

Post Event Report for Study UK Thematic Webinar series

"Engineering and Technology courses in the UK" - 12 November 2020

Finance, Business and MBA courses in the UK" - 26 November 2020

Introduction

Programme flow - Number of registrations, participants and list of participating UK HEIs

Marketing and promotional activity

Pictures



Introduction

Thank you for your participation in the Thematic Webinar on **Engineering and Technology** and **Finance Business and MBA** Courses in the UK.

The purpose of this report is to provide you with a summary of the event. 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 SSA.

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

Regards, IES SSA team



Programme flow

Engineering and Technology

Participating institutions

- Middlesex University
- Heriot Watt University
- Falmouth Games Academy

Webinar attendance:

- 267 pre-registrations
- 84 attendees joined the event
- 19 questions published in the chat box

General Highlights

- ☐ The session was well received with lots of engaging questions around internships and employment post-graduation, eligibility criteria for students with non-engineering backgrounds, course composition, foundation programmes, changes to teaching and learning due to covid-19, tuition and scholarships, branch campuses etc.
 - Feedback received was positive with participants attesting to enjoying the session and UK institutions appreciating the platform to engage directly with students on the subject matter

Finance, Business and MBA

Participating institutions

- Heriot Watt University
- University of Chester
- Coventry University

Webinar attendance:

- 936 pre-registrations
- 221 attendees joined the event
- 26 questions published in the chat box

General Highlights

- The number of leads as well as extent of participation and engagement was a testament to the level of interest and demand for business and MBA courses. Questions centered around pathways to a PhD in Business management, extent to which program modules reflect doing business in Africa, exemptions for professional accounting and finance qualifications, HND top-up, academic progression, online and short courses, postgraduate diplomas, student support as well as the business school experience. Apart from the predetermined presentations, these breadth and depth of questions gave each participating University a chance to contribute extensively while sharing their approach to MBA and business studies and offering incentives for prospects to engage with them.
- Delegates commended the session format. It was very interactive as the questions asked after each presentation got responses from the presenting University and other Universities present. This ensured each institution covered all queries from the audience. Feedback from one of the University representatives was, "thank you for organizing the session which enabled us interact and communicate with the audience. The insightful questions allowed us give a full view of the MBA programme".

https://education-services.britishcouncil.org



Marketing and promotional activity

Social Media - Facebook & Instagram (Paid & Organic)

Engineering and Technology

• Reach: 264,641

• Impressions: 375,852

• Clicks: 7,756

Finance, Business and MBA

• Reach: 140,901

• Impressions: 167,252

• Engagement: 12,612

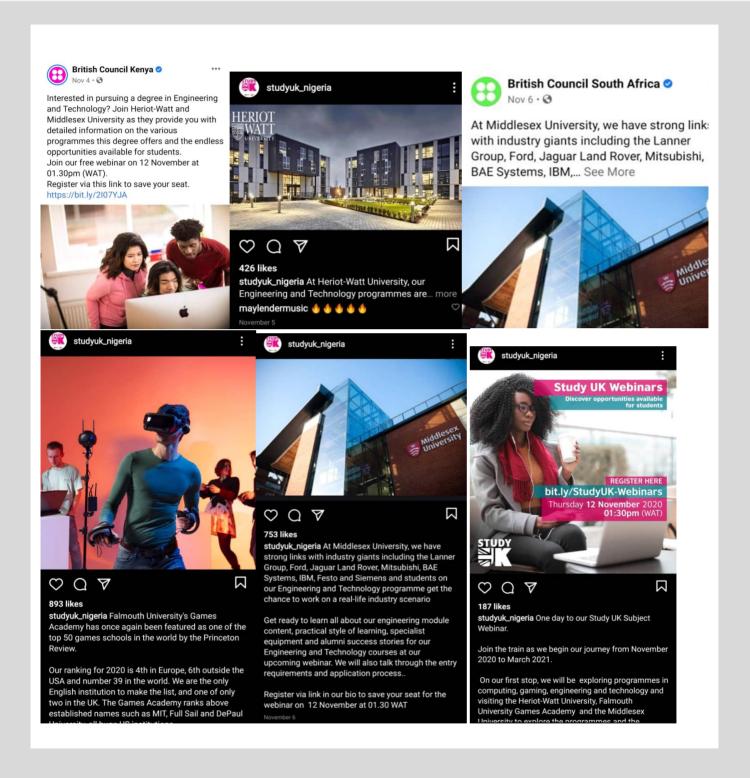
Website

- https://www.britishcouncil.org.ng/studying-uk-subject-webinars
- https://www.britishcouncil.org.gh/subject-webinar-series

Emails to various education databases

- Engineering and Technology -Reach:63,036
- Finance, Business and MBA Reach: 37,358

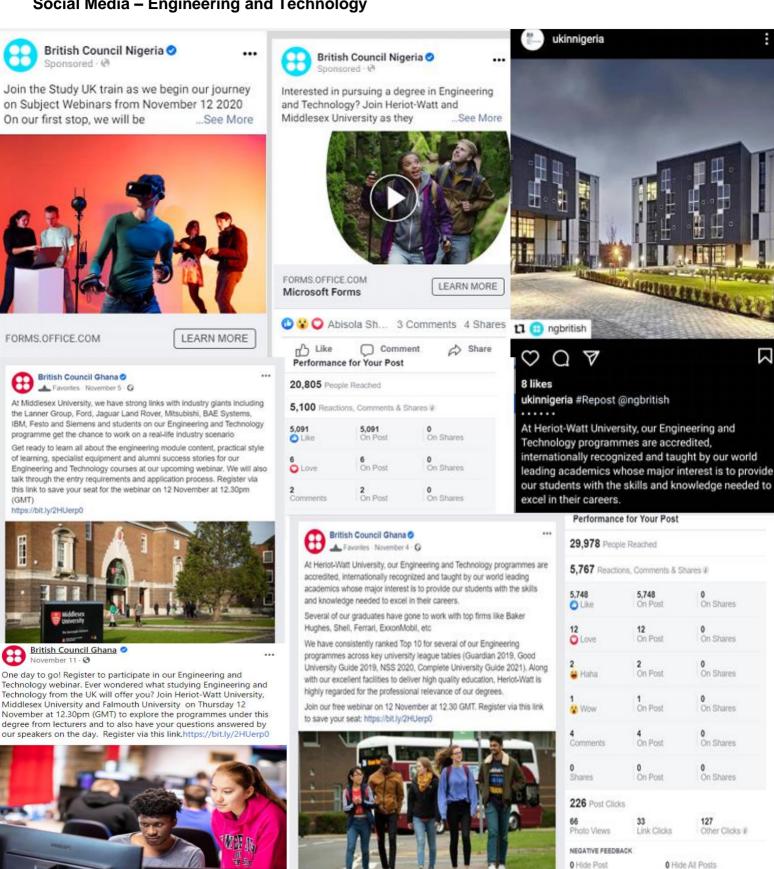
Social Media - Engineering and Technology



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Social Media - Engineering and Technology



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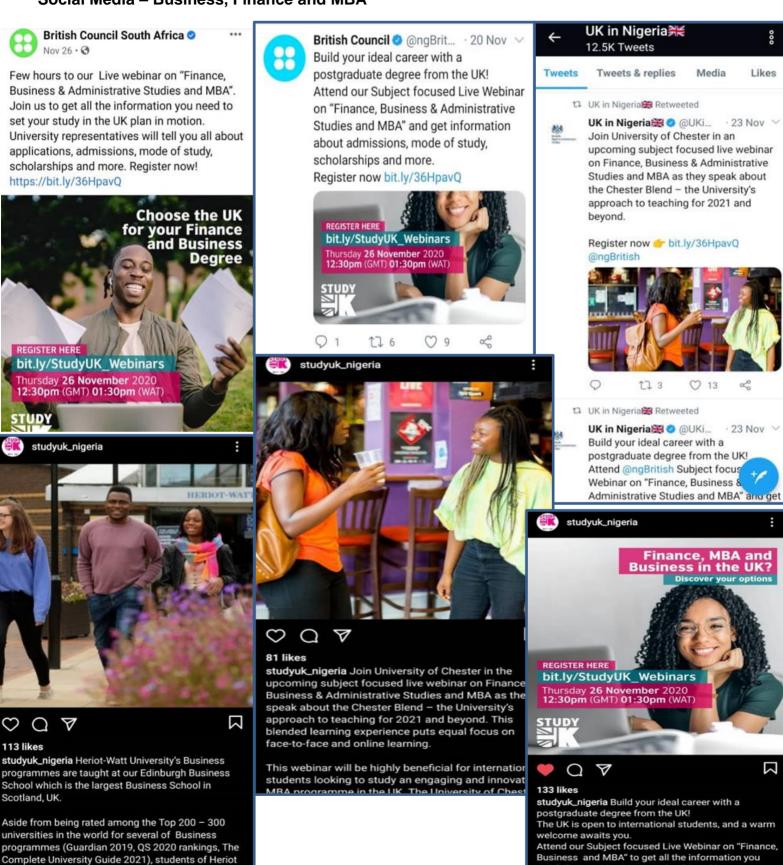
need about programmes under this subject,

applications, admissions, mode of study,

Register now https://bit.ly/36HpavQ

scholarships and more.

Social Media - Business, Finance and MBA



https://education-services.britishcouncil.org

programmes (Guardian 2019, QS 2020 rankings, The Complete University Guide 2021), students of Heriot

Watt University benefit from state-of-the-art

Social Media - Business, Finance and MBA









Mailer - Engineering and Technology

** BRITISH Less than a day to go
,We'll see you tomorrow!

his is just a quick reminder that you're booked anto our Study UK

Date: 12 November 2020

Time: 12:30pm (GMT) | 01:30pm (WAT)

Link: http://bit.ly/EngTechLive

You may need to download the Microsoft Teams app, so please attempt to

Click here to join the session



Middlesex University

Get ready to

- Experience your first UK lecture from programme leader Engineering Management at Middlesex University
- Learn about Middlesex University.
 MSc Engineering Management, an overview of the programmes under Engineering and Technology, entry requirements, module content and opportunities after analustion
- Find out how you can qualify fo scholarships worth 5000pounds
- Learn about specialists software used to make classes practical and real-life projects you can explore while studying



Meet Heriot Watt University

- · Get ready to find out:
- Why you should study Engineering and Technology at Heriot Watt
- Career Support
- What our students have to say Student Testimonials
- List of Engineering/Business programmes & Entry Requirements
- Discounts/Scholarships
- What HW is doing to keep students safe during Covid

Explore Heriot



Middlesex University

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- Outcome apecialist aoftware like PRINCE2 stat and make your
- links with industry glants (see the Lannet Group, Ford, Jeguer Land Rover, Mitsubish), BAE Systems, ISM, Festo and Siemer

Register to speak with Middlesex



Falmouth Games Academy



Get ready to

- Learn how you can tailor your technology degree to suit your career goals with exciting courses like Artificial intelligence, Garnes Design, Creative virtual reality, robotics etc.
- Listen to Falmouth Games Academy alumni on how you are taught by industry professionals, and are prepared for your professional career as soon as you finish your course
- Discover what makes Falmouth University Games Academy one of the Best Game Design & Development Schools in the World 2020

Explore our Games Academy

Contact us

Connect with us

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SE BRITISH COUNCIL

StudyUK Subject Webinar Joining Instructions

You are booked on the StudyUK Subject Webinar holding today

Hallo,

There you for registering to attend the Soudy LM Subject Webban's Engineering and Technology holding as follows

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Time: 12:32pm (GMT) | 01:32pm (WAT Joining Link: http://bit.ly/EngTechLive

The webline would be hosted on Microsoft Teams. You may need to download the Teams app shead of the webliner, so aim to join the webliner a few minutes before the exact time to exold actiong lists an

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Please send in your question shead of the weblinar by replying to this area!

a look forward to welcoming you on Thursday

Click here to join the session

Add this event to your calendar

We have made it easy for you to add this event to your calendar, so you don't miss it, click the button below to add it to your calendar.

Add this event to my calendar

Want an 8M8 reminder?

message reminder shortly before the event, share your phone number by responding to this email.

> Click here to respond with your confact number

Registered for other weblnars?

If you have registered to attend other subject webstarrs, not to worry, you would receive the joining link closer to the timing of the webstar.

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John us on Thursday 12 November 2020 for this first weblinar serie at 01.30pm(WAT).



Heriot Watt University

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Student Testimonials

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Upcoming Webiners

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Mailer - Engineering and Technology

BROUGHT TO YOU BY



STUDY UK-





Ever wondered what is interesting about a degree in Engineering and Technology ?

Follow the Study UK train as we begin our journey on Subject Webinars from November 2020 to March 2021. On our first stop, we will be visiting the Middlesex University, Falmouth University Games Academy and Heriot-Watt University to explore the programmes under Engineering and Technology and the endless opportunities available for students interested in this subject.

Register here

Click here to register for the first webinar on Thursday 12 November 2020 at 01.30pm (WAT).

A career in engineering and technology can be exciting and extremely valuable providing solutions to both the newest and oldest challenges humans face.

Engineering graduates are in high demand due to digitalisation and other advancements in technology. Thanks to the world-class Universities in the UK and the world-famous culture of innovation, you would be trained to meet this demand. From Al and automation to the future of energy and transport studying in the UK allows you to specialise as you go through funding technology. You will be learning in buildings where talest discoveries are made - alongside the people making it.

Don't miss our subject spotlight for anything

CLICK HERE TO REGISTER



Falmouth University's Games Academy has once again been featured as one of the top 50 games schools in the world by the Princeton Review.

Up for Grabs - Middlesex University

Learn from Engineering lecturers about MSc Engineering Management, module content, practical style of learning, specialist equipment. You will also hear alumni success stories for this popular course.

Discover specialist software like PRINCE2 that will make your engineering degree practical with real life scenarios

Scholarships of up to £5000 available depending on need and merit profile of



Your Technology Degree at Falmouth Games Academy

Our ranking for 2020 is 4th in Europe, 6th outside the USA and number 39 in the world. We are the only English institution to make the list, and one of only two in the UK. The Games Academy ranks above established names such as MIT. Full Sail and DePaul University, all huge US institutions.



Up to 3,000 GBP tuition discounts to eligible students applying to study at any o our Campuses in the UK, Dubai or Malays and up to 50% merit discounts to eligible students applying to the Dubai Campus.

CLICK HERE TO REGISTER

To apply for or further details please go to https://bit.ly/3eoPKwX

As a student at Falmouth University I consider it a key part of the journey that got me to where I am now, and although this was before digital studies were taught there. I have been very impressed with the facilities, staff and students I have met when returning in more recent times. I'm really quite jealous of what is happening there now!" Rex Crowle BAFTA Winning Game Artist and Designer, Media Molecule

The degree has provided a great platform of endless opportunities. I have acquired excellent understanding of my discipline which has positioned me as a champion among my peers. – Rasaq Lawal, Nigeria, MSc Petroleum Engineering

I would not have been able to achieve all that I have in my career without Heriot-Watt University I can honestly say, I found myself at Heriot-Watt. It made me a stronger and better person. – Ethel Koppa, Tanzania – MSc Construction Project Management.

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STUDY UK-DISCOVER YOU



Heriot Watt University

Heriot Watt has consistently ranked Top of for several Engineering programmes across a number of key university league tables (Guardian 2019, Good University Guide 2019, NSS 2020, Complete Univer Guide 2011).

with our excellent facilities to deliver uality education, Heriot-Watt is highly led for the professional relevance of



Join the Study UK train as we begin our journey on Subject Weblinars from November 2020 to March 2021 Get exclusive and first-hand information from academics and be inspired by Alumni who have benefited from pursuing these subjects and are excelling in their various fields. Don't be left out of these exciting and informative webinars.

Join Hertot-Wett University, Middlesex University and the Falmouth University Games Academy on 12 November 2020 at 12.50pm (GMT) on Microsoft Teams to explore the programmes under Engineering and Technology and the endless opportunities available for students interested in this subject. Register here.



Middlesex University

Get ready to learn all about the engineering Get ready to learn all about the engineering module content, practical style of learning, specialist equipment and alumni success stories for our Engineering and Technology courses at the Sudy UK upcoming webrus. We will also talk through the entry requirements and application process. Register for this informative webinar hace.

Heriot-Watt University

At Heriot-Watt University, our Engineering and Technology programmes are accredited, internationally recognized and taught by our world leading academics whose major interest is to provide our students with the skills and knowledge needed to excel in their careers. Join us in the webinar, Register



Falmouth University Games Academy

At Falmouth University you are you are prepared for your professional career as soon as you finish your course. Our Garres Academy has been featured as one of the top 50 games schools in the world by the Princeton Review and is now ranked in The Rookies' Best Game Design & Development Schools in the World 2020. Register here.

REGISTER TO PARTICIPATE IN THE WEBINAR'S HERE

DON'T MISS OUT ON THESE INFORMATIVE WEBINARS!

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Mailer - Finance, Business and MBA



Build your ideal career with a "Finance, Business & MBA" degree from the

British Council's <u>LIVE webinar</u> on Finance, Business and Management courses in the UK will help you get all the information you need about applications, admissions, blended learning, scholarships and more from UK Universities directly.

Date: Thursday 26 November 2020 | Time: 01.30pm (WAT)

This webinar is for students and professionals who are keen about pursuing a degree in Business and Management Studies, (including MBA) in the UK in 2020-

Attending the webinars will give you an opportunity to:

- Meet academic staff who teach at the Universities
- Understand more about the courses on offer and entry requirements Learn how Universities focus on experiential learning and emloyability skills Get all your queries about the courses and universities answerd by experts from UK Universities.

CLICK HERE TO REGISTER FOR FREE



StudyUK Subject Webinar **Joining Instructions**

You are booked on the StudyUK Subject Webinar

Hello

Thank you for registering to attend the Study UK Subject Webinar on Finance, Business management and MBA in the UK holding

Webinar Details:

Date: Thursday, 26 November 2020 Time: 12:30pm (GMT) | 01:30pm (WAT) Joining Link: https://bit.ly/studyukbusiness

The webinar would be hosted on Microsoft Teams. If you are joining from a mobile device, you will have to download the Teams app ahead of the webinar, so aim to join the webinar a few minutes before the start time to avoid arriving late and missing out on important points.

Alternatively, you can opt to join the webinar with a laptop which will give you the option to join from your web browser, without downloading the app or signing in.

BRITISH COUNCIL

Less than a day to go

,We'll see you tomorrow!

This is just a quick reminder that you're booked onto our Study UK Finance, business management and MBA Webinar holding as follows

Date: 26 November 2020

Time: 12:30pm (GMT) | 01:30pm (WAT) Link: https://bit.ly/studyukbusiness

You would need to download the Microsoft Teams app if joining from a mobile device, so please attempt to join the webinar a few minutes before the start time

Click here to join the session

Add this event to my calendar

To avoid missing the event, kindly add it to your calendar to get an automatic reminder, just before the event.

Click here to add to my calendar

Meet the participating Universities







We'll see you soon

Finance, MBA and Business in the UK? Discover your options

1 hour to go!

Please use the link below to join the webinar on studying finance. business and MBA in the UK

JOIN HERE

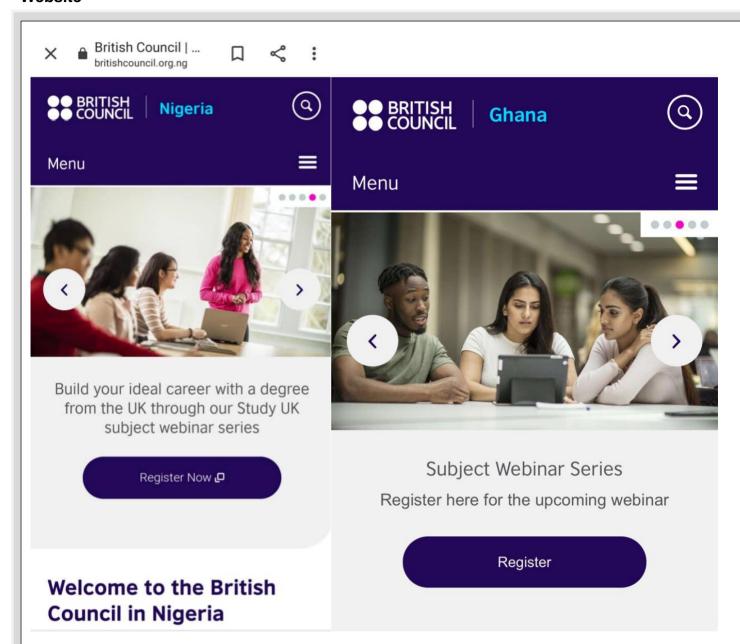
Time: 12.30pm (GMT) | 01.30pm (WAT).

Date: Thursday, 26 November 2020

Click to join

https://education-services.britishcouncil.org

Website



Unlock your potential and take your career to the next level!

From Management courses and MBA, to Creative Arts and Social Sciences; from Artificial Intelligence to Climate Change and environment studies, the UK is a fantastic place to pursue your interest in these courses.

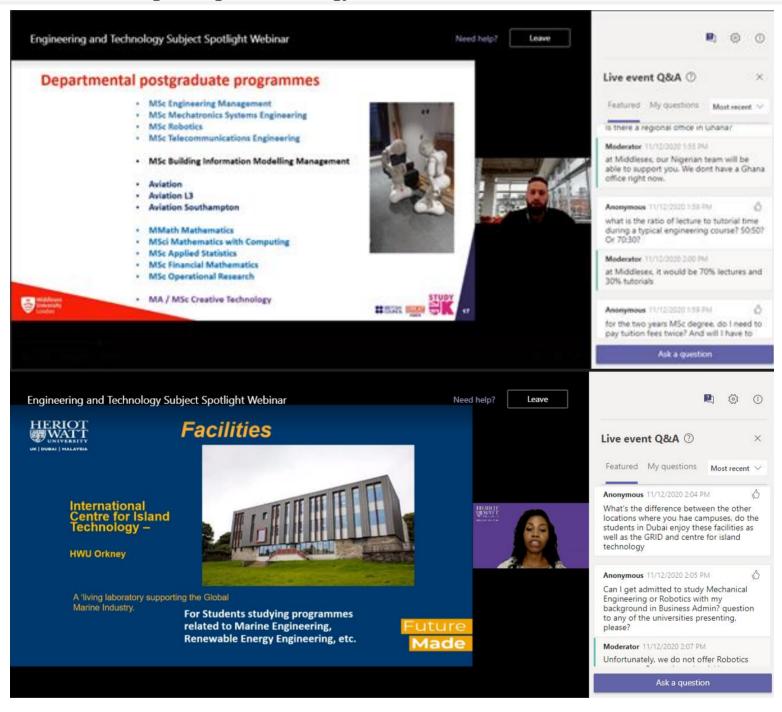
British Council's Subject Webinar Series will take you one step closer to studying your subject of choice in the UK. Each webinar will focus on a different theme and subject, providing specialised details on applications, scholarships and work prospects. The series will cover a wide range of topics by experts from UK Universities which will help you prepare for your studies in the UK.

Key highlights

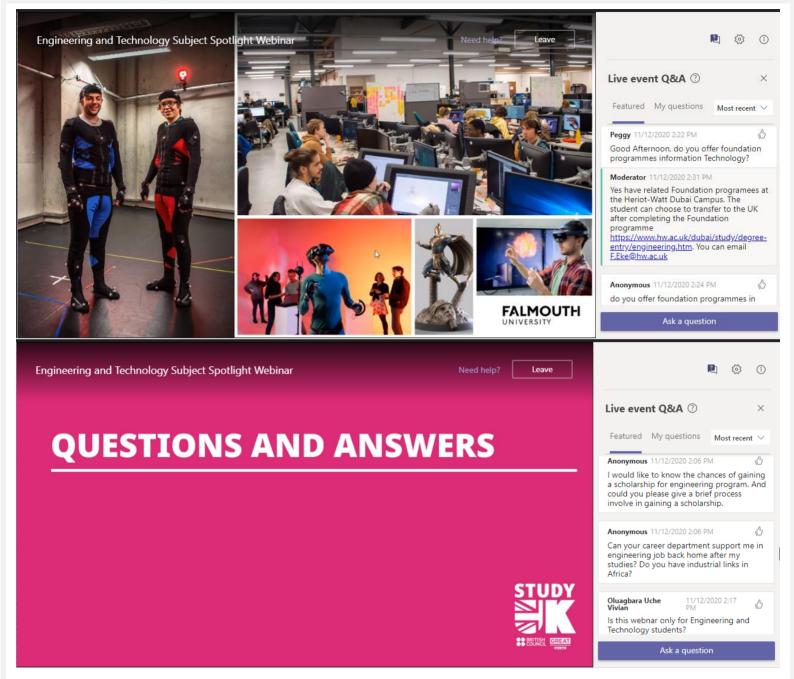
The webinars bring together leading universities from the UK, so attendees will get first-hand information on:

• UG and PG courses for these specific subjects

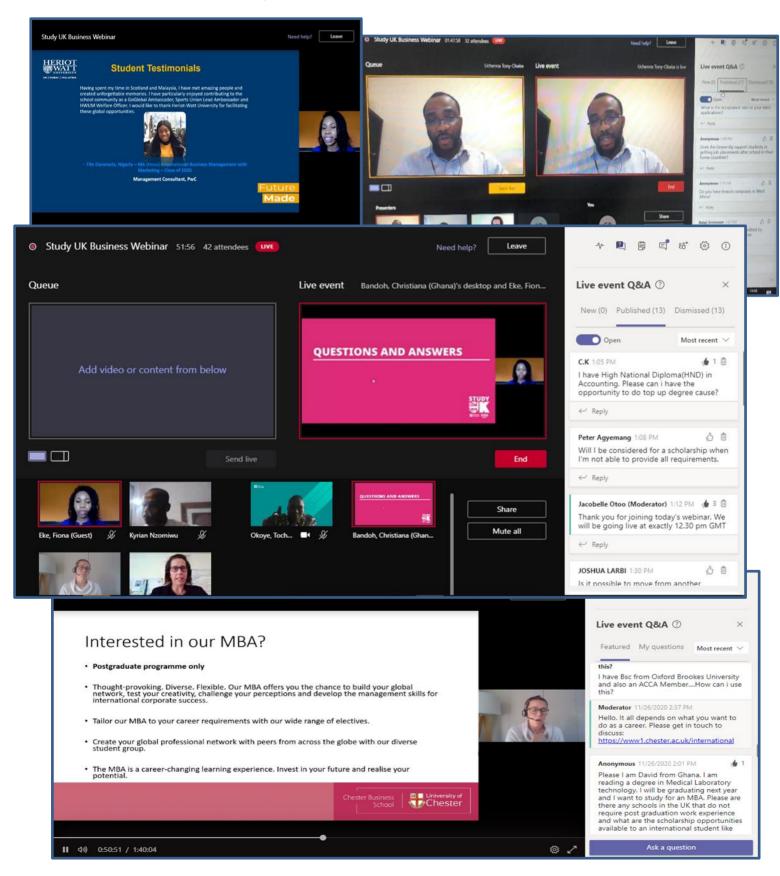
Live Event: Engineering and Technology



Live Event: Engineering and Technology

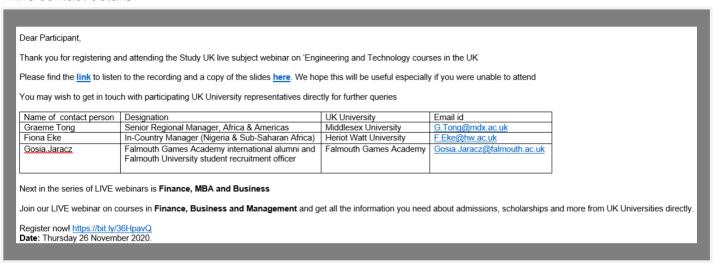


Live Event: Pictures - Finance, Business and MBA



Post event email - Engineering and Technology

An email has been sent to all **267** registrations with a <u>link</u> of the recording of the session, <u>slides</u> and UK HEIs contact details.



Post event email - Finance, Business and MBA

An email has been sent to **817** registrants with a <u>link</u> of the recording of the session, <u>slides</u> and UK HEIs contact details.

