

Letting your ideas flow

Education UK Exhibition, Bahrain
4-5 November 2012

Contents

Contents.....	1
1. Event fact file.....	2
2. Key statistics	2
3. Impact of marketing plan	3
4. Conclusions and follow up	6
Appendix 1: List of participating institutions	9
Appendix 2: Visitors' survey results	10
Appendix 3: Exhibitors' survey results	12
Appendix 4: Advertising and promotion plan (media plan)	21

1. Event fact file

Bahrain

Event Name	Education UK Exhibition – Bahrain 2012
Venue	Al Murjan Ballroom, Movenpick Hotel, Muharraq
Dates	4 and 5 November 2012
Opening hours	4 November 1800-2100 5 November 0900-1300 and 1700-2100
Opened by	HE Dr Riyadh Hamza - Secretary General of the Higher Education Council at Ministry of Education and HE Iain Lindsay - British Ambassador.
Stand costs	Education UK Partnership members: £ 966.57 Non-Partnership members: £ 1932.11

2. Key statistics

Attendance	Muharraq, Bahrain	
	November 2012	November 2011
<i>Visitors</i>		
Total No of visitors	1199	968
Total No of exhibitors	31	28

Visitors Primary Market Objectives	November 2012	November 2011
Level of Study -		
• Bachelors	512	314
• Masters	207	160
• PhD	16	39
• Foundation Course	230	60
• Others	211	377
Main Subjects of Interest -		
• Business/Economic/Management	234	171
• Engineering	199	146
• Law	89	67
• IT/Computer Science	73	71
• Medicine/Health	111	117



Demographics of Visitors	November 2012	November 2011
Gender		
Male	440	360
Female	614	454
Age		
16 – 20	734	567
21 – 24	99	52
25 – 34	104	60
35 – 40	89	27
45 +	22	30

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

3. Impact of marketing plan

Key details of the marketing plan

This year the media plan was different than previous years in that digital screens were included and the British Council's Twitter account was utilised. Similar to our exhibition in 2012, different media channels were used in order to reach the target audience for the exhibition; these included, on road advertising (i.e. Mopeds), the distribution of flyers in all shopping malls and supermarkets, the utilisation of social media and websites, sending out bulk SMS and arranging school visits for private and public schools. Due to the use of all these different channels, specifically the newly added digital screens, are what contributed to a notable increase in the number of visitors this year.

Full details on the advertising and promotion (media plan) can be referred to in Appendix 4.

Visitor data analysis on how they found out about the event

Visitor survey results demonstrate that over 60 per cent of visitors to the fair found out about the event through their teachers/schools and over 40 per cent through their friends.

The total number of visitors to the event was registered at **1199** - Breaking down to 635 students, 46 teachers, and 518 general visitors.

The opening ceremony of the event this year hosted a total of 55 participants, with 42 exhibitors representing 31 universities and colleges, 7 VIP guests and 6 networking lunch guests.



Pre-registration system

A number of issues were noted regarding the pre-registration system. Please see section 4 on recommendations for details on how these will be addressed.

This year, some of the schools were contacted with the registration forms, encouraging their students to complete them prior to their arrival, in order to save time. This proved to be highly effective in minimising the work load at the registration stand on the day. However, there still was a heavy concentration of visitors registering at the British Council stand due to the use of paper registration forms. This rendered the stand as more of a registration desk rather than for its primary purpose, as a point of information. To overcome this, we will explore the use of online registration and laptop registration upon arrival, thus allowing our staff to spend more time on providing guidance and advising visitors.

Visitors were provided with a course matrix, which was difficult to read for some due to poor printing, so the quality will be improved for the next exhibition.

Depending on future registration numbers, we also expect to increase the distribution of the exhibition materials and explore how best for visitors to receive them.

We further noted a significant number of enquiries regarding IELTS and examinations. We will seek to have a member of our IELTS / examinations team be present at future exhibitions.

Other pre-exhibition work

Preparations for the exhibition went smoothly. Few issues were faced. We did receive negative feedback from an exhibitor sharing that, *"I did not receive confirmation that all forms were received. I had to email the Hotel to make sure we had a booking"*. It is acknowledged that this reflects negatively on SIEM, and that clear communication with exhibitors was not consistent. For next year's pre-exhibition, SIEM will develop a simple internal tracking sheet for bookings and for recording communication 'both outgoing & incoming' with the exhibitors. The purpose of this is to confirm that all action points have been acted out in a timely manner.

We have since identified better efficiencies in our direct mailing which will be implemented in our next exhibition.

Media presence was strong and as planned, with good circulation figures in the major daily newspapers. Digital screens were uploaded on time, and as agreed, stand-alone roadside advertising (mupis) were used throughout the campaign.


For details on this year's full media plan refer to Appendix 4.

Media/press conference during the event

There was press was in attendance during the opening ceremony as well as TV video coverage.

Findings from evaluations, observations from exhibitors

The marketing techniques employed were useful and beneficial in spreading information about the event and reaching the targeted audience. Positive feedback from the exhibitors' read:

- 
- “Thank you to BC & SIEM event was well organised, the schedule was good and applications and enquiries were genuine.”
 - “Thanks for all the efforts in making it a successful event”
 - “Excellent event”
 - “Wonderfully organised – friendly + professional”

We found that the letters with flyers and posters that were sent to schools very effective, resulting in a good response. This was reflected by the number of students that attended the morning session.

Feedback from the exhibitors relating to student visitors included, “The enquiries were in good numbers and quality.”

However, with regards to the schools attendance of the exhibition this year, exhibitors’ feedback included proposing that “more marketing is needed to the private schools”. “The school session was good but I would like to see more International schools” and “I was surprised to hear from colleagues at key international schools that they did not know about the exhibition to send students”.

We found that the invitations to the Ministry of Education were not very effective with no participation by the Ministry. It was noticed by Exhibitors who expressed that “It would be useful to have somebody from the Ministry & Scholarship providers to attend the reception”. A more serious effort will be made to arrange for the participation of a relevant Ministry representative to attend EDUKEX 2013. Visitor feedback also read “It will be better if there are links with the ministry of Education”

In addition, a major issue that the exhibitors faced was the lack of freight; the shipment service used is independent from the British Council. The exhibitor’s comments to the effect of which was as follows:

- “Obviously the lack of freight was a real problem and there has been a lot of waste in shipping costs because of this”
- “I was disappointed with the freight not arriving & feel this has let an otherwise successful event down badly”
- “Please help by distributing the freight to schools and agents (IDP & AL-Mawred)? Thanks for your assistance trying to solve problem!”

The students reacted to this, as was expressed, “No material stock available on our visit. Please provide more brochures.” “Get prospectus and vouchers to the event to provide students with information” “Avoid issues like missing brochures” “The universities have to be fully equipped with books/catalogues and brochures”.

To be noted is that on the 5 of Nov. 2012 evening session, low attendance was reported due to an earlier ‘public terrorist act in the Kingdom’s capital’. The exhibitor’s response to this was reflected in the feedback forms as follows: “Numbers on day 2 were fairly low in the evening” “Slightly disappointing numbers on day 2 evening” “The last session on Monday was not- I got hardly any enquiries- v. disappointing”.

4. Conclusions and follow up

4.1 Key recommendations for institutions

UK Institutions interested in attending future exhibitions are strongly encouraged to submit all forms before the deadline to avoid any delays and mistakes. The institutions are advised to send delegate names in full (not short names) in advance and inform the British Council of any changes or substitutions, or local representation by educational agents.

Institutions that will be attending but not staying at the facilities booked by the British Council are advised to inform us and confirm the representatives' names so that badges with name tags and welcome pack folders can be prepared for them duly. They are also encouraged to ensure that promotional material is available for visitors and in sufficient quantities. The freight issue faced this year was a result of customs airport, hard to have fixed.

Visitors commented that information on a wider range of courses should be provided and in more detail, preferably an Arabic speaking interpreter to be present, and that 'simpler' English be used. Feedback from one of the visitors read, "I think government schools need a different type of exhibition- a government school students friendly at least can speak in Arabic and would tell us what it would cost in Bahraini Dinars.

Other visitor feedback received included the suggestion that "Every university should make a presentation and give information then we should ask if we like to know more things" "You should make it so active, like you can take any help from any student they find your suggestions so good, data show" "I suggest that some of the group in uni uk have to come to the school so some student can benefit more". "Return Chevening Scholarship Programme, provide application forms, conditions to join each uni like scholarships/ loans / international certificates".

With regards to general comments made, we received a range of very positive to very negative; "Some people do not know anything. I have more information about their college than they do". "Highly informative, I believe this highly improved my interests in applying to the UK".

Mystery shopper forms were used to randomly assess the 25 university representative by 5 visitors. Most feedback was rated in the good category, followed by excellent with minimal ratings of poor / fair.

Communication

	Poor	Fair	Good	Excellent	Total institutions
Friendliness	1	2	7	15	25
Attitude	0	2	16	7	25
Attentiveness	1	3	10	11	25
Clarity of information provided	0	5	12	8	25
Convincing / Selling	2	5	8	10	25
Provided adequate contact details	0	7	10	8	25
Total	4	24	63	59	

Quality/Knowledge

	Poor	Fair	Good	Excellent	Total institutions
Standard of knowledge of courses	0	2	15	8	25
Variety of courses	2	3	12	8	25
Standard of knowledge on admission	0	1	17	7	25
Flexibility of admission procedures	0	6	11	8	25
Professional approach	1	3	13	8	25
Promotion material available	0	5	13	7	25
Overall helpfulness	1	0	13	11	25
Total	4	20	94	57	

4.2 Key recommendations for the British Council

Drawing from various constructive exhibitor feedback on networking opportunities we will explore improving the networking lunch as well as alternative activities such an alumni event, inviting Bahraini officials and other local stakeholders.

SIEM management to visit schools and develop relationships with more private school Counsellors in advance to brief about EDUKEX rather than at the exhibition. For the pre-event briefing on 4 November informative, SIEM will arrange for a representative from the Ministry of Education to be in attendance for next year's event. Also, looking at past events in Bahrain, opening ceremony was attended by several VIPs. This needs to be worked on for us to get back to that level of exposure to VIP contacts for next year's event.

We recommend reading the visitors' survey results in Appendix 2, though we would like to highlight strong satisfaction rates for meeting visitors' expectations and the event rating for being high quality.

With regards to the quality of the hotel services such as airport pick up, check-in arrangement, room service, etc. feedback received described it as "Excellent, faultless". However, although the exhibitors and general visitors almost unanimously rated the venue very highly, the student visitors due to their large numbers rated the place as small, crowded, hot, very bad, with suggestions of holding it in a "public place". As one exhibitor suggested "I would make school session shorter, we ran out of brochures after an hour". Student visitors also didn't like that the event was held on a school night, and they stated their preference for weekends. They also wanted separate timings for girls and for boys. Some commented that two days were not enough and to extend it. To tackle this issue the format of the event will be re-addressed for next year's event.

With regards to the stands and layout of the hall, positive feedback was received, "Excellent event" "Very nice stand and well presented" "Good venue again- they look after us well". We also received some neutral comments such as "Good location, good hall. A/C too cold though!" "I needed a bin" "Perhaps next year start the alphabet from the back so that different universities are in the front for a change- it was quiet at the back!"



With regards to time management, one area to improve upon is timeliness; exhibitor feedback, “Thank you for the good efforts made, I am just wondering why we received information regarding the fairs a bit late this year”. The latter will be prevented by agreeing on finalized dates earlier. Also, as part of next year’s exhibition SIEM Manager will ensure that any Teaching Assistants that need to be recruited as part-timers during the event are briefed well in advance to ascertain their full awareness of their responsibilities.



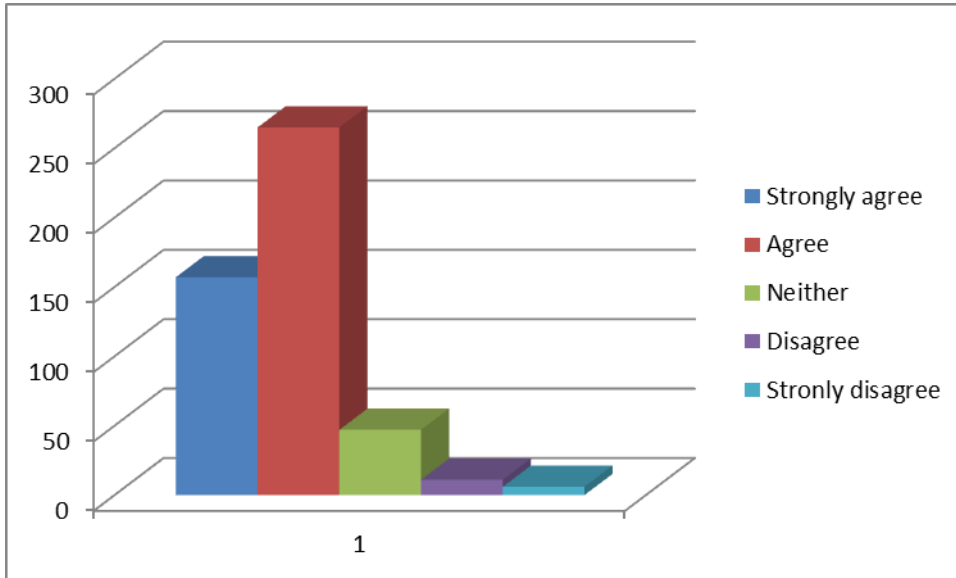
Appendix 1: List of participating institutions

No.	Institution
1	University of Aberdeen
2	University of Bradford
3	Bradford College University Centre
4	University of Brighton
5	Cardiff University
6	University of Central Lancashire
7	University of Sussex
8	David Game College
9	De Montfort University
10	University of East Anglia
11	University of Surrey
12	Queens University, Belfast
13	University of Huddersfield
14	University of Sunderland
15	University of Kent
16	Leeds Metropolitan Univeristy
17	University of Leeds
18	Queen Mary, University of London
19	University of Portsmouth
20	Manchester Metropolitan University
21	Newcastle University
22	Newcastle College
23	The University of Northampton
24	Northumbria University
25	Nottingham College International
26	University of Reading
27	University of Southampton
28	Bangor University
29	University of Birmingham
30	University of Greenwich
31	Heriott-Watt University

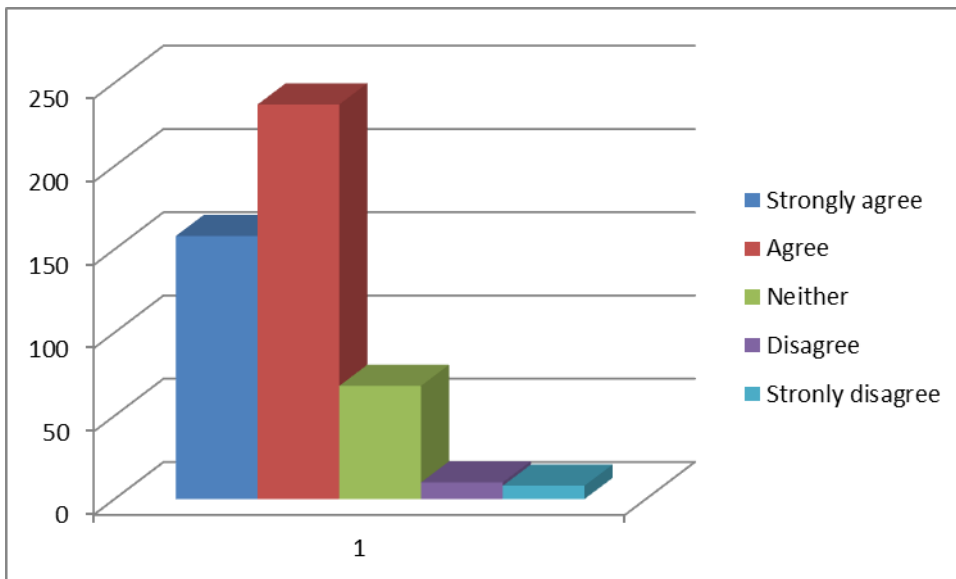


Appendix 2: Visitors' survey results

This event met my expectations

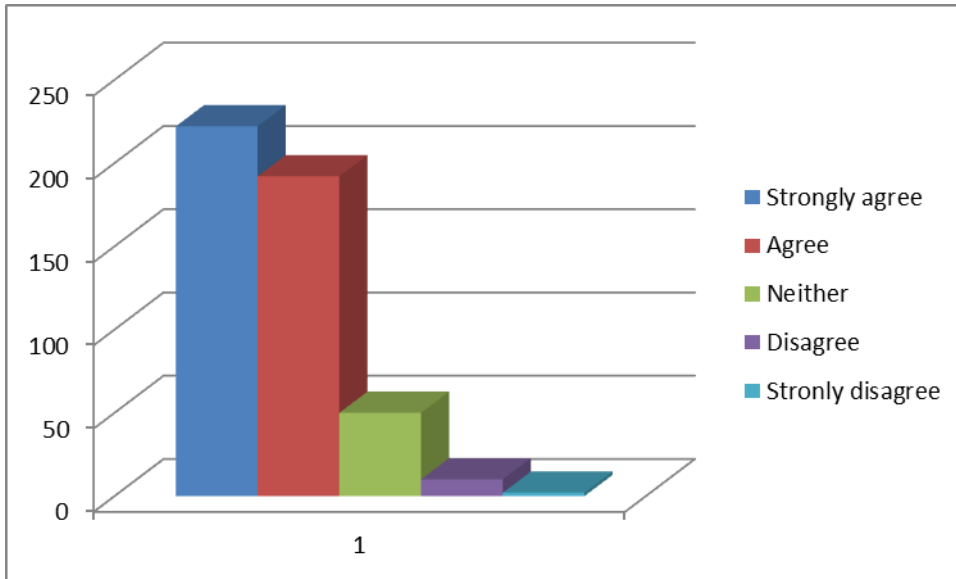


Overall, this was a high quality event

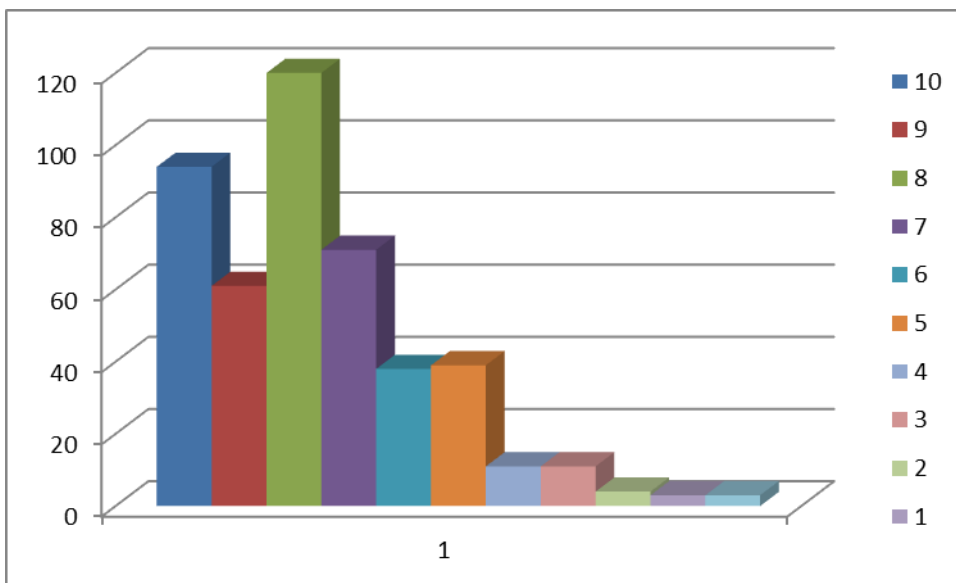




I have acquired new knowledge/or skills through this event/activity.



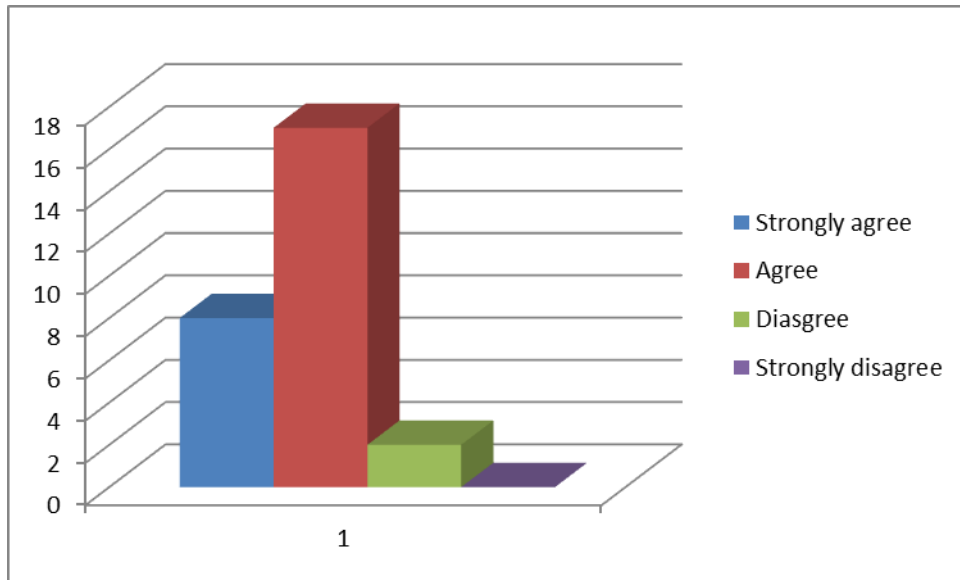
How likely are you to recommend the British Council to a colleague or a friend?



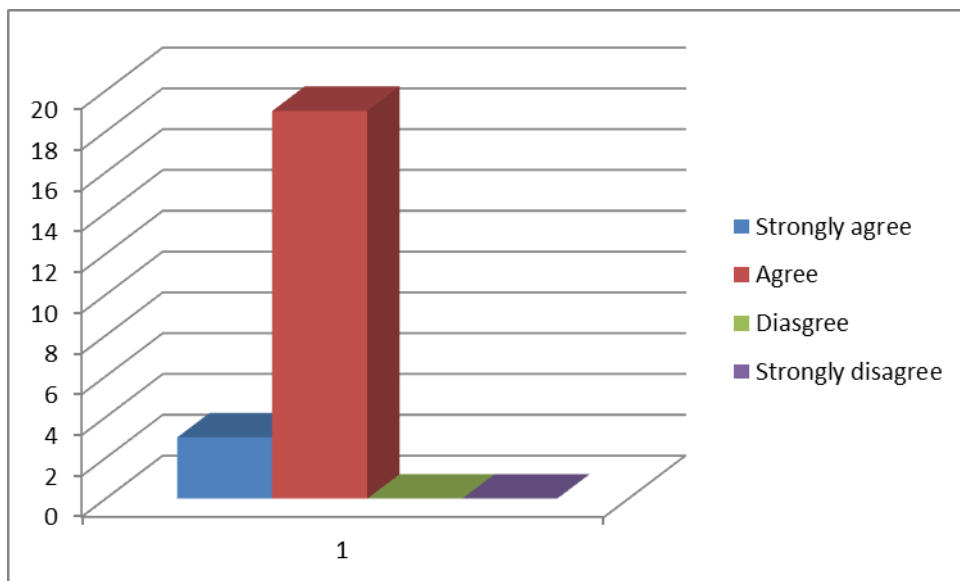


Appendix 3: Exhibitors' survey results

I received all the information and support that I needed before the event and in good time

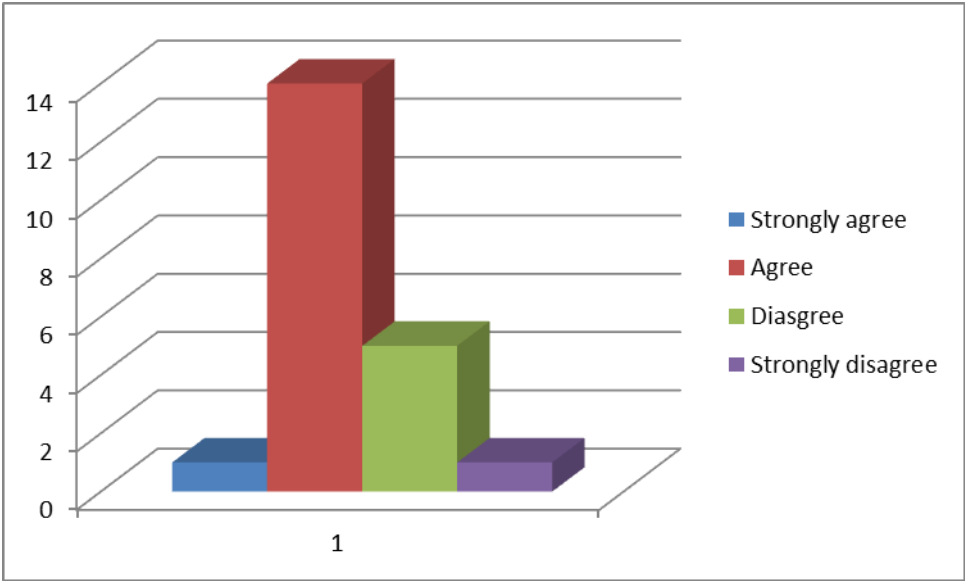


I found the pre-event briefing on 4 November informative

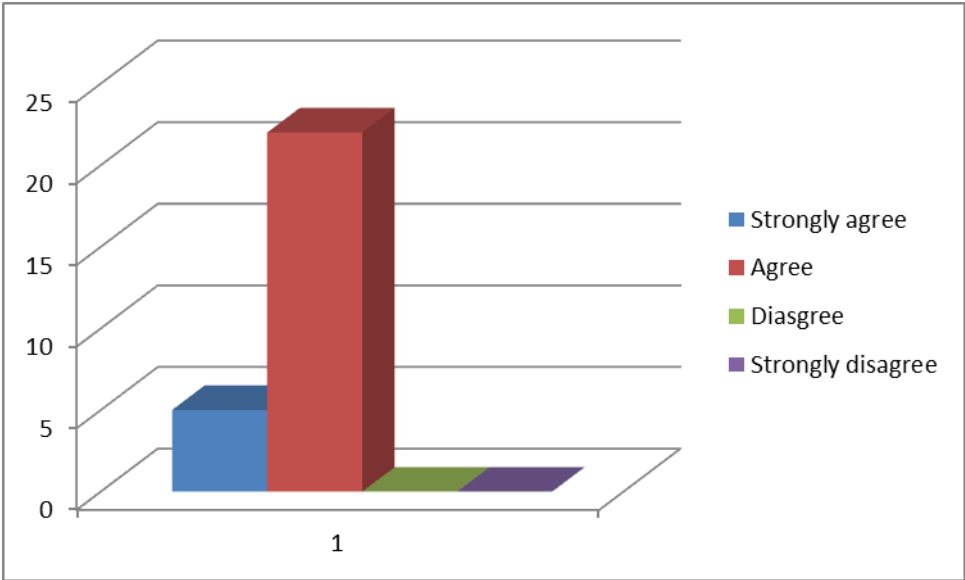




Please rate the value of the Education UK networking lunch

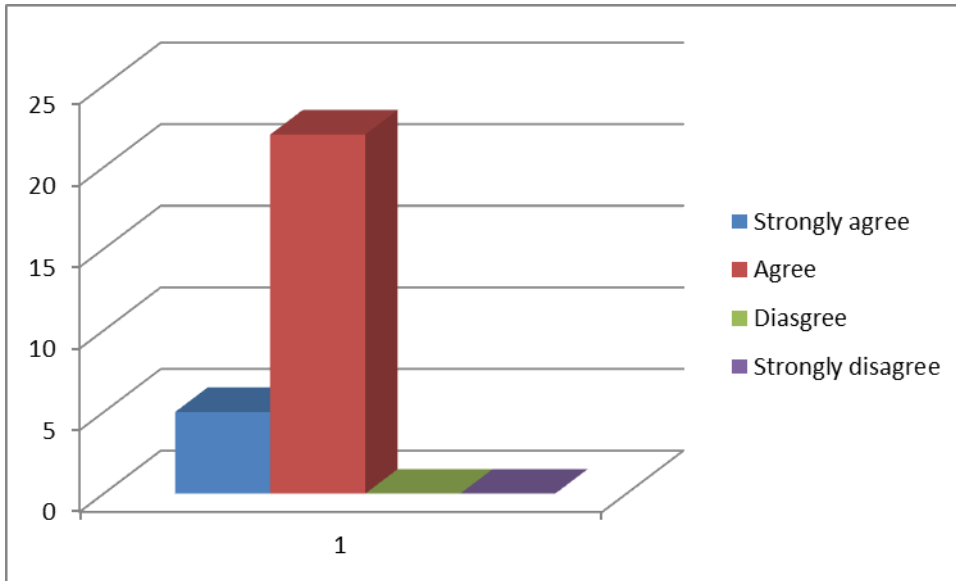


The exhibition date was appropriate for my institution

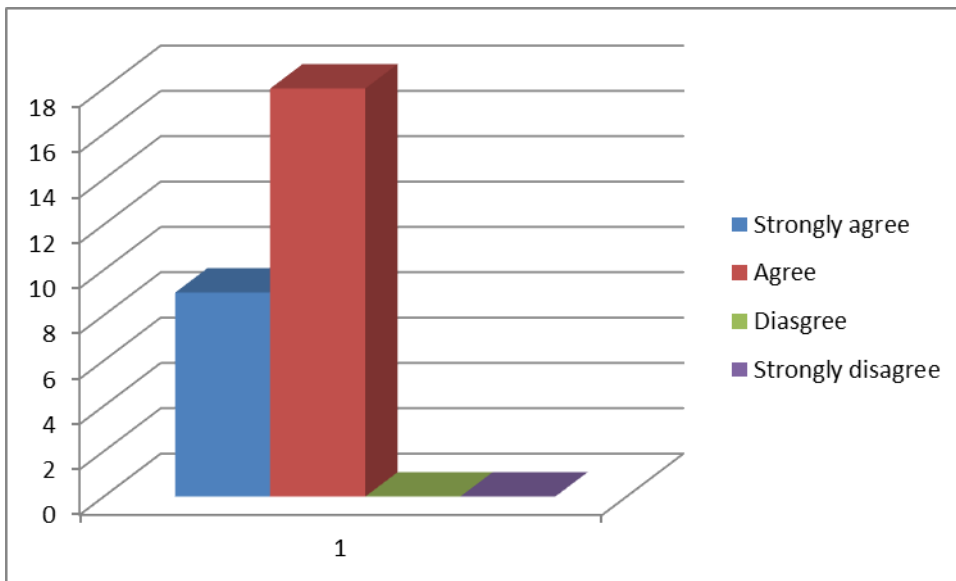




The length of the event and opening hours were appropriate

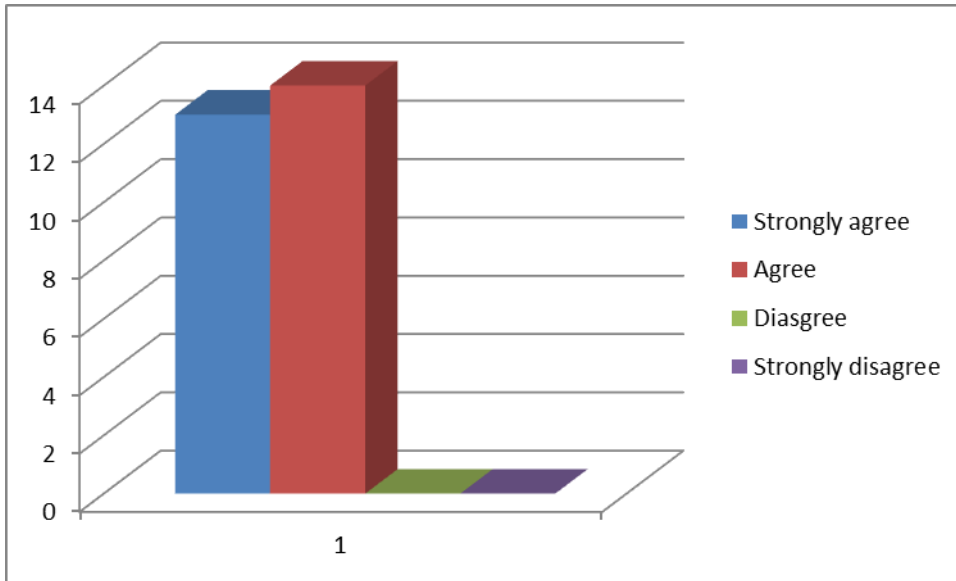


The exhibition venue was appropriate for the event

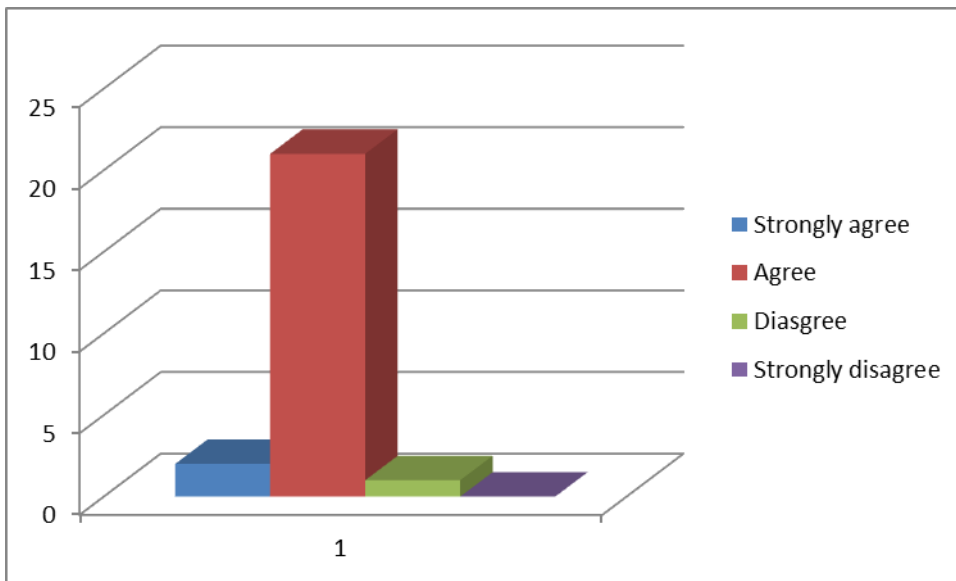




The stand and furniture were of good quality

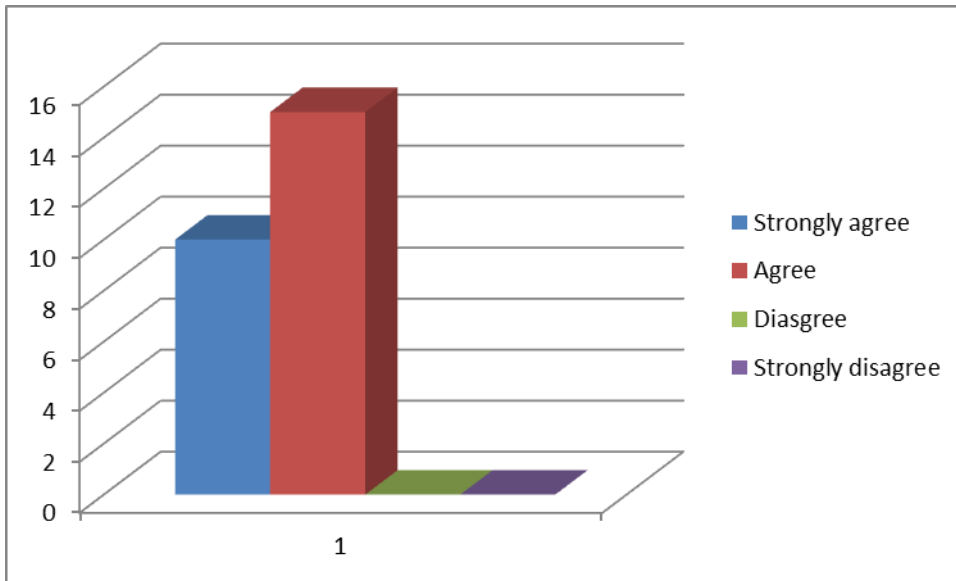


The enquiries were in good numbers and quality

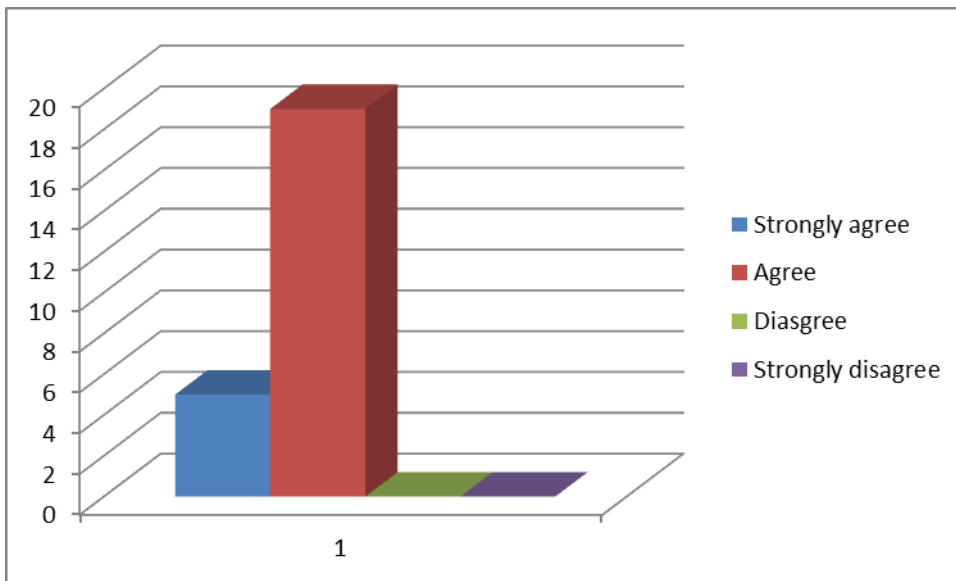




Please rate the quality of the hotel services (airport pick up, check-in arrangement, room service, etc.)

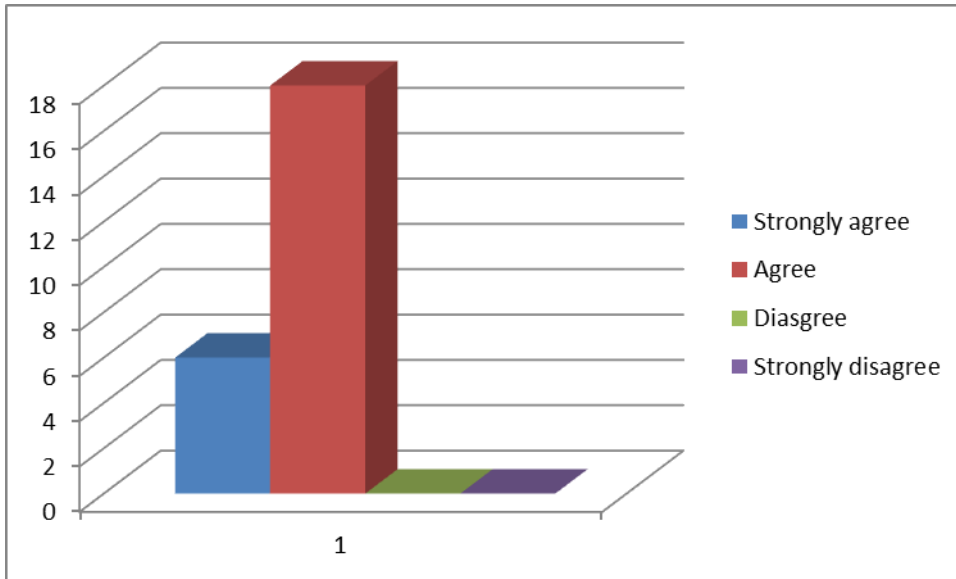


The event overall represented a good showcase for UK education in a professional environment

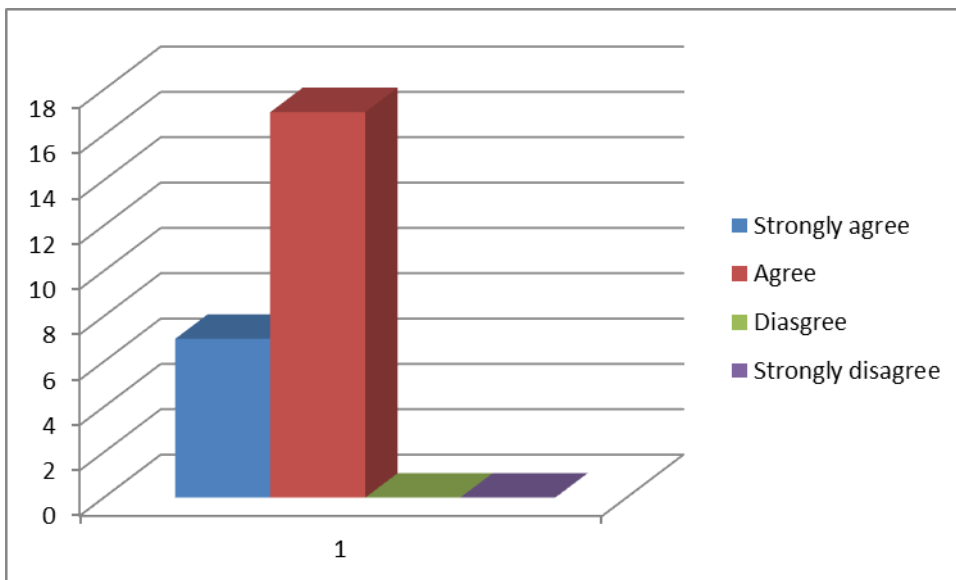




Do you think your participation was a worthwhile investment of time and money?

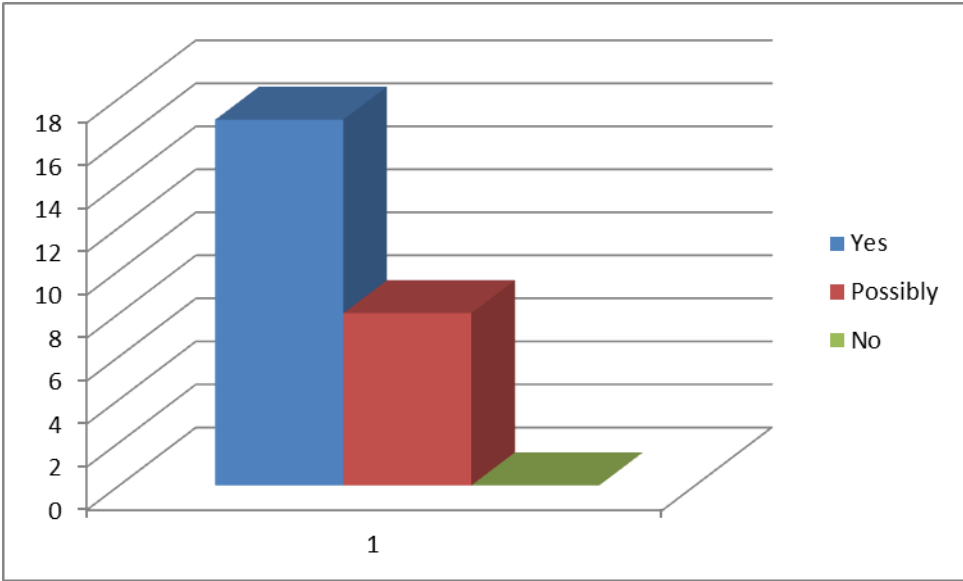


Are you interested in attending a similar event again?

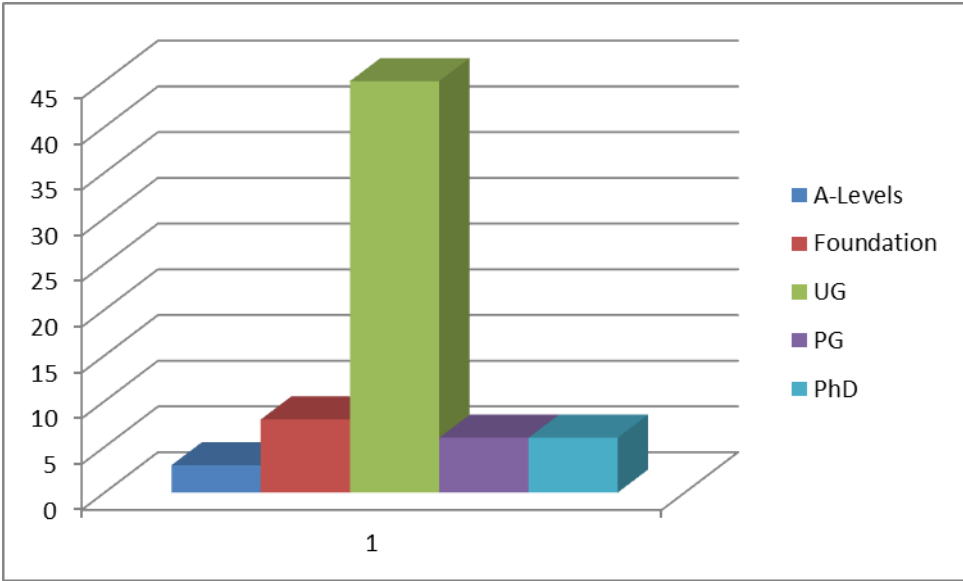




Do you expect to have definite applications as a direct result of attending this event?



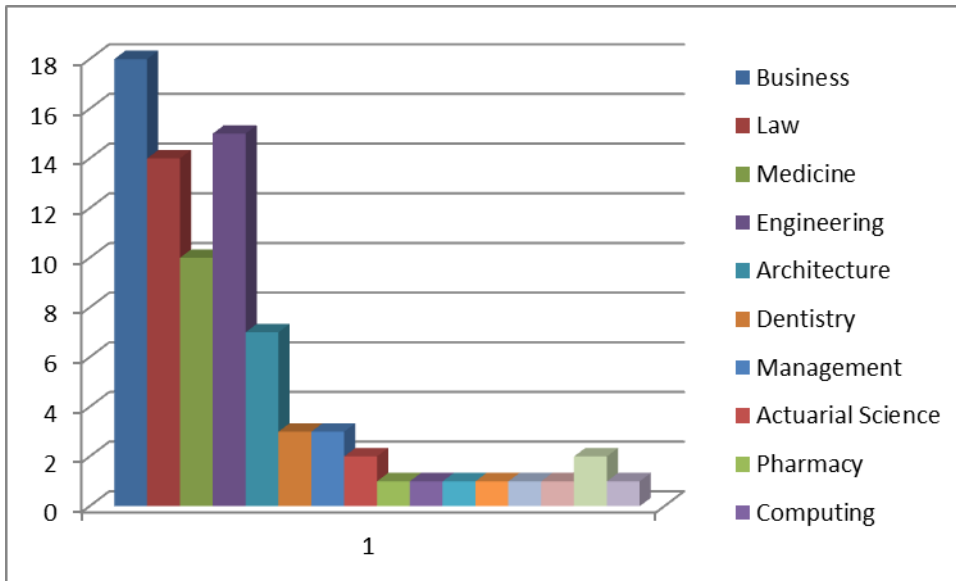
If yes, at what level and about how many?



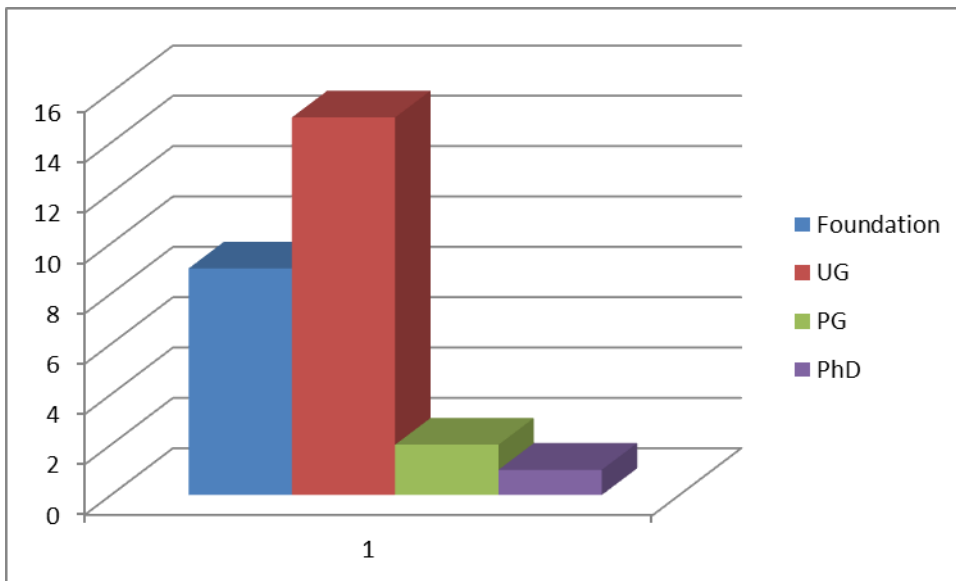


In which subjects and at what levels did you receive the most interest?

By Subject:

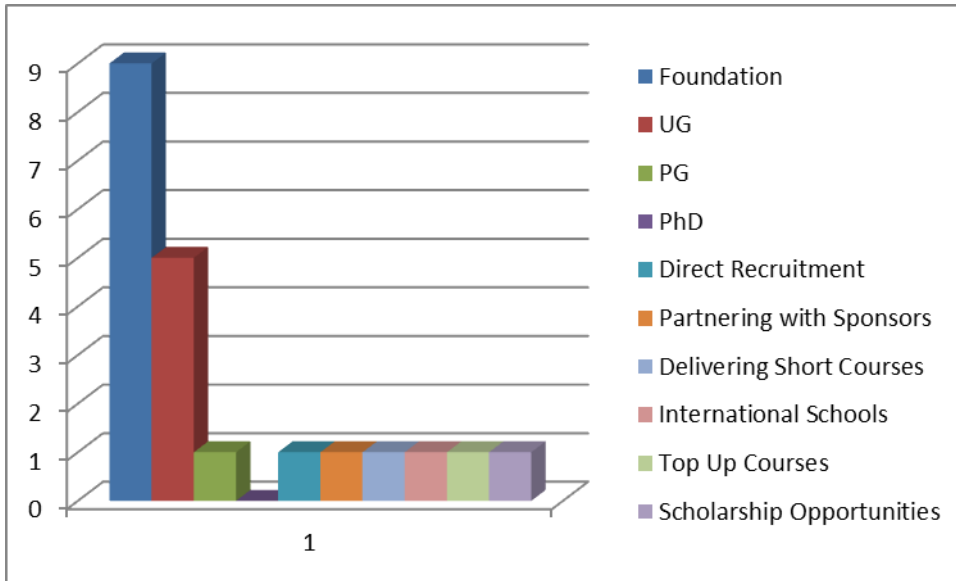


By level:

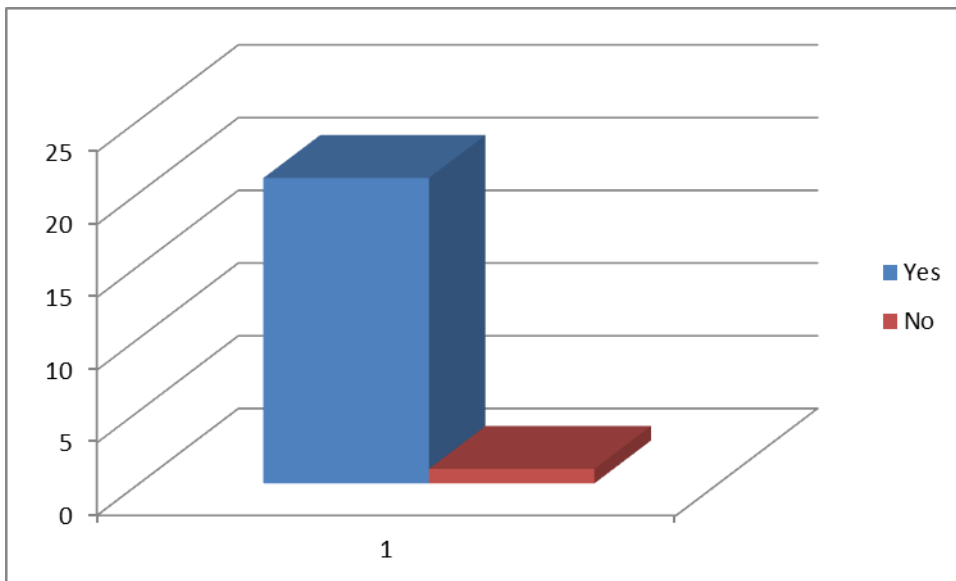




What do you feel is the biggest market potential for your institution in Bahrain?



Do you (or another representative from your institution) plan to return to Bahrain within the next twelve months?



Appendix 4: Advertising and promotion plan (media plan)

External promotion channels

Newspapers and Magazines	Circulation Figures	Duration
AlAyam (Arabic)	33,000 daily	4 days pre-event
AlWasat (Arabic)	30,000 daily	4 days pre-event
Gulf Daily News (English)	12,500 daily	4 days pre-event
Daily Tribune (English)	8,000 daily	4 days pre-event
Al Waseet (English/Arabic)	100,000 daily	2 weeks pre-event

Arabic and English press releases sent to all local newspapers and magazines pre and post the exhibition.

Press Releases:

- Arabic: Alayam, Alwasat, Akhbar Alkhaleej, AlWatan, AlBilad.
- English: GDN, Daily Tribune

Radio interview, Arabic and English.

TV Coverage in Bab Al Bahrain.

Outdoor advertising details:

Roadside advertising stands (mupis)

20 instances of roadside advertising placed in 20 busy areas around Bahrain as follows:

- Manama area 12 adverts
- Southern governorate 3 adverts
- Central governorate 3 adverts
- Muharraq area 2 adverts

New Outdoor Advertising:

Digital Screen Advertising on 11 minutes loops, displayed 150 times per day. 243 Digital Screens were utilized in shopping malls all over Bahrain, strategically placed in the following venues:

Geant
Lulu
Gold City
Babasons
Megamart
Babymart
Carrefour
Varanda Cafe
UAE exchange
Super Laundry
Credimax
Bus screen



Flyers and posters:

2,000 flyers and 200 posters (Arabic & English) were distributed as follows:

1,500 flyers and 200 posters sent in person to:

Location	Number
Public Schools	33
Private Schools	31
Universities	18
UK Agents in Bahrain	6
Private institutes	10
Embassies	12
British Embassy	2

Invitations

- 600 invitations sent through mail
- 200 distributed by hand

Bulk SMS

1310 SMS sent to British Council customers 4 days before the event.

School visits

Letters sent to the Ministry of Education and to all public and private schools in Bahrain to arrange for school visits during the morning session of the 5 November.

E-Campaign

The e-campaign included:

Websites

The event was advertised on the following websites using the e-banner with a description about the exhibition and the list of exhibiting institutes.

- British Council- Bahrain
- British Council MED
- British Embassy
- UK Agents Websites
- British Council Twitter Account

E-invitations

- 2513 e-invitations to British Council contacts
- E-invitation mailed to BC Saudi contact database.