



SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING

Post-event report for

ELT Fair Greece

January 2017

Introduction

Thank you for your participation at the ELT Networking event in January 2017.

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 evaluate your participation and assist you with future decision making.

The event, targeted at the ELT market in Greece, hosted representatives from six ELT colleges in the UK, listed at the end of the report, who positively engaged with more than 60 ELT providers in Greece in one to one meetings aimed at building relationships in the ELT sector between the two countries and exploring opportunities for future partnerships.

We highly appreciate working with you and value your trust thus we remain committed to constantly looking into ways of developing our activities to best meet your needs.

We look forward to seeing you again at our next ELT event coming up in January 2018.

Maria Tsakali, Head Education Greece
Katerina Fegarou, Education Marketing Manager, Greece

Visitors' Feedback

A printed survey was distributed during the exhibition to a sample of visitors who were asked to provide their feedback. The questions were designed to gather quantitative statistics as well as qualitative remarks on reactions to our exhibition and the decision making process.

When the visitors were asked whether they acquired new knowledge and skills after the event, **91% said yes**

When the visitors were asked whether they would recommend such events organised by the British Council to a friend or relative, **100% said yes**

100% of the visitors agreed that this was a high quality event

100% of the visitors agreed that this event met their expectations

Examples of quotes from Visitors following the exhibition:

- Excellent presentation and material
- I was completely satisfied and felt that I have a lot to process and organise for effective results in the future!
- Excellent quality of service
- It was a really good start to collaborate on summer courses as well
- I was fully informed, you lived up to my expectations
- Fully satisfied
- Very enlightening!

Key Recommendations for the British Council include:

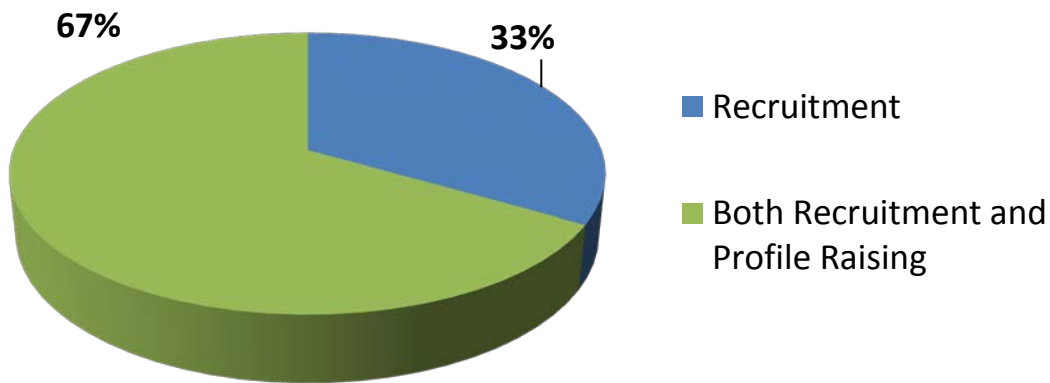
- More institutions
- To be receiving information often via newsletter/email
- Such people visiting schools
- Exchange of education counsellors from/to abroad would be beneficial
- Ticketed would be better in order to ensure order
- If possible, the waiting to be reduced
- Possibly use a priority number queuing system when seeing individual representatives
- Maybe a better time schedule; organising the 10-min
- Better programming with appointments because there was waiting. But such events are brilliant. Well-done for the initiative!

Exhibitors' Feedback

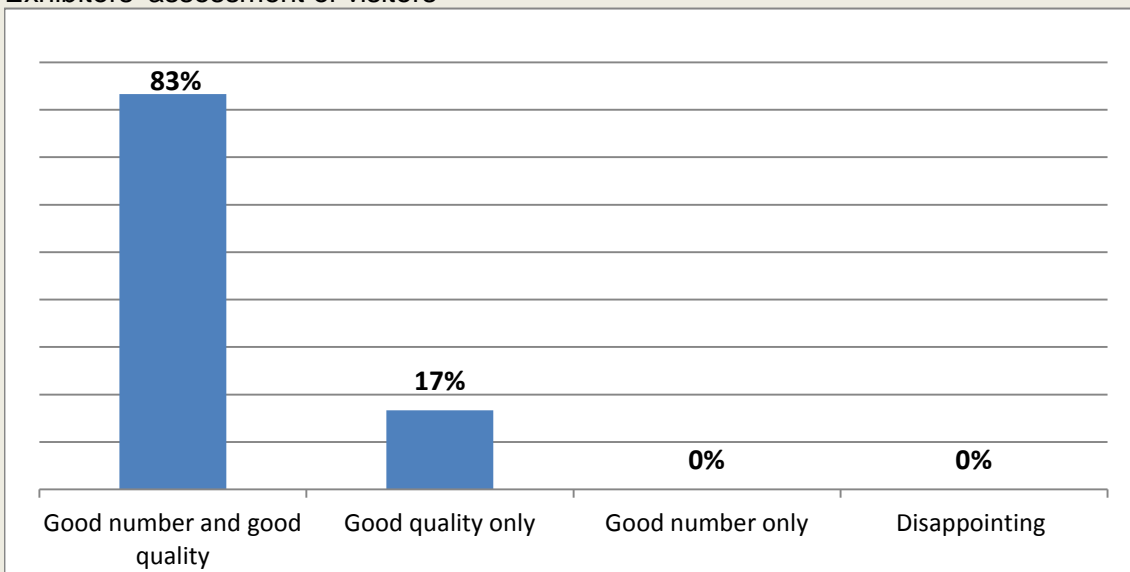
At the exhibitions there were 6 unique exhibitors

Exhibitor Attendance	2017
	6

Exhibitors' main aim in coming



Exhibitors' assessment of visitors



Market developments exhibitors noticed from this exhibition:

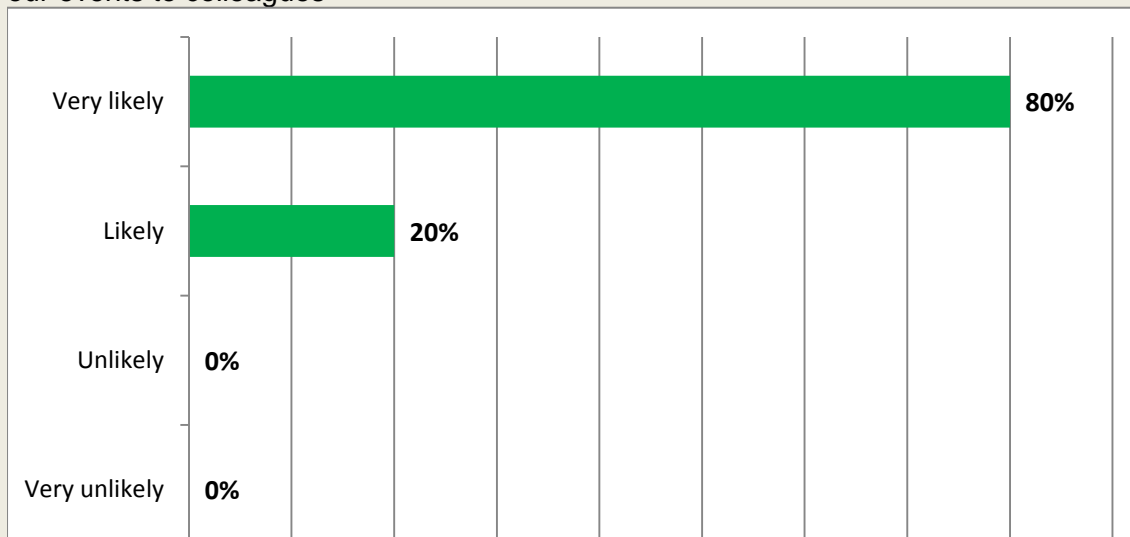
- Seems like a lot of interest in the UK. Time will tell!
- Theatre based lessons and Teacher Training needs
- Most interest in YL – so no real change but the change is with where agents are recruiting is with families with higher income
- Lots of interest for junior programmes and exam preparation courses

Some recommendations for the future from exhibitors:

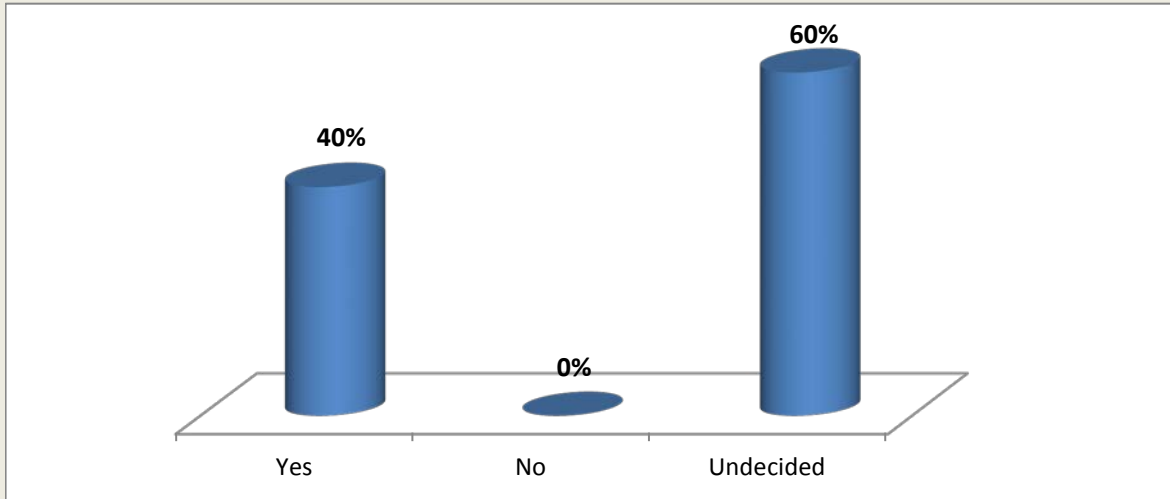
- A more structured timetabling system, meeting easily overall at 10 minutes, 5 extra minutes could make all the difference
- Presentations and an electronic booking system would be a welcoming addition
- Pre-scheduled meetings or a ticketing/queuing system as some missed out or ended up waiting longer than others

When the exhibitors were asked whether they developed new links or built on existing agent relationships by coming to this event, **80% said Yes**

Exhibitors' answers when asked how likely they would be to recommend the British Council and our events to colleagues



Exhibitors' answers when asked whether they would attend this event, this time, next year

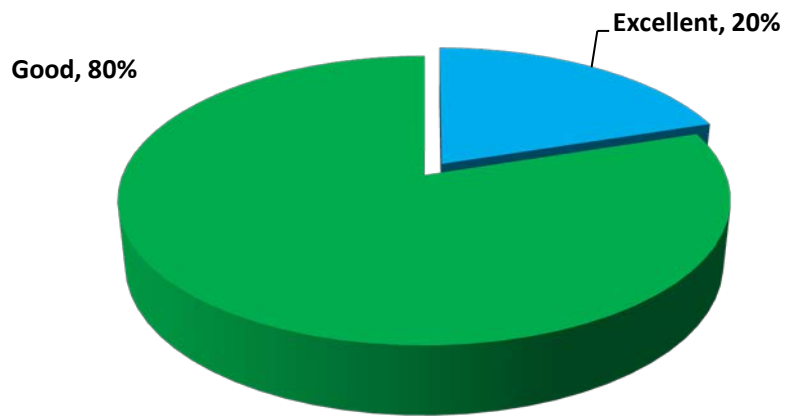


Rating from exhibitors	Score
British Council support before the exhibition	92%
British Council support during the exhibition	96%
Quality of the venue	86%
Quality of the accommodation	90%
Length of the exhibition	86%
Value for money	90%

Additional comments and suggestions by exhibitors:

- Great event! Hope you'll be able to build on its success in future events!
- Needed more time, length of exhibition-not long enough
- Delegates did tend to know what they wanted and had done their research. All but one was experienced. Thank you so much.

Overall assessment of the fair



Appendix 1 Photos





Appendix 2

List of exhibitors

- International House Bristol
- International House London
- Lewis School of English
- Millfield English Language Holiday Courses
- OISE
- St Giles International

Thank you all for a successful event.

We hope to see you in **January 2018!**