



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

**Post-event report for
Nigeria Study UK Boarding Schools Event
17 February 2017
Lagos**

Introduction

Thank you for your participation at the Nigeria Study UK Boarding School event in **February 2017** at the **Eko Hotel & Suites** in Lagos.

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, targeted at the FE market, hosted representatives from **15 UK institutions** (Listed below in page 11), that positively engaged with **parents and school heads**, providing the audience with information on **the UK boarding school system, entry requirements**, etc.

The event attracted over **40 visitors**. Alongside the exhibition, a series of **information sessions** were held, with topics covered including an Introduction to UK boarding schools and Life at a UK boarding school. There was also a networking evening organized as an opportunity for the visiting UK institutions to meet informally with Heads and representatives of Nigerian schools and British Council agents. This networking event was attended by **18 guests** from Nigerian organizations.

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 also our range of other targeted activities during the year. We hope to see you again at our next boarding school fair.

Regards,

Abidemi Kolawole | Project Manager, Nigeria

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Highlights



This exhibition and networking evening were held at the following venue/time/date...

Venue(s)	Eko Hotel & Suites Lagos – 17 February 2017 British Residence Lagos – 17 February 2017
Opening hours	11:00-16:00 18:00 – 19:30

The exhibition began with an information session for Parents, Teachers and Heads of Schools covering the following areas:

- Introduction to the UK education system and boarding schools
- Choosing and applying to a school, entry requirements
- Costs and scholarships
- School administration and culture
- Health, Safety and Support
- School activities and summer programmes

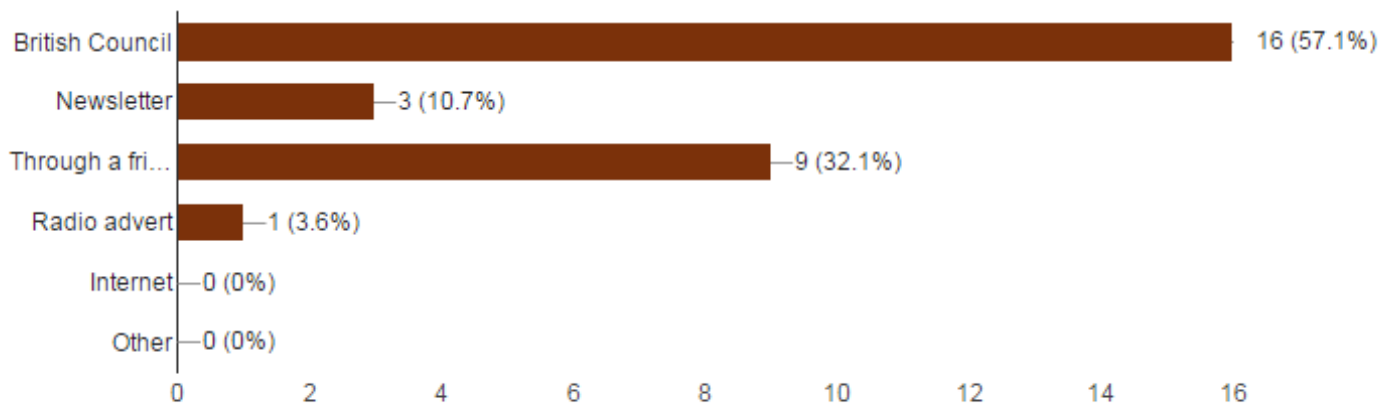
Visitors' profile

Visitors comprised of School Teachers and Heads, parents and a representative of a Parent group.

Guests at the networking event comprised of school leaders, British Council certified agents, and representatives of the British High Commission and the British Council

There were six international schools, eight local institutions and eight British Council certified agents represented at both events

How did you hear about this event? (28 responses)



Marketing

A bespoke marketing campaign was developed for this exhibition targeted at Heads of Schools and Parents

Our marketing involved scheduled visits to School heads in Lagos as well as Radio adverts, articles on popular blogs and social media.

Our newsletter campaign was delivered to our database of over **13,000 subscribers and had **4,702 total opens****

Other marketing Includes ...

Letters to 50 top International Schools

Dear Sir/Madam,

The British Council is organizing a series of Study UK events including information sessions aimed at assisting students, teachers and parents gain practical information and insight into a UK Education for international students.

The events provide an opportunity for school heads and counsellors to develop their knowledge of the UK boarding school system and their capacity to guide parents on choosing an international education for their wards.

The Study UK exhibition is a platform for final year students to meet representatives of over 40 UK institutions and receive career & professional development advice.

The events include:

Date	Event	For whom
Friday 17 th Feb	UK boarding school information session	Parents, School Heads and Guidance Counselors
Friday 17 th Feb	Networking evening with UK schools	School Heads and Agents
Friday 17 th & Saturday 18 th Feb	Study UK Exhibitions	Final year secondary students, Parents and Teachers

British Council Newsletter



We are delighted to bring you our first Study UK newsletter for 2017 packed with **FREEBIES** to make your Study UK dream a reality! This edition presents opportunities for you to discover who you could become through our Study UK events this week. This is our Valentine gift specially for you!



FREE Information session for Parents



Meet your boarding school family

Fifteen UK boarding schools are visiting Nigeria this week and are offering a free information session for parents considering a UK boarding school for their kids. The session holds at Eko Hotel and Suites on Friday 17th February 2017 by 11.00am.

UK boarding schools are residential schools for children and teens, offering internationally recognised qualifications such as GCSEs, A-levels and the International Baccalaureate (IB).

[More information](#)

FREE Study UK Information sessions



Study UK Discover You

Join us for the first ever Study UK



IELTS guidance session

The IELTS information session will be



Distance learning

Grab a seat at the information session

Facebook

**STUDY UK
DISCOVER
YOU**

**Boarding schools and
colleges will be at the
Study Uk Exhibitions**

Join the Study UK Discover You
Exhibition 2017 and meet with
representatives to get more
information

#STUDYUK #DISCOVERYOU

ng.edukexhibition.org



**STUDY UK
DISCOVER
YOU**

FAQ'S LIKE

What is the accommodation like?

Join the Study UK Discover You
Exhibition 2017 and meet with
representatives to get more
information

#STUDYUK #DISCOVERYOU

ng.edukexhibition.org



**STUDY UK
DISCOVER
YOU**

FAQ'S LIKE

What happens during school holidays?

Join the Study UK Discover You
Exhibition 2017 and meet with
representatives to get more
information

#STUDYUK #DISCOVERYOU

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**STUDY UK
DISCOVER
YOU**

FAQ'S LIKE

**What subjects are available at the
boarding schools and colleges in the UK?**

Join the Study UK Discover You
Exhibition 2017 and meet with
representatives to get more
information

#STUDYUK #DISCOVERYOU

ng.edukexhibition.org



Information to Schools & Agents



· STUDY UK ·
DISCOVER YOU



NIGERIA BOARDING SCHOOLS EXHIBITION

Information session for Heads of Schools, Guidance counsellors and Parents

We would like to invite you to participate in our information session during the Study UK Discover You boarding schools exhibition next week at Eko Hotels and Suites, Victoria Island.

Objectives	<p>This session will kick-off the boarding schools exhibition and has the following objectives:</p> <ul style="list-style-type: none"> • To introduce the UK boarding school system • To enable school heads and guidance counsellors develop their knowledge of the UK boarding school system and their capacity to guide parents on choosing schools for their wards • To create a platform to establish links and engage the visiting UK boarding schools
Session topics	<p>SESSION 1: INTRODUCTION TO UK BOARDING SCHOOLS</p> <p>This session would cover:</p> <ul style="list-style-type: none"> • Introduction to the UK education system and boarding schools • Choosing and applying to a school • Costs and scholarships <p>SESSION 2: LIFE AT A UK BOARDING SCHOOL</p> <p>This session would cover:</p> <ul style="list-style-type: none"> • School administration and curriculum • Health, Safety and Support • School activities and summer holidays
Venue and Time	<p>Food of Sun room, Eko hotels and Suites, Victoria Island Friday, 17th February 2017 11.00am – 01.00pm</p>
Who can attend	<p>Heads and/or representatives of Nigerian boarding schools Guidance counsellors from Nigerian boarding schools Parents considering UK boarding schools</p>
Benefits of participation	<ul style="list-style-type: none"> • Opportunity to build relationships with UK boarding schools • Knowledge and capacity to guide parents on choosing schools for their wards • British Council certificate of appreciation
Action required	<p>Kindly send an email to Abidemi.Okoye@britishcouncil.org with your interest to participate with details of your school/agent.</p> <p>This information can be shared with your staff for their education for their wards.</p>

BRITISH COUNCIL · STUDY UK · DISCOVER YOU **GREAT**

CONNIE PRICE
Country Director, British Council

INVITES YOU TO A
NETWORKING EVENING
WITH VISITING UK BOARDING SCHOOLS

The evening is an opportunity to engage the UK education sector; build relationships and discuss potential partnerships.

FRIDAY 17 FEBRUARY 2017
06.30–08.00PM

The British Residence
3, Oyinkan Abayomi Drive
Ikoyi, Lagos

BUSINESS CASUAL DRESS CODE

RSVP Confirm attendance on or before:
WEDNESDAY,
15 FEBRUARY 2017

British Council
TOCHUKWU OKOYE
+234 (0)701 585 8911
Tochukwu.Okoye@na.britishcouncil.org

www.study-uk.britishcouncil.org

Radio Adverts

240 spots of Radio Adverts were promoted on relevant radio stations.

RADIO JINGLE- Boarding School

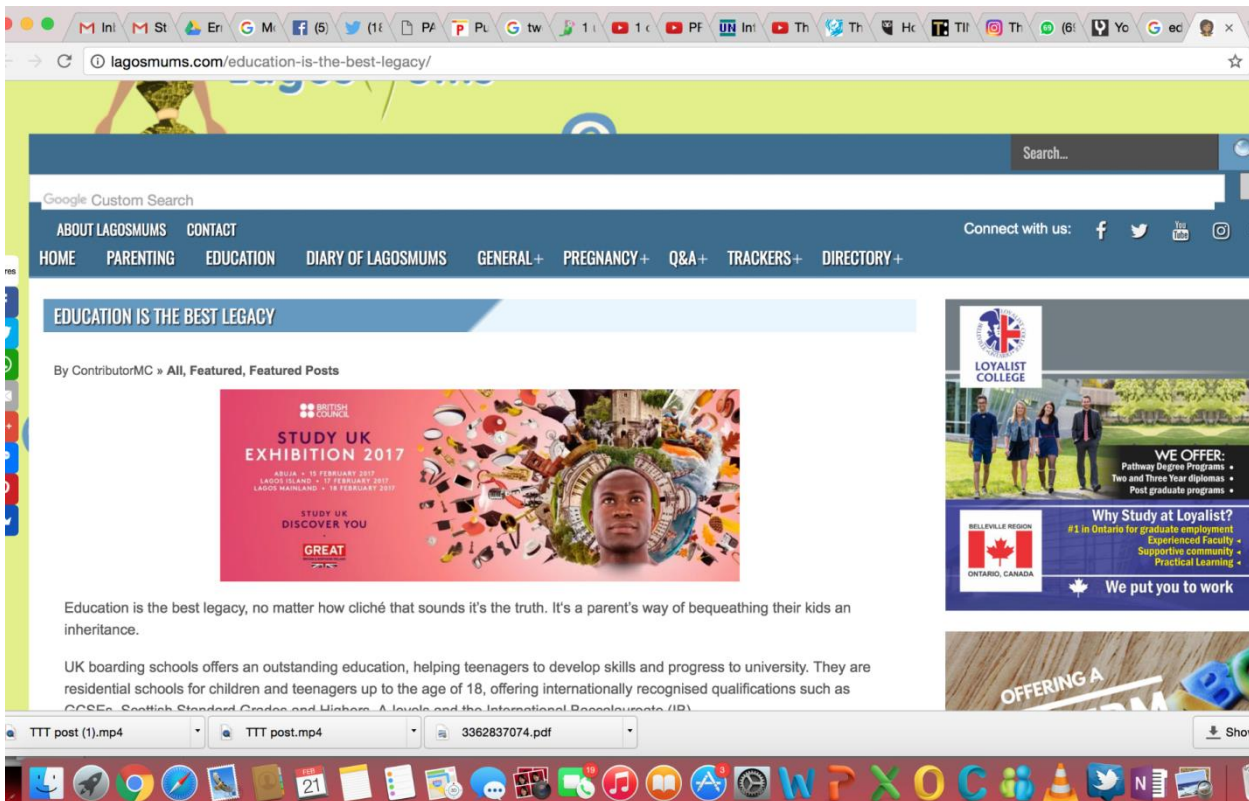


INSPIRATION FM



WOMEN FM

Blog Posts



Pictures from the event

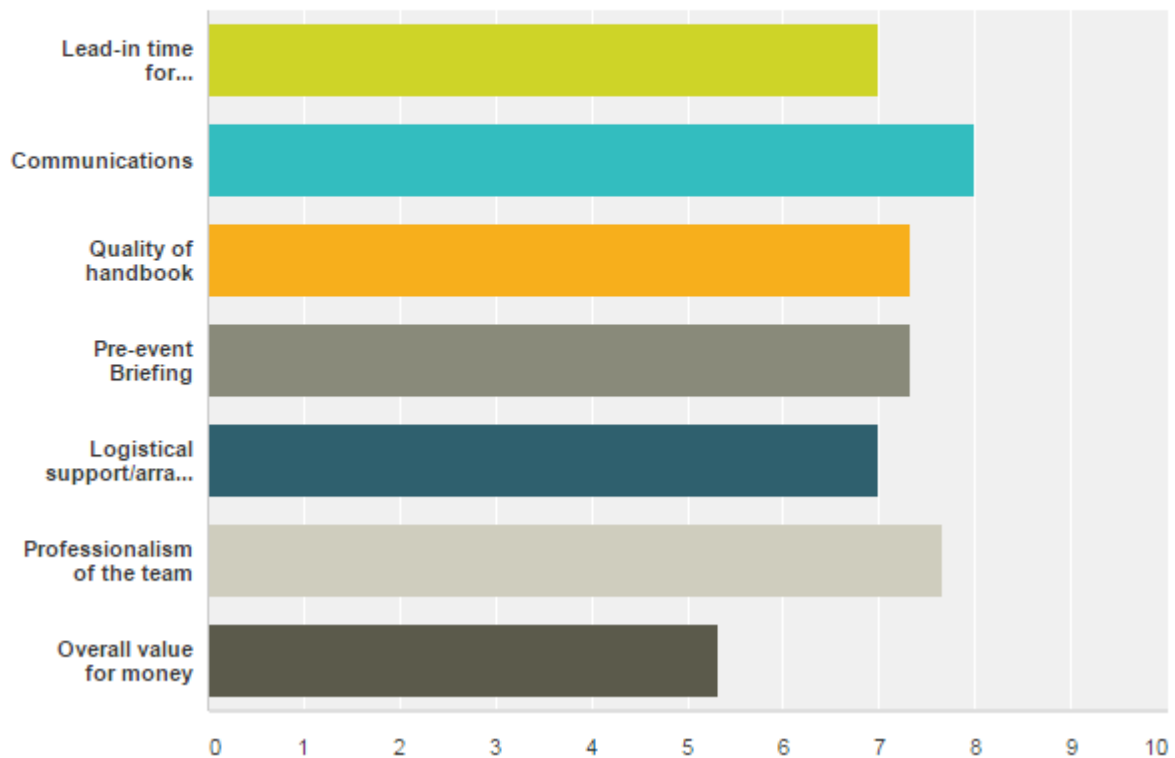


Exhibitor's Feedback

At the exhibition there were 15 unique UK Independent Schools

A post - event survey was deployed to exhibitors. The questions were designed to gather quantitative statistics on reactions to our exhibition and the decision making process.

Please rate the following aspects of the British Council



Some feedback from exhibitors:

- The calendar timing of the event is good
- It is difficult to say why the event was so poorly attended. Perhaps it might be worth considering an evening event or one on a weekend so that parents can attend with their children
- A combination of schools and agents works best

List of Exhibitors:

1	Oxford International Education Group
2	Concord College
3	Ashbourne College
4	Myddelton College
5	Adcote School for Girls
6	Strathallan School
7	Abbey DLD Group of Colleges
8	Queen Ethelburga's College
9	Glenalmond College
10	Lucton School
11	Cardiff Sixth Form College
12	Stamford Endowed Schools
13	Warwick International College
14	The Manchester College
15	Trent College

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

British Council

- For the next exhibitions, we will consider having a standalone schools event.
- British Council understands the importance of providing value-added services to the exhibitors, thus we will consider schools visits to provide a platform for UK institutions to meet up, and identify possible collaboration opportunities.

UK Institutions

- It is suggested that institutions understand and expect visitors to a schools event to be much lower than the HE exhibitions.

End of Report

End of Report