



SERVICES FOR  
INTERNATIONAL  
EDUCATION  
MARKETING

# Post Event Report

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**Mauritius International University & Career Expo 2016**  
**Education UK Exhibition Mauritius**  
**11 to 14 February 2016**

**Abhai Neermaull | Projects Manager**  
**16 March 2016**

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## INTRODUCTION

Thank you for your participation at the Mauritius International University and Career Expo 2016 (a.k.a Feb Expo 2016) at the Swami Vivekananda International Convention Centre (SVICC), Pailles, Mauritius, organised by the Rotary Club of Grand Bay and promoted by PubliPromo Ltd.

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, targeted at the HE market, saw 30 institutions participate from various countries. The UK HE, however, enjoyed the lion share in terms of presence as out of these 30 institutions, representatives/agents from 20 UK institutions ([listed below in Appendix A](#)) positively engaged with prospective students, providing the audience with information on educational opportunities in the UK.

The event attracted about 6,000 visitors, thanks in part to the marketing campaign ([details listed below](#)) by the lead organisers and lead promoters. Alongside the main exhibition, a series of seminars were also held, with topics covering [a range of topics](#) specific to higher education in the UK.

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.

Thank you.

Best regards,  
Abhai

**Abhai Neermaull | Projects Manager, Mauritius**

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## HIGHLIGHTS

Venue	SVICC, Pailles, Mauritius – 12 to 14 February 2016
Opening hours	10:00 – 18:00
Stand costs	£ 1,300 +VAT

*Attendance on:	
Thursday 11 February	Official launch
Friday 12 February	3,000 students aged 16 to 18
Saturday 13 February	1,700
Sunday 14 February	1,300
<b>TOTAL</b>	<b>6,000</b>

\*Numbers are estimates from the lead promoter, PubliPromo Ltd.

## SEMINARS

A number of successful seminars were held, covering such topics as:

- UK Student Visa Process And Q&A
- Studying In The UK
- Studying Medicine In The UK
- UK Higher Education And Employability
- IELTS - An Overview
- Learning English
- The Mind-set For Career Growth
- Focusing On Your Future
- Courses In Aviation Sector
- How To Write Your CV
- Facing Your First Interview
- Job Opportunities In Technology And Operations
- Applying To A UK University
- The Potential Of Cloud Computing & Internet Of Things
- Engineering
- Launch Your Career In The Legal Profession
- How To Be A Chartered Accountant

## MARKETING

### Local newspaper



**THE MAURITIUS  
INTERNATIONAL  
UNIVERSITY &  
CAREER EXPO**

Organised by:  
**Rotary**  
Club Grand Baie 

**12 - 14  
February 2016  
SVICC, Pailles, Mauritius.**

**Friday: 9h00 - 18h00 / Saturday & Sunday: 10h00 - 18h00**  
**Entrance Fee: Pupils and Students - Rs 10 / Adults - Rs 15**  
**FREE BUS SHUTTLE FROM VICTORIA BUS STATION**

Friday 9h00-14h00: University village reserved for ticket holders distributed by the Ministry of Labour.

In association with  
   
 

**Media Partners**  
Radio One | MCB  
**Main Contractor**  
Publi Promo Ltd

**With the support of** The Ministry of Education & Human Resources,  
Tertiary Education & Scientific Research and The Ministry of Labour,  
Industrial Relations, Employment & Training

Social media – Facebook

Organized by:  
**Rotary**  
Club Grand Baie

**THE MAURITIUS INTERNATIONAL  
UNIVERSITY &  
CAREER EXPO**

**12 - 14  
February 2016**  
SVICC, Pailles, Mauritius.

In association with  
ACCA Acclivity *trait d'union liée L'Afficheur* iStudy.mu

Media Partners  
Radio One | MCB  
Main Contractor  
Publi Promo Ltd

Other online platforms/websites

**THE MAURITIUS  
INTERNATIONAL  
UNIVERSITY,  
CAREER EXPO**

In association with  
ACCA iStudy.mu  
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Organized by:  
**Rotary**  
Club Grand Baie

**12 - 14  
February  
2016**  
SVICC, Pailles,  
Mauritius.

With the support of The Ministry of Education & Human Resources, Tertiary Education & Scientific Research and The Ministry of Labour, Industrial Relations, Employment & Training

Media Partner: Radio One  
Main Contractor: Publi Promo Ltd

## VISITORS' PROFILE

On Friday 12 February, the lead organisers partnered with the local Ministry of Education and Human Resources, Scientific Research and Tertiary Education (MoE) to provide free transport for students aged 16 to 18 to the Feb Expo 2016. These students are currently either preparing for their School Certificate (O-Levels) or Higher School Certificate (A-Levels). About 3,000 of them visited on the first day of the exhibition.

On Saturday 13 and Sunday 14, the majority of the visitors were students, accompanied by their relatives and/or friends, who had just obtained their Higher School Certificate/A-Level results following the October/November 2015 examinations sessions. These students were mainly looking for undergraduate courses, around science and technology subjects, with a significant number looking into finance studies. A significant number were also young professionals looking for postgraduate courses and their preferred course was the MBA via distance learning.

## VISITORS' FEEDBACK

Most visitors were impressed by the number of UK higher education institutions present at the exhibition.

There were virtually no significant negative feedbacks from visitors.

## EXHIBITORS' FEEDBACK

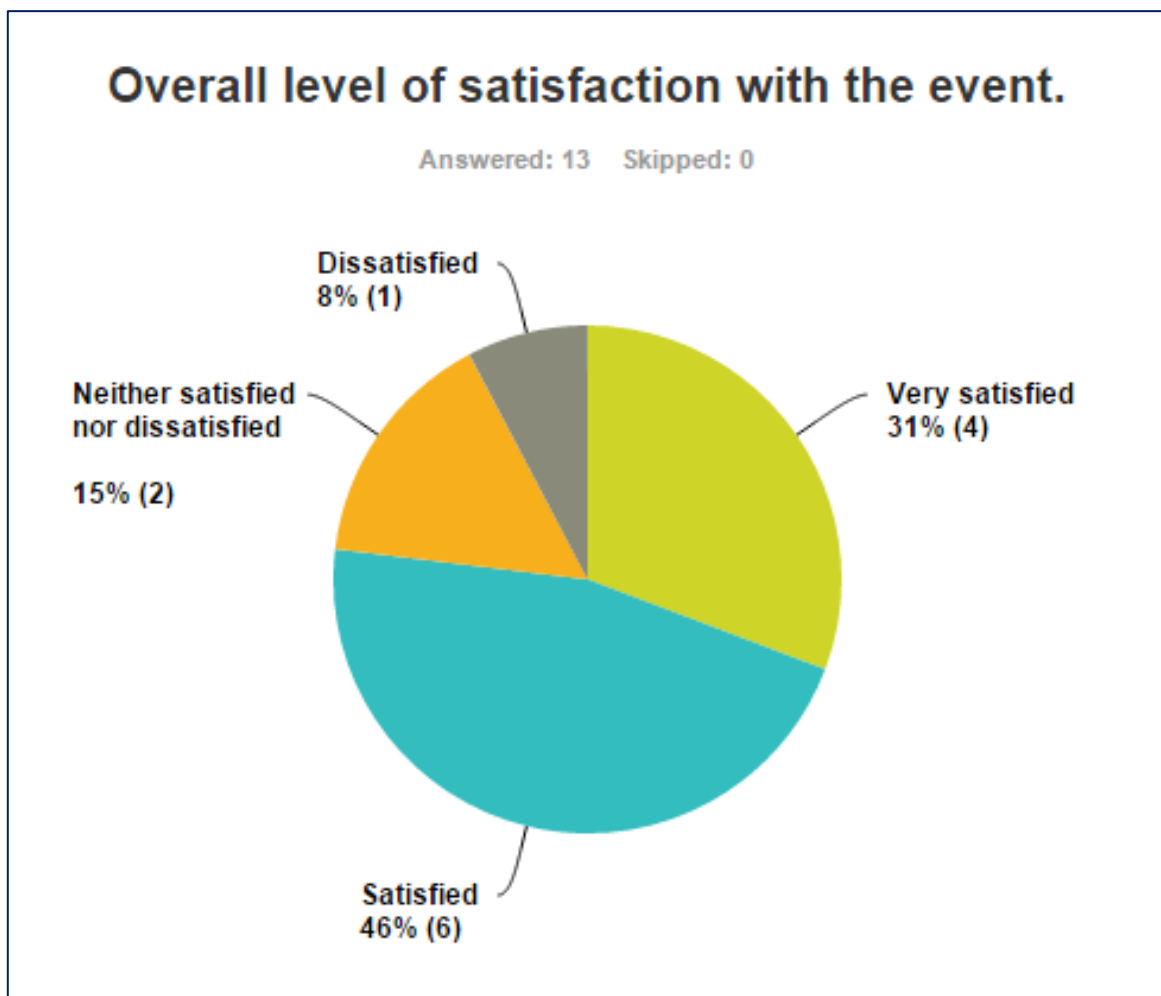
### Some positive quotes from Exhibitors:

- “Market briefing very helpful – will help determine future strategy for students recruitment. Early notice of any event would be most useful”
- “High quality students. Generous space for stands”
- “Big booths, good layout. Excellent students. Creative solution to leaking roof!”
- “The quality and reaction of the students.”
- “Fantastic Team. Friendly and very quick to help out. Best BC Team I've worked with so far.”

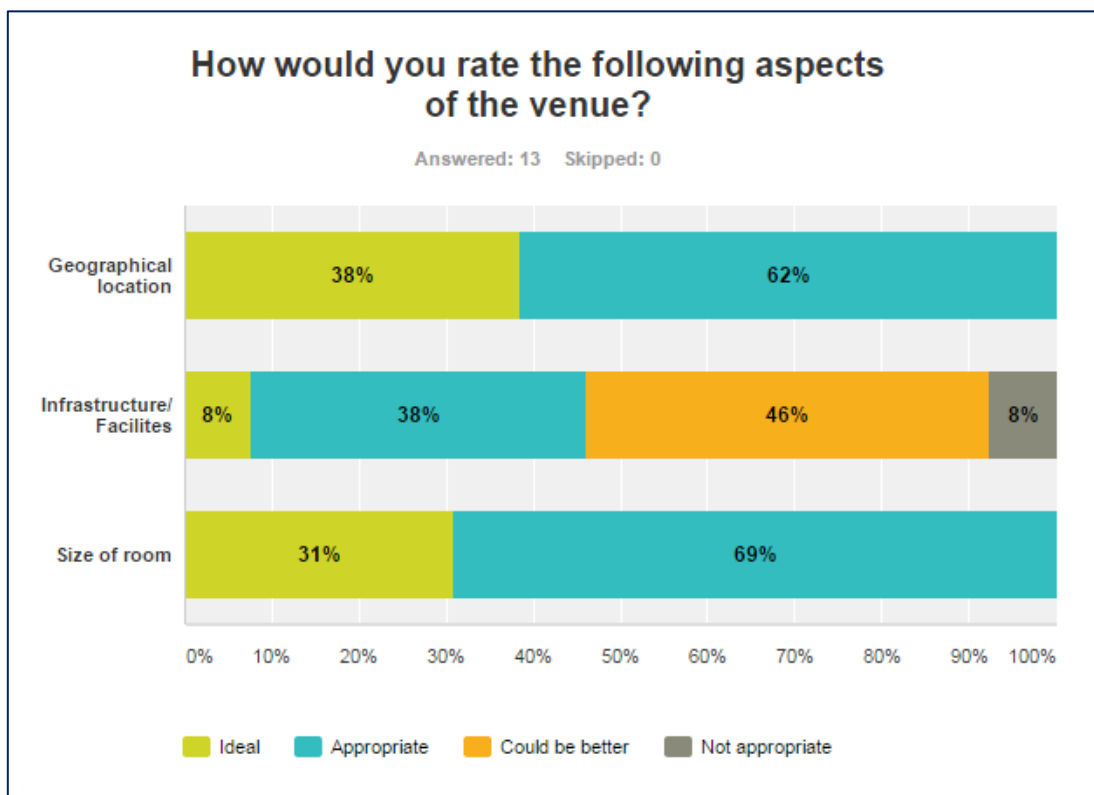
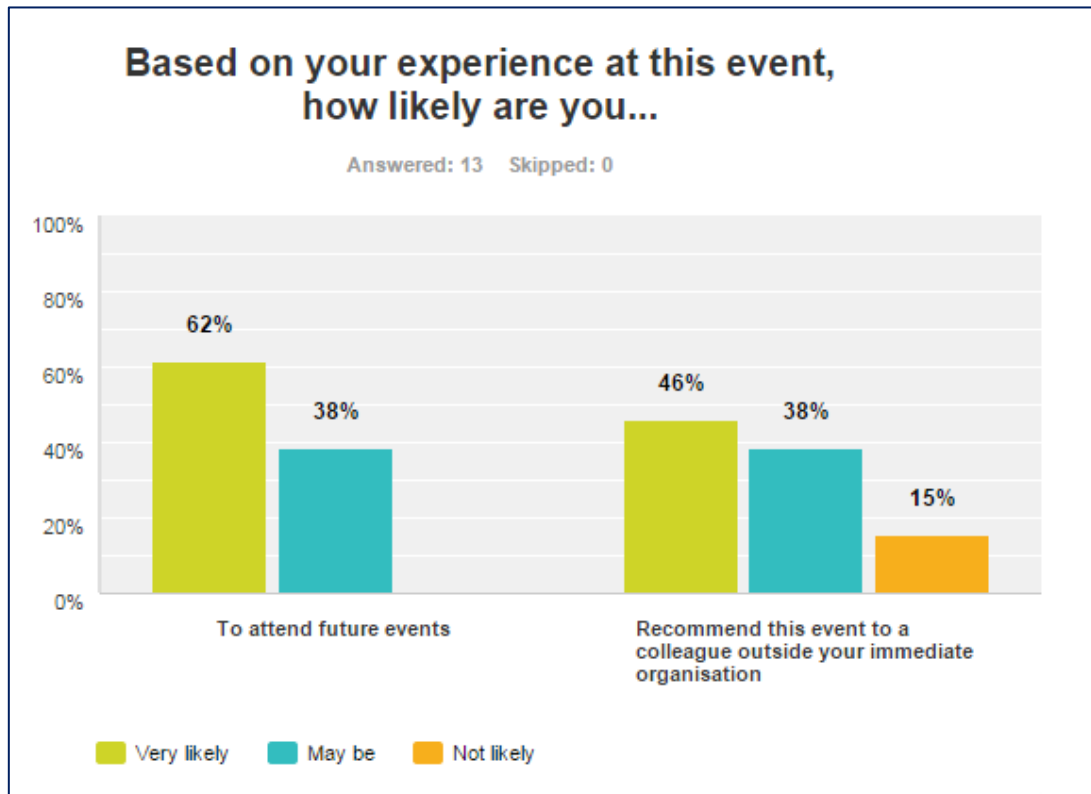
### Some negative quotes from Exhibitors:

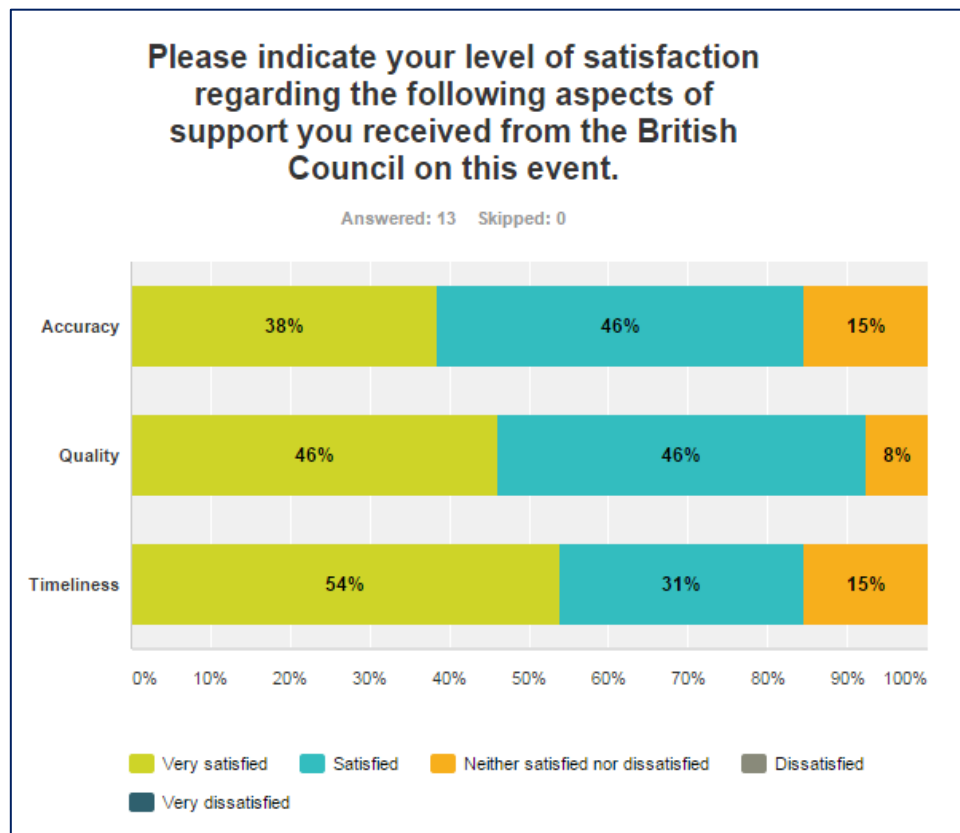
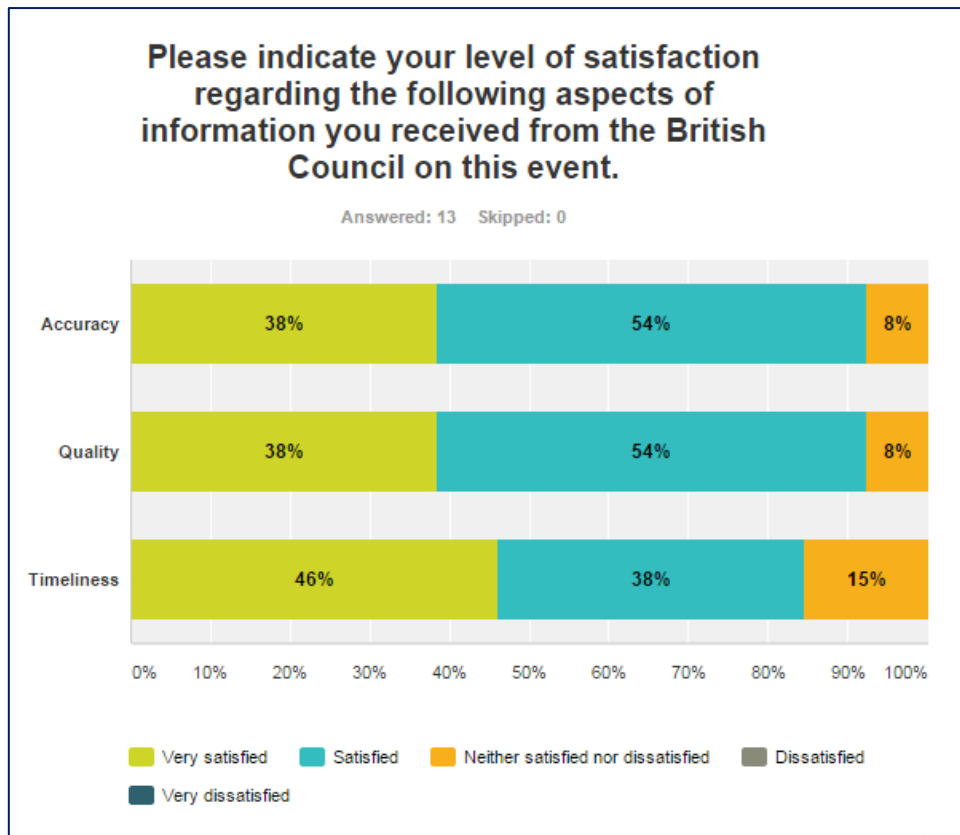
- “The lady on the microphone who announced the presentations every 2 minutes - this was very distracting. I think the position of my stand reduced the number of prospects I met.”
- “Day 1 was chaotic and not effective.”
- “It is open for too long everyday - please close at 3pm on Friday in future years!”
- “Leaking roof.”
- “Run over 2 days instead of 3. More of a focus on 2016 entry.”

Exhibitors were given a post-event survey to complete on the last day of the exhibition and the results are as follows:









## **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 the next Education UK Exhibition in Mauritius, planned on Friday 02 and Saturday 03 December 2016 (venue TBC), we will evaluate the cost effectiveness and the feasibility of moving to a more visible and more accessible venue, possibly changing the exhibition format itself. The opening times of the exhibition will also be revised in a more consultative manner with exhibitors.

For the next exhibition, the marketing and promotion campaign is planned to start much earlier to generate more engagement and anticipation prior to the event.

British Council understands the importance of providing value-added services to the exhibitors, thus we are planning to have a networking event as well as think on a complementary theme relevant to the UK higher education sector. We will explore the possibility of invite local education agents and other ancillary service providers, in order to provide a platform for UK institutions, agents and relevant service providers to meet up, and identify possible collaboration opportunities.

Going forward, British Council Mauritius will better coordinate our schedule with the region and tie-in our own exhibition with other regional countries' events, to enable exhibitors to maximize their time and budget in a single trip wherever and whenever possible.

### **UK Institutions**

It is suggested that institutions invite their alumni to attend future exhibitions and share tales of their life in UK with the visitors.

Many visitors commented that scholarships opportunities were very low. We recommend institutions to look at ways of providing some sort of scholarship or discount and highlight these during future exhibitions.

The above points, though important, should not detract from what was a successful exhibition. The next exhibition (scheduled for 02-03 December 2016) will build upon the lessons learned and prove even more popular. We hope to see you there!

## APPENDIX A – LIST OF EXHIBITORS

UK institutions that booked through SIEM	
1	Cardiff University
2	Coventry University
3	Institute Of Chartered Accountants In England And Wales (ICAEW)
4	Leeds Beckett University
5	Northumbria University
6	Richmond, The American International University In London
7	The University Of Reading
8	The University Of Buckingham
9	The University Of Manchester
10	The University Of Northampton
11	University Of Bristol
12	University Of East Anglia
13	University Of Greenwich
14	University Of Kent
15	University Of Southampton
UK institutions that have local campuses	
1	Aberystwyth University
2	Middlesex University
3	University of Central Lancashire
4	Glasgow Caledonian University (represented by African Leadership College)
UK institutions that have local representative	
1	BPP University