

Post-event report for

Study UK Postgraduate fair

28 – 29 April 2017 Cairo & Alexandria Egypt

Introduction

Thank you for your participation at the Study UK Postgraduate fair in Egypt which took place on 28 and 29 April 2017 in Cairo and Alexandria.

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.

The event, "targeted at universities students and all postgraduate education market, hosted representatives from 8 UK institutions (Listed below in page 12), that positively engaged with prospective students and visitors, providing the audience with information on "educational opportunities/subject choices" etc.

The event attracted over **1000 visitors** thanks in part to the **marketing campaign (Details listed below in pages 6-7)**".

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,

Yehia El Refaiy Study UK Manager, Egypt

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Highlights

This exhibition was held at the following venue/time/date...

Venue(s)	The Greek campus in Cairo Hilton Cornish Hotel in Alexandria
Opening hours	17.30 -21:00
Stand costs	£840 (plus VAT)

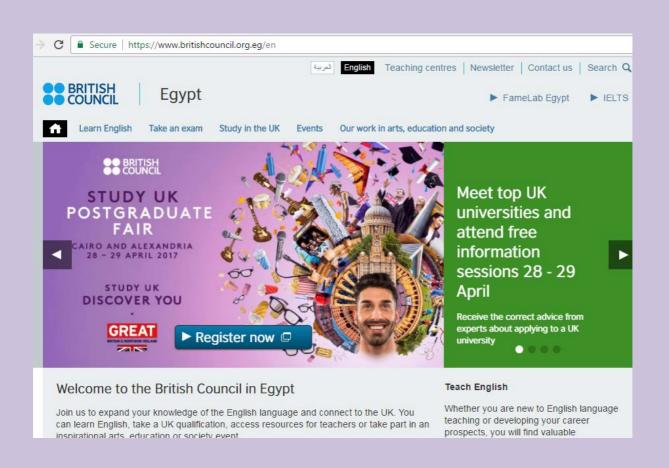
This was the first postgraduate fair to be held in Egypt
Estimated number of visitors attended the roadshow is **1000 students** in
the 2 fairs held in Cairo and Alexandria

Marketing

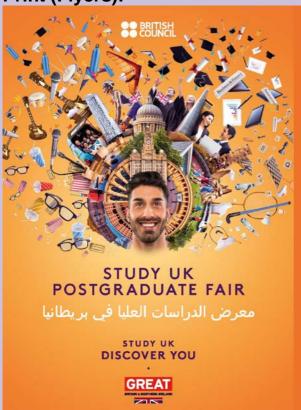
A total of £1800 was spent on marketing for this event

Our marketing reached an estimated audience of 1.5 million Egyptians

Online - British Council website:



Print (Flyers):



We are pleased to invite you to the first fair in Cairo for postgraduate education in the UK

يسرنا أن ندعوكم لحضور اول معرض فى القاهرة مخصص للدراسات العليا في بريطانيا

FRIDAY 28 APRIL 2017, 17.30 – 21.00 THE GREEK CAMPUS, DOWNTOWN, CAIRO





على منحة تشيفتننج و الحصول على النصائح الصحيحة من الخبراء حول التقديم بالجامعات البريطانية ، شرو، القبول ٰو إجراءات السُفَر و درجاتُ اختبار IELTS المطلوبة.

الجامعات المشاركة في المعرض

- جامعة دي مونت
- جامعة إسكس
- جامعة كيلي
- جامعة ميدلسكس
- جامعة نورتهاميتون
- جامعة بلايموث • جامعة كوبن ماري لندن

Meet top UK universities and explore hundreds of postgraduate courses available, from diplomas to master's degree and PhDs

FRIDAY 28 APRIL 2017, 17.30-21.00 THE GREEK CAMPUS, DOWNTOWN, CAIRO

You can attend free sessions about Chevening Scholarships and receive the correct advice from experts about applying to a UK university, entry and Visa requirements, travelling to the UK and the IELTS scores required

Participating Universities:

- De Montfort University
- University of Essex
- Keele University
- Middlesex University
- University of Northampton
- University of Plymouth
- Queen Mary University London
- Staffordshire University

To register your name and reserve your place in workshops and activities, please go to:

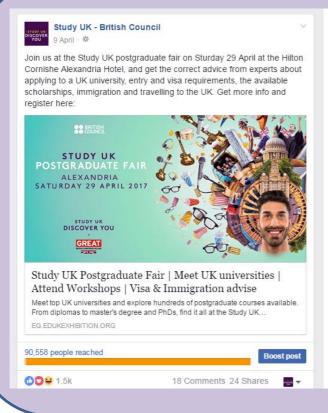
https://eg.edukexhibition.org/ ar-eg/exhibition/13



Facebook campaign sample









Exhibitor's Feedback

When exhibitors were asked "Would you consider coming back to the next British Council event in Egypt?" 100% of survey takers said yes.

When exhibitors were asked "this event met my expectations" and "Overall, this was a high quality event" 100% of survey takers said yes.

When exhibitors were asked "to recommend the British Council events to your peers and colleagues?" 100% of survey takers said yes.

Some feedback from exhibitors:

This was a well put together Exhibition in both Cairo and Alexandria. Yehia did a great job putting it all together and I was pleasantly surprised to find that Egyptians are very eager to study in the UK. As this is not my region, I have passed on feedback on the event to my colleagues and I do believe that our university will be taking part in future events.

Photos of the fair in Cairo







Study UK Postgraduate fair (April 2017, Egypt)







Photos of the fair in Alexandria







www.britishcouncil.org/siem

Study UK Postgraduate fair (April 2017, Egypt)









www.britishcouncil.org/siem

List of Exhibitors (Alphabetical Order):

- De Montfort University
- University of Essex
- Keele University
- Middlesex University
- University of Northampton
- University of Plymouth
- Queen Mary University London
- Staffordshire University

Future plans (what worked and what did not?):

There are several areas that both British Council and the UK institutions can work on to improve the overall arrangement and outcomes of the exhibition. The main findings and recommended next steps are outlined below:

British Council

 Going forward, British Council in Egypt is currently coordinating its schedule with the region and tie-in our own exhibition with other regional countries' events, to enable exhibitors to maximize their time and budget in a single trip.

UK Institutions

- It is suggested that institutions invite their alumni to attend future exhibitions and share tales of their life in UK with the visitors.
- Many visitors are looking for that scholarships opportunities, we recommend institutions to look at ways of providing some sort of scholarship or discount and highlight these during future exhibitions.

Next Education UK Egypt fair will be held in Cairo and Alexandria from 26 to 28 September 2017. We hope to see you there!