

Creating your future

Education UK Exhibition

Athens, Greece - 9–10 November 2013

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1. Event fact file

Athens

Venue	ETHNIKI Conference Center
Opening hours	1400 – 2000
Stand costs	£2285
Sponsors	-
Seminars	<p>Marketing briefing – if you missed this session and you require a copy, contact Katerina Fegarou, Education Marketing Manager, Katerina.fegarou@britishcouncil.gr</p> <p>Saturday 9 November</p> <ul style="list-style-type: none"> • Liberal Arts studies & employability prospects - Hariclea Zengos, The Open • University Medical Speciality in the UK – Kostis Georgiou, British Council Greece • Studies in the UK – Michael Tsikoulis, British Council Greece • IELTS – Maria Andreou, British Council Greece • UCAS – applying for undergraduate studies – Chris Massey, UCAS <p>Sunday 10 November</p> <ul style="list-style-type: none"> • Studying Law in the UK. – Aleardo Zanghellini, University of Reading • Art, Design & Performance – Jonny Hill, University of Central Lancashire • Engineering Degrees in the UK. Presenter: Michael Harbottle, Cardiff University • Studies in the UK – Maria Ladea, British Council Greece • IELTS – Mary Haroyianni, British Council Greece

2. Key statistics

Attendance	Athens	
	2013	2012
Visitors		
Saturday	2,845	2,410
Sunday	3,018	2,940
Total No of Visitors	5,863	5,350

<u>Exhibitors*</u>	2013	2012
Further Education	1	2
Higher Education	51	52
ESOL Exam Providers	0	1
UCAS	1	0
VISA	0	0
Total No of Exhibitors	53	55

<u>Visitors Primary Market Objectives</u>	Athens	
	2013	2012
Level of Study		
Undergraduate studies	30%	19%
Postgraduate studies	53%	62%
Distance Learning	3%	4%
English Language courses / pre-sessional	2%	4%
Access Courses	6%	3%
Other (A levels)	5%	4%

<u>Demographics of visitors</u>	Athens	
	2013	2012
Gender		
Male	39%	48%
Female	61%	52%
Age		
12 – 19	31%	23%
20 – 23	48%	41%
24 – 35	16%	30%
Over 35	5%	6%

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

A media mix of outdoor posters, radio spots, newspapers, 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 presentations at main secondary schools and 15 universities throughout Greece on general information about studying in the UK and to announce the Exhibition. Handouts 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

- Would like university representatives to better informed on the courses/programmes offered – this comment appeared in more than 10 feedback questionnaires
- 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.
- Longer opening hours

4.2 Key recommendations for the British Council

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

- local private colleges represented seemed not appropriate –

Local colleges registered and attended the exhibition on behalf of or/and along with their British partner university delegates

- Venue in poor location, out of town; wrong place in town, no public transport links & in red-lights districts, exhibitions stalls too cramped / Return to Zappeio Exhibition Hall

Comments have been taken into consideration. Nevertheless, Zappeion cannot be used during the first 6-months of 2014, as it will be used as the main Meeting venue of the Greek European Presidency. We are looking for new venue(s), to satisfy the exhibition requirements (city-centre proximity, public transport facilities, venue facilities etc.)

Next Greece 2014 exhibition:

<https://siem.britishcouncil.org/exhibition/education-uk-exhibition-greece-april-2014>

Appendix 1 – List of participating institutions

1. Abbey College in London and Malvern	28. The University of Manchester
2. Bangor University	29. Manchester Metropolitan University
3. University of Birmingham	30. Newcastle University
4. University of Bradford	31. Northumbria University
5. Brunel University, London	32. The University of Nottingham
6. Cardiff University	33. The Open University
7. Cardiff Business School	34. Plymouth University
8. University of Central Lancashire	35. University of Portsmouth
9. City University London	36. Queen Margaret University Edinburgh
10. Cranfield University, School of Engineering	37. The University of Reading
11. University for the Creative Arts	38. Henley Business School, ICMA Centre
12. Durham University Business School	39. University of Salford
13. University of East Anglia and INTO UEA	40. Scottish Qualifications Authority
14. Edinburgh Napier University	41. The University of Sheffield
15. ESCP Europe Business School	42. University of South Wales
16. University of Essex	43. University of Southampton
17. University of Exeter Business School	44. Southampton Solent University
18. Goldsmiths, University of London	45. University of Strathclyde
19. Hellenic Colleges' Association	46. University of Surrey
20. University of Kent	47. University of Sussex
21. Lancaster University	48. Swansea University
22. University of Leeds	49. UCAS
23. Liverpool Hope University	50. University of Warwick
24. London Business School	51. University of Westminster
25. London Metropolitan University	52. University of the West of Scotland
26. London South Bank University	53. University of York
27. Loughborough University	

Appendix 2 – Visitors’ survey results

Education UK Exhibition 9 & 10 November 2013

Visitors’ feedback questionnaires analysis

Returned from 130 visitors

1. Are you

Male	Female
39%	61%

2. Did you find what you wanted?

Yes	No
93%	7%

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

Yes	No
60%	40%

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

Excellent	Good	Average
38%	54%	8%

5. How did you find out about this exhibition?

British Council	Newspapers	Radio	Internet/ social media	Recommendation from family / friends	Poster/ Flyer	Other
31%	3%	3%	27%	14%	12%	10%

6. 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?

- Informative
- Useful
- Interesting
- Helpful
- Detailed and Organised
- Perfect
- Excellent!
- Delightful
- Exceptional
- Good
- Fine

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Appendix 3 – Exhibitors’ survey results

Education UK Exhibition 9 & 10 November 2013

Exhibitors’ feedback questionnaires analysis

Returned from **44** exhibitors

1. Has your institution attended this exhibition before?

Yes	No
93%	7%

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
33%	37%	17%	10%	1%	4%

4. What is your assessment of the visitors?

Good number and good quality	Good quality only	Good number only	Disappointing
51%	31%	9%	9%

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

Yes	No
49%	51%

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

Very Good	Good	Satisfactory	Unsatisfactory
42%	40%	18%	0%

7. How do you rate the new exhibition venue (ETHNIKI exhibition centre)?

Very Good	Good	Satisfactory	Unsatisfactory
11%	38%	33%	11%

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
46%	26%	20%	9%

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

Yes	No	Undecided
63%	0%	37%

10. If we run this exhibition this time (November) next year, in both Athens and Thessaloniki, will you be attending Thessaloniki?

Yes	No	Undecided
13%	15%	73%



a) What market developments have you noticed by coming?

- More post grad enquiries than under grad at this fair.
- Greater % postgraduate. Increased interest in arts subjects
- Mostly a PG market; very specific courses of enquiry
- An equal amount of interest in PG & UG
- More focuses on Postgraduate studies
- Shift towards UG
- More interest in undergraduate degrees
- Increased number of UG students
- Lot of Undergraduate interest this time
- More foundation course interest. Art & health Courses very popular. Also increased interest in Environmental courses
- A greater interest in undergraduate studies (and more diverse subjects)
- Possibly more undergraduate interest possibly reflecting worries about domestic universities
- Many people don't seem to take Pan Hellenic exams
- More UG Medicine enquiries, More prospective. Law students (UG & PGT), less engineering
- More IB undergraduate interest – good, fewer postgraduate taught interest
- Mix of UG and PG
- Happier students, better quality and very well prepared
- People are generally familiar

b) Assessment of the Exhibition in terms of innovation, promotion of Education UK brand, presentation and overall impact.

Participants' mix

- The fact that local private colleges are represented is not appropriate & undermining the Education UK Brand!
- I was surprised to see the private colleges (which are Greek) at the event. Are they really UK Universities?

Brand / promotion / marketing

- Very well attended, so British Council did a great job of marketing
- Excellent promotion, - saw a number of bus-stop advertisements across the city, appreciated market briefing, strong brand
- Very visible marketing (bus stops) and nice visuals used, students generally well-briefed on our programme areas
- Insufficient promotion locally
- Decrease in the number of visitors compared to previous years which could be attributed to dates, promotion or location of venue.
- A good turnout and good quality enquiries. Better informed enquirers than previously
- More targeted lectures
- Very professional
- Good – excellent to have seminars, well-advertised all spite strikes

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- Seems to be satisfactory
- Overall good exhibition with a good candidate pool
- Good Branding/Promotion

c) Recommendations for the future of this particular event for British Council:

Venue

- Venue in poor location out of town – but good for event. Very quiet on Saturday,
- Venue was biggest let down for event – wrong place in town, no public transport links & in red lights districts, exhibitions stalls too cramped , bad air quality and lighting busier Sunday but venue then cramped
- Change venue to Zappeion
- Overhead that venue difficult to access from North Athens but attendance good and think that was isolated case
- Lack of decent wifi and power sockets is a problem
- Maybe putting the venue in a more central area – not much near the hotel
- Venue good but location too far out of the centre. Hotel/Venues not near restaurants/café

Catering

- Have water on the stand, Provide lunch before exhibition & snack later during the exhibition, Better quality food
- Food provided was insufficient for such a long event=little choice for vegetarians / dietary requirements
- Would be useful to have water supply at table and coffee/tea from events start

Other

- Would encourage organisation of an agent networking session as per other BC events eg Bulgaria
- The internet connection was very bad in the exhibition centre
- Event felt significantly, quieter than previous years unfortunately. Quality of students still good
Concerns regarding parking facilities available to visitors

Opening hours / event timing

- This event itself could easily be one hour shorter
- Review dates to ensure they do not match with major events ie the Marathon

Participation

- I had hoped for greater numbers overall – much leftover materials. However, lots of IB and postgrad which is good. Thank you

Staff


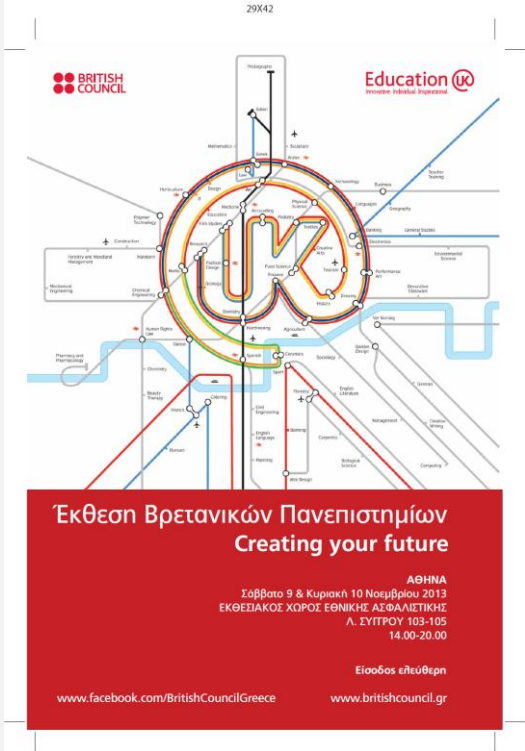
- The staff at the British Council continues to be a pleasure to work with!

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Appendix 4 – Advertising and promotion plan (media plan)

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

Creative used	Type of promotional activity
	<p>Bus-stop shelters in Athens for a period of 2 weeks to carry our message</p> <p>Athens 26/10 – 10/11 94 double sites (188 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>Newspapers</p> <p>3 columns x 20 cm, coloured advertisements appeared in the main free-press and student papers in Athens. 3 advertisements were inserted.</p> <p>Efficiency GRP 44.1 / Reach 28.4% / OTS 1.6</p>

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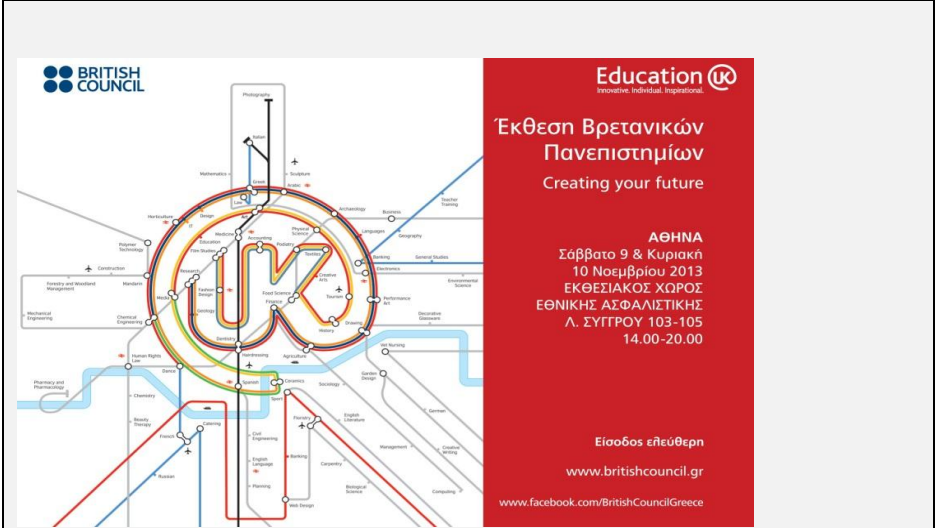
<https://soundcloud.com/britishcouncilgreece/education-uk-exhibition-athens-november-2103>

Radio

A radio spot (duration of 39 seconds) was produced. In total 176 spots were broadcast over 4 radio stations in Athens for a period of eight days before the Exhibition. Radio producers made live announcements too.

This is an opportunity for you to listen to the Exhibition radio spot (as it is broadcasted to local radio stations)

Efficiency
GRP 236.2 / Reach 61.6% / OTS 3.8



Postcard

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

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

Email announcement was sent to more than 5,000 students



Banner outside the Exhibition hall

Facebook posts

22 October 2013: Link to Education UK Exhibition web page
www.facebook.com/BritishCouncilGreece/posts/10151740449443651
 Views: 3,946

29 October: Postcard graphic (Promoted post)
www.facebook.com/photo.php?fbid=10151754013153651
 Views: 698,368

3 November: Facebook Event (Promoted post)
www.facebook.com/events/207911402723448
 Views: 753,664, Joined event: 631, Likes: 260

8 November: Radio Spot (via SoundCloud) + link to FB event
www.facebook.com/BritishCouncilGreece/posts/10151783183068651
 Views: 3,850

10 November: Status update + link to FB event (reminder of day 2 of exhibition)
www.facebook.com/BritishCouncilGreece/posts/10151786402148651
 Views: 9,152


British Council Greece website

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

British Council Greece Enewsletter

<http://www.britishcouncil.gr/en/newsletter>
<http://www.britishcouncil.gr/newsletter>

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



Media Plan (summary)

Medium	Campaign on air	Number of inserts/spots	Budget spent in Euros
Outdoor / panels	26/10 – 10/11/13	94 double = 188	€19,300
Newspapers		3 full colour ads	€2,623
Radio	2/11 – 10/11/13	176 spots in 3 radio stations plus 3 live announcements per day	€8,970
Facebook	29/10 – 9/11/13	15,506 clicks	€3,484