

# Post Event Report

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## Education UK Exhibition Mauritius 04 & 05 December 2015

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

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### INTRODUCTION

Thank you for your participation at the Education UK Exhibition in Mauritius on 4 & 5 December 2015 at the Voila Hotel in Bagatelle.

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, targeted at the HE market, hosted representatives from 12 UK institutions ([listed below in Appendix A](#)) that positively engaged with prospective students, providing the audience with information on educational opportunities in the UK.

The event attracted over 300 visitors thanks in part to the marketing campaign ([details listed below](#)). Alongside the main exhibition, a series of seminars were also held, with topics covering [a range of topics](#) specific to higher education in the UK.

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.

Thank you.

Best regards,  
Abhai

Abhai Neermaull | Projects Manager, Mauritius

## HIGHLIGHTS

Venue	Voila Hotel, Bagatelle – 04 - 05 December 2015
Opening hours	09:30 – 18:00
Stand costs	£ 1,400 +VAT

Attendance by:	Prospective Students	Accompanying Parent/Friend	Total
Friday 04 December	91*	65**	156
Saturday 05 December	103*	80**	188
<b>TOTALS</b>	<b>194*</b>	<b>145**</b>	<b>344**</b>

\*Exact number on the day

\*\*Number is best estimate

## SEMINARS

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

- UK Student VISA Process and Q&A
- Studying Medicine in the UK
- An overview of what makes for a British Higher Education
- UK Higher Education and Employability
- Students talking of the experience of a UK Higher Education in Mauritius
- Studying Computer Science and Information Technology in the UK
- UK and transnational Education
- Popular subjects in the UK
- Tourism: Destination Marketing and Promotion
- IELTS - an overview

MARKETING

5,000 leaflets (size “Envelope DL”) were printed and distributed 1 week before the event.



Leaflet visual - Front



Leaflet visual - Back

**30 billboards (3m x 4m) for 7 days prior to the event across the island**



Billboard visual

**10 local newspapers inserts (2 dailies and 1 weekly), starting 2 weeks prior to the event as well as mass emailing to over 80,000 email addresses**



Newspapers & mass emailing visual



**Outdoor – around Bagatelle Mall which receives over 16,000 visitors a day**



**Signage to the exhibition inside the mall**

### **VISITORS' PROFILE**

The majority of the visitors were students who had just sat for the Higher School Certificate/A-Level examinations during October/November 2015, who were mainly looking for undergraduate courses, mainly around science and technology subjects, with a significant number looking into finance studies. A small number, were young professionals looking for postgraduate courses and their preferred course was the MBA via distance learning.

### **VISITORS' FEEDBACK**

Most visitors complimented the British Council in Mauritius for the much appreciated initiative of holding the first ever higher education exhibition in Mauritius which focused solely on study opportunities in the UK.

There were virtually no significant negative feedbacks from visitors.

## EXHIBITORS' FEEDBACK

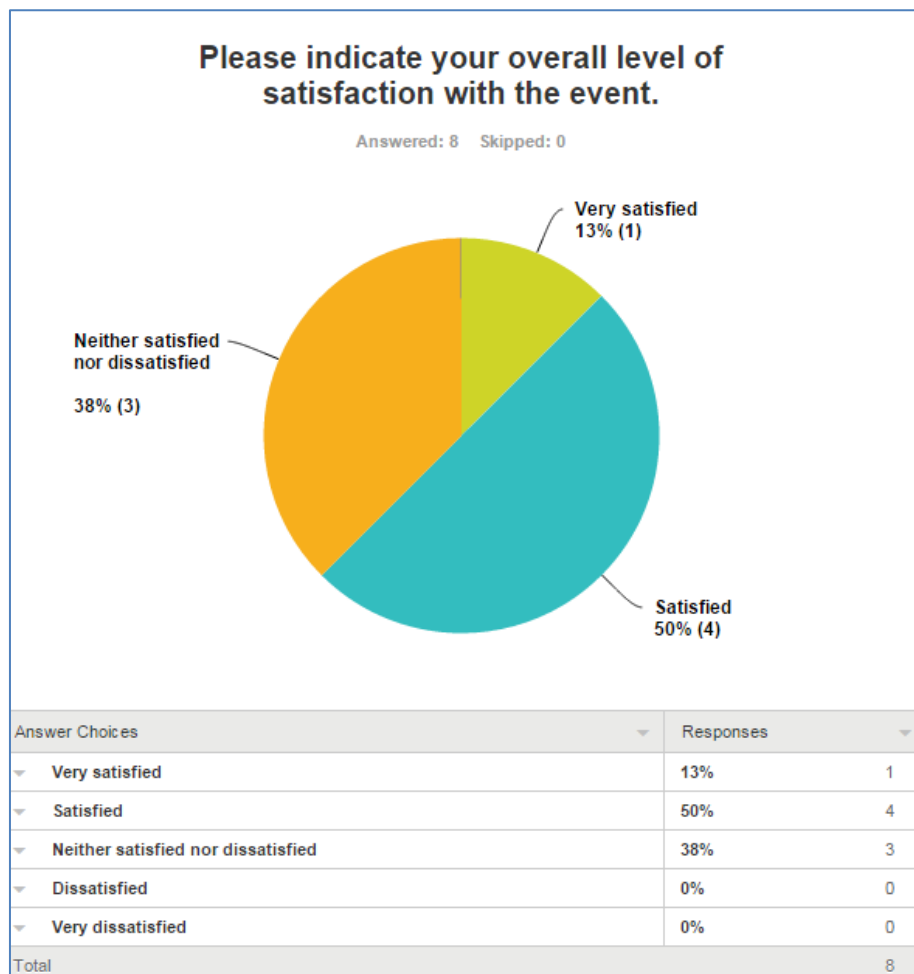
Some positive quotes from Exhibitors:

- “Friendly and helpful staff. Good Communication and information flow prior to the event.”
- “Calibre of students who attended the event”
- “The fact that it was a UK only exhibition so it attracted students with at least a reasonable interest in studying in the UK. The quality of inquiries was good.”
- “The friendly, cheerful and professional atmosphere of the BC staff, without forgetting the tea breaks, lunch. Of course, the public response was good.”

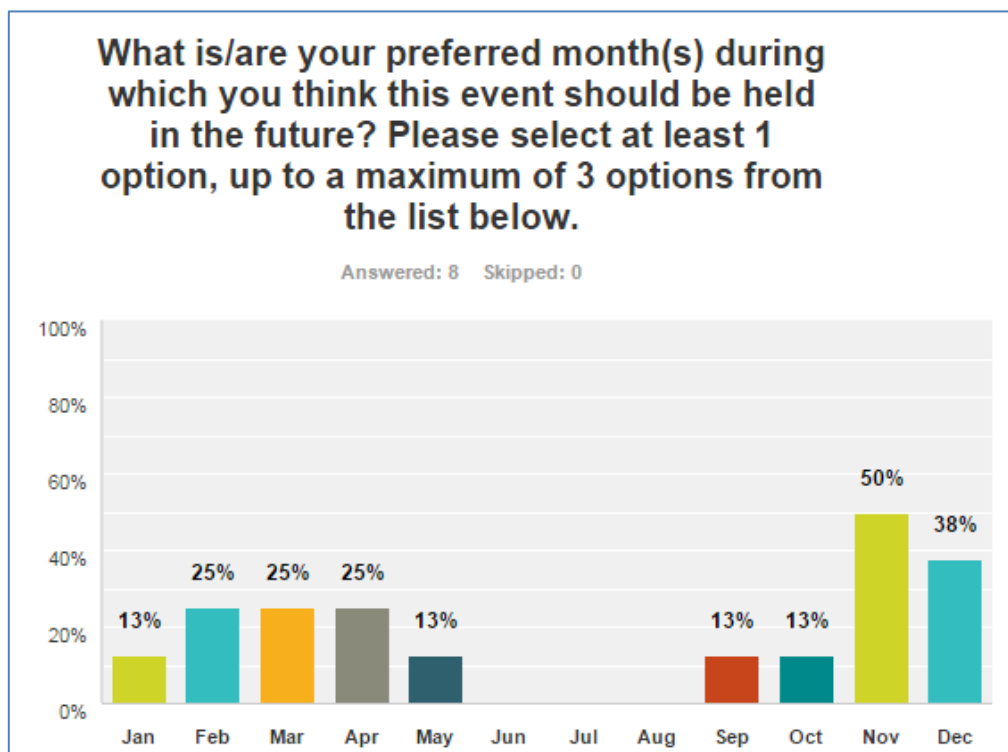
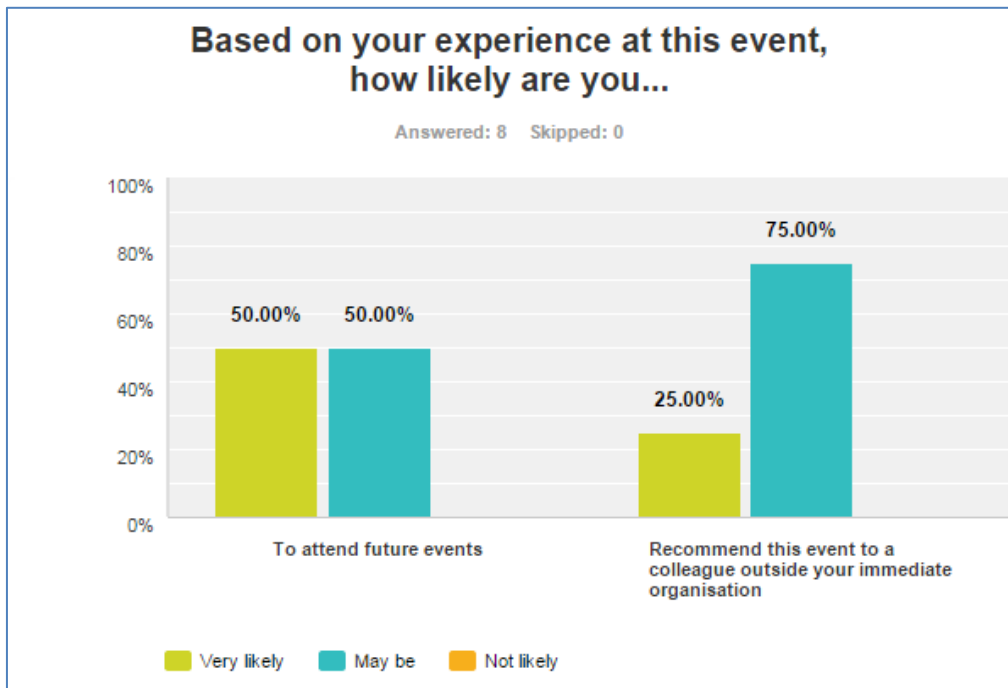
Some negative quotes from Exhibitors:

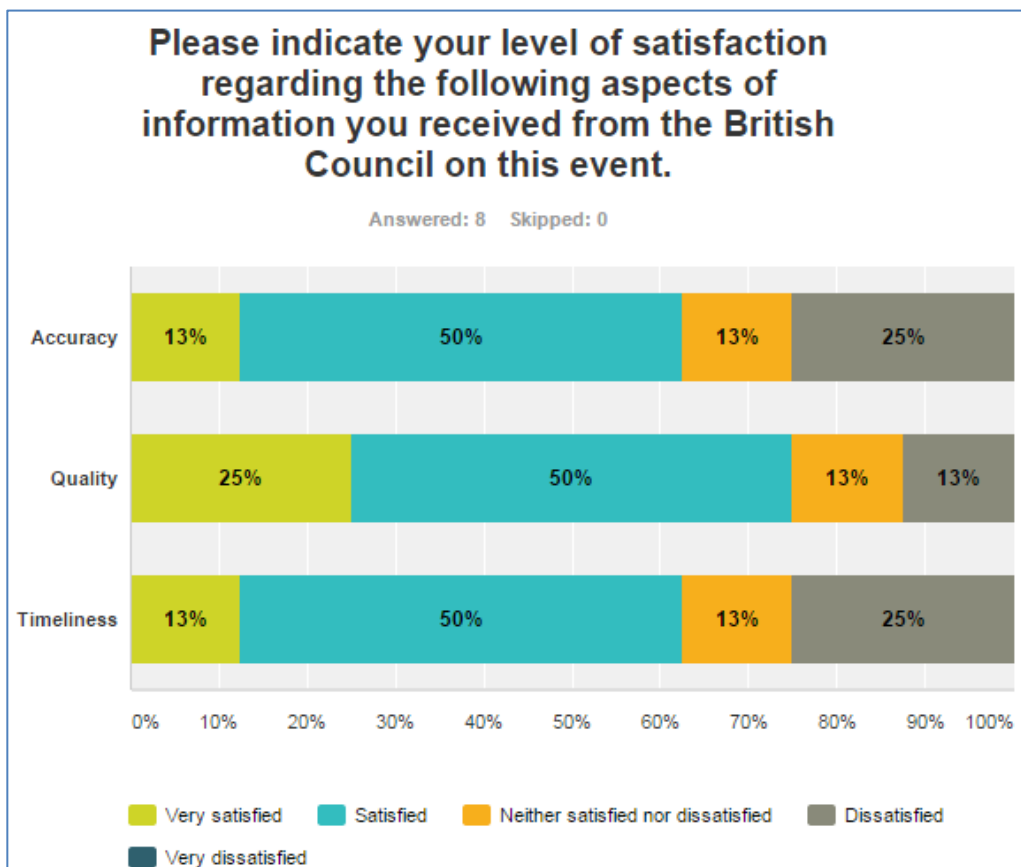
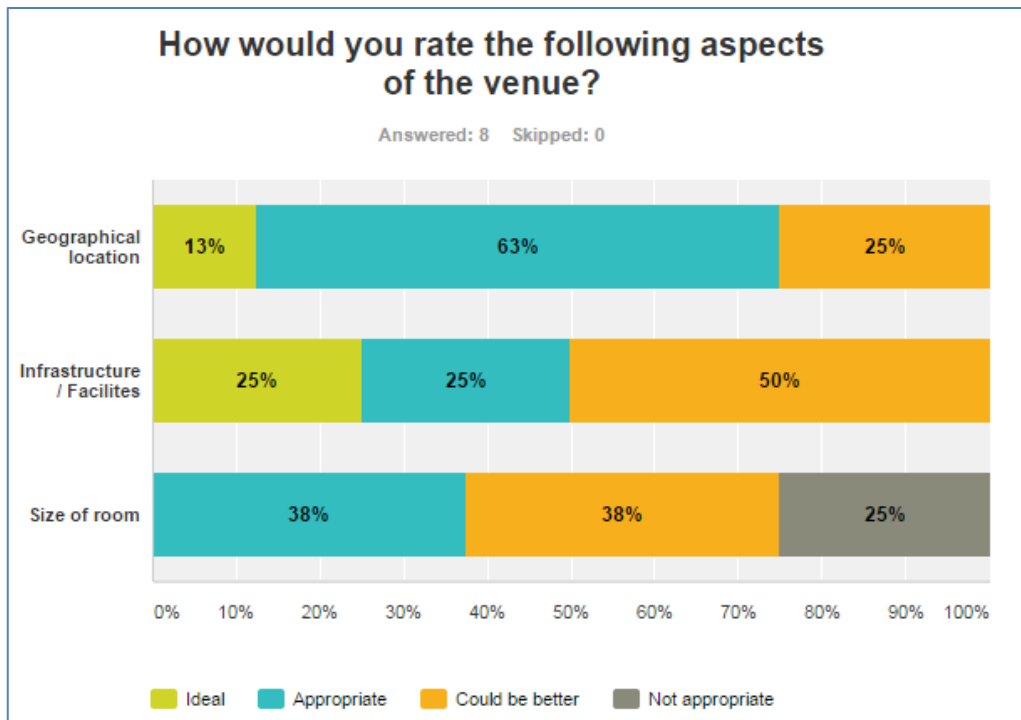
- “The hours of the event were too long and the room was quite small.”
- “The small venue”
- “The venue - not very accessible nor visible. Not enough promotion with the participants Separate space for the event and seminars.”

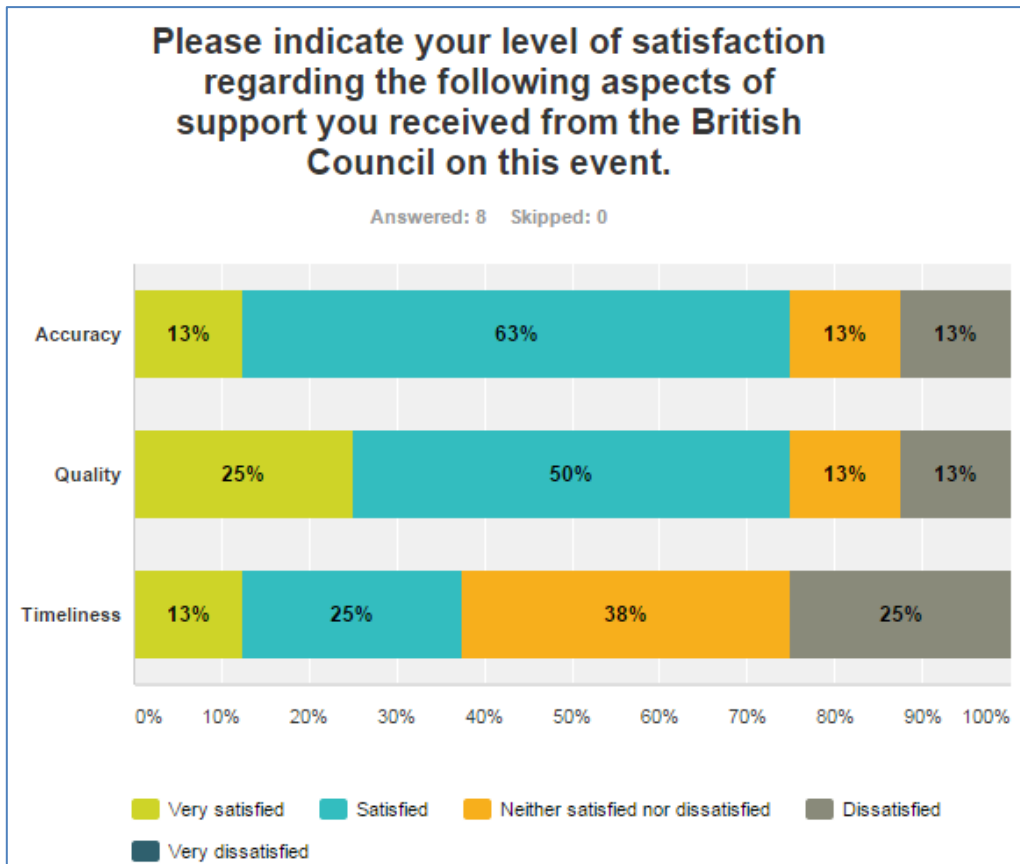
Exhibitors were also sent an online post-event survey to complete and the results are as follows:











### **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

For the 2016 exhibition, we will evaluate the cost effectiveness and the feasibility of moving to a larger, more visible and more accessible venue, possibly changing the exhibition format itself. The opening times of the exhibition will also be revised in a more consultative manner with exhibitors.

For the next exhibition, the marketing and promotion campaign is planned to start much earlier to generate more engagement and anticipation prior to the event.

British Council understands the importance of providing value-added services to the exhibitors, thus we are planning to maintain the networking event as well as think on a complementary theme relevant to the UK higher education sector. We will explore the possibility of invite local education agents and other ancillary service providers, in order to provide a platform for UK institutions, agents and relevant service providers to meet up, and identify possible collaboration opportunities.

Going forward, British Council Mauritius 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 wherever and whenever possible.

#### 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.

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. The next exhibition (currently tentatively scheduled for December 2016) will build upon the lessons learned and prove even more popular. We hope to see you there!

**APPENDIX A – LIST OF EXHIBITORS**

1	Aberystwyth University
2	Coventry University
3	Middlesex University
4	Newcastle University
5	Northumbria University
6	The University Of Law
7	The University Of Northampton
8	University College London
9	University Of Central Lancashire
10	University Of Greenwich
11	University Of Salford
12	University Of The West Of England