



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

Post-event report for

Study UK Internationals schools Tour and Postgraduate Mini Fair 2017

28 - 30 September 2017

Accra

Introduction

Thank you for your participation at the **Study UK International Schools Tour and Postgraduate Mini Fair** in Ghana on **28-30 September 2017** in Accra.

The purpose of this report is to provide you with a summary of the event, 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 events “**Study UK International schools Tour**” hosted representatives from 13 UK universities and six International schools in Accra and Tema (listed below in the Exhibitors’ feedback section) who participated in the schools tour. The “**Mini Fair**” hosted these 13 UK university representatives who positively engaged with prospective students, professionals and parents in Tema and Accra, providing them with information on the studying opportunities and subject choices in the UK (Undergraduate and Postgraduate programmes, admissions, funding, etc.).

The events helped to build brand awareness for Study UK and the UK universities who took part in the events. Our direct marketing and social media campaign (details listed below in the Marketing section) also provided a lot of awareness and publicity for the events. The international schools tour had in attendance the principals, counsellors, parents, guardians and students of the various schools.

The mini fair attracted over **400 visitors** thanks to the marketing campaign. Alongside the fair, series of presentations were delivered including a presentation on IELTS and Scholarships among others. There was also a panel discussion made up of experts in the digital space in Ghana who are also UK alumni and some UK university representatives on the Digital Age of Business.

At British Council we highly appreciate your support, and hope that we can continue to provide valuable marketing services through our exhibitions and other range of targeted activities during the year. We hope to see you again at our next exhibition in **February 2018**.

Regards,

Akorfa Wunu | Project Coordinator, Ghana

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Highlights

This mini fair was held at the following venue/date/time:

Venue	British Council Auditorium
Date	30 September 2017
Opening hours	10.00– 17.00
Stand costs	£1,590

The **International schools tour** was attended by principals, counsellors, parents, guardians and students.

- 6 international schools in Accra and Tema
- Alpha Beta Christian College, Al-Rayan International school, Delhi Public School, East Airport International school, Tema International school and Vilac International school
 - 13 UK universities in attendance
 - Presentations delivered by all UK universities at each school.

A number of successful presentations were held covering topics on:

- Scholarships
- Art and Design
 - Law
 - IELTS

A panel discussion on the Digital Age of Business was also held.

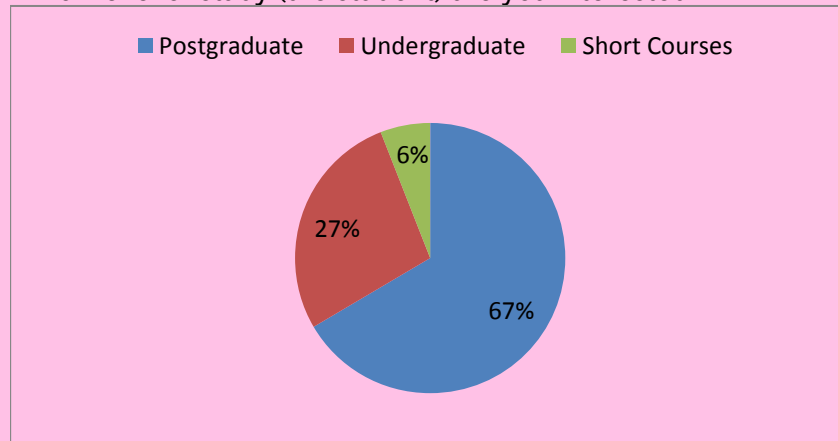
Visitors Profile

	Accra September 30 2017
Profile	Professionals Guidance counselors Parents Students
Online registrations	1097 <i>(422 out of 1097 attended the event)</i>
At the venue registrants	234
Total attendees	422

Accra Attendees' Profile

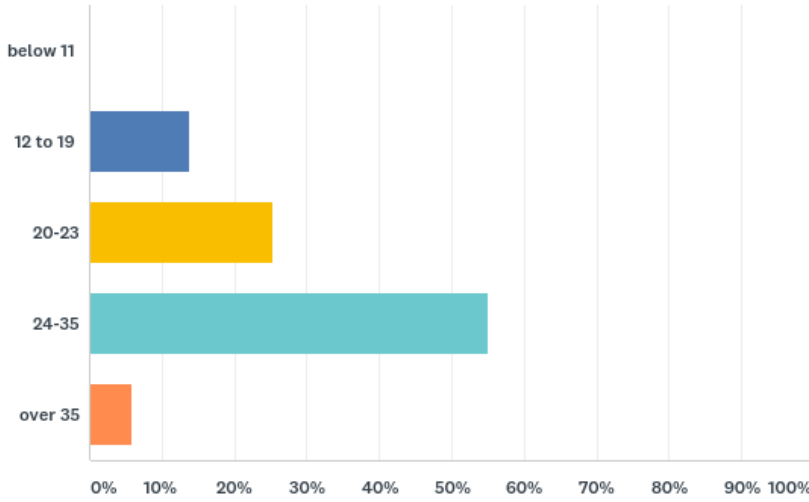
66.88% students, 18.3% professionals, 2.84% Academic
64.81% male, 34.82% female

Which level of study (the student) are you interested in?

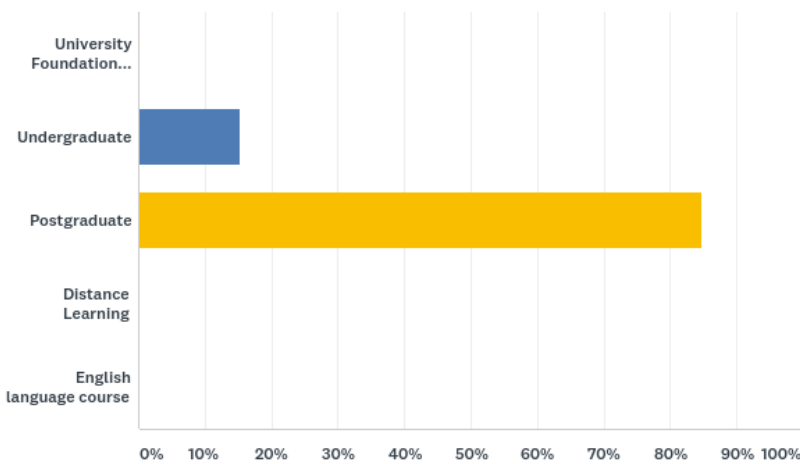


43.72% of visitors plan to study in the UK in 1 year

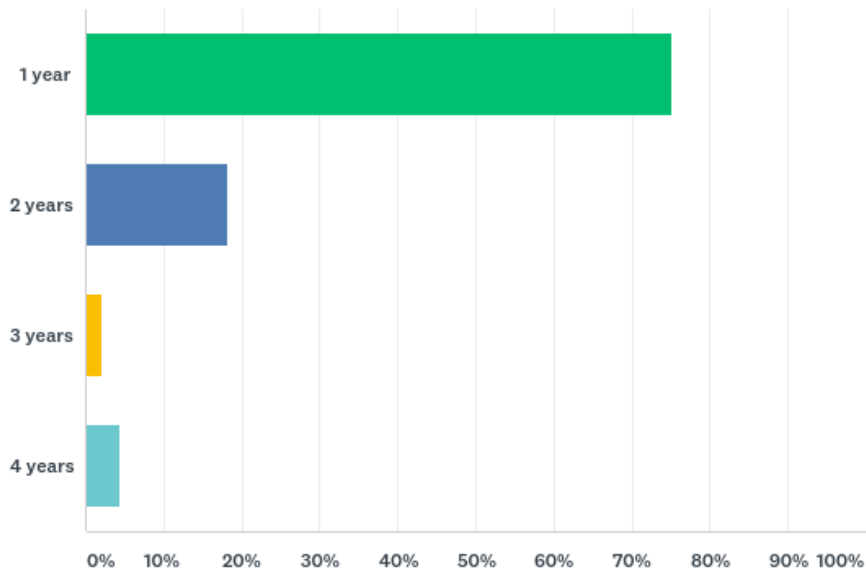
1. How old are you?



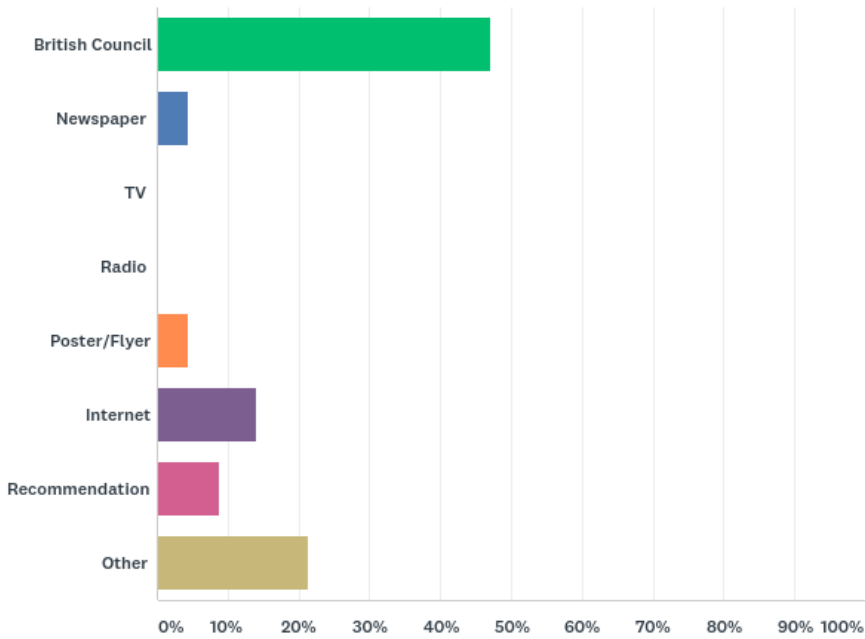
2. What programme of study are you interested in?



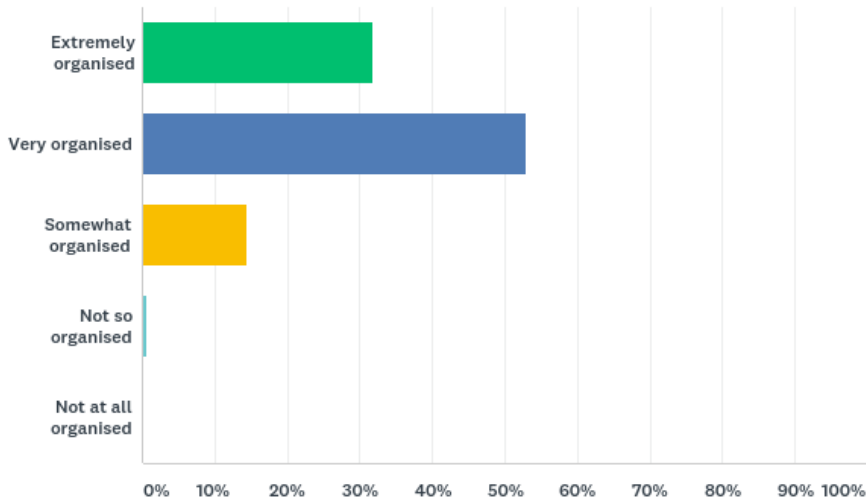
3. When do you plan to study in the UK?



4. How did you find out about this Exhibition?



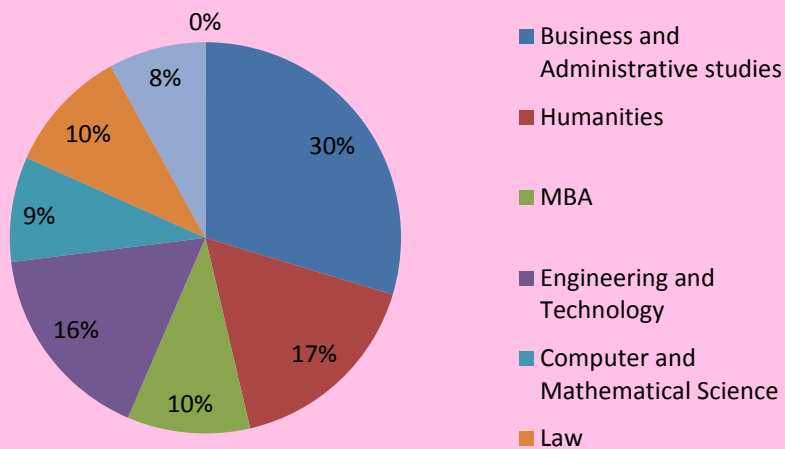
5. How organized was the event?



Top 5 Motivating Factors for studying in the UK:

1. High academic standard
2. International recognition of qualifications
3. Scholarships offered
4. Cultural environment
5. Wide variety of courses and Institutions

Which subject area are you interested in?



Marketing – Digital Promotion Reach

Marketing Channels:

- Posters, Flyers, E-invites, half page newspaper ad and signage were created for the mini fair
- Invitation letters were sent to the international schools – principals, counsellors, parents, guardians for the schools tour
- Radio announcements were made on popular radio stations in Ghana
- An advertorial was placed on British Council Ghana’s website

Website clippings – British Council

Ghana <http://www.britishcouncil.org.gh/events/education-uk-exhibition-2015>

Study UK 2017

BRITISH COUNCIL
STUDY UK POSTGRADUATE MINI FAIR
30 SEPTEMBER 2017 10.00 A.M. – 5.00 P.M.
BRITISH COUNCIL, ACCRA (OPPOSITE CEDI HOUSE)
STUDY UK DISCOVER YOU
GREAT

British Council Accra
11 Liberia Road
Accra

Want to live, work and study in the UK?
The answer is IELTS

IELTS for UK Visas and Immigration

Our work in education

Want to study in the UK?

British Council

Saturday 30 September 2017
BRITISH COUNCIL ACCRA

[Click here to Register](#)

Study UK Postgraduate Mini Fair 2017

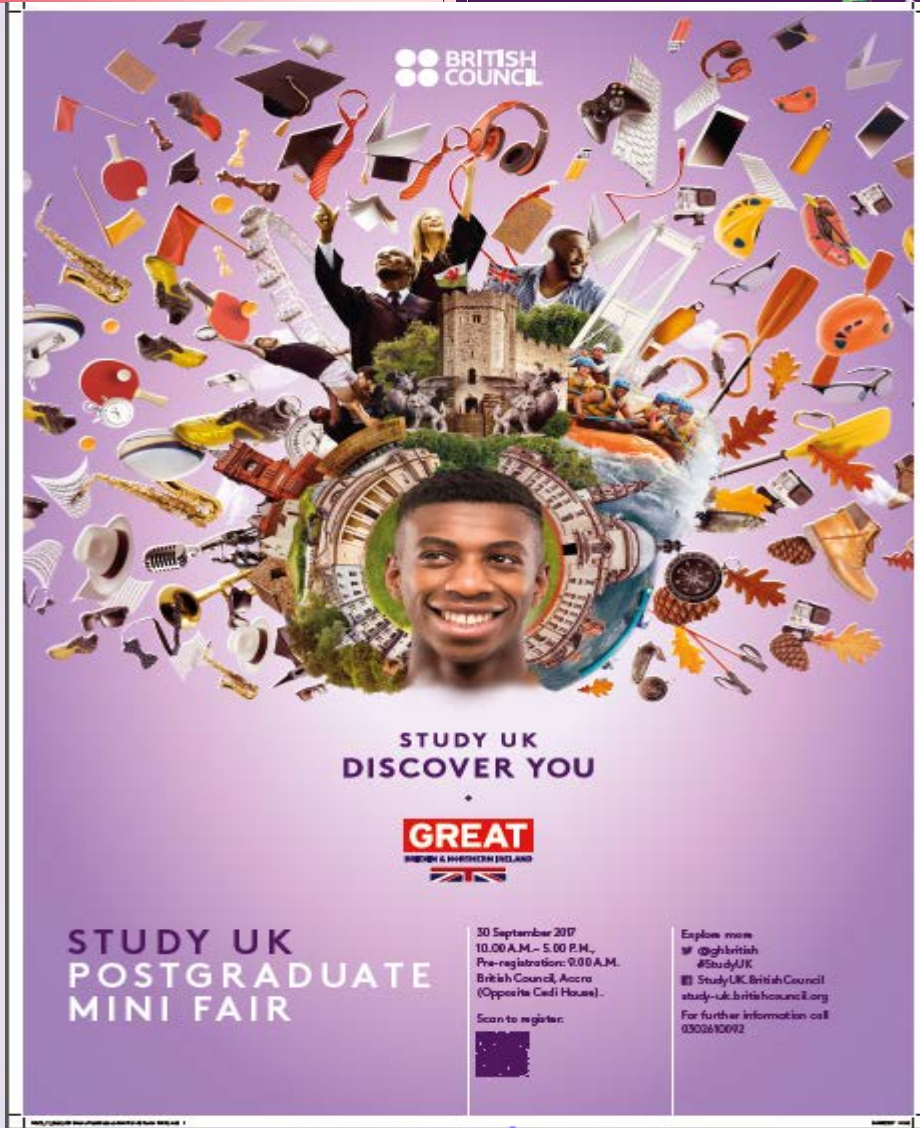
Interested in studying postgraduate degree programmes in the UK? Attend British Council's Study UK Postgraduate Mini fair in Accra on 30 September 2017 from 10am to 5pm.

Representatives from over 10 UK institutions will be at the British Council Auditorium to meet prospective students and parents and provide expert answers to questions on admissions, scholarships, visas, and financial support.

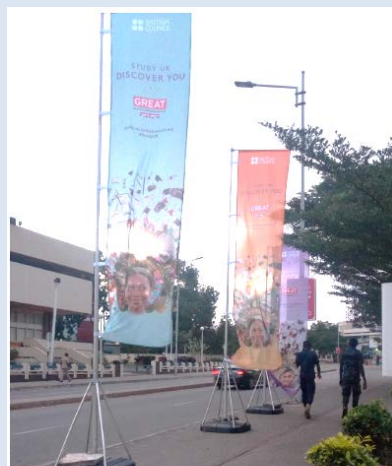
In addition to meeting exhibitors, you'll also have the opportunity to attend presentations on IELTS, Student Visas, Scholarships and a panel discussion on the Digital Age of Business.

Don't miss out on this opportunity. The Mini Fair starts at 10am and ends at 5pm. Entry is free. [Register to attend!](#)

Posters, flyers



Signages:



Marketing Campaign:

Direct marketing strategy

Personalised emails to Study UK database (students, school counsellors, parents, academics)



Study UK Mini Fair 2017

British Council is pleased to invite you to attend the **Study UK Postgraduate Mini Fair 2017**. Come and meet with representatives from top UK universities and enquire about courses, studying in the UK and funding opportunities.

Venue: British Council, Auditorium

Date: Saturday 30 September 2017

Time: 10:00am – 9.00pm

There will be informative presentations delivered on the following during the exhibition:

- Art and Design courses (11:00am)
- IELTS (12:00)
- Masters & PhD Scholarships in the UK (13:00 & 15:00)
- Law (14:00)
- **Panel discussion on the Digital Age of Business (16:00)**

Register to attend and view participating universities by clicking on this link <http://bit.ly/1VkaKnw> and avoid the long queues to register on the day.

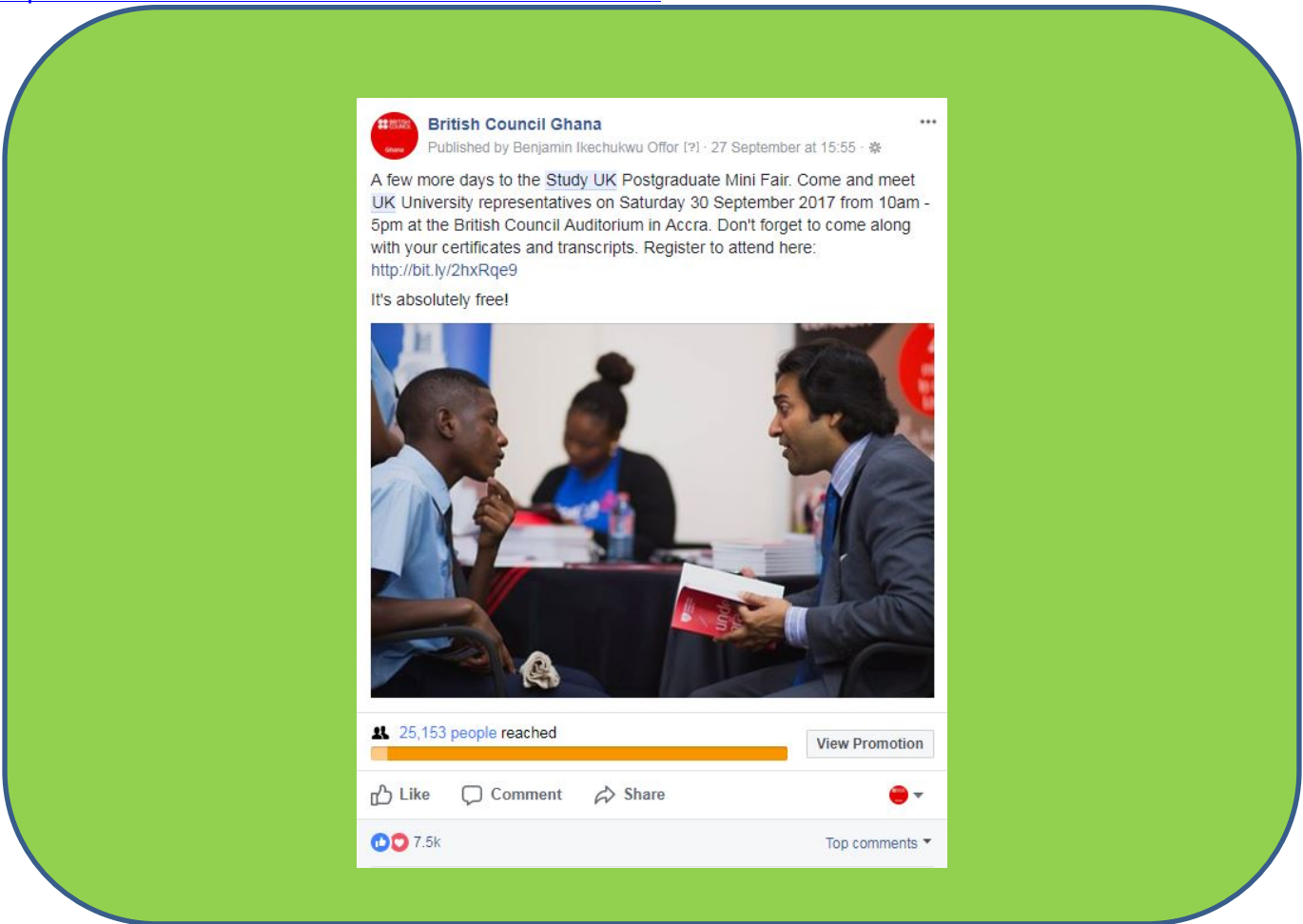
www.britishcouncil.org.gh

Newspaper Advert: Daily Graphic Newspaper



Social media campaign: Facebook

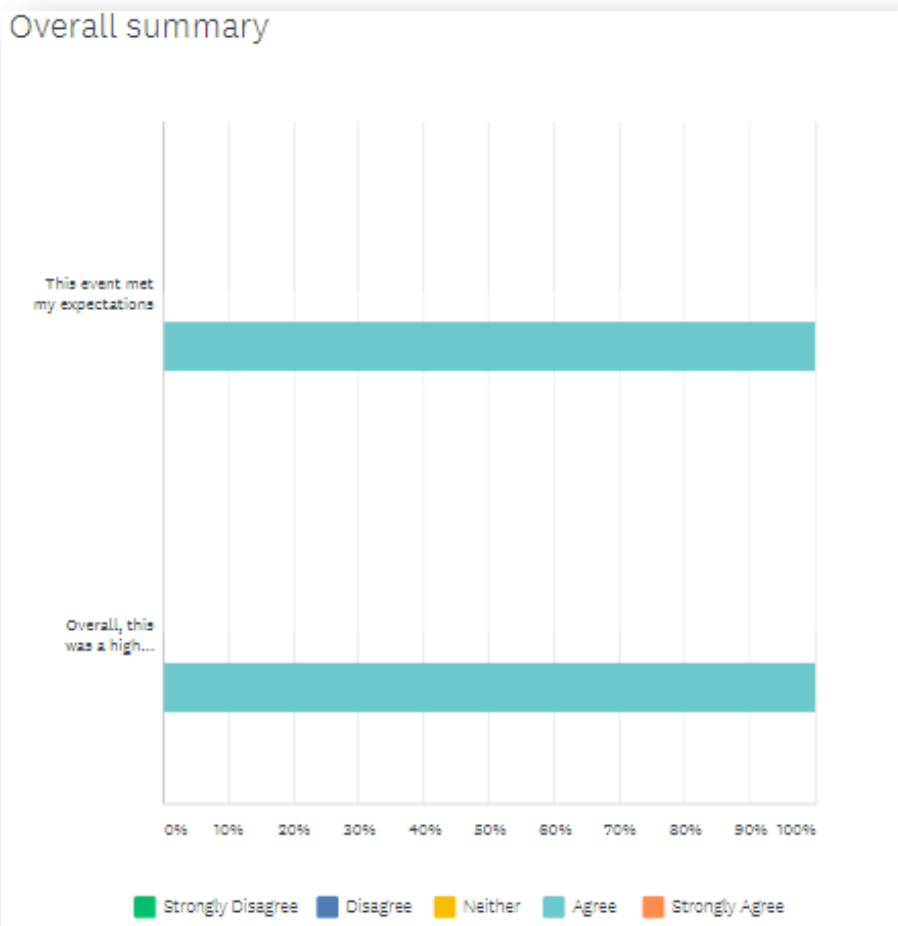
<https://www.facebook.com/BritishCouncilGhana>



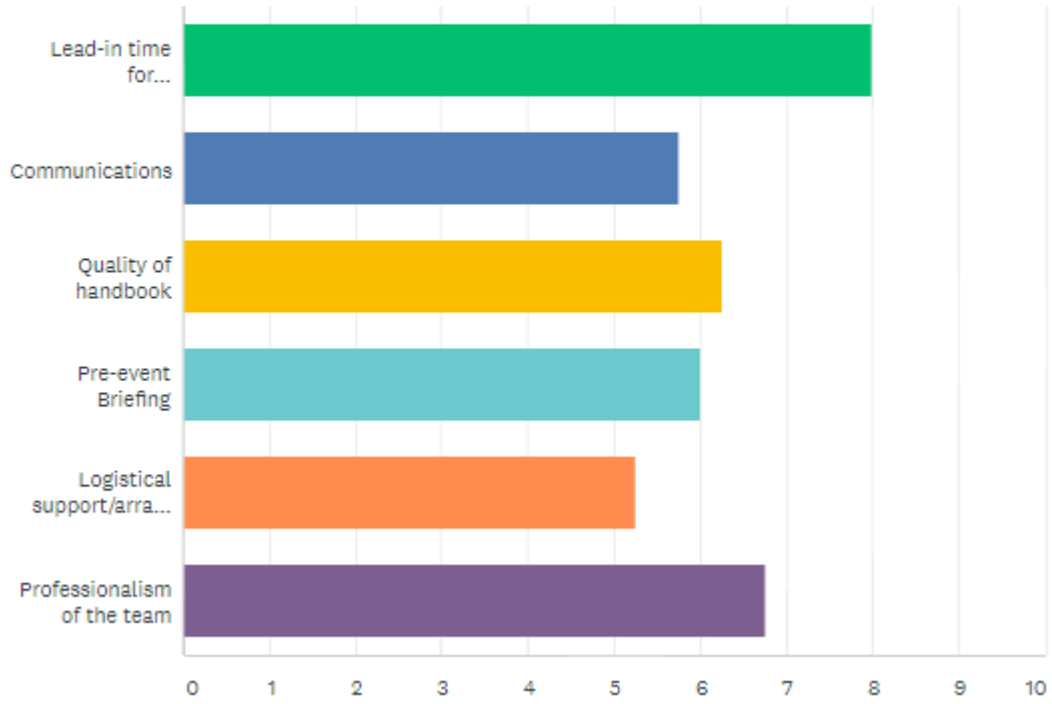
Exhibitor's Feedback

At the International schools tour there were **13 unique exhibitors** from UK HEIs and **6 Ghanaian international schools** in participation.

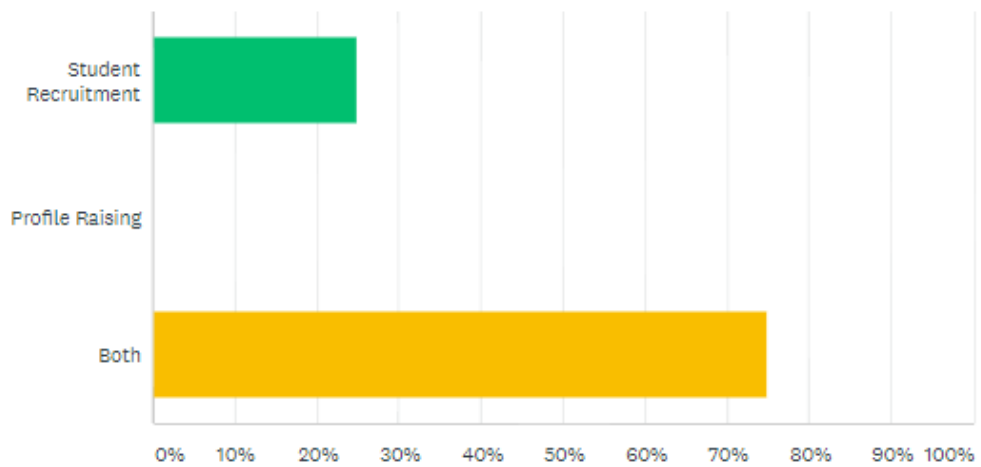
When exhibitors were asked “Will you be attending a similar exhibition next year?” **75% said yes, 25% are undecided.**



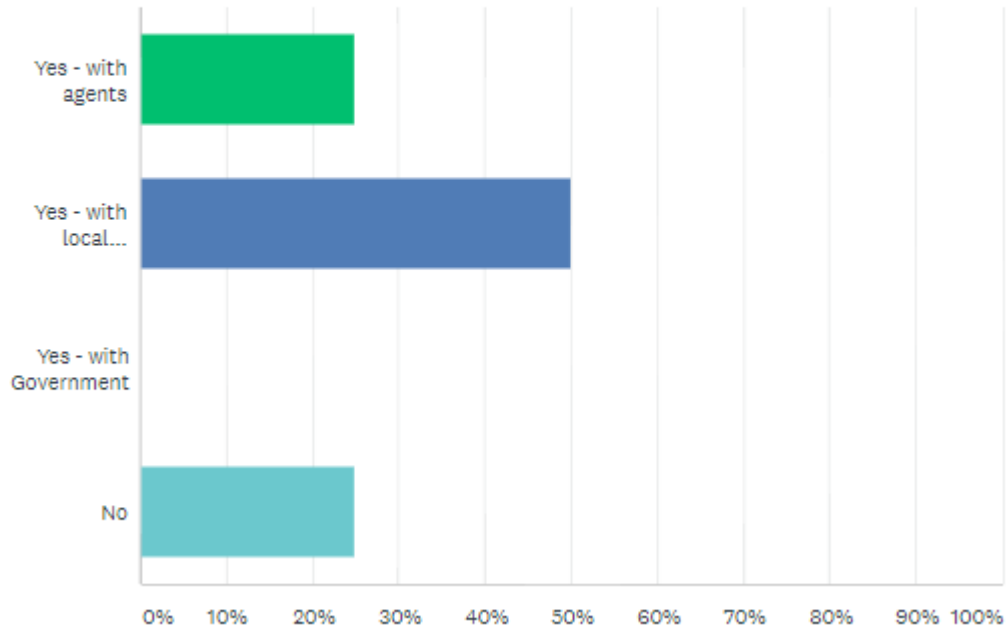
Please rate the following aspects of the British Council



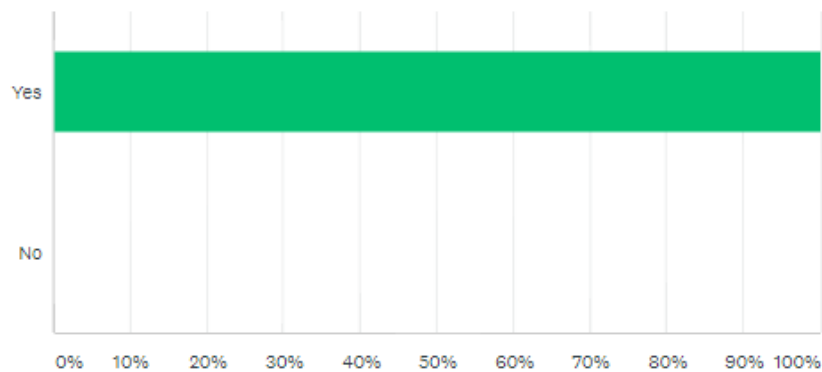
What was your main reason for coming to this exhibition?



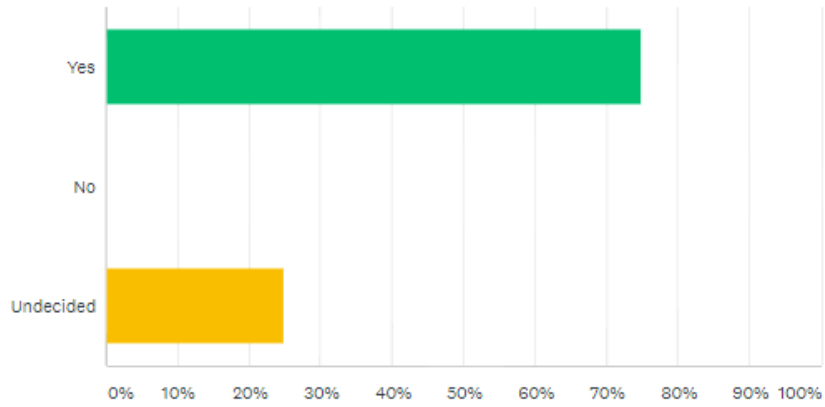
Have you developed/built on existing relationships during your visit?



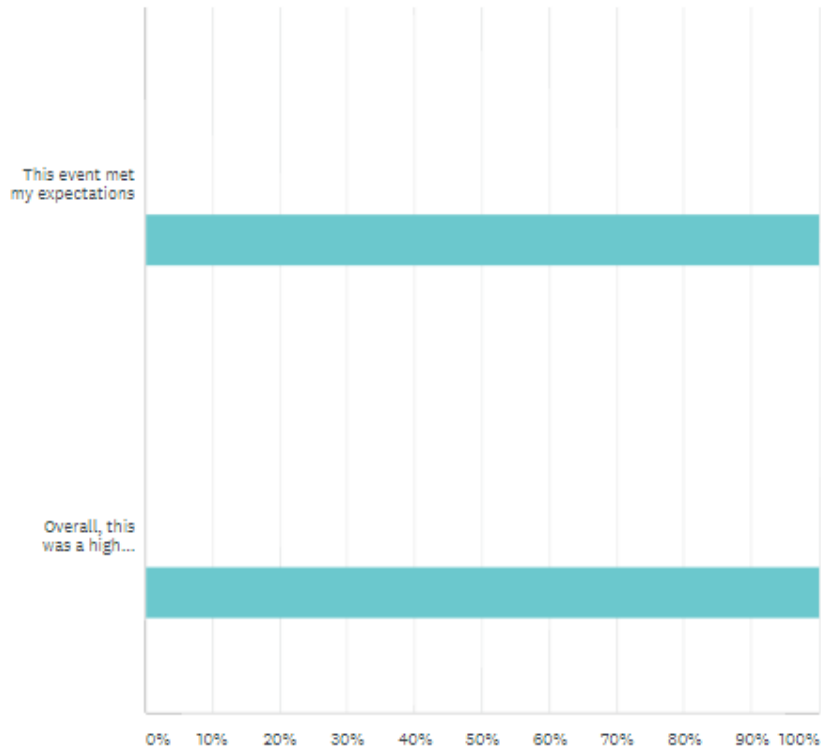
Was the (calendar) timing of this event right for you?



Would you consider coming back to the next British Council exhibition in Ghana?



Overall summary



Some positive quotes from exhibitors:

- Internet was uninterrupted
- Participants who attended the exhibition were quality
- International school tour was great but should include more schools
- Food was delicious

Some negative quotes from exhibitors:

- Difficulty in accessing the VRS using the QR code
- Poor communication on timing to pick up delegates from their hotels to the international schools
- There was no time allocated to solely speak to the school counsellors and principals during the school tour

Future steps

There are a number of areas that both the British Council and the UK institutions can work on to improve the overall arrangement and outcomes of the exhibition. The main findings and recommended steps are outlined below:

British Council

- For next year's exhibition, we will communicate effectively the hotel pick up times to delegates at respective hotels.
- Going forward, British Council (Ghana) will ensure VRS trials are organized during the market brief to ensure all delegates are acquainted with the site ahead of the exhibition.
- Going forward, Institutions will consider more international schools during the international schools tour.

UK Institutions

- It is suggested that institutions invite their alumni to sit with them at their stands and share real life experiences with the prospective applicants
- It is suggested that institutions read the Exhibition Handbook and also take note of their itinerary provided in their welcome pack and emails sent ahead of time
- 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. The upcoming exhibition (Currently Scheduled for February 2018) will build upon the lessons learned and prove even more popular. We hope to see you there!

Appendix

List of International schools (Alphabetical Order).

1	Alpha Beta Christian College
2	Al-ryan International School
3	Delhi Public School International
4	East Airport International School
5	Tema International School
6	Vilac International school

List of exhibitors (Alphabetical Order)

1	Cardiff Metropolitan University
2	De Montfort University
3	Hult International Business School
4	Sheffield Hallam University
5	Teesside University
6	The University of Law
7	The University of Nottingham
8	University of Bradford
9	University of Leeds
10	University of Lincoln
11	University of Portsmouth
12	University of Roehampton
13	University of Warwick

Study UK International Schools Tour Programme

International Schools Tour Schedule

Thursday, 28 September 2017

Institution	Group	International School	Time
The University of Nottingham University of Roehampton University of Warwick University of Portsmouth The University of Law Hult International Business School Sheffield Hallam University	Group 1	Vilac International school	9:00am - 11:00am
		Al-Rayan International School	1:00pm - 3:00pm
University of Lincoln Cardiff Metropolitan University University of Leeds Teesside University University of Bradford De Montfort University	Group 2	Delhi Public School International	9:00am - 11:00am
		Tema International School	1:30pm - 2:30pm

Friday 29 September 2017

Institution	Group	International School	Time
University of Lincoln Cardiff Metropolitan University University of Leeds Teesside University University of Bradford De Montfort University The University of Nottingham	Group 1	East Airport International School	9:00am - 11:00am
University of Roehampton University of Warwick University of Portsmouth The University of Law Hult International Business School Sheffield Hallam University		Group 2	Alpha Beta Christian College

Thursday 28 September 2017 – Group 1

08:30	Arrival at the school:
09:00 – 09:55	Presentation by UK Universities (10 min for each university)
10:00 – 11:00	Mini fair
11:00 – 11:30	Snack break
11:30am	Departure

****depart to next school****

12.30	Arrival at school
12:30 – 13:00	Lunch
13:00 – 13:30	Brief presentation (5 min for each university)
13:30 – 15:00	Mini Exhibition
15:30 – 16:00	Snack break
16:00	Depart to hotels

Thursday 28 September 2017 – Group 2

08:30	Arrival at the school:
09:00 – 09:55	Presentation by UK Universities (10 min for each university and 15 min for Q&A)
10:00 – 11:00	Mini fair
11:00 – 11:30	Snack break
11:30am	Departure

****depart to next school****

12.30	Arrival at school
12:30 – 13:30	Lunch
13:30 – 14:30	Mini Exhibition
15:00	Depart to hotels (snacks to be served on the bus)

Friday 29 September 2017 – Group 1

08:30	Arrival at the school:
09:00 – 09:55	Presentation by UK Universities (10 min for each university)
10:00 – 11:00	Mini fair
11:00 – 11:30	Snack break
11:30am	Departure to BC Gardens for lunch

Friday 29 September 2017 – Group 2

10:00	Arrival at the school (snacks to be provided)
10:45 – 12:45	Mini fair
13:00	Departure to BC Gardens for lunch

Vilac International school

Cecil Mends - c.mends@vilacinternationalschool.com
Cambridge, A – level & WASSCE
Student population – 450
Senior Class - 50
Preferred study destination – UK & US

Delhi Public School

Helen David - david280913@yahoo.com
Cambridge
Student Population – 700
Senior class - 300
Preferred study destination – UK, US, Canada & Ghana

East Airport International

Benjamin Peprah Boakye-Dankwa - benjamin.bdankwa@eais-edu.com
Cambridge
Student Population – 521
Senior class – 72
Preferred study destination - Predominantly UK, a few US (decision usually driven by parents and Alumni of universities)

Tema International School

Eunice Aryee - eunice.aryee@yahoo.com

Al-Rayan International School

Emil Frempong - efrempong@aris.edu.gh

Alpha Beta Christian College

Jacqui Oyimer - jacqui.oyimer@alphabeta.edu.gh
A-level
Student population – 680
Senior class 32
Preferred Study Destination – Ghana, a few UK and US

Study UK Postgraduate Mini Fair

Saturday 30 September 2017

10:00-17:00

Saturday 30 September 2017

British Council, Auditorium

09:30 – 10:00	Ghana Market Brief (PD room)
10:00	Exhibition Opens
11:00	1 st Coffee break
11:00 - 11:30	Presentation on Art and Design courses – (PD Room)
12:00 – 14:00	Lunch will be served in the garden
12:00 - 12:30	Presentation on IELTS - (PD Room)
13:00 - 13:30	Presentation on Scholarships (PD Room)
14:00 - 14:30	Presentation on Law (PD Room)
15:00	2 nd Coffee break
15:00 - 15:30	Presentation on how to secure a scholarship (PD)
16:00 – 16:30	Presentation on the Digital Age of Business (PD room)
17:00	Exhibition closes
17:30	Debriefing with delegates

Study UK International schools Tour and Postgraduate Mini Fair





End of Report