

The right elements for your future

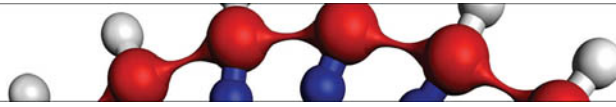
Education UK Exhibition

25th February 2017

Post Event Report

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1. Event fact file

Nairobi

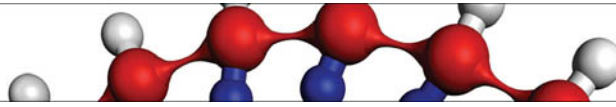
Venue	British Council, Upper Hill, Nairobi, 25 February 2017
Opening hours	10.00 am
Unique feature to give added value	Market brief was delivered the day before at 15.00 hours at the British Council in form of a discussion where several issues arising from the presentation were discussed. Key among them was the participation of agents at the event as the British Council had taken a decision not to allow agents to participate at the event either as stand assistants or as exhibitors. Following the discussions, the British Council would review the decision in the future and offer more guidance as to how agents may participate as stand assistants.
Seminars	Making an Art and Design/Architecture portfolio Leicester School of Business Study in Scotland Careers in Creative Industries Post Graduate study opportunities in water and agrifood and environment

2. Key statistics

Attendance	Nairobi	
		2017
25 February 2017		
Total number of visitors		255
Total number of exhibitors*		17

Visitors' primary market objectives	Nairobi	
		2017
Postgraduate Studies		58%
Undergraduate Studies		18%
MBA		15%
Distance learning		2%
Demographics of visitors	Nairobi	
		2017
Male		51%
Female		49%

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



3. Impact of marketing plan

The main focus of the media campaign was around targeted social and mass media. A few posters and flyers (in form of bookmarks) were also printed, but were distributed strategically, mainly to the large number of visitors who come to the British Council for several services which include training for corporate firms and IELTS. Our advertisement included a registration link whose landing page had the list of all exhibitors each linked to the main institution website. This provided visitors with information about the specific institutions that would be present. Most visitors coming to the exhibition already knew the institutions they wanted to visit which was useful because it meant that they could go direct to the institution/s thus saving time for themselves and other visitors. Hand-outs on the courses offered by each university present were also made available at the registration desk on the day of the exhibition. Visitor survey results demonstrate that over 40 per cent of visitors 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

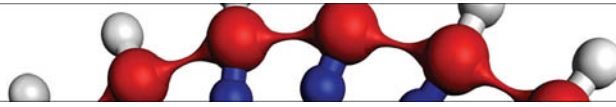
4. Conclusions and follow up

4.1 Key recommendations for institutions

A number of visitors commented that they found the seminars on 'Making an Art and Design/Architecture portfolio', 'Options for studying Business', 'Study in Scotland', 'Careers in Creative Industries' and ' Postgraduate study opportunities in water and agrifood environment' delivered by the universities to be very useful. The face to face consultation with the university representatives was considered valuable, informative and of high quality. 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

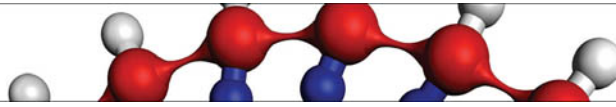
The results from the visitor survey and observations made on the day demonstrated that the use of the lobby at the British Council offices which is more spacious and much better ventilated was a much welcome move as was the use of the cubicles (booths) as these allowed privacy, good crowd control and were spacious and provided enough space to interact with the visitors. The survey also demonstrates that there was a high standard of enquiries from the visitors who attended the exhibition. There was also an observation that the event was well organised and professional. 75 per cent of the feedback providers say they would consider coming back to the next British Council event.



On the improvements side of things, it was recommended that the fair is organised so as to coordinate with the East Africa Schools Tour and British Council Southern Africa Tour so as to help UK institutions maximise on their travel budgets. The British Council schedules events within Sub Saharan Africa (SSA) where possible, around the same time to allow UK institutions to make maximum use of trips to the region. We have scheduled the events of the coming financial year 2017/2018 in SSA around the same time to allow for this. As for the coinciding with the schools tour, we are addressing this and shall do our best to do so while at the same time keeping within our SSA schedule.

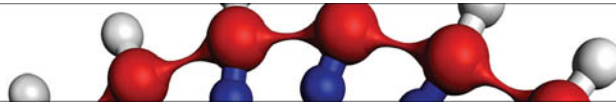
It was also pointed that the event started too early for a Saturday and ended rather too early and it was suggested for a late start with a late finish. Saturday morning to midday is shopping time for most people in Nairobi, school for those on part time classes and work for those who work on Saturday, while late afternoons and evenings are spared for socialising and home time. The suggestion would work well if the event were to be held on a weekday but it would be difficult to find people coming to an exhibition late in the afternoon on a Saturday. From our statistics, 50% of the exhibition visitors arrive between 10am and noon, and then we have a surge at around 1pm when about 30% show up all at the same time and then small numbers trickling in between 2pm and 3pm.

The above points are very important and make good feedback to all parties but should not detract from what was a successful fair. The British Council will work towards making the fairs to be of maximum benefit to the UK institutions as we anticipate for the rise of the middleclass in Kenya to result to increased demand in international education. Our next event will be the Schools Tour which will take place on 8th to 13th September 2017.



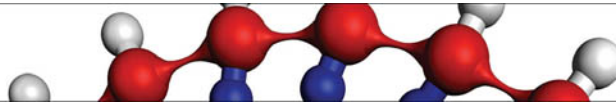
Appendix 1: List of participating institutions

Name of University	Name of university
Abertay University	Staffordshire University
Bath Spa University	Teesside University
BPP University	University of Aberdeen
Coventry University	University of Dundee
Cranfield University	University of Exeter
Leeds Beckett University	University of Law
Middlesex University	University of Leicester
Sheffield Hallam University	University of Wolverhampton
St Mary's University, Twickenham, London	



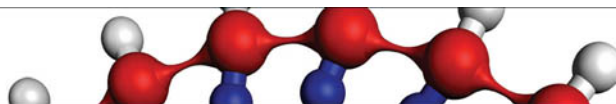
Appendix 2: Visitors' survey results

Total Number of Visitors				255
Profile of the visitors				
Students		50%		
Professionals		13%		
Academics		20%		
Parents		11%		
Others		6%		
Marketing and Advertising: Source of information				
Internet (email from British Council Facebook)		20%		
Press Advert		40%		
Social networks (family & friends)		20%		



Appendix 3: Exhibitors' survey results

Total Number of Institutions		17			
Number of respondents		8			
Sample Population		8			
Reason for Attendance			Assessment of visitors		
Recruitment		2	Excellent Quality		6
Profile raising		1	Excellent Number		4
Both		5			
Collaboration with universities		1			
Market scoping		1			
Primary Market Interest			Interest in attending a future event of this nature.		
Postgraduate		8	Yes		6
Undergraduate		6	No		0
Higher National Diploma & Equivalent		2	Undecided		3
Others					
	(study abroad,	0			
	PG Research)	6			
Overall assessment of exhibition					
Event met my expectations				Agree - 6	
Event was a high quality event				Strongly agree - 7	



Appendix 4: Advertising and promotion plan (media plan)

Online Target	
Facebook postings	3 weeks prior
Promotion on British Council websites	3 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