

Ignite your future

Education UK Exhibition 2014, Gaborone, Botswana
24-26 February 2014

Contents

1. Event fact file.....	2
2. Key statistics	2
3. Impact of marketing plan	2
4. Conclusions and follow up	3
4.1 Recommendations for UK Institutions	
4.2 Recommendations for British Council	
Appendix 1: List of participating institutions	4
Appendix 2: Visitors' survey results	5
Appendix 3: Exhibitors' survey results	7
Appendix 4: Advertising and promotion plan (media plan)	10

<https://siem.britishcouncil.org/exhibitions>

The British Council is the author of this report. © 2014 British Council. All rights reserved. This document may not be amended, copied or distributed without express written permission



1. Event fact file

Gaborone

Venue	Gaborone Sun Conference Centre, Gaborone
Opening hours	09h00-16h30
Date	25-26 February 2014
Stand costs	£1,420 plus VAT
Sponsors	British High Commission
Reception	High Commissioners Residence at 6pm Tuesday 24 th 2014

2. Key statistics

Attendance	Gaborone
	2014
Tuesday	1067
Wednesday	749
Total number of visitors	1816
Total number of exhibitors	17

Demographics of visitors	Ages				
	16-20	21-24	25-34	35-44	45+
Male	350	235	147	33	12
Female	493	316	174	40	13

*A full list of exhibitors can be found in **Appendix 1**

3. Impact of marketing plan

The media campaign was around targeted social media users as well as print media. 50 Posters were printed and placed at popular shopping malls, distributed around schools and colleges. A full media plan can be found in **Appendix 4**

This helped to better inform visitors of UK education prior to the exhibition. Hand-outs on IELTS, APTIS and the UK Education system were also made available at the front of the exhibition hall. Visitor survey results demonstrate that over 45 per cent of visitors to the fair found out about the event through social media and over radio, print media.

<https://siem.britishcouncil.org/exhibitions>

The British Council is the author of this report. © 2013 British Council. All rights reserved. This document may not be amended, copied or distributed without express written permission



4. Conclusions and follow up

4.1 Key recommendations for institutions

- Delegates should bring more promotional material. Some delegates ran out of promotional material too early into the exhibition.
- Delegates should provide full accommodation and flight details when requested to assist in the facilitation of the planning.
- All Delegates should submit the forms according to the deadlines. All fully completed.

4.2 Key recommendations for the British Council

The results from the visitor survey and observations demonstrated that the venue was a good choice. The British Council will possibly arrange for visits with the Top achiever institutions such as Maru-A-Pula could be considered for future expos. A few Delegates expressed that the opening hours were too long and not accommodative to working people who pose as potential sponsors and potential students.

British Council will put up a visible and easily accessible floor plan to inform the visitors of where each stall will be in future events. This is to save time and for both the staff and visitor.

It was suggested that the British Council have a schedule for a schools that will be attending the expo to control traffic. Some visitors also expressed that the spaces on the registration forms were too small and there was no space to leave a number for those with limited access to the internet or no emails

British Council to explore using other systems that would not be too taxing on the time of the exhibitors- (Exhibitors expressed some dissatisfaction with the requirement to complete numerous forms as well as to adhere to several deadlines).

Suggestions on improvement of expo seminars:

- The seminars could be better organised by suggesting topics/themes to the exhibitors in advance.
- holding seminars in a separate room from the exhibition hall (although some found the arrangement of having the seminars in the same location most suitable)
- making audible announcements on the start and end times of the seminars
- More visual displays of seminar topics, location and times around the exhibition hall.

<https://siem.britishcouncil.org/exhibitions>

The British Council is the author of this report. © 2013 British Council. All rights reserved. This document may not be amended, copied or distributed without express written permission



Appendix 1: List of participating institutions

Name of Institution
Broadway Education
City University
Coventry University
Edinburgh College
Newcastle University
Pearson
Ruthin School
Sheffield Hallam University
Swansea University
The Manchester College
The University Of Northampton
University College London
University Of Exeter
University Of Leeds
University of Salford
University of South Wales
University Of Surrey
University Of The West Of England

<https://siem.britishcouncil.org/exhibitions>

The British Council is the author of this report. © 2013 British Council. All rights reserved. This document may not be amended, copied or distributed without express written permission



Appendix 2: Visitors' survey results

1. Education background?

	Male	Female
High school	362	505
Undergraduate	276	298
Postgraduate	149	233

2. Level of Education you wish to pursue?

	Male	Female
PHD	78	92
Foundation Course	109	201
Master's degree	164	260
language	56	78
Bachelor's degree	263	330
Pre-masters course	117	75
other		

3. Countries Considered for study?

	Male	Female
Australia	28	39
Malaysia	37	42
UAE	14	9
US	143	103
Canada	208	367
New Zealand	15	21
UK	469	602
Other(Europe)	102	246

<https://siem.britishcouncil.org/exhibitions>

The British Council is the author of this report. © 2013 British Council. All rights reserved. This document may not be amended, copied or distributed without express written permission

4. How did you learn about this event?

	Male	Female
Newspapers	106	86
Radio/Tv	141	192
Friend/ relative	24	25
Newsletter	N/A	N/A
Website	N/A	N/A
Email	0	0
Facebook	389	471
Flyer	N/A	N/A
University/teacher	56	72
British Council	28	32
Poster	50	65
Student association	26	29
Embassy/consulate	0	3
Other(word of mouth)	24	38

5. Motivation to Study Abroad?

	Male	Female
High Academic Standards	450	685
Cultural environment	104	187
Wide variety of courses and institutions	106	154
Scholarship offered	107	128
Overseas work opportunities	359	287
Competitive/ No Tuition fees	0	0
Safe environment	28	76
International Recognition of qualifications	489	624
To get a better job in my country	399	687
Parents decision	3	8
Friends and relatives there	18	14
Travelling in many different countries	23	29
Learning a foreign language	14	19

<https://siem.britishcouncil.org/exhibitions>

The British Council is the author of this report. © 2013 British Council. All rights reserved. This document may not be amended, copied or distributed without express written permission



Appendix 3: Exhibitors' survey results

1. Has your institution attended this exhibition before?

Yes	6%
No	94%

2. What was your main aim in coming?

Recruitment	6%
Profile raising	6%
Both	88%

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

Undergraduate	75%
Postgraduate taught	69%
Postgraduate research	19
Higher national Diploma and Equivalent	6%
Pre University foundation courses	38%
Foundation	6%
Post 16 A level	13
Pre-sessional English School	6%

4. What is your assessment of the visitors?

Good Number and Good Quality	56%
Good Quality Only	-
Good Number Only	37%
Disappointing	-

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

Yes	75%
No	19%

<https://siem.britishcouncil.org/exhibitions>

The British Council is the author of this report. © 2013 British Council. All rights reserved. This document may not be amended, copied or distributed without express written permission



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

Very Likely	56%
Likely	44%
Unlikely	0%
Very Unlikely	0%

7. Please give your overall assessment of the exhibition?

Excellent	38%
Good	50%
Average	6%
Bad	0%
Very Bad	0%

8. Will you be attending this event next time?

Yes	50%
No	0%
Undecided	50%

9. Please rate the following with 1 being very bad and 5 being excellent:

A. Level of British Council support before the exhibition

5	63%
4	25%
3	0%
2	6%
1	0%

B. Level of British Council Support during the exhibition

5	80%
4	20%
3	0%
2	0%
1	0%

<https://siem.britishcouncil.org/exhibitions>

The British Council is the author of this report. © 2013 British Council. All rights reserved. This document may not be amended, copied or distributed without express written permission



C. Quality of the Venue

5	73%
4	27%
3	0%
2	0%
1	0%

D. Quality of the accommodation

5	33%
4	53
3	0%
2	0%
1	0%
N/A	13%

E. Length of the exhibition

5	47%
4	40%
3	13%
2	0%
1	0%

F. Value for money

5	27%
4	53%
3	20
2	0%
1	0%

<https://siem.britishcouncil.org/exhibitions>

The British Council is the author of this report. © 2013 British Council. All rights reserved. This document may not be amended, copied or distributed without express written permission

Appendix 4: Advertising and promotion plan (media plan)

Type	Media	Format	Number of people reached
Print	Newspaper	Half Page Color Advert in The Mmegi Newspaper	It has a readership of about 25000 people
Invitation Letters and cards	Letters of invitation were sent to schools for the teachers and students. Invitation cards were sent to alumni as well as stakeholders to join us at the networking reception.	We invited 22 schools and over 50 stakeholders.	
On-line	Social Media		
Facebook British Council Botswana	https://www.facebook.com/BritishCouncilBotswana?ref=hl	We updated statuses on Facebook frequently with the institution links	5119
Outdoor	Billboard		15 000
Posters	Posters were placed in schools and by the British Council display outside the building	The fliers reached 5000 people	30 0000
Radio	Gabz fm	We scheduled 10 live reads strategically on peak shows to attract both the sponsors and the students.	737 177
Billboard	Phakalane Road A1 The Gaborone station	2 billboards were placed strategically in Gaborone by the 2 busy areas.	

<https://siem.britishcouncil.org/exhibitions>

The British Council is the author of this report. © 2013 British Council. All rights reserved. This document may not be amended, copied or distributed without express written permission



Newspaper article prior to the event

<https://siem.britishcouncil.org/exhibitions>

The British Council is the author of this report. © 2013 British Council. All rights reserved. This document may not be amended, copied or distributed without express written permission



Stanbic

Call us to talk to our advisor on 3910310 or 241 0844

MINDA
a multimedia company

sundaystandard

ONLINE EDITION EXCELLENCE IS STANDARD PRACTICE

NEWS BUSINESS LIFESTYLE INDEPTH OPINIONS SPORTS ARCHIVES JOBS & TENDERS

About Us Contact Us Advertise

Monday 10 March 2014 | 12:32 PM

Live RSS Feeds

Want to take your BUSINESS to new heights...
CLICK HERE to Advertise through us NOW!!!

Print this E-mail this

Beyond education - UK opportunities

by The Telegraph Reporter
13-02-2014

What happens after primary school has never been something that is debated, the natural progression has been to proceed to high school where one would decide the career path that they would like to follow and continue to university where a degree will substantiate your ask for a place on your chosen career path.

Education is commonly defined as "the action or process of teaching someone". Another definition of education, "an enlightening experience", is not often heard. Over time, people have chosen to go through alternative education routes, be it in-house training after high school or taking a gap year after high school. To further enhance this enlightening experience, the traditional or alternative education routes can be taken in different locations. This will not only ensure that you are educated but will offer a holistic experience that goes beyond formal education.

Under the auspices of British Council, Education UK helps international students find suitable UK courses and scholarships; it offers practical advice to help international students prepare for and enjoy their UK experience and shows international students what a UK education offers. Learning programmes that are offered will not necessarily be traditional; some of these learning programmes could take place through your current organisation, as an independent student, fresh from high school or as someone who would like to fast-track their career or even venture into a new industry.

Because education, whatever the format, is an investment, a cost is always involved. An organisation like Education UK is well-placed to advise the prospective student of financing opportunities to them through part-time jobs, scholarships from the education institutions themselves or private sponsors. Navigating the world of education can be daunting as it is, even more so as a foreigner in a different country. Information on what is required for study or exchange permits is easily accessible from advisory bodies like Education UK.

Education is by no means a definitive or exhaustive experience. Every day presents an opportunity to learning something; this could serve to enhance your employability skills or it could be something that could purely pique one's interest. No matter the route of education chosen, it is undeniable that studying abroad broadens one's perspective of the world as a global village; it positions one to be more of a global citizen and a change maker.



LIBERTY

Own your life

For tailor made solutions



ADVERTISING SPACE AVAILABLE

HERE!!!

NEWS IN IMAGES



Opinion POLL

Based on the performance of opposition parties in the by-elections that have taken place in the recent past do these political parties stand a chance against BDP at the general elections next year?

- a) Yes
- b) No
- c) Can't say

VOTE

Online Newspaper article prior to the event

<https://siem.britishcouncil.org/exhibitions>

The British Council is the author of this report. © 2013 British Council. All rights reserved. This document may not be amended, copied or distributed without express written permission

Mixed feelings as ear tagging rolls out

OTHUSITSE TLHOBOGANG
othusitse@thepatriot.co.bw

FARMERS AROUND THE COUNTRY still have mixed feeling about the on-going ear tagging exercise. Even though the Ministry of Agriculture had said the roll out is continuing smoothly some farmers feel the exercise is taking too long.

The farmers say since the insertion of bolus has stopped to give way for ear tags they are unable to sell their cattle since they do not have bolus. One farmer Lebang Peolwane whose farm is in the Kgatleng district told this publication that he has long been waiting for ministry officials to tag his cattle. Peolwane says it is difficult for him to sell his cattle since they are not bolused.

"I was up to date with the bolus now I have a problem some of my animals do not have bolus" he said. When responding to questionnaire from The Patriot on Sunday Ministry of Agriculture spokesperson Geoffrey Phoko acknowledged that there are challenges towards the ear tagging exercise as they are hit by shortage of resources such as transport. "Of late shortage of diesel has caused a two weeks delay to the programme". Phoko added that failure by some farmers to avail their cattle for the exercise also delays them.

the new system. "Publicity on ear tagging roll out continues to be done in various media outlets and as the campaign is on-going extension staff takes the to train the farmers on how to tag so that they have some skills when the time comes for them to do it themselves", he explained.

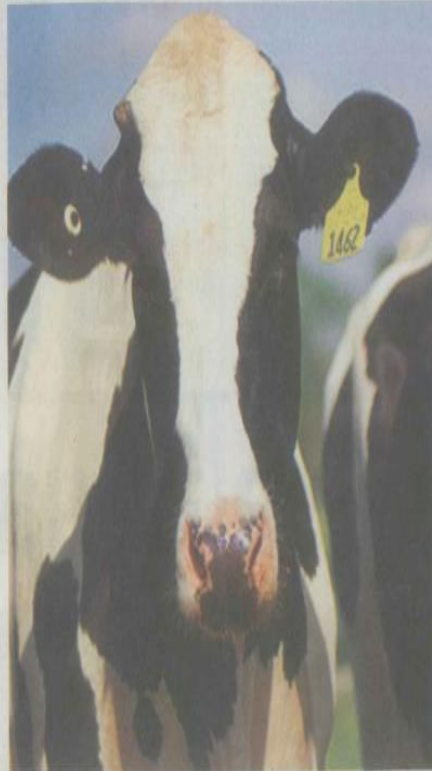
Even Peolwane confirms that the ministry continues to sensitise farmers about the exercise through the media he feels officials should also go in person to farmers and talk to them.

Concurring with Peolwane another farmer Motau Gabaitse in his area they have never seen any official coming to talk to them about this exercise. Gabaitse who is also councillor for Mmankgodit South said "it is important for the ministry officials to visit farmers so that they get first-hand information from the horse's mouth".

Gabaitse explained that farmers in his area are still having mixed feeling with others still saying the exercise does not solve anything. According to him the farmers are worried that livestock theft will be high as it will be easy for thieves to remove the tags.

He suggested that officials should address farmers face-to-face to give them the information they need.

Though the ministry did not specify when the second phase of the electronic



What happens after school

STAFF WRITER
edits@thepatriot.co.bw

WHAT HAPPENS AFTER PRIMARY school has never been something that is debated, the natural progression has been to proceed to high school where one would decide the career path that they would like to follow and continue to university where a degree will substantiate your ask for a place on your chosen career path.

Education is commonly defined as "the action or process of teaching someone". Another definition of education, "an enlightening experience", is not often heard. Over time, people have chosen to go through alternative education routes, be it in-house training after high school or taking a gap year after high school.

To further enhance this enlightening experience, the traditional or alternative education routes can be taken in different locations. This will not only ensure that you are educated but will offer a holistic experience that goes beyond formal education.

Under the auspices of British Council, Education UK helps international students find suitable UK courses and scholarships; it offers practical advice to help international students prepare for and enjoy their UK experience and shows international students what a UK education offers.

Learning programmes that are offered will not necessarily be traditional; some of these learning programmes could take place through your current organisation, as an independent student, fresh from high school or as someone who would like to fast-track their career or even venture into a new industry.

Because education, whatever the format, is an investment, a cost is always involved. An organisation like Education UK is well-placed to advise the prospective student of financing opportunities to them through part-time jobs, scholarships from the education institutions themselves or private sponsors. Navigating the world of education can be daunting as it is, even more so as a foreigner in a different country. Information on what is required for study or exchange permits is easily accessible from advisory bodies like Education UK.

Education is by no means a definitive or exhaustive experience. Every day presents an opportunity to learning something; this could serve to enhance your employability skills or it could be something that could purely pique one's interest.

No matter the route of education chosen, it is undeniable that studying abroad broadens one's perspective of the world as a global village; it positions one to be more of a global citizen and a change maker.

Newspaper article prior to the event

<https://siem.britishcouncil.org/exhibitions>

The British Council is the author of this report. © 2013 British Council. All rights reserved. This document may not be amended, copied or distributed without express written permission

South Africa is in turmoil

Why are South Africans angry and why are they choosing methods of protest that often end in loss of life?

REVEREND RICHARD MOLEOFE*

Throughout the land of South Africa, there is growing discontentment in the population on the delivery of services by the current government. The supposedly peaceful service delivery protests often turn violent and have even resulted in loss of life. There are several questions that need answers around the issue of violence. Why are South Africans angry and why are they choosing methods of protest that often end in loss of life?

In April this year, South Africans will celebrate 20 years of freedom. Before this freedom was ushered in, protests were the order of the day in Botswana's neighbor to the south.

The United Democratic Front (UDF) was determined to make the country ungovernable, and it succeeded as the white minority regime ultimately gave in and unbanned all political organisations, with the release of Mandela from incarceration as the cherry on top.

At the time, protests were character-

they do act, the police unleash disproportional force that results in loss of life, as has been the case with Andries Tatane in the Free State Province and four others during the recent Mothoding service delivery protests.

The police need to balance their intervention instead of being either spectators or a force of brutality. They need to find the middle ground in order to effectively protect the lives and property of South Africans and their visitors.

But how can the South African government come out of this political crossroads? The government needs to go back to the drawing table and re-evaluate how far it has gone with the initial promise - the promise for "a better South Africa for all". But far from it, it seems that while the youth are busy looting shops in the name of service delivery protest, the political leadership is busy looting national coffers.

This is evidenced in the Nkandlagate scandal, the arms deal and many other instances of corruption. The looting by the political leadership ultimately frustrates



British High Commission

Education UK Expo 2014 in Botswana

DUMISANI NCUBE

The British Council in collaboration with the British High Commission will be hosting the Education UK Expo 2014 in Botswana on February 25 and 26 at Gaborone Sun Conference Centre.

"A total number of 18 UK Universities and Colleges will be showcasing their institutions at the Education UK Expo 2014," said Thuto Sekate a British Council official.

She mentioned that some of the

universities present include the Manchester College, University of South Wales, Swansea University and Sheffield Hallam University.

Sekate also informed Mmegi that the institutions will have one on one sessions with interested parties on a wide variety of courses offered.

She also said that this is an opportunity for postgraduates and undergraduates to get offered scholarships and partial scholarships since the different institutions will be offering them. During the event officials from different institutions will get

time to present on what their institutions offer and what is required for one to enrol with them, said Sekate. She added that there will be individuals who studied in the UK that will share their experiences at the expo.

The British Council believes that this is a lifetime opportunity for people to find out about studying in the UK, to enhance prospects for career advancement and to learn about UK professional examinations.

The event starts at 9am and ends at 4:30pm on both days. Entrance is free.

Newspaper article prior to the event

<https://siem.britishcouncil.org/exhibitions>

The British Council is the author of this report. © 2013 British Council. All rights reserved. This document may not be amended, copied or distributed without express written permission



[Mmegi](#) > [News](#) > Education UK Expo 2014 in Botswana

Education UK Expo 2014 in Botswana

The British Council in collaboration with the British High Commission will be hosting the education UK expo 2014 in Botswana on February 25 and 26 at Gaborone Sun Conference Centre.



By [STAFF WRITER](#)

Wed 19 Feb 2014, 11:14 pm (GMT +2)



Education UK Expo 2014 in Botswana

News



Five new members to the BMC board

07 March 2014

The Minister of Agriculture Christian deGrujff has added fi...



Diamond war reaches new levels

07 March 2014

The stakes are high as controversy keeps mounting at the loc...



Ntswane lambasts opposition critics

07 March 2014

ERROR



The requested URL could not be retrieved

The following error was encountered while trying to retrieve the URL:
http://www.mmegi.bw/2013_wbs/bw/banners/t

VIDEOS



Another Kalafatis shot

Costa Kalafatis, the younger brother to the late John Kalafatis, is in a serious condition at the Mole S...



EXCHANGE RATES

LONDON EXCHANGE: Monday, 10 Mar 2014

[https://](#)
[The B](#)
[docun](#)

"A total number of 18 UK Universities and Colleges will be showcasing their institutions at the Education UK Expo 2014," said

British Council hosts education expo

Share 0



The British Council has brought 19 United Kingdom (UK) universities, to Botswana, to give Batswana the opportunity to make informed choices about education opportunities in that country.

The 19 universities are here to showcase what their universities offer at a two-day Education UK Expo which began on Tuesday.

Speaking in an interview, the Education UK Expo manager and also British Council examinations officer, Ms Avanthi Gotru, said it was the first time for the British Council to host an education expo of this magnitude. The council, she said, intended to continue

holding the event annually.

Ms Gotru said the main purpose of the expo was to provide a platform for young citizens to chat and have firsthand information about the courses offered by various UK universities as well as the relevant qualifications required for admission into such institutions.

"The expo is targeted at form 5 students, first year students and also post graduate students as well as the working class who still want to further their studies," she said.

"We intend to hold the expo annually, as one of our key mandate, since the event also offers an opportunity for cultural relations between the two countries," she said.

Education UK, Ms Gotru said recognised the significance of quality and relevance to demands, particularly in today's globalised world where internationalisation of education was more important than ever before. Therefore, she said was why it offered a wide range for continuous education at all levels.

The expo has been organised by the British Council to show its committed to supporting Botswana's Vision 2016 Pillars of an "Educated and Informed Nation and a Prosperous, Productive and Innovative Nation."

The invited universities are; City University, Newcastle University, University of Salford, University of South Wales, Broadway Education, The Manchester College, The University of Northampton, University College London, Ruthin School, Sheffield Hallam University, Edinburgh College, University of the West of England, Pearson, University of Surrey, University of Exeter, Coventry University, university of Leeds and Swansea University. ENDS

Source : BOPA

Author : Lorato Gaofise

Related News

- [BGCSE results out](#)
- [Gaborone preaches transparency](#)
- [Councillors support new education format](#)
- [Engage local companies - assistant minister](#)
- [Back-to-School in demand](#)

[more news »](#)

Other News Categories

- [Art & Culture](#)
- [Business](#)
- [Crime](#)
- [Development](#)
- [Dikgang](#)
- [Features](#)
- [Opinions & Columns](#)
- [Parliament](#)
- [Politics](#)
- [Sports](#)

Newspaper article after the event

<https://siem.britishcouncil.org/exhibitions>

The British Council is the author of this report. © 2013 British Council. All rights reserved. This document may not be amended, copied or distributed without express written permission



VoiceMoney

businessdesk@thevoicebw.com

TIP OF THE WEEK:
Create happy 'repeat' customers.
 You must turn your customers into passionate fans who tell the world about you, and do your marketing for you.
 Get your employees to suggest the new ways they can turn unhappy customers into happy customers into happy customers, and happy customers, and happy customers into passionate fans.

1 GBP =	P14.8610
1 EUR =	P12.2699
1 USD =	P8.9127
1 ZAR =	P0.8194
1 YEN =	P0.0872

GIVE A BOOST TO YOUR PRODUCTS & SERVICES

**ADVERTISE IN
 BOTSWANA'S MOST READ
 NEWSPAPER**

CALL: 3161585 / 2416621
 EMAIL: palesak@thevoicebw.com

HANGING IN THE BALANCE



**BRITISH COUNCIL
 VARSITY EXHIBITION**

Delivering on its mission of 'creating equal opportunities for peoples of the world', the British Council has brought to Botswana 19 UK Universities, Colleges and examination bodies to give Botswana the opportunity to make informed choices about education opportunities in the UK.

In their commitment to supporting Botswana's Vision 2016 Pillars of an "Educated and Informed Nation and a Prosperous, Productive and Innovative Nation, the Council will hold a two day workshop at Gaborone Sun Conference Centre.

**REMEMBERING
 THE ENVIRONMENT**

The Ministry of Environment, Wildlife and Tourism through the Department of Environmental Affairs will on the 3rd of March commemorate Africa Environment Day

Newspaper article after the event

<https://siem.britishcouncil.org/exhibitions>

The British Council is the author of this report. © 2013 British Council. All rights reserved. This document may not be amended, copied or distributed without express written permission



THE VOICE SPEAKS FOR ITSELF

HELP BURS CURB UNETHICAL CONDUCT

INTEGRITY BLOW THE WHISTLE ON UNETHICAL CONDUCT

CALL 1620

burs

1620/1621/1622/1623/1624/1625/1626/1627/1628/1629/1630/1631/1632/1633/1634/1635/1636/1637/1638/1639/1640/1641/1642/1643/1644/1645/1646/1647/1648/1649/1650/1651/1652/1653/1654/1655/1656/1657/1658/1659/1660/1661/1662/1663/1664/1665/1666/1667/1668/1669/1670/1671/1672/1673/1674/1675/1676/1677/1678/1679/1680/1681/1682/1683/1684/1685/1686/1687/1688/1689/1690/1691/1692/1693/1694/1695/1696/1697/1698/1699/1700/1701/1702/1703/1704/1705/1706/1707/1708/1709/1710/1711/1712/1713/1714/1715/1716/1717/1718/1719/1720/1721/1722/1723/1724/1725/1726/1727/1728/1729/1730/1731/1732/1733/1734/1735/1736/1737/1738/1739/1740/1741/1742/1743/1744/1745/1746/1747/1748/1749/1750/1751/1752/1753/1754/1755/1756/1757/1758/1759/1760/1761/1762/1763/1764/1765/1766/1767/1768/1769/1770/1771/1772/1773/1774/1775/1776/1777/1778/1779/1780/1781/1782/1783/1784/1785/1786/1787/1788/1789/1790/1791/1792/1793/1794/1795/1796/1797/1798/1799/1800/1801/1802/1803/1804/1805/1806/1807/1808/1809/1810/1811/1812/1813/1814/1815/1816/1817/1818/1819/1820/1821/1822/1823/1824/1825/1826/1827/1828/1829/1830/1831/1832/1833/1834/1835/1836/1837/1838/1839/1840/1841/1842/1843/1844/1845/1846/1847/1848/1849/1850/1851/1852/1853/1854/1855/1856/1857/1858/1859/1860/1861/1862/1863/1864/1865/1866/1867/1868/1869/1870/1871/1872/1873/1874/1875/1876/1877/1878/1879/1880/1881/1882/1883/1884/1885/1886/1887/1888/1889/1890/1891/1892/1893/1894/1895/1896/1897/1898/1899/1900/1901/1902/1903/1904/1905/1906/1907/1908/1909/1910/1911/1912/1913/1914/1915/1916/1917/1918/1919/1920/1921/1922/1923/1924/1925/1926/1927/1928/1929/1930/1931/1932/1933/1934/1935/1936/1937/1938/1939/1940/1941/1942/1943/1944/1945/1946/1947/1948/1949/1950/1951/1952/1953/1954/1955/1956/1957/1958/1959/1960/1961/1962/1963/1964/1965/1966/1967/1968/1969/1970/1971/1972/1973/1974/1975/1976/1977/1978/1979/1980/1981/1982/1983/1984/1985/1986/1987/1988/1989/1990/1991/1992/1993/1994/1995/1996/1997/1998/1999/2000

Home » Other News » BRITISH COUNCIL VARSITY EXHIBITION

BRITISH COUNCIL VARSITY EXHIBITION

Posted by INNOCENT TSHUKUJOU on February 26, 2014 0 Comment



STUDY ABROAD: UK has some of the best Universities in the world

Delivering on its mission of 'creating equal opportunities' for peoples of the world, the British Council has brought to Botswana 12 UK Universities, Colleges and examination bodies to give Botswana the opportunity to make informed choices about education opportunities in the UK.

In their commitment to supporting Botswana's Vision 2016 Pillars of an 'Educated and Informed Nation and a Prosperous, Productive and Innovative Nation, the Council will hold a two day workshop at Gaborone Sun Conference Centre.

The exhibition which started this morning at 0900hrs will continue until 1800hrs this afternoon, and at the same time on Tuesday. The public is invited for both the Monday and Tuesday event. Admission is free and there will be limited partial sponsorship opportunities.

The mandate of the British Council in Botswana is to promote cultural relations between the UK and Botswana. This is done through among others, support to Botswana Government's strategy of investing in human capital development as a means to attain sustainable economic growth.

Education UK recognises the significance of quality and relevance to market demands, particularly in today's globalized world where internationalisation of education is more important than ever before. It furthermore offers a wide range for continuous education at all levels.

Facebook 4, Twitter, Email icons



ADS

EMERGENCY MEDICINE CONFERENCE 2014
15th-16th May
Gaborone International Conference Centre (GICC)

Dr. E.V. Mphahlele
Associate Professor of Emergency Medicine

Registration Prices
Sponsorship | Individual | Student | Family

10800 | 12600 | 10000 | 14000

Writing the Agenda of Emergency Medicine in the Southern African Region

Calling on all:
Doctors, Nurses & Paramedics
Medical & Biomedical
Physiotherapists
Emergency Medicine Specialists
Academics
Faculty Members & Administrators

Registration & Bookings:
Call: 390 8988 / 75809008 / 717 10084
eMail: admission@emc2014.co.za
web site: www.emc2014.co.za

SPONSORS: Mmegi, Mma, PHILIPS

THE VOICE LUCKY NEWSPAPER

JACKPOT NOW P5000
Arrests your eye every day, weekly today

WE GOT LUCKY!
So can you...

LAST WEEK'S WINNING NUMBERS WERE: 4342 2345 3456 4567 5678 6789 7890 8901 9012 0123

YOUR LAST CHANCE
DON'T MISS THIS

BARCLAYS BANK EMPLOYEE WINS P1000

THE VOICE LUCKY NEWSPAPER

<https://siem.britishcouncil.org/exhibitions>

The British Council is the author of this report. © 2013 British Council. All rights reserved. This document may not be amended, copied or distributed without express written permission



Last Updated | Monday 10 March 2014, 10:42 am.

Archives Contact Us

Mmegi > News > Top UK varsities woo Batswana

Top UK varsities woo Batswana

On Tuesday, the Gaborone Sun Hotel conference centre was full of hopeful young Batswana seeking schooling opportunities in the United Kingdom.



By [FELASARETHA KGANAGETSE](#)
Thu 27 Feb 2014, 10:22 pm (GMT +2)

Like Tweet 1 Comments Email Share



Top UK varsities woo Batswana

The prospective students had been to hear presentations of the UK's 19 best universities who had come at the invite of the British Council.

The two-day exhibition which ended yesterday was hosted by the council to give the youth an opportunity to select a university of their choice.

"British Council is delivering on its mission of creating equal opportunities for people of the world. We have brought 19 UK universities, colleges and examination bodies to give Batswana an opportunity to make informed choices about education opportunities in the UK," said Boltumelo Kgangetsile of the British Council.

News



Five new members to the BMC board

07 March 2014
The Minister of Agriculture Christian deGroot has added E...



Diamond war reaches new levels

07 March 2014
The stakes are high as controversy keeps mounting at the loc...



Ntswane lambasts opposition critics

07 March 2014
Former Leader of Opposition, Member of Parliament for Botsin...

NEWS

07 March 2014

Five new members to the BMC board

07 March 2014

Diamond war reaches new levels

07 March 2014

Maru-a-Pula School

maruapula.org

Independent secondary education
Apply for admission today.



VIDEOS



Another Kalafatis shot

Costa Kalafatis, the younger brother to the late John Kalafatis, is in a serious condition at the Male Su...

EXCHANGE RATES

FOREIGN EXCHANGE: Monday, 10 Mar 2014.

FOREIGN /	PULA /
1 USD = Pula 8.8574	1 Pula = USD 0.1129
1 GBP = Pula 14.8148	1 Pula = GBP 0.0675
1 EUR = Pula 12.2650	1 Pula = EUR 0.0814
1 YEN = Pula 0.0859	1 Pula = YEN 11.6400
1 ZAR = Pula 0.8223	1 Pula = ZAR 1.2161

Power Sponsored by



Online newspaper article after the event

<https://siem.britishcouncil.org/exhibitions>

The British Council is the author of this report. © 2013 British Council. All rights reserved. This document may not be amended, copied or distributed without express written permission

British Council opens doors to UK study for Botswana

Posted on Feb 20, 2014, 11:51 am



Delivering on its mission of 'creating equal opportunities for peoples of the world', the British Council will be bringing to Botswana 19 UK Universities, Colleges and examination bodies to give Botswana the opportunity to make informed choices about education opportunities in the UK.

The public is invited to a two day exhibition at the Gaborone Sun Conference Centre on the 25 and 26 February 2014 from 0900 to 1600 on both days. Admission is free and there will be limited partially sponsorship opportunities.

The mandate of the British Council in Botswana is to promote cultural relations between the UK and Botswana. This is done through among others, support to Botswana Government's strategy of investing in human capital development as a means to attain sustainable economic growth.

Education UK recognises the significance of quality and relevance to market demands, particularly in today's globalized world where internationalisation of education is more important than ever before. It furthermore offers a wide range for continuous education at all levels.

The British Council is committed to supporting Botswana's Vision 2016 Pillars of an "Educated and Informed Nation and a Prosperous, Productive and Innovative Nation"

Magazine Article after the event

- We used different forms of media taking into account our target audience, i.e. students and the sponsors. A month and a half before the expo we flighted an advert in one of the popular Newspapers.
- This was followed by distribution of Posters at different secondary schools and government and private sector offices.
- Letters of invitation were also sent to potential sponsors as well as to schools.
- We printed bookmarks with information on the expo and distributed these to the face to face visitors to our office.
- 2 billboards were put up strategically in the busy places around the city 3 weeks prior to the event.
- We roped in the British High Commission for further prominence of our event

<https://siem.britishcouncil.org/exhibitions>

The British Council is the author of this report. © 2013 British Council. All rights reserved. This document may not be amended, copied or distributed without express written permission



- **Pre-registration system**

A registration table was placed at the entrance of the hall with promotional pens made available by the British Council and each visitor was asked to fill in the form before they proceeded to the hall. British Council staff administered the registration.

- **Pre Event Work**

We made arrangements with the Gaborone Sun to set up the hall the day before the event was to be held to ensure the exhibitors would upon arrival be awarded the luxury of setting up immediately should they wish to.

The exhibitors found their welcome packages placed on their tables- including emergency numbers, invitations to the networking reception as well as with Botswana Tourism material,

<https://siem.britishcouncil.org/exhibitions>

The British Council is the author of this report. © 2013 British Council. All rights reserved. This document may not be amended, copied or distributed without express written permission