

An Education for life

Education UK Exhibition
Cyprus, 18 to 19 April 2013

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1. Event fact file

Limassol

Venue	Ajax Hotel, Limassol
Opening hours	Thursday 18 April 1500-2030 Friday 19 April 1500-2030
Stand costs	Partner: £1,466 Non-Partner: £2,932
Sponsors	UNITE Group and CYTA
Unique feature to give added value	<ul style="list-style-type: none">▪ A parallel workshop / seminar on how to become a successful professional of tomorrow. During the workshop attendees had the chance to benefit from suggestions and options on how to decide on the best career choices.▪ Internet café for visitors to access their applications on-line
Seminars	<p>Thursday 18 April 2013</p> <ul style="list-style-type: none">• University Recognition of Edexcel's International Advanced Levels• Forget the traditional professions of today, become successful professionals of tomorrow. <p>Friday 19 April 2013</p> <ul style="list-style-type: none">• Forget the traditional professions of today, become successful professionals of tomorrow.• CIE IGCSE ESL Listening – how to prepare your studies

2. Objectives of the event

- Encourage and enable Cypriots to study in the UK by attending this exhibition
- Increase the UK's share in the market for international education
- Enable both Undergraduate and Postgraduate students to get first level information on opportunities available in the UK
- Showcase the variety of opportunities within the UK's education system through a seminar / workshop
- Provide first hand information to a variety of students exploring opportunities for study in the UK
- To provide UK institutions with a platform for recruiting prospective EU and international students

3. Key statistics

The figures below are based on the current exhibition just taken place (April 2013).

Attendance	Limassol
Visitors	
DAY 1	280
DAY 2	170
Total No of Visitors	450
Exhibitors*	
Further Education	
Higher Education	22
UCAS	
VISA	
Total No of Exhibitors	22
Visitors Primary Market Objectives	Limassol
Level of Study	Foundation Undergraduate Postgraduate
Main Subjects of Interest	Engineering Mathematics/Statistics Law Architecture Marketing/Management Accounting & Finance Computer Science
Sector breakdown	HE

Demographics of Visitors	Limassol
Gender	
Male	67%
Female	33%
Age	12-19 years 67% 20-23 years 16%



4. Seminars

British Council following the needs and demands of the market introduced a workshop / seminar on the top 20 most popular professions for the future. Workshop was delivered on both exhibition days presented by an external collaborator.

In collaboration with our examinations team, two more seminars were delivered to both teachers and students on Cambridge and Edexcel examinations

Workshops and seminars were very well received by audience with high attendance attracting around 160 people over the two day sessions.

More details can be found in [Appendix 2](#).

5. Market developments

Despite the difficult global economic situation demand for UK education remains high among Cypriot students. Local provision is not sufficient to cover market needs and UK is gaining a greater market share every year. We expect that interest will continue to grow and figures of Cypriot students to the UK will still remain high even after the changes in tuition fees, as a local private Higher Education costs about the same for students.

British Council is playing an important role in promoting UK education and passing the key messages to students and decision makers by organising a range of activities every year which include:

- Outreach promotional activities to school counsellors updating them on entry requirements and latest information on the UK education system.
- A number of presentations to parents and students on “Studying and living in the UK”
- Extensive promotional campaign before the exhibition which covered visits to Schools/Universities and involved participation in “Open Day” events, mini exhibitions and discussion forums.
- Seminars / workshops, presentations and training to counsellors, agents and potential UK students ensuring that quality standards in service and information provision are sustained.

Positive feedback was received from UK delegates; in general institutions received many good enquiries from high quality students.

Based on visitor questionnaires distributed at the exhibition, Business, Accounting & Finance and Engineering are in the first place of students’ choice, followed by Law, Architecture and Biological Sciences.

A full report of the visitor survey can be found in [Appendix 3](#).



6. Key internal and external influencer's on the Exhibition

This year we have re-introduced the April Exhibition following market needs and demands. Event proved to be very successful with 22 institutions participating and a good number of visitors, a very positive result taking into consideration the global economic situation and tight budgets. This could be a result of:

- Promotional activities by the British Council education team throughout the year to all schools across the island.
- The education of counsellors and agents through a number of seminars across the island as well as on-line training.
- Media coverage on the benefits of UK education and high appreciation of UK qualifications among employers.

The exhibition was supported with an internet café enabling students to access their applications and get updated information on their application progress.

7. Visitor survey analysis

The total number of visitor surveys completed was 49. This represented 10.8% per cent of the total number of visitors. The full report with results from the questionnaires can be found in [Appendix 3](#), some extracts can be seen below;

- 57 per cent of visitors found out about the Exhibition from FB, website and newspapers, also a high percentage were informed by radio.
- 87.5 per cent of visitors at the event consisted of sixth grade Cypriot students between 12-19 years old.

8. Exhibitor survey analysis


The total number of exhibitor surveys completed was 20. This represented 90.9 per cent of the total number of exhibitors. The full report with results from the questionnaire can be found in [Appendix 4](#), some extracts can be seen below.

- 51 per cent confirmed that they were happy with both the number and quality of visitors.
- 50 per cent of exhibitors stated they will be attending next year while the remainder are undecided.

9. Impact of marketing plan

The main focus of the media campaign was targeted around flyer distributions, school visits and press coverage. A number of advertisements were placed before and during the event in newspapers. Radio spots and interviews covered the event for a number of days.

A full media plan can be found in [Appendix 5](#).



Prior to the event, promotional flyers for the exhibition were sent out with the IELTS examination results to candidates. The education team distributed flyers to all schools and local agents as well as to the Ministry of Education and local Universities/Colleges.

The Education UK team participated in the “Open Days” event, an exhibition organised by local Cypriot universities with the aim of promoting studies abroad. This was done in order to further promote the Education UK Exhibition to potential postgraduate students.

10. Conclusions and follow up

10.1. Extent to which the objectives were met

The objectives of the event were met as we managed to attract a good number of quality visitors. The figures have shown that visitor numbers were slightly less than two years ago when the last April event took place however taking into account the current economic climate the attendance was encouraging. Results from our exhibitor’s survey also indicated that the quality of visitors was of high standard with targeted enquiries.

The results from the visitor survey and observations made on the day demonstrated that the exhibition was a useful and helpful event. Students benefited by getting information and advice on existing applications as well as information on the postgraduate courses available to them.

10.2. Key recommendations for institutions

- It has been suggested that more information / clarity on country specific qualification is available. As most of the target market comes from public schools were Cyprus Apolyterion is awarded some more guidance on its evaluation in terms of university entry would be appreciated.

10.3. Key recommendations for the British Council

- On-line pre-registration of visitors to the event would enable institutions have a clearer view of what the needs of visitors would be. We have discussed this in the past but there was not interest by students, we may need to look into it next year again.
- Hold April Exhibition one day in Nicosia and one day in Limassol. In this way we will enable easier access of visitors to the event across Cyprus.



Appendix 1: List of participating institutions 2013

1	The University of Bolton
2	University of Bradford
3	Canterbury Christ Church University
4	Cardiff Business School
5	University of Central Lancashire
6	City University
7	University of Derby
8	University of Greenwich (London)
9	University of Kent
10	Le Cordon Bleu London
11	London South Bank University
12	Middlesex University
13	Newcastle University
14	Northumbria University
15	Nottingham Trent University
16	Oxford Brookes University
17	Royal Holloway (UOL Federal)
18	University of Salford
19	The University of Sheffield
20	Teesside University
21	University of West of England
22	University of Wolverhampton

Appendix 2: Event programme

Ajax Hotel, Limassol

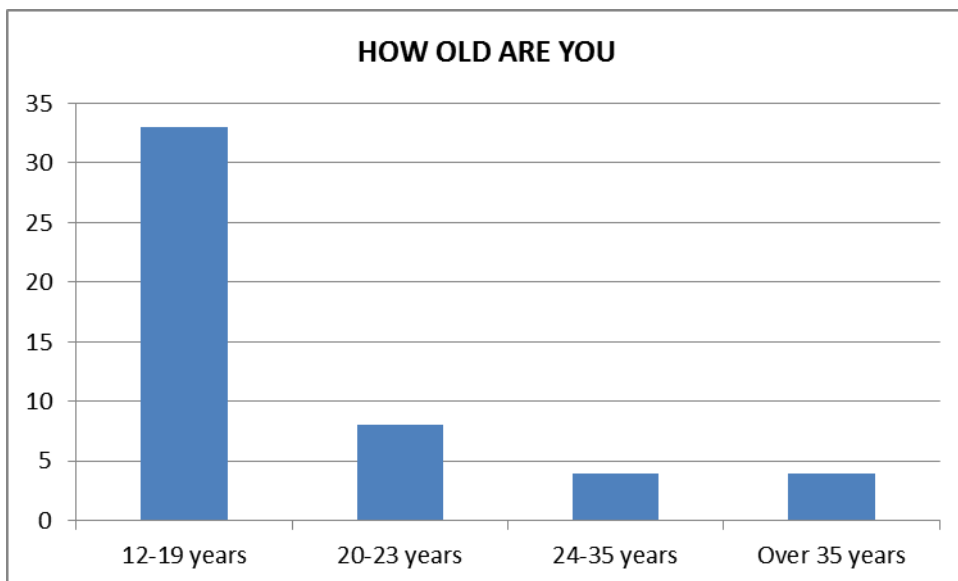
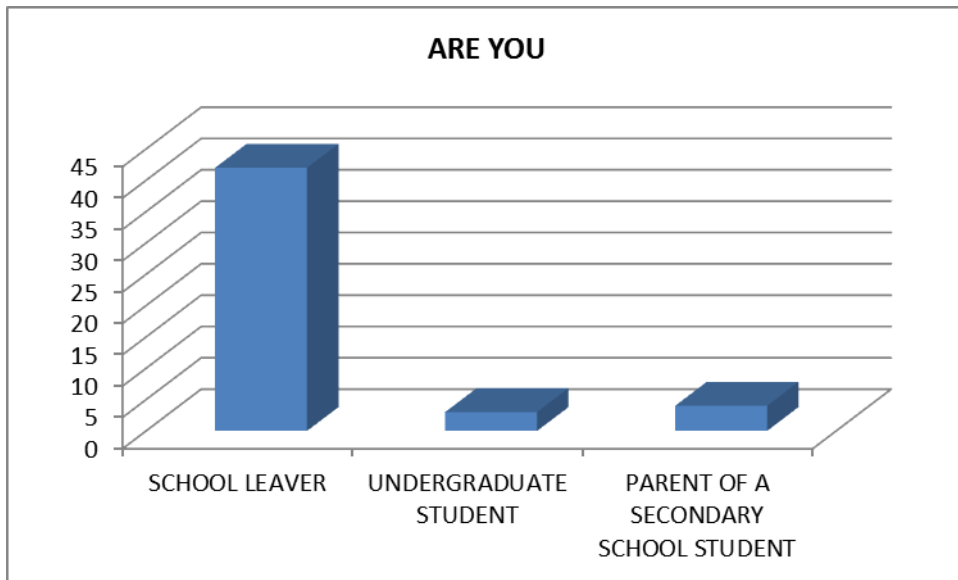
Programme for 18 – 19 April 2013

LIMASSOL		
Date	Time	Activity
Thursday, 18 April 2013 Ajax Hotel - Limassol	10.00-13.30	Dressing the stands (Agamemnon Hall)
	13.30-14.30	Market briefing (Achilles Room)
	14.30-15.00	Small Reception (Achilles Foyer)
	15.00-20.30	Exhibition opens to the public
	16.30-17.30	University Recognition of Edexcel's International Advanced Levels (Achilles Room)
	18.30-20.00	Forget the traditional professions of today; become successful professionals of tomorrow (Achilles Room)
Friday, 19 April 2013 Ajax Hotel - Limassol	15.00-20.00	Exhibition opens to the public
	16.30-17.30	CIE IGCSE ESL Listening – how to prepare your studies (Achilles Room)
	18.30-20.00	Forget the traditional professions of today; become successful professionals of tomorrow (Achilles Room)



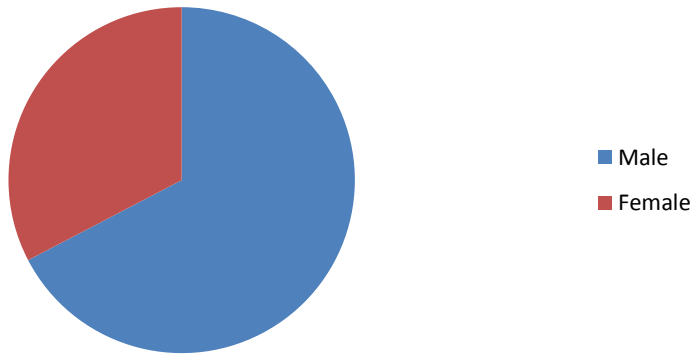
Appendix 3: Visitors' survey results

Questionnaires returned from 49 visitors

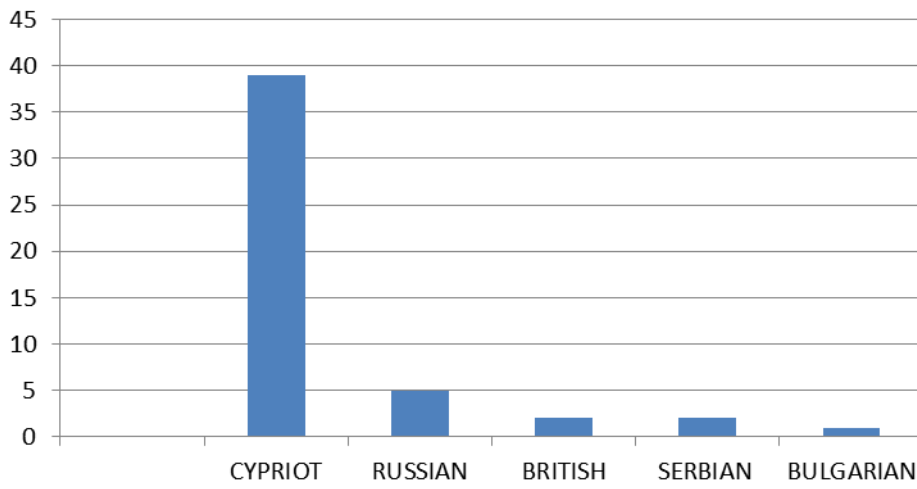




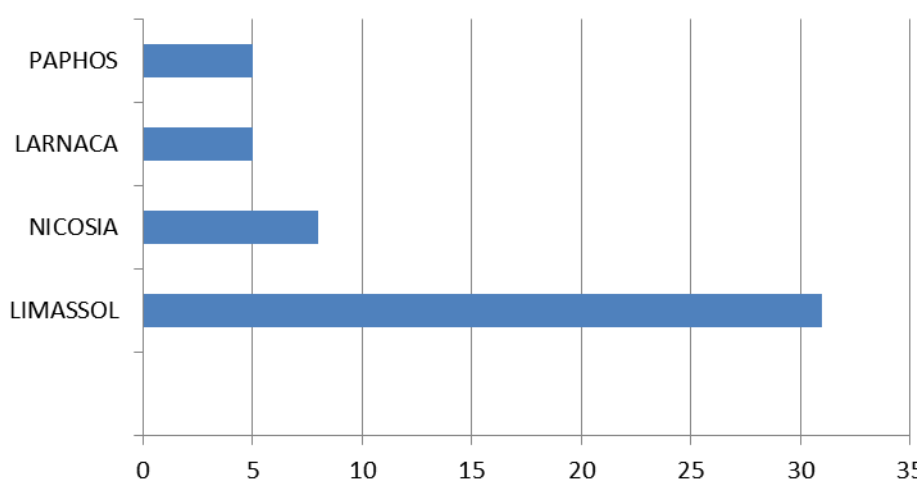
ARE YOU MALE OF FEMALE



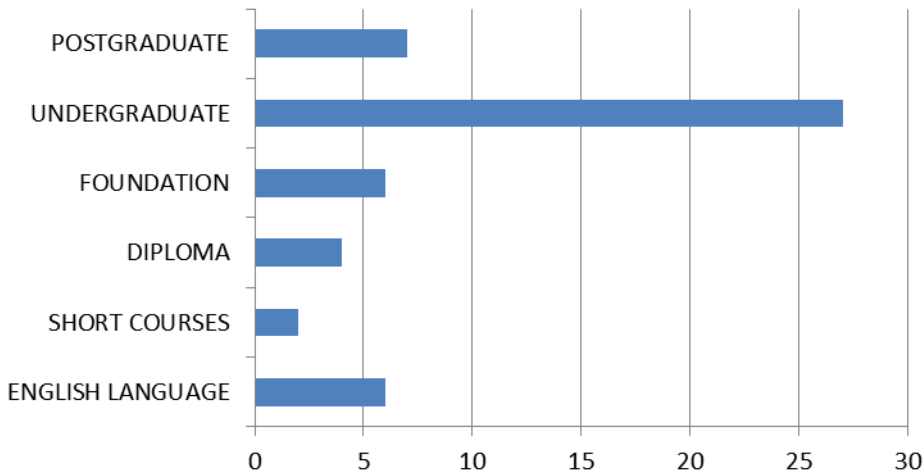
WHAT IS YOUR NATIONALITY



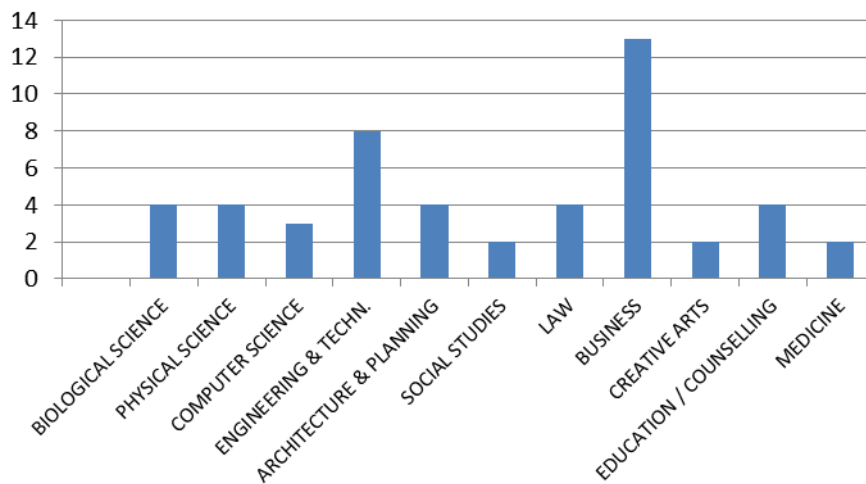
WHAT IS YOUR TOWN



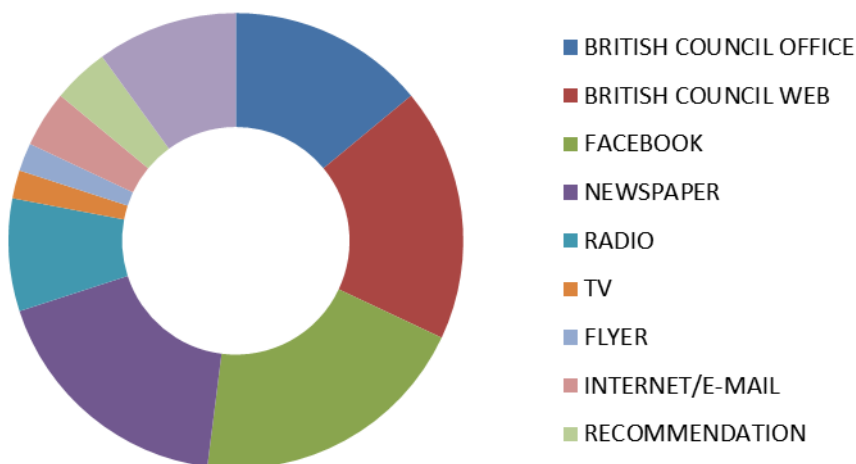
WHAT PROGRAMME OF STUDY ARE YOU INTERESTED IN



WHAT SUBJECT OF STUDY ARE YOU INTERESTED IN



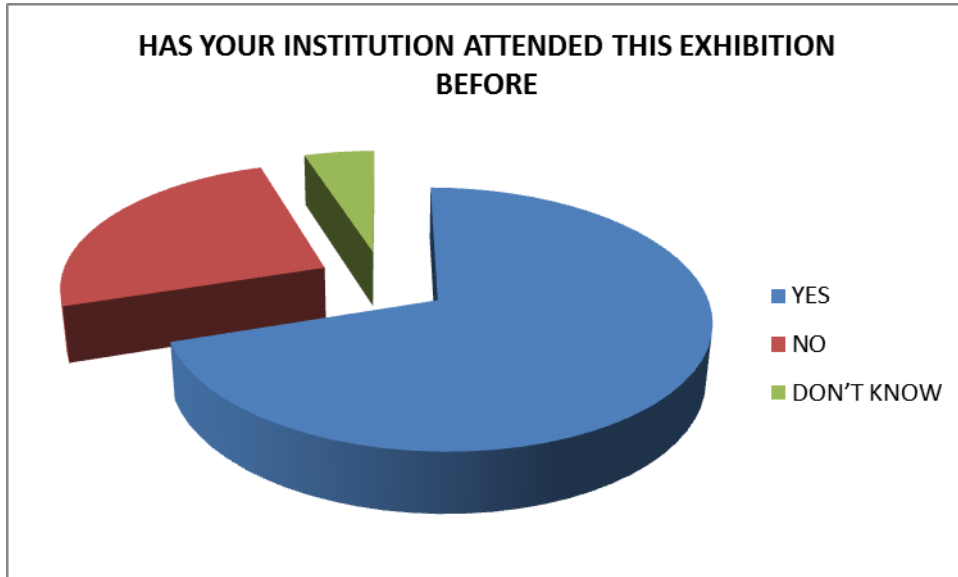
HOW DID YOU FIND OUT ABOUT THE EXHIBITION





Appendix 4: Exhibitors' survey results

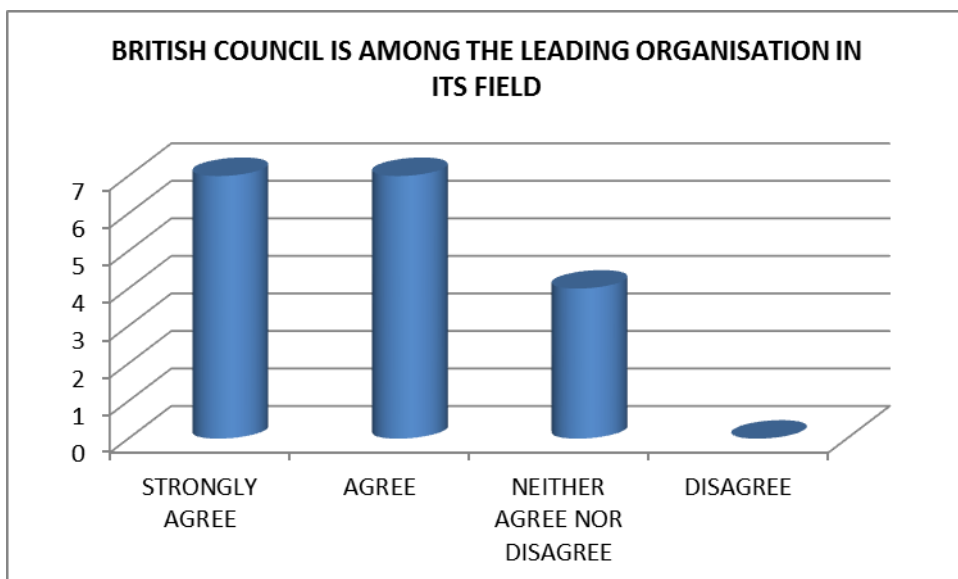
Questionnaires returned from 22 institutions.



WHO ARE THE VISITORS THAT YOU WANTED TO SEE AT THIS EXHIBITION

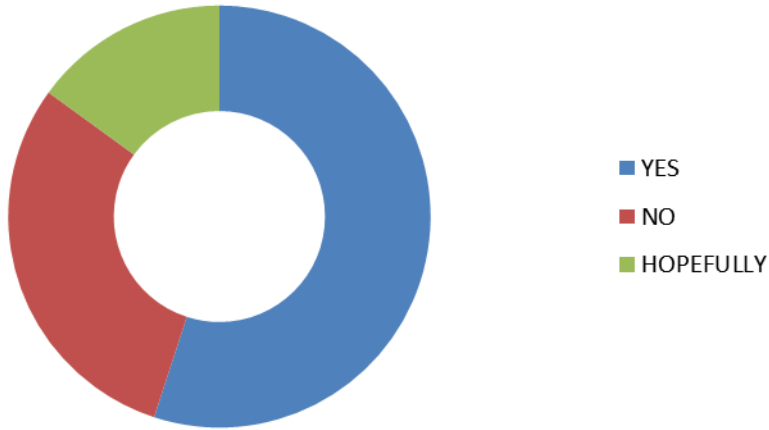
Most delegates replied: Quality UG + PG students

Some delegates replied: Students interested entering a University in 2013

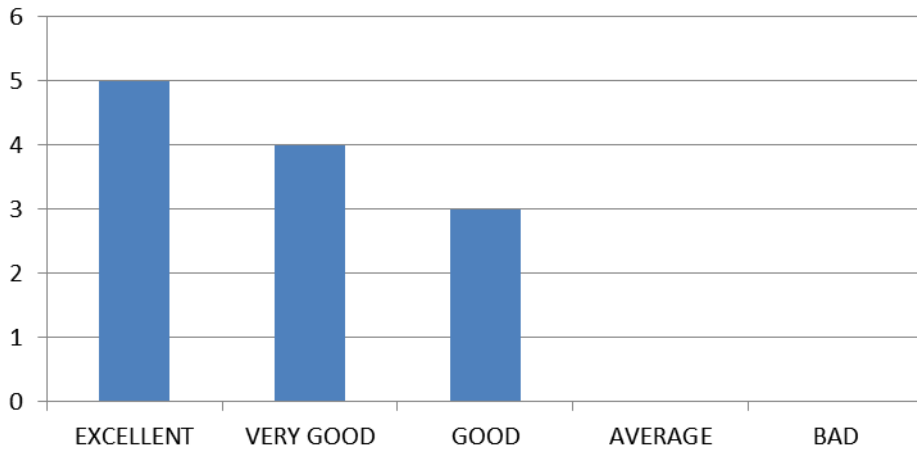




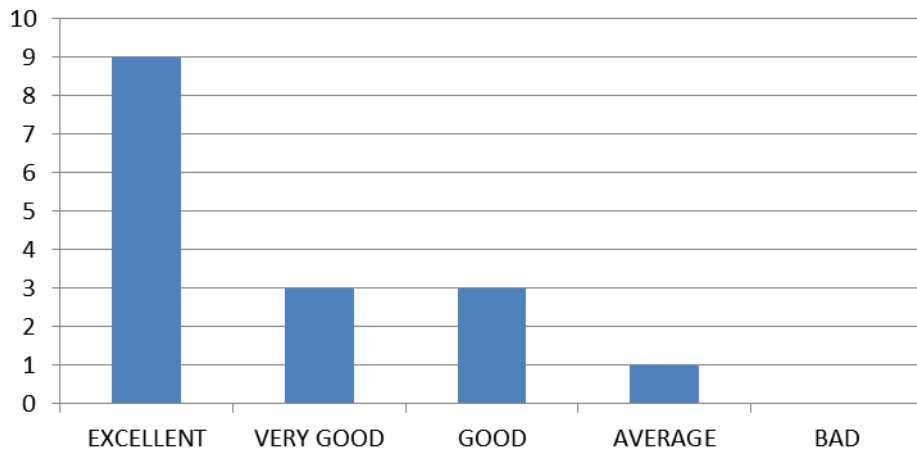
HAVE YOU DEVELOPED NEW LINKS OR BUILT ON EXISTING FEEDER OR AGENT RELATIONSHIPS BY COMING

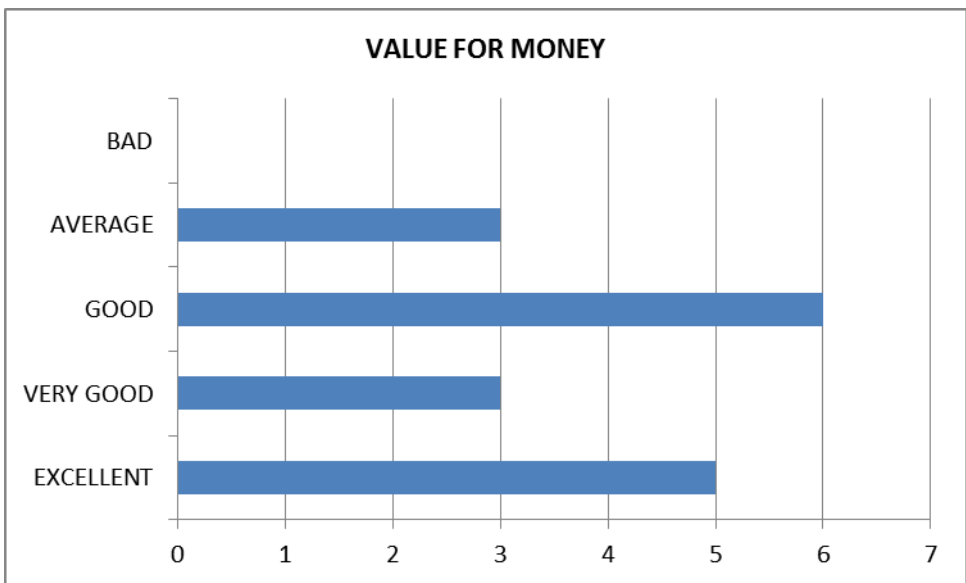
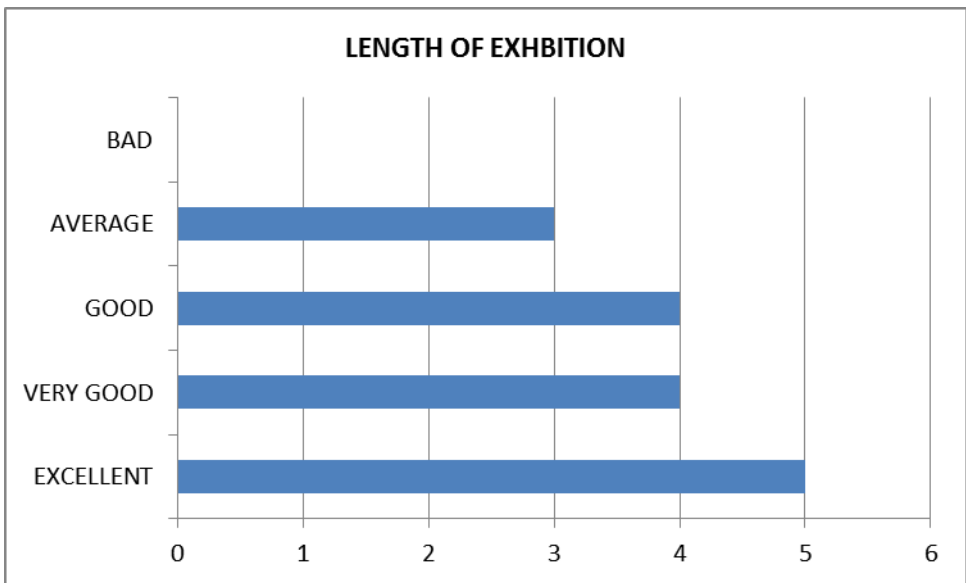
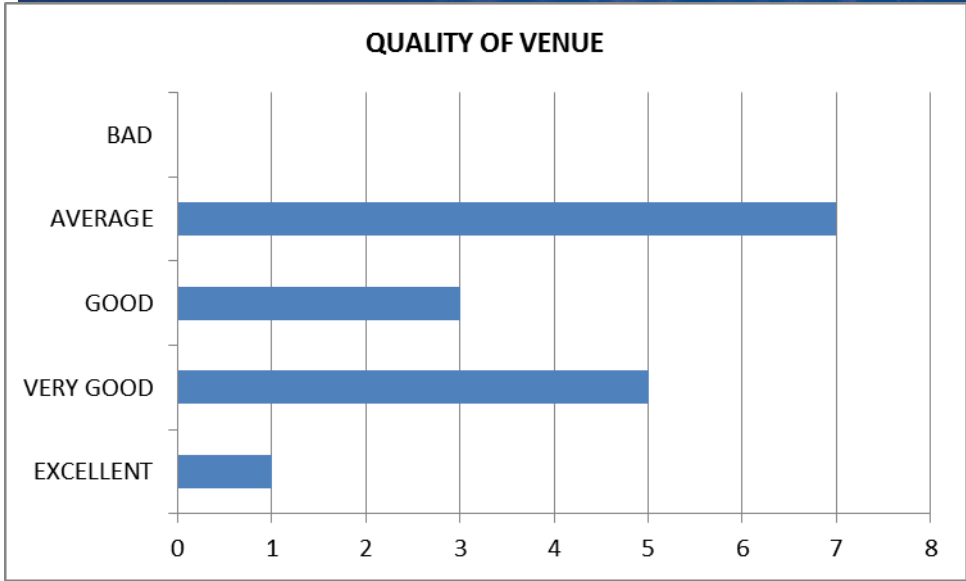


LEVEL OF SUPPORT BY BRITISH COUNCIL BEFORE THE EXHIBITION



LEVEL OF SUPPORT BY BRITISH COUNCIL DURING THE EXHIBITION

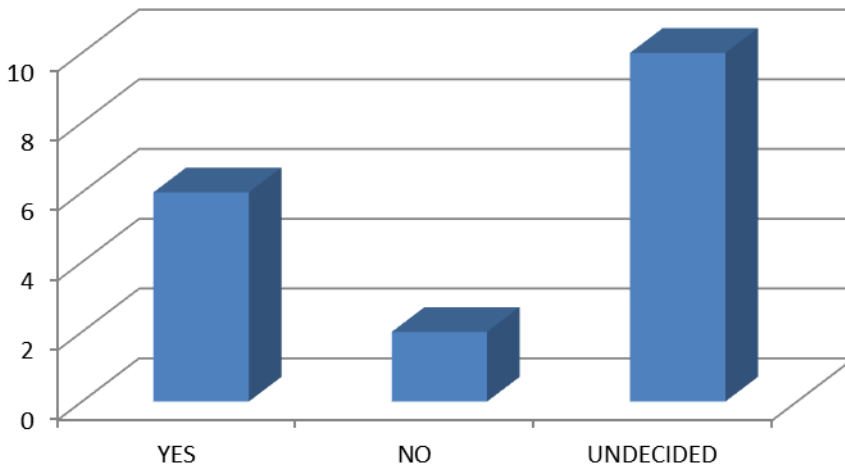




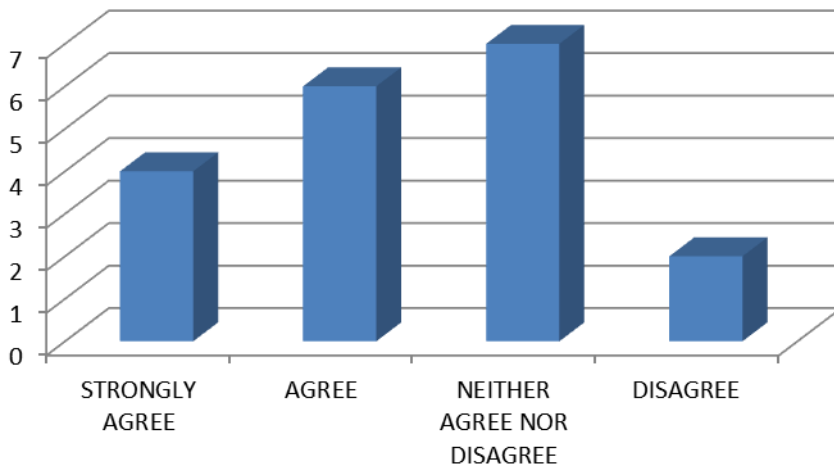
PLEASE GIVE YOUR OVERALL ASSESSMENT OF THE EXHIBITION



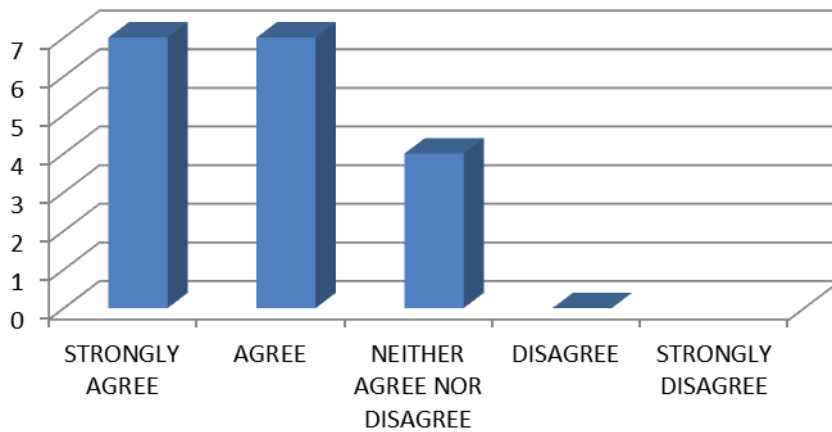
WILL YOU BE ATTENDING THIS EVENT NEXT YEAR



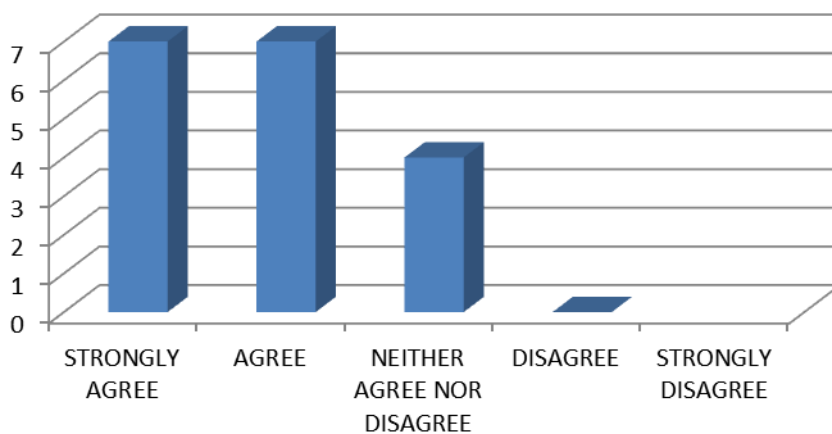
THIS EVENT MET MY EXPECTATIONS



BRITISH COUNCIL IS AMONG THE LEADING ORGANISATION IN ITS FIELD



BRITISH COUNCIL IS AMONG THE LEADING ORGANISATION IN ITS FIELD



WHAT RECOMMENDATIONS HAVE YOU GOT FOR THE FUTURE OF THIS PARTICULAR EVENT FOR BRITISH COUNCIL

- Perhaps different location / Nicosia
- A day in Nicosia and a day in Limassol
- Have a pre-registration system
- Maybe have it on a weekend
- We had a good number from Paphos because it was convenient

ADDITIONAL COMMENTS AND SUGGESTIONS

- Not too many students but good quality enquiries
- Maybe only one day event
- Maybe consider having proper lunch



Appendix 5: Advertising and promotion plan (media plan)

External Promotion Channels

Promotion Overview

The organiser, with Cherry Red Advertising Agency, has undertaken an extensive and timely promotional campaign (approximately 10 days prior to the event) to raise public awareness of Education UK and the exhibition across the island. The measures taken included:

- **We have distributed 3,000 flyers** to Education agents, exams candidates and Cyta (Cyprus Telecommunications Authority) shops . The flyers were also available at the reception area of the British Council offices
- **The radio campaign** was extensive with radio spots playing in 4 popular radio stations at carefully selected prime times throughout Cyprus.
- **Radio interviews** with Astra and CyBC radio stations.
- **Newspaper adverts** appeared in 5 major newspapers.
- **TV interviews** during popular daily programmes
- **Face book competition** at the exhibition during the first day
- Press releases and articles were published (both on paper and electronically) while Cyprus Mail newspaper had prepared an Education Supplement with extensive promotion of this exhibition.
- Last but not least the information was available at the British Council website and the information was extensively promoted to our **Facebook page** for the period of three weeks.