



SERVICES FOR  
INTERNATIONAL  
EDUCATION  
MARKETING

**Post-event report for**  
**Science & Engineering Tour - Kuwait**  
**21 – 22 September 2016 – Kuwait City**

### Introduction

With the growing demand for Engineering studies and the success of our previous Engineering and Technology study tours in 2014 and 2015, this year British Council Kuwait held another STEM focused tour at the Four Points hotel, Kuwait City on 21 September 2016.

The aim of the tour was to increase awareness on what UK has to offer and raise profile of the UK Engineering and technology sector in the local market.

The UK remains the second most popular destination for Kuwaiti domiciled students because of its reputation in Science and Technology. More than 65% students opted for Engineering and Technology related subjects in 2014/15 and these subjects have been most popular for both UG and PG students over the past five years or so.

The tour included high-level meetings with local public Institutions (Engineering & Petroleum College Kuwait University, Kuwait Institute of Scientific Research (KISR) and Public Authority for Applied Education and Training), visits to private international schools and a one evening mini recruitment fair. The tour covered all the important aspects of what UK institutions were looking for; it had opportunities to build partnerships with Kuwait University College of Engineering, KISR and College of Technological Studies at PAAET along with meeting with high school students at three different private (American/Bilingual) schools.

The event, themed around the Science & Engineering opportunities and recruitment, hosted representatives from 10 UK institutions (Listed below in exhibitor section), that positively engaged with prospective students, visitors and partners, providing the audience with information on educational partnerships opportunities and details on courses offered etc.

The mini fair and school visits attracted over 450 visitors thanks in part to the marketing campaign (Details listed below in marketing section). Alongside the mini fair, a series of meetings with local institutions were also held, exploring possible opportunities for working together.

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 our range of other targeted activities during the year. We hope to see you again at our next event/exhibition.

Regards,

**Imran Yousaf** | Projects Manager, Kuwait

**This report includes:**

**Introduction - Page 2**

**Highlights - Page 3**

**Marketing - Page 3-8**

**Visitor Feedback – Page 8**

**Exhibitors Feedback - Page 8 - 11**

**Future Steps - Page 12**

**Appendix – Page 13**

**Highlights**

The tour had it all; it provided an ideal platform to the UK institutions to explore and engage in possible partnerships opportunities, raising their profile, reaching out to a large audience and recruiting students at the same time. The mini fair attracted a good number of potential students visiting the exhibitors. There was a lot of interest shown by the KISR to create a working relationship in conducting shared research in areas of high priority for Kuwait, and British Council to play a crucial role in facilitating any partnership agreements that comes out of these meetings. National Union of Kuwait Students (UK & Northern Ireland) - a local student union organisation which looks after students in the UK and Ireland was also invited to take part in the mini fair to spread the message through their members and answer any enquiries related to the life in the UK.

This mini fair was held at the following venue/time/date...

<b>Venue(s)</b>	Four Points Sheraton – 21 September 2015
<b>Opening hours</b>	16:00-21:00
<b>Stand costs</b>	£1,170 + VAT

## Marketing

A targeted marketing approach was undertaken to reach a wider audience through our digital campaigns and offline advertising. We utilised our Eshots, Facebook (boosted paid campaigns), Instagram, and our website to reach out to the audience through digital marketing and published ads in all major Arabic and one English newspaper close to the event. We also produced flyers, and roll ups which were placed in our office a week before the event.

This campaign had a very positive impact and more than 130 visitors visited the mini fair and around 320 visited during schools visit. Majority visitors found out about the mini fair through newspapers, British Council and Internet when asked.

**More than £5,500 was spent on Marketing for this mini fair**

**Our marketing reached an estimated audience of 1.85 Million people**



## Online: Facebook, and Instagram

## Instagram& Eshot

**British Council Kuwait**  
19 September at 10:11

Did you know that a UK education can give you a competitive edge in your career? Ever wondered about studying in Scotland? Come get your answers from UK university representatives at the Education UK Fair on 21 September 2016 at the Four Points Hotel, Kuwait City

Represented universities: ... See more



Like Comment Share

4 Top comments

**British Council Kuwait**  
21 September at 10:20

Visit 10 of the best Engineering UK universities today. They will be answering your enquiries and question until 9 pm at Four Points Sheraton.

تعلمت لزيارة 10 من أفضل الجامعات في الهندسة في يومنا هذا حيث يجيبون على أسئلتكم و الإجابات لكم اليوم الساعة 9 مساء في فندق فور بوينتس شيراتون

See translation



Like Comment Share

**Education UK**



Engineering and Technology - more majors available



**kwbritish**  
British Council Of Ku...

66 likes

kwbritish Did you know that a UK education can give you a competitive edge in your career? Ever wondered about studying in Scotland? Come get your answers from UK university representatives at the Education UK Fair on

21 September 2016 at the Four Points Hotel, Kuwait City

Represented universities:  
Sheffield Hallam University, Cranfield University, INTO University Partnerships, University of West of Scotland, Nottingham Trent University, Middlesex University, Staffordshire University, University of Surrey, University of Surrey, Glasgow Caledonian University &

Log in to like or comment.

**British Council Kuwait**  
20 September at 15:55

Cranfield university, one of the best in Engineering, is also visiting us on 21 September 2016 at Four Points Hotel from 5pm - 9pm.

Wholly postgraduate University with 70 years of applied teaching experience, enhancing career opportunities.

No 1 in UK for Aerospace Engineering and Technology, MBA 4th in the UK, 13th in the world ... See more

See translation



Welcome to Cranfield University

**Online:  
Our website**

Manage drafts | **View published page** | Translate published page

## Engineering & Technology Mini fair

Contact us  
Send us a message online  
or call your nearest office

**WEDNESDAY 21 SEPTEMBER 2016 -  
17:00 TO 21:00  
FOURPOINTS SHERATON - ASSHAMIYAH  
BALLROOM**

**Education UK**  
The British Council's UK Representative

**STUDY IN THE UK**  
Engineering and Technology  
– more majors available

Meet Leading UK Universities in Engineering and Technology  
Offering short courses, diplomas, undergraduate, postgraduate taught and research degrees in the UK, and attractive scholarships for some of their programs

Join us in Kuwait  
21 September 2016  
Four Points Hotel, Ashshamiyah Ballroom A & B  
From 5:00 pm to 9:00 pm

Learn more  
+965 22052300  
info@kw.britishcouncil.org  
www.britishcouncil.com/kw

For list of participating institutions & to register, visit:  
[kw.edukexhibition.org](http://kw.edukexhibition.org)

Registration open now! [Register here](#)

Meet ten UK Universities leading in Engineering and Technology Offering short courses, diplomas, undergraduate, postgraduate taught and research degrees in the UK, and attractive scholarships to some of their programs.

List of participating universities;

- University of the West of Scotland
- Nottingham Trent University
- Middlesex University
- Staffordshire University
- University of Surrey

**Location**  
Ashshamiyah meeting room A & B  
Four Points Hotel  
13060 Kuwait City

**Eshots**

British Council database- Total Reach: 9,000 + recipients  
Eshot (other) – half a million active emails

Visitors/stakeholders Feedback

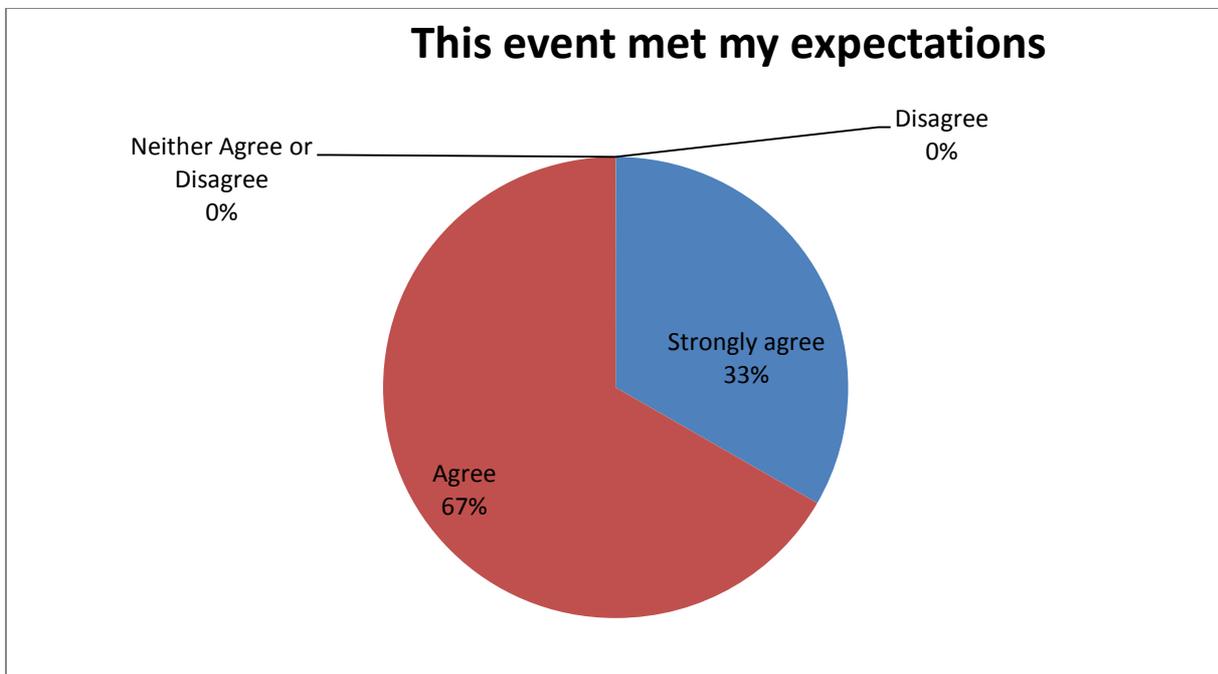
We have received a very positive feedback from the visitors; since it was a subject specific study tour students/parents received high quality information from the academics as well as international representatives. Some visitors commented to have more of subject specific tours for other specialisations.

Schools visits were also very useful, as there was a lot of interest generated from high school students and high-level enquiries received. The school management appreciated delegate's presence and we were told to conduct more of these visits at their school as it helps generate confidence in students and provides opportunities as well.

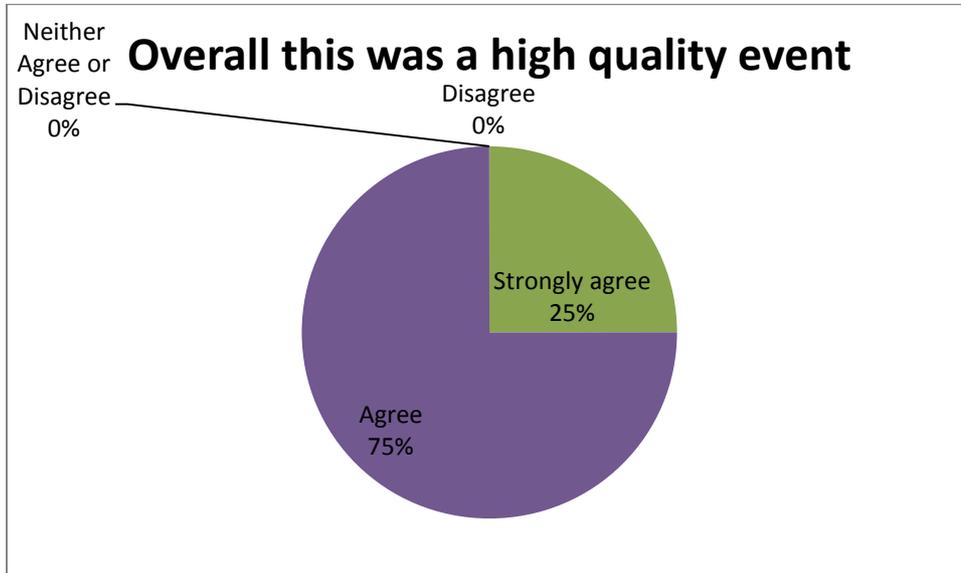
We have met heads/Deans of colleges from the Public Authority for Applied education and training , and Deans College of Engineering at Kuwait University. We were very well received and all of them were thankful to the British Council for bringing these academics/delegates from the UK. There were lots of mutual interest generated and new ideas discussed which led to a very positive atmosphere all round.

Exhibitor's Feedback

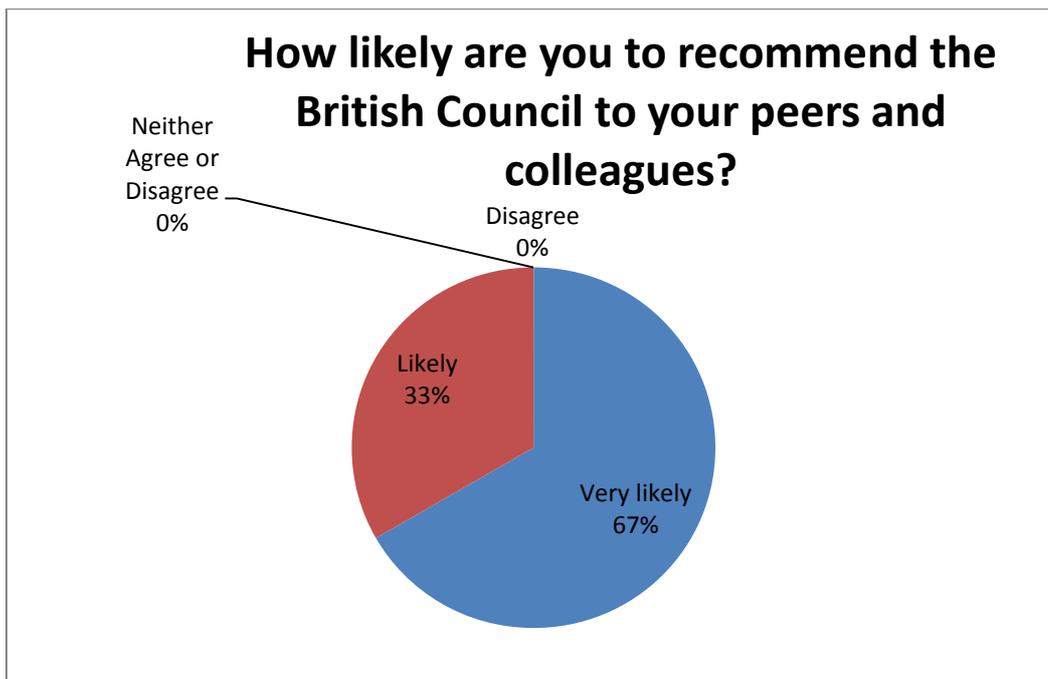
Expectations



Quality



Recommendation



**Some positive quotes from exhibitors:**

- Very well organized tour
- Growing demand for UG and Engineering programs
- Considering the size of the country big number opt for student in the UK and a lot of opportunities for academic partnerships exists
- Meetings with the Deans at PAAET, Kuwait University and DG KISR was very useful
- The tour has served the purpose of partnerships opportunities and student recruitment
- School visits were very well attended
- The market briefing session provided useful information and prepared us for the meetings ahead of the tour
- More of these type of tours should be conducted
- A useful mini fair at the hotel
- I think BC Kuwait did a very good job whilst putting this visit together. It was a planned very well. Institutional visit was a HEI, a technical college and a research institute. So there was something for all participating universities. Imran Yousaf and his team did a great job putting such a visit together followed by a mini exhibition
- The British Council staff were all helpful and supportive
- The late arrival from the event in Dubai together with the early start and long first day in Kuwait meant it was a tiring trip. But better to be busy than have excess free time
- Keep up the good work

**List of Exhibitors:**

<b>No.</b>	<b>Institution</b>
1	University of the West of Scotland
2	Nottingham Trent University
3	Middlesex University
4	Staffordshire University
5	University of Surrey
6	Glasgow Caledonian University
7	University of Birmingham
8	Cranfield University
9	Sheffield Hallam University
10	INTO University Partnerships

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

#### **British Council**

- British Council understands the importance of providing value-added services to the exhibitors, thus we are planning to hold a networking event with local agents and school counsellors, in order to provide a platform for UK institutions and agents to meet up, and identify possible collaboration opportunities.
- For promotion, the British Council actually has done more promotion compared to last year, however there were other organisations and some education agencies conducting education exhibitions in September, which affected visitor numbers.

#### **UK Institutions**

- It is suggested that institutions invite their alumni to attend future exhibitions and share tales of their life in UK with the visitors.
- It is highly recommended to institutions that they regularly follow up with the outcome of the meetings with KU, KISR and PAAET and provide proposals on agreed potential joint ventures.
- 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 exhibitions
- Institutions are encouraged to send academics for subject specific study tours as technical details of the area of expertise is usually required during meetings with key ministries/public education institutions.
- Exhibitors can also promote the Exhibition on their own website, newsletter or email blast to gain more public interest.

The above points, though important, should not detract from what was a successful tour.

### Appendix: Some photos from the event



Student counselling at mini fair



Student counselling at mini fair



Schools visit





Schools visit



School visits



### School visits



### Presentation by UK delegate



Mini fair

## End of Report

[www.britishcouncil.org/siem](http://www.britishcouncil.org/siem)

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