

Nigeria Education UK Exhibition

11 and 12 February, 2013 Lagos

14 and 15 February 2013 Abuja

Contents

Contents.....	1
1. Event fact file.....	4
2. Key statistics	5
3. Impact of marketing plan	6
4. Conclusions and follow up	6
More specific comments from exhibitor's survey.....	7
Appendix 2: Visitors' survey results	11
Appendix 3: Exhibitors' survey results	13
Appendix 4: Advertising and promotion plan (media plan)	16
The Event in pictures.....	19





1. Event fact file

Lagos

Venue	The New Expo Hall, Eko Hotel, Lagos, 11 and 12 February 2013
Opening hours	10:00hrs
Opened by	Brian Wilson, Assistant Director, Education British Council Nigeria
Stand costs	£2,691 (£3,230 Inclusive of VAT)
Seminars	<ul style="list-style-type: none">• Living in the UK - celebrity session (targeted at undergraduate and postgraduate students)• UKBA information session (targeted at education agents and school guidance counsellors)• Undergraduate study in the UK (targeted at undergraduate students)• Service management and its importance in industry• Trends in management education• How a UK master's degree can enhance employability• Banking crisis in Europe and current research into it• Academic Assessment Criteria

Abuja

Venue	The Congress Hall, Transcorp Hilton Hotel, Abuja, 14 and 15 February 2013
Opening hours	10:00hrs
Stand costs	£2,883 (£3,460 Inclusive of VAT)
Seminars	<ul style="list-style-type: none">• UKBA information session (targeted at education agents and school guidance counsellors)• Undergraduate study in the UK (targeted at undergraduate students)• Service management and its importance in industry• Studying postgraduate law in the UK• Employability: How to make the most of your university experience to build a successful career after graduation• Academic Assessment Criteria• ECOWAS single currency: 'Beneficial or not?'

2. Key statistics

Attendance	Lagos		Abuja	
	2013	2012	2013	2012
Date 1	990	812	756	0
Date 2	446	612	439	0
Total number of visitors	1436	1433	1195	0
Exhibitors				
Further Education	4	5	6	0
Higher Education	60	56	61	0
UCAS	0	0	0	0
Visa	1		1	0
Schools	2		1	0
Total number of exhibitors	67	61	69	

Visitors' primary market objectives	Lagos		Abuja	
	2013	2012	2013	2012
GCSE	2%	4%	4%	0
A Level	2%	7%	6%	0
Diploma	0%	1%	0%	0
Foundation Programme	3%	11%	2%	0
University Foundation	3%	6%	2%	
Undergraduate	39%	25%	38%	0
Postgraduate (MBA, Masters, PHD)	51%	42%	47%	0
Distance Learning	0%	2%	1%	0
English Language	0%	0%	0%	0
Short English Courses	0%	0%	0%	0
Others	0%	2%	0%	0
Demographics of visitors	Lagos		Abuja	
	2013	2012	2013	2012
Male	67%	63%	60%	0
Female	33%	37%	40%	0

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



3. Impact of marketing plan

Our main focus of this year was to design a media campaign that would ensure a higher conversion rate from preregistered visitors to actual event attendees. Taking into account various indigenous factors specific to each location, an integrated communications campaign was designed utilising a mixture of above and below the line advertising strategies. In addition to this we also organised several pre-event information sessions in Lagos and Abuja.

All these various activities helped to ensure that visitors had clear idea what of the event objectives were and the benefits to them.

A full media plan can be found in Appendix 4

4. Conclusions and follow up


4.1 Key recommendations for institutions

- Some visitors expressed concern that the information that they received at the event could easily have been accessed online.
- Visitors have requested that more in depth information be provided at the event.
- Some comments were also made about the fact that not all institutions had their course information readily available

4.2 Key recommendations for the British Council

Feedback received from both the visitors and exhibitors surveys raised the following action points for consideration for future events:

- The visitors appreciated the wrap around sessions and the added value they brought to the event; they would have preferred that a mix of both the postgraduate and undergraduate sessions were offered on both days rather than restricting the sessions for specific levels of study to specific days.
- Several visitors also commented on the fact that they would have preferred if scholarship information was made available prior to the event
- Visitors stated that they would have liked a generic “Study in the UK” session addressing the issues faced by potential international students.
- Some exhibitors mentioned the fact that they were not happy with the floor plan at both locations. For Lagos the random arrangements of booths left most exhibitors looking for their stands. In Abuja the alphabetical arrangement of booths left some institutions in what they perceived to be less visible locations in the hall. The Nigeria team are working with the wider global events team to find possible solutions to this particular issue going forward.
- Some exhibitors were disappointed by the drop in number of visitors that attended the event at both locations on the second day. It was suggested that perhaps for future events, Abuja should be restricted to one day and the current format should be retained for Lagos. It was also suggested that the British Council should look into the possibility of using another venue on Lagos mainland and perhaps consider a weekend event (for Lagos only). At the moment



the team have assessed this feedback and we are currently looking at those aspects of the suggestions can be successfully incorporated into the Nigeria events going forward

- For the Abuja event, the general feedback received from institutions was that the event should not have been planned for a Friday based on the fact that environmental factors hinder the successful hosting of events of this nature on this day of the week. The Nigerian team has consulted with the wider regional team (and the British Council team in Ghana specifically) to ensure that going forward exhibitions in the region are arranged in such a way that neither event will be subject to these environmental factors
- Although exhibitors were happy with the general coordination of the event, they highlighted aspects of the event coordination process that they would like to see improvements on. An example of this would be the current registration platform used by exhibitors. We are in the process of building a new registration platform and all the comments and suggestions made by exhibitors with regard to the platform will be taken into consideration in the redesign and rebuilding process.
- All of the feedback and recommendations from the institutions received via the exhibition survey will be considered to improve the visitor's assessment which only saw an improvement of 3% from the previous year

More specific comments from exhibitor's survey

- Good presentation and organisation
- WIFI needs to be provided
- Consider holding an evening session to attract postgraduate students
- Arrange partnership meetings and other "added value" events around the fair
- Efforts of the British Council are apparent
- The cost of the event is very high
- Choose different days of the week for the event , perhaps Friday and Saturday for Lagos
- Too many school children
- Good promotion and presentation
- Try extended hours

Appendix 1: List of participating institutions

SN	Institutions	Lagos	Abuja
1	Aberystwyth University	0	1
2	Aston University	1	1
3	Bath Spa University	1	0
4	Birmingham City University	1	1
5	Bradford College	1	1
6	Canterbury Christ Church University	1	1
7	Cardiff University	1	1
8	Coventry University	1	1
9	David Game College	1	1
10	De Montfort University	1	0
11	Durham University	1	1
12	Edinburgh Napier University	1	1
13	Highbury College Portsmouth	1	1
14	Kaplan International	1	0
15	Keele University	0	1
16	Kings College London	1	1
17	Lancaster University	1	1
18	Leeds Metropolitan University	1	1
19	Liverpool Hope University	1	0
20	Liverpool John Moores University	1	1
21	London South Bank University	1	1
22	Loughborough University	1	0
23	Manchester College	1	1
24	Manchester Metropolitan University	1	1
25	Middlesex University	1	1
26	Newcastle University	1	1
27	Northumbria University	1	1
28	Nottingham Trent University	1	1
29	Oxford Brookes University	1	1
30	Queen Mary, University of London (UOL Federal)	1	1
31	Queen's University, Belfast	0	1

SN	Institutions	Lagos	Abuja
32	Royal Holloway (UOL Federal)	1	1
33	Ruthin School	1	0
34	Rydal Penrhos School	1	1
35	Sheffield Hallam University	0	1
36	South Nottingham College	0	1
37	Swansea University	1	1
38	The University of Birmingham	1	1
39	The University of Hull	1	1
40	The University of Law	0	1
41	The University of Liverpool	1	1
42	The University of Nottingham	1	1
43	The University of Reading	1	1
44	The University of Sheffield	1	1
45	The University of York	0	1
46	University College Birmingham	1	0
47	University College London	1	1
48	University of Abertay Dundee	0	1
49	University of Bath	1	1
50	University of Bradford	1	1
51	University of Brighton	1	0
52	University of Bristol	1	1
53	University of Central Lancashire	1	1
54	University of Chester	1	1
55	University of Derby	1	1
56	University of East Anglia	1	1
57	University of Essex	1	0
58	University of Glasgow	1	1
59	University of Gloucestershire	1	1
60	University of Greenwich (London)	1	1
61	University of Hertfordshire	0	1
62	University of Huddersfield	1	1
63	University of Kent	1	1
64	University of Leeds	1	1
65	University of Manchester	0	1
66	University of Northampton	1	1



SN	Institutions	Lagos	Abuja
67	University of Portsmouth	1	1
68	University of Salford	1	1
69	University of Southampton	1	1
70	University of Surrey	1	1
71	University of Sussex	1	1
72	University of the West of England	1	1
73	University of Warwick	1	1
74	University of West London	1	1
75	University of Westminster	1	1
76	University of Wolverhampton	1	1



Appendix 2: Visitors' survey results

Age

	Percentage
Below 11	0 %
12-19	28%
20-23	14%
24-35	50%
Over 35	9%

Level of Education

	Percentage
School	3%
College	6%
Undergraduate	40%
Professional	35%
Masters	0%
PhD	0%
Employee	11%
Other	5%
Total	100%

Gender

	Percentage
Female	36%
Male	64%



Programme of study interested in

	Percentage
GCSE	2%
A Level	2%
Diploma	0%
Foundation programme	3%
University foundation	3%
Undergraduate	39%
Postgraduate	51%
Distance learning	0%
English language	0%
Short courses	0
Others	0%
Total	100%

Finding what you want

	Percentage
Yes	97%
No	3%
	100%



Getting information about the exhibition (source)

	Percentage
Letters of invitation (email and others)	19%
Newspaper	15%
Radio	21%
Internet	36%
Others	9%
Total	100%

Appendix 3: Exhibitors' survey results

Has your institution attended this exhibition before?

	Percentage
Yes	87%
No	10%
None	3%
Total	100%

What was your main aim in attending the exhibition?

	Percentage
Recruitment	28%
Profile raising	2%
Both	70%
Total	100%



What is your assessment of the visitors?

	Percentage
Good number and good quality	21%
Good quality only	37%
Good number only	7%
Disappointment	33%
None	2%
Total	100%

Have you developed new links?

	Percentage
Yes	80%
No	15%
None	5%
Total	100%

How would you rate the support received form British Council before and during the event?

	Percentage
Unsatisfactory	6%
Satisfactory	41%
Good	36%
Very good	14%
None	3%
Total	100%



Overall assessment of the exhibition

	Percentage
Good exhibition consistent with previous year	20%
Not as good as previous year's event	46%
Better event than previous year	3%
None	33%
Total	100%

Would you be attending this event next year?

	Percentage
Yes	40%
No	1%
Undecided	55%
None	4%
Total	100%

Appendix 4: Advertising and promotion plan (media plan)

Type	Media	Duration	Format (quantity)
Print	Newspaper adverts	3 weeks	9 full page colour adverts
	Pre event feature articles	One month	17 pre event feature and news articles in 12 different newspapers. The feature articles focused on experiences of 3 individuals who have already been through the UK education system (event ambassadors) and successful in chosen careers in Nigeria.
	Fliers and fliers	Two months	15,000 fliers and 150 posters were printed and distributed in targeted establishments in Lagos, Abuja and its environs. Posters and fliers were also sent to schools through guidance counsellors for further distribution to parents and students within those schools
On-line	Facebook Adverts, Google Search and Display Adverts, Mobile Adverts	One month	The event advert was designed and publicised on the platforms listed Facebook adverts: 12,000,000 impressions Google adverts: 18,000,000 impressions Mobile Adverts: 90,000 clicks / visits

	Emails		Emails with information on the event were sent out to professional development organisations, private schools and individuals who had either made education related enquiries or attended education related programmes organised by the British Council and through partner organisations like UKTI and Simon Page (a professional development organisation with strong links with Corporate Nigeria).
	Education UK (EDUK) and British Council Nigeria Website	One month	Event information and list of participating institutions were uploaded on the EDUK AND British Council Nigeria websites a month prior to the event
	Study in the UK Facebook page	Two Months	Event information and list of participating institutions were uploaded prior to the event. Participating Institutions were also individually profiled
	Blogs	3 weeks	Feature article that ran on the following blogs Linda Ikeji, Bella Naija, Jaguda, After School Africa, Go Abj to mention a few . Event information was also uploaded on the Bella Naija facebook page
	British Council multimedia display system	One month	The British Councils Multimedia display system had information about the exhibition on display in the centres which ran everyday consecutively for 1 month before the event

Others	SMS		Messages went out to a targeted audience which consisted of sixth form students, individuals who had visited the BC to make EDUK specific enquiries, students applying to take IELTS exams in the view of studying in the UK
	Media Parley	One month to the event	A press conference was held one month before the event with education journalists from 10 different media houses.
	Direct Marketing	One month	A focus group / pre event information session was set up and attended by 44 schools across both locations. A pre event information session also took place at the National Youth Service Corp Camp in Lagos. One on one pre event promotional activity also took place at social hotspots that cater to both prospective postgraduate and undergraduate students
	Radio Adverts	One month	<ul style="list-style-type: none"> • 862 radio slots across Abuja Lagos and Port Harcourt areas. • 6 individual radio interviews in Lagos and Abuja • 1 week-long event hype campaign (73 spots) by on air radio personalities • 1 week long celebrity awareness campaign's prior to the event.
	Letters	Sent out a month to the event	250 letters send out to corporate organisations



The Event in pictures



Visitor Registration



Exhibitors interacting with visitors



Enquirers at the British Council Information Desk



Exhibitors interacting with visitors



Exhibitors interacting with visitors



Exhibitors interacting with visitors



Our Celebrity Alumni Panel for the “Living in the UK” Undergraduate session



Our Celebrity Alumni Panel for the “Living in the UK” Undergraduate session



Alumni Panel interacting with visitors and signing autographs



Alumni Panel for Postgraduate session



More interaction....