

Post-event report for Study UK Jordan 2017

21 October 2017 – Amman



Introduction

Thank you for your participation at the Study UK exhibition and roadshow in **Jordan** 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 Jordan hosted representatives from **23 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 IELTS and Tier 4 visa.

The event attracted **1,320 visitors**. The number of visitors attending the exhibition increased as compared to 2016. Many exhibitors noted that the quality of visitors was good, with **90%** per cent of exhibitors considering the quality of visitors as good and excellent.

This year's **marketing campaigns** were improved and promotion was more targeted than in previous years, with a focus on establishing better connections with schools and universities. The media plan, focusing on digital promotion, was the main PR campaign component. The British Council worked directly with private schools (especially schools' with IGCSE and IB programmes) to ensure wide outreach to target audiences.

At the 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 activities and exhibition!

Regards,

Sireen Salameh | Education UK Officer, Jordan
Samia Ayyoub | Marketing and Planning Manager, Jordan

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Highlights

- A series of IELTS & Visa requirements seminars were held throughout the exhibition, aimed at providing guidance on Education UK requirements.
- A market briefing was organised to present information about the higher education sector, current International Education market trends and SIEM offerings in Jordan. The briefing was followed by networking dinner to allow delegates from participating and British Council Jordan Country Director to meet and network.
- A Subject matrix was distributed to visitors to enable them to allocate featured subjects and universities.

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

Venue(s)	Landmark Hotel, Amman - 21 October 2017
Opening hours	10:00-20:00
Stand costs	£1,758.36

A number of successful seminars were held, covering such topics as...

- Student Visa (Tier 4)
- IELTS and its advantages.



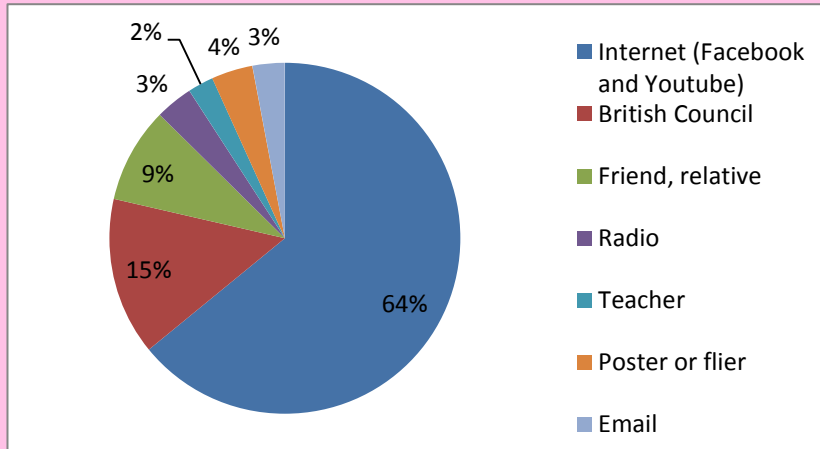
Visitors' profile

66% of visitors are looking for Postgraduate degrees

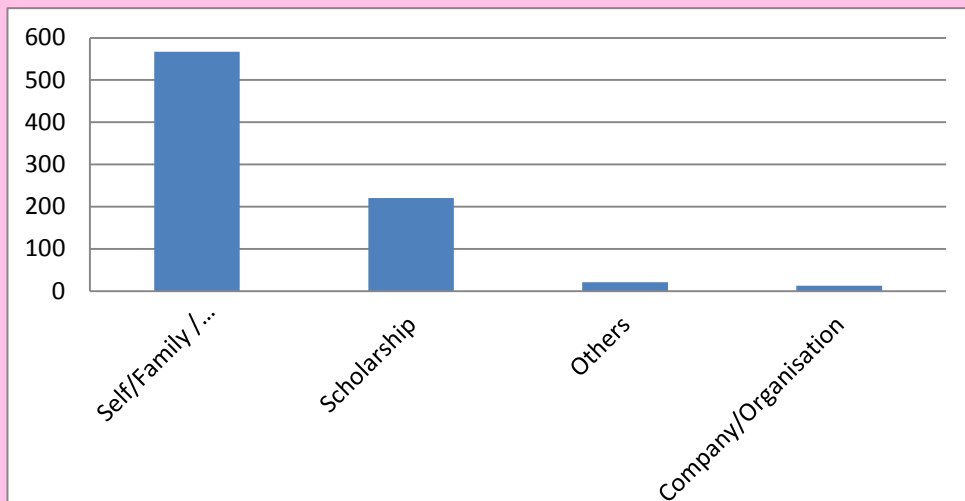
Of the total visitor numbers 54% were male, 45% were female.



How did you learn about this event?



Who will fund your tuition and living expenses while studying abroad?



Marketing

We developed a promotion and media plan four months before the exhibition. All activities were delivered in accordance with the media and promotion plan. Our media plan contained both digital and print marketing

A total of £16 K was spent on Marketing for this exhibition

Our Marketing and Promotion plan included:

- **Promotion inside British Council classes through digital plasma screens.**
- **Radio advert at Play 99.6; one of the most listened English radios in Jordan that attracts youth (reach up to 120 K).**
- **Digital banners on British Council Jordan website.**
- **Digital banners on Play 99.6 website, Facebook, Twitter, & Instagram pages.**
- **Press releases in main print media outlets and digital media outlets.**

Digital Advertising:

- **Facebook campaigns in Arabic and English – 700 K Reach.**
- **679 K “going” (on event page).**
- **2.3 K interested.**
- **Youtube advert with 77 K reach.**
- **1.7 K Registered on the VRS.**
- **Digital Banners on BC Jordan Website.**
- **Digital Banners on Play 99.6 website and social media networks.**
- **Daily compelling content posted on our event page promoting**

Facebook event page advert:

British Council Jordan shared Study UK - British Council's event.
August 30 · 🌐

Discover study opportunities offered by leading UK institutions at the Study UK Exhibition in Jordan.

Choose an education at one of the UK's world-class universities!

Come and meet with representatives from UK universities. Bring along your certificates and transcripts. ... See More



OCT 21 Study UK Exhibition 2017 in Jordan
Sat 10 AM · Landmark Amman Hotel · Amman
Elham, Dima and 3 friends

118,673 People Reached

1,422 Likes, Comments & Shares

1,180 Likes	1,079 On Post	101 On Shares
240 Comments	222 On Post	18 On Shares
2 Shares	2 On Post	0 On Shares

4,633 Post Clicks

0 Photo Views	385 Link Clicks	4,248 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. Ads activity is reported in the time zone of your ad account.

Facebook event page audience:

OCT 21 Study UK Exhibition 2017 in Jordan
Public · Hosted by Study UK - British Council and British Council Jordan

Going: Share:

Saturday at 10 AM - 8 PM
2 days from now · 12-24° Sunny

Landmark Amman Hotel Show Map

About Discussion

 Write something...

679 Going · 2.3K Interested See All



Heba, Raed and 5 other friends are going

Visitor's Feedback

The total number of Registration forms completed was **1,765**. We have achieved our planned target of audience. A printed survey was distributed during the exhibition to **230 visitors** (17% of the total number);. The questions were designed to gather quantitative statistics as well as qualitative remarks on reactions to our exhibition and the decision making process.

90% of the visitors were satisfied with the quality of the event and 86% indicated that their expectations were met.

93% of visitors indicated that they learned something new, ninety-one per cent stated that they would recommend British Council to their friends and colleagues.

Quotes by visitors following the exhibition:

- It was a great event.
- Everything was excellent.
- Thanks a lot for the support.
- Good job British Council, thank you so much for the hard work.



Key recommendations for the British Council:

- Add booths to inquire about living and working in the UK.
- Extend the event to two days or more.
- Invite all UK universities.
- If you could make this event in Irbid city, it would be excellent, thanks.

Exhibitor's Feedback

A total of **10 Exhibitor Surveys** was completed. This represents 47 per cent of the total number of exhibitors.

When exhibitors were asked “Will you be attending our next activity in March 2018?” **50% said yes, 10% said no, 40% maybe.**

When exhibitors were asked about the quality of students **80% said good, 10% said excellent, 10% okay.**

When exhibitors were asked to rate the support from BC staff **60% said excellent, 40% said good.**

When exhibitors were asked to rate the Market Brief **20% said excellent, 40% said very good, 20% said good, and 20% didn't attend.**

Some positive quotes from exhibitors:

- Just a quick note to thank Sireen for such a well organised event and being so professional, helpful and welcoming.
- Thanks for another great event!
- Many thanks for today, the event was excellent and I didn't stop talking all day, we will certainly be back next year.
- All good!

List of Exhibitors (Alphabetical Order):

1	Cardiff University
2	Cranfield University
3	King's College London
4	Middlesex University
5	Newcastle University
6	Swansea University
7	Teesside University
8	The University of Buckingham
9	The University of Manchester
10	The University of Sheffield
11	University of Bath
12	University of Brighton
13	University of Central Lancashire
14	University of Exeter
15	University of Leeds
16	University of Nottingham
17	University of Portsmouth
18	University of South Wales
19	University of Surrey
20	University of the Arts London
21	University of Warwick
22	University of Westminster
23	University of York

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

- For next year's exhibition, we will evaluate the cost effectiveness and invest more in digital marketing since it is the biggest source of visitors in Jordan
- British Council understands the importance of providing value-added services to the exhibitors, thus we are planning to hold a networking event with local agents and schools counsellors, in order to identify possible collaboration opportunities.
- Going forward, British Council Jordan will better coordinate our 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.
- Next year we will do our best to book longer slots at schools to allow representatives to spend more time talking to prospective students

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.
- 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'.
- 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.
- Exhibitors should undertake profile-raising activities in Jordan throughout the year.

The above points, though important, should not detract from what was a successful exhibition. Next year's exhibition (Currently Scheduled for September 2018) will build upon the lessons learned and prove even more popular. We hope to see you there!



