



Study UK Exhibition Tour October 2019

Post Event Report



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Introduction

Thank you for your participation in the Study UK Exhibition Tour - Pakistan in October 2019.

The Pakistan exhibition tours were launched in 2014 and this was the sixth consecutive year for the successful execution of this premier annual event for the British Council International Education Services – Pakistan.

The purpose of this report is to provide you with a summary of the event, including visitor and exhibitor feedback along with other useful information. We trust that this report will enable you to evaluate and take decisions about being part of marketing, brand profile raising and brand presence enhancing activities with the British Council Pakistan.

The Study UK Exhibition Tour returned to Pakistan in October 2019. This year, the exhibition not only went bigger but better as well. We ventured into three cities: Karachi, Lahore and Islamabad with the largest cohort of UK HEIs to come to Pakistan to connect with students through exhibitions, campus counselling visits and networking activities. The Study UK Exhibition Tour had participation from 26 UK HEIs and an audience outreach of 7500+ via open-to-public exhibitions and campus visits, making it the biggest tour to take place in Pakistan till date.

At British Council, we always look forward to hosting you and arranging promotional and recruitment events for you. The target audience in Pakistan welcomes this interaction with you on British Council platforms. We look forward to your continued support and will continue to provide valuable marketing services in terms of both our exhibitions and our range of other targeted activities during the year. We hope to have you with us for our upcoming exhibition tours as well.

Regards,

Khawar Abbas | Head, International Education Services, Pakistan

Highlights of the Study UK Exhibition Tour 2019

The exhibitions were held as per the following schedule and details	
Venue(s) – Exhibition	15 October 2019 Pearl Continental Hotel – Karachi 17 October 2019 Marriott Hotel – Islamabad 22 November 2019 Pearl Continental Hotel – Lahore
Venue(s) – Campus Counselling Visits	Islamabad - The City School, Capital Campus Islamabad - Westminster School and Colleges, Ibn Sina Campus Lahore - The Millennium Universal College Lahore - Forman Christian College University
Opening hours	10:00 – 18:00
Package – Karachi	£1,650 + VAT
Package – Islamabad	£1,800 + VAT
Package – Lahore	£1,750 + VAT

<p>Participating institutions</p> <p>In 2019, 26 leading UK institutions formed the biggest group of UK institutions to tour Pakistan for recruitment, brand and profile raising, student counselling, networking and marketing activities as part of the tour.</p>	<p>Exhibition attendance</p> <p>The ten days of the tour facilitated interaction with more than 7000 prospective students across three exhibitions and four campus counselling visits in two cities.</p>
<p>Highlights:</p> <ul style="list-style-type: none"> The tour kicked-off from Karachi, moving to Islamabad and concluded at Lahore. All three exhibitions were well attended by the target audience. In addition to the day long exhibitions, the participating universities also undertook four campus counselling visits to educational institutions (A level schools and universities) in Islamabad and Lahore. The delegates were warmly welcomed by career counsellors and prospective international students at each campus. The three exhibitions and four visits to selected campuses, facilitated engagement with approximately 7500 students The Study UK Pakistan team had also arranged several networking events to facilitate connections between the participating UK institutions and key contacts from the public and private education sectors. The Exhibition tour also provided the delegates an experience of 	

the vibrancy and history of Pakistan, via a cultural tour of Lahore Fort and Royal mosque, and a cultural evening organised at Kinnaird College Lahore

Media Reach:

- Using the traditional media i.e. Television, Newspapers and Radio, 106 media mention plus reports were produced
- [Sidra Iqbal](#) - Award Winning Broadcast Journalist, conducted an exclusive report on Study UK Exhibition Tour 2019 and interview of Michael Houlgate (Area Director Sindh and Baluchistan, British Council Pakistan) for her morning show programme, for the TV channel - [Aaj News](#)
- Two exclusive programmes of 'Eagle Eye with [Moazzam Shahbaz](#)' went on-air on the TV channel - [Din News](#), Eight delegates from the participating UK HEIs and British Council representatives were the panelists for these two programmes
- **Digital Reach:** Digitally, Study UK Exhibition Tour 2019 reached a total of 12 million impressions
- **Newspaper:** A total of media 49 reports were printed in the newspapers reaching a total of 4.1 million readership

List of exhibitors

1	City, University of London	14	University of Dundee
2	Durham University	15	University of East Anglia
3	Kaplan International	16	University of Essex
4	Kingston University	17	University of Glasgow
5	Queen Mary University of London	18	University of Kent
6	Royal Holloway, University of London	19	University of Leeds
7	Sheffield Hallam University	20	University of Nottingham
8	SOAS University of London	21	University of Portsmouth
9	The University of Edinburgh	22	University of Salford
10	The University of Manchester	23	University of Strathclyde
11	The University of Sheffield	24	University of Sussex
12	University of Aberdeen	25	University of Warwick
13	University of Birmingham	26	University of York

Programme – Study UK Exhibition Tour 2019

The ten-day tour facilitated interaction with exhibition visitors, students on campus during counselling visits and the participating institutions engaged with 7000 plus students across three cities during the tour. In addition to the main exhibitions, a series of networking and student outreach events were also held during the tour. The Study UK Pakistan team had also arranged networking events to facilitate connections between the participating UK institutions and key contacts from the public and private education sectors. These included student advisers, international placement officers, officials from provincial Higher Education Commissions and more.

The event audience included the full spectrum of academic streams with a focus on the promising UG and PG markets in Pakistan. The exhibition tour hosted representatives from 26 UK institutions. They interacted with prospective students, visitors, student counsellors and prospective academic partners among others. The delegates provided the audience with information on a range of possibilities for higher education in the UK, effective selection of courses, important guidance about application procedures and academic options most suited for individual students.

Monday, 14 October 2019	Arrivals in Karachi
Tuesday, 15 October 2019	Karachi Exhibition
Wednesday, 16 October 2019	Travel day – to Islamabad
Thursday, 17 October 2019	Islamabad Exhibition
Friday, 18 October 2019	Islamabad campus visits. Drive to Lahore
Saturday, 19 October 2019	Networking Event – Cultural Night
Sunday, 20 October 2019	Cultural sight-seeing tour at Lahore
Monday, 21 October 2019	Lahore campus visits
Tuesday, 22 October 2019	Lahore Exhibition
Wednesday, 23 October 2019	Departures

Exhibitor's Feedback

I would like to emphasise what a fantastic team you have in Pakistan. The level of organisation, care and attention were hugely appreciated. I have attended British Council tours all over the world and this set a high benchmark for all other regional teams.

Leo Cutting, University of Sussex

I think the tour, marketing and understanding in general should be more ENTIRE of the UK focused. There were many images of red buses and things associated with London. It wasn't clear that the degree structure in Scotland is different and the advantages to studying outside of London such as cost, quality of life, flexible degree structure ect were not actively promoted. It is important to show a more diverse view of the UK as a whole. Otherwise, I was extremely impressed - thank you!

Joanne Bradley, University of Dundee

'Time Management & Excellent Coordination' - For any event to be successful, the Event Management team is required to be proactive and taking on responsibilities. Such activeness was observed by the British Council team in keeping everyone together and coordinating well on various occasions.

'Keeping Track of those travelling' - This year, the British Council Security Track and Update for delegates travelling was very efficient which is also a learning outcome for our organization to keep a security check on the team members travelling and ask on every changing destination if they have reached that point safely.

Ayesha Saleem, University of Warwick

Karachi fair was excellent, with most students studying A levels, some prior knowledge of the UK and more PG students in the afternoon. Islamabad fair was attended by too many intermediate school pupils and Lahore fair was again predominately positive with qualified students attending. School visits were generally good and social activities were excellent. British Council team were fantastic and I would definitely attend again.

Bill Hoare, Durham University

British Council arranged the visits very well. Although it was great, the three cities could have been scheduled within a week, on Monday, Wednesday, and Friday.

Perhaps, we need to improve our scholarship-related information as most of the queries are related to funding and scholarships.

Sajid Siraj, University of Leeds

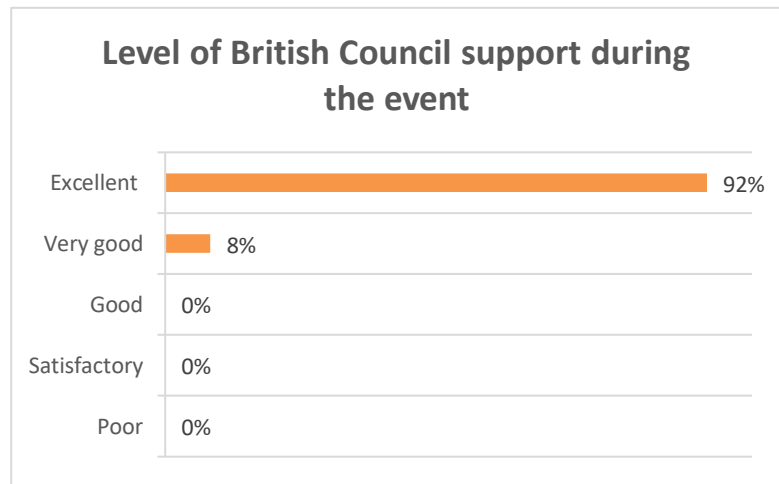
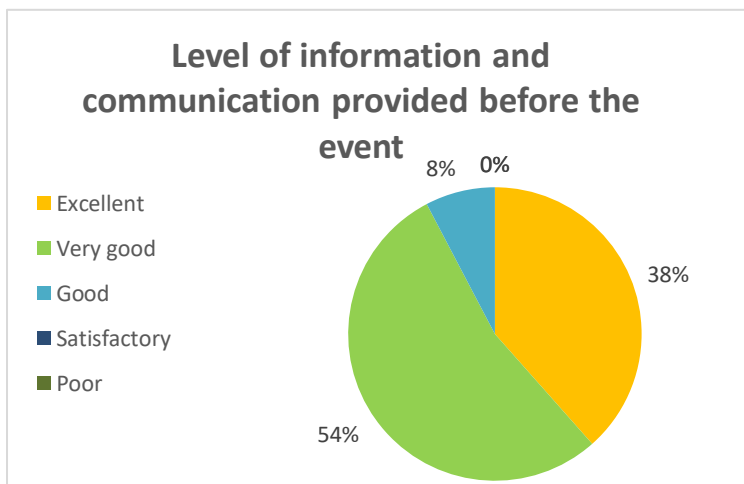
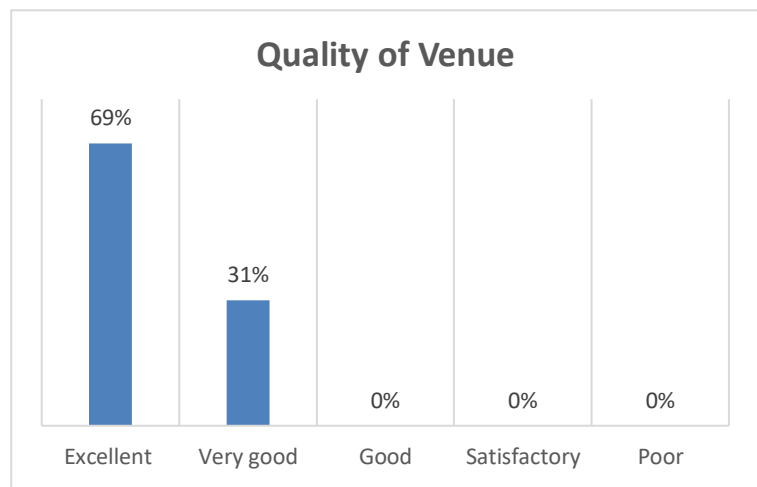
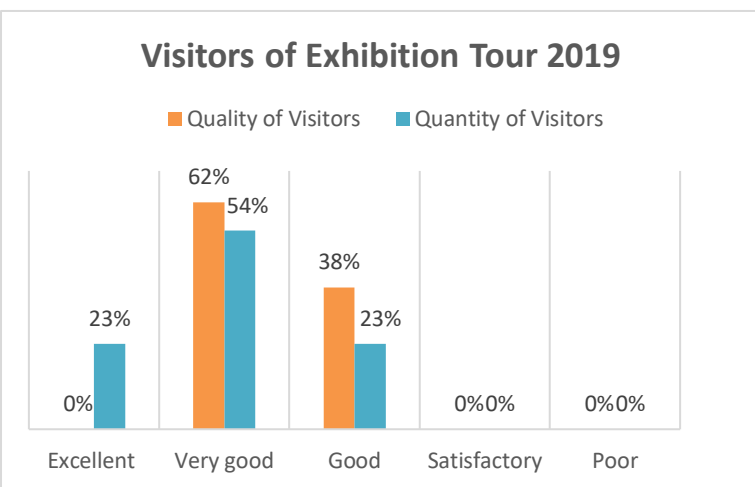
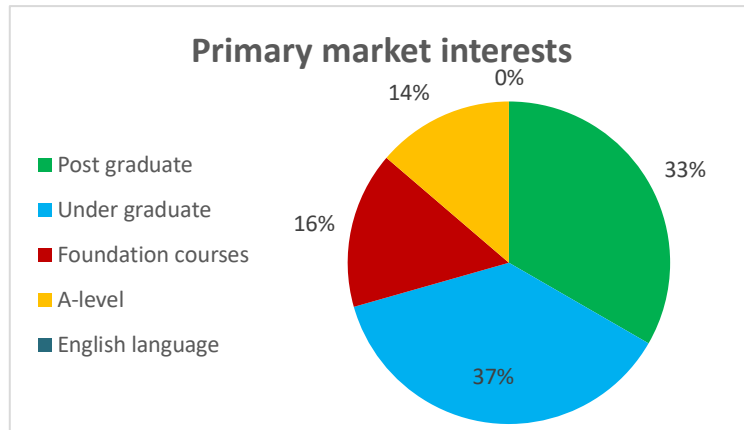
Thank you so much. The Pakistan IES team do an exceptional job in managing this schedule, and make visiting much easier. I will continue to recommend participation.

Althea Maxwell, University of Glasgow

Delegates' Testimonials

- Alison Witham, University of Sheffield
<https://www.facebook.com/BritishCouncilPakistan/videos/2671027803143106/>
- Emma Winter, University of Nottingham
<https://www.facebook.com/BritishCouncilPakistan/videos/402375183762220/>
- Pete Ryan, University of East Anglia
<https://www.facebook.com/BritishCouncilPakistan/videos/2483357105086709/>
- Leo Cutting, University of Sussex
<https://www.facebook.com/BritishCouncilPakistan/videos/450993005622142/>

Delegates' feedback at a glance:



The primary markets of interest were undergraduate 37% and post graduate 33%. Around 16% of the delegates were interested in foundation courses and 14% in A-levels. 62% delegates rated the quality of visitors as very good and 38% rated as good. Over two thirds of the delegates rated the quantity of visitors as very good or above. The delegates highly appreciated the detailed information shared with them before the event; 8 in 10 delegates rated this an excellent or very good. 92% of the delegates rated British Council's support during the event as excellent.

Visitors profile and feedback

Visitors’ Feedback

- It was a great experience meeting with the leading UK university representatives. Really impressed by their courtesy and patience with our never-ending questions. Very impressive indeed!
- Event was great and met my expectations
- I am delighted to meet such a great number of UK representatives who came from UK. The information they shared and knowledge they have, was spot on!
- It was great – well organised and well managed
- All my queries related with education in UK and how to effectively manage finances were answered
- This event is actually good – the representatives were all helpful and polite

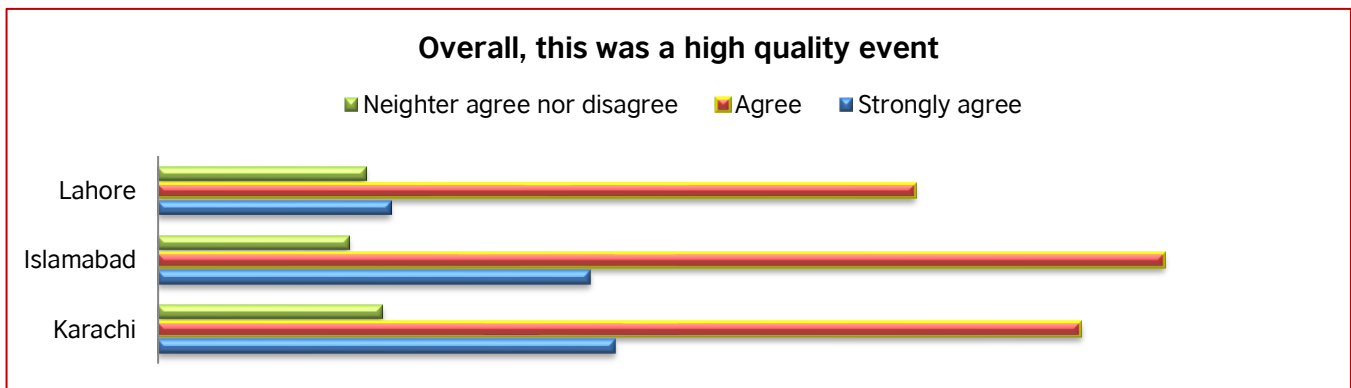
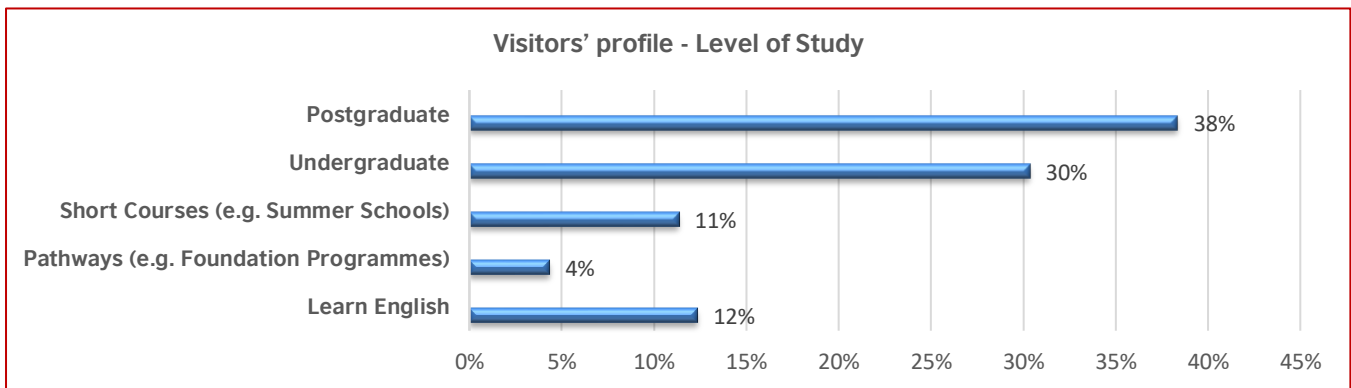
Visitors’ Suggestions

- British Council should also arrange such events in other cities like Peshawar, Sialkot and Gujrat
- Information on scholarship was limited. Universities could have a separate sheet for scholarships for Pakistani students
- As compared to officials from university, information local agents have is not enough or correct.
- British Council should look into organising such events more frequently
- British Council should also provide refreshments for the visitors

Visitors’ Testimonials:

- <https://www.facebook.com/BritishCouncilPakistan/videos/387596642185900/>
- <https://www.facebook.com/BritishCouncilPakistan/videos/806093213138536/>

Visitors’ feedback at a glance:



More than 87% visitors said that the exhibition was a high-quality event and invited more frequent interaction with UK institutions.

Marketing and promotional activity

For the 2019 exhibition tour, the British Council Pakistan marketing team employed the following channels for publicity

Most popular channels utilised for publicising the exhibition included

Newspaper print advertisements

- English and Urdu dailies – region-wide editions

Radio FM channels

- Host (Karachi, Islamabad, Lahore) and surrounding cities

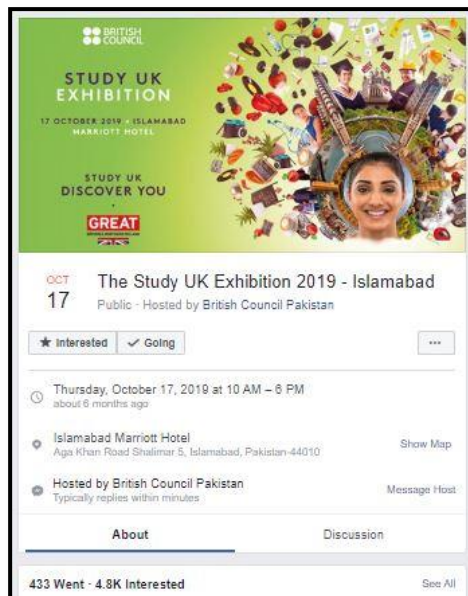
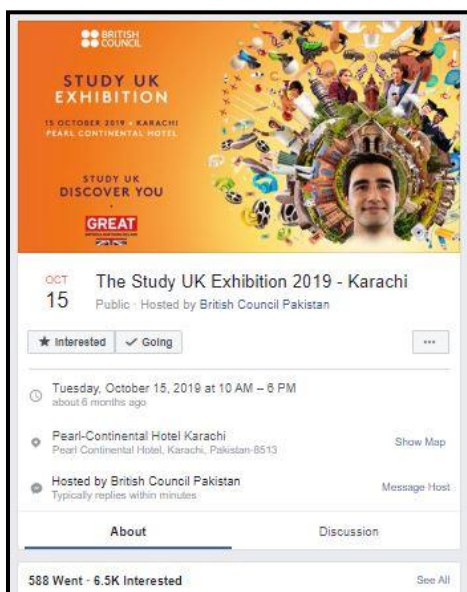
Digital Marketing

- Popular websites, facebook, online channels which also included Google Display Network

British Council Network

- Educational partners and institutes

Digital Marketing – Facebook



Digitally, Study UK Exhibition Tour 2019 reached a total of 12 million impressions

Samples of newspaper advertisements across cities



Poster dispatched to educational institutes – nationwide



Event coverage by the print media:

Biggest Study UK Exhibition Tour to take place in Pakistan till date, the event was widely covered by the print media before, during and after the exhibition. *A total of 49 media reports were printed in the newspapers reaching a total of 4.1 million readership.*

Links to some of the largest English Newspapers of Pakistan covering the Study UK Exhibition Tour 2019

- Dawn Newspaper - https://epaper.dawn.com/DetailNews.php?StoryText=16_10_2019_116_007
- The News - <https://e.thenews.com.pk/10-17-2019/page14.asp>
- Express Tribune - https://epaper.tribune.com.pk/DisplayDetails.aspx?ENI_ID=11201910180477&EN_ID=11201910180147&EMID=11201910180058

British Council recommendations for UK institutions

Participants and visitors are invited to share feedback and suggestions to help us improve make the event better for everyone involved. Given below are a few points for consideration based on an analysis of feedback shared by different stakeholder groups.

- It is suggested that institutions invite their alumni to attend future exhibitions and share their experiences with prospective students. British Council will be adding this segment to the exhibition registration forms.
- In order to help us provide the best of arrangements to all participating institutes, we request institutions to please share relevant documents and information within deadlines. This helps us in providing further improved logistics and communication plans. If we receive all forms and details on time from our partners we can maximise benefits and ROI for all: this includes designing, printing and circulation of relevant promotional material and details, as well as arranging events for the tour.
- Many visitors shared that they were excited to also meet with delegates who had flown in from the UK and were based on campuses.
- Many students sought to receive career linked advice about the courses being promoted and we feel alumni can contribute in this area as well.
- Queries about scholarships are frequent and common. Several UK institutions have scholarships for Pakistani students, however, students are not too aware of these opportunities.

The Study UK Exhibition Tour 2019 proved to be a great success with the help of all UK institutions and their delegates. We hope to see you soon in Pakistan!

