punjab	SZABIST
SKANS	Supernova School
City School	COMSATS
GC University	Roots Millennium
Hailey College of Commerce	The City School
University of Engineering and Technology	Rawalpindi Cadet College
University of Education	Fatima Jinnah Women's University
Thanet Hall School	
Kinnaird College	
Lahore School of Economics	
University of Sargodha	
College of Home Economics	
Sadiq Public School	
Quaid-e-Azam college	



Appendix B

The following UK institutions participated:
--

- | |
|---------------------------------|
| 1. University of Manchester |
| 2. University of Edinburgh |
| 3. University of Glasgow |
| 4. University of Salford |
| 5. Sheffield Hallam University |
| 6. SOAS |
| 7. University of York |
| 8. University of Portsmouth |
| 9. Middlesex University |
| 10. University of Law |
| 11. University of Northampton |
| 12. The Manchester College |
| 13. University of Kent |
| 14. University of Sheffield |
| 15. De Montfort University |
| 16. University of Surrey |
| 17. University of Buckingham |
| 18. University of Hertfordshire |
| 19. University of Bradford |
| 20. Coventry University |
| 21. Teesside University |
| 22. University of Nottingham |

British Council Stalls:

- | |
|---|
| 23. BAAP (British Alumni Association of Pakistan) |
| 24. I.E.L.T.S |
| |

Appendix C

Newspapers – print advertisements were released in English and Urdu dailies.

Lahore	The Nation (English)
	Nawa-i-Waqt (Urdu)
Islamabad	Dawn Newspaper (English)
	Ausaf (Urdu)

Radio Campaigns:

Islamabad	FM 89
	FM 106.2
	FM 91
	Power FM 99
	FM 94.6
	Samaa FM 107.4
Lahore	FM 89
	FM 106.2
	FM 91
	FM 103
	FM 94.6
	Samaa FM 107.4
	FM 89

Online media promotion on websites with the highest traffic in Pakistan

Facebook

Tribune.com

Rozee.pk

Pakwheels

