



**SERVICES FOR  
INTERNATIONAL  
EDUCATION  
MARKETING**

**Post-event report for**

**Cyprus International Education Exhibition  
(Education & Career 2016)**

**Friday 19 to Sunday 21 February 2016**

**International Fair Grounds Pavilion 6**

## Introduction

Thank you for your participation at the Education UK exhibition in **Cyprus** in **February 2016** at the **International Fair Grounds, Nicosia**.

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.

This year for the first time British Council supported the Cyprus International Education Exhibition 2016 organised by the Cyprus Ministry of Education along with other organizations. The event, target was around International Education opportunities for HE and FE markets and hosted representatives from 110 institutions, including **40 UK institutions** (Listed below in “Exhibitor’s Feedback” section), that positively engaged with **prospective students, visitors and partners**, providing the audience with information on **study options available to them at all levels**.

British Council and Education UK participation was sponsored by UNITE STUDENTS.

The event attracted over **6,000 visitors** during the three days, thanks in part to the media and marketing campaign which covered all communication means including TV, Radio, printed, digital and live link. (**Details listed below in Appendix 1**). Alongside the main exhibition, a series of presentations / seminars were also held, on popular topics including Accounting, Finance, Art portfolio, Law, updates on money matters and tuition fees.

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 also our range of other targeted activities during the year. We hope to see you again at our next exhibition.

Regards,

**Pantelitsa Michael** | Business Development Manager SIEM, Cyprus

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Highlights

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

<b>Venue(s)</b>	International Fair Grounds, Nicosia 19-21 February 2016
<b>Opening hours</b> <b>Friday</b> <b>Saturday &amp; Sunday</b>	08:00-13:00 & 16:00-21:00 14:00-20:00
<b>Stand costs</b>	£1070

There was a great increase in visitors from last April Education UK Exhibition...

<b>Attendance</b>	<b>Nicosia</b>	
	<b>2015</b>	<b>2016</b>
2015 was one day Education UK Exhibition	300	
2016 was three days International Educ. Exhibition		6000

A number of successful seminars were held, covering such topics as...

- Guide to study Law in the UK
- Why study in the UK
- Money matters, tuition fees, scholarships, survival guide
- Choosing between a master in business, finance or management
- Study finance and accounting in the UK
- Study in the UK-Career options with my degree
- How to prepare a portfolio
- How to develop a winning creative arts portfolio
- Foundation on English Courses in the UK
- Study abroad / the application process

Visitors' profile

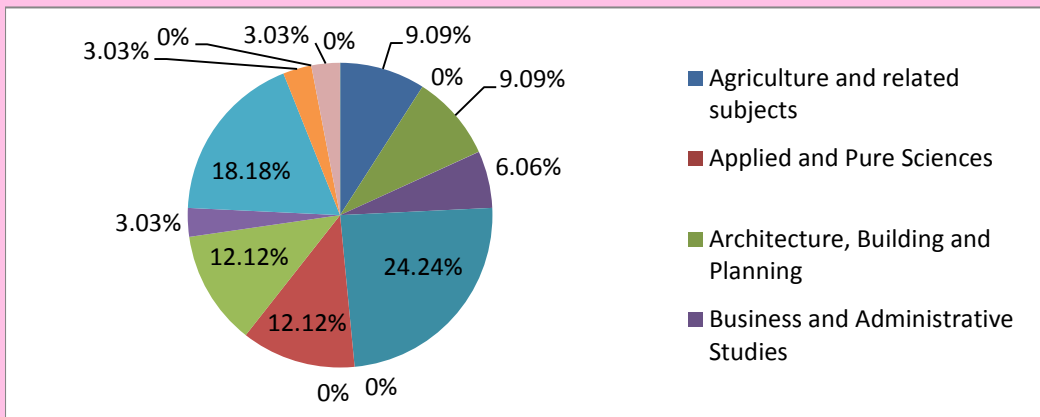
38% of visitors are looking for Undergraduate Higher Education

62% of the visitors preferred MBA's / MSC's/ PHD's etc.

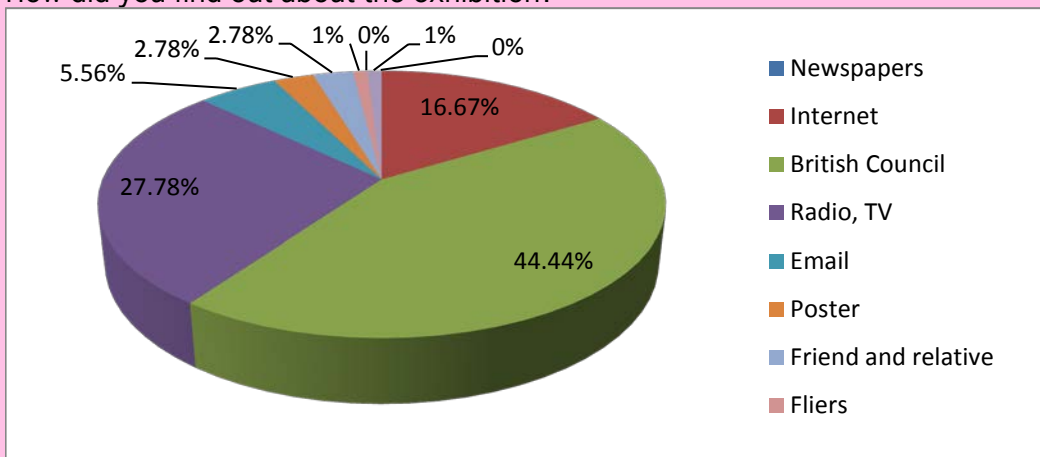
Of the total visitor numbers 41% were male, 59% were female.

Of the total visitor numbers 86% were students, 14% professionals

What programme of study are visitors interested in?



How did you find out about the exhibition?



## Marketing

Marketing campaign was undertaken by an Advertising Agency and covered all means of communication.

Main target audience was students at High School level as well as students at local Tertiary education institutions and young professionals.

The Ministry of Education and Culture contributed effectively to the overall campaign by sponsoring buses to take final year Lyceum students, from all towns at the exhibition.


**A total of £30K was spent on Marketing for this exhibition**

**Marketing campaign covered: TV, Radio, Magazines & Newspapers, On-line, Malls & Outdoor, Live Link and press conference**

**Dedicated marketing campaign was running parallel to International Education Exhibition promotional campaign specifically for Education UK and the participation of 40 UK institutions.**

Examples of the marketing:






**Education UK**  
Innovative. Individual. Inspirational.

British Council  
Education UK Exhibition  
19 – 21 February 2016





19-21 Φεβρουαρίου - Χώρος Διεθνούς Έκθεσης  
Το BRITISH COUNCIL θα είναι εκεί!

# Your gateway to Education UK

Το British Council με 40 εκπαιδευτικά ιδρύματα από το Ηνωμένο Βασίλειο συμμετέχει φέτος στην Διεθνή εκπαιδευτική Έκθεση Εκπαίδευση και Καριέρα.

Επισκεφθείτε μας και ενημερωθείτε για προγράμματα σπουδών καθώς και για φοιτητικά δάνεια που προσφέρονται σε προπτυχιακό και μεταπτυχιακό επίπεδο.

**ΩΡΑΡΙΟ ΕΚΘΕΣΗΣ:**  
Παρασκευή: 08:30-13:30/16:00-21:00  
Σάββατο: 14:00-20:00  
Κυριακή: 14:00-20:00  
ΕΙΣΟΔΟΣ: Ελεύθερη

Πληροφορίες ☎ 22585000

**Μαζί μας συμμετέχουν:**

ALPHA OMEGA COLLEGE	THE UNIV. OF BUCKINGHAM
ANGLIA RUSKIN UNIVERSITY	UNIVERSITY OF READING
BATH SPA UNIVERSITY	UNIV. FOR THE CREATIVE ARTS
BIRMINGHAM CITY UNIVERSITY	UNIVERSITY OF BEDFORDSHIRE
BROOKE HOUSE COLLEGE	UNIVERSITY OF BRADFORD
BRUNEL UNIVERSITY LONDON	UNIVERSITY OF BRIGHTON
DE MONTFORT UNIVERSITY	UNIV. OF CENTRAL LANCASHIRE
FALMOUTH UNIVERSITY	UNIVERSITY OF CHESTER
GOLDSMITHS, UNIV. OF LONDON	UNIVERSITY OF DERBY
KEELE UNIVERSITY	UNIVERSITY OF GLASGOW
LANCASTER UNIVERSITY	UNIV. OF GREENWICH, LONDON
LEEDS BECKETT UNIVERSITY	UNIVERSITY OF KENT
MPW SCHOOLS & COLLEGES	UNIVERSITY OF LEEDS
MIDDLESEX UNIV., LONDON	UNIVERSITY OF LEICESTER
NEW COLLEGE OF THE HUMANITIES	UNIVERSITY OF LINCOLN
NEWCASTLE UNIVERSITY	UNIVERSITY OF PORTSMOUTH
NORTHUMBRIA UNIV. NEWCASTLE	UNIVERSITY OF SALFORD
PLYMOUTH UNIVERSITY	UNIVERSITY OF SOUTH WALES
SOUTHAMPTON SOLENT	UNIV. OF THE WEST OF ENGLAND



## Visitor's Feedback

Visitors to the exhibition were registering through an on-line survey. 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” 80% said yes, 5% said no, 15% maybe**

**When the visitors were asked “Did you receive all the Information required to make an informed choice” 75% said yes, 25% said no**

**When visitors were asked “what motivates you to choose UK as a study destination”**

**60% said High accreditation standards  
20% said wide variety of courses and institutions and  
20% said International recognition.**

**Some examples of quotes from Visitors following the exhibition:**

- That was a complete exhibition with so many exhibitors
- A great opportunity to meet with so many UK universities at the International Fair – for the first time!
- How about more Institutions?

**Key Recommendations for the British Council include:**

- Invite more Institutions to attract larger audience
- Keep attending International Exhibition with UK representation



## Exhibitor's Feedback

At the exhibition there were **40 unique exhibitors** from UK HEIs; this represents a 25% increase on last year's exhibitor count

Exhibitor Attendance	NICOSIA	
	2015	2016
One day event	32	
Three day event		40

When exhibitors were asked "Will you be attending a similar exhibition next year?" **50% said yes, 11% said no, 39% undecided**

When exhibitors were asked if they have attended a BC organised event before **78% said Yes, 22% said No**

### Some positive quotes from exhibitors:

- To ensure there is a continuity of the regularity: e.g. the last week end in February every year - as happens with the BC Fair at the Hilton in November. This is well known throughout Cyprus and thus attendance is good
- I had more visitors to my booth at the fair this time, than at the last BC fair in April. Also, I felt I was reaching new audiences. However, February is just not the best time to promote the university.

### Some quotes for thought from exhibitors:

- Try to reduce the number of events overall as the market is becoming saturated which is shown by a reduction in attendance.
- More activity before the UCAS 15th January deadline.



**List of Exhibitors (Alphabetical Order)**

<b>Alpha Omega College</b>	<b>The University Of Buckingham</b>
<b>Anglia Ruskin University</b>	<b>The University Of Reading</b>
<b>Bath Spa University</b>	<b>University For The Creative Arts</b>
<b>Birmingham City University</b>	<b>University Of Bedfordshire</b>
<b>Brooke House College</b>	<b>University Of Bradford</b>
<b>Brunel University London</b>	<b>University Of Brighton</b>
<b>De Montfort University</b>	<b>University Of Central Lancashire</b>
<b>Falmouth University</b>	<b>University Of Chester</b>
<b>Goldsmiths, University Of London</b>	<b>University Of Derby</b>
<b>Keele University</b>	<b>University Of Glasgow</b>
<b>Lancaster University</b>	<b>University Of Greenwich</b>
<b>Leeds Beckett University</b>	<b>University Of Kent</b>
<b>Mander Portman Woodward</b>	<b>University Of Leeds</b>
<b>Middlesex University</b>	<b>University Of Leicester</b>
<b>New College Of The Humanities</b>	<b>University Of Lincoln</b>
<b>Newcastle University</b>	<b>University Of Portsmouth</b>
<b>Northumbria University</b>	<b>University Of Salford</b>
<b>Plymouth University</b>	<b>University Of South Wales</b>
<b>Southampton Solent University</b>	<b>University Of The West Of England</b>
<b>Staffordshire University</b>	<b>University Of Wolverhampton</b>

**Future steps**

As already communicated this was the first time that British Council Cyprus supported the International Education Fair with a strong UK presence and the participation of 40 UK institutions. UK Education area was especially designed to host institutions in a customer friendly layout.

There are several areas that both British Council and the UK institutions can work on to improve the overall arrangement and outcomes of this exhibition.

The main findings and recommended next steps are outlined below:

### British Council

- Work closely with the organizers to ensure quality for Wi-Fi access to all exhibitors
- Work out exhibition opening hours in line with feedback received from exhibitors.
- British Council understands the importance of providing value-added services to the exhibitors, thus we are planning to hold networking meetings with key education contacts in order to provide UK institutions with the opportunity to talk about study options in the UK.
- Going forward, British Council Cyprus will communicate / coordinate our schedule with the closer region and ensure that dates are in line with other regional countries' events, to enable exhibitors to maximize their time and budget in a single trip.

### UK Institutions

- It was mentioned that the presence of so many UK institutions for the first time to this event was important and added value to student experience.

It is suggested that UK institutions continue to support British Council collaboration with this event and to establish UK presence at the International Fair with a larger number of UK institutions attending in the future.

The above points, though important, should not detract from what was a successful exhibition. Next year's exhibition (Currently Scheduled for **17-19 February 2017**) will build upon the lessons learned and prove even more popular. We hope to see you there!

## Appendix 1

**List of exhibitors (by booth number )**

- BOOTH 1 — University of Cyprus  
 BOOTH 2 — University of Nicosia  
 BOOTH 3 — Foundation of the Management of European Life Learning Programmes  
 BOOTH 4 — Embassy of Italy  
 BOOTH 5 — Embassy of Sweden  
 BOOTH 5 — Embassy of Finland  
 BOOTH 6 — IE University, Spain  
 BOOTH 7 — Cyprus University of Technology  
 BOOTH 8 — BHMS Switzerland  
 BOOTH 9 — Study in Germany - Land of Ideas (Embassy of Germany)  
 BOOTH 10 — Neapolis University Pafos  
 BOOTH 11 — Frederick University  
 BOOTH 11 — Frederick Institute Of Technology  
 BOOTH 12 — UNICERT  
 BOOTH 13 — Police Academy, Cyprus  
 BOOTH 14 — L.M.C Educational Services  
 BOOTH 14 — University of New York in Prague  
 BOOTH 15 — KIC InnoEnergy – Master School of Power Engineering, Netherlands  
 BOOTH 18 — National Sports Academy «Vassil Levski», Sofia, Bulgaria  
 BOOTH 19 — Ομοσπονδία Συνδέσμων Γονέων Μέσης Εκπαίδευσης Λευκωσίας  
 BOOTH 20 — EU Business School (Barcelona, Munich, Genova, Montreux)  
 BOOTH 20<sup>A</sup> — Aviation & Tourism Institute  
 BOOTH 28 — DIKTYO HUB  
 BOOTH 29 — Cyprus Energy Agency  
 BOOTH 29 — Laureate International Hospitality Universities  
 BOOTH 33 — Czech universities  
 BOOTH 34 — Automotive Technology Centre  
 BOOTH 35 — City Unity College Nicosia  
 BOOTH 36 — Hellenic Bank  
 BOOTH 39 — Higher Hotel Institute Cyprus (HHIC)  
 BOOTH 41 — KES College  
 BOOTH 42 — University of Macedonia  
 BOOTH 42 — ARISTOTLE UNIVERSITY OF THESSALONIKI  
 BOOTH 43 — American College  
 BOOTH 44 — CDA College  
 BOOTH 45 — R.Z.Hair and Beauty Techniques

- BOOTH 46 — Ledra College  
BOOTH 47 — Cyprus Association of Educational Consultants  
BOOTH 48 — Institut Francais de Chypre  
BOOTH 48 — IFP School  
BOOTH 48 — Universite de Montpellier 3  
BOOTH 48 — Montpellier Business School  
BOOTH 48 — Universite de Tours  
BOOTH 48 — Universite du Maine  
BOOTH 49 — High Commissioner of Canada  
BOOTH 50 — Cyprus School of Molecular Medicine  
BOOTH 51 — The Cyprus Institute of Marketing  
BOOTH 52 — Open University Cyprus  
BOOTH 53 — Ministry of Education and Culture of Cyprus  
BOOTH 54 — Ministry of Labour and Social Insurance of Cyprus  
BOOTH 55 — Human Resource Development Authority of Cyprus  
BOOTH 56 — Cyprus Computer Society, European Computer Driving Licence (ECDL)  
BOOTH 57 — CTL Eurocollege  
BOOTH 58 — Alexander College  
BOOTH 59 — AIGAIA School of Art and Design  
BOOTH 60 — UCLan Cyprus  
BOOTH 61 — European University Cyprus  
BOOTH 62 — Global College  
BOOTH 63 — D.A. Photiades Education  
BOOTH 64 — Global Educational Services  
BOOTH 64<sup>A</sup> — Cyta UK  
BOOTH 64<sup>A</sup> — Cyta Hellas  
BOOTH 65 — The Limassol College  
BOOTH 66 — Studio 8 School of Art and Design  
BOOTH 67 — CIIM-Cyprus International Institute of Management  
BOOTH 68 —TCS Educational Consultants  
BOOTH 68 — INTO USA  
**BOOTH 69 — BRITISH COUNCIL — UK UNIVERSITIES**  
**British Council Information Desk... [read more](#)**  
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New College of the Humanities ... [read more](#)  
Newcastle University... [read more](#)  
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Plymouth University... [read more](#)  
Southampton Solent University ....[read more](#)  
Staffordshire University...[read more](#)  
The University of Buckingham... [read more](#)  
The University of Reading...[read more](#)  
University for the Creative Arts... [read more](#)  
University of Bedfordshire... [read more](#)  
University of Bradford... [read more](#)  
University of Brighton... [read more](#)  
University of Central Lancashire...[read more](#)  
University of Chester ...[read more](#)  
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University of Salford...[read more](#)  
University of South Wales...[read more](#)  
University of the West of England...[read more](#)  
University of Wolverhampton... [read more](#)

Appendix 2

Advertising and Promotional Campaign

<b>MEDIA OVERVIEW</b>	<b>CONTACT</b> ADVERTISING
TV – SIGMA	
RADIO	
MAGAZINES & NEWSPAPERS	
ONLINE	
<b>MALLS &amp; OUTDOOR</b>	
MALL OF CYPRUS (Nicosia) Sequential Digital Video, 2 Screen & 2 Digital Screens	<i>Magazines / full page ads</i>
MY MALL LIMASSOL (Limassol) Digital Advertising Screens ( 8 visuals )	<i>TV Mania</i>
PISA & SCROLLING PISA (6/2)*	<i>OK*</i>
LIVE LINK (SUPER FM - DIAS GROUP)	<i>DOWN TOWN</i>
	<i>BEAUTIFUL PEOPLE</i>

<b>35" RADIO Spots breakdown</b>	<b>Average Spots</b>
<b>RADIO PROTO*</b>	35
<b>SUPER FM**</b>	35
<b>RIK TRITO</b>	42
<b>ASTRA</b>	40
<b>RADIO SFAIRA</b>	34
<b>DEEJAY</b>	40
<b>MIX FM</b>	40
<b>KISS</b>	34
<b>TOTAL</b>	<b>300</b>

<b>Newspapers</b>
<b>Phileleftheros (3X5 CLR)</b>
<b>Phileleftheros (Career)</b>
<b>Kathimerina (3X5CLR)</b>
<b>Politis (3X5 CLR)</b>
<b>Simerini (HALF PAGE CLR)</b>
<b>Alithia (3X5 CLR)</b>
<b>Charavgi (3X5 CLR)</b>

End of Report