



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

Post-event report for

Study UK Lebanon

October 2017

Gefinor Rotana, Beirut

Thank you for your participation at the Education UK exhibition in **Lebanon** in **October / 2017** at the **Gefinor Rotana** in (**Beirut**).

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 event, “**Study UK**”, hosted representatives from **5 UK institutions** (Listed below in section Exhibitors Feedback) that positively engaged with **prospective students**, providing the audience with information on “**educational opportunities in the UK**”.

The event attracted over **237 visitors** thanks in part to the “**marketing campaign (Details listed below in section Marketing)**”.

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,

Khadija Saleh | Project Support Officer, Lebanon

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Highlights

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

Venue(s)	Gefinor Rotana, Beirut
Opening hours	13:00-19:00
Stand costs	£1,496

There was a 22% decrease in visitors from last year's exhibition

	Beirut	
	2016	2017
Education UK Exhibition Lebanon attendees	306	237

Visitors' profile

Visitor's Occupation	%
Student	66%
Professional	17%
Parent	0%
Academic	7%
Other	10%

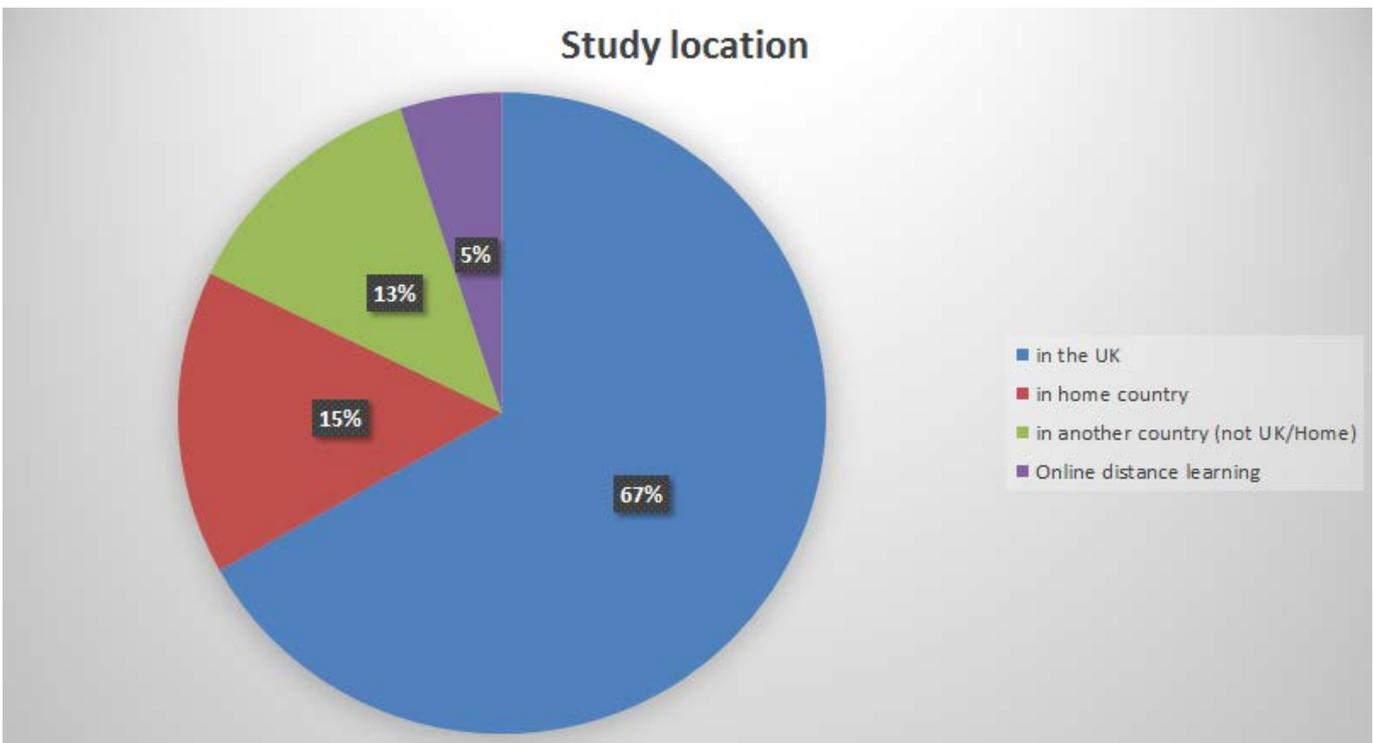
Age Group	%
<= 10	0
11 - 20	31
21 - 30	59
31 - 40	9
41 - 50	1
> 50	0

Gender	%
Female	38
Male	62

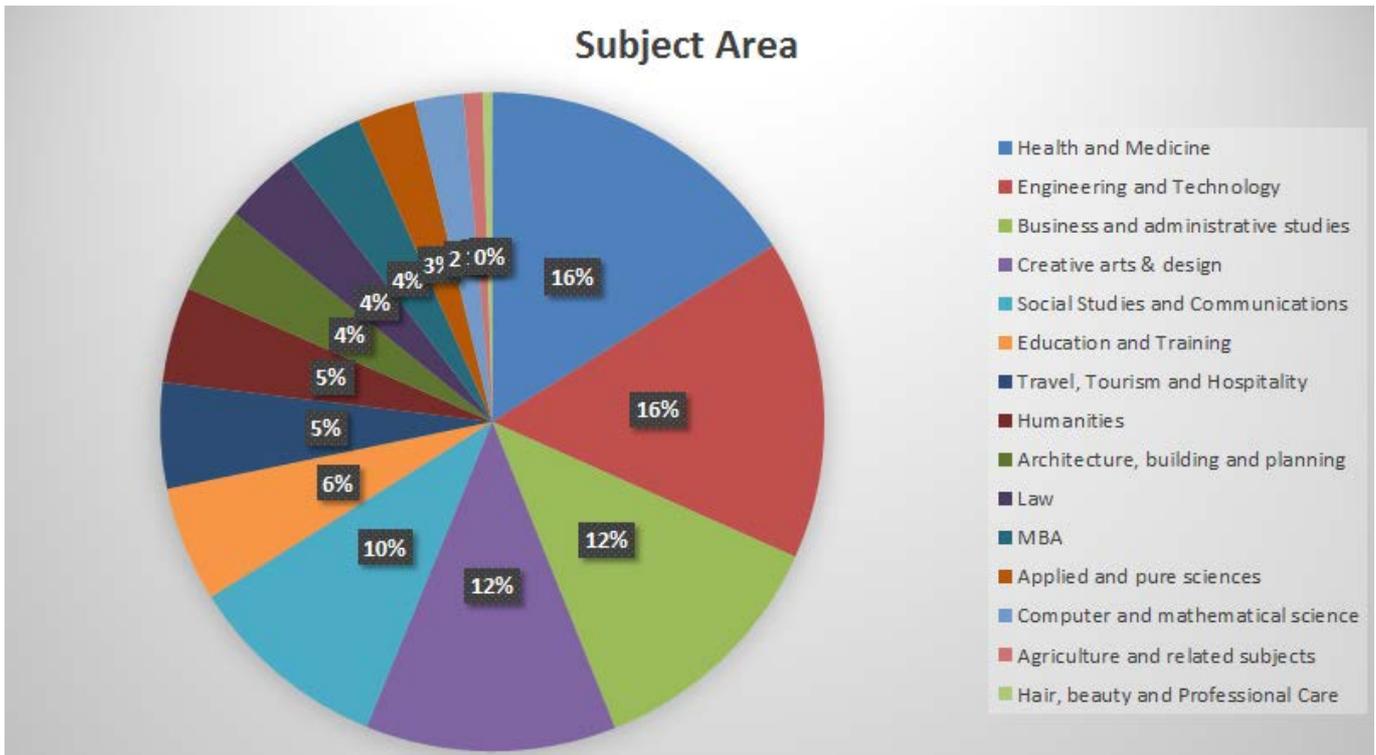
Visitor's Interest in Level of Study

	%
Vocational and technical (eg NVQ, BTEC, VQ)	2%
Pre-university academic (eg A-Levels, IB)	3%
Undergraduate	12%
Postgraduate	51%
Postgraduate MBA	17%
Learn English	1%
Boarding School	2%
Short Course(s) (eg Summer course)	5%
Professional Award/Employment related qualifications (eg. ACCA etc.)	7%

Visitor's interest to study a UK course in:



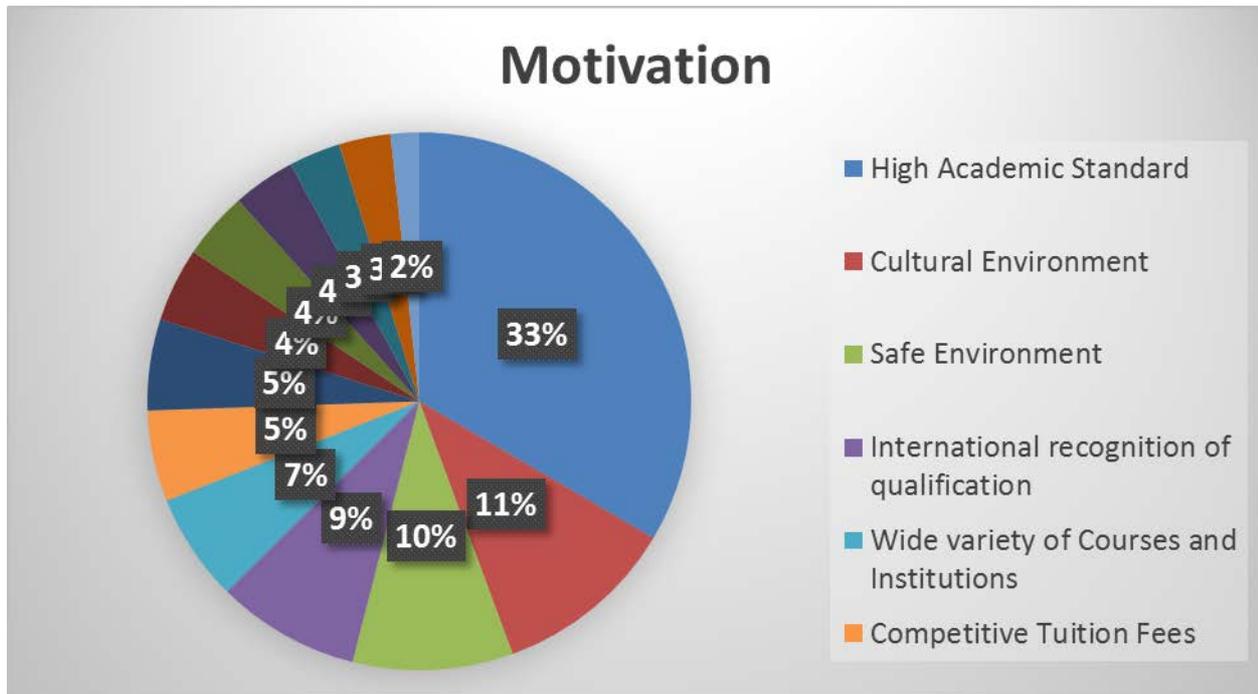
Visitor's interest in Subject Area



Expect to leave in	%
In less than 6 months	13.92%
In 1 year	41.35%
In 2 years	13.08%
After 2 years	31.65%

Intended Period of Stay	%
3 months	2.95%
6 months	2.95%
1 year	21.52%
2 years	24.47%
3 years	13.08%
more than 3 years	35.02%

Reason to study in the UK



Marketing

The event was promoted through various channels:

- Paid posts on British Council Lebanon’s Facebook page, Education UK Facebook page- 45,143 people reached
- Flyers and posters distributed to schools and universities
- Mass e-mail to all schools, universities, education contacts, NGOs in our network
- Brochures and posters at the British Council office
- Promoted the event to students attending IELTS
- Throughout our Education UK Newsletter Lebanon
- British Council Website
- Personal invitations, phone calls

Visitor's Feedback

When the visitors were asked “Will you be applying to a UK institution following the exhibition” **56% said yes, 44% said no.**

When the visitors were asked “Did you receive all the Information required to make an informed choice” **99% said yes, 1% said no**

Some examples of quotes from Visitors following the exhibition:

- We expected more Universities
- A great opportunity to meet with universities offering different majors
- We wanted to explore scholarship opportunities but they were not much
- The information provided by the exhibitors were very helpful

Key Recommendations for the British Council include:

- Invite more Institutions to attract larger audience

Exhibitor's Feedback

List of Exhibitors

No.	Institution
1	University of East Anglia
2	University of Northampton
3	Middlesex University
4	University of Arts London
5	University of Manchester

At the exhibition, there were **5 exhibitors** from UK HEIs;

When exhibitors were asked “Will you be attending a similar exhibition next year?” **100% said yes, 0% said no**

When exhibitors were asked “overall how satisfied were you with the exhibition?” **100% said it was a high quality event.**

When exhibitors were asked “has the event met your expectations?” **90% agreed, 10% said neither, 0% said no.**

When the exhibitors were asked about:	Weighted average
Quality of students	8 out of 10
Number of students	5 out of 10
Suitability of venue	10 out of 10
Promotion of event	8 out of 10
Support of British Council staff	10 out of 10
Professionalism of British Council staff	10 out of 10
Logistics support and arrangement	9 out of 10
How useful was the pre-event market brief	10 out of 10

Some quotes from exhibitors:

- The pre-event networking meeting with Lebanese universities is a success, we really liked the idea of speed-dating instead of long presentations
- The organization of the event was excellent and delivery of presentation BC staff sent to us was informative and flawless
- We would have preferred a higher number of visitors although we expected that because Lebanon is not a market like other countries
- The market briefing session provided very useful information
- The Networking event was really a good idea
- The British Council staff were professional and respond quickly
- The school visits were very successful especially Brummana High School

Lessons Learned

There are negative aspects faced from both the British Council and the UK institutions. The main are outlined below:

British Council

- There was no media coverage because of the resignation of the Marcomms manager, although media channels were contacted, none of them showed interest
- The budget was very restricted, therefore, the cost invested on the digital campaign was low
- 2 channels were chosen in the digital campaign. For a low investment, it was better to focus on 1 channel only
- Although the exhibitors really liked the selection of Brummana High School, they complained about leaving Beirut very early to be on time at the school and have enough time to visit the second school before the exhibition is launched

UK Institutions

- Many visitors commented that scholarships opportunities were very low