



**SERVICES FOR  
INTERNATIONAL  
EDUCATION  
MARKETING**

## **Post-event report for**

# **Education UK UAE Business and Management Study Tour Date of event (13 February 2017) (Dubai, United Arab Emirates)**

## Introduction

Thank you for your participation at the Education UK Business and Management Study Tour on February 13, 2017 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 Business and Management Study Tour hosted representatives from **6 UK institutions** (listed on page 11) 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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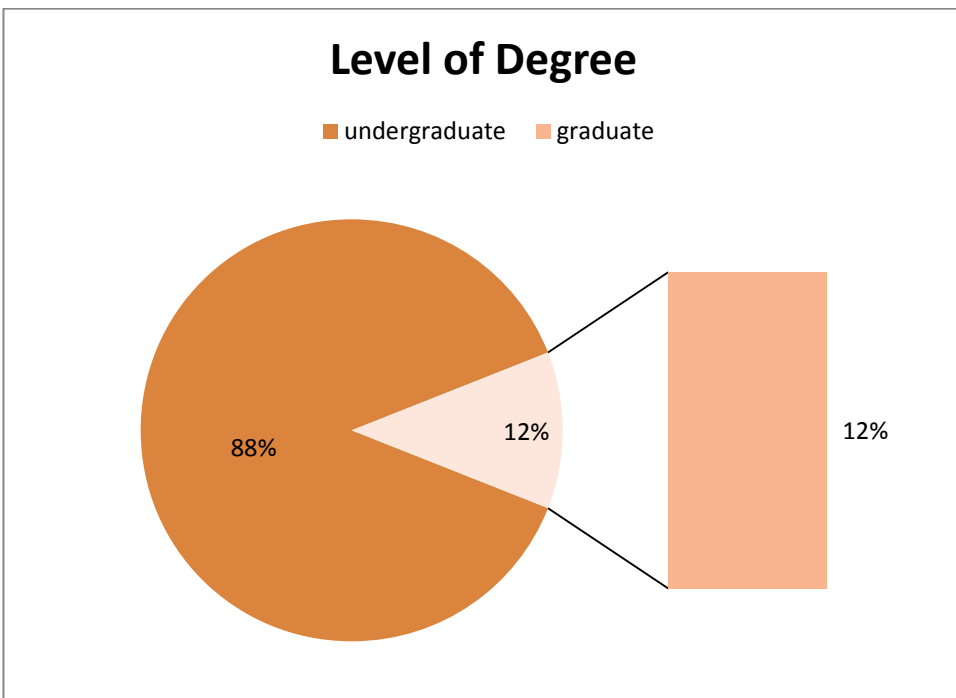
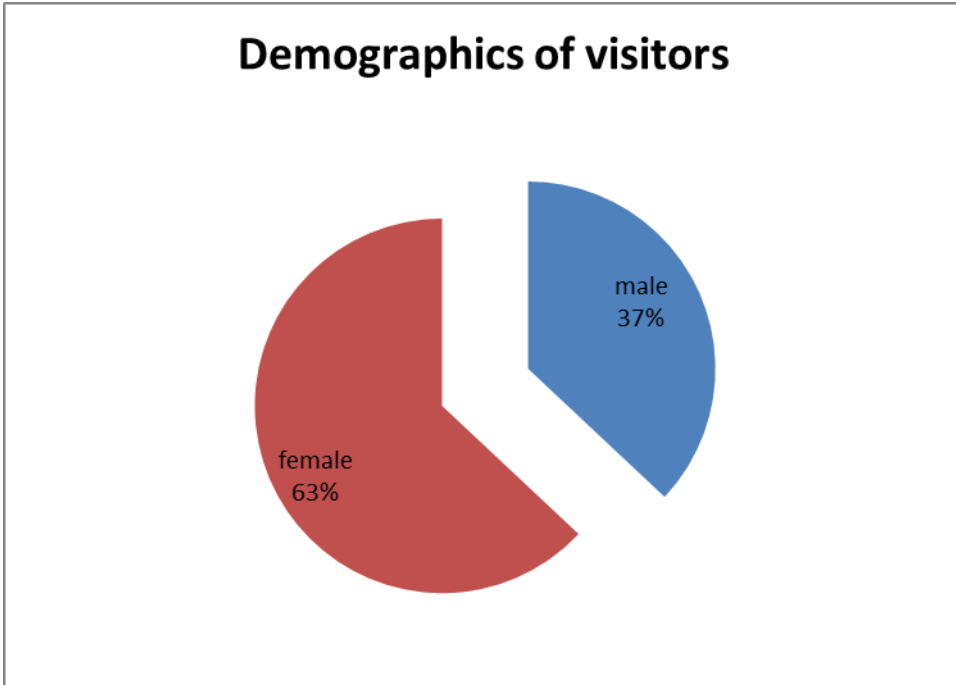
## Highlights

<b>Venue</b>	The Towers Rotana - Dubai, United Arab Emirates
<b>Opening hours</b>	Dubai: 4pm – 8pm
<b>Programme</b>	9.00am-12.00pm School Visits to Dubai American Academy and Queens International School 3:00pm-4:00pm Market Brief
<b>Participation costs</b>	£995 plus VAT

## Key statistics

Total number of exhibitors	6
Total number of attendees (school and fair)	175
Demographics of visitors	37% <i>male</i>
	63% <i>female</i>
Level of degree	88% <i>undergraduate</i>
	12% <i>graduate</i>

Highlights:



## Marketing

### 1. Specific targets:

- 131,385 likes British Council UAE Facebook page
- EducationUK Facebook page (targeted visitors of 2043)
- Twitter (recently launched)
- BC Instagram (recently launched 8581 followers)
- UK Embassy Instagram page 2555 followers)
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### 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)

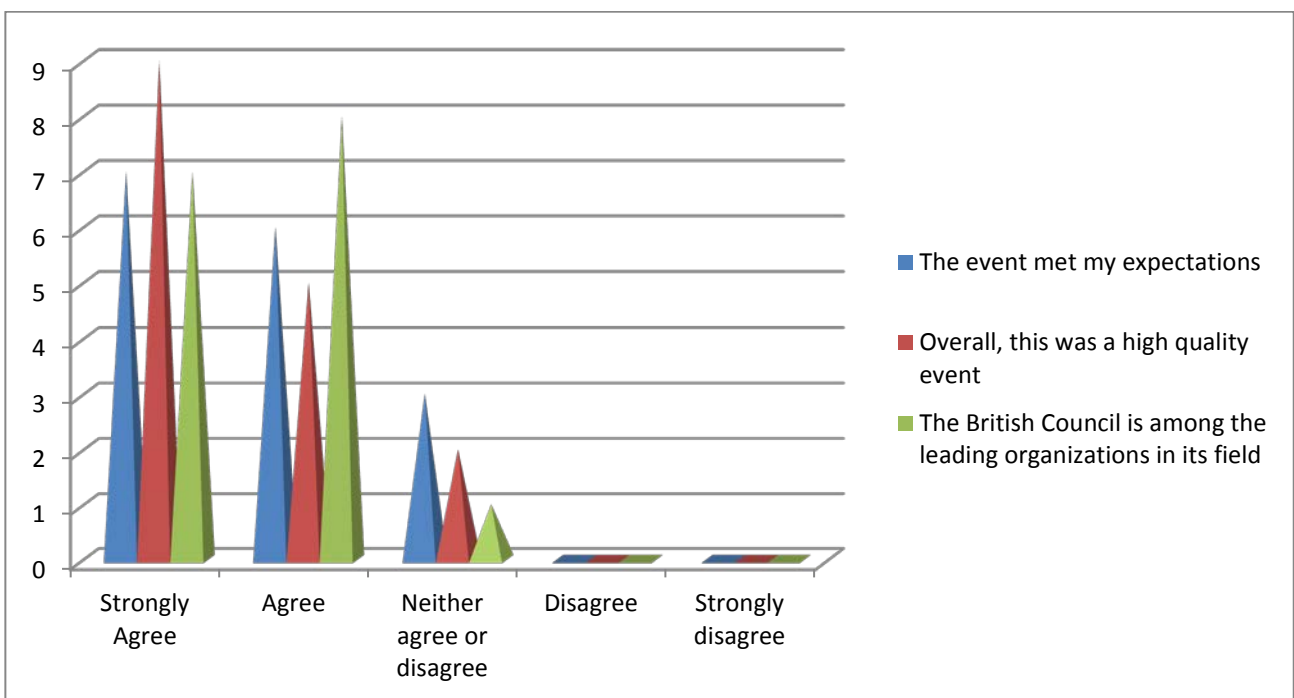
- Digital: Website, social media, e-mail marketing, SMS blast

### 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>	7	6	3	0	0
<b>Overall, this was a high quality event</b>	9	5	2	0	0
<b>The British Council is among the leading organizations in its field</b>	7	8	1	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
1	1	8	5	2	1	0	1	0	0	0

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

- 1) **More universities should be involved.**
- 2) **More universities**
- 3) **No, everything is very good and the management and preparation staff is very nice. All universities very good and helpful people.**
- 4) **Speeches and presentations**
- 5) **Wider range of Universities**
- 6) **Better and more universities**
- 7) **British Universities are perfect**
- 8) **More universities that offer medical courses**

**Exhibitor's Feedback** (*6 out of 6 Universities provided feedback*)

**Pre-event**

A) Information and support that I needed before the event

<b>Strongly Agree</b>	<b>2</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>6</b>

**The event**

A) The exhibition date was appropriate for my institution

<b>Strongly Agree</b>	<b>2</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>6</b>

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

<b>Strongly Agree</b>	<b>1</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>1</b>
<b>Totals</b>	<b>6</b>

C) The exhibition venue was appropriate for the event

<b>Strongly Agree</b>	<b>0</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>1</b>
<b>Totals</b>	<b>6</b>



**General**

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

<b>Strongly Agree</b>	<b>1</b>
<b>Agree</b>	<b>1</b>
<b>Disagree</b>	<b>2</b>
<b>Strongly Disagree</b>	<b>0</b>
<b>No Response</b>	<b>2</b>
<b>Totals</b>	<b>6</b>

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

<b>Strongly Agree</b>	<b>1</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>1</b>
<b>Totals</b>	<b>6</b>

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

<b>Strongly Agree</b>	<b>1</b>
<b>Agree</b>	<b>1</b>
<b>Disagree</b>	<b>3</b>
<b>Strongly Disagree</b>	<b>0</b>
<b>No Response</b>	<b>1</b>
<b>Totals</b>	<b>6</b>

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

<b>Strongly Agree</b>	<b>1</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>3</b>
<b>Totals</b>	<b>6</b>

**Market Information**

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

<b>Yes</b>	<b>2</b>
<b>Possibly</b>	<b>3</b>
<b>No</b>	<b>1</b>

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

<b>MBA, Business management</b>	<b>PG</b>
<b>International Business</b>	
<b>Project management</b>	
<b>Interior design, fine arts</b>	

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

- Local and expats
- Recruitment to business courses
- Cyber security, engineering, business, PG & UG

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

<b>Yes</b>	<b>6</b>
<b>No</b>	<b>0</b>
<b>No response</b>	<b>0</b>

**List of Exhibitors**

<b>No. of Universities</b>	<b>Name of University</b>
<b>1</b>	Bath Spa University
<b>2</b>	Kingston University
<b>3</b>	Middlesex University
<b>4</b>	Richmond, The American International University in London
<b>5</b>	Staffordshire University
<b>6</b>	University of Lincoln