



SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING

Post-event report for
Study UK Schools roadshow and fair

26 – 28 September 2017
Cairo & Alexandria
Egypt

Introduction

Thank you for your participation at the Study UK schools roadshow and fair in Egypt which took place on 26 – 28 September 2017 in Cairo and Alexandria.

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, “targeted at school students, undergraduate prospective students, universities students and all postgraduate education market, hosted representatives from 13 UK institutions (Listed below in page 12), that positively engaged with prospective students and visitors, providing the audience with information on “educational opportunities/subject choices” etc.

*The event attracted over **2500 visitors** thanks in part to the **marketing campaign (Details listed below in pages 6-7)**”.*

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,

Yehia El Refaiy
Study UK Manager, Egypt

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Highlights

This exhibition was held at the following venue/time/date...

Venue(s)	Safir Hotel Cairo Hilton Cornish Hotel in Alexandria New Cairo British International school American International school in Egypt British International School in Cairo Alexandria Language School Arab Academy for Science and Technology
Opening hours	17.30 -21:00
Stand costs	£1,145 (plus VAT)

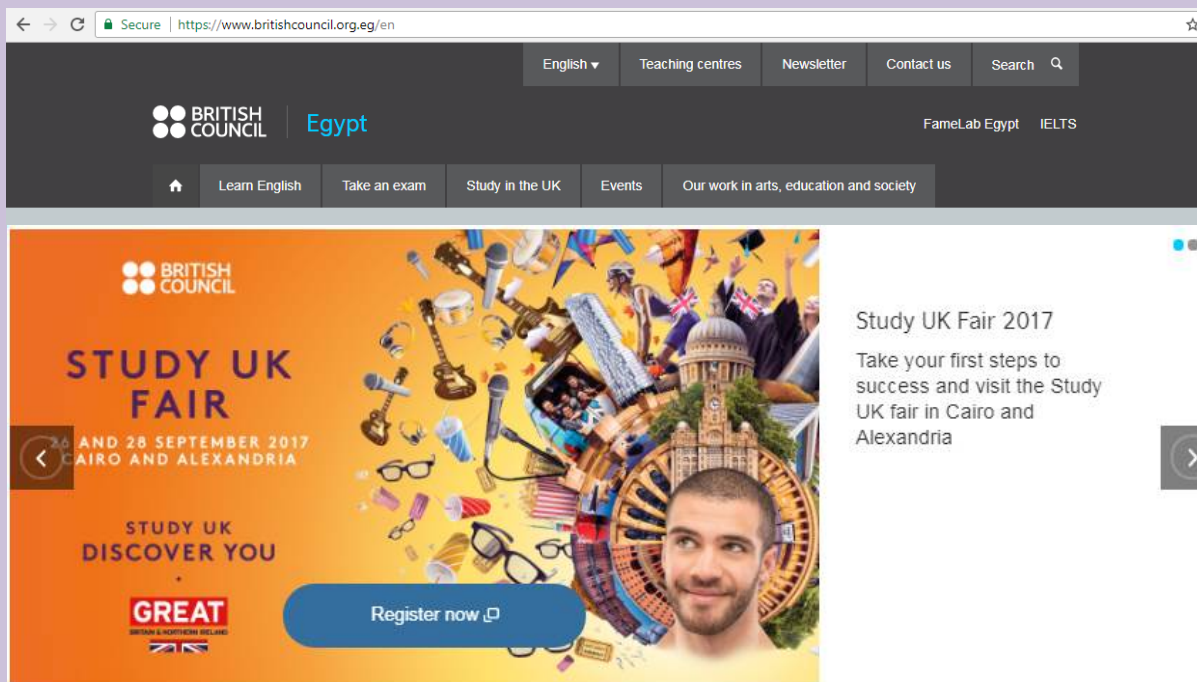
That was the fifth event be held in Egypt, it was a huge success
Estimated number of visitors attended the schools roadshow and fairs are
2500 students (*in both Cairo and Alexandria*)

Marketing

A total of £2000 was spent on marketing for this event

Our marketing reached an estimated audience of 1.5 million Egyptians

Online – British Council website:



Traffic for the British Council website:

August 2017: 212,000 visitors

September 2017: 135,000 visitors

Link clicks: 20,000 visitors (*estimate*)

Online – Mailshots:



Meet top UK universities and explore hundreds of courses available.

Take your first steps to success and visit our Study UK fair! You can attend free sessions about Chevening Scholarships and receive advice from experts about applying to a UK university, entry and Visa requirements, travelling to the UK, and the IELTS scores required.

Waiting for you on 26 September in Cairo and 28 in Alexandria.

Register your name and reserve your place in workshops and activities

[Register for Cairo here](#) | [Register for Alexandria here](#)

British Council September newsletter

The link to the newsletter: <http://createsend.com/t/y-A46D4C17EB23426F>

Newsletter shot sent to 49,612 registrants. Open rate: Nearly 12% of the recipients.

• Mail Shot to IELTS database list:

The link to the mailshot <http://createsend.com/t/y-AF5828346F992988>

Mailshot sent to 24,000 registrants. Open rate: Nearly 20% of the recipients

• Short Link Clicks:

Cairo's Short Link: <http://goo.gl/qYn4Uh>

Created Aug 30, 2017

Total Clicks from the newsletter and mailshot: 4,762

Alexandria's Short Link: <http://goo.gl/LAQyS6>

Created Aug 30, 2017

Total Clicks from the newsletter and mailshot: 684

Print (Flyers):

BRITISH COUNCIL

STUDY UK FAIR
Tuesday 26 September 2017
18.00 – 21.00
Safir Cairo Hotel in Dokki

معرض الدراسة في بريطانيا
الثلاثاء ٢٦ سبتمبر ٢٠١٧
فندق سفير القاهرة بالدقي
من الساعة ٦ إلى ٩ مساءً

STUDY UK FAIR
معرض الدراسة في بريطانيا

STUDY UK
DISCOVER YOU

GREAT
GREAT BRITAIN & NORTHERN IRELAND

SPONSORED BY **IELTS**

Meet top UK universities and explore hundreds of courses available.

TUESDAY 26 SEPTEMBER 2017
18.00-21.00
SAFIR CAIRO HOTEL IN DOKKI

You can attend free sessions about Chevening Scholarships and receive the correct advice from experts about applying to a UK university, entry and Visa requirements, travelling to the UK, and the IELTS scores required.

To register your name and reserve your place in workshops and activities, please go to:
<https://eg.edukexhibition.org/ar-eg/exhibition/16>

Participating Universities:

- University of the Arts London
- Brunel University London
- Canterbury Christ Church University
- University of East Anglia
- University of Essex
- University of Greenwich
- Imperial College London
- Istituto Marangoni London
- Loughborough University
- The University of Manchester
- Middlesex University
- The University of Northampton
- University of the West of England

تعرف على افضل الجامعات البريطانية و اكتشف العديد من الدورات.

الثلاثاء ٢٦ سبتمبر ٢٠١٧
فندق سفير القاهرة بالدقي
من الساعة ٦ إلى ٩ مساءً

يمكنك حضور ندوات مجانية للتعرف على منحة تشيفينج والحصول على النصائح الصحيحة من الخبراء حول التقديم بالجامعات البريطانية ، شروط القبول وإجراءات السفر ودرجات المظلوقة IELTS امتحان ال

الجامعات المشاركة في المعرض:

- جامعة الفنون - لندن
- جامعة بروئيل - لندن
- جامعة كانتربري كرايست تشيرش
- جامعة إيست أنجليا
- جامعة إسكس
- جامعة غرينتش
- جامعة لندن الإمبريالية
- معهد مارانغوني لندن
- جامعة لافرا
- جامعة مانسستر
- جامعة ميدلسكس
- جامعة نورث هامبتون
- جامعة غرب إنجلترا

للسجل و حجز مكانك في الدورات و الانشطة برجاء زيارة الرابط التالي
<https://eg.edukexhibition.org/ar-eg/exhibition/16>

Sample of Facebook paid campaign (2 posts out of 4)

Study UK - British Council
Published by Yehia Educationuk [?] · 23 September at 18:46 · 🌐

انضم الى معرض الجامعات البريطانية في الإسكندرية
تتفتح مع ممثلي الجامعات والمجلس الثقافي البريطاني واحصل على نصائح من الخبراء حول شروط القبول
والمصاريف الدراسية و المنح الدراسية الممكنة. كما يمكنك حضور ندوات مجانية للتعرف على كيفية كتابة
السيرة الذاتية و طلبات العمل و مواضيع اخرى عديدة .
أحصل على النصائح الصحيحة من الخبراء حول التقديم بالجامعات البريطانية ، شروط القبول و إجراءات
السفر و درجات اختبار IELTS المطلوبة.
لمزيد من المعلومات و تسجيل الحضور، قم بزيارة هذا الرابط:

See Translation



معرض الدراسة في
بريطانيا

STUDY UK
DISCOVER YOU

GREAT
BRITAIN

معرض الجامعات البريطانية | الخميس ٢٨ سبتمبر | الإسكندرية | سجل الآن
مجاناً

EG.EDUKEXHIBITION.ORG

376,838 people reached

[View Results](#)

376,838 People Reached

1,380 Reactions, comments & shares

1,111 Like	920 On post	191 On shares
37 Love	26 On post	11 On shares
4 Haha	1 On post	3 On shares
3 Wow	3 On post	0 On shares
7 Angry	7 On post	0 On shares
149 Comments	141 On Post	8 On Shares
71 Shares	64 On Post	7 On Shares

6,357 Post Clicks


0 Photo views	4,021 Link clicks	2,336 Other Clicks
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NEGATIVE FEEDBACK

8 Hide Post	1 Hide All Posts
1 Report as Spam	0 Unlike Page

Study UK - British Council
20 September at 11:58 · 🌐

Take your first steps to success and visit the Study UK fair in Cairo on
Tuesday 26 September 2017 in Safir Cairo Hotel in Dokki, from 6 to 9 p.m.
Kick start your career and meet top UK universities to get expert advice on
choosing the right UK institutions and courses, as well as information on
scholarship opportunities, entry requirements and course fees. For more
information and registration click on the link below:



STUDY UK
FAIR

26 SEPTEMBER 2017
CAIRO

STUDY UK
DISCOVER YOU

GREAT
BRITAIN

Study UK fair in Cairo | Meet top UK universities and
attend free workshops | 26 September 2017

Attend free sessions about Chevening scholarship and advise session on how to
write your CV. receive the correct advice from experts about applying to a UK...

EG.EDUKEXHIBITION.ORG

535,255 people reached

[Boost Post](#)

535,255 People Reached

250 Reactions, comments & shares

201 Like	165 On post	36 On shares
17 Love	13 On post	4 On shares
1 Sad	0 On post	1 On shares
24 Comments	21 On Post	3 On Shares
7 Shares	2 On Post	5 On Shares

2,142 Post Clicks

0 Photo views	1,138 Link clicks	1,004 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Advert act
reported in the time zone of your advert account.

Exhibitor's Feedback

When exhibitors were asked “to recommend the British Council events to your peers and colleagues?” **100% of survey takers (7) said yes.**

When exhibitors were asked “this event met my expectations” and “Overall, this was a high quality event” **100% of survey takers (7) said yes and agreed.**

Would you consider coming back to the next British Council event in Egypt?
All the 7 survey takers said yes.

Some feedback from exhibitors:

It was my first visit in the country and it went beyond my expectations, I've found interesting potentials and high quality of the schools we have visited, in line with the European standards. The big surprise was to see students interested in our fields of education which are not properly so common

I've found the staff really very professional and everything was well organised , a particular mention to the organiser of the event Yehia which was always present and helpful , he makes my stay comfortable but above all I felt myself safe

Photos of the Schools roadshow and fair held in Cairo









Photos of the Schools roadshow and fair in Alexandria









List of Exhibitors (Alphabetical Order):

- University of the Arts London
- Brunel University London
- Canterbury Christ Church University
- University of East Anglia
- University of Essex
- University of Greenwich
- Imperial College London
- Istituto Marangoni London
- Loughborough University
- The University of Manchester
- Middlesex University
- The University of Northampton
- University of the West of England

Future plans (what worked and what did not?):

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

- Going forward, British Council in Egypt is currently coordinating its schedule with the region and tie-in our own exhibition with other regional countries' events, to enable exhibitors to maximize their time and budget in a single trip.

UK Institutions

- It is suggested that institutions invite their alumni to attend future exhibitions and share tales of their life in UK with the visitors.
- Many visitors are looking for that scholarships opportunities, we recommend institutions to look at ways of providing some sort of scholarship or discount and highlight these during future exhibitions.

**Next Study UK Egypt fair will be held in Cairo from 25 to 27 February 2018.
Get more information and register [here](#)
We hope to see you there!**