



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

Post-event report for

Education UK

Study tour – Saudi Arabia

Medicine & Medical Allied Studies

16th -20th December 2017

(Jeddah, Riyadh & Dammam)

Introduction

*Thank you for your participation at study tour for Medicine & Medical Allied studies in **Saudi Arabia** in **Dec 2017** (Riyadh, Jeddah & Dammam).*

The purpose of this report is to provide you with a summary of the event, including visitor and exhibitor feedback as well as other useful information. We trust that this report will enable you to report return on investment and assist with future decision making.

The study tour hosted representatives from 3 UK institutions (Listed below), that positively engaged with Saudi universities, Ministry of Health, prospective students, providing the audience with information on “study Medicine & Medical Allied Studies in the UK.

*We held several meetings with senior people from the medical schools from different universities in Saudi and also from the Ministry of Health, and the mini-fair attracted over **200 visitors** in both cities (Jeddah & Riyadh).*

At British Council we highly appreciate your support, and hope that we can continue to provide valuable marketing services in terms of this study tour and also our range of other targeted activities during the year.

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Highlights

Fair:

Venue 1	British Council office – Jeddah
Date	16 December 2017
Time	1600 – 1900

Venue 2	British Council office – Riyadh
Date	18 December 2017
Time	1600 – 1900

Meetings:

Jeddah	<ul style="list-style-type: none"> - KAU (King Abdulaziz University) - Ibn Sina College
Riyadh	<ul style="list-style-type: none"> - KSU (King Saud University) - Al Faisal University
Eastern Province	<ul style="list-style-type: none"> - Ministry of Health - Prince Mohammed Bin Fahad University

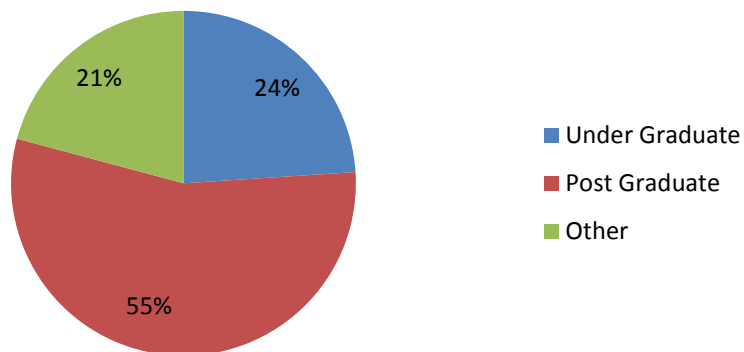
**Attendance
Over 200 in both cities**

Visitors' profile

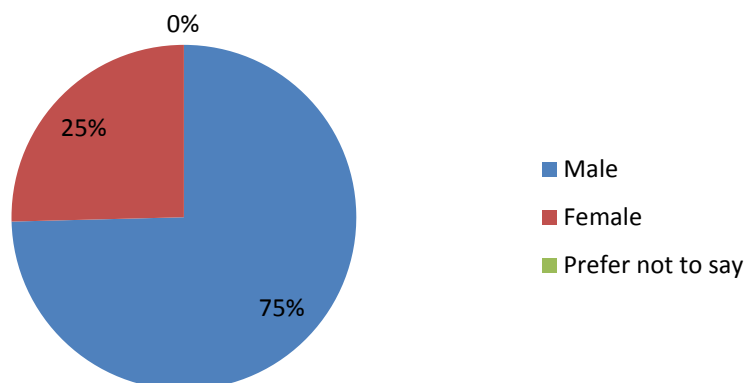
24% of visitors are looking for Undergraduate Higher Education

55% of the visitors preferred MBA's / MSC's/ PHD's etc.

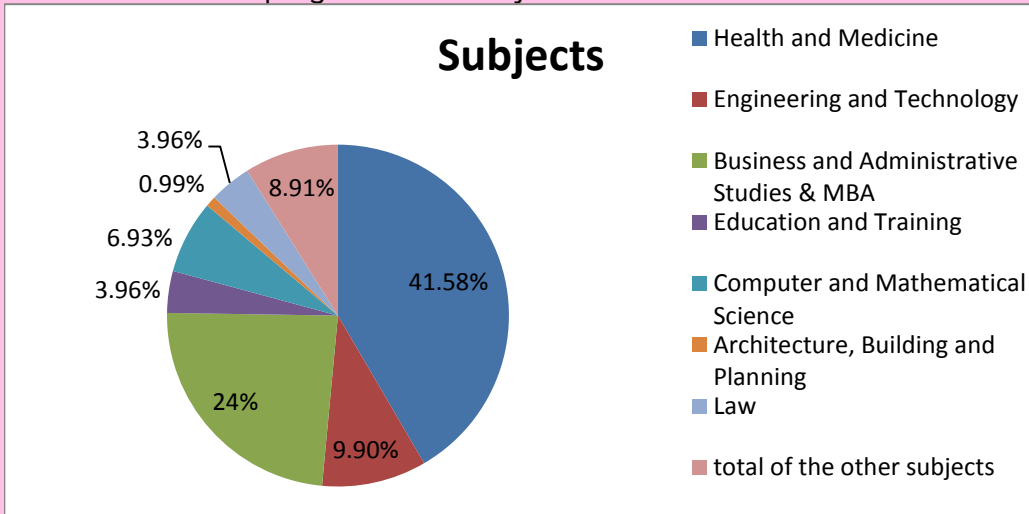
Level of study



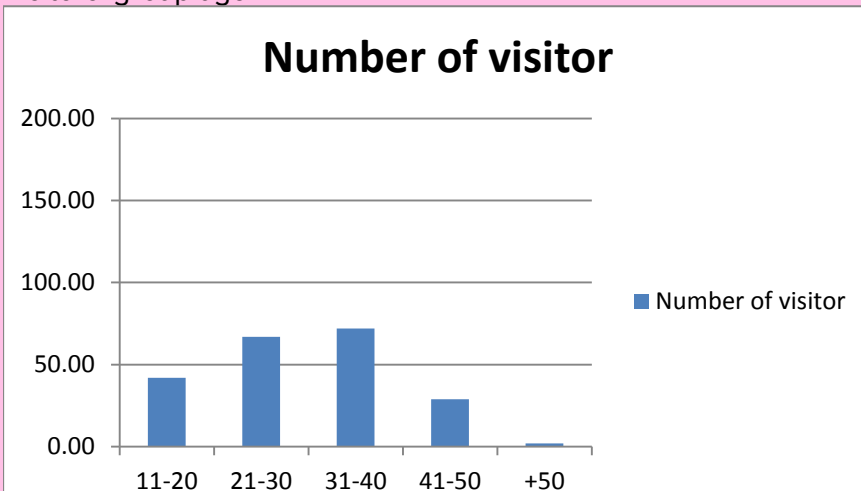
Gender



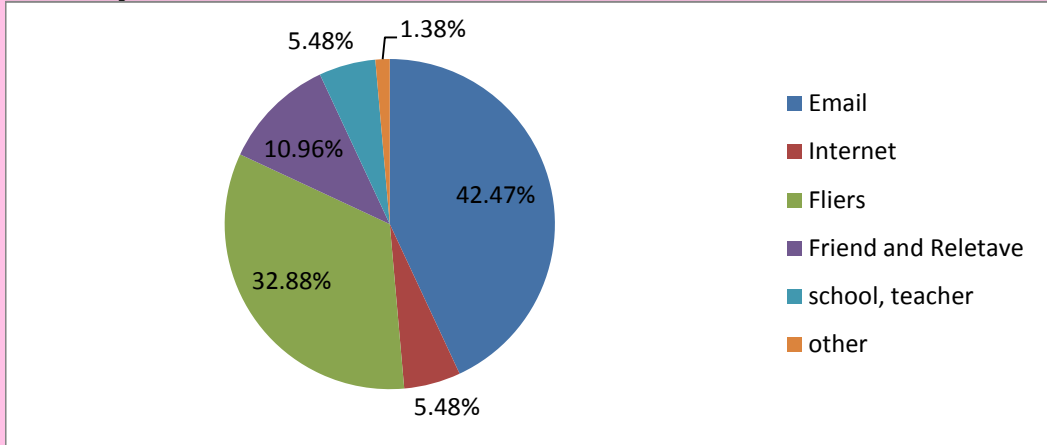
What programme of study are visitors interested in?



Visitors' group age



How did you find out about the exhibition?



Marketing

A total of £4 K was spent on Marketing for this event

Our marketing reached an estimated audience of over 40 K over emails and we reach over 3.5 Millions of impressions via FB & Snapchat campaign

	Ad Set Name	Results	Impressions
<input checked="" type="checkbox"/>	Riyadh, Jeddah CPC	7,644 Link Clicks	277,463
<input checked="" type="checkbox"/>	Riyadh, Jeddah CPM	11,168 Link Clicks	2,524,322
<input type="checkbox"/>	Jeddah, Riyadh - 18+	100 Link Clicks	235,165

IMPRESS...	SWIPE UPS	VIDEO VIEWS	25% QUARTILE	50% QUARTILE	75% QUARTILE	COMPLETIONS
203.8K	2.7K	18.5K	13.1K	5.7K	3.6K	2.4K
203.8K TOTAL	2.7K TOTAL	18.5K TOTAL	13.1K TOTAL	5.7K TOTAL	3.6K TOTAL	2.4K TOTAL

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British Council
 Mini fair, December, Jeddah Medicine and Medical Allied Studies
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Visitor's Feedback

We have asked the visitors to complete an online survey before leaving the mini fair. The questions were designed to gather quantitative statistics as well as qualitative remarks on reactions to our mini fairs and the decision making process – See Annex for more.

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	N/A
This fair was well organized	7.25%	5.80%	8.70%	49.28%	27.54%	1.45%
Universities 'representatives were helpful and knowledgeable	8.96%	4.48%	7.46%	37.31%	40.30%	1.49%
The time of this event was convenient for me	9.86%	5.63%	7.04%	40.85%	35.21%	1.41%
The date of this event was convenient for me	8.45%	7.04%	9.86%	46.48%	26.76%	1.41%
It was easy to reach to the fair location	11.27%	1.41%	8.45%	47.89%	29.58%	1.41%
This event/activity met my expectations	7.04%	8.45%	19.72%	42.25%	18.31%	4.23%
Overall, this was a high quality event.	8.45%	8.45%	12.68%	43.66%	25.35%	1.41%
I have acquired new knowledge and/or skills from taking part in this event/activity.	9.86%	1.41%	14.08%	40.85%	30.99%	2.82%

Do you have any suggestions as to how we could improve similar events/activities in the future?

(Here are some suggestions from the visitors)

- Increase the time period of the event
- Send the event's information via SMS
- Add more universities

Exhibitor's Feedback

At this Study tour there were 3 universities from UK HEIs

Some positive quotes from Universities:

- Overall everything was very helpful and we hope to be able to undertake some real collaboration with Saudi institutions as a result of your introductions and meetings.
- Many thanks for looking after us so well during our recent visit to Saudi Arabia. We had a wonderful time in the Kingdom, thanks to the excellent organisation by the British Council.

Future step

Appendix

List of universities

:

1	The University Of Manchester
2	University Of Bristol
3	University Of East Anglia

End of Report