



SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING

Post-event report for
Nigeria Education UK Exhibition 2016
22 September 2016
Calabar

Introduction

Thank you for your participation at the first Education UK exhibition in Calabar, South South **Nigeria** in **September 2016** at the **Transcorp Calabar Hotel** in Calabar.

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, hosted representatives from **30 UK institutions** (Listed below in page 11), that positively engaged with **prospective students/visitors/partners**, providing the audience with information on **educational opportunities, subject choices**, choosing a UK institution, scholarship opportunities etc.

The event attracted over **548 visitors** thanks in part to the concurrent activities of the British Council in Cross Rivers state and a career information session held at the University of Calabar the day before the exhibition. Alongside the main exhibition, a series of **seminars** were also held, with topics covered including an IELTS information session etc.

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,

Abidemi Kolawole | Project Manager, Nigeria

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Highlights

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

Venue(s)	Transcorp Hotel, Calabar - 22 September 2016
Opening hours	11:00-16:00

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

- Your career path in Tourism
- Part-time work opportunities in the UK
- IELTS Information Session



Visitors' profile

38% of visitors are looking for Postgraduate Higher Education
27% of visitors are looking for Undergraduate studies

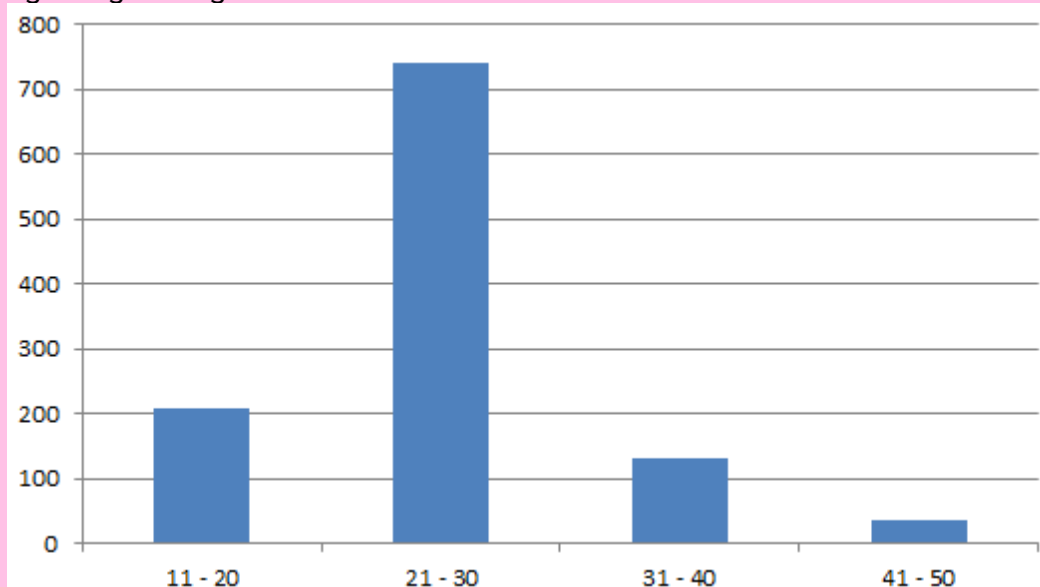
64% of the visitors were Students while 11% were professionals.

Of the total visitor numbers 69% were male, 30% were female.

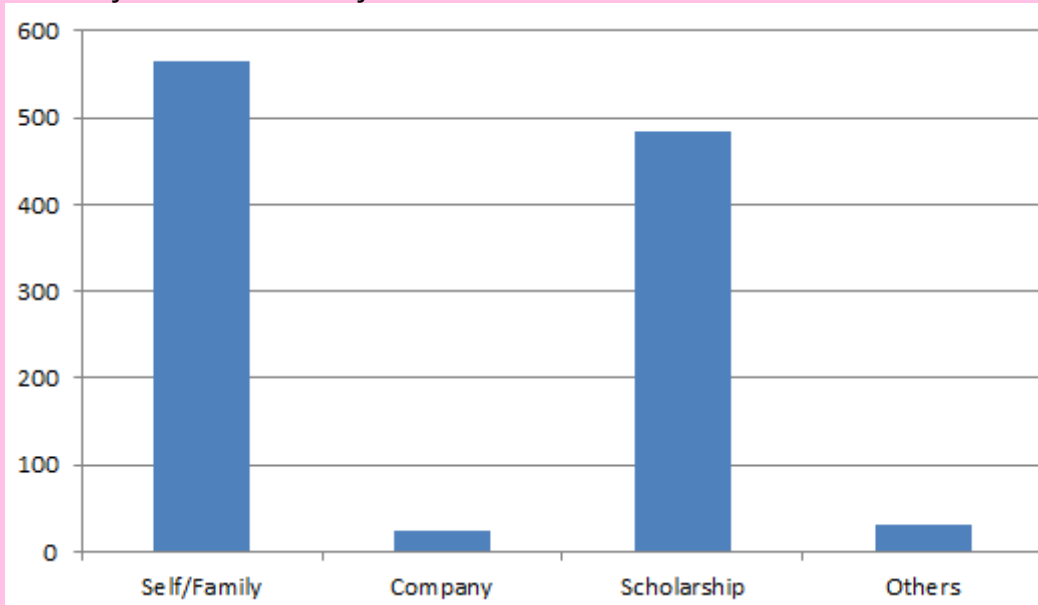
Top four courses visitors were interested in:

Health and Medicine
Engineering and Technology
Business and Administrative studies
Computer and Mathematical sciences

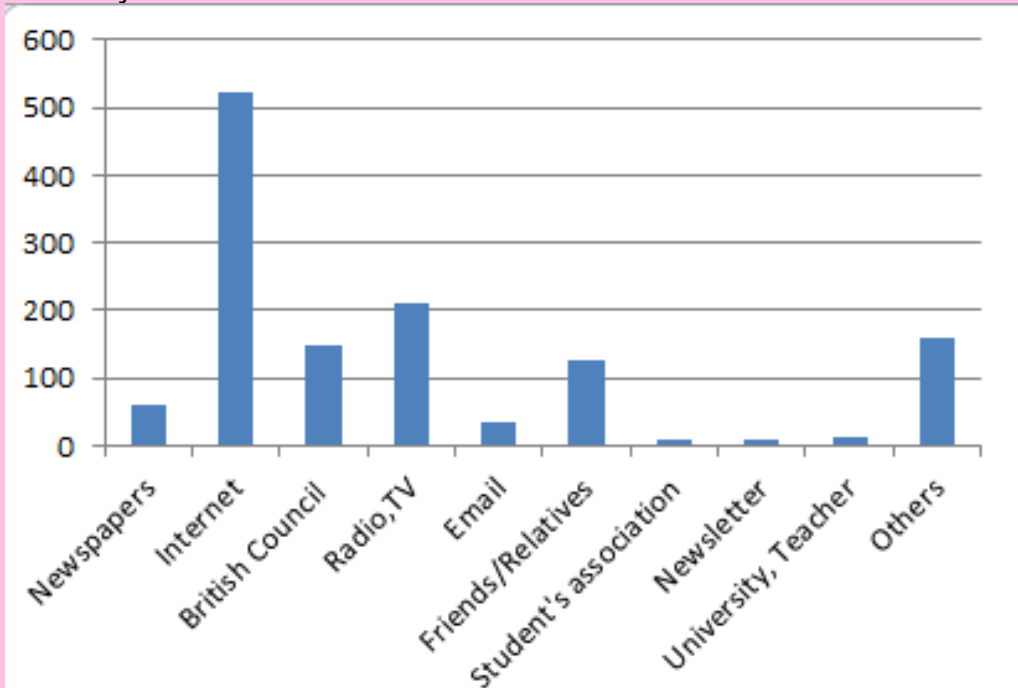
Age range of registered and checked –in visitors



How do you intend to fund your UK studies?



How did you find out about the exhibition?



Marketing



Our marketing was targeted at the South South region and reached an estimated audience of 2 Million people



The campaign generated a total of 33,597 clicks to the registration page

Examples of the marketing Include ...

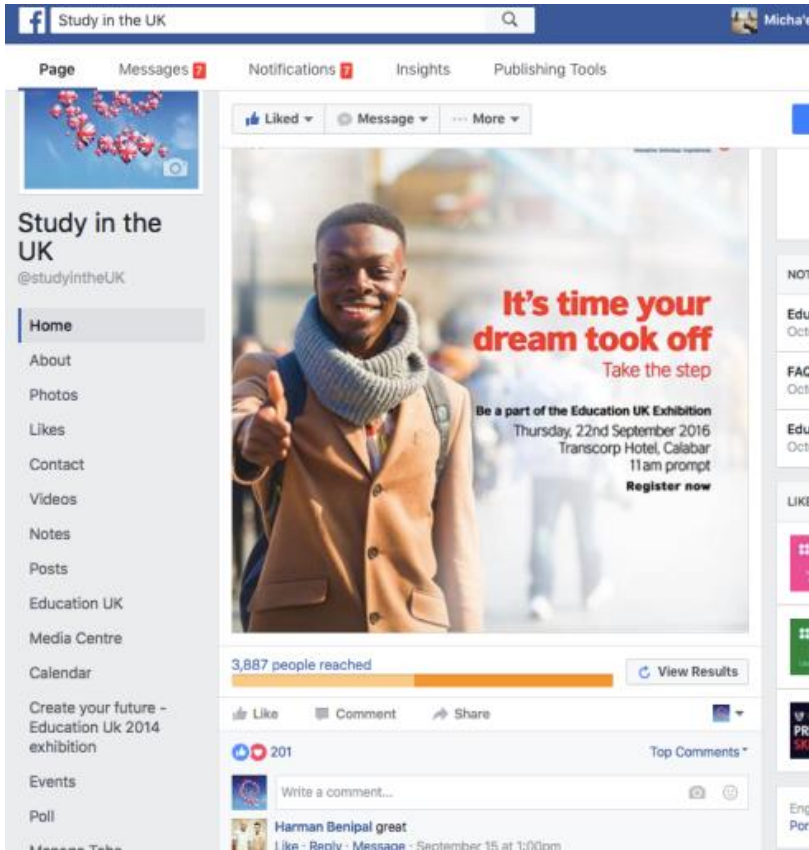
Twitter

Ads in this Ad Group ▾ Metrics: Custom ▾ Breakdown: None ▾ Export ▾ Share Create campaign ▾

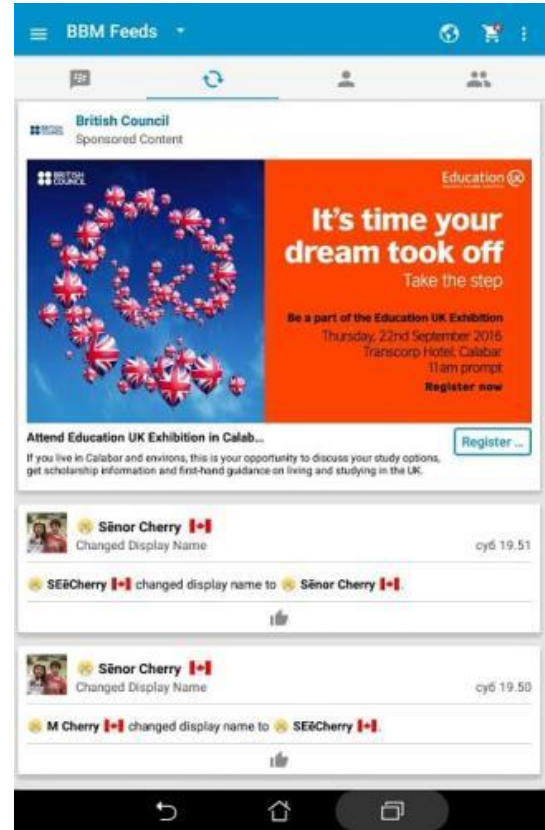
Tweet preview	Impressions	Results	Results rate	Cost per result	Tweet engagements	Engagement rate	Clicks
Summary for 2 Items	145,706	2,948 Link clicks	--	--	3,849	2.64%	3,676
 British Council @ngBritish · Sep 13 If you live in Calabar and environs, this is your opportunity to get guidance on living and studying in the UK.	61,557	2,141 Link clicks	3.48% Link click rate	\$0.03 Cost per link click	2,196	3.57%	2,183
Calabar > Untitled							
 British Council @ngBritish · Sep 13 If you live in Calabar and environs, this is your opportunity to get guidance on living and studying in the UK.	84,149	807 Link clicks	0.96% Link click rate	\$0.13 Cost per link click	1,653	1.96%	1,493

Tweet preview	Impressions
Summary for 2 items	144,125
 British Council @ngBritish · Sep 13 If you live in Calabar and environs, this is your opportunity to get guidance on living and studying in the UK.	61,276
Calabar > Untitled	
 British Council @ngBritish · Sep 13 If you live in Calabar and environs, this is your opportunity to get guidance on living and studying in the UK.	82,849
Calabar > Untitled	

Facebook



BBM



Nairaland online forum

Nairaland Forum*

Welcome, [Streettoolz](#): [Edit Profile](#) / [SH](#) / [Followed Topics\(2\)](#) / [FB](#) / [L&S](#) / [Mentions\(1\)](#) / [FG](#) / [FS](#) / [Trending](#) / [Recent](#) / [New](#) / [Campaign\(M187,682.01\)](#)

Stats: 1,656,805 members, 3,093,809 topics. **Date:** Monday, 19 September 2016 at 12:03 PM / [Logout\(all\)](#)

NAIRALAND NIGERIAN FORUMS

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Saturday, September 17, 2016

Don't Miss the first Education UK Exhibition in Calabar – Register and Attend!



Over 30 representatives of UK institutions are visiting Calabar this month to give prospective students an opportunity to get an international education. If you live in Calabar and environs, this is your opportunity to discuss your study options, get scholarship information and first-hand guidance on living and studying in the UK.

The exhibition, hosted by the British Council, is the first in South-South Nigeria and is a platform to interact with representatives from these top UK institutions on tuition fees, courses, scholarships and lots more.

The UK hosts four of the world's top ten universities, and welcomes over 500,000 international students from over 200 countries every other year, so why should you be left out? It's time your dream took off!

Take the step by registering to attend the exhibition at <https://ng.edukexhibition.org>

Below are the event details:

Date: Thursday, 22nd September 2016
Venue: Transcorp Hotel, Calabar
Time: 11am - 4pm

Print

Edo election'll spark economic revolution – Obaseki

Alexander Obaseki, Senate member for Ondo State, has said that the 2016 gubernatorial election in Ondo State will be a turning point for the state's economic development. He said that the incoming governor will have the opportunity to implement policies that will boost the state's economy and create jobs for the youth.

Obaseki said that the state's economy has been stagnant for a long time and that the government has a responsibility to take steps to improve it. He said that the state's infrastructure is poor and that the government should invest in roads, bridges, and other facilities to attract investors and create jobs.

He also said that the state's education system is in need of reform and that the government should invest in education to improve the quality of the workforce. He said that the state's health system is also in need of reform and that the government should invest in health care to improve the quality of life for the people.

Obaseki said that he is optimistic about the future of Ondo State and that he believes that the state will experience an economic revolution in the years ahead. He said that he is confident that the incoming governor will be able to lead the state to a brighter future.

TV & Radio

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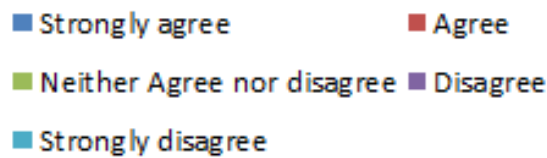
www.britishcouncil.org/siem

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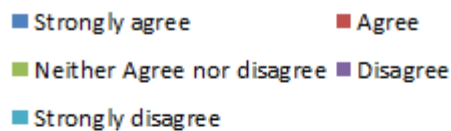
Visitor's Feedback

A printed survey was distributed during the exhibition. The questions were designed to gather quantitative statistics as well as qualitative remarks on reactions to our exhibition and the decision making process.

When the visitors were asked if the exhibition met their expectations, 93% agreed and strongly agreed.



95% of the visitors agreed and strongly agreed that they have acquired new information about studying in the UK through the exhibition



Exhibitor's Feedback

At the exhibition there were **31 unique exhibitors** from UK HEIs

When exhibitors were asked “Will you be attending a similar exhibition next year?” **75% of respondents said YES.**

Exhibitors were asked whether overall, this was a high quality exhibition. **12.5% said Strongly agree, 75% said agree, 12.5% neither agrees nor disagree.**

Exhibitor Comments

- A very worthwhile event that was efficiently planned
 - The Wi-Fi/internet access was very good
 - Good number of visitors who asked good quality questions
 - The market briefing session provided useful information
 - The team did a good job for a first time event in Calabar
-
- The exhibition costs should be reduced
 - Hotel services were not high standard
 - The exhibition should be tied to a bigger exhibition in another city
 - British Council should emphasize in the marketing that UK universities offer a January intake for students that missed out of the September intake

List of Exhibitors:

1	The University Of Nottingham	26	The University Of Liverpool
2	Aberystwyth University	27	University Of Sussex
3	The University Of Northampton	28	Nottingham Trent University
4	Durham University	29	International Study Centres (UK & EU) / Bellerbys College
5	Robert Gordon University	30	University Of Huddersfield
6	De Montfort University		
7	Teesside University		
8	Keele University		
9	University Of Kent		
10	Coventry University		
11	Middlesex University London		
12	Cardiff University		
13	Edinburgh Napier University		
14	Glasgow Caledonian University		
15	Brunel University London		
16	University Of Glasgow		
17	Cardiff Metropolitan University		
18	Swansea University		
19	University Of Leeds		
20	University Of East Anglia		
21	University Of East London		
22	University Of Birmingham		
23	Birmingham City University		
24	University Of Aberdeen		
25	BPP University		

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 exhibitions, we will consider focusing on new cities to expand reach and serve new audiences in other regions of Nigeria.
- In light of the falling Naira prices, we will evaluate the cost effectiveness and possibility of changing the exhibition format itself to provide more value for visitors.
- British Council understands the importance of providing value-added services to the exhibitors, thus we will consider networking events with local agents and school heads, in order to provide a platform for UK institutions and agents to meet up, and identify possible collaboration opportunities.
- Going forward, British Council Nigeria 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.

UK Institutions

- It is suggested that institutions invite their alumni to attend future exhibitions and share stories of their UK experience with the visitors.
- Institutions should consider aim to provide the BC with a subject matrix prior to the exhibition, to help reduce queues at stalls where institutions don't provide the course.
- Many visitors were eager for scholarships opportunities. 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. Next year's South-South exhibition (Currently Scheduled for OCTOBER 2017) will build upon the lessons learned and prove even more popular. We hope to see you there!

End of Report