



Education 
Innovative. Individual. Inspirational.

Spin Your Career Options Round

Education UK Exhibition

Kampala, Uganda

23 April 2015

Post-event report for
Education UK Exhibition
Spin Your Career Options Round

Date of event: 23 April 2015
Kampala, Uganda



Introduction

The Education UK exhibition offered a remarkable opportunity for visitors interested in UK qualifications to have a one on one interaction with representatives from 8 UK institutions showcasing their universities offerings.

The 23 April, Sheraton Hotel Kampala was the international networking hub for over 200 visitors seeking information on entry requirements, scholarships and bursaries, IELTS, visa specifications, courses offered and career advice.

In addition to a Q&A session with the exhibitors, there was a panel discussion themed, “Skills Development and Education in the Oil & Gas Sector: Is Uganda ready?” Mr. Patson Arinaitwe (Tullow Group Scholarship Scheme Alumni 2012/13) moderated this session which gathered participants from the academia, the industry, British Council and the general public.

British Council would like to appreciate everyone’s participation at the Education UK Exhibition, Kampala, Uganda.



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1. Highlights

British Council understands the importance of providing value-added services to the exhibitors. Prior to the exhibition, 22 April 2015, we organised a reception at the British High Commissioner's residence, a networking event with the exhibitors, delegates from government and industry players in order to provide a platform for UK institutions and agents to meet up, and identify possible collaboration opportunities.

"Spin your career options round" was the slogan for the exhibition opened by the Minister of Education, Science, Technology and Sports, Jessica Alupo. Drawing over 200 visitors, it achieved great results in terms of participation, attendance and public awareness. This year, the Education UK exhibition focused on skills development in the oil and gas sector, putting emphasis on oil and gas programs and courses offered by the exhibiting institutions.

The panel discussion was an unparalleled platform for sharing opinions, discussing the policies of education and skills development particular to Uganda's oil and gas sector.

The panellists of the discussion included;

- Jamie Hastings, Regional Manager - Nigeria, Ghana and Uganda
- Eric Olanya, Head of UK Trade & Investment, British High Commission in Kampala, Uganda
- Prof. Charles Kwesiga, Chairman of the Governing Council of Uganda Petroleum Institute, Kigumba (UPIK)
- Moses Anibaba, Director, Private Sector Partnership

These engaged the participants in exploring the current needs of Uganda's growing oil and gas industry, its challenges and opportunities particular to education, training and skills development. Attesting to skills development, the moderator, Mr. Patson Arinaitwe, a Senior Associate at Sebalu & Lule Advocates, is an alumnus of Robert Gordon University, Aberdeen-UK. Patson was influential in establishing the oil and gas programmes and curriculum design at Uganda Christian University and Institute of Petroleum Studies- Kampala. He has authored a text book on Risk Allocation in Oil and Gas Service Contracts alongside other journal articles.



Media reporting about the event

The Education UK exhibition got mention in the media with quotes from some dignitaries and notable participants in the panel discussion at the event.

needs in the oil and gas, mining, marine and construction.

At the same event, Peter Brown, the country director of the British Council, explained how the universities have spurred the UK oil and gas industry since drilling started in the 1960s.

"The UK has decades of experience in the oil and gas industry. A lot of UK universities have courses which

are specifically tailored to the needs of the industry. Essentially, there is a need in Uganda and expertise in the UK," he said.

Brown says he supports the idea of Ugandan and British universities partnering to deliver tailor-made courses for the industry.

"My hope is that we shall encourage partnerships and collaborations

between institutions of higher education in the UK and Uganda for mutual benefit. Hopefully, we shall have exchanges of staff to the benefit of Uganda and the UK as well," he adds.

"If UK universities are interested in partnering with Ugandan institutions, more Ugandans would benefit from such a deal," he said.

"We have taken the direction of developing generals and no infantry men. We have PhD holders who will write the best papers, but we do not have the foot soldiers, the technicians," says Kwesiga, who is also the executive director of the Uganda Industrial Research Institute (UIRI).

"Engineers believe they need an office after graduating. This work is hands-on. You have to get your hands dirty; you have to wear the overall," Kwesiga says.

He was speaking at a recent education exhibition organised by the British Council, with a special focus on the oil and gas sector.

Senior oil and gas professionals have predicted that a deficit of skilled professionals will be the biggest barrier to the growth of their businesses within this period.

Speaking at the same occasion, Jamie Hastings, the regional manager for Robert Gordon University in Nigeria, Ghana and Uganda said Ugandan institutions need to play an active role in capacity development.

"When we develop a programme, we tailor what we deliver to the industry. This is where we can help Ugandan institutions design programmes that are tailor-made for the industry. We want to do more in Uganda and work with local institutions," Hastings adds.

The education minister, Jessica Alupo, while opening the event, said it is important that Uganda picks the best practices from nations like the UK.

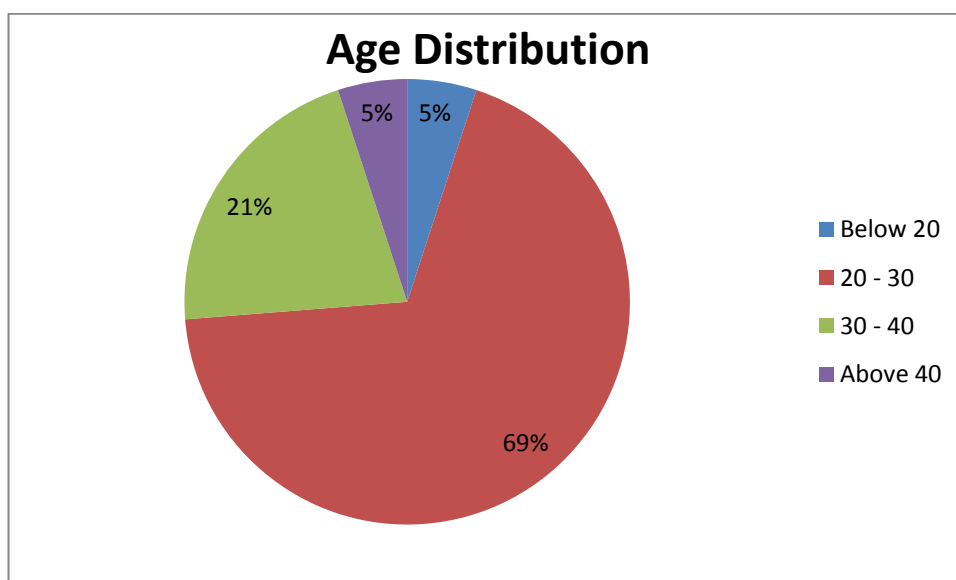
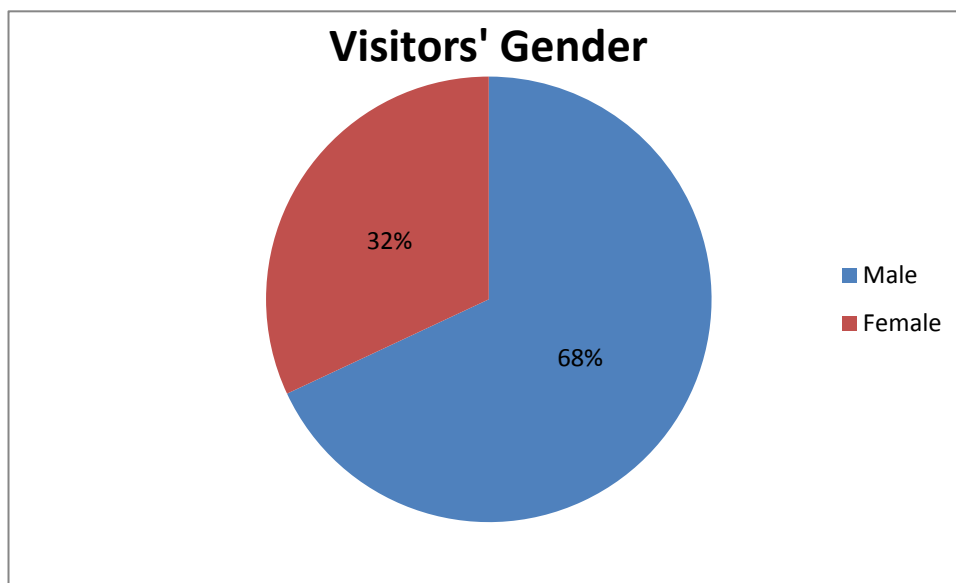
"The Oil and gas sector is new in Uganda. The most important thing is to get the personnel, so this exhibition means a lot to us. We have to get the best practices from the UK, which has been in this sector for a long time," she said. "We have plumbing in all our technical institutions, but it has to be tailored for the oil and gas industry. We have a deficiency of Ugandans who will work in this industry in the middle class ranks," she added.

NEW VISION, Wednesday May 27, 2015



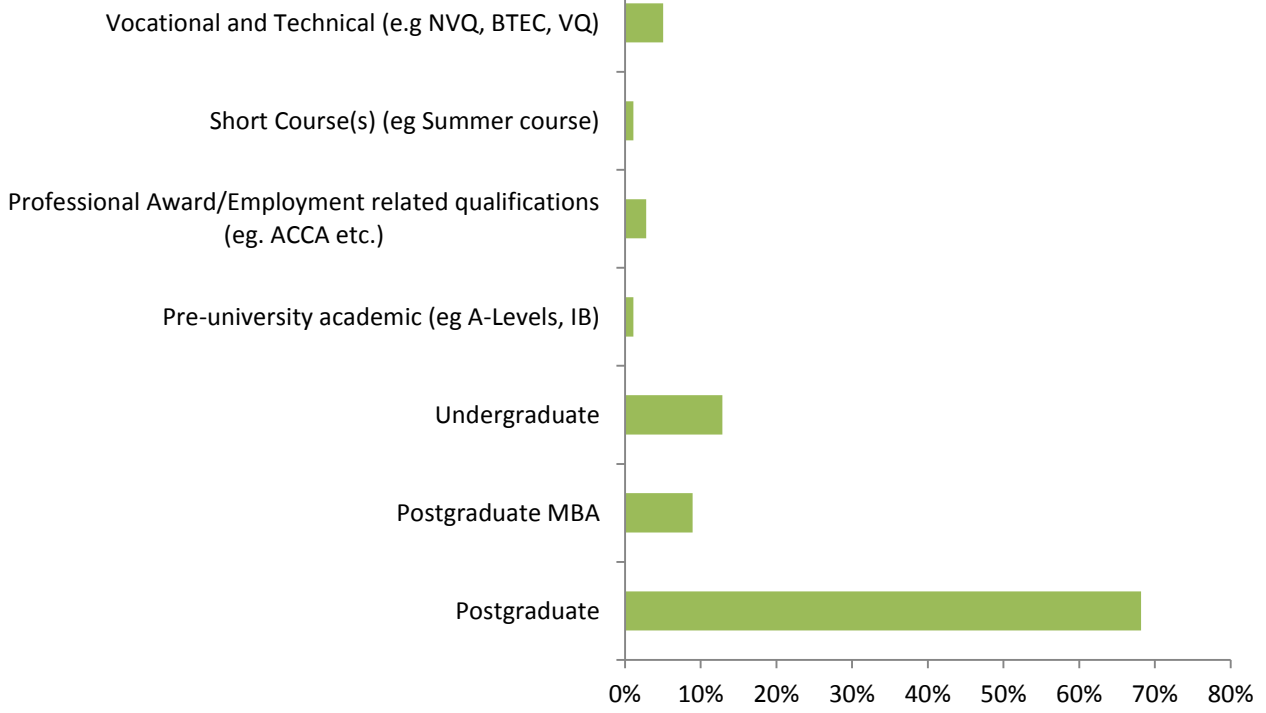
Visitors' Profile

The visitors to the exhibition were asked to register online prior to the event and for those who were not able to do that, registration forms were available. The objective of the registration was to capture their expectations and particular education interests. 58% were professionals, with interest in acquiring UK qualifications.

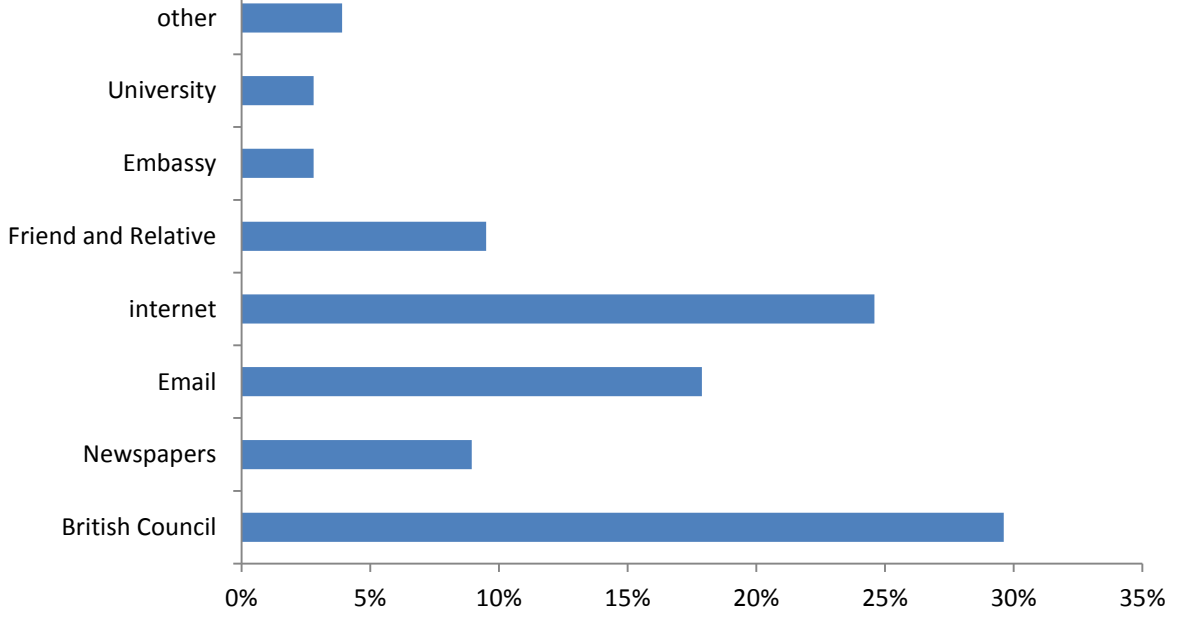




Programs of study the visitors are interested in



How did you find out about the exhibition





2. Marketing

Mindful of the cost implication, a decision was taken to focus the awareness and promotion of the exhibition on social media.

An E-poster was produced and displayed on the British Council website <http://www.britishcouncil.ug/>, facebook account <https://www.facebook.com/britishcounciluganda> and twitter account <https://twitter.com/ugbritish>. This poster was also appended to the staff email signatures.

Extensive social media campaign using the British Council facebook and twitter accounts ran from 13 April, 2015. Our objective was to give potential students the basic information about studying in UK and educate them about how to make the best use of the interaction time they get with representatives of educational institutions that will be present. Through to the day of the event, we were able to reach an average of 3200 people with 66 likes and 28 people sharing the posts.

We sent out an email shot to our 4000+ student database. The staff also sent out email notifications for the exhibition event and program to their contacts.

3. Visitors' Feedback

A printed survey was distributed to the visitors during the exhibition getting their information on the programs of interest, readiness to apply to UK institutions and impression of the exhibition as organised by British Council and meeting their expectations.

What visitor's say

Outlining all courses per university made it easy for me to make better choices

Peter Kibirango

The facilitators were understood and information was very clear

Namagembe Freda Kisakye

I had a face to face interaction and had a clear view of my career in oil and gas as an IT professional

Okurut Charles



Am very happy to have met strong lecturers. I have been longing for a piece of advice

Aliganyira Hillary

The services are excellent. A warm welcome says a lot

Mugabi Esther Grace

Excellent talks from exhibitors and panelists

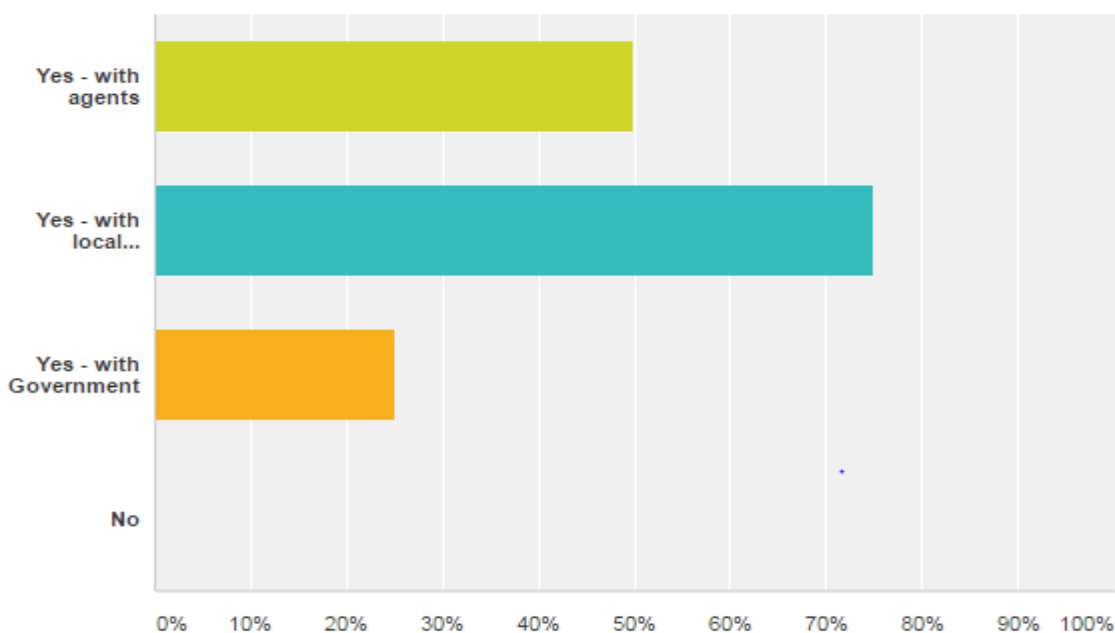
Norbert

4. Exhibitors' Feedback

There were 8 UK institutions at the exhibition, 50% of the exhibitors responded to the electronic evaluation survey on the event seeking information on the quality visitors, whether their expectations have been met and the organisation. The general sentiment is that the event was well organised, the prospective students were eager and knowledgeable on their career paths and Uganda poses a potential market to UK institutions.

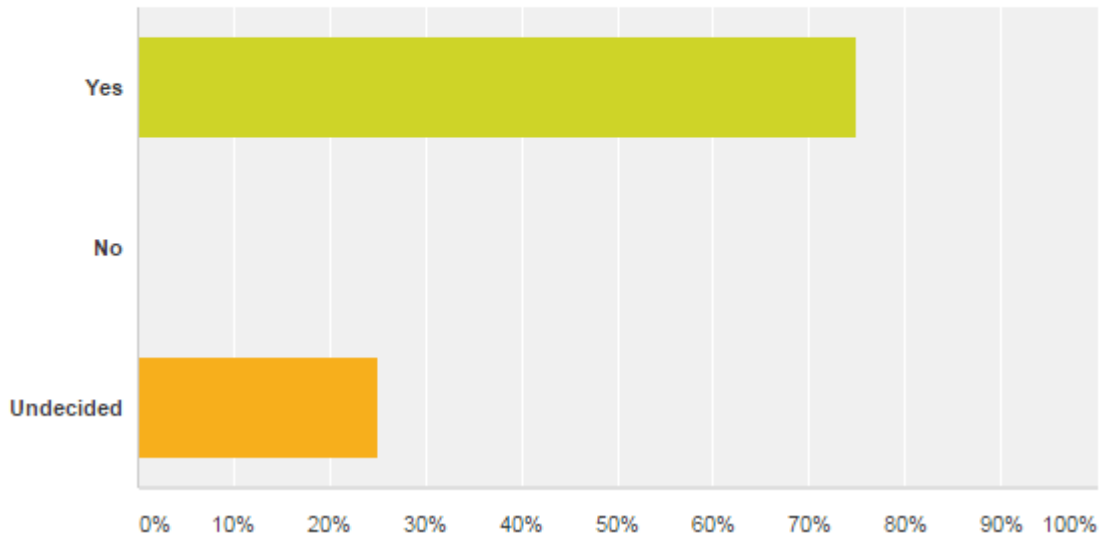
Have you developed/built on existing relationships during your visit?

Answered: 4 Skipped: 0



Would you consider coming back to the next British Council event in Uganda?

Answered: 4 Skipped: 0



What exhibitors say

There is a very potential and prospective market which has not been fully exploited

*James Gachuki,
The University of London*

An event focused on Oil and Gas education is great and this should be retained to provide the citizens with an avenue to find out more about this fast developing industry sector and how they can prepare themselves for the challenge ahead.

Alfred Akisanya, University of Aberdeen



Recommendations for the British Council

The observations of the exhibitors and the evaluation of the visitors points out that:

- It would be helpful to have a separate general education event focusing on studying in the UK; this can be scheduled for a different time in the year to avoid a clash with the oil and gas event.
- Even though the venue was excellent, the turnout was not as impressive perhaps to imply proper marketing was not conducted. From the BC Uganda Facebook page, one would have expected the number of visitors to be slightly more.
- The fair across East Africa should have been in March to coincide with exam release for UG prospective students
- Have an open BC organized fair, targeting all students in various fields as opposed to specific targeted courses

List of Exhibitors

- University of Aberdeen
- Coventry University
- University of Dundee
- University of East London
- Middlesex University London
- Navitas
- Newcastle University
- Robert Gordon University

5. Future steps

British Council

- Early promotion of the event and targeted marketing engaging university faculties, schools.
- Follow up with candidates who register online so as to confirm their attendance e.g. via SMS
- A wider variety of wrap around activities: information sessions, lectures, presentations to attract a large number of visitors