

# Get into the right groove

Education UK Exhibition

6 November 2012 – Cyprus (North)

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# 1. Event fact file

## Nicosia (North)

Venue	Golden Tulip Hotel, Nicosia
Opening hours	Tuesday, 6 November 1500-2000
Stand costs	£ 586.00 (Inc VAT £ 703.20)
Sponsors	UNITE Group
Unique feature to give added value	<p>We have re-introduced the exhibition in north Cyprus after a number of years as the last exhibition to be organised was back in 2003 Main reasons for holding an event to the north part of Cyprus were:</p> <ul style="list-style-type: none"> <li>• From our years of experience not all members of the north part of the island could cross the check points to visit our south exhibition/s as only passport holders of the Republic of Cyprus and EU countries could. People from other nationalities studying or living in the north and in general non EU passport holders are not eligible to cross to the south.</li> <li>• To offer these communities equal opportunities in UK education such as access to UK institutions participating to our exhibitions we have decided to hold a one day exhibition in north Nicosia and to take the risk of evoking possible negative reactions due to the political sensitivity in the island.</li> <li>• South Exhibition dates coincided with school examinations session for students in the north and that was a very busy and tight period for them. To offer the students interested in studying in the UK an easier and quicker access of information, the exhibition in the north was the ideal solution.</li> </ul>
Seminars	<p><b>Tuesday, 6 November 2012</b></p> <ul style="list-style-type: none"> <li>• Where will a Cambridge qualification take you? UK University Admission and Worldwide Recognition</li> <li>• English Language courses / UCAS applications</li> </ul>

## 2. Key statistics

Attendance	Hilton Cyprus	
	2012	2011
Tuesday 06 November 2012	450	N/A
Total number of visitors	450	
Further Education		
Higher Education	32	



Total number of exhibitors	32	
<b>Visitors' primary market objectives</b>	<b>2012</b>	<b>2011</b>
English Language	5%	N/A
Diploma	20%	N/A
Foundation	5%	N/A
Undergraduate	50%	N/A
Postgraduate	15%	N/A
Professional Qualifications	5%	N/A
<b>Demographics of visitors</b>	<b>2012</b>	<b>2011</b>
Male	30%	N/A
Female	70%	N/A

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

### 3. Impact of marketing plan

**Objectives:**


- Promote the exhibition to as many potential UK students and parents as possible
- Re-introduce the Education exhibitions to the Cyprus north audience (last exhibition in Nicosia north took place in 2003)
- Reinforce the Education UK brand to Cyprus audience through a number of promotional streams
- Strengthen the value and benefits of UK studies to Cypriots and other people from other nationalities living in Cyprus, EU and International.
- Help maintain and/or increase the number of Cypriot, EU and International students who choose UK Institutions for their higher education needs.

**Background**

Cyprus south exhibition promotion (marketing plan and execution) is carried out internally by the Communications Co-ordinator. Cyprus north exhibition promotion and all design work are carried out by Cherry Red Advertising Agency under the supervision of the Communications Co-ordinator.

The fact most of the promotions work in undertaken internally results to organising more cost-efficient campaigns and reinforces relationships with media professionals.

**Facts:**

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1. Education UK Exhibition, Nicosia **south** took place on 7 & 8 November at Hilton Cyprus. Opening times 3:00 – 8:30pm. Education Institutions: 54 Number of visitors: 4,500.
  2. Education UK Exhibition, Nicosia **north** took place on 6 November at Golden Tulip Hotel. Opening times 3:00 – 8:00pm. Education Institutions: Registered 32 but had 4 cancellations. Number of visitors: 500
  3. Promotion budget for **south** exhibition €28,000 and for **north** exhibition €4,000.

A number of presentations were delivered by British Council staff prior to exhibition at main secondary schools and universities about studying to the UK and to announce the Exhibition.

## 4. Conclusions and follow up

Re-introducing an Education UK Exhibition to the north part of the island proved to be a worth taking decision. Overall planning and delivery of the event was very successful with a large number of universities attending and largely positive feedback received by both visitors and exhibitors.

Despite the difficult economic situation and increase on university tuition fees we have managed to keep interest high by stressing key messages on quality UK education has to offer. Strong reference was also made on funding opportunities and tuition fee loan for undergraduate students.

### 4.1 Key recommendations for institutions

- Based on positive feedback received by the majority of institutions which attended our event in the north, we would like to encourage more institutions to consider the event as a new market opportunity and benefit for participating.

### 4.2 Key recommendations for the British Council

- More information about the market and popular courses
- More information about potential negativity for attending the event in the north before the day
- Carry on organising it

#### **Action taken by the British Council**

With regards to market information, we are working closer with Turkish Office of Education (TOE) in order to obtain more detailed and up to date information on market trends for the north.

Education UK Exhibition to the north will be part of our exhibitions agenda will be established as an annual event in November in line with the exhibition to the south.

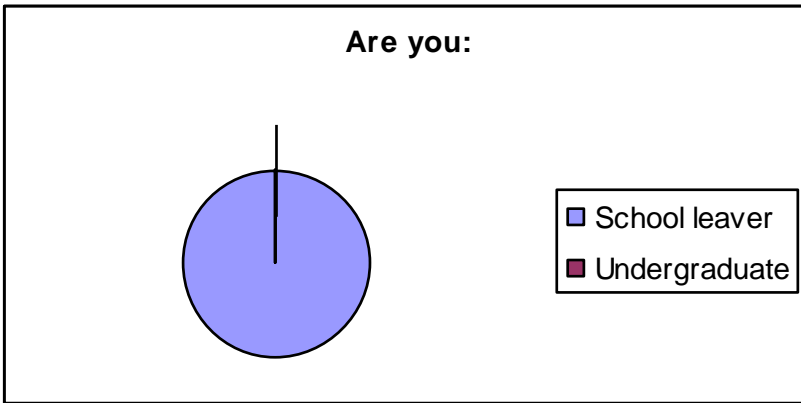
## Appendix 1: List of participating institutions

Name of Institution	
1	Aston University
2	University of Bradford
3	Canterbury Christ Church University
4	City University*
5	Coventry University
6	University of Derby
7	University of Glamorgan
8	University of Glasgow
9	University of Greenwich
10	University of Hertfordshire
11	The University of Hull
12	Kaplan Business and Law School
13	University of Kent
14	Lancaster University*
15	University of Leeds
16	London South Bank University
17	Newcastle University*
18	University of Northampton
19	Plymouth University
20	University of Portsmouth
21	Queen Mary, University of London
22	The University of Reading
23	University of Salford
24	Sheffield Hallam University
25	University of Southampton
26	Southampton Solent University
27	University Campus Suffolk (UCS)
28	Swansea University*
29	University of the West of England, Bristol
30	University of Westminster
31	University of Wolverhampton
32	The University of York

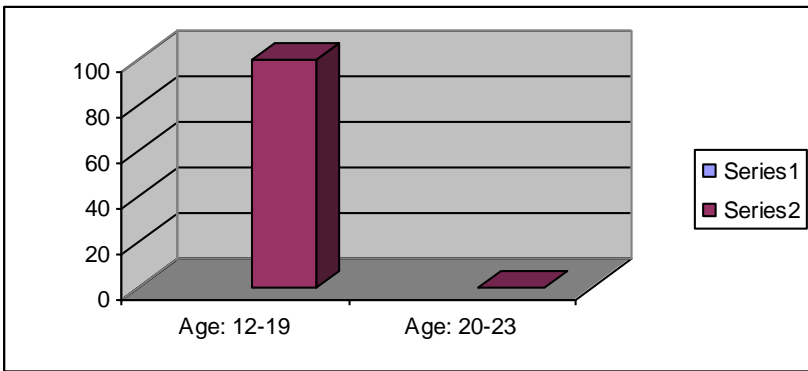
\* Participation cancelled



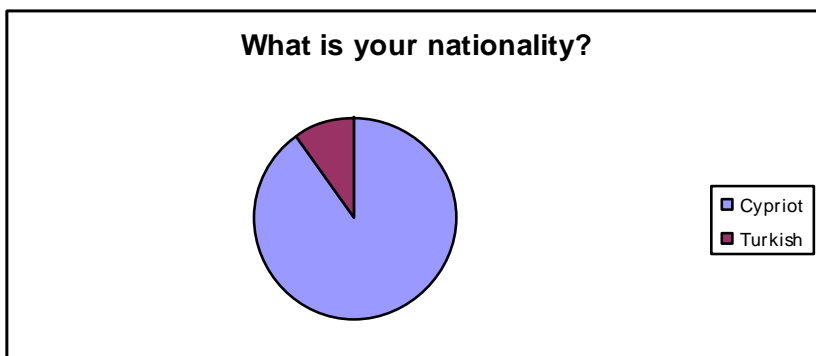
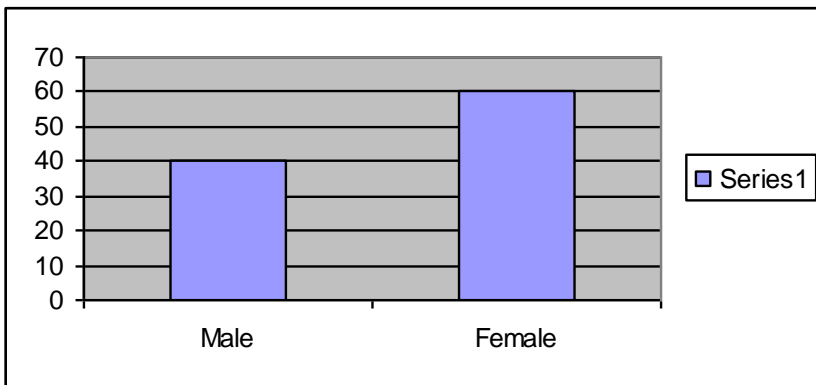
## Appendix 2: Visitors' survey results



### What age group are you?

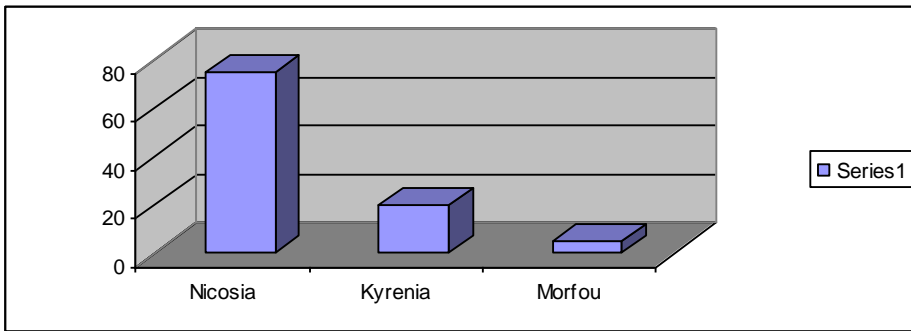


### What is your gender?

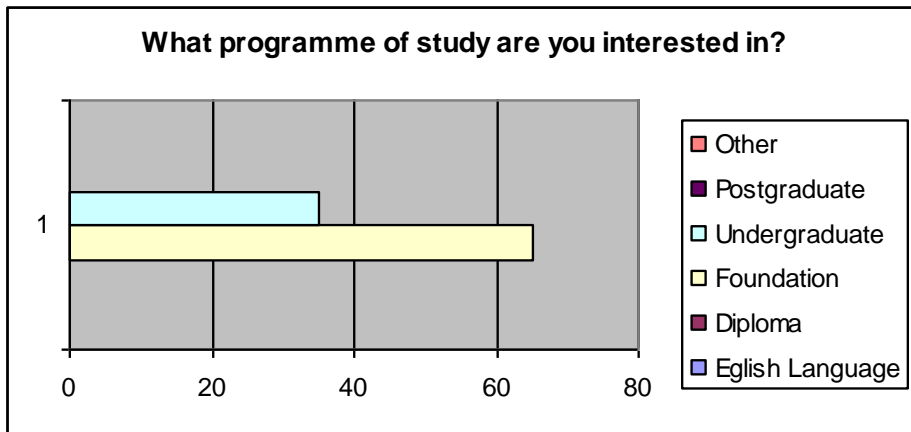




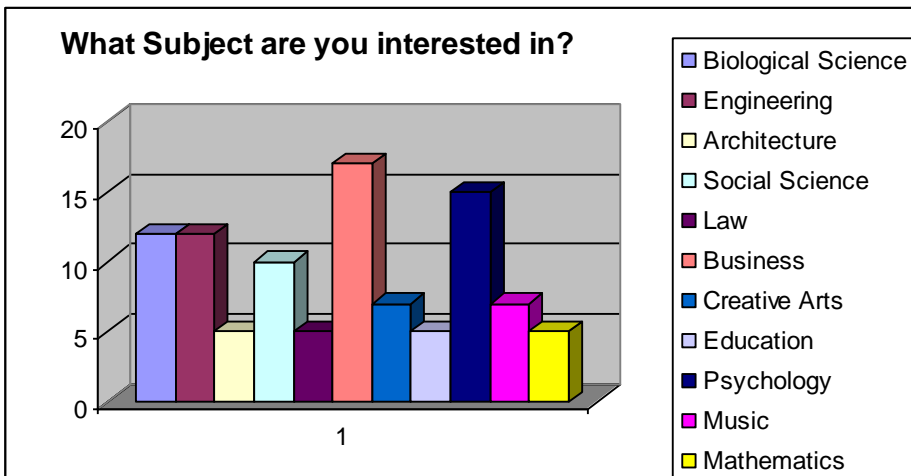
### Where do you come from?



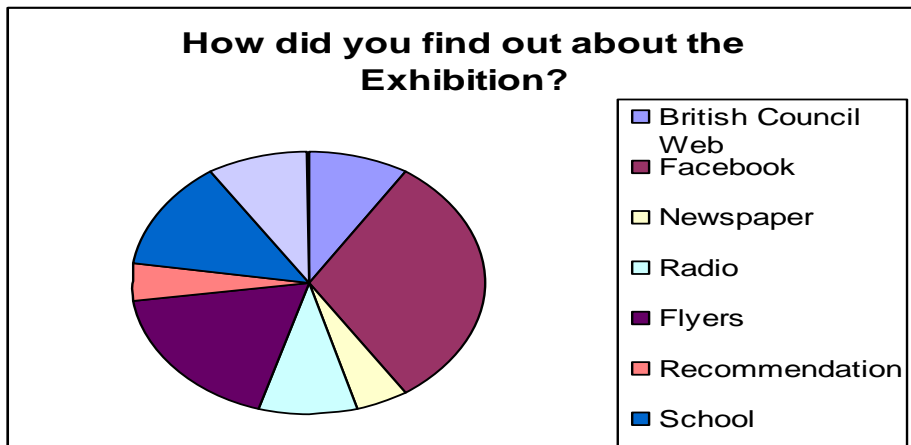
### What programme of study are you interested in?



### What Subject are you interested in?



### How did you find out about the Exhibition?

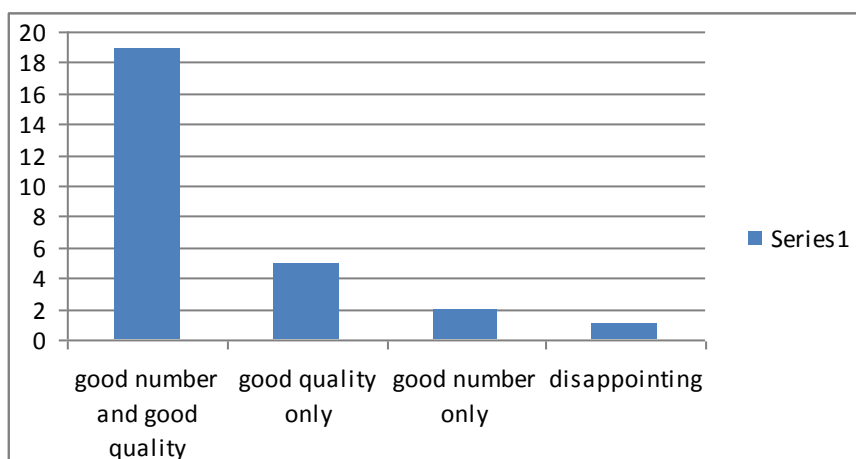


## Appendix 3: Exhibitors' survey results

### Who are the visitors you wanted to see at the Exhibition?

Year 11 + 12, also postgraduate prospective applicants  
Potential students UG and PG  
PG applicants  
School and university students and career counsellors  
UG students looking for year 0 and year 1 entry  
Prospective students  
A level + IB students

### What is your assessment of the visitors?



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

More space around each exhibitor - too crowded  
A room evenly spread where everyone can be seen  
Everything was good  
More information about potential negativity for attending the event in the north before the day  
More information about the market and popular courses  
Repeat it but not during student exams week  
Carry on organising it  
Market the event to more postgraduate students  
Same venue!!!  
We would like to attend it again - it exceeded my expectations in terms of numbers  
Maybe shorter hours  
Information on how some qualifications equate to GCSE  
Keep it going maybe, finish earlier?  
Do it again



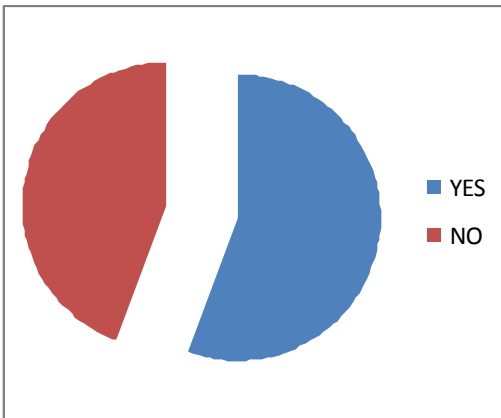
**What learning points have you picked up for your institution?**

- Better understanding of Lise Diplomasi
- Good PG demand
- The university has got to have clear understanding of Turkish qualifications
- Useful staff in GDP and Population
- Keen interest in foundation programmes

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

- Large interest in the north by UK HE
- Good number of students and they seem focussed
- More students are taking A levels than in the past
- School in Kyrenia now offering IB
- More students than expected were interested in social and life science

**Have you developed links or built on existing feeder or agent relationships by coming?**

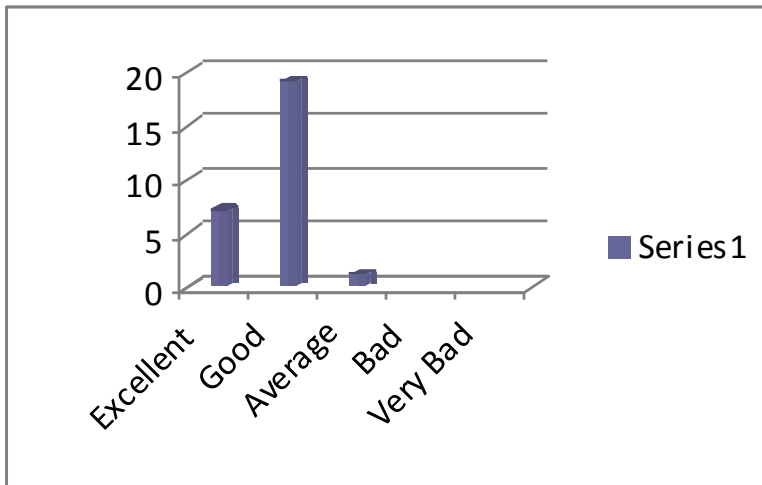


**Please rate the following with one being very bad and 5 being excellent**

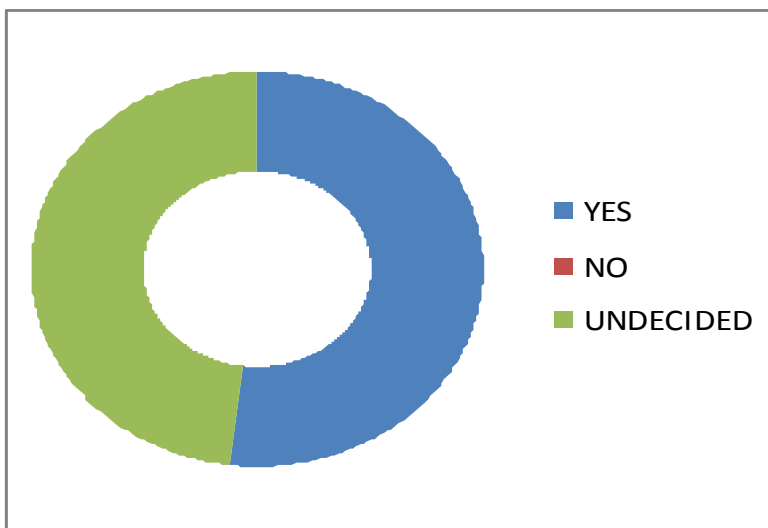
Level of British Council support before the exhibition	70% excellent 20% very good 10% good
Level of British Council support during the exhibition	90% excellent 10% very good
Quality of the venue	80% excellent 15% very good 5% good
Quality of the accommodation	95% excellent 5% very good
Length of the exhibition	90% excellent 10% very good
Value for money	70% excellent 10% very good 10% good 10% average



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



**Would you be attending this event this time next year?**

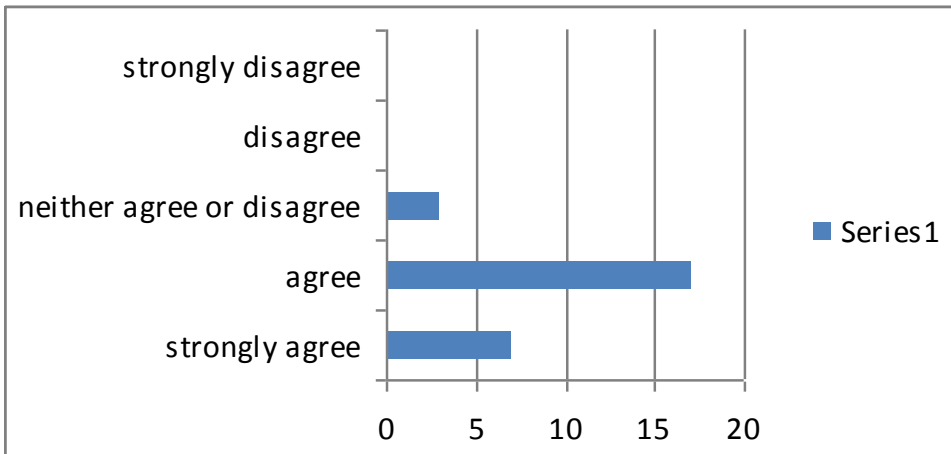


**This event met my expectations**

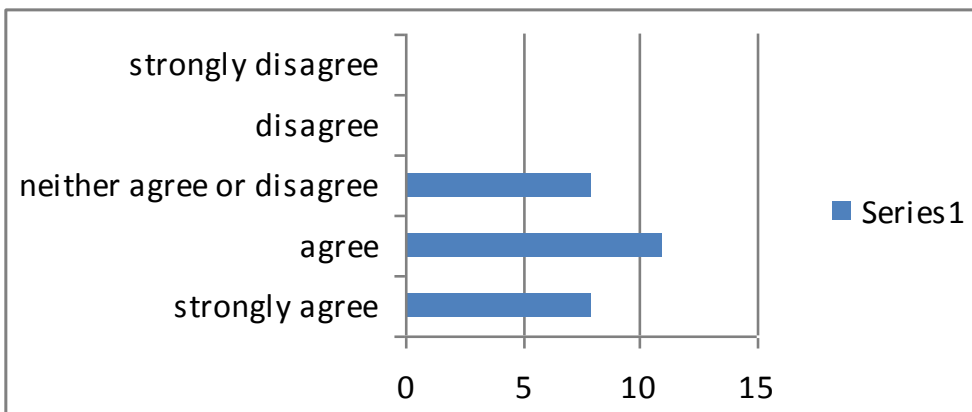




### Overall this was a high quality event



### The British Council is among the leading organisations in its field



### Additional Comments

- Very busy event :)
- More information on education system
- It was useful having the exhibition organised in both south and north Nicosia
- Some communication from BC prior to the event given the political sensitivities about holding the event.



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

### November 2012 Education Exhibitions theme

The primary image selected for these exhibitions was the DJ design with the headline 'Get into the right groove' in order to associate UK Education with UK Music. (examples [Appendix 1.1](#))

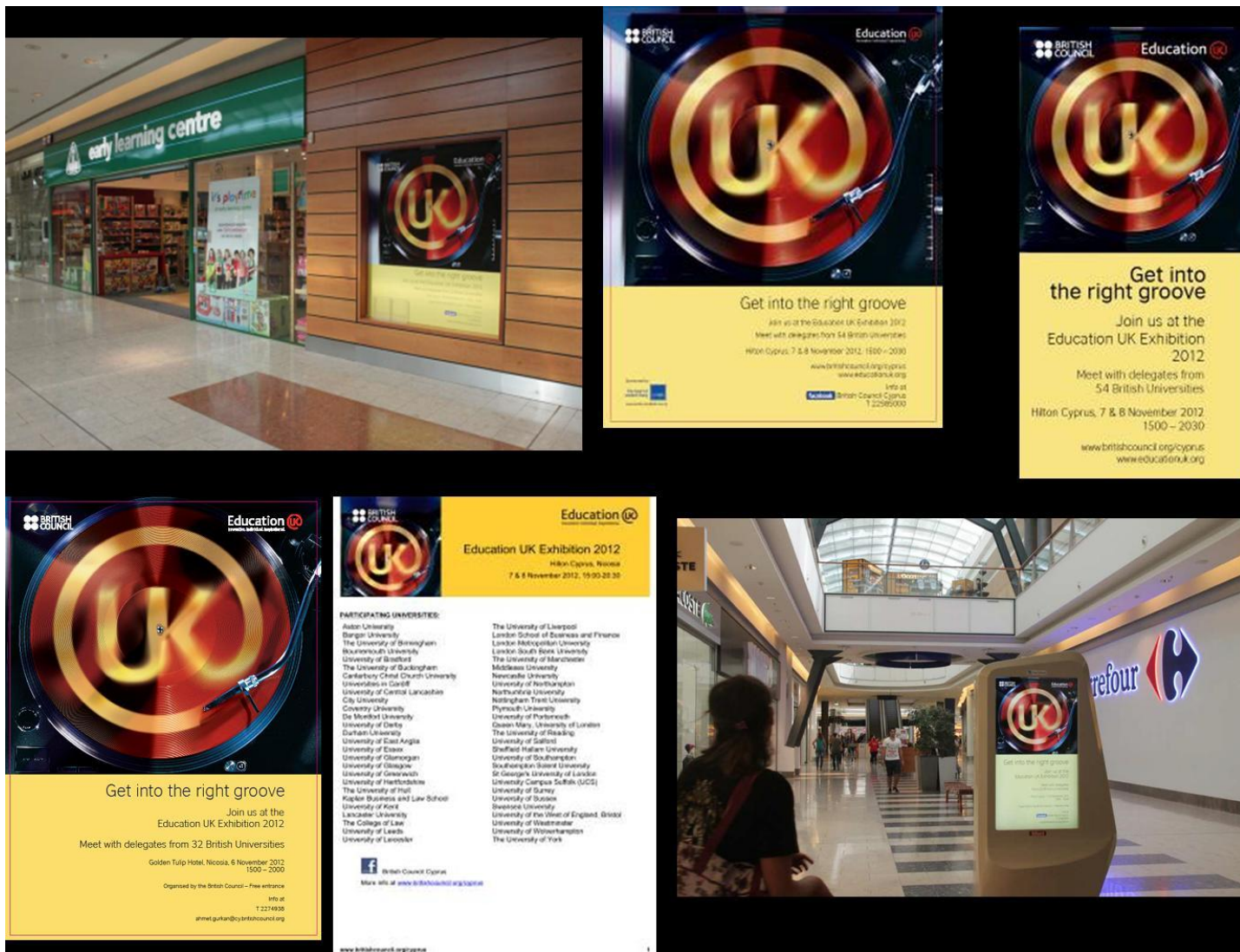
A combination of promotion tools to support this theme was used:

- **A Facebook competition** with the most popular radio station in Cyprus, MixFm, (and number one on Facebook likes too) was run, asking entrants to tell us who is their most popular British singer or group. Radio spots from Mix FM were advertising the competition with a jingle on UK Education. The entrants were asked to like our British Council Cyprus Facebook page resulting to having more people seeing our posts promoting the exhibition, education and exams services. The competition started on 22 October and ended on 25 November and the lucky winner came to our office to receive the prize (Samsung Galaxy S3 tablet). By the time the Facebook competition ended our 'Likes' were increased by 100% (from 870 to 1650). ([Appendix 2.2](#))
- We also run a **radio unity** with the same radio station called **British Mix** from 29 October to 30 November: a 3-minute presentation of songs from favourite British artists and reference of British Council as a sponsor at the beginning and end of this unity.
- Held a **Live link** with the same radio station at the **south** exhibition on 7 November from 4-7 pm. *During this time colleagues from all teams gave radio interviews for the promotion of the exhibition, studies in the UK, exams and other projects and services of British Council Cyprus.* Extra radio spots were broadcasted to announce the live link at the south exhibition.
- In addition the exhibition was promoted by other popular radio stations, press and magazine adverts, on-line banners, TV adverts and banners on Malls. In [Appendix 3.3](#) an analysis is provided with all media used and number of audience reached (where available).
- Press releases and articles (free publicity): press releases and articles were sent to all newspapers in both south and north Cyprus. An analysis is provided in [Appendix 3.3](#).
- Radio and TV interviews: an analysis can be found in [Appendix 4.4](#)
- On-line & Digital:
  - E-newsletter emailed to 1,150 subscribers with details of the event
  - British Council Facebook Page: 875 people opened the link that listed the participating universities and details of the event
  - British Council Website
- Printed materials:
  - Flyers: 6,000 for south and 1,000 for north. These were sent to all public and private secondary schools, public and private universities and university agents all over Cyprus.
  - 1,000 Floor-plans for exhibition visitors



## Appendix 1.1

A footage of the design work and its application on flyers, e-banners and adverts.





## Appendix 2.2

Facebook competition banner publicised on British Council Cyprus and MixFm Radio station pages.

**BRITISH COUNCIL**

**Education UK**  
Innovative. Individual. Inspirational.

# GET INTO THE RIGHT GROOVE

**SAMSUNG**

Like Mix FM's facebook fanpage and the British Council Cyprus facebook fanpage, tell us who your favourite British singer or group is through the competition app on Mix FM's facebook page and enter the competition for a **SAMSUNG GALAXY TAB 2**

[www.facebook.com/mixfmcyprus](http://www.facebook.com/mixfmcyprus)  
[www.facebook.com/BritishCouncilCyprus](http://www.facebook.com/BritishCouncilCyprus)

**mix**  
fm 102.3 | 90.8

## Appendix 3.3

### EDUCATION UK NOVEMBER 2012 EXHIBITION (7+8 Nov-Hilton)

MEDIA	Dates	Size/spots/pixels	Press releases/articles	Audience Reached
<b>PRESS - Readership</b>				
City	02-Nov	full page-color	press release	83,000
Simerini	3, 4, 7 Nov	3x7 b&w	press release + 1 full page article	45,000
Fileleftheros	2,4,5,7 Nov	4x5 b&w	press release	75,000
Politis	3,4,6,7 Nov	4x5 b&w	press release	60,000
Cyprus Weekly	02-Nov	6x3.5 col	press release	30,000
Cyprus Mail	21,28,31 Oct, 4,7 Nov	4x5 b&w + col	press release	21,000
Kathimerini	02-Nov	4x10 b&w	press release	30,000
<b>RADIO - Audience</b>				
Super FM	29/10-8/11	66		
Sphera	29/10-8/11	70		
Kiss	29/10-8/11	70		
Love	29/10-8/11	75		
Radio Proto	29/10-8/11	50		96,600
Capital	30/10-8/11	60		
Radio Sport FM	30/10-8/11	40		98,000
Dromos	30/10-8/11	40		
Mix FM	29/10-8/11	60		57,300
<b>ON-LINE BANNERS</b>				
Sigmalive News	26/10-8/11	728x90	press release	3.552,998 impressions
Kathimerini online	22/10-8/11	300x50	press release	
Kathimerini e-newsletter	22/10-8/11	728x90	press release	
Philenews	22/10-8/11	622x90	press release	4.437,513 impressions
Cyprus Mail	22/10-8/11	120x60	press release	
Sigmalive newsletter	01/07/2011	120x40	press release	
Deejay online	24/10-8/11	728x90	press release	
Mad online	24/10-8/11	728x90	press release	
<b>TV SPOTS</b>				
<b>MAD TV</b>	24/10-8/11	30'		
<b>SIGMA TV</b>	24/10-8/11	30'		

<b>LIVE LINK with MixFM</b>	07/11			
<b>BRITISH MIX</b>	29/10-30/11			
<b>Facebook competition</b>	22/10-25/11			
<b>Nicosia Mall</b>	8/10-8/11			
<b>My Mall Limassol</b>	8/10-8/11			

**EDUCATION UK NOVEMBER 2012 EXHIBITION (6 November, Golden Tulip Hotel, Nicosia north)**

<b>MEDIA</b>	<b>Dates</b>	<b>Press releases/articles</b>
<b>PRESS</b>		
Kibris	31/10, 2 + 4/11	Press release
Havadis	30/10, 1 + 4/11	Press release & article
Yeni Duzen (weekly)	14, 21, 28/10 + 4/11	Press release
<b>RADIO</b>		
Dance FM	24/10-6/11	
SIM FM	24/10-6/11	
Bayrak FM	24/10-6/11	
<b>ON-LINE BANNERS</b>		
haberkibris	10/10-10/11	press release



## Appendix 4.4

<b>RADIO INTERVIEWS</b>				
<b>Station</b>	<b>Radio Producer</b>	<b>Day</b>	<b>Time</b>	
Radio Proto	Yianna Loizidou	Thu 1 Nov	16:30	Nicosia south
CyBC Trito Programma	Rosie Charalambous	Friday 2 Nov	18:30	Nicosia south
Super Sport FM	Katerina Eliade	Mon 5 Nov	08:20	Nicosia south
Mix Fm	Andy & Emily	Mon 5 Nov	09:00	Nicosia south
BRT		02-Nov	11:00	Nicosia north
<b>TV INTERVIEW</b>				
SIM FM TV STATION		03-Nov	09:00	Nicosia north