

**Post-event report for  
On-spot admission sessions 2018  
(also known as “Summer recruitment campaign 2018”)**

**3 July 2018  
La Cigale Hotel  
Doha, Qatar**

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## Introduction

The On-spot admission sessions 2018 was held on 3 July 2018. It offered an opportunity for students, parents and others in the education field to meet **representatives of 14 UK institutions** in person to find out what the UK has to offer and available funding opportunities. The main target audiences were primarily Thanawiya (high school) graduates interested in higher education in the UK in Fall 2018; professionals seeking to advance their careers; parents and key influencers. Entrance was free for all visitors. Visitors were able to register in advance through the Study UK Visitor Registration System (VRS) or on arrival at the event.

The event was delivered in the afternoon after a group lunch and the exhibition market briefing. The event was divided into two parts that were running in parallel.

The first part focused on students' recruitment (16:00 – 21:00) offering on-spot admission in a form of conditional offers to candidates who met the programme entry requirements. We had **approximately 220 visitors** (53% less than 2017 – potential reasoning and commentary on page 13).

The second part (18:30 – 20:15) was a pre-departure briefing focused on giving guidance on how to prepare for journey to the UK. It started with a welcoming message and took the form of presentations and talks delivered by a representative from the British Council (Rawan Khir, IES Manager), a representative from the Government Scholarships Programme at the Ministry of Education and Higher Education, a representative from the UK Visas and Immigration department through a video conference and three UK alumni (two Qataris and one Expatriate) from different universities who shared their exciting experience with the audience.

We believe that previous editions of the same event raised the bar so this year's event had some mixed success as it was not as well attended as usual due to one or more of the following anticipated reasons (detailed on page 13):

- Lack of clarity around the newly introduced national service that was enforced on Qatari men who turn 18 year olds, who are the primary target audience
- Our marketing partner, the Ministry of Education and Higher Education advertised the event later than in previous years
- It is never ideal to have the event after Eid holidays where some people might have been still travelling and this year, the dates of Eid made this more pronounced. However, it was still the best time during this summer to conduct such an event considering the university application deadlines, school calendars, high school results just announced and government scholarship applications which started on 30 June.
- A number of individual institutions took advantage of the opportunity created by the British Council to host their own individual recruitment event just prior to our main event (and at the same venue!) which caused confusion to potential visitors initially interested in our event.

**Rawan Khir, IES Manager, Qatar**

## Highlights

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

<b>Venue</b>	La Cigale Hotel, Doha, 3 <sup>rd</sup> July 2018
<b>Opening hours</b>	On-spot admission sessions: 16:00 – 21:00
<b>Stand costs</b>	1,430 GBP; excluding VAT
<b>Marketing partner</b>	Ministry of Education & Higher Education (MoEHE)

## Visitors' profile

52% of visitors were looking for Undergraduate courses and Foundation/pre-university programmes  
11% of visitors were looking for English and vacation/short courses

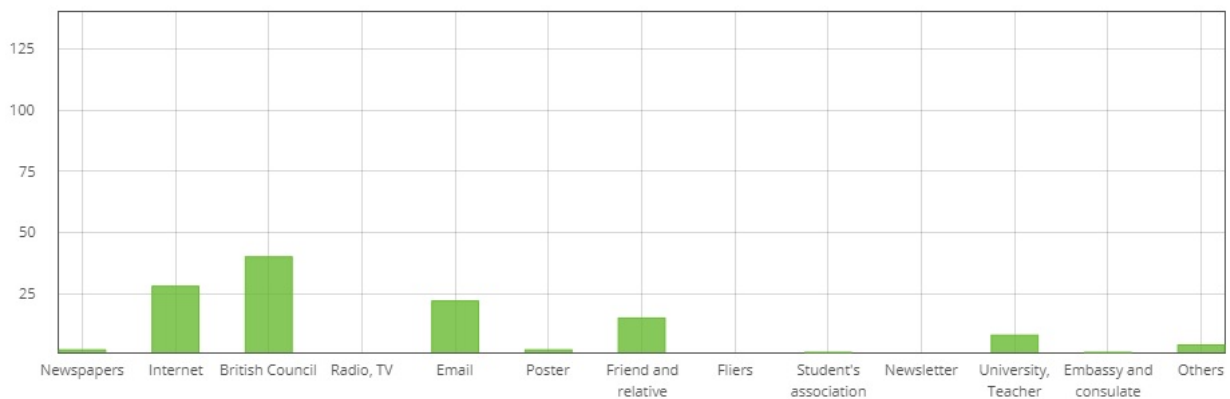
24% of visitors were looking for Postgraduate courses  
5% of visitors were looking for MBA programmes

53% of the visitors were under 20 years old  
15% of the visitors were between 21 - 30 years old

Of the total visitor numbers 35% were female, 64% were male

The most important decision factor was: High academic standard

## How did visitors find out about the exhibition?



## Marketing

In order to maximise the cost effectiveness of the exhibition, the event was delivered in partnership with the Ministry of Education and Higher Education, where their role was to primarily market the event through their social media channels and press advertising and coverage as our Marketing Partner. This is also an important partnership to reach scholarship students effectively. However, to enhance marketing and mitigate risks, the event was also extensively promoted through British Council channels as per the following:

- **Social Media campaign** via Ministry of Education and Higher Education social media accounts started on 30 June 2018
- **Event listing** on British Council Qatar website starting 1<sup>st</sup> week of May
- **Event mention** in British Council Qatar **May [E-Bulletin](#)** sent to 10,000+ key stakeholders sent on 16 May 2018
- **Early promotion through school counselors** through e-mails sent to school counsellors on 22 May 2018 to be cascaded to their students
- **Targeted SMS campaign** to recent IELTS candidates and potential students (6,469) on 1 and 3 July 2018
- **Targeted [E-mail](#)** to recent IELTS candidates and potential students registered on our VRS database (2,814) on 2 July 2018
- **On-site promotion** at the British Council premises
- **Targeted Social Media campaign** via Study UK British Council and British Council Facebook and Instagram channels started on 26 June 2018 – both organic and boosted posts resulting in **452,499 reach, 1,263,650 impressions and 11,335 posts engagement and link clicks**
- **Twitter campaign** via British Council Twitter resulting in organic **27,254 impressions and 478 posts engagement**
- **Live social media coverage** during the event
- Post event [press coverage](#) on 4 July 2018

## Examples of the marketing Include ...


### Facebook

Paid advertising:

**Study UK - British Council**  
26 June · 🌐

تهانينا لخريجي الثانوية العامة! لا زالت الفرصة أمامك متاحة لخوض تجربة ستغير من مجرى حياتك! سجل الآن لمضور جلسات القبول القوري مع جامعات بريطانية يوم 3 يوليو

See Translation



QA.EDUKEXHIBITION.ORG

الدراسة في بريطانيا  
جلسات القبول القورية في قطر

Reshma Akter, Yusuf Muhammed and 17 others

Like Comment Share

**Performance for your post**

**8,117** People Reached

**22** Reactions, comments & shares 🌐


17 Like	17 On post	0 On shares
2 Love	2 On post	0 On shares
0 Comments	0 On Post	0 On Shares
3 Shares	3 On Post	0 On Shares

**92** Post Clicks

0 Photo views	47 Link clicks	45 Other Clicks 🌐
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**Study UK - British Council**  
27 June · 🌐

Congratulations to high School graduates! Join us on 3 July at our popular on-spot admission sessions with UK institutions!



QA.EDUKEXHIBITION.ORG

Study in the UK

On-spot admission sessions in Qatar

Ahmed JW, Reshma Akter and 168 others · 2 Comments · 4 Shares

Like Comment Share

**168,230** People Reached

**215** Reactions, comments & shares 🌐

187 Like	184 On post	3 On shares
16 Love	16 On post	0 On shares
3 Haha	3 On post	0 On shares
1 Wow	1 On post	0 On shares
1 Sad	1 On post	0 On shares
1 Angry	1 On post	0 On shares
2 Comments	2 On Post	0 On Shares
4 Shares	4 On Post	0 On Shares

**1,793** Post Clicks

0 Photo views	1,667 Link clicks	126 Other Clicks 🌐
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**NEGATIVE FEEDBACK**


0 Hide Post      0 Hide All Posts

0 Report as Spam      0 Unlike Page

**Study UK - British Council**  
Published by Rawan Studyuk! 🌐 · 2 July · 🌐

بدأ العد التنازلي لجلسات القبول القوري مع الجامعات البريطانية! سجل حضورك الآن

See Translation



QA.EDUKEXHIBITION.ORG

الدراسة في بريطانيا

Sign Up

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

**Performance for your post**

**76,346** People Reached

**4,590** Video Views

**160** Reactions, comments & shares 🌐

141 Like	140 On post	1 On shares
3 Love	3 On post	0 On shares
2 Wow	1 On post	1 On shares
5 Comments	5 On Post	0 On Shares
9 Shares	8 On Post	1 On Shares

**2,782** Post Clicks

2,282 Clicks to Play 🌐	361 Link clicks	139 Other Clicks 🌐
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**NEGATIVE FEEDBACK**

# On-spot admission sessions July 2018 Qatar

**British Council Qatar**  
Published by Paula Elizabeth Jensch [?] · June 29 ·

الانتقال إلى بلد آخر للدراسة قد يتخلله بعض الصعاب. استعد لهذه الخطوة بثقة عند حضور اللقاء التعريفي السنوي عن إجراءات ما قبل السفر للمملكة المتحدة والقبول الفوري 2018

See Translation



اللقاء التعريفي السنوي عن إجراءات ما قبل السفر للمملكة المتحدة والقبول الفوري 2018

3 يوليو 2018 · 9:00 - 4:00 مساءً

STUDY UK  
DISCOVER YOU

**GREAT**

QA.EDUKEXHIBITION.ORG

سجل حضورك الآن Sign Up

كن مستعداً لتجربة تعليم مستثير من مجرى حياتك


82,798 people reached

Railal Rai, Bijaya Basnet and 80 others

Like Comment Share

**British Council Qatar**  
Written by Paula Elizabeth Jensch [?] · July 2 ·

Moving to study in another country can be a little challenging! Get ready for a life-changing learning experience by attending the annual UK pre-departure briefing session!



UK PRE-DEPARTURE BRIEFING AND ON-SPOT ADMISSION SESSIONS 2018

3 JULY 2018 · 16:00 - 21:00

STUDY UK  
DISCOVER YOU

**GREAT**

QA.EDUKEXHIBITION.ORG

**UK Pre-Departure Briefing** Sign Up

3 July 2018

30,676 people reached

Humayun Kabir, Sri Andayani and 14 others

2 Shares




## Organic advertising

**Post Details**

British Council Qatar shared a post  
Published by Paula Elizabeth Jensch [?] · June 27 at 10:24 AM

**Study UK - British Council**  
June 27 at 10:23 AM

Congratulations to high School graduates! Join us on 3 July at our popular on-spot admission sessions with UK institutions!



UK PRE-DEPARTURE BRIEFING AND ON-SPOT ADMISSION SESSIONS 2018  
3 JULY 2018 · 10:30-11:00

STUDY UK  
DISCOVER YOU

GREAT  
BRITAIN

QA.EDUKEDEXHIBITION.ORG  
**Study in the UK**  
On-spot admission sessions in Qatar

290 people reached

Boost Unavailable

Tamer Saaved, Ahmed Alabdul and Muhammad Haseeb Nisar

**Performance for Your Post**

290 People Reached

3 Likes, Comments & Shares

3 Likes	3 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares

10 Post Clicks

0	5	5
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**Post Details**

British Council Qatar shared a post.  
Published by Paula Elizabeth Jensch [?] · June 27 at 10:22 AM

**Study UK - British Council**  
June 26 at 3:05 PM

تواصلنا لخبرتي الثانوية العامة! لا زالت الفرصة أمامك متاحة لعرض تجربة ستخرج من مجرى حياتك! سجل الآن لحضور جلسات القبول الفوري مع جامعات بريطانية يوم 3 يوليو

See Translation



اللقاء التفريري السنوي عن إجراءات ما قبل السفر للمملكة المتحدة وجلسات القبول الفوري 2018  
3 يوليو 2018 · 4:00 - 9:00

STUDY UK  
DISCOVER YOU

GREAT  
BRITAIN

176 People Reached

0 Likes, Comments & Shares

0 Likes	0 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares

6 Post Clicks

0 Photo Views	3 Link Clicks	3 Other Clicks
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**NEGATIVE FEEDBACK**


0 Hide Post      0 Hide All Posts  
0 Report as Spam      0 Unlike Page

Reported stats may be delayed from what appears on posts

**Post Details**

British Council Qatar  
Published by Paula Elizabeth Jensch [?] · July 2 at 10:00 AM

Still looking for a university to join this year? Your last chance is tomorrow for on-spot admissions! Register Now! <https://goo.gl/AvvJP5>



StudyUK Pre - Departure Briefing 2018  
00:31

1,972 People Reached

168 Video Views

1 Likes, Comments & Shares

0 Likes	0 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
1 Shares	1 On Post	0 On Shares

17 Post Clicks

3 Clicks to Play	0 Link Clicks	14 Other Clicks
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**NEGATIVE FEEDBACK**

0 Hide Post      0 Hide All Posts  
0 Report as Spam      0 Unlike Page

Reported stats may be delayed from what appears on posts

## Twitter



**Tweet activity**

**British Council** @qaBritish  
Moving to study in another country can be a little challenging! Get ready for a life-changing experience by attending the annual UK pre-departure briefing session! #StudyUK #UK #University #Career  
Register Now: <https://goo.gl/AvvJP6>  
pic.twitter.com/9vbdDjF5OZ

Impressions	8,468
Total engagements	76
Detail expands	34
Media engagements	21
Hashtag clicks	7

**Your last payment was declined.**  
Visit [ads.twitter.com](https://ads.twitter.com) on desktop to pay the balance.

[Go to Twitter Ads](#)

**Tweet activity**

**British Council** @qaBritish  
الانتقال إلى بلد آخر للدراسة قد يتخطه بعض الصعاب. استعد لهذه الخطوة بلمحة عند حضور اللقاء التعريفي السنوي عن إجراءات ما قبل السفر لبريطانيا. رابط التسجيل في الباور للدراسة في الخارج  
<https://goo.gl/ANUEHT>  
pic.twitter.com/GUhcUcYyWs

Impressions	9,719
Total engagements	151
Media engagements	74
Detail expands	29
Profile clicks	25
Link clicks	15
Retweets	3
	3
	2

**Your last payment was declined.**  
Visit [ads.twitter.com](https://ads.twitter.com) on desktop to pay the balance.

**Tweet activity**

**British Council** @qaBritish  
Still looking for a university to join this year? Your last chance is tomorrow for on-spot admissions! #StudyUK  
Register Now! <https://qa.edukexhibition.org/en>  
pic.twitter.com/UOFyaVB6x9

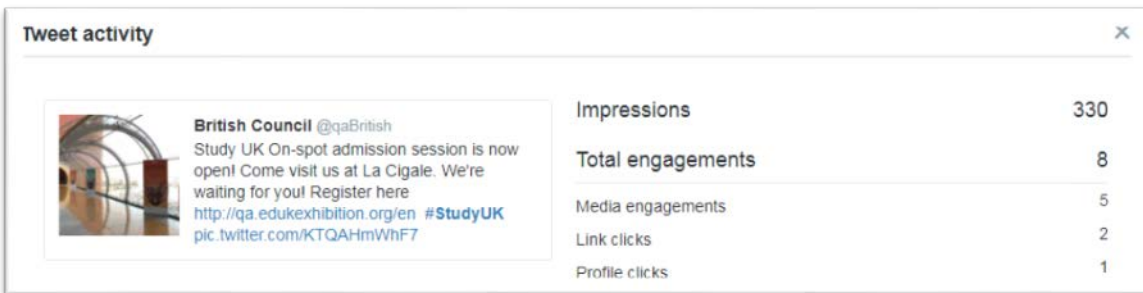
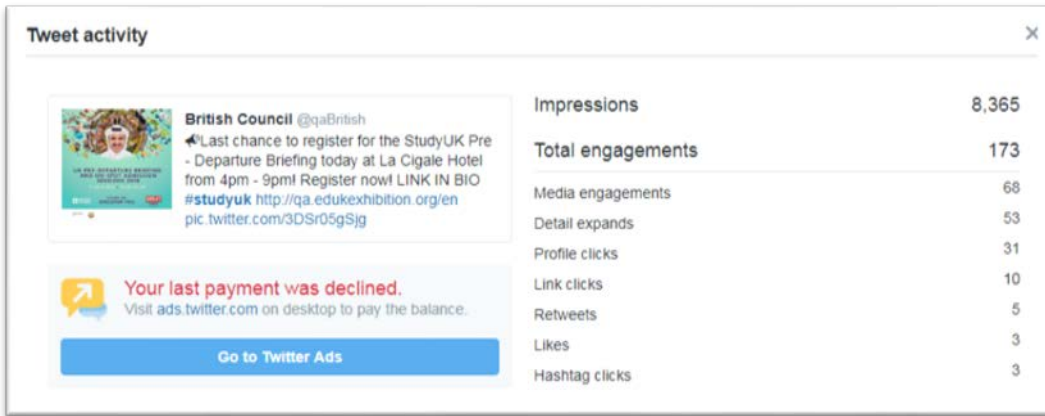
Impressions	372
Media views	55
Total engagements	15
Media engagements	9
Detail expands	3
Link clicks	2
Hashtag clicks	1

**Your last payment was declined.**  
Visit [ads.twitter.com](https://ads.twitter.com) on desktop to pay the balance.

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

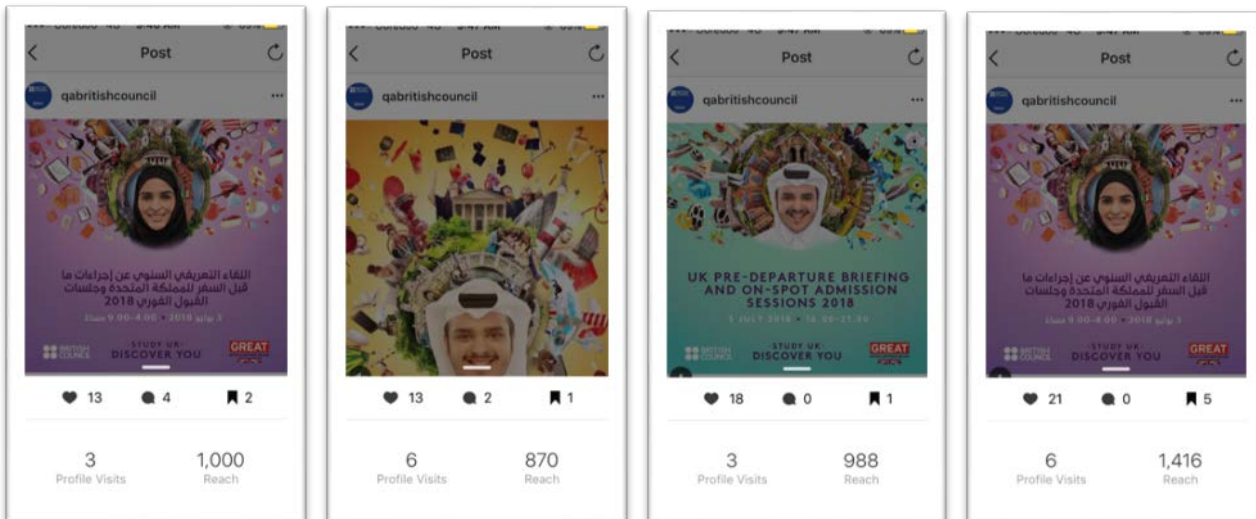


# On-spot admission sessions July 2018 Qatar



## Instagram

### Organic



## Email to school counsellors

Sent to 124 counsellors at both International and government schools (including International School of London) on 22 May 2018:

Annual UK pre-departure briefing and On-spot admission sessions on 3 July - Message (HT...)

File Message

Delete Reply Reply All Forward Team E-mail Alumni To Manager Move Move Mark Unread Categorize Follow Up Translate Zoom Join Group Leave Group Manage Groups

This message was sent with High importance.

From: Study UK (Qatar) Sent: Tue 22/05/2018 11:49

To: Study UK (Qatar)

Cc:

Subject: Annual UK pre-departure briefing and On-spot admission sessions on 3 July

**English to follow:**

المُرشدون الأكاديميين المحترمين...

تحية طيبة وبعد...

بدلية أود أن أنتهز هذه الفرصة لأهنتكم بحلول شهر رمضان المبارك. سائلين المولى عزوجل أن يتقبل منا ومنكم صالح الأعمال.

نود أن نلفت انتباهكم إلى اللقاء التعريفي السنوي عن إجراءات ما قبل السفر للمملكة المتحدة وجلسات القبول الفوري الذي ينظمه المجلس الثقافي البريطاني في قطر والذي سيعقد هذا العام يوم الثلاثاء الموافق 3 يوليو 2018.

يتم تنظيم هذه الفعالية بشكل سنوي بالتعاون مع وزارة التعليم والتعليم العالي حيث نقوم بدعوة مندوب من قسم الهجرة والجزائر لمشاركة الطلبة بأحدث متطلبات وشروط التأشيرة البريطانية كما ونقوم بدعوة أحد خريجي المملكة المتحدة لمشاركة الطلاب بعض النصائح حول التحضير للحياة الجامعية. كما وسنستضيف هذا العام ما يقارب 15 جامعة بريطانية التي ستقوم بدورها بتقديم قبول فوري لمن يستوفوا شروط الدراسة في خريف 2018.

سنكون شاكرين إن قسمتم بمشاركتكم هذا الرابط مع طلاب الثانوية لمعرفة مزيد من التفاصيل وللتسجيل لحضور الفعالية.

مع أطيب التحيات...

روان

Dear School Counsellors,

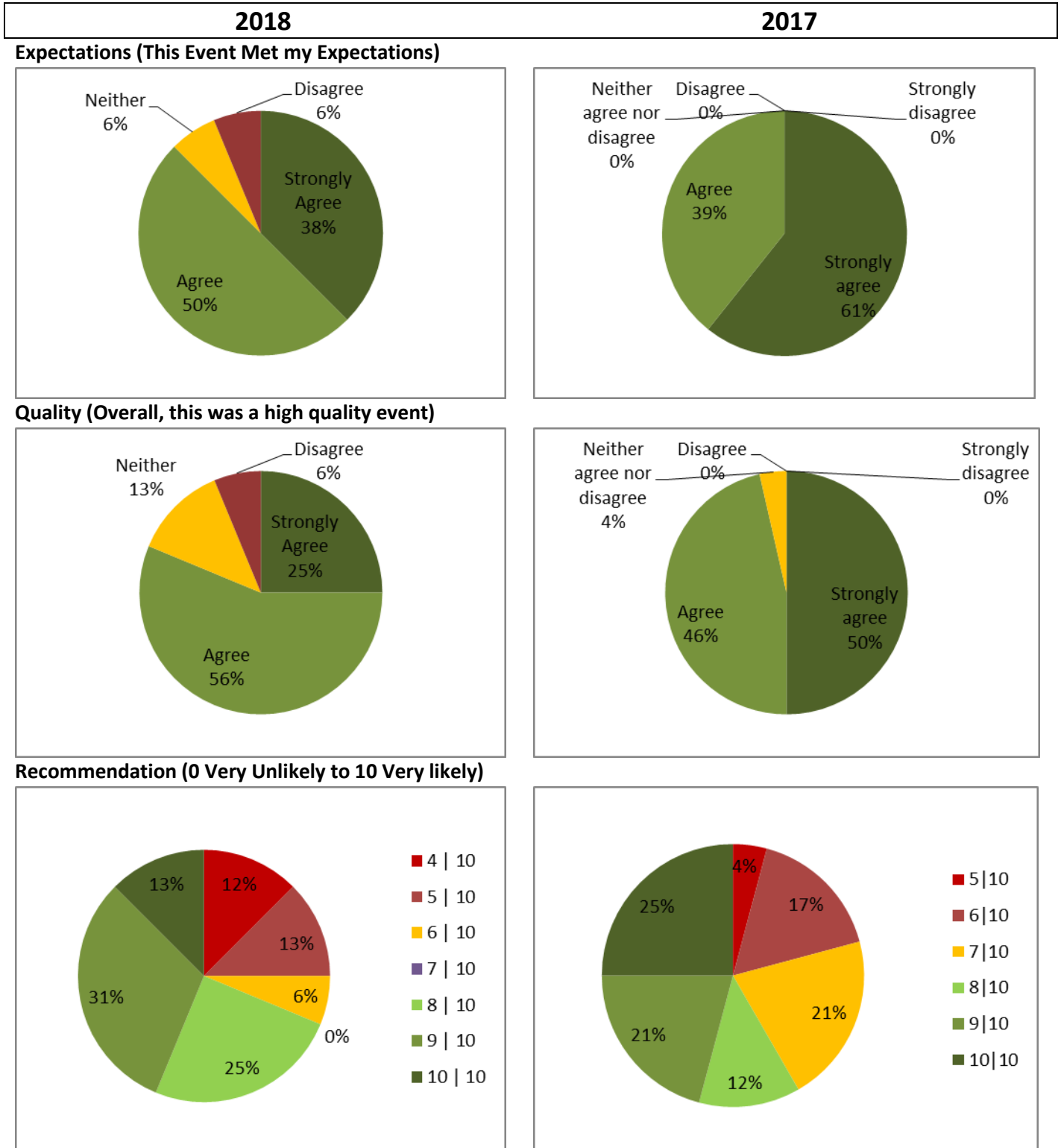
Ramadan Kareem! We would like to bring to your attention that the British Council is organising its annual UK pre-departure briefing and On-spot admission sessions on Tuesday, 3 July 2018.

This is an annual event that we organise in partnership with the Ministry of Education & Higher Education, where we invite an expert from UKVI and recent alumni to share updates on visa requirements and top tips on life in the UK, respectively. The event also hosts around 15 UK institutions to provide on-spot admission for Fall 2018.

We would highly appreciate if you could share [this link](#) with your students to get more details and to register in

See more about: Study UK (Qatar).

## Visitors' Feedback



## Exhibitors' Feedback

Some statistics from the Exhibitors post-event survey:

- ✚ 83% of exhibitors were happy about the quality of visitors and scored above 7/10.
- ✚ 100% of the exhibitors were happy about the exhibition logistics (duration of event, venue, catering, professionalism of the team, British Council staff support) and scored above 7/10.
- ✚ 67.5% of exhibitors agreed that this event did not meet their expectations
- ✚ 67.5% of exhibitors will consider coming back to our yearly events, while others are undecided yet
- ✚ 100% of exhibitors were satisfied with the timing of the event

### Some positive quotes from exhibitors:

- Overall- event was useful
- I do appreciate the hard work which has gone into this event
- Excellent team

### Some Recommendations from exhibitors:

- Give longer notice for schools to inform their students
- Lower the price
- More event promotion and advertising
- Targeted advertising to Foundation students
- Would have been good to meet more students who required a Foundation programme at the event
- Update the handbook to reflect the no-visa fees for British Nationals
- Provide more clarity on military service

## Analysis of lower student turn out

Previous editions of the same event have been extremely well-attended and have been very successful for participating institutions so this year's event had some mixed success as it was not as well attended as usual due to one or more of the following reasons:

- Lack of clarity for the audience around the newly introduced national service that was enforced on Qatari men who turn 18 years old, who are the primary target audience as they account for 56% of Qatari-domiciled students. The Law comes into force on 5 April 2018. Although the announcement of the law included some guidelines on who should be exempted or entitled for deferral, there have been some negotiations to allow students looking to pursue tertiary education to request for deferrals. These negotiations led to lack of clarity and conflicting messages among our target audience on the practical implications for potential students. However, we have consulted the Ministry of Education and Higher Education and the Ministry of Administrative Development at different stages prior to the event. The support and participation of both ministries during the event confirms that there was no anticipated major negative impact on students' recruitment at that time. They both said that students, who get a deferral approval/clearance from the national service authorities, will be considered for a scholarship to go to the UK, but the student has to get the exception first and this is between the student and the relevant authorities. The same applies to self-funded students as they won't be granted non-objection letters from the MoEHE unless they get a deferral approval/clearance from the national service authorities. Most recent communications done in mid-July (i.e. after the event) provided more clarity on the implications, which helped us in evaluating the impact of Qatar National Service on students' recruitment from Qatar. Full article on the impact can be accessed [here](#).
- As can be seen from Page 3, most visitors knew about the event through British Council channels and emails. There was less marketing than usual from our marketing partner, the Ministry of Education and Higher Education (MoEHE) as they started the promotion 3 days prior to the event using the twitter account only. They used Snapchat a day before the event and invited one newspaper agency to cover the event. In previous editions, they have promoted the event through Twitter, Snapchat, Instagram, live social media coverage, and press coverage prior and post event by multiple newspaper agencies and social media influencers. When observing the Social media accounts of the MoEHE, it was obvious they had many events to cover at the same time which resulted in less coverage of our event. However, to minimize the impact of this, the British Council also implemented a sustained marketing campaign.
- It is never ideal to have the event after Eid holidays where some people might have been still travelling and this year, the dates of Eid made this more pronounced. However, it was still the best time during this summer to conduct such an event considering the university application deadlines, school calendars, high school results just announced and government scholarship applications which started on 30 June.
- A number of individual institutions took advantage of the main on-spot admissions opportunity to host their own individual recruitment event just prior to our main event (and at the same venue!) which caused confusion to potential visitors initially interested in our event. By competing with ourselves, the result is that there was confusion among the audience as to which event they were attending and which institutions they would meet. One of the potential consequences is lower



numbers of students enrolling at UK institutions for the autumn intake.

## **British Council**

- We will monitor updates about the national service law and keep the sector updated on practical implications through the British Council Education Services website
- We will continue looking at partnership models that can reduce costs per institution while putting extra measures to ensure partnership outcomes are being met
- We will continue focusing our marketing on digital marketing while utilizing social media influencers
- We will ensure that the needs of all participating institutions are included in our marketing campaigns
- We will include more detailed marketing and communication plan in the event handbook
- We will do phone follow-ups with school counsellors to ensure emails sent to them are being received and actioned
- We will ensure our handbook and joining instructions are up-to-date and that all exhibitors' comments and requests are being responded to within 48 working hours.

## **UK Institutions**

- It is recommended to have two to three representatives maximum per institution which should be more than enough to avoid queues of students
- It will be appreciated if the universities offer essential information for post graduate studies (mainly PhD) as most of the institutions were only prepared to advise about Undergraduate.
- We understand that institutions may want to maximise their return on investment when doing country visits, but we would appreciate if individual sessions could be organised after the main event or at least in a different venue to avoid confusion.

Our main exhibition, currently Scheduled for 10 and 11 March 2019: <https://education-services.britishcouncil.org/exhibition/study-uk-qatar-and-kuwait-exhibitions-march-2019>, will build upon the lessons learned. We hope to see you there!

## Appendix I - List of UK participating institutions

NO.	UNIVERSITIES
1	University of Aberdeen
2	Aston University
3	University of Bristol
4	Heriot-Watt University
5	Liverpool John Moores University
6	Northumbria University
7	Northumbria University, Qatar Finance and Business Academy
8	Oxford Brookes University
9	Queen Mary University of London
10	University of Salford
11	Ulster University
12	University of the West of Scotland

NO.	PRE-UNIVERSITY AND COLLEGES
1	NCUK – University Foundation College
2	Study Group

## Appendix II - Photos from the Exhibition

Pictures from Pre-departure briefing presentations (British Council IES Manager and the Government Scholarships Programme at the Ministry of Education and Higher Education)



Pictures from Pre-departure briefing presentations (UK alumni sharing their experience)



Visitors getting advices from the UK institutions' representatives

