

## **Post-event report for**

### **Education UK Exhibition Tour 2016 – Pakistan**

**24 October 2016 – Karachi**  
**27 October 2016 – Islamabad**  
**29 October 2016 – Faisalabad**  
**01 November 2016 – Lahore**

### **Introduction**

Thank you for your participation at the **Education UK Exhibition Tour in Pakistan in October/November 2016**. This was the first time that the tour had expanded to include four major cities instead of the previously covered two. The exhibition participants met with students in **Karachi, Islamabad, Faisalabad and Lahore**.

The purpose of this report is to provide you with a summary of the event, including visitor and exhibitor feedback along with other useful information. We trust that this report will enable you to evaluate and decide on being a part of marketing, brand profile raising and brand presence enhancing activities with British Council Pakistan.

The event audience included the full spectrum of academic streams with a focus on the promising UG and PG market in Pakistan. The exhibition tour hosted representatives from **19 UK institutions** that interacted with **prospective students, visitors, student counsellors and prospective academic partners among others**. The delegates provided the audience with information on a range of possibilities for higher education in the UK, effective selection of courses, important guidance about application procedures and academic options most suited for individual students.

The nine day tour facilitated interaction with exhibition visitors, students on campus during counselling visits and participating institutions came into contact with **5000 plus** students across four cities during the days of the tour. In addition to the main exhibitions, a series of networking and student counselling events were also held during the tour. This provided participating institutions with an opportunity to network with heads of schools, student counsellors, students' parents, the Higher Education Commission of Pakistan, senior leadership from different Pakistani educational institutions.

At British Council, we love hosting you and arranging these events for you. The target market in Pakistan welcomes this interaction with you on British Council platforms. We look forward to your continued support, and we will 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 exhibition.

Regards,  
**Saman Imtiaz | Head of SIEM, Pakistan**

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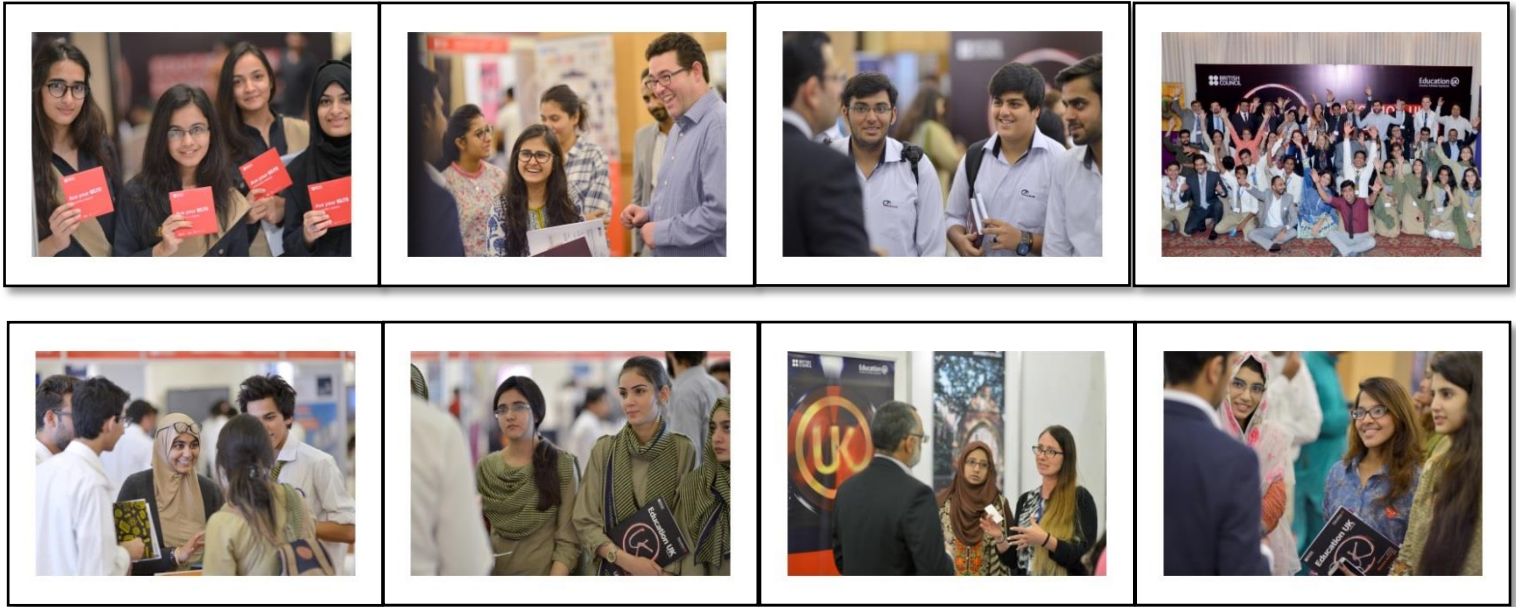
## Highlights of the Education UK Exhibition Tour 2016

Group photograph taken during a campus counselling visit in Lahore, Pakistan



### This exhibitions were held as per the following schedule

<b>Venue(s)</b>	24 October 2016 Pearl Continental Hotel – Karachi
	27 October 2016 Marriott Hotel – Islamabad
	29 October 2016 Serena Hotel – Faisalabad
	01 November 2016 Pearl Continental Hotel – Lahore
<b>Opening hours</b>	10:00 – 18:00
<b>Four City Package</b>	£5999
<b>Three City Package</b>	£4500
<b>Two City Package</b>	£3400
<b>One City Package</b>	£1720 – Karachi
	£1870 – Islamabad
	£1345 – Faisalabad
	£1825 – Lahore



There was a nearly 20% increase in visitors in comparison to last year. In 2016 we also expanded to four cities.

**Attendance**  
**Exhibition tour 2016: 3427 (four cities)**  
 In addition to exhibition visitors, the student interaction at campus counselling visits took the student interaction number to 5000 plus

**A number of networking and counselling activities were held:**

- Counselling visits to A Level schools and universities in Islamabad and Lahore
- Networking reception by Higher Education Commission Pakistan with local Vice Chancellors
- Networking reception hosted by British High Commissioner – with key contacts from the education sector
- Networking with Punjab Higher Education Commission and key contacts from Punjab education sector
- Reception by British Council Pakistan
- Recreational dinner at Margalla Hills
- Cultural tour of Lahore – Historical Mughal sites



**Selected feedback from participating institutes and delegates:**

I thoroughly enjoyed my time on this mission and was very impressed by everything arranged by the British Council. This was the best organised British Council mission I have been on.

Many thanks Saman to you and your team for your excellent work to look after us in Pakistan.

**Dr. Haitham S Cruickshank, University of Surrey**

I don't send these messages very often. In fact, in over 4 years I have been doing recruitment events in many countries and working with a number of British Council teams at exhibitions I have never sent any feedback beyond the standard post event form. However, I was so impressed by the outstanding job British Council Pakistan team have delivered during the exhibitions in Karachi, Islamabad and Lahore (I didn't do Faisalabad but I heard it was very good) that I felt I had to let you know and complement the team on their exceptional professionalism, commitment and hospitality. The whole team: Saman Imtiaz, Haroon Rashid, Saad Tariq Siddiqui, Shahbaz Naqvi, Sanan (from Digital Marketing team), Omar (the superb photographer), Heads of Security in all three cities have been an absolute pleasure to work with. I think all delegates would agree with me that they not only have given credit to the British Council making us feel safe and organising an exceptionally good tour ensuring our time in the country was well spent on meeting students and networking with exactly the right people but they have also given a huge credit to the country and people of Pakistan changing our perception of the country completely. We felt very welcome and well taken care of. They have always greeted us with a smile and good humour even when they only slept a few hours a day to organise our activities during the tour. Saman and her team have put together an exemplary itinerary, which although tiring was the best use of the delegates' time and great value for money Universities invest in the BC events. Before I came I asked delegates who attended the exhibitions in 2015 for their feedback and it was very positive. That is why I decided to come this year. I left Pakistan wondering why I didn't start coming three years ago and a big part of that is the exceptional job the team has done during the tour. They are a truly great team! I am sure that with this team you will see more and more delegates coming to Pakistan in the future. I hope they get nominated at the SIEM Conference Awards because they deserve to recognise for their exceptional service.

**Krystyna Januszczak, University of Leeds**

Opportunity to meet and network with senior post-holders from different universities in Pakistan (Dinner hosted by Higher Education Commission – Islamabad).

**Dr. Abdullah, University of Kent**

The British Council team had a wonderful spirit, and I can honestly say that I have never laughed so much on a work trip! This was one of the best organised and enjoyable BC events that I have ever participated in.

**Lexy Docwra, University of Glasgow**

The whole itinerary was extremely well organised by the SIEM team, I was quite impressed with all the arrangements they made and the level of service they offered to all the UK delegates. They cleared worked very hard and it was overall, a successful round of exhibitions/meetings. They were also a very fun bunch!

The whole itinerary was exceptional value for money with most of our lunches and dinners covered, not to mention our domestic travel.

My one comment would be that the itinerary is very full and quite tiring. Some more gaps in the schedule for rest/exercise/catch up on emails etc would make the itinerary better.

**Kate Raison, Cranfield University**

If possible advise the delegates beforehand about the local dignitaries there. I did realise the importance of some of them (Dinner hosted by British High Commissioner – Islamabad).

**Melanie Dunnett, Newcastle University**

This was a really special experience – the location and food were phenomenal. I will remember that for the rest of my life, thank you (Dinner hosted by Jim Booth, Area Director, Islamabad at Monal restaurant).

**Lexy Docwra, University of Glasgow**

Fantastic school and excellent hospitality. Was delighted to visit and meet these students who are exactly the nature of student we'd like to attract to RGU (Campus Counselling Visit to Roots International School – Islamabad).

**Michelle MacFadyen, Robert Gordon University**

Another really lovely evening – in a wonderful location. And it shall live on in memory forever more as the night I was introduced to cheese nan #lifechangingmoments (Dinner hosted by Jim Booth, Area Director, Islamabad at Monal restaurant).

**Michelle MacFadyen, Robert Gordon University**

Thank you very much for this opportunity and chance, really enjoyed this visit, to be able to have a look around and get to know some of the city's amazing history. Thank you also for everyone involved in the security aspect of the Cultural Tour, this was very professionally done (Cultural Tour of Lahore – Historical Mughal sites).

Saman, I would like to give you and your team a huge thank you for such a warm welcome, and for being such excellent hosts and ambassadors for Pakistan. The Education UK events were extremely well organised, well structured, and I felt like all my needs were considered and catered for.

**Lexy Docwra, University of Glasgow**

Turnout was very good as compared to our expectation (Education UK Exhibition – Faisalabad).

**Zeeshan Riaz, University of Warwick**

Great fair. Excellent students, very focused (Campus Counselling Visit to Lahore University of Management Sciences - LUMS).

**Kate Raison, Cranfield University**

Loved this event, thanks for arranging it. Thanks for making us local celebrities (Cultural Tour of Lahore – Historical Mughal sites).

**Melanie Dunnett, Newcastle University**

Karachi Expo was the highlight of the entire tour.

**Umair Raiz, Sheffield Hallam University**

I would like to say a HUGE thank you to everyone involved in putting this mission together. Beginning to end you could not have done more for us and I feel we left as friends as well as colleagues.

I would have no hesitation in recommending attending these events, or other British Council ran events in Pakistan to any of my UK colleagues at other universities. I thought the value for money you delivered was exceptional, the attention to detail was phenomenal and I would easily rank this mission as the best I've attended – ran by the British Council or any other organisation. I am already looking forward to my return to Pakistan (and not just for the cheese nans!!)

**Michelle MacFadyen, Robert Gordon University**

**Selected suggestions for next exhibition from participating institutes:**

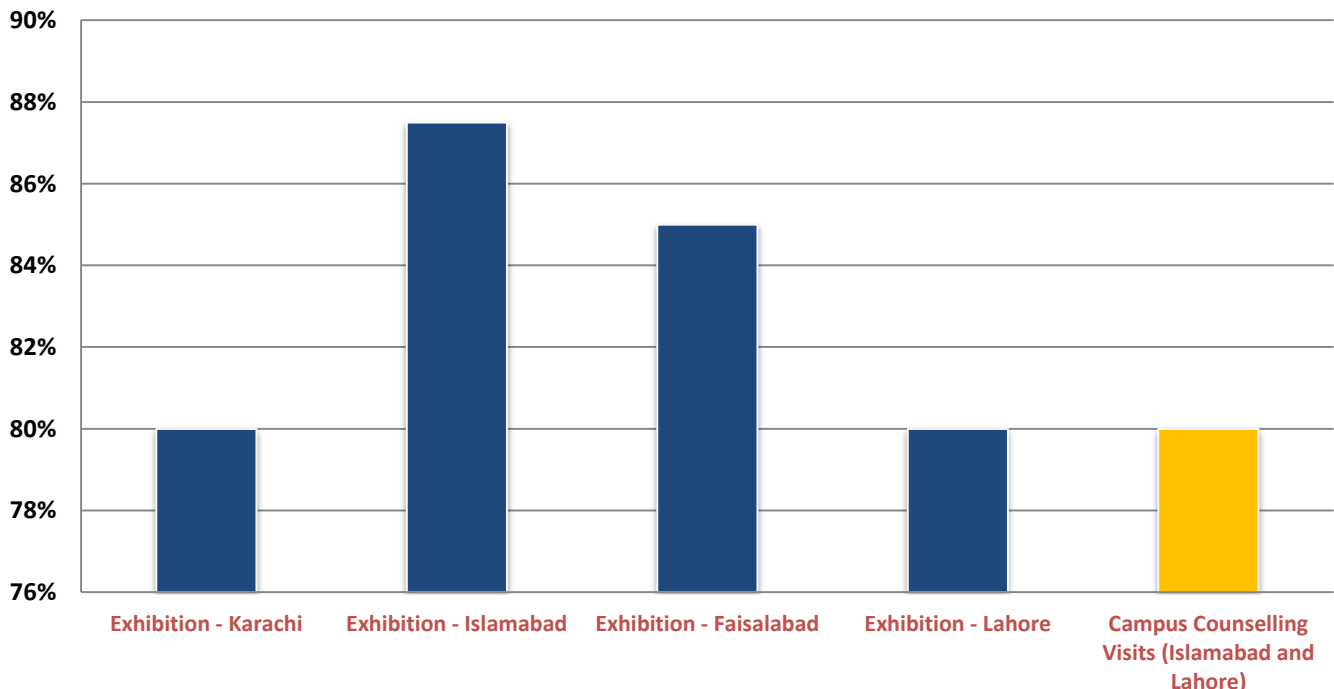
- Please do keep one or two evenings free in the programme for us to catch up with emails and work
- Before the networking dinners with key contacts/stakeholders, if possible, advise the delegates about the local dignitaries who will be there. It will facilitate us to establish links and network with them more easily

**When asked if they will recommend this exhibition to other UK institutions 95% said yes.**

**When asked if the British Council had put in place appropriate security measures to make this mission a success a 100% of feedback received said yes**

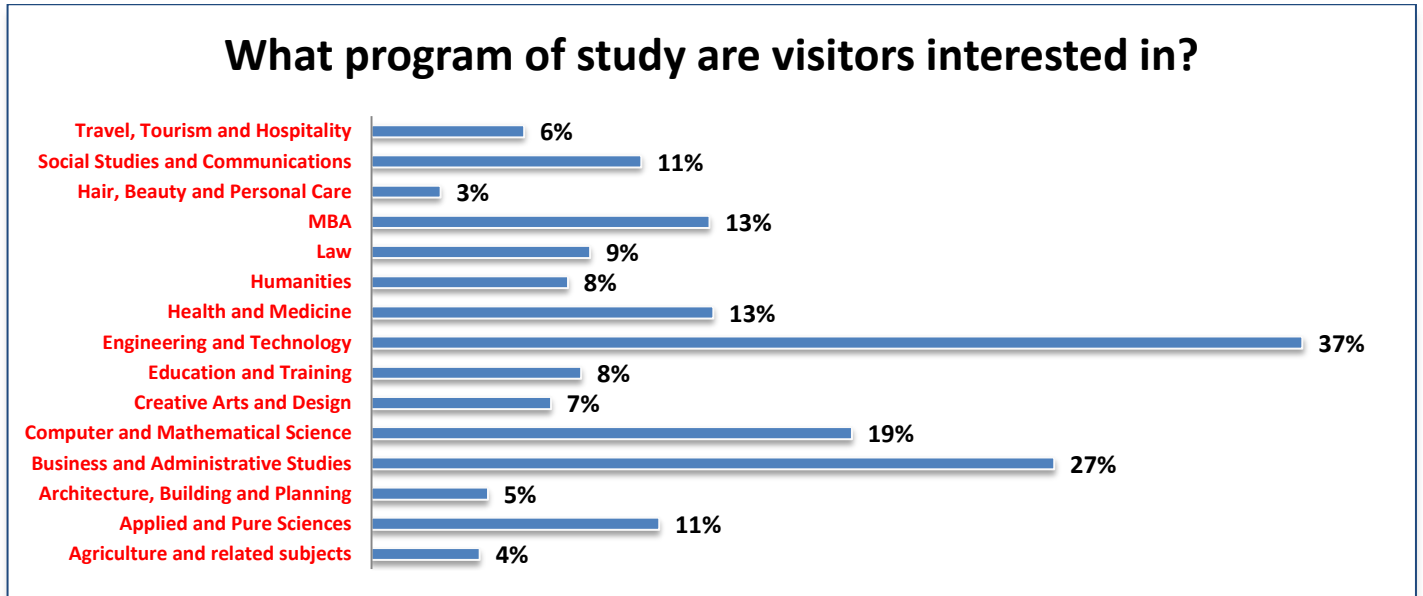
**When asked if this exhibition tour helped them to recruit new students from Pakistan 95% said yes.**

**How useful did you find the exhibitions and campus visits?**



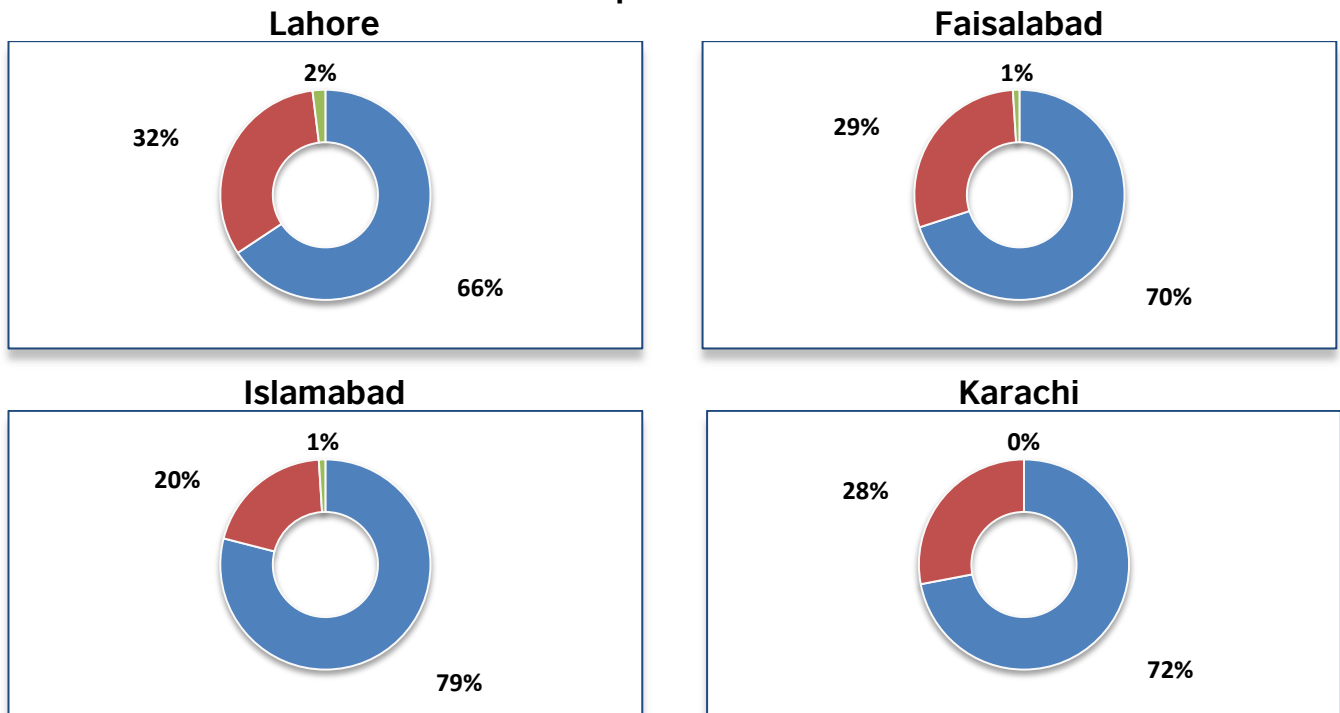
**Visitors' profile and feedback**

A printed survey was distributed during the exhibition to the visitors. The questions were designed to gather quantitative statistics as well as qualitative feedback with regards to the exhibition and students' decision making process.



Like 2015, the visitors' profile for the year 2016, reflected a growing interest from female students from all the four cities.

**Visitors' profile - Gender**



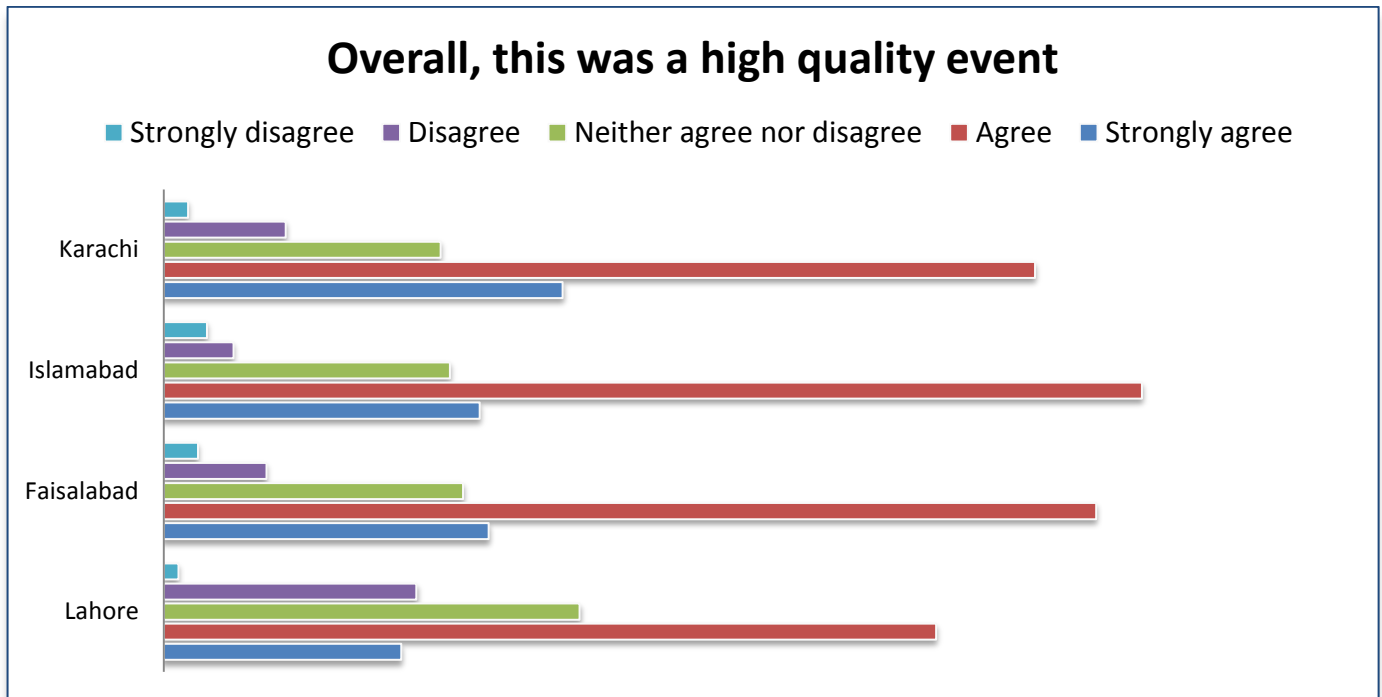
MALE

FEMALE

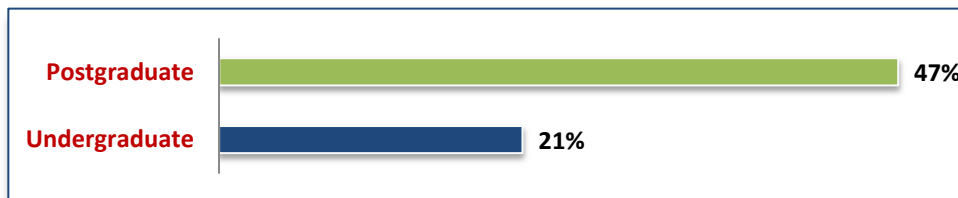
Prefer not to say



More than 75% visitors said that the exhibition was a high quality event and invited more frequent interaction with UK institutions.



On analysis for the four cities, the visitor profile was as follows:



#### Selected feedback from visitors:

- The event was great – Such events should take place frequently
- It was an opportunity for us to enhance our information with regard to education in UK
- This was a great event – thanks for arranging
- In countries like Pakistan, it would be great if you could share concessions/subsidies while offering courses.
- Very informative event, would appreciate more university representatives from UK
- This event is actually good – the representatives were all helpful and
- British Council should arrange such events in other cities like Sialkot

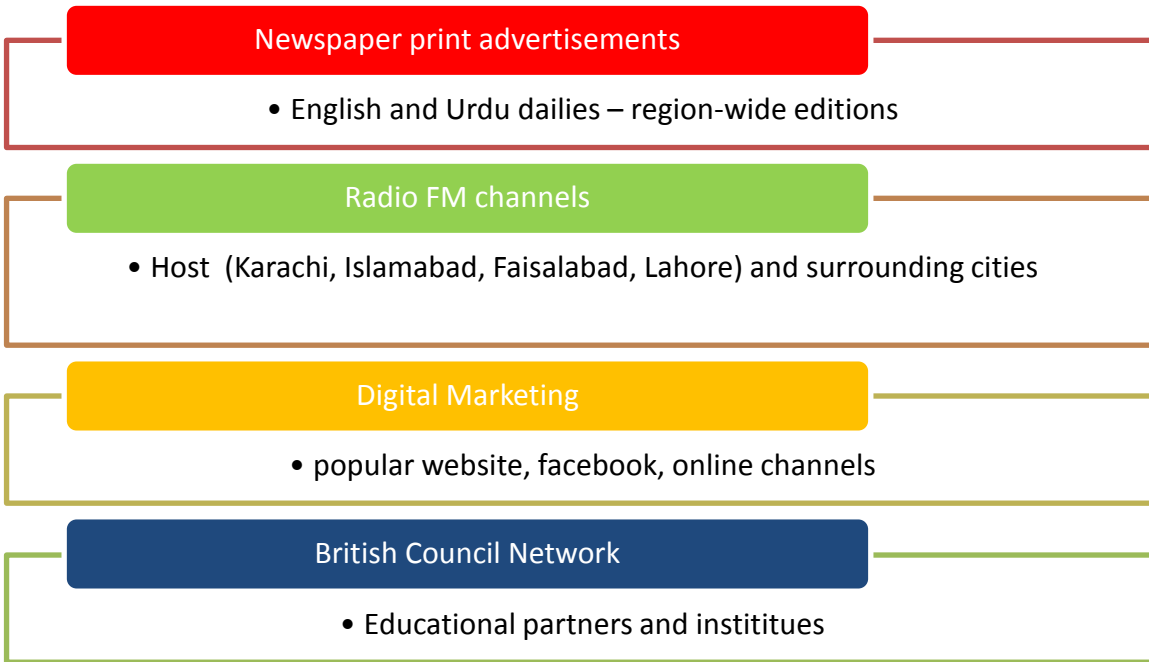
#### Selected suggestions from visitors:

- Universities should share information related to possible careers after graduating from a university
- Need more information on scholarships
- More information on research and M.Phil
- Send officials from university rather than agents
- Need free food
- You should bring people from the university and few agents
- It was a great event – well organized and well managed

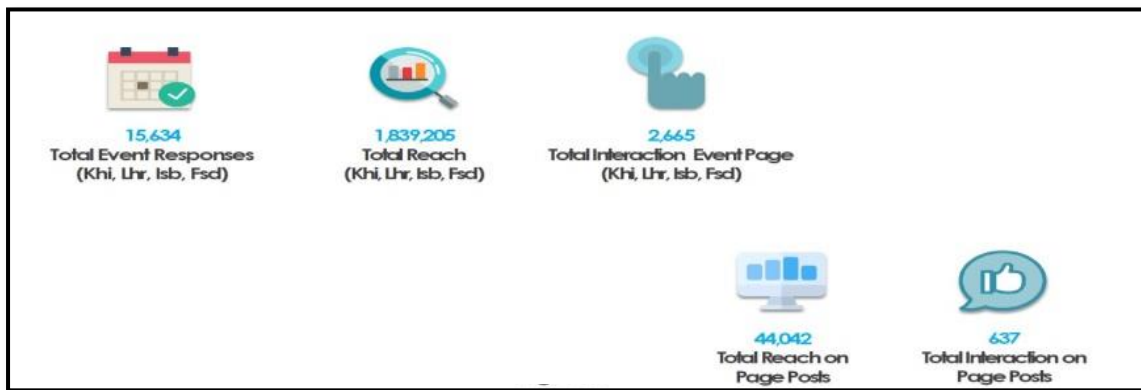
### Marketing for the exhibition tour

For the 2016 exhibition tour, the British Council Pakistan marketing team employed increased channels of communication and also widened the reach resulting in an exciting publicity for the event. This resulted in a 20% increase in footfall at both events.

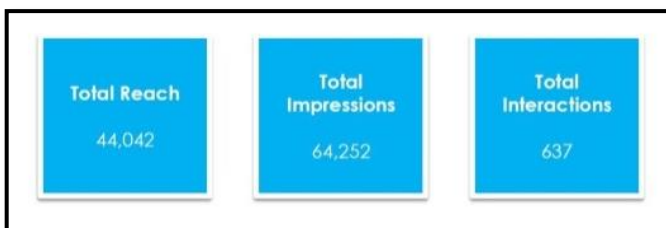
### Most popular channels utilised for publicising the exhibition included



### Digital Marketing - Google



### Digital Marketing – Facebook



### Digital Marketing – Twitter



Samples of newspaper advertisements across cities

**BRITISH COUNCIL** Education UK  
**EDUCATION UK EXHIBITION 2016**  
 YOUR JOURNEY FOR A UK EDUCATION BEGINS HERE  
 Islamabad | 27 October 2016 | 10 am - 6 pm  
 Venue: Marriott Hotel

**BRITISH COUNCIL** Education UK  
 Your journey for a UK education begins here  
 Visit British Council's Education UK Exhibition 2016  
 Get information on studying and living in the UK  
 Counselling by representatives of leading UK institutions  
 Karachi | 24 October 2016 | 10 am - 6 pm | Pearl Continental Hotel  
 Register now at: <https://pk.edukexhibition.org>  
 For more information contact the Education UK team at: [Haroon.Rashid@britishcouncil.org.pk](mailto:Haroon.Rashid@britishcouncil.org.pk)

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[www.britishcouncil.org/siem](http://www.britishcouncil.org/siem)

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**List of exhibitors (Alphabetical Order)**

- |    |                                 |
|----|---------------------------------|
| 1  | University of York              |
| 2  | University of Kent              |
| 3  | University of Surrey            |
| 4  | Cranfield University            |
| 5  | University of Glasgow           |
| 6  | Newcastle University            |
| 7  | Robert Gordon University        |
| 8  | Queen Mary University of London |
| 9  | King's College London           |
| 10 | The University of Law           |
| 11 | Sheffield Hallam University     |
| 12 | University of Warwick           |
| 13 | University of Leeds             |
| 14 | The University of Edinburgh     |
| 15 | University of Strathclyde       |
| 16 | University of Hertfordshire     |
| 17 | The University of Nottingham    |
| 18 | University of Dundee            |
| 19 | University Of Manchester        |
| 20 | British Council – IELTS         |
| 21 | British Council – Education UK  |
| 22 | European Union Erasmus +        |

**British Council feedback for UK institutions**

- It is suggested that institutions invite their alumni to attend future exhibitions and share their experiences with prospective students
- Many visitors commented that scholarships opportunities were very low. We recommend institutions to look at ways of providing some sort of scholarship or financial aid and highlight these during future student engagement activities
- Many visitors commented that they want to meet with visiting delegates from UK campuses more than their in-country representative/s who are not based on campus
- Many students sought to receive career linked advice with regard to the courses being promoted

The Education UK Exhibition Tour 2016 proved to be a great success with the help of all UK institutions and their delegates. We are planning to make the exhibition tour for 2017 bigger and better for all of you. We hope to see you there!