



SERVICES FOR
INTERNATIONAL
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MARKETING

**Post-event report for
Study UK Schools roadshow**

**24 – 26 February 2019
Cairo
Egypt**

Introduction

Thank you for your participation at the Study UK schools roadshow and UK Alumni Awards ceremony in Egypt which took place on 24 – 26 February 2019.

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 and undergraduate prospective students, hosted representatives from **10 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 **1200 visitors** thanks to the hosting schools and in part to the **campaign organised by the British Council in coordination with the hosting schools (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

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Highlights

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

Venue(s)	Cairo American College American International school in Egypt Egypt British International School New Cairo British International School American International school in Egypt (West campus)
Opening hours	9.00 - 15.00
Stand costs	£862 (plus VAT)

That was the ninth event to be held in Egypt, it was a huge success
Estimated number of visitors attended the schools roadshow are **1200 students** (*in total 5 schools*)

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.
- For the first time we visited Cairo American College, one of the best schools in Egypt, which does not hold fairs or visits from private companies into their campus
- At the third day, all universities were invited to attend the UK Alumni Awards in Egypt, a prestigious ceremony hosted by HMA to Egypt, Sir Geoffrey Adams at the British Embassy in Cairo.

Exhibitor's Feedback

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

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

Would you consider coming back to the next British Council event in Egypt?
66% of survey takers said yes, and 33% was undecided

Photos of the Schools roadshow held in Cairo









UK Alumni Awards ceremony hosted by HMA Sir Geoffrey Adams at the British Embassy in Cairo







List of Exhibitors (Alphabetical Order):

- The University of Buckingham
- Canterbury Christ Church University
- City, University of London
- University of Chester
- University of East Anglia
- Loughborough University
- SOAS University of London
- St Mary's University, Twickenham
- Ulster University

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

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

- Going forward, 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 hotel recommendation and catering during the commute between schools 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 fair will be held in Cairo from 15 to 17 October 2019, for more information and register [here](#)
We hope to see you there!**