

An Education for life

Education UK Exhibition
Cyprus, 14 August 2015

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1. Event fact file

Nicosia

Venue	Hilton Cyprus, Nicosia
Opening hours	Friday 14 August 1630-2030
Stand costs	£940,00 (Ex VAT), £1,128.00 (Inc VAT)
Sponsors	UNITE Group

2. Key statistics

Attendance – number of visitors	Nicosia	Nicosia
	2014	2015
14 August	500	435
Total No of Visitors	500	435

Exhibitors*	Nicosia	Nicosia
	2014	2015
Further Education	2	
Higher Education	21	19
UCAS	1	
VISA		
Total No of Exhibitors	24	19

*List of participating institutions can be found in appendix 1

<i>Visitors Primary Market Objectives</i>	Nicosia	
	2014	2015
<i>Level of Study</i>	Foundation Undergraduate	Foundation / access courses Undergraduate Postgraduate
<i>Main Subjects of Interest</i>	Business Engineering / Technology Law Biological Science Creative arts & design	Engineering Law Computing / Technology Business/Management Creative arts & design

<i>Demographics of Visitors - Gender</i>	Nicosia	
	2014	2015
Male	34%	38%
Female	66%	62%
Age (12-19 years old)	95%	97%


3. Impact of marketing plan

The full list of advertising and promotion is listed in Appendix 4

The promotion campaign started on 01 August and will end on 14 August. Our sponsor is UNITE Group.

Extensive promotion was planned and implemented as follows:

- **We have distributed 2,000 flyers** to candidates with exam results. The flyers were also available at the reception area of the British Council offices.
- **The radio campaign** was extensive with 320 radio spots playing in 5 popular radio stations at carefully selected prime times.
- **10 adverts** appeared in 4 major newspapers.
- Press releases and articles were published on the popular newspapers and on-line news portals.

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- **Social Media:** the exhibition was extensively promoted via the British Council Facebook page and twitter with regular posts and tweets. On Facebook, the posts were boosted and have reached more than 40,000 people.
 - E-newsletters promoting the event were also sent to the 3,800 contacts on our database.

4. Conclusions and follow up

4.1 Key recommendations for exhibitors

- It is recommended that UK institutions with vacancies at clearing period attend those events as Cyprus is very much face to face culture and such events are still popular.

4.2 Key recommendations for the organisers

- Ensure that visitors are well informed about the purpose of clearing so that they get to the event well prepared and informed.
- Keep holding the event in Nicosia, as this was more successful than other locations organised in previous years.



Appendix 1: List of participating institutions - August 2015

1	Bath Spa University
2	Brunel University
3	Coventry University
4	De Montfort University
5	Into University Partnerships
6	Liverpool John Moores University
7	Middlesex University
8	Newcastle College
9	Staffordshire University
10	Teesside University
11	The University Of Buckingham
12	The University Of Winchester
13	University Of Bradford
14	University Of Central Lancashire
15	University Of Greenwich
16	University Of Lincoln
17	University Of Salford
18	University Of The West of England
19	University Of West London



Appendix 2: Visitors' survey results

Questionnaires from 150 visitors were collected

Gender		Age	
Male	38%	14-25 Years	97%
Female	62%	26-50 Years	3%

Motivations to Study

High academic standard
Overseas work opportunities
International recognition of qualifications
Wide variety of courses and Institutions
Travelling in many different Countries
Having a better job in my country

Source of Information

Radio
British Council
Internet
Facebook
Email
Newspapers
Flyers



Appendix 3: Exhibitors' survey results

Questionnaires returned from 5 institutions.

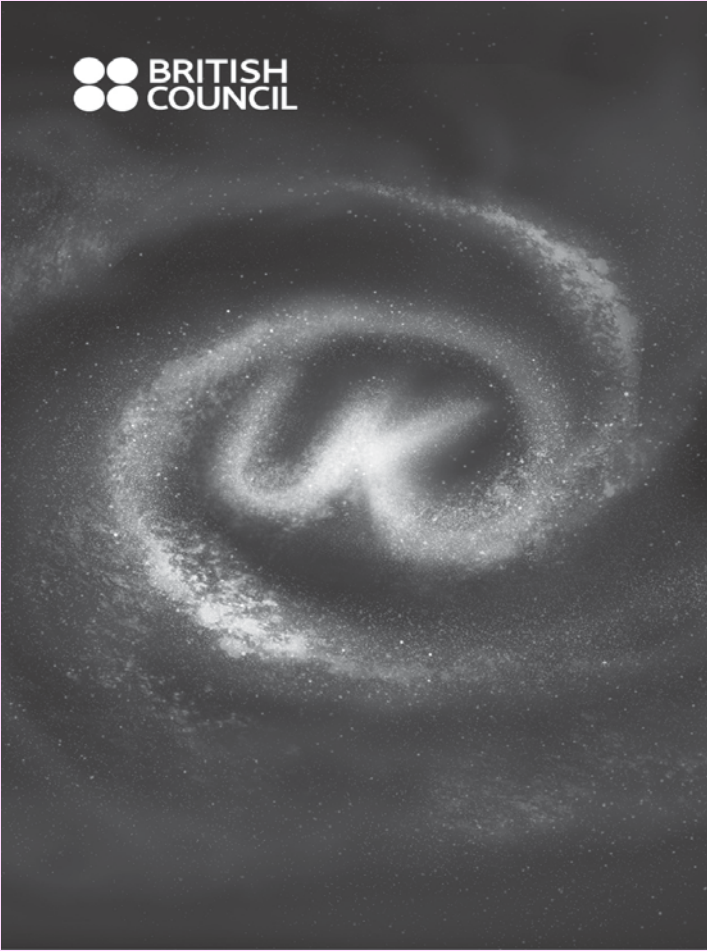


Exhibitors' feedback was overall very positive for the level of support received by the British Council before and during the exhibition. Equally positive comments were given for the quality of venue, length of exhibition and chosen location.

Event attracted a good number of visitors given the time of the year organised, as August in Cyprus is a holiday month for most companies and schools. However according to feedback received many of the students were interested in receiving information for studies in the following academic year. Following this feedback we are considering a more focused advertising, stating the purpose of clearing exhibitions.

Appendix 4: Advertising and promotion plan (media plan)

External Promotion Channels

MEDIA
PRESS (readership)
Simerini
Fileleftheros
Cyprus Mail
RADIO
Kiss
Sphera
Mix FM
Ant1
Love



An invitation to the future
Education UK Clearing Exhibition

14 August 2015
Hilton Cyprus, Nicosia
1630 – 2030
Free entrance

Information at T 22585000
www.britishcouncil.com.cy
www.facebook.com/BritishCouncilCyprus
www.education.org

Sponsored

