



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

Post-event report for

Education UK Exhibition - Kuwait

**Date of event (16- 17 March 2016)
(Al Baraka Ball Room - Farwaniya)**

Introduction

Thank you for your participation at the Education UK exhibition in **Kuwait** in **March/2016** at the **Venue** in **(Al Barakah ballroom, Farwaniya)**.

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, was targeted mainly at the **HE/FE**, hosted representatives from **36 UK institutions** (Listed below in section exhibitors feedback), that positively engaged with **prospective students/visitors/partners**, providing the audience with information on **educational opportunities in the subjects of their choice**.

The event attracted over **2,500+ visitors** thanks in part to the **marketing campaign**. Alongside the main exhibition, a series of **seminars** were also held, with topics covered including Visa assistance, Engineering in the UK etc.

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,

Imran Yousaf | Projects Manager, Kuwait

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Highlights

This was the first year when our exhibition was moved to the month of March for the first time and it proved to be a sound decision and a great success.

It was also the first time when we invited three very importance organisations to participate to our exhibition and these were; the Public Authority for Disabled, National Union of Kuwait Students (UK & Ireland) and National Bureau for Accreditation and Quality Assurance.

Public Authority for Disabled is responsible for sending special needs students abroad and in very much interested to know what UK universities has to offer to these students.

National Union of Kuwaiti Students is a very active students and Alumni organisation who look after students affairs and organises events in the UK.

National Bureau for Accreditation and Quality Assurance (NBAQ) is the organisation which is responsible for generating a list of approved courses according to a specific standard.

A market briefing was organized to present information about Education sector, current market trends & SIEM offerings in Kuwait. A successful entrepreneur was invited to talk about the economic situation of Kuwait currently and looking ahead what to expect.

A lunch forum panel discussion was part of the programme in which delegates from the Ministry of Higher Education, NBAQ, Head of Kuwait Cultural office, Entry Clearance Manager from UKVI. These delegates presented to the audience with a detailed Q& A session.

A networking dinner was organized to allow delegates from participating and school counsellors/principals to meet and network.

A series of IELTS & Visa requirements seminars were held throughout the exhibition, aimed at providing guidance on Education UK requirements.

Talks were also delivered by UK institutions on various aspect of education in the UK, e.g. UG Engineering, etc. An Alumni also delivered a talk on life in the UK to potential students.

Each visitor was handed a bag (branded with EDUKEX logo and GREAT image) upon registration, which contained the Student Guidebook, matrix, leaflet, and seminar schedule.

A Subject matrix was distributed to visitors to enable them to allocate featured subjects and universities.

A very delicate Visitor Registration System was utilised for registering visitors prior to enter the exhibition. This was also opened almost a month before the exhibition for registering prior to attending the exhibition.

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

Venue(s)	Crowne Plaza Hotel, Farwaniya – 16 – 17 Month 2016
Opening hours	Wednesday 16 March: 17:00-21:00 Thursday 17 March : 08.30 – 12.30 & 1700 – 21:00
Stand costs	£1,875.00 + VAT

There was over 4% increase in visitors from previous exhibition...

Attendance	CITY	
	2014	2016
Wednesday 8 – 9 November	2400	
Wednesday 16 – 17 March		2500

A number of successful seminars were held, covering such topics as...

- Student Visas eligibility and process
- Engineering in the UK
- Allied Health Courses in the UK

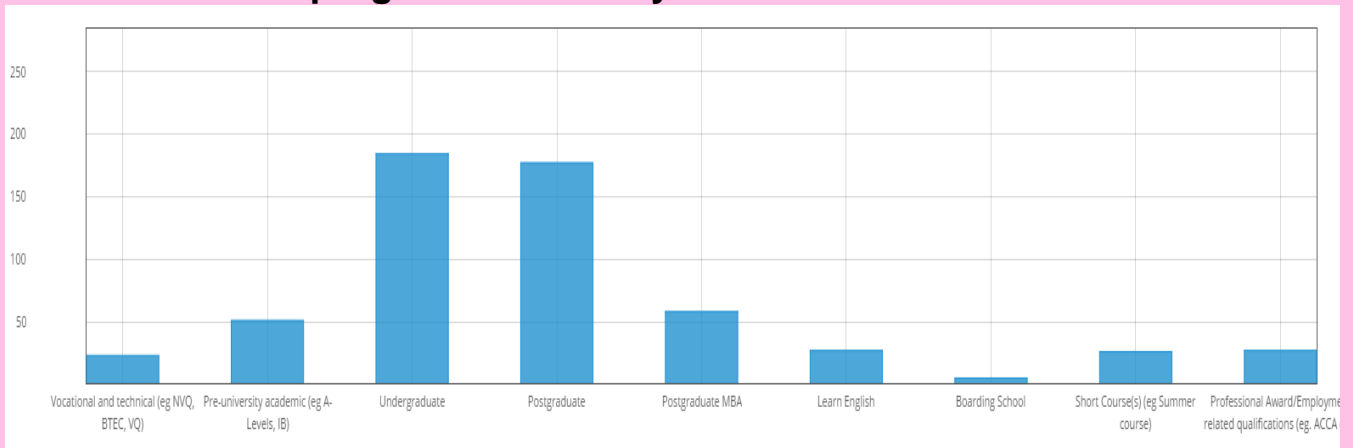
Visitors' profile

63% of visitors are looking for Undergraduate & Postgraduate Education

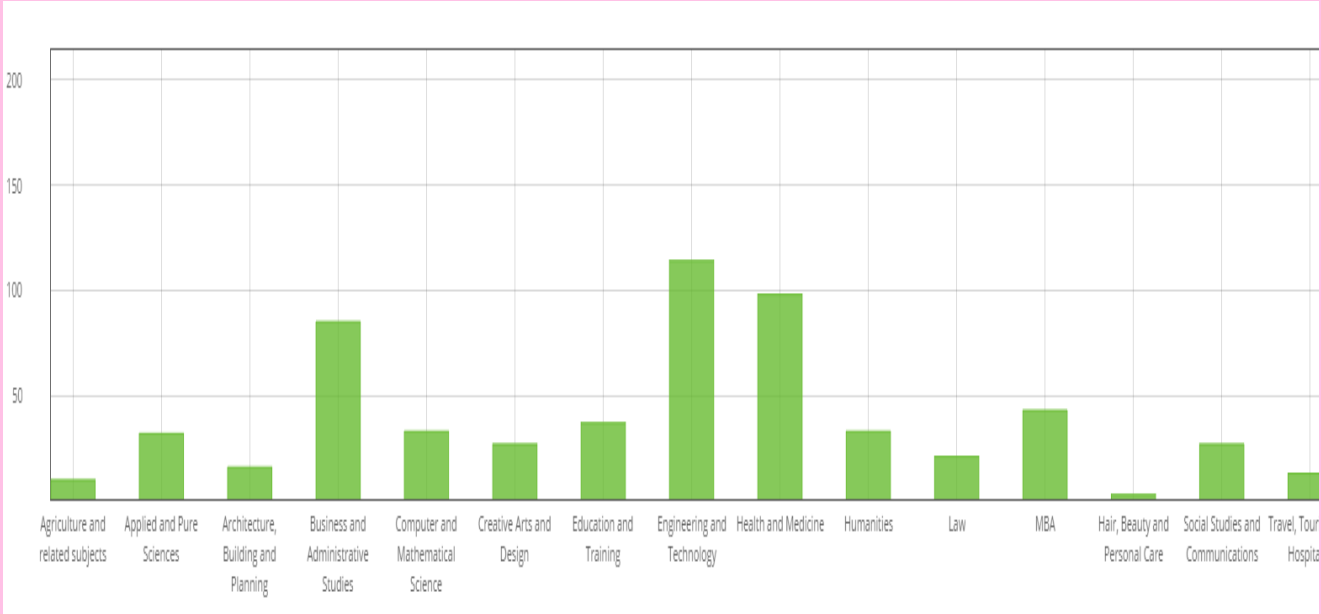
11% of visitors are looking for Postgraduate MBA
13% of visitors are looking for English Courses

Of the total visitor numbers 58% were male, 42% were female.

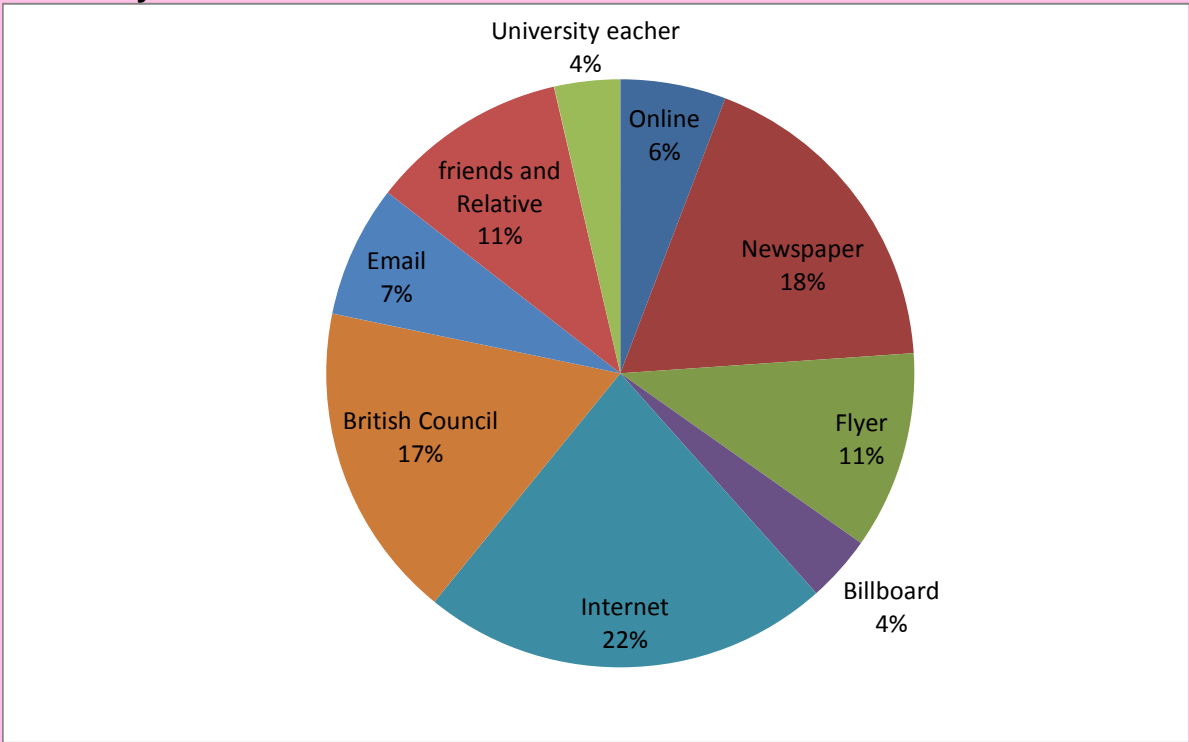
What programme of study are visitors interested in?



What is the preferred subject area?



How did you find out about the exhibition?



A total of £27,000 was spent on Marketing for this exhibition

Our marketing reached an estimated audience of 1.5 Million people

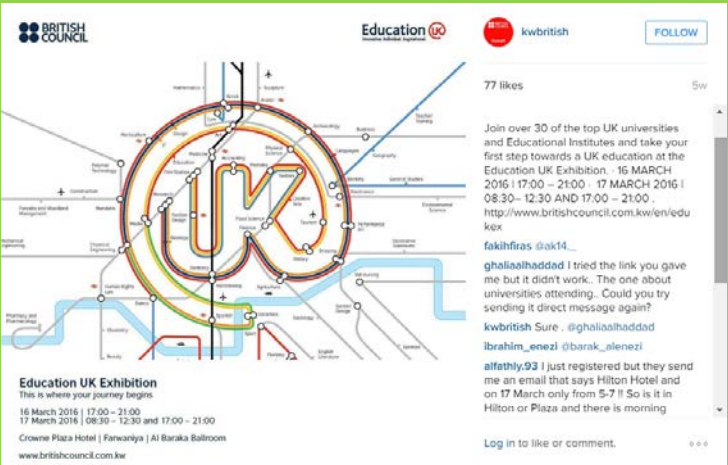
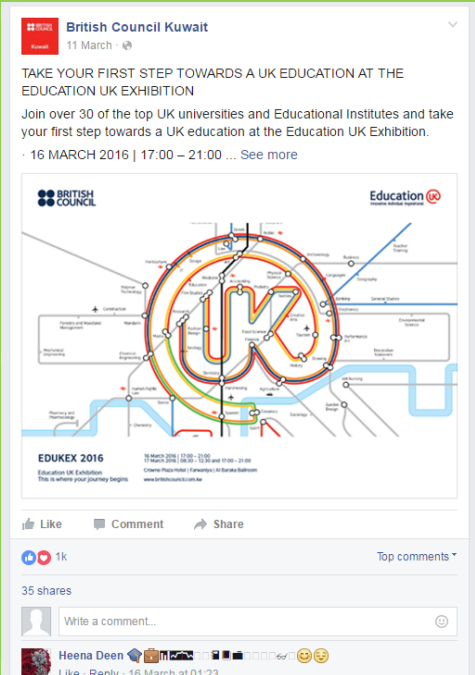
Our government partners (eg: NBAQ, KCO, NUKS) helped attract a further 200,000

Print:

The collage consists of several elements:

- Top Left:** A newspaper clipping from 'Al-Kuwait' with the headline '1000 طلاب حاربوا التنصّف... ركضاً' (1000 students fought against bullying... by running). The article describes a charity run event organized by the Ministry of Education.
- Top Right:** A photograph of a group of children running in a race, wearing yellow and green athletic gear.
- Middle Left:** A newspaper clipping with the headline 'الوزير العام: نتج سعر تذكرة الفرد إلى فيلكا من 3 إلى 5 دقائق' (The Minister: Individual ticket price to Filka from 3 to 5 minutes).
- Middle Right:** A newspaper clipping with the headline 'نواب يعلّون وزير الداخلية بإمارة إبراهيم في العمل على قضايا المرأة' (Deputies announce Minister of Interior Ibrahim's work on women's issues).
- Bottom Left:** A newspaper clipping with the headline '10 دوائر لانتخابات البلدية، وفق الصوت' (10 districts for municipal elections, according to the vote).
- Bottom Right:** A large red advertisement for 'Education UK' with the headline 'تكلّم أكثر ما تبني مع كل باقات شامل!' (Speak more, build more with every package included!). The ad includes the Education UK logo and the text 'لا تحد من مكالماتك ورسائلك بعد اليوم مع شامل. يمكنك الاستمتاع' (Don't limit your calls and messages anymore with Shamil. You can enjoy).

Online: FB



Instagram



Google

Outdoor



Rollups and Flyers

Newspapers

Visitor's Feedback

A printed survey was distributed during the exhibition to the 500 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 “was this a high quality event?” 90% agreed.

When the visitors were asked “Will you be applying to a UK institution following the exhibition” 80% said yes.

When the visitors were asked “Did you receive all the Information required to make an informed choice” 85% said yes.

How do you rate the support of the BC, 88% indicated excellent support by the British Council

Many of the visitors felt the Seminar were very useful to them. The topic included;

- Academic life in UK schools
- Visa applications and Tuition Fees Information
- Engineering in the UK
- Opportunities with in Health related courses in the UK
- Alumni talk

Some examples of quotes from Visitors following the exhibition:

- That was a great exhibition, well done!
- Need a bigger space, queues were too long, but the information was helpful
- A great opportunity to meet with so many universities
- Will require a larger area to accommodate more people
- More universities should attend, especially with Business majors
- I don't have anything to suggest, everything was amazing
- The exhibition should be conducted twice a year with more universities
- List of universities on the advertising posters suggested
- Need to find a solution to improve the queues at the booths
- More scholarships should be offered

Key Recommendations for the British Council include:

- Invite more Institutions to attract larger audience
- More stand assistants and language assistants
- Arabic speakers should assist stands

Exhibitor's Feedback

At the exhibition there were **36 unique exhibitors** from UK HEIs

Exhibitor Attendance	Kuwait	
	2014	2016
8-9 November	36	
16-17 March		36

Some positive quotes from exhibitors:

- The fair was well planned, the market briefing with a detail insight into the local economic situation was a great addition to the briefings
- A very worthwhile event that was efficiently planned
- Good number of visitors who asked good quality questions
- The decision to conduct the exhibition in March was really bold and it has paid off
- Market Briefing this was really useful and it was a good exhibition, so well done to you and the team in Kuwait
- The event was very good and well organized. Thank you and your team for all the hard work
- Although, the Gulf economies have bigger concerns at the moment, and fluctuations Ministry lists will always thwart us, the turnout for the exhibition was still excellent, once again superb, thank you!

Some negative quotes from exhibitors:

- The venue was not big enough
- Hours too long

List of Exhibitors (Alphabetical Order):

1	University of Aberdeen	19	University of Manchester
2	Alpha Omega College	20	Middlesex University
3	Bangor University	21	Newcastle University
4	University of Bradford	22	Northumbria University
5	University of Birmingham	23	University of Nottingham
6	University of Brighton	24	Oxford Brookes University
7	University of Cambridge	25	University of Portsmouth
8	University of Essex	26	University of Plymouth
9	University of Exeter	27	Queen Mary University of London
10	University of Glasgow	28	University of Reading
11	University of Kent	29	University of Salford
12	Kings College London	30	University of Sheffield
13	Leeds Beckett University	31	Sheffield Hallam University
14	University of Leeds	32	University of South Wales
15	Liverpool John Moore's University	33	University of Southampton
16	University of Lincoln	34	University of Sunderland
17	London Southbank University	35	Swansea University
18	University College London	36	University of Warwick

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 cost effectiveness and the feasibility of moving to a larger venue.
- We will consider reducing the exhibition hours for both days
- Determine ways to increase out-reach activities to schools to raise awareness about UK education, specific entry requirements etc. We will be delivering school counsellors training on this specific area, and I think this would help better prepare students visiting exhibition in future.

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.
- Institutions should consider aim to provide the BC with a subject matrix prior to the exhibition, to help reduce queues at stalls where institutions don't provide the course.
- 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.
- Exhibitors are suggested to also promote the exhibition on their own website or newsletter and their Alumni networks to gain more interest of the exhibition
- Exhibitors can also promote the Exhibition on their own website, newsletter or email blast to gain more public interest.

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

Appendix

Newspapers used and circulations

NEWSPAPER	CIRCULATION
Al Rai	95,000
Al Jazeera	45,000
Al Anbaa	60,000
Al Qabas	50,000
Arabtimes	45,000

Flyer Distribution x 8000 in Mall

Yabila Ads (Mobile App)

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١٦ مارس ٢٠١٦ | الساعة ٥ حتى الساعة ٩ مساءً
١٧ مارس ٢٠١٦ | الساعة ٨:٣٠ صباحاً حتى الساعة ١٢:٣٠ ظهراً
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End of Report