



**SERVICES FOR  
INTERNATIONAL  
EDUCATION  
MARKETING**

**POST-EVENT REPORT FOR  
EDUCATION UK EXPO BOTSWANA  
2 FEBRUARY 2016  
GABORONE**

## Introduction

Thank you for your participation at the Education UK exhibition in **Botswana** in **February / 2016** at the **Avani Gaborone Hotel and Casino** in Gaborone.

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, “**Expanding Your Horizons**” which covered the **HE/FE/Schools market**, hosted representatives from **19 institutions** that positively engaged with **prospective students/visitors/partners**, providing the audience with information on educational opportunities and subject choices.

The event attracted over **500 visitors** thanks in part to the “**media interest/marketing campaign**”. Alongside the main exhibition, a series of “**seminars/briefings**” were also held, with topics covered including breaking into top universities.

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 exhibition.

Regards,

**Thuto Sekate** | SIEM Coordinator, Botswana

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## Highlights

This exhibition was held at the following venue/time/date...

<b>Venue(s)</b>	Avani Gaborone Hotel and Casino
<b>Opening hours</b>	09:00-17:00
<b>Stand costs</b>	£1230.99

There was a 33% increase in visitors from last year's exhibition...

<b>Attendance</b>	<b>CITY</b>	
	<b>2015</b>	<b>2016</b>
Tuesday 02 February	550	850

A number of successful seminars were held, covering such topics as...

- Breaking Into Top Universities
  - Studying In London
  - Studying Engineering

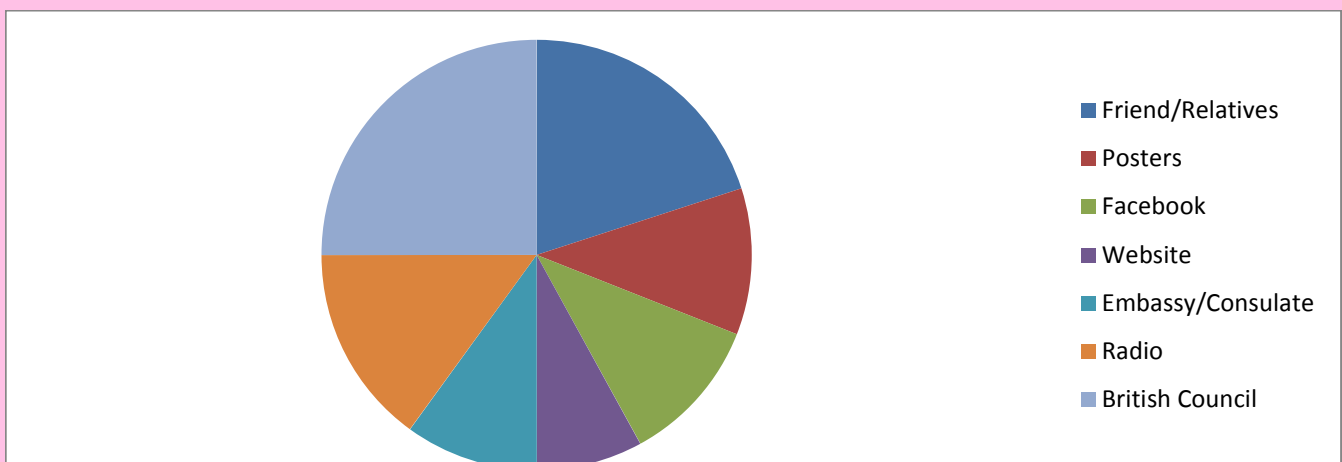
Visitors' profile

40% of the visitors preferred MBA's / MSC's/ PHD's etc.

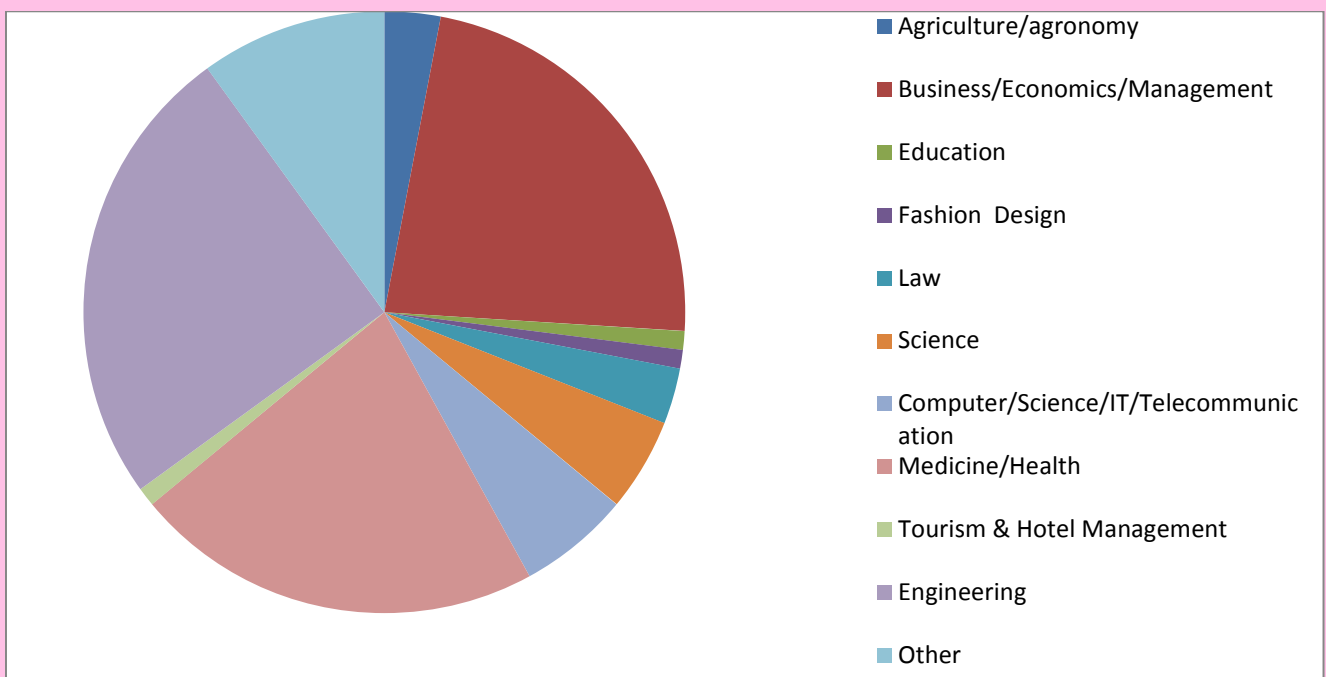
60% of visitors are looking for Undergraduate Higher Education

Of the total visitor numbers 47% were male, 53% were female.

How did you find out about the exhibition?



What subject area are you interested in studying?



Marketing

Media reporting of the event  
 "A great opportunity"

Our marketing reached an estimated audience of 7000 people

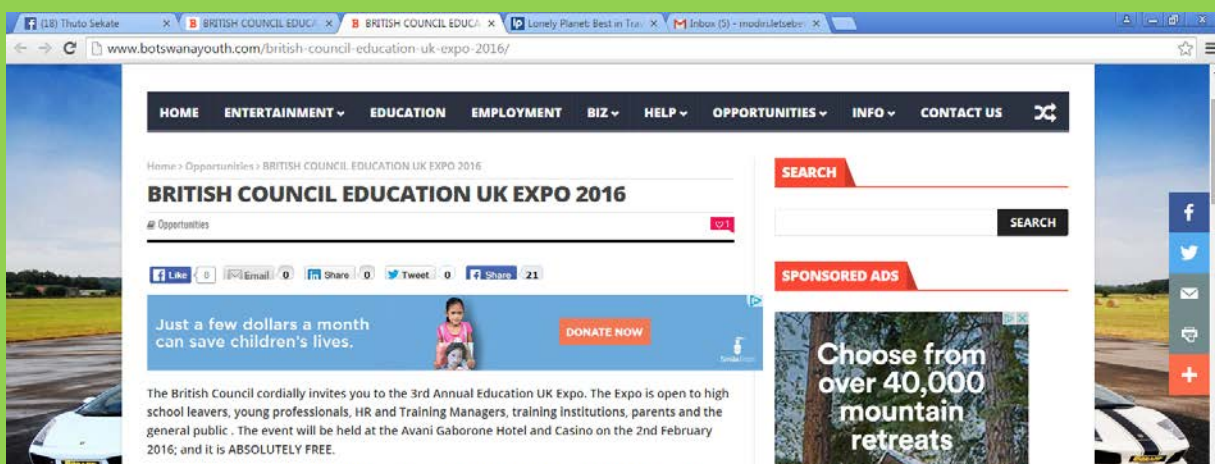
Print



Poster



Online:



## Visitor's Feedback

A printed survey was distributed during the exhibition to the 50 visitors. The questions were designed to gather quantitative statistics as well as qualitative remarks on reactions to our exhibition and the decision making process – See Annex for more.

**When the visitors were asked “Did you receive all the Information required to make an informed choice” 90% said Yes, 10% said No**

**When the visitors were asked “Did you receive all the Information required to make an informed choice” 95 % said Yes, 5% said No.**

### Some examples of quotes from Visitors following the exhibition:

- The number of seats at the stalls should be increased
- More take home materials should be availed
- The venue space was small
- Widen the walkways
- I would add online institution registrations capabilities on site
- I wish that the institutions would also participate in the tertiary fair hosted by HRDC to give more students the opportunity to study in the UK
- Provide more full scholarships

### Key Recommendations for the British Council include:

- Over a period of two days maybe
- A little more help on applying for Visas
- More visual presentations
- More universities represented



## Exhibitor's Feedback

**Some positive quotes from exhibitors:**

- The event was an excellent one, but I would have been happy to spend two days in Botswana and extend the event to cover this or undertake school visits with the British Council.
- The vast majority of students at the event had been very well screened: they were well-informed about study in the UK and generally engaged in selecting their course of study. There were few "casual shoppers".

**Some negative quotes from exhibitors:**

- One reason for signing up to the event was to attend the Debswana meeting. This was changed at the last minute and I couldn't attend as I was still travelling. This was very frustrating!
- Very disappointed in the market briefing and the apparent lack of knowledge on scholarship provision in country. BC is our first point of call for education market knowledge; therefore it was disappointing to realize this knowledge does not seem to be at a high level. I had to obtain information from other stakeholders instead.

**List of Exhibitors**

1	Aberystwyth University	
2	Ashbourne College	
3	Astrum Colleges	
4	BPP University	
5	Cardiff Sixth Form College	
6	Concord College	
7	University of East Anglia	
8	University of Exeter	
9	Glasgow Caledonian University	
10	University of Glasgow	
11	Leeds Beckett University	
12	University of Leicester	
13	London South Bank University	
14	Middlesex /university	
15	Newcastle University	
16	The University Of Northampton	
17	University of Salford	
18	University of South Wales	
19	University College Of London	

## 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 next year's exhibition, we will evaluate the cost effectiveness and the feasibility of moving to a larger venue and possibly changing the exhibition format itself.
- British Council understands the importance of providing value-added services to the exhibitors.
- British Council will consider hosting the exhibition over two days next year.
- Going forward, British Council Botswana 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 strongly suggested that institutions invite their alumni to attend future exhibitions and share tales of their life in UK with the visitors.
- 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.

Next year's exhibition currently scheduled for February 2017 will build upon the lessons learned and prove even more popular. We hope to see you there!

## End of Report