



Education UK Exhibition
Kazakhstan
Almaty, Astana
26 - 27 October 2013

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1. Event fact file

Venue	Rixos Hotel, Almaty, 26 October 2013
Opening hours	12.00–18.00
Opened by	Dr Carolyn Browne, British Ambassador to Kazakhstan
Stand costs	£ 1,350.00 (exc. VAT), £1,620.00 (incl. VAT)
Partners	Centre for International Programs, Macmillan Education, British Airways, “Capital” Newspaper, “Business and Vlast” Newspaper - RBK, Be Global – Study & Travel magazine
Unique feature to give added value	<ul style="list-style-type: none"> • Alumni talks • Social media competitions and various prize draws with Macmillan Education • Two presentation halls, with workshop topics ranging from IELTS, ACCA to Business and Management, Employability, Engineering and General Interest.
Seminars	10 workshops were conducted in total. For details, see Annex 2 .


Venue	Radisson Blue Hotel, Astana, 27 October 2013
Opening hours	14.00–19.00
Opened by	Dr Carolyn Browne, British Ambassador to Kazakhstan
Stand costs	£ 1,060.00 (exc. VAT), £1,272 (incl. VAT)
Partners	Center for International Programs, Macmillan Education, New College Manchester, “Capital” Newspaper, “Business and Vlast” Newspaper - RBK, Be Global – Study & Travel magazine
Unique feature to give added value	<ul style="list-style-type: none"> • Alumni Talks • Social media competitions and various prize draws • Two presentation halls, with workshop topics ranging from IELTS, ACCA to Business and Management, Employability, Engineering and General Interest.
Seminars	10 workshops were conducted in total. For details, see Annex 2 .

2. Objectives

The exhibition’s main objectives was: ***to position the UK as the top study destination for Kazakhstani students planning to go abroad.***

Other objectives were:

- To double the number of exhibition visitors (new features included: opportunity to win prizes, speak to ‘famous’ UK alumni, take part in specialised workshops on the topics of IELTS, ACCA, Business and Management, Employability, Engineering and General Interest);
- To attract existing and new UK exhibitors (especially FE and ELT institutions) in Almaty and Astana;
- To showcase the variety of opportunities within the UK’s education system;

- 
- To support participating institutions' recruitment and promotion activities in the Kazakhstan market;
 - To provide an up-to-date market brief session to the UK exhibitors;
 - To provide a special presentation and a Q&A session by the main partner – Centre for International Programs vice-president, Bolashak scholarship administrator (complimentary to all exhibitors in Almaty).

3. Key statistics

Attendance	2012	2013
Visitors		
Almaty	534	2,000
Astana	427	1,000
Total No of Visitors	961	3,000
Exhibitors *		
FE and English Language Schools	9	5
HE Zone	32	35
Total No of Exhibitors	41	40



Visitors Primary Market Objectives	2012	2013
Level of Study		
Language Courses	10%	14%
Summer Courses	6%	9%
High School	4%	2%
Foundation Course or Pre-University Course	5%	4%
Bachelor's Degree	17%	7%
Pre-Master's Course	5%	9%
Master's Degree	26%	27%
PhD	3%	7%
Certificate courses/non-degree courses and NVQ	7%	8%
Specialised studies	11%	8%
Main Subjects of Interest		
Business, Economics, Management	25%	23%
Language, Literature, Translation	7%	8%
Humanities, Social sciences	8%	7%
Media, communication	4%	4%
Education	9%	7 %
Computer Science, IT, Telecommunication	9%	6 %
Law	5%	5%
Tourism and Hotel Management, Gastronomy	4%	5%
Engineering	8%	9%
Science	2%	3%
Political Science	3%	5 %
Architecture, Urban Planning	2%	1%
Environment and Natural Resources	2%	3%
Psychology	2 %	2 %
Medicine, Health	2%	3%
Agriculture, Agronomy	0%	1%



Demographics of Visitors	2012	2013
Gender		
Male	29%	28%
Female	71%	72%
Age		
11-17	7%	9%
18-22	70%	38%
23-27	14%	26%
28-35	6%	14%
35-59	1%	5%

4. Workshops

The workshops proved to be a very popular activity during the exhibition, showing students the variety of study options and employability prospects. The British Council, ACCA, UK alumni and the representatives of the UK universities delivered twenty workshops in total over the weekend (for the full schedule, refer to the [Event programme in Appendix 2](#)).

Most of the workshops were well attended, and as in 2013, two parallel sessions ran concurrently. The most popular workshop sessions were on IELTS, followed by the informal Alumni Talks. The visitors highly commended the workshops' format and the 'insider' information received, as well as the quality of the Q&A sessions. The seminar on Engineering was also praised by the visitors.

Some workshops had lower attendance when they clashed with the prize draw ceremony in the main hall. We will take this into account when planning the programme next year.

The presentations were advertised on the exhibition website www.eduvuk.kz in advance, providing the timetable and the description of each session, and speakers' biographies. This allowed visitors to plan their visit efficiently and prepare their queries.

5. Market developments

This year the British Council established a partnership with the Center for International Programs (CIP) to promote UK education in Kazakhstan. CIP administers the Government of Kazakhstan's Bolashak Scholarship Programme, which funds academic masters and PhD programmes, as well as a new non-degree Fellowship Programme, launched in 2012.

To date, more than 4,000 Kazakhstani students chosen to study in the UK on Bolashak scholarships out of the 10,000 awarded. The UK remains the top choice for Bolashak scholarship holders.



The exhibitors noticed the following market developments in 2013:

1. An increased number of students, with better English language skills
2. A focus on postgraduate enquiries rather than undergraduate
3. Students and parents are better informed about the UK education system
4. Many requests for information about scholarships
5. A growing interest in the UK boarding schools
6. Students are more open to TNE options

A full report of visitors' subjects of interest can be found in [Appendix 4](#).

6. Key internal and external-influencers on the Exhibition

The number of visitors attending the exhibition considerably increased - by 68 per cent - compared to 2012.

The number of exhibitors was equivalent to last year (40 exhibitors in 2013 vs. 41 exhibitors in 2012), with a significant increase in the university sector. One new school and seventeen new higher education establishments joined this year's exhibition.

The media plan, focusing on digital promotion was the main PR campaign component, in addition to traditional advertising (newspaper articles and email distribution). The British Council worked directly with private and state schools and universities, as well as education agents, to ensure outreach to the target audiences. Overall, 85 per cent of exhibitors considered that the visitors were both of good number and good quality.

7. Visitor survey analysis

- The total number of Visitor Surveys completed was **1,885**. This represents **62 per cent of the total number of visitors**. The total number of visitors was estimated on the basis of the observations of the registration team and the total number of packs distributed to the visitors in Astana and Almaty.
- 84 per cent of visitors were satisfied with the quality of the event and their expectations were met.
- A majority of the visitors were interested in postgraduate / master's degrees, language courses and summer schools. There was also a substantial interest in undergraduate degree.
- According to the visitor enquiries, visitors requested information about the UK universities' rankings, scholarship programmes, IELTS preparation courses and examinations.

For more detailed visitor survey information, please refer to Appendices [3](#) and [4](#).

8. Exhibitor survey analysis

- The total number of Exhibitor Surveys completed was **34**. This represents **85 per cent of the total number of exhibitors**.
- Most of the institutions came to the fair both for recruitment and for profile-raising purposes.
- 95 per cent of the exhibitors rated the exhibition as excellent and good.
- Exhibitors rated the British Council's support before and during the exhibition as 4.4 and 4.53 out of 5.0.
- The length of the exhibition was rated by exhibitors as 4.2 out of 5.0.

More detailed information on the exhibitors' survey can be found in [Appendix 5](#).



9. Impact of marketing plan

9.1. Objectives of the advertising campaign

Based on the result analysis of the 2012 exhibition, the following tasks and objectives were set for 2013:

1. To increase the number of exhibition visitors by at least 50% (compared to 2012) while preserving the high quality of the target audience.
2. To expand the target audience by attracting mid-career executives interested in continuing their education for master's and MBA programmes, and target audience for specialised courses such as ACCA.
3. To increase the participation of parents interested in English language courses including summer schools and short-term study options.

Primary target audiences

Group A: Parents of school students aged 14-17, interested in study abroad opportunities for their children. With an average or high level income sufficient for funding studies abroad.

Group B: School students in the last year of their studies and freshmen/first year university students (17-20 years old) interested in studying abroad.

Group C: School students (14-16 years old) from private schools who are likely to pursue higher education abroad.

Group D: Young and mid-career professionals (22-35 year old), with higher than average income, seeking for opportunities to continue education or pass language courses.

Group E: Working professionals interested in MBA and PhD programmes (30+).

Group F: Young people interested in vocational education opportunities (16-22 years old).

9.2. Advertising and promotion plan (channels)

British Council	Google.kz
British Council website www.britishcouncil.kz	Vse.kz
British Council Twitter	Facebook.com
British Council Facebook	Vkontakte.ru
British Council Vkontakte	LinkedIn
British Council newsletter	Odnoklassniki.ru
Education UK mail shot	Instagram
Newspapers and magazines	Twitter
“Business and Vlast” newspaper	HeadHunter (HH.kz)
«Capital» newspaper	Yvision.kz



Time out magazine	Mail.ru
Posters and leaflets	Ct.kz
	Sozdik.kz
	Café
	Underground
	Fitness centres

9.4. Partners of the Exhibition

Partners: Center for International Programs, Macmillan Education, British Airways.
As a result, the British Council received the following free-of-charge services / donations::

Name	Donation	Value KZT
Macmillan	38 prizes for Almaty and Astana	209,900
Center for International Programs	Payment for catalogue printing	200,000
British Airways	2 return tickets Almaty-London	240,000
New College Manchester	2 weeks' English Language course	247,000
"Buisness and Vlast" newspaper, "Capital" newspaper	1 article in each newspaper prior to the event	76,000
Total value KZT		896,000
Total value GBP		£4,000

The partners declared their satisfaction with the work of the British Council and the effectiveness of their participation in the: most have already confirmed their participation in next year's exhibition.

10. Budget analysis

The exhibition's value for money was rated by exhibitors as **4.0 out of 5.0**. A summary breakdown of the British Council's expenditure can be found in Appendix 6.

11. Conclusions and follow up

11.1. Extent to which the objectives were met

- **To position the UK as the first choice for international students:** based on the visitor survey analysis, the majority agreed that a UK qualification is of high quality and recognised worldwide, and brings good career prospects upon graduation.
- **To double the number of exhibition visitors compared to 2012:** the number of visitors increased by 68 per cent.



- **To showcase the variety of opportunities available within the UK's education system:** based on exhibitors' feedback, the visitors were a good mix of potential applicants looking for undergraduate and postgraduate degrees and qualifications, plus those seeking English language course including summer programmes.
- **To support participating institutions' recruitment and promotion in the Kazakhstan market:** This objective was met according to the feedback from the exhibitors.

11.2. Key recommendations for UK institutions

- Exhibitors should submit all exhibition registration documentation in line with the published deadlines.
- Exhibitors should undertake profile-raising activities in Kazakhstan throughout the year.
- Exhibitors should provide more information about English language courses, scholarships, specialised courses, distance learning and short/summer programmes.
- Exhibitors should send their materials (brochures and catalogues) at least four weeks before the exhibition, via the British Council's suggested freight provider (to prevent baggage loss). To be on the safe side, we suggest exhibitors bring a small amount of brochures, CDs and other information with them.

11.3. Key findings and recommendations for the British Council

- The dates and the timing (the weekend) of the fair were chosen wisely. Based on the positive feedback, the 2014 fair will take place on [25 and 26 October 2014 in Kazakhstan, with an option of a separate exhibition on 28 October 2014 in Kyrgyzstan.](#)
- The exhibitors were generally pleased with the level of English, number and quality of the students.
- Several exhibitors who attended the 2012 exhibition commented that the issues from that event had clearly been solved and their previous feedback had been taken on board.
- The registration system, while not electronic, seemed to work fine as ample space and tables were available for students to fill the forms in.. NB, fewer than 33 per cent of visitors actually completed registration forms; the British Council will review this for 2014.
- The exhibitors commented on the improved venues in both Astana and Almaty. Some of the visitors and exhibitors were not satisfied with the workshop venues in Astana, at the Radisson Blu Hotel. The rooms' location was far from the main exhibition hall. Although the rooms were sign-posted and volunteers were on hand to show the way, it was challenging to have workshops on different floors.
- The opening speeches and the prize award ceremony should be conducted before and after the exhibition, and not at the same time as the scheduled workshops (in front of the exhibition hall).
- In the exhibition and workshop halls there should be more water bottles, and the power supply to the exhibition stands should be checked. There should also be more rubbish bins available for exhibitors to dispose of packing materials.
- Some extra information should be provided, e.g. a currency converter sheet (KZT, GBP and USD) and a leaflet outlining the UK's education system.
- The IELTS stand should be fully staffed in Astana (it was very popular in Almaty);
- An agents and partners' networking event should be organised, in Almaty, instead of a gala dinner in Astana as happened in 2013. NB: in 2014 the order of the cities will be changed, allowing for this.



Appendix 1: List of participating institutions

Higher education institutions	
Anglia Ruskin University	University of Kent
University of the Arts London	King's College London
Aston University	University of Liverpool
University of Bath	Xi'an Jiaotong-Liverpool University
University of Bradford	London Business School
University of Brighton	University of Manchester
Brunel University	Newcastle University
Cardiff University	University of Nottingham
City University London	University of Nottingham Ningbo, China
Coventry University	Queen Mary University of London
Durham University	University of Reading
University of Dundee	University of Southampton
University of Edinburgh	Staffordshire University
University of Essex	University of Surrey
Heriot-Watt University	Teesside University
University of Huddersfield	University of Warwick
University of Hull	University of West London
	University of York
Secondary education institutions	
Bellerbys College/International Study Centre	Cambridge Education Group
Cardiff Sixth Form College	John Leggott College
St. Mary's School	
Professional institutions	
ACCA (the Association of Chartered Certified Accountants)	



Appendix 2: Event programme

Date	Time	Event
Friday 25 October	18.00-18.10	Welcome speech by Simon Williams, Director British Council Kazakhstan
	18.10-18.30	Kazakhstan Market Briefing for exhibitors by Assel Mussagaliyeva, British Council Kazakhstan
	18.30-20.00	Questions and Answers
Saturday 26 October	10.30–11.00	Presentation of the Bolashak Programme by Galiya Dosmukhambetova, Vice President of the Center for International Programs
	11.00-12.00	Stand set-up
	12.00-12.10	Opening Ceremony. Welcome speeches by British Ambassador, Dr Carolyn Browne, Galiya Dosmukhamedova, Vice President of the Center for International Programs, Simon Williams, Director British Council Kazakhstan
	12.00-18.00	Education UK Exhibition
	13.00-15.30	Lunch
	18.00-18.30	Stand dismantling
Sunday 27 October	14.00-14.10	Opening Ceremony. Welcome speeches by British Ambassador, Ms Carolyn Browne, Aigul Nadirova, Vice President on Finance of the Center for International Programs, Simon Williams, Director British Council Kazakhstan
	14.00-19.00	Education UK Exhibition
	14.00-16.00	Lunch
	19.00-19.30	Stand dismantling
	20.00-22.00	Networking reception with agents and local education contacts



Seminars programme for visitors at the exhibition:

Saturday, 26 October 2013			
What	When	Who	Speaker
Diamond 2 meeting room			
<i>'Studying in the UK – What are the benefits and how should you prepare'</i>	12.30	University of Surrey	Lucy Thomas Head of International Student Recruitment
<i>Management Studies at WMG, University of Warwick</i>	13.15	University of Warwick	Julia Fan Recruitment Officer, WMG
<i>Maximising your Employability: Dreams and Practicalities</i>	14.00	University of Bath	Virginia Irwin, Deputy Head, International Student Recruitment
<i>Engineering: Your future</i>	14.45	Heriot-Watt University	Bob Tuttle, Education Liaison Manager
<i>Global Academies – Education for the Future</i>	16.15	University of Edinburgh	Stuart Easter, International Officer
Diamond 3 meeting room			
<i>ACCA qualification - The Complete Finance Professional. + Global MBA of Oxford Brookes University.</i>	12.30	ACCA	Altyn Shakirkhanova ACCA Market Head – Kaz
<i>IELTS examination and Learn English online with the British Council</i>	13.15	British Council Kazakhstan	British Council Kazakhstan
<i>TNE opportunities in the UK institutions</i>	14.00	University of Nottingham Ningbo China	Ryan Parker Acting Head of International Recruitment and Admissions
<i>Alumni talks</i>	14.45	UCL	Nazgul Yergaliyeva, Chevening Scholar 2012-2013
<i>Alumni talks</i>	15.30	Warwick Business School	Rustem Karymov, MBA, 2009-2010
<i>Alumni talks</i>	16.15	City University London	Dinara Saruar, Bachelor of Arts in Journalism, 2007-2011
Sunday, 27 October 2013			
What	When	Who	Speaker
Almaty Hall			
<i>Global Academies – Education for the Future</i>	1430	University of Edinburgh	Stuart Easter, International Officer
<i>Engineering: Your future</i>	1515	Heriot-Watt University	Bob Tuttle Education Liaison Manager



<i>Management Studies at WMG, University of Warwick</i>	1600	University of Warwick	Julia Fan Recruitment Officer, WMG
<i>How your studies in the UK can increase your employment options</i>	1645	University of West London	See Wing Law Lecturer - Airline & Airport Management
<i>TNE opportunities by the UK institutions</i>	1730	University of Nottingham Ningbo China	Ryan Parker Acting Head of International Recruitment and Admissions
<i>Studying in the UK – What are the benefits and how should you prepare’</i>	1815	University of Surrey	Lucy Thomas Head of International Student Recruitment Recruitment & Admissions Directorate
Aktau Hall			
<i>ACCA qualification - The Complete Finance Professional. + Global MBA of Oxford Brookes University</i>	1430	ACCA	Altyn Shakirkhanova ACCA Market Head – Kaz
<i>IELTS examination and Learn English online with the British Council</i>	1515	British Council Kazakhstan	British Council Kazakhstan
<i>Alumni talks</i>	1600	University of York	Guzel Bulekbayeva, BEng Electronic Engineering with Nanotechnology, 2010-2013
<i>Alumni talks</i>	1645	Durham University	Rustam Issatayev, BA Economics, Honours, 2005-2008
<i>Alumni talks</i>	1730	Warwick Business School	Anastassiya Tsaryova, MSc, Business Analytics and Consulting, 2010-2011
<i>Alumni talks</i>	1815	University of Manchester	Raikhan Amirova, BEng Energy Engineering 2010-13



Appendix 3: Visitors' survey results

1. I would recommend the British Council to my friends (on the scale of 1-10, where 1 is NO and 10 is YES)

10	9	8	7	6	5	4	3	2	1
48%	11%	16%	9%	3%	7%	1%	-	-	-

2. The event met my expectations:

Strongly agree	Agree	Neither	Disagree	Strongly disagree
53%	39%	4%	2%	-

3. It was a high quality event:

Strongly agree	Agree	Neither	Disagree	Strongly disagree
47%	47%	4%	-	-



Appendix 4: Visitor registration data analysis

1. Gender:

Male	Female
28%	72%

2. Age:

11 – 17	18 – 22	23 – 27	28 – 35	35 - 59
9%	38%	26%	14%	5%

3. What are you interested in?

Language Courses	14%
Summer Courses	9%
High School	2%
Foundation Course or Pre-University Course	4%
Bachelor's Degree	7%
Pre-Master's Course	9%
Master's Degree	27%
PhD	7%
Certificate courses / non-degree courses / NVQ	8%
Specialized studies	8%

4. What subjects are you interested in?

Business, Economics, Management	23%
Language, Literature, Translation	8%
Humanities, Social sciences	7%
Media, communication	4%
Education	7 %
Computer Science, IT, Telecommunication	6 %
Law	5%
Tourism and Hotel Management, Gastronomy	5%
Engineering	9%
Science	3%
Political Science	5 %



Architecture, Urban Planning	1%
Environment and Natural Resources	3%
Psychology	2 %
Medicine, Health	3%
Agriculture, Agronomy	1%

5. Motivations for study abroad:

High academic standards	Competitive tuition fees	Parents' decision	Cultural environment	Safe environment	Friends and relatives there
17%	2%	0%	9%	1%	1%

Wide variety of courses and Institutions	International recognition of qualifications	Travelling in many different Countries	Scholarship offered	Having a better job in my country	Learning a foreign language	Overseas work opportunities
5%	13%	8%	6%	13%	13%	5%

6. Source of funding

Self / Family / Relatives / Friends	Company / Organisation	Scholarship	Other
21%	6%	53%	18%



Appendix 5: Exhibitors' survey results

Total number of exhibitors: **41**

Total number of received feedback questionnaires: **35**

1. What was your main aim in coming?

Recruitment	14%
Profile raising	5%
Both	80%

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

Undergraduate	60%
Postgraduate taught	77%
Postgraduate research	34%
Higher national diploma and equivalent	5%
Pre-university foundation courses	20%
Foundation	45%
Post-16 A-level	20%
Pre-sessional English School	31%

3. What is your assessment of the visitors?

Good number and good quality	95%
Good quality only	0%
Good number only	5%
Disappointing	0%

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

Yes	57%
No	31%

5. Please give your overall assessment of the exhibition.

Excellent	17%
Good	68%
Average	5%
Bad	0%
Very bad	0%

6. Please rate the following, with 1 being very bad and 5 being excellent:

British Council support before the exhibition	4.4
British Council support during the exhibition	4.53
Quality of the venue	4.0
Quality of the accommodation	4.0
Length of the exhibition	4.2



Value for money	3.0
Workshops programme	3.0
Briefing session	3.0

7. What would be your preferred date for this event next year?

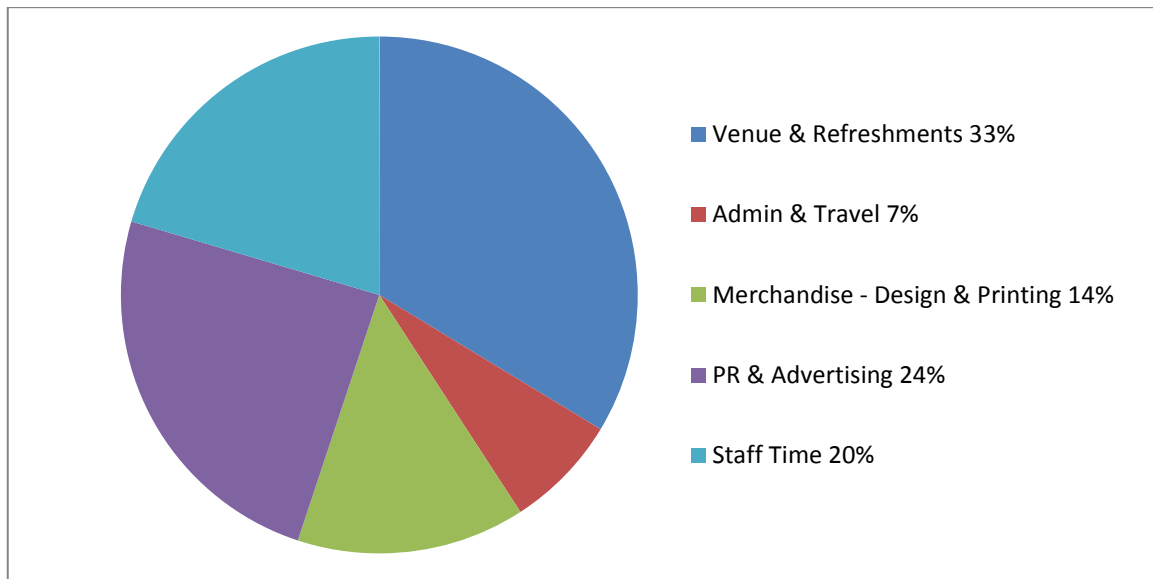
Same as this year	82%
Earlier than this year (please specify) (mid-September)	8%
Later than this year (please specify) (November or January)	5 %

8. How likely are you to recommend the British Council to colleagues?

Very likely	48%
Likely	52%
Unlikely	0%
Very unlikely	0%



Appendix 6: Summary expenditure breakdown





Appendix 7: Advertising and promotion plan

Mail.ru banner advertising

Period of advertising: 13.10.2013 – 25.10.2013

Number of displays: 1 801 715

Number of clicks: 2 796

Odnoklassniki.ru banner advertising

Period of advertising: 14.10.2013 – 25.10.2013

Number of displays: 1 202 545

Number of clicks: 1 291

Sozdik.kz banner advertising

Period of advertising: 14.10.2013 – 25.10.2013

Number of displays: 9 270 672

Number of clicks: 1 290

Facebook.com banner advertising

Period of advertising: 01.10.2013 – 28.10.2013

Number of displays: 467 664

Number of clicks: 535

VK.com banner advertising

Period of advertising: 01.10.2013 – 28.10.2013

Number of displays: 7 800 367

Number of clicks: 2 041

Exhibition pages in social media:

Facebook: 232 followers

VK Almaty – 1 279 followers

VK Astana – 407 followers

Mail shot

Advertising agency

Messages sent: 3 451

Messages read: 1 200

Number of clicks: 104

Eduvuk.org web site of the Education UK Exhibition in Kazakhstan

Number of visitors: 7509

Number of unique visitors: 5980



Context advertising

NUR.KZ

TIMEOUT.KZ

AFISHA.KZ

Advertising in Social Media popular groups

Clicked “like”- 694

Shared the link with friends – 173

Media coverage – 935 201

Competitions prior to the exhibition in Social Media

Competition in VK.com

Liked – 90

Shared with friends – 64

Participants – 60

Competition in Facebook

Liked – 56

Participants – 40

Blogs on yvision.kz blog platform

Invitation to the international schools in Almaty and Astana

Ten international schools in Almaty and six schools in Astana were informed about and invited to visit the exhibition by the British Council and Macmillan Education. Macmillan Education and the advertising agency conducted competitions in the schools prior to the events.

Invitation to state schools in Almaty and Astana

State schools in both cities were informed about the exhibition by the Institutes of Professional Development for Teachers of English – the British Council’s partner in English language projects.

Invitation to major private and state universities in Almaty and Astana

Ten universities in Almaty and five universities in Astana were informed about the exhibition by the British Council, Macmillan Education and the advertising agency and were invited to visit the exhibition.

Invitation to key education agencies in Almaty and Astana

An information letter was sent and leaflets were delivered by the British Council to fifteen education agencies in Almaty and six agencies in Astana to attract potential students to visit the exhibition.

Leaflet distribution

Leaflets were distributed in three business centres in Almaty and seven business centres in Astana and in Fidelity and Fitnation – the two main fitness centre chains in Almaty.