



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

Post-event report for

Education UK Ghana

15th – 16th September 2016

British Council Auditorium, Accra

Introduction

Thank you for your participation at the Education UK exhibition in **Ghana** in **September 2016** at the **British Council** in 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 mini exhibitions are one of the biggest educational exhibitions held annually in Ghana and is always eagerly awaited by prospective students. The event targeted prospective students, parents, guardians and school counsellors seeking information and admission for themselves and their wards. The Exhibition hosted representatives from **11 UK institutions** (Listed below in page 14), that positively engaged with the **prospective students, visitors, parents and school counsellors**, providing the audience with information on “**educational opportunities and subject choices**” on a first hand basis. Colleagues from the British High Commission and the IELTS team also participated in the exhibition. The 2 day exhibition was held for international schools and the general public respectively.

The event attracted **764 visitors** from the two day exhibition.

The event, themed “**Your Journey begins here**” targeted young people aged between 15-40 comprising

- graduates/undergraduates of universities and polytechnics
- students from International Schools in Ghana
- young professionals in the public and private sectors seeking career development and/or training opportunities
- relevant key decision makers within government, business and private sector, career counsellors, parents and the general public

Seminars were held throughout the exhibition and were well attended. British Council Scholarships, IELTS and Student Visas received the most attendees. There were also presentations delivered by representatives from some of the UK institutions. Course matrixes were made available to the students and visitors.

Regards,

Cosmos Owusu Adjei | Project Coordinator, Ghana

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Highlights

There were -

11 UK INSTITUTIONS

764 VISITORS

attending the exhibition...

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

Venue	British Council Auditorium
Opening hours	10:00-18:00 on first day and 12:00 – 18:00 on second day
Stand costs	£ 1560

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

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

International Schools that participated on the first day of the exhibition:

1. East Airport International School
2. Al-Rayan International School
3. Golden Sunbeam International School
4. Tema International School
5. British International School
6. Galaxy International School
7. Penfield School
8. Delhi Public School
9. Delhi Public School
10. Delhi Public School

Marketing

2,012 visitors registered on the VRS (Visitor Registration System)

Our digital marketing reached an audience of over 18 Million people

Media	Estimated Number of Persons Reached
Radio - Joy FM	2,000,000 - 3,000,000
Radio - Sweet melodies FM	90,000
Radio - Peace FM	5,000,000 - 6,500,000
Activations	1,192
Daily Graphic Newspaper	100,000 - 150,000 publications sold daily

Print: Half Page Advert in Daily Graphic

BRITISH COUNCIL

Education UK
Innovative. Individual. Inspirational.

Your journey begins here
Join us at

Education UK Mini Fair

Thursday September 15, 2016
9am - 4pm (International schools)
4pm - 6pm (Parents and guardians)

Friday September 16, 2016
12pm - 6pm (General public)

British Council Office, Accra

Come and meet one-on-one with top UK universities and get all your questions on course application, visa application, work while studying, accommodation and funding answered.

Kindly visit our facebook page, follow the link and register to attend. Registration is **FREE!**

0302610090 0504684685 @ghBritish
British Council Ghana www.britishcouncil.org.gh

Outdoor: Banner hanged at University of Ghana, Legon as well as other locations



Radio: Interview promoting EUK on Joy 99.7 FM



Online: British Council Ghana and Education UK British Council Facebook pages. Boosted posts on all participating Universities

British Council Ghana
September 16 at 7:00am · 🌐

Today is the day! Education UK Mini Exhibition takes place today from 12:00 pm - 6:00 pm at the British Council Ghana, Accra office.

Aberystwyth University will be participating in the EUK Mini Exhibition among 10 other Institutions. For more information on the courses on offer follow this link: <https://www.aber.ac.uk/en/>.

Come and meet a delegate from Aberystwyth University.



Aberystwyth University - Home
ABER.AC.UK

Like Comment Share

1K Top Comments

Write a comment..

Register to attend by clicking on this link <http://bit.ly/29QMMyt> It's free!!!



Education UK Mini Fair

16 Sept. 2016 . British Council Office, Accra . 12pm - 6pm

3 Shares

Like Comment Share

Viral Video: Video boosted on Facebook and displayed at customer service area at the Office

Education UK - British Council
 Published by Christy Bandoh British Council (9) · September 6 · 🌐

Education UK Mini Fair is taking place on Friday 16 September from 12pm to 6pm at the British Council in Accra. Register to attend...<http://bit.ly/29QMMyt>

ALL YOUR QUESTIONS ANSWERED ON

- 👉 VISAS
- 👉 COURSES
- 👉 APPLICATIONS
- 👉 WORK WHILE STUDYING

20,540 people reached View Results

7.5K Views

👍 Like 💬 Comment ➦ Share

Fliers: Used for activations

Your journey begins here

Join us at
Education UK Mini Fair
 16 September 2016
 British Council Office, Accra
 12pm - 6pm

Come and meet one-on-one with top UK universities and get all your questions on funding, visas, applications, work while studying and accommodation answered.

0504684685
 0302610090
 @ghBritish
 Education UK - British Council
 www.britishcouncil.org.gh

FREE ENTRY
 REGISTER
 ONLINE

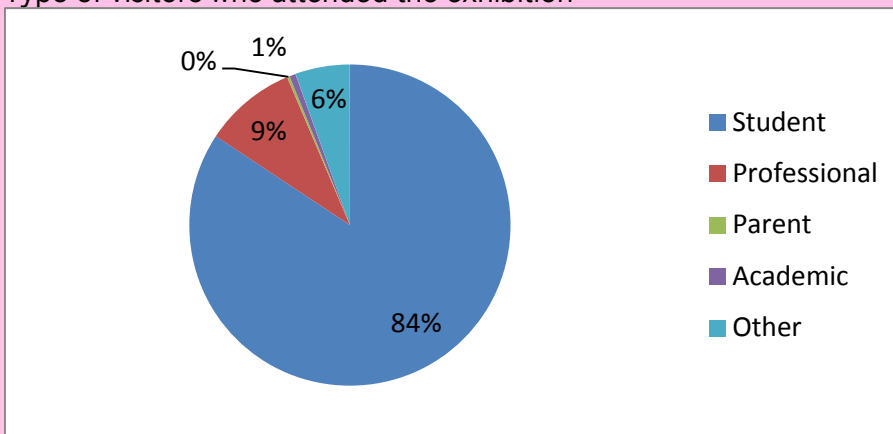
Visitors' profile

Approximately 14% of visitors are looking for Undergraduate Education

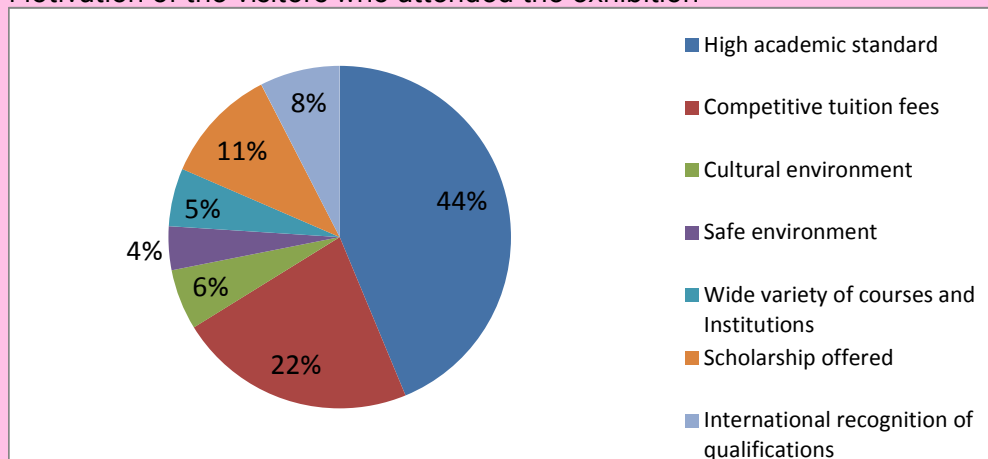
Approximately 60% of the visitors preferred Postgraduate Education

Of the total registered numbers 65% were male, 35% were female

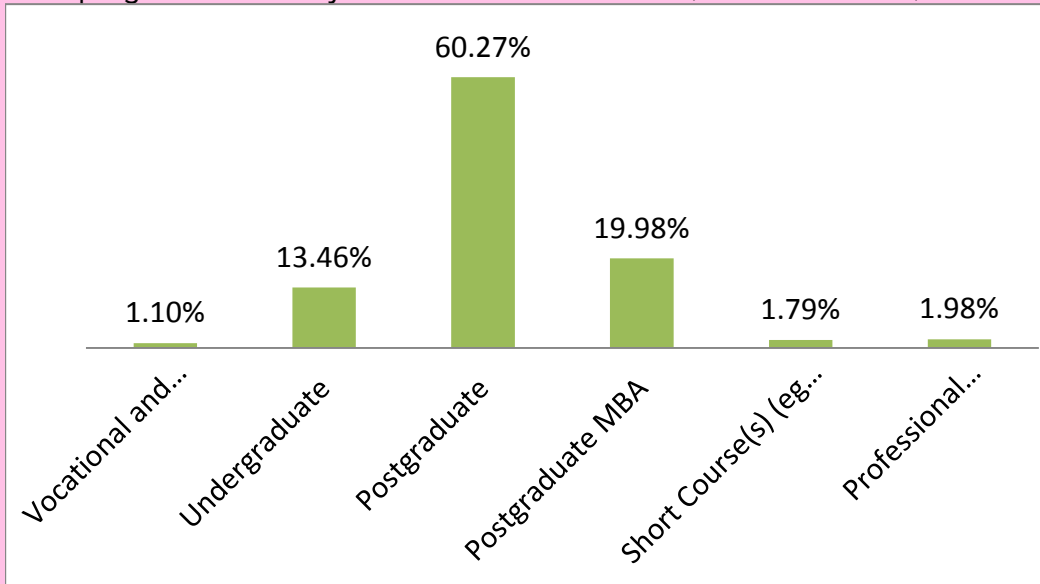
Type of visitors who attended the exhibition



Motivation of the visitors who attended the exhibition

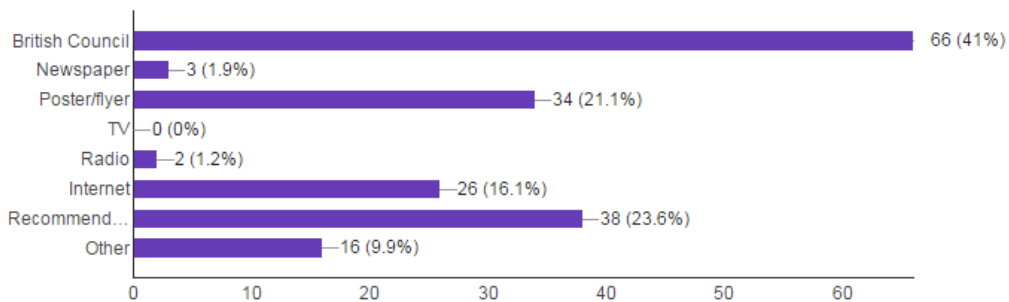


What programme of study are visitors interested in? **(Result from VRS)**



How did visitors find out about the exhibition? **(Result from visitor survey)**

11. How did you find out about this exhibition? (161 responses)



Visitor's Feedback

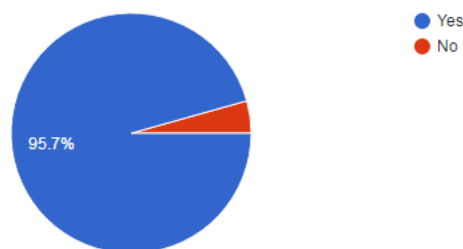
An online survey was carried out during the exhibition. **161** visitors answered the questionnaires. The questions were designed to gather quantitative statistics as well as qualitative remarks on reactions to our exhibition and the decision making process – See Appendix C.

When the visitors were asked “Will you be applying to a UK institution following the exhibition?” **100% said yes**

When the visitors were asked “How would you rate the quality of service/s you have received?” **37% said excellent, 57% said good, 6% average.**

When the visitors were asked “Did the exhibition provide you with the Information you were looking for” **95.7% said yes, 4.3% said no**

7. Did this exhibition provide you with the information you were looking for?
(161 responses)



Exhibitor's Feedback

At the exhibition there were **11 unique exhibitors** from UK HEIs; this

When exhibitors were asked “Will you be attending a similar exhibition next year?” **100% said yes**

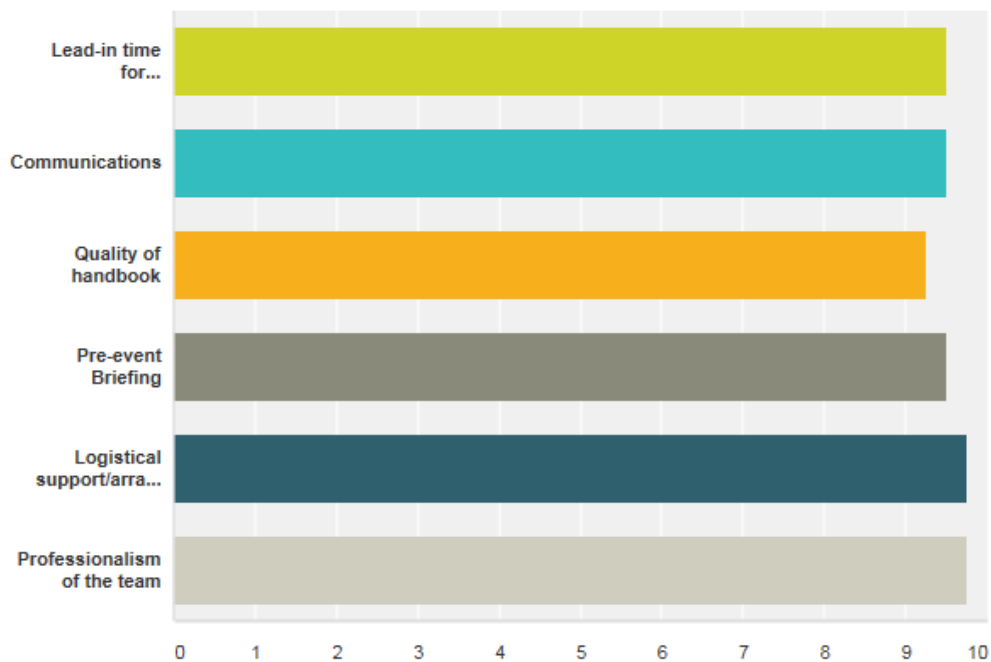
Some positive quotes from exhibitors:

- A well-arranged and well-attended event
- Good number of visitors who asked good quality questions
- The market briefing session provided useful information
- The British Council staff were wonderful
- Venue was suitable for the event

When exhibitors were asked:

Please rate the following aspects of the British Council

Answered: 4 Skipped: 0



Some recommendations from exhibitors:

- It would be helpful if British Council includes the January intake in the marketing campaign. This will enable the students (PG) that missed out on September to apply for January.
- Event could have finished an hour earlier on the Thursday.

Some negative quotes from exhibitors:

- Venue was too cold

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

- British Council understands the importance of providing value-added services to the exhibitors, thus we are planning to hold a networking event with some HE stakeholders, and international school counselors, in order to provide a platform for UK institutions and these stakeholders to meet up, and identify possible collaboration opportunities.
- British Council will include the January intake in the marketing campaign. This will enable the students (PG) that missed out on September to apply for January.

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 6-10 February 2017**) will build upon the lessons learned and prove even more popular. We hope to see you there!

Appendix

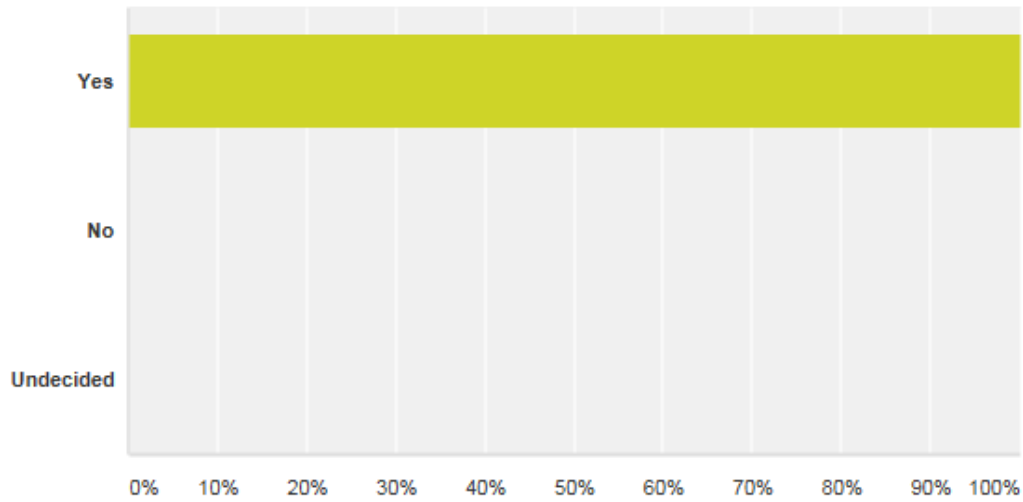
List of exhibitors (Alphabetical Order)**Appendix A**

1	University Of East London
2	Coventry University
3	Canterbury Christ Church University
4	Manchester Metropolitan University
5	University Of Northampton
6	The University Of Nottingham
7	Brunel University London
8	Middlesex University London
9	University Of Bedfordshire
10	Cardiff Metropolitan University
11	Aberystwyth University

Appendix B

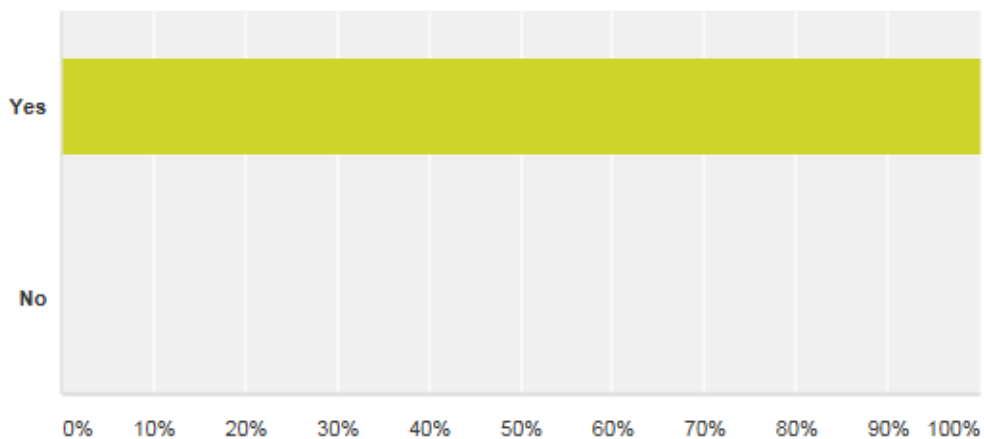
Would you consider coming back to the next British Council exhibition in Ghana?

Answered: 4 Skipped: 0



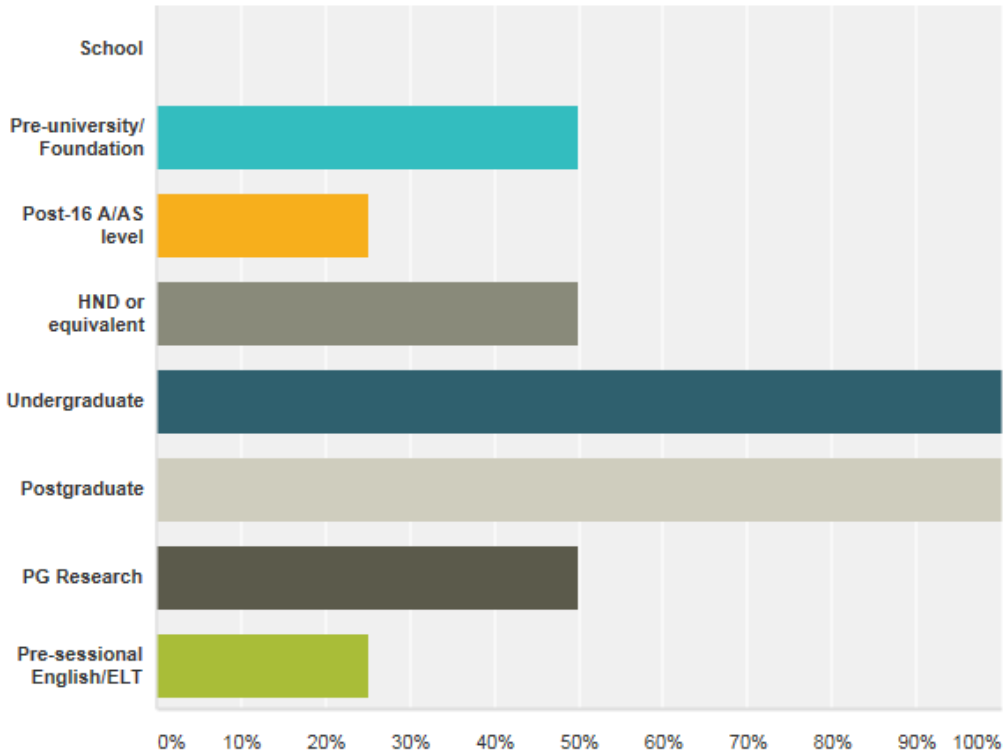
Was the (calendar) timing of this event right for you?

Answered: 4 Skipped: 0



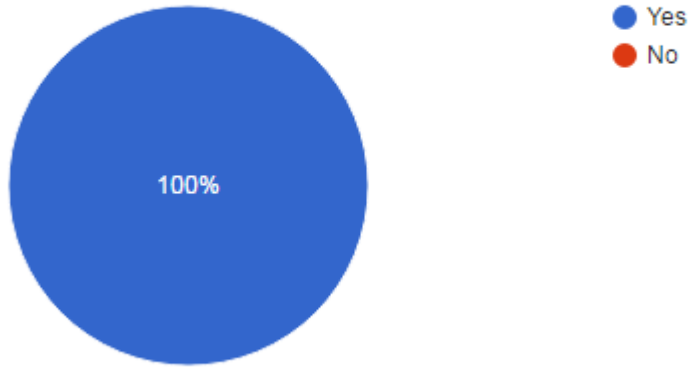
What was your primary market interest for this event (tick all that apply)

Answered: 4 Skipped: 0

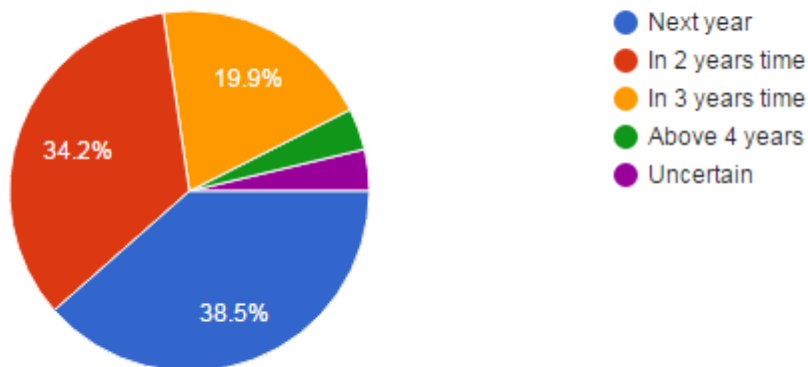


Appendix C

Will you be making an application to study in the UK? (161 responses)



. When do you plan to study in the UK? (161 responses)



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

(161 responses)

