



**SERVICES FOR  
INTERNATIONAL  
EDUCATION  
MARKETING**

**Post-event report for**

**Study UK Fair and Schools roadshow**

**25 – 27 September 2018**  
**Cairo & Alexandria**  
**Egypt**

## Introduction

Thank you for your participation at the Study UK Fair and schools roadshow Egypt which took place on 25 – 27 September 2018.

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 school students, undergraduate and postgraduate prospective students**, hosted representatives from **13 UK institutions** (Listed below in page 14), that positively engaged with **prospective students and visitors**, providing the audience with information on “**educational opportunities/subject choices**” etc.

The event attracted over **3000 visitors** thanks to the hosting schools and in part to the **campaign organised by the British Council (Details listed below in page 4)**”.

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,

**Yehia El Refaiy**  
Study UK Manager, Egypt

## Highlights

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

<b>Venue(s)</b>	American International school in Egypt British International School in Cairo El Alsson British American School New Cairo British International School Arab Academy for Science and Technology House of English
<b>Opening hours</b>	9.00 - 15.00, 18.00 -21.00
<b>Stand costs</b>	£1115 (plus VAT)

That was the eighth event to be held in Egypt, it was a huge success. Estimated number of visitors attended the schools roadshow are **3000 students** (in total 6 schools and 2 public fairs). It was the largest event in Egypt this year, in terms of numbers and quality of visitors.

## The event

- All the roadshow's hosting schools invited their year 11 and 12 students to attend the fair at the scheduled time, making a blocked hour from teaching, this increased the number of students attending the fairs.
  - The schools also invited the parents.
- Public fairs in both cities attracted a large number of visitors

## Marketing

**A total of £2000 was spent on marketing for this event**

**Our marketing reached an estimated audience of 1.5 million Egyptians**

### Online – British Council website:

The screenshot shows the British Council website interface. At the top, there is a navigation bar with links for English, Teaching centres, Newsletter, Contact us, and Search. Below this, the British Council logo is displayed alongside the text '80 YEARS IN EGYPT' and 'Egypt'. A secondary navigation bar includes links for Home, Learn English, Take an exam, Study in the UK, Events, and Our work in arts, education and society. The main content area features a large banner for the 'STUDY UK FAIR' held on 25 and 27 September 2018 in Cairo and Alexandria. The banner includes the text 'STUDY UK DISCOVER YOU' and a 'Register now' button. To the right of the banner, a text box provides details: 'Study UK Fair 2018 - Cairo and Alexandria. Meet top UK universities and explore hundreds of courses available.'

## Online – Mailshots:

The graphic is a promotional flyer for the Study UK Fair in Cairo. It features a central image of a smiling woman surrounded by various educational icons like books, graduation caps, and laptops. The top section includes the British Council logo, the slogan 'STUDY UK. DISCOVER YOU', and the GREAT logo. The middle section repeats the British Council logo, the event title 'STUDY UK FAIR', the date 'September 2018', and the slogan 'STUDY UK DISCOVER YOU' with the GREAT logo below. The bottom section contains the event details: 'Discover great study opportunities offered by leading UK universities and attend exciting workshops at the Study UK Fair in Cairo'. Below this, it says 'Join us at the Study UK Fair on Tuesday, 25 September, at Sheraton Cairo Hotel in Dokki, from 6 to 9 p.m.' and provides information about the event, including meeting top UK universities, getting advice on applying to UK universities, and attending workshops on Chevening scholarships and CV writing.

**BRITISH COUNCIL** · STUDY UK · DISCOVER YOU **GREAT**  
BRITAIN & NORTHERN IRELAND

**BRITISH COUNCIL**

**STUDY UK FAIR**  
September 2018

STUDY UK  
DISCOVER YOU

**GREAT**  
BRITAIN & NORTHERN IRELAND

**Discover great study opportunities offered by leading UK universities and attend exciting workshops at the Study UK Fair in Cairo**

**Join us at the Study UK Fair on Tuesday, 25 September, at Sheraton Cairo Hotel in Dokki, from 6 to 9 p.m.**

The British Council is inviting you to attend the third Study UK fair in Cairo.

Meet top UK universities and explore hundreds of courses available to select your studies from.

Get the correct advice from experts about applying to a UK university, entry and visa requirements, travelling to the UK, and the English requirements. You can also attend exciting workshops about Chevening scholarship and writing your CV and job applications and other activities.

### British Council September newsletter

The link to the newsletter: <http://createsend.com/t/t-BF7E9E3F17019718>

**Newsletter shot sent to 65,000 registrants.** Open rate: Nearly 25% of the recipients.

## Sample of Facebook paid campaign (2 posts out of 4)

**Study UK - British Council**  
Published by Yehia Educationuk [?] · 17 September at 21:31 · 🌐

بدعوكم المجلس الثقافي البريطاني لحضور معرض الدراسة في بريطانيا يوم الثلاثاء ٢٥ سبتمبر بالقاهرة و يوم الخميس ٢٧ سبتمبر بالألكندرية .  
اكتشف فرص تعليمية متميزة في جامعات بريطانية عريقة و أخصر ندوات مجانية حول كيفية كتابة طلبات العمل و السيرة الذاتية و معلومات حول المنح الدراسية المتوافرة . للحصول على مزيد من المعلومات و تسجيل حضورك في معرض القاهرة، قم بزيارة الرابط التالي  
<https://eg.edukexhibition.org/ar-eg/exhibition/28>  
و لمعرض الألكندرية  
[See more ... https://eg.edukexhibition.org/ar-eg](https://eg.edukexhibition.org/ar-eg)

See Translation

00:30

👍 Get more likes, comments and shares  
Boost this post for £38 to reach up to 68,000 people.

**Performance for your post**

**350,353** People Reached

**75,703** Video Views

**3,141** Reactions, comments & shares 📊

<b>1,566</b> 👍 Like	<b>1,452</b> On post	<b>114</b> On shares
<b>85</b> ❤️ Love	<b>73</b> On post	<b>12</b> On shares
<b>8</b> 😂 Haha	<b>6</b> On post	<b>2</b> On shares
<b>2</b> 😲 Wow	<b>1</b> On post	<b>1</b> On shares
<b>7</b> 😞 Sad	<b>7</b> On post	<b>0</b> On shares
<b>1,013</b> Comments	<b>874</b> On Post	<b>139</b> On Shares
<b>464</b> Shares	<b>456</b> On Post	<b>8</b> On Shares

**40,837** Post Clicks

<b>3,145</b>	<b>9,790</b>	<b>27,902</b>
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**Study UK - British Council**  
Published by Yehia Educationuk [?] · 17 September at 20:05 · 🌐

Discover study opportunities offered by leading UK universities and attend exciting workshops about scholarships and how to write your CV and job application. Get the correct advice from experts about applying to a UK university, entry and visa requirements, travelling to the UK, and the English scores required.  
Register in Cairo's fair <https://eg.edukexhibition.org/en/exhibition/28>  
Or in Alexandria's fair: <https://eg.edukexhibition.org/en/exhibition/29>

00:30

👍 Get more likes, comments and shares  
Boost this post for £38 to reach up to 68,000 people.

**Performance for your post**

**510,365** People Reached

**42,452** Video Views

**521** Reactions, comments & shares 📊

<b>397</b> 👍 Like	<b>370</b> On post	<b>27</b> On shares
<b>44</b> ❤️ Love	<b>43</b> On post	<b>1</b> On shares
<b>18</b> 😂 Haha	<b>18</b> On post	<b>0</b> On shares
<b>1</b> 😲 Wow	<b>1</b> On post	<b>0</b> On shares
<b>2</b> 😞 Sad	<b>2</b> On post	<b>0</b> On shares
<b>33</b> Comments	<b>13</b> On Post	<b>20</b> On Shares
<b>27</b> Shares	<b>24</b> On Post	<b>3</b> On Shares

**4,545** Post Clicks



## Feedback!

When exhibitors were asked “to recommend the British Council events to your peers and colleagues?” 100% of survey takers (6) said yes.

Would you consider coming back to the next British Council event in Egypt?

5 survey takers said yes, and 1 was undecided

When exhibitors were asked “this event met my expectations” and “Overall, this was a high quality event” 100% of survey takers (6) said yes and agreed.

### Some feedback from exhibitors:

*This was one of the best fairs I have ever attended.*

*just a couple, be sure in advance to have Wi-Fi connection in all the venues mainly in school) be sure that during school visit to have 11th or 12th grades students ...if younger isn't worth*



### **List of Exhibitors (Alphabetical Order):**

Cardiff Metropolitan University  
University of East Anglia  
University of Essex  
University of Greenwich  
Istituto Marangoni London  
Liverpool John Moores University  
The University of Manchester  
University of Portsmouth  
Swansea University  
University of South Wales  
University of Surrey  
University of Sussex  
University of the West of England

### **Future plans (what worked and what did not?):**

- British Council in Egypt is currently coordinating its schedule with the region and tie-in our own exhibition with other regional countries' events, to enable exhibitors to maximize their time and budget in a single trip.
- Feedback regarding Wifi in schools and grade stage of students will be taken into consideration in the next events.

#### **UK Institutions**

- Many visitors are looking for that scholarships opportunities, we recommend institutions to look at ways of providing some sort of scholarship or discount and highlight these during future exhibitions.

**Next Study UK Egypt schools roadshow will be held in Cairo from 24 to 26 February 2019, for more information and register [here](#)  
We hope to see you there!**