

Education UK Exhibition, Kuwait

Sheraton Towers Hotel, Kuwait City

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1. Event fact file

Kuwait

Venue	Sheraton Towers Hotel, Kuwait City
Date	7-8 November 2012
Opening hours	0900-1230 & 1700-2100
Opened by	Kuwait's Minister of Higher Education and HMA Frank Baker
Stand costs	£1484.00 (per exhibitor)
Unique feature to give added value	Some marketing aspects including distribution of flyers in some popular areas and malls in Kuwait; facebook marketing and online registration.
Seminars	UKBA presentations & IELTS Orientation Workshops

2. Key statistics

Total Registration = 1124

Attendance	Town/City	
	2011	2012
Wednesday, 7 November	575	804
Thursday, 8 November- morning & evening	1381	1350
Total number of visitors	1956	2154
Further Education	7	6
Higher Education	38	39
Ministry of Higher Education	1	1
Visa (UKBA)	1	1
KABA	1	0
British Council	2	1
Total number of exhibitors	50	50

Visitors' primary market objectives	Town/City	
	2011	2012
Language, foundation	17%	14%
Bachelors	37%	28%
Masters	30%	25%
PhD	13%	8%
Other	3%	25%
Demographics of visitors	Town/City	
	2011	2012
Male	54%	58%
Female	46%	42%

*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 digital marketing. 500 posters and 25,000 flyers were also printed and were distributed strategically, mainly around schools, residential areas, malls and other education institutions. A full media plan can be found in Appendix 4. Our press releases attracted more than 6 newspapers (Arabic & English). We invited educational agents to a briefing about the event and provided them with the promotional materials that can be displayed at their respective offices. For the first time we distributed the fliers to some of popular areas in Kuwait door to door (a day before the event) and in malls.

This helped to better inform visitors of UK education prior to the exhibition. Handouts on IELTS, education information sheets and course matrices were also made available at the front of the exhibition hall. Each visitor was handed a bag (branded with EDUKEX logo + GREAT image) which contained the Student Guidebook, matrix & pen. VRS was implemented for this exhibition so the visitors could register before the event as well as on the day of attendance.

Data from registration forms about EDUKEX		
	2012	2011
Newspapers	25%	16%
School Teachers/Universities	21%	23%
Friend/Relative	20%	21%
British Council	7%	13%
Internet	10%	4%
Email	10%	10%
Flyers	7%	13%
Total	100% (1124)	100% (725)



4. Conclusions and follow up

4.1 Key recommendations for institutions

The event was successful however, a few visitors did have an opinion about duration of the exhibition – they would have preferred another day. It was also recommended to have UCAS team to participate during exhibitions. The seminars did not get a substantive audience and to prevent this from happening again, we have to announce/market the schedule prior to the event. Most importantly, the institutions should offer on-site applications and this can be arranged through an appointment-based system. We think that institutions should think of offering early bird discounts to exhibition visitors and at least offer conditional offers to students whom they think are equipped with the right grades, etc.

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 a good choice.

A separate coffee-station/lounging area should be maintained for the delegates to take a break when required.

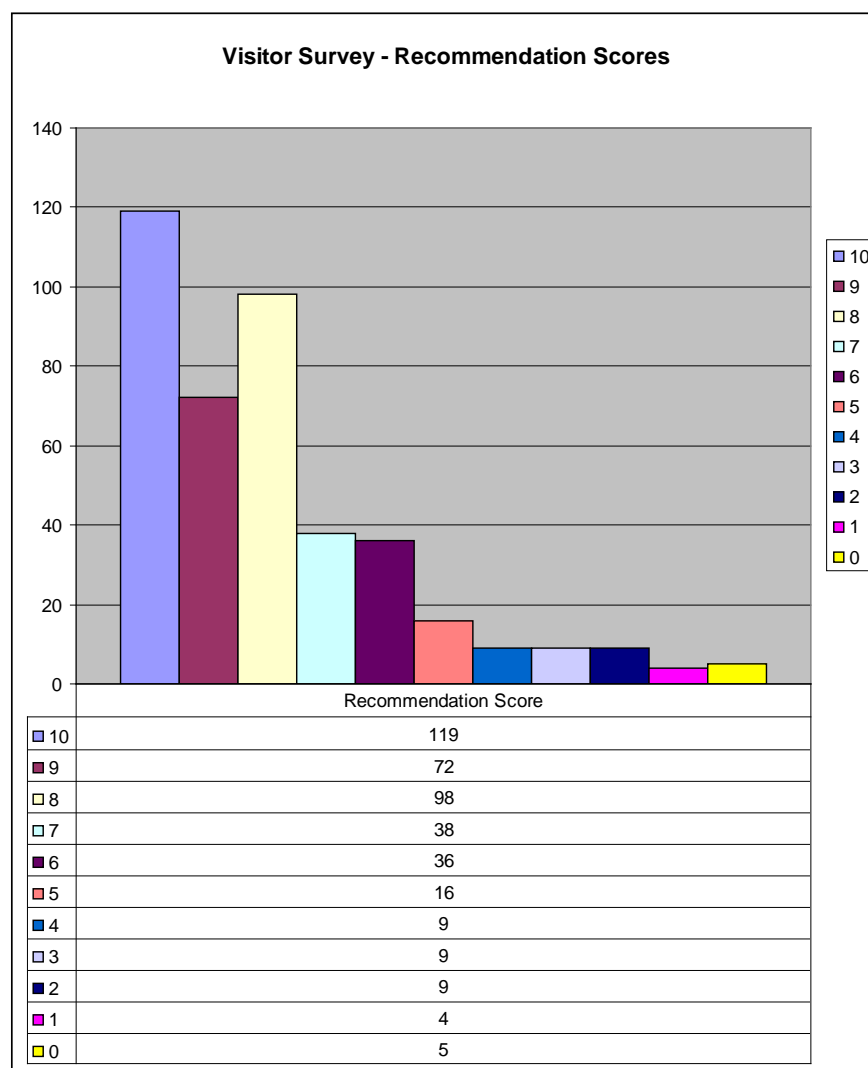
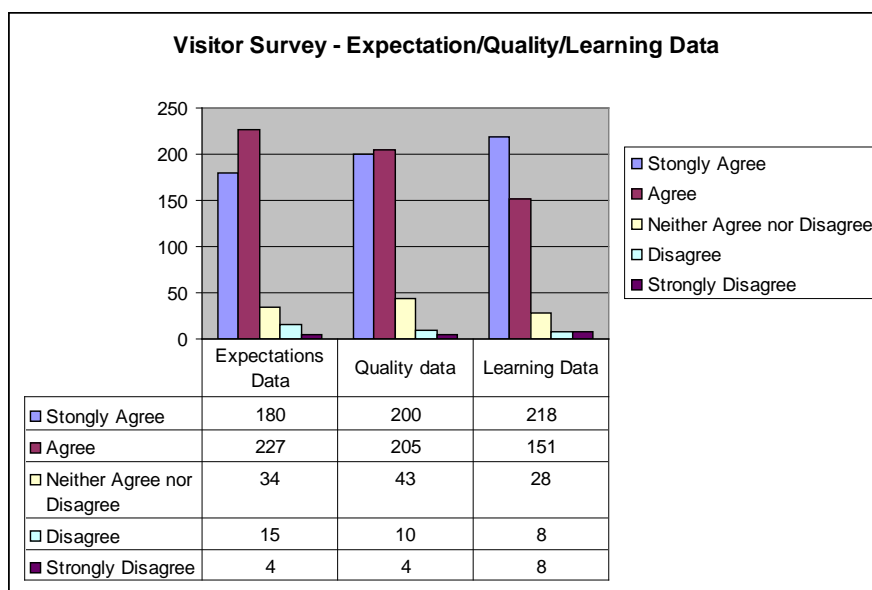
Exhibitors to tour schools rather than schools visiting the exhibition will be more effective in our opinion.



Appendix 1: List of participating institutions

The University of Aberdeen	University of Leeds
Aberystwyth University	Leeds Metropolitan University
Aston University, Birmingham	Liverpool John Moores University
Bangor University	Loughborough University
Bath Academy	The University of Manchester
University of Birmingham	Middlesex University
University of Bradford	Newcastle College
Bradford College University Centre	Newcastle University
University of Brighton	The University of Northampton
Cardiff University	Nottingham College International
David Game College, London	University of Portsmouth
De Montfort University	Queen Mary, University of London
University of East Anglia	Queen's University Belfast
EF Education First	University of Reading
EUROCENTRES	University of Salford
University of Exeter	University of Southampton
University of Glamorgan	University of Sunderland
University of Glasgow	University of Surrey
University of Greenwich	University of Sussex
Heriot-Watt University	Swansea University
University of Hull	UCL - University College London
University of Kent	University of the West of England
King's College London	

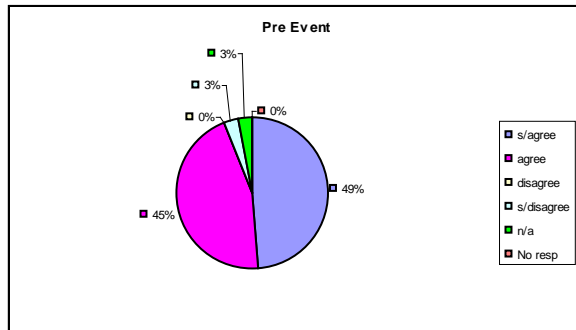
Appendix 2: Visitors' survey results



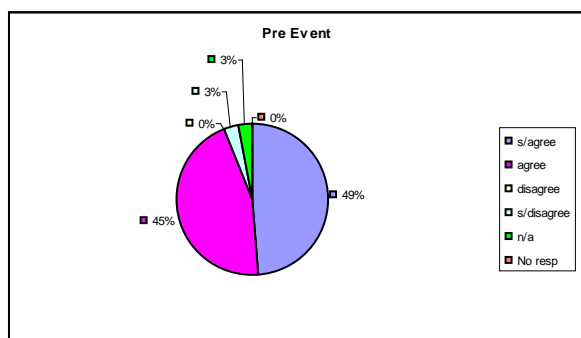
Appendix 3: Exhibitors' survey results

EDUKEX November 2012 Participants' Questionnaire (Questions 1, 2 and 3)

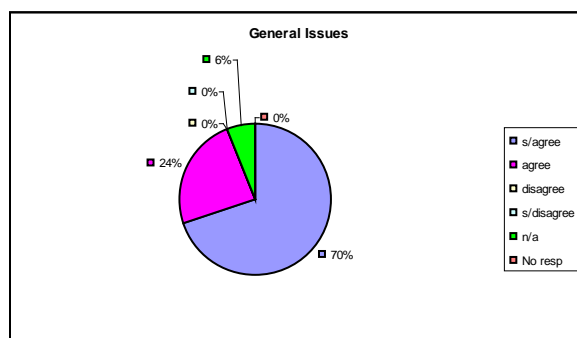
	s/agree	agree	disagree	s/disagree	n/a	No resp
1 Pre Event						
a	16	15		1	1	
b	6	19	5	1	2	
2. The Event						
a	12	19	2			
b	16	17				
c	21	12				
d	15	17	1			
e	3	28	2			
f	7	19	3	4		
3. General Issues						
a	23	8			2	
b	18	14			1	
c	6	26			1	
d	12	18	1		2	



(1)



(2)



(3)



Appendix 4: Advertising and promotion plan (media plan)

TIMING / MEDIA	SIZE / DURATION/ COLOR	Oct - Nov										No. of Ins.	Cost per Ins.	Total KD	Media Disc	Total Payable		
		28	29	30	31	1	4	5	6	7	8							
		S	M	T	W	T	S	M	T	W	T							
Newspaper																		
Al Watan	20 x 3 B/W Ins left. Pg				1			1		1	1		4	510.000	2,040.000	35%	1,326.000	
Al Rai	20 x 3 B/W Ins. Pg							1	1	1		3	420.000	1,260.000	35%	819.000		
Al Qabas	20 x 3 B/W Ins. Pg								1	1		2	330.000	660.000	33%	442.200		
Arab Times	20 x 3 B/W Ins. Pg				1		1			1		3	360.000	1,080.000	35%	702.000		
Kuwait Times	20 x 3 B/W Ins. Pg							1		1		2	360.000	720.000	35%	468.000		
Facebook																		
Ongoing	Side Banner- 5,000,000 recipients														90.000		90.000	
Bulk Email	1 shot - 500,000 recipients						1					1	300.000	300.000	23%	231.000		
Mall Distribution Avenues	1 shot - Avenues	1										1	250.000	250.000		250.000		
Promoters for the mall	3 promoters	1										3	45.000	135.000		135.000		
Flyer Distribution																		
3 areas - Kuwaiti residents	1 shot - 10,000 flyers									1		1	350.000	350.000		350.000		
																KD	4,813.200	
																£	10,696.000	