



SERVICES FOR  
INTERNATIONAL  
EDUCATION  
MARKETING

Post-event report for  
**Study UK Greece Exhibition**  
**11 & 12 November 2017**  
Athens

## Introduction

Thank you for your participation at the study UK exhibition in **Greece** in November 2017 in **Athens**.

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 at the **HE market**, hosted representatives from **54 UK institutions** (Listed below in the Appendix) and positively engaged with prospective students, visitors and local partners, providing the audience with information on educational opportunities in the UK.

The event attracted over **3,950 visitors** which is the combined result of our externally commissioned **marketing campaign** and **in-house promotion** via our education services throughout the year. Alongside the main exhibition, a series of **seminars and presentations** were also held covering general themes about studies in the UK and subject specific.

We highly appreciate working with you and value your trust thus we remain committed to constantly looking into ways of developing our exhibitions and other targeted activities to best meet your needs.

We look forward to seeing you again at our next exhibition.

**Maria Tsakali**, Head Education Greece  
**Katerina Fegarou**, Education Marketing Manager, Greece

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## Highlights

The exhibition was held at

<b>Venue(s)</b>	Royal Olympic Hotel, Athens
<b>Dates</b>	11 – 12 November 2017
<b>Opening hours</b>	14:00-19:00
<b>Stand costs</b>	£ 1,955

There was 3.6% decrease in visitors from last year's exhibition. Anecdotal feedback from visitors' indicated increasing concern on possible Brexit consequences

<b>Attendance</b>	<b>Athens</b>	
	<b>2016</b>	<b>2017</b>
Saturday 11 & Sunday 12 November 2017	4,100	3,950

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

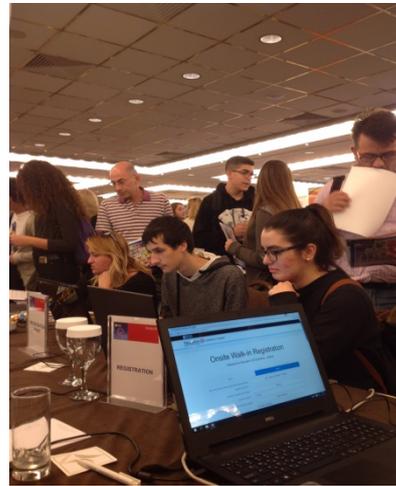
- Studies in the UK
- How to prepare the perfect portfolio
- Funding your studies in the UK
- Studying Maritime Business in the UK
- Studying Engineering in the UK
- Studying Maritime Engineering
- IELTS
- Studying Architecture in the UK
- An introduction to Business Management and popular subject combinations
- Executive MBA and Naval Architecture, Ocean and Marine Engineering
- Study in Scotland
- How to write a personal statement that stands out



## Education Exhibitions APP & VRS

A brand new mobile phone/tablet application was developed and introduced by the British Council. The **Education UK Exhibitions App** is available to download for free in Apple App Store and Google Play. This App provides visitors with detailed information on the exhibition, including floor plans, parallel seminars, as well as information on the participating Institutions. The App introduced new, paper free promotion opportunities. It also allows visitors to personalize their visit and get the most out of the exhibition experience.

**Visitors Registration System (VRS)** continues to provide institutions with visitors' information, demographic and shift to trends. It has become an increasingly valuable tool to select data. Should you wish to explore the possibility of direct marketing your courses via this database, please contact [katerina.fegarou@britishcouncil.gr](mailto:katerina.fegarou@britishcouncil.gr)



## Visitors' profile

15% of visitors are looking for **Undergraduate courses**

58% of the visitors preferred **MA's / MSc's / MBA's**

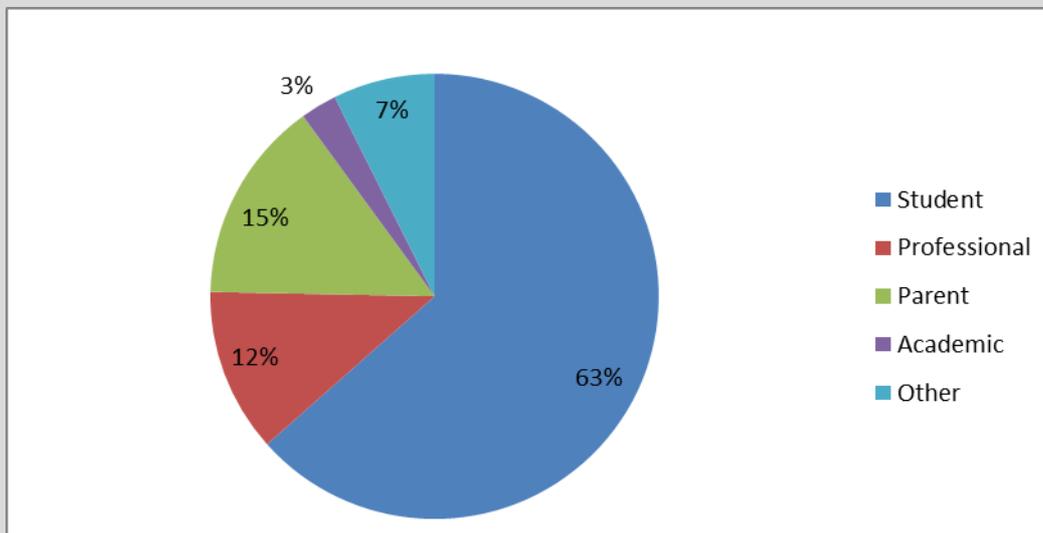
Of the total visitor numbers, 33% were male and 67% were female

Of the total visitor numbers, 54% were between 11-20 years old &  
31% were between 21-30 years old

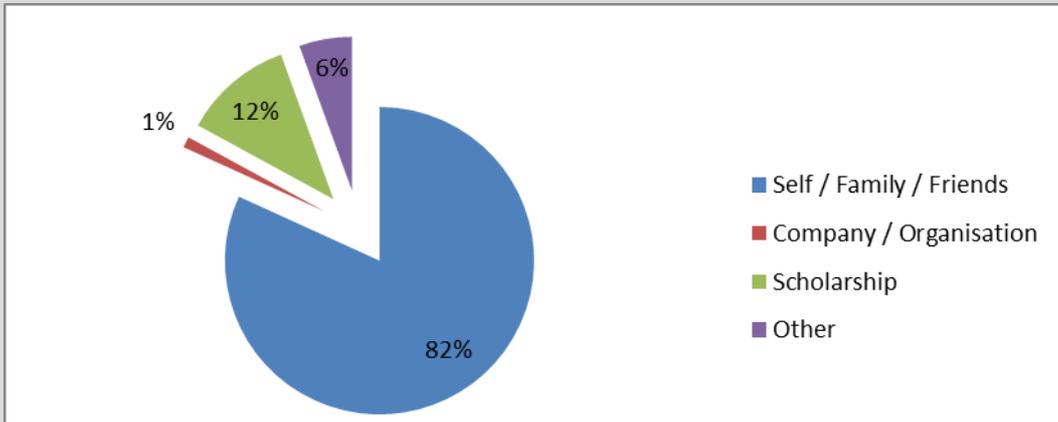
55% of the visitors' intent to study in the UK and only 12% will choose an online/distance learning programme

Most popular subjects: Business, Health & Medicine, Engineering, Humanities & Social Studies

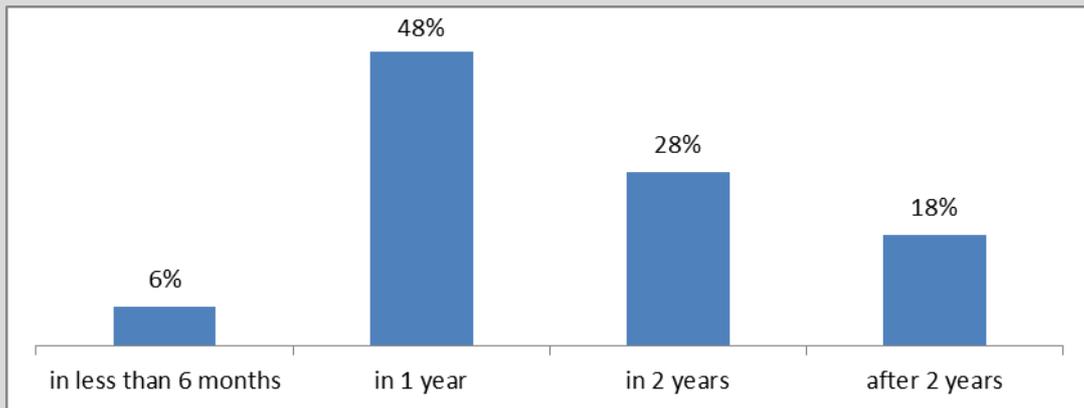
What is the visitors' occupational sector?



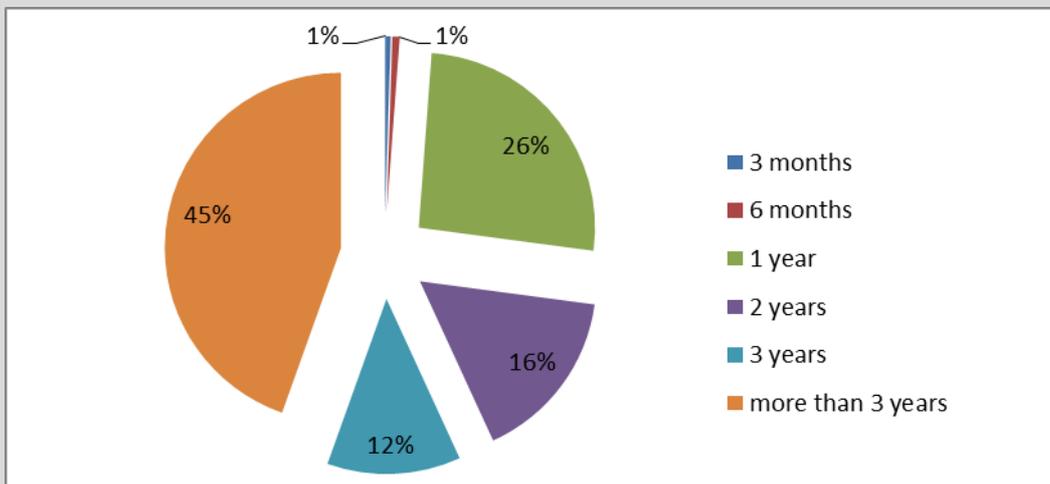
Source of Funding



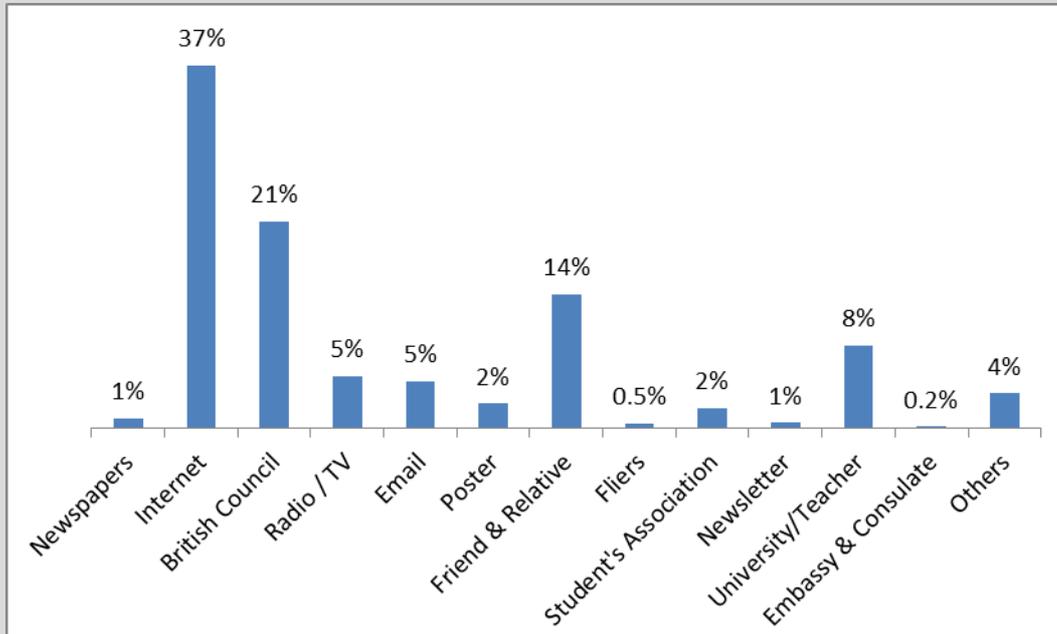
When do visitors expect to start their studies?



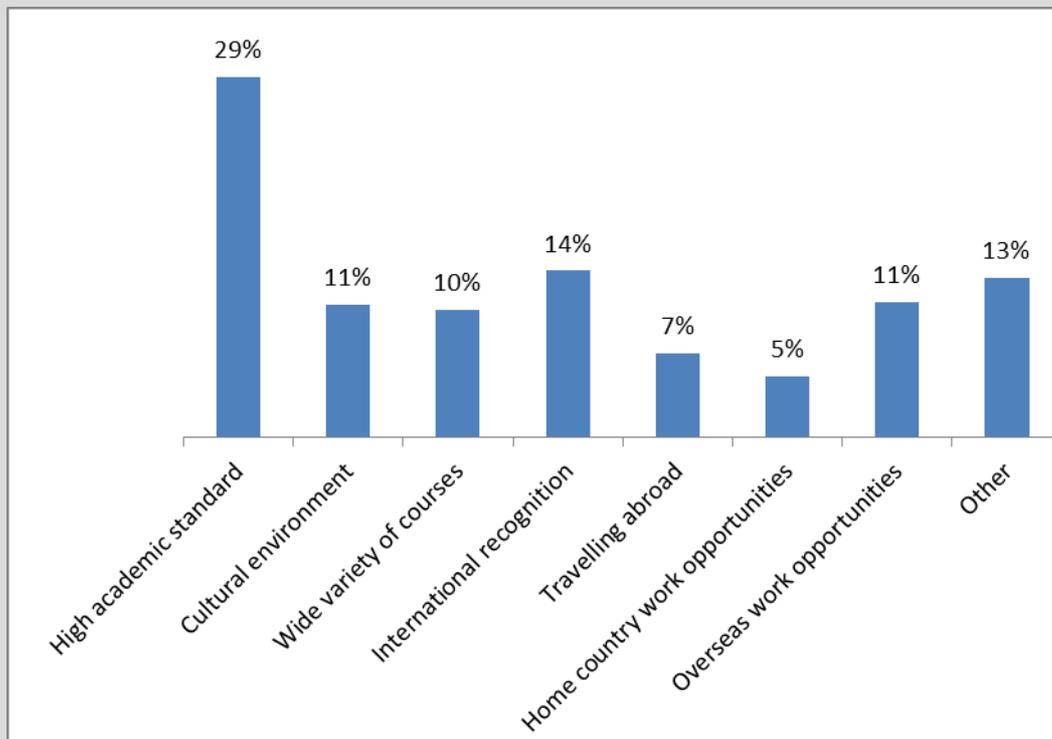
Visitors' intended period of studies



How did visitors find out about the exhibition?



Motivation for studying in the UK



## Marketing

For advertising planning purposes the target group was defined as:

1. Adults 17-24 years old, Upper/Middle s/e class, Athens wider area
2. Adults 35-54 years old, Upper/Middle s/e class, Athens wider area

A media mix of posters, radio spots, internet, social media as well as below-the-line promotion activities were engaged to reach our target audience

A total of €19k was spent on Marketing and Promotion for this exhibition

Our marketing reached an estimated audience of 6.2 million people

Examples of the marketing Include ...



Print: postcards



posters

Outdoor:



Digital



## Visitor's Feedback

A printed survey was distributed during the exhibition to a sample of visitors who were asked to provide their feedback. The questions were designed to gather quantitative statistics as well as qualitative remarks on reactions to our exhibition and the decision making process.

When the visitors were asked whether they acquired **new knowledge and skills** after the event, 85% said yes

When the visitors were asked whether they would **recommend** the British Council to a friend or relative, 100% said yes

90% of the visitors agreed that this was a **high quality** event

**The seminars** were extremely popular, as the variety of subjects covered a wide range of interests.

### Some examples of quotes from visitors following the exhibition:

- Better and deeper knowledge of subjects (the representatives)
- More profound knowledge of various subjects and faculties (not just admission requirements)
- Less waiting time at each stand
- Arrange visits at the Universities directly
- Everything was perfect!

### Key recommendations for the British Council include:

- Invite highly ranked institutions
- Have more universities at the exhibition
- The Mobile APP was not functioning properly
- Provide printed material
- Allow more space to each stand

## Exhibitor's Feedback

At the exhibition there were **54 unique exhibitors** from UK HEIs

Exhibitor Attendance	2016	<b>2017</b>
November event	56	<b>54</b>

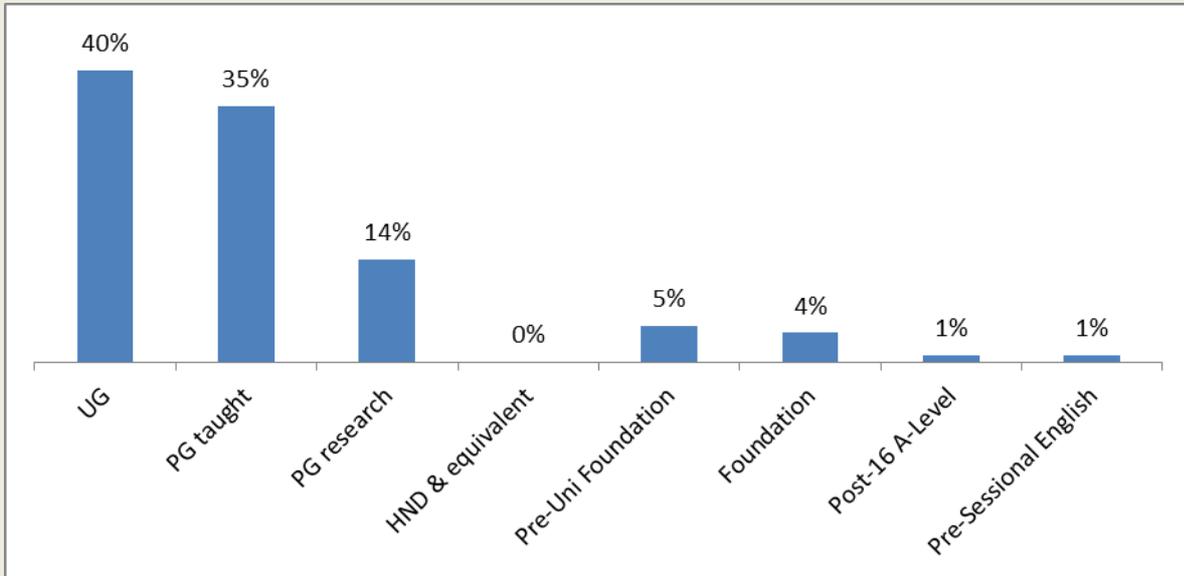
40% of the exhibitors that attended last year thought this was a better event!

All the exhibitors were happy with the support they received from the British Council, before and during the event

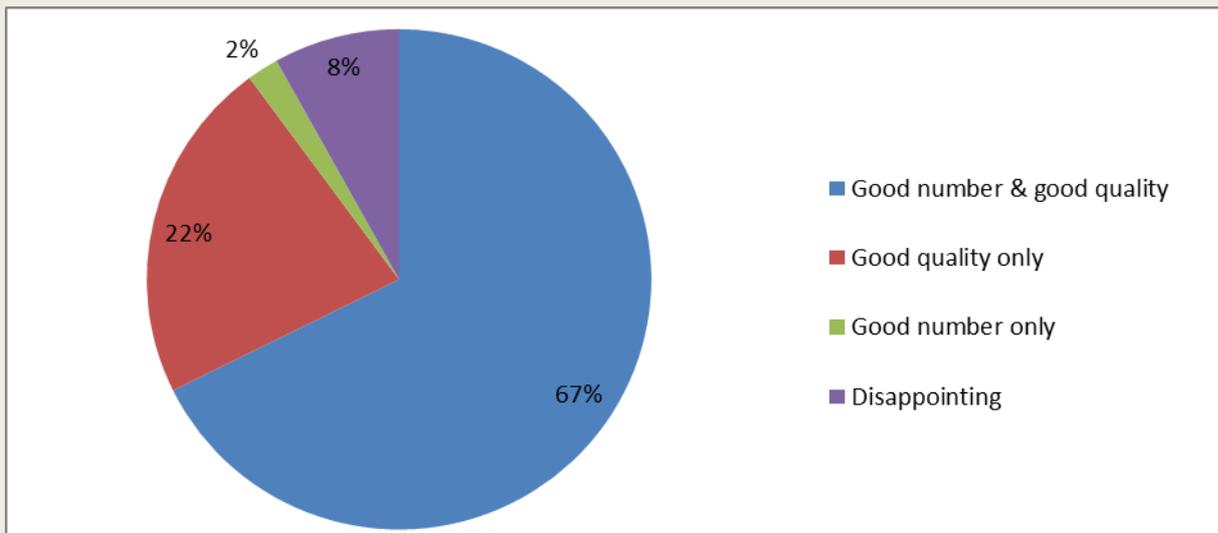
### Some quotes from exhibitors:

- Heavily weighted towards UG
- Strong interest in Law, Maritime, Engineering and a big push towards Medicine and Biomedicine
- Better understanding of opportunities
- Students were mainly looking for undergraduate courses but some were only 16
- PG numbers on decline
- Better understanding of UG admissions process
- Employability a concern for students
- More focused students
- Lots of Brexit questions – which is understandable!

### Delegates' Primary Market Interest



### Assessment of the visitors



## Appendix

### List of exhibitors

Institutions	
▪ Aberystwyth University	▪ Leeds Beckett University
▪ Anglia Ruskin University (ARU)	▪ University of Lincoln
▪ Aston University	▪ Middlesex University
▪ University of Bath	▪ Newcastle University
▪ Bath Spa University	▪ Northumbria University
▪ University College Birmingham	▪ Nottingham Trent University
▪ The University of Bolton	▪ The Open University / DEREE
▪ Bournemouth University	▪ Plymouth University
▪ University of Bradford	▪ University of Portsmouth
▪ University of Bristol	▪ Queen Mary, University of London
▪ Brunel University London	▪ University of Reading
▪ Cardiff University	▪ University of Roehampton, London
▪ City, University of London	▪ Royal Holloway, University of London
▪ Coventry University	▪ University of Salford, Manchester
▪ University for the Creative Arts	▪ The University of Sheffield
▪ De Montfort University, Leicester	▪ University of South Wales
▪ University of East Anglia	▪ University of Southampton
▪ University of East London	▪ Southampton Solent University
▪ ESCP Europe Business School	▪ St. Mary's University, Twickenham
▪ University of Essex	▪ University of Stirling
▪ Glasgow Caledonian University	▪ University of Strathclyde
▪ Goldsmiths, University of London	▪ University of Sunderland
▪ University of Greenwich	▪ University of Surrey
▪ The University of Huddersfield	▪ University of Sussex
▪ University of Kent	▪ Swansea University
▪ Lancaster University	▪ University of Warwick
▪ University of Leeds	▪ University of Westminster

**Thank you all** for a successful event!  
We hope to see you back in Greece soon.