



**SERVICES FOR  
INTERNATIONAL  
EDUCATION  
MARKETING**

**Post-event report for  
Study in the UK Exhibition 2016, Qatar**

**13-14 March 2016  
La Cigale Hotel  
Doha**

## Introduction

The Study in the UK Exhibition was held on 13<sup>th</sup> – 14<sup>th</sup> March 2016. It offered an opportunity for students, parents, teachers and others in the education field to meet **representatives of 30 UK universities and Accredited English Language Schools** in person to find out what the UK has to offer and available funding opportunities. The target audiences were primarily 16 to 21 year olds interested in higher education in the UK; professionals seeking to advance their careers; parents and key influencers. Entrance was free for all visitors. Visitors were able to register in advance through the Education UK dedicated registration website or on arrival at the exhibition. The exhibition, which was held in the evenings of 13<sup>th</sup> and 14<sup>th</sup> March, was very well attended by both UK universities and local audiences, and many took selfies with our Instagram cut out and hashtags and tweeted to @BritFestQA and @qaBritish.

In the evening prior to the exhibition, we delivered an exhibition briefing that was then followed by a social dinner at Souq Waqif which gave participants a taste of Qatar's culture.

In the first morning of the exhibition, we had 8 school counsellors who attended a series of seminars delivered by some of the exhibitors.

The second morning was dedicated to a visit to Community College Qatar who was interested in advanced entry.

The morning of 15<sup>th</sup> March was an optional complimentary school visit o Al-Wakra Independent Secondary School for boys, who organised their annual college and career fair, sponsored by Qatar Petroleum Company targeted at secondary schools students aged between 16 and 18 years old. In addition to meeting potential students, the fair provided UK institutions with a platform to network with more than 15 major scholarship providers.

The exhibition attracted nearly **1,200 visitors** through a variety of marketing channels and activities, which complimented each others. We believe the key for the continuous growth in visitors' number is mainly due to starting the promotion plan of the event early 2 months prior to the exhibition, ensuring effective communication with school counsellors who are considered important influencers and maintaining an up-to-date contacts database of potential students (mainly recent IELTS candidates).

**Rawan Khir, SIEM Manager, Qatar**

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## Highlights

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

<b>Venue</b>	La Cigale Hotel, Doha, 13 <sup>th</sup> and 14 <sup>th</sup> March 2016
<b>Opening hours</b>	13 <sup>th</sup> March: 4:30pm – 8:30pm 14 <sup>th</sup> March: 4:30pm – 8:30pm
<b>Opened by</b>	<ul style="list-style-type: none"> <li>• HMA Ajay Sharma, Ambassador of the UK in Qatar   British Embassy Doha</li> <li>• Dr Mothanna Al Kubaissi Director, Higher Education Institutional standards, Ministry of Education and Higher Education</li> <li>• Dr Frank Fitzpatrick, Director, British Council Qatar</li> </ul>
<b>Stand costs</b>	2,290 GBP; excluding VAT
<b>Sponsors</b>	Partially sponsored by the British Festival 2016, GREAT Funding IELTS British Council Qatar
<b>Unique feature to give added value</b>	<p>Giveaways to everyone who registered in advance and attended the exhibition.</p> <p>4 UK Alumni had a dedicated section to share practical advices with potential students.</p>

## Visitors' profile

**10% of visitors were looking for English and vacation/short courses**  
**43% of visitors were looking for Undergraduate courses and Foundation programmes**

**25% of visitors were looking for Postgraduate courses**  
**11% of visitors were looking for MBA programmes**

**38% of the visitors were under 20 years old**  
**29% of the visitors were between 21 - 30 years old**

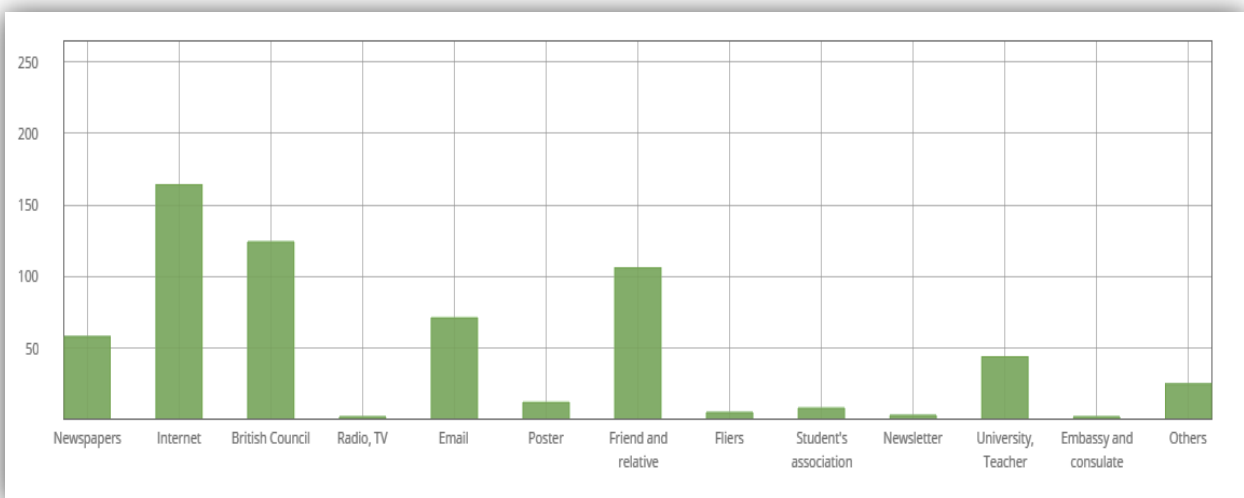
**Of the total visitor numbers 32% were female, 68% were male.**

Selection criteria

**From the visitors' survey –**

**High academic standard  
is the most important factor for selecting an overseas education destination.**

How did visitors find out about the exhibition?



Marketing

The Study in the UK Exhibition 2016 was promoted through the following channels

- Digital MUPIs over 2 weeks at Villaggio, the most visited shopping mall in Qatar
- Printed advertisements in 1 English and 2 Arabic newspapers
- Strategic distribution of colour flyers at the British Council and at the participating and additional local education institutions
- Event listing on British Council Qatar website
- Targeted SMS campaign to potential students and recent IELTS candidates to 4200 recipients
- Targeted Email shot to potential students, recent IELTS candidates, scholarship providers and school counsellors to 3500+; however, 170 of them are scholarship providers and school counsellors (i.e. multipliers) who we followed-up by phone with to cascade the E-shot to over 6000 potential students, so a total of 9500+ received the e-shot)
- Targeted Social Media campaign via Education UK British Council and British Council channels – both organic and boosted posts
- Press Release prior to the event

In addition to the above, Study in the UK Exhibition 2016 was under the GREAT British Festival 2016 activities, so it got additional mass reach and was exposed to a number of media mentions as part of the British Festival marketing campaign.

Examples of the marketing Include ...



Digital Mupi at Villaggio Mall



An example of the printed advertisements in the newspapers



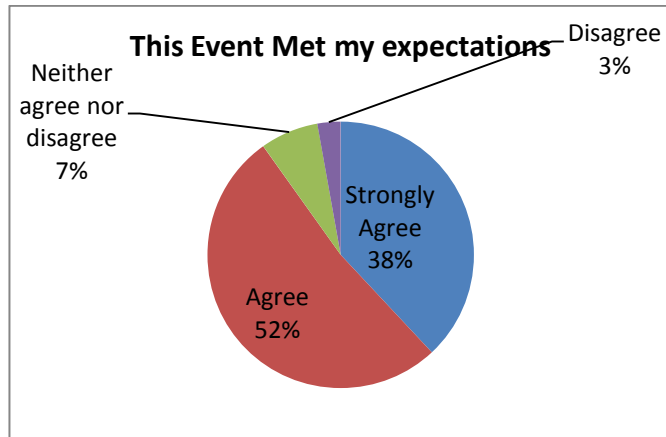
Social Media Campaign featuring a very innovative video

Printed flyer distributed to over 3,000 potential students

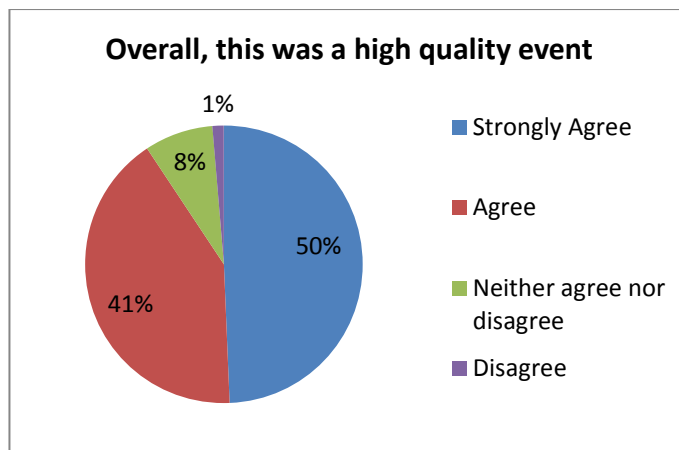


Visitors' Feedback

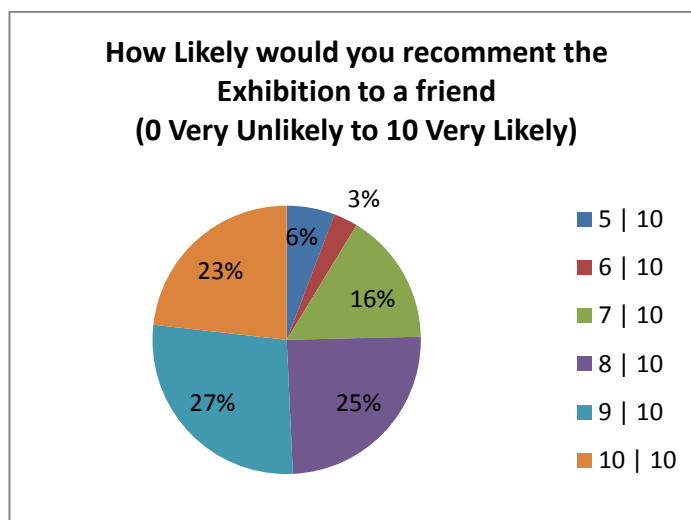
Expectations



Quality



Recommendation



## Exhibitors' Feedback

Some statistics from the Exhibitors post-event survey:

- ✚ 75% of exhibitors will consider coming back to our yearly events
- ✚ 83% of exhibitors were happy about the quality and the number of visitors
- ✚ 91% of exhibitors were satisfied with the exhibition logistics (duration, venue, catering, travel arrangements during the exhibition, promotion of the event, professionalism of the team, British Council staff support)
- ✚ More than 90% of exhibitors confirmed that the exhibition was a high quality event meeting the expectations of the exhibitors

### Some positive quotes from exhibitors:

- A very well organized and productive exhibition, thank you!
- The evening sessions were well worth attending with good numbers of suitable students.
- Everything was perfect; Keep up the good work
- The BC Qatar events are in my opinion the best in the GCC and the team is amazing!
- Everything is quite organized and informative, keep it up

### Some Recommendations from exhibitors:

- CNAQ & CCQ are only of use to institutions with MoUs We need visits to schools or institutions where they seek Foundation, UG or PG, not transfer
- The visit to Colleges did not yield many students; visit better schools that are relevant to both pathway providers and universities and if you offer this as an option
- Alumni Event
- Continue offering workshops to school counsellors



## 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 exhibition. The main findings from the exhibitors' and the visitors' survey results and recommended next steps are outlined below:

### **British Council**

- We will continue working on a regional exhibitions plan to have the Gulf events close to each other
- We will work on the schedule of the exhibition days' morning to offer visit options that are interesting for all the sector
- We are trying to schedule an alumni event on one of the exhibition nights
- We will continue offering workshops to school counsellors
- We will do more advertisement about the event at Education City and Qatar University Campus for student interested in post-graduate studies

### **UK Institutions**

- It will be appreciated if the universities offer essential information for Post Graduate studies as most of the institutions were only prepared to advise about Undergraduate.
- It has been advised by the visitors that it would be great if the universities have academic members with them who have thorough understanding of the courses that their university offers
- It will be great if the institution can have more representatives as sometimes there were long queue
- It has been requested by the visitors to have the majority of the institutions offering side-exhibition seminars

Next year's exhibition (Currently Scheduled for 12<sup>th</sup> and 13<sup>th</sup> March 2017) will build upon the lessons learned. We hope to see you there!

## Appendix I - List of UK participating institutions

1. University of Birmingham
2. University of Bradford
3. University of Brighton
4. University of Cambridge
5. University of Central Lancashire
6. University of Chester
7. University of Essex
8. University of Exeter
9. University of Huddersfield
10. University of Kent
11. University of Leeds
12. University of Lincoln, UK
13. Liverpool John Moores University
14. The University of Manchester
15. Middlesex University London
16. University of Northampton
17. Oxford Brookes University
18. Plymouth University
19. University of Portsmouth
20. University of Reading
21. Sheffield Hallam University
22. University of South Wales
23. University of St Andrews, Scotland
24. Teesside University
25. Swansea University
26. University College London.

English Language course providers:

1. Alpha Omega College
2. EF Education First
3. INTO University Partnerships UK
4. Study Group.

Appendix II - Photos from the Exhibition



The exhibition was inaugurated by Dr Muthanna Al Kubaissi, Director of Higher Education Institutional standards office at the Ministry of Education and Higher Education, His HMA Ajay Sharma the ambassador of the UK in Qatar and Dr Frank Fitzpatrick, country director of British Council Qatar



Some photos of the visitors in the exhibition area

Appendix II – More photos from the Exhibition



Some photos of the visitors getting advices from the UK institutions' representatives



Seminars delivered by institutions' representatives



Visitors Photo Booth

Appendix II – More photos from the Exhibition



Influential UK Alumni attending to meet students



Visitors filling post-event surveys



EDUKEX sponsor: IELTS



British Council booth



Registration and Check-In Desk



Visitors' happily filling the registration forms