



## Education UK Exhibition 02-03 November 2013 Baku, Azerbaijan

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## 1. Event fact file

|   |   |
|---|---|
| <b>Venue</b>                              | Hilton Hotel Baku, 26-27 April 2014   |
| <b>Opening hours</b>                      | 11:00 – 17.00   |
| <b>Opened by</b>                          | <p>Mr Jeyhun Bayramov, Deputy of the Minister of Education of Azerbaijan Republic</p> <p>Mr Charles Clarke, Former Britain Education Minister</p> <p>Ms Baroness Symons, The Britain Azerbaijan Business Council, Co-Chairman</p> <p>Mr Adrian Lee, Deputy Head of Mission of the UK Embassy in Azerbaijan</p> <p>Ms Elizabeth White, Director of British Council Azerbaijan</p> <p><i>Invited 150 guests from different business organizations, schools, alumni associations, higher education institutions.</i></p> |
| <b>Stand costs</b>                        | £1,100 exc VAT (£1,320 inc VAT)   |
| <b>Sponsors</b>                           | <p>The International Bank of Azerbaijan</p> <p>The Britain Azerbaijan Business Council</p>  |
| <b>Unique feature to give added value</b> | <ul style="list-style-type: none"> <li>• 20 UK colleges, schools and English Language Training providers attended the event;</li> <li>• Various competitions were run to attract audience interest and about 40 people won prize, including 5 short-term courses to the UK;</li> <li>• During 2 days 10 presentations were held on foundation programs, vocational education, IB and A Levels programs, boarding schools and etc. <a href="#">See details in Appendix 2.</a></li> </ul>                               |

## 2. Objectives of the event

- To position the UK as the first choice for Azerbaijani students planning to study abroad;
- To achieve not just the planned visitor attendance level, also to create value for the exhibition through concentrating attention on extra advantages of the exhibition for visitors (opportunity to win prizes, practice English, speak to alumni, specialised presentations on foundation programs, boarding school, IB and A Levels programs and etc.);
- To create market for further education sector in Azerbaijan for the schools and colleges from the UK;
- To promote English language and summer courses in the UK;
- To influence the quality of the student experience by providing a positive perception of the UK;
- To showcase the variety of opportunities within the UK's education system;
- To support participating institutions' recruitment in Azerbaijani market



### 3. Key statistics

| Attendance                   | Number of visitors |
|------------------------------|--------------------|
| <b>Visitors</b>              |                    |
| 26 April 2014 (Saturday)     | 800                |
| 27 April 2014 (Sunday)       | 500                |
| <b>Total No of Visitors:</b> | <b>1300</b>        |

| Attendance  | Number of exhibitors |
|---|----------------------|
| <b>Exhibitors</b>   |                      |
| Colleges, Schools,<br>English-language training providers (ELT) | 20                   |
| <b>Total No of Exhibitors*</b>                                  | <b>20</b>            |

[\\*A full list of exhibitors can be found in Appendix 1.](#)

| Visitors Primary Market Objectives: Type of education* | Number of choices |
|--|-------------------|
| Master's Degree  | 399               |
| Summer Courses   | 325               |
| Language courses                                       | 311               |
| Bachelor's Degree                                      | 180               |
| Certificate courses / non degree courses / NVQ         | 138               |
| Specialized studies                                    | 122               |
| High School  | 121               |
| Foundation Course or Pre-University Course             | 68                |
| Pre-Master's Course                                    | 58                |
| PhD  | 51                |

\***1350 registered** for event via online registration website. Visitors could choose more than one option.

| Visitors Primary Market Objectives: Subject of Study* | %     |
|---|-------|
| Business / Economics / Management                     | 20.99 |
| Education   | 12.90 |
| Language / Literature / Translation                   | 10.81 |
| Tourism & Hotel Management                            | 8.85  |
| Engineering   | 5.69  |
| Humanities / Social Sciences                          | 5.50  |
| Computer Science / IT / Telecommunication             | 5.06  |



|  |      |
|--|------|
| Political Science                        | 4.61 |
| Law                                      | 4.11 |
| Science                                  | 3.60 |
| Art / Culture                            | 2.97 |
| Psychology                               | 2.47 |
| Medicine / Health                        | 2.40 |
| Fashion / Design                         | 2.34 |
| Environment and Natural Resources        | 2.15 |
| Media / Communication                    | 2.15 |
| Architecture / Urban Planning            | 1.01 |
| Physical Education, Recreation & Leisure | 0.95 |
| Agriculture / Agronomy                   | 0.70 |
| Cuisine / Culinary                       | 0.70 |
| Religion & Theology                      | 0.44 |

\*1350 registered for event via online registration website. Visitors could choose more than one option.

| Demographics of Visitors* | April exhibition |
|---------------------------|------------------|
| <b>Gender</b>             |                  |
| Male                      | 49.67%           |
| Female                    | 50.33%           |
| <b>Age</b>                |                  |
| No age mentioning         | 41.41%           |
| 9-14                      | 1.70%            |
| 15-17                     | 4.44%            |
| 18-24                     | 34.89%           |
| 25-33                     | 13.41%           |
| 34-52                     | 4.15%            |

\*1350 registered for event via online registration website.

## 4. Workshops

The workshops proved to be a very popular activity during the exhibition, showing students the variety of study options available for them in the UK and also giving a positive impression of the whole international student experience. We could deliver a total of ten workshops over the weekend. A full schedule of the workshops can be found in the Event programme in [Appendix 3](#). All the workshops were well attended; some of them were conducted in Russian. Russian is a popular language in Azerbaijan with the city population understanding Russian better than English. We provided



translation services for sessions in English to help parents and students ask their questions in Azerbaijani or Russian from English speaker presenter.

By organizing special event for further education sector we also aimed to provide broader information about the sector to the visitors of the exhibition. Parents had lots of questions on college education, different pathway programs to the universities and etc. Some presentations were attended by school children, aged 10-12 which weren't our target. In the future events we will focus on having more targeted people at the presentations. Our aim is not just doing the presentation with more attendees; we organize these presentations with the purpose to give more information on UK education system, accommodation options, visa tips, advantages of the UK education and etc. to the potential parents and students.

The workshops were advertised on the exhibition website, Facebook event page well in advance, providing not only a timetable but also the description of each session as well as information about the speaker. This allowed visitors to plan their visit to the exhibition efficiently.

## **5. Market developments**

We organized our first Education UK exhibition in Baku, Azerbaijan on 02-03 November 2014. At the first time we especially focused on higher education sector. We had 41 UK exhibitors and 30 of them were the higher educational institutions. We understand not all further education representatives affordable to pay for general exhibition participation fee. Also most of them cannot position themselves in such exhibitions, as most of the visitors visit the exhibitions to meet universities representatives. Especially in Azerbaijani market where have just around couple of hundred market capacity for the further education sector.

English language training section has more capacity comparing further education sector. We saw it before the exhibition and during the exhibition as well. Almost one of three visitors were interested in summer and language courses at the exhibition.

A much anticipated event by prospective study abroad agents and representatives of Azerbaijan educational institutions. All keen to build links with UK institutions and to visit the Exhibition to make personal contacts with representatives of UK institutions and to negotiate possible areas for collaboration.

Being an oil country, the Azerbaijani economy grows and trades with the rest of the world increase, the demand for internationally recognised higher education also grows. The 'educated' versus 'non-educated' salary differentials are expected to rise dramatically, thus placing greater emphasis on tertiary education and presenting an ideal opportunity for overseas institutes of higher education.

Azerbaijani has state scholarship program and the UK is number of according the number of the students were sent for study abroad. But the scheme covers only undergraduate and postgraduate education. The market has capacity for self-funded students from the middle class families. The current market for boarding schools and further education is almost only from the high class families and most of them do the placement through the study abroad agents.



Exhibitors noticed the following market developments/trends based on their enquiries:

*Summer school, graduates*

*Summer school - want inclusive packages including flights. Want summer schools for under 14-19*

*Students don't want to study foundation but rather get a direct entry - Full scholarships*

*Big interest in summer junior and adult courses. Would like to see more boarding school student interest.*

*Many looking for summer + language*

*Most interest was in summer school courses*

*Very much people want masters*

*Interest in education at a young age*

*Demand for summer English courses from young people.*

*Many Azerbaijanis are interested in education in the UK but not well informed about the system, in particular the difference between pre-18+ post-18 education.*

*A serious group of parents run to get the best for their children.*

*More demand for summer school/short courses - Progress for undergraduate*

*Summer school and language courses*

*Not so much interest in academic studies*

*Demand for short (2 weeks) summer programme*

*Lots of enquiries from young learners about summer school*

*A market for foundation*



## 6. Visitor survey analysis

- On-line registration was set up for the exhibition in the beginning of March 2014. **1350 persons registered for the event online**. A few analyses presented within this report from the visitors online registration system. At the same time we conducted paper survey and **363** visitors were surveyed of our staff while they were leaving the exhibition area. The total number of visitors was around 1300 and it was estimated on the basis of counter person at the entrance, observations of the registration team and the total number of catalogues given out.
- 84 per cent of visitors said that overall it was high quality event.
- Though we gave clear message during the promotion that the exhibition is not for master or PhD, but again we had enough number of visitors were interested in and looking for master education opportunities. The visitors also mentioned that they found the event useful in terms of getting through the UK education system and having understanding of GSCE and A-Level, Foundation, Qualification programs. There were also lots of interest for English language and Summer-courses during two days of the exhibition.
- Most of the visitors found out about the exhibition through various online sources, especially Facebook. It was the same in our first exhibition. Facebook budget wasn't so much, but these two exhibitions show that it was the most effective communication tool. There are 1.4 million Facebook users in Azerbaijan currently. Total population is 9 million.

More detailed information on visitor survey and online registration system can be found in [Appendixes 4](#) and [5](#).

## 7. Exhibitor survey analysis

- The total number of Exhibitor Surveys completed was **20**. This represented 100 per cent of the total number of exhibitors.
- Most of the institutions came to the fair both for recruitment and for profile-raising purposes. (75 per cent)
- 85 per cent of the exhibitors rated the exhibition as excellent and good overall.
- In response to the question - **Level of BC support before the exhibition**: 18 exhibitors mentioned the highest score.
- In response to the question - **Level of BC support during the exhibition**: 19 exhibitors mentioned the highest score.
- In response to the question - **Quality of the venue**: 17 exhibitors mentioned the highest score.

Some of the specific comments received:

*I thought the event was well organised with an appropriate focus. I would have asked more time with the vocational education to discuss international collaboration. However, this was my first visit and I can come back there discussions.*

*Saturday dinner and Sat/Sun lunches were excellent and made it easier and enjoyable. BC staff all helpful and polite and great support from Ilham.*





*As much info to the visitors as possible. Basically for me it was a good opportunity to meet prospective pupils + parents face to face and to meet agents.  
2nd BC event I have attended-well organised very important to have the reputation during the BC as a flagship for British education.*

*Well organised exhibition. BC is professional as always. Well done! Quality of visitors remains to be weak.*

*BC is a very professional team, I'd recommend attending this fair to my English language courses colleagues. Agents hiring a good idea.*

*Good event, support and venue. Good arrangement for food and refreshments. Good to organise meetings with Education Ministry/Agents. Cultural exchange, excursion. Thanks for being so helpful again.*

Also a few learning points that are mentioned by the exhibitors:

- More summer programmes. Demand for English. Little developed market for agents. Great potential in future years;
- Prepare better information sheets. Create inclusive packages. Azerbaijan is a good market, English language courses;
- Important to make clear exactly what you are providing-fairly clear in the care of our school. Boarding school 11-18;
- Improve links with schools and agents. Good demand for summer school both under and before 18 years;
- Language barrier/promotion to be in local language. Easy explanation of progression;
- Agent support an absolute necessity;
- Summer school interest is strong. Financing is not so a big problem compared to other counties. We need to find a good agent to help;
- There is a market here for us;
- General trends with Azeri students. Market briefing was very good.

More information on exhibitor survey can be found in [Appendix 6](#).


## **8. Impact of marketing plan**

### **8.1. Objectives of the advertising campaign**

- a) Our target was for 1,600 visitors over 2 days at the exhibition.
- b) To create market demand for further education sector in Azerbaijan, especially targeting middle-class families having annual minimum 60K income
- c) To increase the percentage of parents of school children interested in high-quality education, including summer-courses.

### **Primary target audience**

- Parents of school children for boarding schools, foundation, summer and language programs;

- 
- University students and young people for summer and language programs;
  - Business people and entrepreneurs as parents for boarding school;
  - Mothers of schoolchildren and students for boarding schools and Bachelor's programs.

For each group, we selected the corresponding media and promotion tools. Thus, to promote the exhibition to future graduates and their parents we did relevant targeting in Facebook, in the promotion materials. There were lots of things that we learnt for future during the promotion from this exhibition as well.

With the purpose to attract professional people, parents of the potential students we placed roll-up at business centres, distributed flyers inside the news-paper and together with the tickets at the Cinema. We worked with the schools and placed posters, distributed flyers at the schools in Baku city centre.

In Azerbaijan Facebook is still most popular digital media tool and we used its advantages widely during the promotion. An event page we had 1244 attending confirmations and we did constant promotion through this event page. Also, with the British Council Azerbaijan's Facebook page which had more than 50K `likes' before the exhibition. 15 special designed texts were promoted on Facebook. We also placed online-banners on the most popular job searchers website and youth portals for being able to remind prospective students about the exhibition.

Finally, the week of the exhibition, we ran a radio competition and announcement. Radio competition was one of the successful tools we used as promotion. We did it last year as well and it had good impact. Again this year we organized the competition with Radio-Antenn 101 FM before the exhibition. The winner got 2-week `complimentary' course by Abbey College, one of the exhibitors. The winner only has to pay for flight and visa.

### Secondary target audience:

- Study Abroad Agents
- International departments of universities, vocational schools, school teachers and administrations
- Business Organizations (For potential sponsorship for future exhibitions)


To attract the secondary target audience, we sent more than 150 invitations to them via courier. Also, several numbers of articles published on different business portals before the exhibition.

## 8.2. Tools, Solutions, Results

We planned to organize this small exhibition with 15 exhibitors but we had more interest than we expected so the final number of the exhibitors was 20.

We achieved 80 % of the visitors' target. We expected 1,600 visitors over the two day exhibition and the final number of the visitors was 1,300 visitors. As it was first such exhibition in Baku we didn't have clear vision about the potential market. There are happening more than 10 general exhibitions in Baku for higher education sector, so it is possible to evaluate the market size. But while setting the target for further education sector we tried to be more ambitious and we are glad that we could reach the target 80 %. We developed a promotion and media plan three months before the exhibition all activities were run according to the media and promotion plan. We checked the online registration website periodically to monitor registrants, their ages, interest, study purposes and etc.

**The communications tools used were appropriate for delivering this message to the audience and included:**

- 
- Advertising: advertising modules in the printed media, e-mails, contests on the radio and on-line media, advertising banners on Internet resources, context advertising, and promotions via search engines.
  - Public relations: announcements in the event calendar, contests and social networks.
  - Direct and digital marketing: mailings to subscribers of information partners, placing internet banners and texts in the news.
  - Personal selling: participation at the exhibitions of other companies.

**Most effective ways to deliver key messages were:**

- We had 15 different promotion campaigns on Facebook and we had overall 500 000 reach during a month for total posts. While monitoring the registration website right after the Facebook promotion we saw real raising registration numbers for the event;
- We had Shakespeare monologue translation competition with one of the exhibitors, SKOLA Group of Schools and the participation was open only for the students aged 12-17, we had 60 registration and 50 participants at this competition during 2 days of the exhibition.
- Promotion of the exhibition by a context advertising radio competition. During the competition Doctor Ziya (DJ) gave lots of information about Abbey College and the exhibition during 5 days period, the duration being approximately 8-10 minutes per day. We had also interview on live with the British Council representative and UK university alumni at the competition time;
- Having a meeting at the schools in Baku and meeting the principals of the school as also was effective tool. While the meeting we could deliver the key message of the exhibition and we could build better relations for future exhibitions as well. We had also chance to give detailed information on the UK education system and summer courses during the meetings. As a result of the meetings we placed the posters and distributed the flyers at the schools just before the exhibition;
- Sending out the invitation cards to the targeted people from the business organizations, study abroad agents, educational institutions also worked well.

**High integration level of all the elements of the promotion was achieved with the help of:**

- Use of united visual images, but different text messages for different target audiences and resources;
- Gradual increase of intensity “general to specific”, which allowed us to keep the audience interested in the project for several weeks (primary announcement of the exhibition date, detailed announcement of the business agenda with the accent on the interest of the given audience segment, placement of advertising modules and news mailing, competitions).
- Regular publishing of the exhibition news on the British Council resources and in social networks;
- Differentiation of messages for different target audiences on different resources.

High integration level of all the elements of the promotion campaign allowed us to successfully perform the objectives of the campaign with comparatively low use of financial and human resources. Though we had the visitors were looking for master degree, but in general the exhibitors and their assistants mentioned that the visitors had clear understanding what they are looking for at the exhibition.

**To measure the effectiveness of the campaign, we used the following tools:**

- Questioning during the online registration: receiving registrations prior to the event enabled us to measure the impact of every stage of the promotion.



- Questioning during the exhibition registration in the offline mode. Combined analysis of all the measurement tools allowed us to receive a true picture of the campaign and tools effectiveness.

After speaking to the exhibitors and through general observations made on the weekend, the overall quality of visitors was considered to be good. Half of the exhibitors said that the exhibition has both good number and quality of visitors.



### 8.3. Advertising Budget

In 2013 we organized our first exhibition in Baku. Sure, we had slightly different target groups at the first exhibition but our first exhibition experience helped us while setting the advertising budget for this exhibition. Last year before preparing the budget for the exhibition we tried to learn more about the exhibition market in Azerbaijan, and then chose more relevant marketing promotion channels for the advertising. Some of them worked very well, but some, even high budgeted channels didn't work effectively. So this time we could minimize the budget and having more focused promotion. The advertising budget was formed on this basis of the following principles:

**1. To pay for advertising only if:**

- The resource is popular online media amongst young people, school children
- The resource attracts parents and professional people who have enough income to send their child/children for education abroad
- The resource is specialized and has proven its effectiveness in the past activities of the British Council in Azerbaijan

**2. To receive maximum possible discount on placing advertisement and placing preferences.**

We collected quotations from printing companies, Cinemas, Radio companies and shopping malls before the exhibition and from this chose the cinema and radios coverage as we were offered a substantial discount to use their service.

### 8.4. PR and Advertising value

Detailed planning of the advertising and PR campaign allowed us to achieve a good response to advertising for the exhibition without an increase in the budget. The PR and advertising responses demonstrated that the selected channels and types of promotion were correct as well as confirming the effectiveness of the advertising campaign in general.

**Basing on the exhibition experience, we have certain recommendations in terms of improvement of future promotion campaigns:**

- to broaden cooperation with professional media in order to further differentiate the audience sources by specialization (professional media in the spheres of management, media, finance, banking, linguistics), and to include the corresponding event blocks into the business agenda of the exhibition;
- to broaden cooperation with radio stations as one of effective methods of promoting the exhibition;
- to broaden cooperation with the most effective resources, increasing the number of information partners. We just one year in the market as Education UK exhibition brand;
- to promote the exhibition on the Facebook pages of the educational agencies, specializing on British education;
- to hold negotiations with representatives of major banks, hotels, oil and gas companies in order to attract them as financial sponsors for future exhibitions.

Additional information on promotion can be found in [Appendix 8](#).



## 9. Budget analysis

The breakdown of costs can be found in [Appendix 7](#).

The exhibition's value for money was rated by exhibitors as 4.0 on a one to five scale.

We have managed to negotiate good terms with the venue, and we also get discounts from the radio and cinema, as well as online media resources.

## 10. Conclusions and follow-up

### 10.1. Extent to which the objectives were met

**To position the UK as the first choice for international students:** Based on the visitor survey analysis, most of them agreed that a UK qualification is of high quality, recognised worldwide and that it brought good career prospects upon graduation.

**To provide the visitor attendance level not below that of the year before:** At the first exhibition in November 2013 we had 3800 visitors. But that exhibition was with 41 exhibitors and 30 of them were universities. The exhibition in the further education sector was organized for the first time in Baku with 20 schools, colleges and English language training providers. Our aim for next year is minimum 22 exhibitors and 1500 more targeted visitors.

**To showcase the variety of opportunities within the UK's education system:** This exhibition focused especially further education sector. The visitors also had chance to learn more about boarding schools, summer and English language courses. Market for further education and boarding school is in the developing period, we believe that the exhibition will be useful for future development and demand creating.

**To support participating institutions' recruitment in Azerbaijani market:**

This objective was met according to the feedback from exhibitors.

### 10.2. Key recommendations for institutions

- Market is very new and people still don't have clear understanding on college education. We expect the market will be double sized in 5 years;
- Undertake profile-raising activities in Azerbaijan throughout the year;
- Exhibitors need to apply for a visa minimum a month before the event;
- Exhibitors need to be encouraged to send all forms from the Handbook at once to meet the deadlines;
- To send materials (brochures and catalogues) at least 4 weeks before to the exhibition via freight. We had this situation in November 2013, so we followed up with all exhibitors 2 months prior to this exhibition, but again we had one exhibitor that materials were received after the exhibition. We recommend exhibitors to inform us in advance if you send you materials to the British Council office that we can follow it up.



### 10.3. Key recommendations for the British Council

- According to the feedback from the exhibitors, most of them were very happy with the date of the fair, so most likely the next exhibition will take place around the same time. (Further Education Exhibition, but general exhibition that is open for the further education sector as well will be on 01-02 November 2014)
- Many exhibitors expressed the opinion that The Hilton Hotel Baku was the **best venue** for this kind of event, with 94 per cent.
- Though we have some comments on the length of the exhibition, satisfaction was 85 per cent.
- Workshops should be more targeted to the potential students. We received a few complaints about the attendees of the workshops from the exhibitors.

A few more recommendation by the exhibitors:

- *Sunday was quieter so maybe it could be half day on Friday as well. Perhaps slightly earlier in the year for the event.*
- *Inviting more agencies and private school students.*
- *Sunday time to be late in the morning till late in the evening.*
- *The focus for us was very important. It worked well. If this was a "regular" BC exhibition with universities than we would not have attended.*
- *Keep the focus on school and EFL and you will keep them interested.*



## Appendix 1: List of participating institutions

### Schools, Colleges and English Language training providers

|    |   |
|----|---|
| 1  | Abbey College   |
| 2  | Bellerbys College                                     |
| 3  | Broadway Education                                    |
| 4  | Cardiff Sixth Form College                            |
| 5  | CATS College  |
| 6  | CES LEEDS   |
| 7  | City of Bath College                                  |
| 8  | David Game College                                    |
| 9  | Friends' School, Saffron Walden                       |
| 10 | Gloucestershire College                               |
| 11 | Guildford College of Further & Higher Education       |
| 12 | Henley College Coventry                               |
| 13 | Highbury College                                      |
| 14 | Kaplan International Colleges                         |
| 15 | Kingston College                                      |
| 16 | New College Manchester                                |
| 17 | Queen Ethelburga's College                            |
| 18 | Saint Michael's College                               |
| 19 | SKOLA Group of Schools                                |
| 20 | The Grimsby Institute of Further and Higher Education |



## Appendix 2: Event programme

| Programme for exhibitors:<br>Date  | Time        | Event  |
|------------------------------------|-------------|--|
| <b>Friday,<br/>25 April 2014</b>   | 15.00-16.30 | Meeting the representatives of international partnership and technical vocational education departments of the Ministry of Education   |
|                                    | 17.00-18.00 | Info session for agents on further education system in the UK by the British Council and Bath Spa College  |
|                                    | 18.00-19.00 | Agents and exhibitors speed networking   |
|                                    | 19.00-20.00 | Market briefing  |
|                                    | 20.00-20.20 | Logistic briefing  |
|                                    | 20.20-20.30 | Questions and Answers  |
| <b>Saturday,<br/>26 April 2014</b> | 09.30-11.00 | Stand set-up   |
|                                    | 11.00-17.00 | Education UK Exhibition (1 <sup>st</sup> day)  |
|                                    | 12.00-12.30 | Official opening ceremony:<br>Deputy Minister of Education of Azerbaijan Republic, Mr Jeyhun Bayramov<br>Former Britain Education Minister, Mr Charles Clarke<br>The Britain Azerbaijan Business Council, Co-Chairman, Ms Baroness Symons<br>Deputy Head of Mission of the UK Embassy in Azerbaijan, Mr Adrian Lee<br>British Council Azerbaijan, Director, Ms Elizabeth White |
|                                    | 13.00-14.30 | Lunch  |
|                                    | 19.00-21.30 | Cultural evening for exhibitors and invited guests   |
| <b>Sunday,<br/>27 April 2014</b>   | 11.00-17.00 | Education UK Exhibition (2 <sup>nd</sup> day)  |
|                                    | 13.00-14.30 | Lunch  |
|                                    | 17.00-17.30 | Stand dismantling  |
|                                    | 18.00-20.00 | Yanardagh (Fire Mountain) excursion for the exhibitors   |



## Appendix 3: Workshops

**26 April 2014 / Saturday**

**Topaz hall / Hilton hotel**

| Time        | Topic  | Representative                               | Exhibitor                  |
|-------------|--|--|----------------------------|
| 14:00-14:25 | Succeed with IELTS                                     | Fariz Aghamirov, IELTS Coordinator           | British Council Azerbaijan |
| 14:30-14:55 | Studying in an international school                    | Adam Smallwood, Marketing Executive          | Saint Michael's College    |
| 15:00-15:25 | Best Preparation for UK Universities                   | Tatiana Ondiuk, Partner and Accounts Manager | Bellerbys College          |
| 15:30-15:55 | Further Education Colleges in the UK                   | Sarah Pigott, International director         | City of Bath College       |
| 16:00-16:25 | How to Gain Entry to One of The UK's Top Universities? | Emily Wood, Group International Advisor      | Broadway Education         |

**26 April 2014 / Sunday**

**Topaz hall / Hilton hotel**

| Time        | Topic  | Representative   | Exhibitor                     |
|-------------|--|--|-------------------------------|
| 14:00-14:25 | Succeed with IELTS   | Fariz Aghamirov, IELTS Coordinator   | British Council Azerbaijan    |
| 14:30-14:55 | IB Programmes (PYP, MYP and Diploma)                                 | Kasha Handcock, Marketing Executive  | SKOLA Groups of Schools       |
| 15:00-15:25 | University Pathways – Preparing students for Leading UK Universities | Mehriban Karimova, International Sales & Recruitment Manager, Russia and CIS | Kaplan International Colleges |
| 15:30-15:55 | Innovative Vocational and Academic Curriculum in the UK              | Tina Upstell, International Director   | Highbury College              |
| 16:00-16:25 | What an international boarding school can offer you                  | Mehran Noor, Bursar  | Abbey College                 |



## Appendix 4: Visitors' survey results

Note: During two days of the exhibition our team took survey from 363 visitors. We had survey forms both in Azerbaijani and Russian and survey takers could speak in both languages. Not all 363 visitors answered all questions.

1. I would recommend BC to my friends (on the scale of 1-10, where 1 is NO and 10 is YES 317 visitors' opinion)

| 10    | 9  | 8    | 7  | 6    | 5    | 4    | 3    | 2    | 1    |
|-------|----|------|----|------|------|------|------|------|------|
| 68.8% | 6% | 8.8% | 5% | 2.5% | 6.6% | 0.7% | 1.0% | 0.3% | 0.3% |

2. Event met my expectations (363 visitors' opinion):

| Strongly agree | Agree | Neither | Disagree | Strongly disagree |
|----------------|-------|---------|----------|-------------------|
| 29.3%          | 46.6% | 16.2%   | 5.7%     | 2.2%              |

3. I have acquired new skills and knowledge through the event (361 visitors' opinion):

| Strongly agree | Agree | Neither | Disagree | Strongly disagree |
|----------------|-------|---------|----------|-------------------|
| 39.1%          | 44.3% | 6.9%    | 4.7%     | 5.0%              |

4. Overall, this was a high quality event

| Strongly agree | Agree | Neither | Disagree | Strongly disagree |
|----------------|-------|---------|----------|-------------------|
| 44.1%          | 38.9% | 10.6%   | 5.6%     | 0.8%              |

5. How did you find out about the exhibition? (Top 10 – About 300 people answered to this questions and they had chance to choose more than one option)

| Source of information  | Number of choices |
|--|-------------------|
| Facebook   | 214               |
| Friend or relative   | 79                |
| <a href="http://www.britishcouncil.az">www.britishcouncil.az</a>                   | 38                |
| Invitation   | 19                |
| <a href="http://www.educationuk.org/azerbaijan">www.educationuk.org/azerbaijan</a> | 14                |
| Radio Antenn 101 FM  | 14                |
| Twitter  | 13                |
| Caspian Plaza  | 13                |
| Roll-up or poster  | 9                 |
| <a href="http://www.telebe.az">www.telebe.az</a>                                   | 8                 |



## Appendix 5: Visitor registration data analysis

Note: 1350 registered for event via online registration system. More than 64 % of total visitors were who pre-registered the event via the system. Registrants could choose more than one option in the question # 1. Questions #2 and #3 weren't answered all registrants.

### 1. How did you find out about the exhibition? (Top 10)

| Source of information | Number of choices |
|-----------------------|-------------------|
| Facebook              | 534               |
| Internet              | 430               |
| British Council       | 229               |
| Friend or relative    | 189               |
| University, teacher   | 76                |
| Email                 | 41                |
| Student's association | 15                |
| Poster                | 13                |
| Radio, TV             | 11                |
| Embassy and Consulate | 7                 |

### 2. Motivations to study

|   |  |   |                             |  |                                    |                                    |
|---|--|---|-----------------------------|--|------------------------------------|------------------------------------|
| <b>High academic standard</b>                   | <b>Competitive tuition fees</b>                    | <b>Parents' decision</b>                      | <b>Cultural environment</b> | <b>Safe environment</b>                  | <b>Friends and relatives there</b> |                                    |
| 25.19%  | 3.56%  | 1.93%   | 11.41%                      | 3.93%                                    | 2.22%                              |                                    |
| <b>Wide variety of courses and Institutions</b> | <b>International recognition of qualifications</b> | <b>Travelling in many different Countries</b> | <b>Scholarship offered</b>  | <b>Having a better job in my country</b> | <b>Learning a foreign language</b> | <b>Overseas work opportunities</b> |
| 8.96%   | 17.48%   | 14.22%  | 7.85%                       | 23.1%                                    | 23.93%                             | 11.41%                             |

### 3. Source of funding

| Self / Family / Relatives / Friends | Company / Organization | Scholarship | Others |
|-------------------------------------|------------------------|-------------|--------|
| 39.97%                              | 10.70%                 | 40.8%       | 8.53%  |



## Appendix 6: Exhibitors' survey results

Total number of exhibitors: **20**

Total number of received feedback questionnaires: **20**

### 1. What was your main aim in coming?

|                 |              |
|-----------------|--------------|
| Recruitment     | 5 responses  |
| Profile raising | 7 responses  |
| Both            | 15 responses |

### 2. What is your primary market interest in this event?

|  |     |
|--|-----|
| Undergraduate                          | 15% |
| Postgraduate taught                    | 0%  |
| Postgraduate research                  | 0%  |
| Higher national diploma and equivalent | 10% |
| Pre-university foundation courses      | 45% |
| Foundation                             | 55% |
| Post-16 A-level                        | 35% |
| Pre-sessional English School           | 70% |
| Primary School ages                    | 5 % |

### 3. What is your assessment of the visitors?

|                              |     |
|------------------------------|-----|
| Good number and good quality | 50% |
| Good quality only            | 10% |
| Good number only             | 30% |
| Disappointing                | 10% |

### 4. Have you developed new links or built on existing feeder or agent relationships by coming?

|       |     |
|-------|-----|
| Yes   | 85% |
| No    | 10% |
| Maybe | 5%  |

### 5. Please give your overall assessment of the exhibition.

|           |     |
|-----------|-----|
| Excellent | 10% |
| Good      | 75% |
| Average   | 15% |
| Bad       | 0%  |
| Very bad  | 0%  |

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

|   |      |
|---|------|
| British Council support before the exhibition | 4.75 |
| British Council support during the exhibition | 4.80 |
| Quality of the venue                          | 4.70 |
| Quality of the accommodation                  | 4.50 |
| Length of the exhibition                      | 4.45 |



|                  |      |
|------------------|------|
| Value for money  | 4.0  |
| Seminars program | 3.75 |
| Agents events    | 3.6  |

**9. What would be your preferred date for this event next year?**

|   |     |
|---|-----|
| Same as this year                       | 80% |
| Earlier than this year (please specify) | 15% |
| No idea                                 | 5 % |

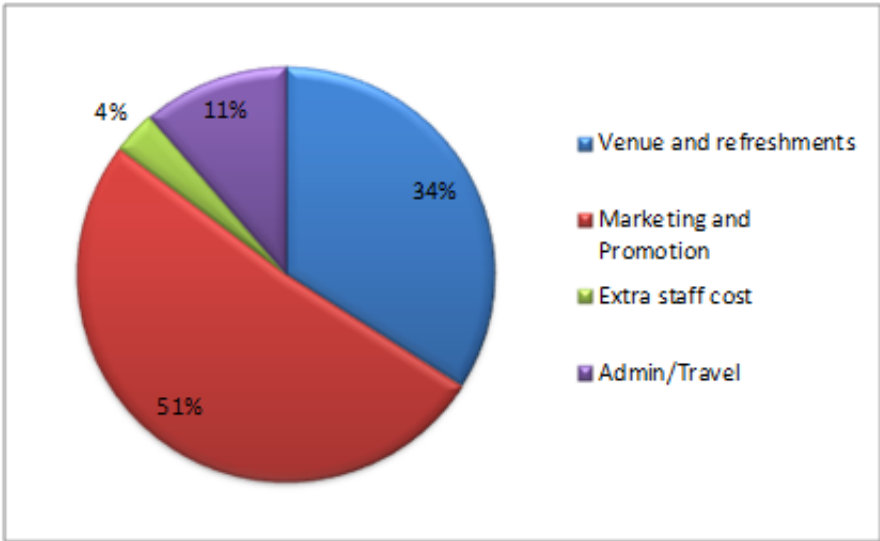
**10. How likely are you to recommend the British Council to colleagues?**

|               |     |
|---------------|-----|
| Very likely   | 45% |
| Likely        | 55% |
| Unlikely      | 0%  |
| Very unlikely | 0%  |

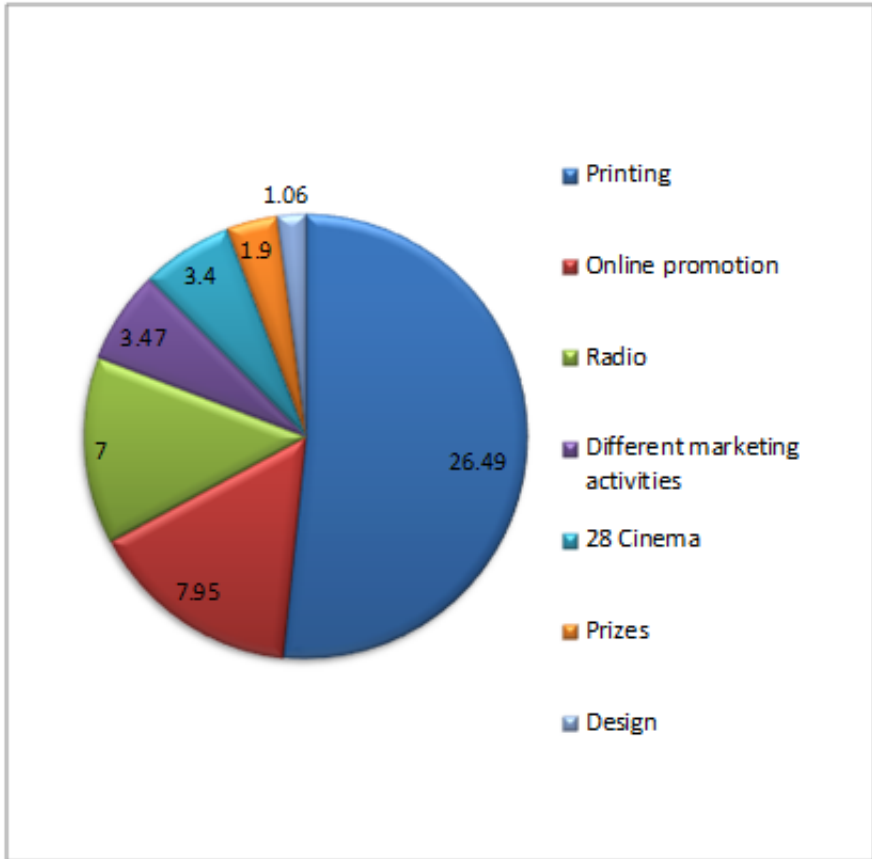


# Appendix 7: Exhibition expenses

Percentage of main cost elements of total expenses budget



Percentage of marketing and promotion cost elements of total expenses budget



## Appendix 8: Advertising and promotion plan (media plan)

|          |   |   |
|----------|---|---|
| <p>1</p> | <p><b>Online promotion</b></p> <p><i>Web banners (3 weeks to 2 month)</i></p> <p><i>Facebook – 15 paid promotion with around 500 000 reach (April 2014)</i></p> <p><i>Mainly promoted the event’s registration website:</i></p> <p><a href="http://az.edukexhibitions.org/">http://az.edukexhibitions.org/</a></p>  | <ul style="list-style-type: none"> <li>• Web banner on Jobsearch.Az</li> <li>• Web banner on Telebe.Az</li> <li>• Web banner on Resurs.Az</li> <li>• Web banner on Edu-Active.Com</li> <li>• British Council Azerbaijan’s official website</li> <li>• www.educationuk.org/Azerbaijan</li> <li>• British Council’s Facebook Page</li> <li>• Facebook Event page with special cover photo (1244 confirmed attending)</li> </ul> |
| <p>2</p> | <p><b>PR activities, publishing and broadcasting (Paid)</b></p> <p><i>Beside this we had free media coverage, especially on the exhibition opening date, different media representatives, including, Lider TV, ITV, Xezer TV, APA TV, SES TV, Azertag, Trend Information Agencies and etc. attended the opening ceremony of the event. Before the event we sent press-release to mass media.</i></p>  | <ul style="list-style-type: none"> <li>• Telebe.Az – 3 articles publishing</li> <li>• Resurs.Az – 3 articles publishing</li> <li>• Edu-Active.Com – 1 article publishing</li> </ul>   |
| <p>3</p> | <p><b>Printing materials</b></p> <p><i>150 invitation cards sent to different business organizations, schools and higher education institutions. Flyers mainly distributed at schools and 28 Cinema. We placed posters especially at the school. Bags and catalogues were distributed amongst the exhibition visitors. We had 35 volunteers that worked as registrants, translators, navigators and they dressed special printed T-Shirts. We also printed roll-ups and placed them at international schools, plazas.</i></p> | <ul style="list-style-type: none"> <li>• 150 invitation cards</li> <li>• 50 posters</li> <li>• 10000 flyers printing</li> <li>• 8 roll-ups printing</li> <li>• 2000 bags printing</li> <li>• 1500 catalogue printing</li> <li>• Back-drop banner printing</li> <li>• 35 T-Shirts for volunteers</li> </ul>  |





|                 |   |  |
|-----------------|---|--|
| <p><b>4</b></p> | <p><b>Radio Promotion</b></p> <p><i>We had radio promotion from 21 April to 25 April in the morning show of Media FM and day time promotion on 26-27 April again on Media FM. The duration of the spot was 38 seconds. Also we did competition on Antenn Radio from 21 to 25 April in the “Megapolis” morning show where the winner won the 2 weeks course to the UK.</i></p>   | <ul style="list-style-type: none"> <li>• Media Radio – 105.5 FM</li> <li>• Competition on Antenn Radio 101 FM</li> </ul>   |
| <p><b>5</b></p> | <p><b>Different marketing and promotion costs</b></p> <p><i>We placed light box at 28 Cinema for 15 days and at the same time we distributed there 2500 flyers. This is the biggest cinema in Baku and very popular not only amongst young people also business people. We placed roll-ups at Baku Oxford School, British School in Baku, World Business Centre, AGA Plaza prior to the exhibition. We distributed 2 500 flyers inside Baku Weekly newspaper just a week before the exhibition.</i></p> <p><i>We organized around 10 competitions before and during the exhibition. One of them was the lottery amongst visitors of the event. Lucky visitors won mobile phone, photo camera, earphones, books, UK branded gifts and souvenirs.</i></p> | <ul style="list-style-type: none"> <li>• Light Box placement and flyers distribution at 28 Cinema (12-27 April 2014)</li> <li>• Roll-up placement at World Business Centre (21-26 April 2014)</li> <li>• Roll-up placement at AGA Centre (21-26 April 2014)</li> <li>• Roll-up placement at Baku Oxford School (14-26 April 2014)</li> <li>• Roll-up placement at British School in Baku (14-26 April 2014)</li> <li>• Baku weekly newspapers – Flyers distribution (18-23 April 2014)</li> <li>• Different prizes for lottery and competition winners (26-27 April 2014)</li> </ul> |





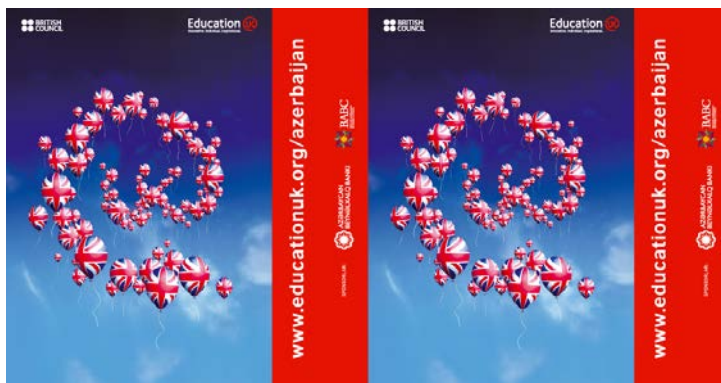
## Appendix 10: Media Coverage

### Media Coverage links before and during the exhibition:

1. [www.apa.tv/video/9166](http://www.apa.tv/video/9166)
2. [www.youtube.com/watch?v=O0og02nXLtM](http://www.youtube.com/watch?v=O0og02nXLtM)
3. [www.telebe.az/h%C9%99ft%C9%99sonu-bakida-birl%C9%99smis-kralliqda-t%C9%99hsil-s%C9%99rgisi-keciril%C9%99c%C9%99k/](http://www.telebe.az/h%C9%99ft%C9%99sonu-bakida-birl%C9%99smis-kralliqda-t%C9%99hsil-s%C9%99rgisi-keciril%C9%99c%C9%99k/)
4. [www.resurs.az/xeber.php?x=2136](http://www.resurs.az/xeber.php?x=2136)
5. [www.1news.az/society/20140425031204031.html](http://www.1news.az/society/20140425031204031.html)
6. [www.ekstrainfo.com/british-council-s%C9%99rgi-kecir%C9%99c%C9%99k/](http://www.ekstrainfo.com/british-council-s%C9%99rgi-kecir%C9%99c%C9%99k/)
7. [www.pressforum.az/2014/04/25/bakida-britaniya-s%C9%99rgisi-ingilis-dili-v%C9%99-yay-kurslarina-qosulmaq-olar/](http://www.pressforum.az/2014/04/25/bakida-britaniya-s%C9%99rgisi-ingilis-dili-v%C9%99-yay-kurslarina-qosulmaq-olar/)
8. [www.events.az/birlesmis-kralliqda-tehsil-sergisi](http://www.events.az/birlesmis-kralliqda-tehsil-sergisi)
9. [www.topnews.az/news/498599/Bakida-tahsil-sargisi-kechirilir.html](http://www.topnews.az/news/498599/Bakida-tahsil-sargisi-kechirilir.html)
10. [www.telebe.az/bu-gun-v%C9%99-sabah-bakida-birl%C9%99smis-kralliqda-t%C9%99hsil-s%C9%99rgisi-kecirilir/](http://www.telebe.az/bu-gun-v%C9%99-sabah-bakida-birl%C9%99smis-kralliqda-t%C9%99hsil-s%C9%99rgisi-kecirilir/)
11. [www.resurs.az/xeber.php?x=2156](http://www.resurs.az/xeber.php?x=2156)
12. <http://interfax.az/view/606287>
13. [www.sia.az/az/news/education/406206-bakida-tehsil-sergisi-kecirilir](http://www.sia.az/az/news/education/406206-bakida-tehsil-sergisi-kecirilir)
14. [www.regionaltv.az/news/social/10572](http://www.regionaltv.az/news/social/10572)
15. [www.bakixeber.com/?q=node/20590](http://www.bakixeber.com/?q=node/20590)

# Appendix 11: Promotion Materials

## Samples for promotion materials



## Appendix 12: Branding

### World Business Centre, AGA Plaza, international schools in Baku, 28 Cinema promotion samples





## Appendix 13: Social Media

**Lots of visitors, mass media, organizations (Including Azerbaijan Embassy in London) shared the photos in front of the back-drop banner with the #edukaz hash tag on Facebook and Twitter**

**Embassy of Azerbaijan, London**  
13 hrs · 🌐

Retweeted Saint Michael's (@StMichaelsColl):  
#edukaz @azBritish welcoming speech at the #British education event in #Baku, #azerbaijan <http://t.co/0pxYZrFvKP>



Saint Michael's (@StMichaelsColl) posted a photo on Twitter  
Get the whole picture - and other photos from Saint Michael's  
[PIC.TWITTER.COM](http://pic.twitter.com)

**Gunay Massimova at Hilton**  
19 hrs · Baku · 🌐

Come and visit UK education exhibition #edukaz



Like · Comment · Share

👍 Nigar Baimova, Sabina Guli, Farida Fataliyeva and 44 others like this.

## Appendix 14: Exhibition Photographs

**Some inspiring photos from the exhibition**

**For more photos:**

<https://www.facebook.com/media/set/?set=a.769927826373858.1073741844.147031001996880&type=3>

