



SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING

Post-event report for
Business & Finance Study Tour - Kuwait
16th – 17th September 2015 – Kuwait City

Introduction

Thank you for your participation at the Business & Finance tour in Kuwait in September 2015 at the Sheraton Four Points in Kuwait City.

The aim of the tour was to increase awareness and raise the profile of the UK Business and Finance sector in the local market. The tour included high-level meetings with local public Institutions (Kuwait University, Kuwait Institute of Banking studies and Public Authority for Applied Education and Training), visits to private international schools and a one evening mini recruitment fair. The tour covered all the important aspects of what UK institutions were looking for; it had opportunities to build partnerships with Kuwait University College of Business and PAAET along with meeting with high school students at three different private schools.

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. We trust that this report will enable you to report return on investment and assist with future decision-making.

The event, was themed around the Business & Finance opportunities and recruitment, hosted representatives from 6 UK institutions (Listed below), that positively engaged with prospective students, visitors and partners, providing the audience with information on educational partnerships opportunities and details on courses offered.

The mini fair and school visits attracted over 400 visitors thanks in part to the marketing campaign (Details listed below). Alongside the mini fair, a series of meetings with local institutions were also held, exploring possible opportunities for working together.

At British Council, we highly appreciate your support, and hope that we can continue to provide valuable marketing services in terms of both our exhibitions and our range of other targeted activities during the year. We hope to see you again at our next event/exhibition.

Regards,

Imran Yousaf | Projects Manager, Kuwait

This report includes:

Introduction - [Page 2](#)

Highlights - [Page 3](#)

Marketing - [Page 3-6](#)

Visitor Feedback – [Page 6](#)

Exhibitors Feedback - [Page 6-8](#)

Future Steps - [Page 9-10](#)

Highlights

The tour had it all; it provided an ideal platform to the UK institutions to explore and engage in possible partnerships opportunities; helped with raising their profile; Helped with reaching out to a big audience and recruiting students at the same time. The school visits turned out to be very popular and a large number of students showed interest in the subject area.

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

Venue(s)	Four Points Sheraton – 16 September 2015
Opening hours	16:00-21:00
Stand costs	£1090.00 + VAT

Marketing

A targeted marketing approach was undertaken to reach a wider audience through our digital campaigns and offline advertising. We utilised our Eshots, Facebook (boosted paid campaigns), Instagram, LinkedIn 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 flyers, and roll ups which were placed in our office a week before the event.

This campaign had a very positive impact and more than 60 visitors visited the mini fair. Majority visitors found out about the mini fair through newspapers when asked.

A total of £3,500 was spent on Marketing for this mini fair

Our marketing reached an estimated audience of 1.5 Million people

Examples of marketing Include

Print:



Online: Facebook, and Instagram



Eshots

British Council database- Total Reach: 9,000 recipients
 Eshot (other) – half a million active emails

Visitors/stakeholders Feedback

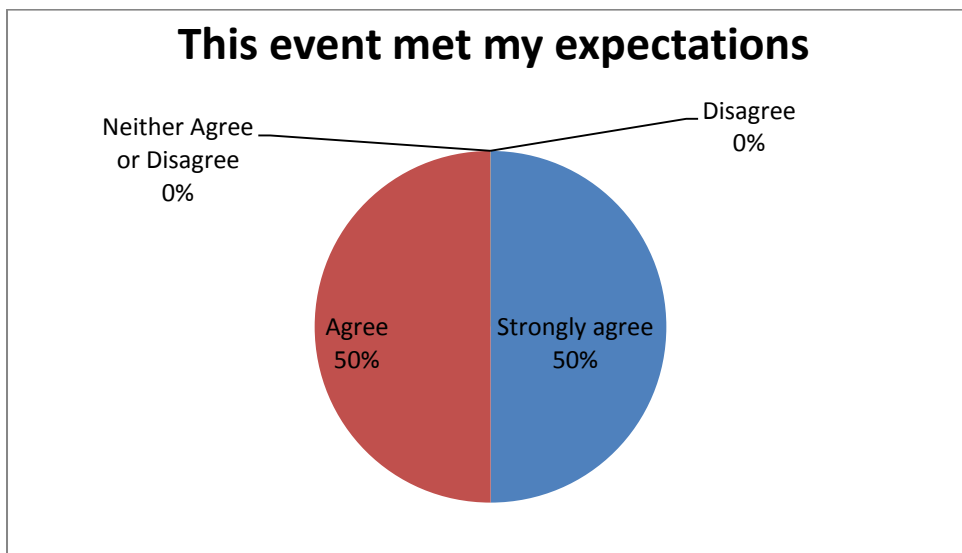
We have received a very positive feedback from the visitors, since it was a subject specific study tour students/parents received high quality information from the academics as well as international representatives. Some visitors commented to have more of subject specific tours for Engineering, Business, etc.

Schools visits were also very useful, as there was a lot of interest generated from high school students and high-level enquiries received. The school management appreciated delegate's presence and we were told to conduct more of these visits at their school as it helps generate confidence in students and provides opportunities as well.

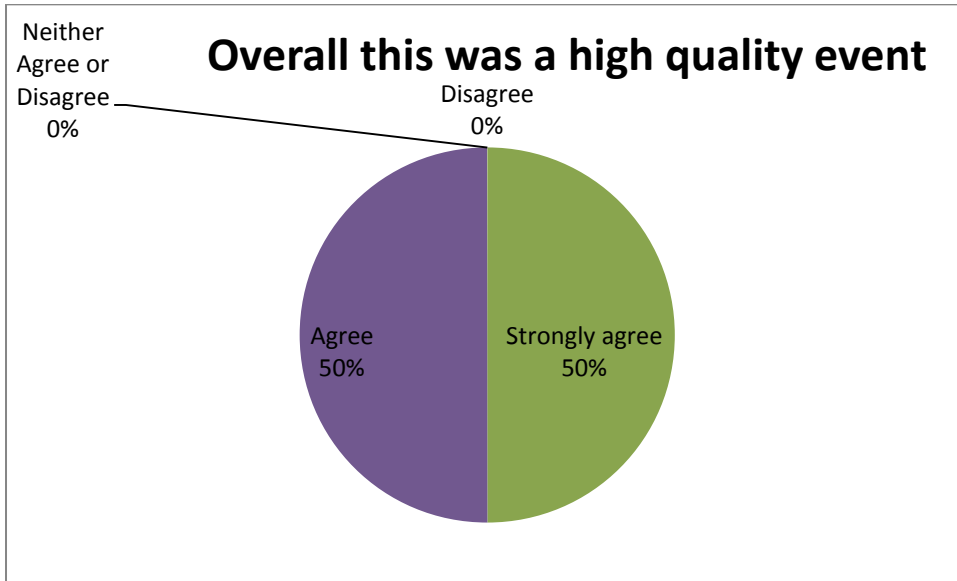
We have met heads/Deans of colleges from the Public Authority for Applied education and training , Deans College of Business at Kuwait University and chairman (and his team) at Kuwait Institute of Banking Studies. We were very well received and all of them were thankful to the British Council for bringing these academics/delegates from the UK. There were lots of mutual interest generated and new ideas discussed which led to a very positive atmosphere all round.

Exhibitor's Feedback

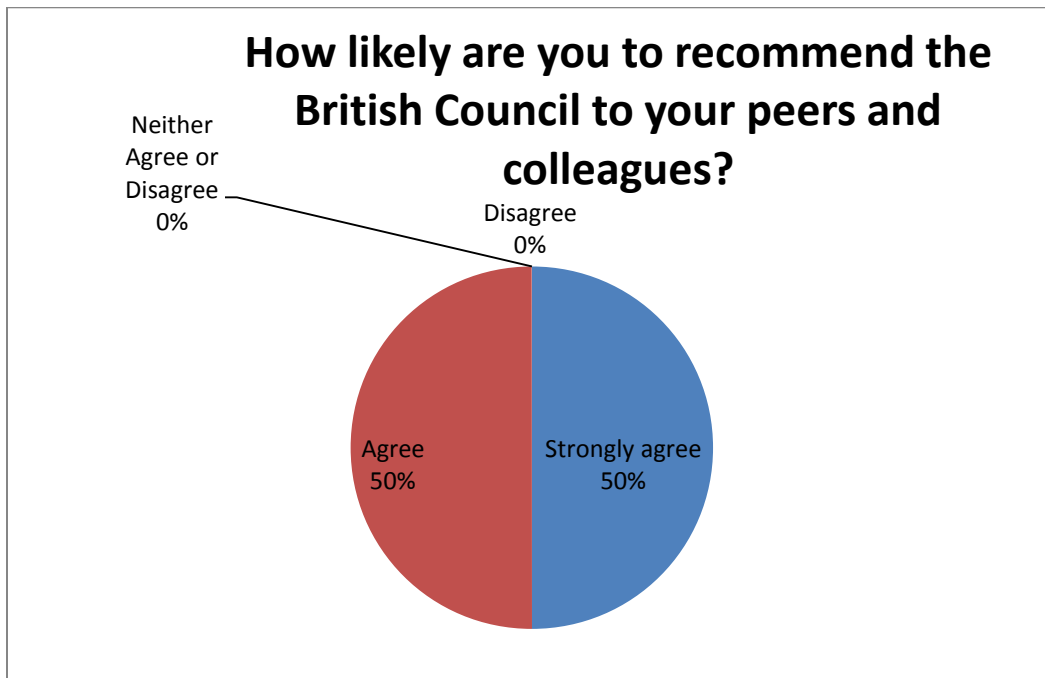
Expectations



Quality



Recommendation



Some positive quotes from exhibitors:

- Very well organized tour
- Meetings with the Deans at PAAET and Kuwait University very useful
- The tour has served the purpose of partnerships opportunities and student recruitment
- School visits were very well attended
- The market briefing session provided useful information and prepared us for the meetings ahead of the tour
- More of these type of tours should be conducted

List of Exhibitors:

No.	PARTICIPATING INSTITUTIONS
1	University of Southampton
2	Northumbria University
3	Liverpool John Moore's University
4	University of West of Scotland
5	The University of Sheffield
6	University of Salford

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

- British Council understands the importance of providing value-added services to the exhibitors, thus we are planning to hold a networking event with local agents and school counsellors, in order to provide a platform for UK institutions and agents to meet up, and identify possible collaboration opportunities.

UK Institutions

- It is suggested that institutions invite their alumni to attend future exhibitions and share tales of their life in UK with the visitors.
- It is highly recommended to institutions that they regularly follow up with the outcome of the meetings with KU and PAAET and provide proposals on agreed potential joint ventures.
- Institutions should consider aim to provide the BC with a subject matrix prior to the exhibition, to help reduce queues at stalls where institutions don't provide the course.
- 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
- Institutions are encouraged to send academics for subject specific study tours as technical details of the area of expertise is usually required during meetings with key ministries/public education institutions
- Exhibitors can also promote the Exhibition on their own website, newsletter or email blast to gain more public interest
- Exhibitors should communicate any amendments or queries about arrangements with the British Council prior the Exhibition.
- Freight for mini fair should be sent directly to the venue

The above points, though important, should not detract from what was a successful tour.

Appendix: Some photos from the event



Face to face session at the mini fair



Schools visit





Schools visits and presentations



Student counselling



Student counselling



PAAET meeting

www.britishcouncil.org/siem

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PAAET meeting



End of Report