



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

**Post-event report for
Education UK Schools Tour –British Council
2nd -3rd March 2016
Amman-Jordan**

Introduction

Thank you for your participation at the Education UK international schools roadshow - **Jordan** in March 2016.

Over a period of two days, the School Roadshow took included direct marketing visits to 11 top international schools in Amman that have high HE outbound trends within their students. This event had the participation of delegates from 5 UK universities who took this opportunity to meet prospective students from grades 10, 11 and 12, to build up relationship and strengthen links with international schools councillors in Jordan.

The roadshow reached 580 students studying GCSE, A Levels, IB and SAT international programmes. They had face-to-face counselling with representatives from UK universities.

This report is to provide you with brief summary of the event, including student information and exhibitor feedback. We trust that this report will enable you to report the return on investment benefits and assist with future decision making.

Finally, we highly appreciate your support, and look forward to working more closely with you in coming roadshow and a wide range of other educational promotion activities during the year.

Best regards,

Ireini Petro- Education UK Officer

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Programme

2nd March 2016

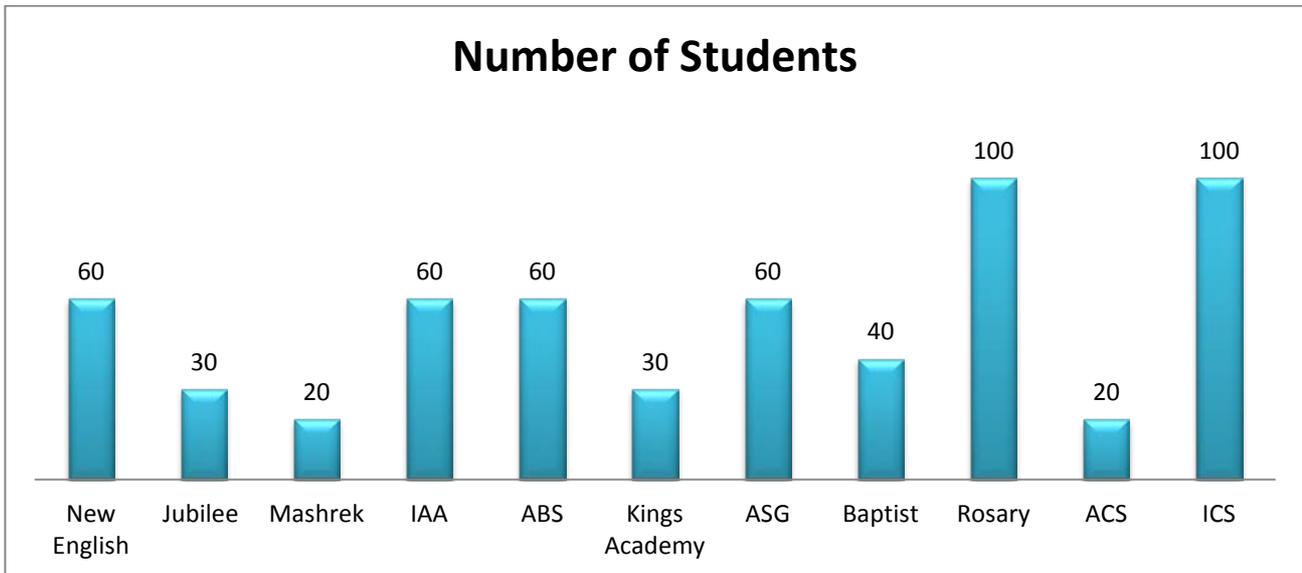
8:00	Representatives to be at the British Council
8:20	leaving the British Council office
9:00 -9:30	New English School
10:00-10:30	Jubilee School
11:00 -11:45	Mashrek School
11:45	Snack
12:30 -1:00	International academy Amman- IAA
1:15-2:00	Amman Baccalaureate School- ABS
3:00 -3:45	Kings Academy
4:15-5:45	Lunch at Haret Jdoudna Restaurant
5:45	Bus to take representatives Back to hotels

3rd March 2016

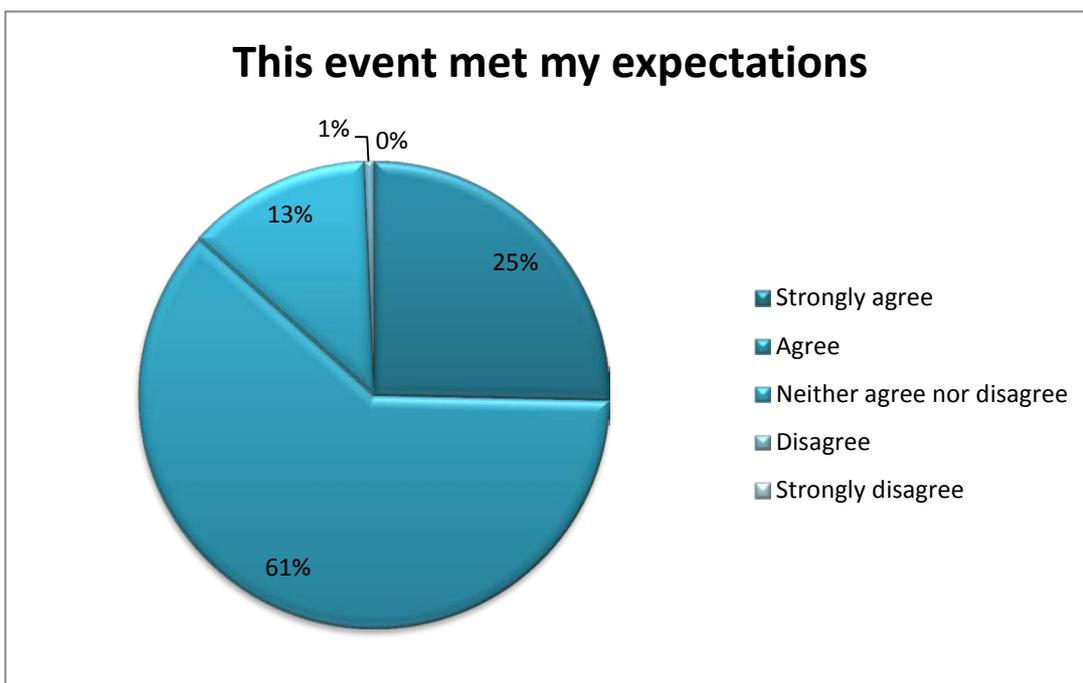
8:00	Representatives to be at the British Council
8:30	Leaving the British Council office
9:00-9:30	the Ahliyyah School For Girls- ASG
10:15-10:45	The Baptist school
11:30-12:00	Rosary School Marj Al Hamam
12:15	Snack
12:55-1:30	American community School- ACS
2:15-2:45	International community School
4:00-5:30	Lunch at Sufra Restaurant
5:30	Bus to take representatives Back to hotels

Student's Information

There were **580 students** from **11 international schools**, here's the break down to number of students from each school:



After the event, **86% of students** who completed the survey form said that the event met their expectations:

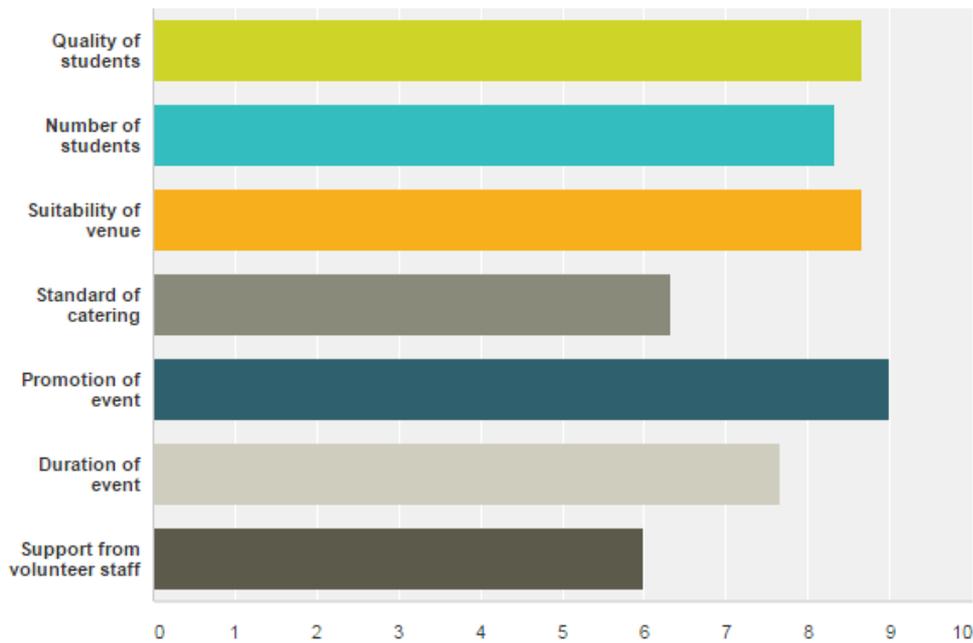


Students Comments:

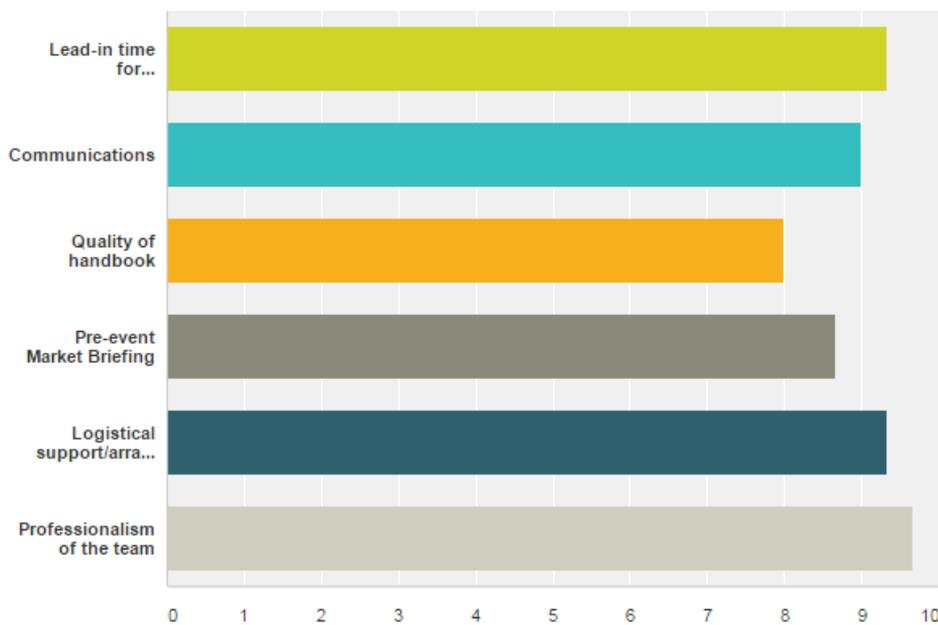
- You are the best!
- A wider range of universities would be great.
- Great overall.
- Each university could give a brief talk before receiving enquiries.

Exhibitor’s Feedback

We asked the exhibitors to rate the following aspects of the event.



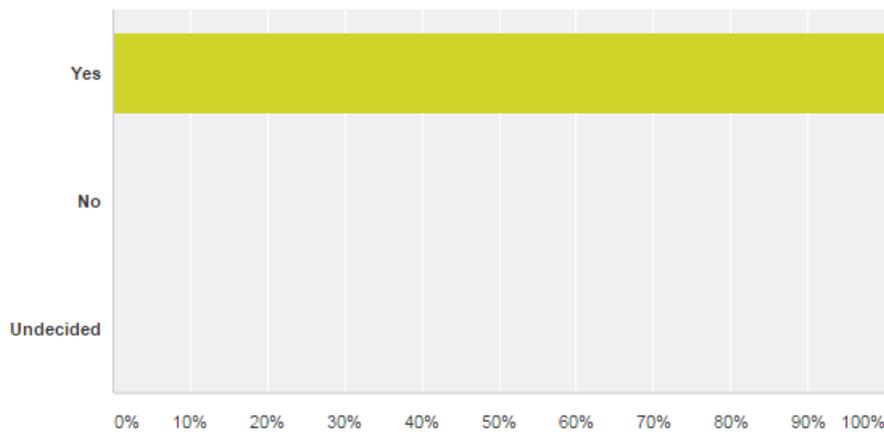
We have also asked them to rate the following aspects of the British Council



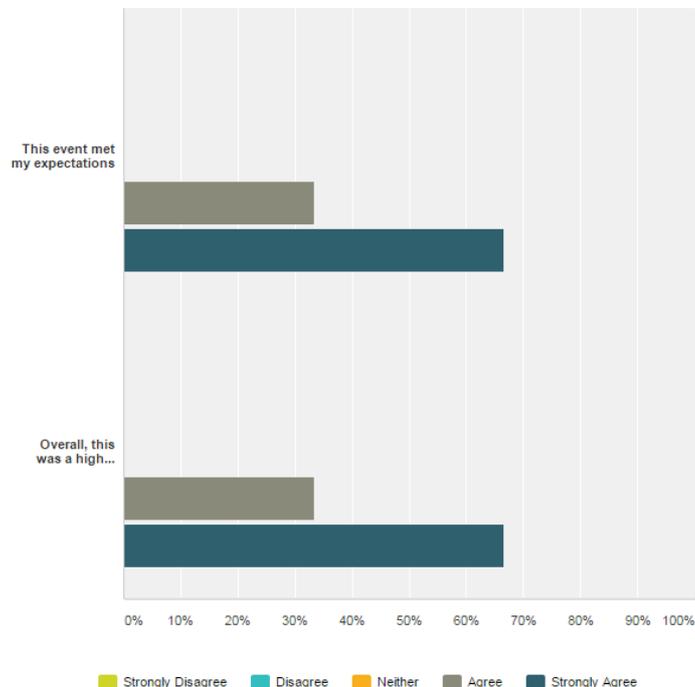
When asked have you developed/ built on existing relationships during their visit, 100% said yes.

Answer Choices	Responses
Yes - with agents	33.33%
Yes - with local institutions	100.00%
Yes - with Government	0.00%
No	0.00%
Total Respondents: 3	

We asked the exhibitors if they would consider coming back for the next British council Jordan activities 100% said yes.



Overall summery



Some positive quotes from exhibitors

- Thanks for a great tour guys!!! It was amazing!! Well done or all your hard work.
- Thank you so much for organising such an excellent event and providing us with the opportunity of visiting so many schools in Amman. Your incredibly efficient organisation made it a truly spectacular success and I wish to thank you both warmly for your tremendous hard work and equally generous hospitality!

Recommendations for the British council

- Consider the timing of the roadshow to be more convenient for the universities. A better timing might be after the education UK exhibition to allow more universities to participate and to be more cost efficient for the universities.
- Scoping Potential students at each school for the next roadshow and scoping of schools outside Amman.
- Introduce new aspiring schools with international programmes in the future roadshows.

Recommendations for the universities

- Universities representatives are recommended to have more prospectuses in the future events.
- Universities representatives' to be more informed about the Higher Education Proposition.
- Better understanding of the Jordanian Market.

Photos of the Roadshow



List of Exhibitors

No.	Institution
1	Royal Holloway, University of London
2	The University of Buckingham
3	University of Essex
4	University of Warwick
5	University of the west of Scotland