



**SERVICES FOR  
INTERNATIONAL  
EDUCATION  
MARKETING**

**Post-event report for  
Education UK  
School roadshow & Mini fair– Saudi Arabia**

**07th to 12th April 2018  
(Jeddah, Riyadh & Khobar)**

## Introduction

Thank you for your participation at School roadshow & Mini fair in **Saudi Arabia 07th to 12th April 2018 (Riyadh, Jeddah & Khobar)**.

*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 School road-show hosted representatives from 9 UK institutions (Listed below), that positively engaged with schools, prospective students, providing the audience with information on Education in the UK.*

*We made several visits to international & National schools, the mini-fair & the schools visits attracted over **1000 visitors/Students'** thanks in part for to the media interest and marketing campaign.*

*At British Council we highly appreciate your support, and hope that we can continue to provide valuable marketing services in terms of this School roadshow & Mini fair and also our range of other targeted activities during the year. We hope to see you again at our activities*

Regards,

### This report includes:

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## Highlights

### School Visits & mini fair Riyadh & Jeddah

|         |   |
|---------|---|
| Venue 1 | British Council office – <b>Jeddah</b>                      |
| Day one | 7 <sup>th</sup> April 2018, Mini Fair 17:30 – 21:30         |
| Day two | 8 <sup>th</sup> April 2018 Schools visit from 8:00 to 13:00 |

|         |   |
|---------|---|
| Venue 2 | British Council office – <b>Riyadh</b>          |
| Day one | 9th April 2018 schools visit from 8:00 to 13:00 |
| Day two | Mini Fair 17:00 – 21:00                         |

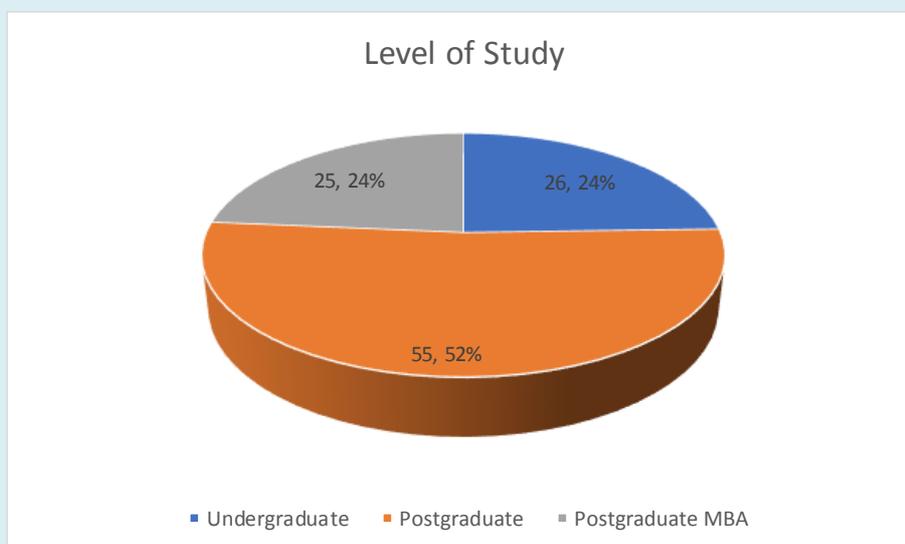
**Dammam (Al-Khobar)** – Schools visit only from 8:00 to 13:00

**Attendance  
Over 1000**

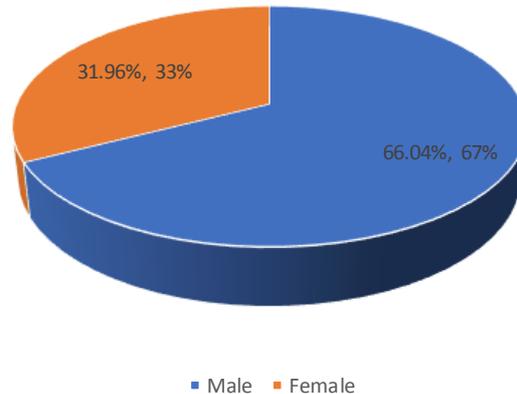
## Visitors' profile

**26% of visitors are looking for Undergraduate Higher Education**

**55% of the visitors preferred MBA's / MSC's/ PHD's etc.**

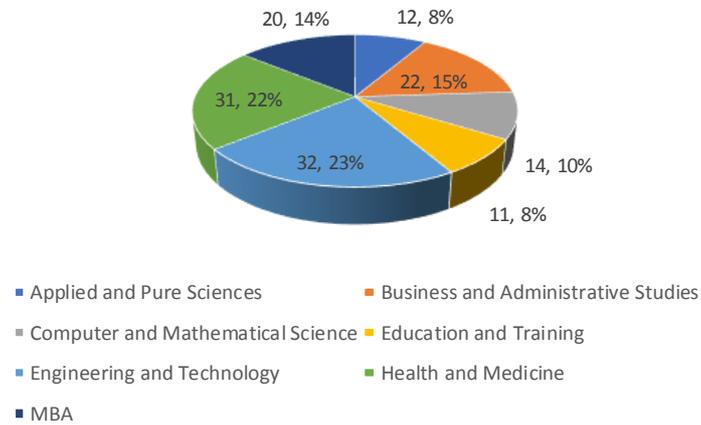


Gender

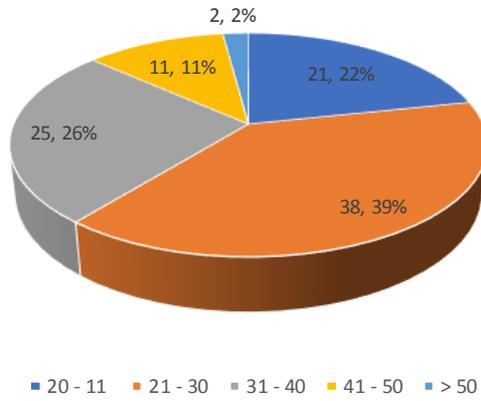


What programme of study are visitors interested in?

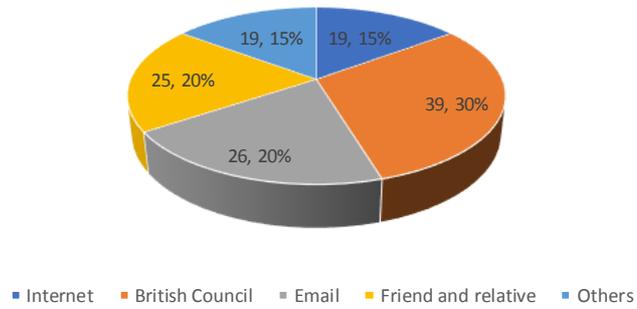
Subject Area



Visitors' Age group



How did you find out about the exhibition?



Marketing

**A total of £4 K was spent on Marketing for this event**

**Our marketing reached an estimated audience of over 40K emails and we reach over 7.2 Million of impressions via FB campaign**

| CAMPAIGN NAME         | Clicks       | Impressions      |
|-----------------------|--------------|------------------|
| English Ad            | 4,760        | 4,151,096        |
| Arabic Ad             | 3,448        | 3,019,634        |
| <b>Total Achieved</b> | <b>8,208</b> | <b>7,170,730</b> |

Analysis:

1. Paid Social Media: Delivered 7,170,730 Impressions with 8,208 Clicks

Observation: The English Ad is getting more engagement than the Arabic Ad

|   | Ad Set Name | Results              | Impressions |
|---|-------------|----------------------|-------------|
|  | English     | 4,760<br>Link Clicks | 4,151,096   |
|  | Arabic      | 3,448<br>Link Clicks | 3,019,634   |

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ملتقى الجامعات البريطانية في السعودية



<https://sa.edukexhibition.org/en>  
المجلس الثقافي البريطاني  
The British Council is the United Ki...

BOOK NOW

👍❤️😄 Muhamed Ina Caamir and 121 others  
2 Comments 5 Shares

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Study UK Mini Fair



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BOOK NOW

👍❤️😄 Hajji Muhammad Hanif and 414 others  
3 Comments 8 Shares

## Visitor's Feedback

We have asked the visitors to complete an online survey before leaving the mini fair. The questions were designed to gather quantitative statistics as well as qualitative remarks on reactions to our mini fairs and the decision-making process – See Annex for more.

|  | Strongly disagree | Disagree | Neither agree nor disagree | Agree  | Strongly agree | N/A   |
|--|-------------------|----------|----------------------------|--------|----------------|-------|
| This fair was well organized   | 4.23%             | 1.41%    | 4.23%                      | 45.07% | 45.07%         | 0.00% |
| Universities' representatives were helpful and knowledgeable                         | 1.39%             | 2.78%    | 8.33%                      | 33.33% | 51.39%         | 2.78% |
| The time of this event was convenient for me   | 1.37%             | 6.85%    | 9.59%                      | 26.03% | 53.42%         | 2.74% |
| The date of this event was convenient for me   | 1.35%             | 4.05%    | 12.16%                     | 32.43% | 47.30%         | 2.70% |
| It was easy to reach to the fair location  | 1.35%             | 2.70%    | 10.81%                     | 21.62% | 60.81%         | 2.70% |
| This event/activity met my expectations  | 2.70%             | 5.41%    | 17.57%                     | 29.73% | 41.89%         | 2.70% |
| Overall, this was a high-quality event.  | 2.74%             | 1.37%    | 12.33%                     | 42.47% | 39.73%         | 1.37% |
| I have acquired new knowledge and/or skills from taking part in this event/activity. | 4.05%             | 1.35%    | 13.51%                     | 33.78% | 43.24%         | 4.05% |

## Exhibitor's Feedback

We have asked the exhibitors to complete an online survey before leaving the mini fair/Kingdom. The questions were designed to gather quantitative statistics as well as qualitative remarks on to our mini fairs and the visit in general , here are their feedback.

|  | Strongly disagree | Disagree | Neither agree nor disagree | Agree  | Strongly agree | N/A   |
|--|-------------------|----------|----------------------------|--------|----------------|-------|
| The mini fair/visit was well organized                       | 14.29%            | 7.14%    | 14.29%                     | 57.14% | 7.14%          | 0.00% |
| The Mini Fair/visit was well prepared ahead of time          | 14.29%            | 7.14%    | 14.29%                     | 50.00% | 14.29%         | 0.00% |
| I am satisfied with the overall number of attendees/students | 7.14%             | 7.14%    | 21.43%                     | 42.86% | 21.43%         | 0.00% |
| I am satisfied with the venue                                | 7.14%             | 7.14%    | 14.29%                     | 64.29% | 7.14%          | 0.00% |
| Attendees/Students were the right target for my university   | 7.69%             | 15.38%   | 23.08%                     | 46.15% | 7.69%          | 0.00% |
| I am satisfied with the schools that I have visited          | 15.38%            | 15.38%   | 23.08%                     | 23.08% | 15.38%         | 7.69% |

## Appendix

List of universities: At this Event there were 10 universities from UK HEIs

|    |                           |
|----|---------------------------|
| 1  | Bangor University         |
| 2  | Cranfield University      |
| 3  | Durham University         |
| 4  | Kaplan International      |
| 5  | Oxford Brookes University |
| 6  | Staffordshire University  |
| 7  | University of Strathclyde |
| 8  | University of Warwick     |
| 9  | University of Exeter      |
| 10 | University of Kent        |

End of Report