



**SERVICES FOR  
INTERNATIONAL  
EDUCATION  
MARKETING**

**Post-event report for  
Education UK Exhibition –British Council  
29 October 2016  
Amman-Jordan**

## Introduction

Thank you for your participation at the Education UK exhibition in **Jordan** in October / **2016** 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 39 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 **1200 visitors** due to the strategic and tactical marketing campaign alongside the main exhibition, a series of **seminars** were also held, with topics covered include Visa application session, and IELTS test awareness session.

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

- 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 International Education 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.

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

<b>Venue(s)</b>	Landmark Hotel, Amman, 29 October 2016
<b>Opening hours</b>	From 10.00 to 14:00 & From 16.00 to 20.00
<b>Stand costs</b>	£1,080 plus Vat

There was an increase in genuine leads generated by prospectus by 15%

<b>Attendance</b>	<b>Amman</b>	
	<b>2015</b>	<b>2016</b>
Saturday 29 October	1500	1200

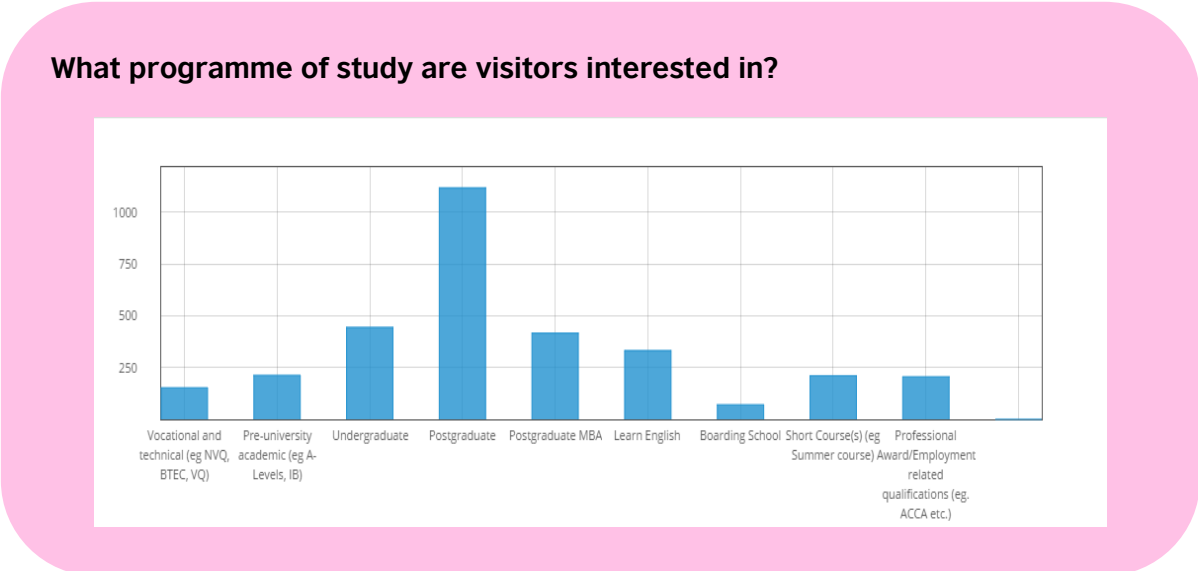
A number of successful seminars were held, covering such topics as...

- Student Visa eligibility  
Total number of attendees: 85
- IELTS and its advantages.  
Total number of attendees: 210

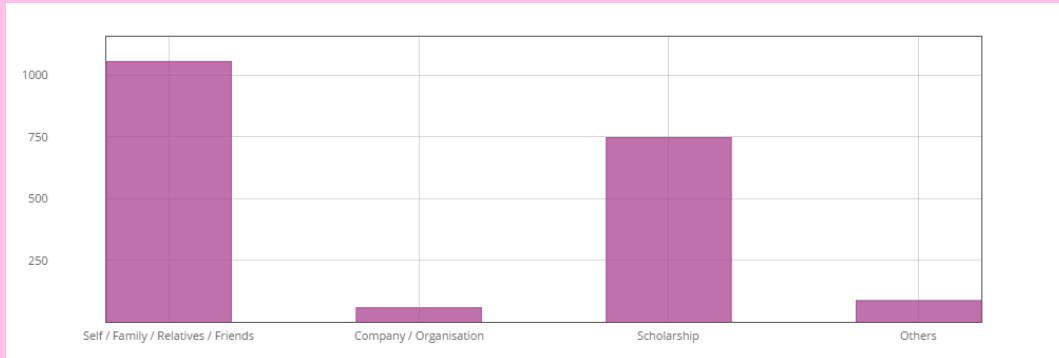
Visitors' profile

**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**

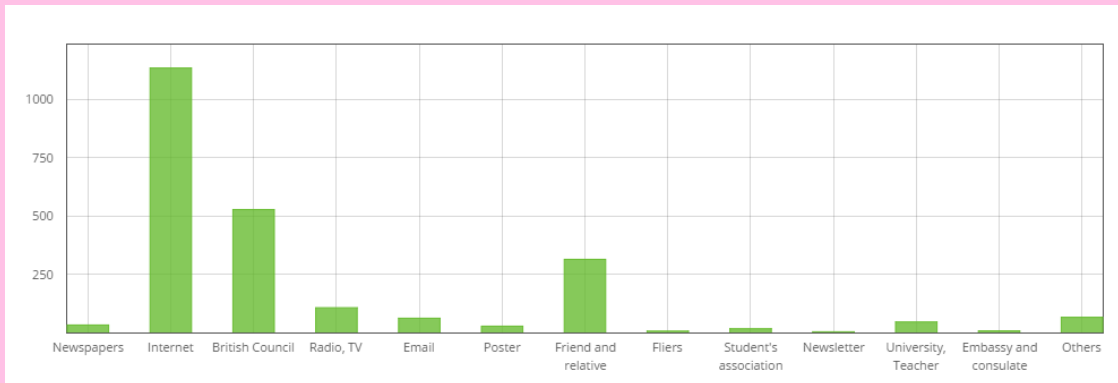
**Diverse audience mix**  
**55.01% of visitors were Males**  
**44.89% of visitors were Females**



**Who will be paying for your studies?**



**How did you find out about the exhibition?**



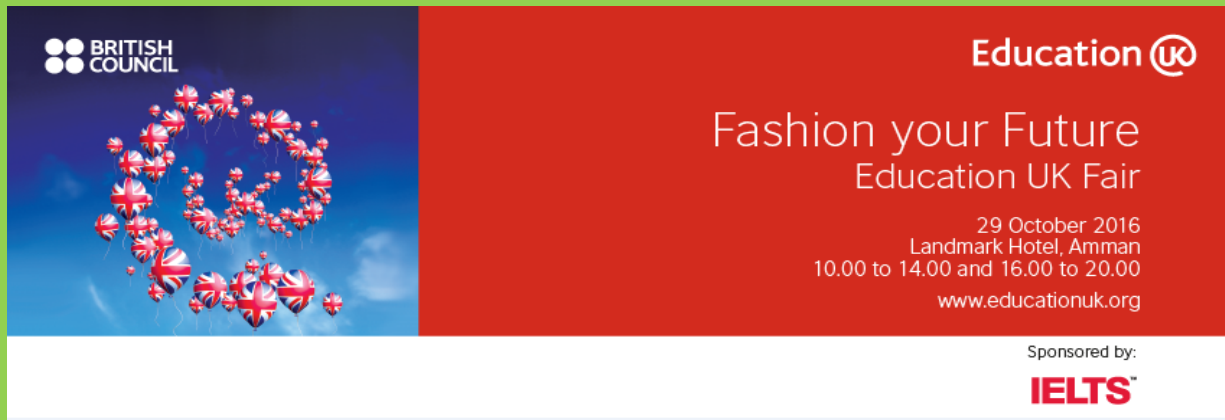
Marketing

A total of £13,721 was spent on Marketing for this exhibition

Our marketing reached an estimated audience of 750K.

Examples of the marketing Include:

Print:



Online:



## Visitor's Feedback

A printed survey was distributed during the exhibition to more than 300 visitors. 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.
- Very wide participation by universities that offer various subjects
- More universities with more scholarship offers
- Very useful Visa and IELTS sessions.
- You should make this exhibition twice a year instead of once a year.
- I hope to get similar event for subspecies in PHD.

### **Key Recommendations for the British Council include:**

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

## Exhibitor's Feedback

At the exhibition there were **39 unique exhibitors**; this represents a **33.3% increase** on last year's exhibitor count.

Exhibitor Attendance	Amman	
	2015	2016
	34	39

When the Exhibitors were asked "Would you consider coming back to the next BC exhibition in Jordan?" **63.64% answered yes**

The Exhibitors were also asked "Was the (calendar) timing of this event right for you?" **100% answered yes**

Overall, **54.55% agreed** that this was a high quality event, and **18.18% strongly agreed**.



**List of Exhibitors (Alphabetical Order):**

1	Anglia Ruskin University	21	The University of Reading
2	Aston University	22	The University of Sheffield
3	Bangor University	23	University College London
4	Cardiff University	24	University of Bath
5	Coventry University	25	University of Bradford
6	Cranfield University	26	University of Brighton
7	Glasgow Caledonian University	27	University of Bristol
8	Goldsmiths, University of London	28	University of Central Lancashire
9	King's College London	29	University of East Anglia
10	Leeds Beckett University	30	University of Exeter
11	Newcastle University	31	University of Kent
12	Northumbria University	32	University of Leeds
13	Queen Mary University of London	33	University of Portsmouth
14	Queen's University Belfast	34	University of South Wales
15	Richmond, The American International University in London	35	University of Southampton
16	Royal Holloway, University of London	36	University of the Arts London
17	Swansea University	37	University of the West of Scotland
18	The University of Buckingham	38	University of Warwick
19	The University of Manchester	39	University of Westminster
20	The University of Nottingham		

## 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

- 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 **21 October 2017** and will build upon the lessons learned and prove even more popular. We hope to see you there!