

## A new start!

Education UK Exhibition  
Greece, 13 – 16 April 2013

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## 1. Event fact file

### Athens

<b>Venue</b>	Crowne Plaza Athens City Centre Hotel
<b>Opening hours</b>	1400–2000
<b>Stand costs</b>	£2,264
<b>Sponsors</b>	IELTS
<b>Seminars</b>	<p>Marketing briefing – if you missed this session and you require a copy, contact <a href="#">Katerina Fegarou, Education Marketing Manager</a>.</p> <p><b>Saturday 13 April</b></p> <ol style="list-style-type: none"><li>1. Medical Speciality in the UK – Kostis Georgiou, British Council Greece</li><li>2. Art, Design &amp; Performance – Jonny Hill, University of Central Lancashire</li><li>3. Studies in the UK – Maria Ladea, British Council Greece</li><li>4. IELTS – Mary Haroyianni, British Council Greece</li><li>5. Why Study Finance? - Paraskevas Pagas, University of Portsmouth</li></ol> <p><b>Sunday 14 April</b></p> <ol style="list-style-type: none"><li>1. Postgraduate Art &amp; Design – Nancy Cooke, Bath Spa University</li><li>2. Engineering Degrees in the UK – Michael Harbottle, Cardiff University</li><li>3. Studies in the UK – Michael Tsikoulis, British Council Greece</li><li>4. IELTS – Mary Haroyianni, British Council Greece</li></ol>


### Thessaloniki

<b>Venue</b>	The MET Hotel
<b>Opening hours</b>	1400–2000
<b>Stand costs</b>	£1,683
<b>Sponsors</b>	IELTS
<b>Seminars</b>	<p><b>Tuesday 16 April</b></p> <ol style="list-style-type: none"><li>1. Medical Speciality in the UK – Kostis Georgiou, British Council Greece</li><li>2. Studies in the UK – Elena Koptopoulou, British Council Greece</li><li>4. IELTS – Christina Athanasiou, British Council Greece</li></ol>

## 2. Key statistics

Attendance	Athens		Thessaloniki	
	2013	2012	2013	2012
<b>Visitors</b>				
First day	2,654	2,865	1,100	1,300
Second day	3,240	2,813	-	-
<b>Total No of Visitors</b>	<b>5,894</b>	<b>5,678</b>	<b>1,100</b>	<b>1,300</b>
<b>Exhibitors*</b>				
Further Education	2	2	1	2
Higher Education	36	41	13	18
UCAS	-	-	-	-
ESOL providers	1	1	1	1
VISA	-	-	-	-
<b>Total No of Exhibitors</b>	<b>39</b>	<b>44</b>	<b>15</b>	<b>21</b>

Visitors Primary Market Objectives	Athens		Thessaloniki	
	2013	2012	2013	2012
<b>Level of Study</b>				
Undergraduate studies	30%	20%	46%	44%
Postgraduate studies	59%	67%	46%	37%
Distance Learning	5%	2%	3%	0%
English Language courses	1%	1%	-	7%
Access Courses	4%	4%	5%	8%
GCE A Level	1%	2%	-	0%
Other	-	4%	-	4%
<b>Main subjects of interest</b>				
Marketing / Business				
Accounting / Finance				
Psychology				
Shipping				
Medicine				
Engineering				



<b>Demographics of Visitors</b>	<b>Athens</b>		<b>Thessaloniki</b>	
	<b>2013</b>	<b>2012</b>	<b>2013</b>	<b>2012</b>
<b>Gender</b>				
Male	44%	48%	35%	46%
Female	56%	52%	65%	54%
<b>Age</b>				
12 -19	28%	19%	48%	51%
20-23	48%	44%	30%	37%
24-35	23%	36%	16%	12%
Over 35	2%	1%	8%	0%

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

### 3. Impact of marketing plan

For advertising planning purposes the target group was defined as:

1. **Adults** 17-24 years old, Upper/Middle s/e class, Athens, Thessaloniki and urban areas with population over 50,000 inhabitants
2. **Adults** 35-54 years old, Upper/Middle s/e class, Athens, Thessaloniki and urban areas with population over 50,000 inhabitants.

A media mix of outdoor, radio, newspapers, internet and social media as well as below-the-line promotion activities were engaged to reach our target audience. Detailed media plan and post campaign evaluation are available in Appendix 4.

British Council staff held presentations in main secondary schools and universities around Athens and Thessaloniki on general issues about studies in the UK and to announce the Exhibition. We had separate stand dealing with IELTS and general UK Education system enquiries at the front of the exhibition hall. As a result exhibition visitors were better informed and their enquiries were more educated.

### 4. Conclusions and follow up


#### 4.1 Key recommendations for institutions

More and better information on funding opportunities – Some delegates were not in a position to advice Greek students whether they are eligible to receive Student Loan (to finance their undergraduate studies in the UK). Issues like this were raised at the pre-event Marketing Briefing

#### 4.2 Key recommendations for the British Council

##### 1. Education UK brand / Promotion of the event

- Saw no promotional material around Athens;
- The Education UK brand was promoted in a serious way ;
- As far marketing and communication is concerned we are really satisfied



**British Council Greece comments:** Contradictory messages. Detailed report on the advertising and promotion campaign is available in Appendix 4. The campaign met its aim to inform its main target audiences and attracted almost 6,000 visitors in Athens and more than 1,000 in Thessaloniki.

## 2. Venue

- Slightly disorienting being underground and windowless for so long
- The venue seemed less impressive
- Exhibition venue satisfactory but somewhere slightly bigger would have been nice
- Very good venue, well done!

**British Council Greece comments:** We are currently conducting an exhibition venue review. Main factors under consideration are the hire cost, the venue's proximity to the city-centre, public transport services and the quality of the venue overall.

## 3. Length of exhibition opening hours

- Could consider reducing the length of the event to 4 hours

**British Council Greece comments:** we will definitely consider reducing the opening hours.

Appendix 1: List of participating institutions

Institution	Venue	
	Athens 13 & 14 April 2013	Thessaloniki 16 April 2013
1. Abbey College in London and Malvern	X	X
2. Aston University, Birmingham	X	
3. Bath Spa University	X	
4. University of Bradford	X	X
5. Brunel University, London	X	X
6. Cardiff University	X	
7. Cardiff Business School	X	
8. University of Central Lancashire	X	
9. City University London	X	X
10. University of Dundee	X	X
11. Durham University Business School	X	
12. ESCP Europe Business School	X	
13. University of Essex	X	
14. University of Exeter	X	
15. University of Greenwich (London)	X	X
16. Hellenic Colleges' Association	X	X
17. IELTS	X	X
18. University of Kent	X	X
19. Le Cordon Bleu London	X	X
20. University of London International Programmes		X
21. London Metropolitan University	X	
22. London South Bank University	X	X
23. The University of Manchester	X	
24. Newcastle University	X	X
25. The University of Northampton	X	X
26. Northumbria University	X	
27. The Open University	X	X
28. Pearson Edexcel Centres	X	
29. Plymouth University	X	
30. University of Portsmouth	X	X
31. University of Reading	X	

Institution	Venue	
	Athens 13 & 14 April 2013	Thessaloniki 16 April 2013
32. ICMA Centre, Henley Business School	X	
33. Royal Holloway, University of London	X	
34. University of Salford	X	X
35. University of Southampton	X	
36. Southampton Solent University	X	
37. University of Strathclyde Business School	X	
38. University of Sussex	X	
39. Swansea University	X	
40. The University of Warwick	X	





## Appendix 2: Visitors' survey results

### Athens

Education UK Exhibition 13 – 14 April 2013

Returned from 220 visitors

1. Are you

Male	Female
44%	56%

2. Did you find what you wanted?

Yes	No
80%	20%

3. Will you be making an application to the UK now?

Yes	No
42%	58%

4. How would you rate the quality of service you have received?

Excellent	Good	Average
28%	62%	10%

5. How did you find out about this exhibition?

British Council	Newspapers	Radio	Internet / social media	Recommendation from family/ friends	Poster/ Flyer	Other
22%	5%	9%	22%	23%	17%	2%

6. If you could describe this exhibition in one word what would it be?

- Helpful
- Interesting
- Informative
- Well - organized
- Full of vital information
- Excellent



7. If you could change one thing about this exhibition, what would it be?

- More information on funding
- Number of U participating
- More university representatives



## Thessaloniki

Education UK Exhibition 16 April 2013

Returned from 80 visitors

1. Are you

Male	Female
35%	65%

2. Did you find what you wanted?

Yes	No
86%	14%

3. Will you be making an application to the UK now?

Yes	No
46%	54%

4. How would you rate the quality of service you have received?

Excellent	Good	Average
27%	59%	14%

5. How did you find out about this exhibition?

British Council	Newspapers	Radio	Internet	Recommendation from family/ friends	Poster/ Flyer	Other
28%	-	5%	23%	18%	10%	16%

6. If you could describe this exhibition in one word what would it be?

- Interesting
- Well - organized
- Informative
- Excellent



7. If you could change one thing about this exhibition, what would it be?
- More information on funding
  - Number of U participating
  - The event should be on weekend and not in weekday

## Appendix 3: Exhibitors' survey results

### Athens

Education UK Exhibition 13 – 14 April 2013

Returned from 37 exhibitors

1. Has your institution attended this exhibition (Athens) before?

Yes	No
84%	16%

2. What were the objectives for coming?

Recruitment	Profile Raising	Both
19%	3%	78%

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

Under Graduate	Postgraduate taught	Postgraduate research	Foundation / HND	Pre-sessional English
33%	34%	16%	15%	2%

4. What is your assessment of the visitors?

Good number and good quality	Good quality only	Good number only	Disappointing
86%	9%	3%	2%

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

Yes	No
53%	47%

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

Unsatisfactory	Satisfactory	Good	Very Good
-	24%	30%	46%

7. Please give your overall assessment of the exhibition

Good exhibition consistent with previous year's event	Not as good as previous year's event	Better event than previous year	Worse event than previous year
55%	36%	9%	-

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

Yes	No	Undecided
69%	2%	29%

9. What market developments have you noticed by coming?

- Increase in employability/scholarship inquiries
- Slightly less volume of inquiries but still quite high
- More serious interest due to the financial crisis. Stronger willingness to leave the country for a better future
- More UG wanting to leave Greece!
- Still quite a few UG queries even though it is April
- Lots of undergraduate enquiries; strong (continuing!) interest in Maritime Law; few foundation year enquiries
- Lots of interest in Business/Finance/Accounting – Change from mostly PG to a balance of UG/PG
- High interest in Medicine
- 3D Design – Education Special Needs
- Manor of UK fees, More competition from Universities in other EU countries
- Compared to last year, engineering enquiries have been down, science up. Sunday was much better than Saturday
- Fees make a big impact (Wales very attractive to EU)
- The Education UK brand was promoted in a serious way



## Thessaloniki

Education UK Exhibition 13 April 2013

Returned from 14 exhibitors

1. Has your institution attended this exhibition (Thessaloniki) before?

Yes	No
79%	21%

2. What were the objectives for coming?

Recruitment	Profile Raising	Both
7%	7%	56%

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

Under Graduate	Postgraduate taught	Postgraduate research	Foundation / HND	Pre-sessional English
35%	32%	22%	8%	3%

4. What is your assessment of the visitors?

Good number and good quality	Good quality only	Good number only	Disappointing
60%	27%	7%	7%

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

Yes	No
54%	46%

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

Unsatisfactory	Satisfactory	Good	Very Good
-	7%	21%	71%



7. Please give your overall assessment of the exhibition

Good exhibition consistent with previous year's event	Not as good as previous year's event	Better event than previous year	Worse event than previous year
50%	40%	10%	-

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

Yes	No	Undecided
61%	0%	31%

9. What market developments have you noticed by coming?

- Potential students were very well prepared – all enquirers very interested in employability and job prospects after graduation



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

A media mix of outdoor, radio, newspapers social media and internet as well as below-the-line promotion activities were engaged:



Bus-stop shelters in Athens and Thessaloniki for a period of 2 weeks to carry our message

Athens 1 – 14/4, 92 double sites (184 panels)

Thessaloniki 1 – 16/4, 20 double sites (40 panels)

Particular care was taken in order to secure panels in main avenues, near Universities / TEIs, University Accommodation Halls and termination points of buses serving students to and from their Universities



Newspapers – 3 columns x 20 cm, 4-coloured advertisements appeared in the main political and student targeted papers. 6 advertisements overall were inserted

**Radio** A radio spot (duration of 33 seconds) was produced. In total 201 spots were broadcast over 3 radio stations in Athens for a period of ten days before the Exhibition and 222 spots in 3 radio stations in Thessaloniki.

**Social Media / Facebook** The British Council Greece Facebook page promoted the event and enjoyed a good number of 'likes'. We issued invitations to both events and used 'soundcloud' to upload the radio spot into the British Council Greece facebook. [www.facebook.com/BritishCouncilGreece](http://www.facebook.com/BritishCouncilGreece)

Direct link - Post:

[www.facebook.com/BritishCouncilGreece/posts/526365980740545](http://www.facebook.com/BritishCouncilGreece/posts/526365980740545) Athens

[www.facebook.com/BritishCouncilGreece/posts/111392669031405](http://www.facebook.com/BritishCouncilGreece/posts/111392669031405) Thessaloniki

Direct link - Invitation:

[www.facebook.com/events/127581324097022](http://www.facebook.com/events/127581324097022) Athens

[www.facebook.com/events/131404870381189](http://www.facebook.com/events/131404870381189) Thessaloniki

### Below-the-line activities

- 1,000 A3 posters were distributed to HE institutions, local institutions that provide UK education and all Greek private secondary schools all over Greece (Same design as bus stop shelters posters)
- 7,000 postcards were distributed through our customer service points and HE institutions all over Greece, local institutions that provide UK education and all Greek private secondary schools in Athens
- Emails to more than 5,000 recipients (EFL teachers, language school owners, UK alumni groups)
- Promotion / distribution of 8,000 postcards at main universities and TEIs in both cities

### Media Plan (summary)

	Campaign on air	Number of inserts/spots	Budget spent in Euros
<b>ATHENS</b>			
Outdoor / panels	1 -14/4/2013	92 double = 184 panels	€19,860
Newspapers		4 ads	€3,180
Radio	5 – 14/4/2013	201 spots in 3 radio stations	€9,105
<b>THESSALONIKI</b>			
Outdoor / panels	1 -14/4/2013	20double = 40 panels	€3,470
Newspapers		2 ads	€2,430
Radio	9 – 16/4/2013	222 spots in 3 radio panels	€4,815