



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

**Post-event report for
Education UK Lebanon**

27 October 2016

Crowne Plaza Hotel, Hamra, Beirut

Introduction

Thank you for your participation at the Education UK exhibition in Lebanon in October 2016 at the Crowne Plaza Hotel, Beirut.

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, which was the second in Lebanon for Education UK, attracted over 400 schools and higher education institutions, by hosting representatives from 8 UK institutions that positively engaged with prospective students, visitors and British Council partners in the education field. The UK universities provided the audience with information on educational opportunities, subject choices etc.

Other than the main exhibition, 2 school visits also took place to Broummana High School and Notre Dame Jamhour School where the UK universities had the chance to talk to high school students with an interest in continuing their education outside Lebanon.

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,

Yasmine Al Hilli
British Council, Lebanon

Highlights

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

Venue(s)	Crowne Plaza Hotel, Al Hamra, Beirut
Opening hours	15:00-20:00
Stand costs	£1,525

There was a 83% increase in visitors from last year's exhibition

	Beirut	
	2015	2016
Education UK Exhibition Lebanon attendees	167	306

[Al Nashra](#)
[National News Agency](#)
[Lebanon Files](#)
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Visitors' profile

Visitor's Occupation	%
Student	82.35%
Professional	12.13%
Parent	1.10%
Academic	2.94%
Other	1.47%

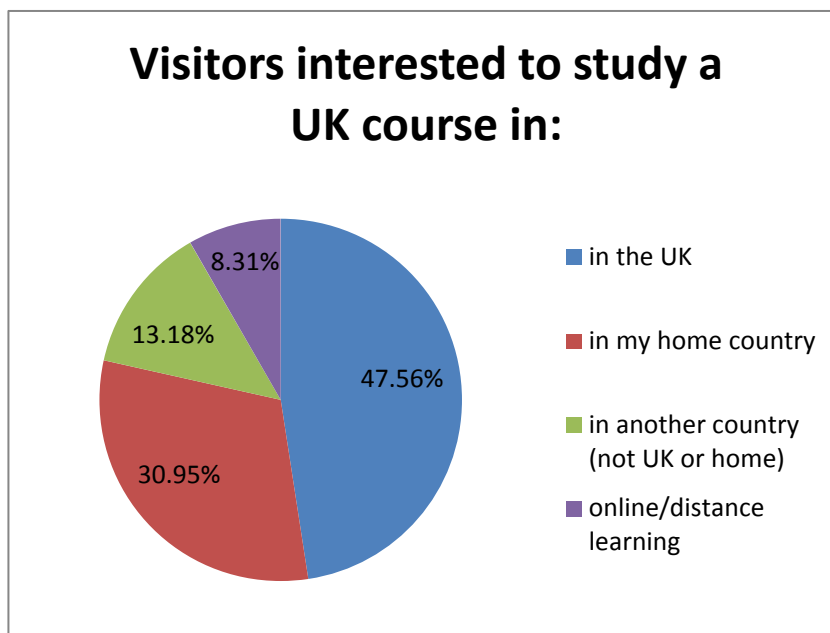
Age Group	Count
<= 10	0
11- 20	203
21 - 30	78
31 - 40	16
41 - 50	8
> 50	1

Gender	%
Female	45
Male	55

Visitor's Interest in Level of Study

	%
Vocational and technical (eg NVQ, BTEC, VQ)	4.25%
Pre-university academic (eg A-Levels, IB)	6.52%
Undergraduate	30.59%
Postgraduate	36.83%
Postgraduate MBA	3.97%
Learn English	5.38%
Boarding School	2.27%
Short Course(s) (eg Summer course)	4.25%
Professional Award/Employment related qualifications (eg. ACCA etc.)	5.95%

Visitor's interest to study a UK course in:



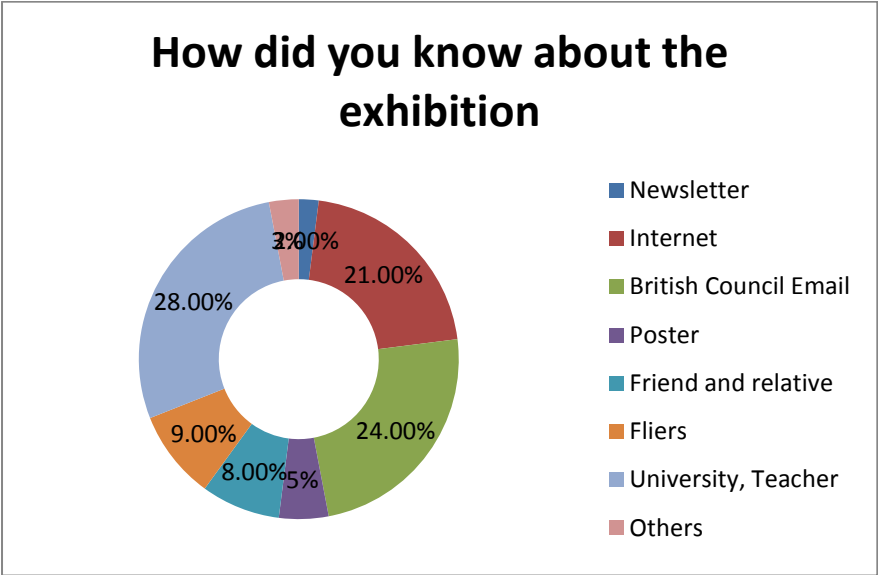
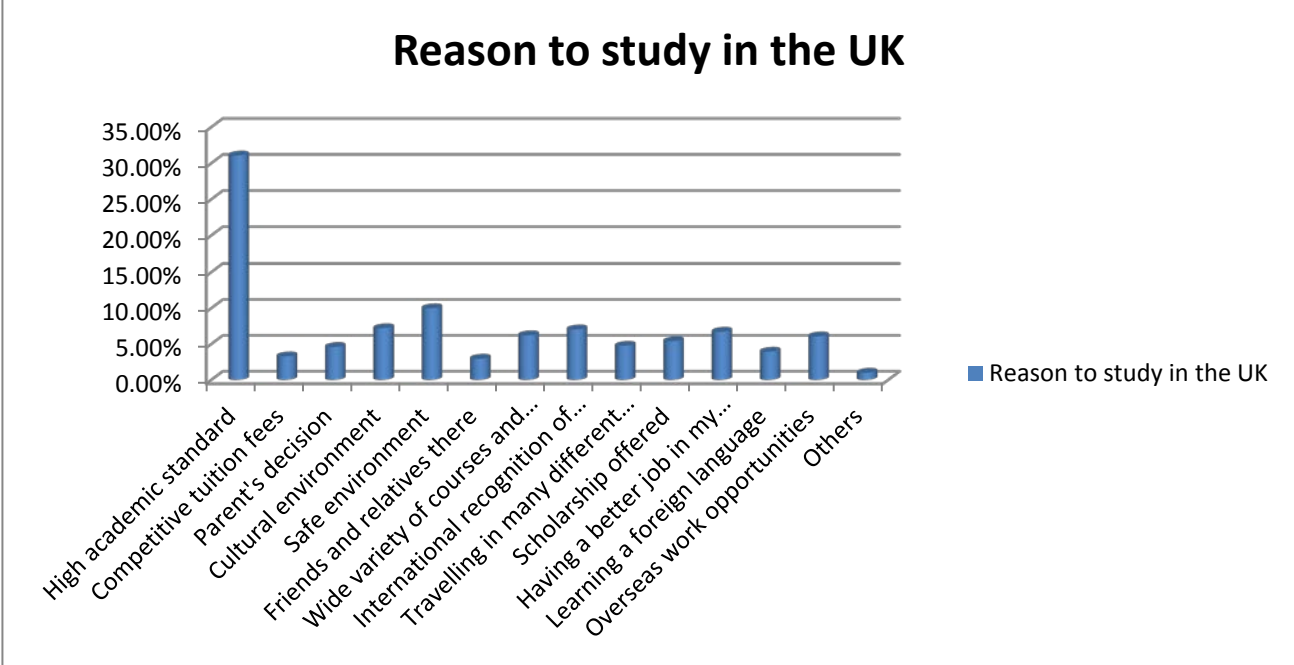
Visitor's interest in Subject Area



Expect to leave in	%
In less than 6 months	8.09%
In 1 year	33.46%
In 2 years	17.28%
After 2 years	40.81%
	0.37%

Intended Period of Stay	%
3 months	1.84%
6 months	3.31%
1 year	15.07%
2 years	26.84%
3 years	23.90%
more than 3 years	28.68%
	0.37%

Reason to study in the UK



Marketing

The event was promoted through various channels:

- Paid posts on British Council Lebanon's Facebook page, Education UK Facebook page- 80,000 people reached
- Flyers and posters distributed to schools and universities
- Mass e-mail to all schools, universities, education contacts, NGOs in our network
- Brochures and posters at the British Council office
- Promoted the event to students attending IELTS
- Throughout our Education UK Newsletter Lebanon
- British Council Website
- Personal invitations, phone calls,

Visitor's Feedback

When the visitors were asked "Will you be applying to a UK institution following the exhibition" 61% said yes, 39% said no.

When the visitors were asked "Did you receive all the Information required to make an informed choice" 82% said yes, 18% said no

Some examples of quotes from Visitors following the exhibition:

- That was a great exhibition
- Queues were long, but the information was helpful
- A great opportunity to meet with so many universities
- I wish there were more universities and more majors
- Great opportunity, but how about more Institutions
- I wish there were food to be served

Key Recommendations for the British Council include:

- Invite more Institutions to attract larger audience

Exhibitor's Feedback

List of Exhibitors

No.	Institution
1	Bangor University
2	Coventry University
3	Cranfield University
4	Richmond, the American International University In London
5	The University of Manchester
6	University of South Wales
7	University of the Arts London
8	University of Westminster

At the exhibition, there were **8 exhibitors** from UK HEIs;

When exhibitors were asked “Will you be attending a similar exhibition next year?” **67% said yes, 0% said no, 33% said maybe.**

When exhibitors were asked “overall how satisfied were you with the exhibition?” **100% said it was a high quality event.**

When exhibitors were asked “has the event met your expectations?” **66% agreed, 33% said neither, 0% said no.**

When the exhibitors were asked about:	Weighted average
Quality of students	8 out of 10
Number of students	7 out of 10
Suitability of venue	8 out of 10
Promotion of event	8 out of 10
Support of British Council staff	9 out of 10
Professionalism of British Council staff	9 out of 10
Logistics support and arrangement	9 out of 10
How useful was the pre-event market brief	8 out of 10

Some quotes from exhibitors:

- It was great to have a pre-event networking meeting with Lebanese universities, but perhaps consider a format where the presentations are shorter (or perhaps a round-table format rather than presentations, or even a speed-dating type of event)
- Invite to the pre-exhibition networking event school counselors (or arrange a dedicated event for them where UK universities can give a 10-min presentation each).
- A well-arranged and well-attended event
- UK schooling system is on the rise, but French Bacc remains a popular and robust qualification. Lebanese Bacc is obviously the most common but better benchmarking of its grading system to other well-known systems is needed. In the long term the outlook for this market seems to be UG-focused
- Good number of visitors who asked good quality questions
- The market briefing session provided useful information
- The Networking event was really a good idea
- The British Council staff were professional and respond quickly

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 and recommended next steps are outlined below:

British Council

- For next year's networking event, we will change the format of the event to be speed dating- depending on the number of the interested universities (Lebanese and British) in order to provide a platform for UK institutions and agents to meet up, and identify possible collaboration opportunities. Also, we will invite school counselors.
- For next year's school visit, these will not be to a French system school.
- 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 and budget in a single trip.

UK Institutions

- 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.

The above points, though important, should not detract from what was a successful exhibition. Next year's exhibition (Currently Scheduled for October 2017) will build upon the lessons learned and prove even more popular. We hope to see you there!