



**Education UK Exhibition  
07-08 NOVEMBER 2015  
Baku, Azerbaijan**

## Contents

1. Event fact file.....	2
2. Objectives of the event .....	3
3. Key statistics .....	3
4. Workshops .....	3
5. Market developments .....	4
6. Visitor survey analysis .....	4
7. Exhibitor survey analysis .....	5
8. Conclusions and follow-up.....	6
8.1. Extent to which the objectives were met.....	6
8.2. Key recommendations for institutions.....	6
8.3. Key recommendations for the British Council .....	7
Appendix 1: List of participating institutions .....	8
Appendix 2: Event programme .....	9
Appendix 3: Workshops.....	10
Appendix 4: Visitors' survey results (All attended the event).....	11
Appendix 5: Visitor registration data analysis.....	12
Appendix 6: Exhibitors' survey results .....	13
Appendix 7: Exhibition expenses .....	15
Appendix 8: Advertising, media and promotion highlights .....	16
Appendix 9: Media Coverage .....	18
Appendix 10: Promotion Materials.....	19
Appendix 11: Social Media hash tag.....	20
Appendix 12: Exhibition Photographs .....	21



# 1. Event fact file

<b>Venue</b>	Hilton Hotel Baku, 7-8 November 2015
<b>Opening hours</b>	11:00 – 17.00
<b>Opened by</b>	<p><b>Mr Stephen McCormick</b>, Deputy Head of Mission in Azerbaijan at the British Embassy in Azerbaijan  <b>Ms Elizabeth White</b>, Director of British Council Azerbaijan  <b>Mr Nijat Musayev</b>, Head of sector at the International Partnership Department of the Ministry of Education</p> <p><i>Invited 200 guests from different business organizations, schools, alumni associations, higher education institutions, as well as National Geographic Azerbaijan.</i></p>
<b>Media Partner</b>	National Geographic Azerbaijan
<b>Important moments of the event</b>	<ul style="list-style-type: none"> <li>• 29 UK universities, colleges, schools and English Language Training providers attended the event;</li> <li>• We had 18 paid promotion in the Facebook reached more than 500 000 users, proportionally at least 28 000 different Facebook users saw our Facebook announcements. Also we had Google ads and LinkedIn promotion for the exhibition;</li> <li>• We organized mini fairs before the exhibition at the International School in Azerbaijan and Baku Oxford School and we had 200 visitors for two events. Majority of the exhibitors were satisfied with both fairs, as it was good opportunity to see direct targeted groups face to face. This was first time we added this element to our exhibition and we plan to add this element for future events as well;</li> <li>• We organized a meeting at the Ministry of Education a day before the exhibition and most of exhibitors joined to this event. The Ministry official talked about the Azerbaijani priorities on mobility and partnership opportunities.</li> <li>• Agent Networking event was organized a day before the event and 20 agents from 12 companies joined the event and had networking with the exhibitors. There were more than 20 exhibitors joined the event.</li> <li>• We used new Visitor Registration System for the second 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. 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 20 people won prize, including 1 short-term course to the UK;</li> <li>• During 2 days 9 presentations were held on economics, engineering, business studies, careers areas, as well as foundation programs, Language courses, IB and A Levels programs, boarding schools, IELTS test and etc.</li> <li>• 50 temp staff were involved for the organization of the event and 10 of them were people with disabilities;</li> <li>• After the exhibition Higher Education team of the British Council Azerbaijan organized a special Networking event for the more than 10 UK universities and 30 Azerbaijani universities. The purpose of the event was to link Azerbaijani and UK universities for potential future partnerships on joint programs. The event participants were very satisfied from this event as well.</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

Attendance	
<b>Visitors</b>	
7 November 2015 (Saturday)	900
8 November 2015 (Sunday)	800
<b>Total No of Visitors:</b>	<b>1700</b>
<b>Exhibitors*</b>	
Colleges, Schools, English Language Training providers	6
Universities	23
<b>Total No of Exhibitors:</b>	<b>29</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	913	28.69%
Undergraduate	534	16.78%
Learn English	465	14.61%
Short Course(s) (eg Summer course)	315	9.9%
Postgraduate MBA	282	8.86%
Vocational and technical (eg NVQ, BTEC, VQ)	247	7.76%
Professional Award/Employment related qualifications (eg. ACCA etc.)	239	7.51%
Pre-university academic (eg A-Levels, IB)	129	4.05%
Boarding School	57	1.79%

*\*3182 different responses. One person could choose more than one option.*

Gender	Number of persons
Male	951
Female	934
Not mentioned or prefer not to say	144

[\\*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 9 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 fifth 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. The exhibitors noticed the following market developments/trends based on their enquiries:

- Scholarship situation is changing
- Increasing interest overall
- Lots of scholarship enquiries
- Interest in summers schools + Erasmus/Exchange
- Only free school seeking
- Summer school
- Very few in academic program
- Trend towards foundation (1 year) plus then UK degree plus away
- From 2 years A Level plus then undergraduate degree – financial saving
- People asking for scholarships
- More undergraduate enquiries than expected
- Much quieter than 2014. More people wanted a scholarship.
- More interest in Arts + Humanities subjects than expected
- Economics, Politics, Engineering – Biggest programmes demand
- Need to work with SOCAR and Ministry of Education more closely
- Need to work with agents, despite this being controversial
- Oil, petrol, economics and engineering all popular
- Lots of requests to transfer in undergraduate programme

## 6. Visitor survey analysis

- On-line registration was set up for the exhibition in the beginning of September 2015. **1500 persons registered for the event online in advance**. Not all pre-registered attended the event. We had also more than 500 walk-ins. Half of their details were added to the VRS system. But around 400 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 1800** 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. 94 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. 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 five exhibitions. Facebook budget wasn't so much, but these



five exhibitions show that it is the most effective communication tool. There are **around 1.5 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 **29**. 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 (82.75 per cent);
- 67.85 per cent of the exhibitors rated the exhibition as excellent and good overall;
- In response to the question - **Level of BC support before the exhibition**: 26 exhibitors mentioned the highest score;
- In response to the question - **Level of BC support during the exhibition**: 25 exhibitors mentioned the highest score;
- In response to the question - **Quality of the venue**: 23 exhibitors mentioned the highest score.

Some of the specific comments received:

### **Cardiff Sixth Form College**

Excellent educator care package, information market briefing, and approachable British Council staff.

### **City University London**

Ilham did an awesome job! Best organization of any British Council event I have done this year.

### **Coventry University**

Excellent exhibition – good number of quality applications.

### **Queen Mary University of London**

As in previous years the level of support and organization provided by Ilham has been exceptional. My interpreter was also very hardworking, friendly and professional.

### **Ruthin School**

Very well organized. Very helpful – Ilham really excellent. Well done!

### **University of Bath**

The British Council in Baku offers a very good event and superb welcome. Thank you to all the team, especially Ilham.

### **University of Birmingham**

Stand assistant provided by the British Council was a fantastic idea and excellent help. Very positive, professional and helpful.

### **University of Bristol**


The British Council did great job. My stand assistants Gulnar and Rufat were amazing.

### **University of Sussex**

Thank you for a truly excellent 2-3 days which have clearly been thought through.

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

- There is market demand for summer school
- Better pre-event administration at the school

- 
- Need a seminar/information in comparison of Azerbaijani and UK Education system
  - If the scholarship scheme is reduced by 50 % as proposed it will probably mean we won't be able to attend future events.
  - Make contact with International school in Baku
  - Offer a good scholarship to Azeri students
  - I think we will struggle in the current climate as our fees plus language requirements are high. Our best change is Ministry of Education/ Chevening or students are linked with a university here.
  - Not just business plus finance courses
  - A lot of interest in pre-sessional English
  - A lot of interest in summer schools]
  - Small market with potential
  - Emphasis on collaboration with Azerbaijani institutions
  - Need to refocus on academic partnership and staff/student mobility. As way to build networking between UK and Azerbaijan universities.

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

## 8. Conclusions and follow-up

### 8.1. 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, April 2015 we had 900 visitors for schools and colleges exhibition and this time we had 1700 visitors. We will not focus on quantity for our future events as we see that we had more quality visitors comparing previous event by event. Most of the exhibitors mentioned that English language level of visitors were better than previous years. 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 scholarships and 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.

### 8.2. 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 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.

### 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 94.75 per cent;
- Though we have some comments on the length of the exhibition, satisfaction was 79.50 per cent;
- Workshops were well attended, but we are thinking how to make them effective for both exhibitors and visitors in the futures.

A few more recommendation by the exhibitors:

- Start exhibition slightly later – 12-6pm
- I used QR code system – it is not possible to add comments, but this is necessary.
- To give more info to students on UCAS application process
- Continue the excellent organizational work on the fair
- Promote reach out to disability groups
- Arrange Chevening desk plus presentation
- More focused on higher segment
- Perhaps condense exhibition to one day
- Maybe only have one day of the exhibition
- No belly dancers in the programme – more Azeri music or dancing
- Give more information about British Council scholarships
- Maybe tag on a small fair in Georgia as well
- British Council presentation to student on application through UCAS



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

1. Brooke House College
2. Cardiff Sixth Form College
3. EF Education First
4. Kaplan International Colleges
5. Kaplan International English
6. Ruthin School
7. Cardiff University
8. City University London
9. Coventry University
10. Heriot-Watt University
11. INTO University Partnerships
12. Lancaster University
13. Newcastle University
14. Queen Mary, University of London
15. The University of Edinburgh
16. The University of Nottingham
17. The University of Reading
18. University of Bath
19. University of Birmingham
20. University of East Anglia
21. University of Glasgow
22. University of Law
23. University of Leeds
24. University of Leicester
25. University of Surrey
26. University of Sussex
27. University of Warwick
28. University of West of Scotland
29. University of Bristol





## Appendix 2: Event programme

Programme for exhibitors: Date	Time	Event
<b>Friday,</b> 6 November 2015	08:45-10:30	Mini fair at TISA
	12:00-13:30	Mini fair at Baku Oxford School
	14:30-15:30	Meeting at the Ministry of Education
	18:00-19:00	Agents and exhibitors networking – 20 exhibitors and 15 representatives from 10 agencies joined the event
	19:00-20:00	Market briefing and Logistic briefing
<b>Saturday,</b> 7 November 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 British Embassy, Ministry of Education and business organization and mass media
	13:00-14:30	Buffet lunch
	19:00-22:00	Cultural Evening at Karvansara restaurant
<b>Sunday,</b> 8 November 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 – British Council CD House
<b>Monday,</b> 9 November 2015	10:00-13:00	Universities Networking event – 2015 with the participation of 10 British universities and more than 20 Azerbaijani universities representatives



## Appendix 3: Workshops

**07 November 2015 / Saturday**  
**Topaz room / Hilton hotel**

Time	Topic	Representative	Exhibitor
13:00-13:30	Engineering: Your future	Bob Tuttle, Education Liaison Manager	Heriot-Watt University – Edinburgh
13:40-14:10	Succeed with IELTS	Fariz Aghamirov, IELTS Coordinator	British Council Azerbaijan
14:20-14:50	Careers – making the most of your UK experience	John Sander, SIO (Ex head of Careers and Employability)	University of Sussex
15:00-15:30	Guaranteed placement to Universities in UK	Dinara Talibova, Education Counselor	EF Education First
15:40-16:40	Alumni Talks	Alumni of the institutions: <i>City University, University of East Anglia, University of Edinburgh and University of Reading</i>	

**08 November 2015 / Sunday**  
**Topaz room / Hilton hotel**

Time	Topic	Representative	Exhibitor
12:20-12:50	Why the UK's Modern University of the Year 2016?	Stephanie Sandford, Regional Manager – Europe, Russia and Central Asia	Heriot-Watt University – Edinburgh
13:00-13:30	Succeed with IELTS	Fariz Aghamirov, IELTS Coordinator	British Council Azerbaijan
13:40-14:10	Studying English in the UK	Anna Strepetova, Marketing manager, Russia and CIS	University of Sussex
14:30-15:30	Alumni Talks	Alumni of the institutions: <i>Cardiff University, Kaplan International English, Lancaster University and University of Leicester</i>	



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

*Note: During two days of the exhibition our team took survey from around 450 visitors. We had survey forms both in Azerbaijani and Russian and survey takers could speak in both languages. Not all 450 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) – (356 visitors' opinion)

10	9	8	7	6	5	4	3	2	1	0
67.70 %	10.96 %	10.67 %	1.40 %	0.84 %	5.06 %	0.28 %	0.84 %	0.84 %	0.28 %	1.12 %

2. Event met my expectations (435 visitors' opinion):

Strongly agree	Agree	Neither	Disagree	Strongly disagree
33.56%	49.19%	13.11%	2.99%	1.15%

3. I have acquired new skills and knowledge through the event (402 visitors' opinion):

Strongly agree	Agree	Neither	Disagree	Strongly disagree
45.28%	45.53%	5.22%	2.48%	1.49%

4. Overall, this was a high quality event (413 visitors' opinion):

Strongly agree	Agree	Neither	Disagree	Strongly disagree
51.58%	42.61%	2.66%	2.42%	0.73%

5. How did you find out about the exhibition? (Top 10 – 420 people answered to this questions and they had chance to choose more than one option)

Source of information	Percentage
Facebook	46.79
Friend or relative	14.21
www.britishcouncil.org	11.61
www.EducationUK.org/Azerbaijan	4.85
Received and e-mail	3.47
Another Education Exhibition	2.25
Caspian Plaza	2.25
28 Cinema	2.08
Google	1.73
University representative	1.39



## Appendix 5: Visitor registration data analysis

More than 2000 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	1254	66.45%
Professional	292	15.47%
Other	227	12.03%
Academic	65	3.44%
Parent	49	2.6%

\*1887 people responded to this question.

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

Source of information	Responses	Percentage
Internet	892	39.72%
Facebook	487	21.68%
British Council	366	16.3%
Friend and relative	259	11.53%
Email	108	4.81%
University, Teacher	45	2%
Newspapers	17	0.76%
Others	16	0.71%
Student's association	15	0.67%
Radio, TV	13	0.58%
Poster	9	0.4%
Fliers	9	0.4%
Embassy and consulate	7	0.31%
Newsletter	3	0.13%

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

Age limit	Responses	Percentage
<= 10	2	<= 10
11 - 20	978	11 - 20
21 - 30	739	21 - 30
31 - 40	124	31 - 40
41 - 50	30	41 - 50
> 50	156	> 50



## Appendix 6: Exhibitors' survey results

Total number of exhibitors: **29**

Total number of received feedback questionnaires: **29**

*Notes:*

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

*Some questions weren't answered by all exhibitors: 4, 6 and 8*

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

Yes	23 responses
No	6 responses

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

Recruitment	4 responses
Profile raising	1 response
Both	24 responses

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

Undergraduate	68.97 %
Postgraduate taught	82.76 %
Postgraduate research	51.72 %
Higher national diploma and equivalent	3.45 %
Pre-university foundation courses	24.14 %
Foundation	37.93 %
Post-16 A-level	6.90 %
Pre-sessional English School	31.03%
Boarding School	3.45 %
English Language	3.45 %

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

Good number and good quality	40.90 %
Good quality only	22.73 %
Good number only	22.73 %
Disappointing	13.64 %

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

Yes	58.62 %
No	41.38%

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

Excellent	17.86 %
Good	50.00 %
Average	28.57 %
Bad	3.57 %
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	28	138	4.93	98.25%
Level of British Council Support during the exhibition	28	136	4.86	96.50%
Quality of the venue	28	134	4.79	94.75%
Quality of the accommodation	26	119.5	4.60	90.00%
Length of the exhibition	28	117	4.18	79.50%
Value for money	28	107.5	3.84	71.00%
Seminars programme	14	48	3.43	60.75%
Meeting at the Ministry of Education	20	80	4.00	75.00%
Agent Networking Event	18	68	3.78	69.50%
Market Briefing	22	97	4.41	85.25%
Mini fair at The International School of Azerbaijan	20	80	4.00	75.00%
Mini fair at Baku Oxford School	20	60.5	3.03	50.75%

*\*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: **78.85 %**

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

Same as this year	92.00 %
Earlier than this year (March)	4.00 %
Later than this year	4.00 %

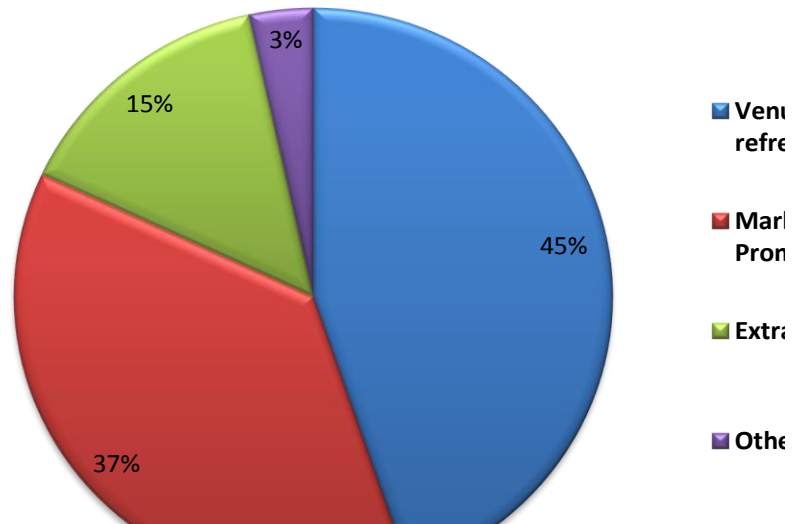
## 9. How likely are you to recommend the British Council to colleagues?

Very likely	55.17 %
Likely	44.83 %
Unlikely	0%
Very unlikely	0%

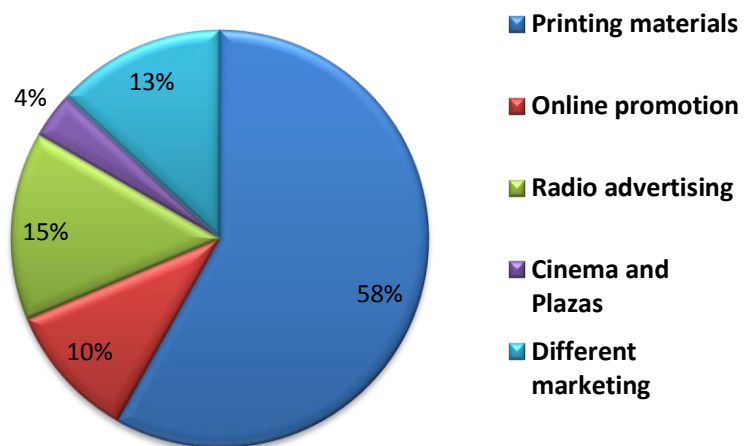


## Appendix 7: Exhibition expenses

Percentage of main cost elements of total expenses budget



Percentage of main cost elements of the marketing and promotion budget





## Appendix 8: Advertising, media and promotion highlights

<p><b>1</b></p>	<p><b>Online promotion</b></p> <p><i>Facebook – 18 paid promotion with around 500 000 reach (September – November 2015)</i>  <i>Google Promotion – with special key words (18 500 impressions)</i>  <i>LinkedIn promotion – with targeted to business people in Azerbaijan (50 000 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 (2300 confirmed attending)</li> </ul>
<p><b>2</b></p>	<p><b>PR activities, publishing and broadcasting</b></p> <p><i>We prepared special articles and published them in Russian and Azerbaijan language. 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, AZTV, CBC, Azertag, SalamNews, APA 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>• Telebe.Az – 2 articles published</li> <li>• Oneclick.az – 2 articles published</li> <li>• Oxu.Az – 1 article and 1 interview published</li> <li>• 1news.Az – 1 article published</li> <li>• EducationUK.org/Azerbaijan – 4 articles published</li> </ul>
<p><b>3</b></p>	<p><b>Printing materials</b></p> <p><i>200 invitation cards 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 50 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"> <li>• 200 invitation cards</li> <li>• 25 posters</li> <li>• 5 000 general flyers printing</li> <li>• 3 000 flyers for 28 Cinema</li> <li>• 8 roll-ups printing</li> <li>• 1 500 bags printing</li> <li>• 1 800 catalogue printing</li> <li>• Back-drop banner printing</li> <li>• 50 T-Shirts for volunteers</li> <li>• 68 badges for exhibitors</li> </ul>





<p><b>4</b></p>	<p><b>Radio Promotion</b></p> <p><i>We had radio promotion from 03 November to 06 November in the morning show of Media FM, also 18 spots were broadcasted at Avto FM from 02 November to 08 November. The duration of the spot was 27 seconds. Also we did competition on Antenn Radio in 2-6 November in the “Megapolis” morning show where the winner won the 1 week course to the UK by Kaplan International English.</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>
<p><b>5</b></p>	<p><b>Different marketing and promotion activities</b></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 2 business centres, ISR Plaza and Caspian Plaza.</i></p> <p><i>We also published exhibition ads on September and October issues of National Geographic Azerbaijan magazine.</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 visitor won gifts cards for bookshop and souvenirs. Some prizes were presented by the exhibitors. We had also #edukaz hash tag competition. Each day of the event on winner won prize from EF Education First and National Geographic Azerbaijan (media partner). 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"> <li>• Flyers distribution at 28 Cinema (24 October – 08 November 2015)</li> <li>• Promo video placement at business centres (1-8 November 2015)</li> <li>• Different prizes for lottery and competition winners (07-08 November 2015)</li> </ul>
<p><b>6</b></p>	<p><b>Media partner</b></p> <p><i>We communicated with National Geographic Azerbaijan magazine and they agreed to become our media partner at the exhibition. They are part of media group which also have news portal and FM radio station. We get benefits from this partnership.</i></p>	<ul style="list-style-type: none"> <li>• Promotion at the magazine’s September and October issues</li> <li>• Radio spots at Avto FM</li> <li>• Interview and article publication at Oxu.Az news portal</li> <li>• Magazines distribution at the exhibition and presenting to the winners</li> </ul>



## 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://oxu.az/society/100806>

<http://oxu.az/interview/97987>

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

[http://azertag.az/xeber/Bakida\\_novbeti\\_tehsil\\_sergisi-900210](http://azertag.az/xeber/Bakida_novbeti_tehsil_sergisi-900210)

<http://az.apa.az/news/404041>

<http://salamnews.org/az/news/read/195543>

<http://www.azadinform.az/news/a-102730.html>

<http://www.hamar.az/?p=24587>

<http://metbuat.az/news/280642/bakida-britaniyanin-besinci-tehsil-sergisi-kecirilir.html>

<http://ann.az/az/bakida-5-ci-birlesmis-kralliqda-tehsil-sergisi-kecirilecek/#.VkGcGPIWxI5>

<http://studylife.az/post/643>

<http://anntv.az/az/bakida-5-ci-birlesmis-kralliqda-tehsil-sergisi-kecirilecek/#.VkGcMvIWxI4>

<http://arxiv.az/az/azertag.az/54587357/Bakida+novbeti+tehsil+sergisi>

<http://report.az/turizm-ve-sergiler/bakida-britaniyanin-besinci-tehsil-sergisi-kecirilir/>

<http://www.azadliq.org/content/article/27350766.html>

<http://vesti.az/news/270356>

<http://report.az/ru/turizm-i-vystavki/v-baku-otkrilas-5-aya-britanskaya-vystavka-obrazovaniya/>

[http://musavat.com/news/obrazovanie/v-baku-otkrilas-5-aya-britanskaya-vistavka-obrazovaniya\\_303757.html?welcome=1](http://musavat.com/news/obrazovanie/v-baku-otkrilas-5-aya-britanskaya-vistavka-obrazovaniya_303757.html?welcome=1)

<https://oneclick.az/posters/Bakida+5-ci+Britaniya+tehsil+sergisi+92>

<http://telebe.az/ingilt%C9%99r%C9%99d%C9%99-1-h%C9%99ft%C9%99lik-dil-kursunu-h%C9%99diy%C9%99-qazanmaq-imkani/>

<http://edu-map.org/britaniyada-t%C9%99hsil-ugurlu-karyeraniza-z%C9%99man%C9%99tdir/>

## Appendix 10: Promotion Materials

Samples for promotion, merchandising materials:



**BRITISH COUNCIL** Education UK  
Innovative. Individual. Inspirational.

**BİRLƏŞMİŞ KRALLIQDA TƏHSİL**

7-8 NOYABR 2015/11:00-17:00  
SƏRĞİ • HILTON HOTEL (Azadlıq prospekti 1B)

Uğurlu karyeranız üçün ən vacib addımı  
5-ci Education UK sərgisində atın!

BritishCouncilAzerbaijan  
exhibition@britishcouncil.az

Media Partnyoru:  
**NATIONAL GEOGRAPHIC**  
AZƏRBAYCAN



**BRITISH COUNCIL** Education UK  
Innovative. Individual. Inspirational.

**EDUCATION UK EXHIBITION**

6 November at The International School of Azerbaijan  
08.30-10.20

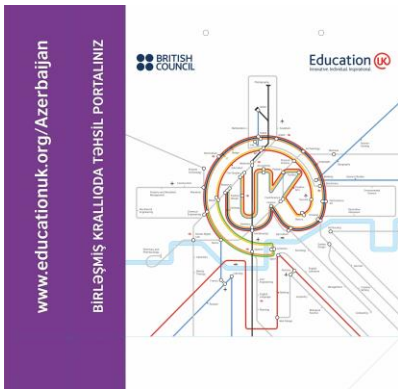
7-8 November at Hilton Hotel Baku  
11:00-17:00

Step forward to your successful career  
at 5th Education UK exhibition!

FREE ENTRANCE

MEDIA PARTNER:  
**NATIONAL GEOGRAPHIC**  
AZƏRBAYCAN

BritishCouncilAzerbaijan  
exhibition@britishcouncil.az



www.educationuk.org/Azerbaijan

BİRLƏŞMİŞ KRALLIQDA TƏHSİL PORTALINIZ

**BRITISH COUNCIL** Education UK  
Innovative. Individual. Inspirational.



**BRITISH COUNCIL** Education UK  
Innovative. Individual. Inspirational.

**5-Cİ BİRLƏŞMİŞ KRALLIQDA TƏHSİL SƏRĞISI**

7-8 NOYABR 2015

Media partnyoru:  
**NATIONAL GEOGRAPHIC**  
AZƏRBAYCAN



**BRITISH COUNCIL** Education UK  
Innovative. Individual. Inspirational.

**BİRLƏŞMİŞ KRALLIQDA TƏHSİL**

7-8 NOYABR 2015/11:00-17:00  
SƏRĞİ • HILTON HOTEL (Azadlıq prospekti 1B)

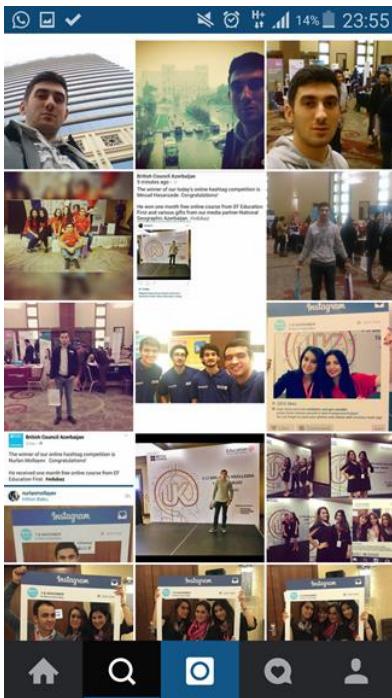
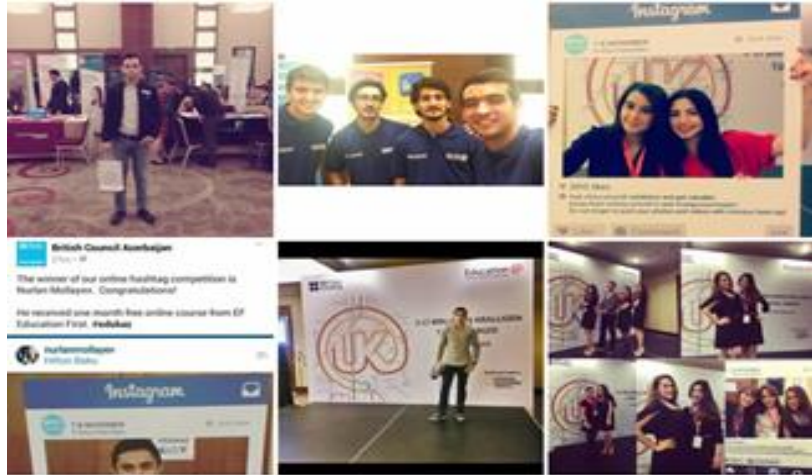
Uğurlu karyeranız üçün ən vacib addımı  
5-ci Education UK sərgisində atın!

GİRİŞ SƏRBƏSTDİR



## Appendix 11: Social Media hash tag

Visitors, mass media, exhibitors and organizations shared the photos from the exhibition with the #edukaz hash tag on Facebook, Instagram and Twitter, special designed Instagram Photo Frames were so popular and dozens of people 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.1086833628016608.1073741862.147031001996880&type=3>

