



SERVICES FOR INTERNATIONAL EDUCATION MARKETING

**Post-event report for
Education UK Days Turkey
17 and 19 October 2015
Istanbul and Ankara**

Introduction

Thank you for your participation at the Education UK Days in **Turkey** in **October 2015** at the Hilton Bosphorus Hotel in Istanbul and Ankara HiltonSA in Ankara.

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 **45 UK institutions** (Listed below in the appendix, page 15) that positively engaged with visitors including **prospective students, their parents, partners and advisors**, providing the audience with information on UK educational opportunities and subject choices.

The event attracted over **1,750 visitors** thanks in part to the marketing campaign (details listed below , page 16) Alongside the main event, a series of **36 seminars** were also held, with topics covered including UK education, scholarship opportunities and UK visas.

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

Regards,

Semra Yalcin | Education Coordinator, Turkey

This report includes:

Introduction - Page 2

Highlights - Page 3 – 5

Marketing - Page 7-8

Visitor Feedback - Page 9-10

Exhibitors Feedback - Page 11-12

Future Steps - Page 13-14

Appendix: List of exhibitors, survey results, Advertising - Page 15-18

Highlights

The event was held at the following venue/time/date...

Venue(s)	ISTANBUL Hilton Istanbul Bosphorus	ANKARA Ankara HiltonSA
Opening hours	11:00-17:00	13:00-19:00
Stand costs	£2,000	£1,100

There was a decline in visitors from last year's event. We anticipate that this is due to the blast in Ankara a week before the event and also other fairs taking places at the same time.

Attendance	ISTANBUL	ANKARA
	2015	2015
	1,300	450

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

- Scholarship Programmes by MoNE, Chevening and Jean Monnet
- Hints and tips on preparing personal statement
- Common mistakes and important points for UK visa application

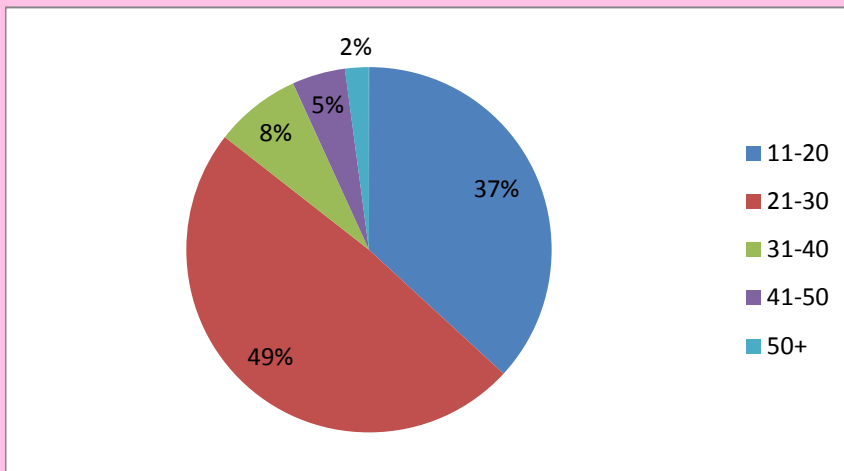
Visitors said

- "Useful"
- "Educational"
- "High quality"

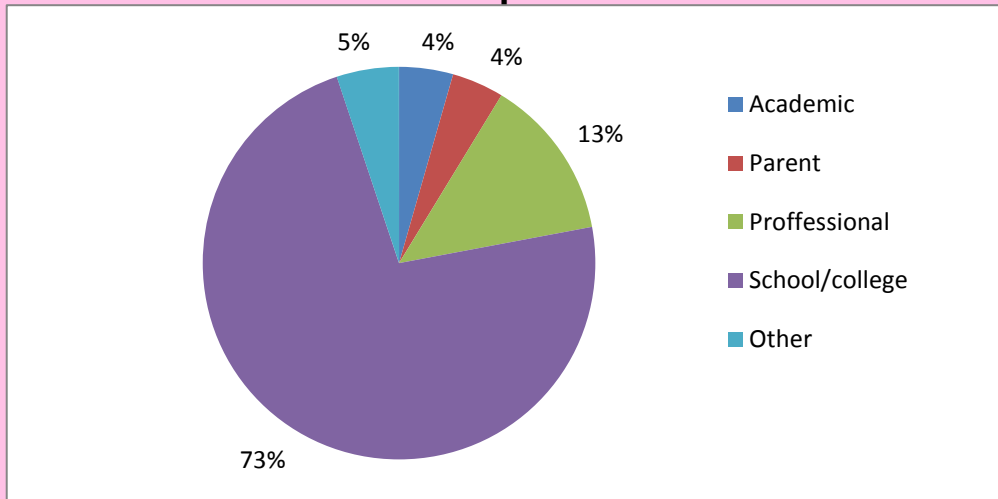
Visitors' profile

Of the total visitor numbers **43%** were male and **57%** were female

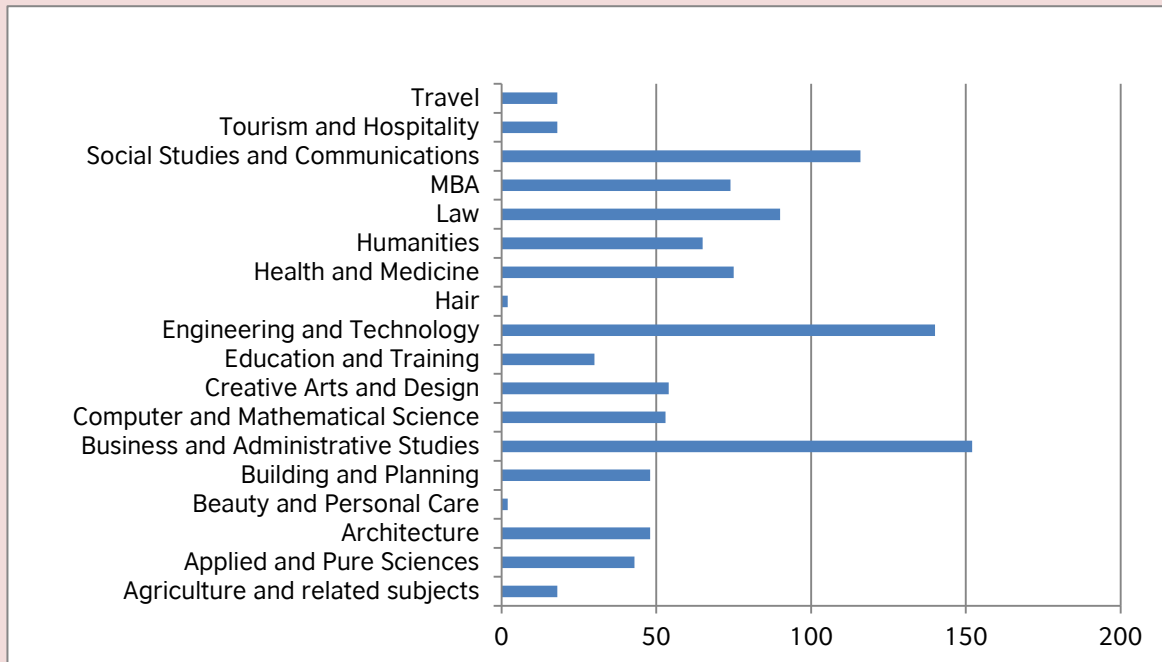
Age



Occupation

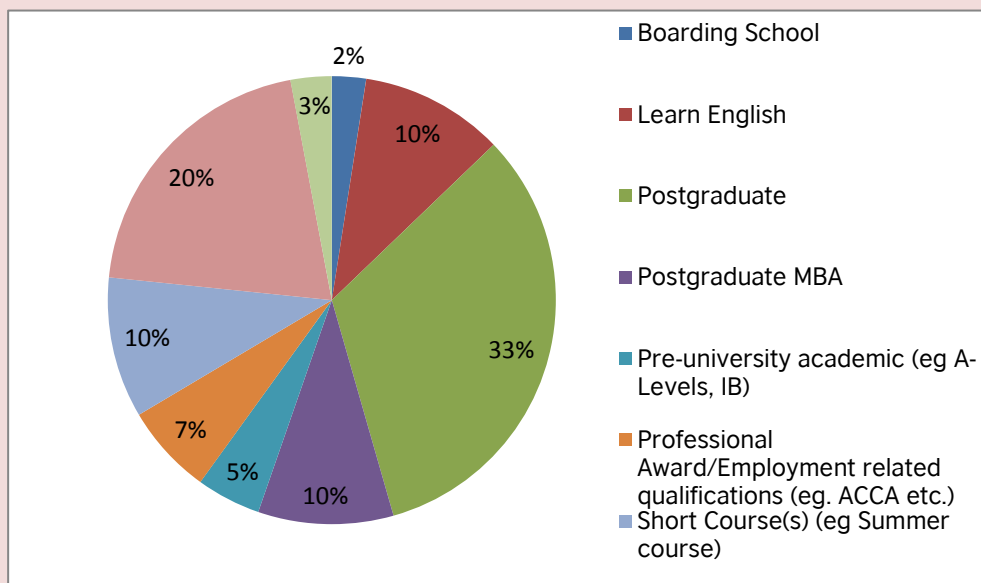


Level of Study



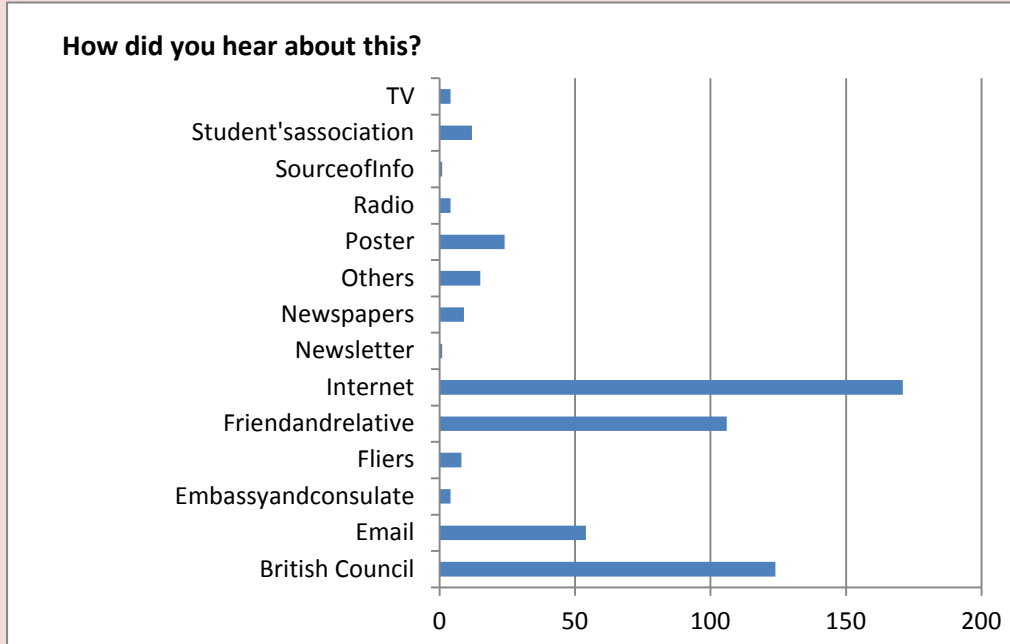
Business & Administrative Studies, Engineering & Technology and Social Studies & Communications are the most popular programmes. These are the usual popular subjects.

What level of study are visitors interested in?



Postgraduate is the most popular level of study. This supports the portion of PG students according to HESA statistics (2/3 of total market)

How did you find out about the event?



Marketing

A total of **£50,000** budget was spent on marketing for this event

Our marketing campaign reached an estimated audience of **46 million people** through social media channels and **2.7 million people** through traditional media channels

Caffé Nero supported the promotion campaign by placing posters and promotional flyers for the UK Education Days in 10 branches in Istanbul and Ankara

Print:



Outdoor:



Online



İNGİLTERE'DE EĞİTİM GÜNLERİ
17 Ekim, İstanbul - 19 Ekim, Ankara

iPad mini, IELTS sınavı,
İngiltere uçak bileti
ve sürpriz hediyeler
kazanma şansı

KATILIM ÜCRETSİZDİR

HEMEN TIKLA



ANA SAYFA MODA SAĞLIK İLİŞKİLER FOTO HABER SON DAKİKA

MANGO

'Ayaktakımı'na alkış
Şehir: Tiyatroları'nın yeni oyunu- 'Ayaktakımı Arasında'nın ilk gösterimi önceki akşam yapıldı.

İNGİLTERE'DE EĞİTİM GÜNLERİ
17 Ekim, İstanbul
19 Ekim, Ankara

HEMEN TIKLA

British Council Turkey
Published by Fulya Çamtar (7) - September 15

İngiltere'de Eğitim Günleri başlıyor! 17 Ekim Hilton İstanbul Bosphorus ve 19 Ekim HiltonSA Ankara'da ücretsiz olarak düzenlenen etkinliğe online kayıt ve detaylı bilgi için: <http://www.britishcouncil.org.tr/educationukdays>



İNGİLTERE'DE EĞİTİM GÜNLERİ
17 ve 19 Ekim 2015

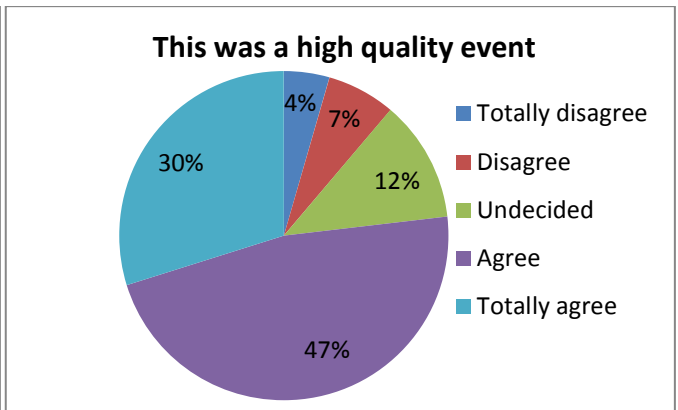
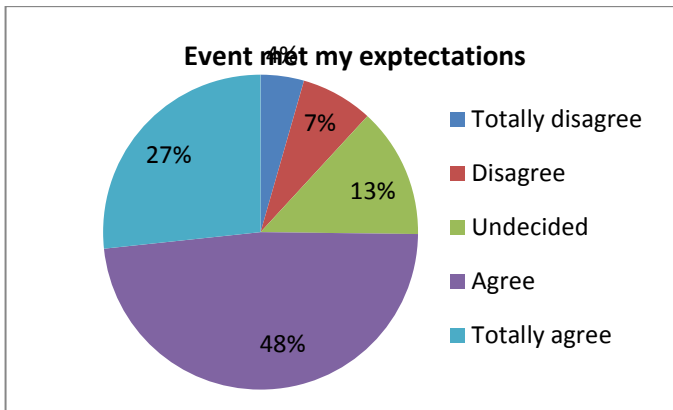
İngiltere'de Eğitim Günleri | British Council
British Council öğrencileri, aileleri ve Birleşik Krallık'ın en prestijli eğitim kurumlarını bir araya getirmek için İstanbul ve Ankara'da İngiltere'de Eğitim Günleri düzenliyor.
BRITISHCOUNCIL.ORG.TR

Visitor's Feedback

A printed survey was distributed to visitors through which they could win a prize for completing it. 135 visitors returned the filled survey. The questions were designed to gather quantitative statistics as well as qualitative remarks on reactions to our event and the decision making process – See Annex for more.

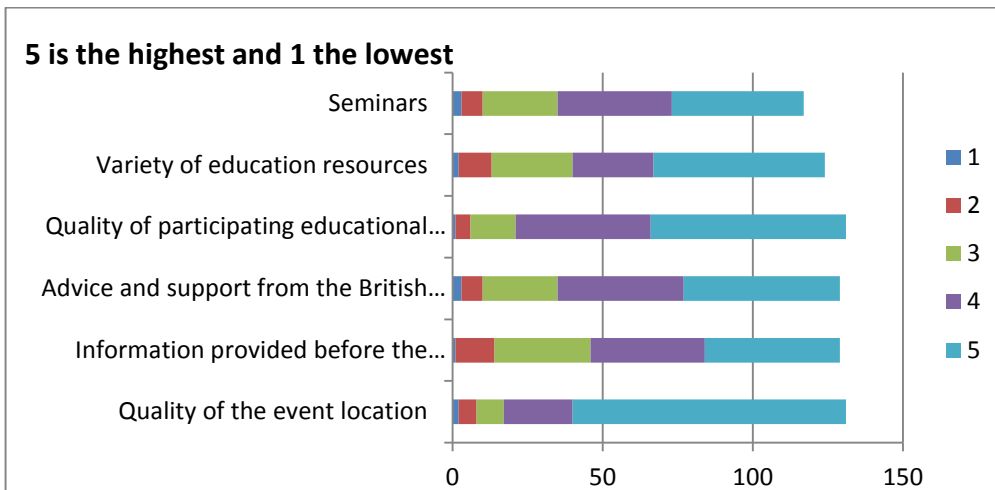
75% of respondents agreed that the event met their expectations

77% of respondents agreed that it was a high quality event



73% respondents agreed that the advice and support from the British Council was good.

84% of the respondents felt that participating educational institutions were high quality.



Some examples of quotes from Visitors following the event

- It has to be more frequent and organise the same one also in Asian side
- Universities who have an English course program, need to keep Turkish flyer
- Has to bring more universities, improve the quality of them and let us to contact with the academicians
- The best one ever had. Wish it could be two days
- I think you are doing your job very well
- There could be an appointment system online
- Event should be more than one day and you have to provide one to one conversation with university representatives and later student has to be tracked and provide carrier guidance
- Had to be more advertising and promotion about this event such as posting your advertising to universities websites
- More informative brochures
- More seminar programs
- Current activities list and seminar programs has to be sent to the people who register online
- Corporation with Caffè Nero was nice and it was a different experience to be in this type of event
- There have to be more stand explaining about scholarship
- I don't understand anything about scholarship and thought that you provide a scholarship. Especially private universities have to provide an English courses and support successful people
- I wish we had an opportunity to get benefits from universities who have partnership with Turkish universities
- More information about scholarship and Erasmus
- There has to be more people to explain their experience
- It was very good and different
- There has to be more universities especially about art
- Tuition fee is too high but the event was excellent for people who can afford it
- The venue and information were very sufficient. Thank you. (Ankara)

Exhibitor's Feedback

Responses from 28 exhibitors

Education UK Days were attended by **45 exhibitors** from UK HEIs of **51%** attended the last two Education UK Days in 2014.

When exhibitors were asked “Would you consider coming back to the next British Council event in Turkey?” **64% said yes** whereas **29% said no** and **7 said undecided**

When exhibitors were asked **64%** agree that this event met their expectations and **78%** agree that this was a high quality event.

Some positive quotes from exhibitors:

- The British Council event is much better
- Thanks for all of your hard work over the past months organising the event – we met some really good students in both Istanbul and Ankara.
- Thank you, your colleagues and the other staff involved at each fair for the welcome and impressive organisation. Everybody was so helpful and I am hopeful of getting some results from it, especially Istanbul.
- Growth in interest in UG study in the UK
- Events were much less busy for us than in 2014 although quality was good. In Ankara it might have been better to start an hour later and finish the event later to allow those who work to come along.

Some negative quotes from exhibitors:

- Better advertising at local curriculum schools and universities as most British Council events tend to have a strong focus around international schools only
- Work with one of the private organisers to create a bigger British Event within one of those.
- If possible (realise this is hard in Turkey) try to avoid running on the same day as other events. Especially QS.
- Better layout
- ...There were much less people but this meant much less questions on summer schools, internships and European institutions so...the British Council event is much better.
- Consider combining with visits to top schools. The venue was not big enough
- More communication/update between us and agents
- Would it have been better to hold the Ankara event on Sunday? There should be enough time given the number of internal flights
- There seem to be a number of events happening in Istanbul on the same day? thus there were not many Post Graduate leads from this event. The pre-event briefing was very long with not enough breaks in between. Please include breaks at least every hour. As people can lose concentration.
- Would suggest that the Ankara event could have started later / run later as week day
- The Alumni event which was originally promoted disappeared and the event became a little lost in its objective...

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

British Council

- Venue options are limited within our budget and size. We carefully consider various options to make sure that we hire the most suitable event venue. For the next event we are moving to a larger venue, WyndhamLevent which is conveniently located for our target audience and accessible directly by underground.
- We will evaluate the feasibility of holding the Ankara event on Sunday.
- We will have a better layout in Istanbul with more space
- We coordinated our event schedule according to the competitors' exhibitions by agreeing with them.
- We will evaluate the marketing plan and consider advertising at wider local schools and universities and also widen the outdoor advertising
- We will review the market briefing sessions and shorten the length by merging some of the briefings delivered by external speakers with our main briefing.
- With the networking and alumni event we aim to bring alumni, all sector players including agents, college counsellors, and Turkish institutions' representatives together with UK institutions. Usually networking event starts with little gathering inviting college counsellors and Turkish universities before the main event to allow more time for networking. We will evaluate the event to make it more relevant to alumni giving opportunities to interact more with its peers and the university representatives.
- We will review how we can provide more information on scholarship and communicate with the audience better.

UK Institutions

- Institutions should consider to provide the British Council with their materials in line with the requirements and deadline to help us finalise the event promotional materials and branding as scheduled as planned.
- 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 event.

The above points, though important, should not detract from what was a successful event. Next year's event (Currently Scheduled for 15-17 October 2016) will build upon the lessons learned and prove even more popular. We hope to see you there!

Appendix

List of exhibitors (Alphabetical Order)

Istanbul		Ankara	
1	University of the Arts London	1	The University of Bath
2	The University of Bath	2	University of Brighton
3	The University of Birmingham	3	Brunel University London
4	Bournemouth University	4	City University London
5	University of Brighton	5	University of East Anglia
6	Brunel University London	6	University of Essex
7	Cardiff University	7	University of Kent
8	University of Central Lancashire	8	Kingston University London
9	City University London	9	University of Leeds
10	University of East Anglia	10	University of Lincoln
11	University of Essex	11	London Metropolitan University
12	University of Kent	12	The University of Manchester
13	King's College London	13	Newcastle University
14	Kingston University London	14	The University of Nottingham
15	Lancaster University	15	Oxford Brookes University
16	University of Leeds	16	University of Portsmouth
17	University of Lincoln	17	Queen Mary University of London
18	London Metropolitan University	18	University of Reading
19	The University of Manchester	19	The Royal Agricultural University
20	Mander Portman Woodward	20	The University of Sheffield
21	Middlesex University, London	21	Sheffield Hallam University
22	Newcastle University	22	SOAS, University of London
23	The University of Northampton	23	University of Southampton
24	The University of Nottingham	24	Staffordshire University
25	Oxford Brookes University	25	University of Stirling London Campus
26	Plymouth University	26	University of Strathclyde
27	University of Portsmouth	27	University of Sunderland
28	Queen Mary University of London	28	University of Surrey
29	University of Reading	29	Swansea University
30	The Royal Agricultural University	30	University of Warwick
31	The University of Sheffield	31	University of the West of Scotland
32	Sheffield Hallam University	32	University of Westminster
33	SOAS, University of London	33	University of York
34	University of South Wales		
35	University of Southampton		
36	Staffordshire University		
37	University of Stirling London Campus		
38	University of Strathclyde		
39	University of Sunderland		
40	University of Surrey		

www.britishcouncil.org/siem

41	Swansea University
42	University of Warwick
43	University of the West of Scotland
44	University of Westminster
45	University of York

Breakdown of marketing plan

Outdoor

- Outdoor TV: Displayed on 82 screens in Istanbul and Ankara for 1 week
- City Light Poster (CLP) : 100 posters displayed in Istanbul for 1 week

Printed materials

- 15,000 flyers and 750 posters were sent to over 250 contacts including agents, schools and universities in Istanbul, Ankara and neighbor cities
- 10 Posters and 10,000 flyers distributed to 10 Caffè Nero branches
- 1, 500 event catalogue to be distributed during the event days

E-mailing

E-mailing was sent to the relevant networks (students, agents, advisors and international office of the Turkish Universities) and the promotion newsletter reached to 78,642 people in the British Council database

Social media

- Onedio: A fun content was advertised on a popular social media channel and 3,828 visits were diverted to the microsite from this channel
- Using RTB (real time bidding) and CPC advertising model has 57081 click
- Social Media Campaign competition entrants: 3K (Why UK is the best place for a study destination?). Winners won one the prizes including 1 iPad mini, 100 Caffè Nero coffee coupons

Digital media

- Video packages (preroll video) Kanal D and Hürriyet TV (600.000 imp and received 32,550 visits)
- Education UK Days Micro received 150,000 visits
- Social media digital reach: 46 million
- Twitter engagement (retweets, favorites, replies): 1K

Media mention

Eight news were appeared in media including mass media newspapers (Cumhuriyet and Milliyet) reaching to 2,652,487 news readership. Abbas Güçlü, a well-known columnist writes about education, published a one-page article about the Education UK Days.

Öğrenciye hızlı vize

Türkiye ile eğitim alanında işbirliğine hız veren **Birleşik Krallık**, bilim ve inovasyon işbirliği yaptığı ülkeler arasında Türkiye'yi de aldı. Bu kapsamda Türkiye'ye 20 milyon sterlin ayrıldı. Türk öğrencilerin vize sorunu da artık kalkıyor. Böylece 5 iş günü içerisinde vize almak mümkün olacak

Birleşik Krallık ile Türkiye eğitim alanındaki işbirliğini artırıyor. Önceki 2015 yılı **Birleşik Krallık**, Türkiye Bilim ve Inovasyon Yılı ilan edildi. Bu kapsamda eğitim amaçlı öğrenciler, ortaklıklar ve işbirliği destekleyecek çok sayıda proje hayata geçiriliyor. Yine geçtiğimiz yıl **Birleşik Krallık** karantini ve dünyada 15 yüksek gelirli ekonomiyle bilim ve inovasyon işbirliklerini geliştirmek amacıyla Newton Formu isimli yeni bir bilimsel işbirliği programı oluşturdu. Türkiye de bu fon çerçevesinde önemli bir partner. Bu program çerçevesinde **Birleşik Krallık** 2014-2019 dönemi için Türkiye'ye 20 milyon sterlin ayrılmış durumda.

Her yıl yaklaşık 500 bin uluslararası öğrenci eğitim için **Birleşik Krallık**'a tercih ediyor. Yine İngiltere, Türk öğrencileri yurt dışındaki yükseköğrenim için en çok tercih ettiği ilk 3 ülke arasında yer alıyor. Bu işbirliği kapsamında **Birleşik Krallık** Vize ve Göçmenlik birimi, 13 Eylül 2015 tarihinden itibaren eğitim amaçlı için başvurulara Priority (öncelikli) vize hizmetini sunmaya başladı. Bu kapsamda 5 iş günü içerisinde vize almak mümkün olacak. Türkiye'ye yönelik projelerine



Burslara başvurular sürüyor

■ Türkiye ile İngiltere arasında eğitim alanında ileriyeye yönelik başka ortak projeler var mı? **Birleşik Krallık**'a eğitim almak üzere Türkiye'den her yıl 11 bin'den fazla öğrenci geliyor. **Birleşik Krallık** Hükümeti Disiplinli Bakanlık tarafından kurulmuş olan birime bağlı olarak, Türkiye'de 100'den fazla üniversite öğrencisi için burslar sağlanıyor. 2016-2017 akademik yılı başvurularına devam eden burstan faydalanmak için son başvuru tarihi 3 Kasım.

Hükümetimiz, bilim ve araştırma alanındaki işbirliklerini geliştirmek amacıyla 2019 **Birleşik Krallık** Türkiye Bilim ve Inovasyon Yılı ilan etti. Bu kapsamda eğitim amaçlı çok sayıda işbirliği projesi hayata geçirilecek. **Birleşik Krallık**, geçtiğimiz yıl karantini ve dünyada 15 yüksek gelirli ekonomiyle bilim ve inovasyon işbirliklerini geliştirmek amacıyla Newton Formu isimli bilimsel işbirliği programı oluşturdu. Türkiye'de bu fon Newton-Katip Çelebi Fonu olarak kullanılacak. 2014-2019 dönemi için Türkiye'ye 20 milyon sterlin ayrıldı. Buna Türkiye Hükümeti tarafından da eş finansmanı sağlanıyor. Fon kapsamında doktora bursları ve akademik burslar, iki ülke arasında önemli bir projeleri ve girişimlik eğitimleri gibi kapasite artırıcı aktiviteler destekleniyor. 118 başvuru fonu sağlandı, 60'tan fazla üniversite programa katıldı.

British Council'in düzenlediği "Yurt Dışında Eğitim Öğrenci Anketi"ne göre İngiltere Türk öğrencilerin yurtdışında en çok tercih ettiği ilk 3 ülke arasında yer alıyor. 65 Dünya Üniversite sıralamasına göre de, en önemli eğitim kurumları arasında yer alan bir çok tercih ediyor.

Özellikle Türk öğrencilerin sunduğu olanakları öğrenmek üzere **Birleşik Krallık** Bölgesel ve Ticaret ve Yatırım Ajansı Türkiye, Güney Kaliforniya ve Çin Ajansı Genel Direktörü Leigh Furness ve British Council Türkiye Ülke Direktörü Margaret Jack ile bir araya geldik. Konilerinden **Birleşik Krallık**'ın eğitim sistemine ilgili bilgi aldı.

İş dünyasının tercihi

■ İngiltere için yabancı öğrencilerin önemi nedir? Uluslararası öğrenciler, hem **Birleşik Krallık**'ın yükseköğrenim sektörü hem de ülke genelinde önemli birer kaynaktır. **Birleşik Krallık** hükümeti, 2013'te Uluslararası Eğitim Strateji'ni yayımlayarak, strateji geliştirmek olan ülkelerde yaşayan denemelik öğrencilere ilişkin görüşleri dinlettiğini ortaya koydu. Strateji, hem uluslararası öğrencilerin **Birleşik Krallık**'a gelmesinin teşvik edilmesini hem de uluslar dışı eğitimden desteklenmesini kapsıyor. Bu strateji çerçevesinde uluslararası eğitim ortaklıklarının ana odağı olan sektör öncelikli ülke ve bir bölge belirlendi. Bunlar Çin, Hindistan, Brezilya, Güney Afrika, Kolombiya, Türkiye, Meksika, Endonezya ve Körfez Bölgesi'nden oluşuyor.

Cinsiyet eşitliğine destek

■ Ticari yatırımlar için her iki ülke zoller söz konusu, oysa İngiltere'nin en büyük gelir kaynaklarından biri de eğitim. Öğrencilere de hızlı vize kolaylığı sağlanamaz mı? **Birleşik Krallık** Vize ve Göçmenlik birimi yetkilisi amaçlı eğitim vize başvurularının yüzde 90'lık bölümünü 15 iş günü içerisinde, Priority (öncelikli) vize başvurularını ise 5 iş günü içerisinde de tamamlanması hedeflenmektedir. 13 Eylül 2015'ten bu yana bir Priority vize başvurusu için 5 iş günü içerisinde vize almak mümkün. Bu dahil olmak üzere Türkiye'de yapılacak bütün başvurularına başvuru yapılabilir.

Birleşik Krallık'ta çocuklara ve gençlere yönelik yeni projeler nelerdir?

Uzun vadeli projeler ve ortaklıklarımız, kültür ve eğitim politikaları ve pratiklerinin geliştirilmesini desteklemeye hedefliyoruz. 25'inci yıldızımızda, gençler için daha iyi bir gelecek hedefleyerek çalışmalarımıza devam ediyoruz. Yükseköğrenim alanındaki nitelikli kazanımlarını ve dünyanın her yerinden öğrenci, araştırmacı ve akademisyenleri geliştirmeye destekleyerek, uluslararası yükseköğrenim eğitimini destekleyeceğiz. British Council, **Birleşik Krallık**-Türkiye Yükseköğrenim Çalışma Grubu'na başkanlık edecek, eğitim politikalarına destek olacak. Ortaklarımızla, hükümetle ve Avrupa Komisyonu gibi diğer kurumlarla, Türkiye'ye yönelik reform önceliklerini destekleyecek şekilde yardım projelerinin geliştirilmesini ve uygulanmasını için çalışıyoruz. Bu yılın öne çıkan projelerinden biri, eğitimde cinsiyet eşitliğini teşvik edilmeye amacıyla tasarlandı. British Council ve komşularımız ortakları, MEB'i Türkiye'nin eğitim sistemine toplumsal cinsiyetle ilgili bir yaklaşım geliştirmeye hedefliyoruz. Bu kapsamda bir fakülteyi ziyaret etmeye çalışacağız ve almamız. Türkiye'de 10 ilde 50'bin öğrenciye ulaşılması planlanan projeye, bir nesil ku ve erkek öğrenciyi faydalı olmasını amaçlıyoruz.



Texas Higher Education (THE), dünya sıralamasında İngiltere 54 üniversiteye ilk 200 içinde yer aldı.

Prizes

Visitors to our Education UK Days both in Istanbul and Ankara had a chance to enter a free prize draw (3 iPad mini, 1 UK return flight ticket, 5 IELTS Exam that will be paid by British Council, 10 winners to win 20 Caffè Nero coupons each)

Photographs from the Education UK Days and GREAT Networking Event





End of Report