



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

Post-event report for

Education UK Bahrain

**Date of event 2-3 November 2016
Sheraton Hotel - Manama**

Introduction

Thank you for your participation at the Education UK exhibition in **Bahrain** in **November 2016** at the **Sheraton Hotel in Manama**

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 event, targeted the **High schools market**, hosted representatives from **26 UK institutions** (Listed below in Appendix 1), that positively engaged with **prospective students, visitors and partners**, providing the audience with information on “**educational opportunities/subject choices**” etc.

The event attracted over **1610 visitors** thanks in part to the **media interest and marketing campaign**.

At British Council we highly appreciate your support, and hope that we can continue to provide valuable marketing services in terms of both our exhibitions and also our range of other targeted activities during the year. We hope to see you again at our next exhibition.

Regards,

Mahmood Mirza | Projects Coordinator, Bahrain

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Highlights

This exhibition was held at the following venue/time/date...

Venue(s)	Sheraton Hotel - Manama
Opening hours	09:00-13.00 & 17.00 – 21.00
Stand costs	1,560 GBP

There was a 101% increase in visitors from last year's exhibition...

Attendance	Manama	
	2014	2015
November	800	1610

Media reporting of the event said :

- <http://www.alwasatnews.com/news/1173053.html>
- <http://www.alwasatnews.com/news/1174920.html>
- http://epaper.newsofbahrain.com/PUBLICATIONS/DAILYTRIBUNE/DT/2016/11/01/PagePrint/01_11_2016_017_69da845bd01f1c72e69e1b5b916cf867.pdf
- <http://www.gulfeyes.net/bahrain/823293.html>
- http://epaper.newsofbahrain.com/PUBLICATIONS/DAILYTRIBUNE/DT/2016/11/02/PagePrint/02_11_2016_013_531cf536e4a17a23aea72fc3e6213767.pdf
- <http://www.alwasatnews.com/news/1175874.html>

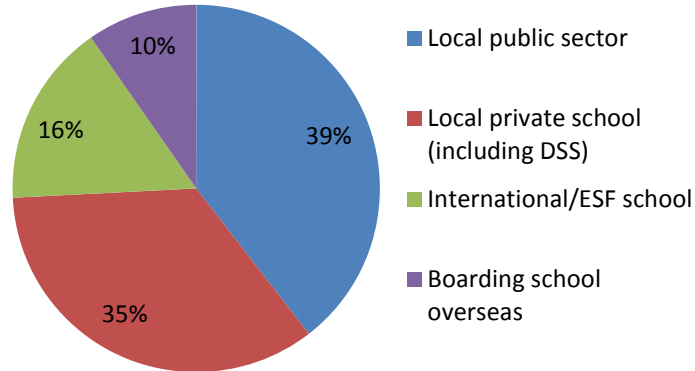
Visitors' profile

40.59% of visitors are looking for Undergraduate Higher Education

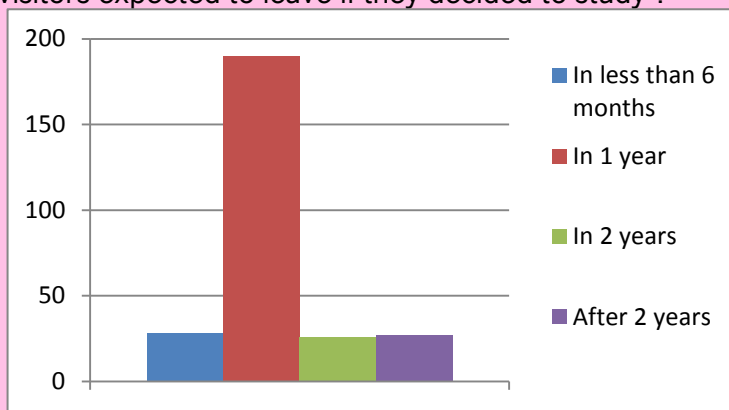
21% of the visitors preferred MBA's / MSC's/ PHD's etc.

Of the total visitor numbers **58.67% were male, 40.96% were female.**

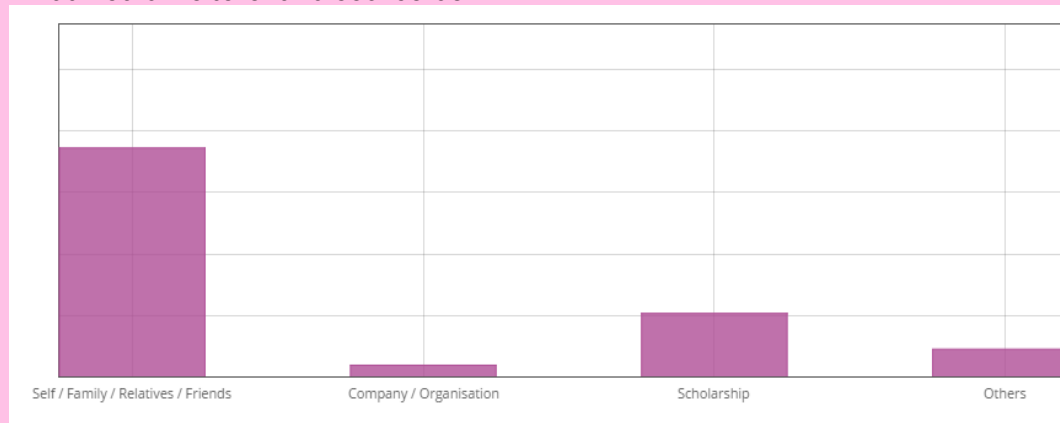
What type of school do/does the visitors/ visitors' child attend?



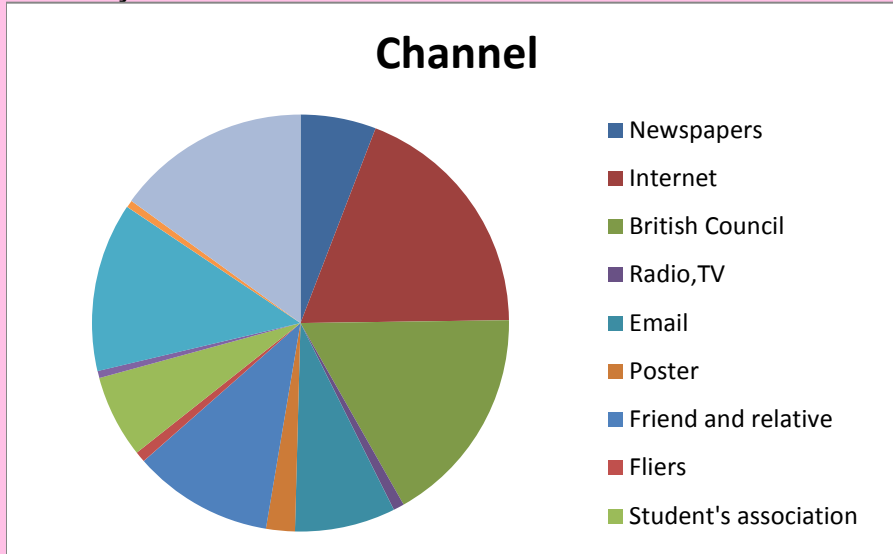
When would visitors expected to leave if they decided to study ?



What would visitors fund source be ?



How did you find out about the exhibition?



Marketing

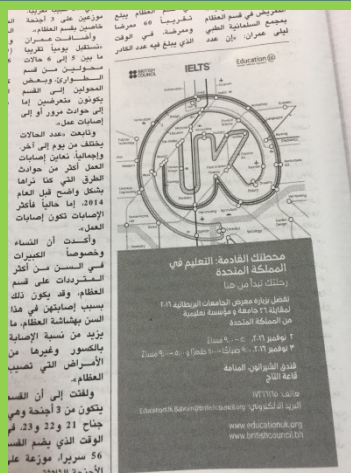
A total of £14900 was spent on Marketing for this exhibition

Our marketing reached an estimated audience of 54,600 people

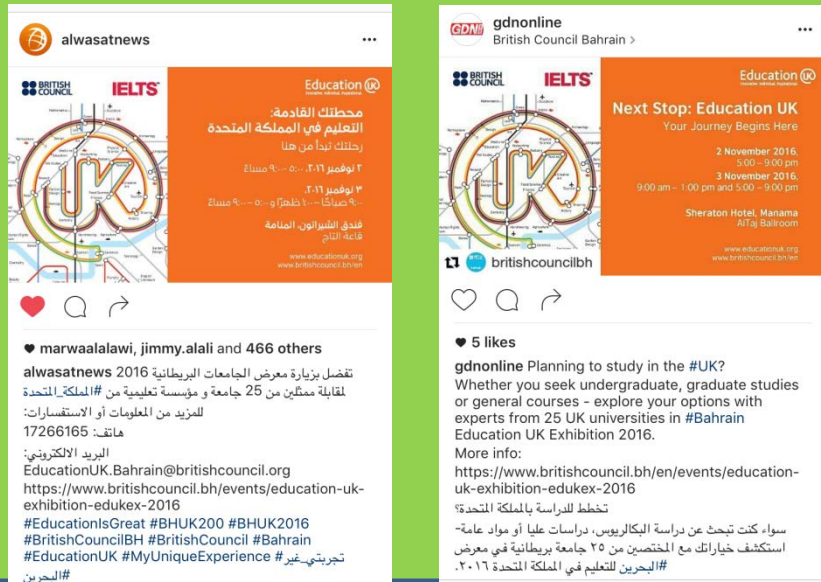
Our Corporate partners , Batelco helped reaching 128,000 people

Examples of the marketing Include ...

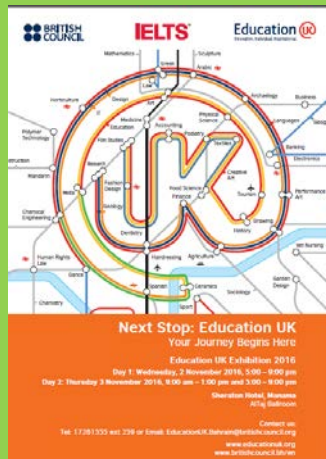
Print:



Online:



In Schools:



Visitor's Feedback

A printed survey was distributed during the exhibition to more than 350 visitors. The questions were designed to gather quantitative statistics as well as qualitative remarks on reactions to our exhibition and the decision making process – See Annex for more.

When the visitors were asked “what would be Subject Area you would be interested to study “Most of them said Engineering, Law, Business or Medicine”

When the visitors were asked “Did the event meet your expectations” 135 strongly agreed, 178 agreed and 20 disagreed

When the visitors were asked “Did the event provide you with essential information and advice on studying in the UK” 204 strongly agreed, 130 agreed and 20 disagreed

When the visitors were asked “Overall, this was a high quality event”, 176 strongly agreed, 181 agreed and 17 disagreed

Exhibitor's Feedback

When exhibitors were asked “Will you be attending a similar exhibition next year?” 93.75% said yes & 6.25% said Maybe

When exhibitors were asked “overall how satisfied were you with the information you received about the exhibition?” 50% said very satisfied and other 50% said Satisfied

Some positive quotes from exhibitors:

- Very good number of students and good market
- Good business contacts in the reception
- Morning session with schools is very beneficial
- Venue is in a very strategic location

Some negative quotes from exhibitors:

- Consider special dietary requirements
- 2 Sessions is enough rather than three
- Briefing is only relevant for people who are new to the market
- Would prefer the evening session to be 4-8 rather than 5-9

Future steps

There are several areas that both British Council and the UK institutions can work on to improve the overall arrangement and outcomes of the exhibition. The main findings and recommended next steps are outlined below:

British Council

- For next year's exhibition, we will evaluate the timing and number of days of the sessions
- We will consider options of foods served in the exhibitors' lounge
- British Council understands the importance of providing value-added services to the exhibitors, thus we are planning to invite more people to networking event with local agents, in order to provide a platform for UK institutions and agents to meet up, and identify possible collaboration opportunities.

UK Institutions

- It is suggested that institutions invite their alumni to attend future exhibitions and share tales of their life in UK with the visitors.
- Many visitors commented that scholarships opportunities were very low. We recommend institutions to look at ways of providing some sort of scholarship or discount and highlight these during future exhibitions.

The above points, though important, should not detract from what was a successful exhibition. Next year's exhibition (Currently Scheduled for November 2018) will build upon the lessons learned and prove even more popular. We hope to see you there!

Appendix 1

List of exhibitors (Alphabetical Order)

List of Exhibitors (Alphabetical Order):

1	Anglia Ruskin University
2	Bangor University
3	Brunel University London
4	Cardiff University
5	Coventry University
6	Glasgow Caledonian University
7	Institute of Chartered Accountants in England and Wales (ICAEW)
8	Leeds Beckett University
9	Liverpool John Moores University
10	Manchester Metropolitan University
11	NCUK
12	Newcastle University
13	Northumbria University
14	Richmond, The American International University in London
15	Staffordshire University
16	The University of Northampton
17	University of Brighton
18	University of Central Lancashire
19	University of Essex
20	University of Kent
21	University of Leeds
22	University of Lincoln
23	University of Portsmouth
24	University of the Arts London
25	University of the West of Scotland

End of Report