

**Post-event report**

**Education UK Exhibition**

**Ghana**

**23 - 27 February 2016**

**Kumasi and Accra**

## Introduction

Thank you for your participation at the Education UK exhibition in **Ghana** in **February 2016** at the **Golden Tulip Hotel** (Kumasi) and **Accra World Trade Centre** (Accra).

The purpose of this report is to provide you with a summary of the event, including visitor and exhibitor feedback as well as other useful information. We trust that this report will enable you to report return on investment and assist with future decision making.

Education UK Exhibition is one of the biggest educational exhibitions held annually in Ghana and is always eagerly awaited by prospective students. 32 UK institutions participated in this year's exhibition as well as colleagues from the British High Commission and the IELTS team. The exhibition was held in Kumasi and Accra at the Golden Tulip Hotel and the Accra World Trade Centre respectively.

The footfall at the exhibition recorded a **58%** increase from last year's February 2015 exhibition with 2,332 visitors.

The event, themed a **Higher Education** targeted young people aged between 18-40 comprising:

- graduates/undergraduates of universities and polytechnics
- students of Senior High Schools including the leading International Schools in Ghana
- young professionals in the public and private sectors seeking career development and/or training opportunities
- training/Human Resource Managers in the public and private sectors seeking suitable training providers for their staff
- relevant key decision makers within government, business and private sector
- career counsellors, parents and the general public

An Alumni reception was held at the residence of the British High Commissioner hosting alumni from the participating UK institutions, British Council trained agents and school counsellors. The British Council trained agents and school counsellors were awarded with certificates and introduced to the UK institutions on the night.

An international schools tour preceded the Accra exhibitions with institutions visiting 6 international schools in Accra and Tema. The British High Commissioner, Jon Benjamin was present at the market briefing on the first day of the exhibition to give a general overview of what is happening in the Ghana market and this was greatly appreciated by some of the exhibitors. The second day of the exhibition in Accra was held on a weekend. This aimed to encourage parents to be more involved by accompanying their children to the exhibition.

Seminars were held throughout the exhibition and were well attended. British Council Scholarships, IELTS and Student Visas received the most attendees with over a hundred people.

At all the exhibitions, some exhibitors noticed more students were asking for scholarships and looking to access the British Council scholarships. Scholarship information was made available for visitors at all the exhibition venues.

Regards,

**Josephine Ecklu** | Project Coordinator, International Higher Education, Ghana

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# Highlights

**There were -**  
**33 UK INSTITUTIONS**  
**2,332 VISITORS**  
**attending the exhibition...**

This exhibition was held at the following venue/time/date...

<b>Venues</b>	Golden Tulip Hotel, Kumasi and Accra World Trade Center
<b>Opening hours</b>	10:00-16:00
<b>Kumasi Stand costs</b>	£1,800
<b>Accra Stand costs</b>	£2,280

There was a 58% increase in visitors from last year's exhibition...

City	Attendance by Year	
	2015	2016
Kumasi	249	796
Accra	725 (1 day)	1536 (2days)
<b>Total</b>	<b>974</b>	<b>2332</b>

A number of successful seminars were held, covering such topics as...

- **Student Visa eligibility**
- **British Council Scholarships**
- **Science/Engineering & Building Technology**
- **Business & Administrative Studies**

Media reporting of the event said –

The screenshot shows the Newaccra.com website. At the top, there is a navigation menu with links like HOME, GET INSPIRED, YOUR CAREER, etc. The main headline reads "Over 30 UK Institutions to arrive in Ghana for British Council's annual Education UK Exhibition". Below the headline, there is a date "05 February 2016" and a "DON'T MISS" section. A large photograph of the exhibition hall is visible on the left side of the article.

The screenshot shows the Citi 97.3 fm website. The main headline is "UK institutions to visit Ghana for British Council's Education UK Exhibition". The article is dated "Friday 5th February, 2016 6:27 pm". A large photograph of the exhibition hall is featured. To the right of the main article, there is a "GENERAL NEWS" sidebar with several news items, including "UNICEF lauds Ghana's social protection achievements" and "Western Region NPP shocked over death of chairman".

The screenshot shows the Modern Ghana website. The main headline is "Over 30 UK Institutions To Arrive In Ghana For British Council's Annual Education UK Exhibition". The article is dated "5 February 2016 14:21 CET". A large photograph of the exhibition hall is featured. To the right of the main article, there is a sidebar with a "Follow Us" section and a "Save 50% on dentistry" advertisement. The advertisement mentions "Dental implants £480, crowns £199. Free online chat from 8am-7pm."

# Marketing

Our marketing reached an estimated audience of **7000** people

## Our marketing reach

Media	Estimated Number of Persons Reached
Radio	2,000,000
Mobile SMS	11,445
Activations	2,800
Facebook	56,978 reach, 5,000 likes
Online Stories	399,247
Daily Graphic Newspaper	200,000 circulation at Peak

## Print:



## Flyer

**BRITISH COUNCIL**

**Education UK**  
Innovative. Individual. Inspiring.

Join us at  
**Education UK Exhibition**  
 A Higher Education

23 February,  
Golden Tulip Hotel, Kumasi

26-27 February,  
World Trade Centre, Accra

Time: 10am - 4pm

Come and meet reps from over 30 UK institutions and get expert advice and help with admissions, scholarships, student visas and financial support

**Free Entry**

**TO REGISTER**  
 SCAN THE CODE, USE THE LINK,  
[gh.edukexhibition.org/en](http://gh.edukexhibition.org/en)  
 OR WHATSAPP YOUR NAME TO  
**0504684685**

**PARTICIPATING UK INSTITUTIONS**

London South Bank University  
 Edinburgh Napier University  
 University of Aberdeen  
 NCUK  
 University College London  
 BPP University  
 University of Southampton  
 Sheffield Hallam University  
 Coventry University  
 Middlesex University  
 University of Kent  
 The University of Northampton  
 Manchester Metropolitan University  
 University of Portsmouth  
 Lancaster University Ghana  
 Lancaster University UK  
 University of Salford  
 Teesside University  
 University of Dundee  
 University of the West of Scotland  
 Canterbury Christ Church University  
 University of Birmingham  
 University of Roehampton  
 Liverpool John Moores University  
 The University of Nottingham  
 De Montfort University  
 Newcastle University  
 Aston University  
 The Manchester College  
 University of Warwick  
 Cranfield University  
 Richmond the American International University in London

**CONTACT US FOR MORE INFO**

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 📍 /EducationUKBritishCouncil  
 🌐 [www.britishcouncil.org.gh](http://www.britishcouncil.org.gh)



Online

The screenshot shows the Facebook interface for the Education UK Ghana page. At the top, there are navigation tabs for Page, Messages (5), Notifications (32), Insights, and Publishing Tools. The main content area features a post from February 22 at 10:47pm by Dick Oko M. The post text reads: "Live & Study in the UK. Attend EUK Exhibition and meet over 30 UK universities for more on careers, courses, admissions, scholarships & UK student visas. Entry & Registration is FREE! Register via gh.edukexhibition.org/en or whatsapp your NAME to or call 0504684685 to get help with registration and all other questions." Below the text is a promotional graphic for the "Education UK Exhibition A Higher Education" with dates and locations in Kumasi and Accra. The post has 427 likes and 2,026 people reached. On the right side, there is a "Promote" section showing performance metrics for the week: 12 Page Likes, 5 Post Reach, 0 of 0 Response Rate, and a 22-hour response time.

This screenshot shows a later post on the Education UK Ghana Facebook page from February 27 at 6:11am. The post text says: "Today is the last day and the excitement continues. Join us @ Accra World Trade Centre anytime from 9am. Come meet over 30 UK university reps and get more info on scholarships, admissions, courses, UK student visas etc. Come along with certificates and transcripts for on the spot admission. See you soon!" The post includes a large photo of a crowded exhibition hall. It has received 1.7K likes and reached 15,257 people. The left sidebar shows various page management options like "Boost Your Page for \$5" and "Promote Website". The right sidebar again shows the weekly performance metrics: 12 Page Likes, 5 Post Reach, 0 of 0 Response Rate, and a 22-hour response time.



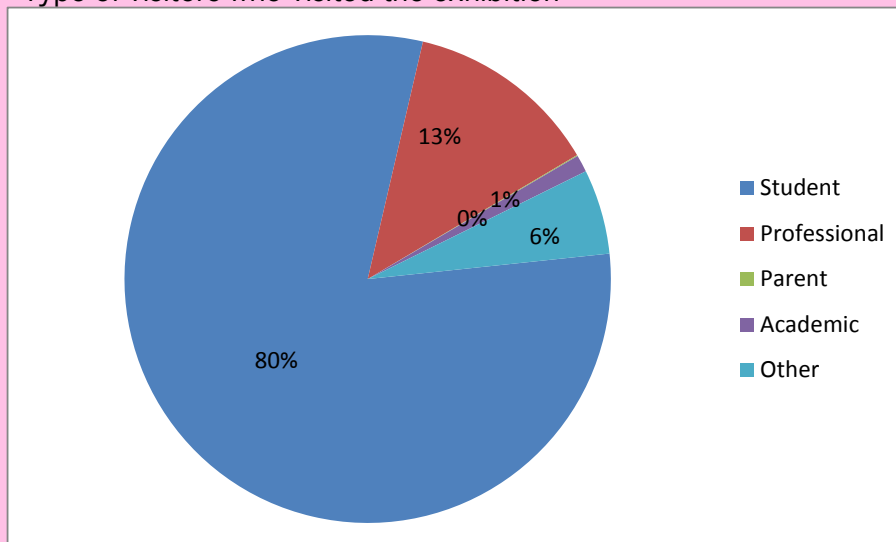
## Visitors Feedback

Approximately 39% of visitors are looking for Undergraduate Education

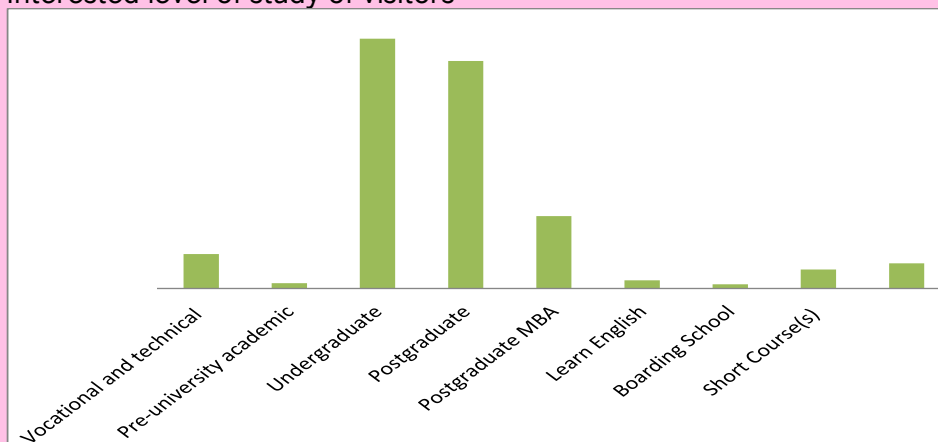
Approximately 46% of the visitors preferred Postgraduate Education

Of the total registered numbers 68% were male, 31% were female

Type of visitors who visited the exhibition

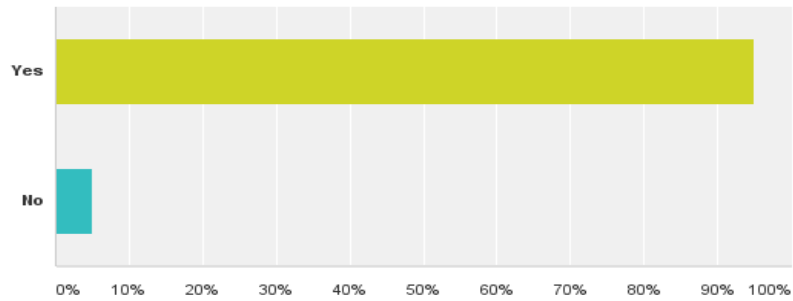


Interested level of study of visitors

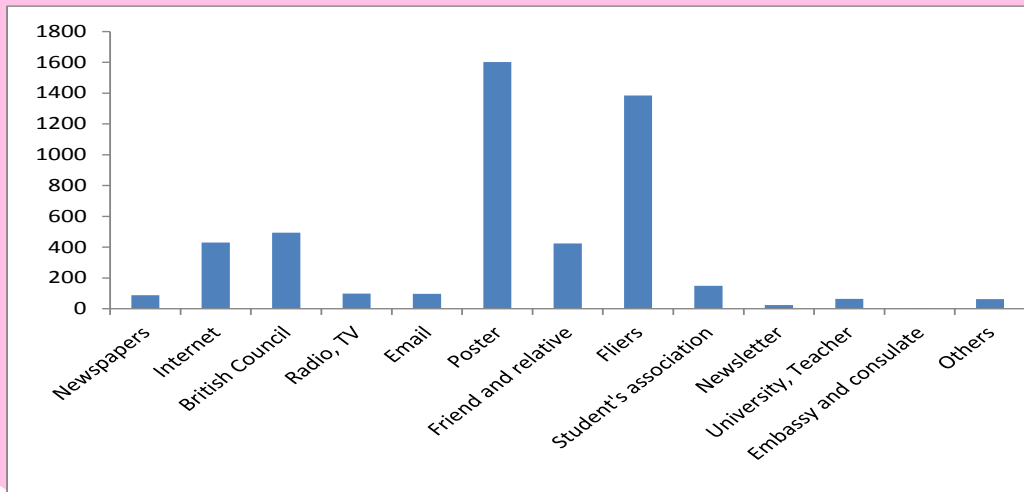


**Q8 Did this exhibition provide you with the information you were looking for?**

Answered: 440 Skipped: 11



**Source of information about the exhibition**



## Visitor's Feedback

An online survey was carried out during the exhibition. 451 visitors answered the questionnaires. The questions were designed to gather quantitative statistics as well as qualitative remarks on reactions to our exhibition and the decision making process – See Appendix C.

**When the visitors were asked “Will you be making an application to study in the UK” 99% said yes, 1% said no.**

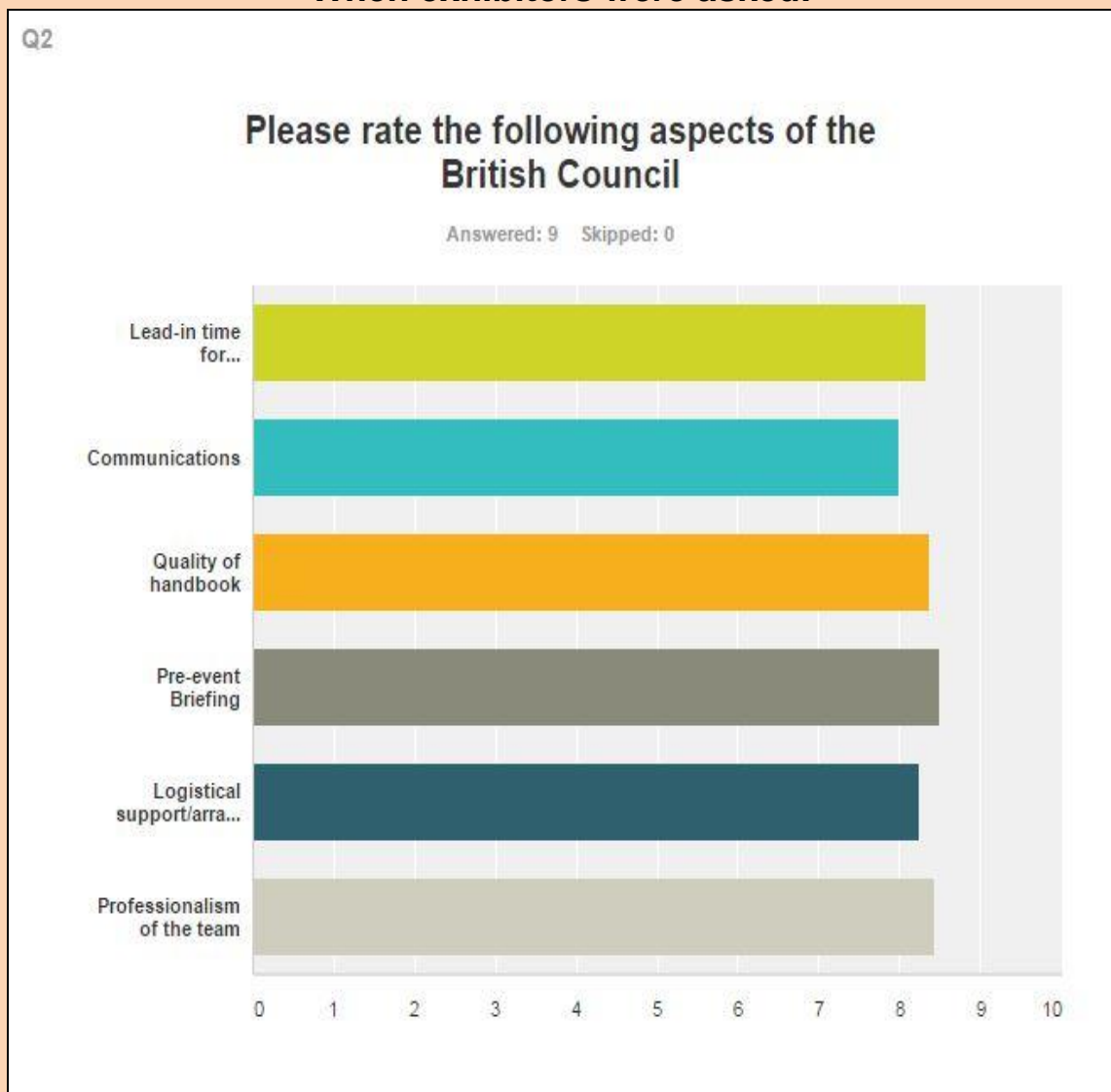
**When the visitors were asked “Did the exhibition provide you with the Information you were looking for” 95% said yes, 5% said no**

**When the visitors were asked “How will you rate the quality of service(s) you received, 39% said excellent, 52% said good, 8% average, and 0.5% bad**

Exhibitor's Feedback

When exhibitors were asked “Would you consider coming back to the next British Council exhibition in Ghana” **55% said yes, 11% said no, 33% undecided.**

When exhibitors were asked:



**Some positive quotes from exhibitors:**

- Alumni reception was amazing
- This is an aspirational market
- The market briefing session provided useful information
- The stand assistants were amazing

**Some negative quotes from exhibitors:**

- The venue in Accra was not great but I do understand it was not the original one that was going to be used
- Accommodation in Kumasi was not great
- Venue was warm on the first day. Air condition wasn't working properly



## Future steps

There are several areas that both British Council and the UK institutions can work on to improve the overall arrangement and outcomes of the exhibition. The main findings and recommended next steps are outlined below:

### British Council

- For next year's exhibition, no booths should be used, this will enable free circulation of air and reduce the cost of the event
- There should be a short presentation for visitors to provide them with them information on the kind of questions to ask.
- Color code subject matrix system should be used to segment the different levels of study for each institution so that exhibitors not offering postgraduate studies do not have visitors interested in undergraduate programmes visiting their stands.
- Exhibitors name tags can be used as lunch coupons in order to prevent duplication of the coupons and have delegates taking good care of their name tags.
- Have a separate time for the school children to visit the exhibition e.g. 9am -12pm and have the matured students come in at 1pm-4pm for delegates to be able to engage with them more.

### UK Institutions

- It is suggested that institutions read the **Exhibition Handbook** and also take note of their itinerary provided in their welcome pack and emails sent before ahead of time.
- Exhibitors should endeavor to provide British Council staff with their flight and accommodation details whether they fall within the British Council recommended hotels or not.
- Many visitors commented that scholarships opportunities were very low. We recommend institutions to look at ways of providing some sort of scholarship or discount and highlight these during future exhibitions.

The above points, though important, should not detract from what was a successful exhibition. Next year's exhibition (**Currently Scheduled for 21-25 February 2017**) will build upon the lessons learned and prove even more popular. We hope to see you there!

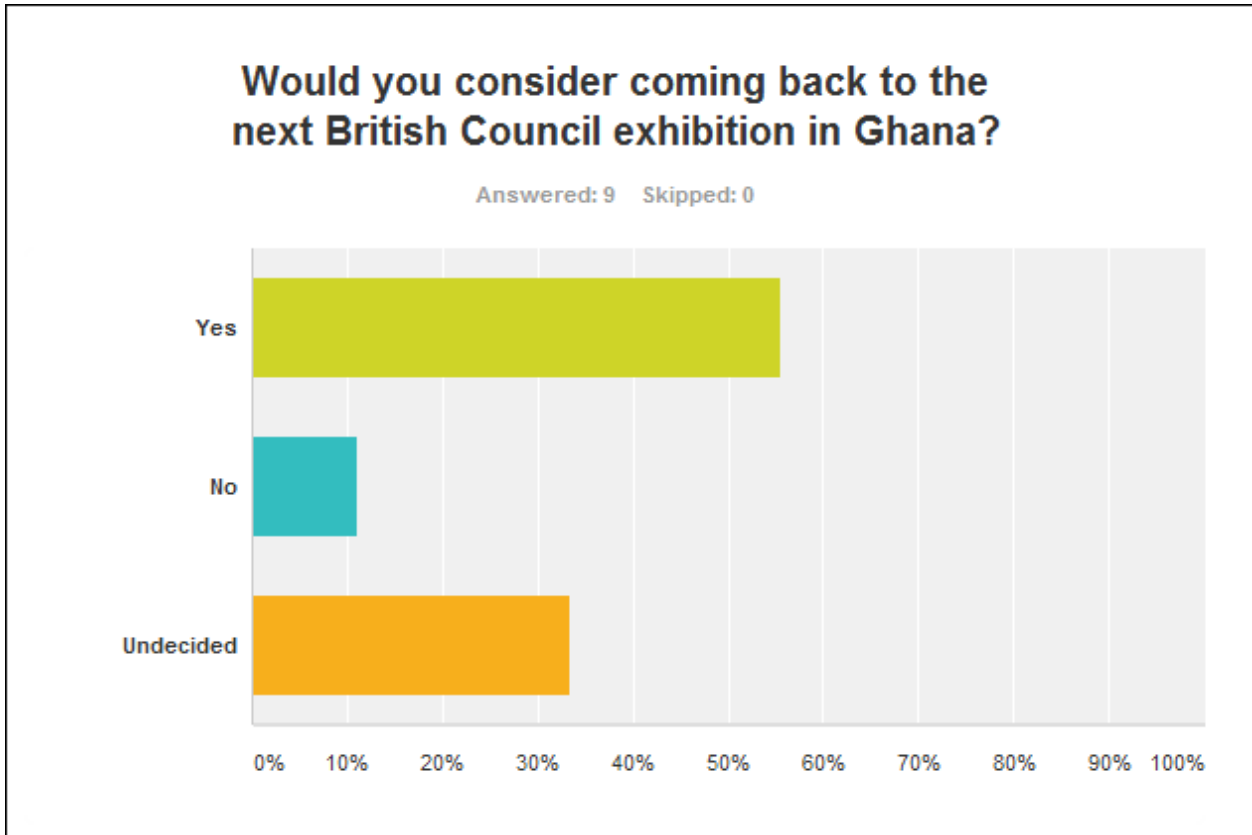
## Appendix

## List of exhibitors (Alphabetical Order)

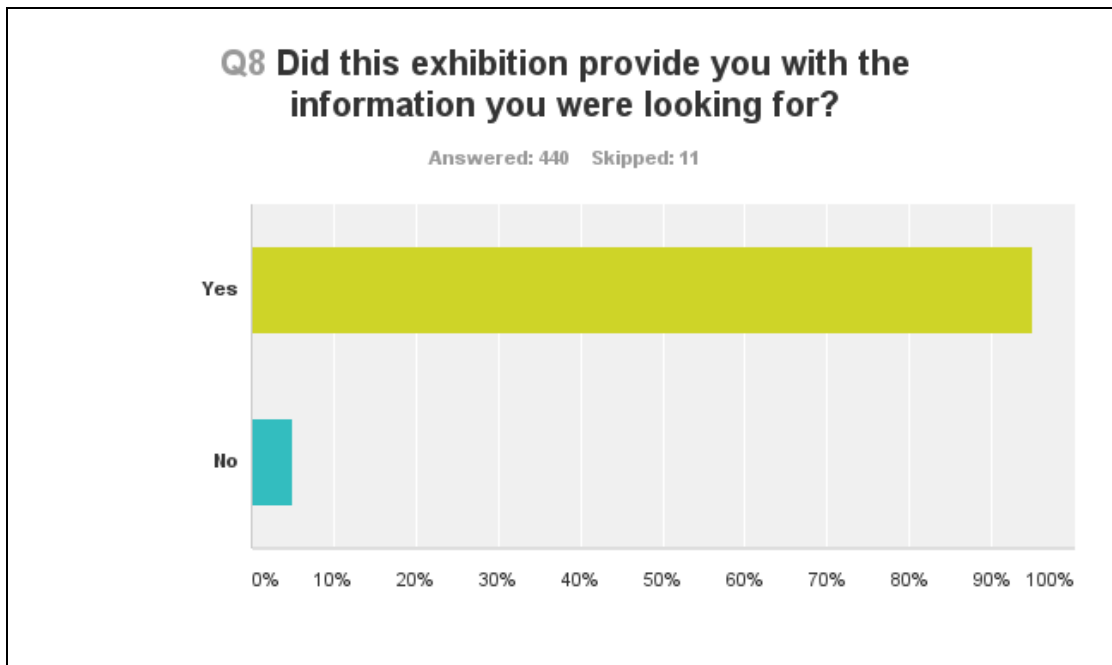
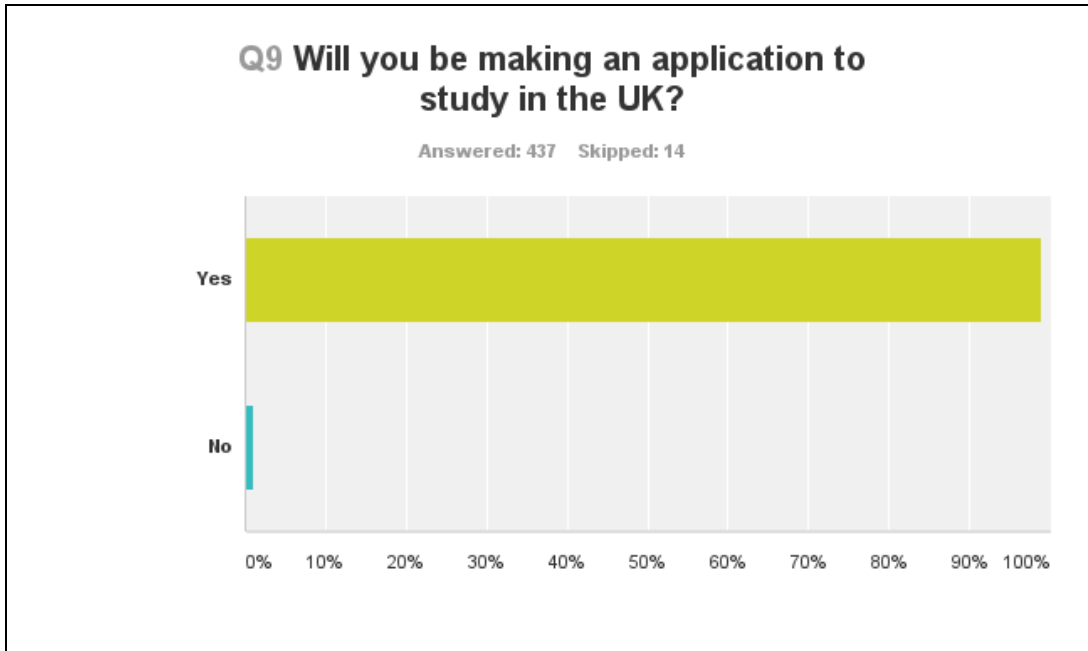
## Appendix A

Booth	Exhibitors
1	Aston University
2	BPP University
3	Canterbury Christ Church University
4	Coventry University
5	Cranfield University
6	De Montfort University
7	Edinburgh Napier University
8	Lancaster University
	Lancaster University Ghana
9	Liverpool John Moores University
10	London South Bank University
11	Manchester Metropolitan University
12	Middlesex University
13	NCUK - The University Consortium
14	Newcastle University
15	Richmond, The American International University in London
16	Sheffield Hallam University
17	Teesside University
18	The Manchester College
19	The University of Northampton
20	The University of Nottingham
21	University College London
22	University of Aberdeen
23	University of Birmingham
24	University of Dundee
25	University of East London
26	University of Kent
27	University of Portsmouth
28	University of Roehampton
29	University of Salford
30	University of Southampton
31	University of the West of Scotland
32	University of Warwick

Appendix B



Appendix C



### Q13 How would you rate the quality of service/s you have received?

Answered: 446 Skipped: 5

