

Get into the right groove

Education UK Exhibition

7-8 November 2012 – Cyprus (South)

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1. Event fact file

Nicosia (South)

Venue	Hilton Cyprus, Nicosia: 7-8 November 2012
Opening hours	Wednesday 7 November: 1500-2030 Thursday 8 November: 1500-2030
Stand costs	£1,322 (£1,586.00 Inc VAT)
Sponsors	UNITE Group
Unique feature to give added value	Our promotional campaign to this event combined UK music and UK education very successfully by using the relevant Brand images and holding a two hour live link by a popular radio station at exhibition premises. We also ran a Facebook competition which increased our likes significantly. The exhibition was also co-branded by both Education UK Brand and GREAT campaign with eight banners at a key position in Exhibition venue.
Seminars	<p>Wednesday 7 November 2012</p> <ul style="list-style-type: none"> • CIE IGCSE and A-level Recognition • Accounting and Finance • Art and Design • English Language Courses/UCAS Applications <p>Thursday 8 November 2012</p> <ul style="list-style-type: none"> • Business / Management • Law • Engineering / Energy

2. Key statistics

Attendance	Hilton Cyprus	
	2012	2011
Wednesday 7 November 2012	2950	2058
Thursday 8 November 2012	1600	1992
Total number of visitors	4550	4050
Further Education	NONE	NONE
Higher Education	54	54
Total number of exhibitors	54	54



Visitors' primary market objectives		
	2012	2011
English Language	5%	5%
Diploma	20%	10%
Foundation	5%	5%
Undergraduate	50%	70%
Postgraduate	15%	10%
Professional Qualifications	5%	
Demographics of visitors		
	2012	2011
Male	30%	37%
Female	70%	63%

*A full list of exhibitors can be found in Appendix 1

3. Impact of marketing plan

Objectives:

- Promote the exhibition to as many potential UK students and parents as possible
- Re-introduce the Education exhibitions to the Cyprus north audience (last exhibition in Nicosia north took place in 2003)
- Reinforce the Education UK brand to Cyprus audience through a number of promotional streams
- Strengthen the value and benefits of UK studies to Cypriots and other people from other nationalities living in Cyprus, EU and International.
- Help maintain and/or increase the number of Cypriot, EU and International students who choose UK Institutions for their higher education needs.

Background

Cyprus **south** exhibition promotion (marketing plan and execution) is carried out internally by the Communications Co-ordinator. Cyprus north exhibition promotion and all design work are carried out by Cherry Red Advertising Agency under the supervision of the Communications Co-ordinator.

The fact most of the promotions work in undertaken internally results to organising more cost-efficient campaigns and reinforces relationships with media professionals.

Facts:

1. Education UK Exhibition, Nicosia **south** took place on 7-8 November at Hilton Cyprus. Opening times 1500–2030.
Education Institutions: 54 Number of visitors: 4,500.

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2. Education UK Exhibition, Nicosia **north** took place on 6 November at Golden Tulip Hotel. Opening times 1500–2000.
Education Institutions: Registered 32 (exclusive to this were 4 Cancellations).
Number of visitors: 500
 3. Promotion budget for **south** exhibition €28,000 and for **north** exhibition €4,000.

A number of presentations were delivered by British Council staff prior to exhibition at main secondary schools and universities about studying to the UK and to announce the Exhibition.

4. Conclusions and follow up

Overall planning and delivery of the Education UK Exhibition this year proved to be very successful with increased interest by parties, UK institutions and visitors.

Despite the difficult economic situation and increase on university tuition fees we have managed to keep interest high by emphasising the key messages that quality UK education has to offer. Strong reference was also made on funding opportunities and tuition fee loan for undergraduate students.

4.1 Key recommendations for institutions

- Some stands were very busy with long queues. Maybe would useful to either have more staff manning the stand or involve alumni students to minimise waiting time for customers.

4.2 Key recommendations for the British Council

- Possible change in when the exhibition is held. To be held on a weekend day for instance; Friday-Saturday rather than week day (Wednesday-Thursday).
- To provide more refreshments, particularly during the busiest times.
- Market Briefing to be closer to the exhibition opening hours, possibly on the same day.

Action taken by the British Council

As far as dates are concerned we try to co-ordinate dates with BC Greece in order to make attendance at both exhibitions more cost effective. Greece traditionally organises events during weekends thus it is only possible for us to run exhibition during week days.

As strong message came out for more refreshments / snacks. We have negotiated competitive prices to our next event in April for a full coffee break including variety of drinks, sweets and savouries.

Appendix 1: List of participating Institutions



Education 
Innovative. Individual. Inspirational.

Education UK Exhibition 2012

Hilton Cyprus, Nicosia

7 & 8 November 2012, 15:00-20:30

PARTICIPATING UNIVERSITIES:

Aston University
Bangor University
The University of Birmingham
Bournemouth University
University of Bradford
The University of Buckingham
Canterbury Christ Church University
Universities in Cardiff
University of Central Lancashire
City University
Coventry University
De Montfort University
University of Derby
Durham University
University of East Anglia
University of Essex
University of Glamorgan
University of Glasgow
University of Greenwich
University of Hertfordshire
The University of Hull
Kaplan Business and Law School
University of Kent
Lancaster University
The College of Law
University of Leeds
University of Leicester

The University of Liverpool
London School of Business and Finance
London Metropolitan University
London South Bank University
The University of Manchester
Middlesex University
Newcastle University
University of Northampton
Northumbria University
Nottingham Trent University
Plymouth University
University of Portsmouth
Queen Mary, University of London
The University of Reading
University of Salford
Sheffield Hallam University
University of Southampton
Southampton Solent University
St George's University of London
University Campus Suffolk (UCS)
University of Surrey
University of Sussex
Swansea University
University of the West of England, Bristol
University of Westminster
University of Wolverhampton
The University of York

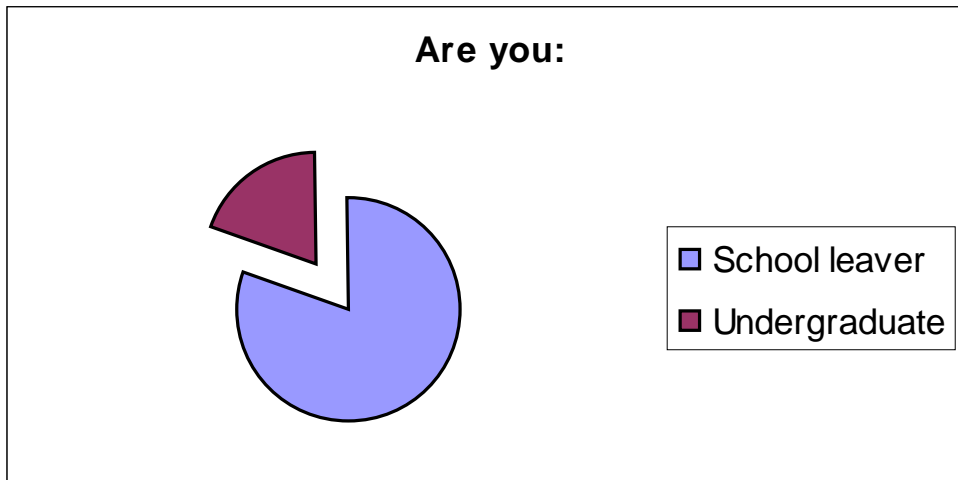


British Council Cyprus

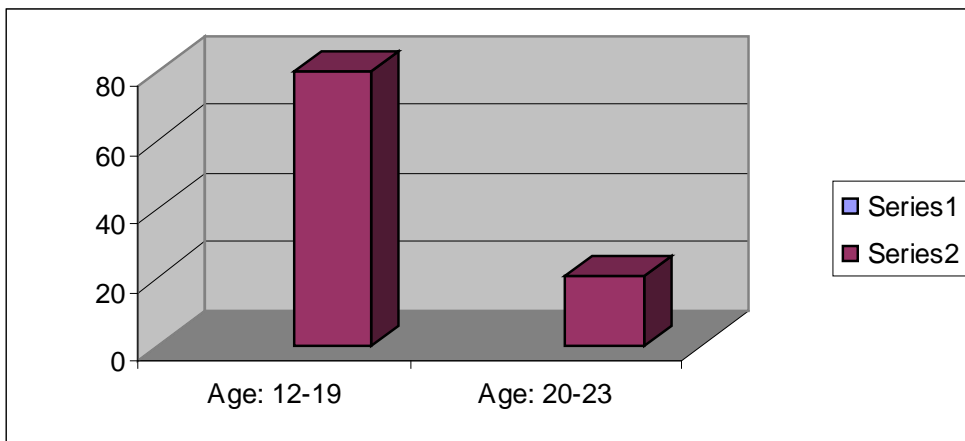
More info at www.britishcouncil.org/cyprus



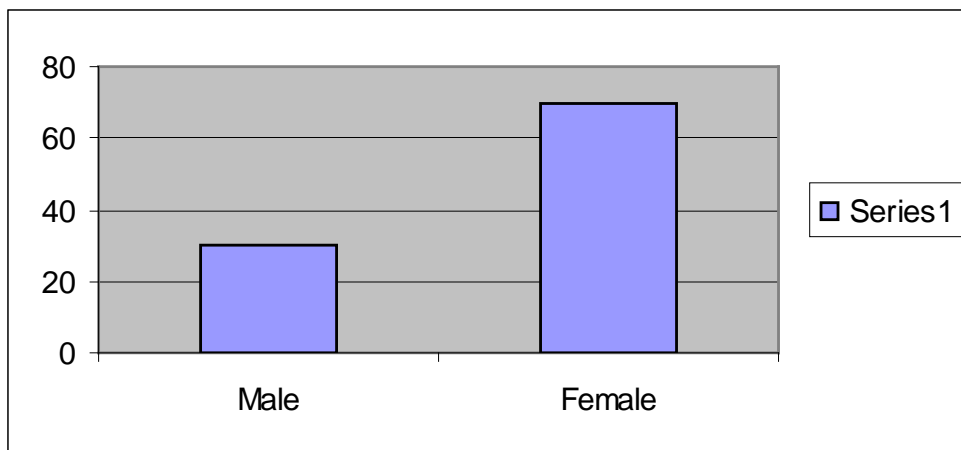
Appendix 2: Visitors' survey results

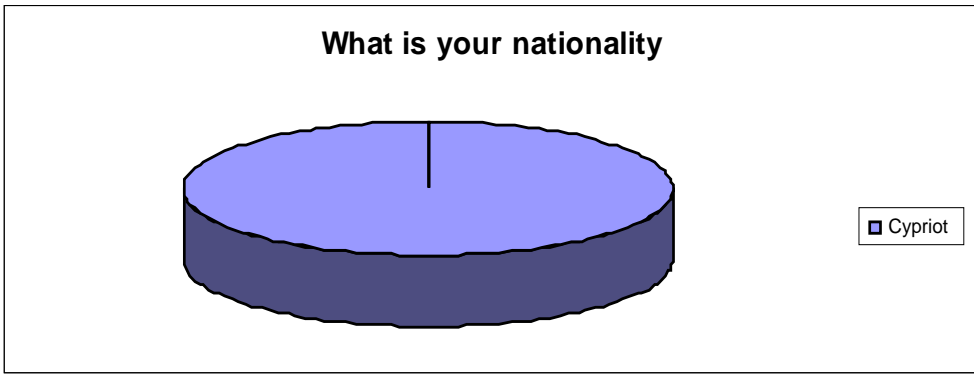


What age group are you?

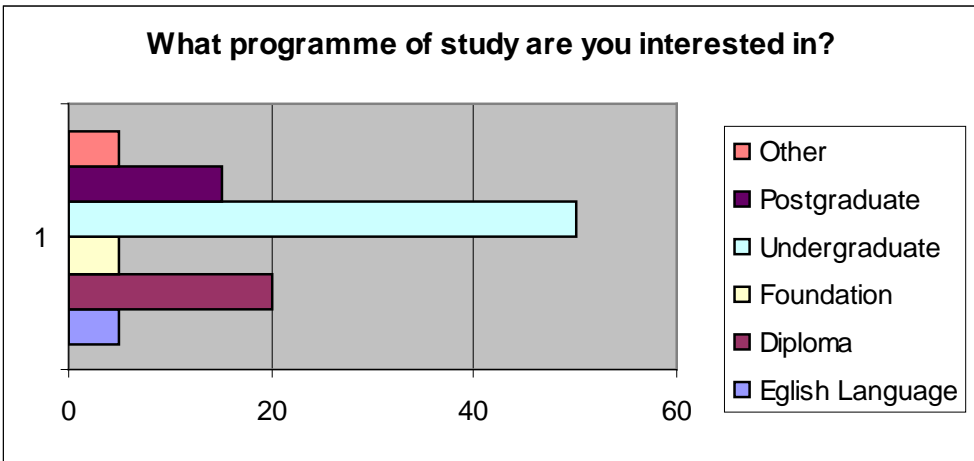
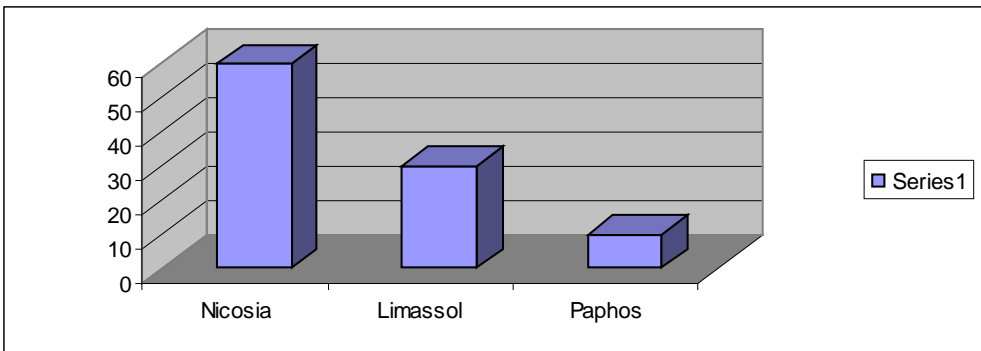


What is your gender?

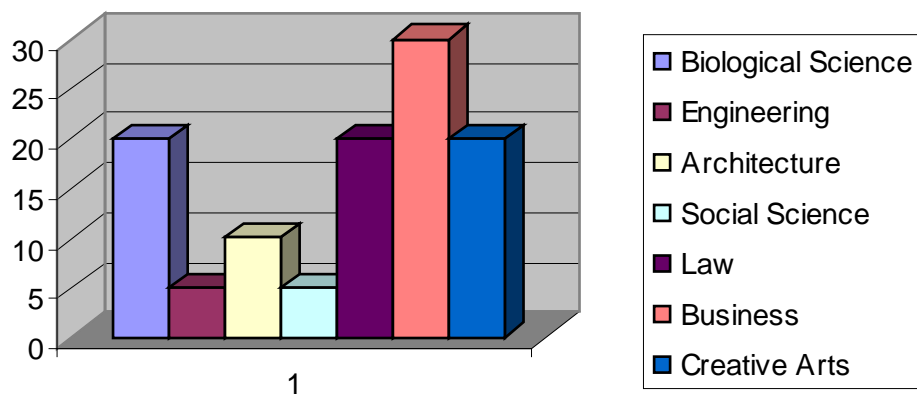




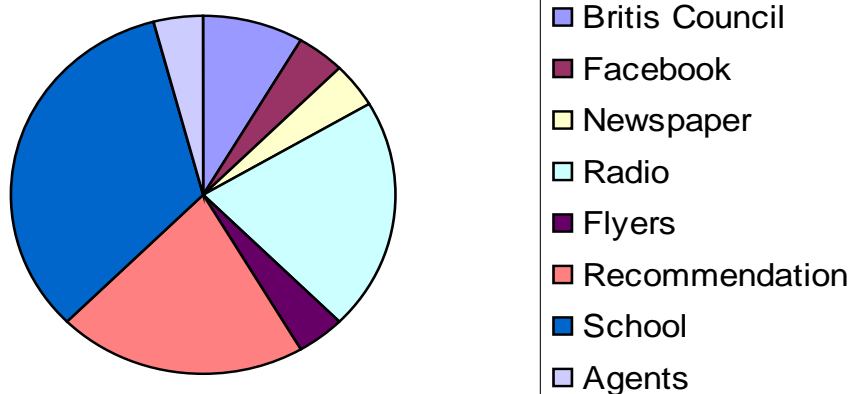
Where do you come from?



What subject are you interested in studying?



How did you find out about the Exhibition?





Appendix 3: Exhibitors' survey results

Has your institution attended this exhibition before?

88% has attended this exhibition before

12% has not attended this exhibition before

Who are the visitors you wanted to see at the Exhibition?

Years 11 and 12, also postgraduate prospective applicants

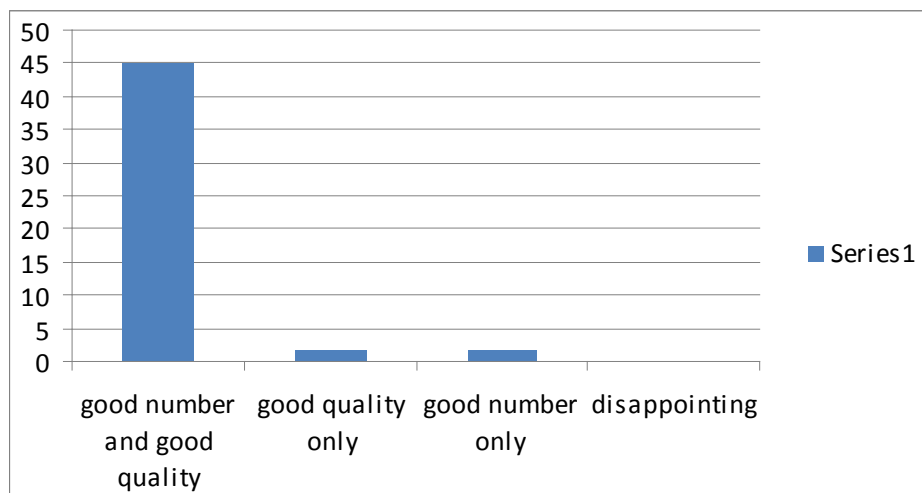
Potential students UG and PG

PG applicants

School and university students and career counsellors

Prospective students

What is your assessment of visitors?



What recommendations have you got for the future of this particular event for British Council?

Maybe there could be a weekend day e.g. Friday - Saturday

Please provide more refreshments as it is a busy event

Market Briefing to be closer to the exhibition opening hours

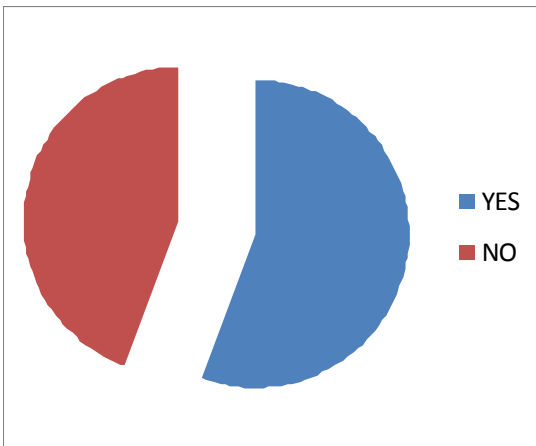
What learning points have you picked up for your institution?

- More qualification details needed
- Info on school system apolytirion grades and market updates
- Cypriot entry requirements review
- Next year will invite a Cypriot Alumni to help

What market developments have you noticed by coming?

- More awareness of finance focus of young people on professional qualifications
- Many students would like to study in the UK, great potential for the future
- More students are taking A levels than in the past

Have you developed links or built on existing feeder or agent relationships by coming?

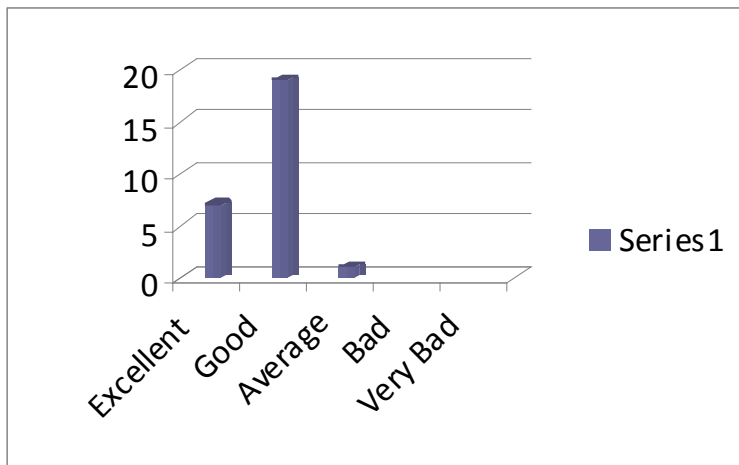


Please rate the following with one being very bad and 5 being excellent

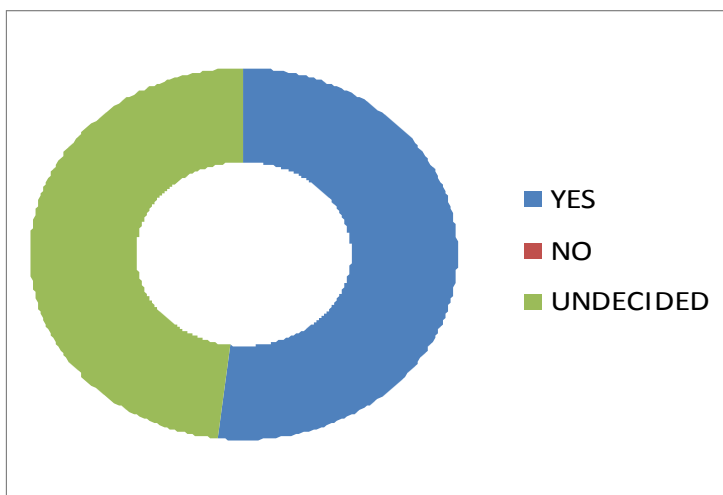
Level of British Council support before the exhibition	70% excellent 20% very good 10% good
Level of British Council support during the exhibition	90% excellent 10% very good
Quality of the venue	80% excellent 15% very good 5% good
Quality of the accommodation	95% excellent 5% very good
Length of the exhibition	90% excellent 10% very good
Value for money	70% excellent 10% very good 10% good 10% average



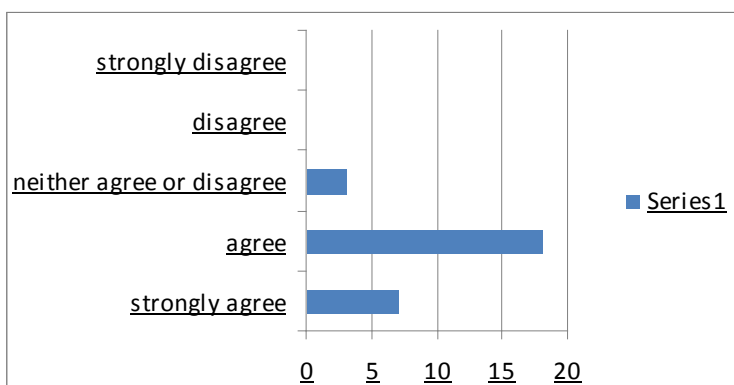
Please give your overall assessment of the exhibition



Would you be attending this event this time next year?

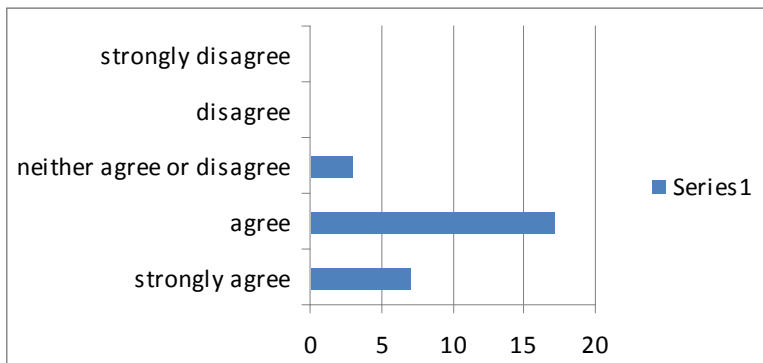


This event met my expectations

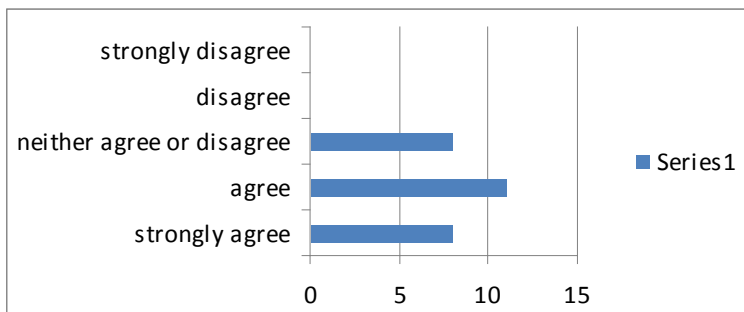




Overall this was a high quality event



The British Council is among the leading organisations in its field



Additional Comments

Very busy event :)

More information on education system

It was useful having the exhibition organised in both south and north Nicosia

Some communication from BC prior to the event given the political sensitivities about holding the event.



Appendix 4: Advertising and promotion plan (media plan)

November 2012 Education Exhibitions theme

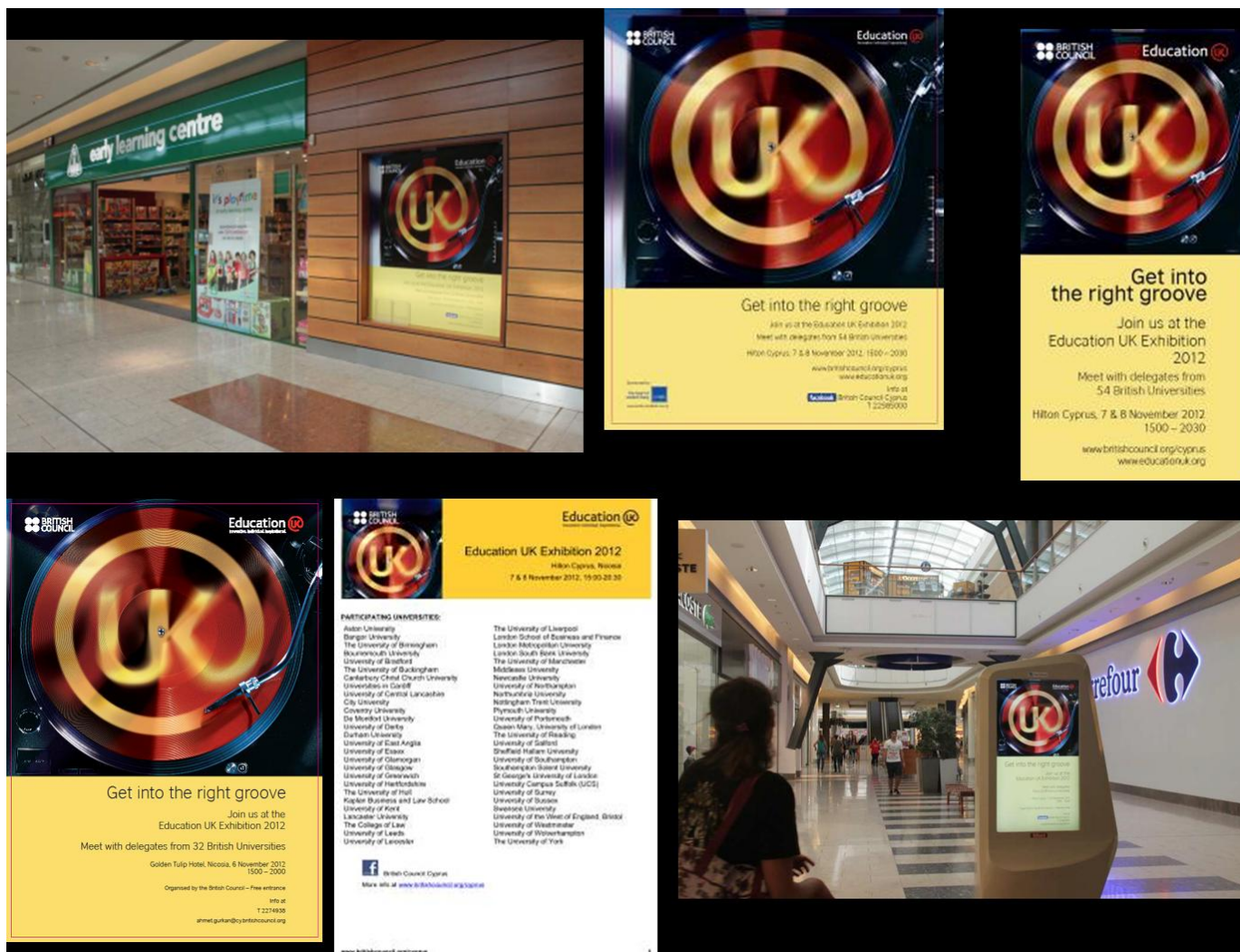
The primary image selected for these exhibitions was the DJ design with the headline 'Get into the right groove' in order to associate UK Education with UK Music. (examples [Appendix 1.1](#))

A combination of promotion tools to support this theme was used:

- **A Facebook competition** with the most popular radio station in Cyprus, MixFm, (and number one on Facebook likes too) was run, asking entrants to tell us who is their most popular British singer or group. Radio spots from Mix FM were advertising the competition with a jingle on UK Education. The entrants were asked to like our British Council Cyprus Facebook page resulting to having more people seeing our posts promoting the exhibition, education and exams services. The competition started on 22 October and ended on 25 November and the lucky winner came to our office to receive the prize (Samsung Galaxy S3 tablet). By the time the Facebook competition ended our 'Likes' were increased by 100% (from 870 to 1650). ([Appendix 2.2](#))
- We also run a **radio unity** with the same radio station called **British Mix** from 29 October to 30 November: a 3-minute presentation of songs from favourite British artists and reference of British Council as a sponsor at the beginning and end of this unity.
- Held a **Live link** with the same radio station at the **south** exhibition on 7 November from 4-7 pm. *During this time colleagues from all teams gave radio interviews for the promotion of the exhibition, studies in the UK, exams and other projects and services of British Council Cyprus.* Extra radio spots were broadcasted to announce the live link at the south exhibition.
- In addition the exhibition was promoted by other popular radio stations, press and magazine adverts, on-line banners, TV adverts and banners on Malls. In [Appendix 3.3](#) an analysis is provided with all media used and number of audience reached (where available).
- Press releases and articles (free publicity): press releases and articles were sent to all newspapers in both south and north Cyprus. An analysis is provided in [Appendix 3.3](#).
- Radio and TV interviews: an analysis can be found in [Appendix 4](#).
- On-line & Digital:
 - E-newsletter emailed to 1,150 subscribers with details of the event
 - British Council Facebook Page: 875 people opened the link that listed the participating universities and details of the event
 - British Council Website
- Printed materials:
 - Flyers: 6,000 for south and 1,000 for north. These were sent to all public and private secondary schools, public and private universities and university agents all over Cyprus.
 - 1,000 Floor-plans for exhibition visitors

Appendix 1.1

A footage of the design work and its application on flyers, e-banners and adverts.



Appendix 2.2

Facebook competition banner publicised on British Council Cyprus and MixFm Radio station pages.



BRITISH COUNCIL

Education UK
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GET INTO THE RIGHT GROOVE

Like Mix FM's facebook fanpage and the British Council Cyprus facebook fanpage, tell us who your favourite British singer or group is through the competition app on Mix FM's facebook page and enter the competition for a **SAMSUNG GALAXY TAB 2**

www.facebook.com/mixfmcyprus
www.facebook.com/BritishCouncilCyprus

mix fm 102.3 | 90.8

Appendix 3.3

EDUCATION UK NOVEMBER 2012 EXHIBITION (7+8 Nov-Hilton)

MEDIA	Dates	Size/spots/pixels	Press releases/articles	Audience Reached
PRESS - Readership				
City	02-Nov	full page-color	press release	83,000
Simerini	3, 4, 7 Nov	3x7 b&w	press release + 1 full page article	45,000
Fileleftheros	2,4,5,7 Nov	4x5 b&w	press release	75,000
Politis	3,4,6,7 Nov	4x5 b&w	press release	60,000
Cyprus Weekly	02-Nov	6x3.5 col	press release	30,000
Cyprus Mail	21,28,31 Oct, 4,7 Nov	4x5 b&w + col	press release	21,000
Kathimerini	02-Nov	4x10 b&w	press release	30,000
RADIO - Audience				
Super FM	29/10-8/11	66		
Sphera	29/10-8/11	70		
Kiss	29/10-8/11	70		
Love	29/10-8/11	75		
Radio Proto	29/10-8/11	50		96,600
Capital	30/10-8/11	60		
Radio Sport FM	30/10-8/11	40		98,000
Dromos	30/10-8/11	40		
Mix FM	29/10-8/11	60		57,300
ON-LINE BANNERS				
Sigmalive News	26/10-8/11	728x90	press release	3.552,998 impressions
Kathimerini online	22/10-8/11	300x50	press release	
Kathimerini e-newsletter	22/10-8/11	728x90	press release	
Philenews	22/10-8/11	622x90	press release	4.437,513 impressions
Cyprus Mail	22/10-8/11	120x60	press release	
Sigmalive newsletter	01/07/2011	120x40	press release	
Deejay online	24/10-8/11	728x90	press release	
Mad online	24/10-8/11	728x90	press release	
TV SPOTS				
MAD TV	24/10-8/11	30'		
SIGMA TV	24/10-8/11	30'		
LIVE LINK with MixFM	07/11			
BRITISH MIX	29/10-30/11			
Facebook competition	22/10-25/11			
Nicosia Mall	8/10-8/11			
My Mall Limassol	8/10-8/11			

EDUCATION UK NOVEMBER 2012 EXHIBITION (6 November, Golden Tulip Hotel, Nicosia north)

MEDIA	Dates	Press releases/articles
PRESS		
Kibris	31/10, 2 + 4/11	Press release
Havadis	30/10, 1 + 4/11	Press release & article
Yeni Duzen (weekly)	14, 21, 28/10 + 4/11	Press release
RADIO		
Dance FM	24/10-6/11	
SIM FM	24/10-6/11	
Bayrak FM	24/10-6/11	
ON-LINE BANNERS		
haberkibris	10/10-10/11	press release

Appendix 4.4

RADIO INTERVIEWS				
Station	Radio Producer	Day	Time	
Radio Proto	Yianna Loizidou	Thu 1 Nov	16:30	Nicosia south
CyBC Trito Programma	Rosie Charalambous	Fri 2 Nov	18:30	Nicosia south
Super Sport FM	Katerina Eliade	Mon 5 Nov	08:20	Nicosia south
Mix Fm	Andy & Emily	Mon 5 Nov	09:00	Nicosia south
BRT		Fri 2 Nov	11:00	Nicosia north
TV INTERVIEW				
SIM FM TV STATION		03-Nov	09:00	Nicosia north