



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

**Post-event report for
Education UK Exhibition –British Council
7 November 2015
Amman-Jordan**

Introduction

Thank you for your participation at the Education UK exhibition in **Jordan** in November / **2015** at the **Landmark Hotel** in Amman.

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.

The event, at the **HE/FE/Schools market**, hosted representatives from **34 UK institutions** (Listed below), that positively engaged with **prospective students**, providing the audience with information on **educational opportunities in the UK in addition to subject choices**.

The event attracted over **1600 visitors** thanks in part to the strategic and tactical marketing campaign alongside the main exhibition, a series of **seminars** were also held, with topics covered including Visa assistance etc.

At British Council we highly appreciate your support, and hope that we can continue to provide valuable marketing services in terms of both our exhibitions and also our range of other targeted activities during the year. We hope to see you again at our next exhibition.

Regards,

Samia Ayyoub | Marketing and Planning Manager-Jordan

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Highlights

- Partnership with the commercial sector (with services targeted towards exhibition visitors) were established, which boosted the value proposition :
 - **Gold Sponsor: Bank al Etihad**
One of the fast growing banks in Jordan, which offers a unique service to the unbanked youth such as “student loans”, and debit cards.
 - **Silver Sponsor: Kamal Exchange Company**
Kamal Exchange Company is one of the leading Jordanian currency exchange companies, which has several branches in Jordan; it is also the agent for Western Union money transfer services, and an exclusive owner of Western Union business money solutions for students; inbound and outbound; account to account wire transfers.
- A strategic marketing campaign was created with the aim of engaging with a wider audience through online and offline communication channels, which included TV, digital, print, radio advertising as well as direct marketing activities to schools and universities & Public Relations activities, with emphasis on Media sponsorships.
 - **Ro’ya TV:** Number one TV station in Jordan with highest viewership related to audiences in the Education sector
 - **SPIN Jordan:** Number one radio station for the 16-25 age group, it broadcasts live radio shows for students focusing on subjects related to youth such as education, sports, and music.
- A series of IELTS & Visa requirements seminars were held throughout the exhibition, aimed at providing guidance on Education UK requirements.
- A market briefing was organized to present information about Education sector, current market trends & SIEM offerings in Jordan.
- A networking dinner was organized to allow delegates from participating and sponsors to meet and network.
- A Subject matrix was distributed to visitors to enable them to allocate featured subjects and universities.
- The audience included a mix of secondary, foundation, undergraduate and postgraduate students from different destinations in Jordan, in addition to new audience base from MENA countries.
- Giveaways were presented during the exhibition.

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

Venue(s)	Landmark Hotel, Amman, 7 November 2015
Opening hours	From 10.00 to 14:00 & From 16.00 to 20.00
Stand costs	£1,675 (Plus VAT)

There was a 25% increase in visitors from last year's exhibition...

Attendance	Amman	
	2014	2015
Saturday 07 November	1200	1600

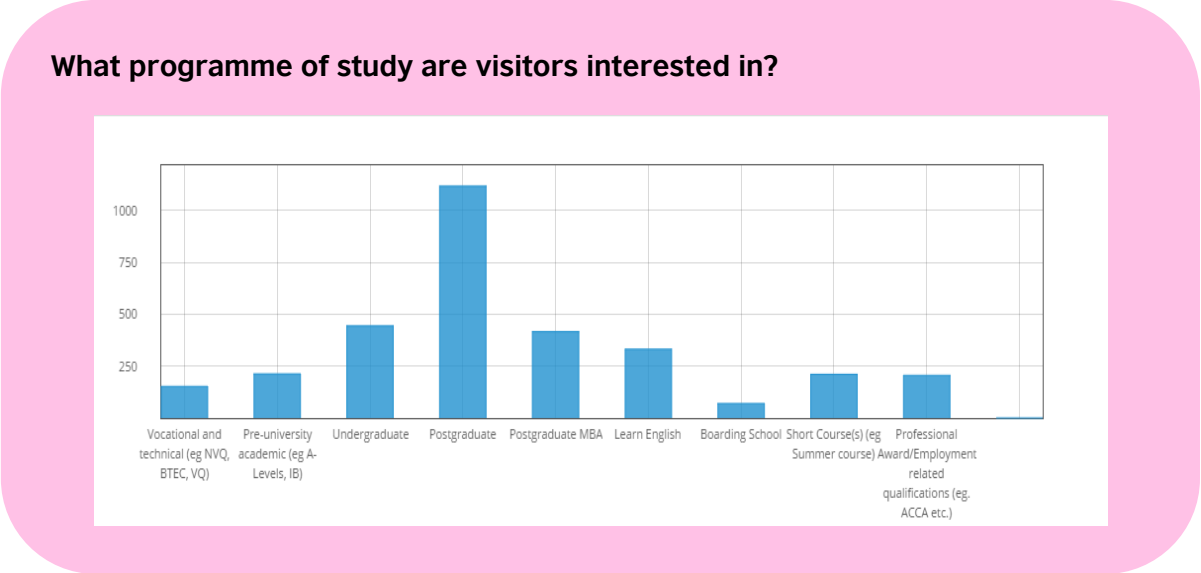
A number of successful seminars were held, covering such topics as...

- Student Visa eligibility
Total number of attendees: 150
- IELTS and its advantages.
Total number of attendees: 200

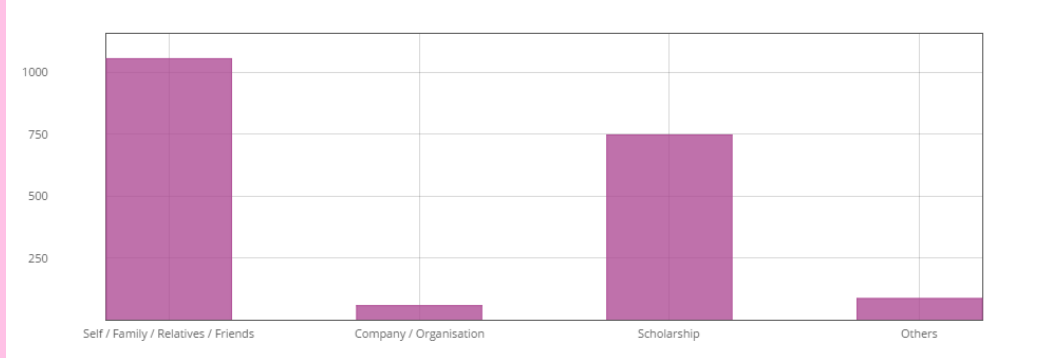
Visitors' profile

Wider market demand
49% of visitors are looking for Undergraduate & Post Graduate Education
13.15% of visitors are looking for Postgraduate MBA
13.15% of visitors are looking for English Courses

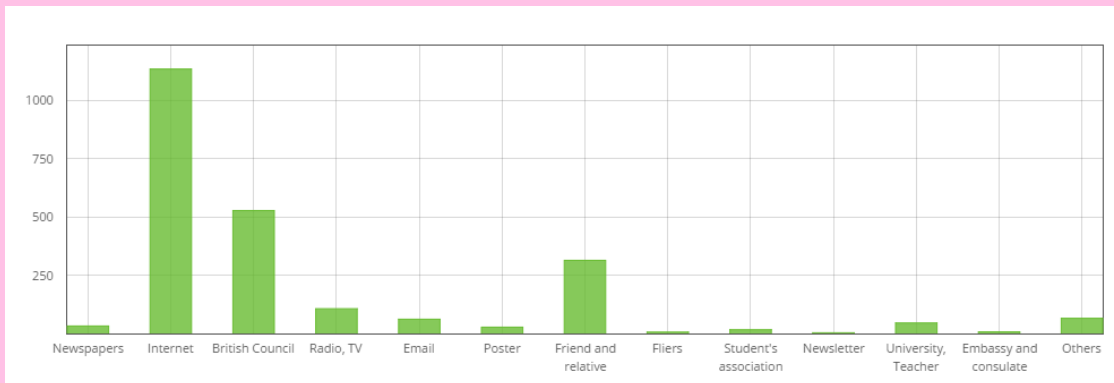
Diverse audience mix
55.01% of visitors were Males
44.89% of visitors were Females



Who will be paying for your studies?



How did you find out about the exhibition?



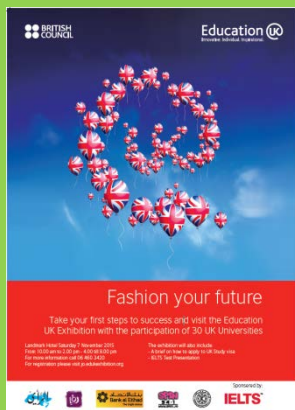
Marketing

A total of £13,000 was spent on Marketing for this exhibition

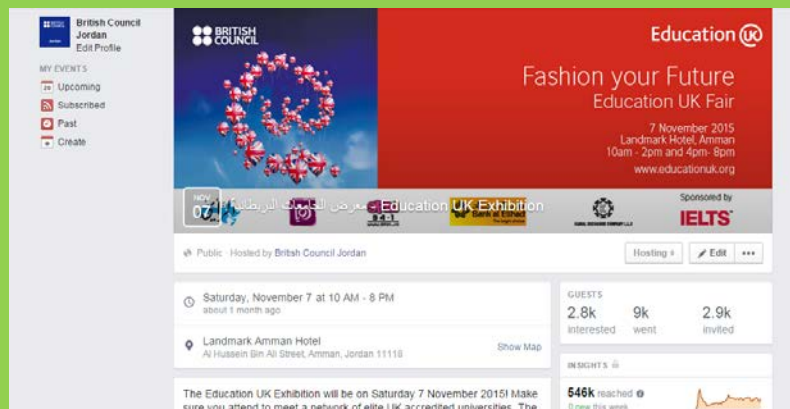
Our marketing reached an estimated audience of 600K.

Examples of the marketing Include:

Print:



Online:



Visitor's Feedback

A printed survey was distributed during the exhibition to more than 300 visitors; where visitors received giveaways when completing it. The questions were designed to gather quantitative statistics as well as qualitative remarks on reactions to our exhibition and the decision making process.

When the visitors were asked “was this a high quality event?” 70% agreed.

How do you rate the support of the British council? 85% indicated excellent support by the British Council.

Some examples of quotes from Visitors following the exhibition:

- Thank you for the fantastic event.
- I hope to get similar event for subspecies in PHD.
- You should make this meeting twice a year instead of once a year.
- The venue was too small for the size of the crowd.
- More universities with more specializations.
- Loved the session on Visas – Very helpful.
- Find a way to a better organize queues.
- Brighter lighting.
- More representation for each university.

Key Recommendations for the British Council include:

- Invite more Institutions to attract larger audience.
- More stand assistants and language assistants.
- Make online appointments a requirement in order to sit with the representatives of the universities.

Exhibitor's Feedback

At the exhibition there were **34 unique exhibitors**; this represents a **30% increase on last year's exhibitor count.**

Exhibitor Attendance	Amman	
	2014	2015
	26	34

Some positive quotes from exhibitors:

- “The Fair was preceded by a full and comprehensive briefing and attended and addressed by the British Ambassador, Sir Edward Oakden. The briefing enabled delegates to contextualize the current education perspective in Jordan and the excellent work of the British Council in promoting and sustaining the United Kingdom as a salient educational destination. Full attendance at both morning and afternoon sessions endorsed the British Council's pre-event high profile advertising and promotional activities. In essence, the numbers and enquiries received were indicative of the excellent precision and planning of the entire event.”
- This was the first British Council exhibition I've done in Amman, and found the students to be interested and engaged with the UK education system.

Some negative quotes from exhibitors:

- The venue was not big enough
- Shipping arrangements to be modified
- Coffee break to be served in a break out room

List of Exhibitors (Alphabetical Order):

1	Coventry University	18	University of Central Lancashire
2	Glasgow Caledonian University (GCU)	19	University of East Anglia
3	Kingston University	20	University of Exeter
4	Liverpool John Moore's University	21	University of Greenwich
5	London South Bank University	22	University of Leeds
6	Loughborough college	23	University of Manchester
7	Newcastle University	24	University of Portsmouth
8	Northampton	25	University of Reading
9	Queen Mary University of London	26	University of Roehampton
10	Swansea University	27	University of Sheffield
11	UCL	28	University of South Wales
12	University of Kent	29	University of Southampton
13	University of Bath	30	University of the Arts London
14	University of Bolton	31	University of Warwick
15	University of Bradford	32	University Of West London
16	University of Brighton	33	University of Westminster
17	University of Buckingham	34	University of York

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

- For next year's exhibition, we will evaluate the cost effectiveness and the feasibility of moving to a larger venue.
- Hosting a direct marketing session with key stakeholders in the education sector such as school, principals, school coordinators & key people from the ministry of higher education
- Organizing Schools tours.
- British Council understands the importance of providing value-added services to the exhibitors, thus we are planning to hold a networking event with local accredited agents, in order to provide a platform for UK institutions and agents to meet up, and identify possible collaboration opportunities.
- Going forward, British Council Jordan will continue to coordinate its schedule with the region and tie-in our own exhibition with other regional countries' events, to enable exhibitors to maximize their time and budget in a single trip.
- Hold short seminar series during the event and enable universities to feature topics such as Medicine/Dentistry or Engineering

UK Institutions

- It is suggested that institutions invite their alumni to attend future exhibitions and share tales of their life in UK with the visitors.
- It is advised that institutions collaborate with British Council to provide assistants to provide administrative work, answer general & basic inquiries which would create better engaging opportunities through British Council's staff with the audience, through face to face meetings with students as well as answering visitor's specific enquiries.
- Some Institutions should consider providing the BC with a subject matrix prior to the exhibition, to help reduce queues at stalls where institutions don't provide the course.
- Institutions should allocate shorter time to students, in order to have the chance to meet with a larger number of students, since some visitors were compelled to skip institutions due to the long queuing.
- 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 is scheduled for 29 October 2016 and will build upon the lessons learned and prove even more popular. We hope to see you there!