



Education UK Exhibition
11-12 APRIL 2015
Baku, Azerbaijan

Contents

1. Event fact file.....	3
2. Objectives of the event	4
3. Key statistics	4
4. Workshops	5
5. Market developments	5
6. Visitor survey analysis	6
7. Exhibitor survey analysis	7
8. Impact of marketing plan	8
8.1. Objectives of the advertising campaign.....	8
8.2. Tools, Solutions, Results.....	9
8.3. Advertising Budget.....	9
8.4. PR and Advertising value.....	10
9. Budget analysis	11
10. Conclusions and follow-up.....	11
10.1. Extent to which the objectives were met.....	11
10.2. Key recommendations for institutions.....	12
10.3. Key recommendations for the British Council	12
Appendix 1: List of participating institutions	13
Appendix 2: Event programme	14
Appendix 3: Workshops.....	15

Appendix 4: Visitors' survey results (All attended the event).....	16
Appendix 5: Visitor registration data analysis	17
Appendix 6: Exhibitors' survey results	18
Appendix 7: Exhibition expenses.....	20
Appendix 8: Advertising and promotion plan (media plan)	20
Appendix 9: Media Coverage	23
Appendix 10: Promotion Materials.....	24
Appendix 11: Social Media	25
Appendix 12: Exhibition Photographs.....	25



1. Event fact file

Venue	Hilton Hotel Baku, 11-12 April 2015
Opening hours	11:00 – 17.00
Opened by	<p>Mr Irfan Siddiq, Her Majesty's Ambassador to the Republic of Azerbaijan</p> <p>Ms Leyla Mayilzade, Ministry of Education, HR Department</p> <p>Ms Elizabeth White, Director of British Council Azerbaijan</p> <p><i>Invited 100 guests from different business organizations, schools, alumni associations, higher education institutions.</i></p>
Important moments of the event	<ul style="list-style-type: none">• 17 colleges, schools and English Language Training providers attended the event;• Various competitions were run to attract audience interest and about 30 people won different prizes, including 3 short-term courses to the UK;• During 2 days 8 presentations, seminars on summer courses, English language courses, boarding schools were conducted by the exhibitors, average attendance was 15 persons per each session See details in Appendix 3;• 35 temp staff we involved for the organization of the event and 6 of them were people with disabilities;• Agent Networking event was organized a day before the event and 10 agents from 8 companies joined the event and had networking with the exhibitors. There were 12 exhibitors, so number of agents and exhibitors almost fits each other;• We had 23 paid promotion in the Facebook reached 625 817 users, proportionally at least 15 000 different Facebook users saw our Facebook announcements. Also for we had Google ads and LinkedIn promotion for the exhibition;• We used new Visitor Registration System for the first time at this exhibition and got positive feedback from the exhibitors. We printed badges with QR codes and each exhibitor could get the details of the visitor by scanning the QR code.



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	
Visitors	
11 April 2015 (Saturday)	400
12 April 2015 (Sunday)	500
Total No of Visitors:	900
Exhibitors*	
Colleges, Schools, English Language Training providers	17
Total No of Exhibitors:	17

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

When we asked about the study plans in the UK:

Programmes	Responses	%
Learn English	263	22.33%
Postgraduate	232	19.69%
Short Course(s) (eg Summer course)	179	15.20%
Undergraduate	141	11.97%
Postgraduate MBA	101	8.57%
Professional Award/Employment related qualifications (eg. ACCA etc.)	83	7.05%
Pre-university academic (eg A-Levels, IB)	70	5.94%
Vocational and technical (eg NVQ, BTEC, VQ)	66	5.60%
Boarding School	42	3.57%

**1175 different responses. One person could choose more than one option. Totally 900 people responded to this question.*



Demographics of Visitors*	Persons
Gender	
Male	284
Female	313
Not mentioned	386
Age	
11-20	236
21-30	251
31-40	76
41-50	35
>50	385

**983 people information, not all of them attended at the event. 60 % of them registered for the event in advance and remaining 40 % registered for the event at the registration desk during the exhibition.*

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 8 workshops over the weekend. A full schedule of the workshops can be found in the workshops programme in [Appendix 3](#).

Most of 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.

The workshops were advertised on the Facebook event page well in advance and were announced in the stage area of the exhibition. The info was added to the catalogue as well that distributed amongst the visitors.

5. Market developments

This was our fourth exhibition in last two years. After each exhibition we learn lots of useful information and the feedback forms help us to get point of view of the exhibition in terms of the trends. Current exhibition shows that there is a great interest for short term courses, summer courses. Some of the exhibitors also mentioned that they felt interest for pre-university programs as well. In general market are quite young and not all visitors has clear information about the UK education system. Comparing last year's schools and colleges exhibition we had less visitors who asked for UG, PG programs, MBA, PhD. This time we saw that lots of parents visited the event with their children and knew why they are attending the event.



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

- More people that are seeking summer schools/short courses
- More international schools in Baku – Local competition
- Increased interest in summer programs
- Juniors/adults equal interest
- Little knowledge of A Level
- Currency devaluation issues
- Great demand for summer school
- Great demand for short courses in general
- Foundation
- English courses
- Relatively price sensitive because of the government funds available for post and undergraduate studies
- Cost is a factor
- Obsessed with London as a location
- More interest in foundation programmes, scholarships, summer courses
- Summer schools interest
- A Level
- More and More agents

6. Visitor survey analysis

- On-line registration was set up for the exhibition in the beginning of March 2015. **600 persons registered for the event online in advance.** Not all pre-registered attended the event. We had also more than 600 walk-ins. Half of their details were added to the VRS system. But around 200 visitors, especially parents didn't give their e-mail address at the registration desk that we could add them to the VRS. But the details of the visitors was accompanied by these people were added to the system. The total number of visitors **was around 900** and it was estimated on the basis of counter person at the entrance, observations of the registration team and the total number of bags and catalogues were given out;
- A few analyses presented within this report from the visitors online registration system. 87 per cent of visitors said that overall it was high quality event;
- We asked different questions related on seminars quality, British Council staff support, and exhibition area from the visitors and their responses are overall satisfactory. But we continue to develop quality of our events and make our events more useful for most of our visitors. We also learnt about their suggestions for further events. We are glad to inform you that our exhibitions are almost the best well-organized education exhibitions in Baku according to the opinion of dozen of our visitors;
- Most of the visitors found out about the exhibition through various online sources, especially Facebook. It was the same in all our three exhibitions. Facebook budget wasn't so much, but these three exhibitions show that it is the most effective communication tool. There are **around 1 million** Facebook users in Azerbaijan currently. Total population is over **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 **17**. 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 (70.59 per cent);
- 82 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**: All 17 exhibitors mentioned the highest score;
- In response to the question - **Level of BC support during the exhibition**: 15 exhibitors mentioned the highest score;
- In response to the question - **Quality of the venue**: 16 exhibitors mentioned the highest score.

Some of the specific comments received:

Etherton Education

It is good that you welcome agents. Thanks very much for your help!

English UK

Ilham is exceptional in organization and is always quick to respond to our needs. The event has helped me understand the market trend better. Hope economy situation will improve and the market potential opens up further.

Bell

Thank you for excellent dinner on Saturday evening – was a fantastic experience!

Saint Michael's College


Well-organized with generally good enquiries.

John Leggott College

Excellent support from British Council Baku support and in particular our interpreter. Thank you very much!

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

- Fall in local currency
- Confusion over latest UKVI rules a what level of English is needed.
- The importance of range of courses
- The need for good links with agents
- To have two representatives – boarding schools program and summer schools programs
- Agents, British Council and schools need to collectively education the market about different option in getting into the UK with academic programmes
- A niche market

- 
- Importance of links with schools/teachers
 - English language colleague should attend instead of UFP

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 over 1 000 visitors over 2 days at the exhibition;
- b) To increase number of self-funded visitors for the exhibition;
- c) To attract more parents and business people, decision makers, to develop market for boarding schools, further education and ETL sectors and undergraduate programs;
- d) Demographically targeting students aged 15-25 and parents 35-55;
- e) Economically targeting middle-class families having annual minimum 60K GBP income.

Primary target audience

- Parents of school children for boarding schools, foundation, summer and language programs;
- Academics and administrative staff of educational institutions as potential connectors;
- Business people and entrepreneurs as potential sponsors ELT courses.

With the purpose to attract professional people, parents of the potential students we placed promo video at the business centres, distributed flyers together with the tickets at the Cinema. We worked with the teaching centres and schools in Baku city centre by placing posters, distributing flyers. We also sent 200 business letters to the business contacts.

In Azerbaijan Facebook is still most popular digital media tool and we used its advantages widely during the promotion. An event page we had over 1 000 attending confirmations and we did constant promotion through this event page. Also, with the British Council Azerbaijan's Facebook page which had more than 60K `likes' before the exhibition. 23 special designed texts in English, Azerbaijani and Russian were promoted on Facebook. We also published articles on different news portals in Azerbaijani and Russian languages.

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 the same format competition before our first and second exhibition as well and they had good impact. Again this time we organized the competition with Radio-Antenn 101 FM before the exhibition. The winner got 2-week `complimentary' course by Saint Michael's 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 100 invitations to them via courier. We had e-mail communication with all our contacts. Also, several numbers of articles published on different business portals before the exhibition.

8.2. Tools, Solutions, Results

This was second time we had a special event for the British Schools, College and ELT providers.

We achieved 75-80 % of the visitors' target. We expected more than 1 000 – 1 200 visitors over the two day exhibition and the final number of the visitors was 900 visitors. The first day of the event was rainy and cold. So that is why for the first time in our events most of the visitors came to the exhibition on the second day of the event. We understand that it is important to have quality number of visitors. There are more than 10 general exhibitions in Baku for education, 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 75-80 %. 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: Sending direct mails, communications.

8.3. Advertising Budget

We developed the media and marketing plan according to our good and bad experience in first three exhibitions. While analyzing the results of all exhibitions we learnt more about the exhibition market in



Azerbaijan, and then chose more relevant marketing promotion channels for the advertising. 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. Our experience from firth two exhibitions helped us to have wiser approach for PR and advertising.

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 have good exhibition sponsorship format for future events to reach more targeted audience via the sponsor's recourses;
- to broaden cooperation with the most effective resources, increasing the number of information partners;



- 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 3.75 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 increase number of quality visitors: At the first exhibition in November 2013 we had 3 800 visitors. Later when we organized a special event for schools and colleges in April 2014 we had 1 300 visitors. Last November we had 2 600 visitors and this time we had 900 visitors. We will not focus on quantity for our future events as this exhibition we saw that we had more quality visitors comparing April 2014 though we had less number of total visitors. Exhibitors mentioned that this year English language level of visitors were better than previous year. Weather condition also affected for the number of visitors. But we believe that the students are really looking for study in the UK, they came to the exhibition and students without serious interest didn't attend the event.

To showcase the variety of opportunities within the UK's education system: The exhibition catalogue consisted of information about the institutions and their discounts that offered for Azerbaijani students. Our aim was to provide our visitors with range of information about the UK education system and its strengths. The workshops were organized during two days of the exhibition were also useful for parents and students on different topics.



To support participating institutions' recruitment in Azerbaijani market:

This objective was met initially according to the feedback from exhibitors. But this is long term process and we recommend institutions to continue their activities in the market throughout the year.

10.2. Key recommendations for institutions

- As mentioned above we highly recommend to undertake profile-raising activities in Azerbaijan throughout the year;
- Azerbaijan is a quite new market for boarding schools, further education and ETL sectors, students, but we think that our continuously events, your market development plans will help us to increase market size for all above mentioned sectors by 2020;
- Exhibitors need to apply for a visa minimum a month before the event;
- Exhibitors are kindly asked to send all necessary forms from the Handbook at once to meet the deadlines;
- Exhibitors are recommended to work with the agents closely before and after the event. As this is chance for the institution to meet potential student and parent at the event and it will increase confidence and trust;
- Luckily comparing previous exhibitions we received marketing materials on time from all exhibitors. Any case we recommend to send materials (brochures and catalogues) at least 4 weeks before to the exhibition via freight. We also ask 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;
- Many exhibitors expressed the opinion that The Hilton Hotel Baku was the **best venue** for this kind of event, with 98.5 per cent;
- Though we have some comments on the length of the exhibition, satisfaction was 81 per cent;
- Workshops were well attended, but we are thinking how to make them effective for both exhibitors and visitors.

A few more recommendation by the exhibitors:

- *Chance for schools to do a short presentations to the agents*
- *Avoid the clash with other education fairs*
- *More awareness of UFP needs to be promoted*
- *To target more private high schools who are looking for A level + UFP*
- *A more structured approach to the networking event*
- *Clearer direction about the market demand for summer schools*
- *Perhaps shorten to 1 day*
- *Sunday start at 12 pm*



Appendix 1: List of participating institutions

1. Astrum Education
2. Bell Educational Services
3. Bosworth Independent College
4. Brooke House College
5. Buckswood School
6. Cambridge Tutors College
7. Cardiff Sixth Form College
8. David Game College
9. English UK
10. Etherton Education
11. Friends' School, Saffron Walden
12. John Leggott College
13. Kaplan International
14. Mander Portman Woodward
15. Saint Michael's College
16. St Mary's Cambridge
17. Study Group International

Appendix 2: Event programme

Programme for exhibitors: Date	Time	Event
Friday, 10 April 2015	18:00-19:00	Agents and exhibitors networking – 10 exhibitors and 10 representatives from 8 agencies joined the event
	19:00-20:00	Market briefing and Logistic briefing
Saturday, 11 April 2015	09:30-11:00	Stand Set-up
	10:30-17:00	Continuously coffee-break
	11:00-17:00	Exhibition
	12:00-12:35	Official opening ceremony – With the representatives of the business organization and mass media
	13:00-14:30	Buffet lunch
	19:00-22:00	Cultural Evening at Karvansara restaurant
Sunday, 12 April 2015	10:30-17:00	Continuously coffee-break
	11:00-17:00	Exhibition
	13:00-14:30	Buffet lunch
	16:30-17:00	Exhibition closing
	18:30-20:00	Tea Party – Baku sightseeing tour



Appendix 3: Workshops

11 April 2015 / Saturday
Topaz room / Hilton hotel

Time	Topic	Representative	Exhibitor
12:30-13:15	Getting into the most prestigious UK universities	Ian Grout, International Development Officer	Cambridge Tutors College
13:20-14:05	English Language Learning – Summer Opportunities	John Perry, Admissions Director	Broadway Education
14:10-14:55	Pathways to top UK Universities	Chris Broadhurst, Deputy Director	Astrum Colleges
15:00-15:45	Succeed with IELTS	Fariz Aghamirov, IELTS Coordinator	British Council Azerbaijan

12 April 2015 / Sunday
Topaz room / Hilton hotel

Time	Topic	Representative	Exhibitor
12:30-13:15	10 reasons to study English in the UK	Sarah Wang, International Manager	English UK
13:20-14:05	Summer School	Adam Smallwood, Centre Manager	Saint Michael's College
14:10-14:55	University foundation programmes- Your success starts here	Helen McClure, Head of Pathway Sales	Bell - your pathway to university
15:00-15:45	Succeed with IELTS	Fariz Aghamirov, IELTS Coordinator	British Council Azerbaijan



Appendix 4: Visitors' survey results (All attended the event)

Note: During two days of the exhibition our team took survey from 224 visitors. We had survey forms both in Azerbaijani and Russian and survey takers could speak in both languages. Not all 224 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) – (180 visitors' opinion)

10	9	8	7	6	5	4	3	2	1	0
66.11%	8.89%	8.89%	6.67%	2.78%	6.11%	0%	0%	0%	0%	0.56%

2. Event met my expectations (221 visitors' opinion):

Strongly agree	Agree	Neither	Disagree	Strongly disagree
36.2%	42.08%	15.38%	4.98%	1.36%

3. I have acquired new skills and knowledge through the event (222 visitors' opinion):

Strongly agree	Agree	Neither	Disagree	Strongly disagree
45.5%	40.54%	10.81%	2.7%	0.45%

4. Overall, this was a high quality event (219 visitors' opinion):

Strongly agree	Agree	Neither	Disagree	Strongly disagree
48.4%	38.81%	11.41%	1.37%	0%

5. How did you find out about the exhibition? (Top 10 – 201 people answered to this questions and they had chance to choose more than one option)

Source of information	Percentage
Facebook	39.78
Friend or relative	13.62
www.britishcouncil.org	10.04
Received e-mail	4.30
Google	3.94
Roll-up, posters at the schools	3.94
www.EducationUK.org/Azerbaijan	3.23
Caspian Plaza	2.87
28 Cinema	2.87
Radio Antenn 101 FM	2.51



Appendix 5: Visitor registration data analysis (Not all attended the event)

983 people information, not all of them attended at the event. 60 % of them registered for the event in advance and remaining 40 % registered for the event at the registration desk during the exhibition.

1. Occupation report*

Occupation	Responses	Percentage
Student	330	54.55%
Professional	103	17.02%
Other	97	16.03%
Parent	51	8.43%
Academic	23	3.80%

*Only 604 people responded to this question.

2. How did you find out about the exhibition? (More than one option)

Occupation	Responses	Percentage
Internet	310	38.18%
Facebook	130	16.01%
British Council	151	18.60%
Friend and relative	70	8.62%
Email	77	9.48%
University, Teacher	22	2.71%
Radio, TV	11	1.35%
Newspapers	11	1.35%
Poster	8	0.99%
Others	7	0.86%
Student's association	6	0.74%
Embassy and consulate	4	0.49%
Newsletter	3	0.37%
Fliers	2	0.25%



Appendix 6: Exhibitors' survey results

Total number of exhibitors: 17

Total number of received feedback questionnaires: 17

Notes:

Exhibitors can choose more than one option for the questions number: 2 and 3

Some questions weren't answered by all exhibitors: 4 and 9

1. Has your institution attended this event before?

Yes	8 responses
No	9 responses

2. What was your main aim in coming?

Recruitment	4 responses
Profile raising	1 response
Both	12 responses

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

Undergraduate	5.88%
Postgraduate taught	0.00%
Postgraduate research	0.00%
Higher national diploma and equivalent	5.88%
Pre-university foundation courses	23.53%
Foundation	52.94%
Post-16 A-level	70.59%
Pre-sessional English School	64.71%
Boarding School	5.88 %
English Language	5.88 %
Summer academic	5.88 %

4. What is your assessment of the visitors?

Good number and good quality	62.5%
Good quality only	12.5%
Good number only	18.75%
Disappointing	6.25%

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

Yes	88.24%
-----	--------



No 11.76%

6. Please give your overall assessment of the exhibition.

Excellent 17.64%
 Good 64.71%
 Average 17.65%
 Bad 0%
 Very bad 0%

7. The exhibitors rate different points of the exhibition

Components	Responded	Total score	Average score	Satisfaction rate
Level of British Council Support before the exhibition	17	85	5.00	100.00%
Level of British Council Support during the exhibition	17	83	4.88	97.00%
Quality of the venue	17	84	4.94	98.50%
Quality of the accommodation	16	75	4.69	92.25%
Length of the exhibition	17	72	4.24	81.00%
Value for money	16	60	3.75	68.75%
Seminars programme	10	37	3.70	67.50%
Networking event	10	40	4.00	75.00%

**Minimum 1 (being very bad) and Maximum 5 (being very good), interval is 4: So the calculation is 4.88 – 1 = 3.88 / 4 = 97.00 %*

Average satisfaction for all components: **85.00 %**

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

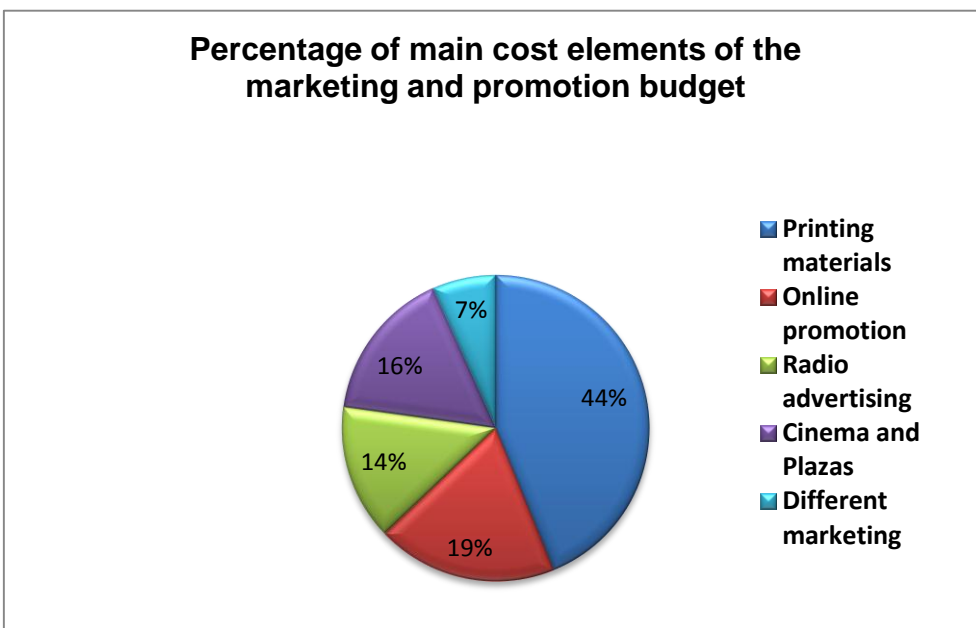
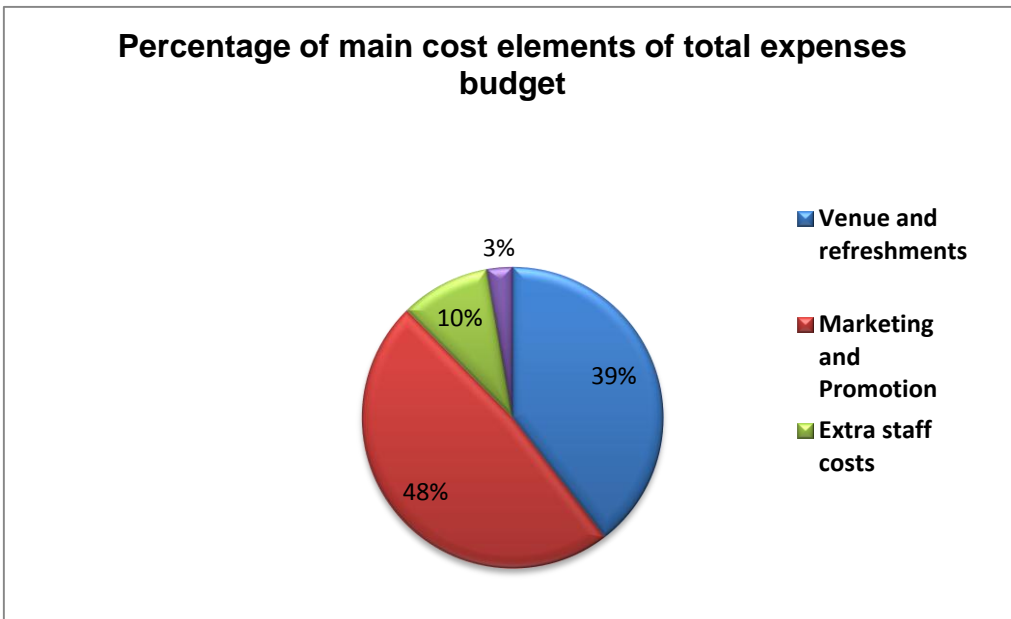
Same as this year 68.75%
 Earlier than this year (March) 18.75%
 Later than this year 12.5 %

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

Very likely 70.59%
 Likely 29.41%
 Unlikely 0%
 Very unlikely 0%



Appendix 7: Exhibition expenses



Appendix 8: Advertising and promotion plan (media plan)

<p>1</p>	<p>Online promotion</p> <p>Facebook – 23 paid promotion with around 625 817 reach (March-April 2015)</p> <p>Google Promotion – with special key words</p> <p>LinkedIn promotion – with targeted to business people in Azerbaijan</p> <p>E-mail shot to the database of the British Council – Education UK events</p> <p>Mainly promoted the event’s registration website: https://az.edukexhibition.org/</p>	<ul style="list-style-type: none"> • British Council Azerbaijan’s official website • www.educationuk.org/Azerbaijan • British Council’s Facebook Page • Global Education UK Facebook page • Facebook Event page with special cover photo (1063 confirmed attending)
<p>2</p>	<p>PR activities, publishing and broadcasting</p> <p><i>We prepared special articles and published them in Russian and Azerbaijan. Then link was promoted on Facebook. Beside this we had free media coverage, especially on the exhibition opening date, different media representatives, including, Lider TV, ITV, AZTV, Xezer TV, Azertag, SalamNews, ANS TV and etc. attended the opening ceremony of the event.</i></p> <p><i>Please see Appendix 9 for the media coverage.</i></p>	<ul style="list-style-type: none"> • Telebe.Az – 1 article published • Oxu.Az – 2 articles published • 1news.Az – 1 article published • EducationUK.org/Azerbaijan
<p>3</p>	<p>Printing materials</p> <p><i>100 invitation cards, as well as 200 business letters were sent to different business organizations, schools and higher education institutions. Flyers mainly distributed at schools and 28 Cinema. We placed posters especially at the schools. Bags and catalogues were distributed amongst the exhibition visitors. We had 33 volunteers that worked as registrants, translators, navigators and they dressed special printed T-Shirts.</i></p> <p><i>Please see Appendix 10 for promotion materials samples.</i></p>	<ul style="list-style-type: none"> • 100 invitation cards • 25 posters • 5 000 general flyers printing • 3 000 flyers for 28 Cinema • 3 roll-ups printing • 800 bags printing • 1 000 catalogue printing • Back-drop banner printing • 33 T-Shirts for volunteers • 46 badges for exhibitors



<p>4</p>	<p>Radio Promotion</p> <p><i>We had radio promotion from 6 April to 10 April in the morning show of Media FM and day time promotion on 11-12 April again on Media FM. The duration of the spot was 27 seconds. Also we did competition on Antenn Radio from 6-10 April in the “Megapolis” morning show where the winner won the 2 weeks course to the UK by the one the exhibitor, Saint Michael’s College.</i></p>	<ul style="list-style-type: none"> • Media Radio – 105.5 FM • Competition on Antenn Radio 101 FM
<p>5</p>	<p>Different marketing and promotion activities</p> <p><i>We distributed 3000 flyers at 28 Cinema for 15 days. This is the biggest cinema in Baku and very popular not only amongst young people also business people. We prepared the promo video and placed it at 4 business Plazas, Chirag Plaza, ISR Plaza, Caspian Plaza and Dalga Plaza.</i></p> <p><i>We organized several competitions before and during the exhibition. One of them was the lottery amongst visitors of the event. Lucky visitors won mobile phone, tickets for the Cinema, UK branded gifts and souvenirs. Some prizes were presented by the exhibitors. We had also #edukaz hash tag competition. Please see Appendix 11 for the hash tag competition and Appendix 12 for photos from the exhibition.</i></p>	<ul style="list-style-type: none"> • Flyers distribution at 28 Cinema (1-12 April) • Promo video placement at business centres (6-12 April 2015) • Different prizes for lottery and competition winners (11-12 April 2015)



Appendix 9: Media Coverage

Media Coverage links before and during the exhibition:

(Majority of them are in Azerbaijani)

<http://allmag.az/articles/view/birlesmis-kralliqda-tehsil-sergisi>

<http://oneclick.az/posters/Britaniya+tehsil+sergisi+36>

<http://report.az/elm-ve-tehsil/bakida-britaniya-sergisi-kecirilecek/>

<http://1news.az/society/20150408101649501.html>

<http://oxu.az/society/70551>

<http://ru.oxu.az/society/70550>

<http://www.azpress.az/index.php?lang=az§ionid=news&id=37031>

<http://metbuat.az/news/76102/Baku%2Bto%2Bhost%2BBritish%2BEducation%2BExhibition.html>

<http://salamnews.org/az/news/read/169784>

<http://www.educationuk.org/azerbaijan/articles/education-uk-event-azerbaijan-april-2015/>

http://musavat.com/news/tehsil/bakida-birleshmish-kralliqda-tehsil-sergisi-kechirilir_258734.html?welcome=1

<http://heyevent.com/event/781889048560647/education-uk-exhibition-birlsmis-krallqda-thsil-srgisi>

<http://resurs.az/xeber.php?x=2776>

<http://arxiv.az/az/azertag.az/43861385/Bakida+Birleshmish+Kralliqda+tehsil+sergisi+acilib>

Appendix 10: Promotion Materials

Samples for promotion, merchandising materials:

Education UK
Innovative. Individual. Inspirational.

BİRLƏŞMİŞ KRALLIQDA TƏHSİL

11-12 APREL 2015/11:00-17:00
SƏRĞİ • HILTON HOTEL (Azadlıq prospekti 1B)

GİRİŞ SƏRBƏSTDİR

<https://az.educationuk.org>

British Council Azerbaijan
exhibition@britishcouncil.az

BRITISH COUNCIL

www.educationuk.org/Azerbaijan

BİRLƏŞMİŞ KRALLIQDA TƏHSİL PORTALINIZ

BRITISH COUNCIL

Education UK

Education UK
Innovative. Individual. Inspirational.

BİRLƏŞMİŞ KRALLIQDA TƏHSİL

- Kollec və məktəblər
- İngilis dili kursları
- Yay kursları və məktəbləri
- Təqəddir və güzəşt imkanları
- Seminarlar və təqdimatlar
- Birbaşa arıza qəbulu
- Konsultasiyalar
- Müsabiqələr

11-12 APREL 2015/11:00-17:00
SƏRĞİ • HILTON HOTEL (Azadlıq prospekti 1B)

GİRİŞ SƏRBƏSTDİR

BRITISH COUNCIL

British Council Azərbaycan sizə 28 Cinemada xüsusi səyrlər təqdim edir və böyük məmnuniyyətlə sizə özünü 11-12 aprel 2015-ci il tarixində Hilton otelində keçiriləcək "Birləşmiş Krallıqda Təhsil" sərgisinə dəvət edir. Bu Birləşmiş Krallıqda, eyni zamanda dünyanın top universitetlərində təhsil ala bilərsiniz. Sərgidə özünüzün yüksək təhsil standartları ilə maksimum səmərəni əldə edə bilərsiniz. Sərgidə özünüzün ən yaxşı məktəbi, kollec və İngilis dil kurslarının Bakıdakı 4-cü sərgisində. Özünü və övladlarını İngilis dilini öyrətməyi üçün ilk addımı bu sərgidə atmaq istəyən sizə dəvət edirik. Sərgi ziyarət etməklə siz həmçinin 28 Cinemada İngilis dilində olan filmlərə 2 mərtibə bilet də qazandırmaq imkanı əldə edəcəksiniz.

Sərgi iştirakçıları:

1. Astrum Colleges
2. Bell – your pathway to university
3. Broadway Education
4. Brocks House College
5. Blackwood School
6. Cambridge Tutors College
7. Cardiff Sixth Form College
8. David Game College Group
9. English UK
10. Elberton Education
11. Friends School Saffron Walden
12. John Leggott College
13. Kaplan International English
14. Mander Purman Woodhead
15. Saint Michael's College
16. St Mary's School, Cambridge
17. Study Group

SƏRĞİ ÜÇÜN QR KODUNU QOYUN
SƏRĞİ ÜÇÜN TELEFONUNUZDAN QR KODU
SKAN EDİB GİRİŞƏZ.

<https://az.educationuk.org>

British Council Azerbaijan
exhibition@britishcouncil.az



BRITISH COUNCIL

Education UK
Innovative. Individual. Inspirational.

BİRLƏŞMİŞ KRALLIQDA TƏHSİL SƏRĞİSİ

11-12 APREL 2015

BRITISH COUNCIL

Education UK
Innovative. Individual. Inspirational.

BİRLƏŞMİŞ KRALLIQDA TƏHSİL

11-12 APREL 2015/11:00-17:00
SƏRĞİ • HILTON HOTEL (Azadlıq prospekti 1B)

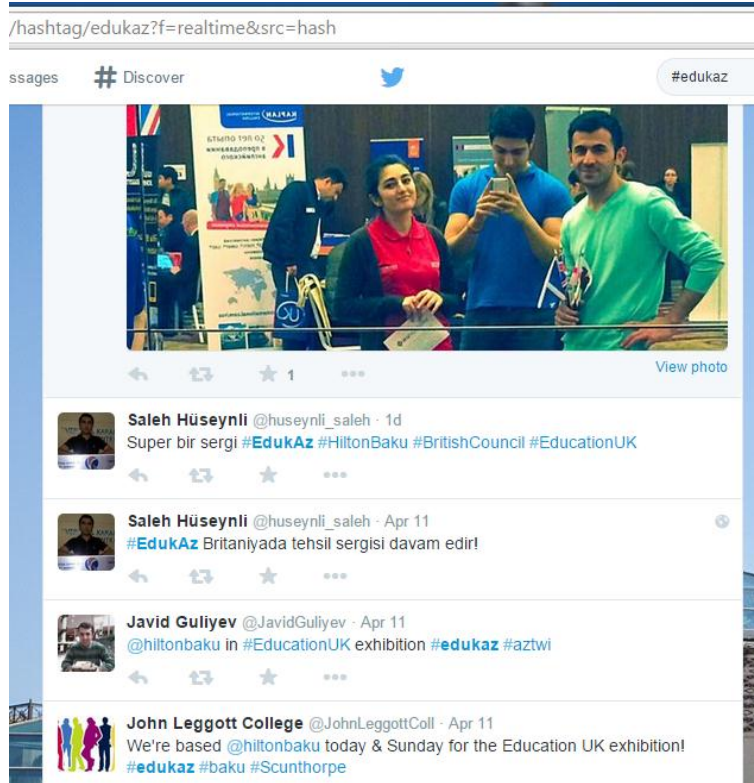
Britaniyanın ən yaxşı məktəb, kollec və dil kurslarının Bakıdakı 4-cü sərgisi

GİRİŞ SƏRBƏSTDİR



Appendix 11: Social Media

Visitors, mass media, exhibitors and organizations shared the photos from the exhibition with the #edukaz hash tag on Facebook and Twitter:





Appendix 12: Exhibition Photographs

Some inspiring photos from the exhibition

For more photos:

<https://www.facebook.com/media/set/?set=a.972777056088933.1073741857.147031001996880&type=3>

