



SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING

Post-event Report for

EDUKEX 2015 UAE

10-12 November 2015
Abu Dhabi and Dubai

Introduction

Thank you for your participation at the Education UK exhibition in UAE in November 2015 at Le Royal Meridien Hotel, Abu Dhabi and Dubai World Trade Centre, 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 2015 UAE hosted representatives from **41 UK institutions** (listed on page 16) that positively engaged with **prospective students, parents, high school counsellors and working professionals** providing the audience with information on studying in the UK. EDUKEX 2015 UAE was sponsored by British Council IELTS.*

*The event attracted around 1700 visitor's thanks in part to the **media interest and marketing campaign** (listed on page 10). Alongside the main exhibition, a series of presentations were also held, with topics covered including *The World Speaks IELTS, Student Visa and Undergraduate Medicine Degrees in the United Kingdom.**

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,

Dina Kanan | SIEM Manager, United Arab Emirates

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Highlights

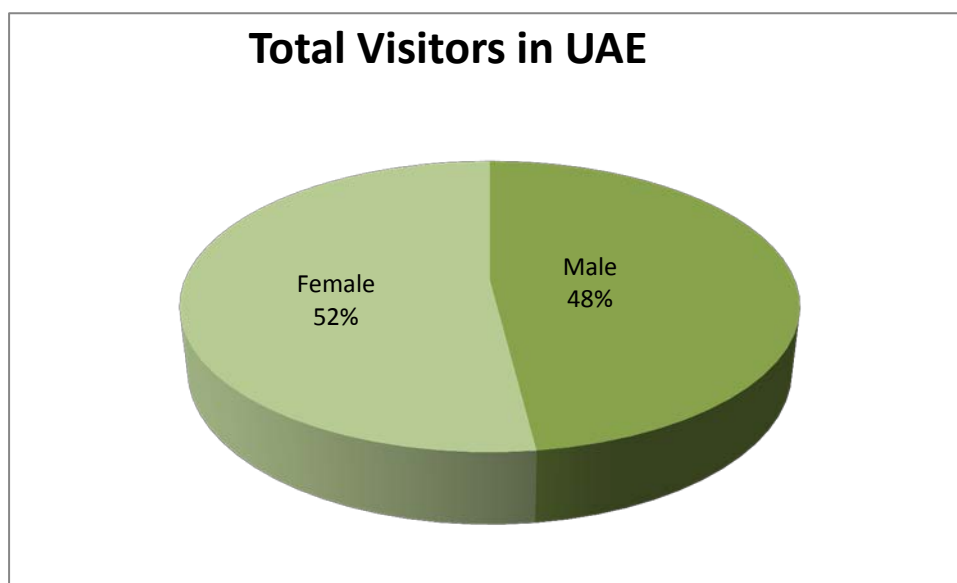
Venue	Le Royal Meridien, Abu Dhabi: November 10, 2015 Dubai World Trade Centre, Dubai: November 11 and 12, 2015
Opening hours	Abu Dhabi: 4pm – 9pm Dubai: 5pm – 9pm 10.30am-12.30pm for high school students (November 12 in Dubai).
Exhibition inaugurated by	Abu Dhabi –Philip Parham, British Ambassador to the UAE Dubai - Marc Jessel, Country Director British Council, UAE
Participation costs	Abu Dhabi - £2,241 plus VAT Dubai - £2,460 plus VAT
Unique feature to give added value	School Visit: Jumeira College in Dubai and a networking lunch in Dubai with government representatives, agents, UAE-based HEIs,

Attendance (including dedicated school visits)	Country	
	2014 (including Al Ain)	2015
	2191	1701

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

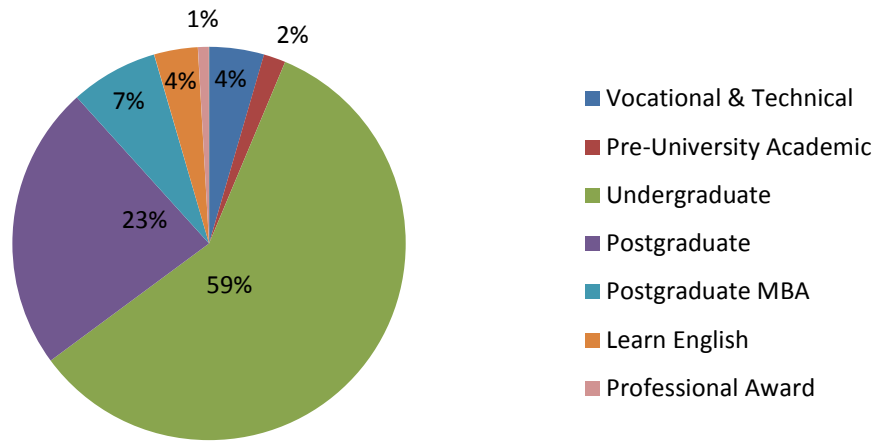
- The World Speaks IELTS
- Student Visa
- Undergraduate Medicine Degrees in the UK

Of the total visitor numbers in UAE, 48% were males and 52% were females



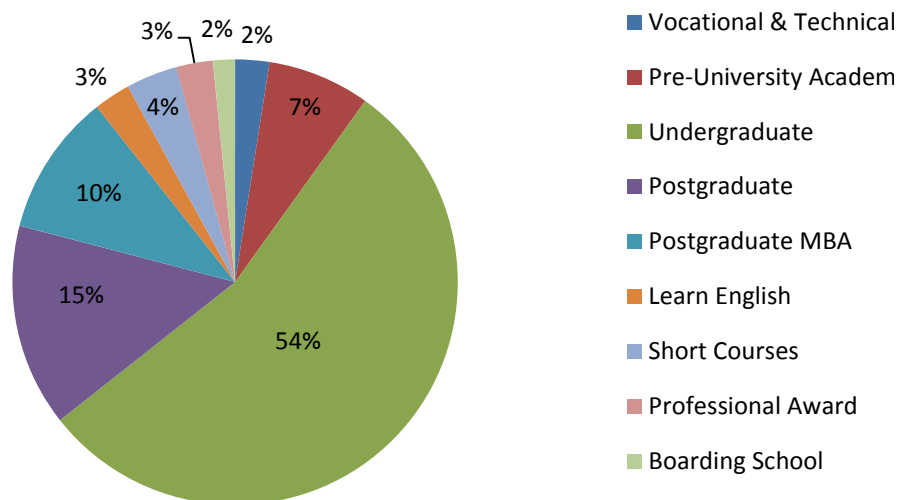
59% of visitors in Abu Dhabi city were looking for Undergraduate Programme of study

What programme of study are visitors interested in?



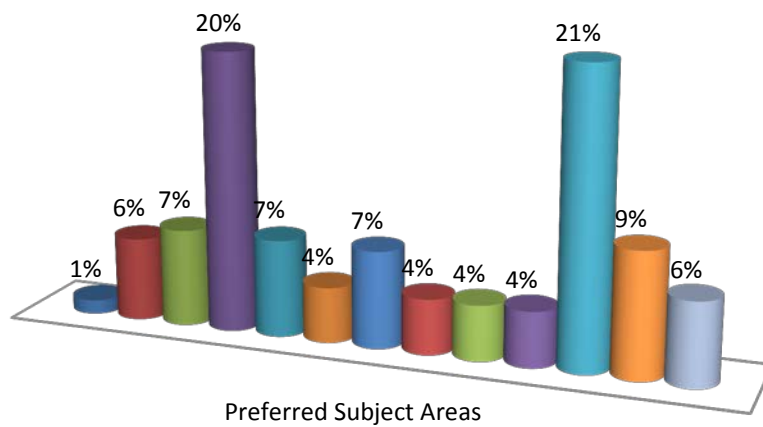
54% of visitors in Dubai were looking for Undergraduate Programme of study.

What programme of study are visitors interested in?



In Abu Dhabi, 21% visitors were interested in Engineering and Technology

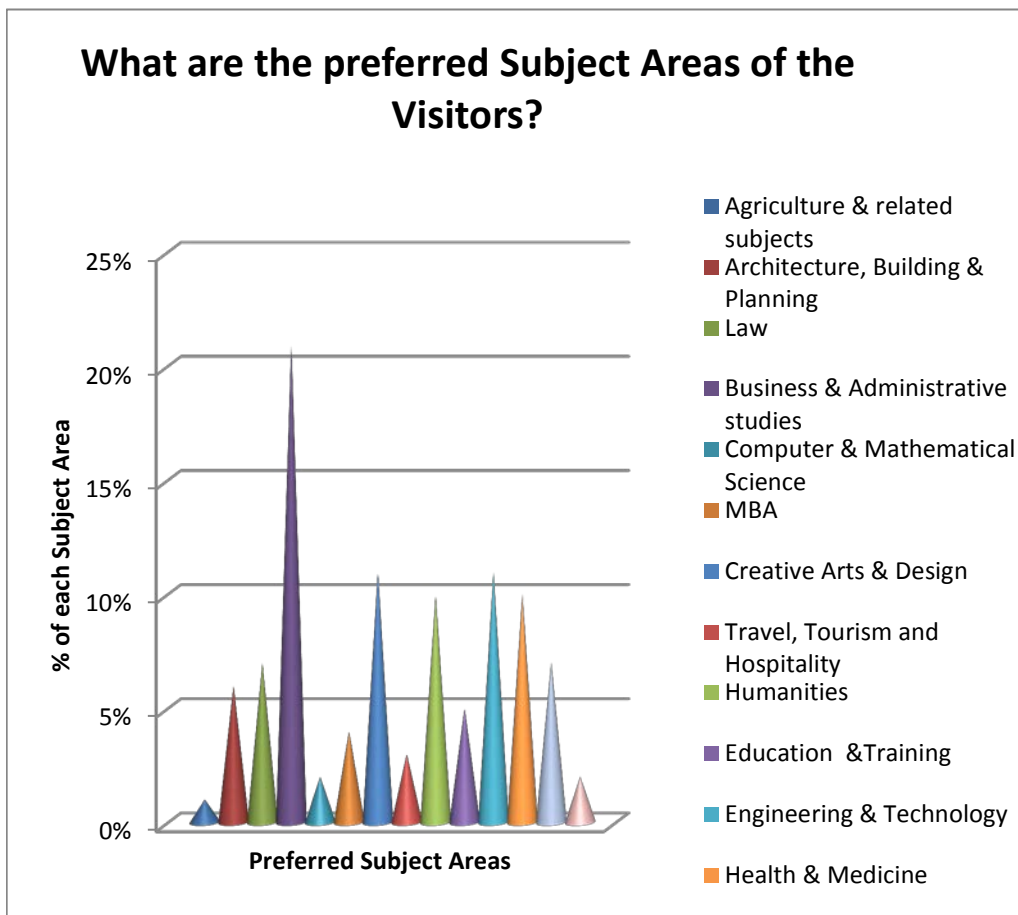
What are the preferred Subject Areas of the Visitors?



- 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

What are the preferred Subject Areas of the Visitors?



Key recommendations for institutions: 84% very approachable and 90% gave a an overall positive impression of UK education

The following points are made in light of the **mystery shopper**

1) Abu-Dhabi Samples: 28

Question	Feedback
1. How approachable was the delegate?	84% very approachable, 11% somewhat approachable, 5% a little approachable.
2. Was the delegate attentive when listening to your enquiry?	89% Yes 11% No
3. Was the information presented in a clear way so that you understood it easily?	84% Yes 16% No
4. Was your question answered fully?	89% Yes 11% No
5. Did the delegate provide other resources from which you could obtain the information you need?	89% Yes 11% No
6. Did you indicate this to the delegate or request further information?	84% Yes 16% No
7. Was the booth organised in a presentable way?	95% Yes 5% No
8. Was the information available at the booth useful?	89% Yes 11% No
9. Did you get a good impression of this institution from your exchange with the delegate?	89.5% Yes 10.5% No
10. Did this institution give you an overall positive impression of UK education?	90% Yes 10% No

2) Dubai Samples : 41

Question	Feedback
1. How approachable was the delegate?	80.5% very approachable, 12% somewhat approachable, 5.5% a little approachable. 2% not at all approachable
2. Was the delegate attentive when listening to your enquiry?	88% Yes 12% No
3. Was the information presented in a clear way so that you understood it easily?	85% Yes 15% No
4. Was your question answered fully?	80.5% Yes 19.5% No
5. Did the delegate provide other resources from which you could obtain the information you need?	90.25% Yes 9.75% No
6. Did you indicate this to the delegate or request further information?	88% Yes 12% No
7. Was the booth organised in a presentable way?	85% Yes 15% No
8. Was the information available at the booth useful?	88% Yes 12% No
9. Did you get a good impression of this institution from your exchange with the delegate?	80.5% Yes 19.5% No
10. Did this institution give you an overall positive impression of UK education?	83% Yes 17% No

Marketing

Our Gold Sponsors British Council IELTS helped attract more visitors

1. Specific targets:

- 96,500 likes British Council UAE Facebook page
- EducationUK Facebook page (targeted visitors)
- LinkedIn 3174 targeted UAE followers
- Twitter (recently launched)
- BC Instagram (recently launched 900 followers)
- UK Embassy Abu Dhabi Instagram (850 followers)
- UK in the UAE Facebook page (8,500 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 (6,500 printed and distributed)
- English and Arabic Press Release
- Interview with Country Director -Emirates News Dubai One TV
- Radio Campaign : Virgin Radio 1 and Radio 2

4. Google Search Campaign**5. British Council Website – Online Coverage (52,000 monthly visitors British Council UAE page)****6. YouTube video**

Visitor's Feedback – Abu Dhabi and Dubai

A printed survey was distributed during the exhibition to 182 visitors (48 Abu Dhabi and 134 Dubai); The questions were designed to gather quantitative statistics as well as qualitative remarks on reactions to our exhibition and the decision making process.

	Strongly Agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
The event met my expectations	77 (42%)	96 (52%)	8 (4%)	1 (0.5%)	0
Overall, this was a high quality event	85 (47%)	89 (49%)	8 (4%)	0	0
The British Council is among the leading organizations' in its field	93 (51%)	74 (40.6%)	15 (8.24%)	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) Excellent
- 2) Good Job
- 3) I think this is more than enough and I wish all the best to them.
- 4) Mix of Arabic speakers with English ones.
- 5) Some universities are only present in Dubai and not in Abu-Dhabi.
- 6) For such event, you can do some lectures to show the much common information about “studying in UK”.
- 7) Many Thanks
- 8) I think I can say thank you for the job well done. The event is really very interesting.
- 9) More universities
- 10) Clarifications on which universities are in Abu-Dhabi or Dubai. Very good event despite this.
- 11) Brilliant
- 12) Have more events
- 13) Make sure schools are aware of these events and promote them thoroughly.

- **Dubai Exit-survey Comments**

- 1) Would be nice to see more Art Universities
- 2) Such events should be conducted before October so that deadlines cannot be missed.
- 3) More universities eg: Imperial College.
- 4) Keep it up guys!
- 5) Very good arrangement. Can do better by advising schools to join the seminars.
- 6) It was eye-opening.
- 7) I would like British council to increase their centres in Dubai or UAE so they will be easily accessible.
- 8) The location was not particularly well signposted- a clearer location may have helped.
- 9) The event was great thank you for your hardwork.
- 10) Short Presentations on entry level requirements from education in UK.
- 11) Very good experience.
- 12) There wasn't a real advertising for this event. I accidentally saw it while visiting the motor show.
- 13) More advertising will be good.
- 14) Maybe add more seats.
- 15) I really liked it, may be more seats.

- 16) Loved it!
- 17) Would have liked to see some other top-class like Oxford, LSE, Cambridge & Durham.
- 18) Would have like to see LSE & Imperial College at the exhibition.
- 19) Notify future expected students thru schools/colleges.
- 20) Carry on doing what you are doing and advertise more.
- 21) More schools! I'd always like to request for University of Sussex.
- 22) Conduct this conference more often.
- 23) Include more universities with a wider range of courses.
- 24) Include more universities.
- 25) More renowned universities should be included
- 26) More variety of Universities
- 27) Host the event on a weekend. More Advertisement.
- 28) Include few more Universities.
- 29) More Universities.
- 30) Make sure the delegates are there.
- 31) No suggestions, that was perfect!
- 32) Bring Durham & Oxford, Cambridge.
- 33) Include more colleges/universities. Advertise more about the exhibition.
- 34) Advertisement was not there.
- 35) Putting up signs to where your location is and expanding your advertisement for a larger audience.
- 36) Increase university numbers.

Key Recommendations for the British Council include:

- Invite more Institutions to attract larger audience
- Advertise more about the exhibition.
- Improved distribution of subject Matrix prior to exhibition

Exhibitor's Feedback (*Only 10 out of 41 Universities provided feedback*)

At the exhibition there were 21 exhibitors in Abu Dhabi for one day and 41 in Dubai over two days from UK HEIs.

When exhibitors were asked "Would you consider coming back to the next British Council event in the UAE?" 40% said yes, 0% said no, 60% said undecided

When exhibitors were asked "overall how satisfied were you with the exhibition?" 50% said very, 40% said somewhat, 10% neutral

Some positive quotes from exhibitors:

- Well organized even if the number and quality of visitors could improve. The Schools visit in Dubai was well received.
- Quality was good at both events.
- The visit to Jumeirah College was good

Some negative quotes from exhibitors:

- I think because of Diwali the fair was less busy than previous ones.
- The numbers of visitors were disappointing.
- There was a clash with Diwali which meant that many Indian students did not attend.
- The UAE events are very expensive. The venue is too big. Holding it in a hotel would be better.
- I was surprised just how undergraduate focused the event was. I am keen to try to reach out more to a PG audience too and I thought this event might have helped with that but only 10% of those I spoke to were interested in PG courses

List of Exhibitors (Alphabetical Order)

1	Anglia Ruskin University	21	The University of Manchester
2	BPP	22	The University of Northampton
3	Cardiff University	23	University College London – UCL
4	City University	24	University for the Creative Arts
5	Coventry University	25	University of Aberdeen
6	Kaplan International	26	University of Bath
7	King's College London	27	University of Derby
8	Kingston University	28	University of Essex
9	Leeds Trinity University	29	University of Exeter
10	Liverpool Hope University	30	University of Greenwich
11	Liverpool John Moores University	31	University of Huddersfield
12	London School of Economics	32	University of Kent
13	Loughborough College	33	University of Leeds
14	Loughborough University	34	University of Lincoln
15	Manchester Metropolitan University	35	University of Reading
16	Middlesex University, London	36	University of Southampton
17	Sheffield Hallam University	37	University of Surrey
18	Staffordshire University	38	University of the Arts London
19	The Institute of Chartered Accountants in England and Wales- ICAEW	39	University of Warwick
20	The University of Edinburgh	40	University of Westminster
		41	York St. John University

Future steps

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

- For next year's exhibition, we will evaluate the cost effectiveness and the feasibility of moving to a different venue.
- Going forward, British Council UAE will better coordinate the dates with other events (Motor Show this year) as well as any religious or public holidays.

The above points, though important, should not detract from what was a successful exhibition. Next year's exhibition (Currently scheduled for November 2016) will build upon the lessons learned. We hope to see you there!