

Post-event report for
Study in the UK Exhibition 2017, Qatar
12-13 March 2017
La Cigale Hotel
Doha

Table of Contents

Highlights	3
Visitors' profile	4
Marketing	5
Visitors' Feedback	13
Exhibitors' Feedback	14
Future steps	16
Appendix I - List of UK participating institutions.....	17
Appendix II - Photos from the Exhibition	18

Introduction

The Study in the UK Exhibition was held on 12th – 13th March 2017. It offered an opportunity for students, parents, teachers and others in the education field to meet **representatives of 35 UK universities and colleges** in person to find out what the UK has to offer and available funding opportunities. The target audiences were primarily 16 to 21 year olds interested in higher education in the UK; professionals seeking to advance their careers; parents and key influencers. Entrance was free for all visitors. Visitors were able to register in advance through the Education UK dedicated registration website or on arrival at the exhibition. The exhibition, which was held in the evenings of 12th and 13th March, was very well attended by both UK universities and local audiences.

In the evening prior to the exhibition, we had an alumni Gala Dinner that focused on two of Qatar National Vision 2030 pillars and gave an opportunity for UK delegates to network with their own alumni as well as alumni from other UK universities. The alumni dinner was well attended by Qataris and key note speakers as well as the guest of honour, H.E. Mohammed Al-Sada, Minister of Energy and Industry, who is a graduate from the University of Manchester.

In the morning of the first exhibition day, we delivered an exhibition briefing that was then followed by the official opening ceremony of the exhibition with the presence of Dr. Khalid Al-Horr, Director of Higher Education Institute at the Ministry of the Education and Higher Education, Dr. Frank Fitzpatrick, Director of British Council Qatar, in addition to many education stakeholders.

Following the opening ceremony, we had number of school counsellors who attended a series of seminars and sessions delivered by some of the exhibitors as well as the Intercultural Fluency lead in the MENA region. This session aimed at building capacity among counselors as well as providing a networking platform with UK institutions.

The second morning of 13th March was an optional complimentary school visit to Al-Wakra Independent Secondary School for boys, who organised their annual college and career fair, sponsored by Qatar Petrochemical Company (QAPCO) targeted at secondary schools students aged between 16 and 18 years old. In addition to meeting potential students, the fair provided UK institutions with a platform to network with more than 15 major scholarship providers.

The morning of 14th March was also an optional complimentary school visit to Qatar Leadership Academy in Al-Khor to promote UK education to their students.

The exhibition attracted nearly **1,500 visitors+** through a variety of marketing channels and activities, which complimented each others. We believe the key for the continuous growth in visitors' number is mainly due to starting the promotion plan of the event with soft promotion at least 2 months prior to the exhibition while having extensive promotion in the last 10 days leading to the exhibition, utilizing key social media influencers, ensuring effective communication with school counsellors who are considered important influencers and maintaining an up-to-date contacts database of potential students (mainly recent IELTS candidates).

Rawan Khir, SIEM Manager, Qatar

Highlights

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

Venue	La Cigale Hotel, Doha, 12 th and 13 th March 2017
Opening hours	12 th March: 4:30pm – 8:30pm 13 th March: 4:30pm – 8:30pm
Opened by	<ul style="list-style-type: none"> • Director of Higher Education Institute at the Ministry of the Education and Higher Education • Dr Frank Fitzpatrick, Director, British Council Qatar
Stand costs	2,190 GBP; excluding VAT (Early Bird) 2,380 GBP; excluding VAT
Sponsors	N/A
Unique feature to give added value	<p>Mobile App to replace the printed guidebook, which acted as a tool to electronically filter subjects offered by UK institutions.</p> <p>Prize draw of valuable giveaways (GoPro Camera, IELTS premium course, gift vouchers, etc) to encourage registration in advance and attended the exhibition.</p>

Visitors' profile

43% of visitors were looking for **Undergraduate courses and Foundation/pre-university programmes**

12% of visitors were looking for **English and vacation/short courses**

24% of visitors were looking for **Postgraduate courses**

11% of visitors were looking for **MBA programmes**

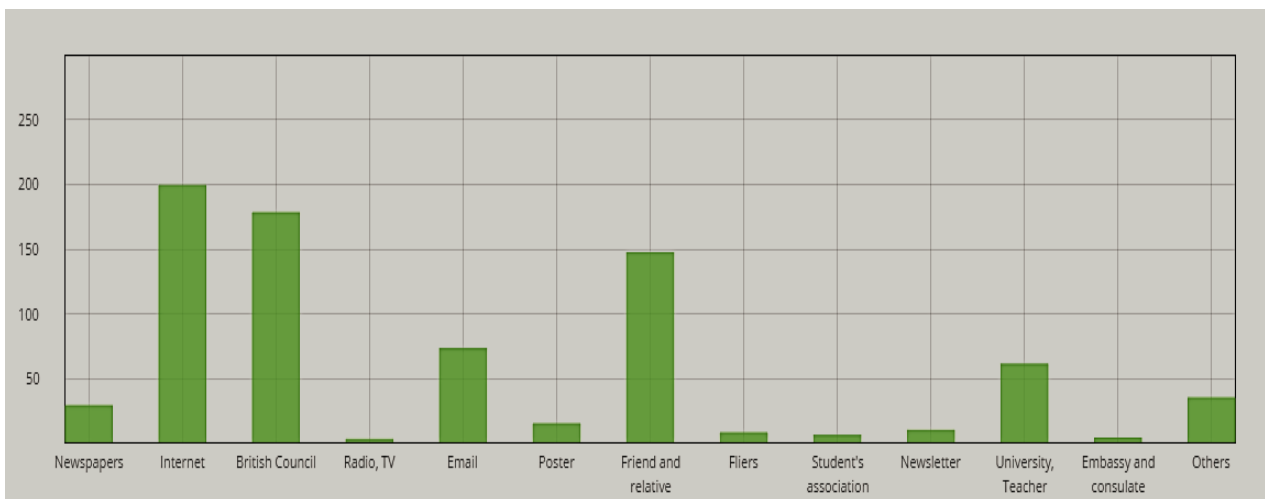
44% of the visitors were **under 20 years old**

27% of the visitors were **between 21 - 30 years old**

Of the total visitor numbers **39% were female, 59% were male**
 Female:Male ratio increased from last year by **40% from 0.47 to 0.66**

The most important decision factor was: **High academic standard**

How did visitors find out about the exhibition?



Marketing

The Study in the UK Exhibition 2017 was promoted through the following channels

- Display of a promotional video at the British Council premises
- Strategic distribution of **3000 colour flyers** at the British Council premises, IELTS exams and 24 secondary schools - started on 1st March
- Event listing on British Council Qatar website
- Promotion **through school counselors and scholarship providers**
- Targeted SMS campaign to potential students and recent **IELTS candidates (4500+ recipients)**
- Targeted Email shot to **potential students, recent IELTS candidates, scholarship providers and school counsellors (7500+)**
- **Targeted Social Media campaign** via Study UK British Council and British Council channels – both organic and boosted posts, resulting in **420,000 reach and 16,400 link clicks**
- Social media campaign through **active social media influencers** who have at least **70K followers on each channel (Instagram, Twitter and Snapchat)**
- Press Release on 8th March 2017
- Participation at **5 career fairs** organised by schools and deliver dedicated sessions about UK education while promoting the event.

Examples of the marketing Include ...

Facebook advertising:

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



British Council Qatar
22 February · 🌐

حان وقت الاستثمار للمستقبل! انضم إلينا في معرض الدراسة في المملكة المتحدة 2017

STUDY IN THE UK EXHIBITION 2017
Qatar's dedicated exhibition for leading UK universities

المعرض الوحيد في قطر الذي يخصص بالتعليم في المملكة المتحدة

معرض الدراسة في المملكة المتحدة يومي 12 و 13 مارس
سجل حضورك الآن عبر الإنترنت واحصل على فرصة الفوز بالعديد من الجوائز القيمة!

BRITISHCOUNCIL.QA/STUDY-UK [Book Now](#)

799 Views

Like Comment Share

14 Top comments

Write a comment...

Younis Fuad Omar Hassan
Like · Reply · 1 · 1 March at 12:26

Ahmed Eid Jassim Kurangkling
Like · Reply · 4 March at 08:00

British Council Qatar
22 February · 🌐

حان وقت الاستثمار للمستقبل! انضم إلينا في معرض الدراسة في المملكة المتحدة 2017

معرض الدراسة في المملكة المتحدة يومي 12 و 13 مارس
سجل حضورك الآن عبر الإنترنت واحصل على فرصة الفوز بالعديد من الجوائز القيمة!

WWW.BRITISHCOUNCIL.QA/STUDY-UK [Book Now](#)

Like Comment Share

You, Jessica Kawkabany Abi Farah, Helen Kidd and 46 others Top comments

1 share 3 comments

Write a comment...

سيفيا ولد الشيباني
محمد الامين ولد الشيباني
Like · Reply · 24 February at 10:58

Instagram advertising:

BRITISH COUNCIL Education UK
Imagine. Inspire. Innovate.

qabritishcouncil [Follow](#)

1,454 views 7w

qabritishcouncil You can now save nearly 15,000 Qatari Riyals yearly when studying in the UK! Register now online and stand to win attractive prizes including GoPro Camera, Free IELTS preparation course, gift vouchers and more!

Log in to like or comment. ⋮

BRITISH COUNCIL Education UK
Imagine. Inspire. Innovate.

qabritishcouncil [Follow](#)

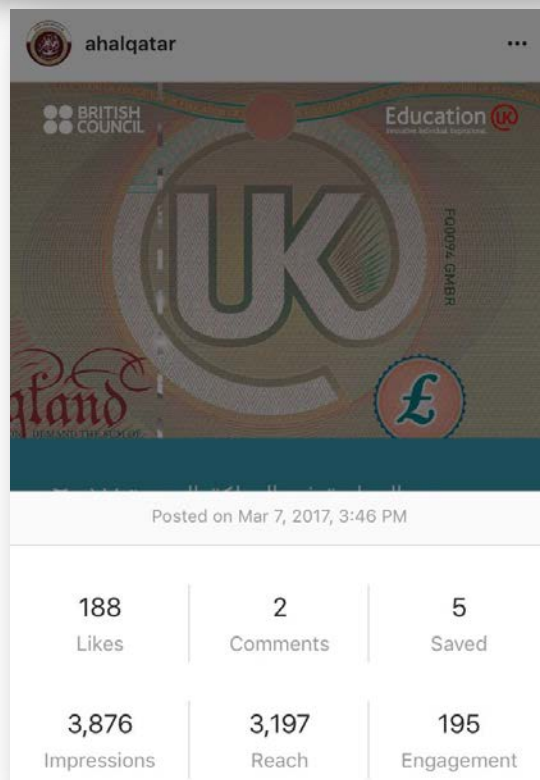
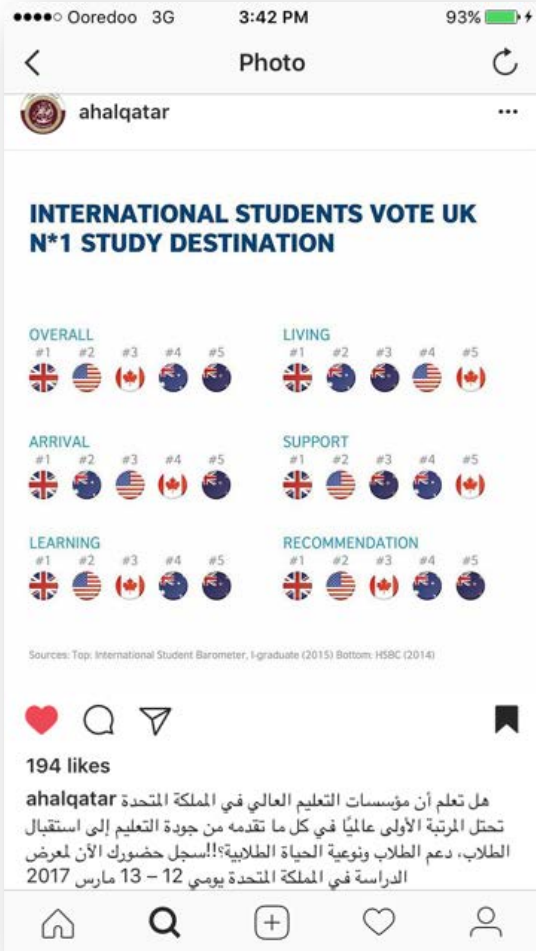
239 likes 7w

qabritishcouncil You can now save nearly 15,000 Qatari Riyals yearly when studying in the UK! Join us at our annual exhibition to find out more!

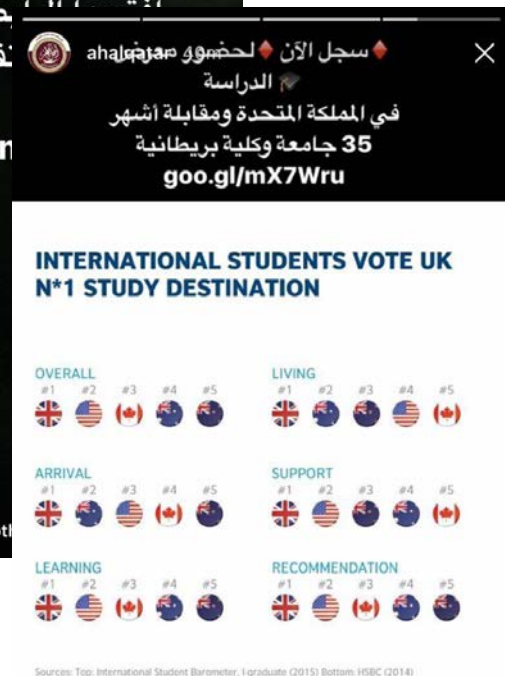
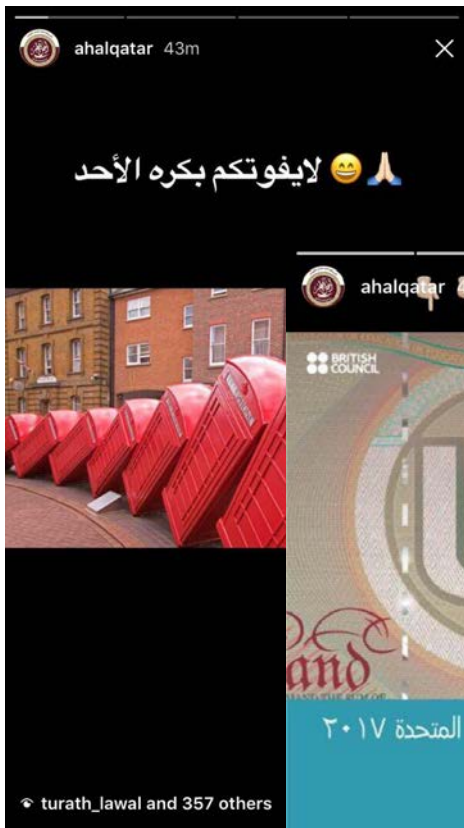
Log in to like or comment. ⋮

Instagram advertising through active social media influencers:





Advertising through Instagram story



Twitter advertising through active social media influencers:



Snapchat advertising:



Printed and e-flyer advertising:



Press advertising:



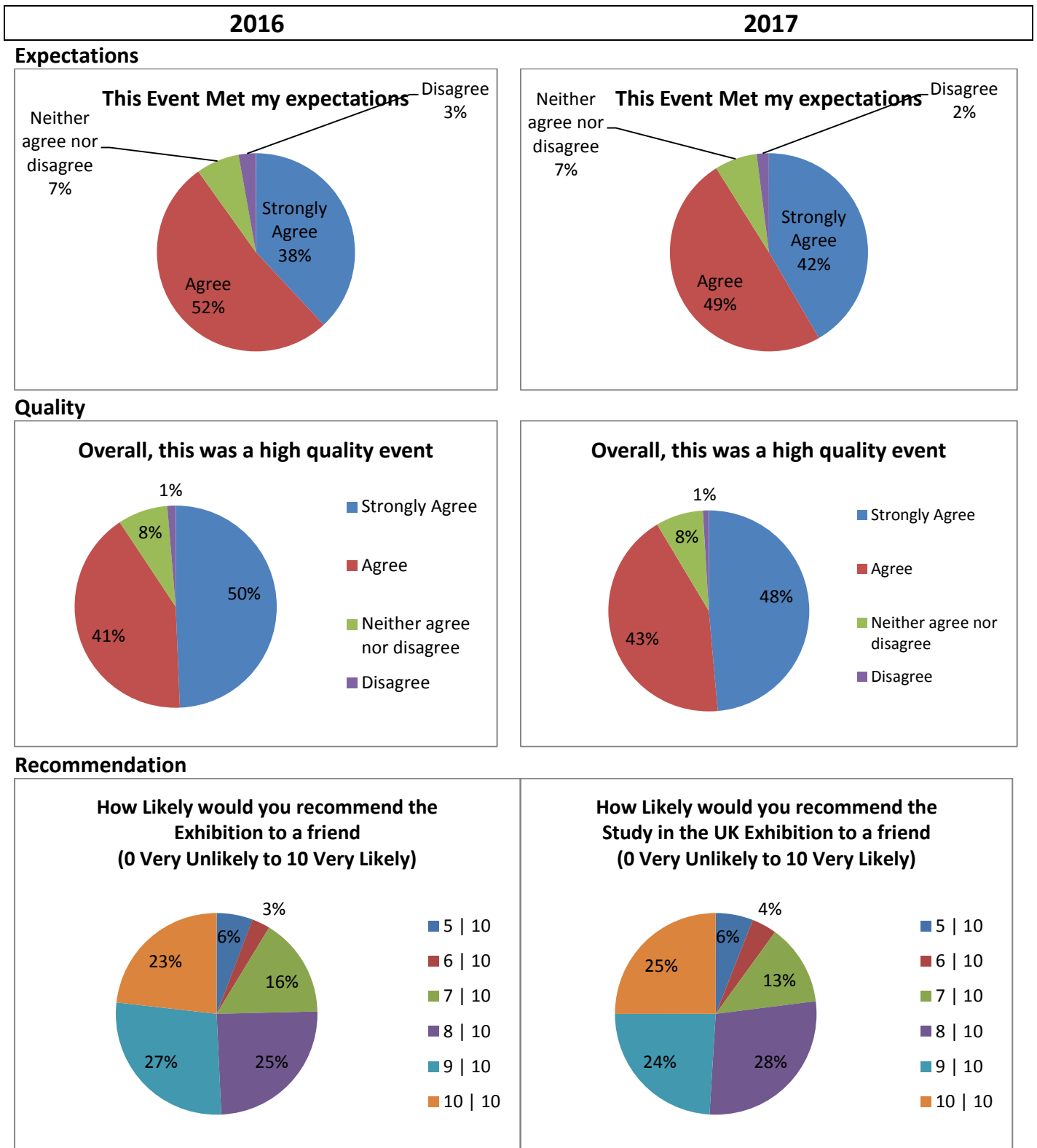
"(Writing) is my purpose and destiny in this world"



Thousands to attend 15th Free Asian Medical Camp on Friday

British Council has announced that it will host its annual 'Study in the UK' exhibition on March 12 and 13 in Doha under the theme "Time to invest in your future". The event, taking place from 4.30pm to 8.30pm at Al Wajba Ballroom, La Cigale Hotel, will connect students in Qatar with representatives of 35 visiting UK universities, colleges and English language providers who can answer their questions about UK education. During the two-day event, students in Qatar will have the opportunity to find out all they need to know about foundation courses, English Language courses, career-based diplomas, first degree and postgraduate degree courses. The UK representatives will also deliver talks and seminars about different aspects of UK education. In addition to the talks and seminars, parents and students can speak directly to representatives from Cardiff University, the University of Birmingham, King's College

Visitors' Feedback



Exhibitors' Feedback

Some statistics from the Exhibitors post-event survey:

- ✚ 86% of exhibitors will consider coming back to our yearly events, while others are undecided yet
- ✚ 81% and 62% of exhibitors were happy about the quality and the number of visitors, respectively
- ✚ 91% of exhibitors were 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)
- ✚ 39% of exhibitors confirmed that British Council events in Qatar are better than exhibitions run by competitors while the remaining balance didn't prefer one over the other
- ✚ Nearly 50% of exhibitors are loyal SIEM customers
- ✚ More than 90% of exhibitors confirmed that the exhibition was a high quality event meeting the expectations of the exhibitors

Some positive quotes from exhibitors:

- The BC Qatar events are in my opinion the best in the GCC and the team is amazing!
- The event was well organised with some good market insights during the briefing session.
- Rawan (SIEM Manager) was excellent as usual
- As a later entrant to the event I was provided a good service to enable me to prepare and arrive equipped for the event on time. All the required information was contained within the handbook.
- The morning and afternoon events were good, the afternoon even more so as the quality of the students was better. The attendance was good, as it allowed us to speak with the high quality students for as long as we needed, it was slower to start on the Monday evening but this is fine.
- Well-organised event!
- Good event, but always so expensive.
- The hotel was nice but the room should have been easier to find when in the hotel. Expected to meet more students
- A visit to a school is not so useful, but coinciding it with an annual careers day (which it did) along with sponsors and students from top schools was excellent. It would be good to arrange 2 such events, not just the one if at all possible

Some Recommendations from exhibitors:

- Maybe over a weekend would be better to attract more parents/students?
- It would be great to invite more sponsoring bodies to the event, particularly as most of the market is sponsored (very little self-funded business)
- More visits to International Schools delivering British/IB/US Curriculums
- Don't use the shell format for fair stands and it makes it harder to speak to students. Reduce the price and don't remove the shell stand set up. More open is better.
- A downtown city centre venue may have made the event more accessible to a wider audience.
- Events are good, but need to be value for money which often isn't the case, driving more students to the fairs including the expat communities.
- A separate session with career advisors and scholarship providers will be useful
- The schools were good for some Universities but, not others. And, the workshop was not very useful to the universities, if the universities were more aware of what it would be then they could determine whether they should attend or not.
- Pricing of events needs to be considered as they can be very expensive
- Would recommend to better plan timings for transfers to/from school visits

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 from the exhibitors' and the visitors' survey results and recommended next steps are outlined below:

British Council

- We will continue working on a regional exhibitions plan to have the Gulf events close to each other
- We will focus our marketing on digital marketing while utilizing social media influencers
- We will work on the schedule of how to spend the mornings of the exhibition more efficiently to offer visit options that are interesting for all the sector
- We will engage alumni in the exhibition itself to share their experience
- We will continue offering capacity building opportunities to school counselors
- We will improve the quality of networking events between universities, school counselors and scholarship providers
- We will try to accommodate more scholarship providers to have a stand at the exhibition
- We will look at partnership models that can reduce costs per institution
- We will do more advertisement about the event at Education City and Qatar University Campus for student interested in post-graduate studies

UK Institutions

- It will be appreciated if the universities offer essential information for post graduate studies as most of the institutions were only prepared to advise about Undergraduate.
- It has been advised by the visitors that it would be great if the universities have academic members with them who have thorough understanding of the courses that their university offers
- It will be great if the institution can have more representatives as sometimes there were long queue

Next year's exhibition (Currently Scheduled for 10th and 12th March 2018: <https://siem.britishcouncil.org/exhibition/study-uk-qatar-exhibition-march-2018>) will build upon the lessons learned. We hope to see you there!

Appendix I - List of UK participating institutions

Universities and Higher Education Institutions:

1. Aston University
2. Bangor University
3. University of Birmingham
4. The University of Buckingham
5. University of Bradford
6. University of Brighton
7. University of Bristol
8. Cardiff University
9. University of Central Lancashire
10. University of Derby
11. University of Essex
12. University of Exeter
13. Glasgow Caledonian University
14. University of Kent
15. King's College London
16. University of Leeds
17. University of Leicester
18. University of Lincoln
19. Liverpool John Moores University
20. Loughborough University
21. The University of Northampton
22. Northumbria University
23. Nottingham Trent University
24. University of Plymouth
25. University of Portsmouth
26. Robert Gordon University
27. University of Salford
28. Sheffield Hallam University
29. University of South Wales
30. University of St Andrews

English Language and Foundation course providers:

1. EF Education First
2. NCUK
3. Study Group International
4. Oxford Business College

Appendix II - Photos from the Exhibition



The exhibition was inaugurated by Dr Khalid Al-Horr, Director of Higher Education Institute at the Ministry of Education and Higher Education and Dr Frank Fitzpatrick, Country Director of British Council Qatar. This included a pre-opening networking reception, welcome messages and private tour of the exhibition



The capacity building session in the first morning where both UK representatives and local stakeholders took part in networking activities and attended a series of sessions delivered by the ICF lead for the MENA region and UK representatives



Visitors' happily filling the registration forms or waiting to do the online check-In



Some photos of the visitors in the exhibition area



Visitors getting advices from the UK institutions' representatives



More photos of the visitors getting advices from the UK institutions' representatives showing the diversity of the visitors



Some photos of the visitors in the exhibition area waiting for their turn to get their personal advice



Finally, potential students enjoying taking selfies and getting photographed at our dedicated photo booth, while promoting key messages of the UK and getting the feel of being a graduate!