



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

**Post-event report for
Education UK Clearing Exhibition 2016**

Wednesday 6 July 2016

Hilton Cyprus Hotel, Nicosia

Introduction

Thank you for your participation at the Education UK Clearing exhibition in **Cyprus** in **July 2016** at the **Hilton Cyprus Hotel, Nicosia**.

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.

For the first time this year British Council organised the summer Clearing exhibition for early July instead of late August as done in previous years. This decision was based on feedback collected by UK delegates indicating that recruitment during the clearing period mainly comes from public school graduates with “apolyterion” rather than with A levels - Thus, early July is the preferred scheduled date, that time being when the apolyterion results are released.

The event, target was around clearing vacancies for September focussing on HE and FE markets and hosted representatives from **41 UK institutions** (Listed below in “Exhibitor’s Feedback” section), that positively engaged with **prospective students, visitors and partners**, providing visitors with information on **study options available to them**.

British Council and Education UK participation was sponsored by UNITE STUDENTS and IELTS.

The event attracted around **350 visitors** during one afternoon, thanks in part to the media and marketing campaign which covered main communication means including Radio, printed, digital and Piza billboards. **(Details listed below in Appendix1)**. Alongside the main exhibition, a series of pre-departure presentations for students going to the UK in September were delivered by individual UK institutions and the British Council.

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,

Pantelitsa Michael | Business Development Manager SIEM, Cyprus

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Highlights

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

Venue(s)	Hilton Cyprus Hotel, Nicosia 06 July 2016
Opening hours Wednesday	16:00-20:00
Stand costs	£735 (Plus VAT)

A number of successful pre-departure presentations were held by UK institutions and the British Council.

Attendees feedback
95% of visitors found the presentation essential tool for their university life
90% of visitors commented on presentation as being useful, informative and worth attending

Visitors' profile

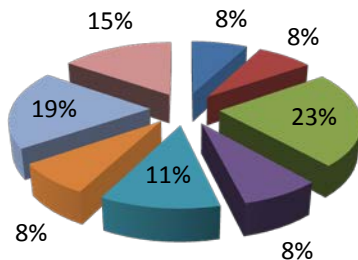
78% of visitors are looking for Undergraduate Higher Education
22% of the visitors preferred Postgraduate

Of the total visitor numbers 27% were male, 73% were female.

Of the total visitor numbers 77% were students, 12% professionals, 11% academics

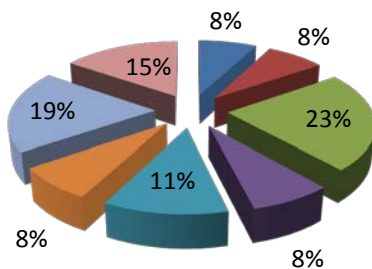
What programme of study are you interested in?

- Applied and Pure Sciences
- Business and Administrative Studies
- Creative Arts and Design
- Health and Medicine
- Architecture, Building and Planning
- Computer and Mathematical Science
- Education and Training
- Humanities



How did you find out about the exhibition?

- Applied and Pure Sciences
- Business and Administrative Studies
- Creative Arts and Design
- Health and Medicine
- Architecture, Building and Planning
- Computer and Mathematical Science
- Education and Training
- Humanities



Marketing

The marketing campaign was undertaken by British Council colleagues in collaboration with media companies and covered the main means of communication.

The target audience was primarily students at High School level interested in vacancies for studies to the UK in September.

80% of event cost was spent on Marketing and promotion for the Clearing Exhibition

Marketing campaign covered: Radio, Press release, On-line, Outdoor Bill boards, Printed flyers, Personalised mail distribution

Digital campaign was running three weeks before the event with FB event reach of 24,360 and on-line newspaper banners reach of 86,629

Examples of the marketing





Visitor's Feedback

Visitors to the exhibition were registering through an on-line survey. The questions were designed to gather quantitative statistics as well as qualitative remarks on reactions to our exhibition and the decision making process.

When the visitors were asked “Where will you be studying a UK course”
93% said in the UK, 5% said in my home country

When the visitors were asked “When do you expect to leave your country for studies abroad” **70% said less than 6 months, 25% said in 1 year 5% said in 2 years**

When visitors were asked “what motivates you to choose UK as a study destination”

57% said high accreditation standards
25% said have a better job in my home country
10% said wide variety of courses and institutions and
8% said International recognition.

When visitors were asked “what is your intended period of study in the UK”

45% said more than 3 years
35% said 3 years
20% said 1 year

Key Recommendations for the British Council include:

- Keep organizing the Clearing early July, it is very helpful to have the event immediately after Apolyterion results.

Exhibitor's Feedback

Feedback below represents only 39% of the total of exhibitors.
Replies were received from 16 out of 41 institutions.

At the exhibition there were **41 unique exhibitors** from UK HEIs; this represents double the number on last year's exhibitor count

Exhibitor Attendance	NICOSIA	
	2015	2016
14 August	19	
06 July		41

When exhibitors were asked "Will you be attending a similar exhibition next year?" **31% said yes, 6% said no, 63% undecided**

When exhibitors were asked if they have attended a BC organised event before **81% said Yes, 19% said No**

Some positive feedback from exhibitors:

85% of exhibitors feel that logistical support and event arrangements were excellent as well as quality of handbook and team professionalism during the event.

Some quotes for thought from exhibitors:

- Emphasis on UK education and less on agents
- Closer collaboration with agents - work with them rather than against, most universities have long standing relationships with their agents
- More advertising, Higher footfall

EDUCATION UK CLEARING EXHIBITION 2016 - PARTICIPATING INSTITUTIONS

1	Anglia Ruskin University
2	UK Pathways - Cambridge and London
3	Bath Spa University
4	Birmingham City University
5	Bournemouth University
6	BPP University
7	Buckinghamshire New University
8	Canterbury Christ Church University
9	Coventry University
10	De Montfort University
11	INTO University Partnerships : City and London World Education
12	Kaplan International
13	Keele University
14	Leeds Beckett University
15	Middlesex University, London
16	Northumbria University Newcastle
17	Southampton Solent University
18	Staffordshire University
19	Swansea University
20	Teesside University
21	The University of Law
22	The University of Northampton
23	The University of Winchester
24	UCFB Wembley & UCFB Etihad Campus

25	University for the Creative Arts
26	University of Bradford
27	University of Bristol
28	University of Central Lancashire
29	University of Chichester
30	University of Derby
31	University of Essex
32	University of Greenwich
33	University of Hertfordshire
34	University of Huddersfield
35	University of Hull
36	University of Lincoln
37	University of Portsmouth
38	University of Salford
39	University of South Wales
40	University of the West of England
41	Wrexham Glyndwr University

Future steps

As mentioned previously, this was the first time that British Council Cyprus has organized the Clearing Exhibition in July instead of August. It was our attempt to upgrade our service offer to UK institutions and identify ways to better serve the market. We used survey results from the sector to implement this decision since clearing proved to be mainly for students with Apolyterion results rather than with A-levels.

This was a very challenging year for clearing recruitment as event was organized soon after EU referendum results with a lot of uncertainty around fee status and student loans for EU students, including Cypriots. Even though, event attracted a good number of visitors (around the same levels of last year) we need to ensure that we communicate strong and clear messages about fees and loans for EU students (once available) to restore market serenity and sustain existing exhibition success for future events.

The main findings and recommended next steps are outlined below:

British Council

- Continue working closely with the sector and share feedback for better and more effective events.
- British Council understands the importance of providing value-added services to the exhibitors, thus we provided UK institutions with presentation facilities to run their own pre-departure briefing session during the event. Following positive feedback we will continue offering this facility.

UK Institutions

- It was mentioned that the presence of so many UK institutions for the first time to this event was important and added value to student choice.

It is suggested that UK institutions continue to support British Council events as to establish strong presence in the Cyprus market official high level events.

The above points, though important, should not detract from what was a successful exhibition. Next year's exhibition (Currently Scheduled for **5th July 2017**) will build upon the lessons learned and prove even more popular. We hope to see you there!

Appendix 1

Marketing and promotional campaign

The promotion campaign started on 20 June and will end on 06 July. Our sponsor is UNITE Group and IELTS.

Extensive promotion was planned and implemented as follows:

- **We have distributed 10,000 flyers** to: Lyceum graduates in all towns, to candidates with IELTS exam results, door to door distribution to Nicosia area via post office and to the Malls. The flyers were also available at the reception area of the British Council offices.
- **The radio campaign** at Super FM radio at carefully selected prime times from 23 June to 06 July.
- **Piza Billboards** at key points in Nicosia area
- Press releases and articles where published on the popular newspapers and on-line news portals.
- **Social Media:** the exhibition was extensively promoted via the British Council Facebook page. On Facebook, the posts were boosted and had wide reach.
- Web-banners and background Skins in digital newspapers
- E-newsletters promoting the event were also sent to the 3,800 contacts on our database.
- E-mails and e-flyers were sent out to key contacts, institutes and the Ministry of Education.

Audience Reach	
Signalive on-line newspaper	86,629
British Council Facebook	24,360
British Council e-newsletter	3,800
Printed Exhibition Flyers	10,000