

Post-event report for

Study UK (Expo 2018 Zimbabwe)

**Date of event – 31 January 2018 (Harare)
Prince Edward School
and
2 February 2018 (Bulawayo)
Petra College**



Introduction

Thank you for your participation at the 2018 Study UK Exhibition in Zimbabwe in the following venues: 31 January 2018 (Prince Edward High School, Harare); 2 February 2018 (Petra College, Bulawayo). We value your participation in making this exhibition a success.

This report aims to provide you with a summary of the exhibition, 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 planning and decision making. The successful event, “targeted Higher Education/Schools market, hosted representatives from 6 UK institutions (Listed below in page 14), that positively engaged with prospective students/visitors/partners, providing the audience with information on “educational opportunities/subject choices/possible funding options” etc.

The events attracted over 1000 visitors thanks in part to the “marketing campaign (Details listed below in page 6-8)”. Alongside the main exhibitions, a briefing was held for the visiting university representatives providing an overview of the education sector in Zimbabwe.

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,

Zanele Mukwedeya | Programmes manager, Zimbabwe



Highlights

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

Venue(s)	Prince Edward School, Harare – 31 January February 2018, 0900-1200hrs; 1300-1700hrs
	Petra College, Bulawayo – 02 February 2018, 0900-1200hrs; 1300-1700hrs

There was a 57% decrease in visitors from last year's exhibition...

Attendance	Harare/Bulawayo	
	2017	2018
Weekday	2416	1030

Media reporting of the event was said to be fair. The decrease in visitors this year was due to economic fundamentals and the weather conditions on the day.

Highlights in Pictures



School visitors asking questions to a university representative during a consultation at Prince Edward High School Exhibition in Harare (31 January 2018)

More pictures

on: https://drive.google.com/drive/folders/1RKE_6Sfq9CrydObfvRsHxxW6WLYhXDHH

Visitors' profile

85% of visitors are looking for Undergraduate Higher Education

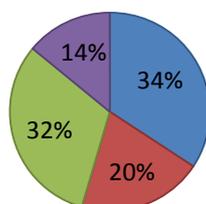
8% of the visitors preferred MBA's / MSC's/ PHD's etc.

Of the total visitor numbers 52% were male, 48% were female.

What type of school do/does the visitors/ visitors' child attend?

Number of visitors in type of school

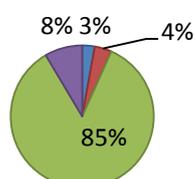
Local Public Schools Boarding Schools
Private Schools International Schools



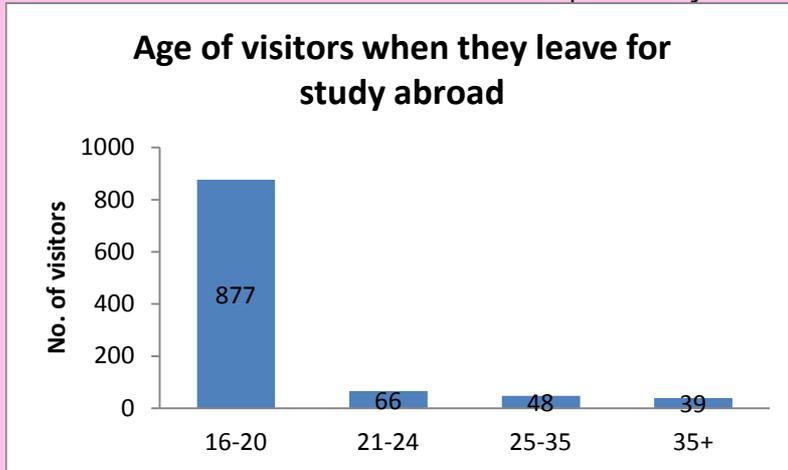
What programme of study are visitors interested in?

Programmes of study of interest to visitors

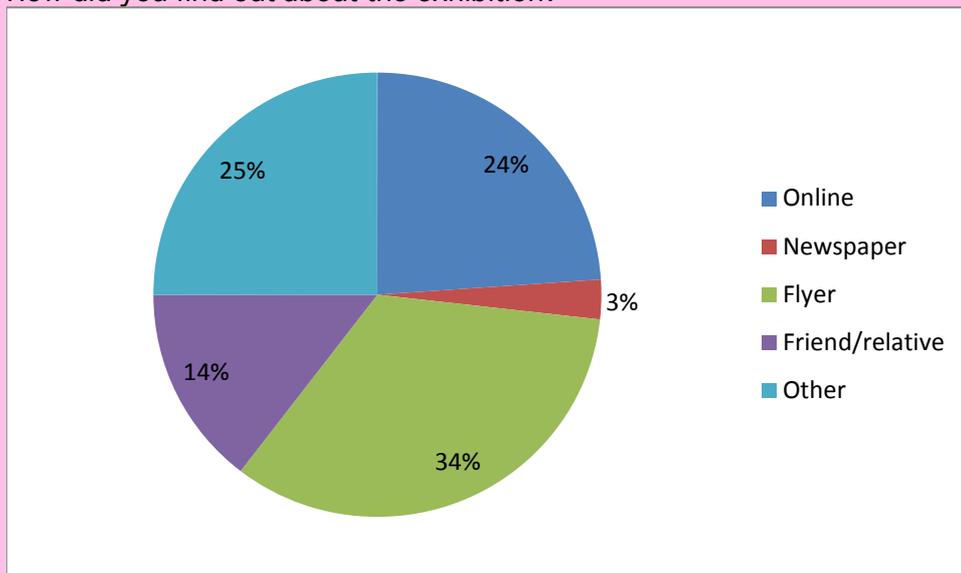
Advanced level studies Diploma studies
Undergraduate studies Post-graduate studies



How old will the visitors be when he or she potentially leaves to study abroad?



How did you find out about the exhibition?



Marketing

Different strategies of marketing the event were employed such as online platforms (what's up group platforms, Facebook). Electronic and printed flyers were also distributed to target groups - key stakeholders in secondary and tertiary education, including association of teachers such as National Association of Secondary Schools Heads (Nash) and Association of Trust Schools (ATS).

Also targeted were local universities, colleges and technical colleges. Due to budgetary constraints, print and electronic media was not employed.

The target audience included the following:

- All students in the upper echelons of secondary education (Those due to complete IGCSE or GCE Ordinary Level and Sixth form learners on AS or Advanced Levels);
- All students who were due to receive or had just received their IGCSE or GCE Ordinary Level results or AS or Advanced level results in 2018;
- All students who had completed their first degrees or due to complete with prospects or having potential for post-graduate studies.
- All holders of first degrees or second degrees with prospects for advanced post-graduate studies.
- All university and College administrators.
- All Zimbabwean citizens working or not working with potential for graduate post-graduate studies.

Our marketing reached an estimated audience of 3,000 people

Examples of the marketing Include ...

Print:

BRITISH COUNCIL

**STUDY UK
DISCOVER YOU**

GREAT
BRITAIN & NORTHERN IRELAND

**British Council invites you to
Study UK | Discover You Expo 2018 in Zimbabwe**

British Council is the United Kingdom's international organisation for cultural relations and educational opportunities. British Council invites students, parents and local training institutions to the following exhibitions:

HARARE EXHIBITION Prince Edward School 31 January 2018 09:00-12:00hrs (Schools only) 13:00-17:00hrs (All schools and public) Corner Prince Edward Street and Princess road, Harare	BULAWAYO EXHIBITION Petra College 2 February 2018 09:00-12:00hrs (Schools only) 13:00-17:00hrs (All schools and public) Chelmsford Road, Bulawayo
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ADMISSION FREE

**Cranfield University | The University of Northampton | Oxford Brookes University
Middlesex University | University of Kent | University of Greenwich
Kaplan Pathways**

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 /BritishCouncilZimbabwe www.britishcouncil.co.zw

Visitor's Feedback

A survey was administered during the exhibition to a total sample of 1030 visitors. The questions were designed to gather quantitative statistics as well as qualitative remarks on reactions to our exhibition and the decision making process.

When the visitors were asked “Will you be applying to a UK institution following the exhibition” **70% said yes, 10% said no, 20% maybe.**

When the visitors were asked “Did you receive all the Information required to make an informed choice” **80% said yes, 20% said no**

How do you rate the support of the BC, **80% said yes, 10% said No, 10% Maybe.**

Some of the visitors suggested the following Seminar topics to improve the quality of the exhibition:

- Life in the UK and adjusting to the demands of University education.
- Possible funding opportunities in the UK universities and how to access for funding.
- Information on the different types of curriculum and popular course options available in UK universities.
- Completing a University application package – Dos and Don'ts

Some examples of quotes from Visitors following the exhibition:

- It was a great exhibition
- Exhibitors were well prepared and spoke well of their institutions
- The event was well organized and attended
- The British Council staff were always available and helpful
- This was a great opportunity to meet with UK universities
- Good opportunity, but how about more Institutions next time

Key Recommendations for the British Council include:

The venues that were first advertised on the website were not the venues used by the British Council

The quality of students who came through this year were lower as compared to previous years

Bring more visitors especially from higher education such as universities to explore possibilities for post-graduate study

Invite more universities from the UK to attract more visitors

Exhibitor's Feedback

At the exhibition there were **6 unique exhibitors** from UK HEIs; this represents a 45% decrease on last year's exhibitor count.

Exhibitor Attendance	CITY	
	2017	2018
Weekday	11	6

When exhibitors were asked "Will you be attending a similar exhibition next year?" **4 said yes, 1 said no, 1 maybe.**

When exhibitors were asked "overall how satisfied were you with the exhibition?" **50% said very, 25% said somewhat, 25% not at all.**

Some positive quotes from exhibitors:

- Very good marketing opportunity
- This was a worthwhile event
- Visitors showed great enthusiasm and asked good questions
- The British Council staff were available and supportive

Some negative quotes from exhibitors:

- Expected venue in a hotel not in a school
- The Networking events were cancelled in both cities. The two events were great opportunities to meet contacts
- Wi-Fi / internet access was not available
- Fewer students than expected especially those seeking post-graduate studies

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

- Due to the increased demand in our exhibitions, if there is request for another exhibition, we will evaluate the cost effectiveness and the feasibility of allocating more time to venues close to the city centre in order to efficiently manage visitors and give more visitors a face to face interaction with the exhibitors.

If BC is to host another exhibition, we will consider adopting a two-venue exhibition covering the public visitors and the school visitors in order to address the needs of the clients and this will also entail modifying the exhibition format itself.

- We will consider inviting more tertiary students from universities in order to address the interests of universities that focus only on post-graduate students. This will increase the number of post-graduate students seeking study places in the UK.
- British Council understands the importance of providing value-added services to the exhibitors, thus we will plan to hold a networking event with local agents and representatives of tertiary education institutions in order to provide a platform for UK institutions and local institutions and agents to meet up and identify possible collaboration opportunities.

UK Institutions

- It is suggested that institutions develop a comprehensive starter pack for prospective students so that those students who fail to consult and engage in face to face enquiry will still manage to get the information on the starter pack. This will help in busy and well attended exhibitions. Some of the visitors may not have time to consult but to get a starter pack and make follow-ups.
- It is suggested that institutions invite their alumni to attend future exhibitions and share tales of their life in UK with the visitors.
- Institutions should consider providing the BC with a subject matrix prior to the exhibition, to help reduce queues at stalls where institutions don't provide the course.
- 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.

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

Appendix

List of exhibitors

1	University of Northampton
2	Cranfield University
3	Middlesex University
4	University of Kent
5	Oxford Brookes University
6	University of Greenwich

End of Report