



**SERVICES FOR  
INTERNATIONAL  
EDUCATION  
MARKETING**

**Post-event report for**

**Education UK Exhibition 2016**

**Friday 18 to Sunday 20 November 2016**

**Merit Hotel Nicosia north – Hilton Cyprus Nicosia**

## Introduction

Thank you for your participation at the Education UK exhibitions in Cyprus in November 2016 at the Merit Hotel Nicosia north and Hilton Cyprus 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.

This was our first Exhibition to be organised following EU referendum in the UK and a very important one as it was considered as a great opportunity for the local market and target audience to get updated with anything they would like to know about possible changes on UK education. In order to better serve target audience and support UK institutions with their promotional and recruitment strategies, we organised a "UK Education Panel Briefing" in collaboration with UUKI and the support of the local Ministry of Education and British High Commission. Session was very well attended by key contacts in education and student recruitment leads. Event marked the beginning of our three day Education UK Exhibitions with main target focusing around Education opportunities in the UK for HE and FE markets and hosted representatives from 67 UK institutions (Listed below in "Exhibitor's Feedback" section), that positively engaged with prospective students, visitors and partners, providing the audience with information on study options available to them at all levels.

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

The events were very successful with the following audience figures. One-day event in Nicosia north attracted 520 visitors and two-day event in Nicosia with 3940 visitors. Thanks in part to the media and marketing campaign which covered all communication means including TV, Radio, printed promotional materials outdoor and digital. (Details listed below in Appendix1). Alongside the main exhibition, a series of presentations / seminars were also held, on popular topics including Art & Design, Music, Law, Accounting, Economics and Business. Additional sessions following market needs and latest changes in the UK were delivered including information on Brexit, Finances – learning and life in the UK as well as updates on studying in Wales.

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...

<b>Venue(s)</b>	Merit Hotel Nicosia north
<b>Opening hours Friday 18 November</b>	1600-2030
<b>Stand costs</b>	£580
<b>Venue(s)</b>	Hilton Cyprus Nicosia
<b>Opening hours Saturday - Sunday 19-20 November</b>	1500-2030
<b>Stand costs</b>	£1300

There is steady demand for UK Education - attendees to Exhibition indicate that events remain popular every year with an increase of 12% from last year.

Attendance	Nicosia	
	2015	2016
2015 Nicosia north	475	
Nicosia	3565	
2016 Nicosia north		520
Nicosia		3950

A number of successful seminars were held, covering such topics as...

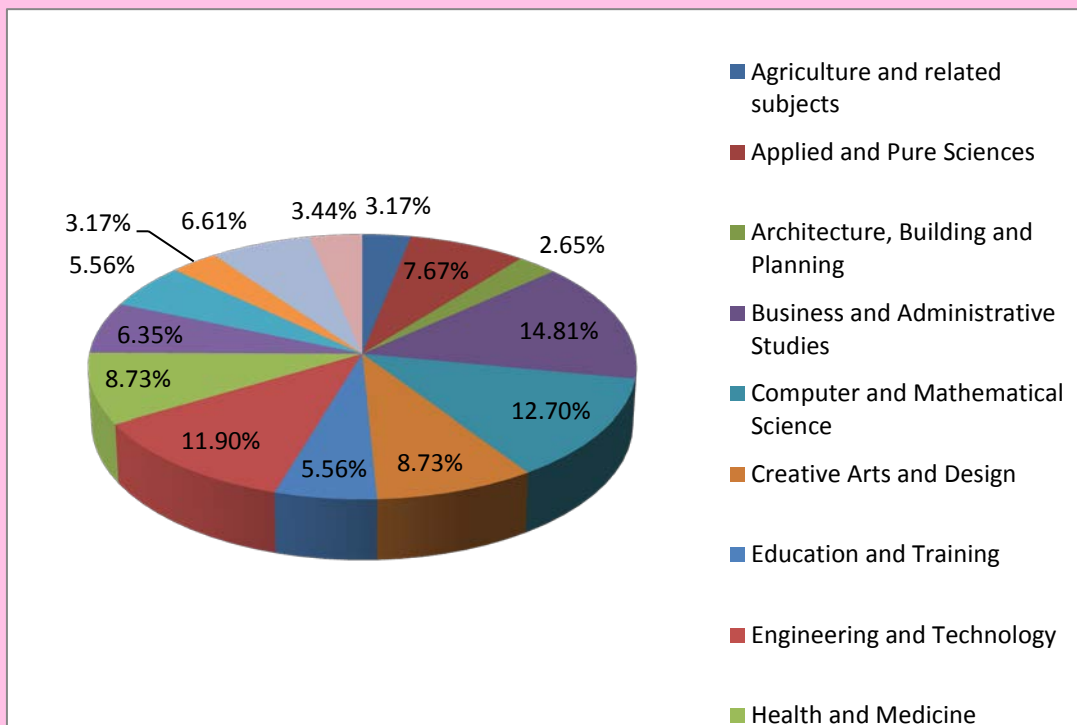
- Studying in the UK: Finances, Learning and life
- Art & Design Prepare your Portfolio
- Study Wales, lower fees
- University, The UK and you
- Accounting, Finance, Economics and Business
- Music, Creative Music Technology and Popular Music
- Careers in Health and Wellbeing Industry
- Travel and aviation

## Visitors' profile

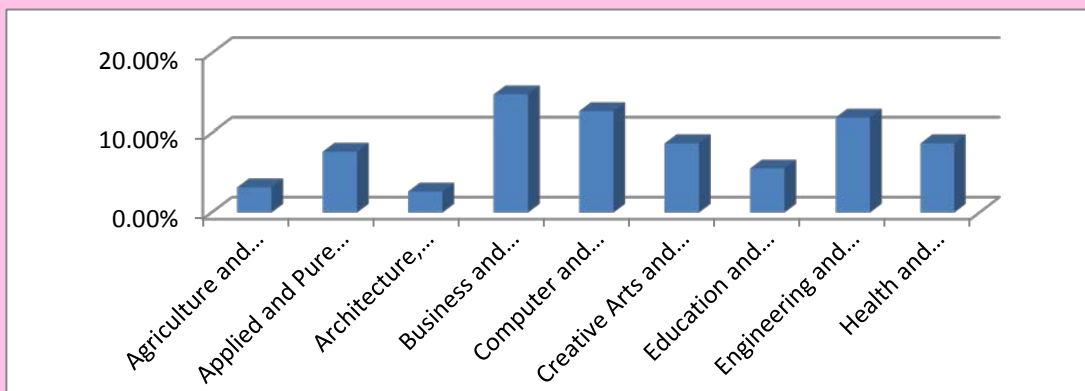
**62% of visitors are looking for Undergraduate Higher Education  
38% of the visitors preferred MBA's / MSC's/ PHD's etc.**

**Of the total visitor numbers 39% were male, 61% were female.  
Of the total visitor numbers 72% were students, 28% professionals**

What programme of study are visitors interested in?



How did visitors find out about the Exhibition?



Marketing

A Marketing campaign was undertaken, for the first time for this event, by a big Advertising Agency which worked across the island and covered promotion at both south and north parts of Cyprus by using all means of communication.

The main target audience was students at High School level as well as students at local Tertiary education institutions and young professionals.

We worked closely with Universities UK International as to communicate the right messages and restore interest for UK Education following EU referendum.

Exhibitions were well promoted during our outreach promotional activity programme with around fifteen school/university presentations taking place prior to the events.

**A total of £31K was spent on Marketing for this exhibition**

**Marketing campaign covered: TV, Radio, Magazines & Newspapers, On-line, Malls & Outdoor, social media sharing and flyer distribution**

Examples of the marketing





21 KASIM 2016 ÇARŞAMBA

Güneş

EKONOMI Sayfa: 17



## Birleşik Krallık Eğitim Fuarı'na yoğun ilgi

Birleşik Krallık'ta eğitim için 18 ülkeden Birleşik Krallık Eğitim Fuarı, 18 Kasım Cuma günü Merit Lefkoşa'da gerçekleştirildi. Eğitimci ve öğrenciler için bir araya gelme fırsatı sunan fuar, ilgiyle karşılandı.

Birleşik Krallık'ta eğitim için 18 ülkeden Birleşik Krallık Eğitim Fuarı, 18 Kasım Cuma günü Merit Lefkoşa'da gerçekleştirildi. Eğitimci ve öğrenciler için bir araya gelme fırsatı sunan fuar, ilgiyle karşılandı.

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## News

Cyprus Today, November 12, 2016 11

# 'Girne State Hospital on verge of collapse'

GIRNE State Hospital is on the 'verge of collapse', leading doctors have warned, amid claims that serious staff shortages are putting patients lives at risk.

Akkoç Hospital's chief doctor, İzzet Boştaş, said he and his staff were struggling to meet an increasing demand for services and that they lacked the latest technology to treat patients.

"When we look at the increasing population of Girne, where the number of visitors and residents has risen rapidly, the hospital is becoming inefficient to deal with the medical needs of the community," he said.

"If the hospital is not improved, it will collapse."

Dr Boştaş called on members of the public to lobby the government to fund the hospital, adding that Girne State Hospital had "fallen behind" privately run institutions.

members of the Cyprus Turkish Doctors' Union (TDP), led by Nils Ünal, have protested outside the Girne Hospital.

"You either turn Girne Akkoç Hospital into a proper hospital or you close it down," the demanded of the government during a press conference.

"Unfortunately, the doctors must be fired by the end of the year. If not, the level of our trade union action will increase as we continue to defend the rights of both patients and doctors."

Dr Ünal said that during the first nine months of this year 920 patients had been treated in the hospital's accident and emergency department and that in September alone 100 patients were treated in the hospital's accident and emergency department and that in September alone 100 patients were treated in the hospital's accident and emergency department.

"Doctors who have left have not been replaced. No doctors can be found to work at the hospital due to the present state of affairs. We now want to work under these conditions."

She added that some seriously injured or even

only 11 patients were being transferred to Lefkoşa State Hospital because the hospital lacked a radiologist, with at least one person dying during the journey.

Health Minister Fani Sifianou said: "The day that

employees rights are adapted properly, it when the situation will be solved at the hospital. As it is a key issue, we have started work towards that by holding meetings with the Prime Minister about the situation."



Health and safety teams checking products used

## Health and safety department orders closure of venues

MORE than 60 premises involved in the sale or production of food were inspected over the past two weeks and two were ordered to close by staff from Girne Municipality Health and Safety Department.

During what it says were routine inspections required by the Municipality Law, the CofC Cream Bar in Girne and the Bosphorus Restaurant near the Bosphorus restaurant both were closed until eight other businesses were found for selling or producing food judged to be potentially dangerous to human health, for not having required permits or for lacking essential facilities.

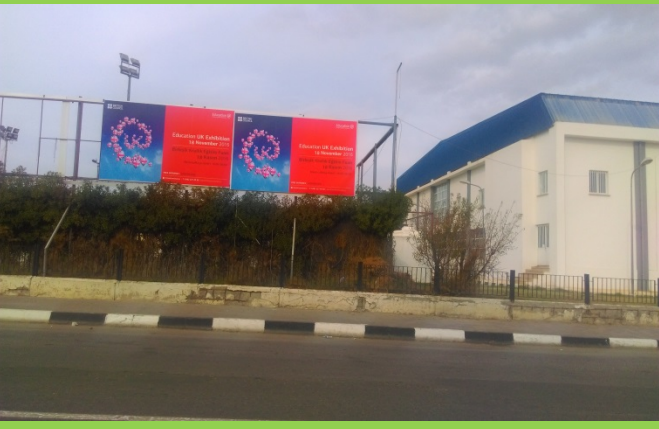
All the closed or fined businesses were given reports detailing their failings and they must correct in a specified time or face further legal action.

Products on market shelves or in refrigerators such as sandwiches, pastries, tinned, dried and frozen food, were also inspected with checks being carried out on their packaging, label information and storage conditions. Some 100 such food items were confiscated and destroyed for failing to meet required standards.

Each of the premises and their staff were additionally inspected for general hygiene, working conditions, kitchen infrastructure, water cleanliness, storage facilities and permits.

Inspections were also carried out at night.

Girne Mayor Nils Ünal congratulated food-related businesses that cooperated with the municipality in fulfilling their legal obligations. "I thank them for doing their best for the community and for visitors to our town," he said.



On-line coverage to the following links

- <http://www.kibrispostasi.com/birlesik-krallik-egitim-fuarina-yogun-ilgi-21112016>
- <http://www.haberalkibrisli.net/egitim/birlesik-krallik-egitim-fuari-18-kasimda-h47961.html>
- <http://www.burasikibris.com/etkinlikler/ingiltere-egitim-fuari/>
- <http://www.palo.com.tr/a/birle%C5%9Fik-krall%C4%B1k-e%C4%9Fitim-fuar%C4%B1-na-yo%C4%9Fun-ilgi-2068796>
- <http://www.haberlerturk.com/yasam/merit-lefkosa-hotel-de-birlesik-krallik-egitim-fuari-h2995.html>
- <http://www.gundemkibris.com/birlesik-krallik-egitim-fuarina-yogun-ilgi-193759h.htm>
- [http://www.kibrispostasi.com/index.php/cat/35/news/203870/PageName/KIBRIS\\_HABERLERI](http://www.kibrispostasi.com/index.php/cat/35/news/203870/PageName/KIBRIS_HABERLERI)
- <http://www.kibrisgazetesi.com/egitim/brexit-ogrencileri-magdur-etmeyecek/6541>
- <http://www.gundemkibris.com/birlesik-krallik-egitim-fuari-18-kasimda-merit-lefkosada-190869h.htm>

www.britishcouncil.org/siem

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## Considering a degree at a British Institution?

If the UK has, for many years, been one of Cyprus's favourite destinations for students. Thousands have completed, are currently studying or are contemplating applying for a degree at one of Britain's higher education institutions.

This is not a random coincidence. Hosting over 500,000 international students, the UK is the world's second leading study destination (after the US), largely thanks to its strong global reputation of UK universities.

Britain offers students the optimum all-around student life experience providing them with world-class teaching and great living conditions. However, it is important to keep in mind that both the studying and living experience depend on making the right decision for you. Taking a step towards applying for an undergraduate or postgraduate degree is not an easy decision and many parameters should be taken into consideration.

Firstly, you need to select the course you wish to study and then the university you will be applying to. The latter entails taking a decision on which city you will be living in over your years of study. This is not something to be taken lightly, because it affects your academic performance. Therefore, there are plenty more things to look into. You need to be certain that you are fully aware of



the application process and should not miss out on the available financing opportunities and financial support programmes.

If you are looking into taking such a decision and are in the process of applying to a British higher education institution, then you wouldn't want to miss the Education UK Exhibition.

Hosted by the British Council in Cyprus, over November 19-20 in Hilton Cyprus, it's the largest education exhibition for UK Universities in Cyprus, offering students and parents alike the chance to receive all necessary information concerning UK studies. Moreover, it's a chance to familiarise yourself with the new realities about studying in Britain.

Prospective students and their parents will have the opportunity to receive free live-to-live information on studying in the UK, through an overview of a variety of courses ranging from Accounting and Finance to Art and Design and answer any questions you may have. These will provide you with comprehensive information that will help guide you to making the right choice and complete all application processes.

The exhibition is organised with the support of UNITE STUDENTS and IELTS and will be open to the public on both days from 10am to 5:30pm. Entrance to the Exhibition is free. Visitors are advised to register online at <http://www.britishcouncil.com/cy/en/education-uk-exhibition> to guarantee seating data upon arrival to the Exhibition and take part in a draw for the chance to win prizes.

## An overview of student life in the UK

**F**EATUREING one of the most prestigious universities in the world and a great tradition for students, the UK is a leading study destination for students offering them world-class teaching and preparing them for the global workplace. An impressive 71 UK universities feature in the QS World University Rankings and four institutions are the world's leading universities. These factors, among many others, make Britain one of the most popular study destinations for students. Many choose to study in the UK for the quality of teaching and financial support programmes available.



If all these sound familiar and you are looking into making a more informed decision and assistance to complete your application process, you won't want to miss the Education UK Exhibition. Hosted by the British Council in Cyprus, on November 19 and 20 at Hilton Cyprus, it's the largest education exhibition for UK universities in Cyprus, offering students and parents alike the chance to receive all necessary information concerning UK studies.

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Representatives of 66 British education institutions will be present during the exhibition to have one-on-one conversations with visitors.

Information about postgraduate and distance learning courses as well as fee and funding opportunities concerning UK studies. Moreover, it's a chance to familiarise yourself with the new realities about studying in Britain, through an overview of a variety of courses ranging from Accounting and Finance to Art and Design and answer any questions you may have. These will provide you with comprehensive information that will help guide you to making the right choice and complete all application processes.

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For more information, contact the British Council at 22 Sionias or visit [www.britishcouncil.com/cy/en/education-uk-exhibition](http://www.britishcouncil.com/cy/en/education-uk-exhibition).

**BRITISH COUNCIL**  
Education UK Exhibition  
19-20 November 2016  
Hilton Cyprus, Nicosia | 15:00-20:30  
FREE ENTRANCE SPONSORS: UNITE IELTS  
T: 22 585 000 | www.britishcouncil.com.cy

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## Βρετανική εκπαιδευτική έκθεση στις 19 και 20 Νοεμβρίου

Το British Council διοργανώνει για άλλη μια χρονιά, το διήμερο 19 και 20 Νοεμβρίου, τη μεγαλύτερη εκπαιδευτική έκθεση Βρετανικών Πανεπιστημίων στην Κύπρο. Η έκθεση, που θα λάβει χώρα στο Hilton Cyprus στη Λευκωσία, αποτελεί μια πρώτης τάξεως ευκαιρία για μαθητές, φοιτητές και γονείς να ενημερωθούν για όλα όσα αφορούν τις σπουδές στο Ηνωμένο Βασίλειο, αλλά και για τα νέα δεδομένα που έχουν δημιουργηθεί. Εκπρόσωποι από 66 βρετανικά εκπαιδευτικά ιδρύματα θα παρέχουν πληροφορίες για τα προσφερόμενα προγράμματα σπουδών, ενώ θα ενημερώσουν τους παρευρισκόμενους για τις διαθέσιμες ευκαιρίες χρηματοδότησης καθώς και τα προγράμματα οικονομικής υποστήριξης. Παράλληλα, στο πλαίσιο της έκθεσης, θα πραγματοποιηθούν σεμινάρια και παρουσιάσεις που θα βοηθήσουν τους επισκέπτες να διαμορφώσουν μια πιο ολοκληρωμένη άποψη, ούτως ώστε να μπορέσουν



να πάρουν την κατάλληλη απόφαση για τις σπουδές τους. Η έκθεση, που πραγματοποιείται με τη στήριξη της UNITE STUDENTS και του IELTS, θα είναι ανοιχτή για το κοινό και τις δύο μέρες από τις 3.00 μ.μ. μέχρι τις 8.30μ.μ. Η είσοδος είναι ελεύθερη. Παρακαλείσθε να προεγγραφείτε ηλεκτρονικά στο [www.britishcouncil.com.cy/events](http://www.britishcouncil.com.cy/events) για να συμμετάχετε σε κλήρωση με χρήση δώρα και για την ταχύτερη εξυπηρέτησή σας κατά την άφιξη στην έκθεση. [www.britishcouncil.com.cy/events](http://www.britishcouncil.com.cy/events).

### Τα Ευρωπαϊκά Διευθυντήρια

Εκπαιδευτική έκθεση για βρετανικά πανεπιστήμια στην Κύπρο. Η έκθεση θα πραγματοποιηθεί στις 19 και 20 Νοεμβρίου στο Hilton Cyprus στη Λευκωσία. Η είσοδος είναι ελεύθερη. Παρακαλείσθε να προεγγραφείτε ηλεκτρονικά στο [www.britishcouncil.com.cy/events](http://www.britishcouncil.com.cy/events) για να συμμετάχετε σε κλήρωση με χρήση δώρα και για την ταχύτερη εξυπηρέτησή σας κατά την άφιξη στην έκθεση.

### Το Σχίσμα στην Ευρώπη

Η έκθεση θα πραγματοποιηθεί στις 19 και 20 Νοεμβρίου στο Hilton Cyprus στη Λευκωσία. Η είσοδος είναι ελεύθερη. Παρακαλείσθε να προεγγραφείτε ηλεκτρονικά στο [www.britishcouncil.com.cy/events](http://www.britishcouncil.com.cy/events) για να συμμετάχετε σε κλήρωση με χρήση δώρα και για την ταχύτερη εξυπηρέτησή σας κατά την άφιξη στην έκθεση.



## Στον απόηχο του Brexit η εκπαιδευτική έκθεση

Το υπουργείο Παιδείας ανακοίνωσε ότι η εκπαιδευτική έκθεση για βρετανικά πανεπιστήμια στην Κύπρο θα πραγματοποιηθεί στις 19 και 20 Νοεμβρίου στο Hilton Cyprus στη Λευκωσία. Η είσοδος είναι ελεύθερη. Παρακαλείσθε να προεγγραφείτε ηλεκτρονικά στο [www.britishcouncil.com.cy/events](http://www.britishcouncil.com.cy/events) για να συμμετάχετε σε κλήρωση με χρήση δώρα και για την ταχύτερη εξυπηρέτησή σας κατά την άφιξη στην έκθεση.



Η Γενική Διευκρίνη Μανιάκη, Business Development Manager British Council

**BRITISH COUNCIL**  
ΕΚΠΑΙΔΕΥΤΙΚΗ ΕΚΘΕΣΗ Βρετανικών Πανεπιστημίων  
ΛΕΥΚΩΣΙΑ  
19-20 Νοεμ. 2016  
Hilton Cyprus 15:00-20:30  
ΕΙΣΟΔΟΣ ΕΛΕΥΘΕΡΗ SPONSORS: UNITE IELTS  
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ΛΕΥΚΩΣΙΑ  
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## 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 – See Annex for more.

**When the visitors were asked “Will you be applying to a UK institution following the exhibition” 82% said yes, 3% said no, 15% maybe**

**When the visitors were asked “Did you receive all the Information required to make an informed choice” 78% said yes, 22% said no**

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

**65% said High accreditation standards**

**25% said International recognition**

**12% said wide variety of courses and institutions and**

**08% said opportunities for employment abroad**

**Some examples of quotes from Visitors following the exhibition:**

- The biggest UK Exhibition in Cyprus
- Many different institutions
- Good seminars – good to be able to find out more about fees / loans

**Key Recommendations for the British Council include:**

- Very good event timing – please keep it at this time of the year
- Exhibition in the north part of Nicosia is now established as a great annual event - would be good to have more universities
- Saturday and / or Sunday are convenient days (comment received from the event in Nicosia, as we delivered the event during weekend for the first time)



## Exhibitor's Feedback

At the exhibitions there were **29 and 67 unique exhibitors** respectively from UK HEIs; this represents an 8% increase on last year's exhibitor count which exceeded its maximum capacity.

Exhibitor Attendance	NICOSIA	
	2015	2016
Merit Hotel - Hilton Cyprus	32 and 62	
Merit Hotel - Hilton Cyprus		26 and 67

When exhibitors were asked "Will you be attending this exhibition next year?" **78.3% said yes, 21.7% undecided**

When exhibitors were asked if calendar timing of the event was right for them **100% said Yes**

Exhibitors primary markets to this event were **91.3% UG, 82.6% PG**

### Some quotes from exhibitors as learning points for their institutions:

- The need to foster and maintain relationships.
- The level of involvement/influence of parents and agents.
- Definite awareness of most popular courses and focus areas of student interest.

### Some quotes for thought from exhibitors:

- Sunday worked well but would suggest starting a little earlier and finishing sooner. People tended to leave earlier.
- The event in Cyprus could be shortened to 7-7.30pm instead of 8.30pm.

*Questionnaires were completed by 23 UK delegates out for 67 who attended the exhibition*

## Future steps

As already mentioned this exhibition was the first major event to happen in Cyprus following EU referendum and attracted a lot of interest from local target audience. Education UK Panel Briefing with the collaboration of Universities UK International and local Ministry of Education marked successfully the beginning of the three day events across Nicosia. During the exhibitions a number of presentations on popular subject of study as well as on tuition fees and living expenses in the UK were delivered with high attendance from visitors. November exhibitions in Cyprus are well established, very well attended events and the biggest Education UK Exhibitions in the island, however there is always room for further improvements.

The main findings and recommended next steps are outlined below:

### British Council

- Keep same event venues, seem to be working well and have been associated with the exhibitions.
- Work out exhibition opening hours / event duration in line with feedback received from exhibitors.
- Ensure that all registered visitors to the event are given a QR code enabling UK institutions to capture data of students visiting their stands.
- British Council understands the importance of providing value-added services to the exhibitors, thus we aim to continue binding networking events with exhibitions, involving key education contacts in order to provide UK institutions with the opportunity to talk about study opportunities in the UK.
- Going forward, British Council Cyprus communicated and coordinated events schedule with the closer region and ensured that dates are in line with other regional countries' events, to enable exhibitors to maximize their time and budget in a single trip.

### UK Institutions

- It was mentioned that delivery of seminars during both events was very beneficial to attendees and a great opportunity to get accurate and up to date information.

The above points, though important, should not detract from what was a successful exhibition. Next year's exhibition (Currently Scheduled for **Thursday 06 November 2017 at Merit Hotel, Friday 08 & Saturday 09 November 2017 at Hilton Cyprus**) will build upon the lessons learned and prove even more successful events.

We hope to see you there!

## Appendix 1

**List of Exhibitors (Alphabetical Order)**

<b>1</b>	Aberystwyth University	<b>35</b>	The University Of Nottingham
<b>2</b>	Anglia Ruskin University	<b>36</b>	University College Birmingham
<b>3</b>	Bath Spa University	<b>37</b>	University For The Creative Arts
<b>4</b>	Birmingham City University	<b>38</b>	University Of Bedfordshire
<b>5</b>	Bournemouth University	<b>39</b>	University Of Birmingham
<b>6</b>	Brooke House College	<b>40</b>	University Of Bradford
<b>7</b>	Brunel University London	<b>41</b>	University Of Bristol
<b>8</b>	Bucks New University	<b>42</b>	University Of Central Lancashire
<b>9</b>	Canterbury Christ Church University	<b>43</b>	University Of Derby
<b>10</b>	Cardiff University	<b>44</b>	University Of East Anglia (UEA)
<b>11</b>	City University	<b>45</b>	University Of East London
<b>12</b>	Coventry University	<b>46</b>	University of Essex
<b>13</b>	De Montfort University	<b>47</b>	University Of Gloucestershire
<b>14</b>	Falmouth University	<b>48</b>	University Of Greenwich
<b>15</b>	Glasgow Caledonian University	<b>49</b>	University Of Hertfordshire
<b>16</b>	Keele University	<b>50</b>	University Of Huddersfield
<b>17</b>	King's College London	<b>51</b>	University Of Kent
<b>18</b>	Lancaster University	<b>52</b>	University Of Leeds
<b>19</b>	Leeds Beckett University	<b>53</b>	University Of Leicester
<b>20</b>	Middlesex University, London	<b>54</b>	University Of Lincoln
<b>21</b>	Newcastle University	<b>55</b>	University Of Plymouth
<b>22</b>	Northumbria University, Newcastle	<b>56</b>	University Of Portsmouth
<b>23</b>	Nottingham Trent University	<b>57</b>	University Of Reading
<b>24</b>	Queen Mary University Of London	<b>58</b>	University Of Salford
<b>25</b>	Sheffield Hallam University	<b>59</b>	University Of Sheffield
<b>26</b>	Southampton Solent University	<b>60</b>	University Of South Wales
<b>27</b>	Staffordshire University	<b>61</b>	University Of Southampton
<b>28</b>	Swansea University	<b>62</b>	University Of Surrey
<b>29</b>	The University Of Bolton	<b>63</b>	University Of Sussex
<b>30</b>	The University Of Buckingham	<b>64</b>	University Of The West Of England
<b>31</b>	The University Of Law	<b>65</b>	University Of Warwick
<b>32</b>	The University Of Liverpool	<b>66</b>	University Of Westminster
<b>33</b>	The University Of Manchester	<b>67</b>	University Of Wolverhampton
<b>34</b>	The University Of Northampton		



**Advertising and Promotional Campaign**

Education UK Exhibition 19-20 November 2016



<b>DIGITAL</b>
FACEBOOK/INSTAGRAM
GOOGLE DISPLAY/YOUTUBE/REMARKETING
Studentlife.com.cy
WEB BANNERS
<b>RADIO</b>
MIX FM
LOVE FM
ANT1 RADIO
<b>OUTDOOR ADVERTISING</b>
ADBOARD
OUTSIDE HILTON
MALL OF CYPRUS 2 SCREENS
MY MALL LIMASSOL GROUND FLR/BASEMENT (2 NETWORKS - 22 SCREENS)
KING'S AVENUE MALL GROUND FLR/1ST FLOOR (23 SCREENS)

Education UK Exhibition 18 November 2016



PRESS RELEASE: to main newspapers with high circulation
RADIO / 2 TV INTERVIEWS: to popular local stations and channels
PRINT INTERVIEWS
SOCIAL MEDIA SHARING: News portals
FLYER DISTRIBUTION: to busy key places, schools and universities
PRINT ADVERTISEMENTS
OUTDOOR - Pizas at key places
BANNER: outside the Hotel

**End of Report**