



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

**Post-event report for
Education UK Exhibition (EDUKEX) Kuwait**

**15-16 March 2017
The Regency
Salmiya**

Introduction

Thank you for your participation at the Education UK exhibition sponsored by Gulf Bank in **Kuwait** in **March/2017** at the **Venue** in (**Al Futouh ballroom, The Regency, Salmiya**).

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 **39 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**.

On the first day, Imran Yousaf presented a Country Overview and Market Briefing at the Regency Hotel followed by education forum round table discussions with local education stakeholders (Director of Scholarship – MoHE and head of Kuwait Cultural Attaché London). This is the first year that we've had taken the exhibitors to school directly, which was quite successful.

The event attracted over **3,000+ visitors** thanks in part to the **marketing campaign**. Alongside the main exhibition, a series of **seminars** were also held, with topics covered including Alumni talk, Foundation 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 year we manage to reach over 3000 visitors and high percentage of good enquiries. A well thought of marketing plan was implemented based on the detailed analyses of last year exhibition.

There was a change implemented this year by not inviting schools to the exhibition and offering an opportunity to only interested delegates to be transported to two different curriculum schools to showcase their programmes.

School visits;

- 1- Rawd Al Saleheen – Bilingual school
- 2- Kuwait American School – American

Like last year we did invite National Union of Kuwaiti Students (NUKS), a very active students and Alumni organisation who look after student's affairs and organises events in the UK.

A lunch forum with a slight change was conducted, more interactive than ever with open ended Q&A sessions.

We also had aligned ourselves with the UK Alumni Gala dinner, which was a day before the exhibition and majority of delegates participated.

Seminars were also delivered by UK institutions on various aspect of education in the UK, e.g. UG in Bioscience in the UK, etc. 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.

Education UK App was introduced as oppose to printing over 3000 guidebooks. This App contained all the useful information a visitor is looking for, e.g., universities participating, layout, courses on offer, scholarships info, and seminar schedule, etc. this was a great success and we will be implementing this again for our future exhibitions

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. 552 visitors registered prior to the exhibition date.

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

Venue(s)	Regency Hotel, Salmiya – 15 – 16 march 2017
Opening hours	Wednesday 15 March: 17:00-21:00 Thursday 16 march : 08.30 – 12.30 & 1700 – 21:00
Stand costs	£2,160 (£2,025 Early bird price)

There was a 24% increase in visitors from last year's exhibition...

Attendance	CITY	
	2016	2016
16 – 17 March	2500	
15 – 16 March		3100

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

- Why should I study Bioscience?
- University applications for Arts & Design and Architecture courses
- Benefits of a Foundation programme: route to UG studies
- IELTS and its advantages
- Alumni talk

Visitors' profile

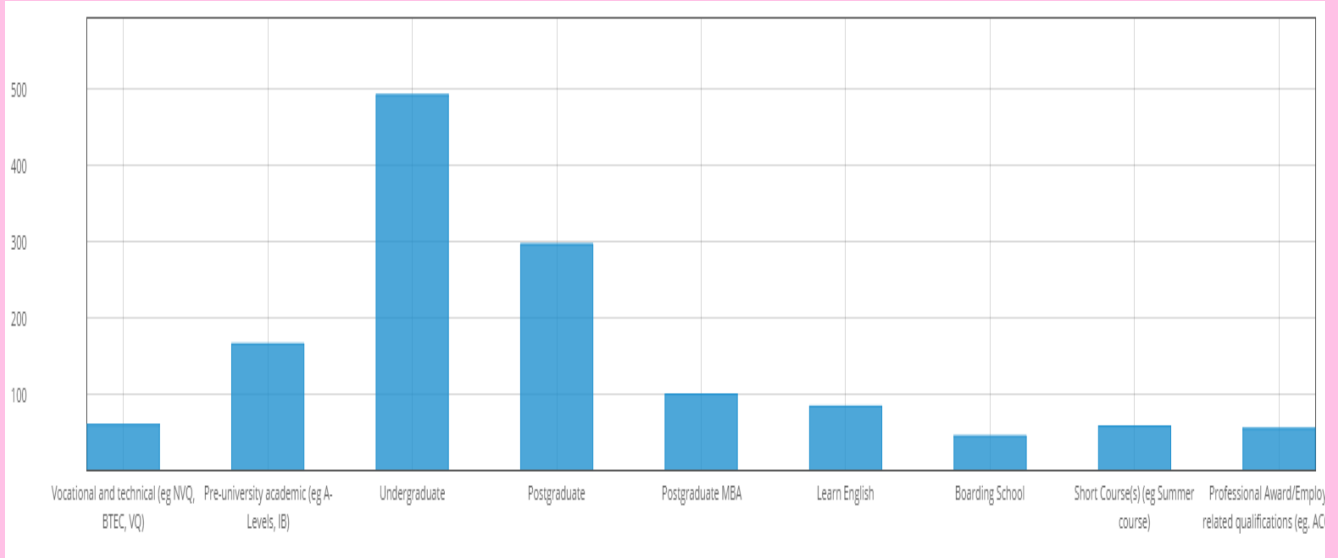
Overall, the visitors were happy & very satisfied with the exhibitions. From the exit surveys feedback forms and the pre-registration data on the Visitor Registration System (VRS), it is clear that many of the visitors interested in undergraduate study.

60% of visitors are looking for Undergraduate & Postgraduate Education

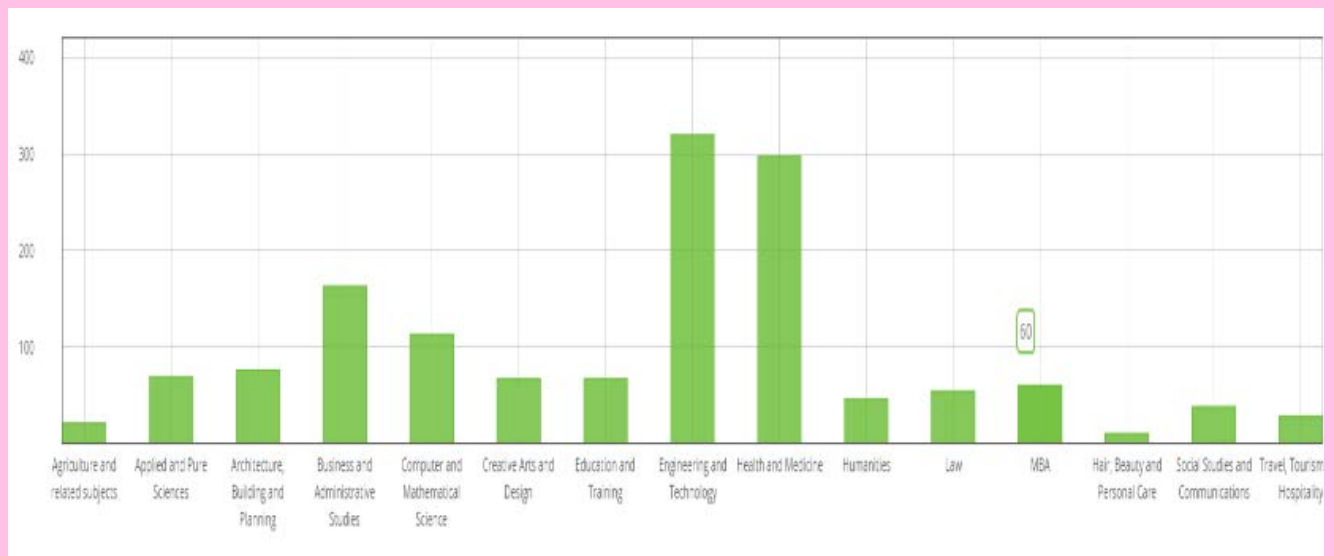
**8% of visitors are looking for Postgraduate MBA
15% of visitors are looking for English Courses**

Of the total visitor numbers 56% were male, 44% were female.

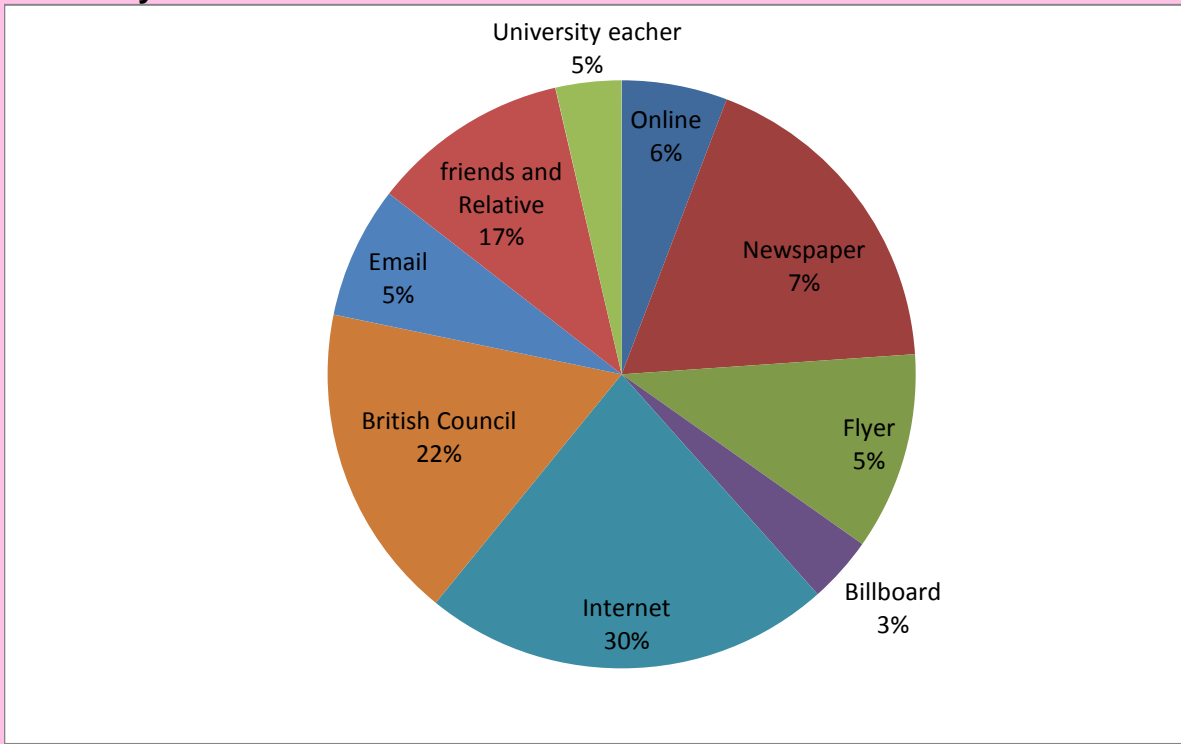
What programme of study are visitors interested in?



What is the preferred subject area?



How did you find out about the exhibition?



Fast Facts:

- 60% of preregistered visitors indicated that they will be self-funded (self, family, relatives, friends), while 34% indicated they will be funded by scholarships
- 39% of preregistered visitors were interested in beginning their studies abroad within 6 months, and 39% within a year
- Almost 70% of the visitors at the exhibitions (excluding school visits) were between the ages of 21 and 30 years, with more male than female visitors
- 44% of preregistered visitors showed interest in staying in the UK for 1 to 3 years, just over 47% indicated that they would like to stay for more than 3 years
- High academic standard' is still the number one reason for Kuwaiti (& residents) students wanting to study in the UK, followed by 'international recognition of qualifications', 'having a better job in my country' and 'cultural environment'

Marketing

Education UK Exhibition 2017 was promoted through the following channels

- Distribution of 30000 colour flyers to over 200 public & private schools, Universities, British Council premises, IELTS exams - started on 26 February 2017
- Event listing on British Council Kuwait website
- Promotion through school counsellors and scholarship providers
- Targeted Email shot to potential students, recent IELTS candidates, scholarship providers and school counsellors (10,000+)
- Targeted Social Media campaign via Study UK British Council and British Council channels
- Targeted paid social media campaign using external agency two weeks prior to the exhibition
- Press Releases in all Kuwaiti Newspaper (both Arabic & English) a week before the event
- Promotion through radio channels live broadcast
- Live promotion on a morning programme at a famous Kuwaiti Channel

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

Our marketing reached an estimated audience 2.5 Million people

Our sponsors & partners (Gulf bank, KCO & NUKS) helped attract a further 1.00 Million

Print media:

النشأة

الصبح: إيقاف 37 ألف ملف مساعدات اجتماعية لعدم تحديث بياناتها

أشارت خلال لقاء نقاشي في ميونخ التزمته إلى أن 1200 تقعدوا بطلبات استعلام ولم يكونوا لتتحدث

مناخون في صباح
مستشفى
البيانات
توقف
البيانات
توقف
البيانات
توقف

قبيلة العجمان

تتقدم
صباح الأحمد الجابر الصباح
قائد العمل الإنساني حفظه الله ورعاه

بجزيل الشكر ومظيم الامتنان على لفته الأبوية الكريمة
لإعطائه توجيهاته السامية بإرجاع الجناس المحجوبة لأصحابها
وذهنن أنفسنا وذهنن الجميع على هذه المكرمة الأميرية السامية
حفظ الله الكويت وأميرها وولي عهدنا وشعبنا من كل مكروه

سلطان سلمان بن حثلين
أمير قبيلة العجمان

BRITISH COUNCIL

المجلس الثقافي البريطاني يستضيف 39 من أفضل الجامعات والكليات في المملكة المتحدة إلى الكويت

هذا اللقاء في المملكة المتحدة يستعد له منذ أشهر طويلة... المجلس الثقافي البريطاني في الكويت... 39 من أفضل الجامعات والكليات في المملكة المتحدة... المجلس الثقافي البريطاني في الكويت...

الصحة: بدء إجراءات استحداث إدارة للأمراض المزمنة

أشارت وزارة الصحة في بيانها... بدء إجراءات استحداث إدارة للأمراض المزمنة... وزارة الصحة...

الطنش الخليجي للزود بنافذ الخدمات

الكويت: أوفينا بالزامنا الدولي لتمكين المرأة... الطنش الخليجي للزود بنافذ الخدمات... الكويت...

إعلان لتكثيف

لشركة ركاز الدولية قواد ومقرات
الدكتور والآلات والمقرات (د. ج. م.)
تقدم الخدمة الصحية في كل من الكويت والبحرين... شركة ركاز الدولية...

مياه جوفية نقية

مياه جوفية نقية لفاخ وحسن التلح
مياه جوفية نقية لفاخ وحسن التلح... مياه جوفية نقية...

مياه جوفية نقية

مياه جوفية نقية لفاخ وحسن التلح
مياه جوفية نقية لفاخ وحسن التلح... مياه جوفية نقية...

Press Releases

بيت الزكاة - بيت الزكاة

قانون الزكاة 2016

قانون الزكاة 2016... بيت الزكاة... بيت الزكاة...

إصدار 2056 رخصة قيادة لـ البدون، في 2016

إصدار 2056 رخصة قيادة لـ البدون، في 2016... إصدار 2056 رخصة قيادة لـ البدون، في 2016...

الكويت: أوفينا بالزامنا الدولي لتمكين المرأة

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مياه جوفية نقية لفاخ وحسن التلح
مياه جوفية نقية لفاخ وحسن التلح... مياه جوفية نقية...

EDUKEX 2017 set for March 15

British Council brings 39 popular UK universities, colleges to Kuwait

KUWAIT CITY, March 11: British Council Kuwait is hosting its major annual Education UK exhibition (EDUKEX 2017) which will be opened by Dr Mohammed Abdulatif Al Fares, Minister of Education and Higher Education, Her Majesty's Ambassador to the State of Kuwait, HE Matthew Lodge, and the Director of British Council Kuwait Grant Butler at the "Al Futouh" Ballroom in the Regency Hotel on Wednesday March 15, 2017 at 17:30.



Lodge

This exhibition promises to be more vibrant than ever, with representatives from 39 of the most popular British universities, colleges and English language providers. Exhibitors will provide the latest information on study opportunities in the UK, including a wide range of subject fields and levels of study that are available. Potential students will have the opportunity to find out all they need to know about GCSEs, A-levels, foundation courses, English Language courses, career-based diplomas, first degree and postgraduate degree courses. The exhibition is sponsored by Gulf Bank.

Grant Butler, Director of British Council in Kuwait said that:
"EDUKEX brings together a large number of prestigious UK institutions which offer everything from academic and vocational programmes to summer English language courses and A levels. It is the perfect opportunity to meet a wide variety of UK institutions and compare what's on offer – all with the guarantee of quality that comes with selecting the UK as an overseas study destination."

As well as the exhibitors, the British Council will have highly trained staff on hand to answer any enquiries on applications and admission procedures, accommodation, course fees and duration, as well as general information on living and studying in the UK. There will also be an opportunity to attend seminars delivered by various UK universities on different aspects of education in the UK.

British Council's Education Project Manager Imran Younis added:
"There are a lot of other advantages to studying in the UK as well. The mix of ethnic, religious, political and philosophical backgrounds creates a wonderful learning experience. Student life is a diverse and wonderful thing in the UK. But what is it like studying in the UK, one may ask? It is incredible. The world of academia is

varied – you have the opportunity to learn from some of the best minds in the world and have access to extravagant resources. To new students coming to the UK, what I would say is know that you are coming into a world that will be different from yours. Come with an open mind, be willing to listen to people, and learn. Studying in the UK will enlighten and refine you".
The Education UK Exhibition is an excellent opportunity for high school and scholarship students in Kuwait to gain access to the information they require and discuss matters related to a wide range of subject fields and levels of study. Students can find out all you need to know about GCSE, A-levels and foundation courses, English language courses, career-based diplomas, first degree and postgraduate degree courses, their duration – full-time/part-time/distance-learning, online or tailor-made to suit your own needs and requirements.

His Excellency Matthew Lodge, Her Majesty's Ambassador to the State of Kuwait said:
"I am delighted to once again welcome the Education UK Exhibition to Kuwait. During the 30 months I have been in Kuwait, I see constant reminders of the close historical, political, economic, cultural and social ties that join the United Kingdom and the State of Kuwait. In this historic year for both countries, those deep ties and connections have been particularly evident. In the past year, we have seen the connection and understanding between our two countries continues to flourish as new generations of Kuwaitis travel to the UK to study and learn."

Many senior Kuwaitis who I have the pleasure to meet and work alongside studied in the United Kingdom – whether at school or University. I am delighted that the connection and understanding between our two countries continues to flourish as new generations of Kuwaitis travel to the UK to study and learn.
The United Kingdom and Kuwait share a common recognition of the importance of education for society. I have been privileged to meet a good number of the more than 4,500 Kuwaiti students who are studying at universities across the country – in London, Oxford, Cambridge, Birmingham (my own alma mater), Durham, Manchester, Liverpool and elsewhere.
British educational institutions are some of the finest in the world. The Education UK Exhibition plays a vital role in the community by continuing and extending those links. I hope that the ties between our two countries can go from strength to strength, and that young Kuwaitis continue to pick the UK as the best destination for them to continue their studies."

BRITISH COUNCIL BRINGS 39 POPULAR UK UNIVERSITIES AND COLLEGES TO KUWAIT

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Ambassador Matthew Lodge British Embassy



Director Grant Butler British Council

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Statement from Gulf Bank – Platinum sponsor

Ms. Laila Al-Qatani, Assistant General Manager of Corporate Communications at Gulf Bank said:

"Gulf Bank is very proud to support and be involved in major initiatives such as the British Council's annual Education UK Exhibition in Kuwait. We take education and activities which encourage youth development very seriously, as we believe that the development of a well educated society is directly linked to the future health and success of all communities. At Gulf Bank, our role is not only to provide opportunities which encourage youth to go on and further their education, so that they can take full advantage of the career choices available to them and build fruitful and successful lives for themselves and their families."

يفتتحه وزير التعليم العالي الأربعاء... ويستضيف 39 من أفضل الجامعات والكليات المجلس الثقافي البريطاني: معرض التعليم يوفر فرصة لا تضاهى للطلبة

يطلق المجلس الثقافي البريطاني في الكويت معرضه السنوي الكبير للتعليم في المملكة المتحدة 2017 EDUKEX الذي ستم افتتاحه من قبل وزير التربية والتعليم العالي محمد الفارس، ووزير التعليم الثقافي البريطاني لورج، وسفير المجلس الثقافي البريطاني في الكويت غرانت بلتر في فندق ريجنسي الأريفاء 15 مارس في تمام الساعة الخامسة والنصف بعد الظهر. ومن المؤكد أن هذا المعرض هو الأكبر حجماً من سابقيه. حيث يستحضر ممثلون عن الجامعات وكلياتها بالإضافة إلى مؤسسات التعليم الإلكتروني في المملكة المتحدة. كما سوف يعرضون أحدث المعلومات حول فرص الدراسة في المملكة المتحدة بالإضافة إلى المستويات الخاصة بـ دبلوم مؤهل للتحصيل على كل ما يحتاج إليه من معلومات حول شهادة الدراسة الثانوية العامة (GCSE) و A-levels والدورات التأسيسية وورث اللغة الإنجليزية والمعلومات وشهادات الدراسة المهنية والشهادات الجامعية في الخارج. ولديهم الفرصة لتقديم عرض خاص عن كل ما يحتاجون إليه من معلومات حول فرص الدراسة في المملكة المتحدة. وفي الختام، سوف تكون هنالك فرصة ممتازة للتعرف على المؤسسات التعليمية في المملكة المتحدة مع الاستفسار إلى الجود في التي سوف يتكثفها الطلاب نتيجة اختارهم



غرانت بلتر

للتحضير ما خلف وجهة لهم أوصلنا رايهم. في المملكة المتحدة يجمع عدداً كبيراً من المؤسسات التعليمية التي تقدم العديد من البرامج الأكاديمية واللغوية التي تدرج على مدار A-levels. وسوف تعرض فرصة لا تضاهى للطلبة من الكويت للاستفسار عن كل ما يحتاجون إليه من معلومات حول فرص الدراسة في المملكة المتحدة. وفي الختام، سوف تكون هنالك فرصة ممتازة للتعرف على المؤسسات التعليمية في المملكة المتحدة مع الاستفسار إلى الجود في التي سوف يتكثفها الطلاب نتيجة اختارهم

15 الجاري في «الريجنسي» «الثقافي البريطاني» يستضيف 39 جامعة وكلية من المملكة المتحدة



غرانت بلتر



غرانت بلتر

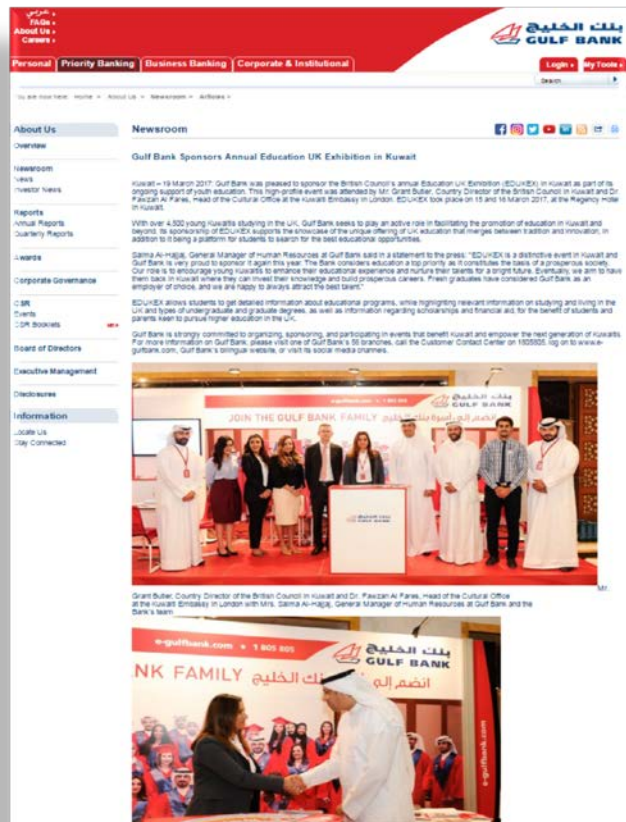
يطلق المجلس الثقافي البريطاني في الكويت معرضه السنوي الكبير للتعليم في المملكة المتحدة 2017 EDUKEX الذي ستم افتتاحه من قبل وزير التربية والتعليم العالي محمد الفارس، ووزير التعليم الثقافي البريطاني لورج، وسفير المجلس الثقافي البريطاني في الكويت غرانت بلتر في فندق ريجنسي الأريفاء 15 مارس في تمام الساعة الخامسة والنصف بعد الظهر. ومن المؤكد أن هذا المعرض هو الأكبر حجماً من سابقيه. حيث يستحضر ممثلون عن الجامعات وكلياتها بالإضافة إلى مؤسسات التعليم الإلكتروني في المملكة المتحدة. كما سوف يعرضون أحدث المعلومات حول فرص الدراسة في المملكة المتحدة بالإضافة إلى المستويات الخاصة بـ دبلوم مؤهل للتحصيل على كل ما يحتاج إليه من معلومات حول شهادة الدراسة الثانوية العامة (GCSE) و A-levels والدورات التأسيسية وورث اللغة الإنجليزية والمعلومات وشهادات الدراسة المهنية والشهادات الجامعية في الخارج. ولديهم الفرصة لتقديم عرض خاص عن كل ما يحتاجون إليه من معلومات حول فرص الدراسة في المملكة المتحدة. وفي الختام، سوف تكون هنالك فرصة ممتازة للتعرف على المؤسسات التعليمية في المملكة المتحدة مع الاستفسار إلى الجود في التي سوف يتكثفها الطلاب نتيجة اختارهم

A total of £1 Million was spent on Marketing for this exhibition

Our marketing reached an estimated audience of 5 Million people

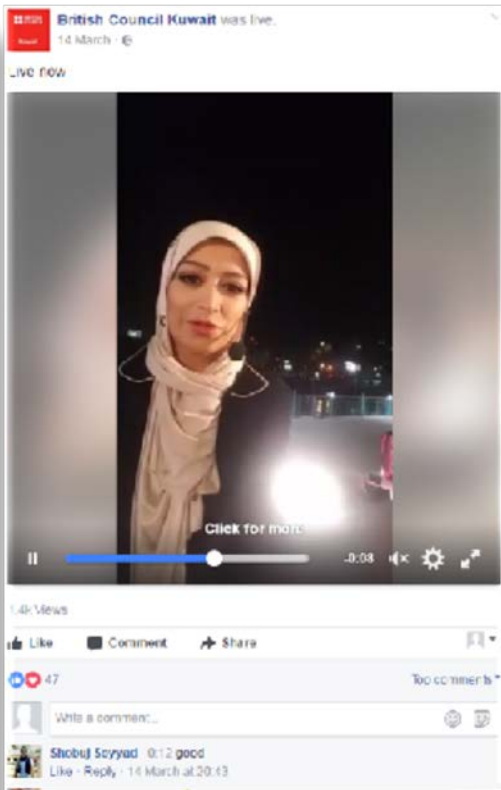
Our Corporate partners (eg: UCAS) helped attract a further 500,000

Online & Digital media promotions



Promotion on partners & external websites

Radio promotions live on FB



Live on Al Majlis TV



kwbitbkh
Ministry Complex

109 likes

kwbitbkh Join us today at 2 pm on 99.7 @kfm567 to learn more about our upcoming Education Exhibition, our Alumni Network and our Scientific collaboration

orbis99 Is there a day savings ?

orbis99 @mofa

kwbitbkh @orbis99 Hi, Can you please clarify your inquiry?

Log in to like or comment.



859 Views

Like Comment Share

18

1 share

Write a comment...

British Council Kuwait 10:46 It's going live now on Al majlis TV
Like Reply · 21 February at 12:17

Amr Hafiz 16:15 Cerine is watching momy
Like Reply · 21 February at 12:22

View 4 more comments

Live on Al Rai TV



لقاء "ميس منتظر" في برنامج (زايمك شباب) عن دور المجلس الثقافي البريطاني للطلبة الكويتيين

AloudiQI Blog Plus 5

Subscribe 11K

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www.britishcouncil.org/siem

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Facebook advertising:

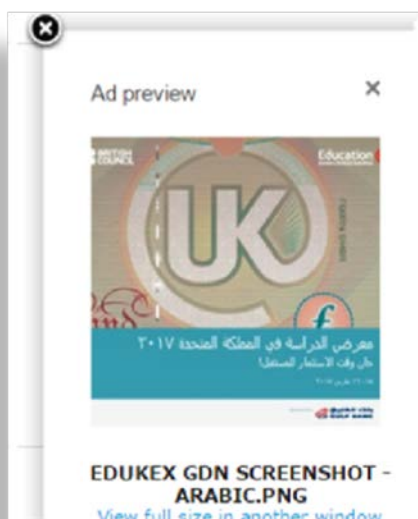
Using a range of media (still images and video with Arabic subtitles), language and length of posts



Instagram advertising:



Google Display Networks

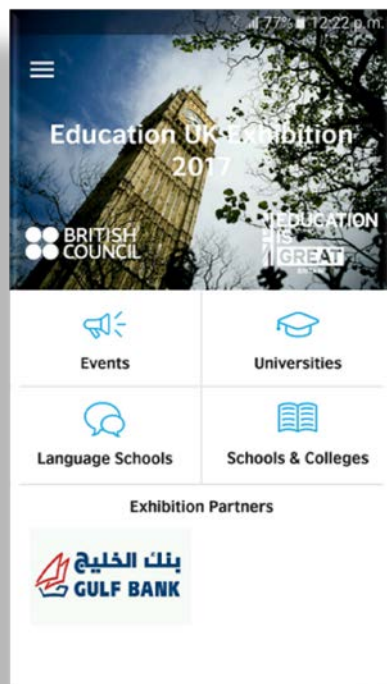


www.britishcouncil.org/siem

YouTube Ad



Education UK App replaces matrix, visitors surveys, seminar schedule and much more..



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

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” 90% 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;

- A student life...
- Why should I study Bioscience
- Benefits of studying a Foundation Programme: Your route to Undergraduate Study in the UK
- University applications for Art & Design and Architecture courses
- IELTS briefing session
- Alumni talk

Some examples of quotes from Visitors following the exhibition:

- Excellent exhibition and great venue
- Very informative and the representatives were very helpful. It would be nice to have representatives from a few more universities at future events. A great opportunity to meet with so many universities
- Great facilities and opportunity, but how about more Institutions
- Loved the session on Foundation – Very helpful
- Keep coming to Kuwait!
- Everything was pretty well organized and the representatives were all very helpful and knowledgeable
- The Education UK App really helped reaching out to the right institutions we were looking for ... thanks British Council

Key Recommendations for the British Council include:

- Invite more Institutions to attract larger audience
- More stand assistants and language assistants
- Hold exhibitions at least twice a year

Exhibitor's Feedback

At the exhibition there were **39 unique exhibitors** from UK HEIs; this represents a 9% increase on last year's exhibitor count.

Exhibitor Attendance	Kuwait	
	2016	2017
16-17 March	36	
15 - 16 March		39

When exhibitors were asked “Will you be attending a similar exhibition next year?” **88% said yes, 12% undecided.**

When exhibitors were asked “overall how satisfied were you with the exhibition?” **85% said very, 15% said somewhat**

78% and 89% of exhibitors were happy about the quality and the number of visitors, respectively

More than 90% exhibitors confirmed that the overall exhibition was high quality event

90% satisfied with the exhibition logistics (duration, venue, catering, travel arrangements during the exhibition, promotion of the event, professionalism of the team, British Council staff support)

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 recommendations from exhibitors:

- Schools should have been invited to the exhibition as it used to happen in previous events
- Include workshops with sponsoring bodies and counselors
- British schools should be part of the schools visit
- The event was just a bit pricy

List of Exhibitors (Alphabetical Order):

1	Anglo-Continental School of English	26	University of Exeter
2	Bangor University	27	University of Glasgow
3	Cardiff University	28	University of Kent
4	Glasgow Caledonian University	29	University of Leeds
5	King's College London	30	University of Leicester
6	London South Bank University	31	University of Lincoln, UK
7	Middlesex University London	32	UCL - University College London
8	NCUK - The University Consortium	33	University of Northampton
9	Newcastle University	34	University of Plymouth
10	Northumbria University Newcastle	35	University of Portsmouth
11	Nottingham Trent University	36	University of Reading
12	Queen Mary University of London	37	University of Salford
13	Queen's University Belfast	38	University of Southampton
14	Sheffield Hallam University	39	University of Warwick
15	Study Group International		
16	The University of Hull		
17	The University of Sheffield		
18	University of Aberdeen		
19	University of Birmingham		
20	University of Bradford		
21	University of Brighton		
22	University of Bristol		
23	IELTS		
24	University of Chester		
25	University of Essex		

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

- We will continue to work on regional exhibition plan and have event close to each other in the Gulf region
- We will continue to explore options in ways to make the morning session of day two more effective and interesting for the exhibitors
- We will keep on investing more on digital media platform for maximizing target market
- More scholarship providers to be included in lunch forum session

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.
- Popular universities for Kuwaiti students are advised to have more representatives to avoid long queues
- 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

The above points, though important, should not detract from what was a successful exhibition. Next year's exhibition (Currently Scheduled for **7-8 March 2018**; <https://siem.britishcouncil.org/exhibition/study-uk-kuwait-exhibition-march-2018>) Will build upon the lessons learned and prove even more popular. We hope to see you there!

Appendix



The exhibition was inaugurated by Dr Fawzan Al Fares, head of Kuwait Cultural Attaché, UK and Grant Butler, Country Director of British Council Kuwait.



Education Lunch forum attended by Director Scholarships Ms Wafa Al Sarraf & Dr Fawzan Al Fares Head KCO & Alumni Dinner & talk



Schools visit & visitors at exhibition

End of Report