



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

**Post-event report for
Nigeria Study UK Exhibition 2017
15, 17 and 18 February 2017
Abuja and Lagos**

Introduction

Thank you for your participation at the premiere Study UK exhibitions in Abuja and Lagos **Nigeria** in **February 2017** at the **Sheraton Hotel Abuja, Eko Hotel Victoria Island and Classique Event Place** in Lagos.

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 **38 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 **1,398 visitors** thanks in part to our externally commissioned marketing campaign and in-house promotion via our partner schools and social media platforms. 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 venues/time/date...

Venue(s)	Sheraton Hotel Abuja – 15 February 2017 Eko Hotel & Suites Lagos – 17 February 2017 Classique Events Place Lagos – 12 November 2016
Opening hours	11:00-16:00

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

- Distance learning
- Studying in the UK – things to consider, how to apply
- IELTS Information Session
- Ways to choose your career path

The exhibition format was improved with an Enterprise wrap-around session. This was well attended at all the locations

Speakers:

- Chika Chukwumerije - Winner, Social Impact category, Alumni Awards 2016
- Nasir Yammama – British Council Enterprise Challenge Winner
- Gbolahan Fagbure - Winner, Entrepreneurial category, Alumni Awards 2016
- Keturah Ovio-Onoweya – British Council Enterprise Challenge Winner
- Osato Aghatise - Finalist, Entrepreneurial category, Alumni Awards 2016
- Sophie Fenner – University of Warwick



Visitors' profile

35% of visitors are looking for Postgraduate Higher Education
 28% of visitors are looking for Undergraduate studies

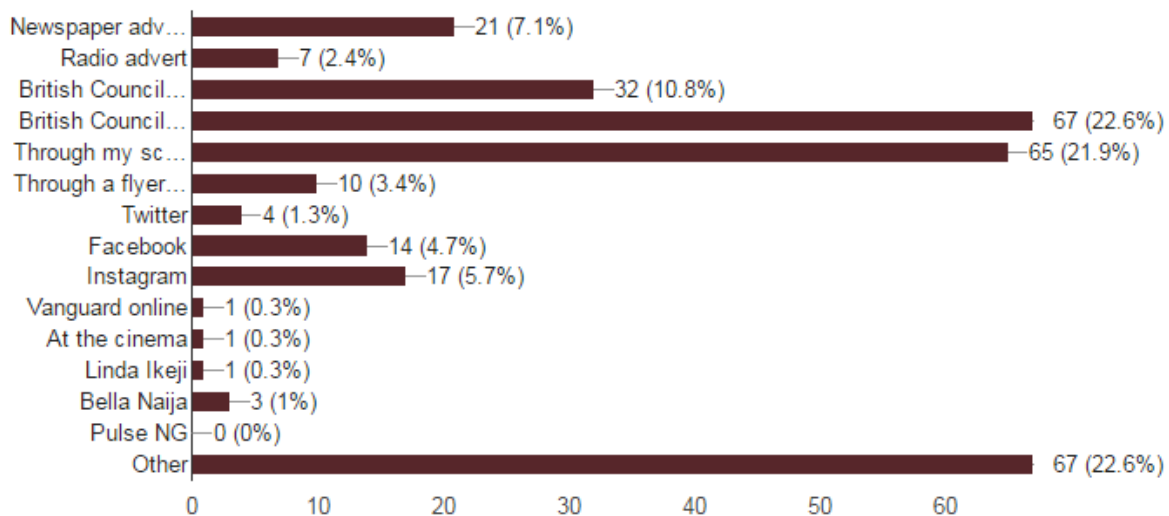
55% of the visitors were Students while 22% were professionals.

Of the total visitor numbers 39% were male, 26% were female.

Top four courses visitors were interested in:
Health and Medicine
Engineering and Technology
Business and Administrative studies
Computer and Mathematical sciences

Majority of the visitors across locations plan to fund their UK studies by themselves or through family or friends.

How did you hear about this exhibition? (297 responses)



Marketing

Our marketing was targeted at the South West and Northern regions and reached an estimated audience of 12 Million people

The campaign began with engagement posts to generate awareness and followers won prizes including airtime and free uber rides to the exhibitions

Digital platforms used include BBM, Instagram, Twitter, Facebook, Google network, popular online blogs, and Vanguard display ads. We also used a community of influencers to promote the exhibitions on twitter and Instagram.

Traditional media includes Radio and Newspapers. However, the marketing team distributed over 7,000 flyers at top churches, malls, cinemas, NYSC offices and Universities.

Examples of the marketing Include ...

INSTAGRAM



ENGAGEMENT POSTS

BRITISH COUNCIL

STUDY UK DISCOVER YOU

GREAT
BRITAIN & NORTHERN IRELAND

www.britishcouncil.org.ng

WHAT COUNTRIES MAKE UP THE UNITED KINGDOM?

#StudyUK #DiscoverYou

NALJ.com
Like This Page · January 18 · @

Answer the question and win a free movie ticket. (First 5 correct answers only)

Visit <http://ng.edukexhibition.org/> to register. #STUDYUK #DISCOVERYOU

Like Comment Share

22 Top Comments

Adeleke Abiodun The refers to to the Union if what were once a separate nation
England ... See More
Like · Reply · January 18 at 12:51pm

Prince Funsho Adegbole DeGee I cannot categorically tell you one now,the answer is going to be made known by my Oga at the top.
Like · Reply · January 18 at 8:45am
1 Reply

Adam Adam Bomo, chibok, maiduguri
Like · Reply · January 18 at 10:23pm

Agadawinners Onyebuchi Did i hear what countries?
Like · Reply · January 18 at 12:45pm
3 Replies

Write a comment...

BRITISH COUNCIL

STUDY UK DISCOVER YOU

GREAT
BRITAIN & NORTHERN IRELAND

WHAT CITIZEN OF THE UK DOESN'T HAVE A BRITISH PASSPORT?

bellanaijaonline Follow

196 likes · 1w

bellanaijaonline A chauffeur-driven experience to and from the 'Study UK Discover You' exhibition, awaits you when you answer the question above correctly.

Visit ng.edukexhibition.org to register. #STUDYUK #DISCOVERYOU

Hurry! Tell us the answer below 📍

view all 21 comments

dolarhs The Queen

jayxious The queen

miss_haidome The queen!

call_me_luli The Queen

laurelgem Queen Elizabeth II of England

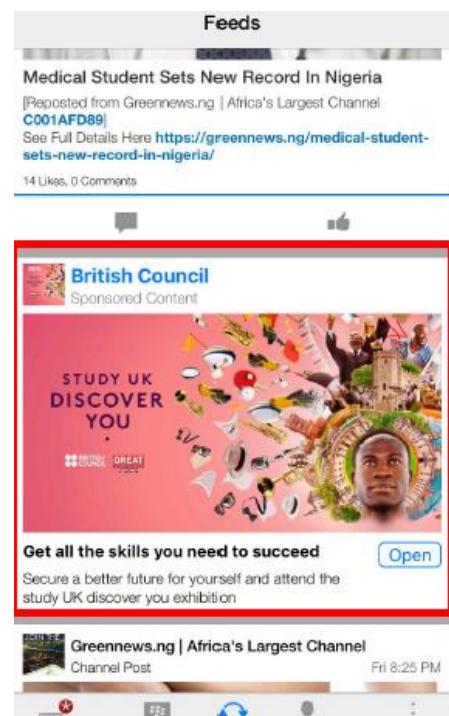
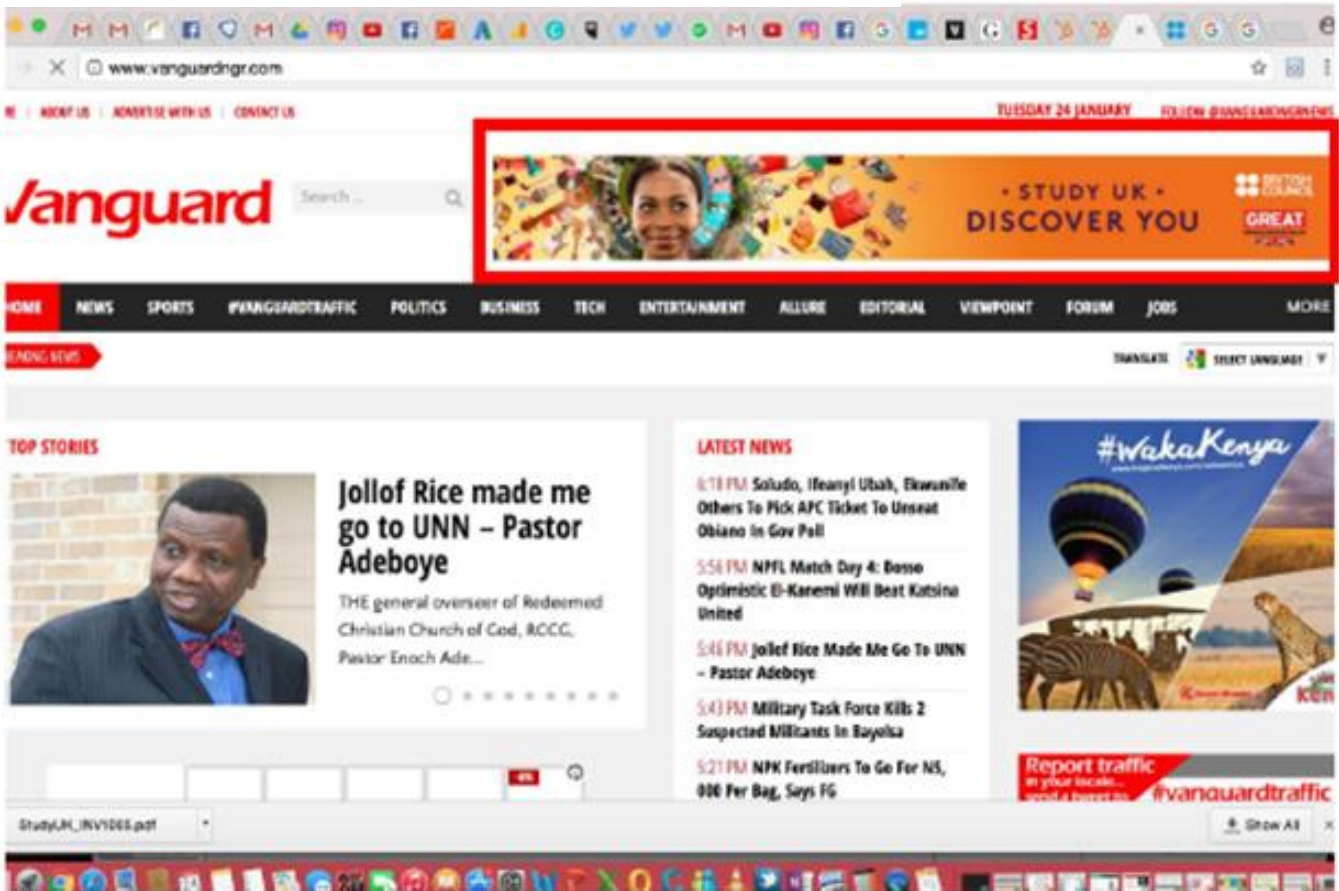
owonifariesq The Queen of England

jayxious The Queen of England

laurelgem Queen Elizabeth II of England

harcica the british passports are issued in

VANGUARD ONLINE, TWITTER AND BBM





Study in the UK

Written by John Wise [?] · 17 January at 20:56 · 🌐

Get all the skills you need to succeed Visit www.ng.edukexhibition.org/ to register for the Study UK Discover you exhibition #STUDYUK #DISCOVERYOU



Study UK British Council

STUDY-UK.BRITISHCOUNCIL.ORG

Learn More

118,011 people reached

Like Comment Share

Cynthia Osihele, Aliyu Saleem and 383 others

Top comments

Video on Funny African Pics



funny_african_pics

Following

10,398 views

1w

funny_african_pics Secure a better future for yourself. Visit <http://ng.edukexhibition.org/> to register for the Study UK Discover you exhibition #STUDYUK #DISCOVERYOU Go follow @studyuk_nigeria



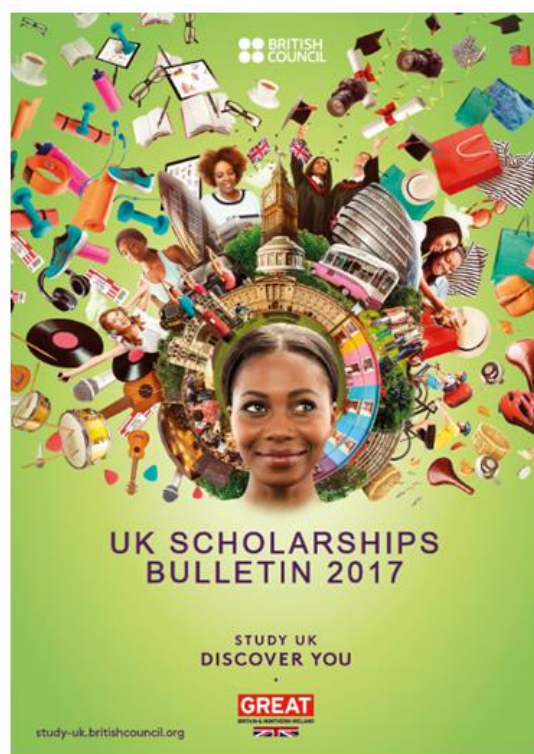
...

Other platforms:

- Letters sent to top International schools
- Videos played at Silverbird cinemas
- Newsletter sent to database of over 13,000 prospective students

SCHOLARSHIP INFORMATION

- ◆ We promoted your scholarships information and published into a bulletin for downloads.
- ◆ Details on how to download the bulletin was included in visitors' programme



ENTERPRISE WRAP AROUND SESSION

#STUDYUKENTERPRISE Session	#STUDYUKENTERPRISE Session	#STUDYUKENTERPRISE Session
<p>Speakers: Chika Chukwumerijie, Nasir Yamma & Sophie Ferner</p>	<p>Speakers: Gbolahan Fagbure, Keturah Ovio-Onoweya, Sophia Ike-Onu & Sophie Ferner</p>	<p>Speakers: Osato Aghatise, Keturah Ovio-Onoweya, Sophia Ike-Onu & Sophie Ferner</p>
<p>15.02.17</p> <p>LADI KWALI CONFERENCE HALL, SHERATON HOTEL 1 LADI KWALI WAY, ABUJA</p>	<p>17.02.17</p> <p>FOOD OF THE SUN, EKO HOTEL VICTORIA ISLAND, LAGOS</p>	<p>18.02.17</p> <p>CLASSIQUE EVENT CENTRE OREGUN, LAGOS</p>

SCHOLARSHIPS POSTS ON FACEBOOK



Middlesex University of London awards prospective Law and Sociology Masters Students 50% of the tuition fee.

Join the Study UK Discover You Exhibition 2017 and meet with representatives to get more information

#STUDYUK #DISCOVERYOU



The University of Kent is offering Undergraduate International Students scholarships worth £5000 per year.

Want to be part of this scheme? Register and attend the Study UK Discover You Exhibition 2017

#STUDYUK #DISCOVERYOU



University of Essex offers £4,000 automatic scholarship for applicants applying for Masters with at least a 3.0/5 GPA

Stand the chance of getting a scholarship when you attend the #STUDYUK #DISCOVERYOU exhibition.



You can get a merit scholarship when you apply for the first time at Staffordshire University?

Attend #STUDYUK #DISCOVERYOU exhibition for more info.



Do you have a 1st Class or 2:1? Nottingham Trent University offers a Nigeria High Achievers Award worth £3,000.

Attend #STUDYUK #DISCOVERYOU exhibition for more info.



With at least a 2:1 or equivalent qualifications you can get a £2,000 worth scholarship at Coventry University.

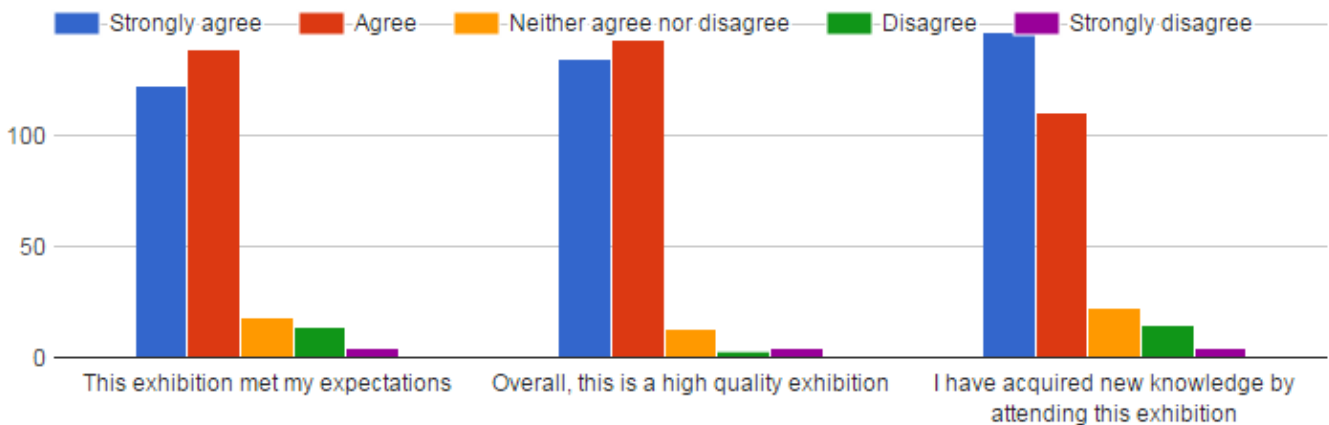
Stand the chance of getting a scholarship when you attend the #STUDYUK #DISCOVERYOU exhibition.

Visitor's Feedback

A digital survey was deployed during the exhibition. The questions were designed to gather quantitative statistics on reactions to our exhibition and the decision making process.

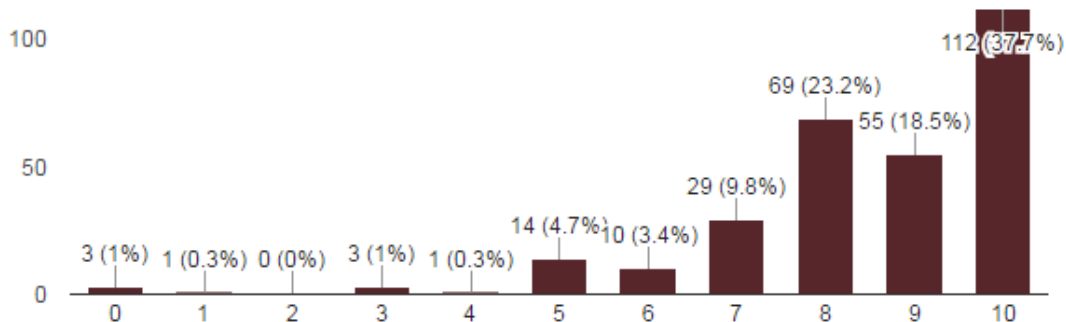
We received 297 responses across the several locations of the exhibitions

Please tick one box to indicate the extent to which you agree or disagree with each of the following statements



How likely is it that you would recommend the British Council to a friend or colleague?

(297 responses)



Exhibitor's Feedback

At the exhibition there were **38 unique exhibitors** from UK HEIs

Overall, the event was successful even though visitor numbers have reduced compared to previous exhibitions in 2015 and early 2016

Exhibitor Comments

- The Enterprise session added value to the exhibition
 - The quality of visitors at the mainland event was better
 - The Wi-Fi/internet access was good at the mainland event
 - The market briefing was very detailed and useful
 - The team did a good logistical job with the event delivery
 - The exhibition assistants were very helpful
 - Overall, the event was good in light of the current Nigerian market situation
-
- The exhibition format may need to be restructured
 - The exhibition costs should be reduced
 - British Council should focus marketing on promoting UK work opportunities
 - The Wi-Fi was poor at the Abuja and Lagos Island event
 - Marketing of the event seems poor and British Council should try new channels
 - The Lagos mainland venue for Information session was a bit noisy

List of Exhibitors:

1	Anglia Ruskin University	26	University Of Bradford
2	Aston University	27	University Of Dundee
3	BPP University	28	University Of Essex
4	Coventry University	29	University Of Kent
5	Cranfield University	30	University Of Leeds
6	De Montfort University	31	University Of Leicester
7	Durham University	32	University Of Lincoln
8	Herriot-Watt University	33	University Of Manchester
9	Leeds Beckett University	34	University Of Northampton
10	Manchester College	35	University Of Nottingham
11	Middlesex University	36	University Of Sheffield
12	University of Sussex	37	University Of Strathclyde
13	NCUK	38	University Of Warwick
14	Newcastle University		
15	Nottingham Trent University		
16	Queen Mary University Of London		
17	Robert Gordon University		
18	Ruthin School		
19	SAE Institute		
20	Sheffield Hallam University		
21	Staffordshire University		
22	Study Group		
23	Swansea University		
24	University College London		
25	University Of Birmingham		

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 current market situation, 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 other collaborative and partnership opportunities.

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 despite the economic challenges facing Nigeria. Our October exhibitions will focus on new cities to serve new audiences and will build upon the lessons learned and prove even more popular. We hope to see you there!

End of Report