



**SERVICES FOR  
INTERNATIONAL  
EDUCATION  
MARKETING**

**Post-event report for  
Education UK  
School roadshow & Mini fair– Saudi Arabia**

**11<sup>th</sup> Nov – 15<sup>th</sup> Nov 2017  
(Jeddah, Riyadh & Dammam)**

## Introduction

Thank you for your participation at School roadshow & Mini fair in **Saudi Arabia in Nov 2017 (Riyadh, Jeddah & Dammam)**.

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 School road-show hosted representatives from 6 UK institutions (Listed below), that positively engaged with schools, prospective students, providing the audience with information on Education in the UK.

We made several visits to international & National schools, the mini-fair & the schools visits attracted over **900 visitors/Students** for thanks in part to the media interest and marketing campaign.

At British Council we highly appreciate your support, and hope that we can continue to provide valuable marketing services in terms of this study tour and also our range of other targeted activities during the year. We hope to see you again at our activities

Regards,

**Layan Hamadah** | Project coordinator, Saudi Arabia

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## Highlights

### School Visits & mini fair Riyadh & Jeddah

Venue 1	British Council office – Jeddah
Date	11 November 2017
Time	17:30 – 21:30

Venue 2	British Council office – Riyadh
Date	13 November 2017
Time	17:00 – 21:00

Dammam ( Al-khobar) – Schools visit only

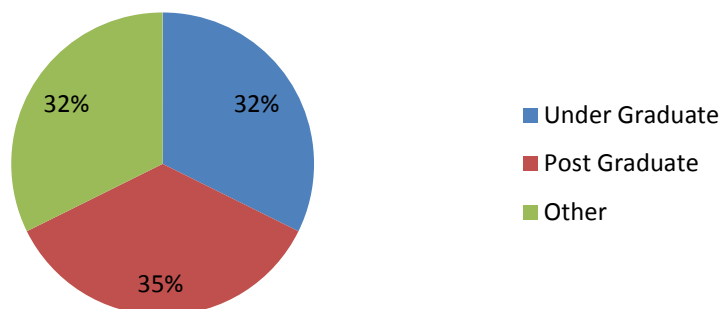
Attendance  
Over 900

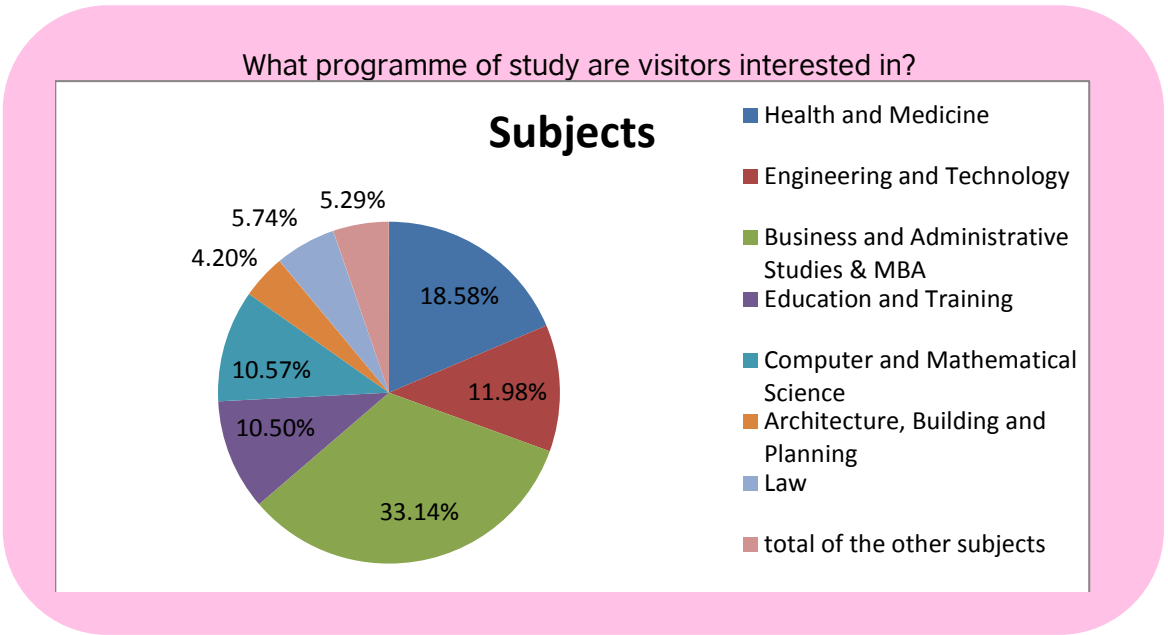
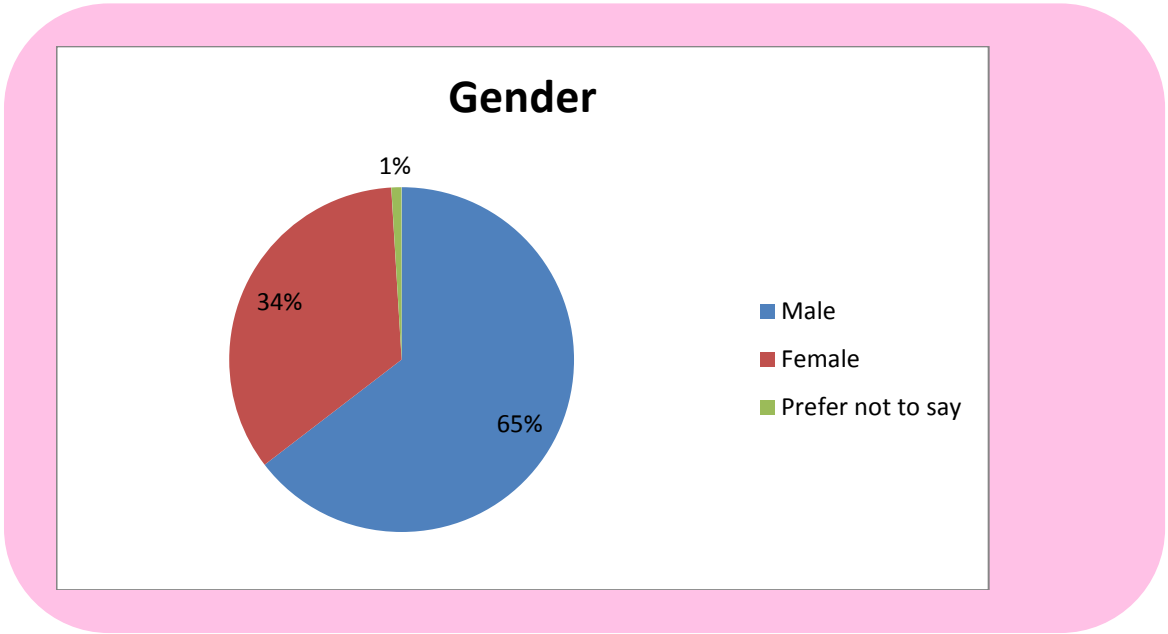
## Visitors' profile

32% of visitors are looking for Undergraduate Higher Education

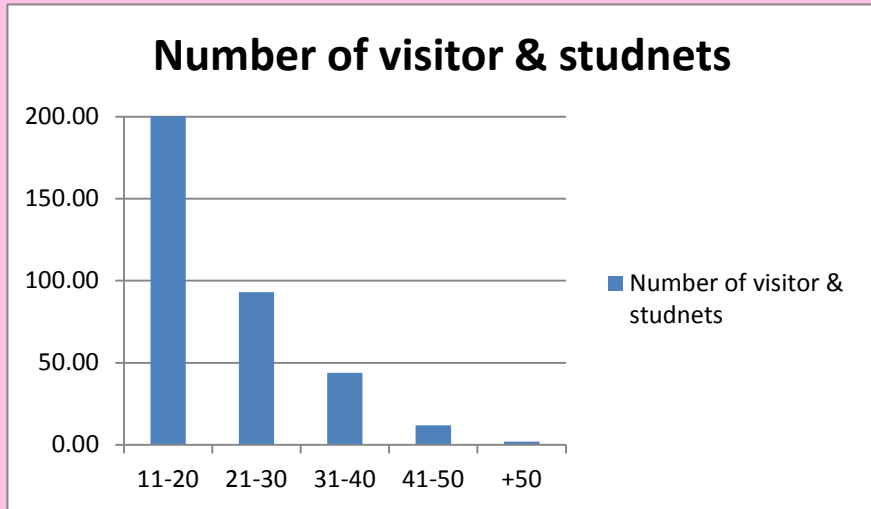
35% of the visitors preferred MBA's / MSC's/ PHD's etc.

### Level of study

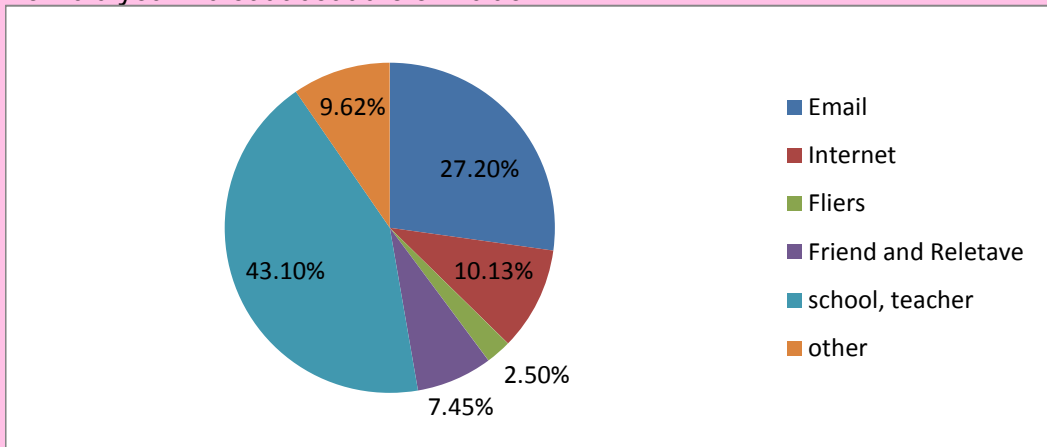




Visitors' group age for Schools visits & Mini fairs



How did you find out about the exhibition?



Marketing

**A total of £4 K was spent on Marketing for this event**

**Our marketing reached an estimated audience of over 30 K over emails and we reach over 2.8 Millions of impressions via FB campaign**

<input type="checkbox"/>		Campaign Name	Results ⓘ	Impressions ⓘ
<input type="checkbox"/>	<input checked="" type="checkbox"/>	study tour Ar cpm Nov 2017	658 Link Clicks	2,339,811
<input type="checkbox"/>	<input checked="" type="checkbox"/>	study tour eng cpc Nov 2017	11,127 Link Clicks	477,360

## Visitor's Feedback

We have asked the visitors to complete an online survey before leaving the mini fair. The questions were designed to gather quantitative statistics as well as qualitative remarks on reactions to our mini fairs and the decision making process – See Annex for more.

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	N/A
This fair was well organized	2.80%	4.67%	3.74%	51.40%	35.51%	1.87%
Universities' representatives were helpful and knowledgeable	2.83%	4.72%	3.77%	32.08%	56.60%	0.00%
The time of this event was convenient for me	4.67%	4.67%	10.28%	30.84%	49.53%	0.00%
The date of this event was convenient for me	4.67%	9.35%	8.41%	31.78%	44.86%	0.93%
It was easy to reach to the fair location	4.72%	11.32%	11.32%	34.91%	36.79%	0.94%
This event/activity met my expectations	7.48%	10.28%	16.82%	35.51%	29.91%	0.00%
Overall, this was a high quality event.	3.77%	2.83%	16.04%	38.68%	36.79%	1.89%
I have acquired new knowledge and/or skills from taking part in this event/activity.	3.77%	7.55%	11.32%	42.45%	32.08%	2.83%

**Do you have any suggestions as to how we could improve similar events/activities in the future?**

(Here are some suggestions from the visitors)

- Add more universities and facilities such as food or water
- Better to keep this event on weekends
- Add scholarship programmes
- One day is not enough, so please make it two days

**Exhibitor's Feedback**

**At this Study tour there were 6 universities from UK HEIs**

**Some positive quotes from Universities:**

- I thought the events were very well delivered and the BC team in both locations were excellent, as always. Many thanks!
- Riyadh mini fair was well attended and good

**Some negative quotes from exhibitors:**

- Allow more time at schools
- Jeddah schools should have been organised like the Riyadh schools



## Appendix

### List of universities

1	University of Birmingham
2	University of Portsmouth
3	Northumbria University Newcastle
4	Durham University
5	University of Greenwich
6	Loughborough University

End of Report