



ΕΚΘΕΣΗ ΒΡΕΤΑΝΙΚΩΝ ΠΑΝΕΠΙΣΤΗΜΙΩΝ

ΠΑΤΡΑ, ΙΩΑΝΝΙΝΑ, ΛΑΡΙΣΑ & ΗΡΑΚΛΕΙΟ ΚΡΗΤΗΣ

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1. Event fact file

Patras	
Date	Saturday, 13 February 2016
Venue	Patras Palace Hotel
Opening hours	1600 – 1800
Ioannina	
Date	Sunday, 14 February 2016
Venue	Hotel Du Lac
Opening hours	1600 – 1800
Larissa	
Date	Monday, 15 February 2016
Venue	Divani Palace Hotel
Opening hours	1600 – 1800
Heraklion	
Date	Wednesday, 17 February 2016
Venue	Astoria Capsis Hotel
Opening hours	1300 – 1700

2. Key statistics

Venues	Patras	Ioannina	Larisa	Heraklion
Visitors	270	285	117	137

Exhibitors	Patras	Ioannina	Larisa	Heraklion
Further Education	1	1	1	1
Higher Education	11	11	11	11
ESOL Exam Providers	0	0	0	0
UCAS	0	0	0	0
VISA	0	0	0	0
Total No of Exhibitors	12	12	12	12

Visitors Primary Market Objectives	Patras	Ioannina	Larisa	Heraklion
Level of Study				
Undergraduate studies	25%	10%	30%	8%
Postgraduate studies	46%	63%	30%	68%



Other	30%	27%	40%	24%
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<i>Demographics of visitors</i>	Patras	Ioannina	Larisa	Heraklion
Gender				
Male	28%	41%	30%	28%
Female	72%	59%	70%	72%
Age				
16 – 20	24%	28%	30%	16%
21 – 24	52%	52%	40%	56%
25 – 34	12%	3%	-	16%
Over 35	12%	17%	30%	12%

[*A full list of exhibitors can be found in Appendix 1](#)



3. Impact of marketing plan

For advertising planning purposes the target group was defined as:

1. Adults 17-24 years old, Upper/Middle s/e class
2. Adults 35-54 years old, Upper/Middle s/e class

A media mix of radio spots, digital media, local press as well as below-the-line promotion activities were engaged to reach our target audience. Summary of the media plan is available in [Appendix 4](#)

Posters and other promotional material and emails were sent to academics and administrators at HE institutions, private and state secondary schools, education agents and language schools operating in the visited areas. Hand-outs on IELTS and the UK Education system were also made available at the front of the exhibition hall.

4. Conclusions and follow up

4.1 Key recommendations for institutions

Visitors to the Exhibition gave us the below suggestion on the Visitors' Feedback questionnaires

- We would welcome more information of available scholarships and other funding sources
- More institutions

4.2 Key recommendations for the British Council

Delegates attending the Exhibition gave us the below suggestion on the Exhibitors' Feedback questionnaires:

A few comments from representatives. Full details can be found at Appendix 3

- Really good idea to have the Roadshow in smaller cities
- Good first attempt in TIER 2 cities and the number of visitors will grow as the fairs become better known, perhaps drop Larissa
- Encourage other UK universities to attend the Roadshow in the future

British Council evaluation and response to delegates' feedback

- The first pilot was overall successful. Things that went well or didn't go well and learning points will be evaluated within the planning of the next roadshow. The dates for the next roadshow have been scheduled from 21 to 25 February 2017
- Despite the low number of visitors to the Larissa event, it was decided to stick to the same itinerary. However, the marketing and promotion plan will be reinforced especially in Larissa and Heraklion for which there's confidence that there's more potential than that projected at the first event.
- The early scheduling of the next Roadshow dates will help us conduct a more proactive and effective promotion which will strengthen the brand of the activity and stimulate greater anticipation for the events by audiences concerned. It is also expected to have a positive impact on recruitment of UK institutions which in turn will bring more visitors

It takes time to build a brand and the roadshow is expected to get stronger year on year

- Shorter duration to 3 hours for each exhibition will be considered

Next Greece April 2016 exhibition:

<https://siem.britishcouncil.org/exhibition/education-uk-exhibition-greece-april-2016>



Appendix 1 – List of participating institutions

<ul style="list-style-type: none">• Anglia Ruskin University• BPP University• University of Bradford• University of Greenwich, London	<ul style="list-style-type: none">• Keele University• University of Kent• University of Lincoln• Plymouth University	<ul style="list-style-type: none">• University of Salford, Manchester• Sheffield Hallam University• Southampton Solent University• West Suffolk College/ University Campus Suffolk Bury St Edmunds
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Appendix 2 – Visitors’ survey results

Patras – Education UK Roadshow, Saturday 13 February 2016

Visitors’ feedback questionnaires analysis

Returned from 56 visitors

1. Are you

Male	Female
28%	72%

2. The exhibition met my expectations

Strongly agree	Agree	Neither agree nor disagree	Disagree / Strong disagree
56%	40%	4%	0%

3. Overall, this was a high quality service

Strongly agree	Agree	Neither agree nor disagree	Disagree / Strong disagree
48%	48%	4%	0%

4. I have acquired new knowledge/skills through this event/activity

Strongly agree	Agree	Neither agree nor disagree	Disagree / Strong disagree
72%	24%	4%	0%



Ioannina – Education UK Roadshow, Sunday 14 February 2016

Visitors' feedback questionnaires analysis

Returned from **68** visitors

1. Are you

Male	Female
41%	59%

2. The exhibition met my expectations

Strongly agree	Agree	Neither agree nor disagree	Disagree / Strong disagree
35%	65%	0%	0%

3. Overall, this was a high quality service

Strongly agree	Agree	Neither agree nor disagree	Disagree / Strong disagree
52%	45%	3%	0%

4. I have acquired new knowledge/skills through this event/activity

Strongly agree	Agree	Neither agree nor disagree	Disagree / Strong disagree
52%	45%	3%	0%



Larisa – Education UK Roadshow, Monday 15 February 2016

Visitors' feedback questionnaires analysis

Returned from **25** visitors

1. Are you

Male	Female
30%	70%

2. The exhibition met my expectations

Strongly agree	Agree	Neither agree nor disagree	Disagree / Strong disagree
20%	70%	10%	0%

3. Overall, this was a high quality service

Strongly agree	Agree	Neither agree nor disagree	Disagree / Strong disagree
40%	45%	15%	0%

4. I have acquired new knowledge/skills through this event/activity

Strongly agree	Agree	Neither agree nor disagree	Disagree / Strong disagree
55%	35%	10%	0%



Heraklion – Education UK Roadshow, Wednesday 17 February 2016

Visitors' feedback questionnaires analysis

Returned from **29** visitors

1. Are you

Male	Female
28%	72%

2. The exhibition met my expectations

Strongly agree	Agree	Neither agree nor disagree	Disagree / Strong disagree
36%	60%	4%	0%

3. Overall, this was a high quality service

Strongly agree	Agree	Neither agree nor disagree	Disagree / Strong disagree
32%	56%	12%	0%

4. I have acquired new knowledge/skills through this event/activity

Strongly agree	Agree	Neither agree nor disagree	Disagree / Strong disagree
52%	40%	8%	0%

Appendix 3 – Exhibitors’ survey results

Education UK Roadshow, 13 - 17 February 2016

Exhibitors’ feedback questionnaires analysis

Returned from 11 exhibitors (92%)

1. What were the objectives for coming?

Recruitment	Profile Raising	Both
18%	0%	82%

2. What is your primary market interest in this event?

Undergraduate	Postgraduate taught	Postgraduate research	Foundation / HND	A levels	Pre-sessional English
30%	30%	15%	12%	3%	10%

3. What is your assessment of the visitors?

City	Good number and good quality	Good quality only	Good number only	Disappointing
Patras	91%	9%	0%	0%
Ioannina	46%	36%	9%	9%
Larisa	0%	36%	0%	64%
Heraklion	27%	55%	9%	9%

4. How do you rate the exhibition venue

City	Very Good	Good	Satisfactory	Unsatisfactory
Patras	18%	55%	27%	0%
Ioannina	73%	27%	0%	0%
Larisa	27%	64%	9%	0%
Heraklion	27%	45%	18%	0%

5. Have you developed new links or built on existing feeder or agent relationships by coming?

Yes	No
60%	40%

6. How do you rate the support to your business needs from British Council before and during the event?

Very Good	Good	Satisfactory	Unsatisfactory
80%	20%	0%	0%

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7. Please give your overall assessment of the exhibition

Good exhibition consistent with previous year's event	Not as good as previous year's event	Better event than previous year	Worse event than previous year
55%	27%	18%	0%

8. Will you be attending **this event** this time next year?

Yes	No	Undecided
36%	9%	55%

9. What market developments have you noticed by coming?

- Much interest in PG study (but this is to be expected at this time of year). PG loan for students
- All new to us so no developments! Interest in PG courses
- More interest in PG Med /Bio Engineering than I expected
- Interest in Biology/Biomedical Science/Education interest in PhD
- Increasing competition from France, German, Italy
- Increased interest in PG
- For me there is a good number of postgrad students which I would now like to reach

10. Please give your assessment of the exhibition in terms of innovation, promotion of Education UK brand, presentation and overall impact.

- Not very innovative, but the promotion has been good.
- It would have been good to have had a better idea of the students targeted/expected – ie Majority PG students
- Good mix of attendees
- Really good idea to have the roadshow in smaller cities as there
- Good first attempt in Tier 2 cities and the number of visitors will grow as the fairs become better known, perhaps drop Larissa
- Good!
- I found the fair to be quitter than expected, but I appreciate that this is a new tour
- I think it is great that we can reach areas outside of Athens, but it would have been nice to have larger numbers on Mon/Tues. Very good promotion however.

11. Additional comments and suggestions

- Encourage other UK universities to attend the roadshow in the future
- We would like to know about any events that are targeted at undergraduate or FE students
- Larissa was very disappointing. Slightly better hotels would be good as it's such a long time in hotel beds. Du Lac was the only one with a good bed/bathroom.
- Although I am encouraged by the interest, I'm concerned that the students who attended were, on the whole, not very serious about studying in the UK. I think they are unlikely to convert, and as such I do not feel I could justify the cost of the event.
- Well organised event in terms of logistics and choice of hotels. Need to promote more especially at UG level to secondary schools, Frontesteria...etc, Southampton Solent University is primarily UG

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- For a future roadshow perhaps 3 hours would be enough for each exhibition – as the last hour was often very quiet or dead!
- Good choice of hotels and a very good schedule. The number of universities is also good as everyone got to talk to students. Thank you very much for arranging everything. It has been a very successful trip for me and my university
- Would have liked flight details and hotel confirmation booking a little earlier
- All staff were very kind and helpful

Appendix 4 – Advertising and promotion plan (media plan)

A media mix of radio, social media digital media, local press and DM activities were engaged:

- A3 posters and postcards sent to all universities, TEIs, Colleges, private high schools and education agents in the wider areas visited
- Emails sent to 150 Liaison officers at Universities & TEIs / Foreign language schools, private schools and private teachers (**Patras** 197 schools, **Ioannina** 91 schools, **Larisa-Volos-Trikala-Karditsa** 307 schools, **Crete**: 440 schools, 82 private teachers)
- F2F promotion to 70 FLS owners in Ioannina & Patras via exams outreach presentations
- 300 radio spots/announcements for 10 days in 6 local radio stations
- Press releases
- 8 ads placed in popular local newspapers
- Facebook campaign (social ads and promoted posts and banners) – 6,841 clicks and 1,600,000 impressions
- British Council Greece Facebook page – post, invitation and radio spot uploaded (more than 46,300 likes)
- British Council Greece website www.britishcouncil.gr/en/events/education-uk-exhibitions-roadshow
- British Council Greece E-newsletter – with more than 6,600 recipients
<http://britishcouncilgreece.createsend1.com/t/ViewEmail/y/4E3DCC5DD18553E3>

Creative used

The poster contains the following information:

BRITISH COUNCIL
Education UK
Innovative. Individual. Inspirational.

Εκθεση Βρετανικών Πανεπιστημίων
Expanding your horizons

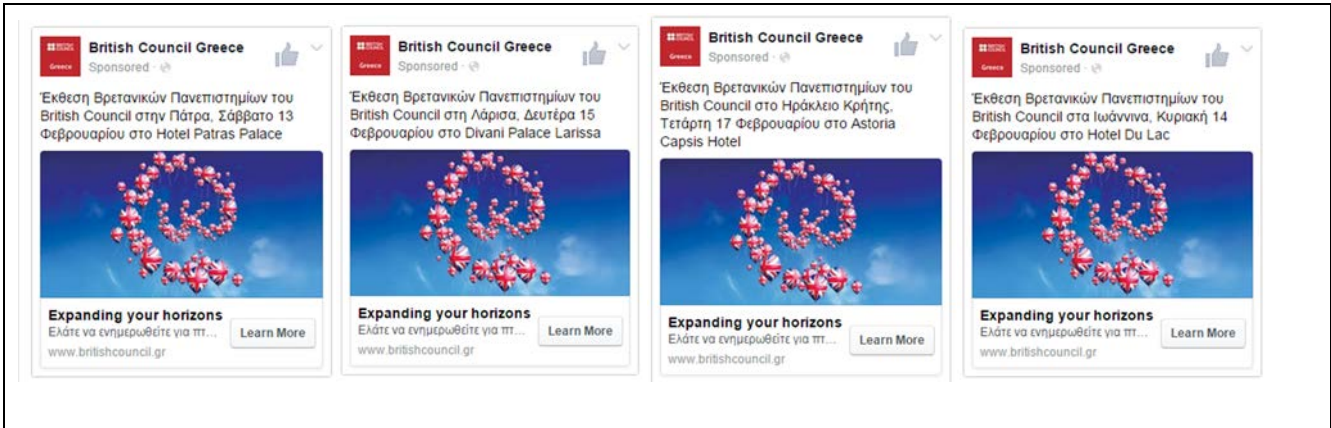
ΠΑΤΡΑ Σάββατο 13 Φεβρουαρίου 2016 HOTEL PATRAS PALACE 16.00 – 20.00	ΙΩΑΝΝΙΝΑ Κυριακή 14 Φεβρουαρίου 2016 HOTEL DU LAC 16.00 – 20.00
ΛΑΡΙΣΑ Δευτέρα 15 Φεβρουαρίου 2016 DIVANI PALACE LARISSA 16.00 – 20.00	ΗΡΑΚΛΕΙΟ, ΚΡΗΤΗ Τετάρτη 17 Φεβρουαρίου 2016 ASTORIA CAPSIS HOTEL 13.00 – 17.00

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Media Plan (summary)

Medium	Campaign on air	Number of inserts/spots	Budget spent in Euros
Radio	10 days	300 spots in 6 local radio stations plus 3 live announcements per day	€4,878
Social media	2 weeks	6,841 clicks and 1,600,000 impressions	€3,419
Local newspapers	1 week	8 B&W insertions in popular local newspapers complemented by Press Releases	€3,887