



**SERVICES FOR  
INTERNATIONAL  
EDUCATION  
MARKETING**

**Post-event report for  
Education UK Lebanon  
5 November 2015  
Beirut**

## Introduction

Thank you for your participation at the Education UK exhibition in Lebanon in November 2015 at the Crowne Plaza Hotel Beirut.

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 event, which was the first in Lebanon for Education UK, targeted schools and higher education institutions, by hosting representatives from 7 UK institutions that positively engaged with prospective students, visitors and British Council partners in the education field. The UK universities provided the audience with information on educational opportunities, subject choices etc.

The exhibition itself attracted over 200 visitors which was a good turnout given that this is the first time Education UK has exhibited in Lebanon. Other than the main exhibition, 2 school visits also took place to International College and American Community School where the UK universities had the chance to talk to high school students with an interest in continuing their education outside Lebanon.

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,

**Rola Kiladjian**  
**Project Manager, Education & Society**  
**British Council Lebanon**

This exhibition was held at the following venue/time/date...

<b>Venue(s)</b>	Crowne Plaza Hotel Beirut
<b>Date</b>	5 November 2015
<b>Opening hours</b>	15:00-20:00

### Visitor's Age Group

Age Group	Count
11 - 20	98
21 - 30	54
31 - 40	13
41 - 50	2
> 50	1

### Occupation

	Count	%
Student	129	76.79%
Professional	25	14.88%
Parent	0	0%
Academic	6	3.57%
Other	8	4.76%

## Level of Study

	Count	%
Vocational and technical (eg NVQ, BTEC, VQ)	5	2.19%
Pre-university academic (eg A-Levels, IB)	13	5.7%
Undergraduate	63	27.63%
Postgraduate	87	38.16%
Postgraduate MBA	21	9.21%
Learn English	6	2.63%
Boarding School	5	2.19%
Short Course(s) (eg Summer course)	14	6.14%

## Subject Area

	Count	%
Agriculture and related subjects	8	2.94%
Applied and Pure Sciences	10	3.68%
Architecture, Building and Planning	20	7.35%
Business and Administrative Studies	36	13.24%
Computer and Mathematical Science	13	4.78%
Creative Arts and Design	25	9.19%
Education and Training	26	9.56%
Engineering and Technology	44	16.18%
Health and Medicine	26	9.56%
Humanities	8	2.94%

Law	10	3.68%
MBA	9	3.31%
Hair, Beauty and Personal Care	2	0.74%
Social Studies and Communications	23	8.46%
Travel, Tourism and Hospitality	12	4.41%

## Country of Study

	Count	%
Australia	28	6.18%
Canada	49	10.82%
China	3	0.66%
France	44	9.71%
Germany	33	7.28%
Italy	19	4.19%
Japan	5	1.1%
Malaysia	3	0.66%
Netherlands	10	2.21%
New Zealand	8	1.77%
Singapore	4	0.88%
Spain	17	3.75%
Taiwan	3	0.66%
UK	134	29.58%
US	65	14.35%
Others	28	6.18%

**38.16% of the visitors are currently in postgraduate education**

**Of the total visitor number 61% was female and 39% male**

## Marketing

**The event was promoted through various channels:**

- Paid posts on British Council Lebanon’s Facebook page
- Personal visits to schools to invite their students
- Brochures at the British Council office as well as sending them out to schools in our network
- Promoted the event to students attending IELTS
- Posters on our premises as well as schools
- Mass e-mail to all schools, universities, education contacts in our network

## Visitor’s Feedback

Visitors were asked to complete a survey upon leaving the exhibition.

**When the visitors were asked “Will you be applying to a UK institution following the exhibition” 60% said yes, 4% said no, 36% maybe.**

**When the visitors were asked “Did you receive all the Information required to make an informed choice” 65% said yes, 35% said no**

**Some examples of quotes from Visitors following the exhibition:**

- We enjoyed the exhibition
- Would have liked to have more institutions exhibiting
- Please do this more than once a year
- Can translation be included next time?
- Can the exhibitors come visit our school next time they are here?
- Please have chairs available at the exhibition tables

### Key Recommendations for the British Council include:

- Invite more Institutions from the UK
- Look into having translation
- Invite more Lebanese institutions to the networking reception

### Exhibitor's Feedback

No.	Institution
1	University of the Arts London
2	Coventry University
3	University of Manchester
4	University of Roehampton
5	University of Sussex
6	University of Warwick
7	University of West London

### Some positive quotes from exhibitors:

- We didn't know what to expect, but were happy with the results
- We should've come to Lebanon much earlier!
- Not a huge number of visitors but it was quality more than quantity

It was a pleasure meeting you all. We are very happy that you were part of the first Education UK exhibition to take place in Lebanon. Next year's exhibition (Currently Scheduled for October 2016) will build upon the lessons learned and prove even more popular. We hope to see you there!