



Education UK Exhibition
02-03 November 2013
Baku, Azerbaijan

Contents

1. Event fact file.....	3
2. Objectives of the event	3
3. Key statistics	3
4. Workshops	5
5. Market developments	5
6. Visitor survey analysis	7
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.....	11
8.4. Coverage of the target audience, PR and Advertising value.....	11
9. Budget analysis	12
10. Conclusions and follow-up.....	12
10.1. Extent to which the objectives were met.....	12
10.2. Key recommendations for institutions.....	12
10.3. Key recommendations for the British Council.....	13
Appendix 1: List of participating institutions.....	14
Appendix 2: Event programme.....	15
Appendix 3: Workshops and Alumni talks	16
Appendix 4: Visitors' survey results.....	17
Appendix 5: Visitor registration data analysis	18
Appendix 6: Exhibitors' survey results.....	19

Appendix 7: Full financial report	21
Appendix 8: Advertising and promotion plan (media plan)	22
Appendix 9: Web banners from websites	24
Appendix 10: Media Coverage	25
Appendix 11: Promotion Materials	26
Appendix 12: Branding	27
Appendix 13: Social Media	28
Appendix 14: Exhibition Photographs	28



1. Event fact file

Venue	Hilton Hotel Baku - 2-3 November 2013
Opening hours	11.00–17.00
Opened by	<ul style="list-style-type: none"> ▪ Mr Irfan Siddiq, Her Majesty's Ambassador to the Republic of Azerbaijan ▪ Mr Jeyhun Bayramov, Deputy-minister of the Minister of Education of Azerbaijan Republic ▪ Ms Elizabeth White, Director of British Council Azerbaijan
Stand costs	£1,800 exc VAT (£2,160 inc VAT)
Sponsors	The International Bank of Azerbaijan The Britain Azerbaijan Business Council
Unique feature to give added value	<ul style="list-style-type: none"> • Alumni Talks were organized on both days of the exhibition • Various competitions were run to attract audience interest • During the 2 days, 9 presentations were held about engineering, foundation programs, business education, career opportunities for the UK alumni and etc. See details in Appendix 2.

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, engineering, business courses and etc.)
- 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	2013
Visitors	
2 November 2013 (Saturday)	2500
3 November 2013 (Sunday)	1300
Total No of Visitors:	3800

Attendance	2013
Exhibitors	
Colleges, Schools, ELT providers	11
HE institutions	30
Total No of Exhibitors*	41

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



Visitors Primary Market Objectives: Type of education*	2013
Foundation Course or Pre-University Course	2.80
PhD	3.82
Pre-Master's Course	3.87
Specialized studies	4.88
High School	6.71
Certificate courses / non degree courses / NVQ	6.83
Summer Courses	12.05
Language courses	13.68
Bachelor's Degree	13.78
Master's Degree	31.57

***4730 registered** for event via online registration website.
 (More than 50 per cent of total visitors pre-registered the event via the online registration system).

Visitors Primary Market Objectives: Subject of Study*	2013
Cuisine / Culinary	0.55
Agriculture / Agronomy	0.62
Religion & Theology	0.84
Physical Education, Recreation & Leisure	0.84
Architecture / Urban Planning	1.47
Psychology	2.31
Medicine / Health	2.46
Environment and Natural Resources	2.51
Fasion / Design	2.52
Media / Communication	2.68
Science	2.94
Art / Culture	3.06
Law	3.89
Political Science	5.07
Humanities / Social Sciences	5.25
Computer Science / IT / Telecommunication	6.38
Engineering	7.42
Education	8.08
Tourism & Hotel Management	8.47
Language / Literature / Translation	8.68
Business / Economics / Management	23.94

***4730 registered** for event via online registration website.
 More than 50 per cent of total visitors pre-registered the event via the online registration system.



Demographics of Visitors*	2013
Gender	
Male	50.47%
Female	47.53%
Age	
11-17	7.89 %
18-22	59.98 %
23-27	20.75 %
28-35	8.73 %
35-55	2.37%

*4730 registered for event via online registration website.

More than 50 per cent of total visitors pre-registered the event via the online registration system.

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. Various organisations and institutions worked together to deliver a total of nine 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.

We also organized alumni talks which were held in the format of a talk-show. The observations and verbal feedback received on the day from the visitors was extremely positive. They found the workshop programme very interesting and the content to be informative and well presented.

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

It was first Education UK Exhibition in Baku, Azerbaijan. It will now be an annual event. A much anticipated event by prospective students, educational agencies 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.

In 2006, the government announced **5,000 scholarships** for graduate and post-graduate study in key sectors at universities overseas. The scheme is halfway through, with **2612 scholarships** already awarded. Students who are selected are free to choose for themselves the country in which to study in and the University of their choosing. There are 33 countries involved in this scheme so far, and 544 universities worldwide. The UK is the single most popular destination for the scholars (closely followed by Germany). Higher education in the UK has an un-matched reputation for quality in Azerbaijan, and the fact that English is the language of instruction is also germane.

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

Queen Mary, University of London: A lot of interest in economics and finance programmes. Also in Engineering, Tourism and International Relations. Many people asking for Master degree level.

Durham University: Summer schools popular, high demand for scholarship, varied subjects required - good spread of interest, not all enquiries regarding Management /Oil and Gas etc.

Kent University: Less reliance on ministry scholarships.

University of Glasgow: Education management and Law

EF Education First: Many request for short summer-courses

Manchester Central School of English: Families are interested in summer-courses. They want to give their children an idea of English whilst they are young. The general English is not required from people because students believe they can apply for this without basic English.

Newcastle University: Busy! I took 123 enquiries after first day only Chemical Engineering/Master's in Education are the top two subjects. Found a better level of English amongst Azeri students than expected.

Staffordshire University: Very business focused, IELTS problems, very enthusiastic students

Royal Holloway, University of London: Lots of interest in Translation/Interpreting

Aston University: A good numbers of Master level enquiries in Business, plus Oil & Gas sector related courses

University of Leicester: Interest in summer-courses / short term English language programmes, interest in Education management and Tourism. Many undergrad enquiries prefer to stay and study for ½ year in Azerbaijan rather than do foundation programs



INTO: A lot of short-course enquiries

6. Visitor survey analysis

- On-line registration was set up for the exhibition. **4730 persons registered for the event online.** Regarding the visitors surveys, **552** persons responded questions of our staff while they were visiting the exhibition. The total number of visitors was estimated on the basis of mechanical counter at the entrance, observations of the registration team and the total number of catalogues given out.
- 89 per cent of visitors were agree with that they met their expectations from the exhibition.
- Most visitors were interested in Higher Education and Master's in general. There was also a substantial interest towards English language and Summer-courses
- According to the visitor enquiries made to the British Council stand, a lot of people were asking for rankings of UK universities, quality-assurance, scholarship programmes, and advice on how to choose schools and also for information on specific subjects (medicine, architecture, art etc.)
- Most of the visitors found out about the exhibition through various online sources, especially Facebook.


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

7. Exhibitor survey analysis

- The total number of Exhibitor Surveys completed was **39**. This represented 95 per cent of the total number of exhibitors.
- Most of the institutions came to the fair both for recruitment and for profile-raising purposes.
- 90 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:** 30 exhibitors mentioned the highest score.
- In response to the question - **Level of BC support during the exhibition:** 27 exhibitors mentioned the highest score.
- In response to the question - **Quality of the venue:** 31 exhibitors mentioned the highest score.

Some of the specific comments received:

- **Queen Mary University of London:** Very well organized event. Ilham provided a lot of support before + during the exhibition and was always very quick to help when contacted by email.
- **Durham University:** A big thank you to Ilham, Elizabeth and the British Council staff for a well-planned event. Your hospitality was excellent and planning first class. A shining example to other exhibition organisers. Thank you also for arranging the meeting at the Ministry of Education.
- **Leeds University:** The staff has done very well considering this is the first exhibition in Baku.
- **Manchester Central School of English:** I would like to see Azerbaijani teachers understanding the importance of being a qualified English teacher. I would advertise more courses such as CELTA.

- 
- **The University of South Wales:** The dinner was great, much better than a networking reception as it was nice to experience a bit of Azeri culture. Can you advertise to encourage younger students please?
 - **Bristol University:** My stand assistant Zaman Gambarov was excellent. He will be an excellent student for Bristol in 2016.
 - **Bath Spa University:** My translator Elnara Suleymanli was excellent, very professional and such an asset to my stand. I couldn't have done it without her.
 - **Boston College:** Very satisfied with all. Maybe interested in April exhibition if budget allows.
 - **Royal Holloway, University of London:** I would recommend offering "pre-fair" seminars/workshops, or information leaflets to provide further information about the UK education system/application process. This is so enquiries at the fair could be more targeted. We spend most time with enquiries talking about how to apply, rather than the actual course.

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

- English proficiency levels variable amongst students coming to the exhibition. There are good opportunities in Azerbaijan, but scholarship are important.
- That there is value in the market
- Since this is my first visit to Baku. I have had a chance to get a better feel for quality of students/their priorities/and their interests etc.

More detailed 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 4,000 visitors over 2-days at the exhibition.
- b) To broaden the target audience by attracting business audience, interested in continuing their education on Master's and MBA programs, but not attending specialized courses.
- c) To increase the percentage of parents of school children interested in high-quality education, including summer-courses.

Primary target audience

- Parents of schoolchildren from boarding schools and Foundation programs; and
- School leavers and their parents for Bachelor programs; and
- Students for universities with Bachelor's and Master's programs; and
- Young professionals for Master's and MBA programs; and
- Businessmen and entrepreneurs as parents for boarding schools and as students for MBA programs; and finally
- Mothers of schoolchildren and students for boarding schools and Bachelor's programs.

For each group, we selected the corresponding media and 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 of our first exhibition.



With the purpose to attract professional people, parents of the potential students we placed roll-up at business centres, placed promo video in the elevators of the plazas.

In Azerbaijan Facebook is still most popular internet tool and we used its advantages widely during the promotion. An event page was created which had more than 2,500 attending confirmation and we did constant promotion through this event page. Also, with the British Council Azerbaijan's Facebook page which had more than 40K `likes' before the exhibition. We also placed online-banners on the most popular job searchers websites and youth portals for being able to remind prospective students about the exhibition.

We also arranged interviews of the British Council Azerbaijan's country director to the different paper and online media. Beside the interviews we published press-releases and articles about the exhibition starting one month before 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 this with Radio-Antenn before the exhibition, with the winner receiving a 2-week `complimentary' course to be held at John Leggott College. The winner only had to pay for their accommodation and train tickets, the British Council covered Baku – Manchester – Baku airline tickets.

Here is the blog of our winner after the trip: <http://139thneverstop.livejournal.com/#post-139thneverstop-766>.

Secondary target audience:

- Educational agencies
- International departments of universities
- Business Organizations (For potential sponsorship for upcoming years)

To attract the secondary target audience, we sent more than 300 invitations to them via courier. Also, several numbers of articles published on different business portals before the exhibition.

8.2. Tools, Solutions, Results

It was our first exhibition in Baku and we planned to recruit 30 exhibitors, but the final numbers of exhibitors were increased by 11 to 41. HE was represented by 30 institutions and 11 of them were for the schools, colleges sector and English language training providers.

We achieved the visitors' target. We expected 4,000 visitors over the two-day exhibition and the final number of the visitors was 3,800 persons. We developed a promotion and media plan four months before the exhibition and was still being developed before the exhibition itself. We followed the online registration website sporadically 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:

- Facebook communication and even personal e-mails and phone calls. We received more than 200 e-mails and phone calls before the exhibition and our staff gave all relevant information regarding the exhibition;
- Promotion of the exhibition by a context advertising radio competition. During the competition Doctor Ziya (DJ) gave a lot information about John Leggott College over a 5 day period, the duration being approx.5 minutes per day;
- Interviews to the mass media. All necessary information about the registration, competitions, list of exhibitors shared during all these interviews.

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.

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

- Questioning during the on-line registration: receiving registrations prior to the event enabled us to measure the impact of every stage of the promotion.
- Indicators of the exhibition - website traffic and analysis of sources of transfer from other information resources gave us reliable information on the effectiveness of both used-channels and tools as well as on the effectiveness of the messages and their visual presentation and the interest of the target audience of these resources in the product offered.
- 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. They seemed to know their choice(s) of subject and fewer visitors asked about full scholarships, which indicated that the media plan attracted a more targeted audience.



8.3. Advertising Budget

As it was our first exhibition, 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. 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
- 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 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. Coverage of the target audience, PR and Advertising value

Detailed planning of the advertising and PR campaign allowed us to achieve a high 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 specialisation (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 are new in the market and our aim is to build strong Education UK in Azerbaijan;
- to broaden the pool of general Internet resources with wide coverage (business and news portals, social media, professional networks);
- to promote the exhibition on the websites 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 full breakdown of costs can be found in [Appendix 7](#).

The exhibition's value for money was rated by exhibitors as 3.8 on a one to five scale.

We have managed to negotiate good terms with the venue, and we also get big 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: In 2014 we are planning to have 2 exhibitions. One of them will be on 26-27 April 2014 for colleges, schools and ETL providers. We expect 1500 visitors for this exhibition. We will have special promotion tools for targeted school children and their parents who are main decision makers. Also on 01-02 November 2014 we will have same format exhibition as we had in this November and planned number of visitors is more than 4500 and our target to arrange our April exhibition with 15 exhibitors and November exhibition with 40 exhibitors.

To showcase the variety of opportunities within the UK's education system: Based on most exhibitors' comment, the visitors were a good mix of undergraduate, postgraduate and those seeking A-level/Foundation. This fact is also confirmed by the online registration results.

To support participating institutions' recruitment in Azerbaijani market:

This objective was met according to the feedback from exhibitors.

10.2. Key recommendations for institutions

- Exhibitors need to be encouraged to send all forms at once to meet the deadlines.
- Exhibitors need to apply for a visa minimum a month before the event.
- Undertake profile-raising activities in Azerbaijan throughout the year.
- Provide more information on English language courses and short/summer programs.
- To send materials (brochures and catalogues) at least 4 weeks before to the exhibition via freight. 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.
- Many exhibitors expressed the opinion that The Hilton Hotel Baku was the **best venue** for this kind of event, with 93 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.
- Water should be provided for the visitors.
- One exhibitor mentioned that more international school attendance would be good rather than us arranging private visits, although another exhibitor mentioned that perhaps we could organize a mini - fair at an international school in Baku on the Friday before the exhibition.
- Another exhibitor mentioned that we should shorten the hours (by two hours) and start at 1pm and close at 5pm.



Appendix 1: List of participating institutions

Schools, Colleges and English Language Training providers

Bellerbys College	EF Education First
Boston College	Henley College Coventry
Broadway Education	John Leggott College
Cambridge Education Group	Manchester Central School of English
Cardiff Sixth Form College	Cambridge Ruskin International College
David Game College, London	

Universities

Aberystwyth University	King's College London
Anglia Ruskin University	University of Leeds
Aston University	University of Leicester
Bath Spa University	Newcastle University
University of Bradford	The University of Nottingham
The University of Bristol	Plymouth University
Cardiff University	Queen Mary University of London
City University London	University of Reading
Coventry University	Royal Holloway, University of London
University of Derby	The University of Sheffield
Durham University	The University of South Wales
University of Glasgow	University of Southampton
Heriot-Watt University	Staffordshire University
INTO University Partnership	University of Surrey
University of Kent	The University of Warwick

Appendix 2: Event programme

Programme for exhibitors: Date	Time	Event
Friday, 1 November 2013	15.30-17.30	Meeting the head of international cooperation department of the Ministry of Education, Mr Fariz Rzayev at the Ministry of Education
	18.30-18.40	Welcome speech by Elizabeth White, Director British Council Azerbaijan
	18.40-19.00	Student Visas briefing by Lizzie Wyschna, British Embassy Azerbaijan, Head of Consulate Section
	19.00-19.50	Azerbaijan Market Briefing for exhibitors by Ilham, British Council Azerbaijan
	19.50-20.00	Exhibition logistics briefing by Ilham Yusifov, British Council Azerbaijan
	20.00-20.15	Questions and Answers
Saturday, 2 November 2013	09.30-11.00	Stand set-up
	11.00-17.00	Education UK Exhibition (1 st day)
	12.00-12.30	Official opening ceremony: UK Ambassador in Azerbaijan, Irfan Siddiq Deputy of Minister of Education, Jeyhun Bayramov British Council Azerbaijan, director, Elizabeth White
	13.00-14.30	Lunch
	19.00-21.30	Cultural evening for exhibitors and invited guests
Sunday, 3 November 2013	11.00-17.00	Education UK Exhibition (2 nd 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 and Alumni talks

Saturday, 2 November 2013

Lazurit hall (B and C) / Hilton Hotel

14.00-14.50 – The University of Sheffield, “**Alumni talks**”

15.00-15.30 – Heriot-Watt University “**Engineering: Your future**”

15.40-16.10 – Bellerbys College “**Foundation Year – Quick pathway to TOP universities**”

16.20-16.50 – The University of Sheffield “**Studying Engineering in the UK**”

17.00-17.30 – University of Leeds “**Studying Business in the UK**”

Sunday, 3 November 2013

Lazurit hall (B and C) / Hilton Hotel

13.00-13.50 – Newcastle University, University of Southampton and City University London
“**Alumni talks**”

14.00-14.30 – John Leggott College “**How to be a successful student at a school or college in the UK**”

14.40-15.10 – Bellerby’s College “**Your pathway to Oxford and Cambridge**”

15.20-15.50 – Warwick University “**How to enhance your career prospects during studies?** – Advice to master students on how best to prepare before studies and to realise career aspiration.”

16.00-16.30 – University of Glasgow “**UG: How to prepare for Undergraduate education and choose a foundation course / A-Levels**”

16.40-17.10 – Aberystwyth University “**Preparation for Studying in the UK**”



Appendix 4: Visitors' survey results

Note: During two days of the exhibition our team took survey from 552 visitors. We had survey forms both in Azerbaijani and Russian and survey takers could speak in both languages. Not all 552 visitors answered question number 4, as some of them just mentioned not sure how they found about the exhibition.

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

10	9	8	7	6	5	4	3	2	1
62%	14%	10%	5%	3%	4%	0%	0%	0%	0%

2. Event met my expectations:

Strongly agree	Agree	Neither	Disagree	Strongly disagree
36%	53%	8%	3%	0%

3. I have acquired new skills and knowledge through the event:

Strongly agree	Agree	Neither	Disagree	Strongly disagree
45%	46%	6%	3%	0%

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

Source of information	Number of choices
Facebook	261
www.britishcouncil.az	129
Friend or relative	108
www.resurs.az	31
www.1news.az	22
www.educationuk.org/azerbaijan	21
Twitter	15
www.telebe.az	13
Google searching	11
Roll-up or poster	11



Appendix 5: Visitor registration data analysis

Note: 4730 registered for event via online registration website. More than 50 % of total visitors were who pre-registered the event via the online registration system. 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
Internet	2953
British Council	971
Friend or relative	757
Email	165
University, teacher	162
Student's association	95
Poster	63
Newspapers	58
Radio, TV	50
Embassy and Consulate	41

2. Motivations to study

High academic standard	Competitive tuition fees	Parents' decision	Cultural environment	Safe environment	Friends and relatives there	
19%	3%	1%	9%	3%	2%	
Wide variety of courses and Institutions	International recognition of qualifications	Travelling in many different Countries	Scholarship offered	Having a better job in my country	Learning a foreign language	Overseas work opportunities
6%	11%	9%	6%	15%	14%	8%

7. Source of funding

Self / Family / Relatives / Friends	Company / Organization	Scholarship	Others
33.5%	11.5%	46.5%	8.5%



Appendix 6: Exhibitors' survey results

Total number of exhibitors: **41**

Total number of received feedback questionnaires: **39**

1. What was your main aim in coming?

Recruitment	18%
Profile raising	0%
Both	82%

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

Undergraduate	62%
Postgraduate taught	72%
Postgraduate research	26%
Higher national diploma and equivalent	0%
Pre-university foundation courses	33%
Foundation	38%
Post-16 A-level	21%
Pre-sessional English School	28%
GSCE/7-18 years	3 %

3. What is your assessment of the visitors?

Good number and good quality	60%
Good quality only	32%
Good number only	8%
Disappointing	0%

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

Yes	81%
No	19%

5. Please give your overall assessment of the exhibition.

Excellent	33%
Good	58%
Average	9%
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	4.7
British Council support during the exhibition	4.6
Quality of the venue	4.7
Quality of the accommodation	4.6
Length of the exhibition	4.0
Value for money	3.8



Seminars program	4.1
Agents events	4.5

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

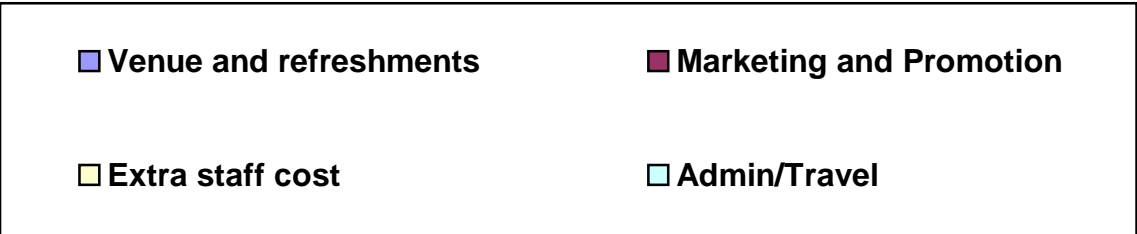
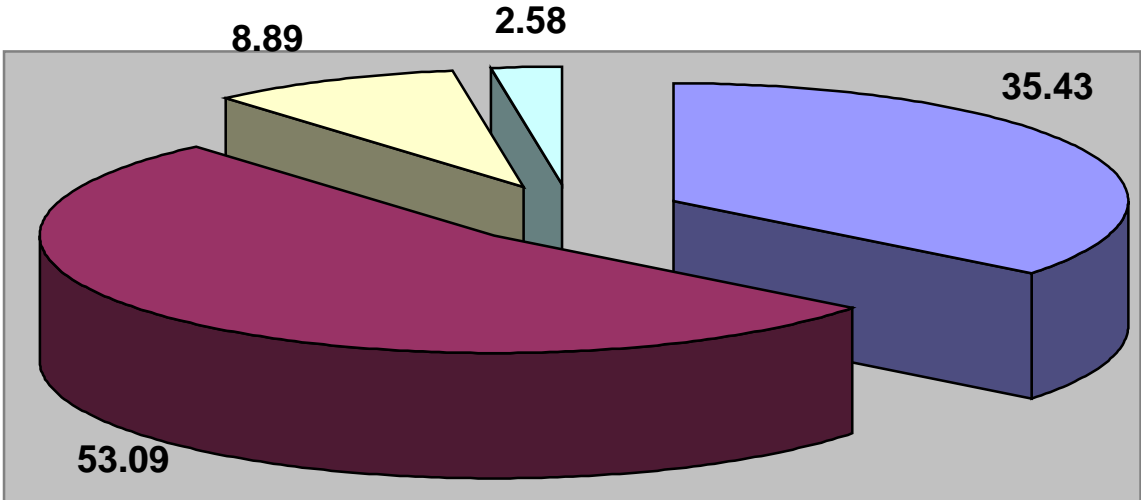
Same as this year	87%
Earlier than this year (please specify)	5%
Later than this year (please specify)	8 %

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

Very likely	50%
Likely	50%
Unlikely	0%
Very unlikely	0%



Appendix 7: Full financial report





Appendix 8: Advertising and promotion plan (media plan)

<p>1</p>	<p>Online promotion</p> <p><i>British Council website</i></p> <p><i>Web banners (2 weeks to 1 month)</i></p> <p><i>Facebook (3 months)</i></p> <p><i>Mainly promoted the event's registration website:</i></p> <p>http://az.edukexhibitions.org/</p>	<ul style="list-style-type: none"> • Web banner on 1news.Az • Web banner on Boss.Az • Web banner on Disput.Az • Web banner on Jobsearch.Az • Web banner on Telebe.Az • Web banner on Resurs.Az • British Council Azerbaijan's • Facebook page
<p>2</p>	<p>PR activities, publishing and broadcasting (Paid)</p> <p><i>Beside this we had free media coverage, especially on the exhibition opening date, different media representatives, including, Lider TV, Xezer TV, ANS 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"> • 1 news.Az – 1 interview and 1 article publishing • Telebe.Az – 2 articles publishing • New Baku Post newspaper – 1 interview publishing • Yurd TV – 1 interview and 2 reportages broadcasting
<p>3</p>	<p>Printing materials</p> <p><i>300 invitation cards sent to different business organizations and higher education institutions. Flyers mainly distributed at universities and 28 Cinema. We placed posters especially at the universities. Bags, catalogues and brochures were distributed amongst the exhibition visitors. We had 60 volunteers that worked as registration persons, translators, navigators and they dressed T-Shirts with the logos of the sponsors. We also printed roll-ups and placed them at international schools, 28 Cinema, Caspian Plaza, British Council office.</i></p>	<ul style="list-style-type: none"> • 300 invitation cards • 50 posters • 10000 flyers printing • 10 roll-ups printing • 4000 bags printing • 4000 catalogues printing • 4000 brochures printing • Back-drop banner printing • 60 T-Shirts for volunteers

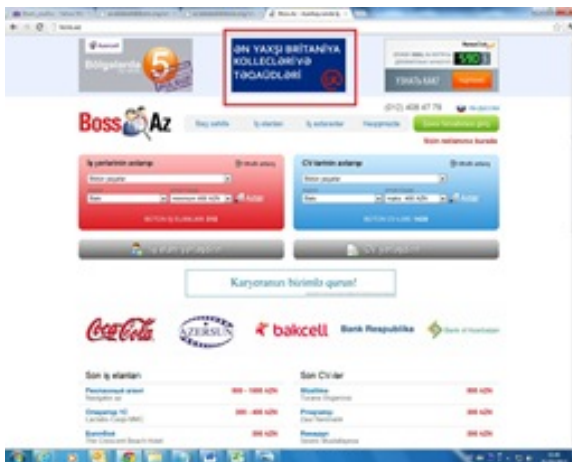


<p>4</p>	<p>Radio Promotion</p> <p><i>We had radio promotion from 28 October to 01 November in the morning show of both radio stations and daily promotion on 02 November. Also we did competition on Antenn Radio from 28 October to 01 November in the “Megapolis” morning show where the winner won the 2 weeks course to the UK.</i></p> <p>Please see below link for the blog article from the winner:</p> <p>http://139thneverstop.livejournal.com/</p>	<ul style="list-style-type: none"> • Antenn Radio – 101 FM • Media Radio – 105.5 FM • Competition on Antenn Radio
<p>5</p>	<p>Different marketing and promotion costs</p> <p><i>We had mass promotion at 28 Cinema, where we placed our promotion video at 3 halls of the cinema during 2 weeks, beside this the promo video were placed 40 monitors in the area of the cinema. This is the biggest cinema in Baku and very popular not only amongst young people also business people. Caspian Plaza is the biggest business centre and there are more than 200 business organization are operating in the plaza. We placed there the roll-up a few days prior to the exhibition, also placed promo video at elevators for 2 weeks. We distributed 2000 flyers inside Baku Weekly newspaper. Finally, we conducted lottery amongst the people who registered the event online in advance. Lucky visitors won mobile phone, photo camera, earphones, books and etc.</i></p>	<ul style="list-style-type: none"> • Promo video promotion at 28 Cinema (3 halls from 18 October to 01 November 2013) • Monitor advertising at 28 Cinema (40 monitors from 18 October to 01 November 2013) • Caspian Plaza roll-up placement and promotion vide placement on elevators (3 monitors from 18 October to 01 November 2013) • Baku weekly newspapers – Flyers distribution • Different prizes for lottery and competition winners



Appendix 9: Web banners from websites

(1news.Az; Telebe.Az; Boss.Az; Resurs.Az; Jobsearch.Az; Disput.Az)





Appendix 10: Media Coverage

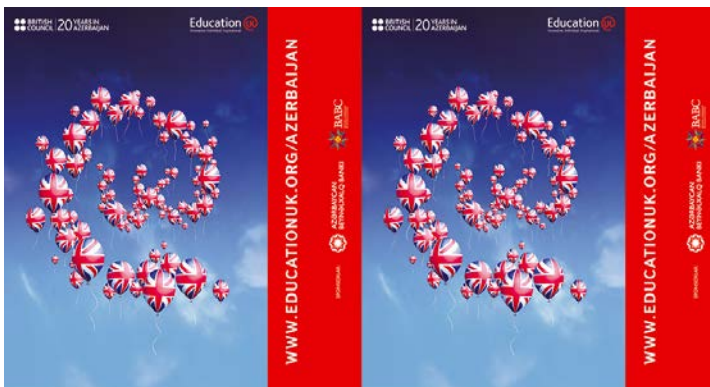
Media Coverage links before and during the exhibition:

1. <http://az.trend.az/news/society/2204331.html>
2. <http://1news.az/society/20131025095957709.html>
3. <http://apa.tv/video/3540>
4. <http://anspress.com/index.php?a=2&lng=az&nid=234475>
5. <http://allmag.az/1101-bakda-byk-britaniya-thsil-srgisi-tkil-olunacaq.html>
6. <http://www.youtube.com/watch?v=Qv0AGosA5EQ>
7. <http://www.bakupost.az/sosium/20131030103730770.html>
8. <http://telebe.az/bakida-boyuk-britaniyada-t%C9%99hsil-s%C9%99rgisi-keciril%C9%99c%C9%99k/>
9. <http://telebe.az/2-3-noyabr-tarixi%C9%99rind%C9%99-bakida-boyuk-britaniya-t%C9%99hsil-s%C9%99rgisi-keciril%C9%99c%C9%99k/>
10. <http://teleqraf.com/news.php?id=29587#.UnNkl43iYr0>
11. <http://1news.az/society/20131101105351736.html>
12. <http://sia.az/az/news/education/374003>
13. <http://www.news.az/articles/society/83955>
14. <http://mod.az/az/society/38241-bakida-britaniyanin-tehsil-muessiselerinin-sergisi-kechirilecek.html>
15. <http://www.azerbaijannow.com/blog/2013/11/4/baku-hosts-education-uk-exhibition>
16. <http://www.edu-active.com/conferences/2013/apr/25/education-uk-fair-2013.html>
17. <http://en.apa.az/news/202114>
18. <http://news.mail.ru/inworld/azerbaijan/society/15456488/>
19. <http://www.azerizv.az/news/a-14543.html>
20. <http://salamnews.org/az/news/read/100780/aHR0cDovL2ltZy5zYWxhbW5ld3Mub3JnLzI0ODM3ODg1YTI4MTUzZWVhODcwNWl1YTMzMmMyOGZkL3NlcmdpICgxMClfMzU3LmpwZw==#newsphoto>
21. <http://az.azvision.az/news.php?id=16339#.UnXkrI3iYr0>
22. <http://yurd.tv/yurdxeber/20131102074544327.html>
23. <http://www.gun.az/politics/88348>



Appendix 11: Promotion Materials

Samples for promotion materials



Appendix 12: Branding

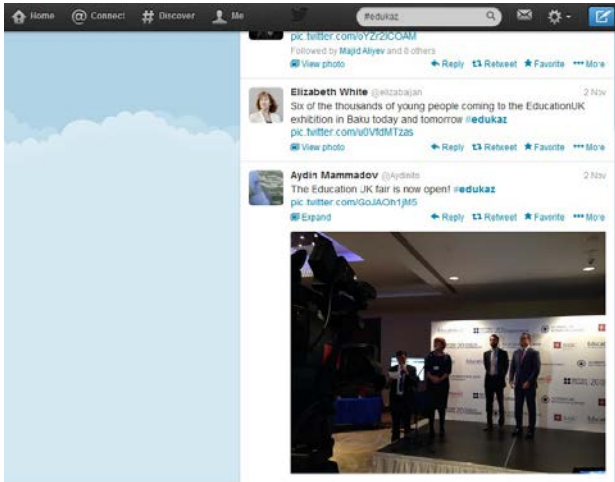
Caspian Plaza, international school, 28 Cinema roll-up and video promotion samples





Appendix 13: Social Media

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



Appendix 14: Exhibition Photographs

Some inspiring photos from the exhibition

For more photos:

<https://www.facebook.com/media/set/?set=a.671482749551700.1073741838.147031001996880&type=3>



