



SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING

**Post-event report for
Education UK Exhibition 2016
Feb 29th – 5th March 2016
Abuja & Lagos
Nigeria**

Background

British Council Nigeria's March 2016 Education Exhibitions provided another platform for UK institutions to showcase their courses and programmes. This was the largest programme of Education UK events in a period ever put together by the British Council Nigeria team and it provided events for all UK sectors from boarding schools to FE and HE.

The programme

February 29 th 2016	Education UK Boarding Schools Exhibition; Abuja
March 01 st 2016	International Schools Information Session (Schools Tour); Abuja
March 02 nd 2016	Education UK Exhibition; Abuja
March 04 th 2016	Education UK Exhibition; Lagos
March 05 th 2016	Education UK Exhibition; Lagos

1900 visitors attended the events across the two cities. Feedback from the UK exhibitors was mixed, as these events had good quality students but low event numbers mainly as a result of the headwinds facing the international education market as a result of forex restrictions.

Seminars on various topics related to international education such as personal statement writing and subject options for energy, engineering etc. and choosing accommodation in the UK were held throughout the exhibition, and were also well attended.

British Council Nigeria undertook a review of the exhibition to identify the best and worst aspects of the events to inform future activities. This report is based on feedback from all stakeholders and is a summary of the review.

Highlights

Event	UK Institutions	Visitors
UK Boarding Schools Event	8	25
International Schools Event	18	81
Abuja Main Exhibition	51	788
Lagos Main Exhibitions	53	1006

Historical Information

International Schools Events

Abuja 2014 – schools visited	Abuja 2016 – participating schools
Centagon International School	Olumawu International School
Premier International School	Abuja Capital International School
British Nigeria Academy	British Nigeria Academy
Capital Science Academy	Nigeria Ghana International College

Education UK Exhibitions

Attendance	Abuja			Lagos		
	Mar '16	Nov'14	Feb '14	Mar '16	Nov'14	Feb '14
Total number of visitors	788	1017	1290	1006	1200	1819
UK Institutions	51	51	64	53	55	66
UKVI	1	1	1	1	1	1
Total number of exhibitors	52	52	65	54	56	67

MARKETING & PROMOTION

We developed a high impact digital and social media campaign and targeted new platforms to reach a wider section of our target audience. We had massive engagement and reach from the target audience on blogs and social media platforms.



Facebook Adverts



BRITISH COUNCIL

Education UK
Innovative. Individual. Inspirational.

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Boundless Possibilities
Own your future

Be a part of the
Education UK Exhibition
2nd, 4th, 5th March, 2016

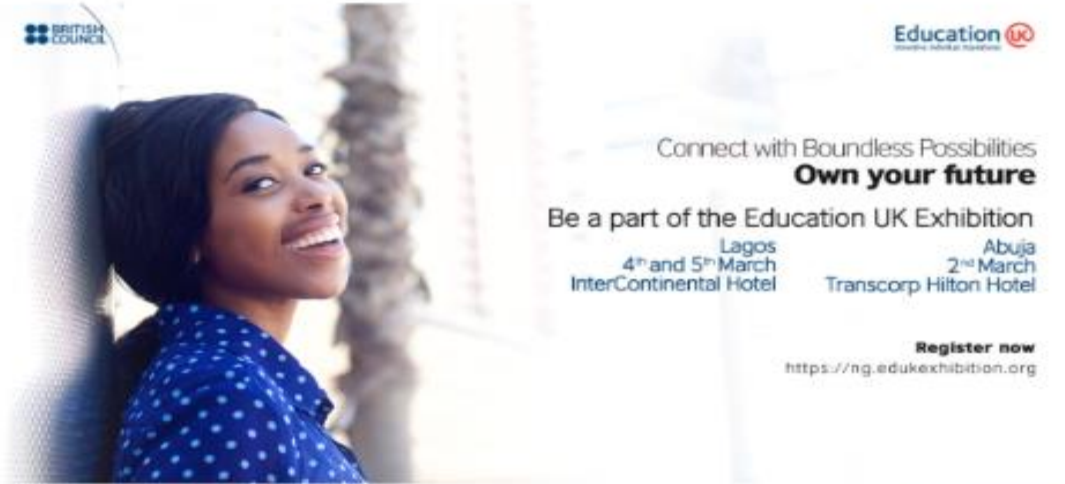
2 states
50 UK institutions
1 Destination

Register now

BBM Adverts

What's on your mind?

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Education UK

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Own your future

Be a part of the Education UK Exhibition

Lagos	Abuja
4 th and 5 th March	2 nd March
InterContinental Hotel	Transcorp Hilton Hotel

Register now
<https://ng.edukexhibition.org>

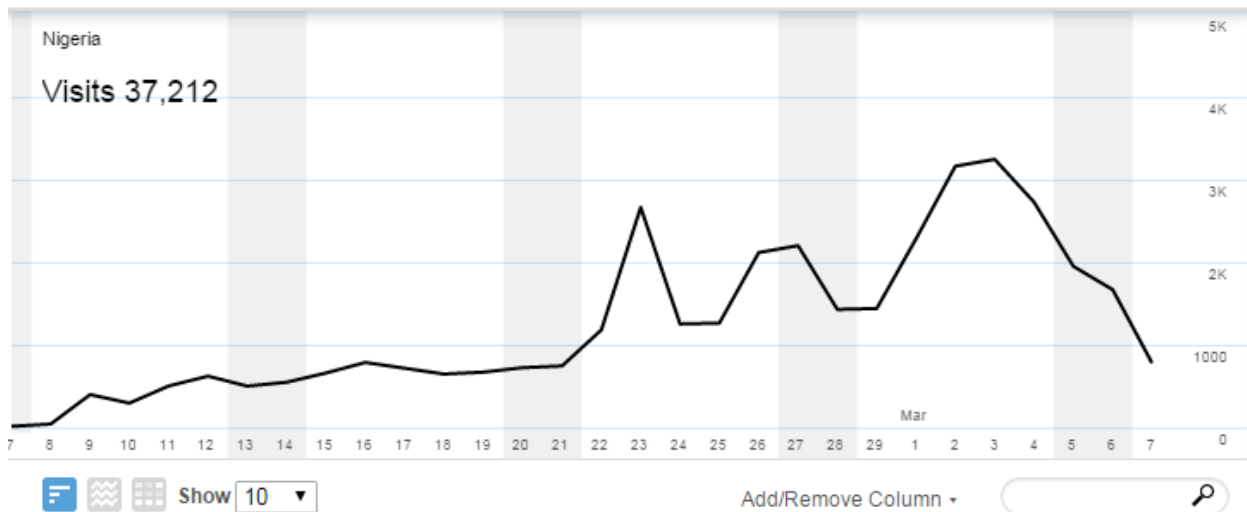
Education UK Exhibition 2016

You can take the first steps to own your future! Whatever path you might be interested in and at whatever level, the 2016 Education UK Exhibition can help you explore your opportunities. Register to attend to find out about visa, accommodation, scholarship opportunities and more...

Adverts were also placed on selected radio stations and in newspapers.

Registration

1031 visitors registered to attend the Abuja event while over 1600 visitors registered to attend both days of the Lagos events.



Country (158)	Visits	Page Views	Avg Visit Duration (Min)
1 Colombia	65,531	162,996	2.21
2 Nigeria	37,212	87,523	2.51

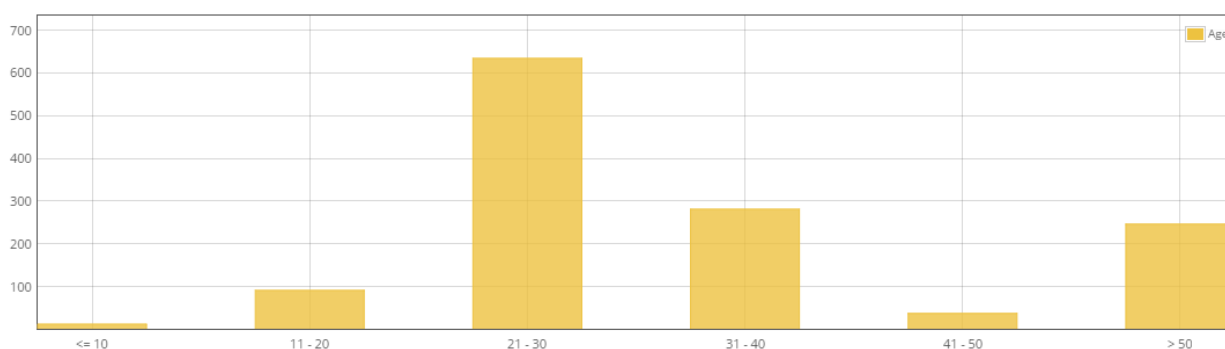
Over 37 thousand visitors accessed the registration site throughout the campaign period

FEEDBACK

VISITOR SURVEY

Majority of the visitors (46%) who registered were interested in postgraduate qualifications indicating that improving career prospects was a major motivation for visitors.

Roughly 40% of visitors were interested in MBA, Business and Administrative courses and Engineering courses. ICT, Law and Medicine were also hugely popular.

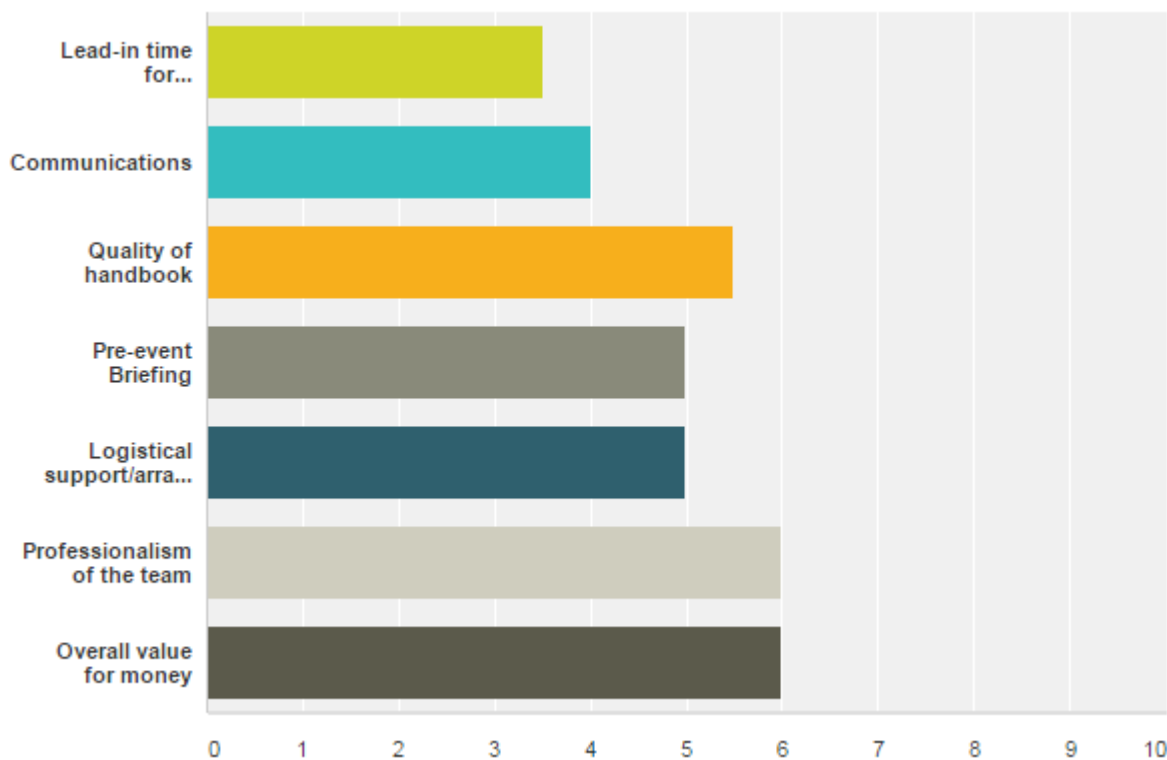


Visitor Comments:

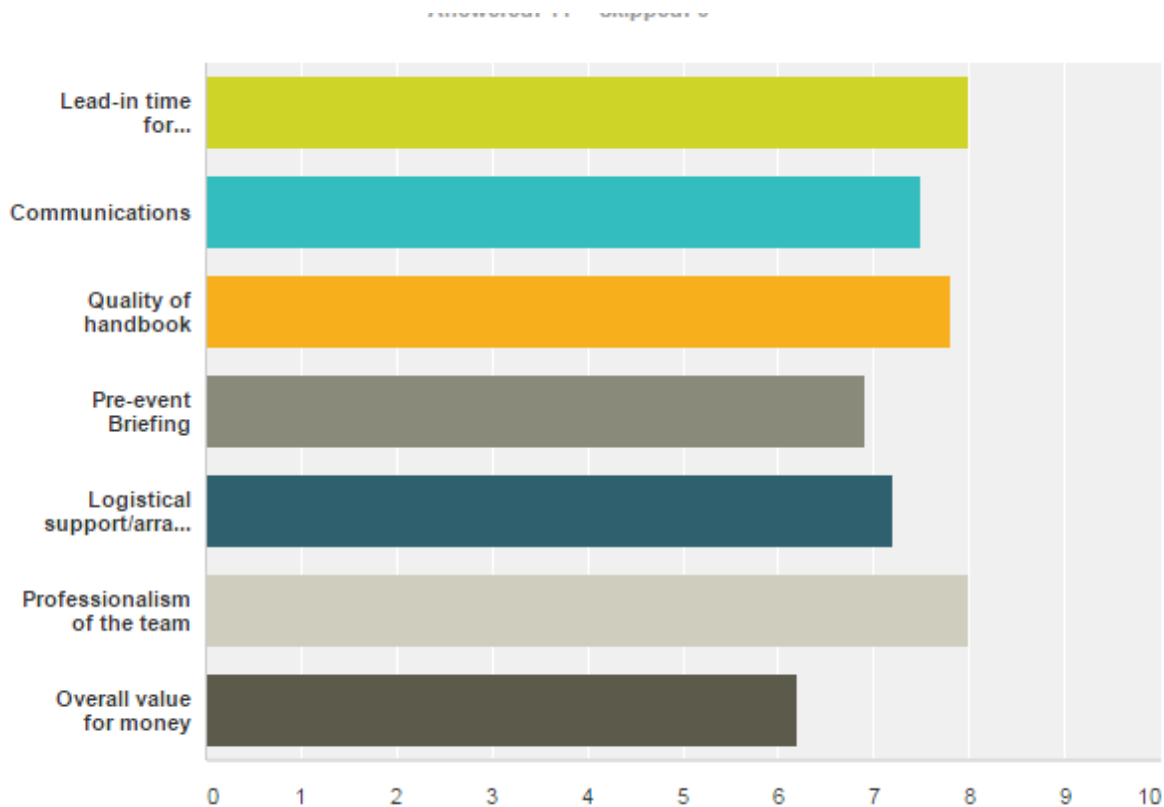
My expectation was met because I got information on my preferred course of study from some of the universities which I appreciated, however the tuition fee is very high as a result of the devaluation of the Naira. – **Abubakar Jafaru**

There is a wide range of schools to choose from and the representatives were very courteous and ready to help – **Abuja Attendee**

The service was excellent and I have got admission into one of the universities – **J. Usman**

EXHIBITOR FEEDBACK

Feedback on Boarding Schools Event



Feedback on the Education UK Exhibition

RECOMMENDATIONS

For UK Institutions

1. Prepare well to receive enquiries from all subject areas.
2. Institutions need to communicate the details of the delegates who will be at their stands up to a maximum of three. Catering and other services are provided for up to three delegates per institution for smaller fairs and up to four for larger events.

For The British Council

1. Several delegates have requested we have a single event annually around November rather than several niche events that target different sectors. We are reviewing this and the sector will be informed of the revised dates for the events.
2. Delegates also asked us to improve on the advertising to ensure more visitors.

Event Photos



Lagos Event