



SERVICES FOR  
INTERNATIONAL  
EDUCATION  
MARKETING

**Post-event report for**  
**Study UK Postgraduate Mini Fair**  
**23 September 2017**  
**Kampala**

## Introduction

Thank you for your participation at the Study UK Postgraduate Mini Fair on **23 September 2017** at the **Sheraton Hotel** in **Kampala**.

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, **targeted the postgraduate market**, hosted representatives from **8 UK institutions**, that positively engaged with **prospective students/visitors**, audience with information on “**postgraduate education opportunities and distance learning courses**”.

The event attracted **111 visitors**, and a breakfast networking session held earlier in the day for UK and Ugandan Institution representatives. The Department for International Trade (DIT), British High Commission, Team Leader provided an overview of the political and economic outlook of Uganda and a status of higher education in Uganda.

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,

**Millicent Mugabi** | Project Manager, Uganda

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## Highlights

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

<b>Venue</b>	Sheraton Hotel, Kampala – 23 September 2017
<b>Opening hours</b>	8:30 – 15:30
<b>Stand costs</b>	£732

There were 111 visitors to the Study UK Postgraduate Mini Fair

Three parallel sessions were conducted by University of Leicester, Cranfield University and Nottingham Trent University respectively covering topics below;

- Distance Learning, is it for you?
- Postgraduate study opportunities in science and technology
- Studying Law in England :What English Universities Can Offer

**University of Leicester** focused on the opportunities available to foreign students to opt for Distance Learning as opposed to UK physical attendance which seems to be expensive and therefore not affordable for many intending students. .

**Cranfield University** on the other hand highlighted the different opportunities available at the institution in the Science and Technology field.

**Nottingham Trent University** highlighted the benefits of studying at this great institution and the facilities that exist for example access to the best Libraries and other services. He also pointed out the fact that the institution is in talks with Makerere University (Uganda) to start a shared programme whereby a student can study at Makerere and be supervised by a Professor at Nottingham Trent University.

Visitors' profile

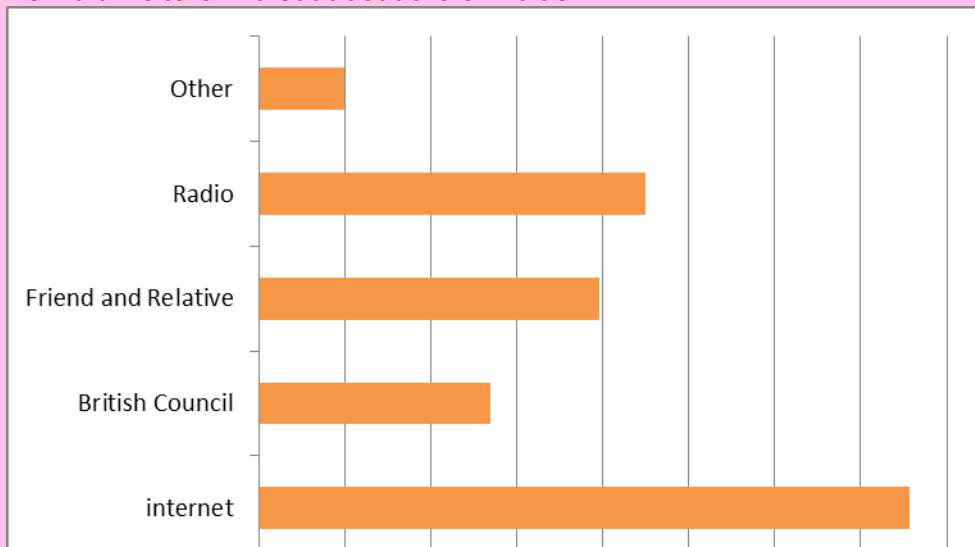
**85.6% of visitors are looking for Postgraduate education; 14.4% undergraduate education**

**Of the total visitor numbers 56.8 % were male, 43.2% were female.**

What subjects of study were visitors interested in?

<b>Engineering and Technology</b>	<b>18%</b>
<b>Business and Administrative Studies</b>	<b>32%</b>
<b>Humanities</b>	<b>11%</b>
<b>Health and Medicine</b>	<b>11%</b>
<b>Applied and Pure science</b>	<b>6.3%</b>
<b>Agriculture and related subjects</b>	<b>5.4%</b>
<b>Education and Training</b>	<b>4.5%</b>
<b>Computer and Mathematical Science</b>	<b>3.6%</b>
<b>Law</b>	<b>3.6%</b>
<b>Other (Architecture, Tourism and Creative Arts)</b>	<b>4%</b>

How did visitors find out about the exhibition?



Marketing

Social Media

- Study UK & British Council Uganda Facebook pages
- 2 boosted adverts with 4,603 Impressions

1. Social Media & Web banner



Radio

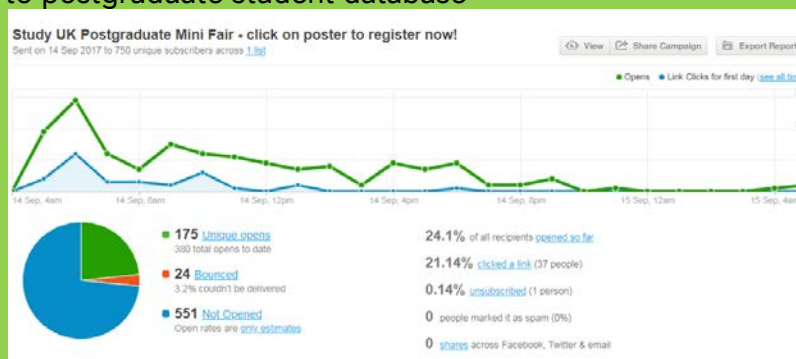
- DJ mentions and spot Ads on 2 popular radio stations namely Sanyu FM and Radio One were done. These reach an audience of up to 120km from Kampala (18 – 65 years old).

Newspapers

Two local newspapers were engaged during this campaign to produce online advertisements and banners.

Email

- An e-poster to 37 professional associations/networks in universities and professional bodies
- Email shot to postgraduate student database



A Study UK Mini Fair A3 poster was distributed and put up at various institutions of higher learning including: Uganda Christian University, Kyambogo University, Makerere University, Makerere University Business School, International University of East Africa, Kampala International University, Cavendish University among others.

### SMS

SMS messages to 784 Education UK newsletter subscribers and 129 individuals who had pre-registered for the exhibition as a reminder about the event.

## Visitors' Feedback

### Visitor questions and responses

**Whether the event met their expectations? 34.7% Excellent; 60.8% Good; and 4.3% Average**

**Whether the quality of service was good? 26% Excellent, 65.2% Good, 4.3% Average, 4.3% Bad**

### Some of the general comments:

- More universities
- Thank you for the opportunity to meet these people. Keep up the good work
- Organize the event for more than a day. Am sure a lot more people in Uganda would need information face to face other than online
- Please Invite more universities with health related study opportunities.
- Full Scholarship opportunities for undergraduate students if possible but thank you very much
- Thank you a lot for this exhibition, it was so helpful
- The universities need to be very clear about the English Language proficiency requirements
- The presentation of information on scholarships should be all inclusive and not for only the nationals (e.g. Ugandans) because there are other potential students from other countries who are eligible to apply for UK schools although they are away from home.

## Exhibitor's Feedback

### List of Exhibitors:

1	Coventry University
2	University of Salford
3	Aberystwyth University
4	University of Leicester
5	Nottingham Trent University, Nottingham Law School
6	University of Dundee
7	Cranfield University
8	Middlesex University

### Exhibitor feedback

- The team managed to interact with the exhibitors to share their thoughts on a number of aspects specifically around planning, organization and coordination and the way forward.
- Lead in time for registration
- Communication
- Quality of handbook
- Pre-event briefing
- Logistical support / arrangement
- Overall value for money
- Professionalism of the team
- It would be great if this event took place after Kenya BC or after Nigeria BC as getting to Kampala is really not easy and would be great if Exhibitors had it as the last stop before returning to the UK (exhibitor feedback)

## Future steps

### **Observations, challenges and recommendations/proposed actions going forward**

#### **General Observation**

The event started with a breakfast networking session which provided an opportunity for members to learn, interact and share their thoughts on the subject matter and the opportunities available for Higher Education. At exactly 09.00, we registered our first visitor and this was followed by a continuous and consistent flow of visitors which made the one on one engagement more exciting. The availability of staff volunteers ensured that queries were addressed promptly. The parallel sessions also made it possible for a more focused and in-depth presentation and discussion between the exhibitor and visitors on the opportunities available.

#### **Challenges/complaints**

- The hotel's internet service was slow and hampered technical activities like registration and check-in of visitors.
- Some visitors were reluctant to and wondered about the importance of what they deemed "a long registration process".

#### **Proposed Actions going forward:**

##### **For British Council**

- Continue to explore additional ways of increasing both exhibitor and visitor attendance for the events
- It would be good to better screen the attendees. A number of the attendees are still in 2nd year at university and have little or no idea of postgraduate degrees wanted to discuss about postgraduates. (exhibitor feedback). However, we can not completely rule them out because they are potential candidates in two or three years.



Appendix

Photos from the event



Salford University



Aberystwyth University



University of Leicester



Cranfield University



Coventry University



Nottingham Law School



Middlesex University



University of Dundee



IELTS



Scholarships

## End of Report

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