

Get into the right groove

Education UK Exhibition
Cyprus 12 November 2013

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1. Event fact file

Nicosia north

Venue	Merit Hotel, Nicosia
Opening hours	Tuesday, 12 November 1500-2000
Stand costs	£ 545.00 exc VAT (£ 654.00 inc VAT)
Sponsors	UNITE Group and IELTS
Unique feature to give added value	<ol style="list-style-type: none">1. Market Briefing for Exhibitors2. Participation of UCAS

2. Background & Framework

This was the second Education UK Exhibition organised in north Cyprus with high number of UK institutions and the participation of UCAS. Event was very well attended with 14 per cent increase on visitors numbers compared to last year. Market is there but due to political sensitivities students from the north need to go through check points in order to attend events in the south which is a major distractive factor resulting to market loss.

From our years of experience not all members of the north part of the island could cross the check points to visit our south exhibition/s as only passport holders of the Republic of Cyprus and EU countries could. People from other nationalities studying or living in the north and in general non EU passport holders are not eligible to cross to the south.

We are looking into establishing this as an annual event and creating awareness between students from the north to take good advantage and benefit from the opportunity as UK remains the second most popular study destination for Turkish Cypriots after Turkey.

Following feedback received by UK delegates indicates that visitors are better prepared with more targeted enquiries this year. However we are still looking into ways of improving our event and adding elements which will increase impact and raise profile of the UK.

Our main aim is to:

- Promote the exhibition to as many potential UK students and parents as possible
- Establish the exhibition and make it an annual expectation for both visitors and exhibitors
- Reinforce the Education UK brand to the Cyprus audience through a number of promotional streams
- Strengthen the value and benefits of UK studies to Cypriots and people from other nationalities living in Cyprus, EU and International.

3. Key statistics

Attendance	Nicosia north	
	2012	2013
Tuesday 12 November 2013	450	515
Total number of visitors		

Exhibitors	Nicosia north	
	2012	2013
English Language	-	1
Higher Education	32	28
Other – UCAS		1
Total number of exhibitors	32	30

Visitors' primary market objectives	Nicosia north	
	2012	2013
English Language	5%	2%
Diploma	20%	3%
Foundation	5%	20%
Undergraduate	50%	70%
Postgraduate	15%	5%
Professional Qualifications	5%	0%

Demographics of visitors	Nicosia north	
	2012	2013
Male	30%	35%
Female	70%	65%

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



4. Impact of marketing plan

Marketing and promotional activity plan was extensive and diverse covering all major promotional channels. The primary image selected for these exhibitions was the Tube with the headline *'Map out your future'*.

A combination of promotion tools to support this theme was used:

- In addition the exhibition was promoted by other popular radio stations, press and magazine adverts, on-line banners and TV adverts.
- Press releases and articles (free publicity): press releases and articles were sent to all newspapers.
- Radio and TV interviews: an analysis can be found in [Appendix 4](#)
- Printed materials:
 - Flyers: 1,000 Sent to all public and private secondary schools, public and private universities and university agents
- In addition a number of presentations were delivered by British Council staff prior to exhibition to main secondary schools and universities about studying to the UK and to announce the Exhibition.


5. Recommendations

5.1 Key recommendations for exhibitors

- Based on positive feedback received by the majority of institutions which attended our event in the north, we would like to encourage more institutions to consider the event as a new market opportunity and benefit for participating.
- 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.
- Following interest and demand from visitors we are looking into organising subject specific seminar next year. Contribution from UK delegates in the delivery of these seminars will be highly appreciated.

5.2 Key recommendations for the organisers

- Offer UK delegates the option of accommodation to the hotel in the north as this is much more convenient to some of them.
- More information, some advance warning of potential opposition for attending the event in the north.
- Maybe keep the event an hour shorter as most busy time was between 1500-1800 hours.

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- Compress the whole exhibition programme and pull it closer to public opening hours as to avoid big gaps between each activity.
 - Organise seminars on most popular subjects of study parallel to Exhibition opening hours.
 - Carry on organising it!

Action taken by the British Council

Education UK Exhibition to the north is part of our exhibitions agenda will be established as an annual event in November in line with the exhibition to the south.

6. Conclusions and follow up

Organising an Education UK Exhibition in the north part of the island for the second time proved to be a worthwhile decision. This year the event attracted **14 per cent** more public than previous year and was organised at a more spacious venue. Overall planning and delivery of the event was very successful despite the negative reactions prior to it, which resulted in more publicity and high numbers of visitors. Feedback received by both visitors and exhibitors was largely positive and encouraging.

Despite the difficult economic situation and increase in university tuition fees we have managed to keep interest high by stressing key messages on the quality of education that the UK has to offer. Strong reference was also made on funding opportunities and tuition fee loan for undergraduate students.



Appendix 1: List of participating institutions

No.	Institution
1	Aston University
2	Canterbury Christ Church University
3	City University London
4	Coventry University
5	Live Language
6	Manchester Metropolitan University
7	Sheffield Hallam University
8	Southampton Solent University
9	The University of Bolton
10	The University of Hull
11	The University of Manchester
12	The University of Northampton
14	The University of Reading
15	The University of York
16	University Campus Suffolk
17	University of Bradford
18	University of East Anglia
20	University of Plymouth
21	University of Portsmouth
22	University of Salford
23	University of South Wales
24	University of Southampton
25	University of Surrey
26	University of the West of England
27	University of Warwick
28	University of Westminster
29	University of Wolverhampton
30	University & Colleges Admission Service (UCAS)



Appendix 2: Visitors' survey results

We have analysed 60 feedback forms with very positive comments particularly around the number and variety of universities that attended the event. 97 per cent of the visitors expressed they were very happy with the event and it met or even exceeded their expectations and commented that they would like to have exhibition organised every year and become well established event in the north.

Impact of media actions in terms of attendance:

✓ Website (BC or other)	30%
✓ Press	25%
✓ Radio	20%
✓ TV	15%
✓ Recommendations/Schools	10%

Website, Press and Radio campaign seem to have had the highest return rates, indicating that we need to develop promotion further via these channels. We need to emphasize on sending out printed material (flyers and information sheets) to schools and key education contacts well in advance ensuring they are received and distributed on time as the rate of those informed by school seem to be the lowest.

Visitors' primary market objectives:

English Language	2%
Diploma	3%
Foundation	20%
Undergraduate	70%
Postgraduate	5%

Subject areas of interest:

✓ Engineering	34%
✓ Life Sciences	26%
✓ Biochemistry	20%
✓ Architecture	8%
✓ IT/Computing	7%
✓ Business/Management	5%



Appendix 3: Exhibitors' survey results

Exhibitors' feedback was overall very positive with excellent comments on organisation of the event as well as support received before and during the exhibition. Most delegates felt event was value for money and 88 per cent commented they had good numbers and good quality students. In terms of market development delegates observed that there is a growth interest in science and engineering subjects with better prepared students in terms of English language and A levels.

Institutions who attended the same event last year commended that this was a much better and improved one in terms of venue planning and visitor awareness. Around 60 per cent of the universities expressed the interest in participating to this event next year with the rest either being undecided or not being the decision makers.

Additional comments received are listed below:

- ✓ Good students, and well-motivated
- ✓ More information on foundation programmes is needed
- ✓ Families are still happy and willing to support financially
- ✓ BC staff in Cyprus is consistently the best we work with. They are professional, focussed and go well beyond what is required by them.
- ✓ Attending this event has given me valuable insight into the market and a better idea of how to develop this market.
- ✓ Excellent well informed students
- ✓ Keep up the good work

Appendix 4: Advertising and promotion plan (media plan)

MEDIA	Dates	Adverts/spots
PRESS - adverts		
Kibris	4/11, 11 + 12/11	3 adverts
Havadis	4/11, 11 + 12/11	3 adverts
RADIO		
Dance FM	1-12/11	50 spots
SIM FM	1-12/11	50 spots
TV		
Kibris TV	1-12/11	90 spots + TV interview
OUTDOOR		
Serial Boards in Nicosia	24/10-13/11	2 boards