



SERVICES FOR  
INTERNATIONAL  
EDUCATION  
MARKETING

**Post-event report for**  
**Summer Recruitment Fair - Kuwait**  
**6 July 2015 – Kuwait City**

## Introduction

Thank you for your participation at the Summer Recruitment Fair in Kuwait on 6 July 2015 at the Sheraton Four Points in Kuwait City. The purpose of this report is to provide you with a summary of the event, including visitor and exhibitor feedback as well as other useful information.

The aim of the tour was to provide opportunity to last minute potential students to the UK for this academic year. Looking at the market where scholarships results are announced during mid-summer break, students/parents are actively looking for academic places in the UK. The tour included eight UK institutions offering various opportunities from English language, foundation, UG up to PhD level. The key target audience for this event was the high school (thanawiya) students mainly from the public schools holding scholarship awards, and professionals looking for PG and professional courses. The fair was open to public at all times and later for three hours and thirty minutes.

We also had invited a local student organisation looking after student's affairs in the UK and Ireland to support visitors with country and cultural information. There were UK alumni present at all times at their booth for any support to fresh students accepted onto a course in the UK.

We had received around **165 visitors** during this event mainly potential student along with their parents, thanks in part to the marketing campaign (details listed below in the marketing section)

The event, themed around the Summer Recruitment fair, hosted representatives from 8 UK institutions (Listed below in section), that positively engaged with prospective students, and visitors, providing the audience with information on “details on courses offered and on spot offers”.

At British Council, we highly appreciate your support, and hope to see you at our next event/exhibition.

*Regards,*

**Imran Yousaf** | Projects Manager, Kuwait

### This report includes:

**Introduction - Page 2**

**Highlights - Page 3**

**Visitors Profile & Survey – Page 3 - 4**

**Marketing - Page 4-8**

**Exhibitors Feedback – Page 8 -10**

**Future Steps - Page 10 – 11**

## Highlights

This mini fair was held at the following venue/time/date...

<b>Venue(s)</b>	Four Points Sheraton – 6 July 2015
<b>Opening hours</b>	21:00 – 00:30
<b>Stand costs</b>	995GBP; excluding VAT / 10% discount for institutions attending both Qatar and Kuwait events

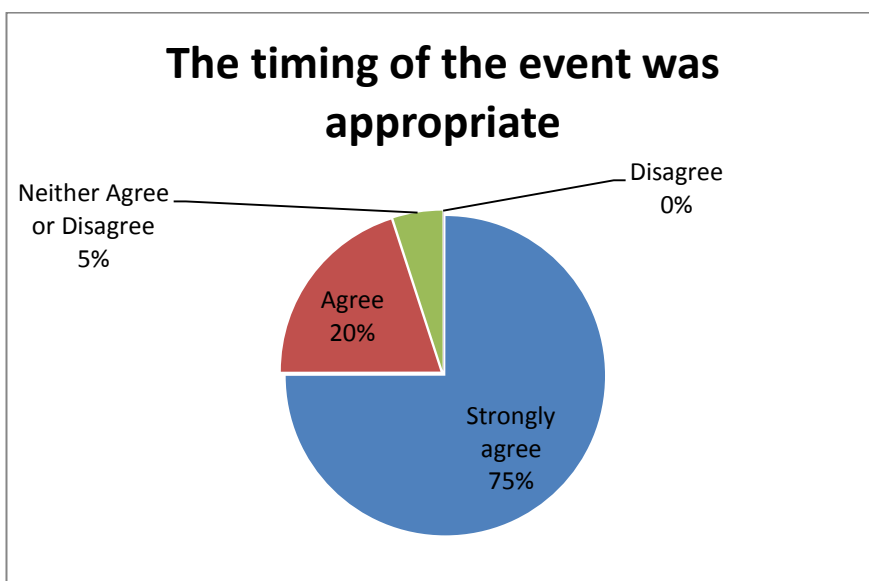
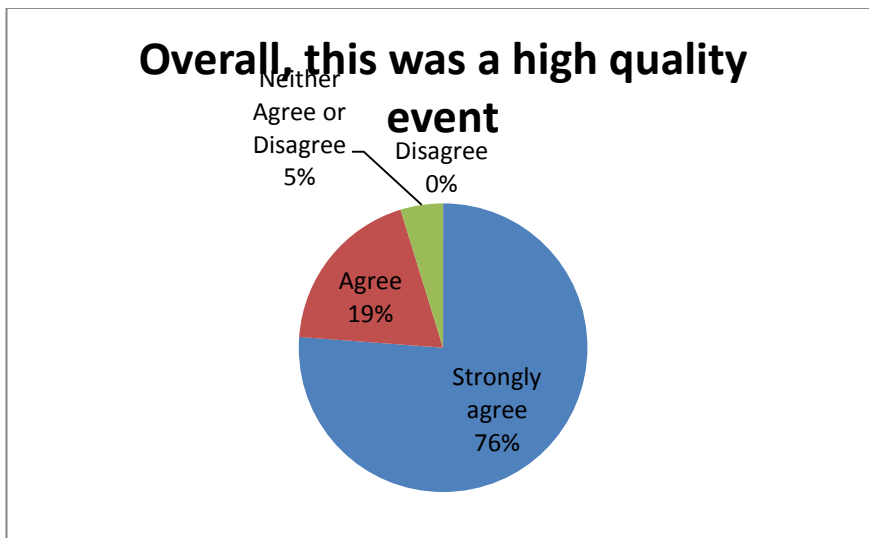
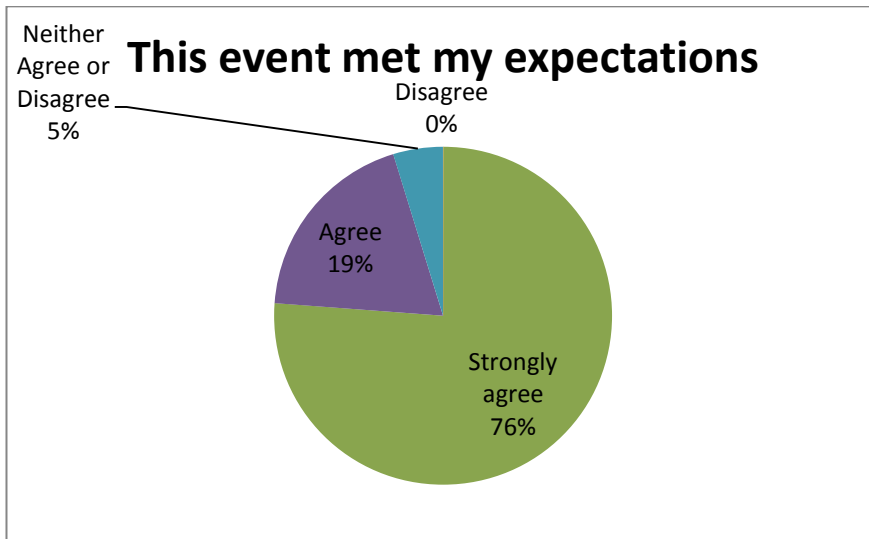
## Visitors Profile

**Of the total number of visitors, 80% were Kuwaitis, and 20% non-Kuwaitis**

**70% of the visitors were less than 25 years old**

**66% looking for UG courses (including foundation level) and 34% were looking for PG level courses especially PhD's**

Visitor Survey



Marketing

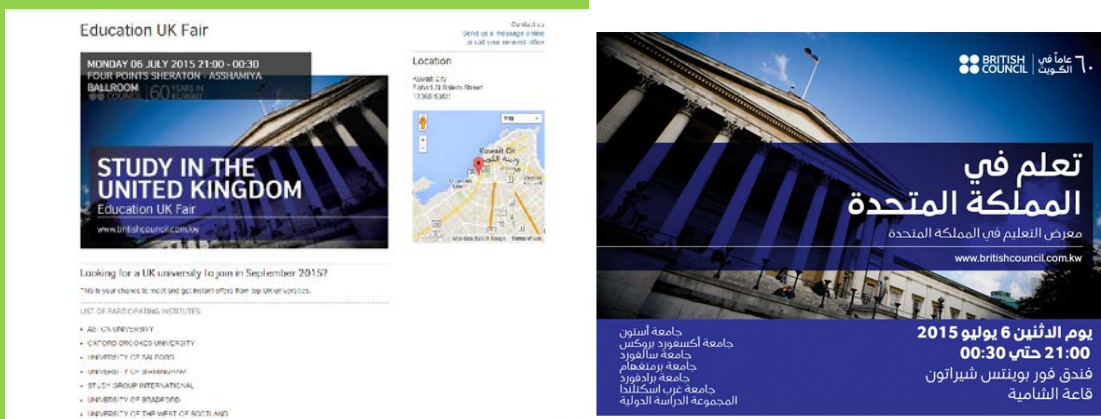
A targeted marketing approach was undertaken to reach a wider audience through our digital campaigns and offline advertising. We utilised our and paid E-Shots, Facebook (boosted campaigns), Instagram, and our website to reach out to the audience through digital marketing and published ads in both Arabic and English newspaper close to the event. We also produced roll ups and flyers, which were placed, in our office a week before the event. National television KTV was also invited to the event, which covered the complete event, which was on air few days later. This coverage included interview from British Council (Imran Yousaf) some exhibitors and visitors at the event.

This campaign had a very positive impact and almost 160 + visitors visited the mini fair, which was merely 3.5 hours long. Majority visitors found out about the mini fair through newspapers, social media, and friends (and family) when asked.

**A total of £6,500 was spent on Marketing for this mini fair**

**Our marketing reached an estimated audience of 1.5 Million people**

E-Shot to over a million active users in Kuwait in both Arabic and English.



Print media Ads:

**11** الجريدة  
عدد 2752 (الطبعة) 11 يوليو 2015  
معلومات

### انقلاب صهريج في الأحمدية

انقلاب صهريج في الأحمدية...  
تسبب في مقتل شخصين وإصابة آخرين...  
الشرطة تجري تحقيقاً في الحادث...

### إنقاذ مواطن سقط في حفرة بحطين

إنقاذ مواطن سقط في حفرة بحطين...  
المواطن سقط في حفرة عميقة...  
الفرقعة نجته من الخطر...

### المرکز للتعليم مركزاً للتعليم

المرکز للتعليم...  
مركزاً للتعليم...  
تقدم برامج تعليمية متنوعة...

### مع بطاقات التجاري فيزا بلاتينيوم وانفانيت تحصل مجاناً

Priority Pass على بطاقة التجاري فيزا بلاتينيوم وانفانيت...  
تقدم خدمات السفر العالمية...  
1888 325 uk.com

### تعليم في المملكة المتحدة

تعليم في المملكة المتحدة...  
تقدم برامج تعليمية متنوعة...  
www.britishcouncil.org/siem

### الخمسة البريطانية الآن في الكويت MG750 FL

الخمسة البريطانية الآن في الكويت MG750 FL...  
تقدم برامج تعليمية متنوعة...  
www.mgkuwait.com

### عيد معانفي قطر!

عيد معانفي قطر!...  
تقدم برامج تعليمية متنوعة...  
www.celebritycruise.com

**04** معلومات

### الجمعة استقبل رئيس جامعة الأزهر الأسبق

الجمعة استقبل رئيس جامعة الأزهر الأسبق...  
الرئيس استقبل ضيفاً رفيعاً...  
في حفل استيعاب...

### محافظ العاصمة زال مصابي التفجير الإرهابي

محافظ العاصمة زال مصابي التفجير الإرهابي...  
المصابين في حالة جيدة...  
تقدم الرعاية الطبية...

### قبة تها المخرج تطلق سفنها

قبة تها المخرج تطلق سفنها...  
تقدم برامج تعليمية متنوعة...  
www.celebritycruise.com

### تعليم في المملكة المتحدة

تعليم في المملكة المتحدة...  
تقدم برامج تعليمية متنوعة...  
www.britishcouncil.org/siem

### الخمسة البريطانية الآن في الكويت MG750 FL

الخمسة البريطانية الآن في الكويت MG750 FL...  
تقدم برامج تعليمية متنوعة...  
www.mgkuwait.com

### عيد معانفي قطر!

عيد معانفي قطر!...  
تقدم برامج تعليمية متنوعة...  
www.celebritycruise.com



Online: Facebook, and Instagram



جامعة أستون  
جامعة أكسفورد بروكس  
جامعة سالفورد  
جامعة برمنغهام  
جامعة برادفورد  
جامعة غرب اسكتلندا  
المجموعة الدراسية الدولية

**يوم الاثنين 6 يوليو 2015**  
**21:00 حتى 00:30**  
فندق فور بوينتس شيراتون  
قاعة الشامية



**kwbritish** FOLLOW

110 likes · 7w

معرض التعليم في المملكة المتحدة  
هل مازلت تبحث عن جامعات في المملكة المتحدة  
للتحاق في شهر سبتمبر 2015؟  
هذه هي فرصتك للتقديم والحصول على العروض الفورية  
من جامعات بريطانية  
قائمة المؤسسات المشاركة:  
جامعة أستون  
جامعة أكسفورد بروكس  
جامعة سالفورد جامعة برمنغهام  
المجموعة الدراسية الدولية  
جامعة برادفورد  
جامعة غرب اسكتلندا  
يوم الاثنين 06 يوليو  
الساعة: 21:00 - 00:30 فندق فور بوينتس شيراتون  
(قاعة الشامية)

**bodahman @bobahar**  
يحيى @bodahman @bobahar  
[?] الى منزلنا حتى نوبح

**alabbasi1 @lulu\_alabbasi**  
supra\_z28 Hello i wanna repeat the  
IELTS exam how much it cost for both

Log in to like or comment.

**kwbritish** FOLLOW

104 likes · 6w

kwbritish Join us now at the four points  
Sheraton - As-Sheimiya Ballroom to meet  
with 7 education uk institutions. This is your  
last chance to study in the UK this  
September.  
انضموا إلينا الآن في فندق الفور بوينت شيراتون -  
As-Sheimiya Ballroom - القاعة امع درجة دور العمل المؤقتة الدولية  
من المملكة المتحدة. هذه هي الفرصة الأخيرة للتسجيل  
بجامعة في المملكة المتحدة في شهر سبتمبر القادم.

Log in to like or comment.

**Our website:**

**Education UK Fair**

MONDAY 06 JULY 2015 21:00 - 00:30  
 FOUR POINTS SHERATON - ASSHAMIYA  
 BALLROOM

**STUDY IN THE UNITED KINGDOM**  
 Education UK Fair  
 www.britishcouncil.com.kw

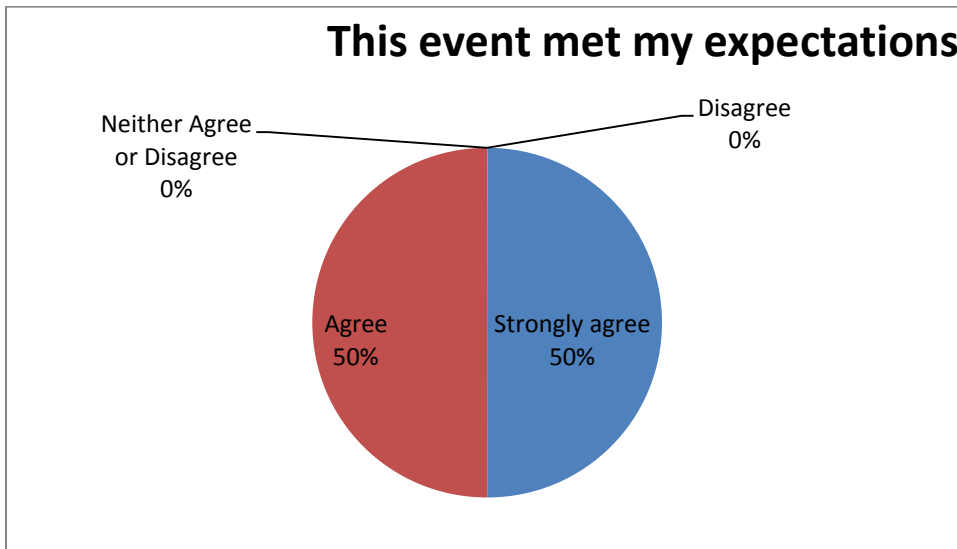
Looking for a UK university to join in September 2015?  
 This is your chance to meet and get instant offers from top UK universities.

LIST OF PARTICIPATING INSTITUTES:

- ASTON UNIVERSITY
- OXFORD BROOKES UNIVERSITY
- UNIVERSITY OF SALFORD
- UNIVERSITY OF BIRMINGHAM
- STUDY GROUP INTERNATIONAL
- UNIVERSITY OF BRADFORD
- UNIVERSITY OF THE WEST OF SCOTLAND

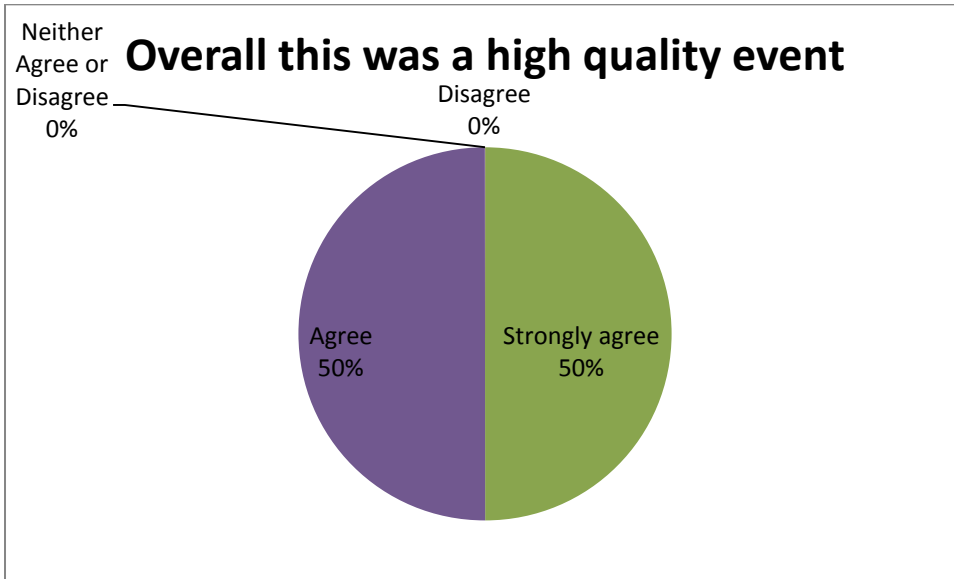
**Exhibitor's Feedback**

**Expectations**

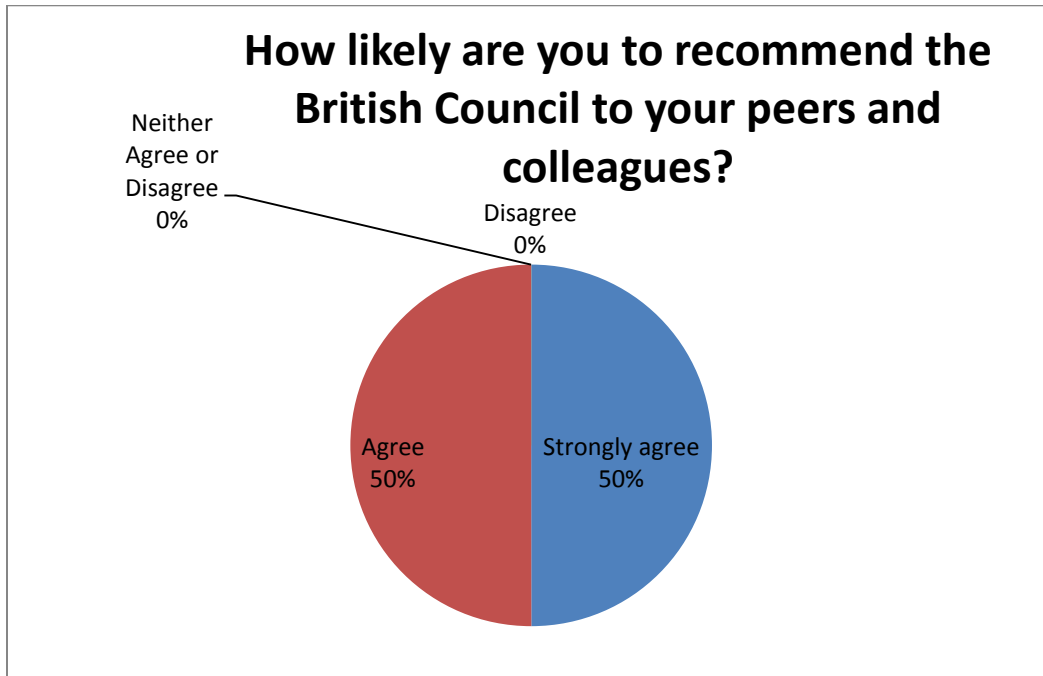




Quality



Recommendation



**Some positive quotes from exhibitors:**

- A very worthwhile tour that was efficiently planned
- A well-arranged and well-attended event
- Good number of visitors and good quality questions
- A very effective event for last minute student recruitment

**Recommendations from exhibitors:**

- Number of hours could have been longer.
- Event Handbook was made available late, which affects planning of our schedules.

**List of Exhibitors (Alphabetical Order):**

1	Aston University
2	Coventry University
3	University of Birmingham
4	University of Bradford
5	University of Salford
6	University of West of Scotland
7	Study Group
8	Oxford Brookes University

**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 tour. The main findings and recommended next steps are outlined below:

## **British Council**

- Going forward, British Council (Country) will better coordinate our schedule with the region and tie-in our own exhibition with other regional countries' events, to enable exhibitors to maximize their time and budget in a single trip.
- The success of this event lied on the result of the scholarships and due to lack of clarifications we could not plan for this event in advance, hence there was a delay in sending the events handbook. As this was the first time, we had conducted a recruitment event this time of the year, and due to its success and popularity amongst students, we will plan a similar event next year in collaboration with the Ministry of Higher Education. We will also make sure the event handbook is reached a month prior to the event.
- We will hold this event during the pre-departure session of MoHE to increase our reach and target more students.

## **UK Institutions**

- It is suggested that institutions invite their alumni to attend future exhibitions and share stories of their life in UK with the visitors.
- Although the event was titles On Spot admissions- It was brought to our attention that some of the students were not offered on spot offers (conditional/unconditional) by some institutions.

The above points, though important, should not detract from what was a successful tour. Our next Education UK exhibitions will be;

16- 17 September – Business and Finance (Mini Fair) – Subject specific  
3 – 4 November – Engineering study tour (Mini Fair) – Subject specific

And, our flagship event

**16 – 17 March 2016 - EDUKEX 2016 (Exhibition)**

Appendix: Some photos from the event



Visitors waiting for consultations



Al Rayah Student representatives answering students enquiries

[www.britishcouncil.org/siem](http://www.britishcouncil.org/siem)

© 2013 British Council. All rights reserved.  
This document may not be amended, copied or distributed without express written permission.





One-to- one consultation







Kuwait TV covering the event

End of Report