

Your journey begins here

Education UK Days, The Marmara Taksim Hotel

8-9 March 2014

Contents

| | |
|---|----|
| 1. Event fact file..... | 3 |
| 2. Key statistics | 4 |
| 3. Event Objectives | 9 |
| 4. Impact of marketing plan | 9 |
| 5. Conclusions and follow up | 10 |
| 5.1 Key recommendations for institutions..... | 10 |
| 5.2 Key recommendations for the British Council..... | 10 |
| Appendix 1: List of participating institutions..... | 11 |
| Appendix 2: Visitors' survey results..... | 12 |
| Appendix 3: Exhibitors' survey results..... | 16 |
| Appendix 4: Advertising and promotion plan (media plan)..... | 20 |
| Appendix 5: Event photographs | 27 |

1. Event fact file

Istanbul

| | |
|------------------------------------|---|
| Venue | The Marmara Taksim Hotel, 8 th and 9 th March 2014 |
| Opening hours | 13.00 – 18.00 |
| Opened by | Margaret Jack, Director British Council Turkey |
| Stand costs | £ 2,750.00 plus VAT |
| Sponsors | <p>Café Nero - provided free coffee on-site for visitors to the Education UK days as well as buy-one-get-one-free coupons for every participant as part of the registration pack received following registration for the event. 200 free coffee coupons were provided for visitors who registered online prior to the event and another 200 free coffee coupons were provided for a four-square social media campaign.</p> <p>A further 100 free coffee coupons were provided for a Twitter retweet campaign. Promotional material for the UK Education Days was placed in 9 branches of Café Nero in Istanbul.</p> |
| Unique feature to give added value | <p>The event was jointly branded with the UK government's Britain is GREAT campaign, within which the promotion of UK education is a major component. The campaign was developed in order to generate interest in the UK around the world with the ultimate aim of increasing business for the UK. The joint branding was used on promotional material ahead of the event as well as in the form of GREAT branded banners and gifts within visitor registration packs. Additionally, the British Council hosted a GREAT Networking Reception on the evening of Friday, 7 March at the British Consulate-General Istanbul which brought together 105 representatives of UK educational institutions, UK alumni, UK education advisors from colleges and agents and representatives of Turkish universities.</p> <p>Promotion of the event and visitor engagement utilised the British Council's reach on multiple social media platforms, the Education UK website (100,000 visitors annually) and e-mailshots to the British Council's database of 124,000 subscribers including students, teachers, UK education advisors at schools and agents, academics and international officers of universities.</p> <p>Engagement with key higher education stakeholders in Turkey, in particular the Ministry of National Education (MoNE), The Scientific and Technological Research Council of Turkey (TÜBİTAK) and Council of Higher Education (YÖK) significantly increased the value to the event. The Council of Higher Education recently extended the list for government-funded scholarships from 45 UK institutions to 98 following discussions with the British Council and other stakeholders. The UK participants had an opportunity to find out the extension of the list of UK institutions at the briefing sessions on Saturday, 8 March.</p> <p>Also participation of UKVI to respond to UK visa related enquiries and British Embassy to respond to enquiries related with the Chevening Scholarships were highly appreciated by visitors. Additionally, participation of UCAS generated great interest as students and parents found out crucial information about the application processes through the sessions they held during the event.</p> |

Seminars

28 seminars at Education UK Days

Saturday 8th March – 15 seminars were held

- Studying and Living in the UK – Hande Diker, British Council
- Tips and Hints for a Successful UCAS Application – Fiona Johnston, UCAS
- Studying in Scotland – Lorna Fleming, University of St Andrews; Gemma Carol, University of Glasgow
- Chevening Scholarship – Hande Coskunlar Celikel, British Embassy Ankara
- Studying Engineering in the UK – Dr Hatice Gunes, Queen Mary, University of London
- Studying in Wales – Dr Theodora Nikaki, Swansea University; Ping Tong, Glyndwr University; Jo Scaplehorn, University of South Wales
- Hints and Tips on Preparing Personal Statements – Janice Halsey, Kingston University
- YÖK Scholarship Programme – Akif Ataman, YÖK
- Studying MBA in the UK – Emily Centeno, ESCP Europe Business School
- TÜBİTAK Scholarship Programme – Miray Karakuzu, TÜBİTAK
- Studying Arts and Design in the UK – Edmund Barley, Goldsmiths, University of London
- MEB Scholarship Scheme - Harun Karci, MEB
- IELTS Speaking Tips
- Alumni Talk – Ali Ercan Özgür and Samir Kadioğlu
- The Difference between an MBA and a Masters in Business – Carol Blackman, University of Westminster

Sunday 9th March – 13 seminars were held

- Studying and Living in the UK – Hande Diker, British Council
- Tips and Hints for a Successful UCAS Application – Fiona Johnston, UCAS
- Studying in Scotland – Lorna Fleming, University of St Andrews; Gemma Carol, University of Glasgow
- Studying Law in the UK – Dr Theodora Nikaki, Swansea University
- Studying in Wales – Dr Theodora Nikaki, Swansea University; Ping Tong, Glyndwr University; Jo Scaplehorn, University of South Wales
- Hints and Tips on Preparing Personal Statements – Maxwell Howells, University of Kent
- YÖK Scholarship Programme – Akif Ataman, YÖK
- Studying MBA in the UK – Emily Centeno, ESCP Europe Business School
- Studying Arts and Design in the UK – Robert Sozanski, University of West London
- MoNE Scholarship Scheme - Harun Karci, Ministry of National Education
- IELTS Speaking Tips – Diane Stewart
- Alumni Talk – Samir Kadioğlu
- The Difference between an MBA and a Masters in Business – Carol Blackman, University of Westminster

2. Key statistics

| Attendance | Istanbul |
|---|----------|
| | 2014 |
| Visitors | |
| Saturday 8 th March | 994 |
| Sunday 9 th March | 606 |
| Total number of visitors | 1600 |
| Exhibitors | |
| Further Education | 1 |
| Higher Education | 32 |
| Ministry of National Education (MoNE) | 1 |
| The Scientific and Technological Research Council of Turkey (TÜBİTAK) | 1 |
| Council of Higher Education Turkey (YÖK) | 1 |
| UKVI for UK Visas / British Embassy Ankara for Chevening Scholarships | 1 |
| UCAS | 1 |
| IELTS | 1 |
| British Council | 1 |
| Total number of exhibitors | 40 |

*A full list of participating institutions can be found in [Appendix 1](#)

| Visitors' primary market objectives | Istanbul |
|--|----------|
| | 2014 |
| Master's degree | 52% |
| Language course | 29% |
| Bachelor's degree | 22% |
| Summer courses | 19% |
| PhD | 16% |
| Certificate courses / non degree courses / NVQ | 13% |
| Pre-masters course | 7% |
| Foundation course | 7% |
| Specialised studies | 7% |
| High school | 6% |

| Visitor demographics | Istanbul |
|----------------------|----------|
| | 2014 |
| Female | 52% |
| Male | 48% |

84 percent of the visitors responded to this question.

| Visitors' by age | Istanbul |
|------------------|----------|
| | 2014 |
| 11-17 years | 9% |
| 18-22 years | 36% |
| 23-27 years | 33% |
| 28-35 years | 15% |
| 35-59 years | 7% |

| Visitors' by occupation | Istanbul |
|-------------------------|----------|
| | 2014 |
| Student | 72% |
| Professional | 14% |
| Academic | 5% |
| Parent | 2% |
| Other | 7% |

| Main subject of interest | Istanbul |
|---|----------|
| | 2014 |
| Business, Economics, Management | 16.70% |
| Engineering | 11.20% |
| Education | 7.20% |
| Language, Literature, Translation | 7.20% |
| Humanities, Social Sciences | 6.20% |
| Law | 5.60% |
| Art, Culture | 5.50% |
| Computer Science, IT, Telecommunication | 5.30% |
| Media, Communication | 5.30% |
| Political Science | 5.20% |
| Science | 4.10% |
| Medicine, Health | 3.80% |
| Psychology | 3.80% |
| Architecture, Urban Planning | 3.60% |
| Fashion, Design | 3.00% |
| Other | 2.50 % |

| Expect to leave for studying abroad | Istanbul |
|-------------------------------------|----------|
| | 2014 |
| In less than six months | 27% |
| In 1 year | 38% |
| In 2 years | 25% |
| After two years | 10% |

| Motivations to study | Istanbul |
|---|----------|
| | 2014 |
| High academic standard | 18% |
| Cultural environment | 13% |
| International recognition of qualifications | 11% |
| Learning a foreign language | 11% |
| Having a better job in my country | 10% |
| Travelling in many different Countries | 8% |
| Overseas work opportunities | 8% |
| Wide variety of courses and Institutions | 7% |
| Scholarship offered | 6% |
| Safe environment | 4% |
| Friends and relatives there | 2% |
| Other | 2% |

| Source of information Top-10 | Istanbul |
|-------------------------------------|----------|
| | 2014 |
| Internet | 23% |
| British Council | 12% |
| Friend or relative | 12% |
| Email | 11% |
| Social media (facebook and twitter) | 11% |
| Radio, TV | 9% |
| Metro Billboard | 6% |
| Poster | 4% |
| University, teacher | 4% |
| Newspapers | 3% |



3. Event Objectives

- To provide UK higher education institutions with access to their target audiences in Istanbul.
- To promote the UK as an excellent study destination through face-to-face contact between UK higher education providers and prospective students and their parents.
- To provide direct access to students exploring study opportunities for higher and further education programmes in the UK.
- To present an opportunity for UK education providers to have a physical presence in Istanbul following previous promotion via alternative virtual platforms.
- To allow UK higher education providers to gain a better understanding of the Turkish market and make contact with key stakeholders within Turkish higher education.


4. Impact of marketing plan

The Education UK days offered UK higher education institutions a unique chance to meet Turkish students who wish to pursue their studies in the UK. A marketing mix was developed to appeal to both the primary target of prospective students aged between 15 and 35, as well as the secondary target of parents aged between 35 and 60 and education advisors.

- * **TV** – A television spot was broadcast on two popular news and general entertainment channels.
- * **Outdoor** – Metro billboards were hired in 20 metro stations on both the European and Asian sides of Istanbul. Additionally a total of 31 advertising panels were purchased on or close to 31 university campuses at 12 different university locations in Istanbul.
- * **Online** – Banner advertisements were purchased on the website of a major Turkish newspaper. These banners achieved 6,015,566 impressions. Banner advertisements and page skins were purchased on high traffic websites and achieved a total of 6,328,480 impressions respectively. Adverts were also placed on both the British Council Turkey website and the Education UK Turkey website.
- * **Facebook** – The Facebook campaign for the UK Education Days consisted of organic posts, promoted posts and advertising.
- * **Direct marketing** – Posters and flyers were distributed to schools, universities and agents. A number of e-mailshots were sent out to approximately 124,000 subscribers to the British Council mailing list. Posters and flyers were also placed in nine shops of Caffé Nero in Istanbul. UCAS also made an announcement to their own database including students and college counsellors based in Turkey.
- * **Press** – A press release resulted in mentions on several online news sites, including a number of major newspapers and in the printed edition of 5 national newspapers with the total reach of 3,007,029.
- * **Twitter** – Two separate campaigns were used to introduce and promote the event. The main campaign generated a total of 37 retweets and 272,420 impressions while a retweet campaign generated 473 retweets and 131,123 impressions.

A survey of visitors showed that 17 per cent of respondents had been informed of the event via the Internet, while another 10 per cent of respondents via the Education UK days via email. 16 per cent of respondents had heard of the event through social media channels and 13 per cent of respondents had heard of the event via British Council.

- * Full details of the visitor survey results can be found in [Appendix 2](#).



Visitors who registered online prior to the event were offered the chance to win coffee vouchers provided by Caffé Nero. The vouchers were available to the first 200 pre-registered visitors. Additionally all registered visitors were entered into a prize draw in which prizes included an iPad, 3 free IELTS exams paid by the British Council and 100 e-vouchers from an online music & book store.

* A full media plan can be found in [Appendix 4](#).

5. Conclusions and follow up

5.1 Key recommendations for institutions

The visitor survey contained a number of recommendations for institutions. These included:


- Increasing the number of universities attending, especially those whose inclusion could lead to a wider range of disciplines being represented at future events. In particular, several visitors expressed interest in medical degrees and would have liked more universities with medical schools to be present.
- Providing information handouts or leaflets following seminars.
- Making more scholarship and bursary information available to visitors.
- Providing more information on English language programmes.
- Having more university representatives on exhibitor stands.

5.2 Key recommendations for the British Council

Much of the feedback on the event was positive, although there were one or two issues raised by participating institutions. In particular there was a feeling that the numbers on the second day of the event were not as high as those on the first. There were suggestions that this second day could be removed from the programme in the future in order to lower costs. Despite this many institutions commented positively on the quality of the visitors and the thorough nature of the research they had undertaken prior to the event. Feedback also suggested that not including ELT providers, unlike other higher education exhibitions in Turkey, was viewed as a good decision. Furthermore, both the choice of location and the narrow focus on UK higher education were looked at positively.

There was a good deal of positive feedback on the presence of UCAS, YÖK, MoNE and TÜBİTAK and requests for this to be repeated at future events. Several institutions commented on regarding the lack of translation of the presentations given by the representatives of these organisations. A summary of specific issues raised is summarised below:

- Seminars ran over their allotted times throughout the course of the two days, this should be considered ahead of future events.
- There were suggestions that a two-day event could include a day focused entirely on current school students. Some exhibitors expressed an interest in closer engagement with both Turkish schools and international schools, particularly in light of the lower visitor numbers on the second day. Others suggested that a similar event held in the autumn might be more successful.

- 
- It was suggested that an area within the event space be provided in order to allow exhibitors the opportunity to have detailed interactions, particularly with counsellors and parents, in a more formal setting than at stands in the main exhibition.
 - There were one or two issues raised regarding the use of agents within the exhibition as other Turkish education exhibitions are already considered to be dominated by agents.

* Full details of exhibitor survey can be found in [Appendix 3](#).

Appendix 1: List of participating institutions

| No. | Institution | No. | Institution |
|-----|--------------------------------------|-----|-------------------------------|
| 1 | Bradford College | 18 | Southampton Solent University |
| 2 | City University London | 19 | Swansea University |
| 3 | De Montfort University | 20 | University of Birmingham |
| 4 | Durham University | 21 | University of Bolton |
| 5 | ESCP Europe Business School | 22 | University of Bradford |
| 6 | Glyndwr University | 23 | University of Brighton |
| 7 | Goldsmiths, University of London | 24 | University of East Anglia |
| 8 | Istituto Marangoni London | 25 | University of Glasgow |
| 9 | King's College London | 26 | University of Kent |
| 10 | Kingston University | 27 | University of Leeds |
| 11 | Liverpool Hope University | 28 | University of South Wales |
| 12 | London Metropolitan University | 29 | University of St Andrews |
| 13 | Plymouth University | 30 | University of Sussex |
| 14 | Queen Mary University of London | 31 | University of Warwick |
| 15 | Royal Holloway, University of London | 32 | University of West London |
| 16 | Sheffield Hallam University | 33 | University of Westminster |
| 17 | SOAS, University of London | | |

| Partners | Partners |
|---|---|
| Council of Higher Education Turkey (YÖK) | British Consulate – Istanbul General |
| Ministry of National Education (MoNE) | British Embassy Ankara – Chevening Scholarships |
| The Scientific and Technological Research Council of Turkey (TÜBİTAK) | UCAS |

Appendix 2: Visitors' survey results

Information gathered from 316 visitor surveys.

Feedback

| Age | 16-20 | 21-24 | 25-34 | 35-44 | 45+ |
|-----|-------|-------|-------|-------|-----|
| | 30% | 39% | 26% | 3% | 2% |

| Gender | Female | Male |
|--------|--------|------|
| | 53% | 47% |

| Educational status | High-school student | High-school graduate | Undergraduate student | Postgraduate student | University graduate |
|--------------------|---------------------|----------------------|-----------------------|----------------------|---------------------|
| | 15% | 1% | 47% | 11% | 26% |

| Work situation | In work/Self-employed | University student | School student | Other |
|----------------|-----------------------|--------------------|----------------|-------|
| | 25% | 48% | 17% | 10% |

| If you work, which sector | Government agency | Work/industry | University | School/college | Other |
|---------------------------|-------------------|---------------|------------|----------------|-------|
| | 8% | 36% | 17% | 8% | 31% |

| In what year are you planning to study in the UK? | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
|---|------|------|------|------|------|------|
| | 35% | 39% | 17% | 5% | 2% | 2% |

| Which of the following countries is the preferred destination for you/your child? | USA | Canada | Australia | UK | New Zealand | Other | I don't know/Not applicable |
|---|-----|--------|-----------|-----|-------------|-------|-----------------------------|
| | 23% | 14% | 6% | 51% | 1% | 5% | 0% |

| Which educational level are you interested in for yourself/your child? | Undergraduate | Masters | Doctorate | Other/I don't know/Not applicable |
|--|---------------|---------|-----------|-----------------------------------|
| | 26% | 52% | 17% | 5% |

1. This event met my expectations.

| | |
|------------------|-----|
| Totally agree | 31% |
| Agree | 54% |
| Undecided | 12% |
| Disagree | 2% |
| Totally disagree | 1% |

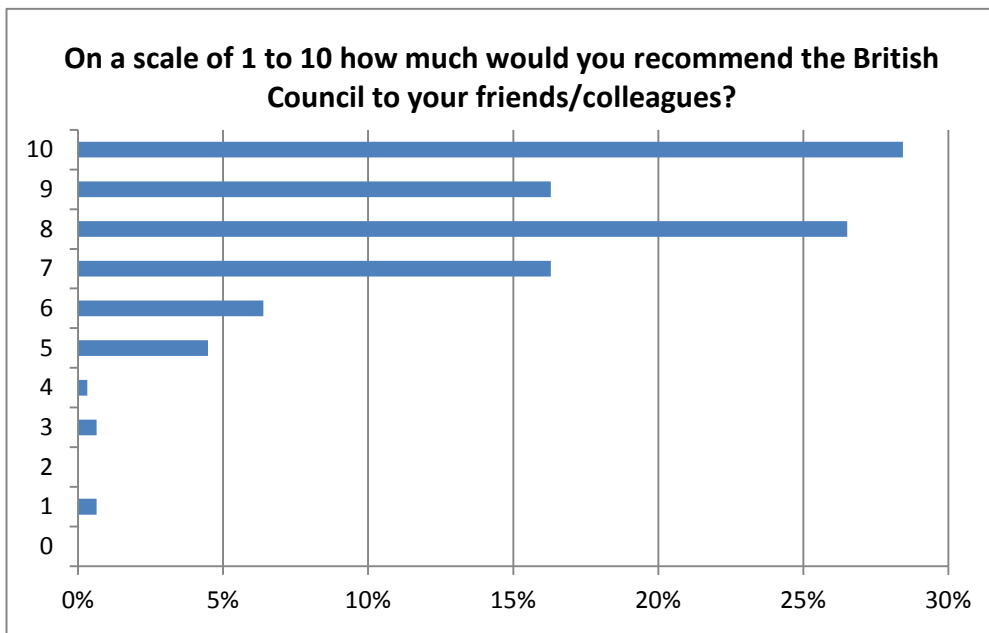
2. This was a high quality event.

| | |
|------------------|-----|
| Totally agree | 32% |
| Agree | 56% |
| Undecided | 9% |
| Disagree | 2% |
| Totally disagree | 1% |

3. Attending this event has given me new information/expectations.

| | |
|------------------|-----|
| Totally agree | 37% |
| Agree | 47% |
| Undecided | 12% |
| Disagree | 3% |
| Totally disagree | 1% |

4. On a scale of 1 to 10 how much would you recommend the British Council to your friends and colleagues?



| | |
|----|-----|
| 10 | 29% |
| 9 | 16% |
| 8 | 27% |
| 7 | 16% |
| 6 | 6% |
| 5 | 4% |
| 4 | 0% |
| 3 | 1% |
| 2 | 0% |
| 1 | 1% |
| 0 | 0% |

5. If 5 is the highest and 1 the lowest, how would you score the following?

| | 1 | 2 | 3 | 4 | 5 |
|---|----|----|-----|-----|-----|
| Quality of the event location | 0% | 0% | 5% | 24% | 71% |
| Information provided before the event | 2% | 4% | 26% | 31% | 37% |
| Advice and support from the British Council | 1% | 3% | 18% | 35% | 43% |
| Quality of participating educational institutions | 0% | 3% | 10% | 40% | 47% |
| Variety of education resources | 0% | 4% | 20% | 35% | 41% |
| Seminars | 1% | 3% | 23% | 35% | 38% |

6. On a scale of 1 to 10 rate how much the following has increased for you:

| | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|--|----|----|----|----|----|-----|-----|-----|-----|-----|-----|
| Information about UK education resources and related information | 0% | 1% | 1% | 2% | 3% | 10% | 13% | 17% | 24% | 12% | 17% |
| View of the UK as an attractive place for education | 1% | 1% | 1% | 2% | 1% | 3% | 8% | 14% | 24% | 18% | 27% |
| Your desire/desire for your children to study in the UK | 1% | 1% | 1% | 1% | 2% | 3% | 5% | 10% | 16% | 19% | 41% |

7. Which of the following statements best described your overseas educational preferences for you/your child before this event?

| | | |
|--|-----|-----|
| Cannot make a definite decision as looking at many different countries | 120 | 41% |
| The place I'm thinking for education is not in the UK | 10 | 4% |
| UK is the place I would most like to get an education from | 149 | 52% |
| Other/I don't know/Not applicable | 10 | 3% |

8. How did you find out about this event?

| | | | |
|-------------------|-----|------------------------------------|----|
| Internet | 17% | Poster/flyer | 6% |
| Social media | 16% | TV | 4% |
| Friends/Relatives | 15% | Newspaper | 3% |
| British Council | 13% | Teacher/ university representative | 3% |
| Email | 10% | Other | 4% |
| Metro poster | 9% | | |

Law, Economics, Business, business management and Languages are usual highly preferred areas that we see in the top-5 popular subjects list, HESA statistics each year.

11. If you could describe this exhibition in one word what would it be?

- High quality
- Nice
- Exceeded my expectations
- Successful
- Useful
- Excellent

Appendix 3: Exhibitors' survey results

From a total of 24 responses

1. Has your institution attended any of the events that British Council Turkey organised before?

| | |
|--------|-----|
| Yes | 50% |
| No | 46% |
| Unsure | 4% |

2. What was your main aim in coming?

| | |
|-----------------|-----|
| Recruitment | 21% |
| Profile Raising | 0% |
| Both | 79% |

3. What is your primary market interest in this event?

| | |
|-----------------------------------|-----|
| Postgraduate taught | 96% |
| Undergraduate | 83% |
| Postgraduate research | 50% |
| Foundation | 33% |
| Pre-university foundation courses | 25% |
| Pre-sessional English School | 17% |

4. What is your assessment of the visitors?

Number of visitors

| | |
|---------------|-----|
| Good | 29% |
| Average | 63% |
| Disappointing | 8% |

Quality of the visitors

| | |
|---------------|-----|
| Good | 75% |
| Average | 21% |
| Disappointing | 4% |

5. What recommendations have you got for the future of this particular event for British Council?

- The presence of UCAS, YÖK, and TÜBİTAK were very useful, as was the market briefing and presentations before the event on the first day. It would be appreciated if this format and the presence of similar external organisations would be repeated in future.
- Trying to do more with the large number of international schools would be very valuable, a CIS style closed door day even twice a year would be a valuable addition. Or an event for the guidance counsellors, involving presentations on UCAS, subject specialism, etc.
- Consider potential for similar event in other cities in Turkey.
- It would be good to host it in November before 1st UCAS deadline, or in January/February for postgraduate focus.
- The Education UK event was very successful. We met high quality, well informed candidates. In the future I would recommend extending to other cities in Turkey.
- Subject specific talks.
- Very well organised event, please keep the delivery at the same level.
- The timings for the seminars need to be adhered to as some people went over the allotted time.
- To involve academics with me on stand and to visit local institutions.

6. What learning points have you picked up for your institution?

- Presentations from the funding providers were very useful to understand the types of funding available for students.
- Currency fluctuation is going to cause problems for middle class students.
- Schools are very keen to get universities on site or to engage with them more closely.
- Positive experience of being in a smaller group with just UK universities.
- Turkey is a growing market in which we should invest more.
- The Market briefing was very helpful and gave a good indication of the current market position of Turkey and future recruitment.
- Helpful discussions about grade equivalencies.
- I thought the fair had been well organised and even though the numbers weren't large (especially on the Sunday); the quality of students was good which was great.

7. What market developments have you noticed from this event?

- Much higher interest in undergraduate programmes than anticipated. Our focus was initially postgraduate recruitment before attending however the undergraduate enquiries were very encouraging.
- Scholarships are needed. Many students asked for scholarships.
- Improving confidence with English.
- Growth in recognition of niche courses – good for us!

8. Have you developed new links or built on existing feeder or college counsellor relationships by coming?

| | |
|-----|-----|
| Yes | 75% |
| No | 25% |

9. How likely are you to recommend the British Council to colleagues?

| | |
|---------------|-----|
| Very likely | 42% |
| Likely | 46% |
| Unlikely | 12% |
| Very unlikely | 0% |

10. Please give your overall assessment of the event

| | |
|-----------|-----|
| Excellent | 21% |
| Good | 63% |
| Average | 16% |
| Bad | 0% |
| Very bad | 0% |

11. Will you be attending this event this time next year?

| | |
|-----------|-----|
| Yes | 50% |
| No | 4% |
| Undecided | 46% |

12. Please rate the following, with 1 being very bad and 5 being excellent:

| | Score | | | | | |
|--|-------|----|-----|-----|-----|-----|
| | n/a | 1 | 2 | 3 | 4 | 5 |
| a. Level of British Council support before the event | 0% | 0% | 0% | 13% | 33% | 54% |
| b. Level of British Council support during the event | 0% | 0% | 0% | 8% | 29% | 63% |
| c. Quality of the venue | 0% | 0% | 0% | 8% | 25% | 67% |
| d. Length of the event | 0% | 0% | 0% | 17% | 54% | 29% |
| e. Value for money | 0% | 0% | 13% | 33% | 50% | 4% |
| f. Market briefing | 4% | 4% | 4% | 13% | 46% | 29% |
| g. GREAT Networking Reception | 29% | 0% | 0% | 4% | 50% | 17% |
| h. Seminar programme | 29% | 0% | 4% | 17% | 42% | 8% |
| i. The event helped my business to be more informed | 4% | 0% | 8% | 29% | 42% | 17% |
| j. The event supported better business decision making | 4% | 0% | 8% | 13% | 46% | 29% |



13. Any additional comments or suggestions;

- Overall I felt the event was better than the A2 and IEFT fairs I have attended in the past. Given the cost of the event I think the first year worked quite well but it would need to increase in volume of visitors in future to justify the cost. The more Universities you can get to join the better so that this can become the recognised UK event.
- Thanks for organising such a useful event. As well as enjoying the exhibition – I have learnt a lot compared with previous agent fairs I have attended. It was good to be part of group with other UK Universities and the British Council brand and publicity gave us a strong profile. The briefing sessions were comprehensive and very useful for a relative newcomer to the market. A big plus was the contacts made with staff from MoNE and YÖK and the chance to talk about issues directly with their representatives. Thanks to the British Council team for their help with introductions!
- The pre-arrival information and organisation was good, and the location and venue were excellent.
- I really liked the venue for the fair (nice to NOT be at the Hilton for an event!) and thought the whole programme was well organised and well worthwhile. Many thanks!
- [Visitor] quality was good but attendance on the second day (numerically) a little disappointing. Thank you for your continued support!
- Important to continue to keep ELT and HE separate at these events – this stood out as one of the only Turkish exhibitions where I haven't been inundated with questions about ELT and summer schools, which was great! Numbers were low, but good quality and focus.
- Well done. I am sure that from now on after this successful event more UK universities will join the fairs in the autumn.
- It would have been good to have someone in control of the seminars. Before I started the presentation I had to ask the previous presenter to stop as she ran at least 10 minutes over time.
- Turkey is a difficult market, requiring persistent and efforts to bear fruit. High competition from institutions in USA, Canada & Germany makes our continuous presence branded under UK Education days essential. Well done to British Council Turkey team and keep up the good work.

Appendix 4: Advertising and promotion plan (media plan)

Paid Promotion

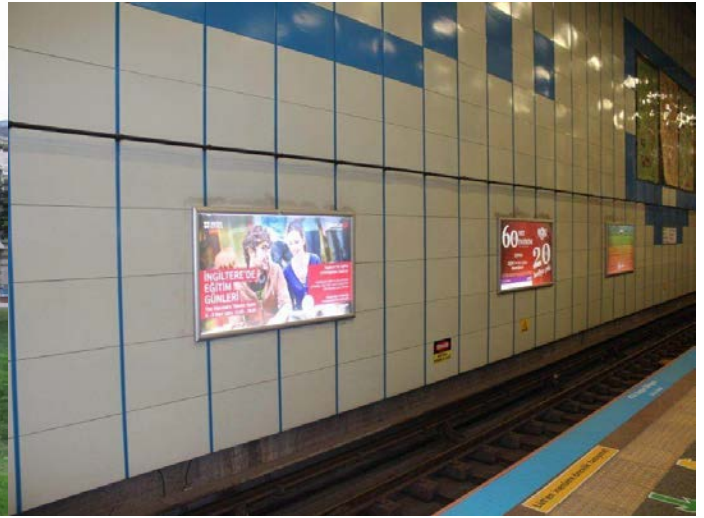
| Type | Media/Marketing channel | Date/Duration | Details | Results |
|---------|---|--|--------------------------------------|---|
| TV | NTV – 20 second advert | 24 Feb – 7 Mar (12 days) | 41 spots | |
| | CNBC-e – 20 second advert | 24 Feb – 7 Mar (12 days) | 36 spots | |
| Outdoor | Taksim – Haciosman metro line posters | 25 Feb – 10 Mar (14 days) | 10 posters in several metro stations | |
| | Kadikoy – Kartal metro line posters | 25 Feb – 10 Mar (14 days) | 10 posters in several metro stations | |
| Outdoor | Posters in and close to university campuses | 25 th Feb – 3 rd Mar (7 days) | 31 panels at 12 universities | |
| Online | Hurriyet – Home page banner | 24 Feb and 3 Mar (2 days) | 4,000,000 impressions | 6,015,566 impressions (combined) Clicks – 5,182 |
| | Hurriyet – agenda page banner | 24 Feb and 3 Mar (2 days) | 3,000,000 impressions | |
| Online | Zaytung Page Skin | 24 Feb, 28 Feb and 3 Mar (3 days) | 120,000 impressions | 562.833 impressions Clicks= 5182 1.293.281 impressions (Clicks = 158) 3.320.264 impressions (Clicks = 3462) 1,125,102 impressions (Clicks= 593) |
| | Banner | 24 th Feb – 9 Mar (15 days) | 1,200,000 impressions | |
| | Star TV Page Skin | 26 Feb (1 day) | 2,600,000 impressions | |
| | Banner | 24 Feb – 9 Mar (15 days) | 1,000,000 impressions | |



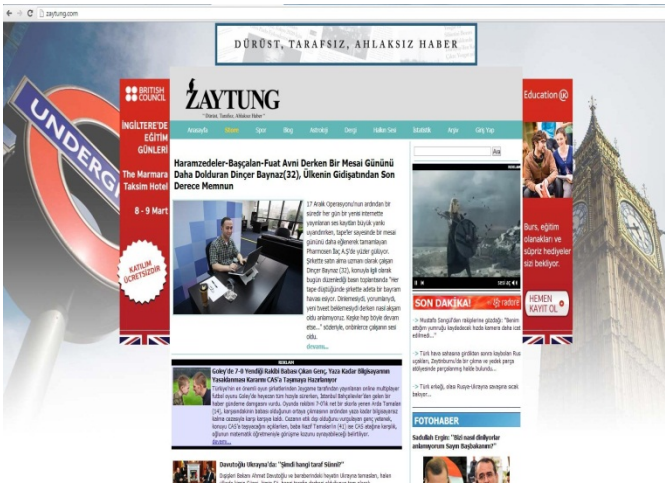
| | | | | |
|--------------------------------|--|--|--|---|
| <p>Online</p> | <p>Facebook – advertising in right hand column and news feed</p> <p>Facebook – Promoted post</p> | <p>7 Feb – 8 Mar (32 days)</p> <p>26 Feb and 27 Feb (2 days)</p> | <p>Potential audience of 3,600,000</p> <p>British Council Facebook page has over 80,000 likes</p> | <p>Impressions: 8.627.677 Reach: 1.010.867 Clicks: 7.831 Page likes: 331 CTR: 0,091 %</p> <p>Total ad clicks: 1.143</p> <p>Actions: 186 post like 32 share 4 comments 182 link click 628 photo click 56 page likes</p> <p>Post views: 101.182 6.765 organic 94.417 paid</p> |
| <p>Direct Marketing</p> | <p>Posters and flyers – distributed to schools, universities and agents as well as branches of Café Nero.</p> | <p>-</p> | <p>350 posters and 3,500 flyers distributed to 170 Turkish high schools, universities and agents.</p> <p>6,000 flyers distributed in 9 branches of Café Nero.</p> <p>3,100 flyers distributed to IELTS Candidates within their exam result envelopes</p> | |



Outdoor and Metro Posters



Website Page Skins



Facebook Advertising

BRITISH COUNCIL Turkey
Etkinliğimizde burs ve eğitim fırsatları sizi bekliyor. Kayıt ol ödüllerden birini kazan.





Direct Marketing



Unpaid promotion

| Type | Media/Marketing channel | Date/Duration | Details | Results |
|------------------|---|--|---|--|
| Online | Twitter | 24 th Feb – 9 th Mar | <p>2 campaigns based around the British Council Turkey Twitter account with over 8000 followers.</p> <p>RT campaign offered 10 people the chance to win 10 free coffees courtesy of Caffé Nero partnership.</p> | <p>Main Twitter campaign: 28 tweets 37 retweets 272,420 impressions 33 favourites</p> <p>RT campaign: 1 tweet 473 retweets 17 favourites 9 comments 450 new followers 131,123 impressions 101,477 accounts</p> |
| Online | Facebook | 6 th Feb – 9 th Mar | Organic posts introducing and promoting the event | 6,765 organic post views |
| Online | Foursquare | 8 th Mar and 9 th Mar | The first 200 people to check in the event on Foursquare to receive a free coffee coupon for Caffé Nero. | 152 check ins by 140 unique users over the 2 days of the event. |
| Online | Education UK website British Council website | 20 th Dec 11 th Feb | | Seen by 14,578 visitors to the website. Designed flash banner was placed on the home page and with 3,811 impressions it received 100 clicks. |
| Direct Marketing | E-mailshots to mailing list subscribers | 7 th Jan, 11 th Feb, 14 th Feb, 25 th Feb, 26 th Feb, 28 th Feb, 6 th Mar, 7 th Mar, | Emails were sent to people included in the British Council database. This includes more than 124,000 people – including students, parents, academics, ELT teachers, universities, agents, college counsellors and IELTS candidates. | |



| | | | | |
|-------|--------------------------|---|---|---|
| Press | Press release circulated | 27 th Feb, 7 th Mar, 11 th Mar | Press releases were circulated both prior to and following the event. | Mentions on 29 different online news sites and 1 printed edition of a national newspaper. |
|-------|--------------------------|---|---|---|

Twitter – Main Campaign

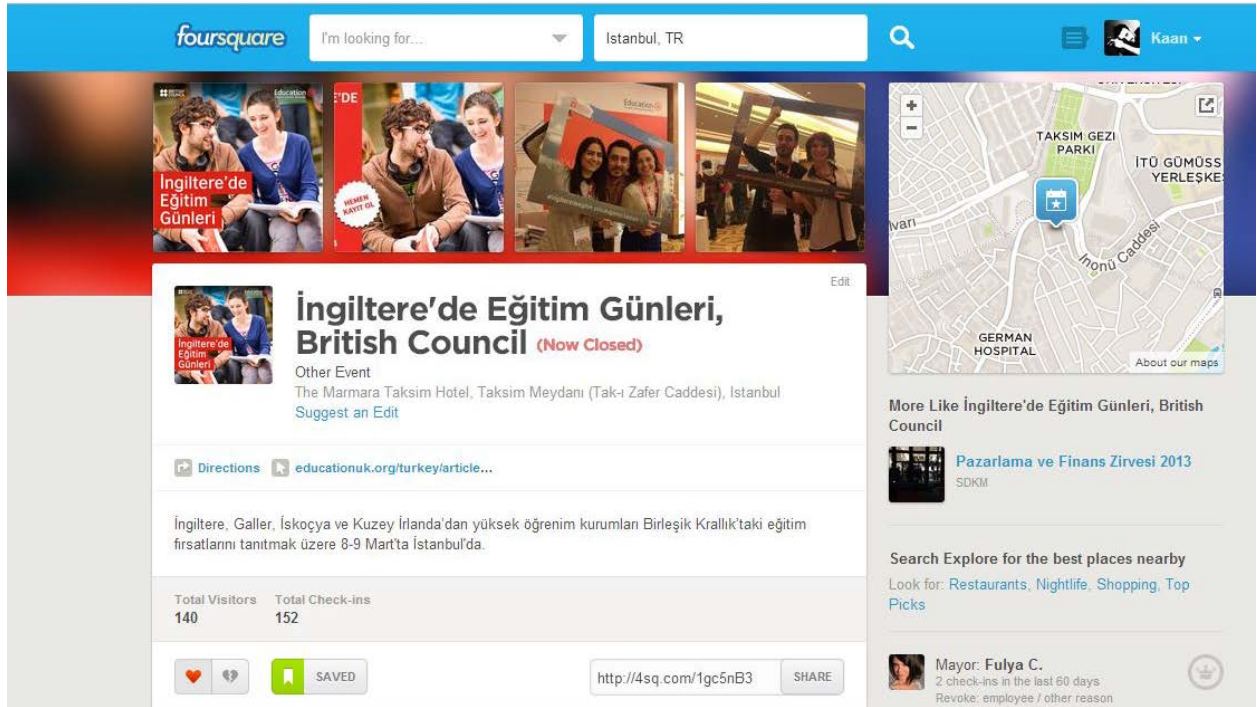
- British Council** @trBritish · Mar 6
İngiltere'deki lisans programlarına başvuru sistemi (UCAS) semineri #ingilteredeegitim günleri'de goo.gl/Pf5gLh
Expand Reply Delete Favorite ... More
- British Council** @trBritish · Feb 26
#ingilteredeegitim günlerine kayıt olanlar iPad, IELTS sınavı ve hediye çeklerinden birini kazanma şansı elde edecek. goo.gl/Pf5gLh
Expand Reply Delete Favorite ... More
- British Council** @trBritish · Mar 6
#ingilteredeegitim günlerine katılan dünyaca ünlü 33 üniversite ile tanışma fırsatını kaçırmayın. Kayıt için: goo.gl/Pf5gLh
Expand Reply Delete Favorite ... More
- British Council** @trBritish · Feb 25
İngiltere, İskoçya, Galler ve Kuzey İrlanda'dan üniversiteler #ingilteredeegitim günlerinde sizi bekliyor. goo.gl/Pf5gLh
Expand Reply Delete Favorite ... More
- British Council** @trBritish · Feb 28
İngiltere'de eğitim ve yaşam hakkında bilgi almak isteyenleri #ingilteredeegitim günlerinde düzenlediğimiz seminere bekliyoruz.
Expand Reply Delete Favorite ... More
- British Council** @trBritish · Feb 25
8-9 Mart'ta #ingilteredeegitim günlerine katılanlar burs olanakları ve süpriz hediyeler kazanıyor. Kayıt için: goo.gl/Pf5gLh
Expand Reply Delete Favorite ... More
- British Council** @trBritish · Feb 28
İngiltere'de sanat ve tasarım eğitimi hakkında bilgi almak isteyenleri #ingilteredeegitim günlerine davet ediyoruz goo.gl/Pf5gLh
Expand Reply Delete Favorite ... More
- British Council** @trBritish · Feb 27
#ingilteredeegitim günlerine katılanlar iki gün boyunca düzenlenecek seminlere ücretsiz katılma imkanı elde ediyor goo.gl/Pf5gLh
Expand Reply Delete Favorite ... More

Twitter – Retweet Campaign



The screenshot shows a Twitter post from the British Council (@British) dated March 3, 2014, at 12:09 PM. The tweet text is: "#İngilteredeEğitim günleri 8-9 Mart'ta İstanbul'da. Saat 18:00'a kadar RT yapan 10 kişi @Caffe_Nero_Tr'den 10'ar adet kahve kuponu kazanıyor". The tweet has 473 retweets and 17 favorites. Below the tweet, there is a list of replies from various users, including @gonul_ala, @SeyyarManyak, @SaviorAnjel, @nurten, @LinaHourieh, @SinemCan, @fioralimino, and @sanem. The left side of the screenshot shows a photo of three people sitting on steps, looking at a book or document. The right side shows a photo of a building.

Foursquare



The screenshot shows a Foursquare event page for "İngiltere'de Eğitim Günleri, British Council" (Now Closed). The event is located at "The Marmara Taksim Hotel, Taksim Meydanı (Tak-ı Zafer Caddesi), İstanbul". The page includes a map of the location, a list of nearby places like "TAKSİM GEZİ PARKI" and "İTÖ GÜMÜŞ YERLEŞKE", and a list of nearby businesses like "Pazarlama ve Finans Zirvesi 2013". The event has 140 total visitors and 152 total check-ins. The page also features a "Directions" button and a link to "educationuk.org/turkey/article...".



Appendix 5: Event photographs

