



SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING

Post-event report for
Nigeria Study UK Exhibition 2018
13, 15 and 17 February 2017
Calabar, Abuja and Lagos

Introduction

Thank you for your recent participation in the Study UK exhibition which held across three major cities (Calabar, Abuja, Lagos) in Nigeria in February 2018.

The purpose of this report is to provide you with a summary of the 3 events, including analysis of visitor and exhibitor feedback. We trust that this report will provide with additional information and data which will support your reporting and future decision making process on the Nigerian market.

The events, which hosted a total of 38 UK Institutions across the 3 locations, were **targeted at** prospective international students with ambition for international study. Through the events, the British Council provided a platform for positive engagement between attending UK institutions and **prospective students/visitors/partners, while also ensuring the audience** received information on **educational / scholarship opportunities and subject choices.**

The event attracted over 1600 **visitors**, thanks in part to our externally commissioned marketing campaign, in-house promotion via our social media platforms and our fringe activities (seminars and panel discussions) which were designed specifically to cater to the needs of the audience.

The **seminars and panel discussions** covered a range of topics from information about IELTS exams, to the benefits of an international education, to highlights and the entrepreneurial journey and experiences of UK Alumni. To cater to the increasing demand for information about distance learning options, we also included presentations on distance learning; choosing the right universities in the UK

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.

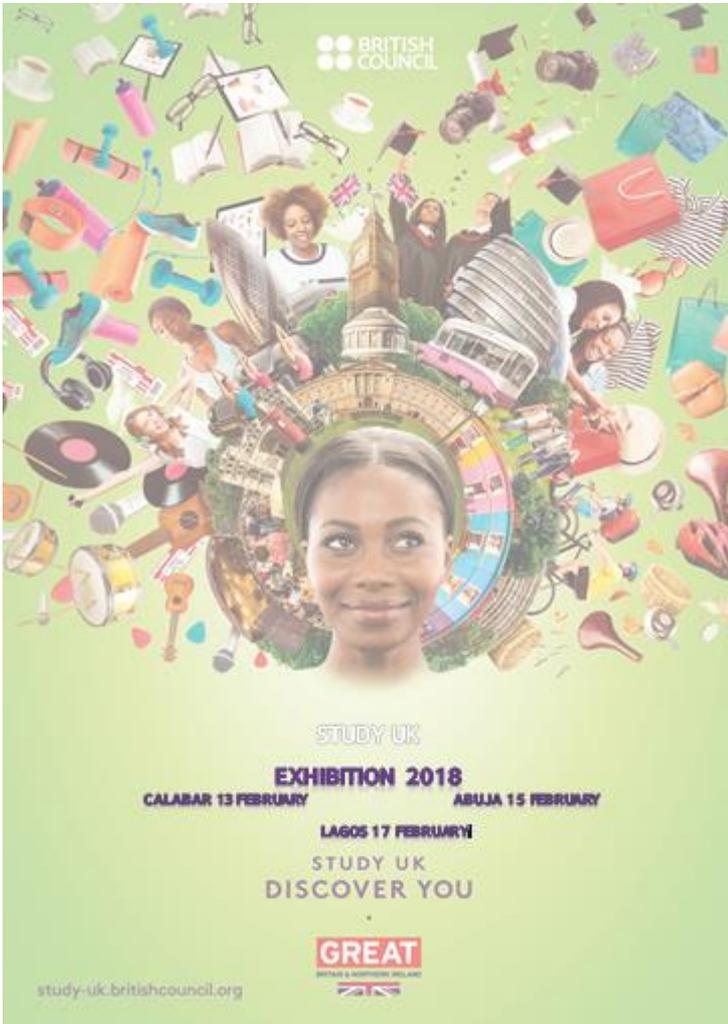
Regards,

Victor Mark-Onyegbu | Project Manager, Nigeria

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Highlights



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

Venue(s)	Transcorp Hotels, Calabar – 13 February NAF Conference Centre & Suites, Abuja – 15 February Classique Events Place, Oregun, Ikeja, Lagos – 17 February	
Opening hours	09:00-16:00	
Stand costs	Calabar	- 1,560
	Abuja	- 2,160
	Lagos	- 2,394
	3-City discounted bundle	- 5,760

- There was a **325% increase** in visitors' registrations from last year's February exhibitions. This is a positive indication of market recovering from the recent recession. There was also a **43% increase** in visitors' attendance compared to last year's February exhibitions.

Attendance	CITY	
	2017	2018
Study UK 'Discover You' February Exhibitions	1187	1699

Visitors Registration	Nigeria	
	February 2017 Abuja, Lagos Mainland, Lagos Island	February 2018 Calabar, Abuja, Lagos Mainland
Study UK 'Discover You' February Exhibitions	1,828	7,774

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

- The Benefits and Ways of Studying from a Distance
- Studying in the UK: Choosing the Right University for You
- IT for Effective Financial Management
- Careers in the World of IT and Data
- Commonwealth Scholarship Opportunities
- IELTS Information Session

The exhibition format was further improved by retaining the International Education and Enterprise sessions which was earlier introduced in 2017. The sessions were very well attended in all locations, featured seasoned entrepreneurs who dwelt on the theme: 'My Entrepreneurial Journey'

Speakers:

Damisi Busari – Solutions Architect, Flutterwave Inc

Grace Ihejimaizu – Founder, Opportunity Desk

Lovelyn Chris Ita – CEO, Luvita Creations

Mary Dinah – Founder and CEO, Joblink

Papa Omotayo – CEO / Creative Director MOE+ Art Architecture

Ehime Eigbe-Akindele – Founder & Managing Director, Sweet Kiwi Frozen Yoghurt

Mimshach Obioha – Director for Programs, Ventures Platform Foundation

Efosa Esther Okpiaru-Onyezebe – Partner, Lucid Springs

Ololade Otayemi – Founder, Orbra Leadership Institute





Visitors' profile

50% of registered visitors are looking for Undergraduate opportunities in Higher Education Institutions

31% of the registered visitors are intending to embark on Post Graduate Programmes

Of the total number of registered visitors across all locations, 55% were male and 33% female

Top 5 courses of interest include:

- MBA
- Business and Administrative Studies
- Social Studies & Communication
- Engineering & Technology
- Health & Medicine

Of the total number of registered visitors, 89% intend to self-fund (including family & friends) for their studies while 9% hope to rely on scholarships

Top 5 sources of information about the exhibitions:

- Through my school / organization
- British Council email
- British Council website
- Radio / Television advert
- Flyers

Some visitors reported they received information about the exhibition from multiple sources

Marketing

Our marketing was targeted at 3 geo-political zones (South-West, South-South and North-Central) out of the 6 geo-political zones that make up Nigeria with an estimated population of 186 million people

Our marketing reached an estimated audience of 136million people digitally and 30million people through other media channels

Marketing channels used include: out of home ads (OOH); billboards at shopping malls & estates; digital ads comprising mobile screens & digital boards; electronic ads comprising radio jingles, radio hypes, TV interviews; as well as newspaper ads. We also distributed 9000 flyers at popular public spots like Churches, Malls, Cinemas and Universities across the 3 exhibition cities

Digital platforms used include Instagram, Twitter, Facebook, Google networks, popular blogs and vanguard display ads. We also used a community of influencers to promote the exhibitions on Twitter and Instagram

Other marketing channels include:

- **Invitation letters sent to top international schools across the three cities**
- **Newsletter sent to a database of over 13,000 students across the 3 exhibition cities**

Examples of our marketing campaign include:



studyuk_nigeria • Follow

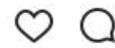
studyuk_nigeria #Competition
Would you like to win a 2-day trip to a UK Institution and mentor ship in your field of interest?

Submit your entries by 1 February 2018. Make sure to follow all the guidelines at goo.gl/zJ4wTU (full link in bio)

#StudyUKExhibition2018

adelex07 I have sent mine now

adelex07 Hope is not too early?



422 views

JANUARY 17

PRINT – SUN NEWSPAPER



PRINT – DAILY TRUST NEWSPAPER



PRINT – PUNCH NEWSPAPER



Outdoor:



AD HOME



AD MART



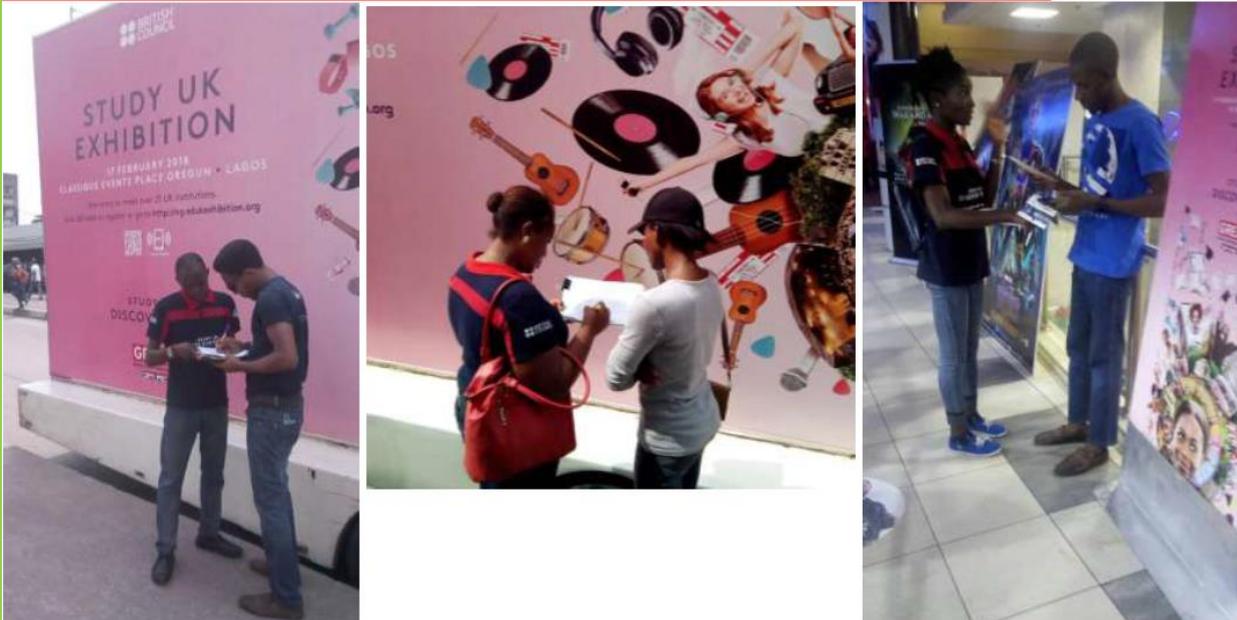
AD ESTATE



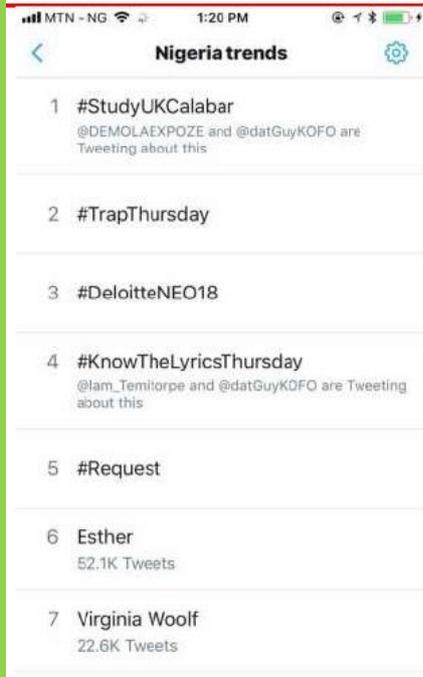
OOH – MOBILE TRUCK



ACTIVATION – PALMS, IKEJA CITY MALL, UNIVERSITIES, CHURCHES



DIGITAL CAMPAIGN – TWITTER TREND



DIGITAL CAMPAIGN – TWITTER

Dashboard: #StudyUkCalabar

Total Tweets	Total Audience	Contributors	Measured time
848	2,897,665	162	97 h
Total Impressions	Impressions / Audience	Tweets / Contributor	Frequency
53,968,257	18,62	5,23	8,74

TOTAL IMPRESSIONS = 153,968,257

Dashboard: #StudyUkCalabar

Total Tweets	Total Audience	Contributors	Measured time
848	2,897,665	162	97 h
Total Impressions	Impressions / Audience	Tweets / Contributor	Frequency
53,968,257	18,62	5,23	8,74

TOTAL TWEETS = 848

DIGITAL CAMPAIGN – INSTAGRAM ADS

studyuk_ng

BRITISH COUNCIL

STUDY UK EXHIBITION 2018

13 FEBRUARY 2018
TRANSCORP HOTEL • CALABAR

REGISTER

STUDY UK
DISCOVER YOU

GREAT
BRITAIN & IRELAND



Learn More



76 likes

studyuk_ng Are you considering studying abroad?

Do not wait for the next academic session to start planning. Attend the British Council 2018 Study UK event taking place in Transcorp Hotel, Calabar on 13th February 2018.

Hurry NOW!!! Visit bit.ly/StudyUKNigeria to register
#StudyUKCalabar #BritishCouncil #StudyUK2018

DIGITAL CAMPAIGN – TWITTER



TOTAL IMPRESSIONS = 45,813,323



TOTAL TWEETS = 594

DIGITAL CAMPAIGN – TWITTER TREND



DIGITAL CAMPAIGN – INSTAGRAM ADS

Instagram post from [studyuk_ng](#) featuring an advertisement for the Study UK Exhibition 2018. The ad includes the following text:

STUDY UK EXHIBITION 2018
15 FEBRUARY 2018
NAT CONFERENCE CENTRE - ABUJA
[REGISTER](#)

STUDY UK DISCOVER YOU
GREAT

Learn More

108 likes
[studyuk_ng](#) Are you considering studying abroad?
Attend the British Council 2018 Study UK event taking place in Abuja on 15th February 2018.
Hurry NOW! Visit bit.ly/StudyUKNigeria to register
[#StudyAbuja](#) [#BritishCouncil](#) [#StudyUK2018](#)
[View all 4 comments](#)

DIGITAL CAMPAIGN – TWITTER

Dashboard: #StudyUKLagos

Total Tweets	470	Total Audience	2,423,293	Contributors	69	Measured time	102 h
Total Impressions	33,673,996	Impressions / Audience	13,90	Tweets / Contributor	6,81	Frequency	4,61

TOTAL IMPRESSIONS = 33,673,996

DIGITAL CAMPAIGN – TREND

Nigeria trends

- #StudyUKLagos**
@KobzMedia, @datGuyKOFO and 1 more are Tweeting about this
- #DrChrisOkafor**
@KobzMedia is Tweeting about this
- #NoRegret**
@KobzMedia is Tweeting about this
- #Airtel4GThatWorks**
1,340 Tweets
@Bhadoosky is Tweeting about this
- #WorldRadioDay**
30.6K Tweets
@yudalaonline and @Td_africa1 are Tweeting about this
- Ontop**
1,163 Tweets

DIGITAL CAMPAIGN – INSTAGRAM ADS

STUDY UK EXHIBITION 2018
17 FEBRUARY 2018
CLASSIQUE EVENTS PLACE - LAGOS
REGISTER

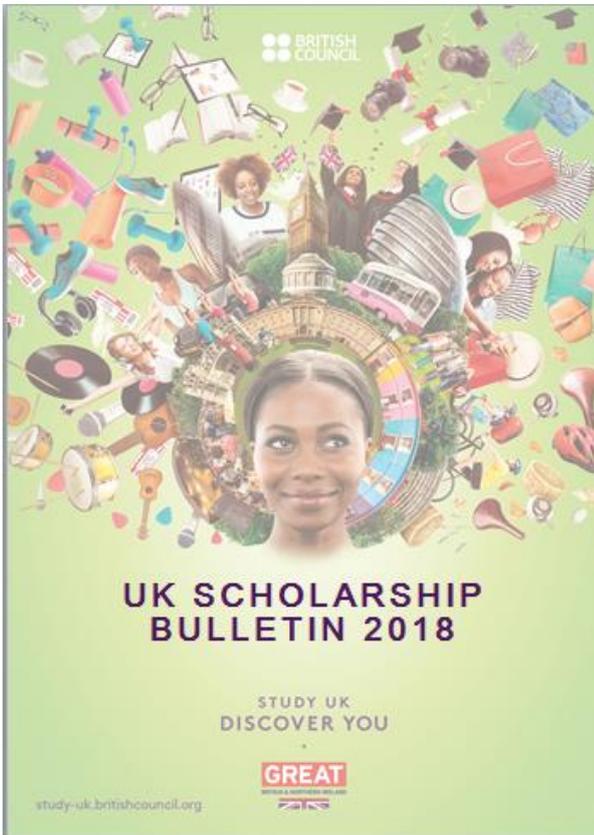
STUDY UK DISCOVER YOU
GREAT BRITAIN

888 likes
studyuk_ng Are you considering studying abroad?

Do not wait for the next academic session to start planning. Attend the British Council 2018 Study UK event taking place in Classique Events Place, Oregun, Ikeja, Lagos on 17th February 2018.

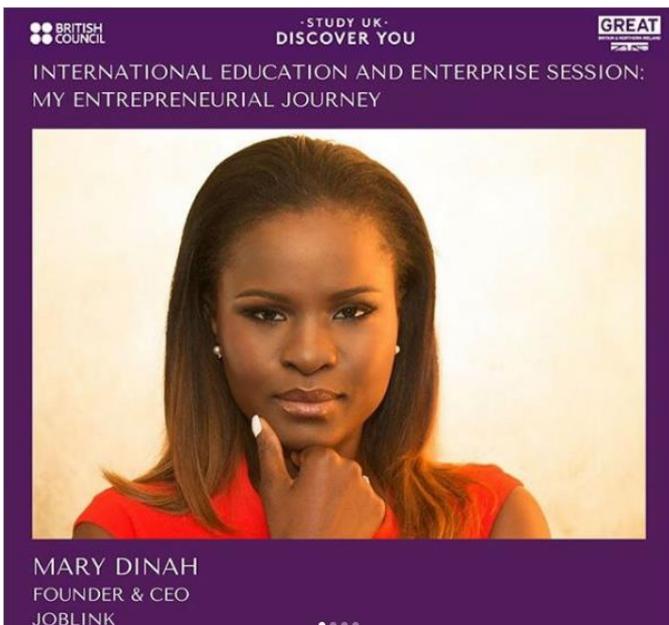
Hurry NOW! Visit bit.ly/StudyUKNigeria to register
#StudyUKLagos #BritishCouncil #StudyUK2018

Scholarship Information



- We promoted your scholarship information and published into a bulletin for downloads
- Information on how to download the scholarship bulletin was included in the visitors' programme

Enterprise Wrap-Around Session

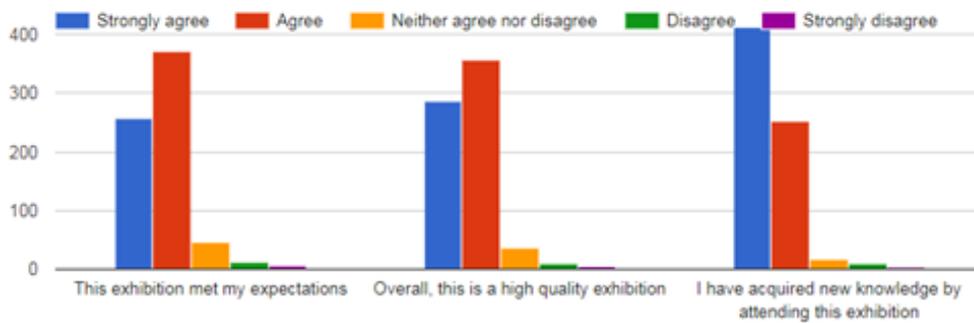


Visitor's Feedback

A digital survey was circulated to all the visitors during the exhibition across all three locations. The questions were designed to gather quantitative statistics on reactions to our exhibition and the decision making process

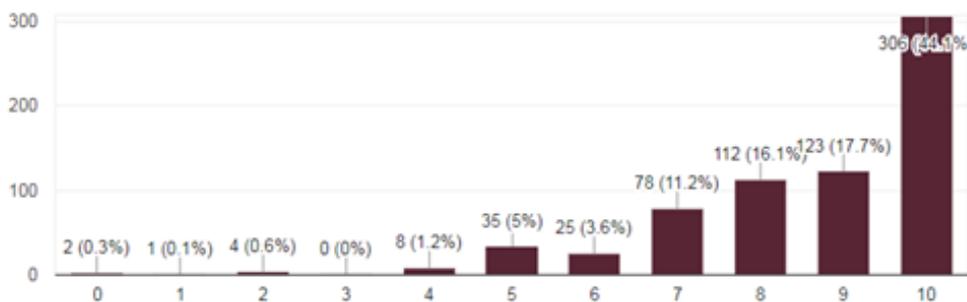
We received 694 responses across the different locations

Please tick one box to indicate the extent to which you agree or disagree with each of the following statements



How likely is it that you would recommend the British Council to a friend or colleague?

694 responses



Exhibitor's Feedback

At the exhibition there were **38 unique exhibitors** from UK HEIs – the same number of exhibitors during the 2017 February exhibitions

Study UK Exhibition	Nigeria	
	February 2017 Abuja, Lagos Mainland, Lagos Island	February 2018 Calabar, Abuja, Lagos
Number of Exhibitors	38	38

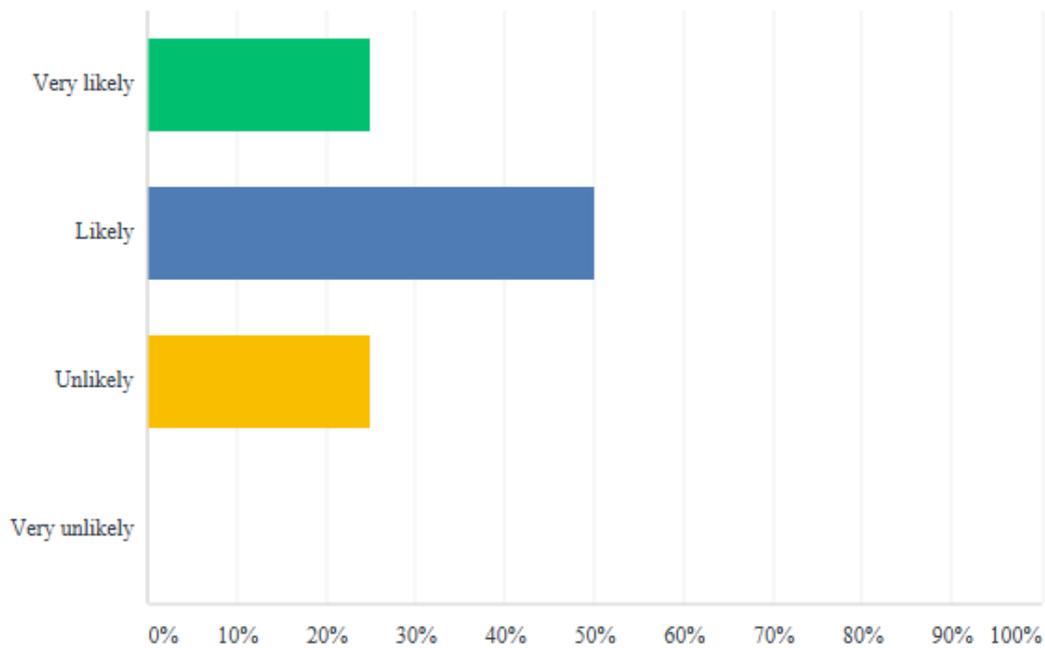
When exhibitors were asked “Will you be attending a similar exhibition next year?” **50% of the respondents said yes, and 50% said maybe**

When exhibitors were asked “Have you attended any non-British Council organised events in Nigeria previously?” **83% of the respondents said yes and all felt the British Council exhibition was better organised**

When exhibitors were asked “How likely are you to recommend the British Council to peers and colleagues?” **50% of the respondents said very likely; 25% said likely and 25% said unlikely**

How likely are you to recommend the British Council to your peers and colleagues?

Answered: 4 Skipped: 2



- **67% and 16%** of the exhibitors agreed and strongly agreed respectively, that the event met their expectations, while **16%** neither agreed nor disagreed.
- **50% and 17%** of the exhibitors agreed and strongly agreed respectively, that the event was overall, a high quality one, while **33%** neither agreed nor disagreed

Exhibitor Comments

Feedback from exhibitors were particularly constructive, with a few below:

- This has restored our faith in the Nigerian market and British Council managed fairs specifically.
- This year is 100% better than last year. More of the visitors were students (high school) and advertising was done right as it had reach being in Punch newspaper – the newspaper with the widest coverage in Nigeria
- We will be making recommendations to other Scottish Universities about attending future BC fairs.
- Advertising focus on post-graduates should be increased.
- Advertising this year was very strategic
- Good to see that the feedback from the previous years has been incorporated and taken on board.
- This year had quality visitors and more students in graduating class should be encouraged to attend.
- The announcements during the exhibition were long and should be shortened

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

- For next exhibition, we will consider focusing on new / second tier cities to expand our reach to serve and create access to new audiences in other regions of Nigeria.
- We will leverage on lessons learnt from our other programme areas around creating value for audiences to continue to shape the fringe activities around the exhibitions. To support this goal, we will retain and improve further on the current format of seminars and sessions as these were very well received.
- We will further review our direct engagement and marketing activities within universities and schools in and around exhibition locations in order to reach a larger audience numbers.
- We will consider increasing the opportunities for UK institutions to interact and engage with local universities prior exhibitions to increase the chances of reaching potential post graduate markets

- We will consider holding an online pre-exhibition information session to amongst other things, acquaint prospective visitors with the wrap around activities during the exhibition, structure of the exhibitions, format of registration and access to scholarship information usually contained in the visitors' programme.
- Going forward, British Council Nigeria will continue to coordinate our dates with the region and tie-in our own exhibition with other regional countries' events, to enable exhibitors to maximize their time and budget in a single trip.

UK Institutions

- It is suggested that more UK institutions invite their alumni to attend future exhibitions and share information about their UK study experience with the visitors.
- In our bid to simplify the customer journey for the visitors, we ask that institutions provide the British Council with a subject matrix of courses available within their institutions (including distance learning and continuous professional development options) prior to the exhibition.

The above points, though important, should not detract from this successful exhibition. Next exhibition (currently scheduled for JULY 2018) will build upon the lessons learned and prove even more popular. We hope to see you there!

Appendix

List of Exhibitors (Alphabetical Order):

1	Cardiff Metropolitan University	20	University College London
2	Cardiff University	21	University of Bath
3	Anglia Ruskin University	22	University of Bedfordshire
4	Cardiff University	23	University of Birmingham
5	City, University of London	24	University of Dundee
6	Coventry University	25	University of East Anglia, Norwich
7	De Montfort University	26	University of East London
8	Durham University	27	University of Essex
9	King's College London	28	University of Gloucestershire
10	London School of Economics	29	University of Gloucestershire
11	NCUK	30	University of Leeds
12	Oxford Brookes University	31	University of Leicester
13	Robert Gordon University	32	University of Portsmouth
14	Sheffield Hallam University	33	University of South Wales
15	Study Group	34	University of Southampton
16	Swansea University	35	University of Surrey
17	The University of Manchester	36	University of Sussex
18	The University of Northampton	37	University of Warwick
19	The University of Nottingham	38	University of Wolverhampton

Promotional campaign was further strengthened by the Study UK video challenge which digitally engaged young people across the 3 exhibition cities. The winner was announced at the Lagos Exhibition – return ticket and trip to UK will take place in subsequent weeks and consolation prizes for runner-up were also presented at the Lagos exhibition

End of Report