

# An Education for life

Education UK Exhibition

Cyprus, 16 August 2013

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## 1. Event fact file

### Limassol

<b>Venue</b>	Ajax Hotel, Limassol
<b>Opening hours</b>	Friday 16 August 1600-2030
<b>Stand costs</b>	£990.00 (Ex VAT), £1,188.00 (Inc VAT)
<b>Sponsors</b>	UNITE Group and CYTA
<b>Unique feature to give added value</b>	<ul style="list-style-type: none"><li>▪ Internet café for visitors to access their applications on-line</li><li>▪ In collaboration with telecommunication authority, a number of updates about the exhibition and clearing available places were posted on social pages.</li></ul>

## 2. Objectives of the event

- Enable qualified Cypriots to secure a place at a UK institution through Clearing vacancies
- Increase the UK's share in the market for international education
- Provide first-hand information to a variety of students exploring opportunities for study in the UK
- To provide UK institutions with a platform for recruiting prospective EU and international students

## 3. Key statistics

<b>Attendance – number of visitors</b>	<b>Limassol</b>	<b>Larnaca</b>
	<b>2013</b>	<b>2012</b>
16 August	350	400
<b>Total No of Visitors</b>	<b>350</b>	<b>400</b>

<b>Exhibitors*</b>	<b>Limassol</b>	<b>Larnaca</b>
	<b>2013</b>	<b>2012</b>
Further Education		
Higher Education		
UCAS	16	19
VISA		
<b>Total No of Exhibitors</b>	<b>16</b>	<b>19</b>

<b>Visitors Primary Market Objectives</b>	<b>Limassol</b>	<b>Larnaca</b>
	<b>2013</b>	<b>2012</b>
<i>Level of Study</i>	Foundation Undergraduate	Foundation Undergraduate
<i>Main Subjects of Interest</i>	Engineering Law Architecture Business/Management Computer Science	Law Business/Management Engineering / IT Biological Science -
<b>Sector breakdown</b>	HE	HE

<b>Demographics of Visitors - Gender</b>	<b>Limassol</b>	<b>Larnaca</b>
	<b>2013</b>	<b>2012</b>
Male	42%	35%
Female	58%	65%
<b>Age (12-19 years old)</b>	<b>100%</b>	<b>65%</b>

## 4. Seminars


No subject seminars were delivered during this clearing exhibition as students were well-informed about courses at their particular stage. Their main focus and interest was in securing a last minute place through clearing vacancies at their interested area of study.

## 5. Market developments

Despite the difficult global economic situation there is still demand for UK education among Cypriot students. Local provision is not sufficient to cover market needs and the UK is sustaining its market share. We expect that interest for UK education will remain high despite the increase on tuition fees, students can still apply for a loan that will cover that cost. On the other hand local private provision for Higher Education is not a cheaper option with students opting for a UK qualification.

The British Council is playing an important role in promoting UK education and passing the key messages to potential students and their decision-makers by organising a range of activities annually, which include:

- Outreach promotional activities to school counsellors updating them on entry-requirements and latest information on the UK education system.
- A number of presentations delivered direct to parents and students on “Studying and living in the UK”

- 
- An extensive promotional campaign is delivered before exhibitions which covers visits to schools/universities and an involved participation in “Open Day” events, mini exhibitions and discussion forums.
  - Workshops and trainings to counsellors, agents and potential UK students ensuring that quality standards in service and information provision are sustained.
  - Good links with the Ministry of Education and private education providers ensuring that the latest updates on UK education are available to key members of the organisation who are responsible for education matters.

Positive feedback was received from UK delegates; in general institutions received many good enquiries from a range of quality students.

A full report of the delegate survey can be found in [Appendix 3](#).

## 6. Key internal and external influencers on the Exhibition

This was the second year that we have organised a clearing exhibition. Responding to student interest and following on from successful results and positive feedback that we received after last year’s event.

Attendance to the Clearing was equally successful as last year with about the same number of universities and visitors attending.

This could be a result of:

- Promotional activities by the British Council education team throughout the year to all schools across the island.
- Media coverage on the benefits of UK education and high appreciation of UK qualifications among employers.
- Good links with local agents and promotion of the exhibition from their offices by sending flyers and other promotional material.

The exhibition was supported with an internet café enabling students to access their applications and to get updated information on their clearing choice.

## 7. Visitor survey analysis

The total number of visitor surveys completed was 12 which represented a small percentage of the overall number of attendees to the event, about 3.4 per cent. This is mainly due to the fact that during Clearing events visitors are very interested and focussed in securing a last minute place at a university and not so much in completing surveys. Interest to complete the survey remained low despite the fact that students were informed about a competition to win a mobile phone. This is not the case during other education exhibitions we organise when more than 10 per cent of the visitors fill in the survey. The full report with results from the questionnaires can be found in [Appendix 3](#), some extracts can be seen below.

- 50 per cent of visitors found out about the clearing exhibition from radio adverts and the British Council website; also approximately
- 40 per cent were informed by The British Council office and Facebook forum.
  
- 90 per cent of all visitors were satisfied with the event and felt that it had met their expectations.



## 8. Exhibitor survey analysis

The total number of exhibitor surveys completed was 20. This represented 90.9 per cent of the total number of exhibitors.

The full report with results from the questionnaire can be found in [Appendix 4](#), some extracts can be seen below.

- 51 per cent confirmed that they were happy with both the number and quality of the visitors.
- 50 per cent of exhibitors stated they will be attending next year while the remainder are undecided.

## 9. Impact of marketing plan

The main focus of the media campaign was targeted around flyer distributions and press coverage. A number of advertisements were placed before and during the event in newspapers and radio spots and interviews which featured the event in the days leading up to the exhibition.

A full media plan can be found in [Appendix 6](#).

Prior to the event, promotional flyers for the exhibition were sent out with the IELTS examination results to candidates. The education team distributed flyers to local agents as well as to the Ministry of Education and local Universities/Colleges.

## 10. Budget analysis

For this event 6 per cent of the budget was spent on the venue and catering, which includes the exhibition hall, coffee breaks and refreshments. A very reasonable rate was provided due to special negotiations made with the hotel. The largest percentage was spent on advertising and publicity which amounted to 34 per cent of the overall event budget and staff time organising the event.

Full budget analysis can be found in [Appendix 5](#).

## 11. Conclusions and follow up

### 11.1. Extent to which the objectives were met

The overall objectives of the event were met as we managed to attract a good number of quality visitors. The figures have shown that visitor numbers were about the same as last year, however taking into account the current economic climate we felt the attendance figure encouraging. Results from our exhibitor's survey also indicated that the quality of visitors was of a high-standard who had targeted enquiries.

The results from the visitor survey and observations made on the day demonstrated that the exhibition was a useful, high-quality and informative event. Students benefited from the opportunities to get in-touch directly with UK institutions and to secure a last-minute place at a UK university.



## 11.2. Key recommendations for institutions

- Provide more information on foundation / access course during clearing especially to students with no A-levels.

## 11.3. Key recommendations for the British Council

- Advertise the clearing event to Post-graduate students as they can also benefit from clearing
- Consider a different timing of the event to avoid the week with public holidays in the UK.



## Appendix 1: List of participating institutions - August 2013

1	Birmingham City University
2	The University Of Bolton
3	University Of Bradford
4	University Campus Suffolk
5	University Of Central Lancashire
6	University Of Cumbria
7	University Of Derby
8	University Of Dundee
9	University Of Essex
10	University Of Hertfordshire
11	INTO University of Gloucestershire
12	Liverpool Hope University
13	New College Manchester
14	University Of Salford
15	Southampton Solent University
16	Swansea University



## Appendix 2: Event programme

**Ajax Hotel, Limassol  
Programme for 16 August 2013**

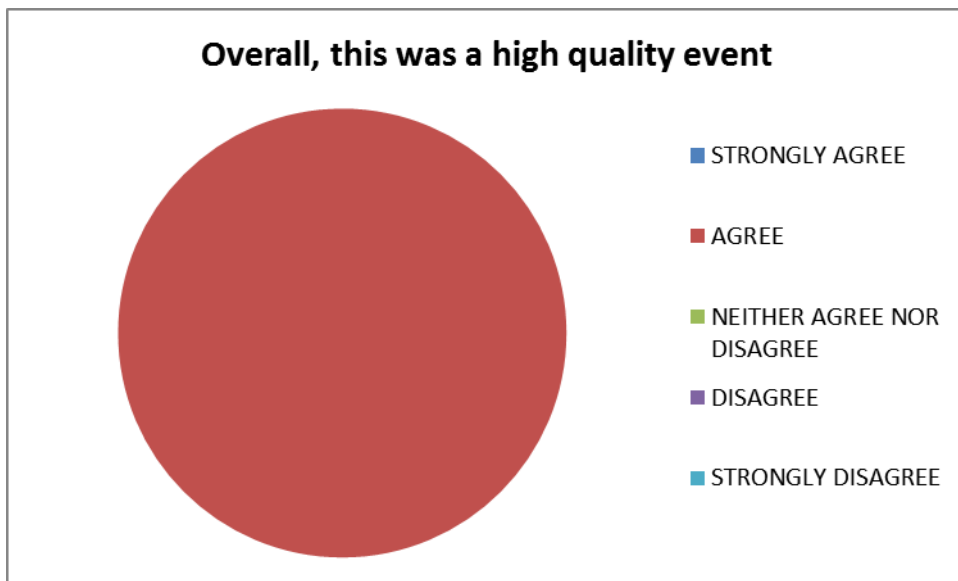
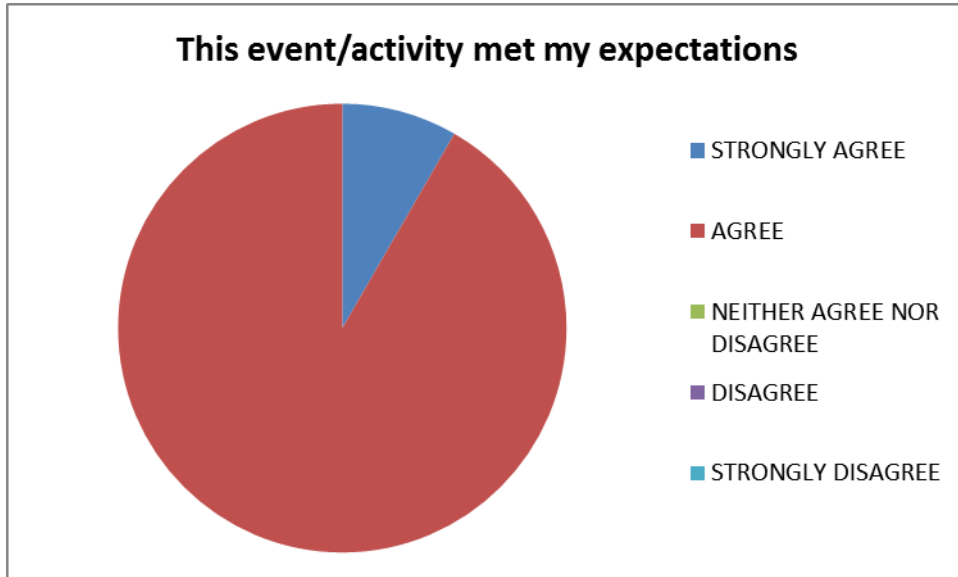
Limassol		
Date	Time	Activity
Friday, 16 August 2013 Ajax Hotel Limassol	1500-1600	Dressing the stands (Agamemnon Hall)
	1600-2030	Exhibition opens to the public (Agamemnon Hall)



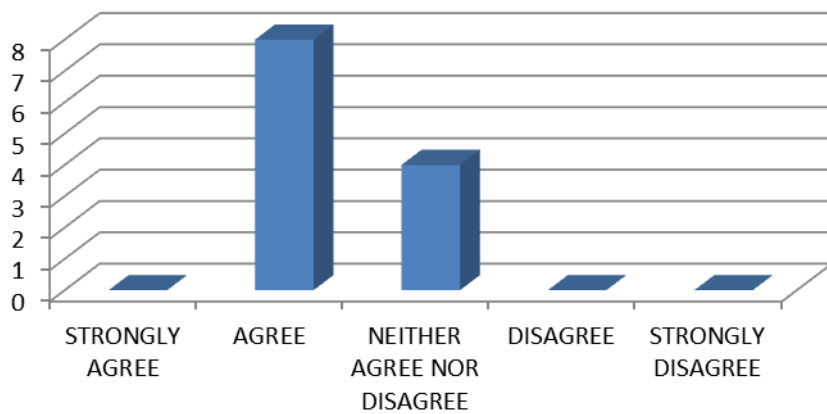


## Appendix 3: Visitors' survey results

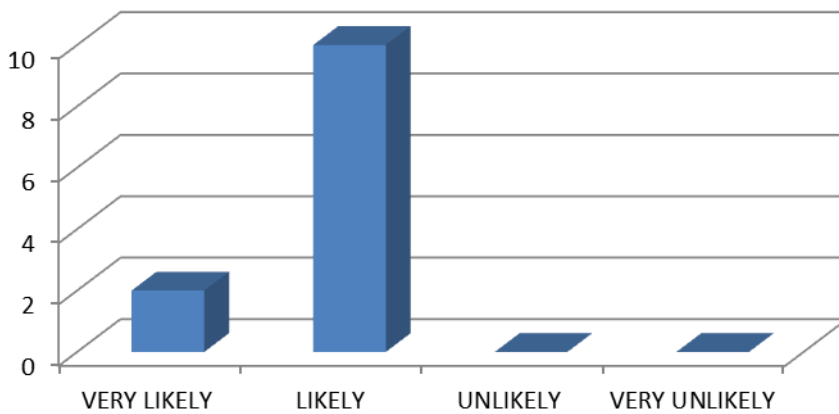
Questionnaires returned from 12 visitors



**I have acquired new knowledge and /or skill from taking part in this event**

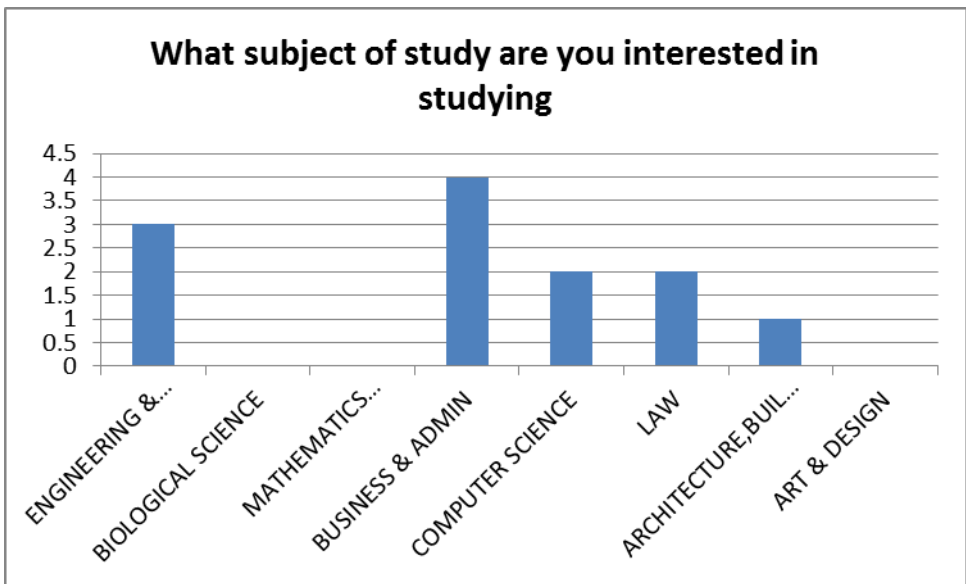
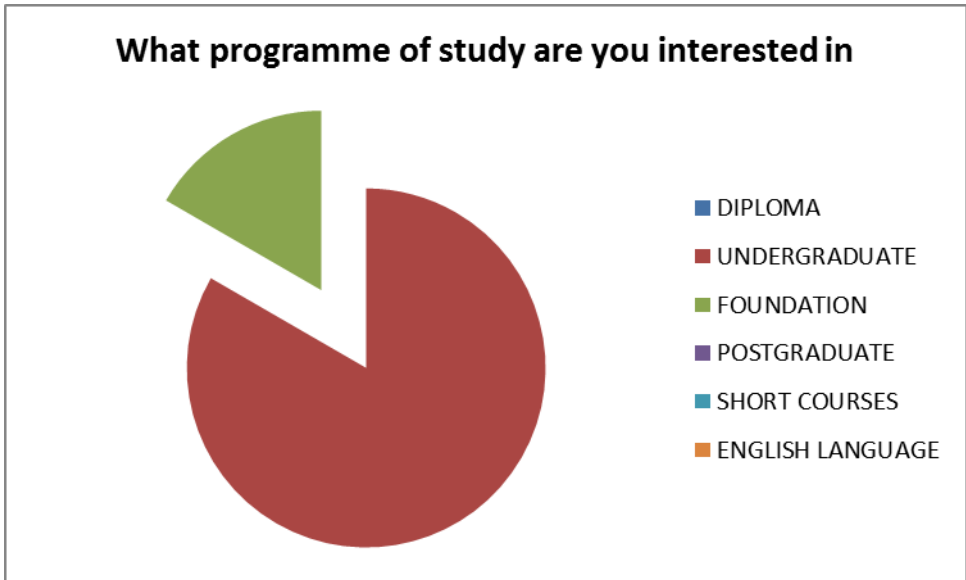
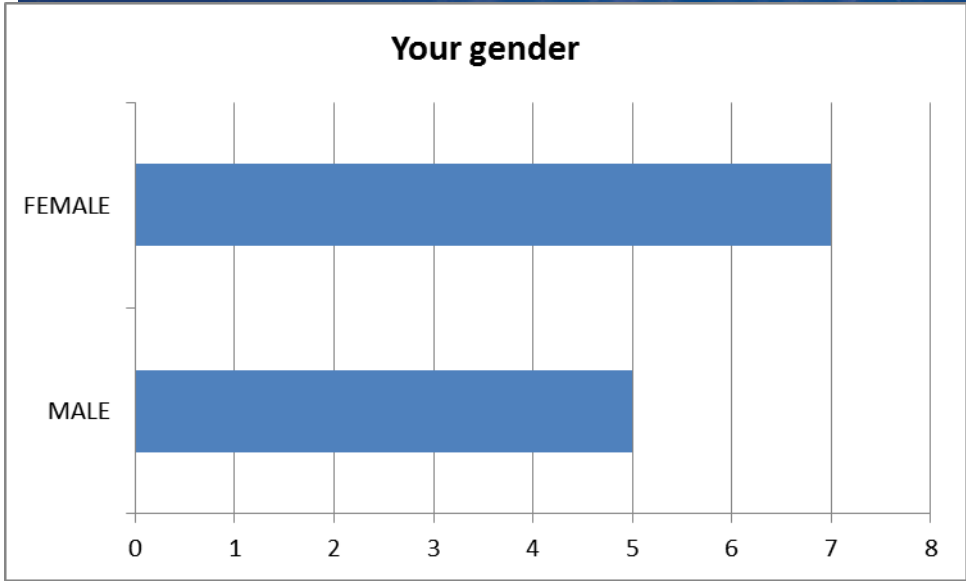


**How likely is it that you would recommend the British Council to a friend or colleague**

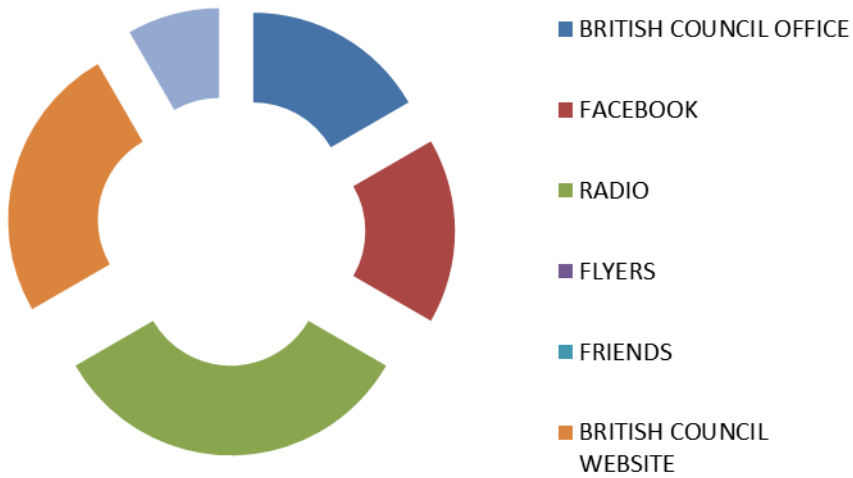


**What is your age group**





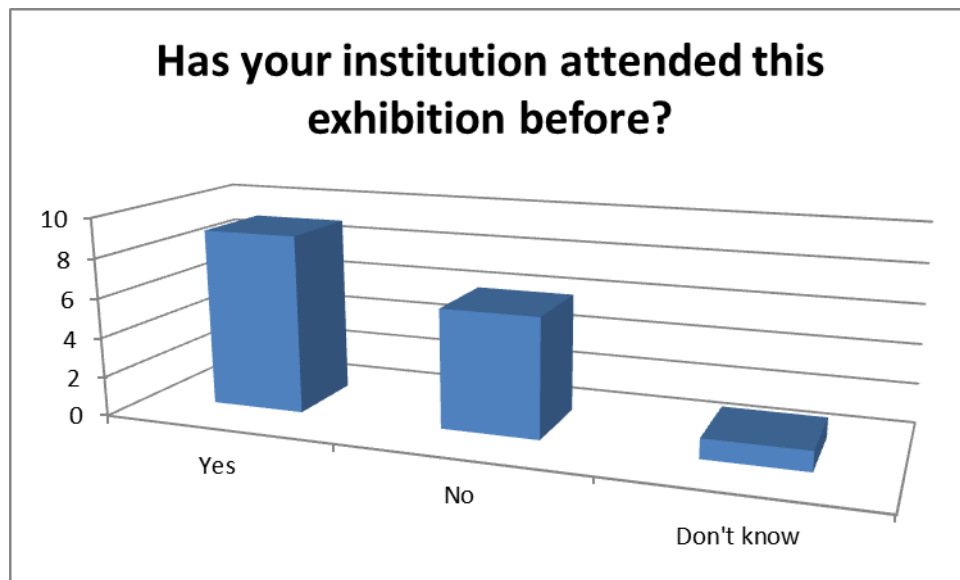
## How did you find out about the Exhibition



## Appendix 4: Exhibitors' survey results

Questionnaires returned from 16 institutions.

### Question 1



### Question 2

#### Who are the visitors that you wanted to attend this exhibition?

- Students in clearing
- Potential students for academic year 2012-2013
- Foundation + UG students for Sept 2013
- Students looking for accommodation
- IFY students, IELTS and general English

### Question 3



#### Question 4

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

- General advice about clearing/opportunities given
- Please also advertise for postgraduate students looking to start this September
- Not after a bank holiday
- Better provision for parking

#### Question 5

**What learning points have you picked up for your institution?**

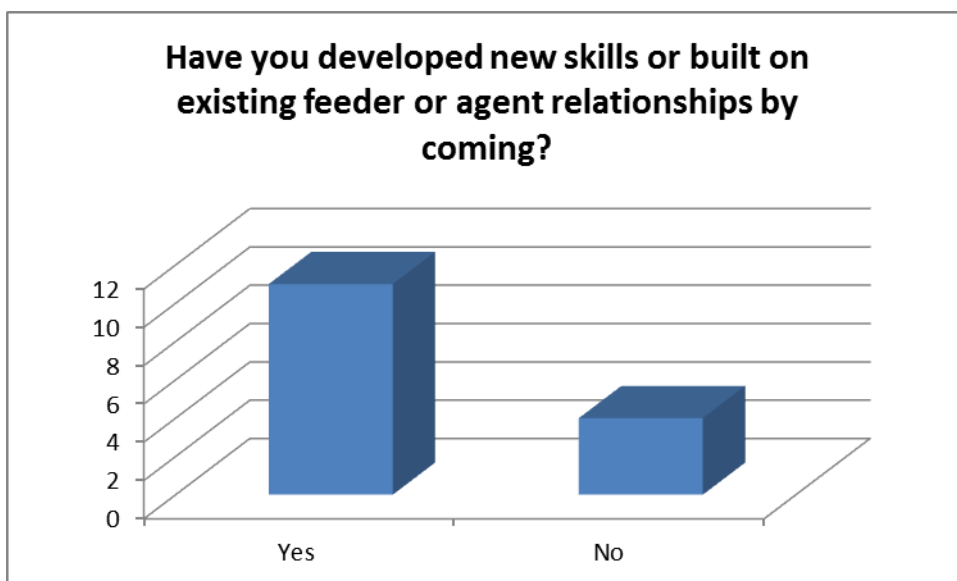
- Re-look at entry criteria
- Need to provide more info on Foundation courses & options available
- Greater understanding of the market

#### Question 6

**What market developments have you noticed by coming?**

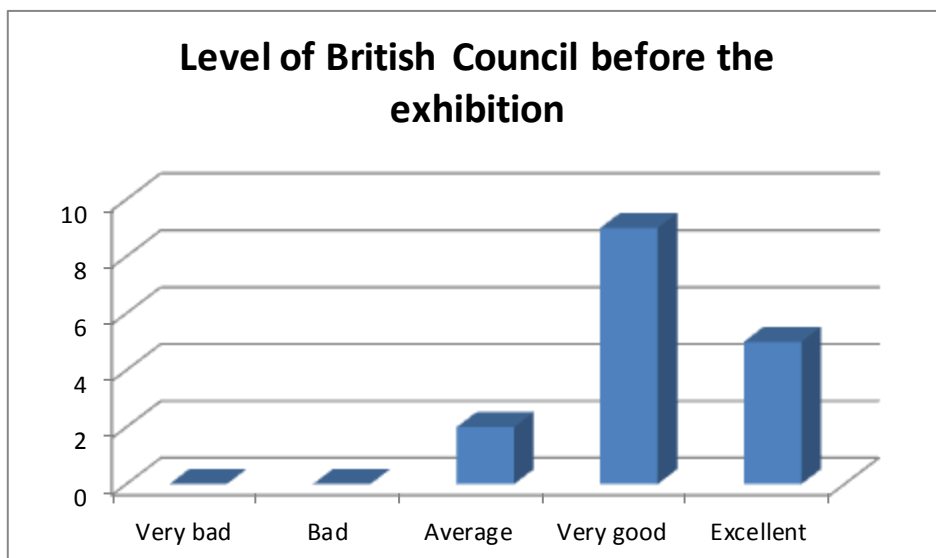
- Increasing competition; some doubts re student finding
- Many students still holding offers so not yet released into clearing
- Most popular subject for market
- Less A-level students
- Second or third year entry after diploma competition is becoming more popular

#### Question 7

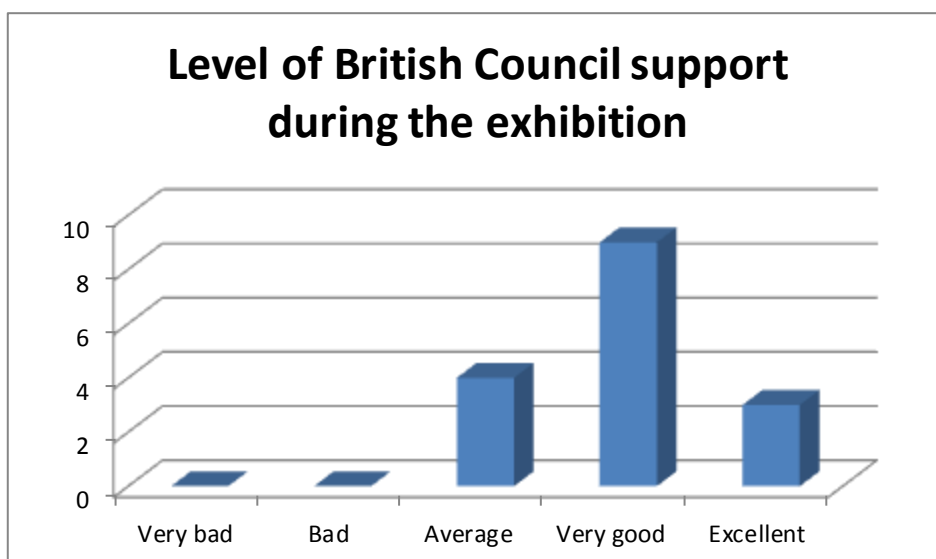




### Question 8

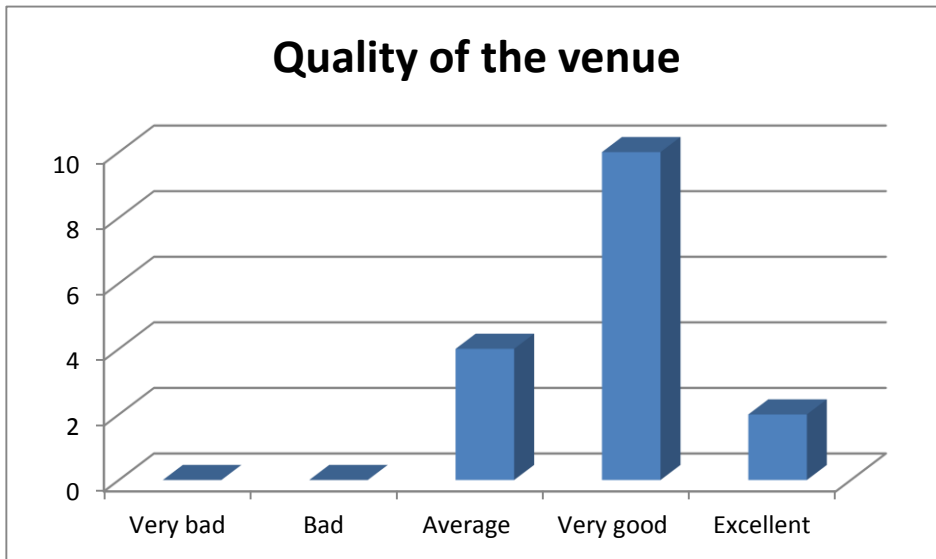


### Question 9

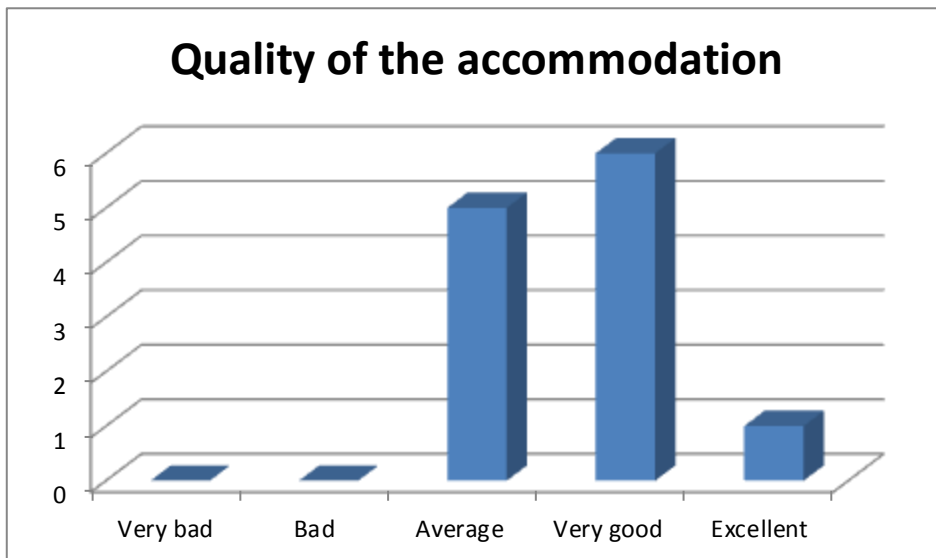




**Question 10**

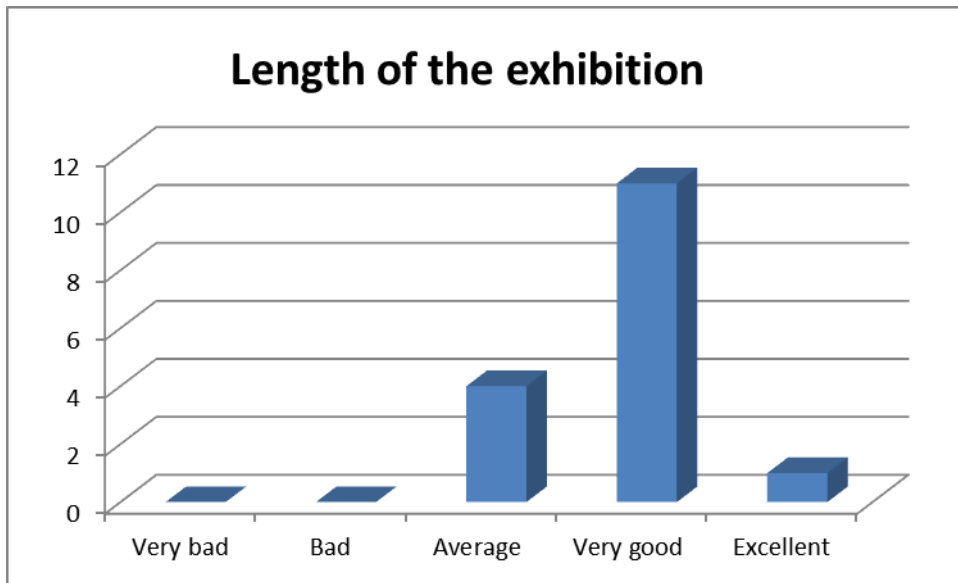


**Question 11**

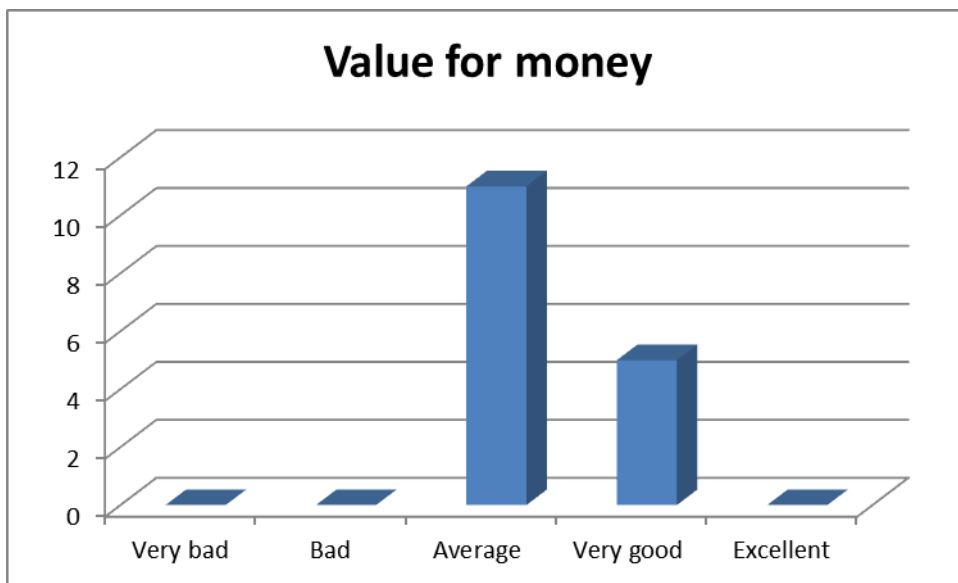




### Question 12

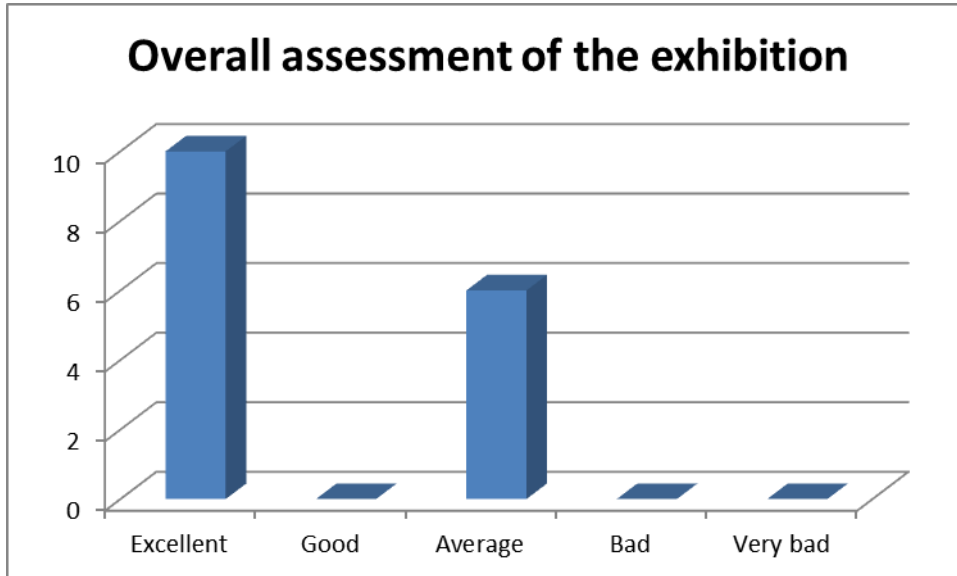


### Question 13

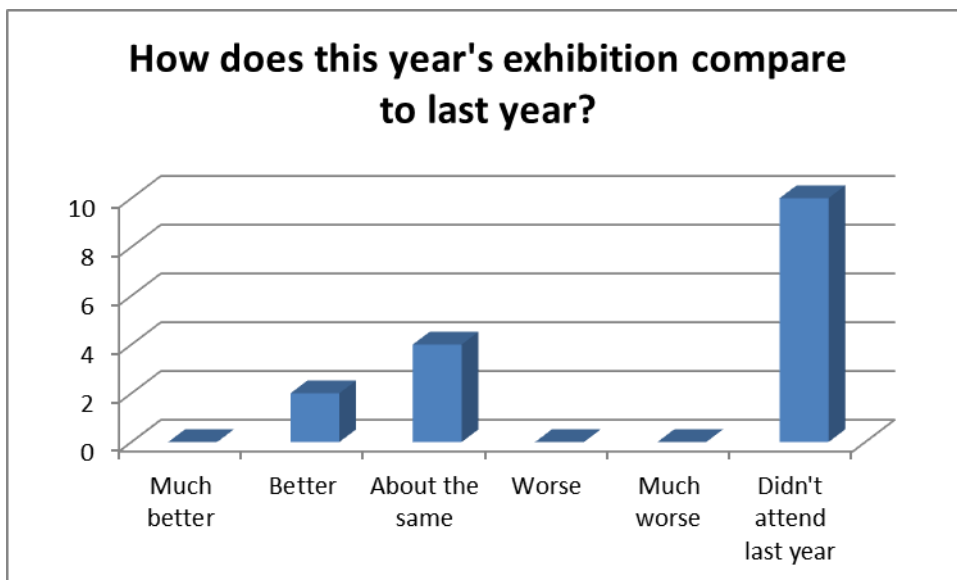




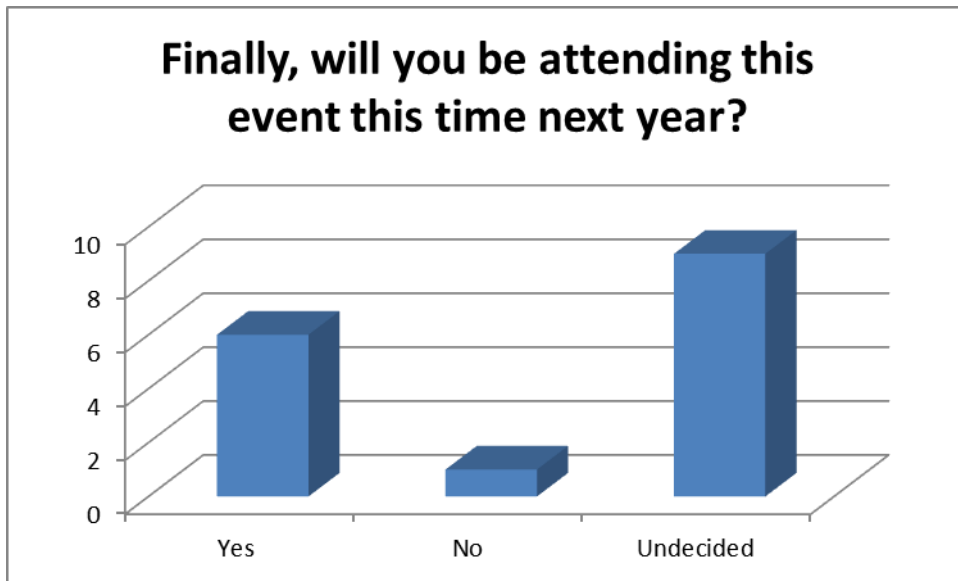
### Question 14



### Question 15



**Question 16**

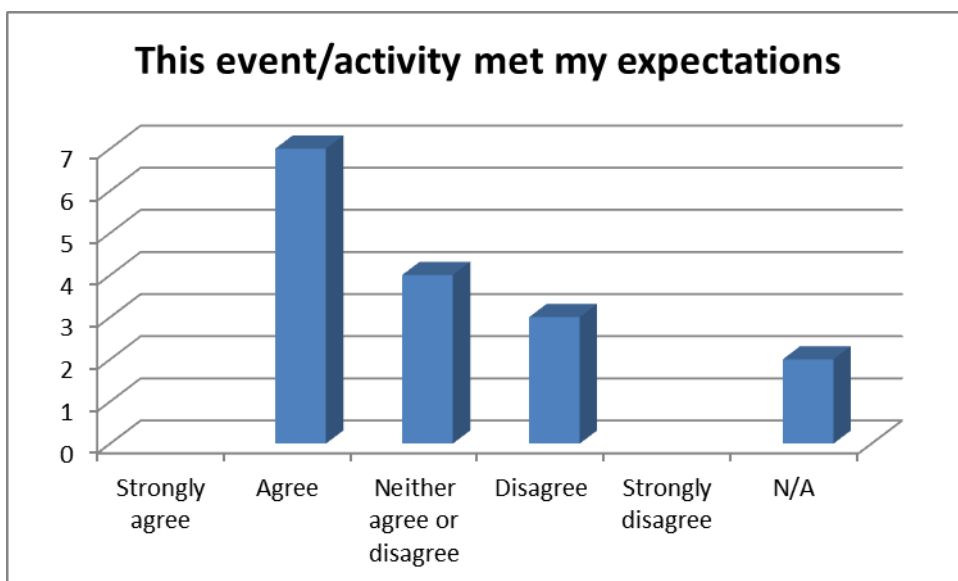


**Question 17**

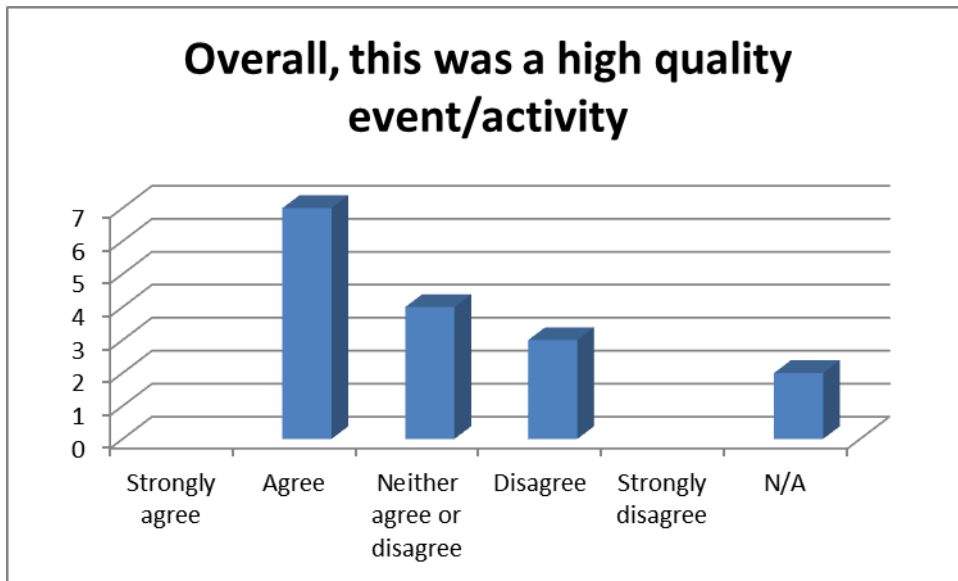
**Additional comments and suggestions:**

- Consider change of location
- It was good to meet all agents in one location

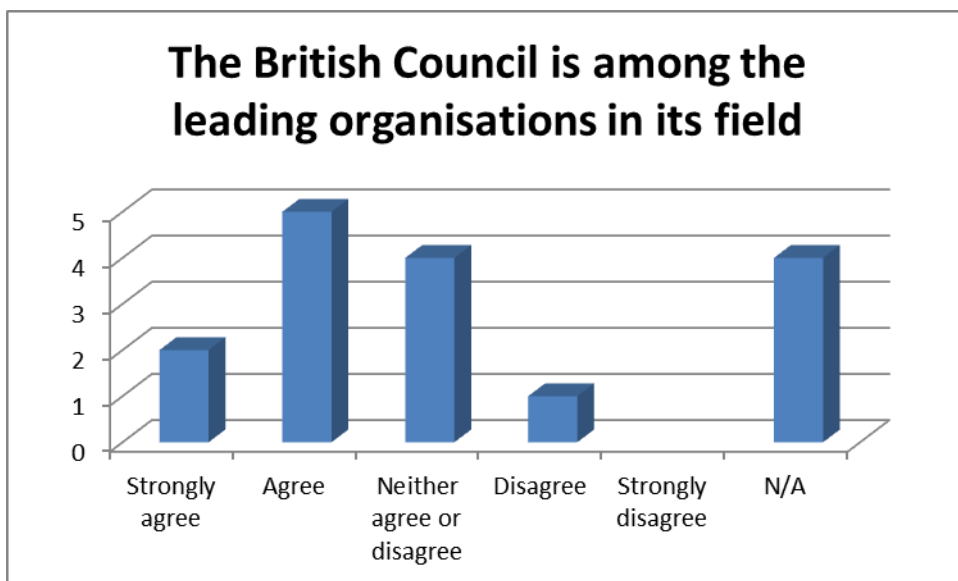
**Question 18**



**Question 19**



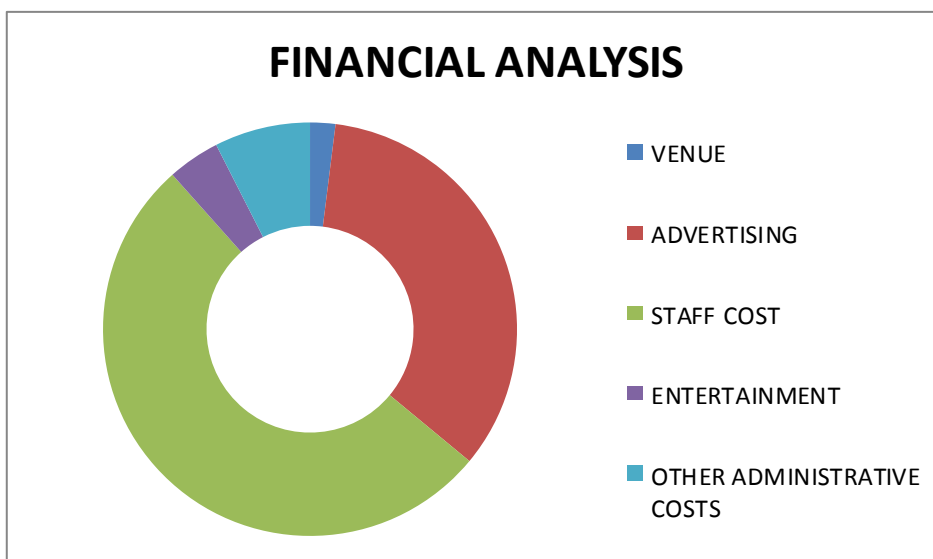
**Question 20**





## Appendix 5: Full financial report

Venue cost	Advertising publicity	Staff costs	Travel costs	Entertainment	Other administrative costs
£290 2%	£5,000 34%	£7,700 52%	£0	£600 4%	£1,100 8%
<b>1</b>	<b>2</b>	<b>3</b>		<b>4</b>	<b>5</b>





## Appendix 6: Advertising and promotion plan (media plan)

### External Promotion Channels

#### Promotion Overview

The promotion campaign started on 3 August and ended on 16 August. Our sponsor was UNITE Group. Telecommunications facilities were kindly provided by Cyta. Extensive promotion was planned and implemented as follows:

- **We have distributed 3,000 flyers** to Education agents, exams candidates and Cyta (Cyprus Telecommunications Authority) shops . The flyers were also available at the reception area of the British Council offices
- **The radio campaign** was extensive with 210 radio spots playing in 4 popular radio stations at carefully selected prime times throughout Cyprus.
- **Radio interviews** with MixFM and CyBC radio stations.
- **6 adverts** appeared in 5 major newspapers.
- Press releases and articles were published (both on paper and electronically) while Cyprus Mail newspaper had prepared an Education Supplement with extensive promotion of this exhibition.
- Last but not least the information was available at the British Council website and the information was extensively promoted to our **Facebook page** for the period of three weeks.