

September 2019 Post-event report



26 September – 28 September 2019
Accra

Introduction

Thank you for your participation in the **Study UK Exhibition in Ghana** which took place in Accra from **26 September – 28 September 2019**.

The purpose of this report is to provide you with a summary of the event, including visitor’s and exhibitor’s feedback. We trust that this will enable you to report return on investment and assist with future decision making.

The event which targeted the HE markets hosted representatives from **13 UK institutions** (listed in Appendix1), who positively engaged with prospective students and their parents and provided participants with information on a range of educational opportunities in the UK. Alongside the exhibition, a series of seminars on Scholarships, IELTS, etc. were held. The exhibitions were held at the University of Ghana and the British Council respectively. A Study UK School Counsellor and Agent Forum was organised on the second day of the events and a Parents Forum was held on the last day.

The event attracted **790 visitors’** thanks in part to the marketing campaign, details of which are listed below in the marketing section.

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 2020**.

Regards,

Christiana Bandoh
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Highlights

With the recent announcement of the two-year post-study work visa, it attracted a lot of prospective students to the exhibition and generated a lot of positive enquiries

The exhibitions were held at:

Venue(s)	University of Ghana Legon- 26 September 2019 British Council, Accra- 27 September 2019 ***** British Council - Study UK School Counsellor and Agent Forum , 27 September 2019 Al-Rayan International School - Parents Forum , 28 September 2019
Opening hours	26 September 2019: 09.00- 15.00 27 September 2019: 09.30- 20.00 28 September 2019: 09.30-14.00
Stand costs	Accra: £1,423.00

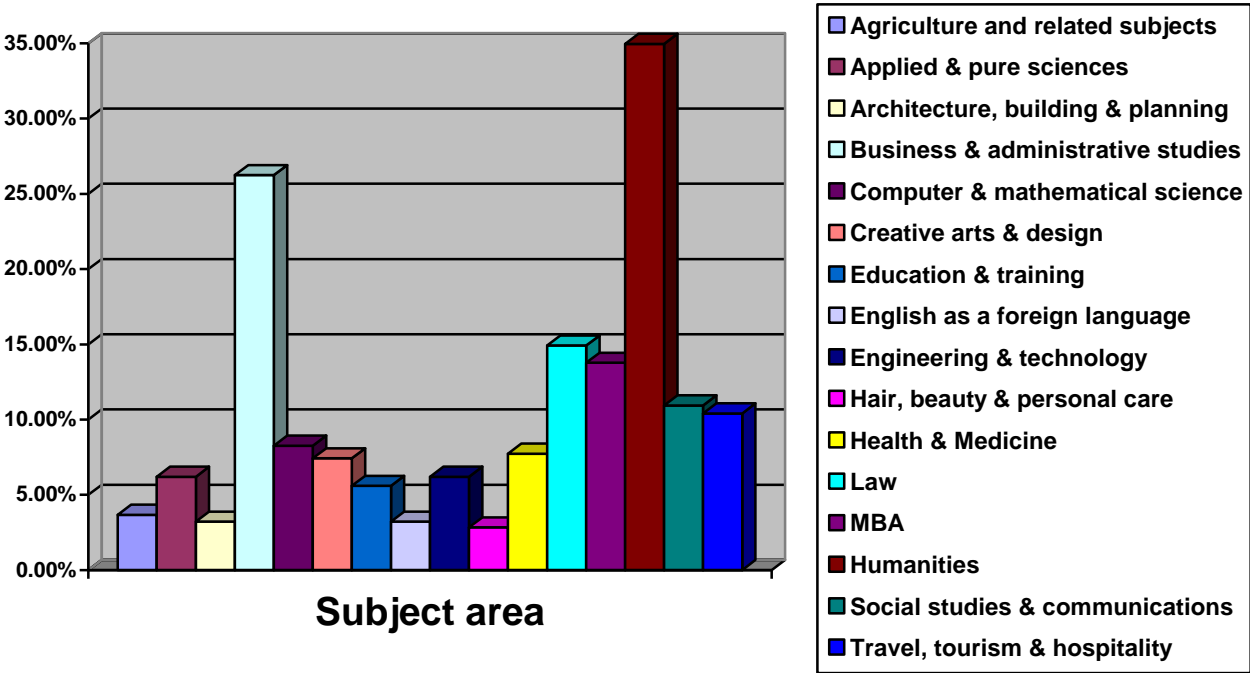
There was an increase in the number of visitors from the exhibition in September 2018

Attendance		
	September 2018	September 2019
Accra	492	790

Visitor Profile

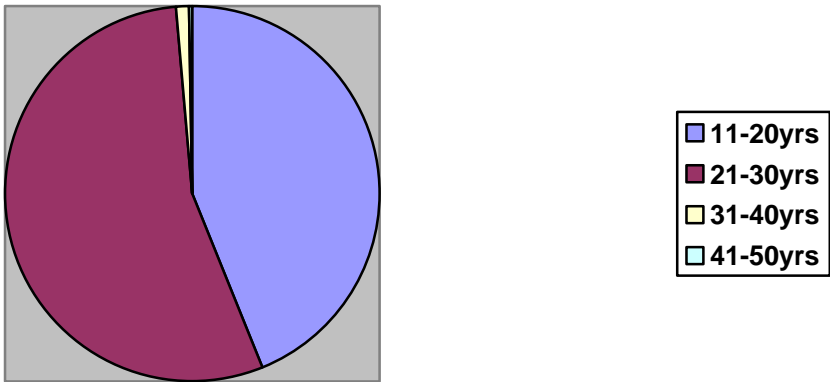
The following information is based on visitor registration data.

42.85% of visitors were female, 46.44% were male



Popular courses that visitors were interested in included Humanities, Business and administrative studies followed by Law and MBA.

Majority of the visitors were 21-30 years old. The second largest group of participants in terms of age was 11-20 years.



Marketing

We developed a promotion and media plan two months before the exhibition. All activities were delivered in accordance with the media and promotion plan. We monitored the online registration website to see numbers of registrants, their ages, interest, study purposes, etc.

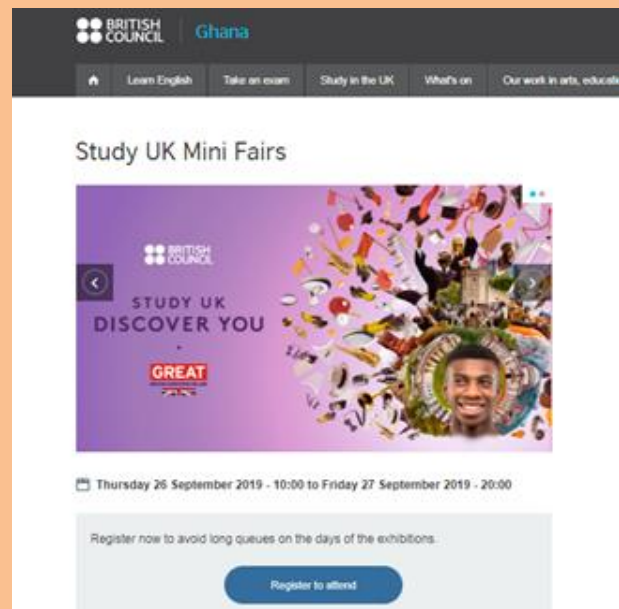
The marketing campaign targeted the following groups:

- Students (aged 15 to 20) in local and international high schools;
- Parents of students in high school and high school counsellors;
- National service personnel's and workers;
- Final year students of tertiary institutions.

The strategy combined the following elements:

- Social media marketing – Facebook and Instagram paid posts, influencer posts
- WhatsApp broadcast messages
- Direct Marketing – Newspaper Ads, posters, flyers, banners
- SMS Blast
- Radio LPMS
- Adverts on University campus TV's
- Alumni Video campaign

Online marketing



Alumni Video Campaign



Posters and Newspaper Ad



Exhibitor's Feedback

3 exhibitors out of 13 completed the survey. This represents 23% of the total number of exhibitors.

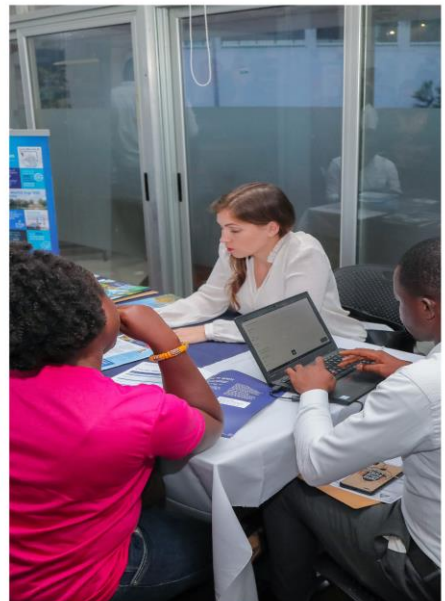
- Exhibitors rated the British Council's support before and during the exhibition as 5 out of 5
- The length of the exhibition was rated by exhibitors as 4 out of 5
- The venues were rated by exhibitors as 5 out of 5
- Exhibitors rated the quality of visitors as 4 out of 5

Positive quotes from exhibitors:

- The venues were good
- Stand assistants in Accra were helpful and very supportive
- Quality of students was good
- BC has done well by linking up school counsellors and Higher education providers. This contact and relationship has created a huge platform for us and will help us to visit these schools for recruitment activity.
- Great British council team

Key Recommendations for the British Council:

- School Counselors and agents should be allowed more time with school reps during the one on one meetings
- Future Parents Forum events should include students as well



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

- The British Council understands the importance of providing value-added services to the exhibitions. We will therefore continuously improve the quality of our exhibitions based on the feedback we receive from the exhibitors and we will try to expand the exhibition wrap-around activities offer, e.g. agent and school counsellors networking events, parent forums, alumni events and so on

UK Institutions

- Exhibitors are invited to bring academic staff to deliver workshops and presentations on topics related to the UK education. Topics need to be interesting for the audience. Ahead of the exhibition, we asked visitors in a poll to list what they would be interested in hearing during the workshops. Unfortunately, we didn't get a lot of exhibitors delivering sessions on the topics
- 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
- Exhibitors are recommended to undertake profile-raising activities in Ghana throughout the year.

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 1

INSTITUTIONS	
1	Anglia Ruskin University
2	Cardiff Metropolitan University
3	Coventry University
4	Lancaster University, Ghana
5	Northumbria University
6	The University of Liverpool
7	The University of Northampton
8	University of Bradford
9	University of Leeds
10	University of Lincoln
11	University of Nottingham
12	University of Portsmouth
13	University of Salford



Appendix 2

List of Agents and International Schools that participated in the Study UK School Counsellor and Agent Forum

International School		Education Agency's
Ghana International School		Grandeur Consult Travel and Tours
Ghana Christian High School		PFL Education Ghana
British International School		BCIE
Roman Ridge School		Finite Link Consult Ltd
Delhi Public School		Education solutions consult (Edusol)
Lincoln Community School		World Student Advisors
Soul Clinic International School		Bonfield Educational Advisory
Morning Star International School		
East Airport International		
London Royals School		
Galaxy International School		
SOS Herman Gmeiner International College		
Aburi Girls Senior High School		
New Nation International School		

Appendix 3



End of report