

**Post-event report for**

**Cyprus International Education Exhibition  
(Education & Career 2018)**

**Friday 23 to Sunday 25 February 2018**

**International Fair Grounds Pavilion 6**

### Introduction

Thank you for your participation at the Education UK exhibition in **Cyprus** in **February 2018** at the **International Fair Grounds, Nicosia**.

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.

British Council Cyprus supported for the third year, the International Education Exhibition 2018 organised by the Cyprus Ministry of Education along with other organizations. The event, target was around International Education opportunities for HE and FE markets and hosted representatives from 110 institutions. This year six UK institutions attended the event (Listed below in “Exhibitor’s Feedback” section), that positively engaged with prospective students, visitors and partners, providing the audience with information on study options available to them at all levels.

British Council and Education UK participation was sponsored by UNITE STUDENTS and IELTS.

The event attracted around **7,600 visitors** during the three days, thanks in part to the media and marketing campaign which covered all communication means including TV, Radio, printed and digital. (**Details listed below in Appendix1**).

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,

**Pantelitsa Michael** | Business Development Manager IES, Cyprus

#### **This report includes:**

**Introduction** - Page 2

**Highlights** - Page 3-4

**Marketing** - Page 5-6

**Visitor Feedback** - Page 7

**Exhibitors Feedback** - Page 8

**Future Steps** – Page 9

## Highlights

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

<b>Venue(s)</b>	International Fair Grounds, Nicosia 23-25 February 2018
<b>Opening hours</b> <b>Friday</b> <b>Saturday &amp; Sunday</b>	08:30-13:30 & 16:00-20:00 14:00-20:00
<b>Stand costs</b>	£1880

Visitor's participation to the event remained high compared to last year's Education UK Exhibition...

<b>Attendance</b>	<b>Nicosia</b>	
	<b>2017</b>	<b>2018</b>
Total number of visitors over the three days	7500	7600

## Visitors' profile

**55% of visitors are looking for Undergraduate Higher Education**

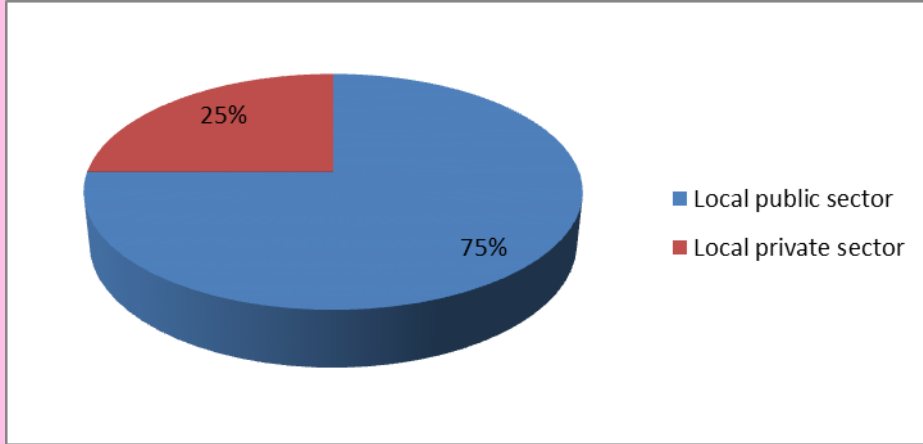
**25% of the visitors preferred MBA's / MSC's/ PHD's**

**12% of the visitors preferred Pre-University and access courses**

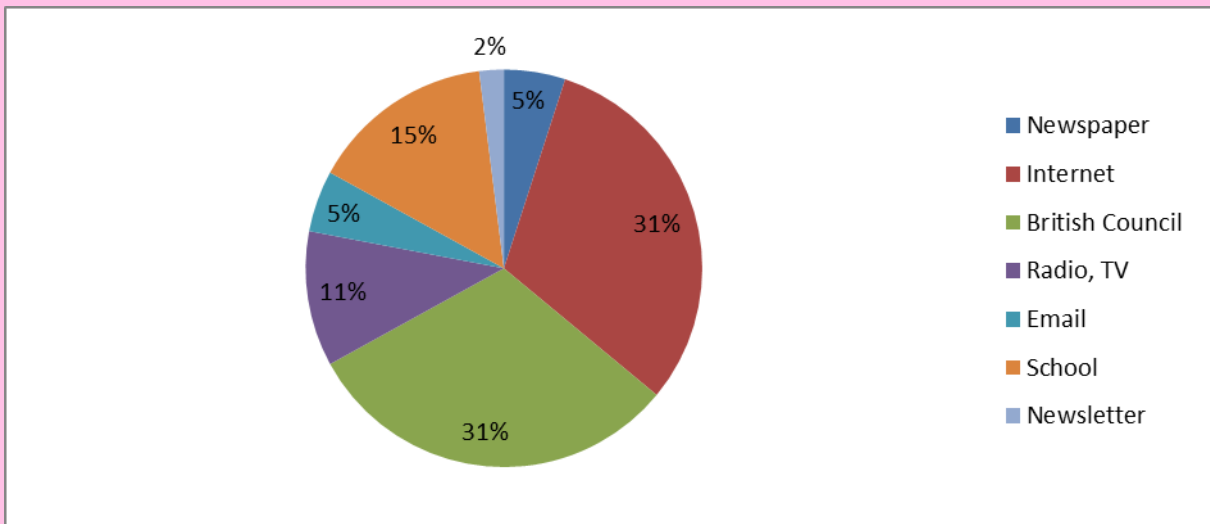
**8% of the visitors preferred Professional and short courses**

**Of the total visitor numbers 45% were male, 55% were female.**

What type of school do/does the visitors/ visitors' child attend?



How did you find out about the exhibition?



## Marketing

Marketing campaign was undertaken by an Advertising Agency and covered all means of communication.

Main target audience was students at High School level as well as students at local Tertiary education institutions and young professionals.

The Ministry of Education and Culture contributed effectively to the overall campaign by sponsoring buses to take final year Lyceum students, from all towns at the exhibition.

**A total of £28K was spent on Marketing for this exhibition**

**Marketing campaign covered: TV, Radio, Magazines & Newspapers, On-line, Malls & Outdoor and press conference**

**Dedicated digital campaign was running parallel to International Education Exhibition promotional campaign specifically for Study UK Exhibition to this event.**

Examples of the marketing



<https://education-services.britishcouncil.org/>



# ΕΚΠΑΙΔΕΥΣΗ ΚΑΙ ΚΑΡΙΕΡΑ 2018

EDUCATION & CAREER

ΔΙΕΘΝΗΣ ΕΚΠΑΙΔΕΥΤΙΚΗ ΕΚΘΕΣΗ ΚΥΠΡΟΥ «ΕΚΠΑΙΔΕΥΣΗ ΚΑΙ ΚΑΡΙΕΡΑ»

## ΠΕΡΙΟΔΙΚΟ ΚΑΤΑΛΟΓΟΣ ΕΚΘΕΤΩΝ



Στοιχεία Επικοινωνίας: ΔΙΕΘΝΗΣ ΕΚΠΑΙΔΕΥΤΙΚΗ ΕΚΘΕΣΗ ΚΥΠΡΟΥ «ΕΚΠΑΙΔΕΥΣΗ ΚΑΙ ΚΑΡΙΕΡΑ»  
Τ. +357 22894278 | W. [www.edufair-cyprus.eu](http://www.edufair-cyprus.eu) | E. [christou.p.epida@ucy.ac.cy](mailto:christou.p.epida@ucy.ac.cy)

## Visitor's Feedback

**When the visitors were asked “Will you be applying to a UK institution following the exhibition?”**

**75% said they've already applied, 5% said no, 20% maybe**

**When the visitors were asked “Did you receive all the Information required to make an informed choice” 75% said yes, 25% said no**

**When visitors were asked “what motivates you to choose UK as a study destination”**

**85% said High accreditation standards**

**25% said International recognition**

**10% said big variety of universities and English Language**

**Some examples of quotes from Visitors following the exhibition:**

- Good to find so many different choices in an international education event
- Very helpful to be able to find out about IELTS and other examinations at this exhibition.
- How about more Institutions for the UK?

**Key Recommendations for the British Council include:**

- It's important for UK education to be represented at an International Education fair with so many different study destinations. British Council will continue participating together with IELTS and examination services.

## Exhibitor's Feedback

At the exhibition there were **6 unique exhibitors** from UK HEIs; UNITE and IELTS.

Number however dropped by 42% compared to the same event last year. Main reason being restrictions on Institutions budgets following EU referendum

Exhibitor Attendance	NICOSIA	
	20167	2018
Three day event	14	7

When exhibitors were asked “Will you be attending a similar exhibition next year?” **50% said yes** the rest were undecided.

When exhibitors were asked if they have attended a BC organised event before **100% said Yes**

### Some quotes for thought from exhibitors:

- The market has changed considerably and it is apparent that Brexit is having a further negative impact for recruiting students for the UK!
- Need to work harder with Brexit on the horizon. Competition from other European universities a real factor.
- Very competitive market, need scholarships and other financial packages for students going forward



## List of Exhibitors (Alphabetical Order)

<b>The University of Law</b>
<b>University College Birmingham</b>
<b>University of Leicester</b>
<b>University of Portsmouth</b>
<b>University of Reading</b>
<b>York St John University</b>

Sponsored by: **IELTS™** 

## Future steps

This was the third year that British Council Cyprus supported the International Education Fair with the participation of six UK institutions, UNITE and IELTS. UK Education area was especially designed to host institutions in a customer friendly layout.

We worked closer with the organizers and identified a central spot within the exhibition hall to host British Council and UK participating institutions. This was one of last year's recommendations for the British Council.

British Council and the UK institutions can work on to improve the overall arrangement and outcomes of this exhibition.

Recommended next steps include:

### British Council

- Going forward, British Council Cyprus will continue supporting this event along with examination services and will try to negotiate more attractive rates with the organizers for UK institutions in order to ensure that higher participation is achieved.

<https://education-services.britishcouncil.org/>

## UK Institutions

- Market became very competitive for UK Education from other EU countries following EU Referendum result and Brexit. Participation of UK institutions and a strong representation of Study UK is important at such international education events.
- It is suggested that UK institutions continue to support British Council collaboration with this event and to establish UK presence at the International Fair with a larger number of UK institutions attending in the future.

The above points, though important, should not detract from what was a successful exhibition. Next year's exhibition (Currently Scheduled for **15-17 February 2019**) will build upon the lessons learned and prove even more popular. We hope to see you there!