



SERVICES FOR  
INTERNATIONAL  
EDUCATION  
MARKETING

**Post-event report for**  
**Allied Health Study Tour - Kuwait**  
**15-16 March 2015 – Kuwait City**

## Introduction

Thank you for your participation at the Allied Health Study Tour in Kuwait in March 2015 at the Sheraton Four Points in Kuwait City.

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, “themed around” the Allied health Sciences opportunities and recruitment, hosted representatives from 5 UK institutions (Listed below in section), that positively engaged with prospective students, visitors and partners, providing the audience with information on “educational partnerships opportunities and details on courses offered” etc.

The aim of the tour was to increase awareness and raise the profile of the UK Allied health sector in the local market. The tour included high-level meetings with local public Institutions (Kuwait University and Public Authority for Applied Education and Training), visits to private international schools and a one evening mini recruitment fair. The tour covered all the important aspects of what UK institutions were looking for; it had opportunities to build partnerships with Kuwait University health sciences college and college of Nursing & Allied health at PAAET along with meeting with high school students at different private schools.

The mini fair attracted over 92 visitors thanks in part to the “marketing campaign (Details listed below in marketing section)”. Alongside the mini fair, a series of “meetings with local institutions” were also held, exploring possible opportunities for working together.

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 our range of other targeted activities during the year. We hope to see you again at our next event/exhibition.

*Regards,*

**Imran Yousaf** | Projects Manager, Kuwait

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## Highlights

This tour had everything in it (a complete package!); there were recruitment and partnerships opportunities along with school visits. The UK universities had opportunity to directly pitch and shout about their success to the heads of both public Institutions health sector and it was very well received. The tour provided the ideal platform to the UK institutions to raise their institutions profile while reaching out through schools students, recruitment fair, meeting heads of the health sciences colleges, newspaper and our social media. It was all round a successful event with positive feedback from the participants.

This mini fair was held at the following venue/time/date...

<b>Venue(s)</b>	Four Points Sheraton – 15 March 2015
<b>Opening hours</b>	16:00-21:00
<b>Stand costs</b>	£1,050

## Marketing

A targeted marketing approach was undertaken to reach a wider audience through our digital campaigns and offline advertising. We utilised our Eshots, Facebook (boosted paid campaigns), Instagram, LinkedIn and our website to reach out to the audience through digital marketing and published ads in both Arabic and English newspaper close to the event. We also produced roll ups which were placed in our office a week before the event.

This campaign had a very positive impact and almost one hundred visitors visited the mini fair, which was merely 3.5 hours long. Majority visitors found out about the mini fair through newspapers when asked.

**A total of £3,500 was spent on Marketing for this mini fair**

**Our marketing reached an estimated audience of 1.5 Million people**

Examples of the marketing Include

Print:



Online: Facebook, LinkedIn, and Instagram



## Visitors/stakeholders Feedback

We received very positive feedback from the visitors; since it was a subject specific study tour, students/parents received high quality information from the academics as well as international representatives. Some visitors commented to have more of subject specific tours for Engineering, Business, etc. which we are planning to complete this financial year.

The schools visits were also very useful, as there was a lot of interest generated from high school students and high-level enquiries received. The school management appreciated the delegate's presence and we were told to conduct more of these visits at their school as it helps generate confidence in students and provides opportunities as well.

We met three heads/Deans of colleges from the Public Authority for Applied education and training and two Deans from Health Sciences College at Kuwait University. We were very well received and all of them were thankful to the British Council for bringing these academics/delegates from the UK. There were lots of mutual interest generated and new ideas discussed which led to a very positive atmosphere all round. "I was not aware that British Universities have so much to offer in the field of health sciences" one delegate mentioned during the meetings.

## Exhibitor's Feedback

### Some positive quotes from exhibitors:

- A very worthwhile tour that was efficiently planned
- A well-arranged and well-attended event
- Good number of visitors who asked good quality questions
- The market briefing session provided useful information and prepared us for the meetings ahead of the tour.
- This tour had everything, high level meetings, school visits and a mini fair, I only came out and register as I thought it was a brilliant idea and it worked for me.

**List of Exhibitors (Alphabetical Order):**

1	University of East of London
2	Manchester College
3	Northumbria University
4	The University of Southampton
5	St Georges University

**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 tour. The main findings and recommended next steps are outlined below:

**British Council**

- British Council understands the importance of providing value-added services to the exhibitors, thus we are planning to hold a networking event with local agents and school counsellors, in order to provide a platform for UK institutions and agents to meet up, and identify possible collaboration opportunities.
- Going forward, British Council (Kuwait) 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.
- It is highly recommended to institutions that they regularly follow up with the outcome of the meetings with KU and PAAET and provide proposals on agreed potential joint ventures.
- Institutions should consider aim to provide the BC with a subject matrix prior to the exhibition, to help reduce queues at stalls where institutions don't provide the course.
- Many visitors commented that scholarships opportunities were very low. We recommend institutions to look at ways of providing some sort of scholarship or discount and highlight these during future exhibitions
- Institutions are encouraged to send academics for subject specific study tours as technical details of the area of expertise is usually required during meetings with key ministries/public education institutions.

The above points, though important, should not detract from what was a successful tour.

End of Report