

# Design your future

Education UK Exhibition  
Cyprus 11, 12-13 November 2015

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## 1. Event fact file

### NICOSIA north

<b>Venue</b>	Merit Hotel, Nicosia north, 11 November 2015
<b>Opening hours</b>	Wednesday 11 November 1530-2030
<b>Stand costs</b>	£570 (£684 including VAT)
<b>Sponsors</b>	UNITE STUDENTS IELTS
<b>Seminars</b>	<b>Wednesday 11 November</b> 1. Market Briefing for Exhibitors - Updates on Turkish Cypriot Education System

### NICOSIA

<b>Venue</b>	Hilton Cyprus, Nicosia 12-13 November 2015
<b>Opening hours</b>	Thursday 12 November 1530-2030 Friday 13 November 1530-2030
<b>Stand costs</b>	£1,275 (£1,530 including VAT)
<b>Sponsors</b>	UNITE STUDENTS IELTS
<b>Seminars</b>	<b>Wednesday 11 November</b> 2. Market Briefing for Exhibitors – enriched with contribution from the Guidance Inspector, Career & Education Services, Ministry of Education and Culture <b>Thursday 12 November</b> 3. Sports and Bioscience 4. UCAS 5. Performing Arts and Music 6. Manage your future for an effective study <b>Friday 13 November</b> 7. Music



	8. UCAS 9. Engineering 10. Law
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## 2. Key statistics NICOSIA north

Attendance		
	2014	2015
Day 1	500	475
<b>Total number of visitors</b>	<b>500</b>	<b>475</b>
Exhibitors	2014	2015
English Language	-	-
Higher Education	30	33
Other – UCAS	-	-
<b>Total number of exhibitors</b>	<b>30</b>	<b>33</b>
Visitors' primary market objectives		
	2014	2015
Postgraduate	5%	6%
Undergraduate	72%	74%
Foundation – Pre university courses	23%	20%
English Language courses / pre-sessional		

## NICOSIA

Attendance		
	2014	2015
Day 1	2500	1365
Day 2	2100	2200
Seminar attendees on both days	420	550
<b>Total number of visitors</b>	<b>5020</b>	<b>4115</b>
Exhibitors	2014	2015
English Language / Schools	1	-
Higher Education	63	61
Further Education	-	1

Local colleges (franchise collaborations with UK institutions)	1	-
<b>Total number of exhibitors</b>	<b>65</b>	<b>62</b>
<b>Visitors' primary market objectives</b>		
	<b>2014</b>	<b>2015</b>
Postgraduate	17%	18%
Undergraduate	68%	71%
Foundation – Pre university courses	15%	11%
English Language courses / pre-sessional		

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

## 2. Impact of marketing plan

Marketing and promotional activity plan was extensive and diverse covering all major promotional channels.


Exhibition in Nicosia north was advertised through:

- TV and radio spots, press and magazine adverts and on-line banners on news portals
- Press releases and articles (free publicity): press releases and articles were sent to all newspapers.
- Radio interviews: at Dance FM and Sim FM radio stations
- Printed materials:
  - Flyers: 1,000 Sent to all public and private secondary schools, public and private universities and university agents

Exhibition in Nicosia was advertised through:

- Adverts to radio stations, press and magazine adverts, on-line banners and TV adverts
- Press releases and articles (free publicity): press releases and articles were sent to all newspapers in both south and north Cyprus
- Radio and TV interviews: an analysis can be found in Appendix 4
- On-line & Digital:
  - E-newsletter emailed twice to 2,400 subscribers with details of the event
  - British Council Facebook Page: paid posts which reached more than 21,200 people
  - British Council Website
- Printed materials:
  - Flyers: 6,000. These were sent to all public and private secondary schools, public and private universities and university agents
  - 2,000 Floor-plans for exhibition visitors
  -

In Appendix 4 an analysis is provided with all media used



Education services staff held presentations at main schools and universities across Cyprus on general information about studying in the UK and to announce the Exhibition.

## **4. Conclusions and follow up**

### **4.1 Key recommendations for institutions**

Visitors to the Exhibition gave us some suggestions as listed below:

- Would like UK delegates to be more updated on courses offered by their institution
- Knowledge and consideration of local qualifications during admission process

### **4.2 Key recommendations for the organisers**

Overall planning and delivery of the Education UK Exhibition this year proved to be very successful with interest remaining high by both parties UK institutions and visitors. However, it was mentioned that more communication and consultation with UK delegates is required when it comes to monitoring collaboration and presence of agents/agents association at the Exhibition.

## **Appendix 1: List of participating institutions**

<https://siem.britishcouncil.org/exhibitions>

**EDUCATION UK EXHIBITION**  
**11 NOVEMBER 2015, MERIT HOTEL NICOSIA**  
**1530 – 2030**

Aberystwyth University	The University Of Sheffield
Bath Spa University	University of Campus Suffolk
Bpp University	University For The Creative Arts
Brunel University London	University Of Birmingham
Canterbury Christ Church University	University Of Bradford
Coventry University	University Of Essex
Falmouth University	University Of Gloucestershire
Kaplan International Colleges	University Of Greenwich
Leeds Beckett University	University Of Plymouth
Nottingham Trent University	University Of Portsmouth
Sheffield Hallam University	University Of Salford
Southampton Solent University	University Of South Wales
Staffordshire University	University Of Southampton
The University Of Hull	University Of Surrey
The University Of Northampton	University Of Sussex
The University Of Reading	University Of Westminster
	University Of Wolverhampton

**EDUCATION UK EXHIBITION**  
**12 & 13 NOVEMBER 2015, HILTON CYPRUS**  
**1530 – 2030**

Aberystwyth University	The University Of Manchester
Anglia Ruskin University	The University Of Northampton
Bath Spa University	The University Of Nottingham
Bournemouth University	The University Of Reading
Bpp University	The University Of Sheffield
Brunel University London	University College Birmingham
Buckinghamshire New University	University For The Creative Arts
Cambridge Ruskin International College (Cric)	University Of Birmingham
Canterbury Christ Church University	University Of Bradford
Cardiff University	University Of Central Lancashire
City University	University Of Derby



Coventry University	University Of East Anglia
De Montfort University	University Of Essex
Edge Hill University	University Of Gloucestershire
Falmouth University	University Of Hertfordshire
Kaplan International Colleges	University Of Huddersfield
Keele University	University Of Kent
Lancaster University	University Of Leeds
Leeds Beckett University	University Of Leicester
Middlesex University	University Of Lincoln
Newcastle University	University Of Plymouth
Northumbria University	University Of Portsmouth
Nottingham Trent University	University Of Salford
Queen Mary University Of London	University Of South Wales
Sheffield Hallam University	University Of Southampton
Southampton Solent University	University Of Surrey
Staffordshire University	University Of Sussex
Swansea University	University Of The West Of England
The University Of Buckingham	University Of Westminster
The University Of Hull	University Of Wolverhampton
The University Of Law	

**Appendix 2: Visitors' survey results**

**Nicosia north- Education UK Exhibition 11 November 2015**

A total of 150 feedback forms were analysed

1. Are you:

Male	Female
45%	55%

2. Will you be making an application to the UK now?

Yes	No
40%	60%

3. How would you rate the quality of services you have received?

Excellent	Good	Average
41%	57%	2%

4. How would you rate the quality of services you have received?

British Council	Radio TV	Internet/social media	Newspaper flyer	Recommendation from friend / family/school	Other
10%	24%	30%	16%	18%	2%

5. Target groups were defined as follows:

Age 16-19 years	Age 20-25 years	Age 25+ years
90%	5%	5%

### Nicosia - Education UK Exhibition 12-13 November 2015

A total of 250 feedback forms were analysed

1. Are you:

Male	Female
35%	65%

2. Will you be making an application to the UK now?

Yes	No
42%	58%

3. How would you rate the quality of services you have received?

Excellent	Good	Average
38%	60%	2%

4. How would you rate the quality of services you have received?

British Council	Radio TV	Internet/social media	Newspaper flyer	Recommendation from friend / family/school	Other
15%	15%	38%	10%	20%	2%

5. Target groups were defined as follows:

Age 16-19 years	Age 20-25 years	Age 25+ years
80%	16%	4%





### **Appendix 3: Exhibitors' survey results**

Feedback received by Exhibitors was very positive in terms of quality and number of students attending the events at both parts of Nicosia. Students are well informed about courses available to them, well prepared and interested in finding out more about entry requirements and funding opportunities.

Very positive feedback was also received for the overall planning and management of the event. Equally positive were the comments on venues used, promotion of the exhibitions as well as about timing and duration of the events.

Market update session was particularly useful this year with the contribution from the Guidance Inspector, Ministry of Education and Culture, giving updates on the latest changes of the Greek Cypriot Education System.



**Appendix 4: A footage of the design work and its application on flyers, e-banners and adverts.**



**Education UK**  
Innovative. Individual. Inspirational.

# Design your future

Join us at the Education UK Exhibition November 2015

Organized by the British Council  
free entrance

Meet with delegates from over 60 British Universities

Hilton Cyprus, Nicosia  
12 & 13 November 2015, 1530-2030

Seminars on UCAS, Sports & Biosciences, Performing Arts, Music, Engineering, Law and Manage time for an effective study will be running during the Exhibition

More information at  
**facebook** British Council Cyprus  
T 22585000  
www.britishcouncil.com.cy

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MEDIA		
PRESS	Press Releases	Audience reached
Simerini	Yes	45000.00
Fileleftheros	Yes	75000.00
Cyprus Weekly	Yes	25000.00
Politis	Yes	2000.00
Kathimerini	Yes	
Radio	Radio interviews	
Super FM		
Kiss		
Sphera		
Super Sport FM	yes	4500.00
POLITIA		
Mix FM	yes	3000.00
Radio Proto	yes	9900.00



<b>TV</b>	TV interviews	
MEGA	yes	10000.00
SIGMA	yes	10000.00
Ant1		
PRIMETEL		