



# Education UK Exhibition 12 MARCH 2016 Baku, Azerbaijan

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# 1. Event fact file

<b>Venue</b>	Hilton Hotel Baku, 12 March 2016
<b>Opening hours</b>	11:00 – 16:00
<b>Important moments of the event</b>	<ul style="list-style-type: none"><li>• 15 UK colleges, schools and English Language Training providers signed up for the event and 14 of them were represented at the event;</li><li>• We had 20 paid promotion on the Facebook reached more than 575 000 users, proportionally at least 28 750 different Facebook users saw our Facebook announcements. Also we had Google, Instagram and LinkedIn promotion for the exhibition;</li><li>• Visitor Registration System was used again at this exhibition and we got positive feedback from the exhibitors and visitors. We printed badges with QR code and each exhibitor could get the details of the visitor by scanning the QR code. Exhibitors can see all the data as well by logging with the account name and password;</li><li>• Various competitions were run to attract audience interest and about 30 people won different prizes, including 10 people won one month online English language course;</li><li>• During the exhibition 8 presentations were held on Language and Summer courses, Academic English language, Foundation and IB and A Levels programs, tuition and living at the boarding schools, IELTS test and etc.;</li><li>• 30 temp staff were involved for the organization of the event and 10 of them were people with disabilities;</li><li>• Before the event we organized Schools Forum between the exhibitors and local secondary schools. The local schools represented Top 30 public schools in Baku. Most of the schools' principals had limited information about the UK education system. It was great opportunity to link the schools and colleges from both parts for future partnership projects;</li><li>• After the exhibition a round table was arranged between the exhibitors and local agents. The purpose of the event was to discuss best partnership model in the current economic environment.</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);
- 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

<b>Attendance</b>	
<b>Visitors</b>	
12 March 2016 (Saturday)	400
<b>Total No of Visitors:</b>	<b>400</b>
<b>Exhibitors*</b>	
Colleges, Schools, English Language Training providers	15
<b>Total No of Exhibitors:</b>	<b>15</b>

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

### When we asked about the study plans in the UK:

Programmes	Responses	%
Postgraduate	256	24.27%
Learn English	198	18.77%
Undergraduate	160	15.17%
Short Course(s) (eg. Summer course)	126	11.94%
Postgraduate MBA	86	8.15%
Professional Award/Employment related qualifications (eg. ACCA etc.)	87	8.25%
Vocational and technical (eg. NVQ, BTEC, VQ)	53	5.02%
Pre-university academic (eg. A-Levels, IB)	52	4.93%
Boarding School	34	3.22%

*\*1052 different responses. One person could choose more than one option.*

Gender	Number of persons
Male	272
Female	300
Not mentioned or prefer not to say	121

[\\*More VRS report can be found in Appendix 5.](#)

## 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 on the event day. A full schedule of the workshops can be found in the workshops programme in [Appendix 3](#).



Most of the workshops were well attended. All workshops were delivered in English, except IELTS sessions and we provided translation services for sessions in English to help parents and students ask their questions in Azerbaijani or Russian languages from English speaker presenter.

The workshops info was published on Education UK website in advance and any interested persons can register for up to 2 workshops in advance through registration system. This information was advertised on the Facebook well in advance. The info was added to the catalogue as well that distributed amongst the visitors on the event day. We also printed roll-up with the workshop program and placed around the registration desk.

## 5. Market developments

This was our sixth exhibition in last three 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. The exhibitors noticed the following market developments/trends based on their enquiries:

- UK is expensive so they want a lot for scholarship
- The market are not well informed about A Level
- The UK boarding school is an expensive option
- Most visitors cannot afford our fees
- Economic problems dominating outlook of people
- More people interested with summer course and academic programs
- Demand for engineering programmes
- Lack of awareness of UK system

## 6. Visitor survey analysis (Pre-event and event day)

- On-line registration was set up for the exhibition in the mid of January 2016. **517 persons registered for the event online in advance**. Not all pre-registered attended the event. We had also more than 250 walk-ins. Most of their details were added to the VRS system. But around 75-80 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 400** 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 on this report from the visitors online registration system, as well as we have highlights from the visitors feedback reports;
- 91 per cent of total 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. 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 hundreds of our visitors last three years;
- Most of the visitors found out about the exhibition through various online sources, especially Facebook. It was the same in all our previous exhibitions. Facebook budget wasn't so much, but our experience shows that it is the most effective communication tool. There are **around 1.7 million** Facebook users in Azerbaijan currently. Total population is over **9.5 million**.

More detailed information on visitors' 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 **13**. This represented 87 per cent of the total number of exhibitors;



- Most of the institutions came to the fair both for recruitment and for profile-raising purposes (61.53 per cent);
- 61.53 per cent of the exhibitors rated the exhibition as good overall;
- In response to the question - **Level of BC support before the exhibition:** 12 exhibitors mentioned the highest score;
- In response to the question - **Level of BC support during the exhibition:** 12 exhibitors mentioned the highest score;
- In response to the question - **Quality of the venue:** 9 exhibitors mentioned the highest score.

Some of the specific comments received:

#### **Queen's College**

I had an excellent translator, Elsevar Muradli and would recommend him highly.

#### **INTO University Partnerships**

These events help providers and agents to promote the programmes and to communicate with potential agents.

#### **Cardiff Sixth Form College**

British Council fairs are very well organized and controlled.

#### **EF Education First**

Next time please increase level of awareness in private schools about your fair, in schools like XXI Esr, Dunya Mektebi, Xezer University, Qafqaz University and etc. Thank you!

#### **Friends' School**

Keep going through the hard times and persuade people of the volume of investing for the future.

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

- Explain what universities need in the UK
- We should offer a language school or more short visits
- To make links with the agents
- To make a second visit
- Azerbaijan has a lot of potential but there are obstacles

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

## **8. Conclusions and follow-up**

### **8.1. Key recommendations for institutions**

- As mentioned above we highly recommend to undertake profile-raising activities in Azerbaijan throughout the year, especially digital marketing activities;
- Market development is highly depended on the oil prices. We recommend the institutions to get updated about the market environment time to time;
- Exhibitors need to apply for the 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 students and parents 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.

### 8.3. 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 90.50 per cent;
- Though we have some comments on the length of the exhibition, satisfaction was 77.00 per cent;
- Workshops were well attended, but we are thinking how to make them more effective for both exhibitors and visitors in the future.

A few more recommendations and notes by the exhibitors:

- Keep English Language courses/institutions separate
- We would like to work with British Council more tight
- We would like to see more people attending event and better quality of the audience
- Keep up the hard work on running profile of UK education
- I think limiting numbers are beyond British Council's control



## **Appendix 1: List of participating institutions**

1. Alpha Omega College
2. Ashbourne College
3. Brockenhurst College
4. Brunel International Pathways and Language Centre
5. Cardiff Sixth Form College
6. David Game College
7. d'Overbroeck's College
8. EF Education First
9. Ellesmere College
10. Friends' School, Saffron Walden
11. Harrow House International College
12. INTO University Partnerships
13. Queen Ethelburga's College
14. Queen's College, Taunton
15. Study Group International



## Appendix 2: Event programme

Date	Time	Event/Activities
<b>Friday, 11 March, 2016</b>	15.00-16.45	Schools Forum – Networking event between Azerbaijan schools and UK institutions
	17.15-18.15	Market briefing and Logistic briefing
<b>Saturday, 12 March, 2016</b>	09:30-11:00	Stand Set-up
	10:30-17:00	Continuously coffee-break
	11:00-16:00	Exhibition open to public
	13:00-14:30	Buffet lunch
	12:00-16:00	Parallel Workshops/Seminars (2 rooms)
	16:15-17:30	Agents Forum – Networking event between Azerbaijani agents and UK institutions
	18:30-21:00	Cultural Evening at House of Sultan restaurant (Old city)





## Appendix 3: Workshops

12 March 2016 – Topaz conference room – Hilton hotel, 2nd floor

Time	Topic	Representative/Exhibitor
12:00-12:45	Studying at a UK College	Melissa Murphy, Senior International Officer at Brockenhurst College
13:00-13:45	Boarding Education in the UK	Anna Chaudhri, Head of Friends' School
14:00-14:45	Succeed with IELTS	Nazrin Ahmadova, IELTS Representative at British Council Azerbaijan
15:00-15:45	Living and studying in London and Scholarships Opportunities	Funda Kavi, Head of Sales and Marketing at David Game College Group

12 March 2016 – Akvamarin conference room – Hilton hotel, 2nd floor

Time	Topic	Representative/Exhibitor
12:00-12:45	Succeed with IELTS	Nazrin Ahmadova, IELTS Representative at British Council Azerbaijan
13:00-13:45	Getting in to top Universities	John Price-Thomas, Trustee and Physics teacher at Cardiff Sixth Form College
14:00-14:45	Pre-University Academic – A levels	Andrew Gillespie, Director of Studies at d'Overbroeck's
15:00-15:45	Study English at a UK University	Andrew Harrison, English Language Tutor at Brunel Language Centre



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

*Note: During the exhibition our team took survey from around 170 visitors. We had survey forms both in Azerbaijani and Russian and survey takers could speak in both languages. Not all 170 respondents 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) – (131 visitors' opinion)

10	9	8	7	6	5	4	3	2	1	0
55.73	13.74	18.32	5.34	1.53	3.05	0.00	0.00	0.00	0.00	2.29
%	%	%	%	%	%	%	%	%	%	%

2. Event met my expectations (163 visitors' opinion):

Strongly agree	Agree	Neither	Disagree	Strongly disagree
37.42 %	46.01 %	12.26 %	3.08 %	1.23 %

3. I have acquired new skills and knowledge through the event (162 visitors' opinion):

Strongly agree	Agree	Neither	Disagree	Strongly disagree
50.62 %	38.89 %	7.41 %	2.47 %	0.62 %

4. Overall, this was a high quality event (161 visitors' opinion):

Strongly agree	Agree	Neither	Disagree	Strongly disagree
49.06 %	41.61 %	5.59 %	2.48 %	1.24 %

5. How did you find out about the exhibition? (Top 10 – 150 people answered to this questions and they had chance to choose more than one option)

Source of information	Percentage
Facebook	36.22 %
Friend or relative	12.24 %
Institutions' representatives	10.71 %
www.britishcouncil.org	7.65 %
Received invitation	7.14 %
Roll-up, poster	2.55 %
Google	2.55 %
Instagram	2.55 %
Other exhibitions	2.55 %
Azernews newspaper	2.04 %



## Appendix 5: Visitor registration data analysis

More than 693 people registered in the system in advance or during the event. Not all of them attended at the event.

### 1. Occupation report\*

Occupation	Responses	Percentage
Student	347	59.83 %
Professional	90	15.52 %
Other	83	14.31 %
Parent	42	7.24 %
Academic	18	3.10 %

\*580 persons responded to this question.

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

Source of information	Responses	Percentage
Internet	277	41.84 %
Facebook	149	22.51 %
British Council	109	16.47 %
Friend and relative	57	8.61 %
Email	25	3.78 %
University, Teacher	17	2.57 %
Newspapers	8	1.21 %
Others	8	1.21 %
Poster	4	0.6 %
Radio, TV	3	0.45 %
Newsletter	2	0.3 %
Embassy and consulate	2	0.3 %
Student's association	1	0.15 %
Fliers	0	0 %

\*662 persons responded to this question.

### 3. Age report for the exhibition visitors:

Age limit	Responses	Percentage
<= 10	3	0.40 %
11 - 20	268	38.67 %
21 - 30	200	28.86 %
31 - 40	71	10.25 %
41 - 50	33	4.8 %
> 50	118	17.02 %

\*693 persons responded to this question.



## Appendix 6: Exhibitors' survey results

Total number of exhibitors: **15** (One of the exhibitors didn't show up)

Total number of received feedback questionnaires: **13**

*Notes:*

*Exhibitors can choose more than one option for the question # 3.*

*Question # 9 wasn't answered by all exhibitors.*

### 1. Has your institution attended this event before?

Yes	6 responses
No	7 responses

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

Recruitment	5 responses
Profile raising	0 responses
Both	8 responses

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

GSCE	46.15 %
Foundation	38.46 %
Post-16 A-level	76.92 %
Pre-sessional English School	23.08 %
English language courses	38.46 %
Summer courses	61.54 %
Higher national diploma and equivalent	15.38 %
Undergraduate	23.08 %

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

Good number and good quality	0.00 %
Good quality only	23.08 %
Good number only	46.15 %
Disappointing	30.77 %

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

Yes	100.00 %
No	0.00 %

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

Excellent	0.00 %
Good	61.54 %
Average	38.46 %
Bad	0.00 %
Very bad	0.00 %



**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	13	64	4.92	98.00 %
Level of British Council Support during the exhibition	13	64	4.92	98.00 %
Quality of the venue	13	60	4.62	90.50 %
Quality of the accommodation	12	58	4.83	95.75 %
Length of the exhibition	12	49	4.08	77.00 %
Value for money	11	44	4.00	75.00 %
Seminars programme	7	32	4.57	89.25 %

*\*Minimum 1 (being very bad) and Maximum 5 (being very good), interval is 4: So the calculation is  $4.92 - 1 = 3.92 / 4 = 98.00 \%$*

Average satisfaction for all components: **89.07 %**

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

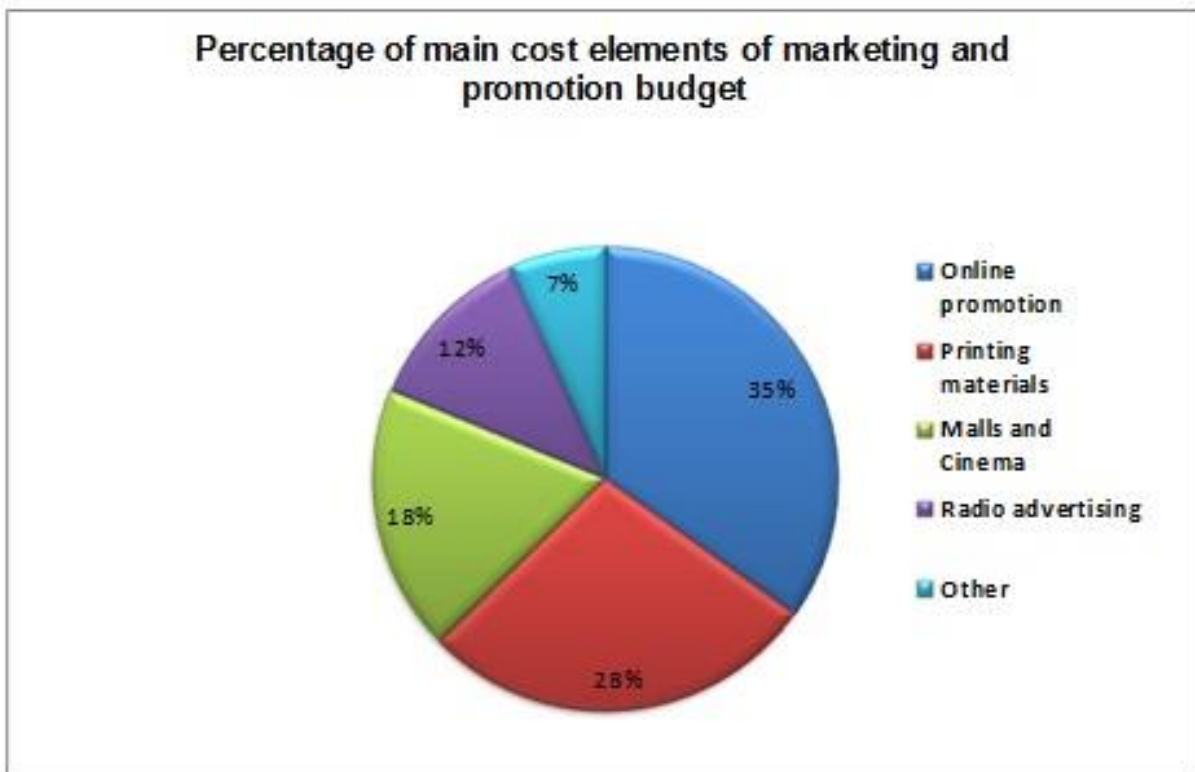
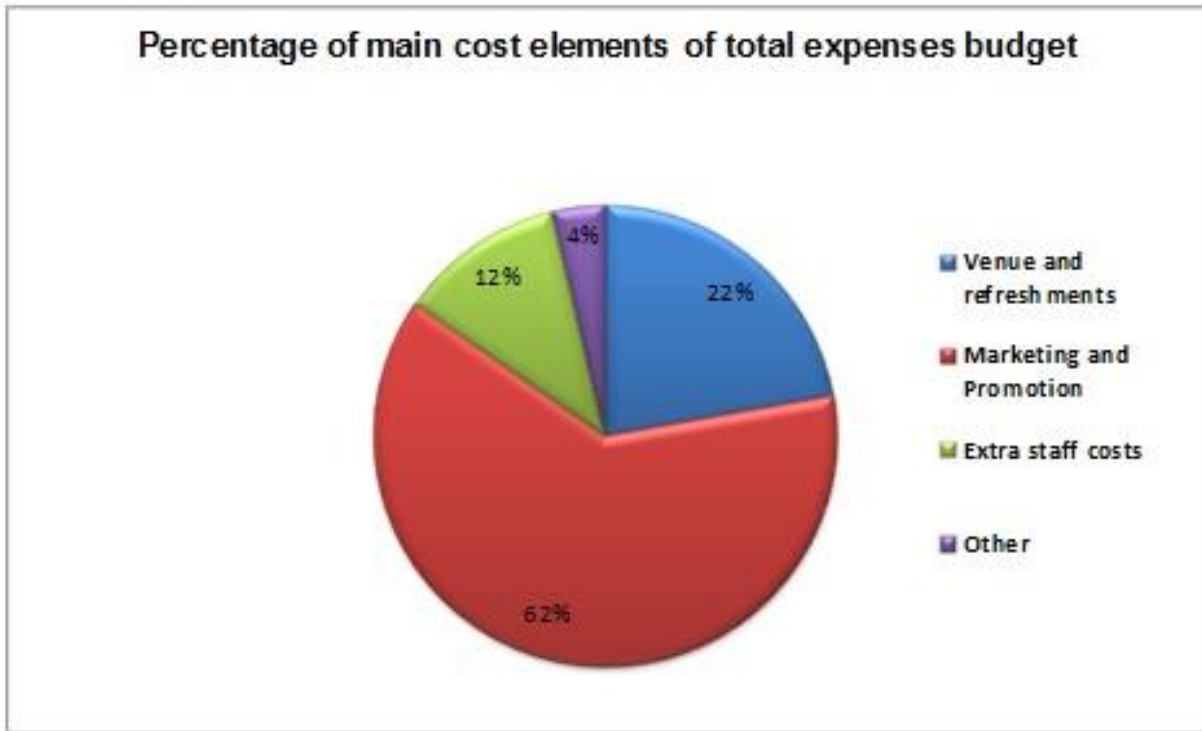
Same as this year 61.54 %  
 Earlier than this year (January) 15.38 %  
 Later than this year (May) 23.07 %

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

Very likely 50.00 %  
 Likely 50.00 %  
 Unlikely 0%  
 Very unlikely 0%



## Appendix 7: Exhibition expenses





## Appendix 8: Advertising, media and promotion highlights

1	<p><b>Online promotion</b></p> <p><i>Facebook – 20 paid promotion with around 575 000 reach (February - March 2016)</i>  <i>Google Promotion – with special key words (250 000 impressions)</i>  <i>LinkedIn promotion – with targeted to business people in Azerbaijan (85 000 impressions)</i>  <i>Dozen's twitter posts – with official #edukaz hash tag</i>  <i>3 e-mail shots to the database of the British Council – Education UK events</i>  <i>Mainly promoted the event's registration website: <a href="https://az.edukexhibition.org/">https://az.edukexhibition.org/</a></i></p>	<ul style="list-style-type: none"> <li>• British Council Azerbaijan's official website</li> <li>• <a href="http://www.educationuk.org/Azerbaijan">www.educationuk.org/Azerbaijan</a></li> <li>• British Council's Facebook Page</li> <li>• Global Education UK Facebook page</li> <li>• Facebook Event page with special cover photo (2 200 confirmed attending and interested)</li> <li>• Web banner placement at 1news.Az website for 15 days period (27 February – 12 March 2016)</li> </ul>
2	<p><b>PR activities, publishing and broadcasting</b></p> <p><i>We prepared two special articles and published them in Russian and Azerbaijan language. Then links were promoted on Facebook. Beside this we had free media coverage, especially on the exhibition opening date, different media representatives, including, AZTV, Kanal13, Azertag, Public TV, ANS TV and etc.</i></p> <p><i>Please see Appendix 9 for the media coverage.</i></p>	<ul style="list-style-type: none"> <li>• Oxu.Az – 2 paid articles published</li> <li>• 1news.Az – 2 paid articles published</li> <li>• EducationUK.org/Azerbaijan – 4 articles published</li> </ul>
3	<p><b>Printing materials</b></p> <p><i>250 invitation cards were sent to different business organizations, schools and higher education institutions. Flyers mainly distributed at schools. We placed posters also especially at the schools. Bags and catalogues were distributed amongst the exhibition visitors. We had 30 volunteers that worked as registrants, translators, and navigators.</i></p> <p><i>Please see Appendix 10 for promotion materials samples.</i></p>	<ul style="list-style-type: none"> <li>• 250 invitation cards</li> <li>• 30 posters</li> <li>• 4 000 flyers printing</li> <li>• 5 roll-ups printing</li> <li>• 400 bags printing</li> <li>• 400 catalogue printing</li> <li>• 28 badges for exhibitors</li> </ul>
4	<p><b>Radio Promotion</b></p> <p><i>We had radio promotion from 10 to 12 March in the morning show of Media FM, also 12 spots were broadcasted at Avto FM from 07-12 March at prime times. The duration of the spot was 24 seconds. Also we did competition at Antenn Radio in 7-11 March in the "Megapolis" morning show where the 10 winners won one month online English Language course by EF Education First.</i></p>	<ul style="list-style-type: none"> <li>• Media Radio – 105.5 FM</li> <li>• Avto FM – 107.7 FM</li> <li>• Competition on Antenn Radio 101 FM</li> </ul>



<b>5</b>	<p><b>Different marketing and promotion activities</b></p> <p><i>We placed light boxes at Port Baku Mall and Residence parking exit. This is premium mall and residence. We also placed light box for 15 days period at Cinema Plus at 28 Mall, which is very popular amongst middle-income families.</i></p> <p><i>We organized several competitions before and during the exhibition. Lucky visitors won gifts cards for bookshop and souvenirs. Some prizes were presented by the exhibitors.</i></p>	<ul style="list-style-type: none"><li>• Light box placement at Cinema Plus (27 February – 12 March 2016)</li><li>• Light boxes placement at Port Baku Mall and Port Baku Residence (27 February – 12 March 2016)</li><li>• A4 ads on Azernews English Language newspaper 3 issues – March 2016</li><li>• Different prizes for the competition winners (12 March 2016)</li></ul>
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## **Appendix 9: Media Coverage**

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

(Majority of them are in Azerbaijani, but some of were in Russian and English as well)

<http://1news.az/az/cemiyet/20160307010035726.html>

<http://1news.az/society/20160307125121927.html>

<http://oxu.az/society/121319>

<http://www.hamar.az/?p=30646>

<http://1news.az/az/cemiyet/20160311113923481.html>

<http://1news.az/society/20160311114035073.html>

<http://oxu.az/society/121901>

<http://report.az/elm-ve-tehsil/bakida-birlesmis-kralliqda-tehsil-sergisi-kecirilir/>

<http://report.az/ru/nauka-i-obrazovanie/v-baku-prohodit-obrazovatel-naya-vystavka-velikobritanii/>

[http://azertag.az/xeber/Bakida\\_Birlesmis\\_Kralliqda\\_tehsil\\_sergisi\\_kechirilib-935000](http://azertag.az/xeber/Bakida_Birlesmis_Kralliqda_tehsil_sergisi_kechirilib-935000)

<http://contact.az/docs/2016/Social/031400149772ru.htm#.Vvy3wvmUfTo>

<http://www.aztv.az/readnews.php?lang=az&id=24354>

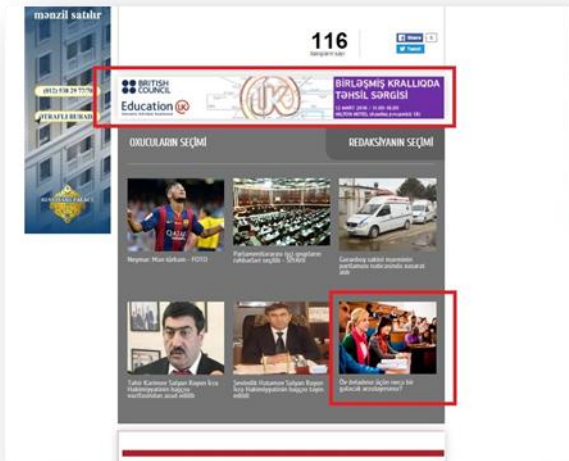
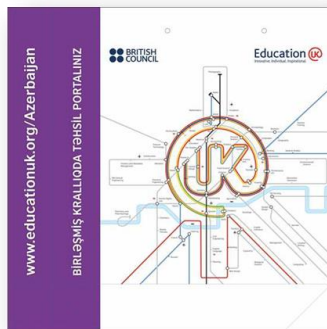
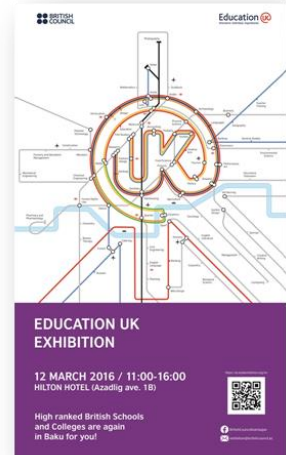
[http://fins.az/kadr\\_isi/896905/Britaniyada\\_oxumaq\\_isteyenlere\\_DAHA\\_BIR\\_SANS.htm](http://fins.az/kadr_isi/896905/Britaniyada_oxumaq_isteyenlere_DAHA_BIR_SANS.htm)

<http://metbuat.az/news/400218/bakida-birlesmis-kralliqda-tehsil-sergisi-kecirilib.html>

<https://www.kanal13.tv/az/portal/sosial/1255/Birl%C9%99%C5%9Fmi%C5%9F-Krall%C4%B1qda-T%C9%99hsil-s%C9%99rgisi-ke%C3%A7irildi.htm>

## Appendix 10: Promotion Materials

Samples for promotion, merchandising materials:





## Appendix 11: Social Media hash tag

Visitors, mass media, exhibitors and organizations shared the photos from the exhibition with the #educaz hash tag on Facebook, Instagram and Twitter, special designed Instagram Photo Frames were popular and some of the visitors posted their photos on social media with the frame.







## Appendix 12: Exhibition Photographs

Some inspiring photos from the exhibition

For more photos:

<https://www.facebook.com/media/set/?set=a.1168840289815941.1073741864.147031001996880&type=3>

