

**Post-event report for
Nigeria Study UK Exhibition 2019
06 and 07 March 2019
Ibadan and Lagos**

Introduction

Thank you for your recent participation in the Study UK exhibition which held in two major cities (Ibadan, Lagos) in Nigeria in March 2019.

The purpose of this report is to provide you with a summary of the 2 events, including analysis of visitor and exhibitor feedback. We trust that this report will provide with additional information and data which will support your reporting and future decision making process on the Nigerian market.

The events, which hosted a total of 15 UK Institutions across both locations, were **targeted at** prospective international students with ambition for international study. Through the events, the British Council provided a platform for positive engagement between attending UK institutions and **prospective students/visitors/partners, while also ensuring the audience** received information on **educational / scholarship opportunities and subject choices**.

The events had over 600 **visitors**, thanks in part to our externally commissioned marketing campaign, in-house promotion via our social media platforms and our fringe activities (seminars and panel discussions) which were designed specifically to cater to the needs of the audience.

The seminars and panel discussions highlighted the benefits of a UK education through the success stories of Alumni as well as an information session on the commonwealth scholarships as a pathway to studying in the UK.

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,
Tochukwu Okoye | Project Manager, Nigeria

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Highlights



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

Venue(s)	Schools Tour – 06 March Education Advancement Center, Bodija Ibadan 09:00 – 11:00am American Christian Academy, Onireke Ibadan 11:30 – 01:30pm Ibadan International School, Iyaganku Ibadan 02:00 – 03:30
	Schools Tour & Exhibition – 07 March American International School, Victoria Island Lagos 08:00 – 09:00am Eko Hotels & Suites, Victoria Island Lagos 11:00 – 04:00pm
Stand costs	Lagos - 1590

- The exhibition and schools tour attracted almost 700 visitors, representing a 31.5% increase from the December exhibitions, although the schools tour generated more interest and participation. This is a positive indication of market recovering from the recent recession.

Attendance	Exhibition		Schools Tour
	2018 December	2019 March	2019 March
Study UK 'Discover You' Exhibitions	508	260	408

Visitors Registration	Nigeria	
	December 2018 Lagos Island	March 2019 Lagos Mainland
Study UK 'Discover You' Exhibitions	1587	1635

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

- The Benefits of a UK Education
- My International Education Experience: Success Stories from UK Alumni
- Commonwealth Scholarship Opportunities

The exhibition format was further improved by retaining the International Education and Enterprise sessions which were earlier introduced in 2017. The sessions were very well attended in all locations, featured seasoned entrepreneurs who dwelt on the theme: 'My Entrepreneurial Journey'

Speakers:

Dr Ola Brown, Founder Flying Doctors Nigeria, Hull Medical School Alumnus

Unwana Udobang, Journalist, Poet and Film maker, University of the Creative Arts Alumnus

Timipriye Wolo, Founder TFN Energy, University of Aberdeen Alumnus

Chidinma Okoli, Health Promotions Officer, Health Plus, University of Exeter Alumnus













Visitors' profile

26.83% of registered visitors were looking for Undergraduate opportunities in Higher Education Institutions

47.64% of the registered visitors are intending to embark on Post Graduate Programmes

Of the total number of registered visitors, 56% were male and 35% female

Top 5 courses of interest include:

- Business and Administrative Studies
- Engineering & Technology
- Computer and Mathematical Science
- Applied & Pure Sciences
- Architecture Building & Planning

Of the total number of registered visitors, 62% intend to self-fund (including family & friends) for their studies while 5% would be funded by their employers and 29% hope to rely on scholarships

Top 5 sources of information about the exhibitions:

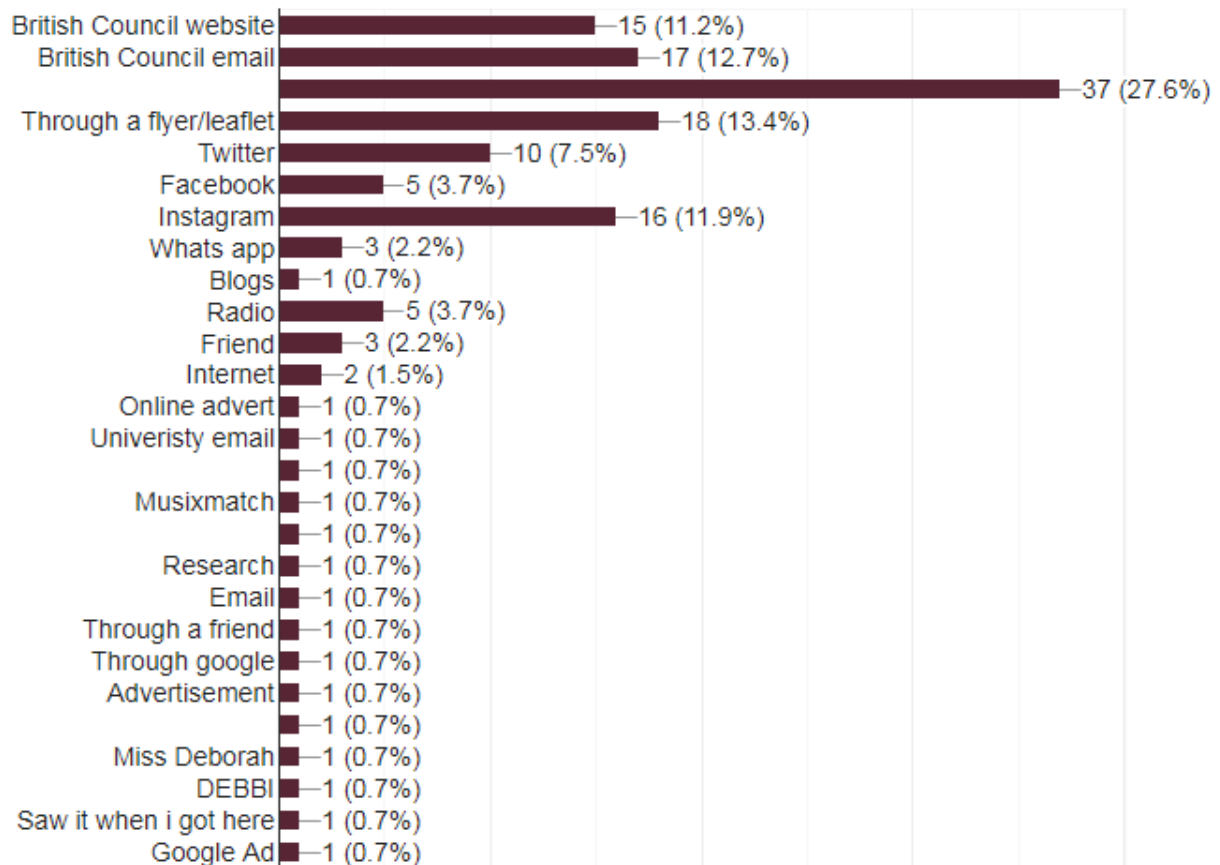
- Through my school / organization
- British Council email/website
- Internet
- Radio / Television advert
- Flyers

Some visitors reported they received information about the exhibition from multiple sources

Marketing

How did you hear about this exhibition?

134 responses



Our marketing was digitally led across Instagram, Twitter, Facebook, Google networks, direct emails, newsletters supplemented by offline activations with over 5000 flyers shared at targeted areas like churches, malls, restaurants in Lagos State and Radio Hypes

Our marketing reached an estimated audience of 5million people digitally and 400,000 people through other media channels

Examples of our marketing campaign include:





British Council Nigeria



Sponsored •

Find out the possibilities that a UK education affords you, gain insider perspective from UK alumni at the **#StudyUKFair**.



STUDY UK FAIR
7 MARCH • LAGOS
EKO HOTELS AND SUITES
• STUDY UK •
DISCOVER YOU

NG.EDUKEXHIBITION.ORG

Study UK Fair 2019

The British Council is the United Kingdo...

APPLY NOW

2.7K

32 comments • 16 shares



Google Display Overview

1.29M
IMPRESSIONS

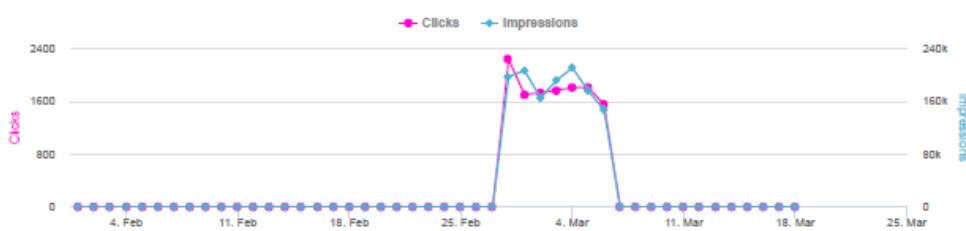
12,591
CLICKS

0.97%
CTR (%)

\$0.08
AVERAGE CPC

\$989.81
COST

Click Performance



Facebook Website Clicks

1.26M
IMPRESSIONS

548K
REACH

10,173
OUTBOUND CLICKS

3,106
POST LIKES

41
POST COMMENTS

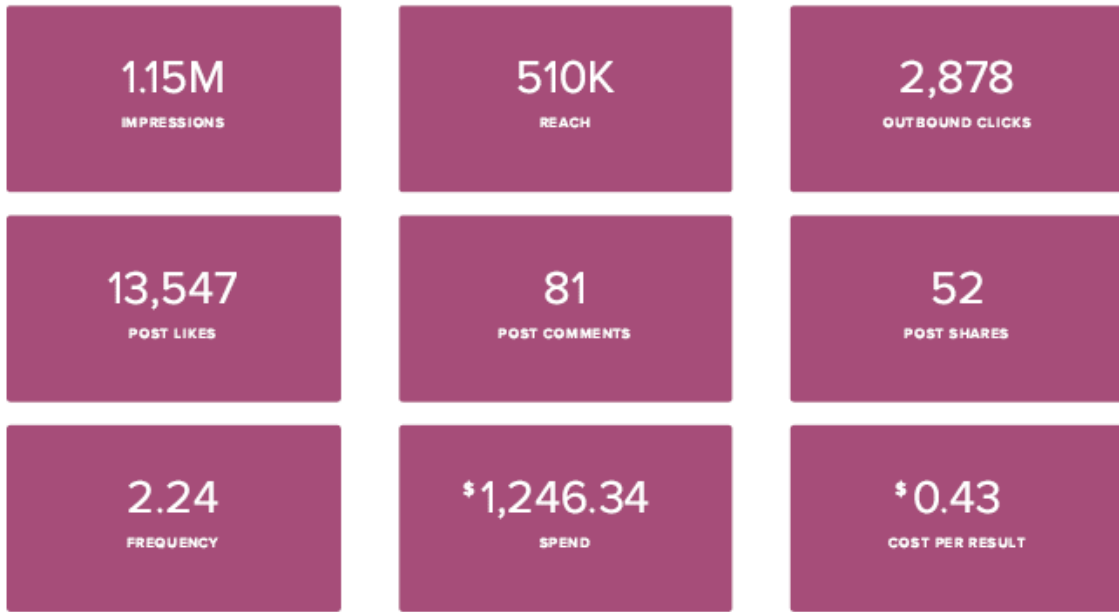
21
POST SHARES

2.29
FREQUENCY

\$492.45
SPEND

\$0.05
COST PER RESULT

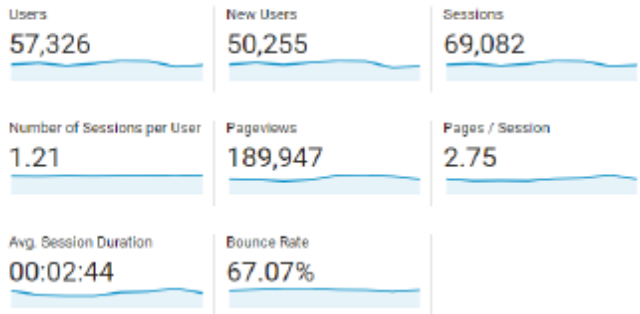
Instagram Website Clicks



Twitter Website Clicks



Google Analytics Overview



Sessions by Platform

Source	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	57,326 100.00% (57,326)	50,255 100.00% (50,255)	69,082 100.00% (69,082)	67.07% Avg for View: 67.07% (0.00%)	2.75 Avg for View: 2.75 (0.00%)	00:02:44 Avg for View: 00:02:44 (0.00%)
1. google	34,939 (60.25%)	29,415 (58.53%)	41,166 (59.59%)	73.00%	2.38	00:02:13
2. (direct)	11,146 (19.23%)	9,515 (18.93%)	13,478 (19.51%)	43.36%	4.70	00:05:36
3. Google Display	7,404 (12.78%)	7,343 (14.61%)	9,267 (13.41%)	78.35%	1.53	00:00:51
4. Facebook	863 (1.49%)	854 (1.70%)	920 (1.33%)	78.48%	1.62	00:00:42
5. Twitter	551 (0.95%)	531 (1.06%)	741 (1.07%)	52.90%	3.53	00:03:36
6. m.facebook.com	528 (0.91%)	500 (0.99%)	536 (0.78%)	77.99%	1.84	00:01:13
7. Instagram	503 (0.87%)	496 (0.99%)	531 (0.77%)	55.93%	2.75	00:02:12
8. IG Stories	396 (0.68%)	392 (0.78%)	403 (0.58%)	78.41%	1.69	00:00:38

Scholarship Information



- We promoted your scholarship information and published into a bulletin for downloads
- Information on how to download the scholarship bulletin was included in the visitors' programme

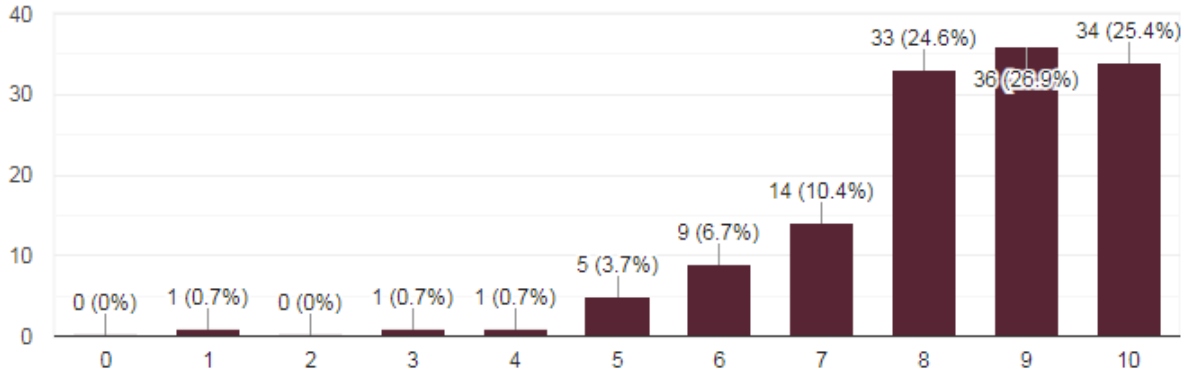
Visitor's Feedback

A digital survey was circulated to all the visitors during the exhibition across all three locations. The questions were designed to gather quantitative statistics on reactions to our exhibition and the decision making process

We received 134 responses

How likely is it that you would recommend the British Council to a friend or colleague?

134 responses



Exhibitor's Feedback

At the exhibition there were **15 unique exhibitors** from UK HEIs – a decline from the number of exhibitors during the 2018 December exhibitions

Study UK Exhibition	Nigeria	
	December 2018 Lagos Mainland	March 2019 Lagos Island
Number of Exhibitors	22	15

When exhibitors were asked “Will you be attending a similar exhibition next year?” **66.67% of the respondents said yes, and 33.33% said maybe**

When exhibitors were asked “Have you attended any non-British Council organised events in Nigeria previously?” **33.3% of the respondents said yes and all felt the British Council exhibition was better organised**

When exhibitors were asked “How likely are you to recommend the British Council to peers and colleagues?” **33.33% of the respondents said very likely; 66.67% said likely**

- **50%** of the exhibitors agreed and strongly agreed respectively, that the event met their expectations.
- **66.67% and 33.33%** of the exhibitors agreed and strongly agreed respectively, that the event was overall, a high quality one

Exhibitor Comments

Feedback from exhibitors were particularly constructive, with a few below:

- This year had quality visitors and more students in graduating class should be encouraged to attend.
- Today has been good, however, we will advise for more school tours along with the exhibitions especially in more south west cities
- The choice of venue was good and better than the previous exhibition on the mainland
- Include tea-break
- The notice for Ibadan tour was too short as activities are planned a year in advance, so BC should consider that when planning its events
- There should be a separate scholarship stand at exhibitions to answer questions on scholarships.
- We had longer time to deeply interact with visitors and provide advice on a deeper level
- Better quality of attendees

Future steps

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

British Council

- We will continue to expand our reach to second tier cities in order to create new audiences in other regions of Nigeria.
- We will leverage on our existing school networks to provide school tours to affluent international high schools in cities where we organize exhibitions
- We will further review our direct engagement and marketing activities within universities and schools in and around exhibition locations in order to reach a larger audience numbers.
- We will leverage on the increasing levels of digital awareness of young Nigerians to organize virtual information days on behalf of UK institutions as part of our pre event promotional strategy
- We will leverage on lessons learnt from our other programme areas around creating value for audiences to continue to shape the fringe activities around the exhibitions. To support this goal, we will retain and improve further on the current format of seminars and sessions as these were very well received.
- We will consider increasing the opportunities for UK institutions to interact and engage with local universities prior exhibitions to increase the chances of reaching potential post graduate markets and consider organizing PG tours domiciled at private Universities
- Going forward, British Council Nigeria will continue to coordinate our dates within West Africa region and tie-in our events with other regional country events, to enable delegates to maximize their time and budget.

UK Institutions

- It is suggested that more UK institutions invite their alumni to attend future exhibitions and share information about their UK study experience with the visitors.
- In our bid to simplify the customer journey for the visitors, we ask that institutions provide the British Council with a subject matrix of courses available within their institutions (including distance learning and continuous professional development options) prior to the exhibition.

Appendix

List of Exhibitors (Alphabetical Order):

1	Anglia Ruskin University
2	Birkbeck University of London
3	Birmingham City University
4	Coventry University
5	University of Essex
6	Lancaster University
7	Lancaster University, Ghana
8	University of Leeds
9	University of Lincoln
10	University of Law
11	University of Northampton
12	Oxford Brooked University
13	Sheffield Hallam University
14	Swansea University
15	Ulster University
16	University of West London

End of Report