



SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING

Post-event report for

**Study UK Mini Fair
23 January 2018
Kampala**

Introduction

Thank you for your participation at the Study UK Exhibition Mini Fair in **January 2018** at the **Victoria University** in **Kampala, Uganda**.

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 hosted representatives from **8 UK institutions** that positively engaged with prospective students and other visitors including parents, with information on **“education opportunities and subject choices”**. The event attracted **116 visitors** thanks in part to the **marketing campaign (details listed below in pages 5 – 9)**. This was followed by an Oil & Gas networking reception hosted by the British High Commissioner to Uganda. The Chairman, Uganda Chamber of Mines and Petroleum emphasized the importance of continued partnership with the British Government for a number of reasons including capacity building to solve the challenge of capacity gaps in the oil and gas sector. Scholarships such as Tullow oil, Chevening and Commonwealth have been very fundamental in the sectoral development process of Uganda.

At British Council we highly appreciate your support, and hope that we can continue to provide valuable services to UK Institutions with an interest in Uganda.

Regards,

Millicent Mugabi | Project Manager, Uganda

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Highlights

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

Venue	Victoria University Kampala – 23 January 2018
Opening hours	14:00 – 18:00
Stand costs	£900

There were 116 visitors to the Study UK Mini Fair

Three parallel sessions were conducted by British High Commission Visa team, University of Kent and Plymouth University respectively.

Student Visas (UKVI)

Environmental and Earth Sciences. University of Plymouth

Studying Law in the UK. University of Kent

A networking reception under the theme of Oil and Gas was hosted by the British High Commissioner to Uganda and the Uganda Chamber of Mines and Petroleum.

The Uganda Chamber of Mines and Petroleum held a Localisation Forum on Oil and Gas in Kampala 22 – 23 January 2018 to which they invited Chamber members and other relevant stakeholders within the Oil and Gas sector. The reception presented a networking opportunity for the UK university representatives to make local connections for partnership and research purposes.

Visitors' profile

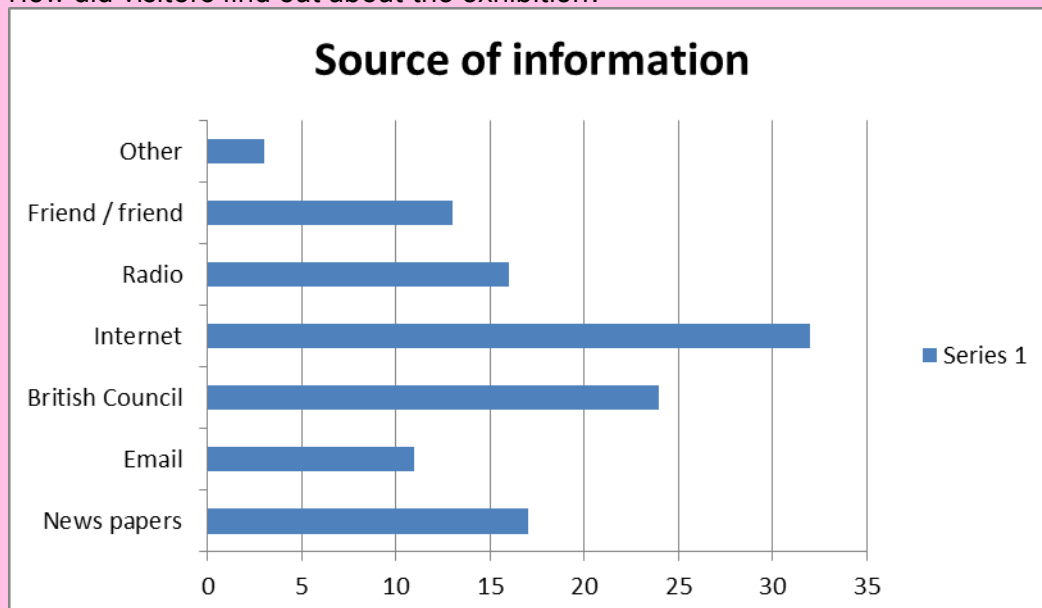
24.1% of visitors are looking for Postgraduate education; 75.9% undergraduate education

Of the total visitor numbers 67.2 % were male, 32.8% were female.

What subjects of study were visitors interested in?

Engineering and Technology	4%
Business and Administrative Studies	9.5%
Humanities	2.9%
Health and Medicine	3.4%
Applied and Pure science	3.4%
Agriculture and related subjects	7.8%
Computer and Mathematical Science	2.9%
Other (education, law, Architecture, Tourism and Creative Arts)	66.1%

How did visitors find out about the exhibition?



Marketing

Social Media

- Study UK & British Council Uganda Facebook pages
- New Vision facebook page was engaged during the campaign

Evidence of social media engagement:

1. British Council Uganda Facebook page;



Social Media Promo Plan for the STUDY UK Mini fair at Victoria University on 23rd January 2018

Objective: The main objective of this online promotion is to garner attendance and engagement of the target audience at the imminent Study UK mini fair.

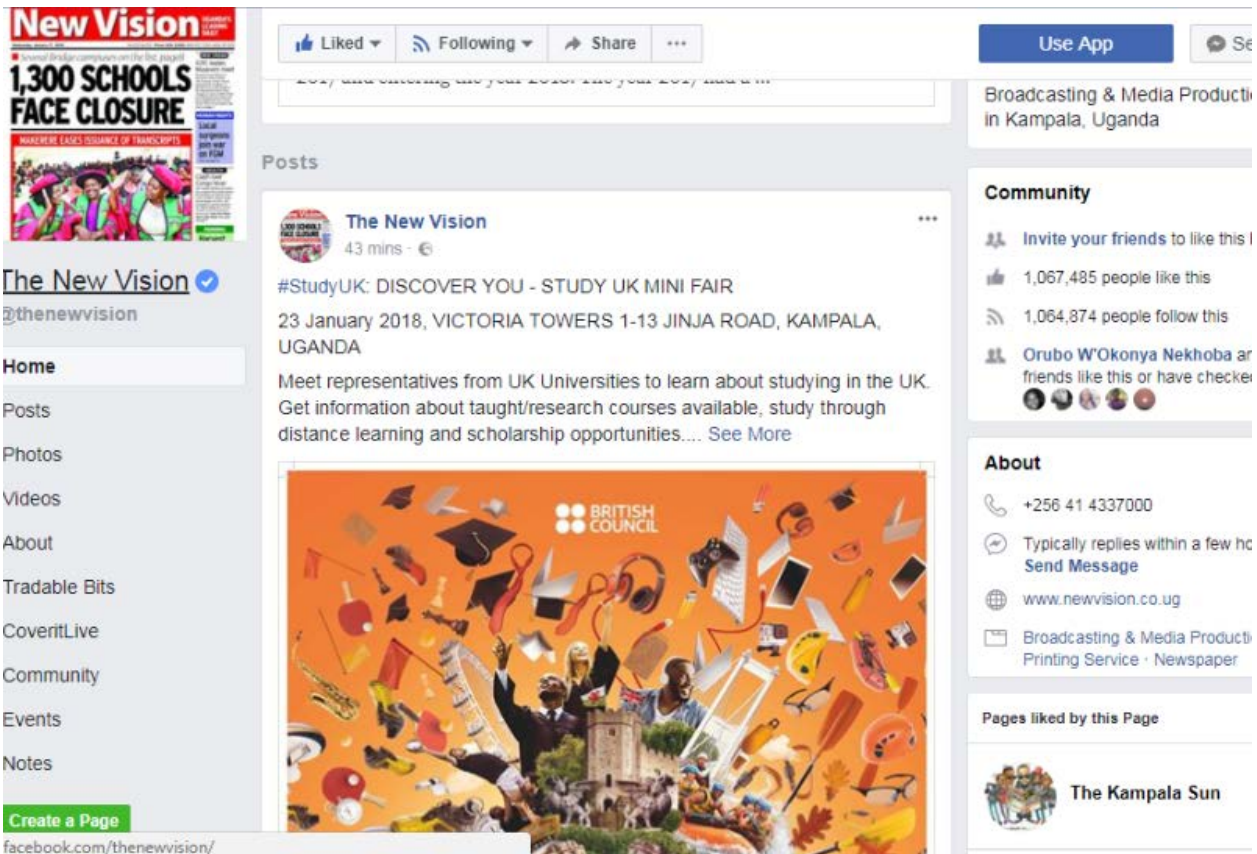
IMAGE	TEXT	LINKS
	<p>Would you like to study in the UK?</p> <p>Come meet face to face with representatives from UK universities and ask all your questions about getting a UK qualification, entry requirements and research opportunities.</p> <p>Pre-register now for the Study UK Mini Fair on 23 January at Victoria University Kampala. Doors Open at 3-6PM.</p>	<p>Register Here;</p> <p>https://ug.edukexhibition.org/en</p>
	<p>Thinking of studying in one of the most prestigious universities in the world? Come</p>	<p>Register Here;</p> <p>https://ug.eduke</p>

Cover page image –



2. Uganda’s Daily New Vision newspaper facebook page;

A total of 5 posts were made over a period of 5 scheduled days in the month of January with each post generating an average **reach of 12,577 people per post** and an average **engagement rate of 522 people per post**.



Post links below;

19 January -

<https://business.facebook.com/thenewvision/photos/a.341594839077.151604.329423169077/10156187209719078/?type=3> (47,028 People Reached; Engagement 2,556)

18 January -

<https://business.facebook.com/thenewvision/photos/a.341594839077.151604.329423169077/10156187207954078/?type=3> (3,612 People Reached; Engagement 11)

17 January -

<https://business.facebook.com/thenewvision/photos/a.341594839077.151604.329423169077/10156187204289078/?type=3> (5,705 People Reached; Engagement 21)

16 January -

<https://business.facebook.com/thenewvision/photos/a.341594839077.151604.329423169077/10156184202384078/?type=3> (123 People Reached; Engagement: 5)

15 January -

<https://business.facebook.com/thenewvision/photos/a.341594839077.151604.329423169077/10156184198814078/?type=3> (6,416 People Reached; Engagement: 18)

3. Radio campaigns;

Radio

- DJ mentions on 2 popular radio stations namely Sanyu FM and Radio One were run. Both stations have an audience reach of up to 120km from Kampala city, and target 18 – 65 years olds, respectively.

Mention samples -

Looking for something to give your career an edge? Post-graduate degrees and courses of your choice in the UK are at your fingertips!

Come and meet UK University representatives at the British Council Study UK Mini Fair on Tuesday 23 January at Victoria University.

The fair will run from 3 pm to 6 pm. There are lots of education opportunities. Come and

Discover You!

Register for the Study UK Mini Fair today by visiting www.britishcouncil.ug. Entrance is Free!

Thinking of studying in one of the most prestigious universities in the world? Come meet UK universities representatives and get to know how you can enrol!

The Study UK Mini Fair is happening at Victoria University on 23rd January 2018 starting 3 - 6PM.

Register for the Study UK mini fair today by visiting www.britishcouncil.ug.

Come and Discover You! Entrance is Free.

Sample report of DJ mentions.

Log-Times Report					
90 FM Log-Times for the Period 1/1/2018 to 1/31/2018					
Filtered: CustID=(90)					
Exported 2/23/2018 3:01:40 PM					
Sponsor	LogDate	Length/Time	Length/Time	Length/Time	Length/Time
0090-004 British Council / British Council Mention	Mon 1/15/2018	07:45 AM	01:45 PM	06:45 PM	
0090-004 British Council / British Council Mention	Tue 1/16/2018	07:45 AM	01:35 PM	06:45 PM	
0090-004 British Council / British Council Mention	Wed 1/17/2018	08:35 AM	01:57 PM	06:45 PM	
0090-004 British Council / British Council Mention	Thu 1/18/2018	08:45 AM	01:35 PM	06:20 PM	
0090-004 British Council / British Council Mention	Fri 1/19/2018	08:45 AM	01:57 PM	06:57 PM	
0090-004 British Council / British Council Mention	Sat 1/20/2018	08:20 AM	01:57 PM	06:40 PM	
0090-004 British Council / British Council Mention	Sun 1/21/2018	08:20 AM	01:40 PM	06:57 PM	
0090-004 British Council / British Council Mention	Mon 1/22/2018	08:20 AM	01:35 PM	06:35 PM	
0090-004 British Council / British Council Mention	Tues 1/23/2018	06:57 AM	07:45 AM	08:35 AM	11:40 AM
0090 British Council					

4. Newspapers evidence:

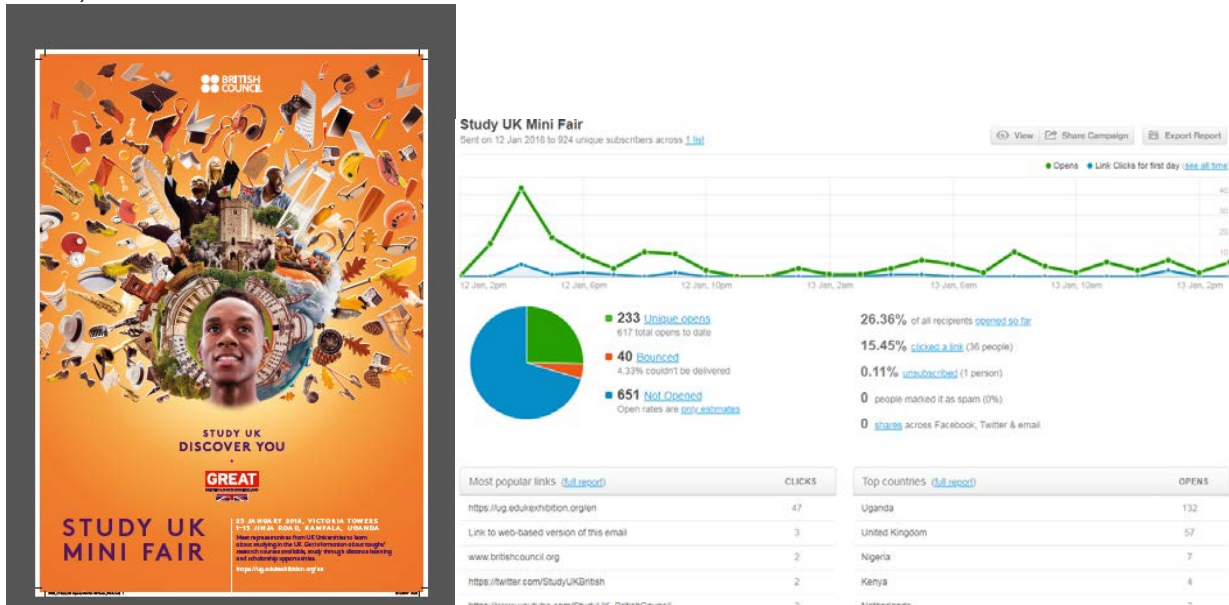
Nation Media Publications was engaged during this campaign to broadcast an online banner advertising the fair;

Date/Time generated	November 13, 2017 4:21:46 PM EAT			
Publisher network name	Nation Media Group			
Date range	Sep 18, 2017 - Nov 13, 2017			
PQL query statement	where order_id in (2147189988)			
Report type	Historical			
Line item	Date	Line item	Delivery indic.	Ad server impressions
British Council-653359-300x2	18/09/2017	4.429E+09	N/A	13,901
British Council-653359-300x2	19/09/2017	4.429E+09	N/A	52,529
British Council-653359-300x2	20/09/2017	4.429E+09	N/A	51,986
British Council-653359-300x2	21/09/2017	4.429E+09	N/A	77,009
British Council-653359-300x2	22/09/2017	4.429E+09	N/A	56,930
British Council-653359-300x2	23/09/2017	4.429E+09	N/A	35,935
British Council-653359-300x2	24/09/2017	4.429E+09	N/A	32,543
British Council-653359-300x2	25/09/2017	4.429E+09	N/A	53,438
British Council-653359-300x2	26/09/2017	4.429E+09	N/A	80,631
British Council-653359-300x2	27/09/2017	4.429E+09	N/A	79,356
British Council-653359-300x2	28/09/2017	4.429E+09	N/A	61,475
British Council-653359-300x2	29/09/2017	4.429E+09	N/A	55,266
British Council-653359-300x2	30/09/2017	4.429E+09	N/A	33,067
British Council-653359-300x2	01/10/2017	4.429E+09	N/A	30,069
British Council-653359-300x2	02/10/2017	4.429E+09	N/A	53,493
British Council-653359-300x2	03/10/2017	4.429E+09	N/A	61,107
British Council-653359-300x2	04/10/2017	4.429E+09	N/A	51,817
British Council-653359-300x2	05/10/2017	4.429E+09	N/A	53,964
British Council-653359-300x2	06/10/2017	4.429E+09	N/A	47,134
British Council-653359-300x2	07/10/2017	4.429E+09	N/A	32,568
British Council-653359-300x2	08/10/2017	4.429E+09	N/A	28,228
British Council-653359-300x2	09/10/2017	4.429E+09	N/A	39,698
British Council-653359-300x2	10/10/2017	4.429E+09	N/A	46,295
British Council-653359-300x2	11/10/2017	4.429E+09	N/A	46,307
British Council-653359-300x2	12/10/2017	4.429E+09	N/A	45,549
British Council-653359-300x2	13/10/2017	4.429E+09	N/A	45,252
British Council-653359-300x2	14/10/2017	4.429E+09	N/A	29,661
British Council-653359-300x2	15/10/2017	4.429E+09	N/A	28,526
British Council-653359-300x2	16/10/2017	4.429E+09	N/A	50,576
British Council-653359-300x2	17/10/2017	4.429E+09	N/A	49,901
British Council-653359-300x2	18/10/2017	4.429E+09	N/A	24,265
Total		-		1,448,476

5. Poster:

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.

An electronic version of the poster was also sent to the British Council student database promoting the event;



6. Digital advertising:

Capital Outdoor Advertising company was engaged for half a month to run a digital advert at a main highway junction controlled by traffic lights. The junction is situated close to the venue used for the fair which, and the campaign was set on a rotational view of every 5 minutes.

Visitors' Feedback

Visitor questions and responses

**Whether the event met their expectations?
55.3% Excellent; 36.8% Good; and 7.9% Average**

**Whether the quality of event?
42.1% Excellent, 52.6% Good, 5.3% Average**

Some of the general comments:

- It was an opportunity to meet the representatives of the UK institutions.
- Engagement of different media strategies contributed to the huge numbers in the few hours the event was conducted.
- The venue (university setting) was less intimidating and very accessible.
- Student Visa presentation should be a part of all events
- These events should be massively advertised to all possible candidates so that no one of interest is left out.
- Time was limited

Exhibitor's Feedback

List of Exhibitors:

1	Aberdeen University
2	Cardiff Metropolitan University
3	De Montfort University
4	University of Essex
5	University of Kent
6	University of Plymouth
7	University of Portsmouth
8	University of Reading / Henley Business School
	IELTS

Exhibitor feedback

Feedback was received from 5 of the exhibitors (including the IELTS team)

- All exhibitors agreed that the **numbers and quality of visitors** was great and gave a rating of 8 out of 10. They commended the venue for being warm and accessible.
- Pre-event preparations received a score of 7 on a scale of 1-10
- All respondents pointed out that their **target market** was post and undergraduate audiences; and that strategies to recruit and raise their profiles remain their major reasons for coming to the events. To ensure that they achieve their goal, they are developing partnerships with agents and local institutions.

Furthermore, majority are interested in **other services** including:

- support in partnering with local institutions;
- organizing institutional promotional events at local schools and universities;
- consultancy for developing partnership/TNE programmes; and
- consultancy for student recruitment purposes.

- **On Market Intelligence needs**, the following are ranked high: students demand for specific subjects/ types of study; niche marketing channels; and current student mobility trends.

Learning points.

- Direct work with schools is a must
- Relevance of oil and gas related programmes
- Real estate and entrepreneurship programmes are relevant to the visitors

Future steps

Observations, challenges and recommendations/proposed actions going forward

Challenges/complaints

- A few visitors would have preferred more time allocated to the fair
- Some visitor details did not appear in the pre-register and that required that they register on the day, reducing the amount of time they had to engage with the universities
- Students continue to expect larger UK universities to engage in student recruitment activity in Uganda

Proposed Actions going forward:

For British Council

Over the past year British Council has undertaken a full review of SIEM services with a view to better support the international student recruitment demand of UK universities. Although the review highlighted countries where demand from the UK university sector was high and others where demand was very low; (unfortunately Uganda fell into the latter category); British Council continues to offer bespoke services alternatives to institutions who may have continued interest in Uganda.

Appendix

Photos from the event



De Montfort University



University of Reading / Henley Business School



Plymouth University



Cardiff Metropolitan University



University of Exeter



University of Kent

www.britishcouncil.org/siem



Aberdeen University



Portsmouth University



IELTS



Visitors attend UKVI information session on student visas



British High Commissioner acknowledges UK University representatives

End of Report

www.britishcouncil.org/siem

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