



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

Post-event report for

Study UK Roadshow 2017

Monday 03, Tuesday 04, Wednesday 05 April 2017

Paphos, Larnaca/Paralimni, Limassol

Introduction

*Thank you for your participation at the Study UK Roadshow **Cyprus** in **April 2017** in Paphos, Larnaca/Paralimni and Limassol.*

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.

*Following feedback and suggestions from last year, British Council for the first time organised “Study UK Roadshow” in schools at all main cities. The event, target was around HE and FE markets for local and international students as well as university graduates. Representatives from six UK institutions (Listed below in “Exhibitor’s Feedback” section), attended and positively engaged with **prospective students, and head teachers** providing target audience with information on **study options available to them at all levels and subjects.***

Study UK Roadshow was sponsored by UNITE STUDENTS and IELTS.

*The event attracted around **1,050 visitors** during the three days. Thanks to all school leaders for welcoming and hosting the exhibitions at their schools and for working with us to promote events among interested students. Media and marketing campaign covered on-line and digital communication means.*

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

This report includes:

Introduction - Page 2

Highlights - Page 3-4

Marketing - Page 5-6

Visitor Feedback - Page 7

Exhibitors Feedback - Page 8

Future Steps – Page 9

Highlights

Exhibitions were held at the following venue/time/date...

PAPHOS - Monday 03 April 2017

1. Kykkos A' Lyceum
0930-1130

2. International School of Paphos
1200-1400

3. Cynthia Petridou Private Institute
1600-1830

LARNACA – PARALIMNI - Tuesday 04 April 2017

4. Pascal English School
0830-1000

5. American Academy
1030-1200

6. Pancyprian Lyceum
1215 - 1335

7. Xenion Private School - Paralimni
1500-1730

LIMASSOL - Wednesday 05 April 2017

8. Heritage School
0930-1130

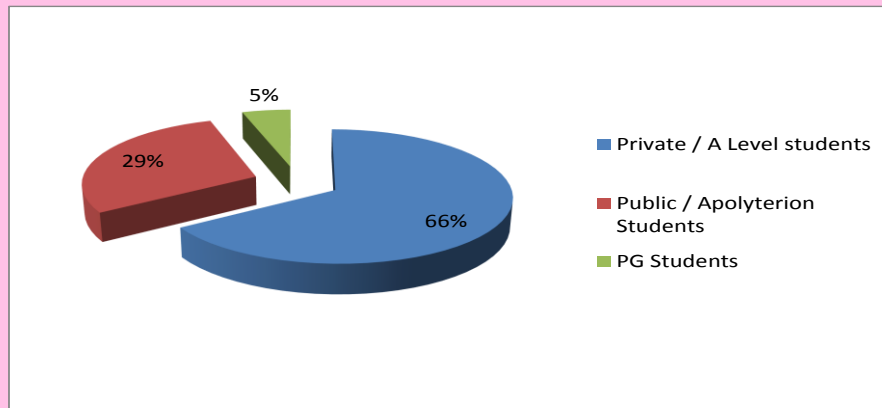
9. Ayios Nicolaos Lyceum
1200-1400

10. TEPAK University – Careers Exhibition day
1500-1900

Visitor's participation to the event increased compared to last year's Education UK Exhibition...

Attendance	Nicosia	
	2016	2017
Total number of visitors over the three days	188	1050

Visitors' profile

Types of students

Out of the total number of private school students at the event

28% were International students

mainly from China and Russia

Which were the most popular subjects of study?

Law
Business
Sport Sciences
Music
Media

Economics/Finance
Engineering
Computers
Biomedical Sciences
Arts/Architecture

Many students from public schools were undecided on choosing UK as a study destination following uncertainties in the market as a result of Brexit.

Questions were mainly around tuition fees and funding opportunities.

Marketing

Marketing campaign was undertaken by British Council in collaboration with participating schools, institutes and the University of Technology.

Main target audience was final year High school students, studying at both public and private schools including international students based in Cyprus, also university graduates opting for PG studies abroad.

Exhibitions were taking place during school operating hours and in line with school activity programme. We worked closely with head teachers to organise exhibition set-up within each school. Exhibition material and details were displayed on school notice boards and bulletin.

All students were informed about the exhibition well in advance and their school day was adjusted in a way to allow them attendance to the event. It was arranged for all interested students to visit the exhibition in slots ensuring that a good spread was attained between all university stands.

Marketing campaign covered: websites, newsletters, FB, email and printed flyers

Examples of the marketing





BRITISH COUNCIL

EXPERIENCE LIFE-CHANGING LEARNING

STUDY UK DISCOVER YOU

GREAT

Find out more about the life-changing opportunities a UK education can offer

WEDNESDAY 5 APRIL 2017, 09.30-11.30
HERITAGE SCHOOL

With world-class universities, unrivalled academic standards and internationally recognised qualifications you can be confident a UK education will set you on the right path.

The UK welcomes over 400,000 international higher education students each year, and it's easy to see why. The UK has a global reputation for excellence in the field of education and skills. Innovation in distance and e-learning and a wide range of teaching partnerships create alliances between education and industry, helping you work towards a successful career. Four of the top nine universities in the world are in the UK.

A UK education will help you develop critical thinking and independent research skills in an inclusive and multicultural environment. The quality of teaching and course content is consistently highly rated by international students.

At the forefront of modern art, design, culture, fashion and sports you also have centuries of history to explore.

Our well-trained staff can provide all the information you need about studying in the UK. Top career delegates from UK universities will discuss all aspects of a UK education so you have the knowledge, skills and confidence to start your journey.

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Visitor's Feedback

Visitors to the event were mainly final year students interested in beginning university studies in September.
Interest on studies to the UK varied according to qualifications and school type.

When the visitors were asked
“Will you be applying to a UK institution following school graduation” the majority of them replied “Yes” with a percentage of 90% among those in private schools.

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

60% said International recognition.
30% said High accreditation standards.
10% said big variety of universities and courses to choose from.

Some examples of quotes from Visitors following the exhibition:

- Great opportunity to talk to UK institutions during a school day.
- Very useful event – first time we had it at school!
- How about more Institutions for the UK?

Key Recommendations for the British Council include:

- Continue collaboration with both state and private schools for the delivery of such events as they proved to be particularly useful for students - especially outside Nicosia when access to big exhibitions is not always feasible.

Exhibitor's Feedback

At the exhibition there were 6 unique exhibitors from UK HEIs; UNITE and IELTS.

Number however dropped compared to a similar event last year. A reason could be the different event structure with lower attendance in terms of visitors' numbers the year before.

Exhibitor Attendance	NICOSIA	
	2016	2017
Three day event	10	6

Exhibitors were undecided in attending a similar event next year as institutions strategies depend on market changes and demand following Brexit.

List of Exhibitors (Alphabetical Order)

Bournemouth University
Brunel University
Leeds Trinity University
Puic / Plymouth University
Staffordshire University
University Of Bradford

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Future steps

It was very important for us to successfully manage this Roadshow as it enabled us to raise the profile of Study UK Education and strengthen our educational connections in four main cities outside our established reach in Nicosia. It gave us a lot of satisfaction and pride in achieving this during school operating hours and in collaboration with school leads. Nine consecutive exhibitions and one meeting with a school counsellor were held in Paphos, Larnaca, Paralimni and Limassol.

Six institutions joined the tour and around to 1,050 students visited the events which was a promising result.

British Council and the UK institutions can work on to improve the overall arrangement and outcomes of the Roadshow.

Recommended next steps include:

British Council

- Work closely with the Ministry of Education as well as Education leads at Private schools to ensure that a good mix of different schools is hosting the Roadshow every year.
- Enrich afternoon activity program by including presentations to students and parents from UK delegates in collaboration with private institutes.

UK Institutions

- Market became very competitive for UK Education from other EU countries following Brexit. Participation of UK institutions and a strong representation of Study UK to our events it's important in sustaining the market and keeping interest at high level especially during challenging times.

Above report indicates that this was a successful event. We will build upon the lessons learned and prove even a more popular series of exhibitions next year.

Provisional dates for next year are 25-27 April 2018.

We hope to see you there!

End of Report