



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

Post-event report for

Education UK Exhibition, Botswana

2-3 March 2015

**Gaborone Sun International Hotel and Conference Center & Maru-
a-Pula School, Gaborone, Botswana**

Introduction

Thank you for your participation at the Education UK exhibition in **Botswana** in **March 2015** at the **Gaborone Sun International Hotel and Conference Center & Maru-a-Pula School, Gaborone, Botswana**

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** the **HE/FE/Schools market**, hosted representatives from **11 UK institutions** (Listed on page 13) that positively engaged with **prospective students/visitors/partners**, providing the audience with information on **educational opportunities/subject choices**.

The event attracted over **800 visitors** thanks in part to the **media interest/marketing campaign** (**Details listed on page 11 & 12**). Alongside the main exhibition, a series of **seminars** were also held.

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)	Gaborone Sun International Hotel and Convention Center- 2 March 2015 And The Maru-A-Pula School- 3 March 2015
Opening hours	10:00-17:00 And 14:00-17:00
Stand costs	£1885.27

There was a 53% decrease in visitors from last year's exhibition...

Attendance	CITY	
	2014	2015
Monday 2 March- Tuesday 3 March	1800	850

Media reporting of the event said-

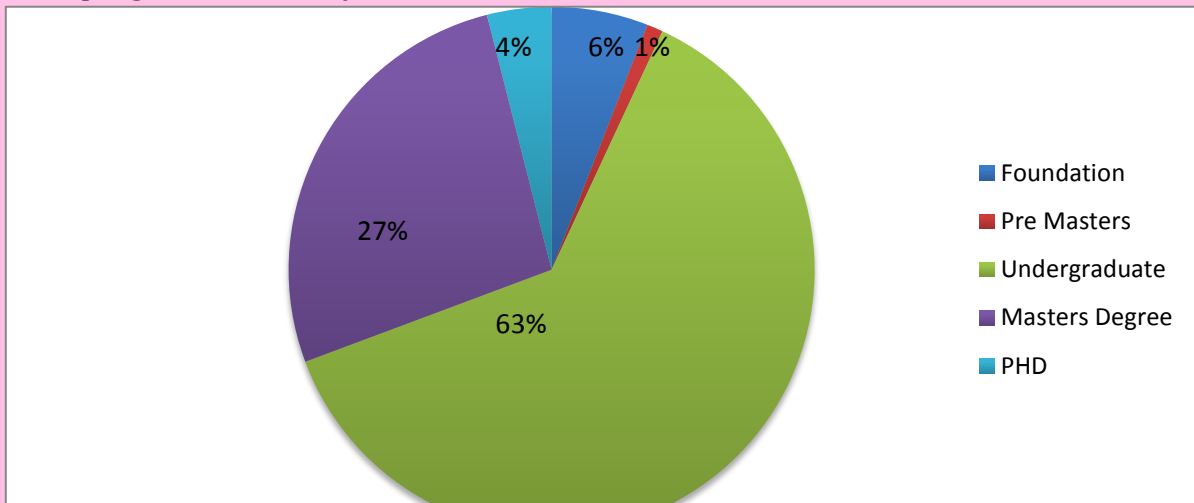
“A great opportunity”

Visitors Profile

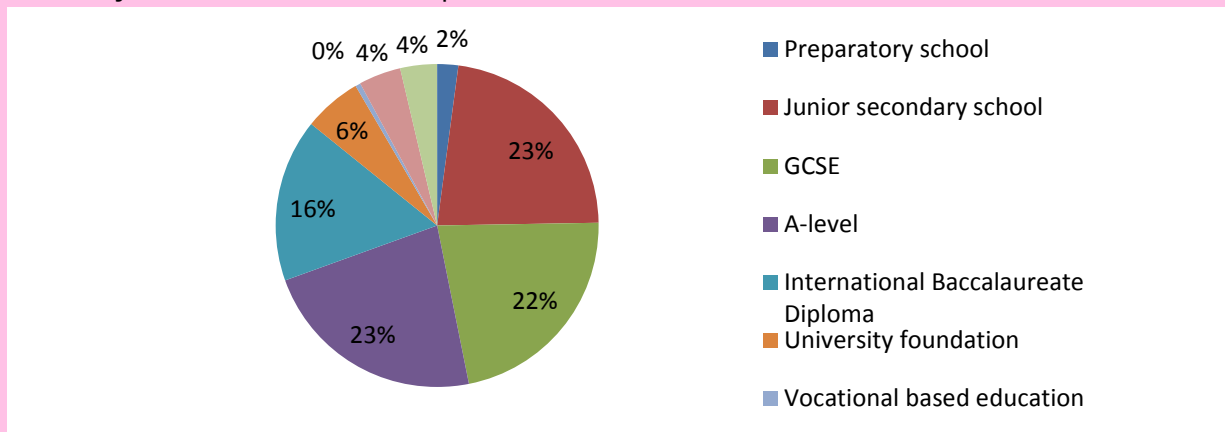
75% of the visitors were between the ages of 16-20

43% of the visitors were male whilst 57% were female.

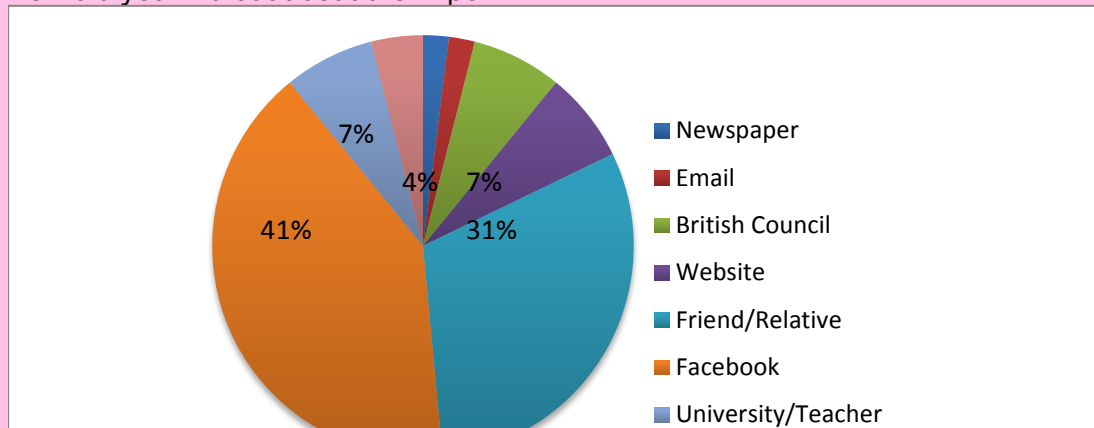
What programme of study are the visitors interested in?



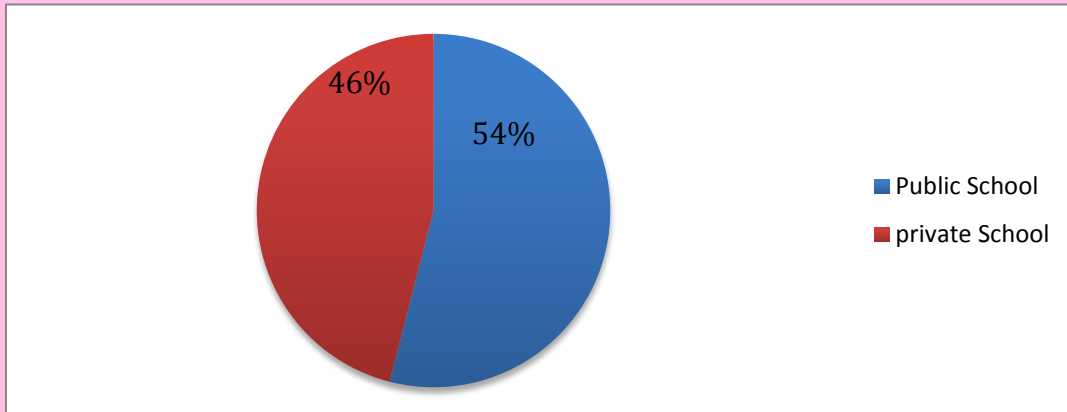
How did you find out about the Expo?



How did you find out about the Expo?



What type of school do/does the visitor attend?



Marketing

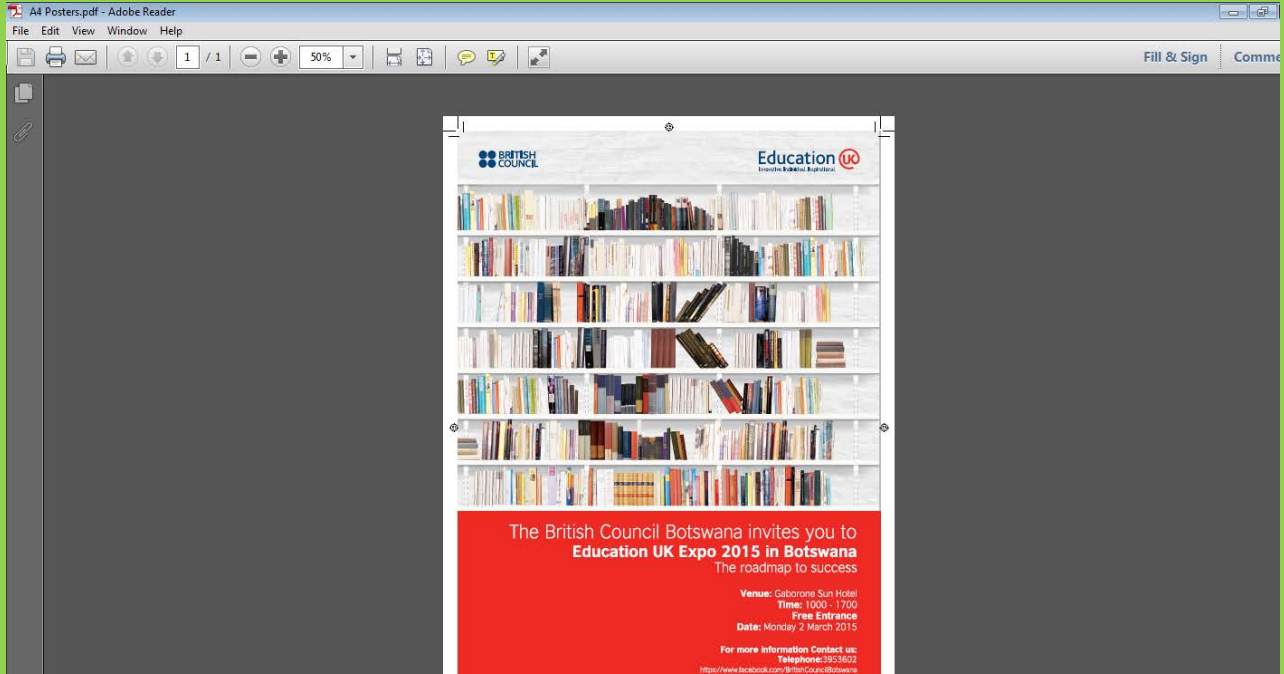
A total of £1,500 was spent on Marketing for this exhibition

Our marketing reached an estimated audience of over 100,000 people

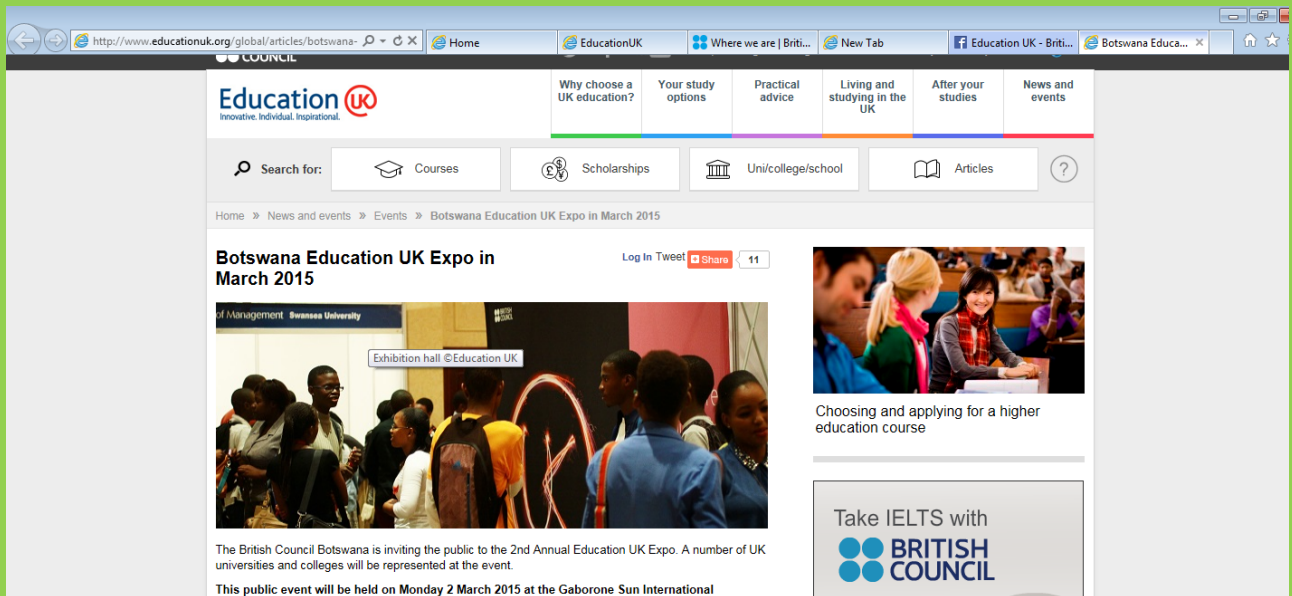
Our Corporate partner (e.g. Education UK, Botswana Student Network and Kitso works) helped attract a further 100,000 people

Examples of the marketing Include ...

Print:



Online:



Botswana Student Network
24 February at 12:31 · 🌐

The British Council Botswana is inviting the public to the 2nd Annual Education UK Expo. A number of UK universities and colleges will be represented at the event.

This public event will be held on Monday 2 March 2015 at the Gaborone Sun International Conference Centre and admission is absolutely free.

The Education UK Expo offers an opportunity for training managers, young professionals, high school graduates and those seeking to pursue postgraduate studies the opportunity to apply or enquire on the different courses and institutions first-hand.

Date: 02 March 2015
Venue: Gaborone Sun International Conference Centre
Time: 10:00 to 17:00
Details: Seminars will run throughout the day on scholarships, and the internationalisation of education.

Date: 03 March 2015
Venue: Maru A Pula International School, Gaborone
Time: 14:00 to 17:00
Details: This event will be privately held for schools that offer A levels and IB levels.

From 10:00 to 12:00 delegates will be offered the opportunity to have one-on-one sessions with students on an arranged basis with parents and decision-makers at the Gaborone Sun International Conference Hotel.

The institutions

- BPP University
- Edinburgh College
- London South Bank University
- The Manchester College
- Middlesex University
- The University of Northampton
- University of Leeds
- London South Bank University
- Ruthin School
- University of South Wales
- Swansea University

Kitsworks
23 February · 🌐

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Botswana Education UK Expo in March 2015]
EducationUK (Global)
Meet UK university and college representatives at these events in Gaborone!
EducationUK (Global)
EDUCATIONUK.ORG

Like · Comment · Share

7 people like this.

Most Relevant

Write a comment...

Tsena Tsena Masaku m so gona be there... m never letting it go never!!
Like · Reply · 🌐 · 25 February at 10:10

Vuyile Mphahlele Thank you
Nonobu Mphahlele Mphahlele Ogoleng Oleg Pano Kay Ogoleng
Tsamona The Mphahlele Casuals Kay Slay Casuals
Like · Reply · 🌐 · 23 February at 12:50

Kitsworks Thank you guys and remember to take our free online course at <http://www.kitsworks.co.bw>
Like · 🌐 · 27 February at 10:31

View 7 more comments

Visitor's Feedback

A printed survey was distributed during the exhibition. 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 “Will you be applying to a UK institution following the exhibition” **75% said yes, 10% said no, 15% maybe.**

When the visitors were asked “Did you receive all the Information required to make an informed choice” **80% said yes, 20% said no**

Many of the visitors felt the seminar topics weren't useful to them. The alternatives topics suggested included the following:

- Academic life in UK schools and details of GCSE/A-Level syllabus
- Visa applications and Tuition Fees Information
- How to complete an application for a UK university
- How to prepare for life in the UK
- Colleges vs Universities

Some examples of quotes from Visitors following the exhibition:

- An agent should be made available at the Exhibition to assist on application processes after the Exhibition
- Some students felt the Venue on the school visit wasn't conducive as it was too small
- Next time please invite top Universities

Thank you for the opportunity to learn about what the British Council does and bring institutions to us

Key Recommendations for the British Council include:

- During Lunch hour the exhibition can be used for a British Council presentation/entertainment, that way the delegates can leave their stalls and have a proper lunch.
- A networking breakfast for training managers as postgraduate potential candidates did not come in large numbers.

Exhibitor's Feedback

At the exhibition there were **11 unique exhibitors** from UK HEIs; this represents a 42% decrease on last year's exhibitor count.

Exhibitor Attendance	CITY	
	2014	2015
Monday 2 March -Tuesday 3 March	19	11

When exhibitors were asked "Given the opportunity would you be attending a similar exhibition next year?" **100% said yes.**

When exhibitors were asked "overall how satisfied were you with the exhibition?" **65% said very, 25% said somewhat, 10% not at all.**

Some positive quotes from exhibitors:

- The Gaborone Sun Venue was great and the British council Staff was helpful and proactive.
- The Market briefing was very informative

Some negative quotes from exhibitors:

- When the British Council Botswana changed dates for the Public exhibition and the school visit the British council office in the UK wasn't informed and the Website wasn't updated, which caused a bit of trouble as some of the exhibitors did not have their material at the time of the opening.

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

- British Council understands the importance of providing value-added services to the exhibitors, thus we are planning to hold a networking event with local agents, in order to provide a platform for UK institutions and agents to meet up, and identify possible collaboration opportunities.
- The Exhibitors have advised that the British council have a database where the different countries can obtain all the Exhibitor information rather than fill in forms for each country, every year.

UK Institutions

- It is 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.
- The Exhibitors are all required to fill in all their forms with respect to the stated deadlines as stated in the handbook.

The above points, though important, should not detract from what was a successful exhibition. Next year's exhibition will build upon the lessons learned and prove even more popular. We hope to see you there!

Appendix 1 ADVERTISING AND PROMOTION PLAN

Type	Media	Format	Number Of People Reached
Invitation Letters and Cards	Letters of invitation were sent to school principals and Invitation cards were sent to stakeholders for the Networking reception	We hand delivered invitation letters to school principals. We listed potentially interested stakeholders and invited University alumni to the Networking Reception	80 people
Print	Mmegi Newspaper	We placed a Half page Advert in the paper about a month before	The Newspaper has a 25000 readership
Online	British Council Botswana Facebook Page Education UK website Botswana Student Network	We updated our status a month before informing the public that we will be hosting the Education Expo on March 2-3 2015	4773 likes (British Council Page) 61 370 likes (Botswana Student Network Page) 8268 likes (Kits works Page)
Posters	Placed in schools	We placed posters in our display outside the office Posters were placed all over the local public high schools	About 1000 people pass through the mall where our office is located daily. We reached over 15000 students in schools where the posters were placed.
Radio	Gabz Fm	We scheduled 8 live reads strategically on peak shows throughout	The station has 737, 177 listenership

Appendix 2; List of Exhibitors

1.	BPP University
2.	Edinburgh College
3.	London South Bank University
4.	Leeds University
5.	The Manchester College
6.	Middlesex University
7.	The University of Northampton
8.	Ruthin School
9.	Swansea University
10	The University of South Wales
11.	University College of London

End of Report