

Creating your future

Education UK Exhibition
Greece, 25 – 28 April 2015

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1. Event fact file

Athens

Venue	ETHNIKI Conference Center
Opening hours	1400 – 2000
Stand costs	£2,075
Sponsors	Express Publishing Prodigy Living
Seminars	<ul style="list-style-type: none">• Marketing briefing. If you missed this session and you require a copy, please contact Katerina Fegarou, Education Marketing Manager, <p>Saturday 25 April</p> <ul style="list-style-type: none">• Medical Speciality in the UK. Kostis Georgiou, British Council Greece• Nursing & Midwifery in the UK. Kostis Georgiou, British Council Greece• International Tourism and Hospitality Management, Education pathways and Career prospects. Georgios Papageorgiou, The Open University/DEREE• How UK Universities prepare you for career success? Katy Friend, Aston University• Interested in Switching Your Field of Study for a Master's degree? Heather Yates, Lancaster University• Student Finance. Kayleigh Buckingham, University of Kent• Engineering Degrees in the UK. Alexander Davies, Cardiff University• Studies in the UK. Maria Ladea, British Council Greece• IELTS. Maria Andreou, British Council Greece• Study and part-time employment opportunities in London. Denise Panattoni, London Metropolitan University <p>Sunday 26 April</p> <ul style="list-style-type: none">• Cross-platform in Media Practice, Convergence and its importance in today's Media Landscape. Evi Karathanasopoulou, Bournemouth University• Scholarships/Internship and financial aid. Nicolae Pavel, University of Bedfordshire• University: careers and you. Cathy Drew, University of Sussex• An introduction to Business Management and popular subject combinations. Eustathios Saindis, Northumbria University• Portfolio advice for studying Creative Arts in the UK. Amy Chandler, Falmouth University• Studying Economics. Petros Sekeris, University of Portsmouth• Studying in London. Claire Chalmers, Goldsmiths, University of London• Study options and employability in the UK. Emily Centeno, ESCP Europe Business School

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	<ul style="list-style-type: none"> • Studies in the UK. Michael Tsikoulis, British Council Greece • IELTS. Cliff Parry, British Council Greece
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Thessaloniki

Venue	Makedonia Palace Hotel
Opening hours	14:00 – 20:00
Stand costs	£1,445
Sponsors	Express Publishing Prodigy Living
Seminars	<p>Tuesday 28 April</p> <ul style="list-style-type: none"> • Medical Speciality in the UK. Kostis Georgiou, British Council Greece • Nursing & Midwifery in the UK. Kostis Georgiou, British Council Greece • Student Finance. Kayleigh Buckingham, University of Kent • Interested in Switching Your Field of Study for a Master’s degree? Heather Yates, Lancaster University • Studies in the UK. Elena Koptopoulou, British Council Greece • IELTS. Christina Athanasiou, British Council Greece

2. Key statistics

Attendance	Athens		Thessaloniki	
	2015	2014	2015	2014
Visitors				
1 st day	1,900	1,940	620	820
2 nd day	2,300	2,510	-	-
Total No of Visitors	4,200	4,450	620	820

Exhibitors	2015	2014	2015	2014
Further Education	2	1	3	1
Higher Education	49	46	17	20
ESOL Exam Providers	1	0	1	0
UCAS	0	1	0	0
VISA	0	0	0	0
Total No of Exhibitors	52	47	21	21

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Visitors Primary Market Objectives	Athens		Thessaloniki	
	2015	2014	2015	2014
Level of Study				
Undergraduate studies	29%	31%	23%	47%
Postgraduate studies	62%	53%	57%	44%
Distance Learning	1%	3%	6%	3%
English Language courses / pre-sessional	2%	2%	6%	1%
Access Courses	2%	6%	0%	5%
Other (A levels)	4%	5%	8%	0%

Demographics of visitors	Athens		Thessaloniki	
	2015	2014	2015	2014
Gender				
Male	34%	46%	42%	42%
Female	66%	54%	58%	58%
Age				
16 – 20	36%	39%	21%	46%
21 – 24	37%	34%	55%	31%
25 – 34	25%	15%	17%	16%
Over 35	2%	12%	7%	7%

[*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 and Thessaloniki
2. Adults 35-54 years old, Upper/Middle s/e class, Athens and Thessaloniki

A media mix of outdoor posters, radio spots, internet, social media as well as below-the-line promotion activities were engaged to reach our target audience. Summary of the media plan is available in [Appendix 4](#)

British Council staff held weekly Education UK information sessions and presentations at main secondary schools and 16 universities throughout Greece on general information about studying in the UK and to announce the Exhibition. Hand-outs on IELTS and the UK Education system were also made available 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

Visitors to the Exhibition gave us the below suggestions on the Visitors' Feedback questionnaires

- Longer opening hours
- Would like university representatives to be better informed on the courses/programmes offered
- More Greek speaking delegates / Alumni representatives would be much appreciated

4.2 Key recommendations for the British Council

Delegates attending the Exhibition gave us the below suggestion on the Exhibitors' Feedback questionnaires:

- The Athens venue received criticism on its location (not too central), ventilation and lack of food variety

British Council Greece response – we examined three available venue options. We decided to run the Athens November 2015 event at the Divani Caravel Hotel <http://divanicaravelhotel.com/>. The hotel is just 5-7 minutes' walk from the Evangelismos metro station

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Appendix 1 – List of participating institutions

Institution	Venue	
	Athens 25-26 Apr 2015	Thessaloniki 28 Apr 2015
1. Abbey College	X	X
2. Anglia Ruskin University	X	
3. Aston University	X	
4. Bangor University	X	
5. University of Bath	X	
6. University of Bedfordshire	X	
7. Bournemouth University	X	
8. University of Bradford	X	X
9. Brunel University	X	
10. Bucks New University	X	X
11. Cardiff University	X	
12. Cardiff University Business School	X	
13. City University London	X	
14. Concord College	X	X
15. Coventry University	X	X
16. University for the Creative Arts	X	
17. De Montfort University	X	
18. University of Derby	X	X
19. University of East London / Metropolitan College	X	X
20. ESCP Europe Business School	X	
21. Falmouth University	X	X
22. University of Glasgow	X	
23. Glasgow Caledonian University	X	
24. Goldsmiths, University of London	X	X
25. University of Hertfordshire	X	
26. IELTS	X	X
27. University of Kent	X	X
28. Kingston University London	X	
29. Lancaster University	X	X
30. The University of Law	X	

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Institution	Venue	
	Athens 25-26 Apr 2015	Thessaloniki 28 Apr 2015
31. University of Lincoln	X	
32. University of London	X	
33. London Metropolitan University	X	
34. The University of Manchester	X	
35. Newcastle College		X
36. Newcastle University	X	X
37. The University of Northampton	X	X
38. Northumbria University	X	
39. The Open University/DEREE	X	X
40. Plymouth University	X	
41. University of Portsmouth	X	X
42. Queen Mary University of London	X	
43. The University of Reading	X	
44. University of Roehampton, London	X	
45. Royal Holloway, University of London	X	
46. University of Salford	X	X
47. The University of Sheffield International Faculty, City College		X
48. University of Southampton	X	
49. Southampton Solent University	X	X
50. University of Stirling	X	
51. University of Strathclyde	X	
52. University of Sussex	X	
53. Swansea University	X	
54. University of West London	X	X

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Appendix 2 – Visitors’ survey results

Athens – Education UK Exhibition 25 – 26 April 2015

Visitors’ feedback questionnaires analysis

Returned from 190 visitors

1. Are you

Male	Female
23%	66%

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

Yes	No
63%	37%

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

Excellent	Good	Average
38%	57%	5%

4. How did you find out about this exhibition?

British Council	Newspapers	Radio	Internet/ social media	Recommendation from family / friends	Poster/ Flyer	Other
22%	3%	8%	31%	23%	7%	6%

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

- Good
- Excellent
- Useful
- Well organised
- Effective
- Helpful
- Interesting

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

- More universities
- Longer opening hours

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Thessaloniki – Education UK Exhibition 28 April 2015

Visitors' feedback questionnaires analysis

Returned from **119** visitors

1. Are you

Male	Female
35%	65%

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

Yes	No
57%	43%

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

Excellent	Good	Average
45%	6%	48%

4. How did you find out about this exhibition?

British Council	Radio	Internet/ social media	Recommendation from family / friends	Poster/ Flyer	Other
23%	13%	40%	20%	4%	0%

5. If you could describe this exhibition in one word what would it be? If you could change one thing about this exhibition, what would it be?

- More universities
- Excellent
- Well organised
- Helpful
- Comprehensive
- Informative

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Appendix 3 – Exhibitors’ survey results

Education UK Exhibition 25 – 28 April 2015

Exhibitors’ feedback questionnaires analysis

Returned from **43** exhibitors (84%)

1. Has your institution attended this exhibition before?

Yes	No
95%	5%

2. What were the objectives for coming?

Recruitment	Profile Raising	Both
21%	0%	79%

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

Undergraduate	Postgraduate taught	Postgraduate research	Foundation / HND	A levels	Pre-sessional English
35%	37%	11%	10%	2%	5%

4. What is your assessment of the visitors?

Good number and good quality	Good quality only	Good number only	Disappointing
37%	41%	5%	17%

5. How do you rate the exhibition Venue?

Very Good	Good	Satisfactory	Unsatisfactory
22%	29%	39%	10%

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

Yes	No
60%	40%

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

Very Good	Good	Satisfactory	Unsatisfactory
46%	32%	22%	0%

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8. 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
45%	45%	4%	6%

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

Yes	No	Undecided
43%	5%	53%

10. What market developments have you noticed by coming?

- Far fewer PG students than anticipated
- More undergraduate students.
- More interest in PG / More and more students for PG / More PG taught enquiries
- More PG than UG / Decline at both levels UG & PG
- UG – Planning well ahead; PG – a number of “offer holders” came to see us
- PG students looking really late in cycles for Sept entry and will struggle to meet IELTS requirements!
- Increased interest in Distance Learning perhaps due to the current financial situation in Greece
- PG interest in Maritime Law
- Continued interest in marine
- Art seems less popular than before. Acting is popular
- More varied subject areas of interest
- Medicine candidates focusing even earlier which is great as often they can make the wrong subject choices
- Very heavy focus on business
- Lower number of enquiries and mainly for mainstream courses
- Grades are strong. Lots of interest!
- Based on my colleagues report of attending last year I would say attendance has dropped.
- More focused students
- Need to review UG requirements
- More interest in Scotland and Wales based on fee or studying in Greece
- Reduced number of enquiries. Less students Slight decline in student numbers
- Good exhibition which has helped us in our recruitment efforts by raising awareness

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


- A good event, but the venue was quite poor in terms of location.
- You should think of changing location as the absence of a Metro station seriously disincentives prospective students
- The Venue is not suitable. Wrong put in town, bad air quality, depressing, cramped. Please reconsider Zappeio or any other Central Venue! Second day was better attended than first. But for the cost of participating, I would expect a better venue

- Valued. Good promotion for UK institutions.
- I'm happy with the promotion but unfortunately saw very little interest at the event.
- Not sure about the imagery used
- Strong stylish branding, approachable members of staff
- Good – Education UK brand is recognised but numbers less than when I attended last Nov
- Low number of attendees – a few exhibitors and attendees mentioned there being little publicity/advertising before the event

- Excellent event, lots of interest and good quality candidates!
- Good / Good as always / Great
- All very good. Market brief is very helpful
- Excellent organisation – good networking – very good candidates
- Good – one of the more acting BCs for marketing
- Very positive
- Felt it was run very well and very informed
- I don't think local colleges should be represented even if they are TNE providers.
- Good exhibition with high quality of universities represented.
- We would like to see electronic data collection •

12. Additional comments and suggestions

- Please provide more options at lunchtime, the choice is v. limited. Fair not as busy as anticipated but the quality of students was good
- Please provide fruit and vegetables. Only sandwiches is not good. I have an allergy to gluten. I could only eat crisps. Please provide healthy options. We are here for a long time. We need to be able to eat. There is nothing close by the exhibition
- Nice catering
- We're looking at numbers, undecided at present on future exhibition strategy
- The wifi did not work on the Sunday (even after two engineers tried to fix it)

- 
- First day was quiet; Second half of second day was a lot better. Unfortunate timing of Easter this year
 - This venue has terrible air condition and poor ventilation.
 - The space is fine. But venue location is poor. Poor access by metro, difficulty to find by car (even taxi drivers struggle); this must have a negative effect on numbers.
 - Editable data capture system to put in comment and specific courses of interest.
 - Thanks for agreeing to re-locate my stand from corner! Maybe wise not to use that spot/set up in future years. Thanks for a good event!
 - The internet connection was not good on 26th April.
 - Expensive event with limited return if the numbers are so low. Not sure if I'd attend again in April but will definitely attend November event.
 - Consider ending the fair ½ hour earlier and starting earlier

Thessaloniki - Education UK Exhibition 28 April 2015

Exhibitors' feedback questionnaires analysis

Returned from 20 exhibitors (95%)

1. Has your institution attended this exhibition before?

Yes	No
75%	25%

2. What were the objectives for coming?

Recruitment	Profile Raising	Both
20%	5%	75%

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

Undergraduate	Postgraduate taught	Postgraduate research	Foundation / HND	A levels	Pre-sessional English
41%	36%	3%	10%	5%	5%

4. What is your assessment of the visitors?

Good number and good quality	Good quality only	Good number only	Disappointing
28%	44%	6%	22%

5. How do you rate the exhibition venue

Very Good	Good	Satisfactory	Unsatisfactory
17%	50%	33%	0%

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

Yes	No
39%	61%

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

Very Good	Good	Satisfactory	Unsatisfactory
44%	38%	18%	0%

8. 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%	33%	8%	8%

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9. Will you be attending **this event** this time next year?

Yes	No	Undecided
37%	5%	58%

10. What market developments have you noticed by coming?

- Students / Parents seemed to be less concerned by UK fees as they admitted most of them to pay for private tuition in Greece anyway. Also, many were well read in regards to Student Finance UK
- Students looking for more full-time courses for PG than expected.
- Continuing interest in maritime/marine business.
- More interest for our university than in previous years
- Better UK education interest in
- It confirmed that we do better in Thessaloniki than Athens.
- An interest in language courses. Price is a problem but we can offer some help there.

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

- The event was quiet for period of time so this may have limited the impact somewhat. However, the quality of students/queries seemed to be good and genuine. The branding was clear when entering the event and seemed to be marketed well from the Market Overview presentation paperwork
- Exhibition was good. Attendance was very low.
- Excellent event, better quality of audience.
- Very Good
- Same as Athens
- Well promoted
- It was a quiet day for us but I don't expect that has anything to do with the efforts of BC – it is just a reflection of the market at the moment. I believe we collected less enquiries than in previous years

12. Additional comments and suggestions



- Stands on the outside of the room had easy access to power supplies. This was not the case for our stand as it was in the middle of the room.
- The organization was good but attendance was poor.
- I can honestly say I haven't spoken to an interested student or agent all day! I really want it to work in Greece so I hope November will be different.
- Exceeded expectations. Thank you everyone for your hard work over the past few days.
- Very hot in the venue.

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Appendix 4 – Advertising and promotion plan (media plan)

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

Creative used	Type of promotional activity
	<p>Bus-stop shelters in Athens and Thessaloniki for a period of 2 weeks to carry our message</p> <p>Athens 11/4 – 24/4 45 double sites (90 panels)</p> <p>Wider Thessaloniki 12/4 – 26/4 10 double sites (20 panels)</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>1,000 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)</p>

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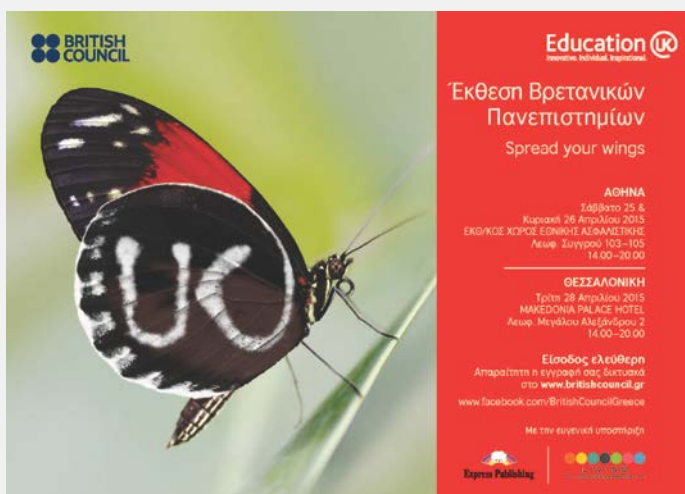
<https://www.facebook.com/events/1397829797206299/permalink/1400098430312769/>

www.facebook.com/events/1389769151348889

Radio spots (duration of 36 and 34 seconds) were produced. In total 255 spots were broadcast over 5 radio stations in Athens for a period of eight days before the Exhibition.

155 spots were broadcasted over 3 radio stations in Thessaloniki for a period of eight days before the Exhibition.

Radio producers made live announcements too.



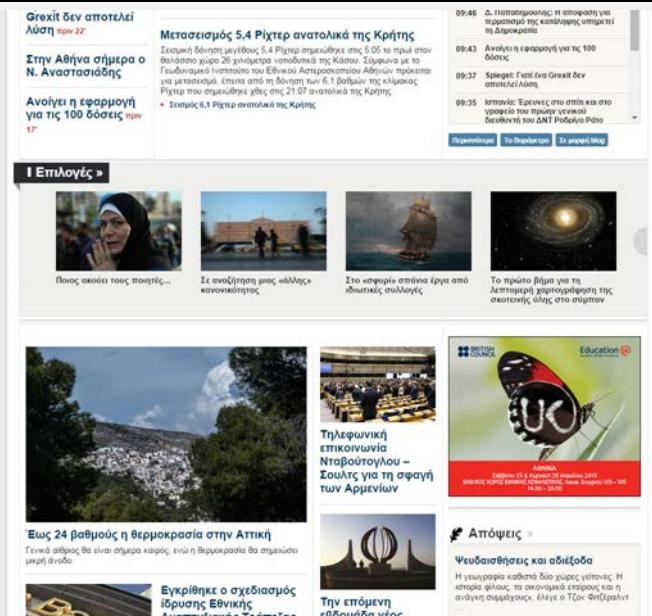
7,000 **postcards** were distributed through our customer service points and HE institutions all over Greece, local institutions that provide UK education and all Greek private secondary schools in Athens

Dedicated promoters distributed postcards to students at the main universities and TEI in both Athens and Thessaloniki



Press releases were sent to all weekly city guides and local radio stations

Email announcement was sent to more than 7,000 recipients (EFL teachers, UK alumni, IELTS candidates, language school owners)



Web and social media – web portals and social media were employed to spread the information

- [Facebook](#) British Council Greece – post, invitation and radio spot uploaded
- Facebook page post ad
- Facebook social ads
- [Google](#)

Google search ads, Google display banners, Youtube banners
888,506 impressions – 14,160 clicks



- [British Council Greece website](#)

<http://www.britishcouncil.gr/events/education-uk-exhibitions>

<http://www.britishcouncil.gr/en/event/s/education-uk-exhibitions>

- [British Council Greece E-newsletter](#) (more than 6,000 recipients)



- Institutions Facebook accounts
- Institutions Twitter accounts

Presentations throughout the year at HE institutions and high schools around Greece – these institutions helped us to promote the exhibition

Media Plan (summary)

Medium	Campaign on air	Number of inserts/spots	Budget spent in Euros
Outdoor / panels	11/4 – 24/4/2015	55 double = 110	€10,285
Radio	16 – 24/4/2015 ATH 18 – 26/4/2015 THE	255 spots / 5 radio ATH stations 155 spots / 3 radio s THE stations plus 3 live announcements per day	€12,790
Social media	3 weeks	888,506 impressions – 14,160 clicks	€7,260

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