



SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING

**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:

The screenshot shows the British Council website for Egypt. The browser address bar displays 'Secure | https://www.britishcouncil.org/eg/en'. The page header includes the British Council logo, the word 'Egypt', and navigation links for 'Teaching centres', 'Newsletter', 'Contact us', and 'Search'. Below the header, there are links for 'Learn English', 'Take an exam', 'Study in the UK', 'Events', and 'Our work in arts, education and society'. The main banner features the text 'STUDY UK POSTGRADUATE FAIR' and 'CAIRO AND ALEXANDRIA 28 - 29 APRIL 2017'. It also includes the 'GREAT' logo and a 'Register now' button. To the right of the banner, there is a green box with the text 'Meet top UK universities and attend free information sessions 28 - 29 April' and 'Receive the correct advice from experts about applying to a UK university'. Below the banner, there is a 'Welcome to the British Council in Egypt' section with a paragraph of text, and a 'Teach English' section with a paragraph of text.

Print (Flyers):

BRITISH COUNCIL

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

يسرنا أن ندعوكم لحضور أول معرض في القاهرة مخصص للدراسات العليا في بريطانيا

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

الجمعة ٢٨ أبريل ٢٠١٧، من الساعة ٥.٣٠ إلى ٩ مساءً
الجريرك كامبس، وسط المدينة، القاهرة

**STUDY UK
POSTGRADUATE FAIR**
معرض الدراسات العليا في بريطانيا

STUDY UK
DISCOVER YOU

GREAT
GREAT BRITAIN & NORTHERN IRELAND

SPONSORED BY **KADMOS CONSULTANTS**

تعرف على افضل الجامعات البريطانية و اكتشف العديد من دورات الدراسات العليا، الدبلومات، الماجستير و الدكتوراه

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

الجمعة ٢٨ أبريل ٢٠١٧، من الساعة ٥.٣٠ إلى ٩ مساءً
الجريرك كامبس، وسط المدينة، القاهرة

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

للتسجيل و حجز مكاتب في الندوات و الانشطة برجاء زيارة الرابط التالي
<https://eg.edukexhibition.org/ar-eg/exhibition/13>

يمكنك حضور ندوات مجانية للتعرف على منحة تشيفينج و الحصول على النصائح الصحيحة من الخبراء حول التقديم بالجامعات البريطانية، شروط القبول وإجراءات السفر ودرجات اختبار IELTS المطلوبة.

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.

To register your name and reserve your place in workshops and activities, please go to:
<https://eg.edukexhibition.org/ar-eg/exhibition/13>

الجامعات المشاركة في المعرض:

• جامعة دي مونت
• جامعة إسكس
• جامعة كيلي
• جامعة ميدلсекس
• جامعة نورثامبتون
• جامعة بلامون
• جامعة كوين ماري لندن
• جامعة ستافوردشاير

Participating Universities:

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

Facebook campaign sample

Study UK - British Council
13 April · 🌟

اتنضم الي معرض الدراسات العليا في بريطانيا و تعرف على افضل الجامعات البريطانية و اكتشف العديد من دورات الدراسات العليا، الدبلومات، الماجستير و الدكتوراه و المنح الحدية المتوفرة، كما يمكنك حضور ندوات مجانية للتعرف على منحة تشيفينج و الحصول على النصائح الصحيحة من الخبراء.

See Translation



معرض الدراسات العليا في بريطانيا القاهرة
الجمعة ٢٨ أبريل ٢٠١٧

STUDY UK DISCOVER YOU
GREAT

سجل الآن في معرض الدراسات العليا في بريطانيا | الجمعة ٢٨ أبريل | الجريك كامبس | وسط المدينة | القاهرة

تعرف على افضل الجامعات البريطانية و اكتشف العديد من دورات الدراسات العليا، الماجستير و الدكتوراه و المنح الحدية المتوفرة، كما يمكنك حضور ندوات مجانية للتعرف على منحة تشيفينج و الحصول على نصائح الخبراء حول...

EG.EDUKEXHIBITION.ORG

810,317 people reached Boosted for £350.00

10k Reactions 122 Comments 168 Shares

810,317 People Reached

11,507 Reactions, comments & shares

11,034 Like 10,429 On post 605 On shares

51 Love 34 On post 17 On shares

8 Haha 7 On post 1 On shares

3 Wow 3 On post 0 On shares

1 Sad 1 On post 0 On shares

1 Angry 0 On post 1 On shares

217 Comments 180 On Post 37 On Shares

192 Shares 168 On Post 24 On Shares

6,352 Post Clicks

1 Photo views 2,975 Link clicks 3,376 Other Clicks

NEGATIVE FEEDBACK

4 Hide Post 1 Hide All Posts

Study UK - British Council
9 April · 🌟

Join us at the Study UK postgraduate fair on Sturday 29 April at the Hilton Cornishe Alexandria Hotel, and get the correct advice from experts about applying to a UK university, entry and visa requirements, the available scholarships, immigration and travelling to the UK. Get more info and register here:



STUDY UK POSTGRADUATE FAIR ALEXANDRIA SATURDAY 29 APRIL 2017

STUDY UK DISCOVER YOU
GREAT

Study UK Postgraduate Fair | Meet UK universities | Attend Workshops | Visa & Immigration advise

Meet top UK universities and explore hundreds of postgraduate courses available. From diplomas to master's degree and PhDs, find it all at the Study UK...

EG.EDUKEXHIBITION.ORG

90,558 people reached Boost post

1.5k Reactions 18 Comments 24 Shares

90,558 People Reached

1,706 Reactions, comments & shares

1,653 Like 1,571 On post 82 On shares

5 Love 3 On post 2 On shares

1 Haha 1 On post 0 On shares

1 Sad 0 On post 1 On shares

21 Comments 20 On Post 1 On Shares

26 Shares 24 On Post 2 On Shares

935 Post Clicks

0 Photo views 662 Link clicks 273 Other Clicks

NEGATIVE FEEDBACK

1 Hide Post 0 Hide All Posts
0 Report as Spam 0 Unlike Page

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









Photos of the fair in Alexandria









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!