



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

Post-event report for

Education UK

Study tour – Saudi Arabia

Medicine & Medical Allied Studies

26th -30th November 2016

(Jeddah, Riyadh & Dammam)

Introduction

Thank you for your participation at study tour for Medicine & Medical Allied studies in **Saudi Arabia** in **Nov 2016** (Riyadh, Jeddah & Dammam).

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 study tour hosted representatives from 5 UK institutions (Listed below), that positively engaged with Saudi universities, Ministry of Health, prospective students, providing the audience with information on “study Medicine & Medical Allied Studies in the UK.

We held several meetings with senior people from the medical schools from different universities in Saudi and also from the Ministry of Health, and the mini-fair attracted over **500 visitors** in both cities (Jeddah & Riyadh) for thanks in part to the media interest and marketing campaign (listed on page 10).

At British Council we highly appreciate your support, and hope that we can continue to provide valuable marketing services in terms of this study tour and also our range of other targeted activities during the year. We hope to see you again at our activities

Regards,

Anas Idrees | Project coordinator, Saudi Arabia

This report includes:

Contents

Introduction	2
Highlights.....	3
Visitors’ profile	4
Marketing	6
Visitor’s Feedback	8
Future steps.....	Error! Bookmark not defined.
Appendix.....	10

Highlights

Venue 1	British Council office – Jeddah
Date	26 November 2016
Time	1400 – 1800

Venue 2	British Council office – Riyadh
Date	28 November 2016
Time	1700 - 2100

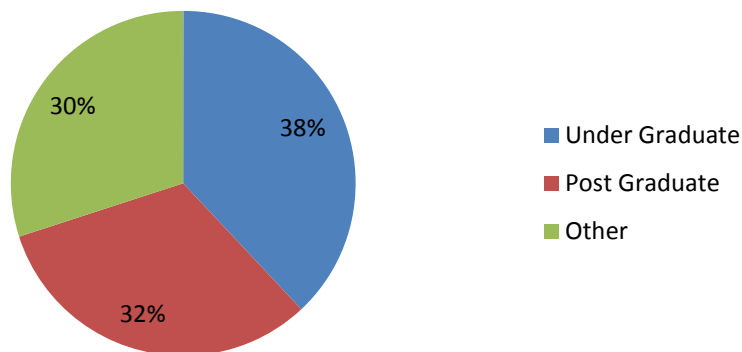
**Attendance
Over 500 in both cities**

Visitors' profile

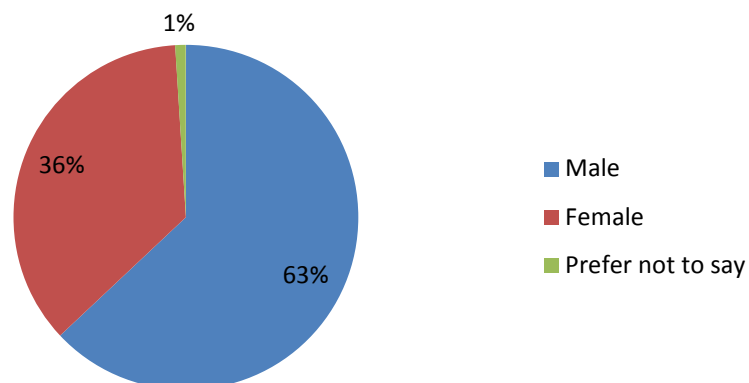
38% of visitors are looking for Undergraduate Higher Education

32% of the visitors preferred MBA's / MSC's/ PHD's etc.

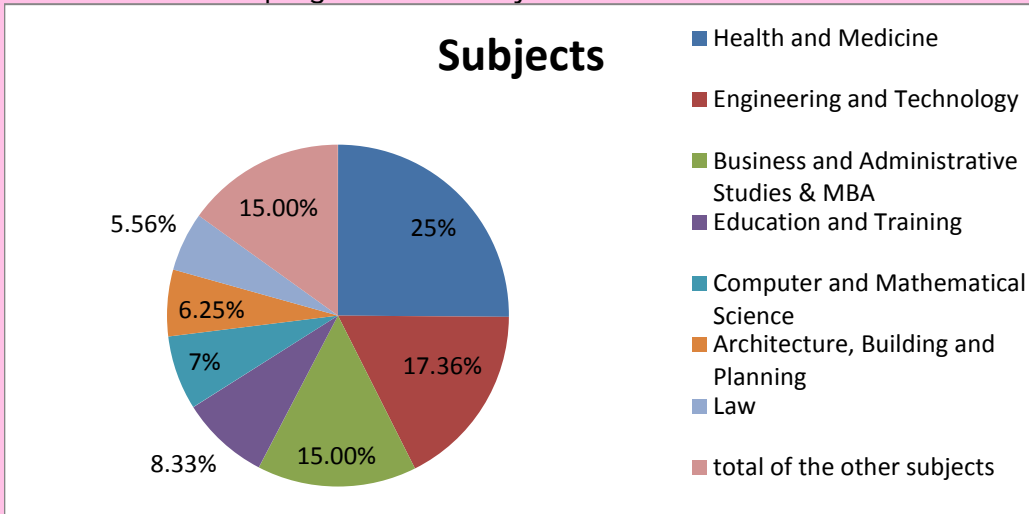
Level of study



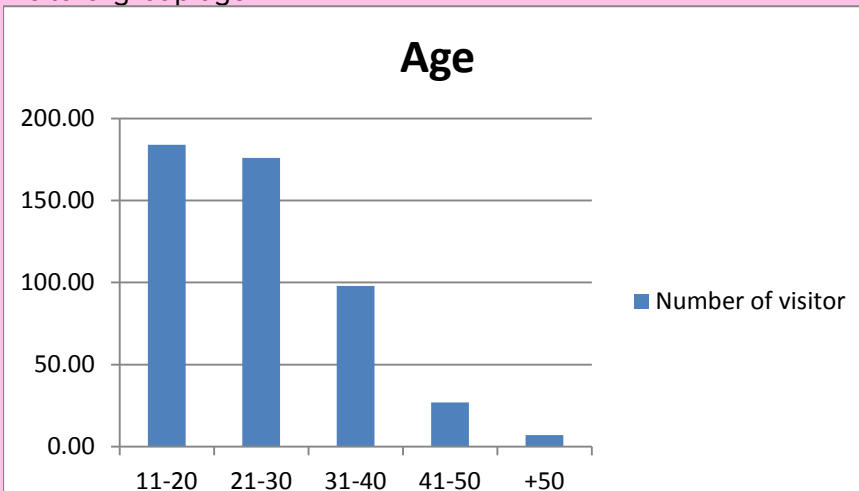
Gender



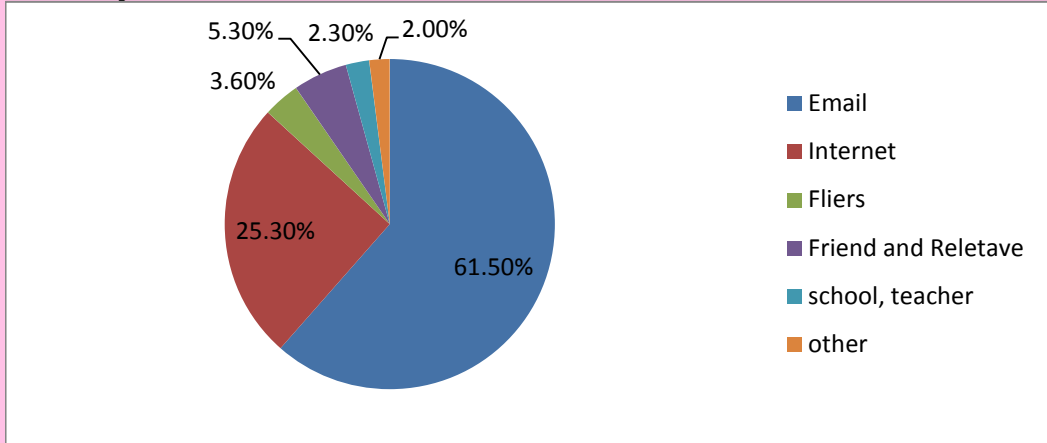
What programme of study are visitors interested in?



Visitors' group age



How did you find out about the exhibition?



Marketing

A total of £4 K was spent on Marketing for this event

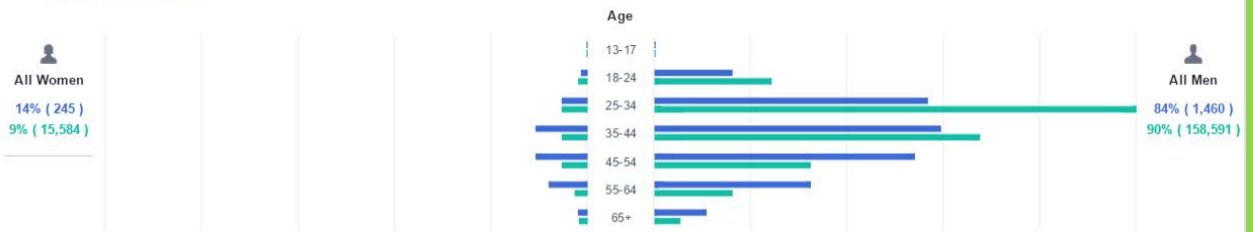
Our marketing reached an estimated audience of over 35 K over emails and we reach over 6 Millions of impressions via FB campaign

Campaign	Results ⓘ	Impressions ⓘ
CPM medical study tour Arabic	1,729 Link Clicks	2,739,562
CPM medical study tour english	2,524 Link Clicks	3,231,685

1,729 Results: Link Clicks



1,729 Results: Link Clicks



British Council Saudi Arabia
November 19 at 4:11pm

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Visitor's Feedback

We have asked the visitors to complete an online survey before leaving the mini fair. The questions were designed to gather quantitative statistics as well as qualitative remarks on reactions to our mini fairs and the decision making process – See Annex for more.

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	N/A
This fair was well organized	1.64%	0.00%	11.48%	44.26%	42.62%	0.00%
Universities 'representatives were helpful and knowledgeable	0.00%	1.72%	6.90%	24.14%	65.52%	1.72%
The time of this event was convenient for me	1.64%	8.20%	8.20%	29.51%	50.82%	1.64%
The date of this event was convenient for me	0.00%	6.56%	11.48%	34.43%	45.90%	1.64%
It was easy to reach to the fair location	0.00%	9.84%	16.39%	29.51%	44.26%	0.00%
This event/activity met my expectations	1.69%	1.69%	20.34%	33.90%	42.37%	0.00%
Overall, this was a high quality event.	1.64%	3.28%	13.11%	40.98%	39.34%	1.64%
I have acquired new knowledge and/or skills from taking part in this event/activity.	1.69%	1.69%	8.47%	44.07%	40.68%	3.39%

Do you have any suggestions as to how we could improve similar events/activities in the future?

(Here are some suggestions from the visitors)

- The lines for each speaker should be organised
- Should include more Universities
- Bring more experienced staff.
- All in all very good fair
- Should be during the weekend

Exhibitor's Feedback

At this Study tour there were 5 universities from UK HEIs

Some positive quotes from Universities:

- I thought the logistics of the trip were well put together and the BC representatives in all three cities were professional, reliable and friendly.
- Very fruitful meetings with Ministry of Health

Some negative quotes from exhibitors:

- we did not do a mini fair in Khobar
- I was surprised that the BC there were not promoting the BC event in Bahrain in November

Appendix

List of universities

:

1	University of Nottingham
2	Cardiff University
3	Liverpool John Moores University
4	The University of Sheffield
5	Coventry University

End of Report