



**SERVICES FOR  
INTERNATIONAL  
EDUCATION  
MARKETING**

**Post-event report for**

**Education UK UAE**

**Engineering and Technology Study Tour**

**20<sup>th</sup> September 2016**

**Dubai, United Arab Emirates**

## Introduction

Thank you for your participation at the Education UK Engineering and Technology Study Tour on September 20, 2016 at The Towers Rotana, Dubai.

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 Education UK Engineering and Technology Study Tour hosted representatives from **10 UK institutions** (listed on page12) that positively engaged with **prospective students, parents and high school counsellors**, providing the audience with information on studying in the UK. British Council IELTS was also present at the event to provide students with all information regarding the IELTS examination. Around 175 students had the chance to meet with the delegates and benefit from the event.

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,

Dina Kanan | SIEM Manager, United Arab Emirates

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## Highlights

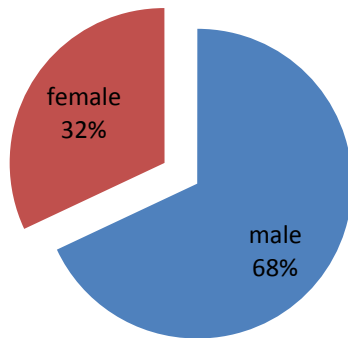
<b>Venue</b>	The Towers Rotana - Dubai, United Arab Emirates
<b>Opening hours</b>	Dubai: 4pm – 8pm
<b>Programme</b>	9:00-10:00 Market Brief 10.30am-1.30pm School Visits to Dubai English Speaking College and Gems Welling International School
<b>Participation costs</b>	£985 plus VAT

## Key statistics

Total number of exhibitors	10
Total number of attendees (school and fair)	175
Demographics of visitors	68% <i>male</i>
	32% <i>female</i>
Level of degree	72% <i>undergraduate</i>
	28% <i>graduate</i>

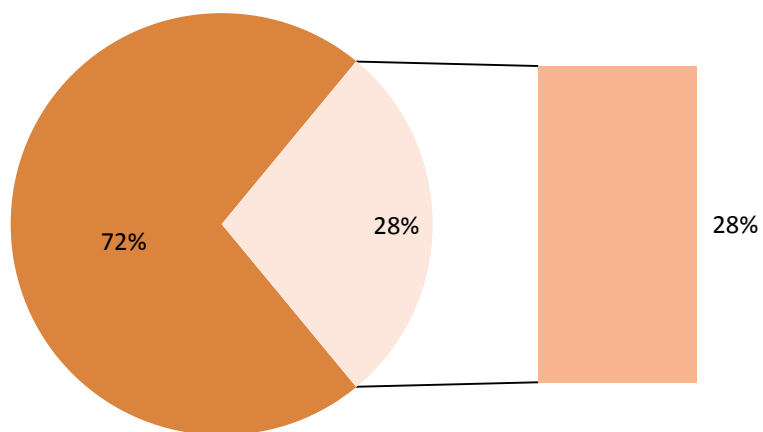
Highlights:

### Demographics of visitors



### Level of Degree

■ undergraduate ■ graduate



## Marketing

### 1. Specific targets:

- 118,000 likes British Council UAE Facebook page
- EducationUK Facebook page (targeted visitors of 2043)
- LinkedIn 3174 targeted UAE followers
- Twitter (recently launched)
- BC Instagram (recently launched 5630 followers)
- 

### 2. Key messages to different audiences

- Parents, School students, Potential Postgraduate Recruits, Educational Agents, and Scholarship Providers in the UAE

### 3. Selecting different channels for communication (Arabic and English)

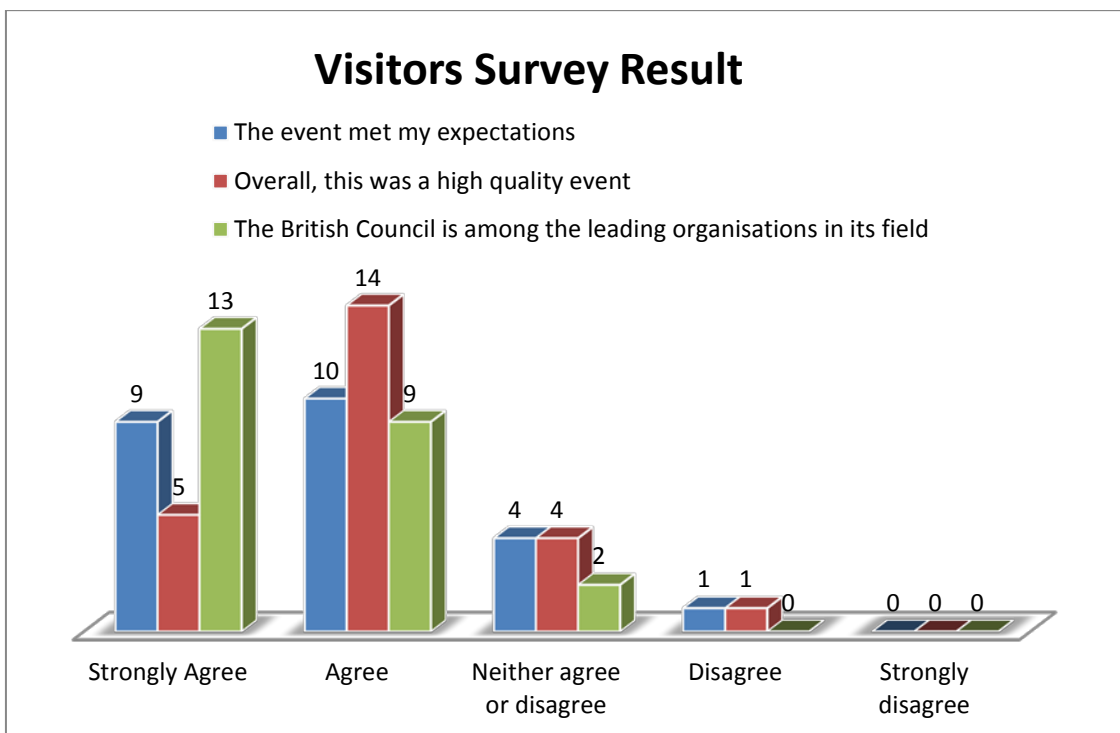
- Digital: Website, social media, e-mail marketing, SMS blast 1000)
- Off-line: flyers (750 printed and distributed)

### 4. British Council Website – Online Coverage (28,299 over last three months)

Visitor's Feedback – Abu Dhabi and Dubai

A printed survey was distributed during the exhibition to 15 percent of the visitors; the questions were designed to gather quantitative statistics as well as qualitative remarks on reactions to our exhibition and the decision making process.

	Strongly Agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
<b>The event met my expectations</b>	9	10	4	1	0
<b>Overall, this was a high quality event</b>	5	14	4	1	0
<b>The British Council is among the leading organisations in its field</b>	13	9	2	0	0



**How likely is it that you would recommend the British Council to a friend/colleague?**

10	9	8	7	6	5	4	3	2	1	0
9	5	4	4	2	0	0	0	0	0	0

**Do you have any suggestions as to how we could improve similar events /activities in the future?**

1. I visited with my son just to meet with 3 specific universities surprisingly the representatives of 2 universities left 3 hours early.
2. The timings could be improved, nice if there would be introductory phase about the courses, the face to face discussion would be much more crisp & clear.
3. Having greater range of universities who can also give advice on financial support for good students with good grades.
4. It would really help that the event would have more university prospectuses. Also most representatives had left the event before the ending of the event and this did not help answer any of my queries about certain universities and their programmes.
5. Have more spacious event halls.
6. Conduct more university fairs that concentrate more on psychology courses or preferably representatives who are familiar with psychology courses.
7. Have larger forums with more universities
8. Bring in more universities
9. Add US universities
10. Include more UK universities
11. It's all good for me

**Exhibitor's Feedback** (*7 out of 10 Universities provided feedback*)**Exhibitors' survey results****Pre-event**

A) Information and support that I needed before the event

<b>Strongly Agree</b>	<b>3</b>
<b>Agree</b>	<b>4</b>
<b>Disagree</b>	<b>0</b>
<b>Strongly Disagree</b>	<b>0</b>
<b>No Response</b>	<b>0</b>
<b>Totals</b>	<b>7</b>

**The event**

A) The exhibition date was appropriate for my institution

<b>Strongly Agree</b>	<b>2</b>
<b>Agree</b>	<b>5</b>
<b>Disagree</b>	<b>0</b>
<b>Strongly Disagree</b>	<b>0</b>
<b>No Response</b>	<b>0</b>
<b>Totals</b>	<b>7</b>

B) The length of the event and the opening hours were appropriate

<b>Strongly Agree</b>	<b>2</b>
<b>Agree</b>	<b>5</b>
<b>Disagree</b>	<b>0</b>
<b>Strongly Disagree</b>	<b>0</b>
<b>No Response</b>	<b>0</b>
<b>Totals</b>	<b>7</b>

C) The exhibition venue was appropriate for the event

<b>Strongly Agree</b>	<b>3</b>
<b>Agree</b>	<b>4</b>



<b>Disagree</b>	<b>0</b>
<b>Strongly Disagree</b>	<b>0</b>
<b>No Response</b>	<b>0</b>
<b>Totals</b>	<b>7</b>

**General**

A) Please rate the quality of the hotel services (check-in arrangements, room-service etc)

<b>Strongly Agree</b>	<b>4</b>
<b>Agree</b>	<b>2</b>
<b>Disagree</b>	<b>0</b>
<b>Strongly Disagree</b>	<b>0</b>
<b>No Response</b>	<b>1</b>
<b>Totals</b>	<b>7</b>

B) The event overall represented a good showcase for a UK education in a professional environment.

<b>Strongly Agree</b>	<b>2</b>
<b>Agree</b>	<b>5</b>
<b>Disagree</b>	<b>0</b>
<b>Strongly Disagree</b>	<b>0</b>
<b>No Response</b>	<b>0</b>
<b>Totals</b>	<b>7</b>

C) Do you think your participation was a worthwhile investment of time & money?

<b>Strongly Agree</b>	<b>3</b>
<b>Agree</b>	<b>3</b>
<b>Disagree</b>	<b>1</b>
<b>Strongly Disagree</b>	<b>0</b>
<b>No Response</b>	<b>0</b>
<b>Totals</b>	<b>7</b>

D) Are you interested in attending a similar event again?

<b>Strongly Agree</b>	<b>2</b>
<b>Agree</b>	<b>4</b>
<b>Disagree</b>	<b>1</b>
<b>Strongly Disagree</b>	<b>0</b>

<b>No Response</b>	<b>0</b>
<b>Totals</b>	<b>7</b>

**Market Information**

**A)** Do you expect to have definite applications as a direct result of attending this event

<b>Yes</b>	<b>4</b>
<b>Possibly</b>	<b>2</b>
<b>No</b>	<b>1</b>

**B)** In which subjects and at what levels did you receive the most interest?

<b>Engineering</b>	<b>5</b>
<b>Computing</b>	<b>1</b>

**C)** What do you feel is the biggest market potential for your institution in the UAE?

- Our global presence & employability
- Health courses
- Possible satellite office
- Water, power, manufacturing related courses
- Mechanical & aerospace engineering once we offer it

**D)** Do you or another representative from your institution plan to return to the UAE within the next 12 months?

<b>Yes</b>	<b>5</b>
<b>No</b>	<b>0</b>
<b>No response</b>	<b>2</b>

*Additional Comments*

- 1) *Helpful & supportive staff*
- 2) *I love British Council Dubai*

**List of Exhibitors**

<b>No. of Universities</b>	<b>Name of University</b>
<b>1</b>	University of the West of Scotland
<b>2</b>	University of Central Lancashire
<b>3</b>	Middlesex University
<b>4</b>	University of Surrey
<b>5</b>	Glasgow Caledonian University
<b>6</b>	University of Birmingham
<b>7</b>	Staffordshire University
<b>8</b>	Cranfield University
<b>9</b>	Sheffield Hallam University
<b>10</b>	Queen's University Belfast