



Outshine the rest

Education UK Postgraduate Exhibition, Kenya

Saturday, 20th February 2016

Post event Report

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1. Event fact file

Nairobi

Venue	British Council, Upper Hill, Nairobi, 20 February 2016
Opening hours	10.00 am
Unique feature to give added value	Market brief was delivered the day before at 18.30 hours and delegates had dinner with vice-chancellors of Kenyan universities and the head of the Commission for University Education (CUE) which is the body that regulates quality of Higher Education in Kenya and provides the regulatory framework for international partnerships, collaborations and activities with foreign universities like exhibitions.
Seminars	Building a Career in Oil & Gas: Qualifications and Skills required

2. Key statistics

Attendance	Nairobi	
		2016
20 February 2016		
Total number of visitors		487
Total number of exhibitors*		11

Visitors' primary market objectives	Nairobi	
		2016
Postgraduate Studies		53%
Undergraduate Studies**		18%
MBA		15%
Distance learning		
Demographics of visitors	Nairobi	
		2016
Male		51%
Female		48%

*A full list of exhibitors can be found in Appendix 1

** The event was a postgraduate fair but still had a few prospective undergraduates



3. Impact of marketing plan

The main focus of the media campaign was around targeted e-mail distributions, social media and mass media. A few posters and flyers (in form of bookmarks) were also printed, but were distributed strategically, mainly around universities and public and private companies. This helped to better inform visitors of UK education prior to the exhibition and the specific institutions that would be present. Most visitors coming to the exhibition already knew the institutions they wanted to visit which was strategic because it meant that they could go direct to the institution/s thus saving time for themselves and other visitors. Hand-outs on IELTS and the courses offered by each university present were also made available at the registration desk. Visitor survey results demonstrate that over nearly 40 per cent of visitors to the fair found out about the event through the newspaper, nearly 20 per cent through the internet (e-brochures, Facebook, email shots) and over 20 per cent through friends and family. **A full media plan can be found in Appendix 4**

4. Conclusions and follow up

4.1 Key recommendations for institutions

A number of visitors commented that they found the seminars on 'how to write a successful personal statement, 'careers in oil and gas', 'careers in renewable energy' delivered by the universities to be very useful. The face to face consultation was considered valuable and informative. Institutions are encouraged to continue making effort to deliver short and strong seminars that leave and lasting impact on the audience.

4.2 Key recommendations for the British Council

The results from the visitor survey and observations made on the day demonstrated that the venue was not ideal compared to the number of visitors who attended the exhibition and it was suggested that a larger venue would have been better. We are already looking into alternatives for the next year and this is something we shall definitely bear in mind. There was also an observation that the courses advertised on our brochures were different from the actual courses by the universities. The courses were obtained from the subject matrices updated by the institutions on the SIEM website and in the future, we shall make effort to double check the courses with the representatives attending the exhibition before printing.

The other major observation was that most of the visitors cannot afford to study in the UK as most of them were asking for scholarships. It is important to note that 26% of the visitors indicated in their registration that they would be financed by family, friends, their employee and other sources. For the future, we are considering more targeted events that take the institutions to supplier schools.



Appendix 1: List of participating institutions

Name of university	
Abertay University	Middlesex University
Aberystwyth University	Newcastle
Coventry University	Sheffield Hallam University
Cranfield University	University of Aberdeen
De Mont Fort University	University of Dundee
Heriot-Watt University	

Appendix 2: Visitors' survey results

Total Number of Visitors			669
Current Level of Study	Age Range*		
Postgraduate	13%	41-50	19
Undergraduate	67%	31-40	61
Recent Graduate	18%	21-30	358
Sec School Leaver	4%	11-20	41
Sec School Student	0.63%		
Employee	1%		
Employer	1%		

Marketing and Advertising: Source of information	
Email from British Council	8%
Internet -Facebook Advert, e-flyers	17%
Press Advert	37%
Social networks (family & friends)	18%

Appendix 3: Exhibitors' survey results

Total Number of Institutions	11
Number of respondents	6
Sample Population	6

Reason for Attendance		Assessment of visitors		
Recruitment	1	Excellent Quality	2	15
Profile raising	0	Excellent Number	3	2
Both	5			

Primary Market Interest	Interest in attending a future event of this nature.			
Postgraduate	6	Yes		6
Undergraduate	4	No		0
Higher National Diploma & Equivalent	1	Undecided		0
Others				
(study abroad, PG Research)	1			
	1			

Rating of British Council Support		Overall assessment of exhibition	
Unsatisfactory	0	Good	1
Satisfactory	1	Very Good	4
Good	3		
Very Good	2		



Appendix 4: Advertising and promotion plan (media plan)

Online Target	
Facebook postings	6 weeks prior
Promotion on British Council websites	6 weeks prior
Promotion on our Education UK Facebook page	4 weeks prior
Traditional Media	
Posters	4 weeks prior
Brochures in form of bookmarks	4 weeks prior
Newspaper Advertisement	1 week prior
Non Media Marketing	
Email shots to British Council database	4 weeks prior