



**SERVICES FOR  
INTERNATIONAL  
EDUCATION  
MARKETING**

**Post-event report for  
Study UK Exhibition 2018  
20 - 23 February 2018  
Kumasi and Accra**

## Introduction

Thank you for your participation at the **Study UK Exhibition** in **Ghana** from **20-23 February 2018** in Kumasi and Accra.

The report aims to provide you with a summary of the event, 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 event targeted prospective students, parents, guardians, workers and school counselors seeking information and educational opportunities for themselves. The exhibition hosted representatives from **30 UK institutions** (Listed below in page 17) who positively engaged with prospective students, visitors, parents and school counselors, providing them with information on educational opportunities and subject choices.

The events helped to build brand awareness for Study UK and the UK universities who took part in the events. Our direct marketing and social media campaign (details listed below in the Marketing section) also provided a lot of awareness and publicity for the events.

The mini fair attracted over **2000 visitors** thanks to the marketing campaign. Alongside the fair, series of presentations were delivered including a presentation on IELTS, Choosing the right University and Scholarships among others.

At British Council we highly appreciate your support, and hope that we can continue to provide valuable marketing services through our exhibitions and other range of targeted activities during the year. We hope to see you again at our next exhibition.

*Regards,*

**Christiana Bando** | Project Manager, Ghana

## Highlights

**This exhibition was held at the following venues:**

<b>Venue(s)</b>	Golden Bean Hotel, Kumasi, 20 February 2018 and Accra International Conference Centre, Accra, 22- 23 February 2018
<b>Opening hours</b>	<b>Kumasi</b> : 09.00 – 17.00 <b>Accra</b> : 09.00 -17.00
<b>Stand costs</b>	<b>Kumasi</b> : £1,650 <b>Accra</b> : £1,760

**There was a 3% increase in visitors from last year's exhibition for the Kumasi Exhibition but a slight drop in the Accra Attendance**

<b>Attendance</b>		
	<b>2017</b>	<b>2018</b>
<b>Kumasi</b>	658	680
<b>Accra</b>	1797 (2 days)	1359 (2 days)

A number of successful presentations were held covering topics on:

- Scholarships
- Studying at a UK university
- Choosing the right University
- Studying via distance learning
- IELTS

## Visitors Profile

Venue	<b>Kumasi and Accra</b> 20-23 February 2018
Profile	Professionals Guidance counselors Parents Students
Online registrations	4,073 <i>(2,039 out of 4,073 attended the event)</i>
At the venue registrants	1061
Total attendees	<b>2,039</b>

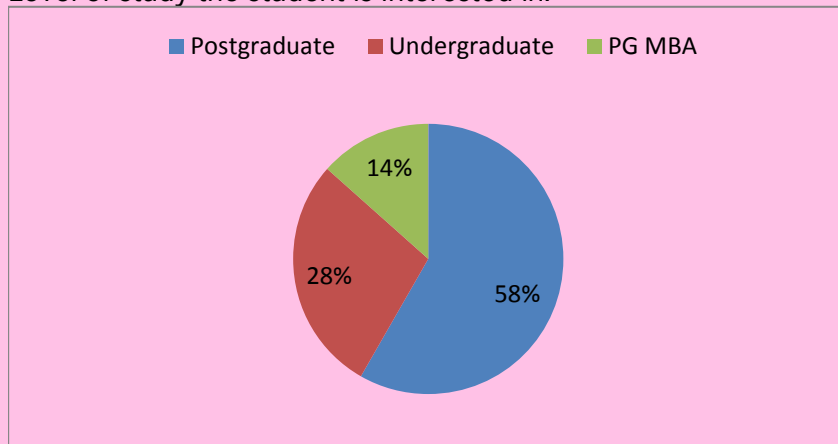
### Kumasi Attendees' Profile

64.97% students, 10.72% professionals, 4.29% Academic  
75.17% male, 24.77% female

### Accra Attendees' Profile

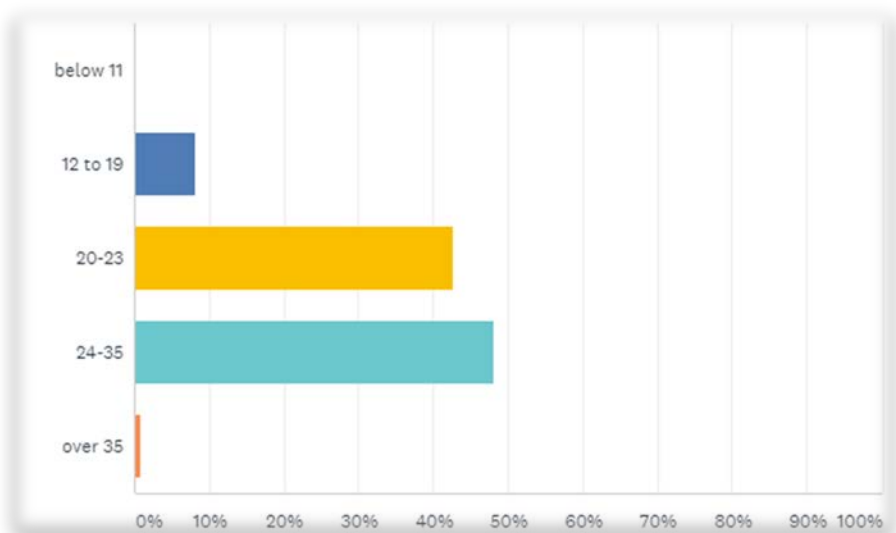
70.78% students, 24.59% professionals, 4.62% Academic  
62.25% male, 37.74% female

Level of study the student is interested in:

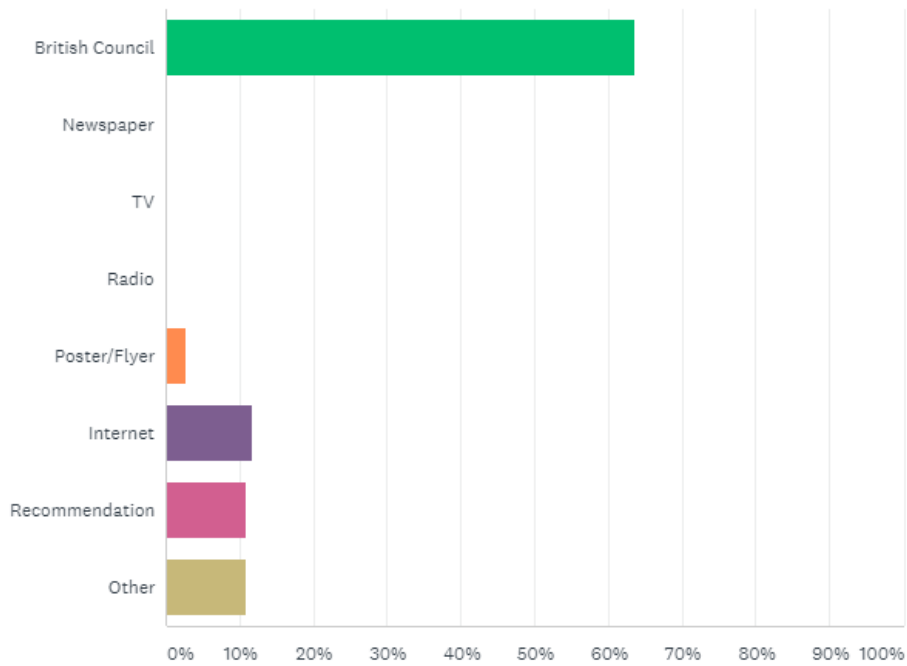


**52% of visitors plan to study in the UK in 1 year**

### Age range of Visitors



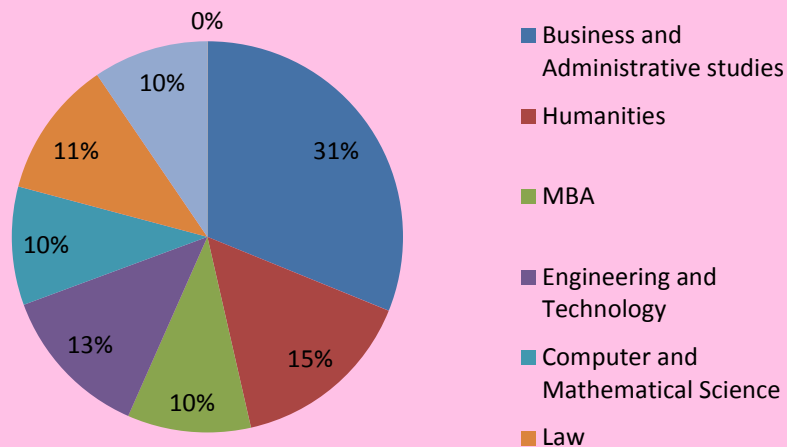
## How visitors found out about the Exhibition



### Top 5 Motivating Factors for studying in the UK:

1. High academic standard
2. Cultural environment
3. International recognition of qualifications
4. Wide variety of courses and Institutions
5. Scholarships offered

### Visitors subject area of interest



## Marketing

### Marketing Channels:

- Posters, Flyers, and a half page newspaper ad were created for the exhibition
- Invitation letters were sent to the international schools – principals, counsellors, parents, guardians for the schools fair
- E-invites and SMS's were sent out to prospective applicants
- Radio announcements were made on popular radio stations in Ghana
- An advertorial was placed on British Council Ghana's website
- A bill board was erected at a high footfall area in Accra

### Website clippings – British Council Ghana

<https://www.britishcouncil.org.gh/events/study-uk-exhibition-2018>

The screenshot shows the website for the 'Study UK: Discover You Exhibition 2018'. The header includes the British Council logo and 'Ghana' in the top left, and 'Contact us' and 'Search' in the top right. A navigation bar below the header contains links for 'Learn English', 'Take an exam', 'Study in the UK', 'What's on', and 'Our work in arts, education and society'. The main content area features a large orange banner with the text 'STUDY UK DISCOVER YOU' and the 'GREAT' logo. Below the banner, the dates 'Tuesday 20 February 2018 to Friday 23 February 2018' are displayed. A prominent blue button says 'Click here to register'. To the right of the banner is a map of Accra, Ghana, with a red pin indicating the location of the Golden Bean Hotel, Nhyiaeso. Below the map, there are two smartphone app icons labeled 'Study UK App'. Further down, a section titled 'Are you considering studying abroad?' provides information about the exhibition, stating that representatives from UK institutions will be in Ghana to provide expert answers on admissions, visas, scholarships, and financial support. A small image at the bottom right shows a building with the text 'Want to live, work and study in the UK? The answer is IELTS'.

## Posters, flyers





## Signages:



## Marketing Campaign:

### Direct marketing strategy

- Personalised emails to Study UK database (students, school counsellors, parents, academics)
- Flyers were distributed to students and workers on campuses, organizations and in churches.



## British Council Ghana INVITES YOU TO Study UK Exhibition 2018

British Council is pleased to invite you to attend the **Study UK Exhibition 2018**.

Come and meet with representatives from over 20 top UK universities and enquire about courses, studying in the UK and funding opportunities.

Meet them in the following cities:

**Kumasi**  
**Golden Bean Hotel, Nyhiaeso**  
Tuesday 20 February 2018  
10.00 – 5.00pm

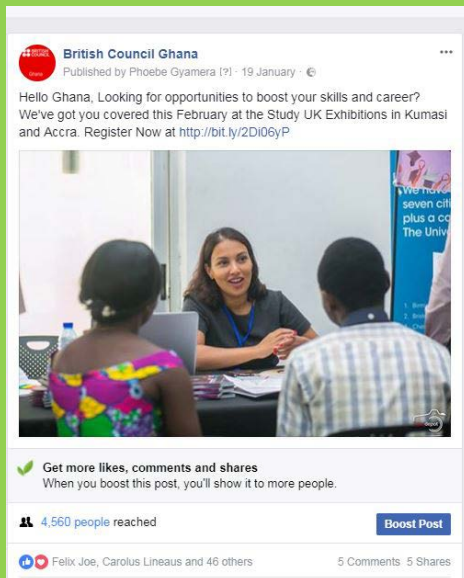
Register to attend here <http://bit.ly/2D7Ooqw>

## Newspaper Advert: Daily Graphic Newspaper



## Social media campaign: Facebook <https://www.facebook.com/BritishCouncilGhana>

Snap shots of boosted and organic post with the highest reach



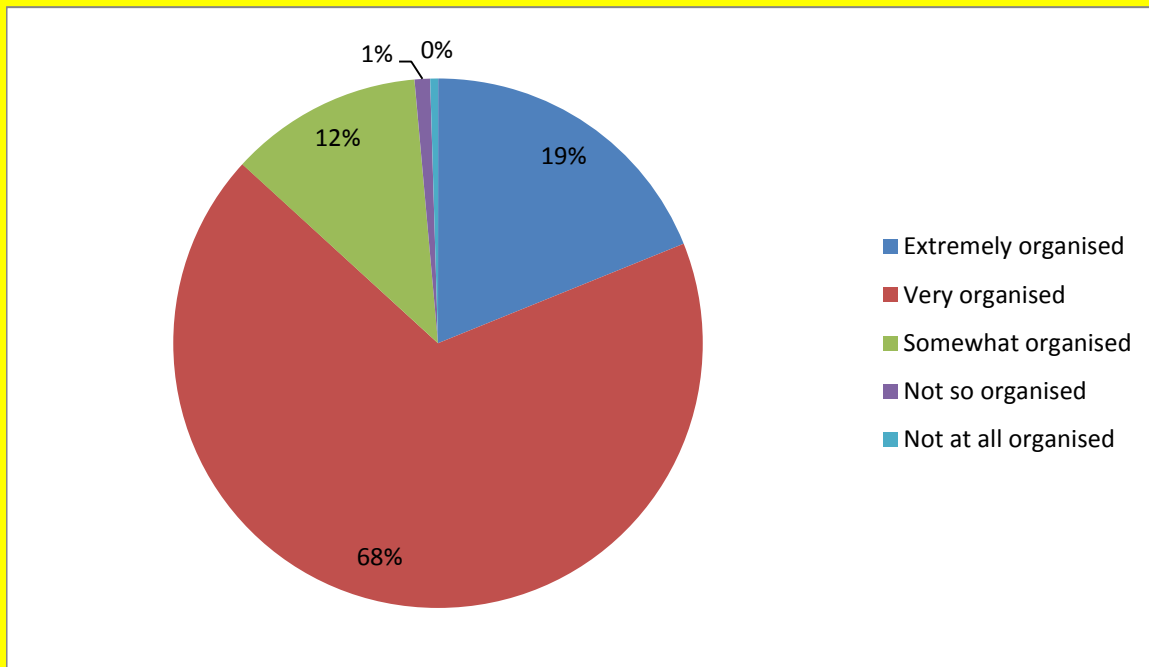
## Visitor's Feedback

An online survey was made available to visitors during the three day exhibition with **429** visitors completing it. Freebies were given to visitors who completed the surveys. The questions were designed to gather quantitative statistics as well as qualitative remarks on reactions to our exhibition and the decision making process – See Annex for more.

**When the visitors were asked “Will you be applying to a UK institution following the exhibition” 97% said yes, 3% said no.**

**When the visitors were asked “Did you receive all the Information required to make an informed choice” 98% said yes, 2% said no**

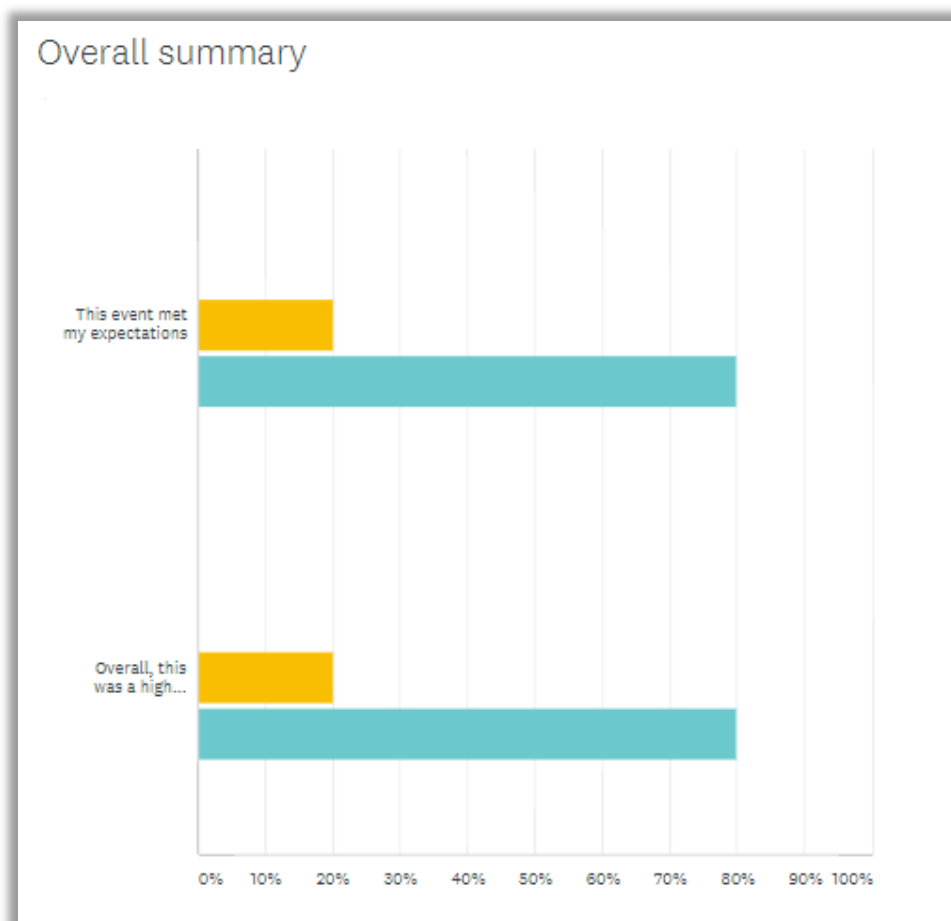
### How organised was the event?



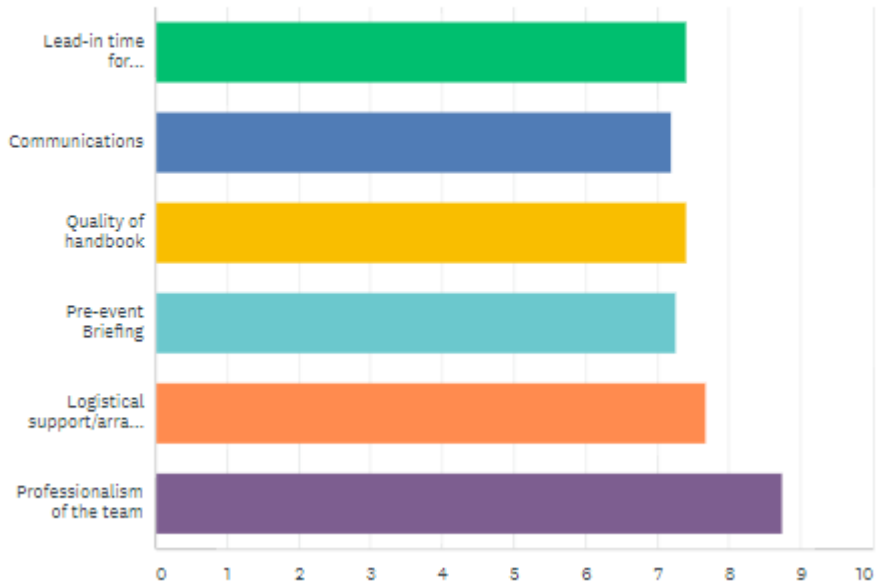
## Exhibitor's Feedback

At the exhibition there were **30 unique exhibitors** from UK HEIs.

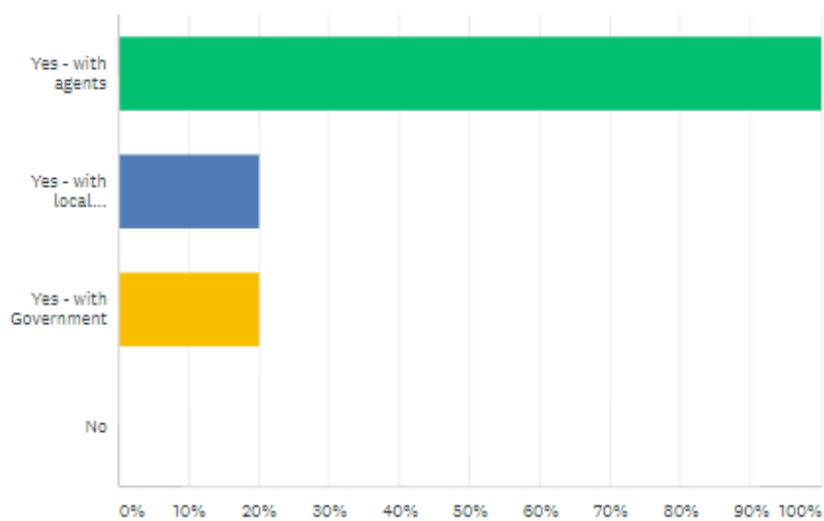
When exhibitors were asked “Will you be attending a similar exhibition next year?” **60% said yes, 40% are undecided.**



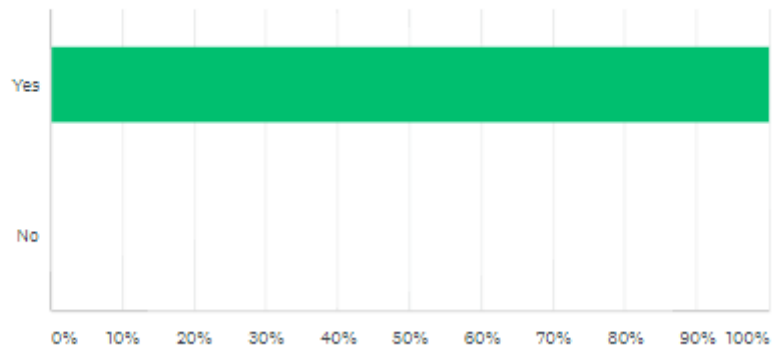
## Please rate the following aspects of the British Council



## Have you developed/built on existing relationships during your visit?



Was the (calendar) timing of this event right for you?



**Some positive quotes from exhibitors:**

- Visitors showed great enthusiasm and asked good questions
- The British Council staff were available and supportive
- Both venues were good
- Alumni Awards ceremony was very good

**Some negative quotes from exhibitors:**

- There was confusion over the timings of the exhibition and the buses
- Improvement in the internet connectivity

## Future steps

There are a number of areas that both the British Council and the UK institutions can work on to improve the overall arrangement and outcomes of the exhibition. The main findings and recommended steps are outlined below:

### **British Council**

- For next year's exhibition, we will communicate effectively the hotel pick up times to delegates at respective hotels.
- Going forward, British Council will continue looking for creative ways to make the exhibitions better each year.
- British Council understands the importance of providing value-added services to the exhibitions, thus we will plan to collaborate and include scholarship bodies/sponsors in future exhibitions
- We will send the exhibition market brief to exhibitors ahead of the exhibition

### **UK Institutions**

- It is suggested that institutions invite their alumni to sit with them at their stands and share real life experiences with the prospective applicants
- It is suggested that institutions read the Exhibition Handbook and also take note of their itinerary provided in their welcome pack and emails sent ahead of time
- 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. The upcoming exhibition will build upon the lessons learned and prove even more popular. We hope to see you there!



**List of exhibitors (Alphabetical Order)**

1	Aston University
2	Cardiff Metropolitan University
3	Cardiff University
4	Coventry University
5	De Montfort University
6	Durham University
7	Middlesex University London
8	Nottingham Trent University
9	Robert Gordon University
10	Sheffield Hallam University
11	Swansea University
12	Teesside University
13	The London School Of Economics & Political Science
14	The University Of Manchester
15	The University Of Warwick
16	University Of Bedfordshire
17	University Of Birmingham
18	University Of Dundee
19	University Of Essex
20	University Of Greenwich
21	University Of Kent
22	University Of Leeds
23	University Of Leicester
24	University Of Northampton
25	University Of Nottingham
26	University Of Portsmouth
27	University Of Southampton
28	University Of Sunderland
29	University Of Sussex
30	Edinburgh Napier University

## Study UK Exhibition and Alumni Awards Highlights



[www.britishcouncil.org/siem](http://www.britishcouncil.org/siem)

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## Publicity tools and Media reach:

TOOL	DETAILS	REACH
<b>Flyers</b>	12,000 flyers were printed and shared on campuses of selected universities, Government ministries, malls, churches and commercial areas in Accra and Kumasi. Flyers were also displayed at British Council customer service to be given to customers.	Approximately 10, 000 people were reached
<b>Newspaper Ad</b>	Half page black white ad was published in the Daily Graphic on 15 <sup>th</sup> February	Daily Graphic sells 100,000 – 150,000 publications daily
<b>Billboard</b>	A 5x10m billboard was mounted at Shiashe Road (near block factory – East Legon)	*high footfall area
<b>Radio</b>	Announcements about the exhibition were read on Joy FM and Citi FM in Accra. Live presenter mentions was also done on Citi FM  In Kumasi announcements were read on Luv, Hello and Focus FM	Joy FM - 2,000,000 - 3,000,000 listeners nationwide Citi FM - 1,000,000 - 1,500,000 listeners (English only) Luv FM – 500,000 – 1,000,000 Hello FM – 1,000,000 – 1,200,000 listeners Focus FM – KNUST Campus (Average of 40,000 listeners)
<b>Activation</b>	Promoters visited Tertiary institutions in Accra (Legon, ATU, UPSA, City Campus) and Kumasi (KNUST, KTU, UEW-K and Christian Service University) to engage students and help them register on the	Data of 5,328 people were compiled through the activations

	Visitor Registration site. They also visited Malls in Kumasi and Accra to engage shoppers and promote the exhibition.	
<b>SMS</b>	In collaboration with the National Service Secretariat, text messages were sent to National Service Persons to encourage them to attend the exhibition.	140,000 text messages were sent to over 22,000 people
<b>Pull-up Banner Ad</b>	Pull up banners were placed at the customer service area to engage visitors. The banner had the date and time of the exhibition	Averagely 60 people who visited British Council were reached daily



## End of report