

Education UK Exhibition

Cyprus 22 April 2015

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1. Event fact file

Venue	Hilton Cyprus Nicosia, 22 April 2015
Opening hours	1530-2000
Stand costs	£1275 (+ VAT)
Sponsors	UNITE Group and IELTS
Unique feature to give added value	A series of seminars during exhibition opening hours
Seminars	<ul style="list-style-type: none"> • Music studies and Portfolios • Studying Law in the UK • An Introduction to Business Management • Manage your time for an effective study

2. Key statistics

Attendance	2014	2015
Day 1	260	300
Day 2	355	-
Total number of visitors	615	300
Exhibitors		
Higher Education	26	33
Demographics of visitors		
Male		65%
Female		35%
High School Students		90%
Other (Parents, professionals.)		10%

High school students can be further broken down into 90% final year or year six, 5% year 5 students and 5% Gymnasium students.

*A full list of exhibitors can be found in Appendix 1



3. Impact of marketing plan

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

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

The primary image selected for the exhibition was the Balloons with the headline '*Ready to take off?*'

The following promotion tools were used to support this theme.

- Exhibition was promoted by popular radio stations, press and magazine adverts. In Appendix 4 an analysis is provided with all media used and number of audience reached (where available).
- Press releases and articles (free publicity): press releases and articles were sent to all newspapers in both south and north Cyprus. An analysis is provided in Appendix 4
- Radio interviews: an analysis can be found in Appendix 4
- On-line & Digital:
 - E-newsletter emailed twice to 1,700 subscribers with details of the event
 - British Council Facebook Page: more than 500 people clicked and opened the link that listed the participating universities and details of the event
 - British Council Website
- Printed materials:
 - In-house Flyers: 1,000. These were sent to all public and private secondary schools, public and private universities and university agents.
 - Floor-plans for exhibition visitors
- In addition a number of presentations were delivered by British Council staff prior to exhibition at main secondary schools and universities about studying to the UK and to announce the Exhibition.



4. Conclusions and follow up

4.1 Key recommendations for exhibitors

Apart from participating in the exhibition itself, institutions are interested in raising their market profile and 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

This year event was organised to take place only one day instead of two in previous years. This decision was based on the fact that a number of other educational exhibitions also took place earlier in the year. Based on this, we are moving this event to February as from 2016.

This will be in collaboration with the Ministry of Education and Culture and other local organisations. In this way we are aiming to provide students with a wider option by adding a UK strand to a bigger exhibition and give UK institutions access to wider audience including students from organised visits by the Ministry.

During April's exhibition, we received some feedback from a couple of institutions commenting on the structure of the market briefing and the information provided by the Ministry. We are considering these comments and aiming to change the presentations to include the education system changes and market updates during our November events.



Appendix 1: List of participating institutions

1. Anglia Ruskin University
2. Birmingham City University
3. Bournemouth University
4. BPP University
5. Bristol, Uwe
6. Brunel University
7. Buckinghamshire New University
8. Canterbury Christ Church University
9. Cardiff University
10. Coventry University
11. De Montfort University
12. Falmouth University
13. Goldsmiths, University Of London
14. Lancaster University
15. Liverpool Hope University
16. Newcastle University
17. Northumbria University
18. Plymouth University
19. Staffordshire University
20. The University Of Bolton
21. The University Of Law
22. University For The Creative Arts
23. University Of Bradford
24. University Of Central Lancashire
25. University Of Derby
26. University Of Hertfordshire
27. University Of Kent
28. University Of Lincoln
29. University Of Portsmouth
30. University Of Salford
31. University Of West London
32. University Of Wolverhampton
33. Alexander College (Local provider offering UK degrees)

Appendix 2: Visitors' survey results

Type of Education	
Bachelor's Degree	76%
Foundation or Pre-University Course	19%
Master's Degree	3%
A Levels	2%

Subject of Study	
Media and Communication	24%
Business	23%
Medicine / Health	10%
Biology	10%
Engineering	9%
Law	8%
Art / Culture	7%
Fashion / Design	6%
Music	3%

Source of Information	
Recommendation / School / Friend or relative	33%
Internet / Facebook	30%
Radio	20%
British Council	10%
Newspapers	5%
Fliers	2%

Visitors are further broken down to those making a university application this year with 55% and the rest 45% applying next year. A large percentage of 55% attended British Council Education Exhibitions in the past and 45% participated in British Council examinations and presentations.

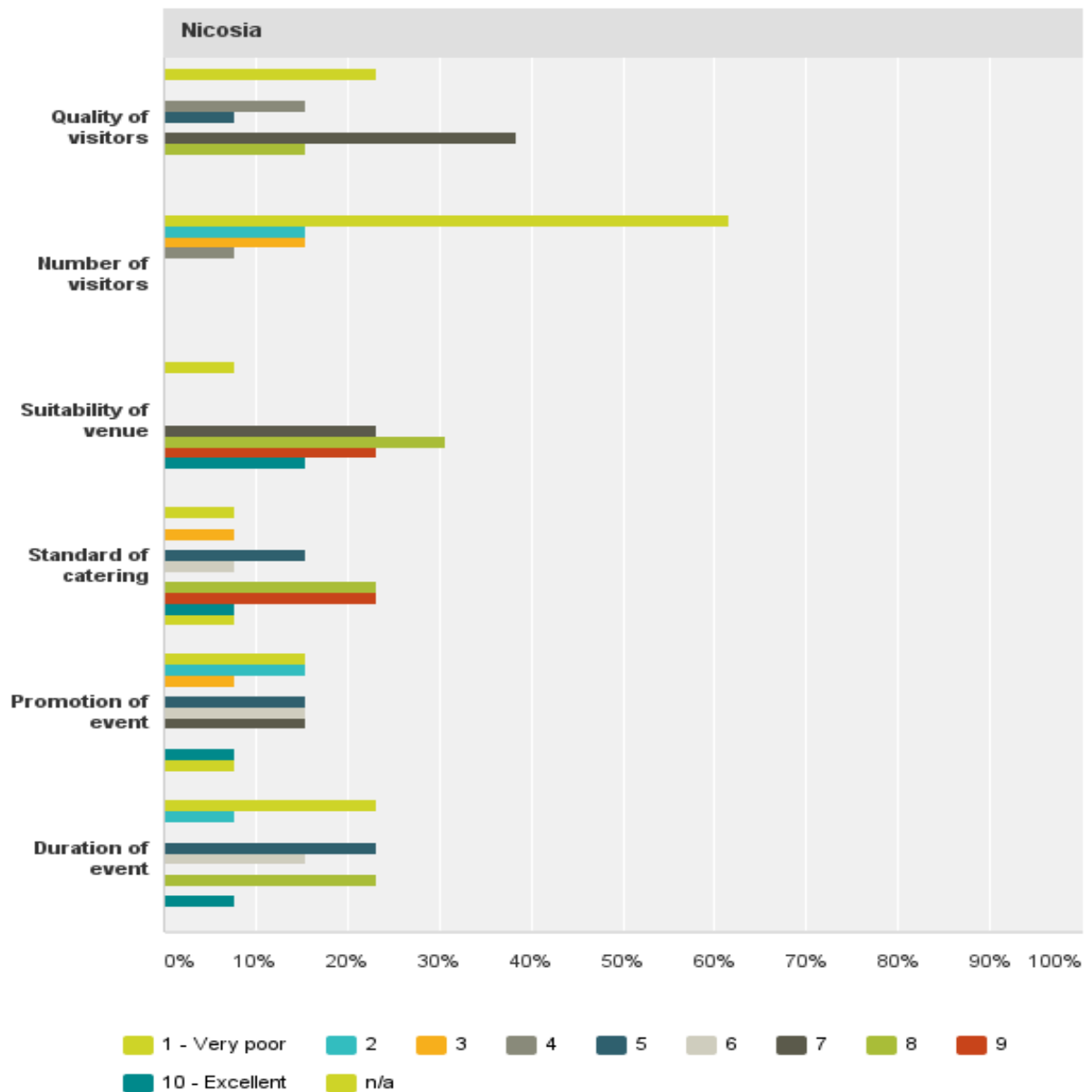


Appendix 3: Exhibitors' survey results (Please see separate PDF file)

13 questionnaires were returned out of a possible 32

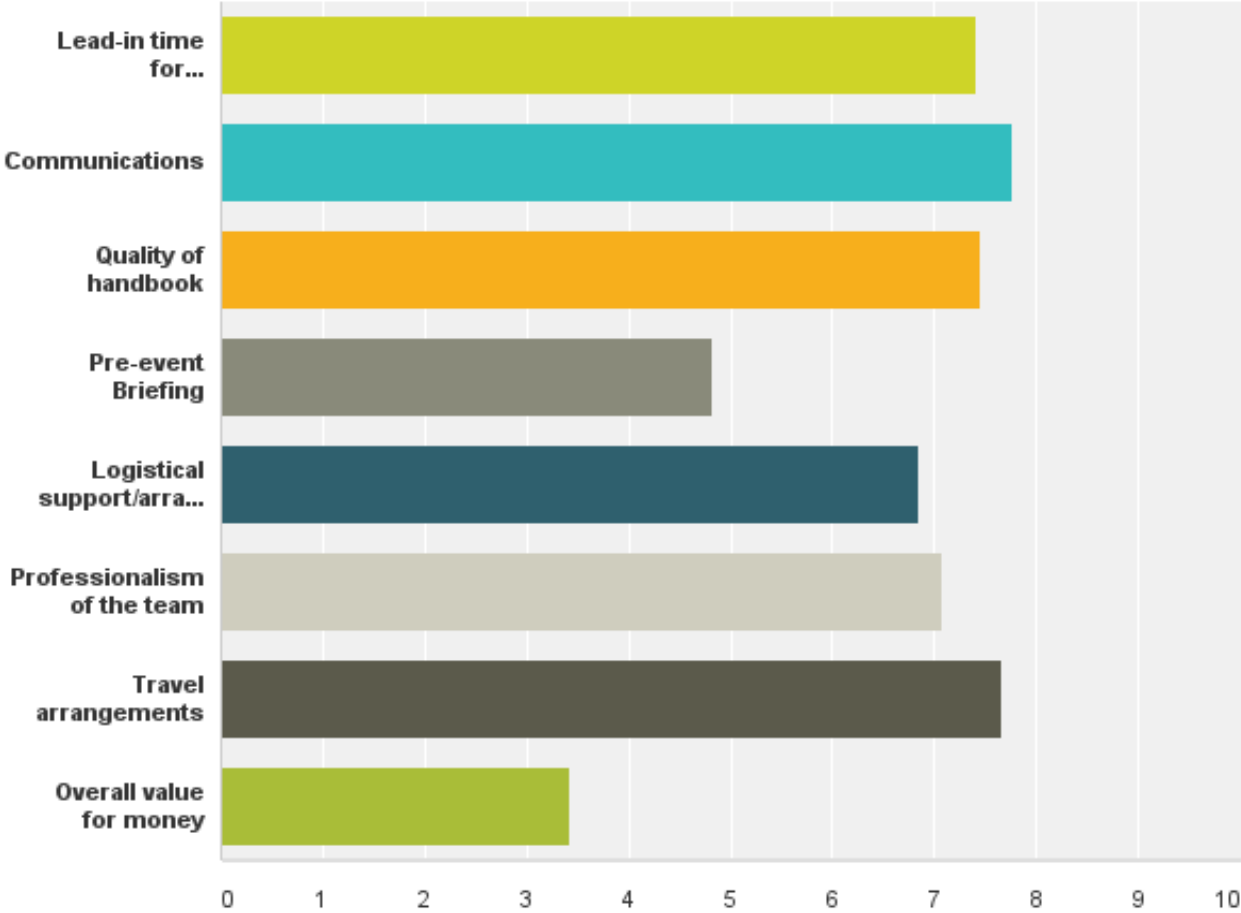
Q1 Please rate the following aspects of the event(s) that you participated in

Answered: 13 Skipped: 0



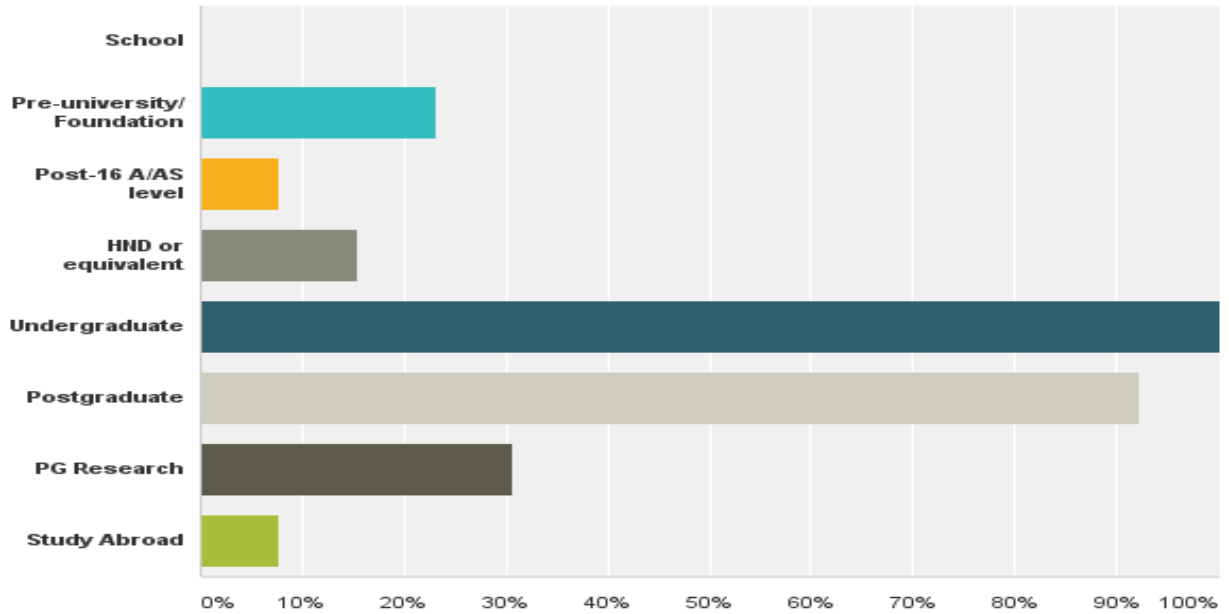
Q2 Please rate the following aspects of the British Council

Answered: 13 Skipped: 0



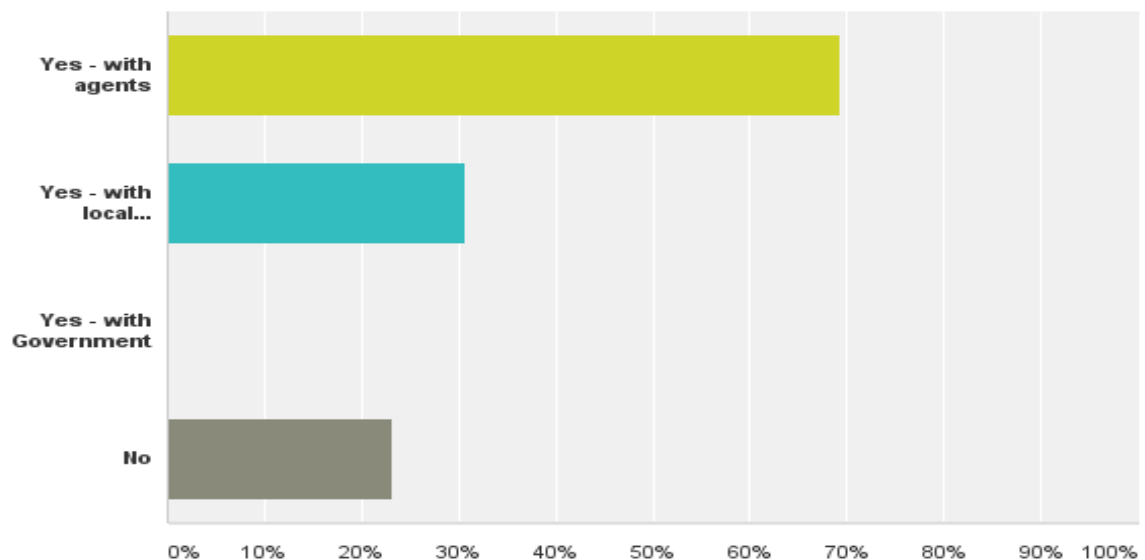
Q6 What is your primary market interest in this event (tick all that apply)

Answered: 13 Skipped: 0



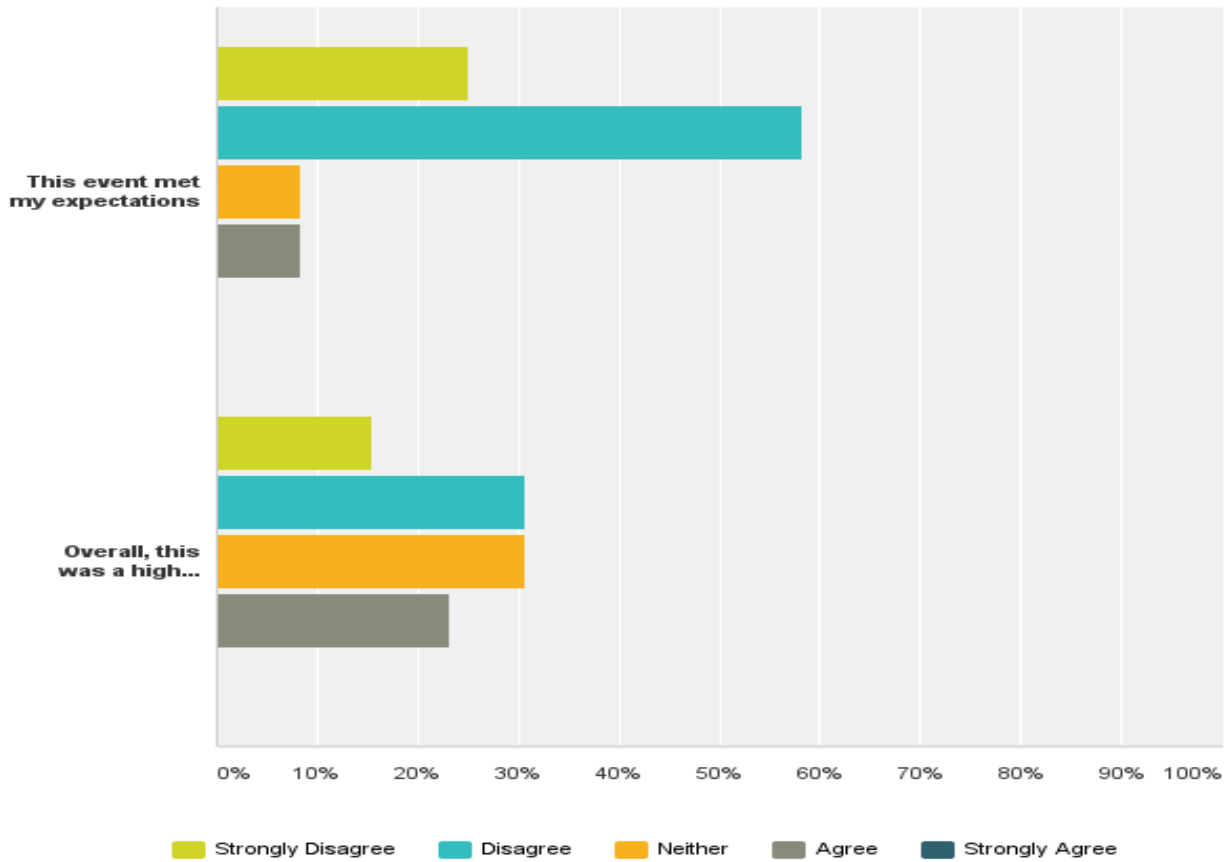
Q7 Have you developed/built on existing relationships during your visit?

Answered: 13 Skipped: 0



Q16 Overall summary

Answered: 13 Skipped: 0



Appendix 4: Advertising and promotion plan (media plan)

Footage of the design work and its application on flyers and adverts.



**EDUCATION UK EXHIBITION 22 APRIL 2015 Hilton Cyprus
Nicosia**

PROMOTION PERIOD: 4 - 22 APRIL 2015

PRESS ADVERTS	PRESS RELEASE
Simerini	✓
Fileleftheros	✓
Cyprus Weekly	✓
Cyprus Mail	✓
RADIO STATIONS SPOTS	
Super	
Kiss	
Sphera	
Super Sport FM	
Politia FM	
Ant1	
Mix FM	
DIGITAL	
Website and Facebook	
E-mail shots (Ministry/schools/teachers)	