

Creating your future

Education UK Exhibition
Greece, 5 – 8 November 2015

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1. Event fact file

Thessaloniki

Venue	Electra Palace Hotel
Opening hours	1400 – 2000
Stand costs	£1,480
Sponsors	Express Publishing Prodigy Living
Seminars	<p>Thursday 5 November</p> <ul style="list-style-type: none"> • Marketing briefing • Studies in the UK, everything you need to know – Kostis Georgiou, British Council • IELTS – Christina Athanasiou, British Council • Studies in the UK: multicultural experience and skills development – Konstantinos Stergiou

Athens

Venue	Divani Caravel Hotel
Opening hours	1400 – 2000
Stand costs	£2,070
Sponsors	Express Publishing Prodigy Living
Seminars	<ul style="list-style-type: none"> • Marketing briefing. if you missed this session and you require a copy, contact Katerina Fegarou <p>Saturday 7 November</p> <ul style="list-style-type: none"> • Studies and career outlook for MIS majors – Manos Varouhas, The Open University/DEREE • Discover how to develop a winning Creative Arts portfolio to study at degree level in the UK – Amy Chandler, Falmouth University • Studying Law in the UK – Theodora Nikaki, Swansea University • Engineering degrees in the UK – Jonathan Lees, Cardiff University • Studies in the UK; everything you need to know – Michael Tsikoulis, British Council • IELTS – Maria Andreou, British Council • CELTA – All you need to know - Claire Steele, British Council <p>Sunday 8 November</p> <ul style="list-style-type: none"> • What are graduate recruiters looking for? – Lydia Greenhalgh & Russell Jordan, University of Kent

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	<ul style="list-style-type: none"> • How to write a fantastic UCAS personal statement – James Ringer, Goldsmith's, University of London • Studying Law at University – Siobhan Weare, Lancaster University • Funding your studies in the UK – Katja Durkin, The University of Reading / Henley Business School • Studies in the UK; everything you need to know – Maria Ladea, British Council • IELTS – Cliff Parry, British Council
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2. Key statistics

Attendance	Athens		Thessaloniki	
	Nov 2015	Nov 2014	Nov 2015	Nov 2014
Visitors				
1 st day	1,600	2,450	640	990
2 nd day	1,800	2,672	-	-
Total No of Visitors	3,400	5,122	620	990

Exhibitors	Nov 2015	Nov 2014	Nov 2015	Nov 2014
Further Education	1	2	1	1
Higher Education	50	55	20	24
ESOL Exam Providers	1	1	1	1
UCAS	0	0	0	0
VISA	0	0	0	0
Total No of Exhibitors	52	58	22	26

Visitors Primary Market Objectives	Athens		Thessaloniki	
	Nov 2015	Nov 2014	Nov 2015	Nov 2014
Level of Study				
Undergraduate studies	34%	35%	32%	43%
Postgraduate studies	54%	50%	47%	46%
Distance Learning	5%	3%	7%	4%
English Language courses / pre-sessional	1%	2%	3%	2%
Access Courses	4%	5%	10%	5%
Other (A levels)	2%	5%	1%	0%

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Demographics of visitors	Athens		Thessaloniki	
	Nov 2015	Nov 2014	Nov 2015	Nov 2014
Gender				
Male	38%	46%	34%	42%
Female	62%	54%	66%	58%
Age				
16 – 20	36%	39%	47%	46%
21 – 24	47%	35%	29%	31%
25 – 34	15%	14%	20%	16%
Over 35	2%	12%	4%	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 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:

- Start the events earlier and finish earlier

Action by the British Council Greece: we will definitely consider this suggestion, although sometimes the event logistics put constraints to the events' opening hours

- Improve catering (Thessaloniki)

Action by the British Council Greece: we will address this recommendation

- Avoid Athens Marathon dates

Action by the British Council Greece: we make every effort to avoid clash with major events such as marathons, demonstrations, public holidays.

Appendix 1 – List of participating institutions

Institution	Venue	
	Thessaloniki 5 Nov 2015	Athens 7 & 8 Nov 2015
1. Anglia Ruskin University	X	X
2. Bangor University (Wales)		X
3. Bath Spa University		X
4. Bournemouth University		X
5. University of Bradford	X	X
6. Brunel University		X
7. Bucks New University	X	X
8. Cardiff University		X
9. Cardiff Business School		X
10. City University London	X	X
11. Coventry University	X	X
12. University for the Creative Arts		X
13. De Montfort University		X
14. University of Derby	X	X
15. University of East Anglia (UAE)		X
16. ESCP Europe Business School		X
17. University of Essex		X
18. Falmouth University	X	X
19. Glasgow Caledonian University	X	X
20. Goldsmiths, University of London	X	X
21. University of Greenwich, London	X	X
22. University of Hertfordshire		X
23. University of Kent	X	X
24. Lancaster University		X
25. University of Lincoln		X
26. London Metropolitan University	X	X
27. Middlesex University, London	X	X
28. Newcastle University	X	X
29. New College of the Humanities, London		X
30. Northumbria University		X

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Institution	Venue	
	Thessaloniki 5 Nov 2015	Athens 7 & 8 Nov 2015
31. University of Nottingham		X
32. The Open University/DEREE		X
33. Plymouth University		X
34. University of Portsmouth	X	X
35. Queen Mary University of London		X
36. The University of Reading / Henley Business School		X
37. University of Roehampton, London	X	X
38. Royal Holloway, University of London		X
39. University of Salford	X	X
40. The University of Sheffield	X	X
41. University of Southampton		X
42. Southampton Solent University		X
43. University of South Wales		X
44. University of Strathclyde		X
45. University of Surrey	X	X
46. University of Sussex		X
47. Swansea University		X
48. University of Warwick		X
49. UWE Bristol & Alexander College	X	X
50. University of Westminster	X	X
51. The University of York		X

Appendix 2 – Visitors’ survey results

Thessaloniki – Education UK Exhibition 5 November 2015

Visitors’ feedback questionnaires analysis

Returned from **118** visitors

1. Are you

Male	Female
34%	66%

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

Yes	No
35%	65%

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

Excellent	Good	Average
34%	64%	2%

4. How did you find out about this exhibition?

British Council	Radio	Internet/ social media	Recommendation from family / friends	Poster/ Flyer	Other
24%	4%	38%	13%	10%	11%

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

- Interesting
- Helpful
- Thorough
- Excellent
- Educative
- Amazing
- Well organised
- Innovative
- Good

Athens – Education UK Exhibition 7-8 November 2015

Visitors' feedback questionnaires analysis

Returned from 378 visitors

1. Are you

Male	Female
38%	62%

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

Yes	No
63%	34%

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

Excellent	Good	Average
30%	66%	4%

4. How did you find out about this exhibition?

British Council	Newspapers	Radio	Internet/ social media	Recommendation from family / friends	Poster/ Flyer	Other
21%	2%	9%	32%	27%	4%	5%

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

- Informative
- Excellent
- Useful
- Well organised
- British
- Helpful
- Interesting
- Professional

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

- More universities
- Bigger venue
- Less waiting time
- Longer opening hours
- Queues

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Appendix 3 – Exhibitors’ survey results

Thessaloniki - Education UK Exhibition 5 November 2015

Exhibitors’ feedback questionnaires analysis

Returned from **22** exhibitors (100%)

1. Has your institution attended this exhibition before?

Yes	No
82%	18%

2. What were the objectives for coming?

Recruitment	Profile Raising	Both
18%	9%	73%

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

Undergraduate	Postgraduate taught	Postgraduate research	Foundation / HND	A levels	Pre-sessional English
43%	39%	14%	4%	0%	0%

4. What is your assessment of the visitors?

Good number and good quality	Good quality only	Good number only	Disappointing
50%	23%	9%	18%

5. How do you rate the exhibition venue

Very Good	Good	Satisfactory	Unsatisfactory
36%	36%	27%	0%

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

Yes	No
43%	57%

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

Very Good	Good	Satisfactory	Unsatisfactory
41%	23%	36%	0%

Next Greece April 2016 exhibition:

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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
61%	17%	22%	0%

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

Yes	No	Undecided
45%	0%	55%

10. What market developments have you noticed by coming?

- An increased number of postgraduate students / Mainly PG enquiries
- PG surprisingly prevalent as self-funded
- Increased demand in UG/ decrease in PG
- No particular focus
- Less traffic
- None

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

- Good – better than April
- Not as innovative as circumstances currently dictate
- Drop in fair attendance. Expected thought worrying
- Very Good
- Good promotion but seems not great impact
- Seminars were well attended. Not sure how good pre-publicity was
- Very good however no innovation in terms of data collection

12. Additional comments and suggestions

- Nice venue
- It would be preferable to be at Makedonia Palace next time
- Lovely venue
- Start earlier & finish earlier
- Add Thessaloniki as roadshow date
- Improve catering / More seminars

Athens - Education UK Exhibition 7-8 November 2015

Exhibitors' feedback questionnaires analysis

Returned from **45** exhibitors (86%)

1. Has your institution attended this exhibition before?

Yes	No
93%	7%

2. What were the objectives for coming?

Recruitment	Profile Raising	Both
29%	0%	71%

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

Undergraduate	Postgraduate taught	Postgraduate research	Foundation / HND	A levels	Pre-sessional English
43%	40%	13%	4%	0%	0%

4. What is your assessment of the visitors?

Good number and good quality	Good quality only	Good number only	Disappointing
83%	13%	4%	0%

5. How do you rate the exhibition Venue?

Very Good	Good	Satisfactory	Unsatisfactory
50%	23%	25%	2%

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

Yes	No
67%	33%

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

Very Good	Good	Satisfactory	Unsatisfactory
39%	30%	30%	1%

Next Greece April 2016 exhibition:

<https://siem.britishcouncil.org/exhibition/education-uk-exhibition-greece-april-2016>

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
56%	5%	38%	0%

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

Yes	No	Undecided
73%	0%	27%

10. What market developments have you noticed by coming?


- Increase in UG interest
- More interest on PG / PGT growth / More PG than last year
- More quality candidates for PhDs, MRes & Masters
- Much busier event, more PG enquiries than other years in November
- Increased interest in PG study / More PGT & more younger students

- Movement away from Fine Art to other A&D subjects
- Interest in education related courses

- Changes in qualifications / Changes to Apolytirion
- Less focus on rankings – wasn't even asked once
- Some much younger students attending & thinking about their degree options
- Market seems to be picking up again

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

- Excellent / Good / Very good
- Well organized & structured event
- This exhibition's outcome was impressive in both quantity and quality
- Looked like good & clear communication & promotion of the UK brand
- Very well organized and promoted
- Excellent presentation & displays
- Well organized events both in Athens and Thessaloniki.



12. Additional comments and suggestions

- Please keep this venue for next time
- Excellent location
- Good event. Good quality lunch, nice venue
- Good location & venue, Better rooms & catering, Better attendance than the April events
- This year's venue much better & much more suited. Please ensure venue for next exhibition
- Lunch should be provided before exhibition opens / Coffee in morning
- Very enjoyable event & well organized!
- Good in terms of numbers through door but need better registration system. Announcement by speaker to open & close event
- Excellent support as usual from BC staff / Excellent support to business needs from BC Greece before and during the event
- Recommendation to have the Athens event not during the Marathon



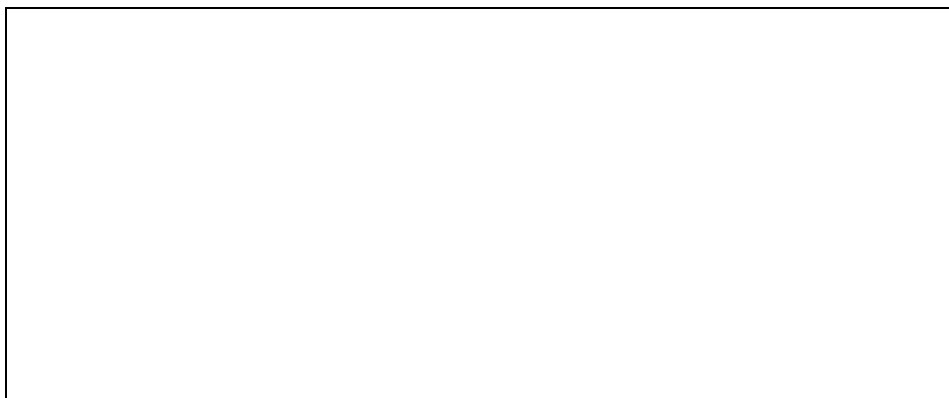
Appendix 4 – Advertising and promotion plan (media plan)

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 45 double sites (90 panels)</p> <p>Wider Thessaloniki 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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Radio spots (duration of 36 and 34 seconds) were produced. In total 306 spots were broadcast over 6 radio stations in Athens

155 spots were broadcasted over 3 radio stations in Thessaloniki 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 8.500 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 (more than 46,300 likes) – post, invitation and radio spot uploaded
Facebook page post ad

Facebook social ads Total of 936,776 impressions

Google

Google search ads, Google display banners, YouTube banners

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Total of 3,817,569 impressions

British Council Greece website

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

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

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

<http://britishcouncilgreece.cmail2.com/t/ViewEmail/y/5612D64401BDD6CB>

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

- Institutions Facebook accounts
- Institutions Twitter accounts

Media Plan (summary)

Medium	Campaign on air	Number of inserts/spots	Budget spent in Euros
Outdoor / panels	21/10 – 7/11/2015	55 double = 110	€10,606
Radio	30/10 – 7/11/2015 ATH 28/10 – 5/11/2015 THE	306 spots / 6 radio ATH stations 155 spots / 3 radio THE stations plus 3 live announcements per day	€14,539
Social media	3 weeks	357,145 impressions – 9,302 clicks	€5,640

Prepared by Katerina Fegarou, Education Marketing Manager

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