



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

**Post-event report for
Education UK Egypt Schools roadshow
25-26 September 2016
Cairo**

Introduction

Thank you for your participation at the Engineering tour in Egypt in September 2016 at 4 schools in Cairo.

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, targeted at Schools market, hosted representatives from 9 UK institutions (Listed below in page 9), that positively engaged with prospective students and visitors, providing the audience with information on educational opportunities/subject choices etc.

The event attracted over 500 visitors thanks in part to the marketing campaign and schools inviting their own candidates (Details listed below in page 6).

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,

Yehia El Refaiy | Education UK Manager, Egypt

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Highlights

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

Venue(s)	3 various international schools and fair at the British Council
Opening hours	09:00-17:00
Stand costs	£975 (plus VAT)

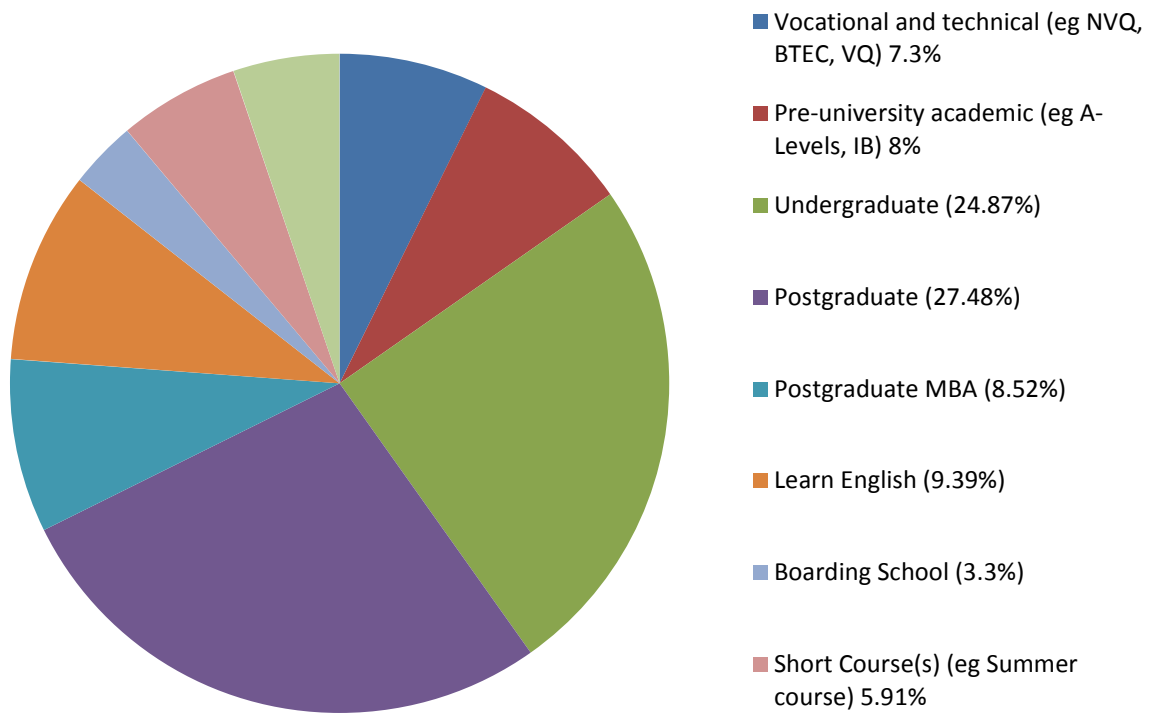
This was the first Engineering tour held in Egypt
 Estimated number of students attended the roadshow is 450 students in the 3 schools

New Cairo British International School (150 students)
 Egyptian British International School (150 students)
 British International School in Cairo (150 students)

Visitors' profile

95% of the visitors preferred to study in the UK

24.8 % of visitors are looking for Undergraduate Higher Education

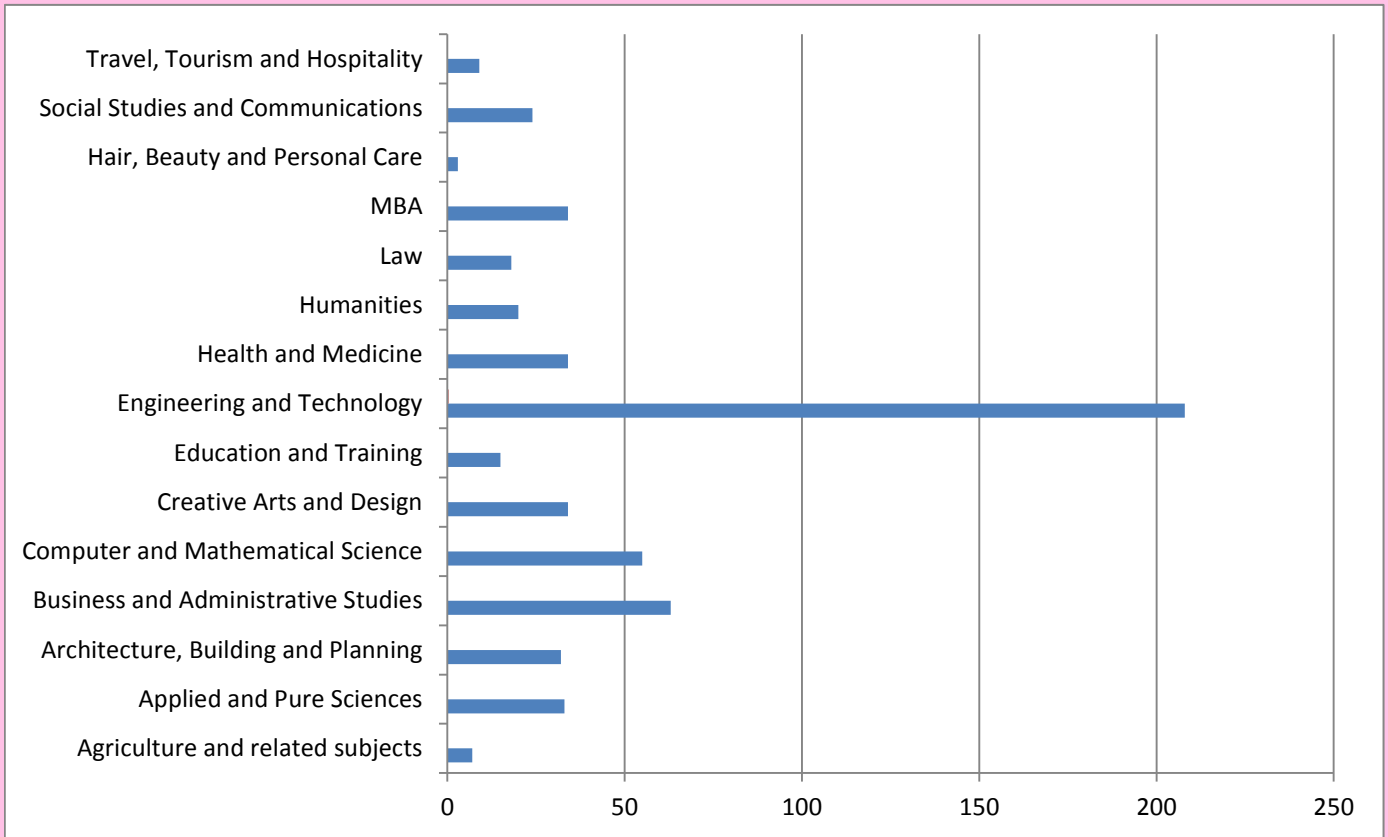


Of the total visitor numbers more than 75% were male, 23% were female.



	269 (75.77%)		84 (23.66%)		2 (0.56%)
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What type of study the visitors are interested in?



Marketing

A total of £1000 was spent on marketing for this event

Our marketing reached an estimated audience of 600,000 people

Print (Flyers):

BRITISH COUNCIL

Education UK
Innovative. Inspiring. Inspiring.

Meet top Engineering and technology universities from the UK
تعرف على أفضل الجامعات البريطانية في مجال الهندسة والتكنولوجيا

We are pleased to invite you to the Study Engineering and Technology in the UK fair. يسرنا أن ندعوكم لحضور معرض التعليم البريطاني في مجال الهندسة والتكنولوجيا.

Monday 26 September 2016 at the British Council in Agouza from 5 p.m. to 8 p.m.
يوم الاثنين ٢٦ سبتمبر ٢٠١٦ في المجلس الثقافي البريطاني العجوزة من الساعة ٥ وحتى الساعة ٨ مساءً.

Get expert advice on choosing the right UK institutions and courses, as well as information on scholarship opportunities, entry requirements and course fees. Discuss a wide range of topics with representatives from UK universities and British Council staff.
تعرف على أفضل الجامعات البريطانية في مجال الهندسة والتكنولوجيا. احصل على نصائح من الخبراء حول اختيار الجامعة المناسبة للدراسة ومعلومات عن المنح الدراسية. شوط القبول والمصاريف الدراسية. تناقش مع ممثلي الجامعات والمجلس الثقافي البريطاني في مختلف المواضيع.

For more information about the participating universities and registration, please visit <https://eg.educationuk.org/en/exhibition/8>
لزيد من التفاصيل عن الجامعات المشاركة وتسجيل الحضور في المعرض، قم بزيارة الرابط التالي: <https://eg.educationuk.org/en/exhibition/8>

Join us at the British Council on Monday 26 September 2016
قم بزيارة المجلس الثقافي البريطاني يوم الاثنين ٢٦ سبتمبر ٢٠١٦

www.britishcouncil.org/eg
www.educationuk.org

Online sample:

Boost post

OVERVIEW EDIT PROMOTION

You are targeting **men and women aged 18-65+** who live in **1 location**.

Show full summary

This promotion will run for **13 days**.

Your total budget for this promotion is **£300.00**.

30,182 Engagements 367,927 People Reached (?) £300.00 Total Spend (?)

Actions | People | Countries

Link Clicks	2,627
Page Likes	2,069
Post Likes	25,243
Comments	102
Shares	141

Add budget

DESKTOP NEWS FEED MOBILE NEWS FEED


Education UK - British Council Sponsored · * Like Page

اسسة الهندسة والتكنولوجيا في بريطانيا؟ انضم الى معرضنا الذي يضم أفضل الجامعات البريطانية لهندسة والتكنولوجيا للتعرف على ممثلي من الجامعات والمجلس الثقافي البريطاني و احصل على الخبراء حول إختيار الجامعة المناسبة لك.

ايضاً معرفة معلومات عن فرص الحصول على منح دراسية، المصاريف و شروط القبول بها.

المعلومات عن الجامعات المشاركة وتسجيل الحضور، برجاء زيارة الرابط التالي

See translation



BRITISH COUNCIL Education UK Innovative. Individual. Inspirational.

معرض دراسة الهندسة والتكنولوجيا في بريطانيا
الذنين ٢٦ سبتمبر ٢٠١٦

من دراسة الهندسة و التكنولوجيا في بريطانيا بالمركز الثقافي البريطاني
في تصالغ من الخبراء حول اختيار الجامعة المناسبة لك لكي ، و معلومات عن المنح الدراسية ، شروط القبول و
الدراسة تتفقت مع ممثلي الجامعات و المركز الثقافي البريطاني في مختلف المواضيع

Boost post

OVERVIEW EDIT PROMOTION

You are targeting **men and women aged 16-50** who live in **1 location**.

Show full summary

This promotion will run for **28 days**.

Your total budget for this promotion is **£100.00**.

12,889 Engagements 67,213 People Reached (?) £99.99 Total Spend (?)


Actions | People | Countries

Link Clicks	424
Page Likes	202
Post Likes	12,237
Comments	18
Shares	8

DESKTOP NEWS FEED MOBILE NEWS FEED

Education UK - British Council Sponsored · * Like Page

Do you want to study Engineering and Technology in the UK?
Do you want to get expert advice on choosing the right UK institutions and courses, as well as information on entry requirements and course fees.
Are you looking for scholarships opportunities to study in the UK?
Join us at the British Council on Monday 26 September 2016 from 5 p.m. to 8 p.m. at the Study Engineering and Technology in the UK Fair! You can also attend the fair in 3 other locations in Cairo that is close to you!
Get more information and register NOW!



BRITISH COUNCIL Education UK Innovative. Individual. Inspirational.

Study Engineering and Technology in the UK fair

Exhibitor's Feedback

When exhibitors were asked “Would you consider coming back to the next British Council event in Egypt?” **100 % of survey takers said yes.**

When exhibitors were asked “this event met my expectations” and “Overall, this was a high quality event” **100% of survey takers said yes.**

Some feedback from exhibitors:

“I enjoyed my visit to Cairo and found the school visits and the exhibition very productive, thank you for organising these and taking care of us.”

Photos of Schools roadshow





List of Exhibitors (Alphabetical Order):

University of Birmingham
Coventry University
Cranfield University
University of Essex
Middlesex University
Queen's University Belfast
Robert Gordon University
Staffordshire University
University of Sussex

Future plans (what worked and what did not?):

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

- Going forward, British Council (Country) will better coordinate our schedule with the region and tie-in our own exhibition with other regional countries' events, to enable exhibitors to maximize their time and budget in a single trip.

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 are looking for that scholarships opportunities, we recommend institutions to look at ways of providing some sort of scholarship or discount and highlight these during future exhibitions.

Next Education UK Egypt Schools roadshow and fair will be held in Cairo and Alexandria on 9 – 10 November 2016. We hope to see you there!

End of Report