

Get into the right groove

Education UK Exhibition
Cyprus 13-14 November 2013

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1. Event fact file

Nicosia south

Venue	Hilton Cyprus, Nicosia 13-14 November 2013
Opening hours	Wednesday, 13 November 1500-2030 Thursday, 14 November 1500-2030
Stand costs	£1,260.00 exc VAT (£2,520.00 inc VAT)
Sponsors	UNITE Group and IELTS
Unique feature to give added value	<ol style="list-style-type: none"> 1. Market Briefing for Exhibitors – enriched with contribution from Director of Higher education, Ministry of Education and Culture 2. Wide range of subject information sessions 3. Seminars on new jobs, new challenges and Green Professions 4. Seminar on Internationalising Higher Education organised as part of the exhibition for key contacts from the ministry and educational contacts from local private and public universities. 5. Participation of UCAS
Seminars:	
13 November	<ul style="list-style-type: none"> • IELTS trips and tricks for students • New jobs, new challenges for students • Art and Design studies
14 November	<ul style="list-style-type: none"> • Law studies • University Recognition of Pearson Edexcel's International Advanced Level (IAL) qualifications • The future of Green Professions • UCAS seminar to school counsellors
15 November (as part of the exhibition)	<ul style="list-style-type: none"> • Cyprus as a Hub for International Higher Education: Trends and Challenges – by Dr Lee Chatfield (UCLAN Cyprus, Rector)



2. Background & Framework

This was our 30th Education exhibition to be held in November organised by British Council in Cyprus.

The event exceeded its pre-set targets in both visitor numbers and participating UK institutions. Exhibition success and institutions feedback indicate that there is still high demand and interest for studies to the UK among Cypriots. Despite the difficult economic situation, education still remains a priority in the people agenda and the UK is still the most popular destination for studying abroad.

This is a well-established event, which is extensively advertised using all promotional streams throughout the year ensuring that maximum impact is achieved. Participation of UCAS gave the opportunity for visitors to clarify any issues around their application process. Added value to the event was given with an organised UCAS presentation for all school counsellors through the ministry offering them the opportunity to get the latest updates on application procedure and tips on reference writing.

Delegates observed that there is increased demand for undergraduates, especially around science and business courses. This year we have enriched our seminar portfolio to include other than popular subjects of study, information on new jobs and challenges as well as on the future of green professions. A unique feature which added value to our exhibition was the seminar delivered by the Ministry of Education and key local education contacts “Cyprus as a Hub for International Higher Education: Trends and Challenges”. This session was very well attended with positive feedback and demand for a follow-up. We felt this would be a good networking and profile raising opportunity for the UK delegates to deliver, however despite our continued communication we have not managed to attract any interest. We will continue our close collaboration with the ministry and our efforts to organise events of mutual benefit as well as offer UK institutions seminar worthwhile opportunities.

3. Key statistics

Attendance	Nicosia south	
	2012	2013
Wednesday 13 November 2013	2950	2600
Thursday 13 November 2013	1600	2200
Seminar attendees on both days		400
Total number of visitors	4800	5200

Exhibitors	Nicosia south	
	2012	2013
English Language	-	-
Higher Education	54	57
Other – UCAS		1
Local colleges		3
Total number of exhibitors	54	61

Visitors' primary market objectives	Nicosia south	
	2012	2013
English Language	5%	4%
Diploma	20%	5%
Foundation	5%	18%
Undergraduate	50%	70%
Postgraduate	15%	15%
Professional Qualifications	5%	0%

Demographics of visitors	Nicosia south	
	2012	2013
Male	30%	32%
Female	70%	68%

*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 aiming to;

- Promote the exhibition to as many potential UK students and parents as possible
- Reinforce the Education UK brand to Cyprus audience through a number of promotional streams
- Strengthen the value and benefits of UK studies to Cypriots and other people from other nationalities living in Cyprus, EU and international countries.
- Help maintain and/or increase the number of Cypriot, EU and International students who choose UK Institutions for their higher education needs.


Background

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 Tube with the headline 'Map out your future'. ([examples Appendix 4](#))

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

- **A Facebook competition** was run, asking entrants to tell us who was their most popular destination in the UK and what is the highest mark one can take on IELTS. The competition started on 1 November and ended on 10 December.
- Held a **Live link** with the same radio station on 13 November from 3-5 pm. *During this time colleagues from all teams gave radio interviews for the promotion of the exhibition, studies in the UK, exams and other projects and services of British Council Cyprus.* Extra radio spots were broadcasted to announce the live link at the south exhibition.
- In addition the exhibition was promoted by other popular radio stations, press and magazine adverts, on-line banners and TV 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 and TV 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: 6,000. These were sent to all public and private secondary schools, public and private universities and university agents.
 - 2,000 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.

5. Recommendations

5.1 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.
- We would be pleased to receive some interest by UK delegates for the delivery of seminars, i.e. Internationalising Higher Education which was delivered for key contacts from the ministry and other high level educational contacts.

5.2 Key recommendations for the organisers

- Offer lunch to exhibitors as part of the exhibition package (we provide lunch during the north exhibition)
- Move Market briefing session closer to the exhibition opening time to allow free morning for delegates wishing to have school visits/meetings
- Arrange school visits to the event
- Keep doing this level of work!. Event was the right length and very successful

6. Conclusions and follow up

Overall planning and delivery of the Education UK Exhibition this year proved to be very successful with increased interest by both parties UK institutions and visitors.

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.

This exhibition is very well established among Cypriots as we have been organising it for many years, we are however taking feedback seriously and try to improve each year. Exhibitions are also used as opportunities for parallel networking and profile raising education activities.

Appendix 1: List of participating institutions

No.	Institution	No.	Institution
1	Alexander College*	32	Swansea University
2	Aston University	33	The University of York
3	Bangor University	34	The University of Sheffield
4	Bournemouth University	35	Universities in Cardiff
5	Canterbury Christ Church University	36	University Campus Suffolk
6	City University London	37	University of Birmingham
7	College of Tourism & Hotel Management	38	University of Bradford
8	Coventry University	39	University of Central Lancashire
9	De Montfort University	40	University of Cumbria
10	Global College	41	University of Derby
11	Kaplan Financial and Kaplan Holborn College	42	University of East Anglia
12	Lancaster University	43	University of Essex
13	London Metropolitan University	44	University of Hertfordshire
14	London South Bank University	45	University of Huddersfield
15	Manchester Metropolitan University	46	University of Kent
16	Middlesex University	47	University of Leeds
17	Newcastle University	48	University of Leicester
18	Northumbria University	49	University of Plymouth
19	Nottingham Trent University	50	University of Portsmouth
20	Oxford Brookes University	51	University of Salford
21	Queen Mary, University of London	52	University of South Wales
22	Queen's University Belfast	53	University of Southampton
23	Sheffield Hallam University	54	University of Surrey
24	Southampton Solent University	55	University of the West of England
25	The University of Bolton	56	University of Warwick
26	The University of Hull	57	University of Westminster
27	The University of Law	58	University of the West of Scotland
28	The University of Manchester	59	University of Wolverhampton
29	The University of Northampton	60	University of Worcester
30	The University of Nottingham	61	Universities & Colleges Admission Service (UCAS)
31	The University of Reading		



Appendix 2: Visitors' survey results

A total of 300 feedback forms were analysed with very positive comments particularly around the number and variety of universities that attended the event as well as the opportunity to discuss their application issues with UCAS.

Impact of media actions in terms of attendance:

✓ Website (BC or other)	5%
✓ Facebook	5%
✓ Press	7%
✓ Radio	10%
✓ TV	5%
✓ Recommendations/Schools	68%

Statistics show that most students were informed about the exhibition by their schools which indicates that event is well promoted through the year by BC colleagues delivering presentations. Exhibition flyers were also sent out on time ensuring that they were timely distributed to relevant students. Radio and press adverts have had a good rate but more emphasis has to be given on digital media

Visitors' primary market objectives:

English Language	4%
Diploma	5%
Foundation	18%
Undergraduate	70%
Postgraduate	15%

Subject areas of interest:

✓	Biological Science	25%
✓	Business & Administrative studies	18%
✓	Engineering & Technology	15%
✓	Law	10%
✓	Creative arts & Design	7%
✓	Mathematics Science	5%



Appendix 3: Exhibitors' survey results

Exhibitor's feedback was overall very positive with excellent comments on organisation of the event as well as support received before and during the exhibition. 89 per cent of delegates felt that they had good quality and good number of students. Equally positive were the responses on venue with recommendations to keep using it as consistency is very important to both delegates and visitors.

95 per cent of delegates feel that the duration and exhibition timing is ideal. A couple of delegates suggested that we open the event earlier or close it about half an hour earlier.


In terms of market development delegates observed that there is a growth interest for undergraduate studies and particular demand in the areas of Biological Sciences, Finance/Accounting and Psychology courses.

Additional comments received are listed below:

- ✓ Lunch to be included in exhibition package
- ✓ Cyprus is an excellent market
- ✓ Much increased undergraduate interest
- ✓ Thank you for all your help, organisation and hospitality, as always!
- ✓ BC staff were consistently professional and supportive throughout then event

Appendix 4: Advertising and promotion plan (media plan)

A footage of the design work and its application on flyers, e-banners and adverts.



Map out your future
Join us at the Education UK Exhibition 2013
Meet with delegates from 60 British Universities
Hilton Cyprus, 13 & 14 November 2013
1500 – 2030
www.britishcouncil.com.cy
www.educationuk.org



Participation of 60 Education Institutions:

Alexander College *	Queen's University Belfast	University of Essex
Anglia University	Sheffield Hallam University	University of Gloucestershire
Birmingham City University	Southampton University	University of Huddersfield
Cardiff Metropolitan University	The University of Bolton	University of Kent
City University London	The University of East London	University of Leeds
City University London	The University of Exeter	University of Liverpool
City University London	The University of Gloucestershire	University of Manchester
City University London	The University of Hertfordshire	University of Northumbria
City University London	The University of Hull	University of Southampton
City University London	The University of Lincoln	University of South Wales
City University London	The University of Northampton	University of Suffolk
City University London	The University of Northumbria	University of Teesside
City University London	The University of Plymouth	University of the West of England
City University London	The University of Reading	University of Winchester
City University London	The University of Salford	University of Worcester
City University London	The University of Sheffield	University of York
City University London	The University of Stirling	
City University London	The University of Sunderland	
City University London	The University of Sussex	
City University London	The University of Teesside	
City University London	The University of Ulster	
City University London	The University of Warwick	
City University London	The University of West of England	
City University London	The University of Westminster	
City University London	The University of York	
City University London	The University of York	
City University London	The University of York	
City University London	The University of York	
City University London	The University of York	

The following seminars will be delivered:

Wednesday 13 November 2013	Thursday 14 November 2013
1500 – 1730 IELTS test and tracks for students**	1500 – 1800 Law Studies** (Orlando Room)
1730 – 1800 New jobs, new challenges for students** (Orlando Room)	1700 – 1800 University recognition of Pearson Education's International Advanced Level (UK) qualifications** (Pantalone Hall)
1830 – 1930 Art and Design Studies** (Workshop Hall)	1800 – 2000 The Skills of a Great Professional** (Orlando Room)

Like Us On Facebook
British Council's Cyprus Facebook page and enter the competition for 2 IELTS tests and 2 university entry application packages.

IELTS **facebook**



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MAP OUT YOUR FUTURE

Education UK Exhibition Competition



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Education UK Competition



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MEDIA	Dates	adverts/spots	Press releases	Audience reached
PRESS - adverts				
City	8/11	1	yes	80,000
Simerini	9/11 & 12/11	3	yes	45,000
Fileleftheros	9,10,11 November	4	yes	75,000
Cyprus Weekly	9-Nov	6	yes	25,000
Cyprus Daily	11-Nov	6	yes	10,000
Cyprus Mail	5,8,10,12 November	3	yes	20,000
Politis	3,10 & 13/11	2	yes	20,000
Kathimerini		1	yes	30,000
RADIO				
Super FM	31/10-14/11	77 spots	Radio interview	6,500
Sphera	01/11 - 14/11	138 spots		9,000
Capital	01/11 – 14/11	66 spots		5,000
Super Sport FM	01/11 – 14/11	160 spots	Radio interview	15,500
Mix FM	01/11 – 14/11	56 spots		3,500
TV				
MEGA	1/11 – 13/11	90 spots	TV interview	
SIGMA		33 spots	TV interview	
PRIMETEL		9 spots		
Elita on-line portal	31/10-14/11			246,316
Live link with SuperFm	13/11, 2 hours with Andy P.			
Facebook competition	1/11 – 30/11			