

Post-event report for

Education UK Expo 2015: Zimbabwe

**Date of event: 5 March 2015, 09:00 - 12:00 Harare
International School**

**Date of event: 5 March 2015 14:00 – 17:00hrs Rainbow
Towers Hotel, Harare**

**Date of event: 7 March 2015, 14:00 - 18:30hrs, Holiday Inn
Hotel, Bulawayo**

This report includes:

Introduction - Page 3

Highlights - Page 4 – 8

Marketing - Page 9-10

Visitor Feedback - Page 11-12

Exhibitors Feedback - Page 13-14

Future Steps - Page 15-16

Appendix: List of exhibitors, survey results, Advertising - Page 17

Introduction

British Council Zimbabwe hosted the first Education UK Expo in Harare and Bulawayo.

At the Expo universities and colleges from across the UK came to Zimbabwe to talk about the various opportunities for studying in the UK. The public events were held at the Rainbow Towers hotel and the Holiday Inn Hotel. There was a schools exhibition at Harare International School. Eight hundred and three (803) people attend the Expo in Harare and five hundred and thirty (530) attended the event in Bulawayo

Nine UK universities and colleges exhibited at the Expo.

- University of Leeds
- Middlesex University
- The Manchester College
- University of Northampton
- Bosworth Independent College
- London South Bank University
- Edinburgh College
- Kaplan International
- St Michael's School

The Expo was open to everyone. It was of particular interest to young professionals, training managers, and new graduates looking for post graduate study opportunities. Other prospective students, parents and policy makers also attended.

Zanele Mukwedeya & Tafadzwa Masiye | Programmes Manager & Bulawayo Office Manager, Zimbabwe

Highlights

This exhibition was held at the following venue/time/date...

| | |
|----------------------|----------------------------------------------------------------------|
| Venue(s) | Harare International School Rainbow Towers Holiday Inn Holiday |
| Opening hours | 09:00-12:00 14:00 – 17:00 14:00 – 18:30 |
| Stand costs | £1925 (Covering both sites) |

This was the first Education UK Expo to be held in Zimbabwe

| City | Attendance |
|---------------------------------------------------------|------------|
| | 2015 |
| Harare International School and Rainbow Towers Hotel | 803 |
| Holiday Inn Bulawayo | 350 |

There were no seminars.
There was support on visa enquiries and IELTS

Visitors' profile

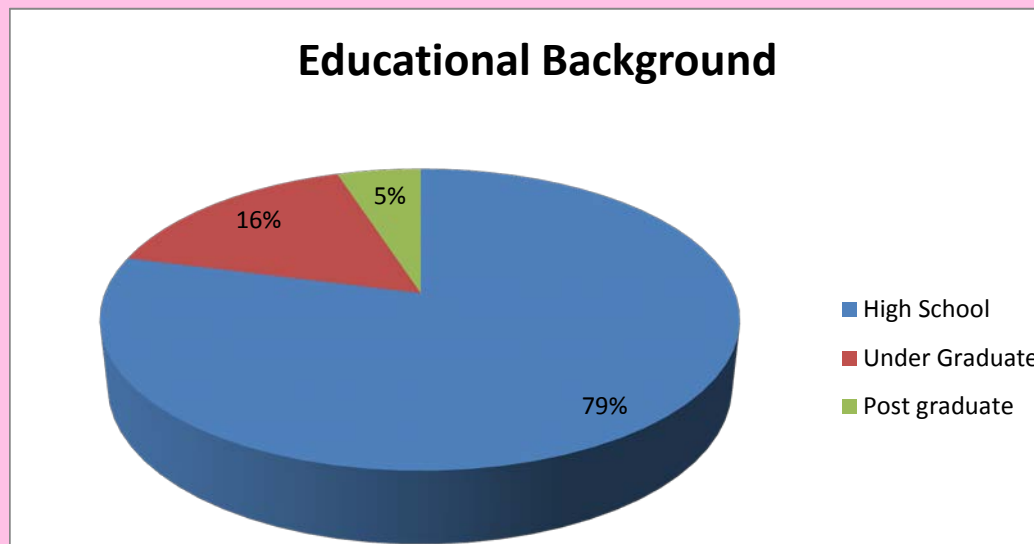
21% of the visitors preferred MBA's / MSC's/ PHD's etc.

Most visitors are looking for senior secondary education

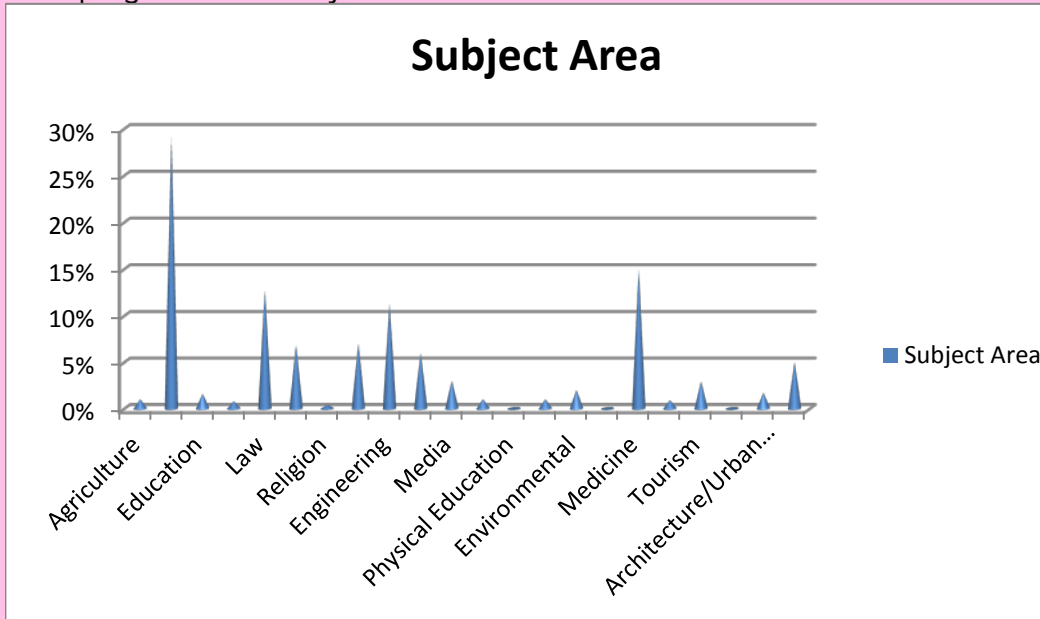
79% of visitors are looking for Undergraduate Higher Education

Of the total visitor numbers 43% were male, 57% were female.

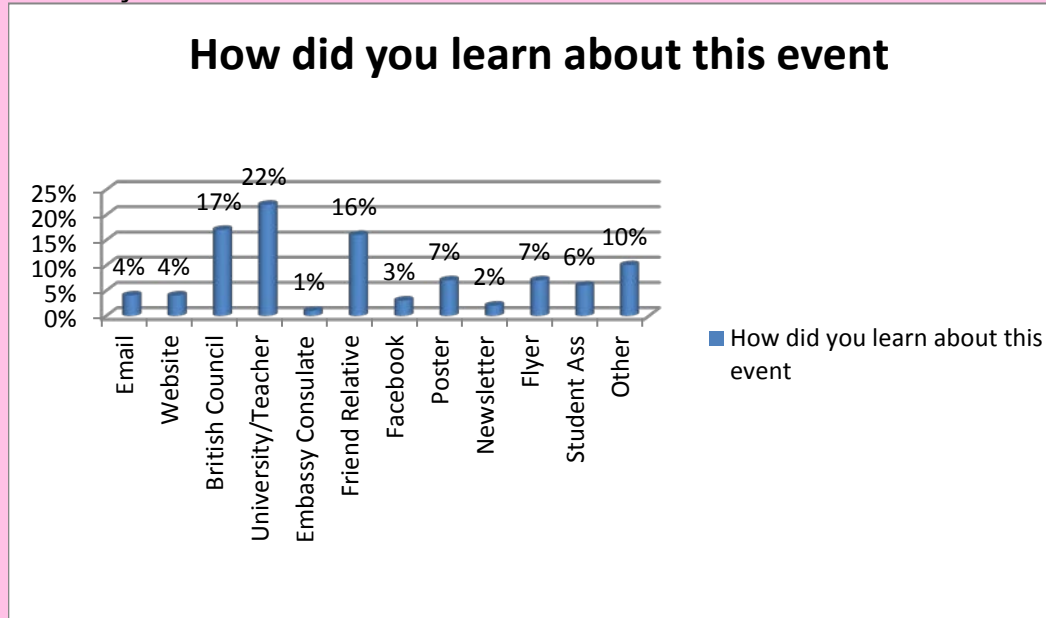
What type of school do/does the visitors/ visitors' child attend?



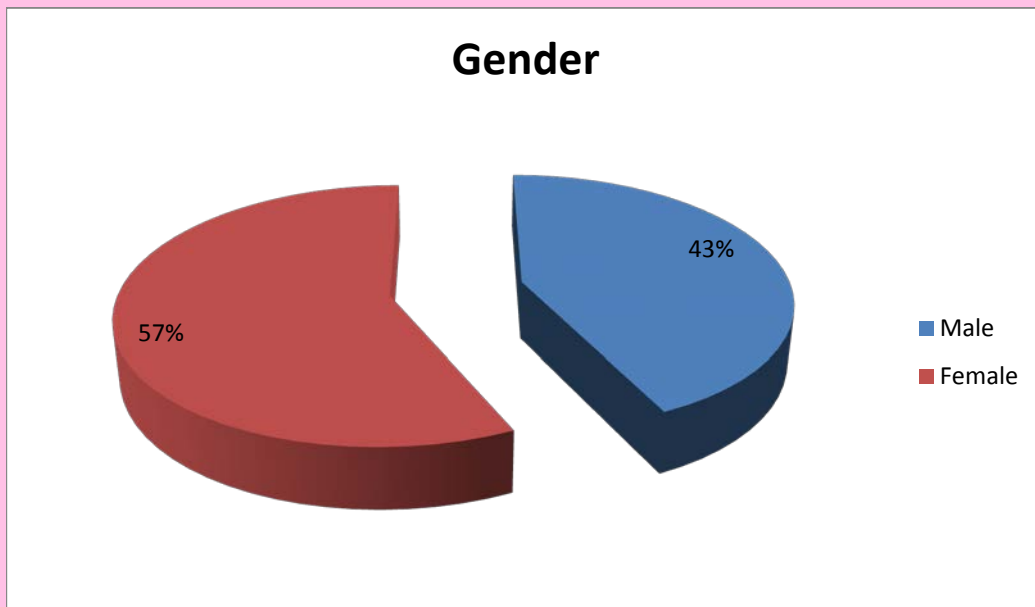
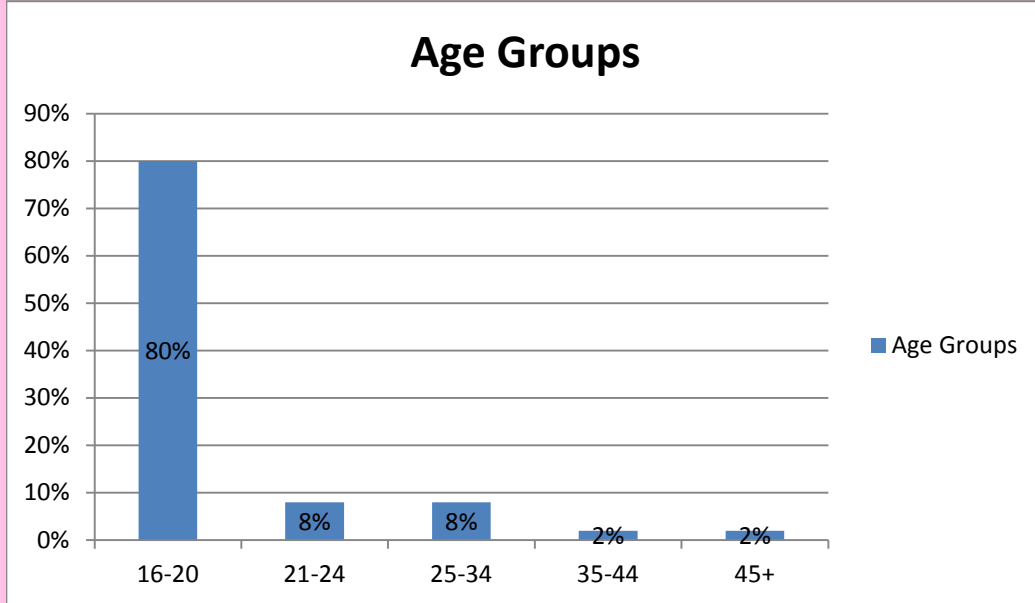
What programme of study are visitors interested in?



How did you find out about the exhibition?



How old will the visitors be when he/she potentially leaves to study abroad?



Marketing

Details of the marketing – Size, Cost, scale

RADIO

- British Council was on Radio, STAR FM, on Tuesday, 2 March – Numbers reached

SOCIAL MEDIA

- Facebook 12,157 likes
- Twitter 2, 820 followers
- Through the Zimbabwe facebook page, we managed to promote the event by uploading posters and short profiles of all institutions exhibiting. We also used the page to promote the Education UK page.

| Type of post | Date | Post's reach | Likes | Comments | Shares |
|-----------------------------------------------|--------|--------------|-------|----------|--------|
| British Council Zim Poster | 09-Feb | 609 | 15 | 1 | 9 |
| British Council Zim shared Education UK Photo | 23-Feb | 76 | | | 3 |
| Institution Profile | 24-Feb | 132 | 3 | | 1 |
| Institution Profile | 25-Feb | 74 | 1 | | |
| Institution Profile | 26-Feb | 84 | 2 | | 1 |
| Institution Profile | 27-Feb | 178 | 1 | | 1 |
| Institution Profile | 02-Mar | 154 | 2 | | |
| Institution Profile | 02-Mar | 222 | 1 | | |
| Notice | 02-Mar | 223 | 1 | | |
| British Council Zim shared Education UK Photo | 02-Mar | 80 | 2 | | |
| Institution Profile | 03-Mar | 96 | 2 | 1 | 3 |
| Institution Profile | 04-Mar | 365 | | 2 | 4 |
| | | | | | |

- Twitter was a very active platform and we managed to notably gain a lot of followers in the period covered. We created a hashtag for the event which was #ZWEduKxpo. Received inquiries and engaged with many interested people. We also did Live coverage of events through the hashtag.

PRINT MEDIA

- British Council published 4 adverts in the following papers:
- The Sunday Mail – 733 717

- The Herald – 198 390
- The Chronicle – 68 174

FLYERS

- Flyers were emailed to schools
- Flyers were distributed to schools
- Flyers were distributed to the public by the two Information Centres in Harare and Bulawayo

The marketing targeted schools, Universities, Government Ministries and members of the public. We strongly believe that for a first time event we were successful in our target choice and matched it with the right marketing strategy which allowed us to reach over a million people. The event did not have partners to help with promotion the event which makes our estimated audience reach quiet remarkable.

A total of £1500 was spent on Marketing for this exhibition

Our marketing reached an estimated audience of 1 Million people

Print: 918,756 - Outdoor: 14, 977

Visitor's Feedback

The information shown below was tabulated using the spread sheets and the statistics shown are derived from those spread sheets

A printed survey was distributed during the exhibition to the 1,153 visitors. The questions were designed to gather quantitative statistics as well as qualitative remarks on reactions to our exhibition and the decision making process – See Annex for more.

When the visitors were asked “*Will you be applying to a UK institution following the exhibition*” 45% said yes, 20% said no, 35% maybe.

When the visitors were asked “*Did you receive all the Information required to make an informed choice*” 85% said yes, 15% said no

Asked “*Do you rate the support provided?*” 95% said yes, 5% Maybe.

Some examples of quotes from Visitors following the exhibition:

- That was a great exhibition
- Queues were too long at the start of the exhibition
- Great facilities and opportunity, but how about more Institutions
- VISA desk was useful
- Handout with scholarship provider was very useful

Key Recommendations for the British Council include:

- Invite more institutions to attract a larger audience
- A lot of universities come to Zimbabwe between January and March. There is need to re-look at the dates for the next exhibition
- Universities had to talk to groups not individuals due to the high turnout.

Exhibitor's Feedback

At the exhibition there were **9 unique exhibitors** from the UK:

| | |
|---|--------------------------------------------------|
| 1 | Bosworth Independent College/St Michael's School |
| 2 | Edinburgh College |
| 3 | Kaplan International |
| 4 | London South Bank University |
| 5 | Middlesex University |
| 6 | The Manchester College |
| 7 | The University of Northampton |
| 8 | University of Leeds |
| 9 | University of Sussex |

When exhibitors were asked “*Will you be attending a similar exhibition next year?*” **80% said yes, 20% maybe.**

When exhibitors were asked “*overall how satisfied were you with the exhibition?*” **80% said “very”, 20% said “somewhat”**

Some positive quotes from exhibitors:

- A well-arranged and well-attended event
- Good number of visitors who asked good quality questions
- The market briefing session provided useful information
- The British Council staff were helpful
- The Bulawayo Venue and Hotel were fantastic.

Some negative quotes from exhibitors:

- The venue for the Market Brief was not clean
- No free Wi-Fi / internet access provided at Harare International School
- Harare International venue was rather small. A lot of students came at the same time
- A lot of universities come to Zimbabwe during the months of January and March.
- Maybe we need to stagger the arrival of students to avoid all arriving at once

Future steps

There are several areas that both British Council and the UK institutions can work on to improve the overall arrangement and outcomes of the exhibition. The main findings and recommended next steps are outlined below:

British Council

- A more formal introduction of the representatives from the UK institutions would have been helpful. – I met with representatives from C.I.E., British Council and British Embassy but I was not sure who the university reps were and which institutions they represented. Perhaps something to think about in the future.
- British Council should try and get more universities to come to Zimbabwe.
- A lot of universities hold exhibitions in Zimbabwe and the region between January and March. There is perhaps a need to look again at the calendar.
- Some good schools are outside of Harare and Bulawayo i.e. Peter house and Watershed. They have close to 1,000 students. It could be good to visit such schools.

UK Institutions

- Some of the exhibitors commented that there is potential to recruit foundation students into Universities which they had not anticipated.
- Bigger Universities who were here for the first time could hold a similar event on their own show casing some of their faculties and affording visitors more time for consultation.
- Many visitors commented that scholarships opportunities were very low. We recommend institutions to look at ways of providing some sort of scholarship or discount and highlight these during future exhibitions.

The above points, though important, should not detract from what was a successful exhibition. Next year's exhibition will build upon the lessons learned and prove even more popular. We hope to see you there!

Appendix

- Advertising and promotion plan – Further breakdown of audience figures, media usage

| Communication Channel | Estimated Audience | Cost |
|-----------------------|--------------------|----------|
| Newspapers | 918,756 | US\$2200 |
| Online Social Media | 15,0000 | Free |
| Fliers | 5,000 | US\$250 |

End of Report