

Post-event report:

Education UK Uganda Postgraduate Exhibition

The first stop in your career path

24 September, 2016

Golf Course Hotel Kampala, Uganda

1. INTRODUCTION

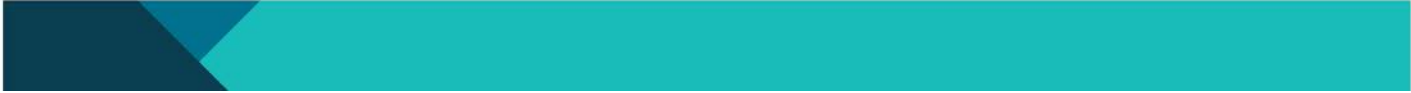
The Education UK post graduate exhibition offered a remarkable opportunity for visitors interested in UK qualifications to have a one-on-one interaction with representatives from 10 UK universities – Middlesex University, Teesside University, University of Dundee, Brunel University, London, University of East Anglia, University of Derby, University of Greenwich, University of Portsmouth, Coventry University and Bath Spa University.

On 24 September 2016, the Golf Course Hotel in Kampala was an international networking hub attracting over 110 visitors from universities and the general public seeking information on postgraduate study in the UK, career guidance, attaining a UK qualification through distance learning & the International English Language Testing System (IELTS).

The British Council as a team distributed questionnaires for purposes of feedback from visitors and carried out a score card analysis to determine the views of the visitors in terms of quality of services they received, how likely they (the visitors) were to recommend the British Council to friends or colleagues, and how the exhibition met their expectations. The team also carried out a detailed review of the exhibition to ascertain what went well and the key lessons learnt to improve on future events. This report gives the results of the scorecard analysis and review.

The British Council would like to appreciate everyone's participation at the Education UK Postgraduate exhibition in Kampala, Uganda.





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1. Highlights

The Education UK exhibition focused on postgraduate programs and courses offered by UK institutions with the tagline “The first stop in your career path”. The exhibition drew over 110 visitors; it achieved great results in terms of participation, engagement, attendance and public awareness.

Networking Breakfast

A networking breakfast was organised to create an opportunity for the ten visiting universities to interact with representatives from Ugandan institutions of higher learning.



The Presentations below formed the market briefing presented at the networking breakfast. Comments from participants indicated that they were highly beneficial and insightful.

**Strategic Direction of higher Education in Uganda by Prof. John Opuda-Asibo
Executive Director, National Council for Higher Education, Uganda**



**Market Briefing by Eric Oulanya, Head of Trade,
Department of International Trade, British High
Commission, Uganda**



**Visitor profile briefing by Millicent Mugabi, Project
Manager, British Council**



The parallel presentations

These were a platform for sharing opinions, receiving information as shown in the table below;

Time	Wrap around session	Wrap Around Session Leader
10:15 – 11:00	General session: Study in Scotland	University of Dundee
11:00 – 12:00	General session: UK Education and Employability	Coventry University
12:00 – 13:00	General session: Studying Public Health in UK	Teesside University
14:00 – 15:30	Panel Discussion: Why consider Distance Learning?	MAT- Edinburgh Business school Teesside University Commonwealth Scholarship Alumni

University of Dundee presentation



Coventry University session





2. Marketing

Social Media

Extensive social media campaigns were done on the [Education UK Global](#) & [British Council Uganda](#) Facebook pages between the period 03 August – 24 September, 2016. 3 boosted adverts featured on the Education UK Global page, reaching as many as 11,000 people, and engaging with up to 1,356 people.

Radio

Radio advertising through DJ mentions on two popular radio stations for a period of two weeks. The selected radio stations have an audience reach of up to 120km from Kampala, and target people within the age range 18 – 65 years old.

Newspaper

A newspaper print advertisement ran on Monday 05 September 2016, and an online web banner ran from 05 – 24 September 2016, with a leading daily, the New Vision.

Education UK newsletter feature

The exhibition was featured in the August 2016 Education UK newsletter which went out to 532 subscribers.

Email

An e- flier was sent to British Council Uganda contacts and 37 professional associations/networks in Kampala.

Posters

Event posters were put up on noticeboards of 7 institutions of higher learning in Kampala: Makerere University, Kampala International University, International East Africa University Uganda, Aga Khan University, Management and Accounting Training College, Uganda, Victoria University and Uganda Management Institute.

SMS

SMS messages were sent to 474 Education UK newsletter subscribers who had expressed an interest in postgraduate information and 159 individuals who had pre-registered for the exhibition as a reminder about the event.

Social Media/Web Banner



Radio Advert

“The first stop in your career path....

The British Council and Education UK invite YOU to The Education UK Postgraduate Exhibition at the Golf Course Hotel on Saturday 24 September 2016.

The exhibition will take place from 10:00 AM to 5:00 PM. Come and meet representatives from (name at least 5)

- University of Portsmouth, Coventry University, Teesside University,*
- Middlesex University, University of Dundee, Brunel University - London,*
- University of Greenwich, University of East Anglia, Bath Spa University and*
- University of Derby*

Entrance is free! Register today by visiting www.britishcouncil.ug”

Newspaper print advert



<https://ug.edukexhibition.org/en>

Newsletter feature

Education UK News August 2016 | Campaign Monitor - Google Chrome
https://britishcouncilsiem.createsend.com/campaigns/reports/viewCampaign.aspx?d=t&c=EDEF896065194E43&ID=B3712335C5E8C1B0&temp=False&tx=0

From: Education UK - British Council <EducationUKUganda@britishcouncil.org>
Subject: Education UK News August 2016

With email displaying properly? If not, read it in your browser.

BRITISH COUNCIL Education UK
Uganda, August 2016

Welcome to the August edition of the Education UK bulletin. Did you know there is still time to make an application to study in the UK? Read below how to go about it. We also have advance information about our Education UK Postgraduate Fair coming up in Kampala in September - don't miss it! We also offer information about how you can gain a UK degree or other recognised qualification right here in Uganda. We also explore study options in the UK! We hope you enjoy the newsletter!

Education UK Postgraduate Exhibition - Kampala

Register today for the Education UK Uganda Postgraduate Exhibition on 24 September 2016 at the Golf Course Hotel, Kampala. Meet representatives from leading UK universities.

[More information](#)

EN 12:20 04/10/2016

E-flier/Poster

BRITISH COUNCIL Education UK

The first step in your career path

Education UK Postgraduate Exhibition
Saturday 24 September 2016
Golf Course Hotel
Plot 64-88 Yusuf Lule Road, Kampala, Uganda
10:00 to 17:00

Entrance is free!

Come meet representatives from...

University of Portsmouth	Coventry University
Teesside University	Middlesex University
University of Dundee	Brunel University, London
University of Greenwich	University of East Anglia
Bath Spa University	University of Derby

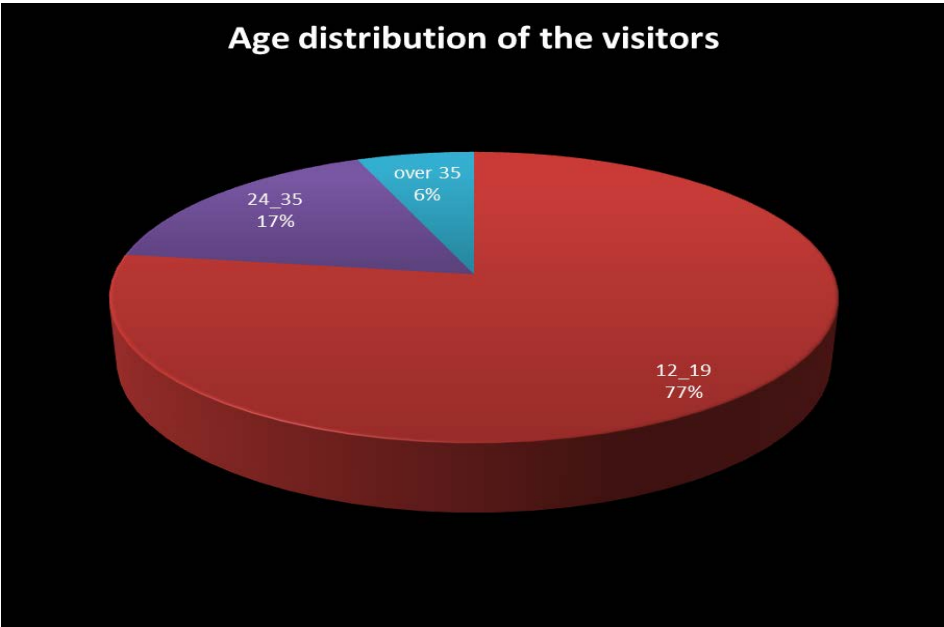
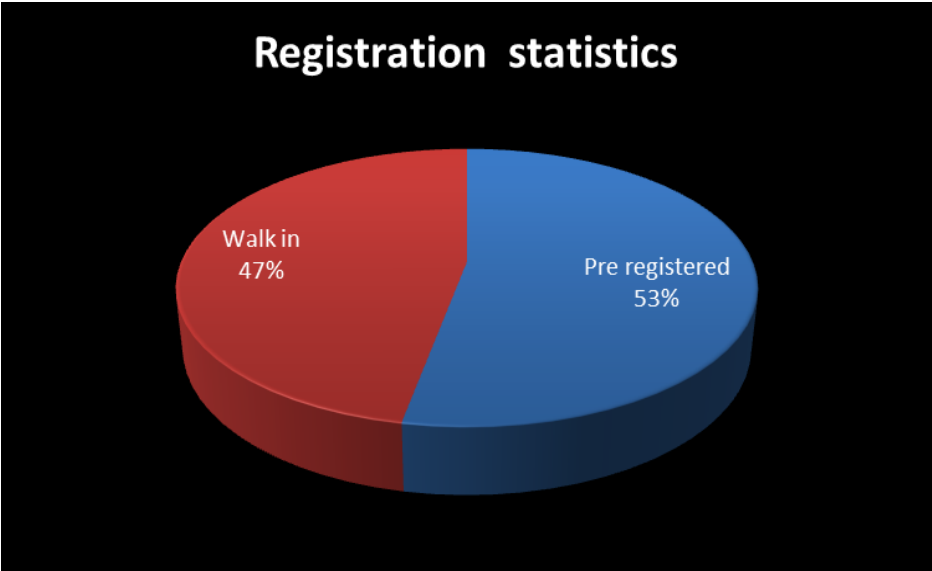
International English Language Testing System (IELTS)
Visit www.britishcouncil.ug to register

<https://ug.edukexhibition.org/en>



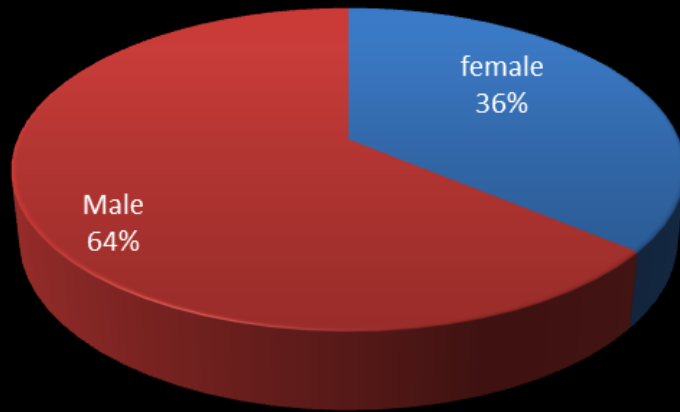
3. Visitors' Profile and Feedback

The information in this section was extracted from a printed evaluation form that the visitors completed at the end of their visit. 86 evaluation forms were completed (78.18% of all attendees).



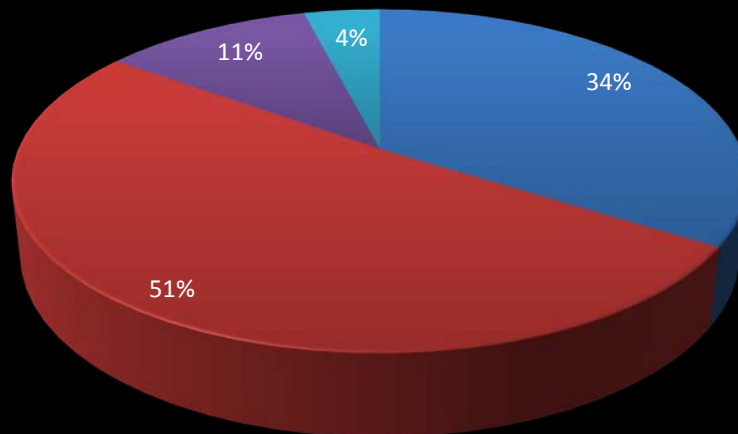


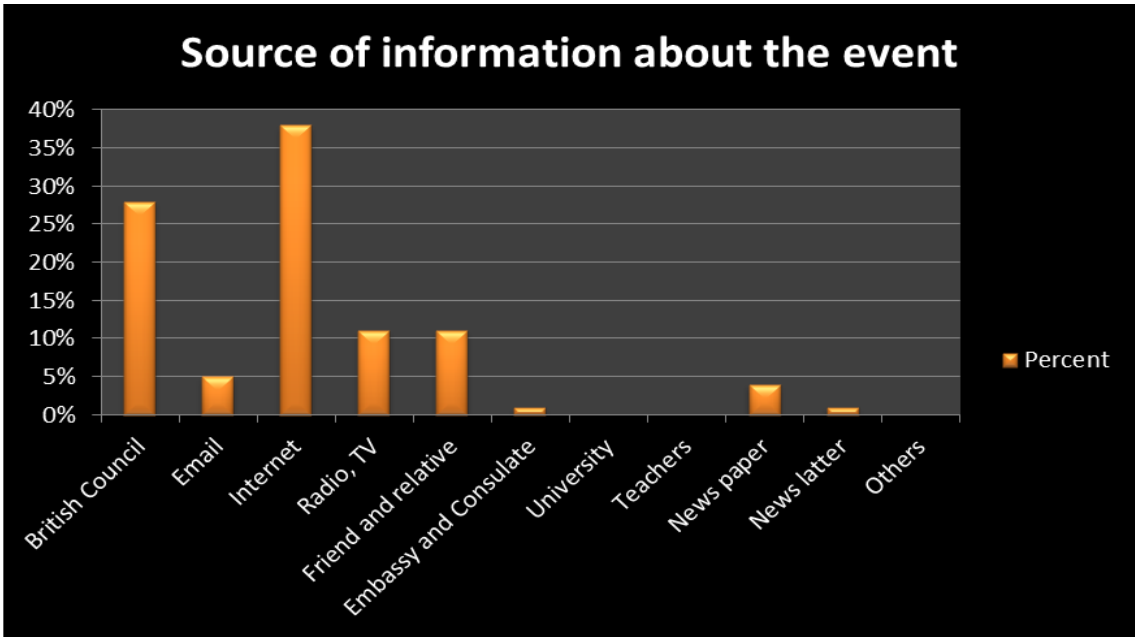
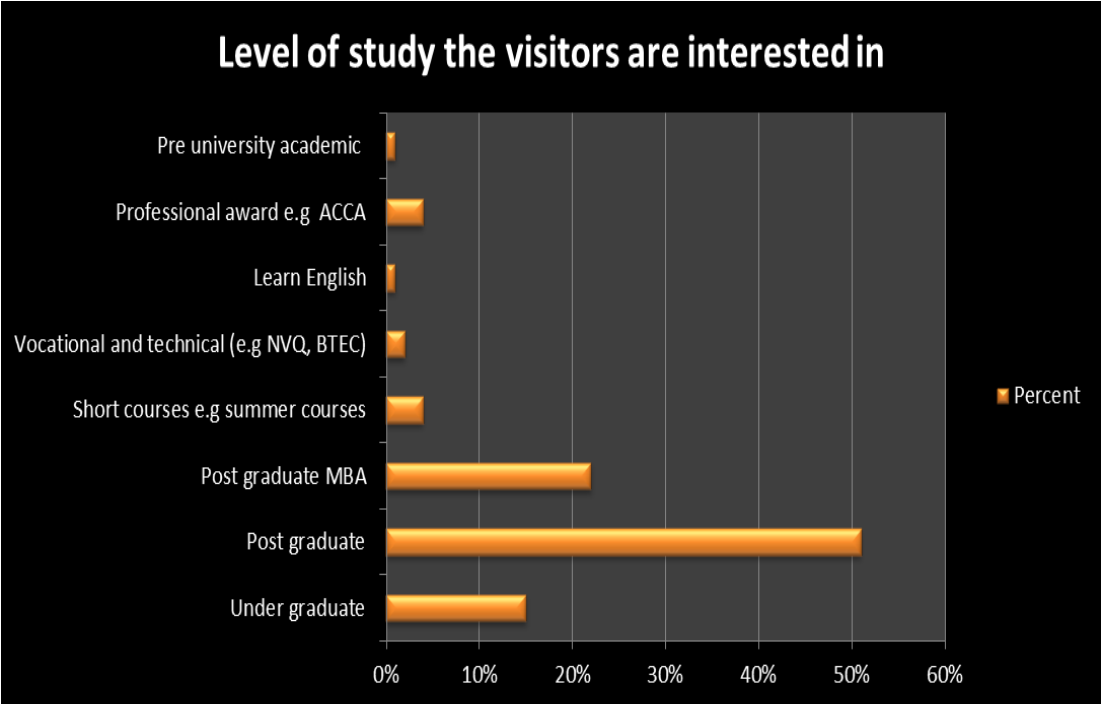
Gender distribution



Visitor occupation

■ Student ■ Professional ■ Parent ■ Academic



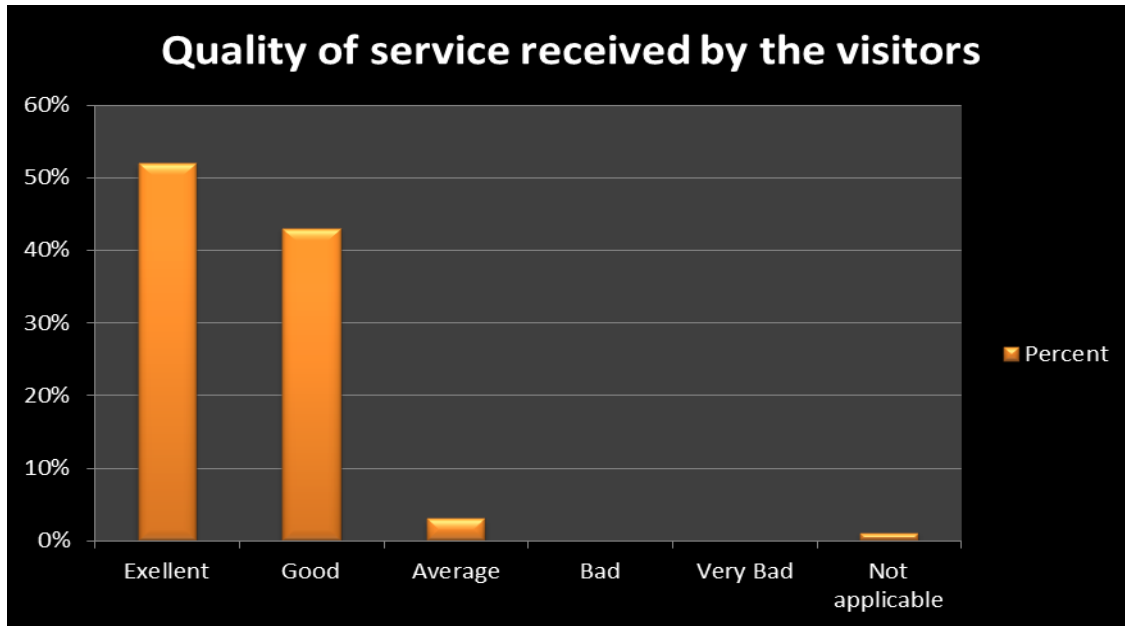


*Newsletter

a) Visitor's response on quality of service received:

52% - excellent

43% - good

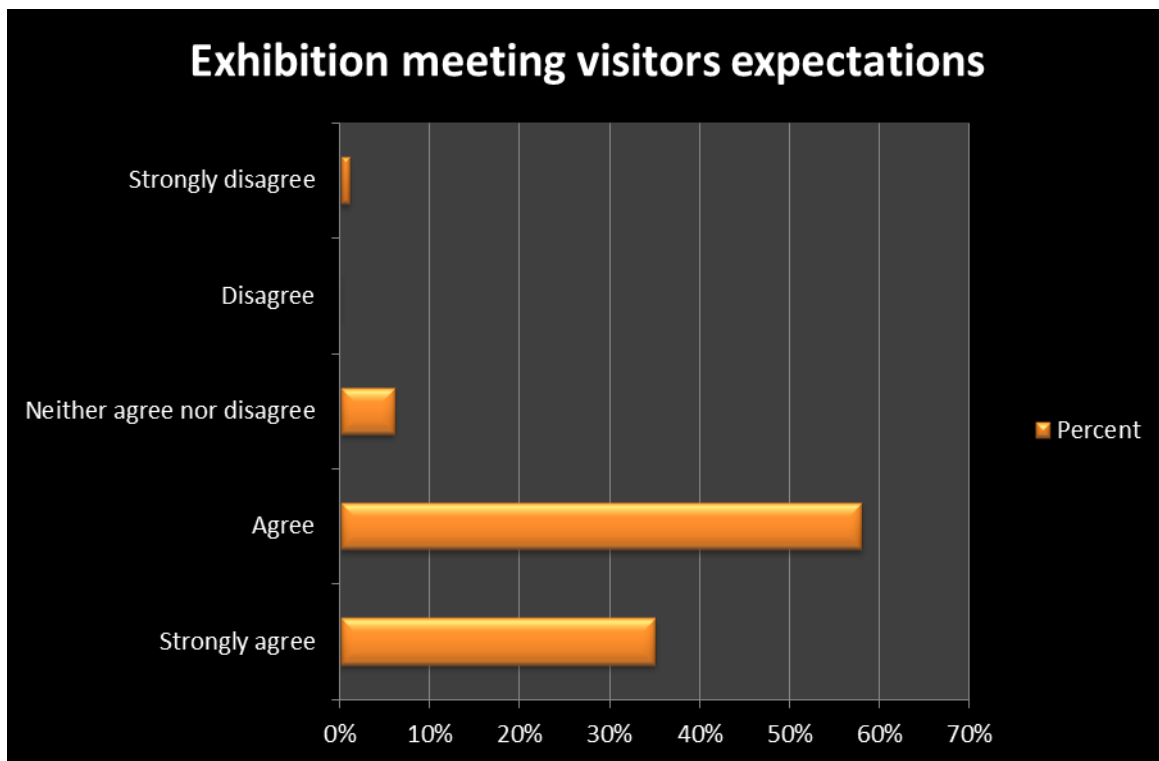


- *The reception was good; space was good, as well as the interaction and openness. The information was relevant*
- *Everything was perfect and helped me understand more about studying abroad*

b) Visitor's response on whether the exhibition met expectations:

35% - strongly agree

58% - agree

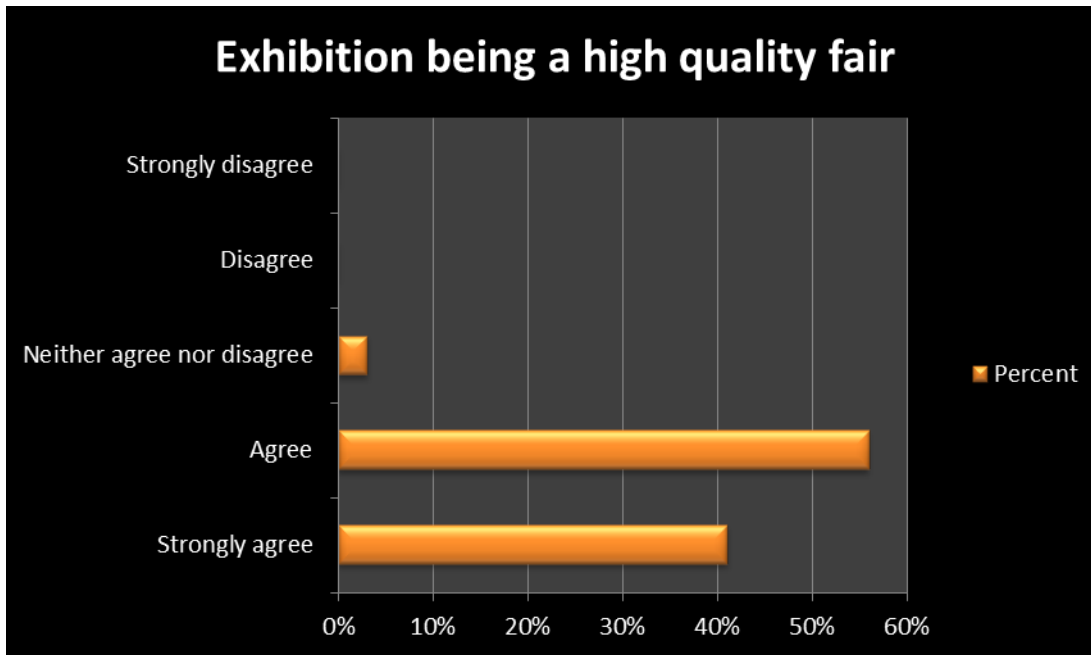


- *My expectations were met though there is need to include more universities*
- *I got a course and University of my choice*

c) Visitor's response on the quality of the event

41% - strongly agreed

56% - agreed



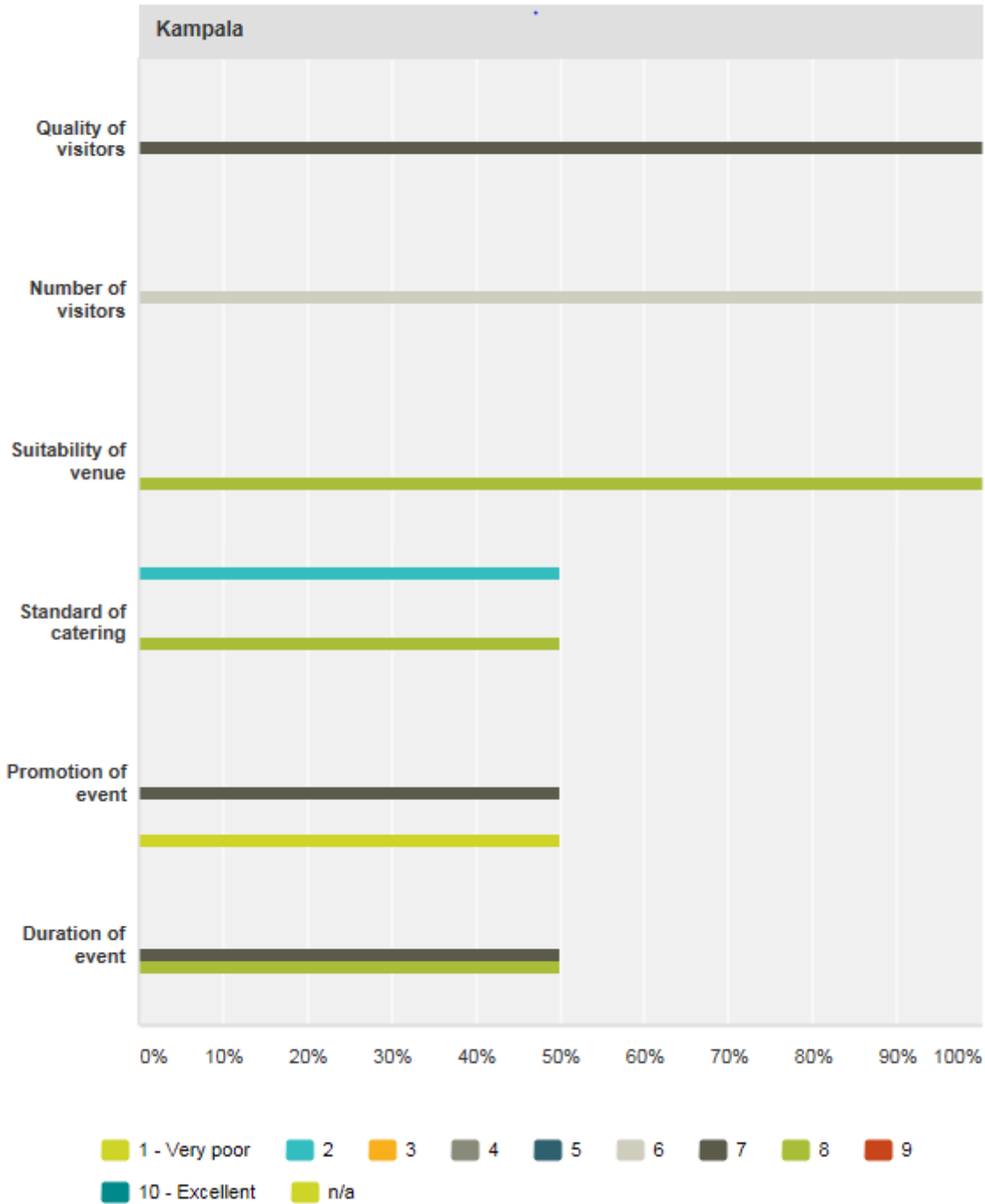
- *The exhibition was well arranged and facilitated*
- *I learnt a lot about education opportunities in the UK. Highly satisfied*



4. Exhibitor Feedback

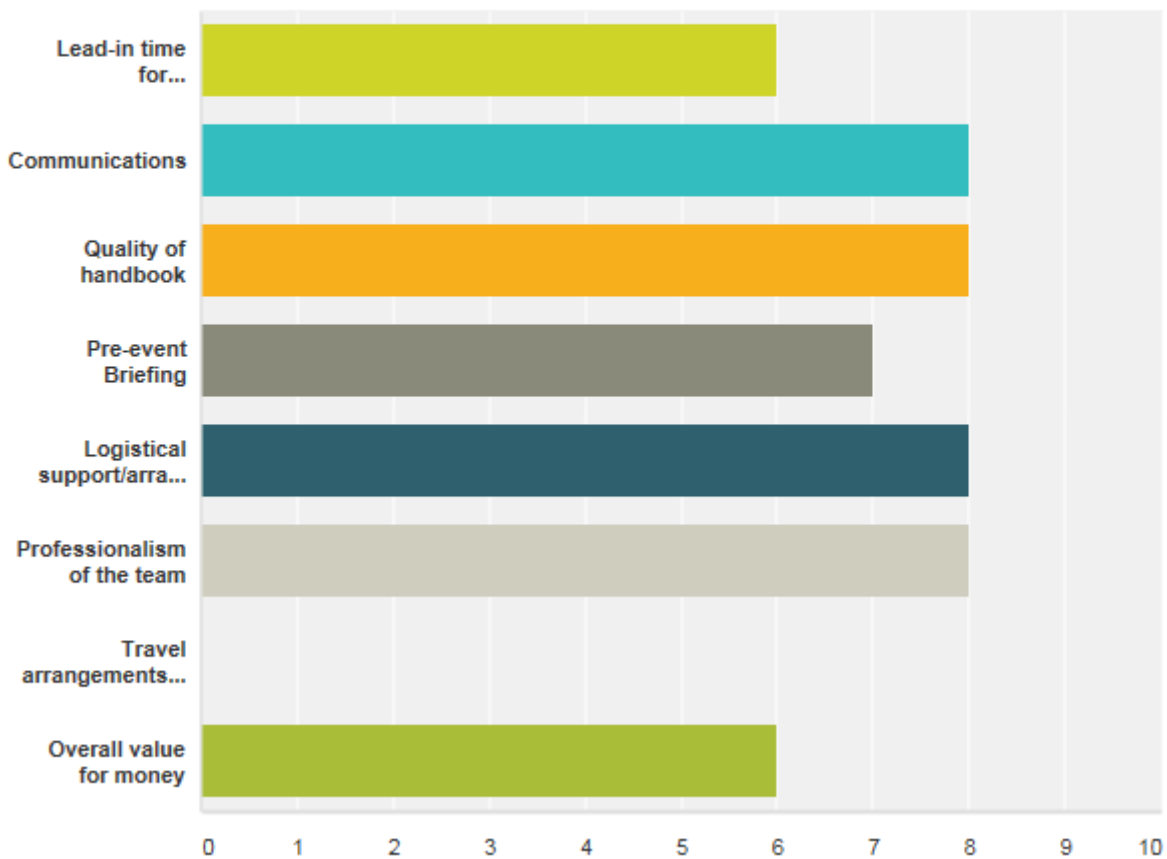
Please rate the following aspects of the event(s) that you participated in

Answered: 2 Skipped: 0

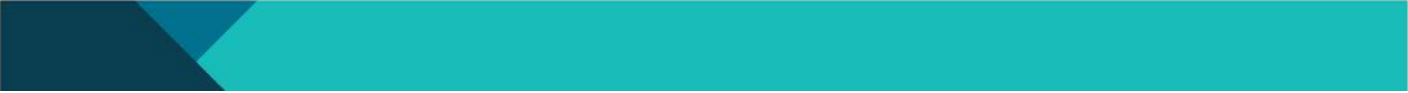


Please rate the following aspects of the British Council

Answered: 2 Skipped: 0



What are the main learning points you have picked up for marketing your institution in Ugandan future? Scholarships are key and there is a big PhD market there as well.



5. Observations, challenges and recommendations/Proposed actions going forward

General Observation

The event started on time and once visitors started to come in, activities not limited to conversations punctuated with vibrant, informative high quality conversations bi-directionally took place between visitors & institution representatives at the exhibition stands. Feedback from one-on-one conversations with exhibitors confirmed this. Participation of both staff and volunteers was very valuable.

Challenges/complaints

- The hotel's internet service was slow and hampered technical activities like registration and check-in of visitors.
- Some visitors were reluctant to and wondered about the importance of what they deemed "a long registration process".
- Exhibition rooms would get fairly empty during parallel information sessions and this challenged the main objective of the event.

Proposed Actions going forward:

For British Council

- There is need to properly time and sequence the exhibition and the parallel information sessions to avoid clashes.
- Explore additional ways of increasing both exhibitor and visitor attendance for the events e.g. fliers to areas with limited or no internet access.
- Acknowledging that September is a good month, there is a need to look at ways in which the British Council maximize its relationship with the International Schools' Fair organisers to increase the profile of the postgraduate exhibition.
- Consider other formats for the postgraduate event e.g. half-day, evening, etc; that may work favorably for visitors & exhibitors

For exhibitors

- Consideration b given to having two representatives per institution (could be alumni) to maximise visitor engagement.



Annex 1: List of exhibitors

- Coventry University
- Teeside University
- University of Portsmouth
- Brunel University, London
- University of Derby
- University of East Anglia
- University of Dundee
- University of Greenwich
- Bath Spa University
- Middlesex University

Annex 2: Photos from exhibition & information sessions



