

# Infinite opportunities

Greece, Education UK Exhibition

31 March to 3 April 2012

## Contents

1. Event fact file.....	2
2. Key statistics .....	3
3. Impact of marketing plan .....	5
4. Conclusions and follow up .....	5
4.1 Recommendations for UK Institutions	
4.2 Recommendations for British Council	
Appendix 1: List of participating institutions .....	6
Appendix 2: Visitors' survey results .....	9
Appendix 3: Exhibitors' survey results .....	9
Appendix 4: Advertising and promotion plan (media plan) .....	11



***The British Council is the author of this report. © 201X British Council. All rights reserved. This document may not be amended, copied or distributed without express written permission***

## 1. Event fact file

### Athens and Thessaloniki

<b>Venue</b>	The Zappeion Exhibition Hall, Athens, 31 March – 1 April 2012 The Met Hotel, Thessaloniki, 3 April 2012
<b>Opening hours</b>	1400 – 2000
<b>Stand costs</b>	Education UK Partnership members: £2,103.43 (Athens) (*) Education UK Partnership members: £1,383.13 (Thessaloniki) (*) Non-Partnership members: £4,206.86 (Athens) (*) Non-Partnership members: £2,766.26 (Thessaloniki) (*) (* ) including VAT
<b>Sponsors</b>	Unite, HSBC
<b>Seminars</b>	31/3/2012 Engineering degrees in the UK – Stephen Bentley, Cardiff University Studies in the UK – Michael Tsikoulis, British Council Greece IELTS – Cliff Parry, British Council Greece Medical Speciality in the UK – Kostis Georgiou, British Council Greece  1/4/2012 Built Environment – Andrew Fleming, University of Salford A Future in Engineering and Design – Efstathios Velenis, Brunel University Studies in the UK – Maria Ladea, British Council Greece IELTS – Cliff Parry, British Council Greece Postgraduate Studies in Electronic/Communication Engineering – Rallis Papademitriou, University of Portsmouth  3/4/2012 Medical Speciality in the UK – Kostis Georgiou, British Council Greece Studies in the UK – Elena Koptopoulou, British Council Greece IELTS – Julia Carter, British Council Greece

## 2. Key statistics

Attendance	Athens		Thessaloniki	
	2012	2011	2012	2011
<b>Visitors</b>				
First day	2,865	2,600	1,300	1,560
Second day	2,813	2,750	-	-
<b>Total No of Visitors</b>	<b>5,678</b>	<b>5,350</b>	<b>1,300</b>	<b>1,560</b>
<b>Exhibitors*</b>				
Further Education	2	4	2	2
Higher Education	41	53	18	25
UCAS	-	-		

ESOL providers	1	1	1	1
VISA				
<b>Total No of Exhibitors</b>	<b>44</b>	<b>58</b>	<b>21</b>	<b>28</b>

<b>Visitors Primary Market Objectives</b>	<b>Athens</b>		<b>Thessaloniki</b>	
	<b>2012</b>	<b>2011</b>	<b>2012</b>	<b>2011</b>
<b>Level of Study</b>				
Undergraduate studies	20%	30%	44%	24%
Postgraduate studies	67%	60%	37%	56%
Distance Learning	2%	3%	0%	8%
English Language courses	1%	0%	7%	0%
Access Courses	4%	2%	8%	8%
GCE A Level	2%	5%	0%	0%
Other	4%	0%	4%	4%
<b>Main subjects of interest</b>				
Marketing / Business				
Accounting / Finance				
Education				
Science				
Medicine				
Computing				

<b>Demographics of Visitors</b>	<b>Athens</b>		<b>Thessaloniki</b>	
	<b>2012</b>	<b>2011</b>	<b>2012</b>	<b>2011</b>
<b>Gender</b>				
Male	48%	46%	46%	%
Female	52%	54%	54%	%
<b>Age</b>				
12 -19	19%	30%	51%	22%
20-23	44%	44%	37%	41%
24-35	36%	22%	12%	23%
Over 35	1%	4%	0%	14%

\*A full list of exhibitors can be found in Appendix 1.



### 3. Impact of marketing plan

For advertising planning purposes the target group was defined as:

1. Adults 17 - 24 years old, Upper/Middle s/e class, Athens, Thessaloniki and urban areas with population over 50,000 inhabitants
2. Adults 35 - 54 years old, Upper/Middle s/e class, Athens, Thessaloniki and urban areas with population over 50,000 inhabitants.

A media mix of outdoor, radio, newspapers, internet and social media as well as below-the-line promotion activities were engaged to reach our target audience. Detailed media plan and post campaign evaluation are available in Appendix 4.

British Council staff held presentations in main secondary schools and universities around Athens and Thessaloniki on general issues about studies in the UK and to announce the Exhibition. We had separate stand dealing with IELTS and general UK Education system enquiries at the front of the exhibition hall. As a result exhibition visitors were better informed and their enquiries were more educated.

### 4. Conclusions and follow up

#### 4.1 Key recommendations for institutions

- Would like more representatives at each stand, so that waiting time is minimized – there were some cases where we faced long queues of visitors waiting to talk with university representatives.
- Should have current/old university students giving out info – it is really appreciated by prospective students to talk with alumni seeking more ‘unofficial’ information for the university they are planning to apply to.

#### 4.2 Key recommendations for the British Council

- It would be preferable to hold one event per year as it is costly to attend twice. I would prefer November as it is a better time for UG and PG

British Council Greece has taken into consideration this argument and given the adverse economic conditions, has decided to run the Education UK exhibition once per year. Hence, the next exhibition in Athens only, will be on 3 and 4 November 2012. No exhibition will be run in April 2013.

- Internet connection at the Athens venue was extremely poor / venue acoustics very poor

British Council Greece will make every effort to ensure that the venue providers will fully comply with the technical requirements of our exhibition. At the same time, evaluation of other possible venues will continue.



## Appendix 1: List of participating institutions

Institution	Venue	
	Athens, 31 March & 1 April 2012	Thessaloniki, 3 April 2012
1. Abbey College	X	X
2. Aberystwyth University	X	X
3. Aston University, Birmingham	X	
4. Bangor University, Wales	X	
5. University of Bradford	X	X
6. Brunel University, London	X	
7. Cardiff University	X	
8. Cardiff Business School	X	
9. University of Central Lancashire	X	X
10. City University London	X	
11. Cranfield University	X	
12. De Montford University	X	
13. Durham Business School	X	
14. University of East Anglia	X	
15. University of East London	X	X
16. University of Edinburgh	X	X
17. Edinburgh Napier University	X	
18. University of Essex	X	X
19. University of Greenwich	X	X
20. Hellenic Colleges' Association	X	X
21. Edinburgh Business School, Heriot-Watt University	X	
22. University of Kent	X	X
23. Lancaster University	X	X
24. University of Liverpool	X	X
25. University of London International Programmes		X
26. London Metropolitan University	X	X
27. London School of Business & Finance	X	X
28. London School of Economics &	X	

Institution	Venue	
	Athens, 31 March & 1 April 2012	Thessaloniki, 3 April 2012
Political Science (LSE)		
29. Loughborough University	X	
30. Newcastle University	X	X
31. Northumbria University	X	
32. Plymouth University	X	
33. University of Portsmouth	X	X
34. Queen Mary, University of London	X	X
35. The University of Reading & ICMA Centre	X	
36. University of Salford	X	X
37. University of Southampton	X	
38. University of Stirling	X	
39. University of Strathclyde	X	
40. University Campus Suffolk	X	
41. University of Sunderland	X	
42. University of Surrey	X	X
43. Swansea University	X	
44. University of Warwick	X	
45. IELTS	X	X



## Appendix 2: Visitors' survey results

### Athens

Education UK Exhibition 31 March – 1 April 2012

Returned from 280 visitors

1. Are

you

Male	Female
48%	52%

2. Did you find what you wanted?

Yes	No
89%	11%

3. Will you be making an application to the UK now?

Yes	No
59%	41%

4. How would you rate the quality of service you have received?

Excellent	Good	Average
24%	70%	6%

5. How did you find out about this exhibition?

British Council	Newspapers	Radio	Internet / social media	Recommendation from family/ friends	Poster/ Flyer	Other
23%	6%	10%	26%	17%	11%	7%

6. If you could describe this exhibition in one word what would it be?

<ul style="list-style-type: none"> <li>▪ <b>Amazing!</b></li> <li>▪ <b>Good</b></li> <li>▪ <b>Informative</b></li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Well - organized</b></li> <li>▪ <b>Nice</b></li> <li>▪ <b>Good</b></li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Excellent</b></li> <li>▪ <b>Very good and informative</b></li> <li>▪ <b>Helpful</b></li> </ul>
--	---	--

7. If you could change one thing about this exhibition, what would it be?

- More course on fashion
- Number of U participating
- Better and higher ranking Universities
- More University representatives

## Thessaloniki

Education UK Exhibition 3 April 2012

Returned from 128 visitors

1. Are you

Male	Female
46%	54%

2. Did you find what you wanted?

Yes	No
88%	12%

3. Will you be making an application to the UK now?

Yes	No
46%	54%

4. How would you rate the quality of service you have received?

Excellent	Good	Average
40%	56%	4%

5. How did you find out about this exhibition?

British Council	Newspapers	Radio	Internet	Recommendation from family/ friends	Poster/ Flyer	Other
15%	2%	10%	15%	25%	11%	22%

## Appendix 3: Exhibitors' survey results

### Athens

Education UK Exhibition 31 March – 1 April 2012

Returned from 39 exhibitors

1. Has your institution attended this exhibition (Athens) before?

Yes	No
87%	13%

2. What were the objectives for coming?

Recruitment	Profile Raising	Both
33%	14%	53%

3. What is your primary market interest in this event?

Under Graduate	Postgraduate taught	Postgraduate research	Foundation / HND	Pre-sessional English
31%	42%	12%	11%	4%

4. What is your assessment of the visitors?

Good number and good quality	Good quality only	Good number only	Disappointing
87%	3%	8%	2%

5. Have you developed new links or built on existing feeder or agent relationships by coming?

Yes	No
58%	42%

6. How do you rate the support to your business needs from British Council before and during the event?

Unsatisfactory	Satisfactory	Good	Very Good
2%	5%	49%	44%

7. Please give your overall assessment of the exhibition

Good exhibition consistent with previous year's event	Not as good as previous year's event	Better event than previous year	Worse event than previous year
69%	18%	10%	3%

8. Will you be attending this event this time next year?

Yes	No	Undecided
79%	0%	21%

9. What market developments have you noticed by coming?

- more potential UG enquiring at an earlier stage (e.g. 2014 start)
- more UG, better prepared / more UG interest than anticipated
- Level of interest in UG was very disappointing compared to previous years
- good English level, good awareness of English qualifications
- increased interest in Scottish UG programmes
- interest in UG medicine
- students are mainly looking for PG courses
- Increase in PG Finance/Management enquiries
- higher level of PG enquiries
- more equal interest in UG and PG
- students are not concerned about level of tuition fees
- questions about tuition fees/ loans
- craving interest in Shipping/Maritime/Finance. Medicine also popular & PG Management
- job oriented queries
- very informative market briefing
- decrease in visitors compared to 2 yrs ago
- visitor numbers seem lower than 2yrs ago

10. Please give your assessment of the exhibition in terms of innovation, promotion of Education UK brand, presentation and overall impact.

- Again this was an excellent exhibition for promotion of UK exhibition
- the exhibition was well attended and is a successful event for Kent
- Good advertising - visible and prime locations - good brand representation
- some useful contactual info in the briefing session on Saturday

- Presentation and venue of high quality which reflect UK education standard
- I think this has been a very successful event
- excellent work
- more promotion would have been well received
- same innovation, good promotion and presentation
- Education UK events have good reputation and this benefits the exhibitors

11. Additional comments and suggestions

- Facilities and hospitality good, poor state of toilets
- Internet on Sunday was NOT working (detrimental to our activity) Internet has to be more reliable
- Internet connections, no announcements for seminars, no UCAS
- excellent organisation / promotion. Good quality of students, but exhibition opening hours could be shorter (maybe 2-6pm) as flow reduced
- it would be preferable to hold one event per year as it is costly to attend twice. I would prefer November as it is a better time for UG and PG
- not much food choice for vegetarians
- BC in Greece well organised and supportive with good market knowledge. Tea served throughout would be great
- freight company very efficient
- Venue acoustics very poor. Bottles of water should be provided to exhibitors - Positioning in the last hall was not ideal

**Thessaloniki**

Education UK Exhibition 3 April 2012

Returned from 21 exhibitors

1. Has your institution attended this exhibition (Thessaloniki) before?

Yes	No
91%	9%

2. What were the objectives for coming?

Recruitment	Profile Raising	Both
27%	15%	58%

3. What is your primary market interest in this event?

Under Graduate	Postgraduate taught	Postgraduate research	Foundation / HND	Pre-sessional English
35%	39%	13%	10%	3%

4. What is your assessment of the visitors?

Good number and good quality	Good quality only	Good number only	Disappointing
91%	0%	5%	4%

5. Have you developed new links or built on existing feeder or agent relationships by coming?

Yes	No
41%	59%

6. How do you rate the support to your business needs from British Council before and during the event?


Unsatisfactory	Satisfactory	Good	Very Good
0%	10%	52%	38%

7. Please give your overall assessment of the exhibition

Good exhibition consistent with previous year's event	Not as good as previous year's event	Better event than previous year	Worse event than previous year
50%	10%	40%	0%

8. Will you be attending this event this time next year?

Yes	No	Undecided
62%	0%	38%



9. What market developments have you noticed by coming?

- more IB students, less UG interest, increased PG interest in translation
- large interest in UG Medicine and PG Management Engineering
- increased UG interest
- more enquiries about tuition fee loan
- increase in PG courses (Psychology)
- increased PhD enquiries
- increase in numbers and quality

10. Please give your assessment of the exhibition in terms of innovation, promotion of Education UK brand, presentation and overall impact.


- Education UK & BC have good reputation around the world, it's beneficial to the universities to be associated with the brand
- excellent exhibition - brilliant work by BC
- very good. A very diverse audience was attracted to the event, which is very positive
- did not see any publicity in the town, but students found us
- very good venue
- excellent exhibition - brilliant work by BC

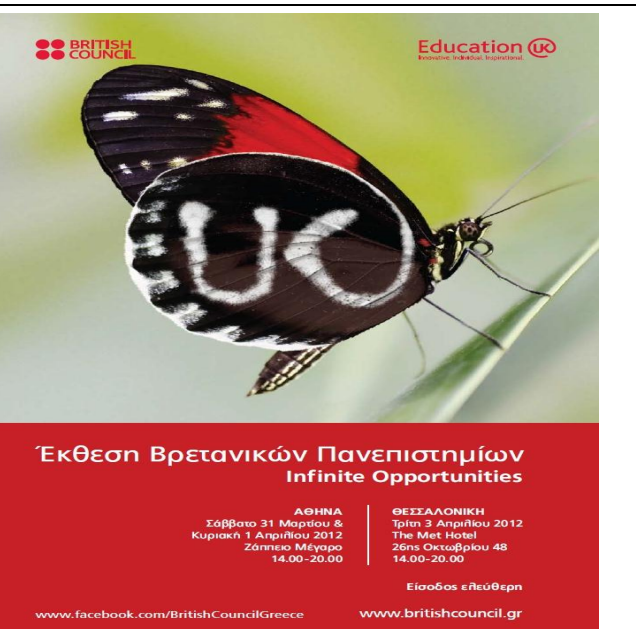
11. Additional comments and suggestions

- A big thank you to all the BC's support and friendliness throughout the event
- Access to Internet (WiFi) for all participants

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

A media mix of outdoor, radio, newspapers social media and internet as well as below-the-line promotion activities were engaged:

 <p>BRITISH COUNCIL Education UK</p> <p>Έκθεση Βρετανικών Πανεπιστημίων Infinite Opportunities</p> <p>ΑΘΗΝΑ Σάββατο 31 Μαρτίου &amp; Κυριακή 1 Απριλίου 2012 Ζάππειο Μέγαρο 14.00-20.00</p> <p>ΘΕΣΣΑΛΟΝΙΚΗ Τρίτη 3 Απριλίου 2012 The Met Hotel 26ης Οκτωβρίου 48 14.00-20.00</p> <p>Είσοδος ελεύθερη</p> <p>www.facebook.com/BritishCouncilGreece www.britishcouncil.gr</p>	<p><b><u>Bus-stop shelters</u> in Athens and Thessaloniki for a period of 2 weeks to carry our message</b></p> <p><b><u>Athens</u> 17/3 – 31/3, 95 double sites (190 panels)</b></p> <p><b><u>Thessaloniki</u> 17/3 – 3/4, 47 double sites (94 panels)</b></p> <p>Particular care was taken in order to secure panels in main avenues, near Universities / TEIs, University Accommodation Halls and termination points of buses serving students to and from their Universities</p>
---	---

 <p>BRITISH COUNCIL Education UK</p> <p>Έκθεση Βρετανικών Πανεπιστημίων Infinite Opportunities</p> <p>ΑΘΗΝΑ Σάββατο 31 Μαρτίου &amp; Κυριακή 1 Απριλίου 2012 Ζάππειο Μέγαρο 14.00-20.00</p> <p>ΘΕΣΣΑΛΟΝΙΚΗ Τρίτη 3 Απριλίου 2012 The Met Hotel 26ης Οκτωβρίου 48 14.00-20.00</p> <p>Είσοδος ελεύθερη</p> <p>www.facebook.com/BritishCouncilGreece www.britishcouncil.gr</p>	<p><b><u>Newspapers</u> – 3 columns x 20 cm, 4-coloured advertisements appeared in the main political and student targeted papers. 5 advertisements overall were inserted</b></p> <p>One ad was placed at the electronic student newspaper University Press <a href="http://www.universitypress.gr/LinkClick.aspx?fileticket=tDYfnqDqS24%3d&amp;tabid=58">www.universitypress.gr/LinkClick.aspx?fileticket=tDYfnqDqS24%3d&amp;tabid=58</a></p>
--	--



- **Radio** A radio spot (duration of 33 seconds) was produced. In total 225 spots were broadcast over 3 radio stations in Athens for a period of ten days before the Exhibition and 222 spots in 3 radio stations in Thessaloniki.

• **Social Media / Facebook** The British Council Greece Facebook page promoted the event and enjoyed a good number of 'likes'. We issued invitations to both events and used 'soundcloud' to upload the radio spot into the British Council Greece facebook. [www.facebook.com/BritishCouncilGreece](http://www.facebook.com/BritishCouncilGreece)

Direct link - Post:

[www.facebook.com/BritishCouncilGreece/posts/381954441828385](http://www.facebook.com/BritishCouncilGreece/posts/381954441828385) Athens

[www.facebook.com/BritishCouncilGreece/posts/105582512907227](http://www.facebook.com/BritishCouncilGreece/posts/105582512907227) Thessaloniki

Direct link - Invitation:

[www.facebook.com/events/350884371629547](http://www.facebook.com/events/350884371629547) Athens

[www.facebook.com/events/308942232505083](http://www.facebook.com/events/308942232505083) Thessaloniki

- **Below-the-line activities**

- 700 A3 posters were distributed to HE institutions all over Greece, local institutions that provide UK education and all Greek private secondary schools in Athens (Same design as bus stop shelters posters)
- 7,000 postcards were distributed through our customer service points and HE institutions all over Greece, local institutions that provide UK education and all Greek private secondary schools in Athens
- 2,500 emails were sent to our subscribers

### Media Plan (summary)

	Campaign on air	Number of inserts/spots	Budget spent in Euros
<b>ATHENS</b>			
Outdoor / panels	17/3 - 31/3/2012	95 double = 190 panels	€20,630
Newspapers		3 ads	€ 2,237
Radio	21/3 – 31/3/2012	225 spots in 3 radio stations	€10,039
<b>THESSALONIKI</b>			
Outdoor / panels	17/3 - 30/4/2012	47 double = 94 panels	€6,142
Newspapers		2 ads	€2,940
Radio	25/3 - 3 /4/2012	222 spots in 3 radio panels	€4,776