



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

**Post-event report for
Education UK Egypt Schools roadshow
Date of event 3- 4 April 2016
Cairo**

Introduction

Thank you for your participation at the Schools roadshow in Egypt in April 2016 at 4 schools in Cairo.

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 Schools market, hosted representatives from 8 UK institutions (Listed below in page 9), that positively engaged with prospective **students and visitors**, providing the audience with information on **educational opportunities/subject choices**.

The event attracted over 150 visitors thanks in part to the marketing campaign and schools inviting their own candidates.

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,

Yehia El Refaiy | Education UK Manager, Egypt

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Highlights

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

Venue(s)	4 various international schools
Opening hours	09:00-17:00
Stand costs	£1000

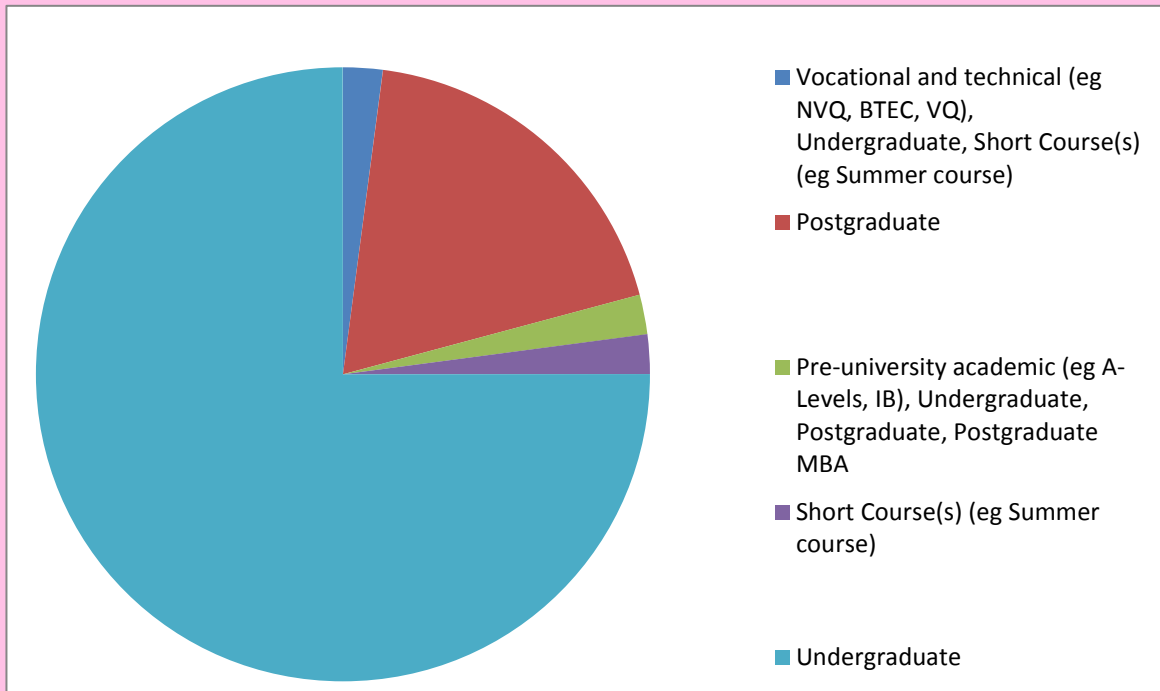
This was the first roadshow held in Egypt
 Estimated number of students attended the roadshow is 150 students in
 the 4 schools

El Alsson American and British International School (45 students)
 Maadi Narmer School (15 students)
 Egypt British International School (60 students)
 Cairo English School (30 students attended)

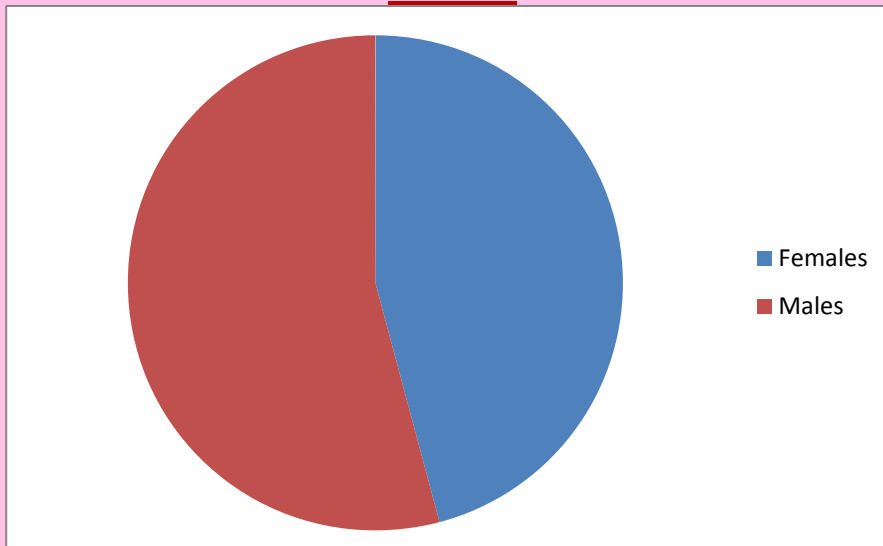
Visitors' profile

95% of the visitors preferred to study in the UK

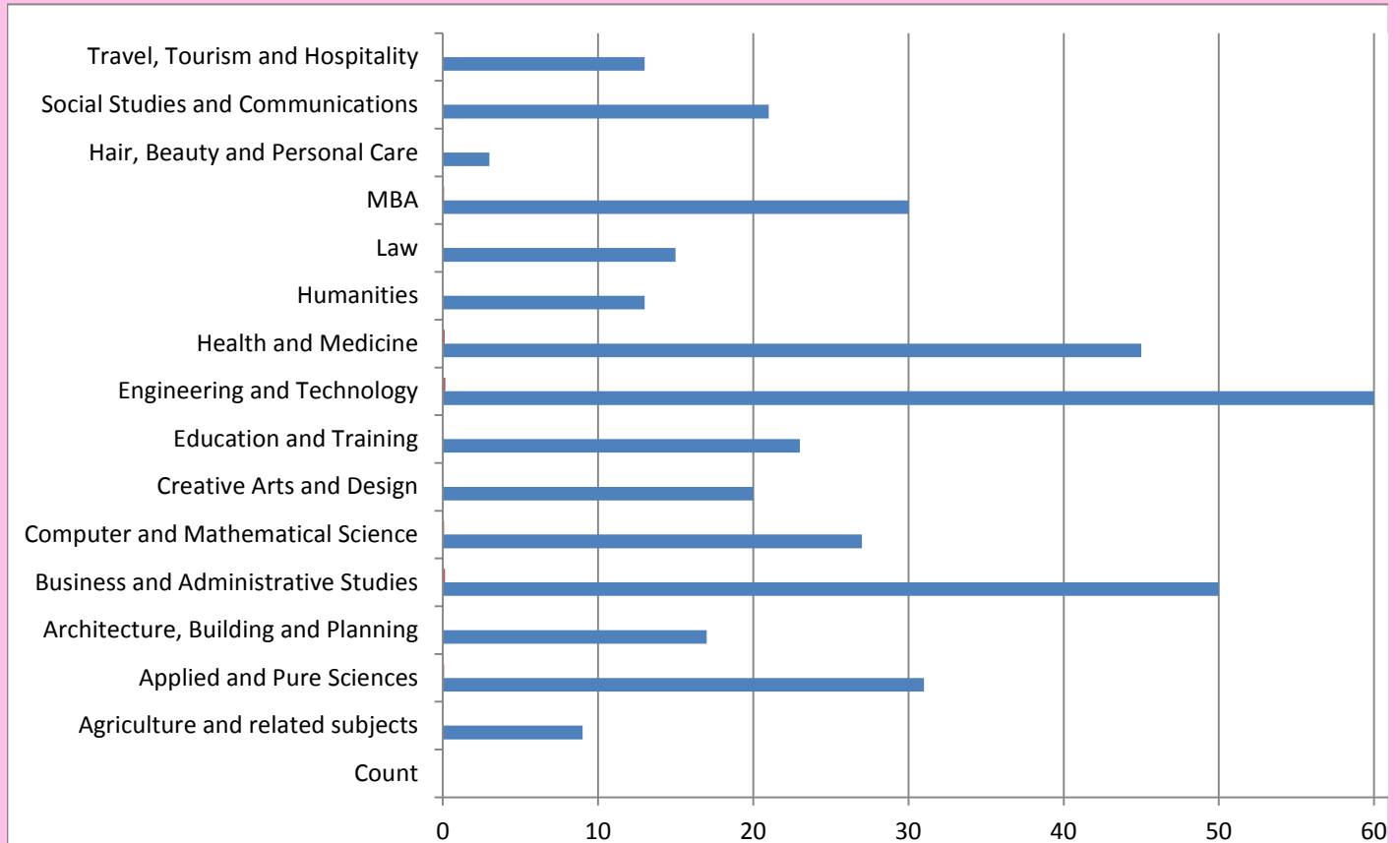
75% of visitors are looking for Undergraduate Higher Education



Of the total visitor numbers more than 50% were male, 35% were female.



What type of study the visitors are interested in?

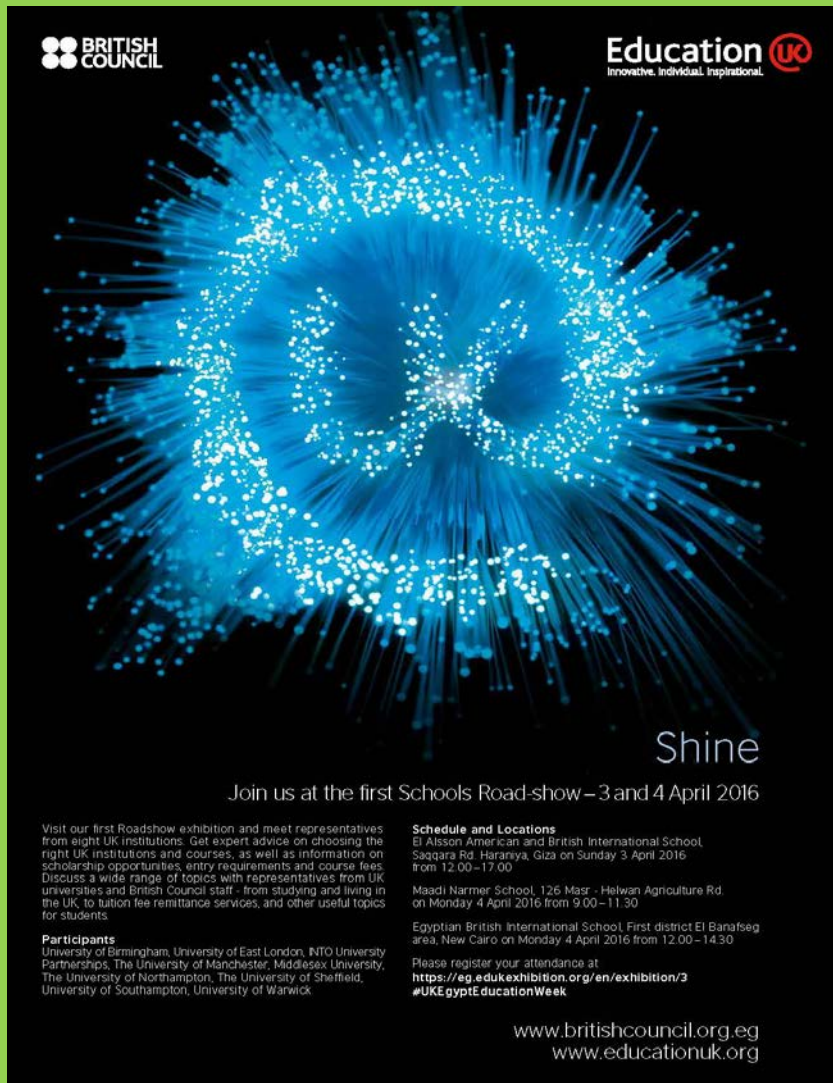


Marketing

A total of £3000 was spent on marketing for this roadshow

Our marketing reached an estimated audience of 50.000 people

Outdoor
(Posters):



BRITISH COUNCIL

Education UK
Innovative. Individual. Inspirational.

Shine

Join us at the first Schools Road-show – 3 and 4 April 2016

Visit our first Roadshow exhibition and meet representatives from eight UK institutions. Get expert advice on choosing the right UK institutions and courses, as well as information on scholarship opportunities, entry requirements and course fees. Discuss a wide range of topics with representatives from UK universities and British Council staff - from studying and living in the UK, to tuition fee remittance services, and other useful topics for students.

Participants
University of Birmingham, University of East London, NFO University Partnerships, The University of Manchester, Middlesex University, The University of Northampton, The University of Sheffield, University of Southampton, University of Warwick

Schedule and Locations
El Alsson American and British International School, Saqqara Rd. Harariya, Giza on Sunday 3 April 2016 from 12.00 – 17.00
Maadi Narmar School, 126 Masr - Helwan Agriculture Rd. on Monday 4 April 2016 from 9.00 – 11.30
Egyptian British International School, First district El Banafseg area, New Cairo on Monday 4 April 2016 from 12.00 – 14.30

Please register your attendance at
<https://eg.edukexhibition.org/en/exhibition/3>
#UKEgyptEducationWeek

www.britishcouncil.org.eg
www.educationuk.org

Visitor's Feedback

Print (Flyers):

Come and meet eight UK education institutions in a school near you.

We are pleased to invite you to our first ever Schools Road-show.

Sunday 3 April 2016 from 12.00 –17.00 at El Alsson American and British International School, Saqqara Rd. Haraniya, Giza.

Monday 4 April 2016 from 9.00 –11.30 at Maadi Narnar School, 126 Masr-Helwan Agriculture Rd.

Monday 4 April 2016 from 12.00 –14.30 at Egyptian British International School, First district El Banafseg area, New Cairo.

Visit our Road-show exhibition and meet representatives from eight UK institutions. Get expert advice on choosing the right UK institutions and courses, as well as information on scholarship opportunities, entry requirements and course fees.

Discuss a wide range of topics with representatives from UK universities and British Council staff - from studying and living in the UK, to tuition fee remittance services, and other useful topics for students. Students are advised to bring their academic qualifications and credentials to receive specific suggestions on admissions.

#UKEgyptEducationWeek

Participants

- University of Birmingham
- University of East London
- Into University Partnerships
- The University of Sheffield
- The University of Manchester
- Middlesex University
- The University of Northampton
- University of Warwick

Please register your attendance at <https://eg.edukexhibition.org/en/exhibition/3> or scan the below code to be directed to the registration link.



Online:

British Council Egypt
Sponsored • 🌐

هل ترغب في الدراسة بالمملكة المتحدة؟

المجلس الثقافي البريطاني يتشرف بدعوتكم لحضور معرض الجامعات البريطانية
يوم 3 و 4 ابريل ولقاء ممثلين عن جامعات و ... Continue Reading



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معرض الجامعات البريطانية بالمدارس - القاهرة | يوم 3 و 4 ابريل
ندعوكم لحضور المعرض ومقابلة ممثلي 8 جامعات بريطانية ومؤسسات...
eg.edukexhibition.org

13K 178 Comments 195 Shares

Exhibitor's Feedback

When exhibitors were asked “Would you consider coming back to the next British Council event in Egypt?” **100 % of survey takers said yes.**

When exhibitors were asked “this event met my expectations” and “Overall, this was a high quality event” **100% of survey takers said yes.**

Some feedback from exhibitors:

“A market where prospective students, alumni and other stakeholders are highly engaging. Therefore, plenty of opportunities to network and for conversion activities.”

“Standard marketing should be supported with more a pro-active marketing strategy. The British council may want to look into organising science festivals for the UK universities or other events in Egypt to promote UK education indirectly, alongside the standard marketing.”

List of Exhibitors (Alphabetical Order):

1	University of Birmingham
2	University of East London
3	INTO University Partnerships
4	The University of Manchester
5	Middlesex University
6	The University of Northampton
7	The University of Sheffield
8	University of Warwick

Future plans (what worked and what did not?):

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 future events, more consideration will be directed to time and transportation between schools given the traffic and distance between schools.
- British Council understands the importance of providing value-added services to the exhibitors, thus we are planning to hold a mini fair at the end of the first day of the engineering & technology study tour.
- For all future events, the British Council will recommend a specific hotel in the exhibitor's handbook which will then act as the main rendezvous point for the event.
- If any additional events are included (eg alumni events), the British Council will provide adequate notice (at least 4 weeks) and, a confirmed location.
- British Council will make sure that all schools visited during the roadshow have a high potential of students studying in the UK (by referring to the school counselors' data)
- The British Council will ensure that all schools visited are adequately prepared for the visit with staff on hand to assist with freight, water, electricity and Wi-Fi.
- The British Council will ensure that sufficient time is devoted to the market briefing to ensure that delegates leave the briefing with a good understanding of the market conditions.
- Going forward, British Council (Country) 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

End of Report