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1. Event fact file

Venue	Rixos Hotel, Astana, 25 October 2014
Opening hours	12.00–18.00
Opened by	Greg Quinn, Deputy Head of Mission, British Embassy Astana; Simon Williams, Director of British Council in Kazakhstan and Gaini Yessembekova, Head of Admissions, JSC “Center of International Programs”
Stand costs	£ 1,300.00 (exc. VAT), £1,560.00 (incl. VAT)
Partners	Centre for International Programs, Costa Coffee, Education First, Macmillan Education, British Airways, “Business and Vlast” Newspaper
Unique feature to give added value	<ol style="list-style-type: none"> 1) Alumni Talks 2) Social media competitions and various prize draws (including a fully-funded trip and training at a UK language school). 3) Interactive press wall at the event to draw more digital buzz and interest 4) Two presentation halls, with workshop topics ranging from IELTS, ACCA to Business and Management, Employability, Funding studies, Engineering and General Interest. 5) The British Council’s Intercultural Fluency Training conducted for volunteers before the event 6) Eco-friendly bags instead of paper welcome packs 7) Under-represented groups of people (the disabled, with hearing and speech impairments) were engaged as a volunteer and participants 8) Sign language interpretation of the opening words, translators were available for the event for the participants’ needs
Seminars	12 workshops were conducted in total by UK providers, CIP and alumni. For details, see Appendix 2 .

Venue	Rixos Hotel, Almaty, 26 October 2014
Opening hours	14.00–19.00
Opened by	Greg Quinn, Deputy Head of Mission, British Embassy Astana, Michael Bird, Regional Director, British Council and Gani Nygymetov, President of JSC “Center of International Programs”
Stand costs	£ 1,200.00 (exc. VAT), £1,440 (incl. VAT)
Partners	Centre of International Programs, Costa Coffee, Education First, Macmillan Education, British Airways, “Business and Vlast” Newspaper
Unique feature to give added value	<ol style="list-style-type: none"> 1) Alumni Talks 2) Social media competitions and various prize draws (including a fully-funded trip and training at a UK language school). 3) Interactive press wall at the event to draw more digital buzz and interest 4) Two presentation halls, with workshop topics ranging from IELTS, ACCA to Business and Management, Employability, Funding studies, Engineering and General Interest. 5) Intercultural Fluency Training conducted for volunteers before the event 6) Eco-friendly bags instead of paper welcome packs 7) Under-represented groups of people (the disabled, with hearing and speech impairments) were engaged as a volunteer and participants



	8) Sign language interpretation of the opening words, translators were available for the event for the participants' needs
Seminars	12 workshops were conducted in total by UK providers, CIP and alumni. For details, see Appendix 2.

Venue	Hyatt Regency Bishkek, Almaty, 28 October 2014
Opening hours	16.00–20.00
Opened by	Judith Farnworth, Her Majesty's Ambassador to Kyrgyzstan, British Embassy Bishkek, Michael Bird, Regional Director, British Council and Bermet Tursunkulova, Vice Minister of Education and Science of Kyrgyzstan.
Stand costs	£ 900.00 (exc. VAT), £1,080.00 (incl. VAT)
Partners	Education First, Macmillan Education
Unique feature to give added value	<ol style="list-style-type: none"> 1) Opening speech by newly appointed Vice-Minister of Education and Science 2) High media coverage: British Council senior staff (Michael Bird, Regional Director) took part in morning TV show on local channel, Many media representatives attended the event. 3) Alumni Talks 4) Social media competitions and various prize draws 5) Two presentation halls, with workshop topics ranging from IELTS, ACCA to Business and Management, Employability, Funding your studies, Engineering and General Interest. 6) The official reception was held on 27th of October by the British Embassy in Kyrgyzstan and attended by the local business and education sector representatives.
Seminars	6 workshops were conducted in total by UK providers and alumni. For details, see Appendix 2.

2. Objectives

The exhibition's main objective was: "**to position the UK as the top study destination for Kazakhstani students planning to go abroad**". Other objectives included:

- To position the UK as the first choice for international students
- To showcase the variety of opportunities within the UK's education system and attract existing and new UK exhibitors (especially FE and ELT institutions) in Almaty and Astana;
- To widen opportunities for UK exhibitors to profile raising and recruitment opportunities by introducing a new market: Kyrgyzstan;
- To increase the total number of exhibition visitors by enriching the targeted marketing campaign that combines traditional media with digital one and also visits to the educational institutions done by British Council employees. ;
- To support participating institutions' recruitment and promotion activities in the Kazakhstan market;
- To provide a special presentation and a Q&A session by the main partner – by management of the Centre of International Programs, Bolashak scholarship administrator (complimentary to all exhibitors in Almaty).
- To increase customer service quality
To show commitment to Green Policy and Equity, Diversity and Inclusion Policy of British Council



3. Key statistics

Attendance	2012	2013	2014
Visitors			
Almaty	534	2,000	1,708
Astana	427	1,000	965
Bishkek	-	-	1,467
Total No of Visitors	961	3,000	4,140
Exhibitors *			
FE and English Language Schools	9	5	9
HE Zone	32	35	41
Total No of Exhibitors	41	40	50



Visitors Primary Market Objectives	2012	2013	2014
Level of Study			
Language Courses	10%	14%	32%
Summer Courses	6%	9%	28%
Boarding School	4%	2%	5%
Bachelor's Degree	17%	7%	34%
Master's Degree/PhD	26%	27%	60%
MBA	N/A	N/A	20%
Certificate courses/non-degree courses and NVQ	7%	8%	8%
Specialised studies	11%	8%	17%
Main Subjects of Interest			
Business, Economics, Management	25%	23%	46%
Humanities, Social sciences	8%	7%	20%
MBA	N/A	N/A	17%
Computer Science, IT, Telecommunication	9%	6 %	15%
Art and Design	N/A	N/A	14%
Education	9%	7 %	13%
Tourism and Hotel Management, Gastronomy	4%	5%	13%
Law	5%	5%	12%
Media, communication	4%	4%	11%
Engineering	8%	9%	11%
Architecture, Urban Planning	2%	1%	11%
Medicine, Health	2%	3%	6%
Beauty culture and Cosmetology	N/A	N/A	2%



Demographics of Visitors	2012	2013	2014
Gender			
Male	29%	28%	31%
Female	71%	72%	69%
Age			
11-17	7%	9%	8%
18-22	70%	38%	43%
23-27	14%	26%	27%
28-35	6%	14%	18%
35-59	1%	5%	4%

4. Workshops

([Event programme in Appendix 2](#)).

Most of the workshops were well attended, two parallel sessions ran concurrently. The most popular workshop sessions were on IELTS, followed by the informal Alumni Talks. The variety of workshops were presented to fulfil the interest of the audience – including common popular topics such as application process to the UK educational institutions, funding the studies, building successful career and also specialized topics such as building career in fashion and creative industry, and also in engineering field and passing ACCA and IELTS. Workshops in Bishkek were highly attended and especially alumni talks were very popular with alumni talking about their personal experience of getting the scholarship, living and studying in the UK. Participants of the workshop on IELTS had a chance to win a free IELTS examination place – this way it was ensured that this prize was received by the person who really needs it.

The workshop sessions were advertised on the British Council [website](#) in advance, providing the timetable and the description of each session. This allowed visitors to plan their visit efficiently and prepare their queries.

5. Market developments

For the second time the British Council organized the fair in partnership with the Centre of International Programs (CIP) to promote UK education in Kazakhstan. CIP administers the Government of Kazakhstan's Bolashak Scholarship Programme, which funds academic postgraduate degree programs: masters and PhDs, as well as a new non-degree Fellowship Programme, launched in 2012. The UK remains the top choice for Bolashak scholarship holders - 39% of all Bolashak scholarship awardees (4000 students out of 10,000 awardees) over the 21 years of the programme's existence have chosen the UK as their place of study.

The high profile of UK Education was demonstrated by the Kazakhstani Government's invitation asking David Willett's to attend the 20th Anniversary of Bolashak in November 2013. David Willets was the only invited Minister from other countries and he was the only invited speaker at the Anniversary Forum apart from the founder of the scheme, the President of the Republic of Kazakhstan, Nursultan Nazarbayev.



The National development strategic plans of the Republic of Kazakhstan such as Strategic Development Plan of the Republic of Kazakhstan 2050 (Dec.2012), Program on the Accelerated Industrial and Innovative Development of Kazakhstan for 2015—2019, National Programme on Education Development for 2011-2020 and the State program for the development and functioning of languages in the Republic of Kazakhstan for 2011-2020 – all stress out the importance of the education and learning English as a way of developing human capital, and helping to diversify the state economy. The public and personal spending on education sees stable growth and the upcoming international events such as the EXPO 2017 and Universiade 2017 also show that many opportunities for foreign education providers are present in Kazakhstan.

The exhibitors noticed a growing interest in PhD, research and Summer Schools in 2014, as well as:

1. Business, Economics and Management still remains as a top interest for exhibition visitors.
2. Good quality and number of visitors, especially stating that people have better English language skills.
3. Growing interest in local parents' choice of the UK as a study destination for their children, as they are interested in learning more about boarding schools options.

A full report of visitors' subjects of interest can be found in [Appendix 4](#)

6. Key internal and external-influencers on the Exhibition

The number of visitors attending the exhibition for Almaty and Astana slightly decreased as compared to 2013, as the this-year marketing campaign was improved in terms of better targeted promotion by establishing better connections with private schools and universities. The event in the new market, in Kyrgyzstan, was extremely successful with 1000 more visitors attending the event than expected, which corresponds to 300% more people. The number of exhibitors increased by 25% (40 in 2013, 50 in 2014) with a significant increase in the boarding school sector. The media plan, focusing on digital promotion was the main PR campaign component, in addition to traditional advertising (newspaper articles and email distribution). The British Council worked directly with private and state schools and universities, as well as education agents, to ensure outreach to the target audiences. Overall, 69% per cent of exhibitors considered that the visitors were both of good number and good quality.

7. Visitor survey analysis

- The total number of Registration forms completed was **4140**. This represents **100 per cent of the total number of visitors**. The total number of visitors was estimated on the basis of completed online Eventbrite registrations (2806) plus registration forms completed at the events (1334)
- The total number of Visitors Survey forms completed was 625. This represents 15 per cent of the total number of visitors.
- 86 per cent of visitors were satisfied with the quality of the event and their expectations were met.
- Majority of the visitors were interested in postgraduate / master's degrees, language courses and summer schools. There was also a substantial interest in undergraduate degree.
- According to the visitor enquiries, visitors requested information about the UK universities' rankings, scholarship programmes, IELTS preparation courses and examinations.

For more detailed visitor survey information, please refer to Appendices [3](#) and [4](#).



8. Exhibitor survey analysis

- The total number of Exhibitor Surveys completed was **42**. This represents **84 per cent of the total number of exhibitors**.
- Most of the institutions came to the fair both for recruitment and for profile-raising purposes.
- 88 per cent of the exhibitors rated the exhibition as excellent and good.
- Exhibitors rated the British Council's support before and during the exhibition as 4.6 out of 5.0.
- The length of the exhibition was rated by exhibitors as 4.3 out of 5.0.
- The Market briefing was rated by exhibitors as 4.0 out of 5.0.

More detailed information on the exhibitors' survey can be found in [Appendix 5](#).

9. Impact of marketing plan

9.1. Objectives of the advertising campaign

Based on the result analysis of the 2013 exhibition, the following objective was set for 2014:

To develop and deliver a promotional campaign in Almaty and Astana to generate awareness about the exhibition and attract 2000 visitors in Almaty, 1000 visitors in Astana and 500 visitors in Bishkek.

Primary target audiences

Group A: Parents of school students aged 14-17, interested in opportunities of study abroad for their children. Average or high level of income sufficient for funding studies abroad.

Group B: School students at last year of their study and fresh university students (17-20 years old) interested in study abroad.

Group C: School students (14-16 years old) from boarding and private schools who are likely to pursue higher education abroad.

Group D: Young and mid-career professionals (22-30 year old), average income, seeking out opportunities to continue education or pass language courses.

Group E: Working professionals willing to pursue PhD or MBA (30+).

Group F: Audience who may be interested in financial and accounting qualification, such as ACCA.

9.2. Advertising and promotion plan (channels)

British Council	Digital
British Council website www.britishcouncil.kz	mail.ru
British Council Facebook	ok.ru
British Council Vkontakte	hh.kz
Education UK mail shot	yvision
Newspapers, magazines and radio	kivvi
"Business and Vlast" newspaper	sozdik.kz
Astana FM	Namba Full Screen
Posters and leaflets	Namba overlay



4 banners in Bishkek (Kyrgyzstan)	vb.kg
	ts.kg
	Instagramm
	Twitter

9.3. Partners of the Exhibition

Partners: Center of International Programs, Costa Coffee, EF Education First, Macmillan, British Airways, “Business and Vlast” newspaper.

As a result, the British Council received the following free-of-charge services / donations:

Name	Donation	Value KZT
Costa Coffee	600 coupons for free hot drinks, 1000 free desserts, free coffee drinks (20 kg of coffee beans) in Astana and Almaty	1 760,000
EF Education First	2 prizes for 2 weeks of English language courses an all-expenses-paid (accommodation, air ticket, visa expenses, airport transfer)	772,200
British Airways	1 business-class air ticket Almaty-London-Almaty	504,900
Macmillan	32 English Language books, 15 packs and 600 discount fliers	157,000
“Business and Vlast” newspaper	2 articles prior to the event	92,250
Total value KZT		3,286,350
Total value GBP		£11,028

10. Budget analysis

The exhibition's value for money was rated by exhibitors as **4.0 out of 5.0**. A summary breakdown of the British Council’s expenditure can be found in Appendix 6.



11. Conclusions and follow up

11.1. Extent to which the objectives were met

- **To position the UK as the first choice for international students: according to the analysis of the visitor survey the findings show that majority of visitors** agreed that a UK qualification is of high quality and highly recognised worldwide and bring better employability options and career growth upon graduation
- **To showcase the variety of opportunities available within the UK's education system and attract existing and new UK exhibitors (especially FE and ELT institutions) in Almaty and Astana:** Looking at the list of participating institutions Appendix 1 it can be seen that both higher education, secondary education and professional education institutions were presented. There was 80% increase in the number of FE and English Language Schools' representatives as exhibitors.
- **To widen opportunities for UK exhibitors to profile raising and recruitment opportunities by introducing Kyrgyzstani market;** the target for Bishkek fair was hit by 300% increase.
- **To increase the number of exhibition visitors compared to 2013:** the number of visitors increased by 25 per cent. Costa Coffee, a UK brand well-known in Kazakhstan, was selected as event sponsor to attract more visitors and make their presence more comfortable by providing free drinks and desserts.
- **To support participating institutions' recruitment and promotion in the Kazakhstan market:** This objective was met according to the feedback from the exhibitors who also stated the good quality and number of visitors and overall support provided by the British Council employees. And that majority of visitors were also able to build good relationships with local agents. Also an up-to-date market brief session was provided to the UK exhibitors where opportunities for each participating educational institution were outlined together with useful market analysis information on society and educational landscape of Kazakhstan. The Market briefing was rated by exhibitors as 4.0 out of 5.0. (3.0 in 2013).
- **To provide a special presentation and a Q&A session by the main partner – by management of the Centre of International Programs, Bolashak scholarship administrator (complimentary to all exhibitors in Almaty).** The acting VP of CIP made a presentation with Q&A for all exhibitors and this communication will be enhanced by organising webinar in February 2015 jointly by the British Council and CIP on new updates of Bolashak programme.
- **To increase customer service quality** – this objective was enhanced by providing a high-quality volunteering support – application and interview-based selection students from top local universities and running Intercultural Fluency training for them
- **To show commitment to Green Policy and Equity, Diversity and Inclusion Policy of British Council**
Eco-friendly bags were used instead of paper welcome packs. Under-represented groups of people (the disabled those with hearing and speech impairments) were engaged as a volunteer and participants. Sign language interpretation of the opening words, translators were available for the event for the participants' needs

11.2. Key recommendations for UK institutions

- Exhibitors should submit all exhibition registration documentation in line with the published deadlines.
- Exhibitors should undertake profile-raising activities in Kazakhstan throughout the year.
- Exhibitors should send their materials (brochures and catalogues) at least four weeks before the exhibition to prevent freight loss. To be on the safe side, we suggest exhibitors bring a small amount of brochures, CDs and other promotional information with them.



11.3. Key findings and recommendations for the British Council

- The dates and the timing (the weekend) of the fair were chosen wisely. Based on the positive feedback, the 2015 fair will take place on [31 October and 1 November 2015 in Kazakhstan, 4 November in Kyrgyzstan.](#)
- The exhibitors were generally pleased with the level of English, number and quality of the students.
- Several exhibitors who attended the 2013 exhibition commented that the issues from that event had clearly been solved and their previous feedback had been taken on board.
- The online registration system seemed to work well. 68% of exhibition visitors completed pre-event registration online; other 32% completed the registration forms on the day of the event.
- Market brief session, an agents and partners' networking event should be organised in Almaty. NB: in 2015 the order of the cities will be changed, allowing for this. We need to make sure to have a separate Market brief session in Bishkek.
- Add other wrap-around activities (school visits, university visits, agent speed dating)
- As IELTS seminar was especially popular next year we need to plan 2 parallel IELTS sessions in 2 meeting rooms.
- Event duration. 5 hours is the optimal event duration, we should not make it longer.
- The focus on the quantity of visitors with annual tendency to raising targets should be revised to another evaluation format that focuses on the quality of visitors instead.



Appendix 1: List of participating institutions

Higher education institutions	
Anglia Ruskin University	University of Aberdeen
Bournemouth University	University of Bath
Brunel University	University of Dundee
Cardiff University	University of East Anglia
City University	University of Essex
Coventry University	University of Exeter
Instituto Marangoni	University of Glasgow
Kaplan International Colleges	University of Huddersfield
Heriot-Watt University	University of Hull
King's College London	University of Kent
London Business School	University of London
Newcastle University	University of Nottingham
Queen Mary University of London	University of St Andrews
Regent's University London	University of Southampton
Royal Agricultural University	University of Sunderland
Royal Holloway, University of London	University of Surrey
Study Group International	University of Warwick
The University of Manchester	University of York
The University of Reading	Xi'An Jiaotong – Liverpool University
Secondary education institutions	



Bellerbys College	Haileybury Almaty School
Cambridge Education Group	Newcastle College
Concord College	Tettenhall College
Dauntsey's School	Westbourne School
David Game College UFP	Oxford Tutorial College
Mander Portman Woodward	

Professional institutions

ACCA (the Association of Chartered Certified Accountants)



Appendix 2: Event programme

Date	Time	Event
Friday 24 October	18.00 –18.10	Welcome speech by Simon Williams, Director British Council Kazakhstan
	18.00 –19.00	Kazakhstan Market Briefing for exhibitors by Albina Tortbayeva, British Council Kazakhstan
	19.00 –20.00	Questions and Answers, Coffee break
Saturday 25 October	10.30 –11.00	Presentation of Bolashak Programme by acting VP of JSC “Centre for International Programs” - Aibek Zhupankhan. Q&A session
	12.00-12.20	Opening Ceremony. Welcome speeches by Greg Quinn, Deputy Head of Mission, British Embassy Astana, Gaini Yessembekova, Head of Admissions, JSC “Center for International Programs”, Simon Williams, Director of British Council in Kazakhstan
	12.00 –18.00	Education UK Exhibition
	14.00 - 16.00	Lunch
	18.00-18.30	Stand dismantling
Sunday 26 October	14.00-14.20	Opening Ceremony. Welcome speeches by Greg Quinn, Deputy Head of Mission, British Embassy Astana, Gani Nygymetov, President of JSC “Center for International Programs” Michael Bird, Regional Director, British Council
	14.00 –19.00	Education UK Exhibition
	15.00 - 17.00	Lunch
	19.00-19.30	Stand dismantling
Monday 27 October	10.00 - 16.00	Bus ride to Bishkek
	18.00 –20.00	Reception hosted by the British Embassy in Kyrgyzstan
Tuesday 28 October	16.00-16.20	Opening Ceremony. Welcome speeches by Judith Farnworth, Her Majesty’s Ambassador to Kyrgyzstan, British Embassy Bishkek Michael Bird, Regional Director, British Council
	16.00 –20.00	Education UK Exhibition
	20.00-20.30	Stand dismantling
Wednesday 29 October	09.00 - 15.00	Bus ride to Almaty



Seminars programme for visitors at the exhibition:

Saturday, 25 October 2014, Shanyrak			
What	When	Who	Speaker
<i>Developing your Career, developing yourself</i>	12.30-13.15	University Of Southampton	Donna Haynes, Country Development Manager
<i>Variety of postgraduate courses in management: How to choose the right one for your future</i>	13.15-14.00	Warwick University	Nadia Golenischeva, Regional Representative
<i>How to build successful Career in creative industries and fashion</i>	14.00-14.45	Marangoni Institute, London	Tim Borgmann, Regional Manager
<i>Study an UG degree in the UK without taking a foundation course</i>	14.45-15.30	Coventry University	Maria Villarico, International Officer
<i>IELTS at the British Council</i>	15.30-16.15	British Council, Kazakhstan	
<i>How to get into top universities</i>	16.15-17.00	Education First, Kazakhstan	Irina Grinevskaya, Representative
Saturday, 25 October 2014, Dihall			
What	When	Who	Speaker
<i>About ACCA Qualification</i>	12.30-13.15	ACCA Kazakhstan	Altyn Shakirkhanova, Head of the Branch
<i>Studying in the UK: what to expect?</i>	13.15-14.00	University Of Dundee	Fahd Asif, International Officer
<i>How to apply for UK universities (BA, MA, PhD)</i>	14.00-14.45	University Of Kent	Aaron Hauptman, International Officer
<i>University Pathways Preparing Students for Success at Leading UK Universities</i>	14.45-15.30	Kaplan International Colleges	Jana Kolesnikova, Sales and Recruitment Manager
<i>Student life in Cambridge</i>	15.30-16.15	Alumni	Leila Ilydyz, MPhil Cambridge University
<i>Success story: Ticket to the future</i>	16.15-17.00	Alumni	Zhanna Jumabayeva, Master of Globalising Education: Policy&Practice, the University of Sheffield



Sunday, 26 October 2014, Diamond-3			
What	When	Who	Speaker
<i>Developing your Career, developing yourself</i>	14.30-15.15	University Of Southampton	Donna Haynes, Country Development Manager
<i>Variety of postgraduate courses in management: How to choose the right one for your future</i>	15.15-16.00	Warwick University	Nadia Golenischeva, Regional Representative
<i>How to build successful Career in creative industries and fashion</i>	16.00-16.45	Marangoni Institute, London	Tim Borgmann, Regional Manager
<i>Study an UG degree in the UK without taking a foundation course</i>	16.45-17.30	Coventry University	Maria Villarico, International Officer
<i>IELTS at the British Council</i>	17.30-18.15	British Council, Kazakhstan	
<i>How to get into UK universities and Bolashak scholarship</i>	18.15-19.00	Alumni	Damir Atchibayev, MSc of Accounting and Finance University of Birmingham
Sunday, 26 October 2014, Diamond-4			
What	When	Who	Speaker
<i>How to fund your studies in the UK</i>	14.30-15.15	University of East Anglia	Nilu Rashidova, Senior International Officer
<i>Studying in the UK: what to expect?</i>	15.15-16.00	University Of Dundee	Fahd Asif, International Officer
<i>How education abroad can change your life!</i>	16.00-16.45	Education First, Kazakhstan	Irina Eddaira, Representative
<i>University Pathways Preparing Students for Success at Leading UK Universities</i>	16.45-17.30	Kaplan International Colleges	Jana Kolesnikova, Sales and Recruitment Manager
<i>About ACCA Qualification</i>	17.30-18.15	ACCA Kazakhstan	Altyn Shakirkhanova, Head of the Branch
<i>Good education – new life</i>	18.15-19.00	Alumni	Akylbek Kussainov, LL.M, Aberdeen University
Tuesday, 28 October 2014, Akyn			



What	When	Who	Speaker
<i>IELTS at the British Council</i>	16.30-17.15	British Council, Kazakhstan	
<i>Engineering your future</i>	17.15-18.00	Heriot-Watt University	Bobb Tuttle, Education Liaison Manager
<i>Ways of funding your studies in the UK</i>	18.00-18.45	University of East Anglia	Nilu Rashidova, Senior International Officer
Tuesday, 28 October 2014, Kurultay			
What	When	Who	Speaker
<i>Developing your Career, developing yourself</i>	16.30-17.15	University Of Southampton	Donna Haynes, Country Development Manager
<i>3 steps from dream to degree</i>	17.15-18.00	Alumni	Asel Rysaliyeva, MSc in Health System and Public Policy University of Edinburg
<i>Studying in Oxford – it is real for Kyrgyzstan people</i>	18.00-18.45	Alumni	Aiganysh Isayeva, Master of Social Science University of Oxford



Appendix 3: Visitors' survey results

1. I would recommend the British Council to my friends (on the scale of 1-10, where 1 is NO and 10 is YES)

10	9	8	7	6	5	4	3	2	1	0
71%	8%	11%	6%	3%	2%	1%	-	1 %	1%	2%

2. The event met my expectations:

Strongly agree	Agree	Neither	Disagree	Strongly disagree
39%	47%	13%	2%	1%

3. It was a high quality event:

Strongly agree	Agree	Neither	Disagree	Strongly disagree
41%	50%	8%	2%	1%



Appendix 4: Visitor registration data analysis

1. Gender:

Male	Female
31%	69%

2. Age:

11 – 17	18 – 22	23 – 27	28 – 35	35 - 59
8%	43%	27%	18%	4%

3. What are you interested in?

Language Courses	32%
Summer Courses	28%
Boarding School	5%
Bachelor's Degree	34%
Master's Degree/PhD	60%
MBA	20%
Certificate courses / non-degree courses / NVQ	8%
Specialized studies	17%

4. What subjects are you interested in?

Business, Economics, Management	46%
Humanities, Social sciences	20%
MBA	17%
Computer Science, IT, Telecommunication	15%
Art and Design	14%
Education	13%
Tourism and Hotel Management, Gastronomy	13%
Law	12%
Media, communication	11%
Engineering	11%
Architecture, Urban Planning	11%
Medicine, Health	6%



Appendix 5: Exhibitors' survey results

Total number of exhibitors: **50**

Total number of received feedback questionnaires: **42**

1. What was your main aim in coming?

Recruitment	19%
Profile raising	0%
Both	81%

2. What is your primary market interest in this event?

Undergraduate	62%
Postgraduate taught	79%
Postgraduate research	48%
Higher national diploma and equivalent	3%
Pre-university foundation courses	22%
Foundation	38%
Post-16 A-level	12%
Pre-sessional English School	15%
Secondary education	12%
Summer courses	24%
PhD	41%
Fellowships/Internships	0%
Professional qualification	3%

3. What is your assessment of the visitors?

Number of the visitors

Good number	69%
Average number	36%
Disappointing	2%

“Quality” of the visitors

Good quality only	72%
Good number only	31%
Disappointing	5%

4. Have you developed new links or built on existing feeder or agent relationships by coming?

Yes	72%
No	28%

5. Please give your overall assessment of the exhibition.

Excellent	19%
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Good	69%
Average	15%
Bad	0%
Very bad	0%

6. Please rate the following, with 1 being very bad and 5 being excellent:

British Council support before the exhibition	4.6
British Council support during the exhibition	4.6
Quality of the venue	4.6
Quality of the accommodation	4.6
Length of the exhibition	4.3
Value for money	4.0
Workshops programme	4.0
Briefing session	4.0

7. How does this year's exhibition compare to last year's?

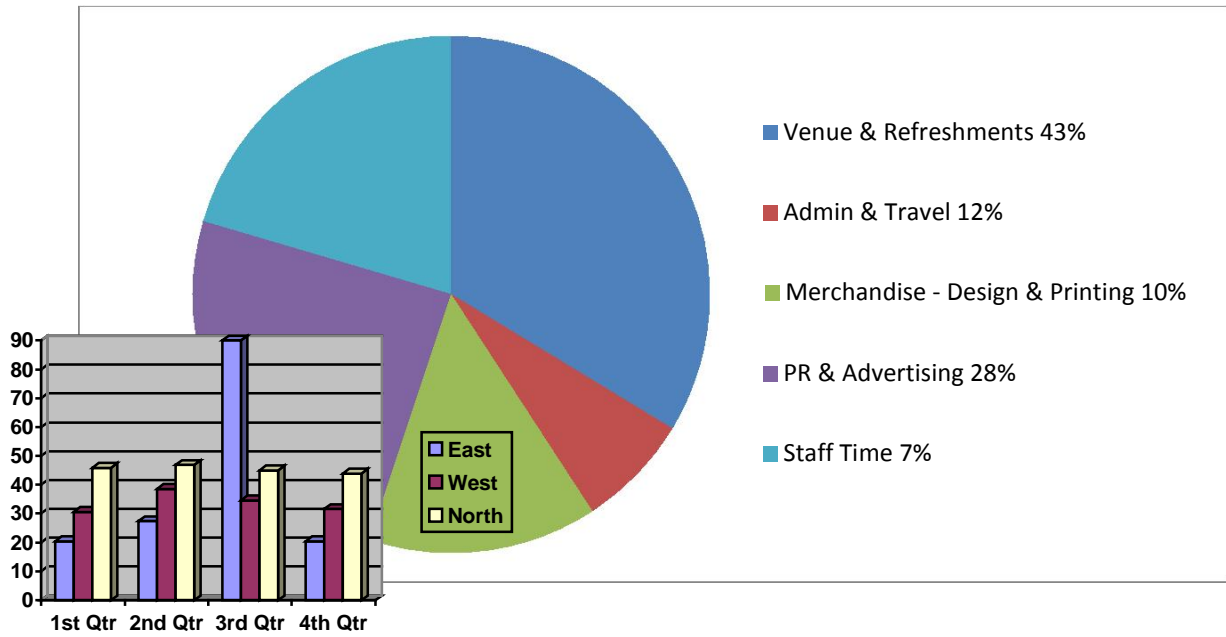
Much better	2%
Better	22%
About the same	22%
Worse	2%
Much worse	2%
Did not attend last year/myself	49%
N/A	12%

8. How likely are you to recommend the British Council to colleagues?

Very likely	43%
Likely	55%
Unlikely	2%
Very unlikely	0%



Appendix 6: Summary expenditure breakdown





Appendix 7: Advertising and promotion plan

KAZAKHSTAN

mail.ru banner advertising

Period of advertising: 10.10.2014 – 27.10.2014

Number of displays: 600 686

Number of clicks: 208

ok.ru banner advertising

Period of advertising: 10.10.2014 – 27.10.2014

Number of displays: 700 856

Number of clicks: 469

hh.kz banner advertising

Period of advertising: 10.10.2014 – 27.10.2014

Number of displays: 295 459

Number of clicks: 358

yvision 2 banners advertising

Period of advertising: 10.10.2014 – 27.10.2014

Number of displays: 311 660

Number of clicks: 443

kivvi banner advertising

Period of advertising: 10.10.2014 – 27.10.2014

Number of displays: 382 387

Number of clicks: 3 265

sozdik.kz banner advertising

Period of advertising: 10.10.2014 – 27.10.2014

Number of displays: 1 358 000

Number of clicks: 622

ASTANA FM advertising

Period of advertising: 10.10.2014 – 26.10.2014

Number of displays: 90

KYRGYZSTAN

akipress.org banner advertising

Period of advertising: 10.10.2014 – 27.10.2014

Number of displays: 260 008

Number of clicks: 339

Namba Full Screen banner advertising



Period of advertising: 10.10.2014 – 27.10.2014

Number of displays: 391 695

Number of clicks: 24 864

Namba overlay banner advertising

Period of advertising: 10.10.2014 – 27.10.2014

Number of displays: 766 625

Number of clicks: 21 808

vb.kg banner advertising

Period of advertising: 10.10.2014 – 27.10.2014

Number of displays: 135 493

Number of clicks: 292

ts.kg banner advertising

Period of advertising: 10.10.2014 – 27.10.2014

Number of displays: 702 990

Number of clicks: 3 531

facebook.com banner advertising (Kazakhstan, Kyrgyzstan)

Period of advertising: 13.10.2014 – 27.10.2014

Number of displays: 2 380 022

Number of clicks: 1 552

vk.com banner advertising (Kazakhstan)

Period of advertising: 13.10.2014 – 27.10.2014

Number of displays: 11 997 822

Number of clicks: 1 937

vk.com banner advertising (Kyrgyzstan)

Period of advertising: 13.10.2014 – 27.10.2014

Number of displays: 1 389 541

Number of clicks: 382

Exhibition pages in social media:

Facebook: 232 followers

VK Almaty – 8 988 followers

VK Astana – 798 followers

Mail shot

Advertising agency

Messages sent: 624

Messages read: 599

Number of clicks: 158

Context advertising

NUR.KZ



TIMEOUT.KZ

AFISHA.KZ

Advertising in Social Media popular groups

Clicked “like”- 694

Shared the link with friends – 173

Media coverage – 935 201

Competitions prior to the exhibition in Social Media

Competition in VK.com

Liked – 90

Shared with friends – 64

Participants – 60

Competition in Facebook

Liked – 56

Participants – 40

Blogs on yvision.kz blog platform

Invitation to the international and state schools in Astana, Almaty and Bishkek

Nine schools in Astana, twelve schools in Almaty and ten schools in Bishkek were informed about and invited to visit the exhibition by the British Council.

Invitation to major private and state universities in Astana, Almaty and Bishkek

Five universities in Astana, six universities in Almaty and six universities in Bishkek were informed about and invited to visit the exhibition by the British Council.

Invitation to key education agencies in Astana, Almaty and Bishkek

An information letter was sent and leaflets were delivered by the British Council nine agencies in Astana, to fifteen education agencies in Almaty and to six education agencies in Bishkek to attract potential students to visit the exhibition.