



SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING

**Post-event report for
Education UK schools roadshow and fair**

**9 & 10 November 2016
Cairo & Alexandria
Egypt**

Introduction

Thank you for your participation at the Schools roadshow and fair in Egypt in November 2016 at 4 schools in Cairo and Alexandria.

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 6 **UK institutions** (Listed below in page 12), that positively engaged with **prospective students and visitors**, providing the audience with information on “**educational opportunities/subject choices**” etc.*

*The event attracted over **1500 visitors** thanks in part to the **marketing campaign and schools inviting their own candidates (Details listed below in pages 6-7)**”.*

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)	4 various international schools and fair in Alexandria
Opening hours	09:00-17:00
Stand costs	£975 (plus VAT)

This was the first roadshow held in Egypt
 Estimated number of students attended the roadshow is **1500 students** in the 4 schools and the fair held in Alexandria

- Cairo English School (150 students)
- Al Alsson British & American International School (100 students)
- Arab Academy for Science and Technology (100 students)
- Alexandria International School (150 students)
- Fair in Hilton Alexandria Corniche Hotel (more than 1000 visitors)

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. Inclusive. Inspiring.

Meet top UK universities!
تعرف على افضل الجامعات البريطانية!

We are pleased to invite you to the first Education UK fair in Alexandria.
يسرنا أن ندعوكم لحضور اول معرض للتعليم البريطاني في الاسكندرية.

Thursday 10 November at Hilton Alexandria Comiche Hotel from 5.30 p.m. to 8 p.m.
الخميس - 10 نوفمبر في فندق هيلتون كورنيش الاسكندرية من الخامسة والنصف مساءً حتى الثامنة 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.
احصل على نصائح من الخبراء حول اختيار الجامعة المناسبة للدراسة ومعلومات عن المنح الدراسية، شروط القبول والمصاريف الدراسية. تناقش مع ممثلين الجامعات والمجلس الثقافي البريطاني عن مختلف المواضيع.

Participating Universities:
- University of the Arts London
- University of Central Lancashire
- Coventry University
- Keele University
- University of Huddersfield
- The University of Manchester
الجامعات المشاركة في المعرض:
- جامعة لندن للفنون
- جامعة سنترال لانكشاير
- جامعة كوفنتري
- جامعة كيل
- جامعة هدرسفيلد
- جامعة مانشستر

To register, please visit:
<https://eg.edulexhibition.org/en/exhibition/11>
تسجيل الحضور، قم بزيارة الرابط التالي:
<https://eg.edulexhibition.org/areg-exhibition/11>

Join us at the first Education UK fair in Alexandria
قم بزيارة اول معرض للتعليم البريطاني في الاسكندرية

Meet top UK universities on Thursday 10 November 2016
تعرف على افضل الجامعات البريطانية يوم الخميس 10 نوفمبر 2016

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

Online Sample

Education UK - British Council
 Published by Yehia Educationuk [P] · 27 October at 20:59 · 🌐

ينظم المجلس الثقافي البريطاني أول معرض للجامعات البريطانية في الإسكندرية
 تم بزيارتنا و احصل على تصالح من الخبراء حول شروط القبول والمصاريف الدراسية و المنح الدراسية
 الممكنة
 يقام المعرض يوم الخميس القادم الموافق ١٠ نوفمبر من الساعة ٥:٣٠ الى الساعة ٨ مساءً في فندق هيلتون
 كورنيش الإسكندرية
 لتسجيل الحضور و التعرف على الجامعات المشاركة، اضغط هنا

See translation



انضم الي اول معرض للجامعات البريطانية في الإسكندرية | الخميس ١٠ نوفمبر
 ٢٠١٦ | سجل الآن

EG.EDUKEXHIBITION.ORG


334,321 people reached Boost post

👍 Like 💬 Comment ➦ Share

👤 Mohamed Elsayed, محمود سليمان and 12k others Top comments

Education UK - British Council
 21 October 2016 · 🌐

Join us at the first Education UK fair in Alexandria on Thursday 10 November 2016. Meet top UK universities and 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. For more information about the participating universities and to register your attendance, please click here



Take your first steps to success and visit the first Education UK fair in Alexandria | Register now

EG.EDUKEXHIBITION.ORG

29,362 people reached Boost post

👍 2.1k 💬 20 Comments 34 Shares

29,362 People Reached

2,314 Reactions, comments & shares

2,244 Like	2,177 On post	67 On shares
3 Love	3 On post	0 On shares
33 Comments	25 On Post	8 On Shares
34 Shares	34 On Post	0 On Shares

474 Post Clicks

0 Photo views	297 Link clicks	177 Other Clicks
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NEGATIVE FEEDBACK

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0 Report as Spam	0 Unlike Page

Exhibitor's Feedback

When exhibitors were asked “Would you consider coming back to the next British Council event in Egypt?” **75% of survey takers said yes.**

When exhibitors were asked “this event met my expectations” and “Overall, this was a high quality event” **75% of survey takers said yes.**

Some feedback from exhibitors:

1) School visits:

These were generally good both in terms of quality of enquiries and their numbers. If I come again I would be happy visiting the same schools.

2) Alexandria Exhibition:

The numbers were amazing, and many of them were of a good quality, with a good mix of UG and PG queries. My stand was absolutely mobbed by tens of enquirers all the time. I also ran out of prospectuses too early. This is ultimately a 'nice problem to have' because it means the event was successful in terms of numbers.

Photos of Schools roadshow











List of Exhibitors (Alphabetical Order):

University of the Arts London
University of Central Lancashire
Coventry University
Keele University
University of Huddersfield
The University of Manchester

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 fair will be held in Cairo and Alexandria on 28 and 29 April 2017. We hope to see you there!

End of Report