



## The track to success

Education UK Mini Exhibition Ghana

10th – 13th February 2015

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## 1. Event fact file

### Ghana (Accra & Kumasi)

|   |  |
|---|--|
| <b>Venue</b>                              | Golden Tulip Hotel, Kumasi, 10th Feb 2015<br>British Council, Accra – 13th Feb 2015  |
| <b>Opening hours</b>                      | 0900 – 1700  |
| <b>Opened by</b>                          | Caron Rohsler, Deputy High Commissioner to Ghana   |
| <b>Stand costs</b>                        | Kumasi - £1,605 (Plus VAT)<br>Accra - £1,715 (Plus VAT)  |
| <b>Unique feature to give added value</b> | Speed dating on 11 <sup>th</sup> February 2015 with Lecturers in Kumasi<br>International Schools Tour and Corporate Tour on 12 <sup>th</sup> February 2015   |
| <b>Seminars</b>                           | Ghana Market Briefing - <b>Rhoda Enchil, Project Manager</b>   |
|   | <p><b>Tuesday 10 February 2015</b></p> <ol style="list-style-type: none"> <li>1. Engineering and Technology – <b>Emma Tarrant Tayou, The University of Nottingham</b></li> <li>2. Tullow Scholarships – <b>Elizabeth Yemofio, British Council</b></li> </ol>   |
|   | <p><b>Friday 13 February 2015</b></p> <ol style="list-style-type: none"> <li>1. Visa Presentation – <b>Robert Scott, British High Commission</b></li> <li>2. Tullow Scholarships – <b>Sandra Barimah, British Council Ghana</b></li> <li>3. Introduction to Business Studies in the UK – <b>Bertha Banda, University of Stirling</b></li> <li>4. Careers in Global Sports Industry – <b>Myles Ball, UCFB Wembley</b></li> <li>5. TGSS briefing session – <b>Diana Sey, Regional Programme Manager, TGSS</b></li> </ol> |

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## 2. Key statistics

| Attendance                        | Kumasi     |            | Accra    |            |
|-----------------------------------|------------|------------|----------|------------|
|                                   | Oct 2014   | Feb 2015   | Oct 2014 | Feb 2015   |
| Tues 1                            | 583        | 249        |          | -          |
| Wed 2                             | -          | -          | 365      | -          |
| Thurs 3                           | -          | -          | 405      | -          |
| Fri 4                             | -          | -          | 277      | 725        |
| <b>Total number of visitors</b>   | <b>583</b> | <b>249</b> | 682      | <b>725</b> |
| <b>Total number of exhibitors</b> | 19         | 7          | 33       | 19         |

| Visitors' primary market objectives | Kumasi   |          | Accra    |          |
|-------------------------------------|----------|----------|----------|----------|
|                                     | Oct 2014 | Feb 2015 | Oct 2014 | Feb 2015 |
| Undergraduate                       | 79%      | 39%      | 82%      | 30%      |
| Postgraduate                        | 21%      | 45%      | 18%      | 61%      |
| Demographics of visitors            | Kumasi   |          | Accra    |          |
|                                     | Oct 2014 | Feb 2015 | Oct 2014 | Feb 2015 |
| Male                                | 68%      | 71%      | 60%      | 64%      |
| Female                              | 32%      | 27%      | 40%      | 36%      |

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

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### 3. Impact of marketing plan

The theme for this year's publicity campaign was 'The Track to Success'. This theme sought to position the exhibition as an inspirational springboard to a great educational and career opportunity in the UK.

The communication media used for the publicity campaign included live interview on TV, radio LPMs and bloggers, newspaper ads, banners, stickers, posters, SMS, flyers and target engagement activations in tertiary institutions and shopping malls. Summary of the media plan is available in **Appendix 4**.

Hand-outs of the course matrix were made available at the front of the exhibition hall. The British Council stand also handed out scholarship information to visitors.

British Council had pre-activations at two major shopping malls in Accra to engage with prospective students and visitors. Some selected tertiary institutions in Accra and Kumasi were also engaged to increase student's participation to the fair. The pre-activations informed them about Education in the UK and the benefits of undertaking a UK education. As part of this activation exercise, the team gathered data for the SMS blast – to send reminders for the Exhibition. Social media wasn't left out as there were daily posts (profiling a participating institution). As a result visitors who turned up were better informed and their enquiries were more focused. The team promoted the Exhibition on the Global Education UK page – within a period of seven days, over 200 people were engaged (via this platform) on the Exhibition.

Online bloggers were also engaged by way of competition. The bloggers posted about their experience or interest in UK education on their blogs. This was targeted at getting massive online coverage for the exhibition and to inform viewers about education in UK.

An Eventbrite platform for registration of participants to the EUK Exhibition was created. Per the reports a total number of **376** participants registered for the Kumasi exhibition whereas **969** participants registered for the Accra exhibition. By means of this new platform, it made it fairly easy for the team to record the number of visitors who attended the fairs as a result.

As part of the exhibition, an international schools and corporate tour was organised recording over **300** students participating in the international schools tour and over **60** employees in the corporate tour.

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## 4. Conclusions and follow up

### 4.1 Key recommendations for institutions

- Exhibitors should endeavour to read the exhibition handbook that is sent to them.
- Exhibitors should send in their requested exhibition forms in good time.

### 4.2 Key recommendations for the British Council

- The exhibitor's handbook should contain 90% of the exhibition programmes if not the complete programme.
- Exhibitions should extend beyond other cities like Tamale, Cape Coast and Takoradi. There will be road tours organized to visit these cities.
- Delegates should be allowed to visit more International Schools rather than the cooperate institutions that would not allow their staff to leave their work for a year for postgraduate studies.
- Delegates should be allowed to choose between visiting international schools or corporate institutions. This will be looked at closely in our future exhibitions. Delegates will be given an option to choose which institution and international school they will be interested in visiting.

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## Appendix 1: List of participating institutions

|    | Institution                          | Kumasi | Accra |
|----|--------------------------------------|--------|-------|
| 1  | The Manchester College               |        | X     |
| 2  | The University of Nottingham         | X      | X     |
| 3  | University of Kent                   |        | X     |
| 4  | The University of Northampton        |        | X     |
| 5  | Lancaster University                 |        | X     |
| 6  | Middlesex University                 | X      | X     |
| 7  | Royal Holloway, University of London |        | X     |
| 8  | Newcastle University                 | X      | X     |
| 9  | UCFB                                 |        | X     |
| 10 | London South Bank University         | X      | X     |
| 11 | University of Sussex                 |        | X     |
| 12 | BPP University                       | X      | X     |
| 13 | University of Southampton            |        | X     |
| 14 | University of Stirling               | X      | X     |
| 15 | University of Northumbria            |        | X     |
| 16 | University of Bradford               | X      | X     |

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## Appendix 2: Visitors' survey results

Returned from 364 visitors

### 1. Will you be making an application to study in the UK?

|     | Kumasi | Accra |
|-----|--------|-------|
| Yes | 85%    | 97%   |
| No  | 6%     | 3%    |

### 2. What Programme of Study are you interested in?

|                                 | Kumasi | Accra |
|---------------------------------|--------|-------|
| GCSE                            | 2%     | 0%    |
| A Level                         | 2%     | 1%    |
| Diploma                         | 0%     | 2%    |
| Foundation programme            | 5%     | 1%    |
| University Foundation programme | 2%     | 2%    |
| Undergraduate                   | 39%    | 30%   |
| Postgraduate                    | 45%    | 61%   |
| Distance Learning               | 0%     | 2%    |
| English language course         | 0%     | 0%    |
| Short English courses           | 0%     | 0%    |
| Other                           | 2%     | 1%    |

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### 3. When do you plan to study in the UK?

|                  | Kumasi | Accra |
|------------------|--------|-------|
| Next year        | 46%    | 43%   |
| In 2 years' time | 15%    | 25%   |
| In 3 years' time | 6%     | 6%    |
| 4 years          | 6%     | 3%    |
| Uncertain        | 17%    | 19%   |

### 4. How did you find out about this Exhibition?

|                 | Kumasi | Accra |
|-----------------|--------|-------|
| British Council | 38%    | 44%   |
| Newspaper       | 2%     | 5%    |
| TV              | 0%     | 0%    |
| Radio           | 6%     | 1%    |
| Poster/Flyer    | 10%    | 12%   |
| Internet        | 21%    | 14%   |
| Recommendation  | 16%    | 18%   |
| Other           | 10%    | 11%   |

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**5. How would you rate the quality of service/s you have received?**

|                  | <b>Kumasi</b> | <b>Accra</b> |
|------------------|---------------|--------------|
| <b>Excellent</b> | 43%           | 30%          |
| <b>Good</b>      | 45%           | 58%          |
| <b>Average</b>   | 2%            | 22%          |
| <b>Bad</b>       | 0%            | 2%           |
| <b>Very bad</b>  | 0%            | 0%           |

**6. The UK is a country with high quality learning opportunities.**

|                                   | <b>Kumasi</b> | <b>Accra</b> |
|-----------------------------------|---------------|--------------|
| <b>Strongly agree</b>             | 53%           | 52%          |
| <b>Agree in general</b>           | 30%           | 44%          |
| <b>Neither agree nor disagree</b> | 3%            | 3%           |
| <b>Disagree in general</b>        | 0%            | 0%           |

**7. Are your perceptions of UK education now more positive as a result of this exhibition?**

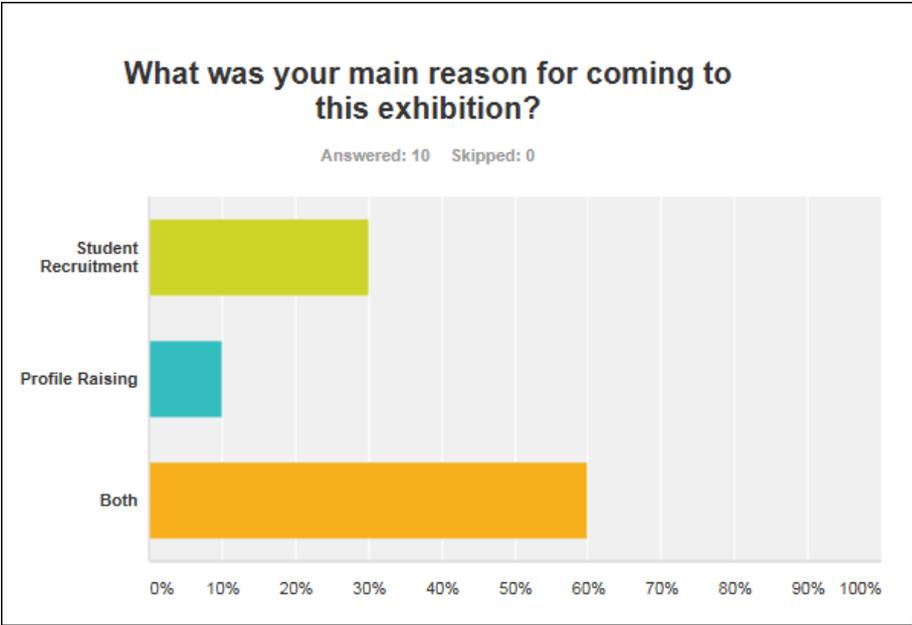
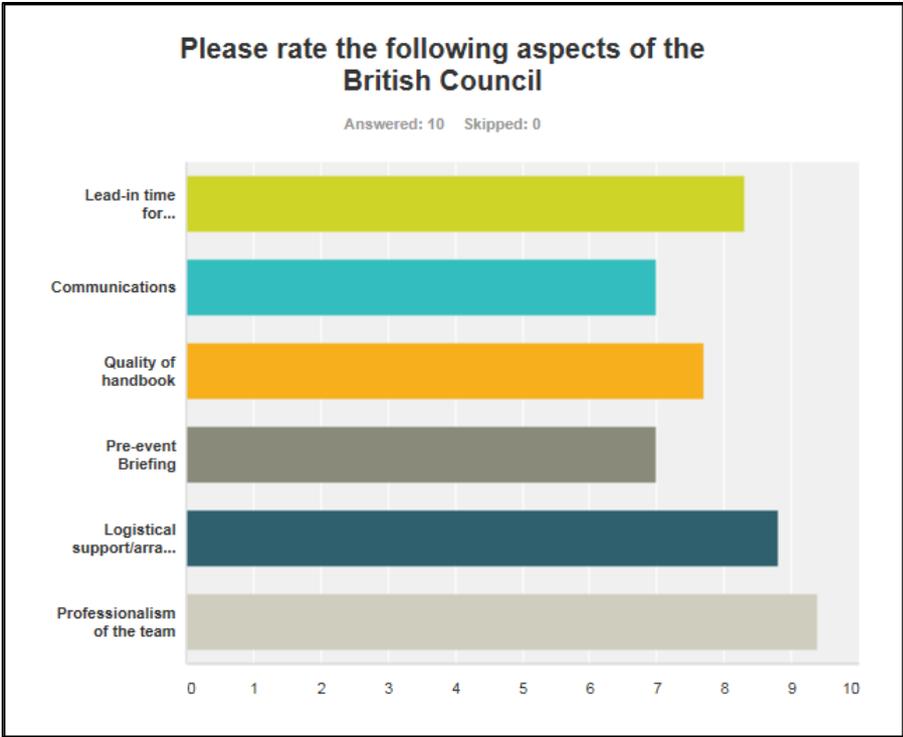
|            | <b>Kumasi</b> | <b>Accra</b> |
|------------|---------------|--------------|
| <b>Yes</b> | <b>76%</b>    | <b>88%</b>   |
| <b>No</b>  | <b>9%</b>     | <b>12%</b>   |

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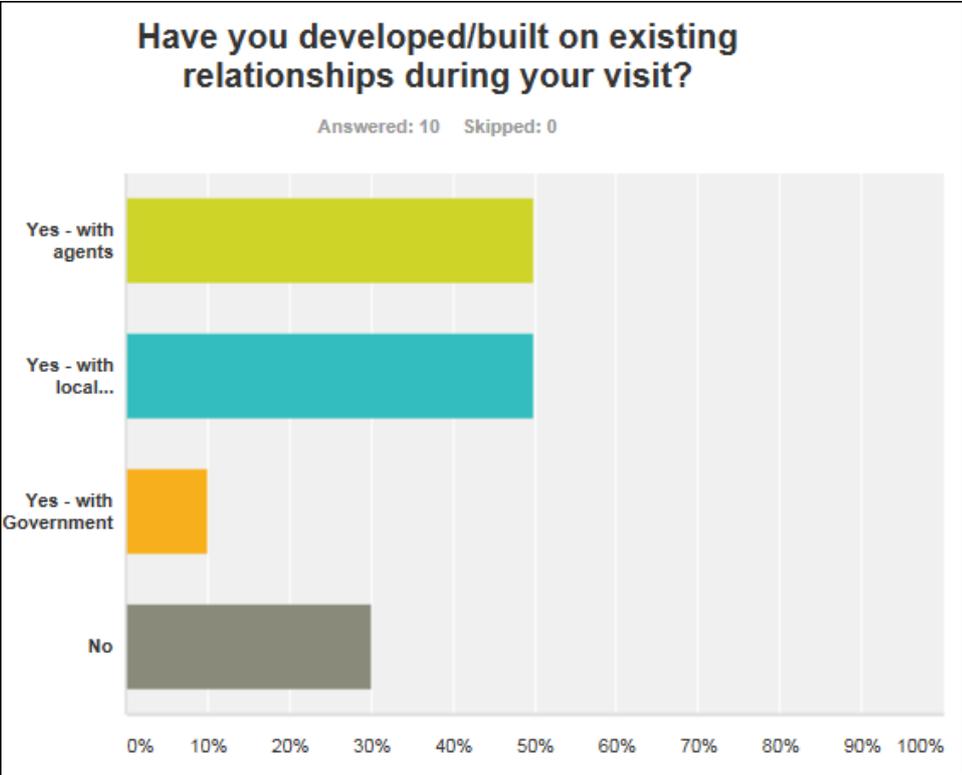
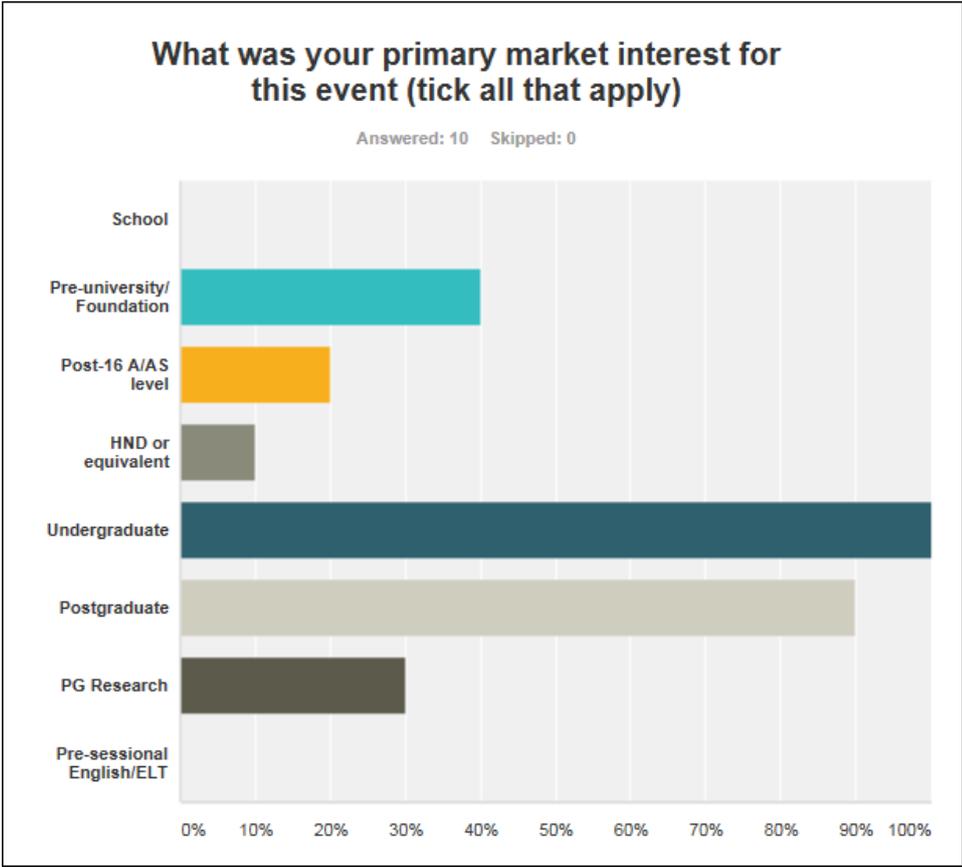


### Appendix 3: Exhibitors' survey results



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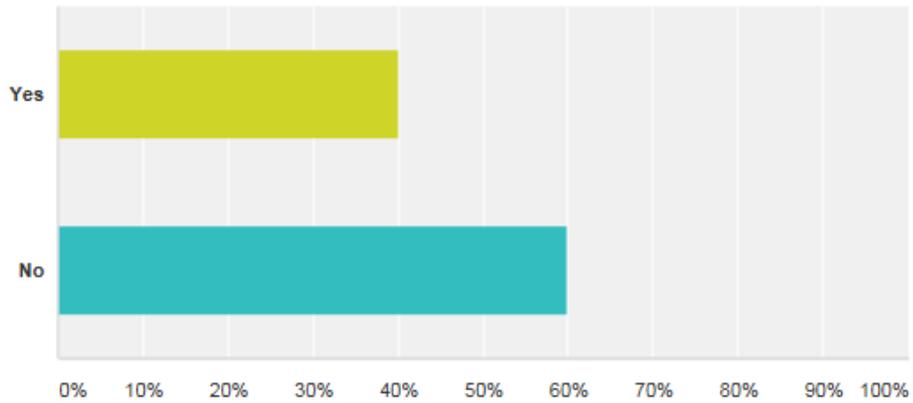
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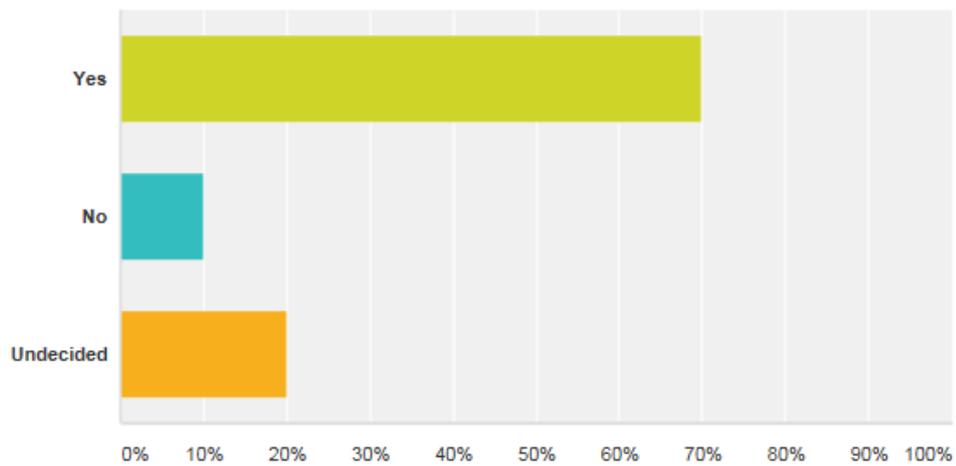
### Have you attended events organised by the British Council in Ghana previously?

Answered: 10 Skipped: 0



### Would you consider coming back to the next British Council exhibition in Ghana?

Answered: 10 Skipped: 0



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## Appendix 4: Advertising and promotion plan (media plan)

# Social Media Promotions

**Y 107.9 FM Ghana**  
January 20 · Legon · 🌐

The track to success begins at the Education UK 2015 Exhibition...  
Do you have an experience or interest in UK education? Join our blog competition and share your experience, imagination and dream with us through writing...  
Best write ups will be featured on our Facebook page.... See More



**British Council Ghana**  
British Council Ghana is using Eventbrite to organize 2 upcoming events. Check out British Council Ghana's events, learn more, or contact this organizer.  
EVENTBRITE.COM

Like · Comment · Share · 11 · 3

**British Council Ghana**  
January 19 · 🌐

The track to success begins at the Education UK 2015 Exhibition...  
Do you have an experience or interest in UK education? Join our blog competition and share your experience, imagination and dream with us through writing...  
Best write ups will be featured on our Facebook page.... See More



Do you have an experience or interest in UK Education?  
"Join our blog competition and share your experience, imagination and dream with us through writing."  
"Winner to be announced at the Exhibition on 13<sup>th</sup> February, 2015."  
Deadline for Submission: 30<sup>th</sup> January, 2015.

**British Council Ghana**  
February 12 · 🌐

People of Ghana, Arise and Shine!  
Join us at Education UK 2015 Exhibition.  
Venue: British Council, Accra  
Date: Tomorrow 13 February 2015  
Time: 10:00 am to 5:00pm  
Come and interact with 20 UK universities and find out about UK study opportunities.  
Admission is free!!!  
[www.britishcouncil.org/gh](http://www.britishcouncil.org/gh)



**British Council | Ghana**  
How helpful were we today? Take our short survey. It'll only take you a few minutes. You could win a fabulous prize. Take the survey  
BRITISHCOUNCIL.ORG/GH

**Education UK - British Council**  
February 11 · Edited · 🌐

On the 13th February, we will be hosting our Education UK Exhibition in Accra.  
Running along side the Exhibition will be several Seminars and presentations by institutions and industry professionals. Make sure you take the time to come along to seminar presentations on visa application scholarships and various courses on offer at UK Universities.  
Here's the Schedule for the day.... See More



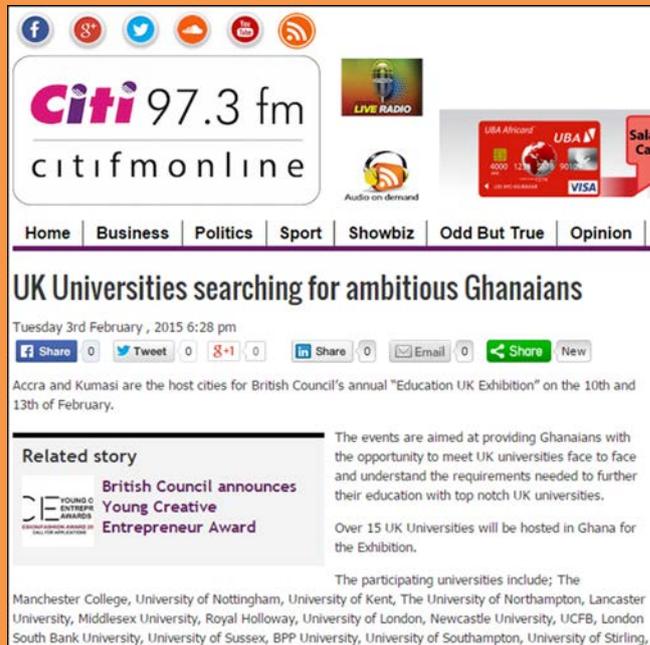
**EDUCATION UK 2015 EXHIBITION**  
The track to success. Join us at  
Golden Tulip, Kumasi - 10<sup>th</sup> February  
British Council, Accra - 13<sup>th</sup> February  
Sari - Sp...  
Come and interact with over 15 UK Universities and find out about UK study opportunities visit our facebook page for more information

Like · Comment · Share

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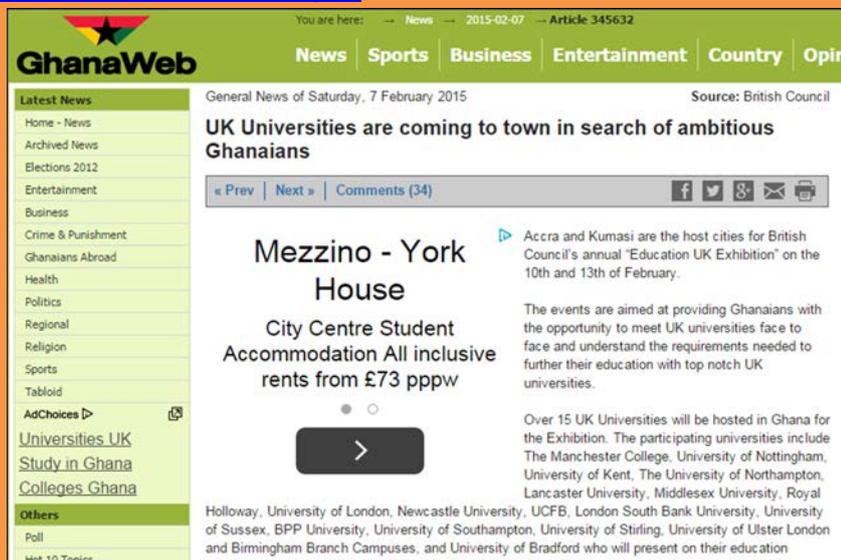
# Website Promotions



The screenshot shows the Citi 97.3 fm website with the headline "UK Universities searching for ambitious Ghanaians". The article is dated Tuesday 3rd February, 2015, at 6:28 pm. It features social media sharing buttons for Facebook, Twitter, Google+, LinkedIn, and Email. The main text states that Accra and Kumasi are the host cities for British Council's annual "Education UK Exhibition" on the 10th and 13th of February. A "Related story" section highlights the "British Council announces Young Creative Entrepreneur Award". The article lists participating universities including Manchester College, University of Nottingham, University of Kent, The University of Northampton, Lancaster University, Middlesex University, Royal Holloway, University of London, Newcastle University, UCFB, London South Bank University, University of Sussex, BPP University, University of Southampton, and University of Stirling.

<http://www.citifmonline.com/2015/02/03/uk-universities-searching-ambitious-ghanaians/#sthash.hwGh3D9i.dpbs>

<http://dailyexpressonline.com/uk-universities-are-coming-to-town-in-search-of-ambitious-ghanaians-2015-02-05/>



The screenshot shows the GhanaWeb website with the headline "UK Universities are coming to town in search of ambitious Ghanaians". The article is dated Saturday, 7 February 2015, and is sourced from British Council. It features social media sharing buttons for Facebook, Twitter, and Google+. The main text states that Accra and Kumasi are the host cities for British Council's annual "Education UK Exhibition" on the 10th and 13th of February. The article lists participating universities including The Manchester College, University of Nottingham, University of Kent, The University of Northampton, Lancaster University, Middlesex University, Royal Holloway, University of London, Newcastle University, UCFB, London South Bank University, University of Sussex, BPP University, University of Southampton, University of Stirling, University of Ulster London and Birmingham Branch Campuses, and University of Bradford who will present on their education.

<http://news.peacefmonline.com/pages/education/201502/231017.php>

<http://www.ghanaweb.com/GhanaHomePage/NewsArchive/artikel.php?ID=345632>

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## Newspaper Ad



The track to success. Join us at  
**EDUCATION UK 2015 EXHIBITION**

Golden Tulip, Kumasi - 10<sup>th</sup> Feb  
British Council, Accra - 13<sup>th</sup> Feb  
9am - 5pm

Come and interact with over 15 UK Universities and find out about UK study opportunities. visit our facebook page for more information.

#### PARTICIPATING UNIVERSITIES

The Manchester College - Accra / The University of Nottingham - Kumasi & Accra / University of Kent - Accra  
The University of Northampton - Accra / Lancaster University - Accra / Middlesex University - Accra & Kumasi  
Royal Holloway, University of London - Accra / Newcastle University - Accra & Kumasi / UCFB - Accra  
London South Bank University - Accra & Kumasi / University of Sussex - Accra / BPP University - Accra & Kumasi  
University of Southampton - Accra / University of Stirling - Accra & Kumasi  
University of Ulster London and Birmingham Branch Campuses - Accra / University of Bradford - Accra & Kumasi



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# Media Analysis

| Medium                 | Reach  |
|------------------------|--|
| Today Newspaper        | 15,000   |
| Daily Express          | 15,000   |
| Citifmonline.com       | 720,000  |
| Ghanaweb.com           | 4,000,000  |
| Peacefmonline.com      | 2,100,000  |
| Spyghana.com           | 230,000  |
| Yghana.com             | 250,000  |
| BusinessGhana.com      | 1,400,000  |
| Dailyexpressonline.com | 250,000  |
| Start.gh.com           | 150,000  |
| Ghanatoghana.com       | 150,000  |
| Ghananation.com        | 150,000  |
| Luv FM                 | Ashanti Region                                     |
| Citi FM                | Worldwide  |
| YFM Kumasi             | Ashanti Region                                     |
| Y Accra                | Greater Accra                                      |
| BFT                    | 45,000   |
| Daily Graphic          | 100,000  |
| Facebook               | Worldwide  |
| Twitter                | Worldwide  |
| Luv FM                 | Ashanti Region                                     |
| CitiFM                 | Worldwide  |
| eTV                    | Nationwide   |
| YFM Triangle           | Greater Accra, Ashanti<br>Region & Western Regions |

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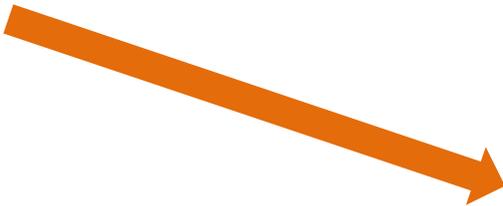
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Some exhibitors attending to the visitors at their stand...



Cross section of the visitors during the mini fair at the British Council auditorium



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## International Schools and Corporate Tours Visited:

As part of the exhibition there was an international schools and corporate tour to some selected institutions in Accra and Tema.

International schools toured:



- Ghana International School
- Galaxy International School
- Tema International School
- SOS International School
- British International

Corporate Institutions toured:



- Vodafone
- Tema Oil refinery
- Cocoa Processing Company Limited
- Kasapreko Company Limited
- uniBank
- Stanbic Bank
- Ghana National Petroleum Corporation
- Global Media Alliance

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