



SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING

Post-event Report for

EDUKEX 2016 UAE

06-07 November 2016
Abu Dhabi and Dubai

Introduction

Thank you for your participation at the Education UK exhibition in UAE in November 2016 at Le Royal Meridien Hotel, Abu Dhabi and Jumeirah Beach Hotel, Dubai.

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.

EDUKEX 2016 UAE hosted representatives from **30 UK institutions** (listed on page 16) who positively engaged with an audience of **prospective students, parents, high school counsellors and working professionals** providing the audience with information on studying in the UK. EDUKEX 2016 UAE was sponsored by British Council IELTS.

The event attracted around **1300** visitors thanks in part to the **media interest and marketing campaign** (listed on page 10). Alongside the main exhibition, presentations were held, about IELTS and How to apply for a Student Visa.

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

Regards,

Dina Kanan | SIEM Manager, United Arab Emirates

This report includes:

Introduction - Page 2

Highlights - Page 3 - 9

Marketing - Page 10

Visitor Feedback - Page 11-13

Exhibitors Feedback - Page 14 - 15

List of exhibitors - Page 16

Future Steps - Page 17

Highlights

Venue	Le Royal Meridien, Abu Dhabi: November 06, 2016 Jumeirah Beach Hotel, Dubai: November 07, 2016
Opening hours	Abu Dhabi: 5pm – 8pm, Dubai: 5pm – 9pm 10.00am-1.30pm for high school students (Abu-Dhabi & Dubai).
Exhibition inaugurated by	Abu Dhabi –Gavin Anderson, Country Director British Council, UAE Dubai- Nick Godfrey, Regional Exams Manager MENA South British Council, UAE
Participation costs	Abu Dhabi - £1960 plus VAT Dubai - £2,040 plus VAT
Unique feature to give added value	Networking lunch in Dubai with government representatives, agents, UAE-based HEIs, and school counsellors.

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

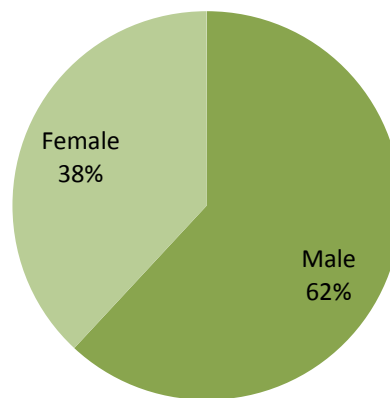
- IELTS
- Student Visa

Exhibition Visitor Profile

1300 visitors attended EDUKEX UAE this year

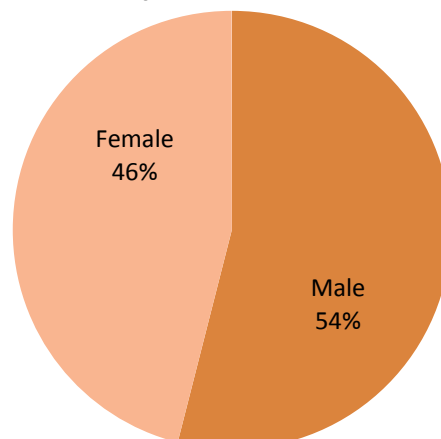
Of the total visitor numbers in Abu-Dhabi, 62% were males and 38% were females

Total Visitors in Abu-Dhabi



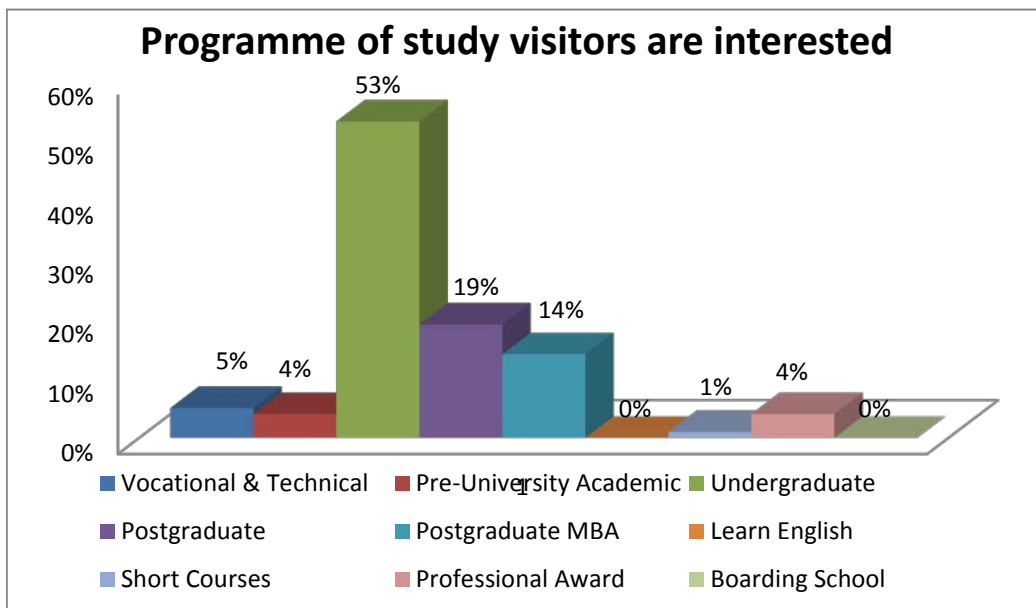
Of the total visitor numbers in Dubai 54% were males and 46% were females

Total Male / Female visitors in Dubai

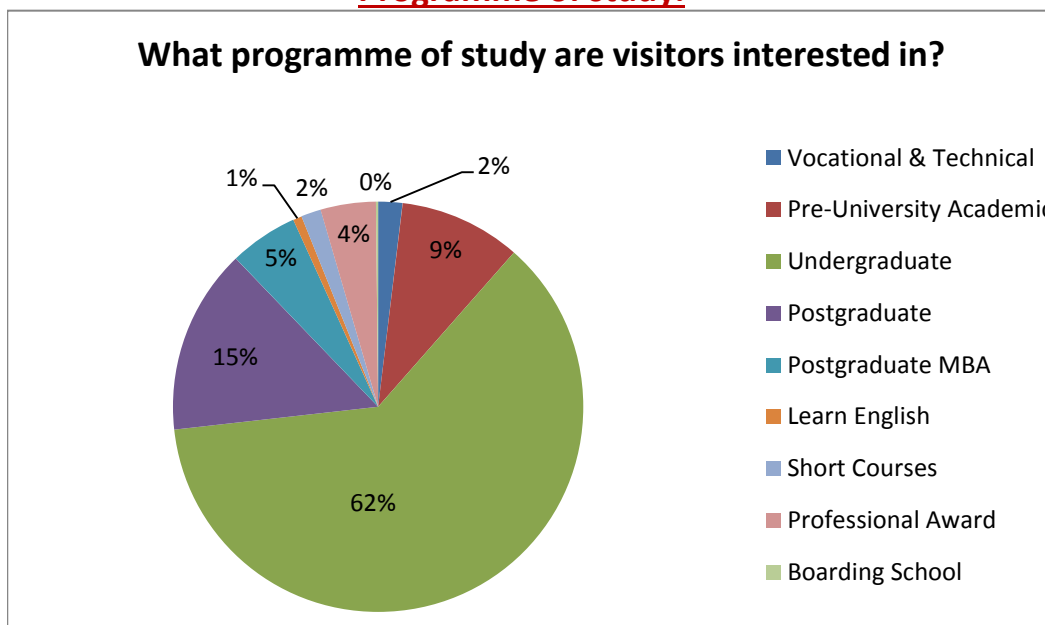


Level of Study

53% of visitors in Abu Dhabi city were looking for Undergraduate Programme of study



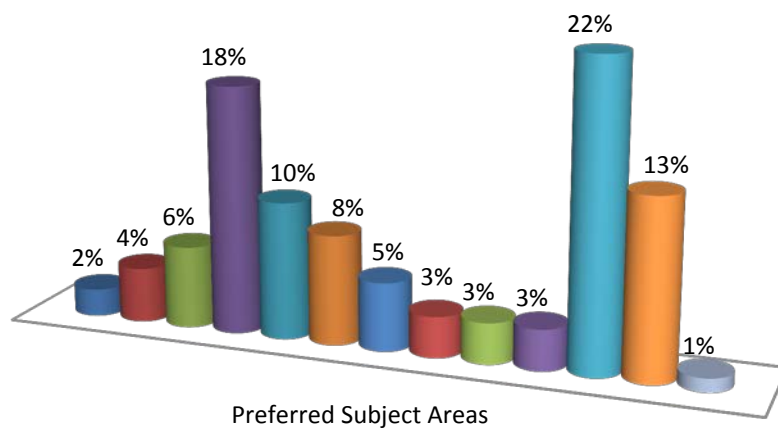
62% of visitors in Dubai were looking for Undergraduate Programme of study.



Preferred subjects

In Abu Dhabi, 22% visitors were interested in Engineering and Technology

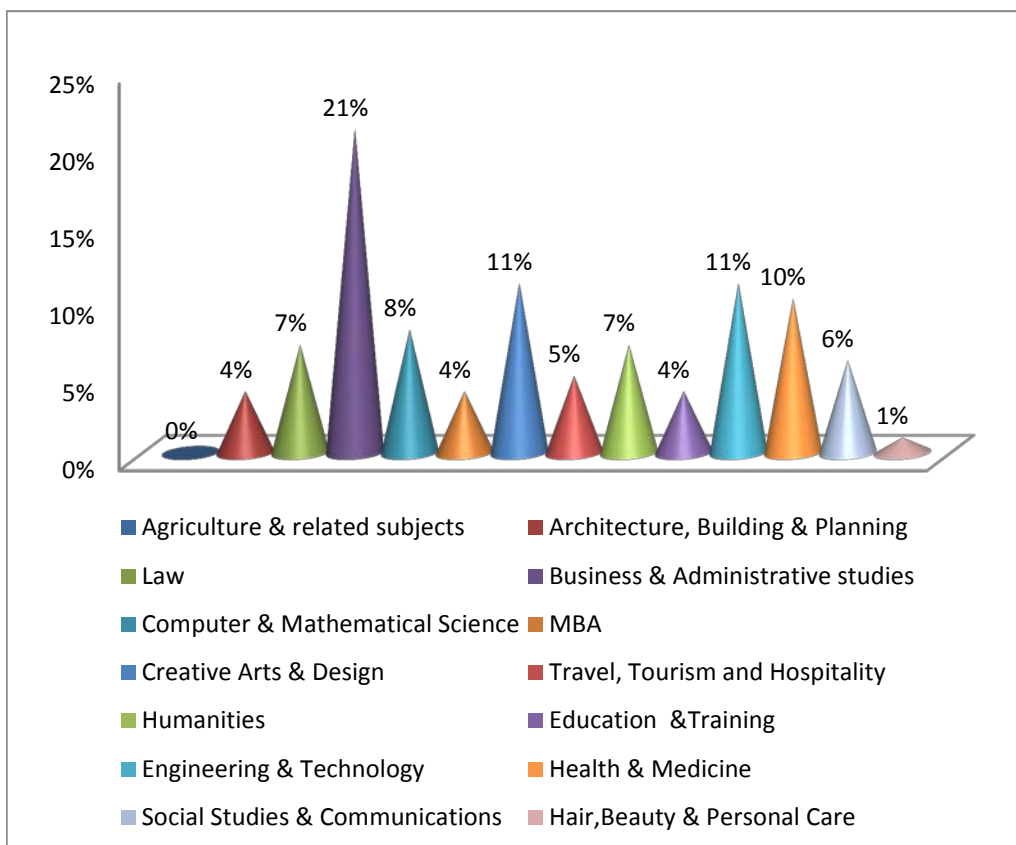
What are the preferred Subject Areas of the Visitors?



- Agriculture & related subjects
- Architecture, Building & Planning
- Law
- Business & Administrative studies
- Computer & Mathematical Science
- MBA
- Creative Arts & Design
- Travel, Tourism and Hospitality
- Humanities
- Education & Training
- Engineering & Technology
- Health & Medicine
- Social Studies & Communications

In Dubai, 21% visitors were interested in Business and Administrative Studies

Preferred Subject Areas of the Visitors



Mystery Shopping is a tool used to measure quality of service and gather specific information about products and services. The mystery consumer's specific identity and purpose is generally not known by the establishment being evaluated. The shoppers usually ask questions, register complaints and then provide feedback about their experiences.

Key recommendations for institutions: 64% very approachable and 72% gave a an overall positive impression of UK education

Abu Dhabi Mystery Shopper Feedback

1) Abu Dhabi Samples: 25

Question	Feedback
1. How approachable was the delegate?	64% very approachable 36% somewhat approachable
2. Was the delegate attentive when listening to your enquiry?	100% Yes 0% No
3. Was the information presented in a clear way so that you understood it easily?	100% Yes 0% No
4. Was your question answered fully?	92% Yes 8% No
5. Did the delegate provide other resources from which you could obtain the information you need?	95% Yes 5% No
6. Did you indicate this to the delegate or request further information?	95% Yes 5% No
7. Was the booth organised in a presentable way?	100% Yes 0% No

8. Was the information available at the booth useful?	100% Yes 0% No
9. Did you get a good impression of this institution from your exchange with the delegate?	96% Yes 4% No
10. Did this institution give you an overall positive impression of UK education?	100% Yes 0% No

2) Dubai Samples : 25

Question	Feedback
1. How approachable was the delegate?	60% very approachable 32% somewhat approachable 8% a little approachable.
2. Was the delegate attentive when listening to your enquiry?	80% Yes 20% No
3. Was the information presented in a clear way so that you understood it easily?	76% Yes 28% No
4. Was your question answered fully?	60% Yes 40% No
5. Did the delegate provide other resources from which you could obtain the information you need?	100% Yes 0% No
6. Did you indicate this to the delegate or request further information?	59% Yes 41% No
7. Was the booth organised in a presentable way?	96% Yes 4% No
8. Was the information available at the booth useful?	96% Yes 4% No
9. Did you get a good impression of this institution from your exchange with the delegate?	72% Yes 28% No
10. Did this institution give you an overall positive impression of UK education?	72% Yes 28% No

Marketing

Our Gold Sponsors British Council IELTS helped attract more visitors

1. Specific targets:

- 120,000 likes British Council UAE Facebook page
- EducationUK Facebook page (targeted visitors)
- LinkedIn 3300 targeted UAE followers
- Twitter (recently launched – 600 followers – 18 tweets)
- BC Instagram (6000 followers)
- UK Embassy Abu Dhabi Instagram (2300 followers)
- UK in the UAE Facebook page (9,500 followers)

2. Key messages to different audiences

- Parents, School students, Potential Postgraduate Recruits, Educational Agents, and Scholarship Providers in the UAE

3. Selecting different channels for communication (Arabic and English)

- Digital: Website, social media, e-mail marketing, SMS blast (2000)
- Off-line: flyers (6,000 printed and distributed)
- English and Arabic Press Release
- Interview with Country Director – Gulf News
<http://m.gulfnews.com/news/uae/education/brexit-no-dampener-for-uae-students-1.1923954>

4. Google Search Campaign

5. British Council Website – Online Coverage (77,931 monthly visitors British Council UAE page)

6. YouTube video <https://mp.streamamq.com/tiny/0ckqu>

Visitor's Feedback – Abu Dhabi and Dubai

A printed survey was distributed during the exhibition to 122 visitors (44 in Abu Dhabi and 78 in Dubai); The questions were designed to gather quantitative statistics as well as qualitative feedback about our exhibition.

	Strongly Agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
The event met my expectations	55 (45%)	59 (48%)	8 (6.55%)	0	0
Overall, this was a high quality event	46 (37.7%)	63 (51.6%)	11 (9%)	2 (1.6%)	0
The British Council is among the leading organizations' in its field	57 (46.7%)	48 (39%)	17 (13.9%)	0	0

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

- **Abu Dhabi Exit survey comments**

1. Thank you
2. Perhaps introduce a higher variety of Universities specifically in very high tier like Oxford & Cambridge.
3. Representatives of the Universities must be aware with more information about their Universities.
4. Very friendly, Thank you
5. It will be great if you do this in Al-Ain especially at UAE University.
6. Advertise more about the event. Include more Universities. Overall very good event!
7. Some of the Universities listed not present today.
8. More Universities
9. More Variety of Universities
10. Good Overall
11. Include as many Universities as possible in Abu Dhabi
12. Have Universities with more Science options.

- **Dubai Exit-survey Comments**

1. Need more Universities present for the event
2. Higher quality Universities
3. None, Thank you!
4. More ranking universities
5. Need a wider selection of Universities
6. It was fabulous! Some of the lines were rather long though, maybe according to registrations you can allocate a time so that we can get the opportunity to see as many as we can.
7. If more Universities can be represented at the exhibition, would be great, however it is an excellent event!
8. More science universities
9. More chairs

10. More top universities
11. Organisation in terms of time-slots/waiting
12. Thank you for your efforts!
13. More universities that offer help to high school students
14. More universities that offer help to high school students
15. More universities that offer post-graduate studies in medicine
16. The fair was good overall. I would expect more universities offering different courses....Petroleum engineering.
17. Make sure there are enough brochures for everyone.
18. It was all done very well.
19. More universities from UK could be invited eg: Sheffield, Birmingham, Cardiff etc.
20. The parking was difficult.
21. Not really, it already has good information.
22. Have more universities participate.
23. It was quite satisfying, so no.
24. Everything was great but all I would advise is to take into consideration the different curriculums that different schools provide...Eg: Many did not know requirement if applying under American system of education.
25. More seated areas for visitors
26. Make event for 2 days
27. Food should be provided in a massive amount.
28. More universities that are in top 100
29. Do the events annually, take year 12 students to trips to such events, inform international students about application deadlines?
30. Everything was great! Thank you!
31. Have more universities, have more of these events. Try extending the event, have more people in each university.

Key Recommendations from visitors for the British Council include:

- Invite more Institutions to attract larger audience
- Advertise the exhibition more widely.

Exhibitor's Feedback *(Only 25 Universities provided feedback)*

At the exhibition there were **18 exhibitors** in Abu Dhabi for one day and **30** in Dubai over one day from UK HEIs.

When exhibitors were asked "Would you consider coming back to the next British Council event in the UAE?" **92% said yes, 0% said no, 8% said undecided**

Some positive quotes from exhibitors:

1. Overall a good fair!
2. Much better than Abu-Dhabi, worthwhile attending.
3. Thanks for your hard work!
4. I was tired and didn't make the most of it (networking lunch) but the effort was appreciated.
5. Great! (quality/number of enquiries)
6. Would be great to see more Emirati schools invited to the event in the morning. Good Event-love the venue. Many Thanks.
7. This is the best venue in ages.
8. Thank you for the BC Team's wonderful support-you have been amazing!

Some negative quotes from exhibitors:

1. Larger round tables would have been better.
2. Great venue but if the cost was cheaper elsewhere, that would be good.
3. Would have been good to have counsellors sit with us all doing meal or vice-versa-maybe larger tables or timed seating.
4. The hotel was not the best for the value for money.
5. Sit down meal didn't provide opportunity to negotiate.
6. Could do with 2 days in Dubai
7. Venue not as easy accessible
8. The lunch set up was not for networking at all.
9. The schools session was busier than I expected but some schools brought 9th grade, which is a bit too young for us.
10. There wasn't much networking due to seating, but was a nice setting.
11. The gap may require a review!
12. Hopefully more schools will attend.

List of Exhibitors (Alphabetical Order)

1. Anglia Ruskin University*	17. The University of Manchester
2. Aston University*	18. The University of Nottingham*
3. Bath Spa University	19. University College London
4. Brunel University London	20. University for the Creative Arts
5. City, University of London*	21. University of Aberdeen
6. Institute of Chartered Accountants in England and Wales (ICAEW)*	22. University of Bath*
7. Kingston University	23. University of Central Lancashire
8. Lancaster University*	24. University of Dundee
9. Liverpool Hope University*	25. University of Essex
10. Liverpool John Moores University	26. University of Exeter
11. Loughborough University*	27. University of Leeds*
12. Middlesex University	28. University of Lincoln
13. Queen's University Belfast*	29. University of Surrey
14. Richmond, The American International University in London	30. University of the Arts London
15. Royal Veterinary College, University of London*	31. University of the West of Scotland
16. Staffordshire University	

Dubai only *

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 of the venue as well as change the networking lunch format.
- Going forward, British Council UAE (Country) will introduce a third city to the UAE Exhibition.

The above points, though important, should not detract from what was a successful exhibition. Next year's exhibition (Currently Scheduled for November 2017) will build upon the lessons learned and prove even more popular. We hope to see you there!