

# Get into the right groove

Education UK Exhibition

Cyprus 10-11 April 2014

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## 1. Event fact file

### Limassol & Nicosia

<b>Venues</b>	Atlantica Miramare Beach Hotel Limassol - 10 April 2014 Hilton Cyprus Nicosia - 11 April 2014
<b>Opening hours</b>	Thursday and Friday 1530-2030
<b>Stand costs</b>	£1,425 excl VAT (£1,710 incl VAT)
<b>Sponsors</b>	UNITE Group and IELTS
<b>Unique feature to give added value</b>	<ol style="list-style-type: none"><li>1. Market Briefing for Exhibitors – enriched with contribution from Ministry of Education and Culture – Higher Education Sector</li><li>2. Seminars on New Jobs, New Challenges and the future of Green Professions</li></ol>

## 2. Key statistics

The on-line visitor registration system was introduced to this event. As this was the first year very few students registered before the event. From the total number of 118 registrations, fifteen students signed up before the exhibition and 105 during the two afternoons of the event. We will encourage pre-registration to exhibitions and continue using the system during November events in order to collect some useful information for UK institutions attending our Exhibitions.

Our records indicate that attendance to this event was not as high as expected in terms of visitors. To this respect we are considering a different promotional approach for next events. We are currently working closely with the ministry of education to arrange targeted school visits and facilitate interested students to the exhibitions and boost targeted promotion to schools through the ministry career offices.

<b>Attendance</b>	<b>2013</b>	<b>2014</b>
Day 1	280	260
Day 2	170	355
<b>Total number of visitors</b>	<b>450</b>	<b>615</b>
<b>Exhibitors</b>		
Higher Education	22	26
<b>Demographics of visitors</b>		
Male	67%	34%
Female	33%	66%

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



### 3. Impact of marketing plan

[The full list of advertising and promotion is listed in Appendix 4](#)

Exhibition promotion (marketing plan and execution) is carried out internally by the Communications Co-ordinator. The fact most of the promotions work in undertaken internally results to organising more cost-efficient campaigns and reinforces relationships with media professionals.

The primary image selected for the exhibition was the Balloons with the headline *'Ready to take off?'*

**The following promotion tools were used to support this theme.**

- Exhibition was promoted by popular radio stations, press and magazine adverts. In [Appendix 4](#) an analysis is provided with all media used and number of audience reached (where available).
- Press releases and articles (free publicity): press releases and articles were sent to all newspapers in both south and north Cyprus. An analysis is provided in [Appendix 4](#)
- Radio interviews: an analysis can be found in [Appendix 4](#)
- On-line & Digital:
  - E-newsletter emailed twice to 1,300 subscribers with details of the event
  - British Council Facebook Page: more than 3,500 people opened the link that listed the participating universities and details of the event
  - British Council Website
- Printed materials:
  - Flyers: 4,000. These were sent to all public and private secondary schools, public and private universities and university agents.
  - Floor-plans for exhibition visitors
- In addition a number of presentations were delivered by British Council staff prior to exhibition at main secondary schools and universities about studying to the UK and to announce the Exhibition.

## Conclusions and follow up

### 4.1 Key recommendations for exhibitors

- Apart for participating to the exhibition itself, institutions interested in building up a market and raising their profile need to continue promotional activities throughout the year. We are here to assist you with your marketing activities.

### 4.2 Key recommendations for the organisers

- Arrange school visits to the event. We will work out the exhibition opening hours to fit within school working hours.
- Consider changing the dates of the exhibition to avoid long weekends
- Consider opening up an English Language zone as part of the Exhibitions.



## Appendix 1: List of participating institutions

No.	Institution
1	Aberystwyth University
2	Anglia Ruskin University
3	Brunel University
4	Canterbury Christ Church University
5	Cardiff University
6	City University London
7	ESCP Europe Business School
8	Goldsmiths, University of London
9	Kaplan Financial and Kaplan Holborn College
10	Newcastle University
11	Northumbria University
12	Nottingham Trent University
13	Plymouth University
14	The University of Bolton
15	University for the Creative Arts
16	University of Bradford
17	University of Brighton
18	University of Central Lancashire
19	University of Cumbria
20	University of Derby
21	University of Essex
22	University of Kent
23	University of Portsmouth
24	University of Roehampton
25	University of Salford
26	University of Wolverhampton

## Appendix 2: Visitors' survey results

Gender		Age	
Male	34%	14-25 Years	92%
Female	66%	26-51 Years	8%

Occupation		Nationality	
Student	67.5%	Cypriot	95%
Professional	14.5%	British	5%
Parent	5%		
Academic	1.7%		
Other	11%		
Country of Study		Type of Education	
UK	83%	Bachelor's Degree	71%
US	15%	Master's Degree	27%
Netherlands	6%	PhD	2%
Canada	5%	Language courses	3%
France	5%	Specialized studies	3%
Germany	5%	Pre-Master's Course	3%
Australia	3.5%	Foundation or Pre-University Course	3%
Spain	1.7%		
Italy	0.8%		

Subject of Study	
Business / Economics / Management	23
Medicine / Health	10
Computer Science / IT / Telecommunication	9
Education	8
Law	7
Psychology	6
Science	6
Engineering	6
Humanities / Social Sciences	5
Language / Literature / Translation	5

Art / Culture	4
Fashion / Design	3
Physical Education, Recreation & Leisure	3

<b>Motivations to Study</b>	
High academic standard	53
Overseas work opportunities	45
International recognition of qualifications	25
Wide variety of courses and Institutions	17
Travelling in many different Countries	17
Learning a foreign language	15
Having a better job in my country	12
Cultural environment	12
Friends and relatives there	7
Scholarship offered	6
Competitive tuition fees	5
Parents' decision	2
Overseas work opportunities	45

<b>Source of Information</b>	
Radio, TV	25
British Council	23
Friend or relative	20
Internet	13
University, teacher	12
Facebook	10
Email	10
Newspapers	7
Fliers	2



## Appendix 3: Exhibitors' survey results

Exhibitors' feedback was overall very positive for the level of support received by the British Council before and during the exhibition. Equally positive comments were given for the quality of venue and length of exhibition. This year however the exhibition did not attract the expected number of visitors mainly due to the difficult economic situation but also due to the fact that other similar education fairs / events took place around that time. A number of delegates commented that we could organise the event at a different time of the year or during weekends or even concentrate only in Nicosia which traditionally attracts the most interest.

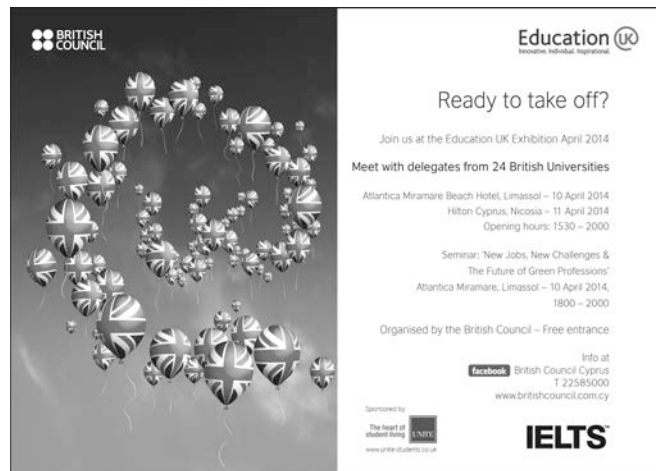
In terms of market development delegates observed that there is a growth interest for distance learning courses, demand for more undergraduate rather than postgraduate programmes and that students are mainly focussing on career prospects beyond studies.

### **Additional comments received are listed below:**


- ✓ More advertising could be beneficial
- ✓ Organise school visits
- ✓ Concentrate in one town – maybe Nicosia
- ✓ Well organised

# Appendix 4: Advertising and promotion plan (media plan)

Footage of the design work and its application on flyers and adverts.







Media	Dates	Adverts/Spots	Press-release/Article	Audience reached
<b>PRESS - adverts</b>				
Simerini	6 & 9 April	2	yes	45,000
Fileleftheros	5 & 6 & 9 April	3	yes	75,000
Cyprus Mail	2,4,6 & 8 April	4	yes	20,000
Vestnik Kipra	4 April	1		
<b>RADIO</b>				
Super FM	4-11 April	60 spots	Radio interview	6,500
Sphera	2-11 April	60 spots		
Capital	5-10 April	30 spots	Radio interview	5,000
Super Sport FM	3-11 April	40 spots	Radio interview	15,500
Russian Wave	2-11 April	60 spots		
Ant1	2-11 April	40 spots		
Mix FM	3-11 April	56 spots		3,500
<b>TV</b>				
RU TV	2-11 April	60 spots		