

An Education for life

Education UK Exhibition

Cyprus, 18 August 2014

Contents

Contents

1. Event fact file	2
2. Key Statistics	2
3. Impact of marketing plan.....	3
4. Conclusion and follow up	4
Appendix 1: List of participating institutions	5
Appendix 2: Visitors' survey results	6
Appendix 3: Exhibitors' survey results	7
Appendix 4: Advertising and promotion plan (media plan).....	8

1. Event fact file

Nicosia

Venue	Hilton Cyprus, Nicosia
Opening hours	Monday 18 August 1700-2030
Stand costs	£990 (Ex VAT), £1,188 (Inc VAT)
Sponsors	UNITE Group
Unique feature to give added value	<ul style="list-style-type: none">▪ UCAS participation was an added value to the clearing as visitor had the opportunity to get first-hand information on how they could process their applications at that final stage.

2. Key statistics

Attendance to this event was higher than for previous years. For the first time we have managed to reach final year students before the school summer break, which seemed to work well in terms of attendance for this event.

We need however to ensure that visitors are better informed about the purpose of clearing as according to delegates comments a big number them were interested to get informed about studies the following year. This is an area that we are currently working on.

Attendance – number of visitors	Nicosia	Limassol
	2014	2013
18 August	500	350
Total No of Visitors	500	350

Exhibitors*	Nicosia	Limassol
	2014	2013
Further Education	2	
Higher Education	21	16
UCAS	1	
VISA		
Total No of Exhibitors	24	16

*List of participating institutions can be found in appendix 1

<i>Visitors Primary Market Objectives</i>	Nicosia	Limassol
	2014	2013
<i>Level of Study</i>	Foundation Undergraduate	Foundation Undergraduate
<i>Main Subjects of Interest</i>	Business Engineering / Technology Law Biological Science Creative arts & design	Engineering Law Architecture Business/Management Computer Science
<i>Sector breakdown</i>	HE/FE	HE

<i>Demographics of Visitors - Gender</i>	Nicosia	Limassol
	2014	2013
Male	34%	42%
Female	66%	58%
<i>Age (12-19 years old)</i>	95%	100%


3. Impact of marketing plan

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

The exhibition promotion (marketing plan and execution) is carried out internally by the Communications Co-ordinator. The fact that most of the promotions work is undertaken internally results in the organising of more cost-efficient campaigns and helps to reinforce relationships with media professionals.

The promotion campaign started on 17th July and ended on 16th August. Our sponsor was the UNITE Group. Extensive promotion was planned and implemented as follows:

- **We distributed 3,000 flyers** to Education agents and exams candidates. The flyers were also available at the reception area of the British Council offices.
- **The radio campaign** was extensive with 250 radio spots playing on 4 popular radio stations at carefully selected prime times.
- **Radio interviews** with SuperFm and MixFm radio stations.
- **10 adverts** appeared in 4 major newspapers.

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- Press releases and articles were published on the popular newspapers and on-line news portals.
 - The information was available at the British Council website and the information was extensively promoted on our **Facebook page**.

4. Conclusions and follow up

4.1 Key recommendations for exhibitors

- Apart from participating in the exhibition itself, institutions interested in building up a market and raising their profile need to continue promotional activities throughout the year. We are here to assist you with your marketing activities.

4.2 Key recommendations for the organisers

- Ensure that visitors are well informed about the purpose of the event so that they get to the event well prepared and informed. This could be achieved with a focussed advertising campaign and presentations sessions to students prior to the event.
- 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 2014

1	Anglia Ruskin University
2	Birmingham City University
3	University of Bradford
4	University of Central Lancashire
5	University of Chichester
6	Coventry University
7	University for the Creative Arts
8	University of Derby
9	Dudley College
10	University of East London
11	University of Hull
12	University of Law
13	University of Lincoln
14	The Manchester College
15	Middlesex University
16	The University of Northampton
17	University of Salford
18	Swansea University
19	Teesside University
20	UCFB
21	University of The West of England
22	University of West London
23	University of Wolverhampton
24	UCAS

Appendix 2: Visitors' survey results

Questionnaires from 120 visitors were collected

Gender		Age	
Male	34%	14-25 Years	98%
Female	66%	26-50 Years	2%

Occupation		Nationality	
Student	95%	Cypriot	97%
Professional	%	British	3%
Parent	5%		
Academic	%		
Other	%		

Most Popular Subjects of Study
<p>Business / Economics / Management Law Psychology Science Engineering Humanities / Social Sciences Language / Literature / Translation Art / Culture</p>
Motivations to Study
<p>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</p>
Source of Information
<p>Radio British Council Internet Facebook Email Newspapers Fliers</p>



Appendix 3: Exhibitors' survey results

Questionnaires returned from 18 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.

This year clearing attracted around 43% more visitors compared to previous years which kept exhibitors busy with many enquiries. 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.

Additional comments received are listed below:

- ✓ Applicants for September 2014 mainly
- ✓ Focused advertising – many students interested for next year
- ✓ Keep Nicosia as a venue
- ✓ A high quality event with wonderful support
- ✓ As usual excellent support

Appendix 4: Advertising and promotion plan (media plan)

External Promotion Channels

EDUCATION UK CLEARING EXHIBITION 18 August 2014	
MEDIA	Records
PRESS (readership)	
Simerini	38000.00
Fileleftheros	70000.00
Cyprus Mail	20000.00
RADIO	
Super FM	
Sphera	
Mix FM	
Ant1	
Love	
RADIO INTERVIEWS	
Station (listenership)	
Mix FM	
Super Sport FM	
Super FM	