

Post-event report for the
Study UK International Schools Tour and Mini Fair 2018
13 - 14 September 2018
Accra

Introduction

Thank you for your participation at the **Study UK International Schools Tour and Mini Fair in Ghana** on **13-14 September 2018** in Accra.

The report aims to provide you with a summary of the event, 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 “**Study UK International Schools Tour**” hosted representatives from 10 UK universities and six International schools in Accra and Tema (listed below in the Exhibitors’ feedback section) who participated in the schools tour.

The “**Mini Fair**” hosted these **10 UK university** representatives who positively engaged with prospective students, professionals and parents in Tema and Accra, providing them with information on the studying opportunities and subject choices in the UK. It targeted prospective students, parents, guardians, workers and school counselors seeking information and educational opportunities for themselves.

The events helped to build brand awareness for Study UK and the UK universities who took part in the events. Our social media campaign (details listed below in the Marketing section) also provided awareness and publicity for the events.

The mini fair attracted over **400 visitors** due to the marketing campaign. Alongside the fair, series of presentations were delivered including a presentation on IELTS and Scholarships.

At British Council we highly appreciate your support, and hope that we can continue to provide valuable marketing services through our exhibitions and other range of targeted activities during the year. We hope to see you again at our next exhibition in **February 2019**.

Regards,

Christiana Bandoh | Project Manager, Ghana

This report includes:

Introduction - Page 2

Highlights - Page 3

Visitor Profile – Page 4

Marketing - Page 11

Exhibitors Feedback - Page 17

Future Steps - Page 21

Appendix: **List of exhibitors, survey results, Advertising**, pictures- Page 22

Highlights

This mini fair was held at the following venue/date/time:

Venue	British Council Auditorium
Date	14 September 2018
Opening hours	18.00 -21.00
Stand costs	£1,372

The **International schools tour and Mini Fair** was targeted at students, parent, principals and counsellors.

- 6 international schools in Accra and Tema were visited
- Ghana International School, Merton International School, Delhi Public School, East Airport International school, Tema International school and Soul Clinic International School
- 10 UK universities toured the schools
- Presentations were delivered by all 10 UK universities at each international school.

A number of successful presentations were held during the mini fair covering topics on:

- Scholarships
- IELTS

Visitors Profile

Venue	Accra 14 September 2018
Profile	Professionals Guidance counselors Parents Students
Online registrations	1,100 <i>(492 out of 1,100 attended the event)</i>
At the venue registrants	192
Total attendees	492

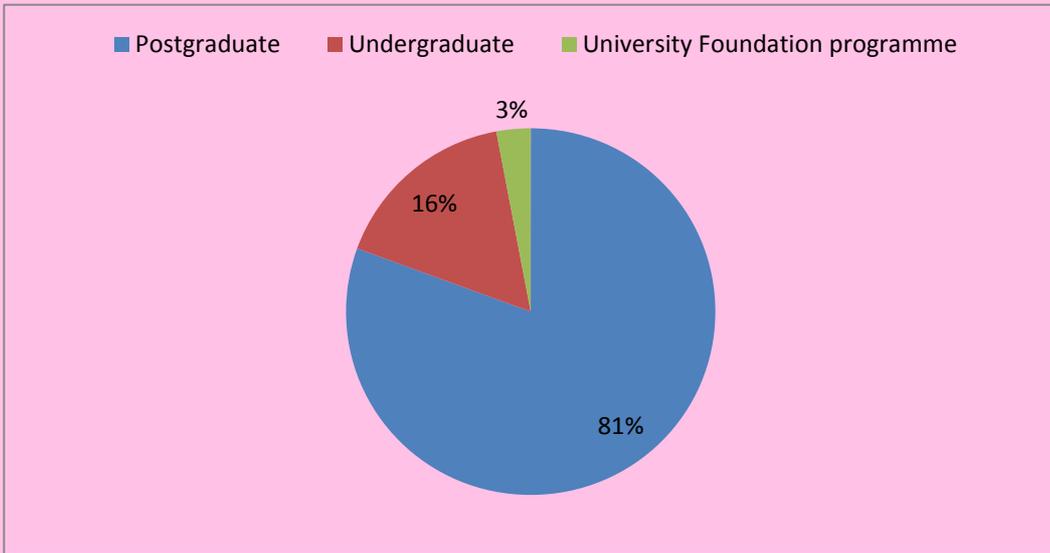
There was a 16.6% increase in visitors from last year's exhibition ...

Attendance		
	2017	2018
Accra	422	492

**Accra
Attendees' Profile**

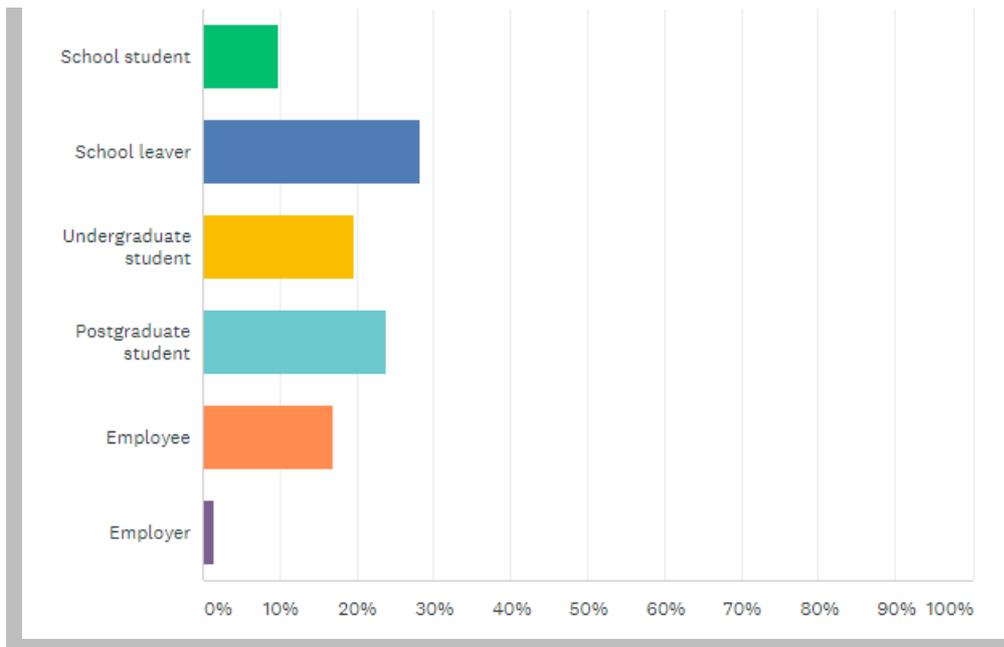
53.5% students, 18.3% professionals, 28.2% other
64.29% male, 35.71% female

Which level of study (the student) are you interested in?

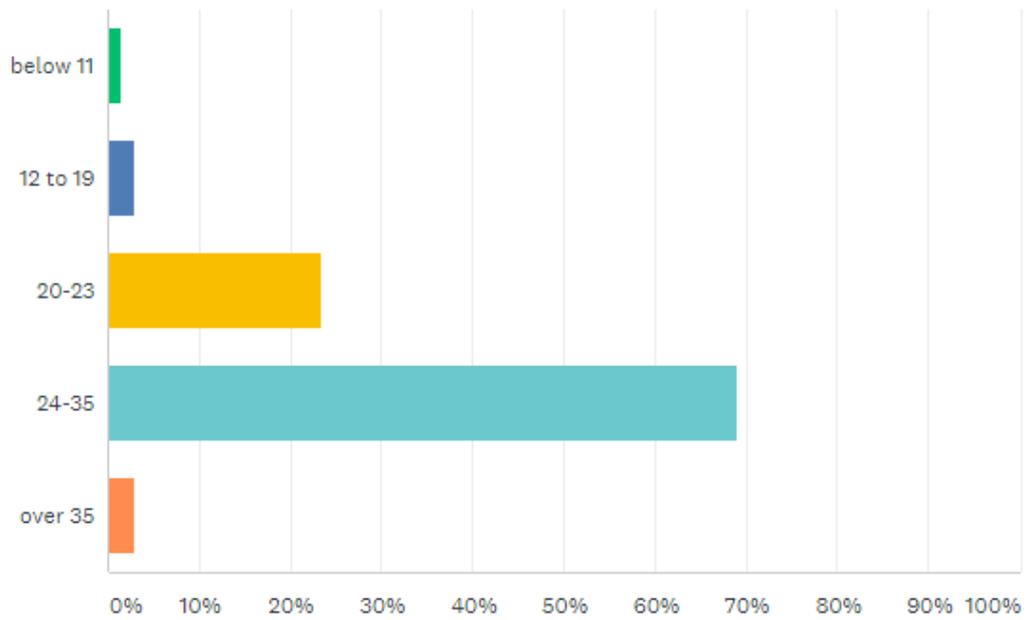


67.14% of visitors plan to study in the UK in 1 year

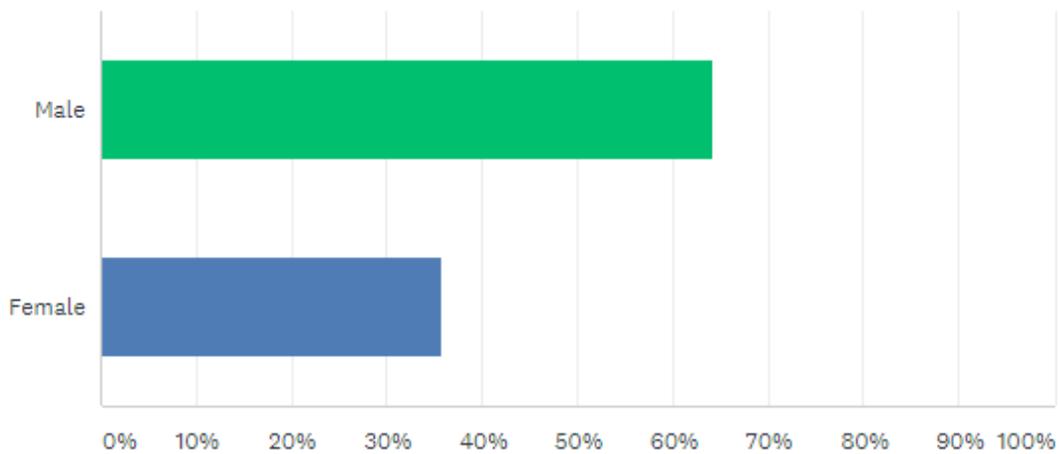
1. What is your current status?



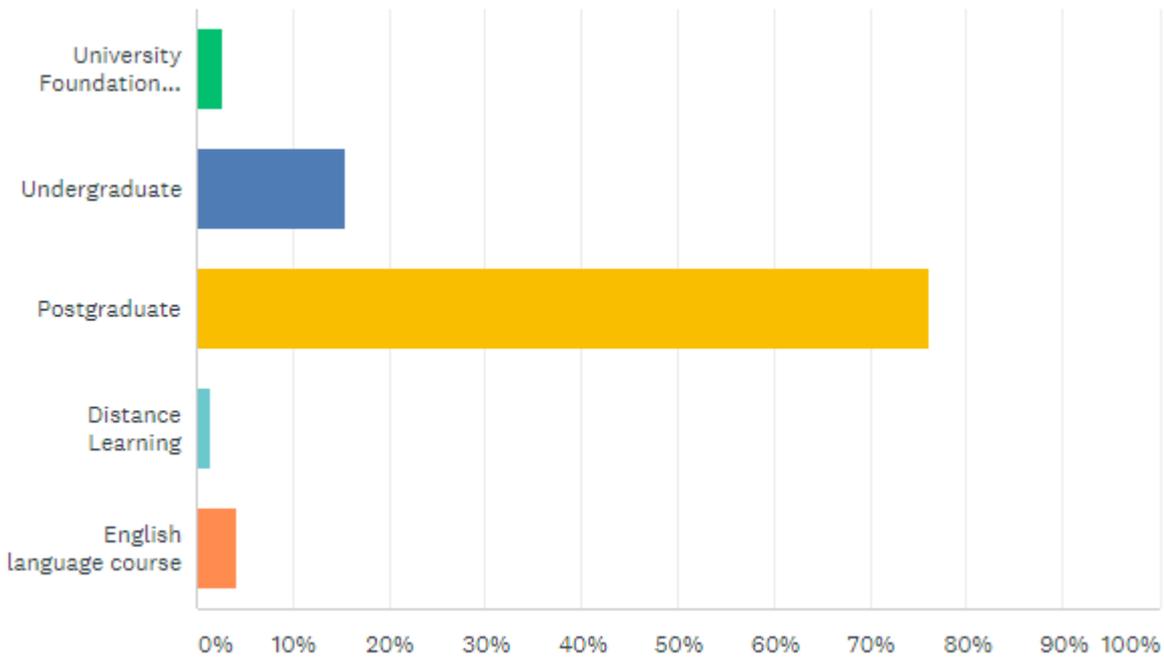
2. How old are you?



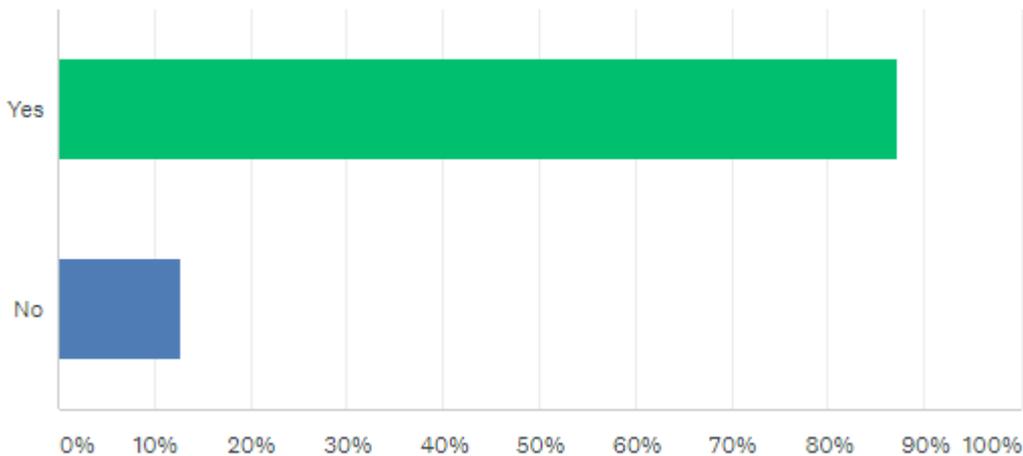
3. Are you male or female?



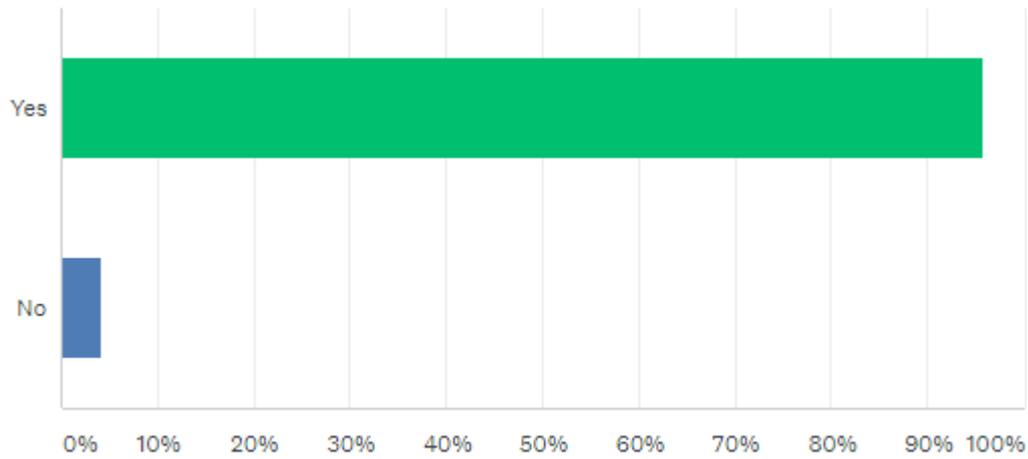
4. What programme of study are you interested in?



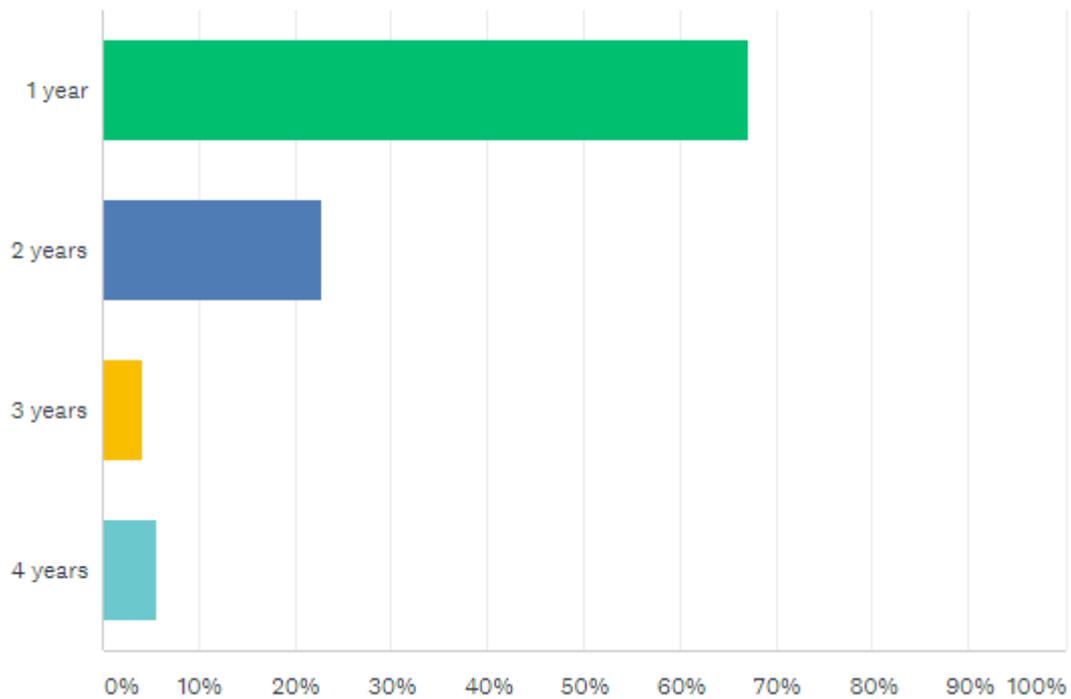
5. Did this exhibition provide you with the information you were looking for?



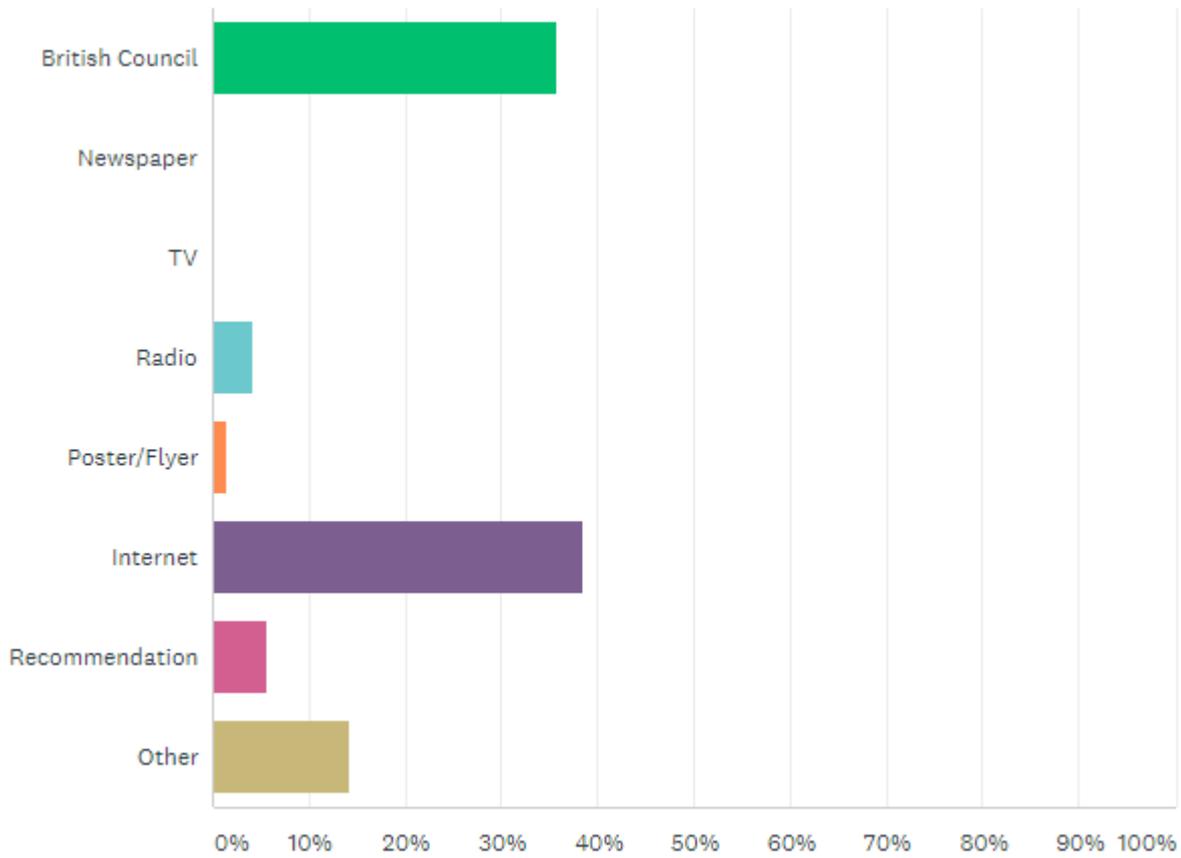
6. Will you be making an application to study in the UK?



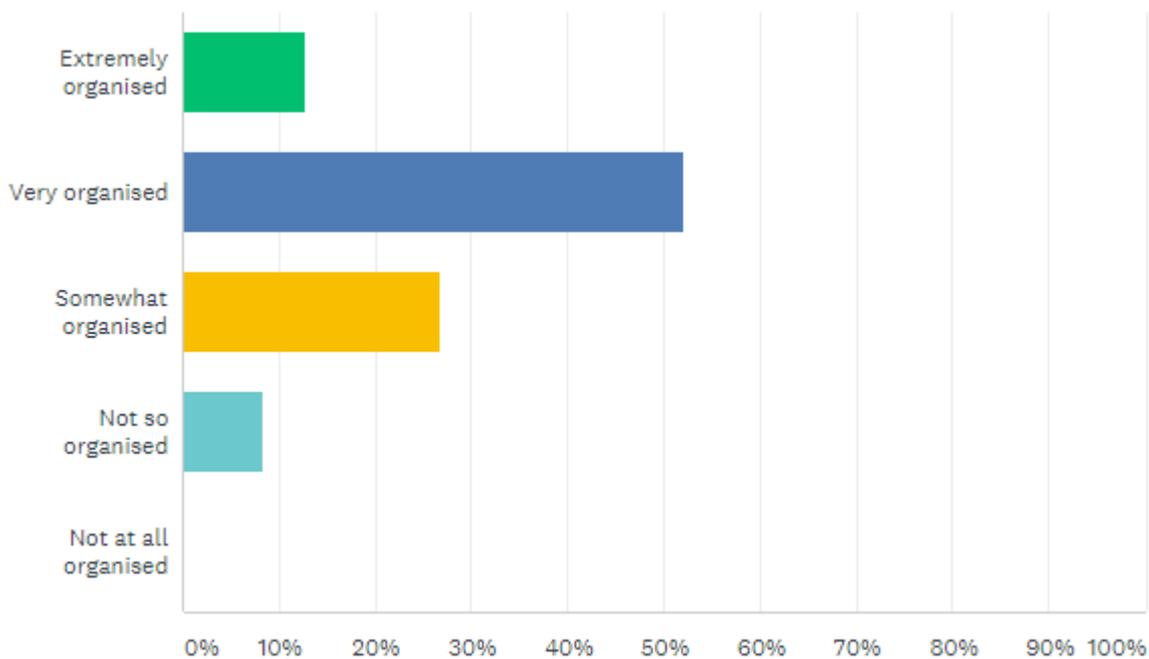
7. When do you plan to study in the UK?



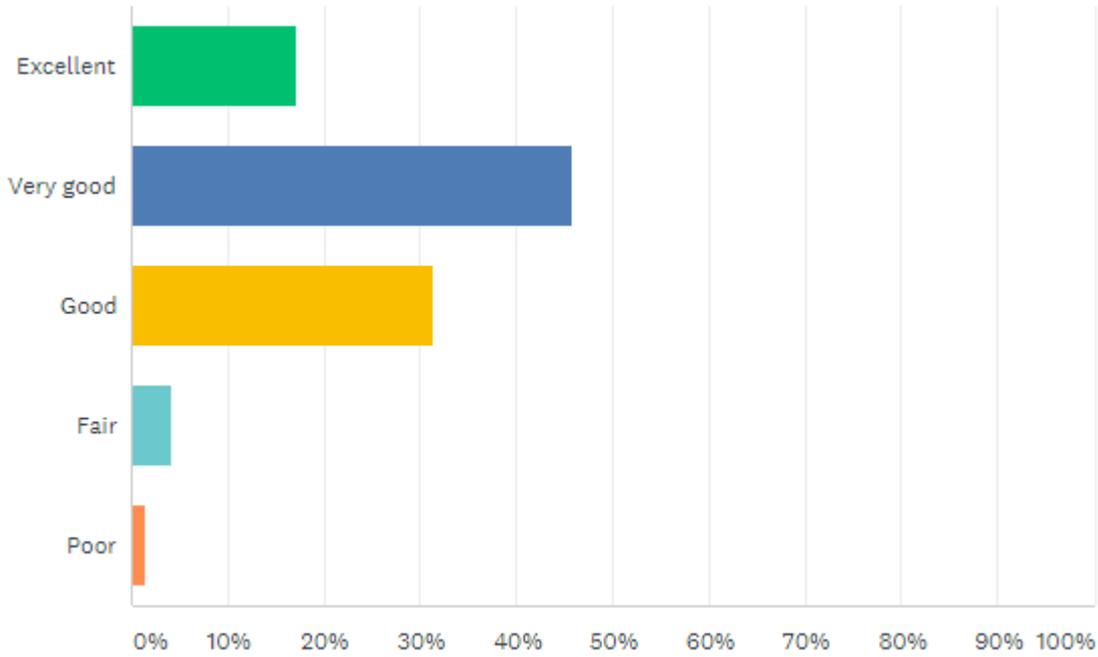
8. How did you find out about this exhibition?



9. How organised was the event?



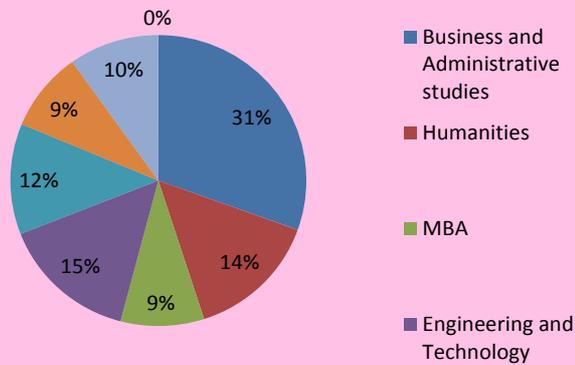
10. Overall, how would you rate the event?



Top 5 Motivating Factors for studying in the UK:

1. High academic standard
2. International recognition of qualifications
3. Wide variety of courses and Institutions
4. Scholarships offered
5. Cultural environment

Which subject area are you interested in?



Marketing – Digital Promotion Reach

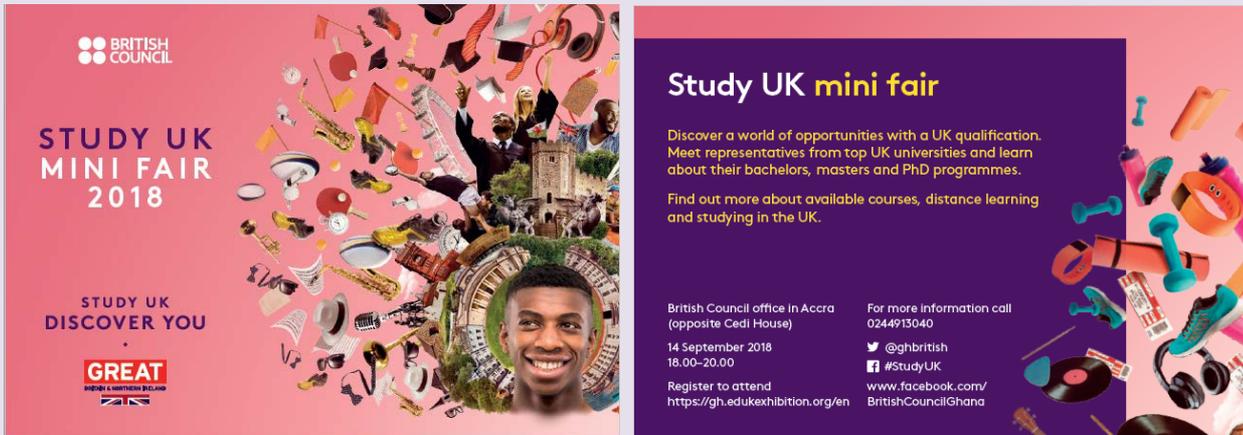
Marketing Channels:

- Posters, Flyers, E-invites, half page newspaper ad and signage's were created for the mini fair
- Invitation letters were sent to the international schools – principals, counsellors, parents, guardians for the schools tour
- Radio announcements were made on popular radio stations in Ghana
- An advertorial was placed on British Council Ghana's website
- A Facebook live session was held

Website clippings – British Council Ghana [<https://www.britishcouncil.org.gh/events/study-uk-exhibition-2018>]



Flyers

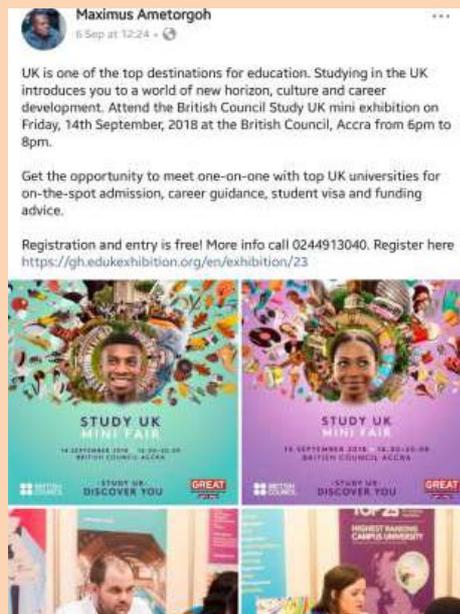


Hanging Banner:



Marketing Campaign:

Social media campaign: Influencers page



Social media campaign: Facebook

<https://www.facebook.com/BritishCouncilGhana>



Page | Inbox | Manage Jobs | Notifications | Insights | Publishing Tools | More ▾

TAXI 233
@taxi233gh

Home | Posts | About | Videos | Photos | Reviews | Services

Like | Following | Share | ...

Published by Benjamin Nyarko [?] · September 9 at 11:59 PM

Get all the gist right here on Facebook before the event. Don't miss!

Join our Questions & Answers session this Wednesday, 12 September @ 4pm

f LIVE
facebook.com/BritishCouncilGhana

STUDY UK MINI FAIR
14 SEPTEMBER 2018 · 10:00-12:00
BRITISH COUNCIL ACCRA

5,811 people reached | Boost Again

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This ad ran for 8 days.

74,749 People Reached | 1,367 Clicks

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LIVE CHAT	1,367
Page Likes	11
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By clicking Add Budget, you agree to Facebook's Terms & Conditions | Help Center

DESKTOP NEWS FEED | **MOBILE NEWS FEED**

TAXI 233 shared an event.
Sponsored · G

Meet top UK universities at the British Council for on-the-spot admissions, visa and funding advice. Registration and attendance is free. Register here: <https://gh.eduhorribon.org/venue/uk/2018>
More info: 0244913340

STUDY UK MINI FAIR
14 SEPTEMBER 2018 · 10:00-12:00
BRITISH COUNCIL ACCRA

Close

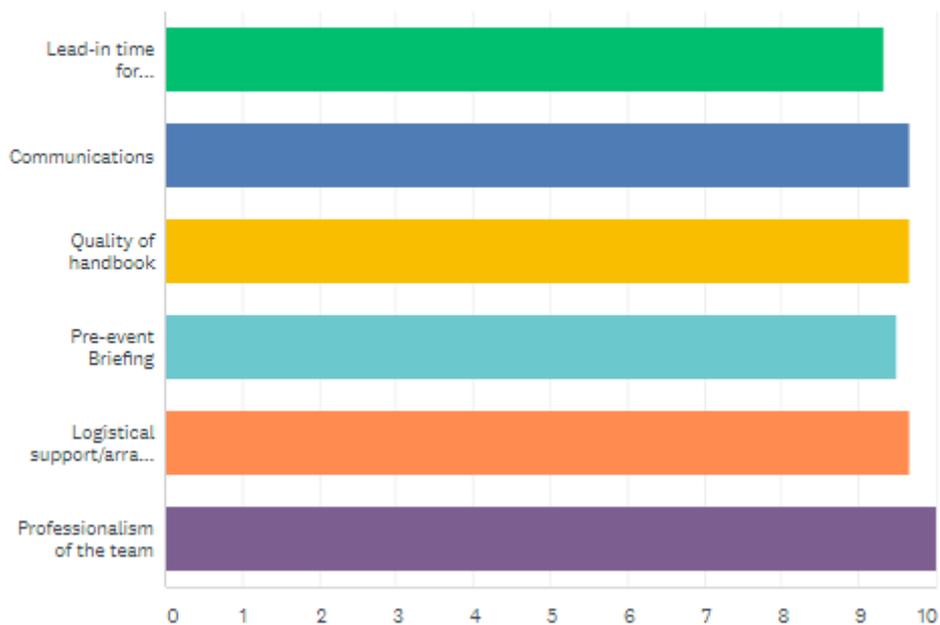
Advert Results last updated on 14th September 2018 and based on 8 days.

Exhibitor's Feedback

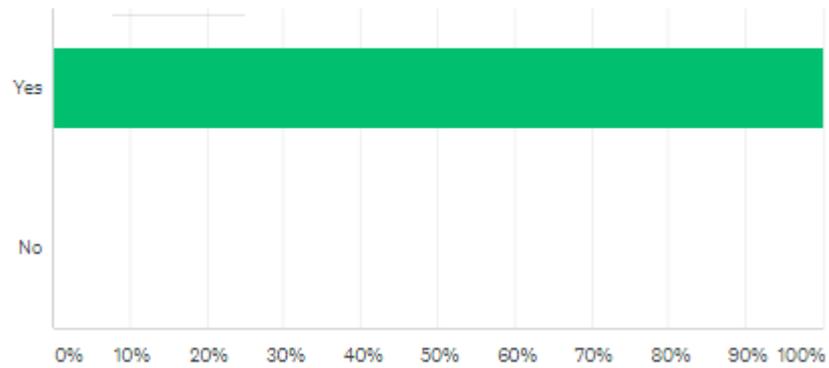
At the International schools tour there were **10 unique exhibitors** from UK HEIs and **6 Ghanaian international schools** in participation.

When exhibitors were asked “Will you be attending a similar exhibition next year?” **83.33% said yes, 16.17% are undecided.**

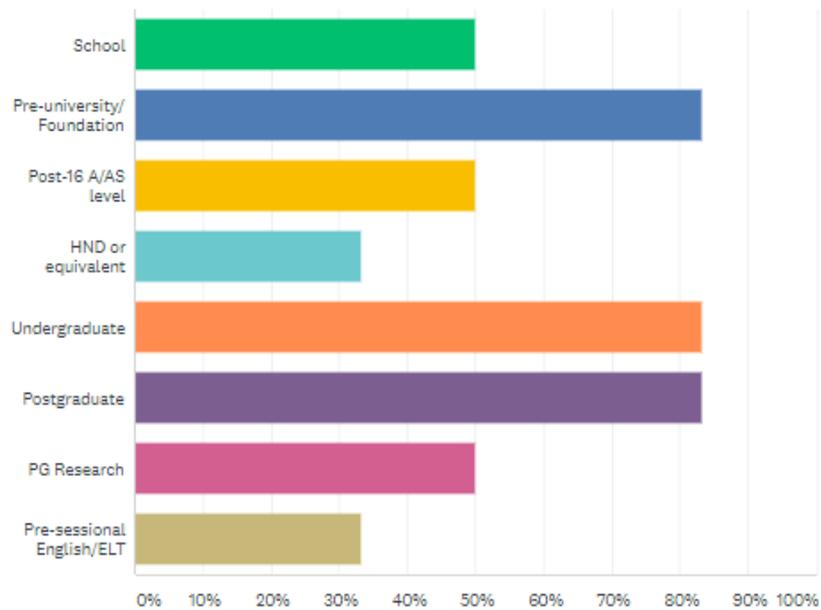
Please rate the following aspects of the British Council



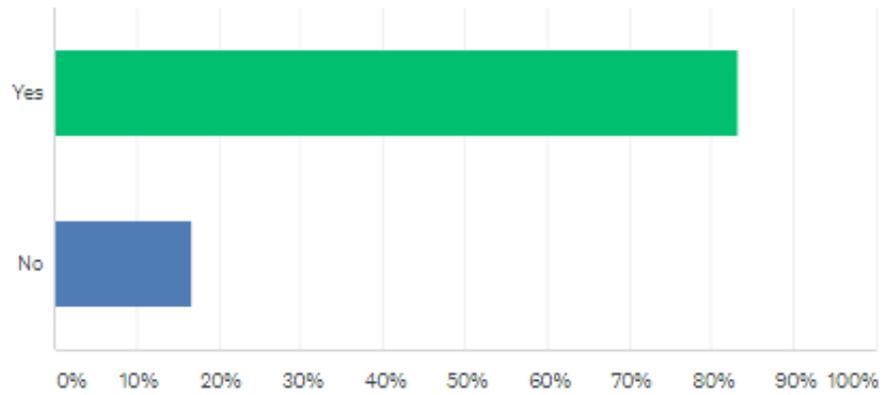
Was the (calendar) timing of this event right for you?



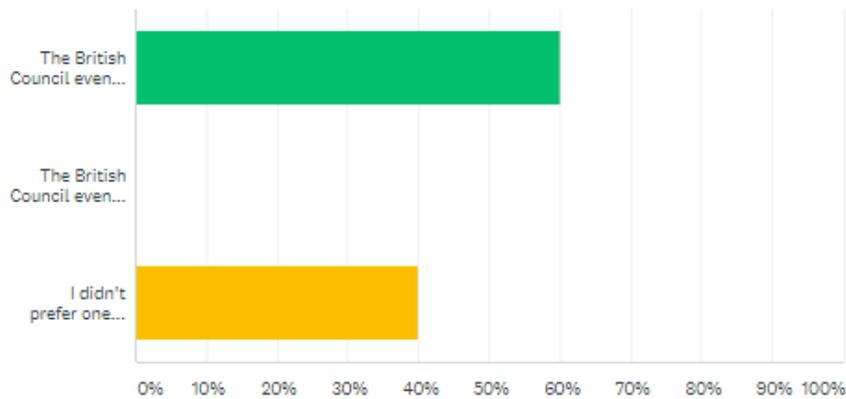
What was your primary market interest for this event (tick all that apply)



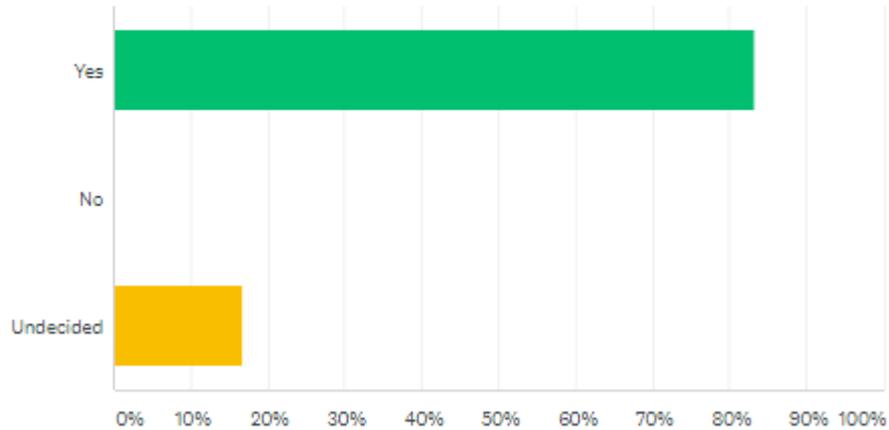
Have you been to any non-British Council organised events in Ghana previously?



How does the British Council event compare to that event



Would you consider coming back to the next British Council exhibition in Ghana?



Some positive quotes from exhibitors:

The BC brand is well known especially in West Africa and more of this event is needed in the future.

Stand assistants were excellent.

Food was delicious

Some negative quotes from exhibitors:

International schools should be within proximity

The evening exhibition should start earlier to accommodate for more time with the attendees.

Include WASCE holders.

Future steps

There are a number of areas that both the British Council and the UK institutions can work on to improve the overall arrangement and outcomes of the exhibition. The main findings and recommended steps are outlined below:

British Council

- Going forward, British Council will consider more international schools during the international schools tour.

UK Institutions

- It is suggested that institutions invite their alumni to sit with them at their stands and share real life experiences with the prospective applicants
- It is suggested that institutions read the Exhibition Handbook and also take note of their itinerary provided in their welcome pack and emails sent ahead of time
- Many visitors commented that scholarships opportunities were very low. We recommend institutions to look at ways of providing some sort of scholarship or discount and highlight these during future exhibitions

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

Appendix

List of International schools (Alphabetical Order).

1	Delhi Public School
2	East Airport International School
3	Ghana International School
4	Merton International School
5	Soul Clinic International School
6	Tema International School

List of exhibitors (Alphabetical Order)

1	Cardiff Metropolitan University
2	Coventry University
3	Hult International Business School
4	Middlesex University
5	Nottingham Trent University
6	Study Group
7	The University of Nottingham
8	University of Leeds
9	University of Lincoln
10	University of Portsmouth

Study UK International Schools Tour Programme

International Schools Tour Schedule

Thursday 13 September 2018

10:00 – 11:00	Ghana International School
13:30 – 14:30	Tema International School
15:30 – 16:30	East Airport International School

Friday 14 September 2018

9:00 – 10:00	Delhi Public School
13:00 – 14:00	Merton International School
14:30 – 15:30	Soul Clinic International School

Contacts information of School Counsellors

Ghana International School

Rianatu Mensah – rianatu@gis.edu.gh
Cambridge
Senior Class – 50 students
Preferred study destination – UK & US

Delhi Public School

Helen David -david280913@yahoo.com
Cambridge
Senior class – 70 students
Preferred study destination – UK, US, Canada & Ghana

East Airport International

Mabel Owusu Addo – mabel.owusuadoo@eais-edu.com
Cambridge
Senior class – 35 students
Preferred study destination - Predominantly UK, a few US (decision usually driven by parents and Alumni of universities)

Tema International School

Eunice Efram Mahoney – Efram.Mahoney@tis.edu.gh
Cambridge, International Baccalaureate Diploma Programme
Senior Class – 67 students
Preferred study destination - UK, US, Canada & Ghana

Soul Clinic International School

Salwa McCauley – soulclinic1968@yahoo.com
Cambridge
Senior Class – 17 students
Preferred study destination – UK

Merton International School

Godwin Ziga – vp1@mertonint.com
Cambridge
Senior class – 23 students
Preferred Study Destination – Ghana, a few UK and US

Study UK Mini Fair Programme

Friday 14 September 2018

British Council, Auditorium

17:00 – 18:00

Registration begins for participants

18:00

Mini Fair Opens

18:30

Presentation on IELTS (International English Language Testing System) British Council (**30 mins**)

19:00

Scholarship presentation (30 mins)

20:00

Mini fair closes



End of Report