



SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING

**Post-event report for
Education UK Exhibition Algeria
31 January 2017
Algiers**

Introduction

Thank you for your participation at the Education UK exhibition in **Algeria** in **January 2017** at the **National Library of Algeria** in **Algiers**.

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 was **targeted at the HE/FE/Schools market**, and hosted representatives from **5 UK institutions** (Listed below), that positively engaged with **prospective students**, providing the audience with information on **educational opportunities in the UK in addition to subject choices**.

The event attracted over **400 visitors** thanks in part to the strategic marketing campaign. Alongside the main exhibition, two seminars were also held on the topics of 'Cultures of Education' presented by Dr. Dave Burnapp from the University of Northampton, and a presentation by the British Council Algeria Exams Department on IELTS and Aptis Tests.

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,

Hayat Messekher | Assistant Director Programmes, Algeria

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Highlights

- A strategic marketing campaign was created with the aim of engaging with a wide audience interested in studying in the UK through online and offline communication channels which included British Council Facebook page and Twitter.
- A British Council exams representative presented IELTS & Visa requirements to visitors throughout the exhibition highlighting Education UK requirements.
- A market briefing was organised to present information about the education sector in Algeria, and the current market trends in Algeria.
- The audience included a mix of secondary, foundation, undergraduate and postgraduate students from different disciplines across Algeria.

Venue	National Library of Algeria, Algiers - 31 January 2017
Opening hours	From 09.00 to 17.00
Stand costs	£ 1285 (Plus VAT)

This was the second exhibition to be held in Algeria

Attendance	Algiers
	2017
Week day, Tuesday 31 January	400

Two successful seminars were held:

- 'Cultures of Education'
- IELTS and APTIS Tests

Media reporting the event included-

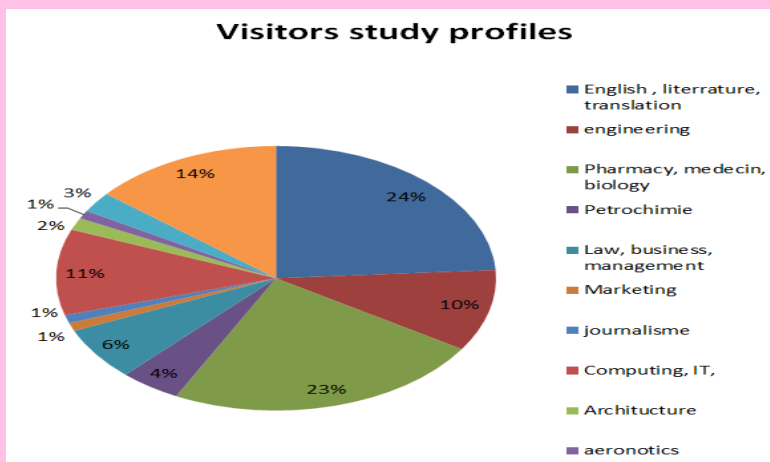
The main Algeria Press Services
 El Moudjahid Newspaper
 Numedia News TV Channel
 The Algerian Radio
 Job News Algeria: jobnews.dz
 Seybous: seybousetimes.com
 Algerie 360: algerie360.com

Visitors' profile

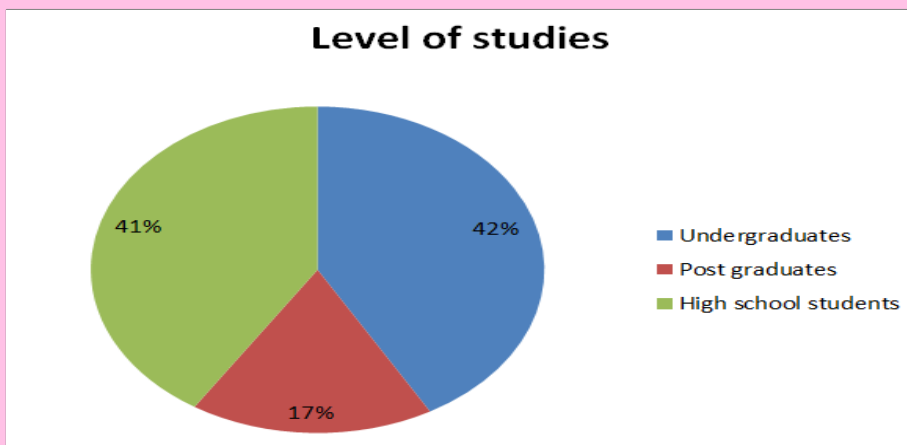
59% of visitors are looking for Postgraduate Higher Education

Of the total visitor numbers 62% were male, 38% were female.

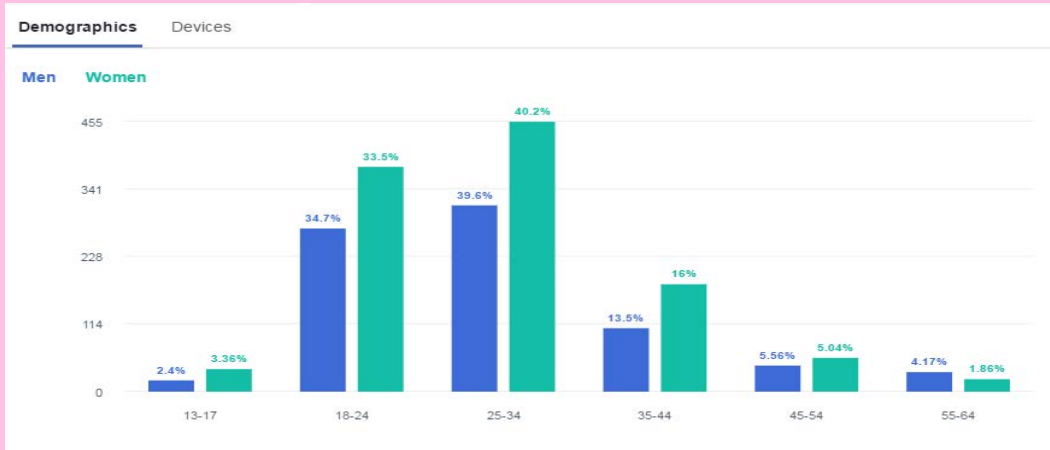
What programme of study are visitors interested in?



Level of study:



Gender & age:



Marketing

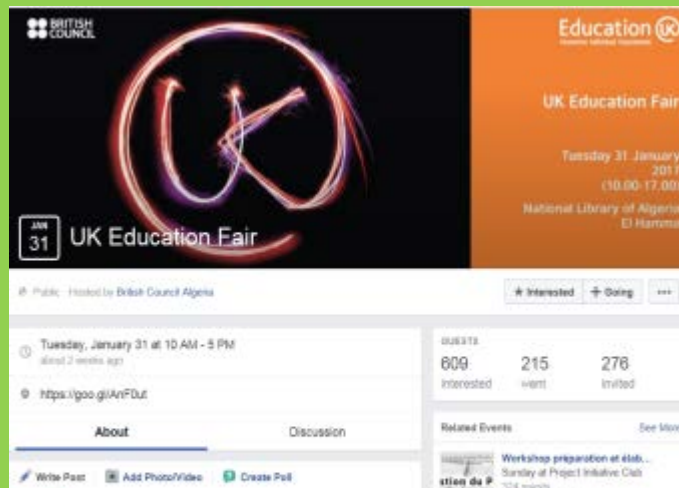
Our marketing was digital and reached an estimated audience of 19,342 people.

Examples of the marketing Include ...

Indoor:



Online:



Visitor's Feedback

Many of the visitors felt the Seminar topic was very useful to them and wished there were more academic adjustment and on various disciplines.

Some examples of quotes from Visitors following the exhibition:

- The IELTS and Aptis talks were very useful and informative
- Good meeting representatives from universities and asking them questions directly.
- Dr. Dave's conference was very interesting
- Why organise the fair on a week day. We had classes and couldn't attend.
- Very interesting event. Thank you.
- Why is it in Algiers only?

Key Recommendations for the British Council include:

- Organise the fair on a week-end.
- Invite more universities
- Do more than one day
- Go to other big cities
- Do more conferences and talks

Exhibitors' Feedback

At the exhibition there were **5 institutions** from UK education sector; this is the second time Algerians had the opportunity to meet with UK education representatives.

The debrief session after the exhibition was very insightful to sense whether exhibitors would be willing to attend a similar exhibition next year which they were all interested in. exhibitors were impressed by the level of English of the visitors.

Despite the fact that there were fewer visitors compared to last year's edition because the exhibition was held on a week day and not a weekend like last year, exhibitors were overall satisfied with the exhibition.

Some positive quotes from exhibitors:

- Fruitful, more than last year.
- The quality of English in the visitors' questions was amazing.
- Fluent visitors. The seminar was very well received.
- My time hasn't been wasted.
- The market has potential. Will be here next year.
- Good turn out.

Some negative quotes from exhibitors:

- The event should expand and include school visits
- Do a week-end and not a week day.
- More inquiries on Masters' and PhD. Not relevant to us as a college.
- Nice venue but some facilities were not available.
- Some students did not hear of the event.
- Intermittent problems with Wi-Fi / internet access

List of Exhibitors:

No.	Institution
1	Navitas
2	Kaplan
3	University of Hertfordshire
4	The Manchester College
5	The University Of Northampton

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 exhibition, we should aim to organize the fair in November or January.
- Target pre-master programmes' providers.
- Include schools visits or organize a pre-mini fair for high schools.
- Consider moving the event to another venue that will facilitate targeting a specific audience.
- Organize more seminars throughout the event/day.
- Organize a networking event with private schools and institutes' representatives in order to provide a platform for them to meet up and identify possible collaboration opportunities.
- Going forward, British Council Algeria might consider scheduling their fair on its own to be able to schedule it on a week-end and not tie-in our own exhibition with other regional countries' events.

UK Institutions

- It is suggested that institutions invite their alumni to attend future exhibitions and share their lived experiences of their life in the UK with the visitors.
- Each institution needs to have at least 2 representatives, ideally 3. Two will be in the front desk and the third one will be meeting highly interested students that they can potentially recruit.
- Many visitors commented that there were no scholarships opportunities. We recommend institutions to look at ways of providing some sort of scholarship or discount wherever possible and highlight these during future exhibitions.

- Exhibitors need to confirm their attendance well before the event and avoid last minute confirmation and visa applications.

The above points, though important, should not detract from what was a successful exhibition. Future exhibitions will build upon the lessons learned and prove even more popular. We hope to see you again!

End of Report