



**SERVICES FOR  
INTERNATIONAL  
EDUCATION  
MARKETING**

**Post-event report for**

**Education UK Exhibition 2017**

**Thursday 16 to Saturday 18 November 2017**

**Merit Hotel Nicosia north – Hilton Cyprus Nicosia**

## Introduction

*Thank you for your participation at the Education UK exhibitions in **Cyprus in November 2017** at the **Merit Hotel Nicosia north and Hilton Cyprus Nicosia**.*

*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.*

*This year, **60 UK institutions** (Listed below in “Exhibitor’s Feedback” section), attended our two day exhibition at Hilton and 23 the one day event at Merit Hotel. UK delegates positively engaged with **prospective students, visitors and partners**, providing the audience with information on **study options available to them at all levels**.*

*British Council and Education UK participation was sponsored by UNITE STUDENTS and IELTS.*

*The events were very successful with the following audience figures. One-day event in Nicosia north attracted **450 visitors** and two-day event in Nicosia with **3800 visitors**. Thanks in part to the media and marketing campaign which covered all communication means including TV, Radio, printed promotional materials outdoor and digital. **(Details listed below in Appendix1)**. Alongside the main exhibition, a series of presentations / seminars were also held, on popular topics including Music, Accounting and Finance, Architecture and 3D Design. Additional sessions following market needs were delivered including tips on how to prepare an effective personal statement as well as a session on employability skills.*

*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,*

**Pantelitsa Michael** | Business Development Manager SIEM, Cyprus

### **This report includes:**

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Appendix: **List of exhibitors, Advertising** - Page 10-17

## Highlights

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

<b>Venue(s)</b>	Merit Hotel Nicosia north
<b>Opening hours Friday 18 November</b>	1600-2030
<b>Venue(s)</b>	Hilton Cyprus Nicosia
<b>Opening hours Saturday - Sunday 19-20 November</b>	1500-2030

There is steady demand for UK Education - attendees to Exhibition indicate that events remain popular with attendance remaining high each year.

<b>Attendance</b>	<b>Nicosia</b>	
	<b>2016</b>	<b>2017</b>
Nicosia north Nicosia	520 3950	
Nicosia north Nicosia		450 3800

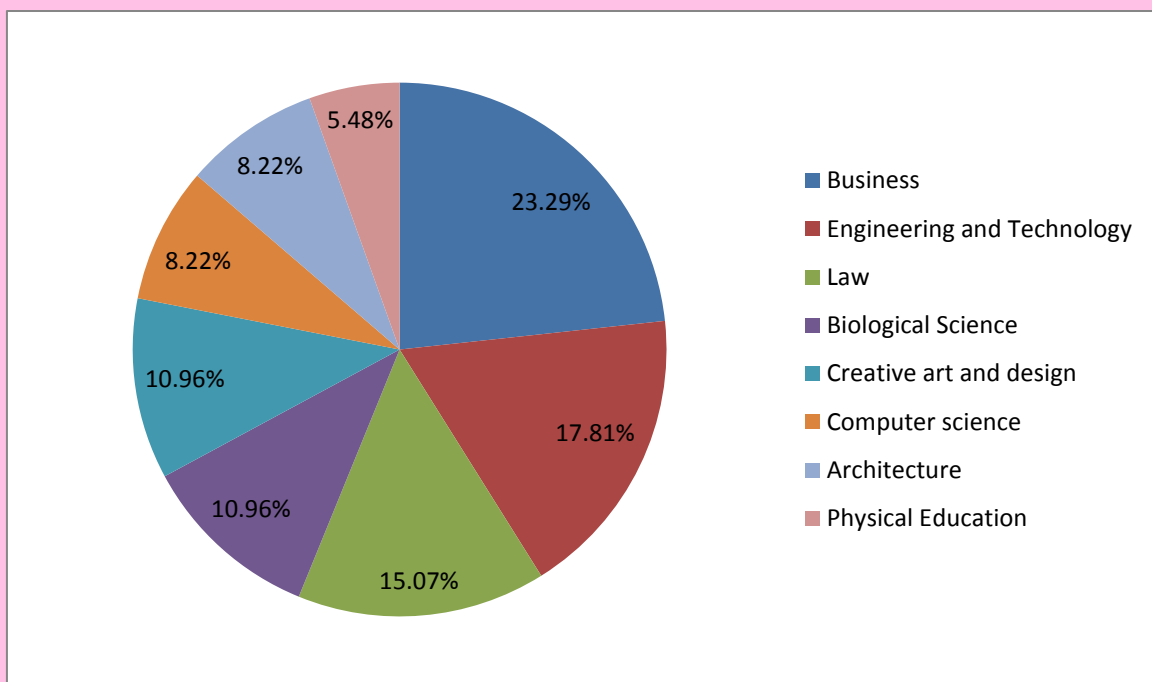
A number of successful seminars were held, covering such topics as

- Employability Skills
- Choosing the right university for you
- How to write a personal statement that stands out
- Architecture and 3D design
- Study Accounting and Finance
- Music
- Preparation for University and beyond

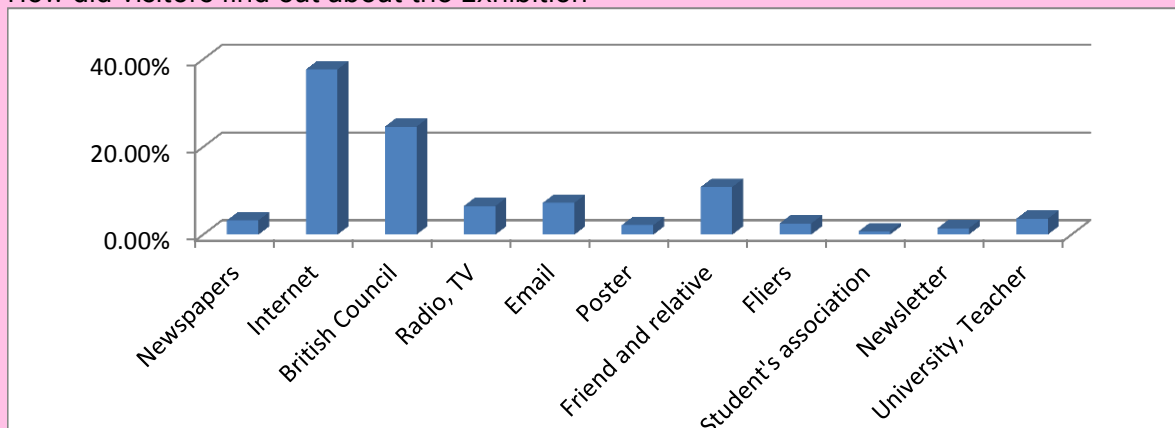
Visitors' profile

**80% of visitors are looking for Undergraduate**  
**20% of the visitors preferred Postgraduate**  
**Of the total visitor numbers 24% were male, 76% were female.**

What programme of study are visitors interested in?



How did visitors find out about the Exhibition



## Marketing

Marketing campaign was undertaken by an Advertising Agency which worked across the island and covered promotion at both south and north parts of Cyprus by using all means of communication. Main target audience was students at High School level as well as students at local Tertiary education institutions and young professionals.

Exhibitions were well promoted during our outreach promotional activity programme with around fifteen school/university presentations taking place prior to the events.

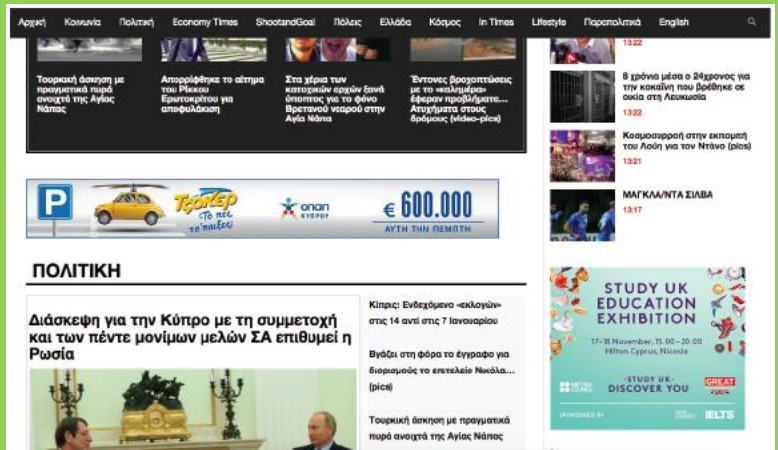
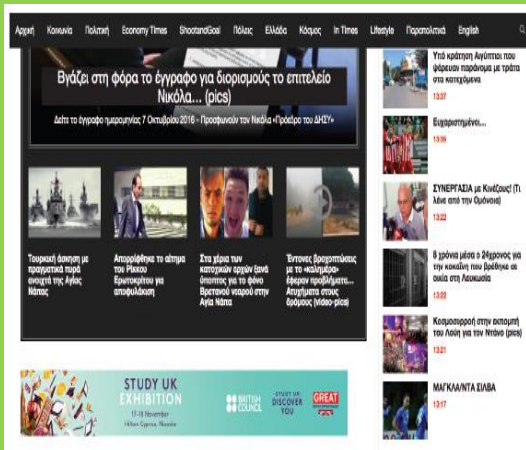
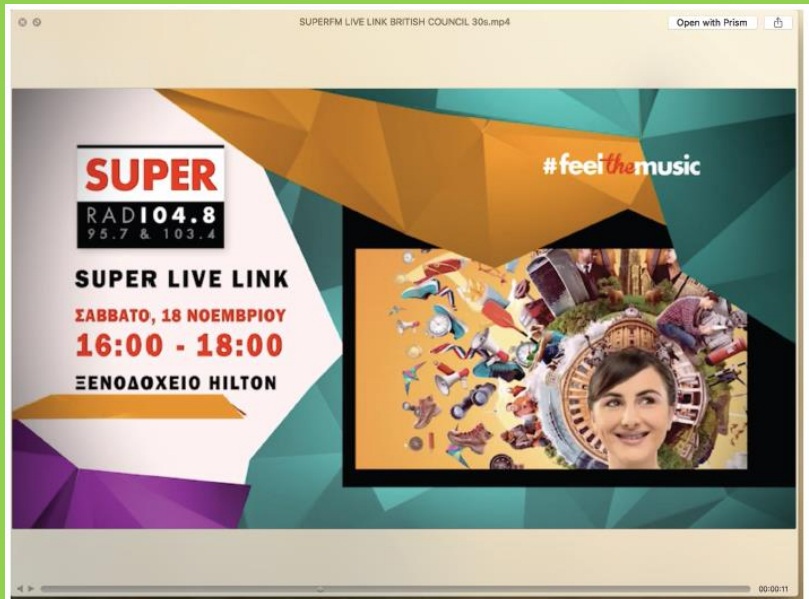
**A total of £31K was spent on Marketing for this exhibition**

**Marketing campaign covered: TV, Radio, Magazines & Newspapers, On-line, Indoor & Outdoor, social media sharing and flyer distribution**

Examples of the marketing







**Teen in serious condition after falling off bike**

A 19-YEAR-OLD man was in serious condition after falling off his bicycle in Oromithia, Larnaca on Tuesday afternoon. Police said under unknown circumstances, the cyclist lost his balance, at around 2.50pm and fell to the ground, hitting his head. He was rushed to Larnaca hospital where he was intubated and then transferred to Nicosia general hospital for further treatment. His condition is serious, police said.

**Migration meet**

A TWO-MEMBER delegation of the House leaves on Wednesday for Valletta, Malta, to attend a conference organised by the Inter-Parliamentary Union and the Parliamentary Assembly of the Mediterranean, on promoting better regional cooperation towards smart and humane migration across the Mediterranean. The delegation comprises MPs Sivi Koukouma and Christos Orphanides. The conference will discuss responses to current migration challenges and opportunities.

signed on Monday amid pomp and fanfare, particularly from Cyprus officials who claimed it could neutralise Turkey's argument for demanding the permanent presence of troops on the island for security purposes.

**Sawn-off gun may have been used in attack last week**

A SAWN-off hunting rifle found on Monday evening in the Livadi area was undergoing tests on Tuesday to see if it was the weapon used to shoot a 46-year-old man in Oroklini on Thursday. The weapon, which has ES serial number erased, was found by police under a cover near Ayia Anastasia church. On Thursday night, a 46-year-old resident of Lakatamia had arranged to meet an acquaintance of his in Oroklini. According to the victim, he saw that apart from his acquaintance two other people were waiting for him. He tried to flee thinking that he had been set up but his 45-year-old acquaintance got out of his car and fired a sawn-off hunting rifle twice toward him at close range. The pellets struck the 46-year-old on the shoulder. Two men were remanded for eight days on Friday by Larnaca district court in connection with the incident.

spending", and "increasing the share of expenditure allocated to defence research and technology with a view to meeting the 2 per cent of total defence spending (collective benchmark)". Cyprus' total defence

But as economic recovery has seen GDP growth projections estimated at 3.5 per cent this year, the defence-to-GDP - with spending slated to remain more or less stable in absolute numbers over the medium-

as members of the alliance. One of the few hard figures included in the notification to the council was the commitment to "medium-term increase in defence investment to 20 per cent of total defence spending".

hard figures to look at, and anyway, these are political decisions we have no say on. But if increases in defence spending bring us outside budgetary parameters, we would certainly have to address it."

**BRITISH COUNCIL**  
**STUDY UK EDUCATION EXHIBITION**  
 17-18 NOVEMBER • 10.00-20.00  
 HILTON CYPRUS • NICOSIA  
 Free Entrance  
 WWW.BRITISHCOUNCIL.COM.CY/EVENTS  
**STUDY UK DISCOVER YOU**  
**GREAT**  
 GREAT BRITAIN & NORTHERN IRELAND  
 SPONSORED BY **UNITE STUDENTS** **IELTS**

CYPRUS DEFENCE SECRETARY **Michael Fallon**, resigned as defence secretary on Wednesday. Fallon, who had admitted touching a radio presenter's knee in 2002, said his past conduct had fallen below the required standard. May set out the code of conduct for her party on Friday detailing standards and procedures expected of elected and appointed party members.

**Harvey Weinstein scandal** spread to Austria on Saturday as one of the country's best-known politicians said he would give up his seat in parliament over an allegation of sexual assault. Veteran left-wing lawmaker **Peter Pilz**, 63, has been a fixture in Austrian politics for decades, having made a name for himself railing against arms deals with countries accused of human rights abuses and leading investigations into corruption like one this year connected to Austrian fighter-jet purchases. He also recently pulled off a political coup -

leaving the Greens this summer to form his own party, **Pilz List**, which not only beat the Greens in last month's parliamentary election. It also passed the 4 per cent threshold for entering parliament, which the Greens fell just short of. Weekly newspaper **Falter** reported on Saturday that Pilz had repeatedly groped a female employee of the centre-right European People's Party during a conference in the Alps four years ago. The article included her descriptions of the incident. She said Pilz was "relatively drunk" at the time.

**Pilz** - one of the more colourful figures in Austrian politics, a straight talker fond of singing rock songs like *Wild Thing* at party events - said he could not remember what happened. "Not remembering is no excuse," Pilz told a news conference, adding that *Falter's* editor in chief had assured him the report was thoroughly researched. "Because of these accusations, which I take extremely seriously, even though I do not remember, I will not take up my mandate in the coming parliament. I will not be at the swearing-in ceremony on Thursday," he said.

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**THE INTERNATIONAL SCHOOL OF PAPHOS PRIVATE**  
 KINDERGARTEN - PRIMARY - SECONDARY  
 Celebrating 30 years of excellent educational services!  
**TEACHING VACANCIES for January 2018**

1. Economics/Business Studies
2. English
3. Primary School

The school follows the English National Curriculum. Applicants must be highly qualified, native speakers/fluent in English and preferably graduates of an English-speaking university. Experience/PGCE an advantage.

Please forward your c.v. with a cover letter to:  
 Head of School, P.O.Box 62018, 8040 Paphos Tel.: 25 821700 Fax: 25 942541  
 E-mail: info@isis-ed.org Web Page: www.isisinternational.paphoschool.com

**VOICE** (Voice of the Island - EL) website interface showing the exhibition details in Greek and English.

Home / Featured / British Council Study UK Education Exhibition 2017

British Council Study UK Education Exhibition 2017

British Council organizes the 34th Study UK Education Exhibition on FRIDAY - SATURDAY 17-18 November 2017 at Hilton Cyprus, Nicosia. This is the biggest exhibition for UK Universities to be organized in Cyprus and brings together representatives from over 50 British Education Institutions every year.

The exhibition seeks to inform students and parents about the courses available to them at all levels of study as well as provide information on financial support and funding schemes available. Visitors to the event can also benefit from attending a series of presentations on popular subjects of study delivered by specialists in each field. Moreover, students will receive information and support on completing their applications from the consultants of the British Council, find out all they need to know about the different

British Council organizes the 34th Study UK Education Exhibition on THURSDAY 16 November 2017 at MERIT HOTEL, Nicosia. This is the biggest exhibition for UK Universities to be organized in Cyprus and brings together representatives from over 20 British Education Institutions every year.

The Exhibition seeks to inform students and parents about the courses available to them at all levels of study as well as provide information on financial support and



## Exhibitor's Feedback

At the exhibitions there were **23 and 60 unique exhibitors** respectively from UK HEIs;

Exhibitor Attendance	NICOSIA	
	2016	2017
Merit Hotel – Hilton Cyprus	26 and 67	23 and 60
Merit Hotel – Hilton Cyprus		

When exhibitors were asked “Will you be attending this exhibition next year?” **76% said yes, 23% undecided**

When exhibitors were asked if calendar timing of the event was right for them **86% said Yes**

Exhibitors primary markets to this event were **100% UG, 86% PG**

### Some quotes from exhibitors as learning points for their institutions:

- Changes to the curriculum Concerns regarding Brexit and the cost of future tuition fees in the UK.
- Definitive answers on Brexit are crucial for us all.
- More work to do around Brexit.

### Some quotes for thought from exhibitors:

- Earlier in the recruitment cycle, market briefing on the day of the first day of South Nicosia as many Universities who do not attend the north Nicosia event have full days arranged with schools, agents etc.
- Earlier running time
- Electronic scanning system



### Future steps

November exhibitions in Cyprus are well established, very well attended events and the biggest Education UK Exhibitions in the island, however there is always room for further improvements. There are areas that both British Council and UK institutions can work to improve event arrangements and overall outcomes.

The main findings and recommended next steps are outlined below:

#### British Council

- Work out exhibition opening hours / event duration in line with feedback received from exhibitors.
- Ensure that all registered visitors to the event are given a QR code enabling UK institutions to capture data of students visiting their stands.
- Consider changing market briefing timing to ensure maximum participation in achieved.

#### UK Institutions

- Institutions are kindly requested to provide seminar subjects well ahead the event – at least six weeks prior to the exhibition to enable preparation and quality promotion.
- Freight sent directly to the venue will need to be collected by delegates on setting up day.

The above points, though important, should not detract from what was a successful exhibition. Next year's exhibition (Currently Scheduled for **Friday 09 November at Merit Hotel, Saturday 10 and Sunday 11 November 2018 at Hilton Cyprus**) will build upon the lessons learned and prove even more successful events.

We hope to see you there!

## Appendix 1

List of UK participating Institutions in alphabetical order

Number	Institution	Hilton, Nicosia 17-18 November 2017	Merit Hotel, Nicosia 16 November 2017
1	Aberystwyth University	√	
2	Anglia Ruskin University	√	
3	Bangor University	√	
4	Bath Spa University	√	√
5	Birmingham City University	√	√
6	Bishop Grosseteste University	√	
7	Bournemouth University	√	
8	BPP University	√	√
9	Brunel University London	√	
10	Canterbury Christ Church University	√	√
11	Cardiff University	√	
12	Christ's Hospital School	√	√
13	City, University of London	√	
14	Coventry University	√	
15	De Montfort University	√	√
16	Keele University	√	√
17	King's College London	√	
18	Lancaster University	√	
19	Leeds Beckett University	√	√
20	Middlesex University	√	
21	Newcastle University	√	√
22	Northumbria University	√	
23	Nottingham Trent University	√	
24	Queen Mary University of London	√	√
25	Southampton Solent University	√	√
26	Staffordshire University	√	
27	Swansea University	√	√
28	The University of Bolton	√	
29	The University of Buckingham	√	
30	The University of Manchester	√	
31	The University of Nottingham	√	
32	The University of Reading	√	√
33	The University of Sheffield	√	
34	University College Birmingham	√	
35	University of Bedfordshire	√	√
36	University of Birmingham	√	
37	University of Bradford	√	√
38	University of Bristol	√	√
39	University of Central Lancashire	√	√

40	University of Chester	√	√
41	University of Chichester	√	
42	University of Derby	√	
43	University of East Anglia	√	√
44	University of East London	√	
45	University of Essex	√	√
46	University of Hertfordshire	√	
47	University of Huddersfield	√	
48	University of Kent	√	√
49	University of Leeds	√	
50	University of Leicester	√	
51	University of Lincoln	√	
52	University of Plymouth	√	
53	University of Portsmouth	√	
54	University of Salford	√	√
55	University of Southampton	√	√
56	University of Surrey	√	
57	University of Sussex	√	
58	University of the West of England	√	
59	University of Warwick	√	
60	University of Westminster	√	

**Advertising and Promotional Campaign****RADIO AND TV**

DESCRIPTION	PERIOD
<b>GENERIC RADIO SPOT PRODUCTION (1 Voice)</b>	
<b>DIAS GROUP</b>	
<b>RADIO SUPER LIVE LINK</b>	17/ 11/2017
<ul style="list-style-type: none"> <li>• Radio Spot production (No extra Charges)</li> <li>• 10 TV trailers (No extra Production Charges)</li> <li>• 10 spots per day for 10 days (100 spots)</li> <li>• Live Referrals to the event from the producers during their show.</li> <li>• Live Interview from BC Representative</li> </ul>	
<b>RADIO PROTO LIVE LINK</b>	18/11/2017
<ul style="list-style-type: none"> <li>• Radio Spot production (No extra Charges)</li> <li>• 10 TV trailers (No extra Production Charges)</li> <li>• 10 spots per day for 10 days (100 spots)</li> <li>• Live Referrals to the event from the producers during their show.</li> <li>• Live Interview from BC Representative</li> <li>• Live Interview of BRITISH COUNCIL Representative at Sigma Tv «Protoselido»</li> <li>• Live phone Interview of BRITISH COUNCIL Representative at Radio Proto «CAPITAL</li> <li>• Press Release at Super FM Facebook and Web Page</li> <li>• Articles at Sigmalive</li> <li>• Articles at CITY</li> <li>• Articles at Radio Proto Web Page</li> </ul>	
<b>LOVE FM</b>	11/11 - 18/11/2017
<ul style="list-style-type: none"> <li>• 5 spots per day for 20 days (100 spots)</li> <li>• 1 live Phone Interview</li> </ul>	
<b>MIX FM</b>	06/11 - 17/11/2017
<ul style="list-style-type: none"> <li>• 50 spots - 10 days</li> </ul>	



## NEWSPAPERS & DIGITAL MEDIA

DESCRIPTION	PERIOD
<p><b>CYPRUS MAIL</b>  <b>AD 4 columns x 5 inches)</b></p> <ul style="list-style-type: none"> <li>• 2 b/w adverts in the Cyprus Mail</li> <li>• 1 colour advert in the special report on UK Education which will be publish on the 12/11/17.</li> </ul> <p><b>WEB BANNER</b>            300x250 for a period of 10 days on any available position for full impressions.</p> <p><b>INTERVIEWS/PRESS RELEASES</b></p> <ul style="list-style-type: none"> <li>• An interview to be published in the special report on UK Education on the 12/11/17.</li> <li>• An interview to be published under Education page either on the 3/11 or 17/10.</li> <li>• Both interviews will be posted through CYMAIL social media</li> <li>• A special report will be also promoted on the home page of our website.</li> </ul>	
<p><b>VOICE OF THE ISLAND GR/TURK ONLINE NEWSPAPER</b>            WEB BANNERS (Reach 54.000)</p> <ul style="list-style-type: none"> <li>• 1 INTERVIEW per week</li> <li>• 2 ARTICLES per week</li> </ul>	1-18/11/2017
<p><b>CYPRUSINFORM (LIM Russian comm)., 1 YEAR AGREEMENT (Reach 500.000)</b></p> <ul style="list-style-type: none"> <li>• Creation of your own mini web site (within our portal) (links for redirection to your website or social media)</li> <li>• Specialized reviews about your business. (From professional authors)</li> <li>• Photos of your premises and/or products / UNLIMITED</li> <li>• Unlimited number of changes on your mini web site during 1 year of subscription.</li> <li>• Unlimited posts to social networks (200K+ followers on 3 most popular Russian FB. Vk. Odnoklansinski)</li> <li>• Once in a month placement to the Events Section</li> <li>• Top positions for any queries related to keywords about your business. SEO</li> <li>• Distribution of your e-leaflets among the Russian community with our CEO which is the author / secretary of Russian Society in Cy.</li> <li>• Distribution of your company profile to agents that we have in Russian</li> <li>• Interview at our radio station premises</li> <li>• Creation of radio spots for 35 days broadcasting 4 times a day</li> </ul>	

**MC DIGITAL (Reach 745.000)**

15/10 - 18/11/2017

- A Combination of 6 high traffic websites  
Banners in Websites and Newsletters  
(Cyprustimes, Cyprustimes, Cyprusdaily  
Protathlima, Ladytimes & Studentvoice.
  - Content Management (8 Newsletter Dedicated  
Articles & 8 Website Dedicated Articles)
  - Creative Media (Coverage and referrals Before  
and after the event, one interview and  
one press release
  - Web Banner at newsletter Cyprustimes, Cyprustimes,  
Cyprusdaily, Protathlima, Ladytimes & Studentvoice.
  - 1 interview at Cyprustimes
  - 1 interview at atLimassoltimes
- 

**SOCIAL MEDIA**

15/10 - 18/11/2017

**Paid Promotion of Event Page (Target Group A)**

- Ages 18-25 ( 33.000 - 86.000)
- Bilingual
- Males & Females
- Nationwide
- Instagram Integration

**Paid Promotion of Event Page (Target Group B)**

- Ages 38-60 (17.000 - 46.000)
  - Bilingual
  - Males & Females
  - Nationwide
  - Instagram Integration
-

**INDOOR EXPOSURE**

**NICOSIA MALL OF CYPRUS**

1/10 - 18/11/2017



**SDVS (SET OF 2) Static or Animated**

Location can not be missed, captive audience on escalators and is Visible by visitors going from 1st Floor (food court) to ground Floor

**INDOOR DAS SCREENS (set of 2)**

Located at the start/finish of escalators leading to 1st floor shopping area/food court Can not be missed as you come down the escalator

**INDOOR BLUE WALL A**

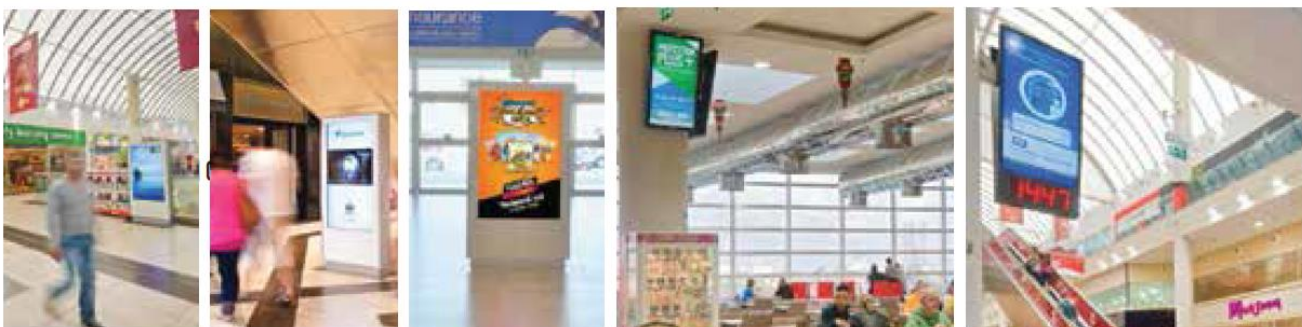
UNDERGROUND + LEAFLET HOLDER

**INDOOR BLUE WALL B**

UNDERGROUND + LEAFLET HOLDER

**LIMASSOL MY MALL (23 SCREENS TOTAL)**

16/10 - 16/11/2017



**Static or Animated banners**

12 SCREENS (1ST FLOOR)

11 SCREENS (GROUND FLOOR)

## PAPHOS KINGS AVENUE MALL (23 SCREENS TOTAL)

16/10 - 16/11/2017



## Static or Animated banners

9 SCREENS (food court)  
 6 SCREENS (1st Floor)  
 8 SCREENS (Ground Floor)

## OUTDOOR EXPOSURE

NO:	LOCATION	TRAFFIC	RE.	PERIOD
01	APOEL LIM AVE	47.500	NIC	14/10 - 10/11/2017
02	MCDONALDS EGOMI	21.350	NIC	14/10 - 10/11/2017
03	HILTON PARK/GRIVA DIGENI LEFT	21.350	NIC	14/10 - 10/11/2017
04	MCDONALDS EGOMI OPP.	21.350	NIC	
05	METRO ROUND ABOUT	23.250	NIC	14/10 - 28/10/2017
06	ARCH. AVE. TO K-CINEPLEX (OUTSIDE EUROPEAN UNIV.)	40.000	NIC	28/10 - 10/11/2017
07	IOSIF. H'IOSIF AV. TO ATHALASSIS AV. (NEAR STAVROU AV.)	40.000	NIC	28/10 - 10/11/2017
08	HERRON AV. FROM INTERCOLLEGE TO MAKEDONITISSA PAL.	30.000	NIC	28/10 - 10/11/2017
09	JUNCTION LIMASSOL AV. & RIK AV. (APOEL TO RIK)	55.000	NIC	28/10 - 10/11/2017
10	KALISPERAS TR.LIGHTS TO NICOSIA CENTRE	55.000	NIC	28/10 - 10/11/2017
11	ALPHA MEGA TR.LIGHTS	13.000	LAR	14/10 - 10/11/2017
12	N. PTTICHI AV. TO K-CINEPLEX (FIRE STATION)	7.000	LAR	28/10 - 10/11/2017
13	MAKARIOS AV. TO CARREFOUR (OPP. MERCEDES)	9.000	LAR	28/10 - 10/11/2017
13	JUNCTION KOLONAKIOU AV. & GYPDOKAMINO AV.	30.000	LIM	28/10 - 10/11/2017
15	AMATHOUNTOS AV.(PARALIAKOS) TO AMATHUS AREA (OPPOSITE GUABA BBAR)	28.000	LIM	28/10 - 10/11/2017
16	MAKARIOS AV. TO ARIEL TR. LIGHTS (OUTSIDE BURGER KING)	33.000	LIM	28/10 - 10/11/2017
17	MAKARIOS AV. TO CARREFOUR (OPP. MERCEDES)	28.000	LIM	28/10 - 10/11/2017



MEDIA COVERAGE OF THE BRITISH COUNCIL STUDY EXHIBITION 17 - 18 /11/2017  
NORTH CYPRUS

## NEWSPAPERS

DESCRIPTION	PERIOD
<ul style="list-style-type: none"> <li>KIBRIS NEWSPAPER (DAILY) 3 15 x 23 B&amp;W ADS</li> </ul>	23/10 - 6/11 - 15/11/2017
<ul style="list-style-type: none"> <li>HAVADİS NEWSPAPER (DAILY) 3 11 x 17 B&amp;W ADS</li> </ul>	19/10 - 2/11 - 15/11/2017
<ul style="list-style-type: none"> <li>HAVADİS NEWSPAPER (DAILY) Interview</li> </ul>	12/11/2017
<ul style="list-style-type: none"> <li>CYPRUS TODAY - (ENG LANG WEEKLY) 3 11 x 17 B&amp;W ADS</li> </ul>	
<ul style="list-style-type: none"> <li>ADRES MAGAZINE (WEEKLY) 4 ADS</li> </ul>	22/10 - 29/10 - 5/11 - 12/11/2017
<ul style="list-style-type: none"> <li>PR - DISTRIBUTING PRESS RELEASE IN ALOCAL NP</li> </ul>	

## OUTDOOR EXPOSURE

DESCRIPTION	PERIOD
<b>SERIAL BILLBOARDS</b> NICOSIA, KYRENIA,	19/10 - 2/11 - 15/11/2017

## RADIO AND NEWS PORTALS

DESCRIPTION	PERIOD
<b>DANCE FM (150 Spots 25' ) FREQUENCY Daily</b>	18/10 - 18/11/2017
<b>SIM FM (350 Spots 25') FREQUENCY Daily</b>	18/10 - 18/11/2017
<b>RADIO SPOT PRODUCTION (In Turkish)</b>	
<b>KIBRIS POSTASI.COM (WEB BANNER)</b>	
<b>ADAPTATION OF DESIGNS</b>	
<b>TRANSLATION</b>	
<b>BOOKING INTERVIEWS W/ MEDIA</b>	

End of Report