

Post-event report for Study UK Kazakhstan 2017

Date of event: 21, 22 October 2017



Introduction

Thank you for your participation at the Study UK exhibition in **Kazakhstan in October 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 report return on investment and assist with future decision making.

The Study UK Exhibition 2017 in Kazakhstan hosted representatives from **20 UK institutions** who positively engaged with **prospective students**, providing the audience with information on **educational opportunities** and **subject choices**. Alongside the main exhibition, a series of **seminars** were also held, with topics covered including “How to finance your studies in the UK”, etc.

The event attracted **1810 visitors**. The number of visitors attending the exhibition for Almaty and Astana increased as compared to 2016. Many exhibitors noted that the quality of visitors was good, with **95%** per cent of exhibitors considering the quality of visitors as good and average.

This year’s **marketing campaign** was improved and promotion was more targeted than in previous years, with a focus on establishing better connections with schools, universities and agents. The media plan, focusing on digital promotion, was the main PR campaign component. The British Council worked directly with private and state schools and universities, as well as education agents, to ensure wide outreach to target audiences.

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,

Anna Gurayevskaya | SIEM Coordinator, Kazakhstan
Daniyar Mukitanov | Education Projects Manager, Kazakhstan

This report includes:

Introduction - Page 2

Highlights - Page 3 – 5

Marketing - Page 5 – 6

Visitor Feedback - Page 7

Exhibitors Feedback - Page 8

Future Steps - Page 9

Appendix - Page 10 –12

Highlights

Kazakhstan's **national development plans** (such as the overall 'Strategic Development Plan for the Republic of Kazakhstan 2050', the 'State Program for Accelerated Industrial and Innovative Development for 2015-2019', the 'National Programme on Education Development for 2016-2020', and most recently the '100 Concrete Steps', all stress the importance of education and learning English as a way of developing human capital, increasing employability of young people and helping to diversify the state economy.

66% of Kazakhstani students are interested in traveling abroad to study

Exhibitors noticed a growing interest in Graduate and Postgraduate Education in 2017, as well as:

- A growing interest in law, engineering, computer science and arts
- English language skills have improved as compared to previous years
- Visitors were more knowledgeable in and had more realistic expectations about undergraduate education
- More interest in and queries about scholarships than in previous years
- Interest from younger students in undergraduate education
- More self-financed students



Visitors' profile

We achieved 72% of the visitors' target set for 2017. We expected 2500 visitors and the actual number was 1810. Ninety-two per cent of visitors were satisfied with the quality of the event and 88 per cent said their expectations were met.

Of the total visitor numbers 30% were male, 65% were female.

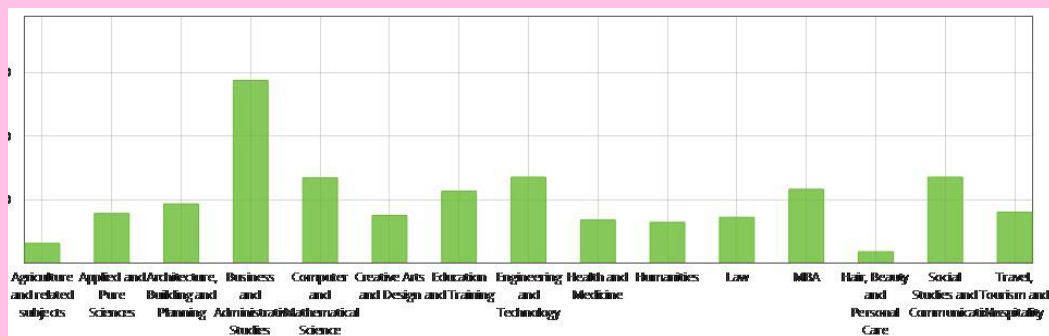
The majority of the visitors were interested in postgraduate higher education. There was also a substantial interest in undergraduate degree programmes.

38% of the visitors preferred MBAs / MSCs / PHDs etc.

15% of the visitors were looking for Undergraduate Higher Education

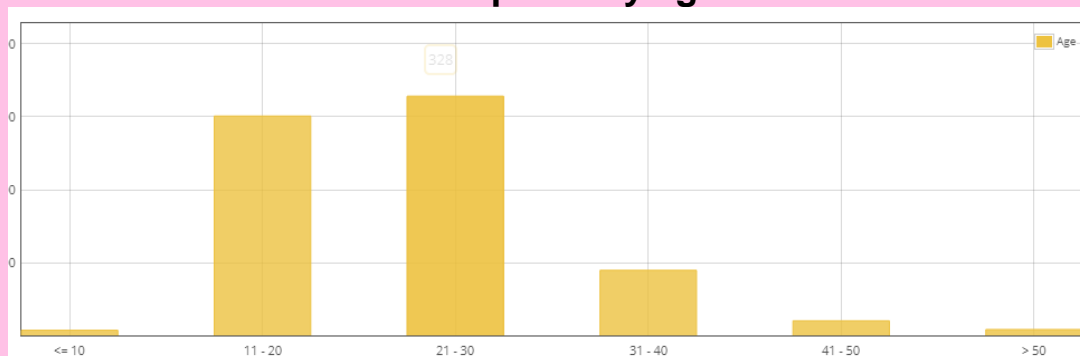
Exhibitors noticed that Business and STEM subjects still remain the top areas of interest among exhibition visitors. This year there was a rising interest in art and law qualifications.

What subjects are visitors interested in?



The majority of exhibition visitors were 21-30 years old. The second largest group of participants in terms of age was 11-20 years.

Participants by age



Marketing

Based on the result analysis of the 2016 exhibition, the following objective was set for 2017:
To develop and deliver a promotional campaign in Almaty and Astana to generate awareness about the exhibition among relevant audiences and attract the target number of visitors.

Primary target audiences

Group A

Parents of school students aged 14-17, interested in opportunities of study abroad for their children. Average or high level of income sufficient for funding studies abroad.

Group B

School students at last year of their study and fresh university students (17-20 years old) interested in study abroad.

Group C

School students (14-16 years old) from boarding and private schools who are likely to pursue higher education abroad.

Group D

Young and mid-career professionals (22-30 year old), average income, seeking out opportunities to continue education or pass language courses.

Group E

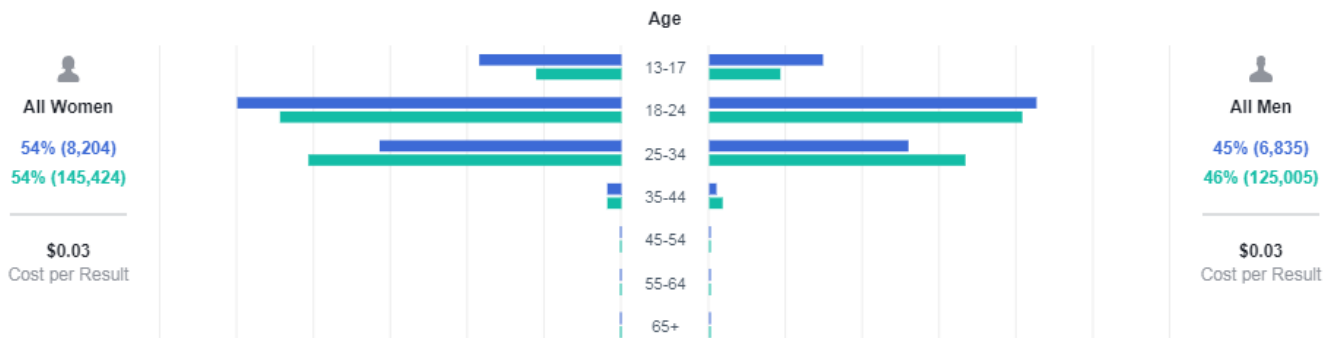
Working professionals willing to pursue PhD or MBA (30+).

Our ads reached more than half million people in Almaty and Astana and gained 2 million impressions.

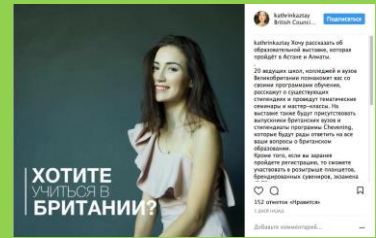
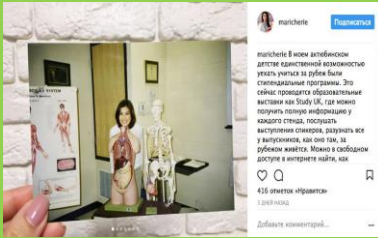
We developed a promotion and media plan three months before the exhibition. All activities were delivered in accordance with the media and promotion plan. We monitored the online registration website to see numbers of registrants, their ages, interest, study purposes, etc.

The most active demographics in Almaty and Astana were females at the age from 18 to 24. However, both females and males were similarly active.

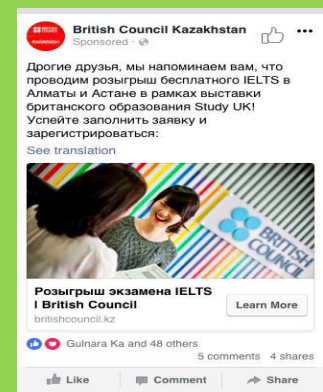
15,054 Results: Link Clicks ▾ 270,749 Reach ▾



Cooperation with bloggers



Social Networks



Visitor's Feedback

The total number of Registration forms completed was **1810**. This represents **100 per cent of the total number of visitors**. A printed survey was distributed during the exhibition to **368 visitors** (20% of the total number); visitors received incentives for completing it. The questions were designed to gather quantitative statistics as well as qualitative remarks on reactions to our exhibition and the decision making process.

Ninety-two per cent of visitors were **satisfied with the quality of the event** and **88** per cent said **their expectations were met**.

92% of visitors indicated that they **learned something new**, **ninety-six** per cent stated that they **would recommend British Council** to their friends and colleagues.



Key recommendations for the British Council:

- More information and workshops about scholarships
- More representatives from art universities
- Facilitate the registration process
- Invite more representatives from other universities

Exhibitor's Feedback

A total of **19 Exhibitor Surveys** was completed. This represents 95 per cent of the total number of exhibitors.

- Most of the institutions (63%) came to the fair **both for recruitment and for profile-raising** purposes.
- Exhibitors rated the **British Council's support** before and during the exhibition as 4.9 out of 5.0. (4.7 in 2016)
- The **length of the exhibition** was rated by exhibitors as 4.3 out of 5.0
- **The market briefing** was rated by exhibitors as 4.4 out of 5.0. (4.1 in 2016)

Key Recommendations for the British Council:

- More advertising of the event, especially in Astana, to boost visitor numbers
- Organize visits to local colleges and universities as well as schools
- More cooperation with local schools and universities as well as with local private companies
- Organize events in other cities of Kazakhstan (for example, Atyrau or Shymkent)
- Consider another venue for Alumni Networking event (less official)
- Arrange Agents Networking event



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

- The British Council understands the importance of providing value-added services to the exhibitors. We will therefore expand the exhibition wrap-around activities offer.
- The British Council Kazakhstan will better coordinate our schedule with the region and tie-in our own exhibition with other countries' events, to enable exhibitors to maximize their value from a single trip.

UK Institutions

- It is suggested that institutions invite their alumni to attend future exhibitions and share information about their life in the UK with the visitors at UK Alumni stand.
- Exhibitors are invited to bring academic staff to deliver workshops and presentations on topics related to the UK education. Topics need to be interesting for the audience. In 2017 visitors mentioned that they would be interested in the following topics in the future: Medicine, International Relations, Public Relations, Art workshops, UK Visas and more 'how to' seminars, including and 'how to write motivation letter'.
- Exhibitors should submit all exhibition registration documentation in line with the published deadlines.
- Exhibitors should undertake profile-raising activities in Kazakhstan throughout the year.



Appendix

List of exhibitors

Higher education institutions

1. University of Aberdeen
2. BPP University
3. Cardiff University
4. City, University of London
5. University College London
6. Coventry University
7. University of East Anglia
8. University of Glasgow
9. Heriot-Watt University
10. King's College London
11. University of Leeds
12. The University of Manchester
13. Newcastle University
14. University of Southampton
15. University of Sussex
16. The University of Warwick
17. University of Westminster

Secondary education institutions

18. Cardiff Sixth Form College
19. Concord College
20. Haileybury Astana



UK Alumni Networking Event

The UK Alumni Networking Events in Astana and in Almaty were attended by 133 Alumni from 20 institutions. The feedback received from participants was very positive. Alumni commented that they felt re-connected to their institutions and it brought back a lot of positive memories. Exhibitors said the event was extremely useful to them as Alumni are “the most positive ambassadors that they have in Kazakhstan”.





We hope that our exhibitions helped you to improve your business in Kazakhstan. The World Bank predicts that the country's economy will grow by 2.5% in 2018 compared to 2.4% in 2017. This should result in increased numbers of potential students. We are happy to assist you with profile-raising activities throughout the year and we hope to see you at the next year's exhibitions in Astana and Almaty (**Currently provisionally scheduled for October 20 and 21, 2018**)