



Education UK Exhibition 22-23 OCTOBER 2016 Baku, Azerbaijan

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1. Event fact file

Venue	Hilton Hotel Baku, 22-23 October
Opening hours	11:00 – 17.00
Opened by	Dr Carole Crofts , Ambassador, British Embassy in Azerbaijan Ms Elizabeth White , Director, British Council Azerbaijan Mrs Tamilla Aliyeva , Head of the sector at the International Cooperation and Study Abroad Department, Ministry of Education
Media Partner	British Embassy in Azerbaijan
Important points about the event	<ul style="list-style-type: none"> • 16 UK universities, colleges and schools attended the event; • 11 paid promotions on Facebook reaching more than 735 630 users; • Two mini fairs organized a day before the exhibition on 22 October at the International School of Azerbaijan and the British School. The mini fairs attended by up to 250 students. The British School also involved students of two more private schools (European-Azerbaijan School, Modern School of Azerbaijan) to the mini fair. The majority of the UK exhibitors were satisfied with the quality of students attending the fairs; they consider this as a great opportunity to meet with direct target groups with face to face meetings; • Agents Networking event was held on 22 October with the participation of 11 agents from the 9 study abroad agencies. The event followed up with the networking coffee-break to give opportunity to the agents and exhibitors to exchange contacts and discuss future possible cooperation opportunities. The event attended by all the visiting UK exhibitors; • We used Visitor Registration System (VRS) for registration this time as well. This is helpful to get printed badges with QR codes so that each exhibitor can get the details of the visitor by scanning the QR code; • Various competitions were run during the exhibition to attract audience interest and about 20 people won prizes from the book shop and UK Universities; • During 2 days 11 presentations were held on engineering, business studies, study opportunities in Scotland, as well as self-funding opportunities in the UK etc. Representatives of the British Council’s Exams department held IELTS sessions to help interested candidates to succeed with the exam; Chevening scholarship programme alumni held sessions to spread information about the programme and answer questions of the interested candidates; UK alumni from various Universities held sessions to share information about their UK experience and provided recommendations to the interested candidates; • 30 temp staff were involved for the organization and implementation of the event and 5 of them were people with disabilities; • The next day after the exhibition Education team at the British Council Azerbaijan organized a UK and Azerbaijan Higher Education Institutions’ Networking event with the participation of 8 UK and 17 Azerbaijan Universities. The event was helpful for bringing the university representatives from the both sides together for networking and exchange of contact details for future partnership relations development. The event was very successful previous years with up to 4 partnership relations development between the universities. • To add additional value to the exhibition 2 partners have been invited to join the event based on in-kind contribution. Starbucks coffee shop distributed 400 cups of coffee to the visitors during the two days of the event. Ali and Nino – one of the well-known bookstores in Azerbaijan shared up to 1000 pcs of event flyers in their three main shops situated in the central street of the city and at two central shopping malls. They have also promoted the event among their readers (more than 117 000) on their Facebook pages.

2. Objectives of the event

- To position the UK as the first choice for Azerbaijani students planning to study abroad;
- To influence the quality of the student experience by providing a positive perception of the UK;
- To showcase the variety of opportunities within the UK's education system;
- To support participating institutions' recruitment in Azerbaijani market.

3. Key statistics

Attendance	
Visitors	
22 October 2016 (Saturday)	700
23 October 2016 (Sunday)	500
Total No of Visitors:	1200
Exhibitors*	
Colleges, Schools, English Language Training providers	1
Universities	15
Total No of Exhibitors:	16

*A full list of exhibitors can be found in Appendix 1

Visitor's primary market objectives:		
Programmes	Responses	%
Postgraduate	802	31.77%
Undergraduate	420	16.64%
Learn English	348	13.79%
Postgraduate MBA	271	10.74%
Short Course(s) (eg Summer course)	247	9.79%
Professional Award/Employment related qualifications (eg. ACCA etc.)	187	7.41%
Pre-university academic (eg A-Levels, IB)	108	4.28%
Vocational and technical (eg NVQ, BTEC, VQ)	95	3.76%
Boarding School	42	1.66%
<i>*2520 different responses. One person could choose more than one option.</i>		
Main Subjects of Interest		
Agriculture and related subjects	39	1.62%
Business and Administrative Studies	491	20.42%
Engineering and Technology	268	11.14%
Computer and Mathematical Science	200	8.32%
Creative Arts and Design	95	3.95%
Education and Training	194	8.07%
Engineering and Technology	268	11.14%
Health and Medicine	83	3.45%
Humanities	167	6.94%
Law	145	6.03%
MBA	227	9.44%
Hair, Beauty and Personal care	18	0.75%
Social Studies and Communications	154	6.4%
Travel, tourism and hospitality	159	6.61%

Demographics of visitors		
Male	671	34.78%
Female	769	39.19%
Not men	502	25.8%
Age		
<= 10	8	0.41%
11 - 20	694	36%
21 - 30	594	30.7%
31 - 40	94	4.8%
41 - 50	32	1.65%
> 50	507	26.2%

*More information about VRS report can be found in the Appendix 5.

4. Workshops

The workshops conducted during the exhibition proved to be a very popular activity, showing students the variety of study options available for them in the UK and giving a positive impression of the whole international student experience. We could deliver 11 workshops during the exhibition. A full schedule of the workshops can be found in the workshops programme in Appendix 2.

Most of the workshops were well attended. We provided translation services for sessions in English to help parents and students to ask their questions in Azerbaijani from the English-speaking presenters.

The workshops were advertised on the Education UK website, Facebook event page and through the new Mobile application programme before and during the exhibition. Visitors were regularly reminded about each workshop in the stage area during the exhibition. A4 flyers with the list of workshops have been distributed during the exhibition in the registration area to help visitors to join the workshops upon interest.

More detailed information about the workshops can be found in Appendix 3.

5. Market developments

This was the 7th Education UK exhibition conducted by the British Council Azerbaijan in the last two years. Despite the economic slowdown, interest in the internationally recognized degrees in the country is still high. Career benefits of study abroad students, such as higher salary and better employment opportunities keep the attractiveness and importance of the international education high in the country.

As an oil dependent country the enrolment rates in the UK Universities decreased this year due to the recent economic situation and particularly for the end of the state funded scholarship programme (2007-2015). UK is a top study destination for Azerbaijan students and the majority of universities in the list of the state funded scholarship programme were UK Universities. The visitors survey results of the exhibition also show that majority of students prefer UK as a country for study. The new stage of the state scholarship programme has not been announced yet.

We develop the content of the exhibitions each year based on the lessons learnt from each conducted event and the feedback forms from the UK exhibitors help us to get their point of view in terms of the market trends they observe in direct communication with the visitors. The exhibitors noticed the following market developments/trends based on their enquiries:

- More reliance on scholarships
- People are considering European countries
- Mostly interested in Business Management
- Post study work requests



6. Visitor survey analysis

- On-line registration was set up for the exhibition. 1929 persons pre-registered for the event. The total number of registered visitors was 873. Around 400 visitors (roughly calculated by the counter person at the entrance and based on the total number of promotional materials distributed during the exhibition) (mainly parents, adults, group visits from schools or universities etc.) didn't register in the system. We had around 1200 visitors in total during the exhibition;
- 82 per cent of visitors were satisfied with the quality of the event and 78 percent of visitors received what they expected from the exhibition;
- We asked different questions related on seminars quality, British Council staff support, and exhibition area from the visitors and their responses are overall good. We continue to develop the quality of our events and make them more useful for our visitors;
- Vast majority of the visitors found out about the exhibition via various online sources and mainly from Facebook;
- Some comments from visitors include:
 - "I received a lot information about the universities and specialities that I'm interested in. The event was organized in a high level"
 - "British Council staff was very helpful"
 - "I would like to see more UK Universities"

More detailed information on visitors' survey analysis can be found in the Appendix 4.

7. Exhibitor survey analysis

- The total number of Exhibitor Surveys completed was 15. This represented 88 per cent of the total number of exhibitors.
- Most of the institutions came to the fair both for recruitment and for profile-raising purposes (73 per cent);
- 85 per cent of the exhibitors rated the exhibition as good and average overall;
- 98.6 per cent of the exhibitors gave high rates (4 and 5 out of 5) to the British Council support before and as well as during the exhibition;
- 78.6 per cent of the exhibitors were satisfied with the length of the exhibition. A few institutions mentioned that the exhibition could be held for one day.

More detailed information on exhibitors' survey can be found in Appendix 6.

8. Conclusions and follow-up

8.1. Extent to which the objectives were met


To position the UK as the first choice for international students: Based on the visitor survey analysis, most of them agreed that a UK qualification is of high quality, recognised worldwide and that it brought good career prospects upon graduation.

To showcase the variety of opportunities within the UK's education system: As per the online registration results visitors were mainly interested in the undergraduate and postgraduate education opportunities. But visitors were also interested in learn English opportunities, short term/summer courses and professional/employment related qualifications.

The strengths of the UK education system was been promoted via promo articles before the exhibition. The workshops organized during two days of the exhibition were also useful for increasing awareness and understanding about the UK education opportunities.

To support participating institutions' recruitment in the Azerbaijani market

Recruitment process changes as per the economic situation. It is a long time process to keep sustainable existence in the market. We recommend institutions to continue their activities in the market



throughout the year by adapting and offering new programmes relevant to the changing situations (area, duration, price wise and etc.).

8.2. Key recommendations for institutions

- We highly recommend to undertake profile-raising activities in Azerbaijan throughout the year, especially digital marketing activities;
- Market development highly depends on the oil prices. We recommend the institutions to get updated about the market environment from time to time;
- Exhibitors need to apply for a visa minimum a month before the event;
- Exhibitors are kindly asked to send all necessary forms from the Handbook at once to meet the deadlines;
- Exhibitors are recommended to work with the agents closely before and after the event. As this is chance for the institution to meet potential student and parent at the event and it will increase confidence and trust;
- To send materials (brochures and catalogues) at least 4 weeks before to the exhibition via freight. We also ask exhibitors to inform us in advance if you send your materials to the British Council office so that we can follow it up.

8.3. Key recommendations for the British Council

- According to the feedback from the exhibitors, most of them were satisfied with the date of the fair, so most likely the next exhibition will take place around the same time;
- 97.40 per cent were overall satisfied with the exhibition venue – The Hilton Hotel Baku;
- Satisfaction for the length of the exhibition was 79.50 per cent, with some comments to shorten it to one day instead of two for the next year;
- Workshops in general were well attended, we will also think about the ways to make them more effective in our future events.



Appendix 1: List of participating institutions

1. BPP University
2. Broadway Education
3. City University London
4. Coventry University
5. Cranfield University
6. Heriot-Watt University
7. INTO City University London
8. Newcastle University
9. The University of Nottingham
10. The University of Reading
11. University of Aberdeen
12. University of East Anglia
13. University of Glasgow
14. University of Leeds
15. University of Leicester
16. University of Warwick

Appendix 2: Event programme

Date	Time	Activities	Open for
Friday, 21 October	10:00-11:00	Mini fair at TISA	Exhibitors
	12:00-14:00	Mini fair at the British School	Exhibitors
	17:00-18:00	Agent Networking and Round Table	Exhibitors and agents from Azerbaijan
	18:00-18:30	Networking Coffee Break	Exhibitors and agents from Azerbaijan
	18:30-19:30	Market briefing and Logistic briefing	Exhibitors
Friday, 22 October	9:30-11:00	Stand Set-up	Exhibitors
	10:30-17:00	Continuous coffee-break	Exhibitors
	11:00-17:00	Exhibition	Visitors
	12:00-12:35	Official opening ceremony	Guests, including representatives of the Ministry of Education and the British Embassy
	12:30-16:30	Seminars	Visitors
	13:00-14:30	Buffet lunch	Exhibitors
	19:00-21:00	Cultural Evening*	Exhibitors and invited guests
Friday, 23 October	10:30-17:00	Continuous coffee-break	Exhibitors
	11:00-17:00	Exhibition	Visitors
	11:30-16:30	Seminars	Visitors
	13:00-14:30	Buffet lunch	Exhibitors
	16:30-17:00	Exhibition closing	Exhibitors
Friday, 24 October	10:00-13:30	UK and Azerbaijan Universities' Networking event - 2016	Exhibitors

Appendix 3: Workshops

22 October 2016, Saturday – Lazurit / Hilton Hotel

Time	Topic	Name of the representative	Name of the Institution
12:30-13:00	Engineering: Your future	Bob Tuttle, Education Liaison Manager	Heriot-Watt University - Edinburgh
13:10-13:40	Succeed with IELTS	Nargiz Zaidova, Exams Officer	British Council Azerbaijan
13:50-14:20	Writing a winning personal statement: Why? What? How? When?	Lana Shaugney, Student Recruitment Officer	University of Warwick
14:30-15:00	Studying on Scotland	Kimberley Shiels International Officer	University of Glasgow
15:10-15:40	Chevening scholarship programme presentation by the alumni of the programme		

23 October 2016, Saturday – Lazurit / Hilton Hotel

Time	Topic	Name of the representative	Name of the Institution
12:00-12:30	Choosing between a Masters in Accounting, Finance, Business or Management	Katherine O'Sullivan / Regional Officer - CIS and South Asia	The University of Reading
12:40-13:10	Succeed with IELTS	Fariz Aghamirov, IELTS Coordinator	British Council Azerbaijan
13:20-13:50	How to fund yourself while in the UK	Nilufar Rashidova, Exams Officer	University of East Anglia
14:00-14:30	Chevening scholarship programme presentation by the alumni of the programme		
14:40-15:10	Alumni talks Alumni of the institutions: University of East Anglia, University of Leicester.		
15:20-15:50	Masters Cross Cultural Communication and Education: International Perspectives at Newcastle University	Francis Robert Barber, Business and Community Engagement Manager	Newcastle University

Appendix 4: Visitors' survey results

1. I would recommend BC to my friends (on the scale of 1-10, where 1 is NO and 10 is YES) – (360 visitors' opinion)

10	9	8	7	6	5	4	3	2	1	0
64 %	7 %	10.5 %	8.6 %	1.6 %	4.4 %	0.83 %	0.83 %	0.5 %	0 %	1.4 %

2. Event met my expectations (373 visitors' opinion):

Strongly agree	Agree	Neither	Disagree	Strongly disagree
38.3%	42.3%	14%	3%	2.4%

3. I have acquired new skills and knowledge through the event (423 visitors' opinion):

Strongly agree	Agree	Neither	Disagree	Strongly disagree
44%	44%	9%	1.18%	1.9%

4. Overall, this was a high quality event (422 visitors' opinion):

Strongly agree	Agree	Neither	Disagree	Strongly disagree
50%	35.5%	9.7%	3.31%	1.42%

5. How did you find out about the exhibition? (Top 10 – 535 people answered to this questions and they had chance to choose more than one option)

Source of information	Percentage
Facebook	39.07
Friend or relative	16.82
Received invitation	5.79
Roll-up poster	5.61
University representative	4.30
www.EducationUK.org/Azerbaijan	3.74
Received e-mail	3.36
www.britishcouncil.org	3.18
Instagram	3.18
Google	2.43

Appendix 5: Visitor registration data analysis

More than 1929 people registered in the system in advance. Not all of them attended at the event.

1. Occupation report

Occupation	Responses	Percentage
Student	955	66.6%
Professional	217	15.13%
Other	178	12.41%
Parent	49	3.42%
Academic	32	2.23%
Total:	1431	

2. How did you find out about the exhibition? (More than one option)

Source of information	Responses	Percentage
Internet	740	44.07%
Facebook	354	21.08%
British Council	285	16.97%
Friend and relative	153	9.11%
Email	49	2.92%
University, Teacher	34	2.03%
Student's association	26	1.55%
Poster	12	0.71%
Others	10	0.6%
Radio, TV	6	0.36%
Newspapers	4	0.24%
Fliers	2	0.12%
Embassy and consulate	2	0.12%
Newsletter	2	0.12%
Total:	1679	

3. Age report for the exhibition visitors:

Age limit	Responses	Percentage
<= 10	8	0.41%
11 - 20	694	36%
21 - 30	594	30.7%
31 - 40	94	4.8%
41 - 50	32	1.65%
> 50	507	26.2%
Total:	1929	



Appendix 6: Exhibitors' survey results

Total number of exhibitors: **16**

Total number of received feedback questionnaires: **15**

Notes:

Exhibitors can choose more than one option for the question number 3

1. Has your institution attended this event before?

Yes	13 responses
No	2 responses

2. What was your main aim in coming?

Recruitment	4 responses
Profile raising	0 response
Both	11 responses

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

Undergraduate	86.66 %
Postgraduate taught	93.33 %
Postgraduate research	46.66 %
Foundation	46.66 %
Pre-sessional English School	26.66 %
English Language	20 %
Pre-university foundation courses	13.33 %
Summer courses	13.33 %
Post-16 A-level	6.66 %
GCSE	6.66 %

4. What is your assessment of the visitors?

Disappointing	60 %
Good number only	20 %
Good quality only	13.33 %
Good number and good quality	6.66 %

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

Yes	73.33 %
No	13.79 %

6. Please give your overall assessment of the exhibition.

Excellent	0 %
Good	42.85 %
Average	42.85 %
Bad	7.14 %
Very bad	7.14 %

7. The exhibitors rate different points of the exhibition

Components	Responded	Total score	Average score	Satisfaction rate
Level of British Council Support before the exhibition	15	74	4.93	98.25%
Level of British Council Support during the exhibition	15	74	4.93	98.25%
Quality of the venue	15	73	4.87	96.75%
Quality of the accommodation	14	68	4.86	96.50%
Length of the exhibition	15	59	3.93	73.25%
Value for money	14	38	2.71	42.75%
Seminars programme	8	32	4	75%
Market Briefing	14	49	3.50	70.00%
Mini fair at The International School of Azerbaijan	10	44	4.40	88.00%
Mini fair at the British School	10	42	4.20	84.00%
Cultural dinner	13	62	4.77	95.40%

**Minimum 1 (being very bad) and Maximum 5 (being very good), interval is 4:
So the calculation is like for example - $4.88 - 1 = 3.88 / 4 = 97.00\%$*

Average satisfaction for all components: 67.48 %

8. What would be your preferred date for this event next year?

Same as this year	92.85 %
Earlier than this year (March)	0 %
Later than this year	7.69 %

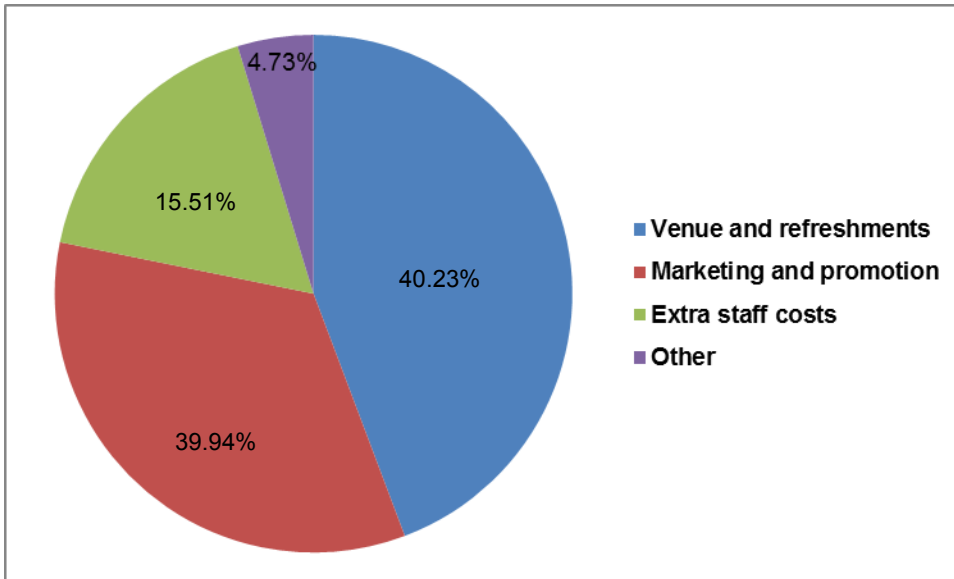
9. How likely are you to recommend the British Council to colleagues?

Very likely	42.85 %
Likely	42.85 %
Unlikely	0%
Very unlikely	14.28 %

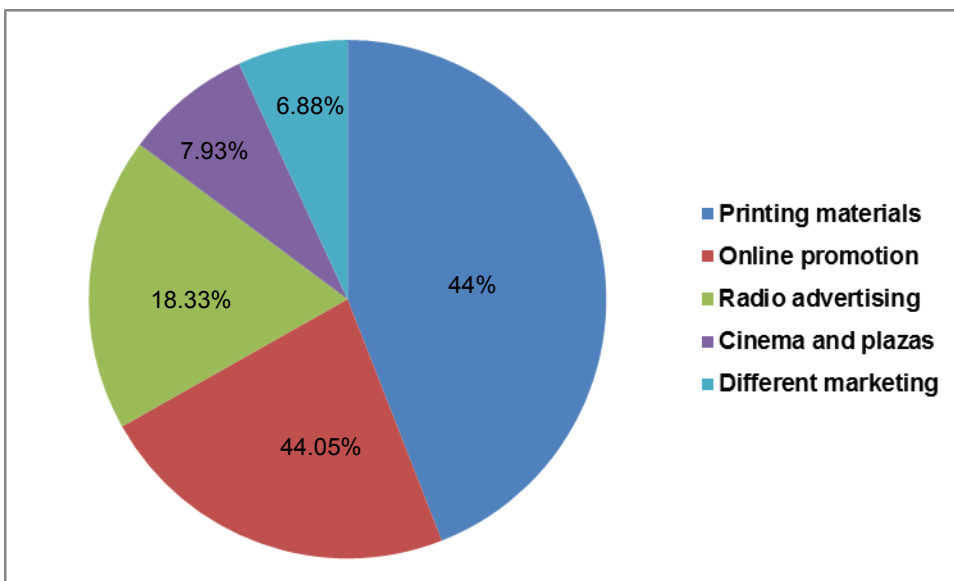


Appendix 7: Exhibition expenses

Percentage of main cost elements of total expenses budget



Percentage of main cost elements of the marketing and promotion budget



Appendix 8: Advertising, media and promotion highlights

<p>1</p>	<p>Online promotion</p> <p><i>Facebook – 11 paid promotions with around 735.630 reach (September – October 2016)</i></p> <p><i>Information about the exhibition has been promoted at 15-20 youth/study abroad networks/groups by the edumap.az education domain holder.</i></p> <p><i>Google Promotion – with special key words</i> <i>Twitter posts – with official #edukaz hash tag</i> <i>3 E-mail shots sent to the database of the British Council – Education UK events</i> <i>The events registration website regularly promoted:</i> https://az.edukexhibition.org/</p>	<ul style="list-style-type: none"> • British Council Azerbaijan’s official website • www.educationuk.org/Azerbaijan • British Council’s Facebook Page • Global Education UK Facebook page • Facebook Event page with special cover photo • Youth/study abroad networks/groups
<p>2</p>	<p>PR activities, publishing and broadcasting</p> <p><i>Articles about the scholarship opportunities offered by the participating institutions and the seminars and workshops conducted during the exhibition posted on the EducationUK website and promoted on Facebook before the event.</i></p> <p><i>Free media coverage, particularly on the first day of the exhibition. Different media representatives attended the event, mainly opening ceremony. List of the media: Lider TV, Azertag, CBC TV, SalamNews, ITV, Interaz and etc.</i></p> <p><i>Please see Appendix 9 for the media coverage.</i></p>	<ul style="list-style-type: none"> • Azernews newspaper – 1 article published for English speaking audience • EducationUK.org/Azerbaijan – 3 articles published
<p>3</p>	<p>Printing materials</p> <p><i>250 invitation cards were sent to different business organizations, schools and higher education institutions. Flyers mainly distributed at schools, universities and book stores. We placed posters at the school and universities. Bags and catalogues were distributed amongst the exhibition visitors. We had 30 volunteers that worked as registrants, translators, navigators.</i></p>	<ul style="list-style-type: none"> • 250 invitation cards • 75 posters • 5 000 general flyers printing • 8 roll-ups printing • 800 bags printing • 800 A4 information sheet printing • Back-drop banner printing • 37 badges for exhibitors, British Council representatives, partners, invited study abroad agents.

<p>4</p>	<p>Radio Promotion</p> <p><i>Radio promotion on Avto FM , MediaFM and Antenn Fm radios from 17 October till 23 October.</i></p>	<ul style="list-style-type: none"> • Media FM Radio – 105.5 FM • Avto FM – 107.7 FM • Antenn FM – 101 FM
<p>5</p>	<p>Different marketing and promotion activities</p> <p><i>Light box have been placed at the Cinema Plyus at 28 Mall from 8 till 23 October, 2016. This is the biggest cinema in Baku and very popular not only amongst young people but business people as well.</i></p> <p><i>We distributed 1000 flyers at the three Ali and Nino book stores situated in the central street and at the two best visited shopping malls. The event was promoted at the Facebook page of the book store with more than 117000 visitors.</i></p> <p><i>During the exhibition different competitions arranged to add additional value to the event. Winners received present cards from the books store and different presents from the UK Universities.</i></p> <p><i>#edukaz hash tag competition also arranged during the event to promote the event on the social networks.</i></p>	<ul style="list-style-type: none"> • Light box placement at the Cinema Plyus (8-23 October, 2016) • Flyers distribution at Ali and Nino book stores (17-23 October, 2016) • Event promotion on the Ali and Nino Facebook page • Presents for competition winners during the exhibition (22-23 October 2016)
<p>6</p>	<p>Media partner</p> <p><i>Media partner of the event was British Embassy in Azerbaijan. Separate table was set up along with the British Council for the promotion of the Chevening scholarship programme. The programme promoted by the Chevening alumni and was one of the most visited tables during the exhibition.</i></p>	<ul style="list-style-type: none"> • British Embassy in Azerbaijan • Chevening scholarship programme



Appendix 9: Media Coverage

Media Coverage links before and after the exhibition:

Before exhibition

[http://azertag.az/xeber/Bakida Education UK Birlesmis Kralliqda tehsil sergisi kecirilecek-1003529](http://azertag.az/xeber/Bakida_Education_UK_Birlesmis_Kralliqda_tehsil_sergisi_kecirilecek-1003529)
<http://sia.az/az/news/social/571170-bakida-education-uk-birlesmis-kralliqda-tehsil-sergisi-kecirilecek>
[http://azertag.az/en/xeber/Education UK Exhibition Azerbaijan was a big success VIDEO-1007304](http://azertag.az/en/xeber/Education_UK_Exhibition_Azerbaijan_was_a_big_success_VIDEO-1007304)
<http://www.contact.az/docs/2016/Social/102400172752en.htm?23#.WCrMtP197cs>
http://apa.az/xeber-az/sosial_xeberler/bakida-7-ci-birlesmis-kralliqda-tehsil-sergisi-kecirilir.html
<http://interaztv.com/society/150063>
<http://xeber100.com/birl%C9%99smis-kralliqda-t%C9%99hsil-s%C9%99rgisi-acilib/>
<http://youthnews.az/news/804>
<http://www.saglamxeber.az/index.php/gundem/740-bak%C4%B1da-%E2%80%9Ceducation-uk-birl%C9%99%C5%9Fmi%C5%9F-krall%C4%B1qda-t%C9%99hsil%E2%80%9D-s%C9%99rgisi-ke%C3%A7iril%C9%99c%C9%99k.html>
<http://www.salamnews.org/az/news/read/241297/bakida-education-uk-birleshmish-kralliqdatehsil-sergisi-kecirilecek/>
<http://www.contact.az/docs/2016/Social/102000172373az.htm#.WD1sc5i7rKI>
<http://arxiv.az/az/azertag.az/74583058/Bakida+Education+UK-Birleshmish+Kralliqda%C2%A0tehsil+sergisi+kecirilecek>
<http://topnews.az/news/1583676/Bakida-Education-UKBirlashmish-Kralliqda-tahsil-sargisi-kechirilacak.html>
<https://signedevents.com/azerbaijan/baku/education-uk-exhibition-birl%C9%99%C5%9Fmi%C5%9F-krall%C4%B1qda-t%C9%99hsil-s%C9%99rgisi/>
<https://edumap.az/yeniden-britaniyadan-top-universitetler-kollecler-ve-mektebler-sizin-geleceyiniz-ucun-bakida/>
<http://akademik.az/2016/10/21/bakida-education-uk-birl%C9%99smis-kralliqda-t%C9%99hsil-s%C9%99rgisi-keciril%C9%99c%C9%99k/>
<https://tehsil-az.com/2016/10/20/boyuk-brityaniyada-t%C9%99hsil/>
<http://allevents.in/baku/education-uk-exhibition-birl%C9%99%C5%9Fmi%C5%9F-krall%C4%B1qda-t%C9%99hsil-s%C9%99rgisi/1756859174600002#>
<http://azerbaijan.shafaqna.com/AZ/AZ/286834>

Appendix10: Promotion Materials

Samples for promotion, merchandising materials:

BRITISH COUNCIL Education UK
Innovative Education. Inspiring People.

5 6 7
4 8
3 15 14 9
2 16 13 10
1 17 12
GİRİŞ ÇIXIŞ

f t i #EDUKAZ

İştirakçıların siyahısı

1. Bosworth Independent College
2. BPP University
3. City University London
4. Coventry University
5. Cranfield University
6. Heriot-Watt University
7. INTO University Partnerships
8. Newcastle University
9. Ruthin School
10. The University of Nottingham
11. The University of Reading
12. University of Aberdeen
13. University of East Anglia
14. University of Glasgow
15. University of Leeds
16. University of Leicester
17. University of Warwick

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BİRLƏŞMİŞ KRALLIQDA TƏHSİL SƏRGİSİ

22-23 OKTYABR 2016 / 11:00-17:00
HILTON HOTEL (Azadlıq prospekti 1B)

Sərginin partnyoru: Britaniya Səfirliyi Azərbaycan

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BİRLƏŞMİŞ KRALLIQDA TƏHSİL SƏRGİSİ

22-23 OKTYABR 2016/11:00-17:00
HILTON HOTEL (Azadlıq prospekti 1B)

Britaniya universitetləri, kollecləri, məktəbləri və İngilis dili kurslarının Bakıdakı 7-ci sərgisi

Sərgi ərazisinin planı

5 6 7
4 8
3 15 14 9
2 16 13 10
1 17 12
GİRİŞ ÇIXIŞ

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Sərgi iştirakçılarının siyahısı

1. Bosworth Independent College
2. BPP University
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16. University of Leicester
17. University of Warwick

Sərginin partnyoru: Britaniya Səfirliyi Azərbaycan

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7-Cİ BİRLƏŞMİŞ KRALLIQDA TƏHSİL SƏRGİSİ

22-23 OKTYABR 2016

Sərginin partnyoru: Britaniya Səfirliyi Bakı

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DƏVƏTNAMƏ

Birləşmiş Krallıqda Təhsil Sərgisi
22-23 OKTYABR 2016/11:00-17:00

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EDUCATION UK EXHIBITION

22-23 OCTOBER 2016 / 11:00-17:00
HILTON HOTEL (1B Azadlıq avenue)

Exhibition partner: British Embassy Azerbaijan

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Seminar və çıxışların proqramı

Seminarlar İngilis və Azərbaycan dillərində keçiriləcək. Universitetlərin nümayəndələri tərəfindən İngilis dilində keçiriləcək seminarlarda Azərbaycan dilinə tərcümə edə biləcək amaklaşarımız da olacaq. Seminar qənaəti hər hansı səsiz olaraq onlayn mirasçılıq edə bilərsiniz. IELTS, Chevening proqramı üzrə və məzənlərin çıxışları auditoriyanın istəyinə uyğun olaraq Azərbaycan və ya İngilis dilində keçiriləcək.

22 oktyabr 2016 / Şənbə - Lazurit zali / Hilton oteli

Vaxt	Mövzu	Nümayəndə	Sərgi iştirakçısı
12:30-13:00	Engineering: Your future	Bob Tuttle, Education Liaison Manager	Heriot-Watt University - Edinburgh
13:10-13:40	Succeed with IELTS	Javid Hüluyev, IELTS Coordinator	British Council Azerbaijan
13:50-14:20	Writing a winning personal statement: Why? What? How? When?	Lana Shaughney, Student Recruitment Officer	University of Warwick
14:30-15:00	Studying in Scotland	Kimberley Shiels, International Officer	University of Glasgow
15:10-15:40	Chevening təqəddü proqramının təqdimatı - Chevening proqramının xətti ilə müxtəlif universitetlərdə təhsil almış məzənlər proqram barədə ətraflı məlumat verəcək və öz təcrübələri ilə bağlı tövsiyələrini paylaşacaqlar.		

23 oktyabr 2016 / Bazar - Lazurit zali / Hilton oteli

Vaxt	Mövzu	Nümayəndə	Sərgi iştirakçısı
12:00-12:30	Choosing between a Masters in Accounting, Finance, Business or Management	Katherine O'Sullivan, Regional Officer - CIS and South Asia	The University of Reading
12:40-13:10	Succeed with IELTS	Fəriz Ağamirov, IELTS Coordinator	British Council Azerbaijan
13:20-13:50	How to fund yourself while in the UK	Nilufər Rəşidova, Exams Officer	University of East Anglia
14:00-14:30	Chevening təqəddü proqramının təqdimatı - Chevening proqramının xətti ilə müxtəlif universitetlərdə təhsil almış məzənlər proqram barədə ətraflı məlumat verəcək və öz təcrübələri ilə bağlı tövsiyələrini paylaşacaqlar.		
14:40-15:10	Məzənlərin çıxışları - Britaniyada təhsil almış məzənlər öz təcrübələri və ümumilikdə Birləşmiş Krallıqda təhsil ilə bağlı tövsiyələrini paylaşacaqlar. Məzən olduqları universitetlər: University of East Anglia, University of Leicester.		
15:20-15:50	Masters Cross Cultural Communication and Education: International Perspectives at Newcastle University	Francis Robert Barber, Business and Community Engagement Manager	Newcastle University

Sərginin partnyoru: Britaniya Səfirliyi Azərbaycan

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www.britishcouncil.gov.uk
www.britishcouncil.gov.uk/az
http://www.educationuk.org/Azerbaijan

Appendix 11: Exhibition Photographs

Some inspiring photos from the exhibition:

For more photos visit:

https://www.facebook.com/147031001996880/photos/?tab=album&album_id=1352660681433900



