

**Post-event report for**  
**Education UK Kazakhstan 2016**  
**Date of event: 29, 30 October 2016**



## Introduction

Thank you for your participation at the Education UK exhibition in **Kazakhstan** in **October 2016**.

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 Education UK Exhibition 2016 in Kazakhstan hosted representatives from **29 UK institutions** who positively engaged with **prospective students**, providing the audience with information on **educational opportunities** and **subject choices**. Alongside the main exhibition, a series of **seminars** were also held, with topics covered including “How to finance your studies in the UK”, etc.

The event attracted **1718 visitors**. The number of visitors attending the exhibition for Almaty and Astana decreased as compared to 2015. We believe that this was probably related to the current difficult economic situation in Kazakhstan. However, many exhibitors noted that the quality of visitors was good, with **91%** per cent of exhibitors considering the quality of visitors as good and average.

This year's **marketing campaign** was improved and promotion was more targeted than in previous years, with a focus on establishing better connections with schools, universities and agents. The media plan, focusing on digital promotion, was the main PR campaign component, and was supported by 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 wide outreach to target audiences.

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,

Anna Gurayevskaya | SIEM Coordinator, Kazakhstan  
Daniyar Mukitanov | Education Projects Manager, Kazakhstan

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## Highlights

The fair was organised in partnership with the **Centre for International Programs (CIP)**. CIP administers the Government of Kazakhstan's Bolashak Scholarship Programme, which funds academic postgraduate degree programs as well as a new non-degree Fellowship Programme. The **UK remains the top choice** for Bolashak scholarship holders – over the 22 years of the programme's existence over 40% of all **Bolashak scholarship** awardees (over 4,000 out of 10,000 scholars) have chosen the UK as their place of study.

**53% of all current Bolashak students are studying in the UK (2015)**

Kazakhstan's **national development plans** (such as the overall 'Strategic Development Plan for the Republic of Kazakhstan 2050', the 'State Program for Accelerated Industrial and Innovative Development for 2015-2019', the 'National Programme on Education Development for 2016-2020', and most recently the '100 Concrete Steps', all stress the importance of education and learning English as a way of developing human capital, increasing employability of young people and helping to diversify the state economy.

**66% of Kazakhstani students are interested in traveling abroad to study**

Exhibitors noticed a growing interest in PhD and Summer Schools in 2016, as well as:

- Business and Economics still remains the number one area of interest among exhibition visitors
- A growing interest in marketing and journalism
- English language skills have improved as compared to previous years
- More interest in and queries about scholarships than in previous years
- Interest from younger students
- Concerns about Russia/Western conflict



## Visitors' profile

We achieved 68% of the visitors' target set for 2016. We expected 2500 visitors and the actual number was 1718. Ninety-three per cent of visitors were satisfied with the quality of the event and 91 per cent said their expectations were met.

**Of the total visitor numbers 34% were male, 66% were female.**

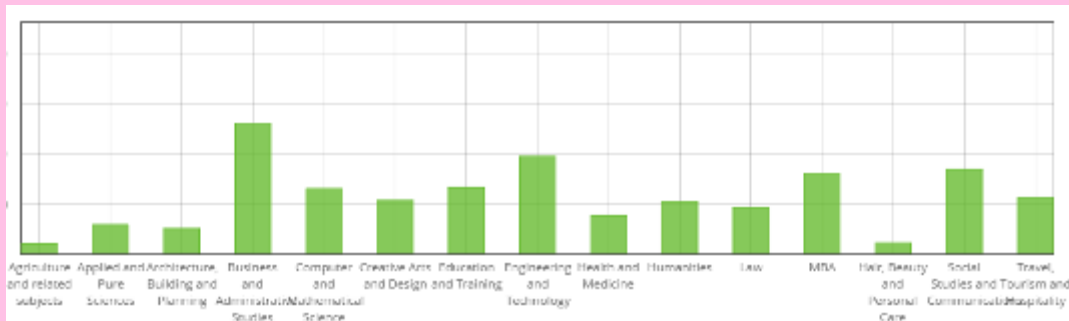
The majority of the visitors were interested in postgraduate higher education. There was also a substantial interest in undergraduate degree programmes.

**40% of the visitors preferred MBAs / MSCs / PHDs etc.**

**29% of the visitors were looking for Undergraduate Higher Education**

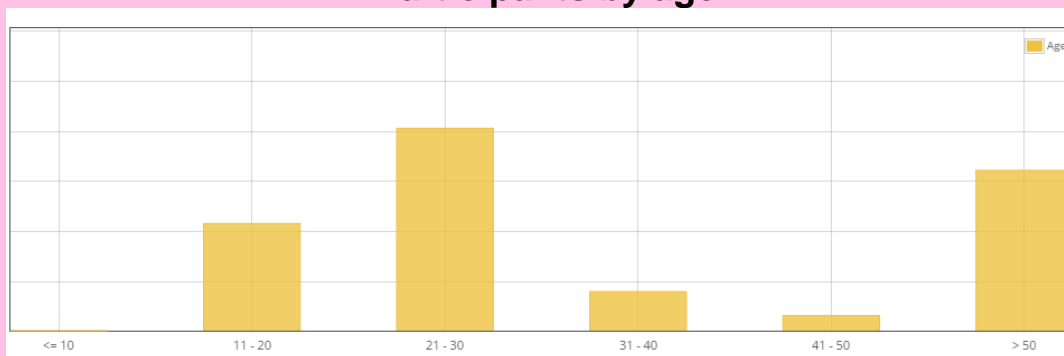
Exhibitors noticed that Business and STEM subjects still remain the top areas of interest among exhibition visitors. This year there was a rising interest in marketing and journalism qualifications.

### What subjects are visitors interested in?



The majority of exhibition visitors were 21-30 years old. The second largest group of participants in terms of age was above 50.

### Participants by age



**Marketing**

Based on the result analysis of the 2015 exhibition, the following objective was set for 2016:  
**To develop and deliver a promotional campaign in Almaty and Astana to generate awareness about the exhibition among relevant audiences and attract the target number of visitors.**

**Primary target audiences****Group A**

Parents of school students aged 14-17, interested in opportunities of study abroad for their children. Average or high level of income sufficient for funding studies abroad.

**Group B**

School students at last year of their study and fresh university students (17-20 years old) interested in study abroad.

**Group C**

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

**Group D**

Young and mid-career professionals (22-30 year old), average income, seeking out opportunities to continue education or pass language courses.

**Group E**

Working professionals willing to pursue PhD or MBA (30+).

**Our marketing engaged an estimated audience of 22 000 people**

We developed a promotion and media plan three months before the exhibition. All activities were delivered in accordance with the media and promotion plan. We monitored the online registration website to see numbers of registrants, their ages, interest, study purposes, etc.

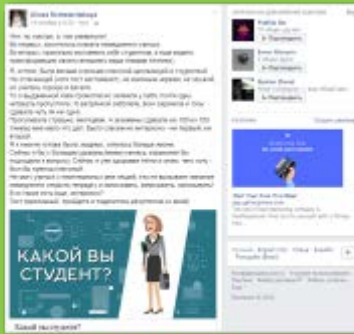
**Print advertising**



## Cooperation with bloggers



## Social Networks



## Visitor's Feedback

The total number of Registration forms completed was **1718**. This represents **100 per cent of the total number of visitors**. A printed survey was distributed during the exhibition to **290 visitors** (17% of the total number); visitors could win a prize for 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.

**Ninety-three per cent of visitors were satisfied with the quality of the event and 91 per cent said their expectations were met.**

When the visitors were asked whether they have **received the information** required to make an informed decision **60 per cent** said they strongly agree, and **29 per cent** said they agree.



### Key recommendations for the British Council:

- Workshops about scholarships
- More representatives from top ranked universities
- Invite universities who offer short-term professional courses
- More competitions for visitors
- More information in Kazakh language
- More information about boarding, language and summer schools
- More information about Great Britain

## Exhibitor's Feedback

A total of **23 Exhibitor Surveys** was completed. This represents 91 per cent of the total number of exhibitors.

- Most of the institutions (78%) came to the fair **both for recruitment and for profile-raising** purposes.
- Exhibitors rated the **British Council's support** before and during the exhibition as 4.7 out of 5.0. (4.6 in 2015)
- The **length of the exhibition** was rated by exhibitors as 4.4 out of 5.0.
- The **Market briefing** was rated by exhibitors as 4.1 out of 5.0. (3.9 in 2015)



### Key Recommendations for the British Council:

- More advertising of the event, especially in Astana, to boost visitor numbers
- The seminar on market briefing was scheduled for the same time as another British Council event in Baku, therefore most institutions were unable to attend
- Try to combine with BARCEF in Astana.
- Organise visits to local colleges and universities as well as schools
- Perhaps consider moving to smaller venue
- More cooperation with local schools and universities
- Organize events in other cities of Kazakhstan (for example, Atyrau or Shymkent)
- Make Alumni Networking events into a regular activity



## 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 smaller venue and possibly changing the exhibition format itself.
- The event duration will be shorter next year. This will give us a chance for one to one appointments booked in advance after the close of the general exhibition.
- The British Council understands the importance of providing value-added services to the exhibitors. We will therefore expand the exhibition wrap-around activities offer.
- The British Council Kazakhstan will better coordinate our schedule with the region and tie-in our own exhibition with other countries' events, to enable exhibitors to maximize their value from a single trip.

### UK Institutions

- It is suggested that institutions invite their alumni to attend future exhibitions and share information about their life in the UK with the visitors at UK Alumni stand.
- Exhibitors are invited to bring academic staff to deliver workshops and presentations on topics related to the UK education. Topics need to be interesting for the audience. In 2016 visitors mentioned that they would be interested in the following topics in the future: Marketing, Finance, Business, Art workshops, UK Visas and more 'how to' seminars, including 'how to find funding for your study' and 'how to write motivation letter'.
- Exhibitors should submit all exhibition registration documentation in line with the published deadlines.
- Exhibitors should undertake profile-raising activities in Kazakhstan throughout the year.



## Appendix

**List of exhibitors**Higher education institutions

1. University of Aberdeen
2. University of the Arts London
3. University of Bath
4. University of Bedfordshire
5. BPP University (London)
6. Brunel University London
7. University College London
8. Coventry University
9. University of East Anglia (UEA)
10. University of Glasgow
11. Heriot-Watt University
12. University of Leeds
13. University of Leicester
14. The University of Manchester
15. Newcastle University/ Newcastle University London
16. Northumbria University, Newcastle
17. The University of Nottingham
18. Queen Mary University of London
19. University of Reading
20. University of Southampton
21. University of Surrey
22. University of Sussex
23. The University of Warwick
24. University of Westminster
25. University of Wolverhampton
26. University of York

Secondary education institutions

27. EF Education First
28. Ruthin School
29. Westbourne School





## UK Alumni Networking Event

The UK Alumni Networking Event was attended by 157 Alumni from 19 institutions. The feedback received from participants was very positive. Alumni commented that they felt re-connected to their institutions and it brought back a lot of positive memories. Exhibitors said the event was extremely useful to them as Alumni are “the most positive ambassadors that they have in Kazakhstan”. Starting from 2017 we plan to run Alumni Networking events in Kazakhstan every six months. The next event is provisionally scheduled for April 2017.





We hope that our exhibitions helped you to improve your business in Kazakhstan. The World Bank predicts that the country's economy will grow by 1.9% in 2017 compared to 0.4% in 2016. This should result in increased numbers of potential students. We are happy to assist you with profile-raising activities throughout the year and we hope to see you at the next year's exhibitions in Astana, Almaty and Atyrau (**Currently provisionally scheduled for October 18, 21 and 22, 2017**)