

# Celebrate a brilliant future

Education UK Exhibition, Ghana

6 – 9 February 2013

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## 1. Event fact file

### Ghana (Accra & Kumasi)

<b>Venue</b>	Golden Tulip Hotel, Kumasi, 6 February 2013 International Conference Centre, Accra – 8 and 9 February 2013
<b>Opening hours</b>	0900-1600 hours
<b>Opened by</b>	Accra: Peter Jones, British High Commissioner
<b>Stand costs</b>	Kumasi: £1,994 Accra: £2,854
<b>Unique feature to give added value</b>	Networking event with Alumni and agents in Accra IELTS stand with free listening trails for interested participants
<b>Seminars</b>	Ghana Market Briefing - Angelina Diyuoh, International Higher Education Coordinator  <b>Wednesday 6 February</b> <ol style="list-style-type: none"><li>1. Point Based System – Maxwell Osei, British Council</li><li>2. Postgraduate studies – Maxwell Osei, British Council</li><li>3. Undergraduate Studies – Maxwell Osei, British Council</li></ol> <b>Friday 8 February</b> <ol style="list-style-type: none"><li>1. Point Based System – Robert Scott, British High Commission</li><li>2. Tullow Scholarships – Diana Yanney, British Council Ghana</li></ol> <b>Saturday 9 February</b> <ol style="list-style-type: none"><li>1. Point Based System – Angelina Diyuoh, British Council</li></ol>

## 2. Key statistics

Attendance	Accra		Kumasi	
	2012	2013	2012	2013
Wed 1	-	-	764	565
Fri 2	1135	774	-	-
Sat 3	817	596	-	-
<b>Total number of visitors</b>	<b>1952</b>	<b>1370</b>	<b>764</b>	<b>565</b>
Further education	3	2	1	1
Higher education	40	42	21	22
Visa	2	1	1	-
<b>Total number of exhibitors</b>	<b>44</b>	<b>44</b>	<b>23</b>	<b>23</b>

Visitors' primary market objectives	Accra		Kumasi	
	2012	2013	2012	2013
Undergraduate	29%	37%	39%	45%
Postgraduate	56%	49%	49%	10%
PHD	8%	6%	5%	3%
Demographics of visitors	Town/City			
	2012	2013	2012	2013
Male	55%	61%	66%	64%
Female	45%	39%	34%	36%

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

## 3. Visitor survey analysis

- 94% of visitors indicated that their expectations were met
- 36% of visitors indicated that the quality of service/s they received was excellent while 58% indicated that quality was Good
- 87% of Exhibitors indicated that their perceptions of the UK education in Ghana are now more positive as a result of the exhibition.

\* A full report of the visitor survey can be found in Appendix 2



## 4. Exhibitor survey analysis

- 87% of exhibitors thought that both the quality and number of visitors was good.
- 70% have developed new links or have built on existing relationships by coming to the exhibition.
- 74% thought that the overall assessment of the exhibition was good and equal to last year while 26% thought the exhibition was better than last year
- 63% of exhibitors are certain to return for next year's exhibition

\* A full report of the exhibitor's survey can be found in Appendix 3

## 5. Impact of marketing plan

The main focus of the media campaign was on targeted school visits, SMS Campaign, posters, radio and Facebook campaign. Summary of the media plan is available in Appendix 4.

British Council held presentations at main secondary schools and universities in Accra and Kumasi on general information about studying in the UK and to announce the Exhibition. As a result exhibition visitors were better informed and their enquiries were more focused.

Visitor survey results demonstrate that 60 per cent of visitors to the exhibition found out about the event through posters, British Council and radio in both Accra and Kumasi.

Although our visitors' number declined this year, our marketing efforts managed to attract well educated and informed visitors to the fair. Exhibitor's survey indicated over 85 per cent satisfaction rate in terms of visitor quality and numbers.


## 6. Conclusions and follow up

### 6.1 Key recommendations for institutions

- Institutions should engage Alumni from their respective institutions to give advice to prospective students at the fair. Visitors appreciate feedback and information from alumni.
- Exhibitors should ensure that all communication regarding the exhibition is sent to them if they are not the primary contact on the BC mailing list and arrangements are being facilitated by either the international office or marketing department.
- Institutions should have enough staff, assistants or alumni at their stand to reduce waiting time and also enable them to concentrate on the serious visitors.

### 6.2 Key recommendations for the British Council

- Visitor's survey indicated that exhibitions should be organised in various schools in the different regions. BC will look at the possibility of organising road shows in one other region aside Accra and Kumasi.

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- The results from the exhibitors' survey and observations made demonstrated that the opening hours on the second day should be reduced to four hours due to the number of visitors who attended the fair.
  - It was observed that there was more undergraduate demand than expected. The undergraduate market in Ghana continues to grow and there is a need for us to tap into the market. British Council will focus on school visits in various secondary and international schools.
  - Ghana continues to be a Postgraduate market with high interest in MBA and Oil and Gas programme. British Council will explore the possibility of organising a mini fair to take advantage of this market.
  - Venue and location is good, but a clashing event in the same building interrupted our exhibition as their noise level was high on the second day. British Council will negotiate with the facility managers to ensure that they do not book noisy events on the day of our event.
  - The International School visit which was held as a supplementary event was very well received and relevant. Nonetheless, a mini fair involving all schools at one location will be explored in the planning for the next exhibition

## Appendix 1: List of participating institutions

PARTICIPATING INSTITUTIONS	
1. Anglia Ruskin University	23. University of Abertay Dundee
2. Aston University	24. University of Central Lancashire
3. Coventry University	25. University of Chester
4. Edinburgh Napier University	26. University of Derby
5. Institute of Education	27. University of East Anglia
6. Keele University	28. University of Glasgow
7. Kings College London	29. University of Greenwich (London)
8. Leeds Metropolitan University	30. University of Kent
9. London South Bank University	31. University of Leeds
10. Loughborough University	32. University of Lincoln
11. Manchester Metropolitan University	33. University of London International Programmes
12. Middlesex University	34. University of Northampton
13. Oxford Brookes University	35. University of Portsmouth
14. Roehampton University	36. University of Salford
15. Royal Holloway (UOL Federal)	37. University of Southampton
16. The University of Birmingham	38. University of Stirling
17. The University of Hull	39. University of Sunderland London Campus
18. The University of Nottingham	40. University of Surrey
19. The University of Reading	41. University of Sussex
20. The University of Sheffield	42. University of the West of England
21. University College Birmingham	43. University of West London
22. University College London	44. University of Wolverhampton



## Appendix 2: Visitors' survey results

Returned from 600 visitors

### 1. Are you

Male	62%
Female	38%

### 2. Will you be making an application to study in the UK?

Yes	97%
No	3%

### 3. What programme of study are you interested in?

GCSE	1%
A Level	1%
Diploma	5%
Foundation programme	0%
University foundation programme	15%
Undergraduate	49%
Postgraduate	28%
Distance learning	1%
English language courses	1%
Short English courses	0%

### 4. Did you find what you wanted?

Yes	94%
No	6%

### 5. When do you plan to study in the UK?

1 year	32%
2 years	13%
3 years	18%
4 years	17%
Uncertain	20%

### 6. How did you find out about this Exhibition?

British Council	18%
Newspaper	10%
TV	4%
Radio	15%
Poster/Flyer	26%
Internet	7%
Recommendation	13%
Other	7%



**7. How would you rate the quality of service/s you have received?**

<b>Excellent</b>	<b>36%</b>
<b>Good</b>	<b>58%</b>
<b>Average</b>	<b>6%</b>
<b>Bad</b>	<b>0%</b>
<b>Very bad</b>	<b>0%</b>

**8. The UK is a country with high quality learning opportunities.**

<b>Strongly agree</b>	<b>56%</b>
<b>Agree in general</b>	<b>41%</b>
<b>Neither agree nor disagree</b>	<b>2%</b>
<b>Disagree in general</b>	<b>1%</b>

**9. Are your perceptions of UK education now more positive as a result of this exhibition?**

<b>Yes</b>	<b>87%</b>
<b>No</b>	<b>13%</b>



## Appendix 3: Exhibitors' survey results

### 1. Has your institution attended this exhibition before?

Yes	87%
No	13%

### 2. What was your main aim in coming?

Recruitment	16%
Profile raising	0%
Both	84%

### 3. What is your primary market interest in this event?

Undergraduate	29%
Postgraduate taught	36%
Postgraduate research	17%
Higher national diploma and equivalent	1%
Pre-university foundation courses	6%
Foundation	10%
Post-16 A-level	1%
Pre-sessional English School	1%

### 4. What is your assessment of the visitors?

Good number and good quality	87%
Good quality only	4%
Good number only	8%
Disappointing	2%

### 5. Have you developed new links or built on existing feeder or agent relationships by coming?

Yes	70%
No	30%



**6. How do you rate the support to your business needs from British Council before and during the event?**

<b>Unsatisfactory</b>	<b>0%</b>
<b>Satisfactory</b>	<b>19%</b>
<b>Good</b>	<b>48%</b>
<b>Very good</b>	<b>33%</b>

**7. Please give your overall assessment of the exhibition**

<b>Good exhibition consistent with previous year's event</b>	<b>74%</b>
<b>Not as good as previous year's event</b>	<b>0%</b>
<b>Better event than previous year</b>	<b>26%</b>
<b>Worse event than previous year</b>	<b>0%</b>

**8. Will you be attending this event this time next year?**

<b>Yes</b>	<b>63%</b>
<b>No</b>	<b>2%</b>
<b>Undecided</b>	<b>36%</b>

## Appendix 4: Advertising and promotion plan (media plan)

Type	Media	Duration	Format (quantity and circulation figures for newspapers)
Print	4 black and white half page adverts in Daily Graphic	29-Jan, 31-Jan, 05-Feb ,07-Feb	Daily Graphic: nationwide coverage
On-line	Web advertisement	<a href="http://www.facebook.com/EducationUKGhana">www.facebook.com/EducationUKGhana</a>  <a href="http://www.businessghana.com">www.businessghana.com</a>	Facebook advert reached 97,914 Ghanaians  Event page on businessghana.com
	Emails and Eflyers to internal and external databases		Email to target audience. 50000 contacts
Outdoor	Bill Board	8 weeks	1 billboard in Accra and 2 billboards in Kumasi
	Posters	3 weeks	Deployment of 1200 posters in Accra and 800 in Kumasi
	Banners	2 weeks	15 banners in Accra and 10 in Kumasi
Multimedia Broadcasting	Radio	2 weeks	Kumasi: 52 spots/mentions on LUV FM, Hello FM and ANGEL FM over 8 days  Accra: 60 spots/mentions on Joy FM, Peace FM, Y FM and Sunny FM over 9 days



<b>Others</b>	Mobile SMS	2 weeks	<p>A total of 20,000 bulk sms messages to remind contacted target audience.</p> <p>Advertising on Tigo ads platform</p> <p>30 sec promo video shown as adjacencies to movies at all 5 Silverbird theatres at the Accra shopping mall</p> <p>Accra: Promotional visits to around 50 key schools, colleges and churches</p> <p>Kumasi: In-college promotion activity carried out in 2 colleges. Visited 8 institutions in Kumasi to promote the exhibition.</p>
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## 5. SUPPLEMENTAL REPORT

### International School Visit February 2013 Report

#### 5.1 Introduction

The Ghana market is predominantly postgraduate. The annual Education UK Exhibition in Ghana over the past four years recorded high level of interest at the undergraduate market. Following the constant changes with the Ghana Education system in 2007 and 2009, this year will record an increased number of final year students (from 200,000 to over 400,000) writing the West Africa Senior Secondary Certificate Examination (WASSCE). This is because two batches of students from SHS 4 and 3 are expected to write the same examination. As a consequence, there will be high pressure on the limited tertiary institutions to accommodate the double cohort of graduates.

A group of twenty one UK universities visited six schools offering the IGCSE (International General Certificate of Secondary Education) in Ghana and two schools offering the West Africa Senior Secondary Examination (WACCE) curriculum on the 5<sup>th</sup> February in Kumasi and 7<sup>th</sup> February in Accra. The focus of the visit was building a platform for Undergraduate recruitment for UK Institutions. The programme at each school comprised a generic presentation dubbed “Welcome to the UK’ followed by a one on one session. In most of the schools the UK Institutions met students from year ten to year thirteen.

#### 5.2 Participating UK Institutions

1. Anglia Ruskin University	16. University of Leeds
2. Aston University	17. University of London International Programmes
3. Coventry University	18. University of Loughborough
4. Keele University	19. University of Northampton
5. Kings College London	20. University of Reading
6. Leeds Metropolitan University	21. University of Salford
7. London South Bank University	22. University of Sheffield
8. Manchester Metropolitan University	23. University of Surrey
9. Middlesex University	24. University of Sussex
10. Royal Holley	25. University of Sutherland
11. The University of Nottingham	26. University of West London
12. UCL	27. University of Wolverhampton
13. University College Birmingham	28. University of Hull
14. University of Birmingham	29. University of Kent
15. University of Glasgow	

## 5.3 Participating Schools

School	Students	Teachers	Highlight of Event
Galaxy International School	47	1	Table and chair exhibition
Roman Ridge - (IB and IGCSE)	18	1	Presentation and Q & A
Tema International School (IB and IGCSE)	40	2	Table and chair exhibition
East Airport International School	25	1	Table and chair exhibition
British International School	40	1	Presentation and Q & A
International Community School	200	1	Presentation and Q & A
Presec Senior High School	40	1	Table and chair exhibition
Achimota Senior High School	100	2	Presentation

### Recommendation for the British Council for future visits:

- 1) Some Institutions felt that every delegate should be given a small presentation slot of about 3 to 4 slides to introduce themselves and provide a small brief about the institution in each school. We shall look into this suggestion as the time allocated by each school may not permit a brief slot for all UK delegates
- 2) The opportunity to have one to one sessions with students at the end was very useful but would be better to start earlier in the day if possible.
- 3) Some institutions suggested a schools fair where they can see all schools in one place instead of visiting individual schools. Another alternative will be a fair styled schools tour of visiting several schools in one day
- 4) The opportunity to have liaison work with school counsellors

## 5.4 Feedback by students

### 1. Did this event meet your expectations?

Yes	91%
No	9%

### 2. Would you like a similar event to be held in the future?

Yes	98%
No	2%