



SERVICES FOR  
INTERNATIONAL  
EDUCATION  
MARKETING

**Post-event report for**  
**Summer Recruitment Fair - Kuwait**  
**26 June 2016 – Kuwait City**

## Introduction

Thank you for your participation at the Summer Recruitment Fair in Kuwait on 26 June 2016 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 aim of the tour was to provide opportunity to last minute potential students to the UK for this academic year. Looking at the market where scholarships results are announced during mid-summer break, students/parents are actively looking for academic places in the UK. The tour included 18 UK institutions (10 more from last year) offering various opportunities from English language, foundation, UG up to PhD level. The key target audience for this event was the high school (thanawiya) students mainly from the public schools holding scholarship awards, and professionals looking for PG and professional courses. The fair was open to public at all times for three hours and thirty minutes. IELTS team also participated in the event.

We also had invited a local student organisation looking after student's affairs in the UK and Ireland (National Union of Kuwait Students UK) to support visitors with country and cultural information. There were UK alumni present at all times at their booth for any support to fresh students accepted onto a course in the UK.

We had received over 500 visitors during this event mainly potential student along with their parents, thanks in part to the marketing campaign (details listed below in the marketing section)

The event, "themed around" the Summer Recruitment fair, hosted representatives from 18 UK institutions (Listed below in section), that positively engaged with prospective students, and visitors, providing the audience with information on "details on courses offered and on spot offers" etc.

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

<b>Venue(s)</b>	Four Points Sheraton – 26 June 2016
<b>Opening hours</b>	21:00 – 00:30
<b>Stand costs</b>	1095GBP; excluding VAT / 10% discount for institutions attending both Qatar and Kuwait events

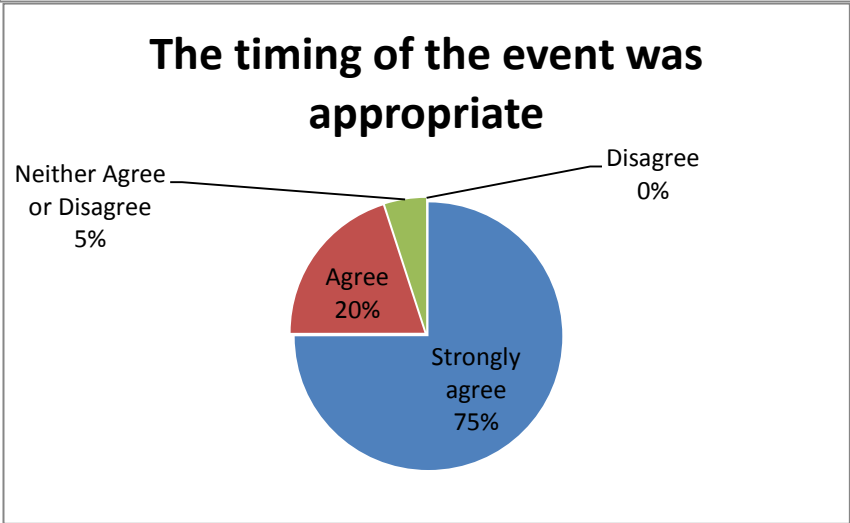
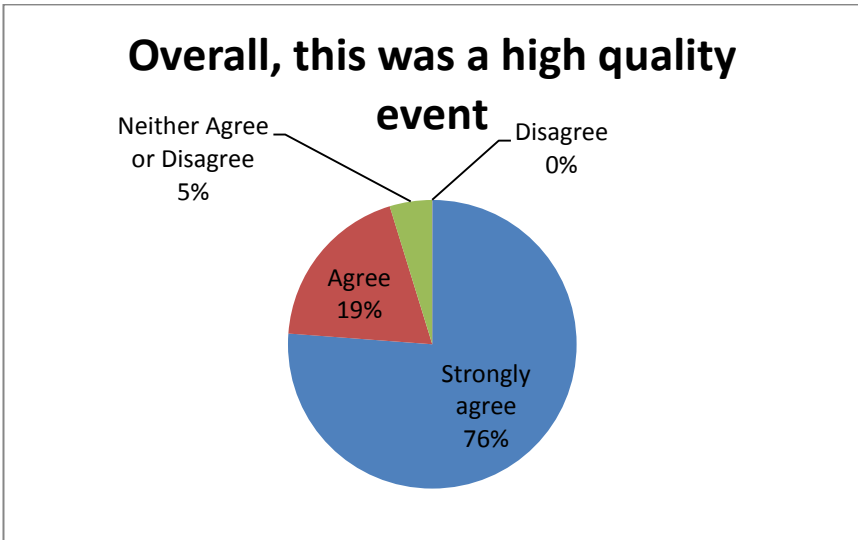
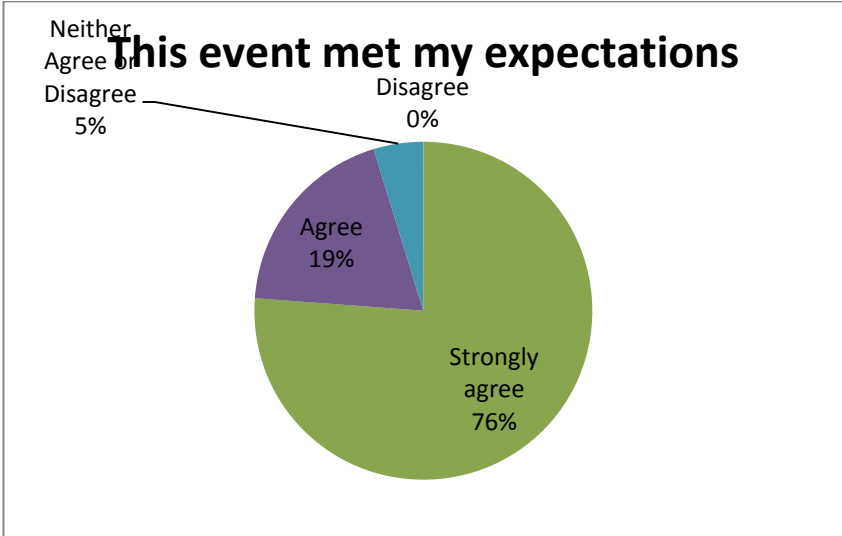
## Visitors Profile

**Of the total number of visitors, 80% were Kuwaitis, and 20% non-Kuwaitis**

**85% of the visitors were less than 25 years old**

**76% looking for UG courses (including foundation level) and 24% were looking for PG level courses especially PhD's**

Visitor Survey



## Marketing

A targeted marketing approach was undertaken to reach a wider audience through our digital campaigns and offline advertising. We utilised our and paid Eshots, facebook (boosted campaigns), Instgram, 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 and flyers, which were placed, in our office a week before the event.

This campaign had a very positive impact and almost 500 + visitors visited the mini fair, which was merely 3.5 hours long. Majority visitors found out about the mini fair through newspapers, social media, and friends (and family) when asked.

**A total of £10,000 was spent on Marketing for this mini fair**

**Our marketing reached an estimated audience of 1.8 Million people**

Eshot to over a million active users in Kuwait in both Arabic and English.

**BRITISH COUNCIL**

**Education UK**  
Innovation. Individual. Inspiration.

**STUDY IN THE UK FAIR**  
**THE START OF SOMETHING BIG!**

Still looking for a university to join in Fall 2016?  
It's your chance to meet 15 UK institutions for on-spot admission!

**Date:** 26 June 2016  
**Time:** 20:30 - 00:30 midnight  
**Venue:** Four Points by Sheraton Hotel

For a list of participating institutions and to register, visit: [kw.edukexhibition.org](http://kw.edukexhibition.org)

**BRITISH COUNCIL**

**معرض التعليم في المملكة المتحدة**  
**بدايتك لشيء كبير!**

هل لازلتم تبحث عن جامعة للانضمام إليها هذا العام؟  
هذه فرصتك للحصول على قبول فوري عند مقابلة  
15 جامعة بريطانية في حال استيفاء الشروط.

اليوم: 26 يونيو 2016  
الزمن: 8:30 مساءً - 12:30 في منتصف الليل  
المكان: فندق فور بوينتس باي شيراتونلمعرفة

الجهات المشاركة وللتسجيل، تفضل بزيارة:  
[kw.edukexhibition.org](http://kw.edukexhibition.org)

**Education UK**  
Innovation. Individual. Inspiration.

Print media Ads:

6 | **الإثنين** | 17 رمضان 1437 هـ | 19 يونيو 2016 | العدد 3013 | الصفحة 6

محليات

### بحيرة عصابة بغالبية رابعة ضبط 968 بدلة عسكرية في الجليب

**بمشاركة 1300 متطوعاً**

أحد التقنيات في مجال جراحة التجميل

**بروفيسور ريزا شافيقان**

أحدث التقنيات في عالم التجميل لكل من النساء والرجال

للإقامة في المقررة في المطومات: +965 2536 0111 - +965 2536 0123

تأجيل أو إلغاء شهادة التعليم الطبي في الكويت عن الامتحان 2016

**الداخلية:**

**جرائم المخدرات انخفضت 17%**

**اجتياز تحريبات أول فية مخررة**

معرض التعليم في المملكة المتحدة

11 | **الأربعاء** | 17 يونيو 2016 | الصفحة 11

محليات

### فريق الغوص نفذ صيانة شاملة للمرابط البحرية في شتات عريفجان

معرض التعليم في المملكة المتحدة

معرض التعليم في المملكة المتحدة

معرض التعليم في المملكة المتحدة

أحجز مغامرتك الصيفية خصم حتى 15%

Hydrex.com

فلاي دبي

Online: Facebook, and Instagram



**Study in the UK Fair 2016 | British Council**  
 The British Council Kuwait invites you to attend the study in the UK fair  
 BRITISHCOUNCIL.COM.KW

Like Comment Share

2

Write a comment...

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**British Council Kuwait**  
 19 June · 🌐

Still looking for a university to join this Fall? Join us on 26 June for a chance to meet 15 UK institutions for admissions!  
<http://www.britishcouncil.com.kw/.../events/study-uk-fair-2016>

**Our website:**

**Study in the UK Fair 2016**

Contact us  
Send us a message online  
or call your nearest office

**Location**  
Fahad Al-Salem Street  
Kuwait City  
13060

SUNDAY 26 JUNE 2016 - 20:30 to  
MONDAY 27 JUNE 2016 - 00:30  
FOUR POINTS BY SHERATON  
ASSHAMIYAH BALLROOM A AND B

Education UK  
The Start of Something Big

STUDY IN THE UK FAIR  
THE START OF SOMETHING BIG!

The start of something big [Register Here!](#)

The British Council Kuwait, invites you to attend the Study in the UK fair Education.

Still looking for a university to join in Fall 2016?

This is your chance to meet 15 UK institutions for on spot admission! it also includes free sessios about guidelines on how to prepare yourself for your stay and will answer all your specific questions about student life in the UK.

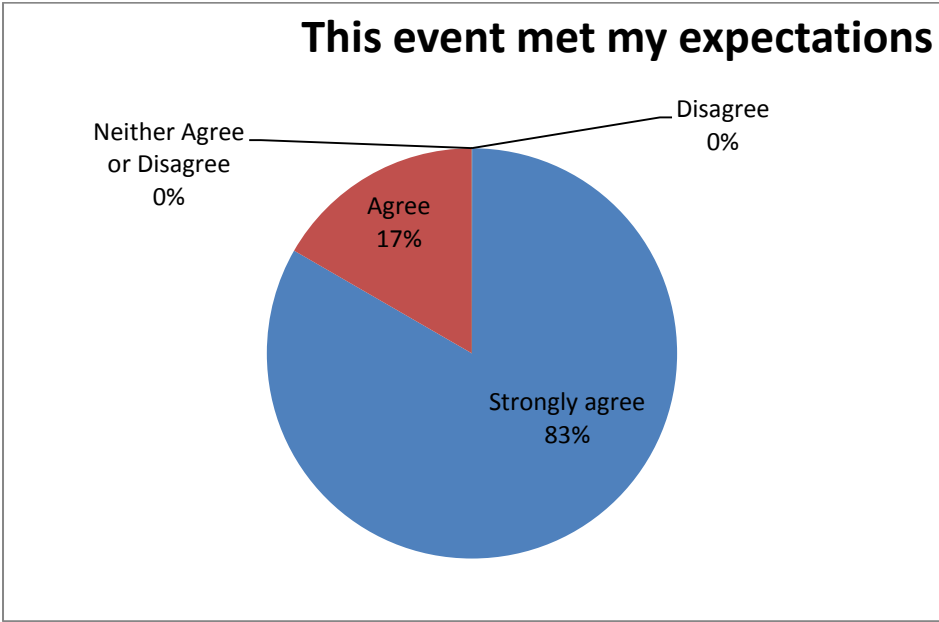
**For students who haven't received an offer letter from an institution yet, it is your last chance to meet with the following 15 UK institutions offering on-spot admissions for eligible students.**

PARTICIPATING INSTITUTIONS ARE:

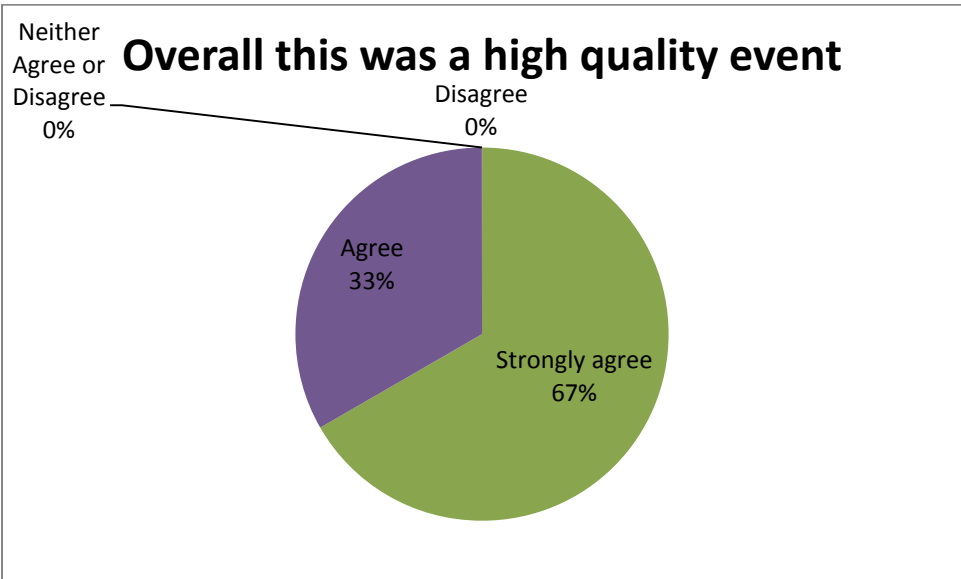


Exhibitor's Feedback

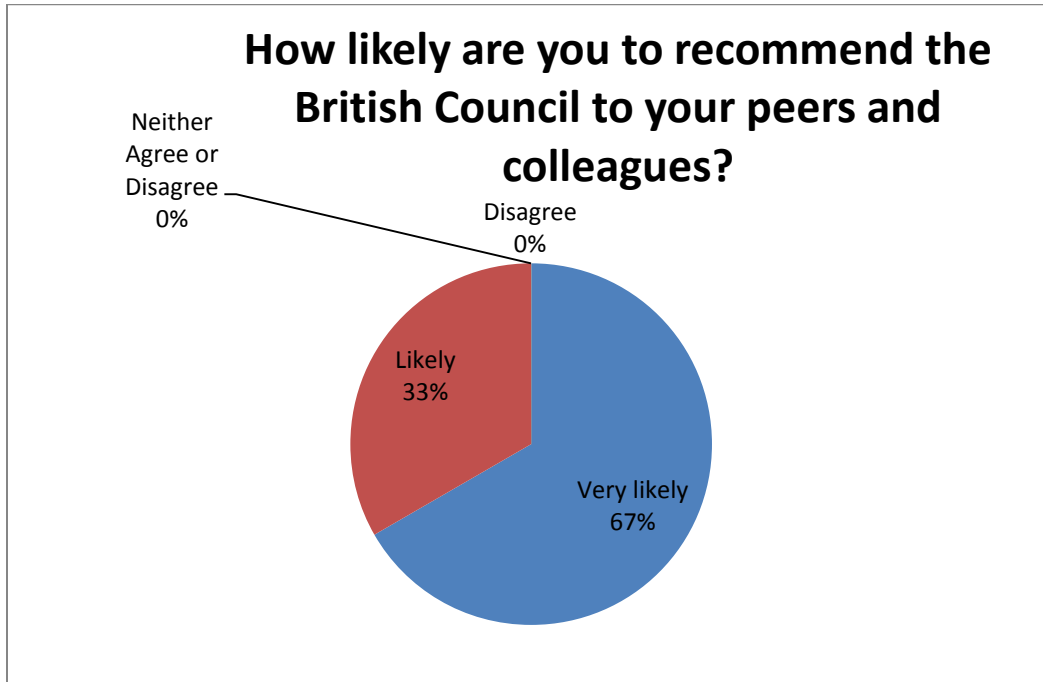
Expectations



Quality



## Recommendation



### Some positive quotes from exhibitors:

- A very worthwhile tour that was efficiently planned
- A well-arranged and well-attended event
- Good number of visitors and good quality questions
- This is a good event to attend to meet prospective students and meet offer holders

### Recommendations from exhibitors:

- Number of hours could have been longer.
- A two day event should be considered
- Event Handbook was made available late, which affects planning of our schedules.
- A market brief at the beginning should be added

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

1	Aston University
2	University of Plymouth
3	University of Leeds
4	University of Chester
5	University of Kent
6	Study Group International
7	Glasgow Caledonian University
8	Teesside University
9	University of Birmingham
10	York St John University
11	University of Northampton
12	University of Bradford
13	University of Essex
14	Kaplan International English
15	Liverpool John Moore University
16	University of Essex
17	Middlesex University
18	University of Bristol

## 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**

- 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.
- We will hold this event during the pre-departure session of MoHE to increase our reach and target more students.

### **UK Institutions**

- It is suggested that institutions invite their alumni to attend future exhibitions and share stories of their life in UK with the visitors.
- Although the event was titled On Spot admissions- It was brought to our attention that some of the students were not offered on spot offers (conditional/unconditional) by some institutions.

The above points, though important, should not detract from what was a successful tour. Our next Education UK exhibitions will be;

15 - 16 March 2017 – Education UK Exhibition EDUKEX 2017

Appendix: Some photos from the event





Visitors waiting for consultations





## One-to- one consultation



**NUKS Student representatives answering students enquiries**

End of Report