



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

**POST-EVENT REPORT FOR
EDUCATION UK EXPO BOTSWANA
30th AND 31st JANUARY 2017
GABORONE**

Introduction

Thank you for your participation at the Education UK exhibition in **Botswana** in **January 2017** 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**” the **HE/FE/Schools market**, hosted representatives from **9 institutions** (listed on the appendix on page 12) that positively engaged with **prospective students/visitors/partners**, providing the audience with information on “**educational opportunities/subject choices**” etc.

The event attracted over **600 visitors** thanks in part to the “**media interest**” Alongside the main exhibition, a series of “**seminars/briefings**” were also held, with topics covered including Global pathways to world 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...

Venue(s)	Avani Hotel and Casino
Opening hours	09:00-17:00
Stand costs	£1,524.81

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

Attendance	CITY	
	2016	2017
Monday 30/31 January 2017	550	659

Two seminars were held, covering the following topics:

- Breaking Into Top Universities
- Global pathways to top world Universities

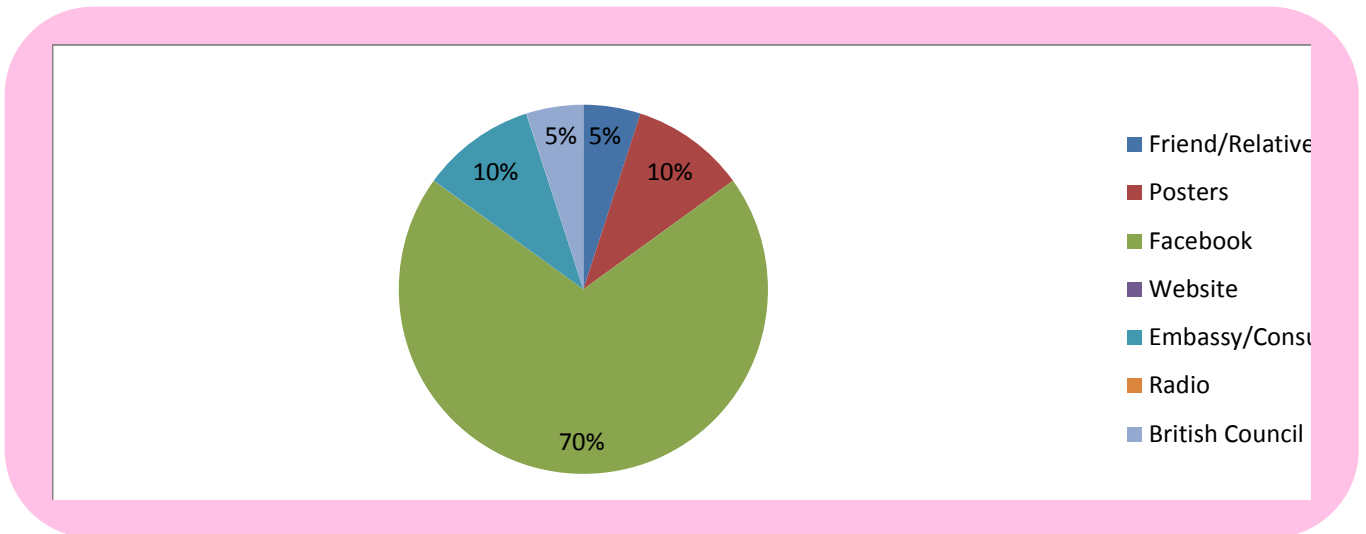
Visitors' profile

20% of the visitors preferred **MBA's / MSC's/ PHD's etc.**

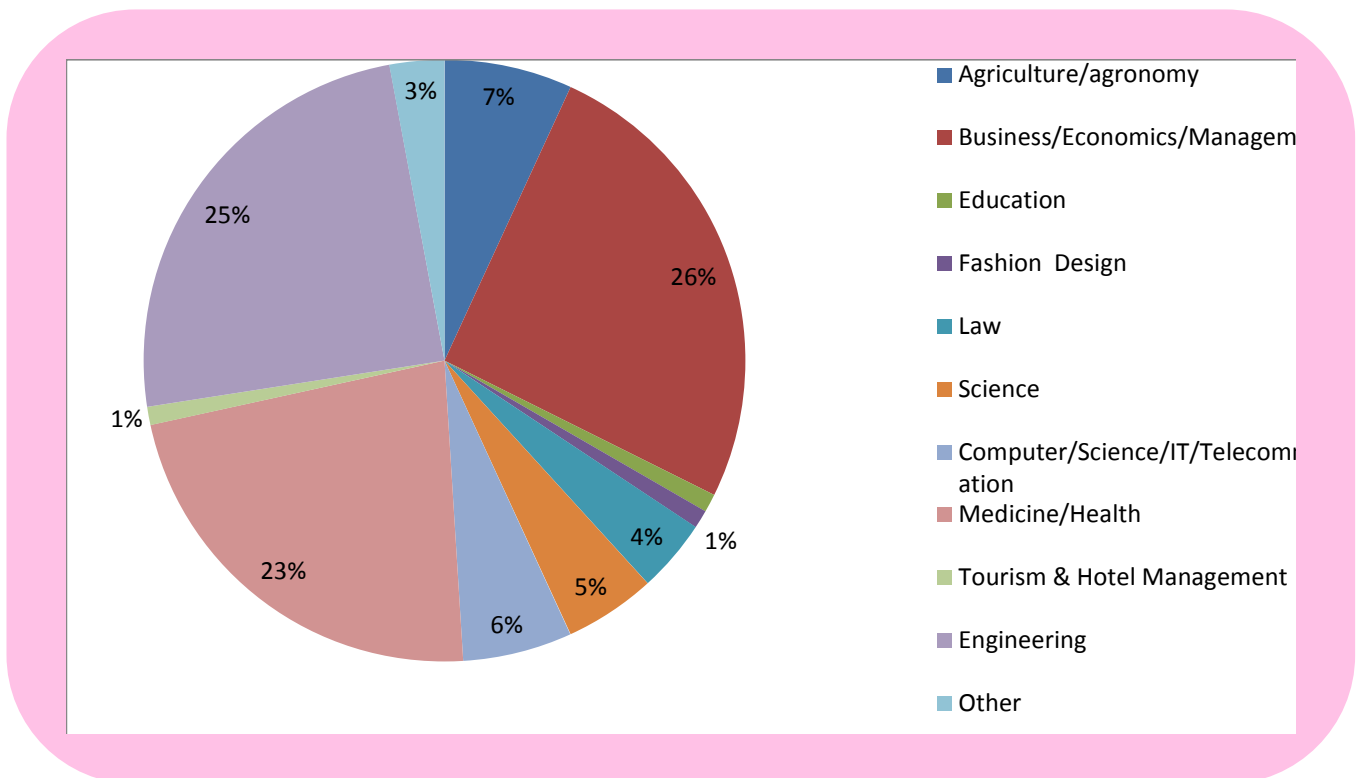
80% of visitors are looking for **Undergraduate Higher Education**

Of the total visitor numbers **40% were male, 60% were female.**

How did you find out about the exhibition?



What subject area are you interested in studying?



Marketing

Media reporting of the event 'British Colleges Woo Prospective students

A total of £571.43 was spent on Marketing for this exhibition

Our online marketing reached an estimated audience of 1,891 people

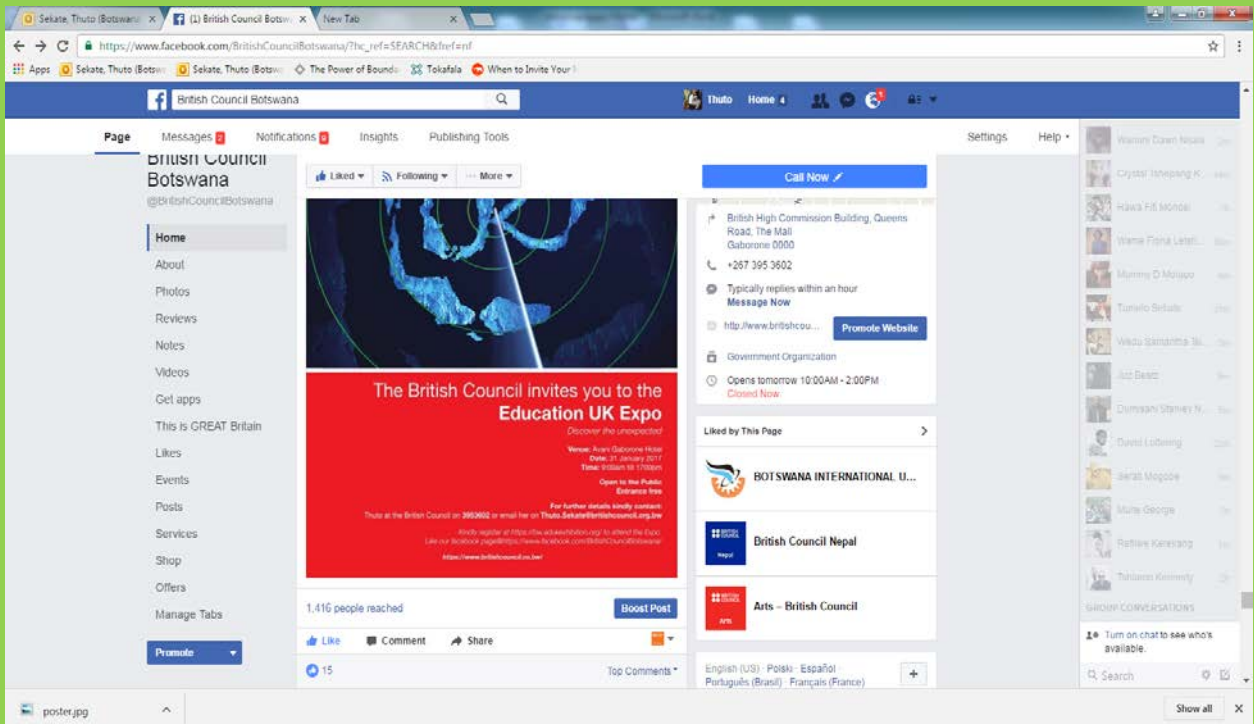
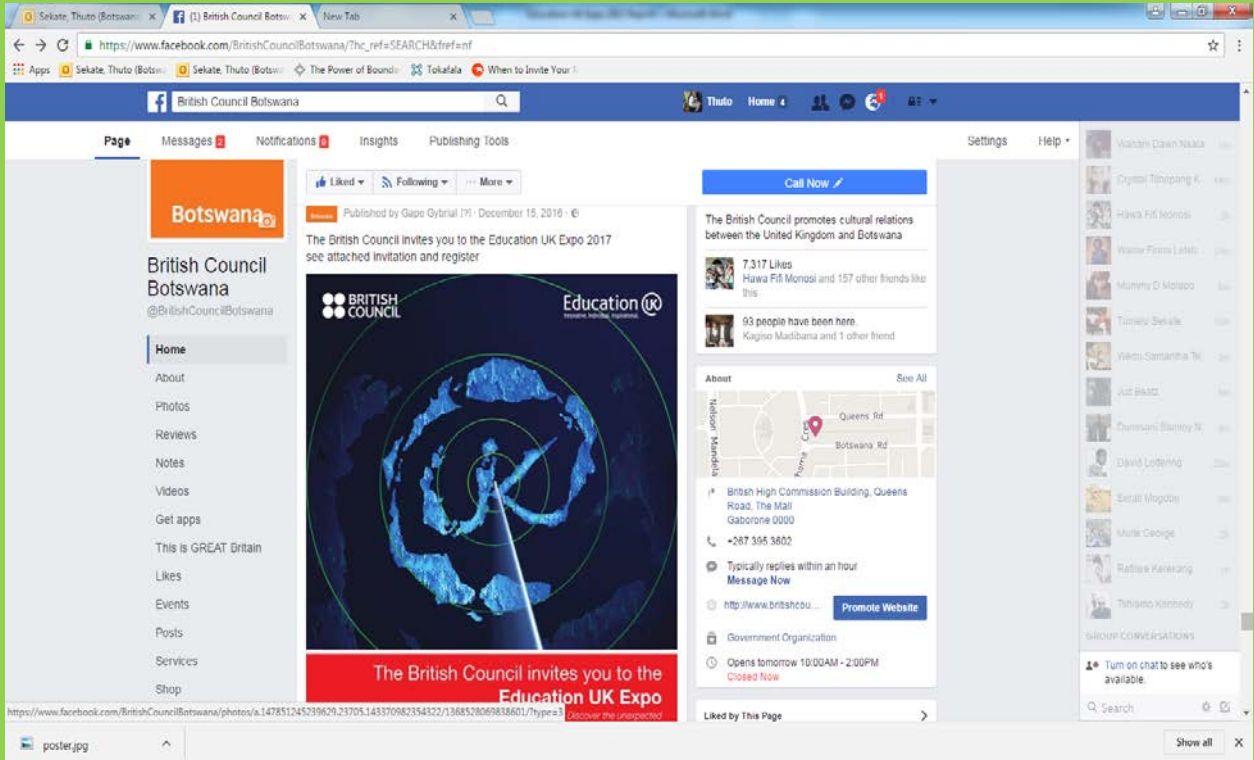
Print:



This article was published prior to the event



Online



BRITISH COLLEGES WOO PROSPECTIVE STUDENTS IN GABORONE

TYLER MAJAGA
Correspondent

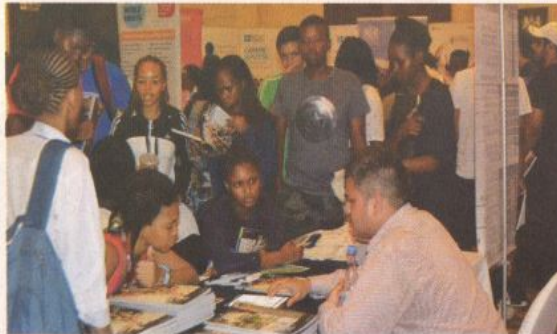
Over 500 students from different Gaborone high schools flocked to AVANI Hotel Conference Centre over the two days spanning January 30-31, 2017 for the fourth edition of the Education UK Exhibition.

The event, an annual seminar initiated by The British Council, gives different British colleges a platform to exhibit and promote their products in Botswana, had nine institutions in attendance, among them Cardiff Sixth Form College, University of Northampton, Oxford International College and University College of London.

The opening day of the exhibition, which ran from 2pm-5pm, served as an opportunity for local students to have one-on-one interactions with exhibitors.

Such students had to be those in their last year of high school (O level, A level, IB or equivalent) and those who had recently completed such studies. The students, most of whom were from Maru-A-Pula School, Legae Academy, Rainbow High School, among others, had a lot to share about what they had taken from such exchanges.

One 17-year-old Maru-A-Pula alumni, Modiri Katai told *My News* how every



The exhibition was packed with a number of individuals that were keen to know more about the UK institutions

institution that had exhibited had open chances for every young Motswana to study for anything that may not be available locally.

"There is an array of courses that we may not necessarily have here in Botswana but wish to study for. From what we learned here today, it is quite clear now that the possibilities of such pursuits are not blunt.

Me and my friends wish to go study in the UK, do our best to graduate and definitely come back home to bring that knowledge here and develop this coun-

try!"

When asked what qualifications these colleges required, one other alumni from the same school said, "most of them require a pass of at least one A* and two A's for A Level and with this, for foundation year one can be granted a 50% discount on their tuition fees."

A representative from one of the visiting colleges was questioned on what could be done to fulfil the need that the exhibition is already trying to fill.

"If we can have more course partnerships between UK colleges and those

that you have here, and perhaps have sister-schools partnerships as well where students from both countries can do one half of their studies here and the other in the UK or vice versa, then some fruitful results could be harvested in the next five to 10 years of such initiatives."

He also mentioned the need for infrastructural development locally to encourage some of their colleges to open shop here, citing more importance in the local broadband upgrading.

The British High Commission shared on the Chevening Scholarship, a programme that has seen many Botswana students successfully graduate from the UK over the past years. One such notable alumni is Specially Elected Member of Parliament, Hon. Bogolo Kene-wendo.

The British Council stall also shed light on IELTS, Cambridge International Examinations, administering examinations for UK institutions, and many more.

The seminar wcame to a close with a networking reception at the British High Commissioner's residence from 6pm on the last day. It was here where different stakeholders further expressed interest in getting i to partnerships with local institutions such as Botswana University of Agriculture and Natural Resources (BUAN), BIJUST, and OCAAT, among many others.

Visitor's Feedback

When the visitors were asked “Did you receive all the Information required to make an informed choice” 92% said yes, 8% 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.

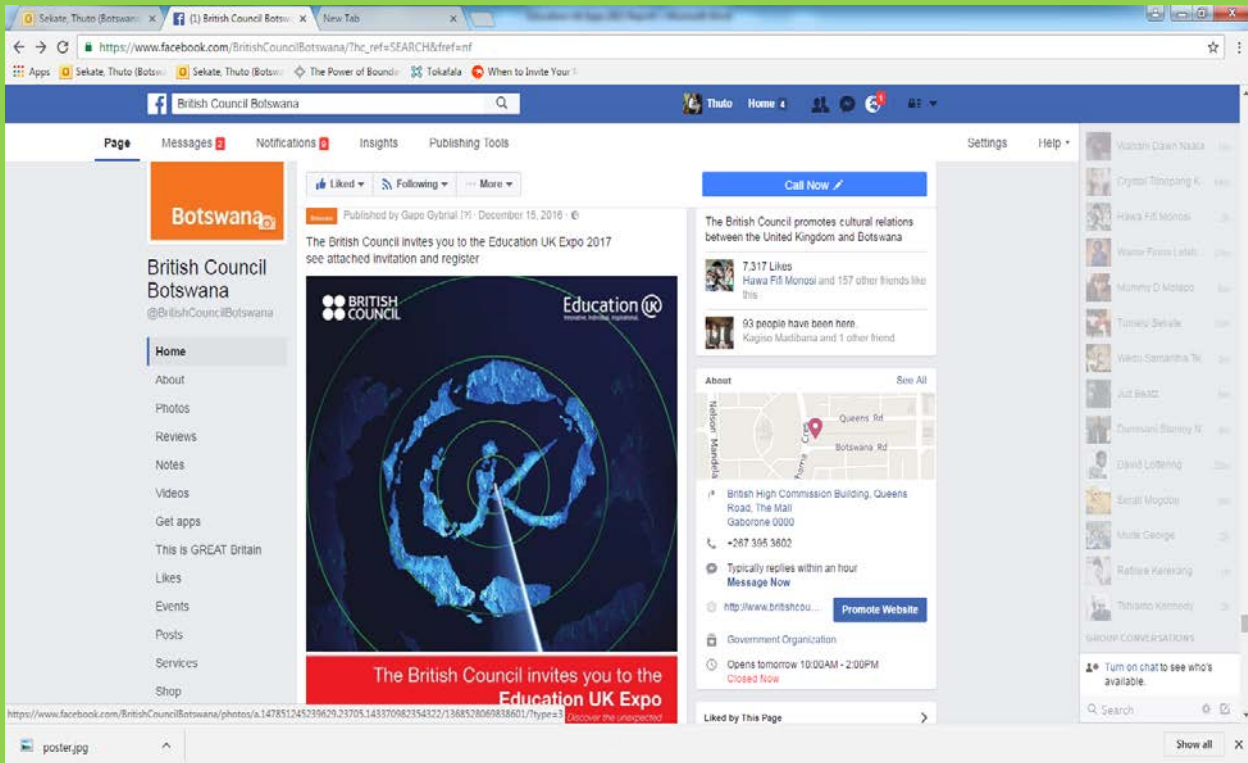
Some examples of quotes from Visitors following the exhibition:

- Provide more full scholarships

Key Recommendations for the British Council include:

- More universities represented
- UCAS should have stall present at the expo as all applications are done through it
- More visual presentations

Online



Exhibitor's Feedback

**Please rate the following aspects of the event(s) that you participated in
On a scale of 1-10, 1 being very poor and 10 being excellent**

Quality of visitors	50% rated it 6 25% rated it 9 25% rated it 10
Number of visitors	50% rated it 8 50% rated it 9
Suitability of venue	25% rated it 5 25% rated it 8 50% rated it 10
Standard of catering	25% rated it 6 25% rated it 7 25% rated it 9 25% rated it 10
Promotion of event	25% rated it 6 25% rated it 7 25% rated it 8 25% rated it 9

**How was the (day) timing of the event?
75% said it was fine, 25% said it was too early.**

What are the main learning points you have picked up for marketing your institution in Botswana in future?

**Would you consider coming back to the next British Council event in Botswana?
75% said yes, while 25% are undecided.**

How likely are you to recommend the British Council to your peers and colleagues?

50% said VERY LIKELY and 50% said LIKELY

Was the (calendar) timing of this event right for you?

100% said 'Yes'

At the exhibition there were 9 exhibitors from UK HEIs; this represents a 47% decrease on last year's exhibitor count.

Exhibitor Attendance	GABORONE	
	2016	2017
Monday 30/31 February 2017	19	9

Some positive quotes from exhibitors:

- The two day expo was more worthwhile than the previous year as it was value for your money attending two days rather than one.
- The division of the private school students and public school students says in Botswana and extend the event to cover this or undertake school visits with the British Council.
- In particular, I really liked the magazine and map about Botswana in the welcome pack. It inspired me to go Mokolodi Game Reserve the next day, and hopefully more places in the future.

Some negative quotes from exhibitors:

- My colleague and I did not have name tags.
- It would be ideal to host the seminars on each day and especially on the day when the private school students attend as they need it equally if not more.

List of Exhibitors

1	Cardiff Sixth Form College
2	University College of London
3	University Of Exeter
4	University of Northampton
5	Oxford International College
6	Royal Agricultural University
7	University of Salford
8	University Of South Wales
9	University Of Wolverhampton

Future steps

British Council

Shortfalls that have been identified by the exhibitors are of an administrative nature and BC will aim to correct these in future exhibitions. There should also be provision for the exhibitors to have their presentations running on a loop throughout the expo. Possibilities of UCAS participation in the expo to be explored

UK Institutions

- Seminars are popular with visitors and therefore exhibitors are encouraged to sign up for these
- We strongly suggest institutions use DJG for freight as they have proven to be more reliable.
- In selecting alumni to represent them, institutions should be confident of the capability and competence of the person (s) they select.

Appendix

List of Exhibitors

Cardiff Sixth Form College	Gareth Collier
University College of London	Sam Patel
University Of Exeter	Michael Naylor
University of Northampton	Anthony Nwigye
Oxford International College	Yasmin Sarwar
Royal Agricultural University	Vania Theofiloupoulou
University of Salford	Yusuf Kuffo
University Of South Wales	Richard Stacey
University Of Wolverhampton	Tarquin Strappa