



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

**Post-event report for
Nigeria Education UK Exhibition 2016
9, 11 and 12 November 2016
Abuja and Lagos**

Introduction

Thank you for your participation at the Education UK exhibition in Abuja and Lagos **Nigeria** in **November 2016** at the **Sheraton Hotel Abuja, Intercontinental Hotel Victoria Island and Sheba event centre** 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 **36 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 **1,405 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 - 9 November 2016 Intercontinental Hotel Lagos – 11 November 2016 Sheba Centre Lagos – 12 November 2016
Opening hours	11:00-16:00

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

- Studying management at postgraduate level in the UK
- Career support for students
- IELTS Information Session
- Employability



Visitors' profile

34% of visitors are looking for Postgraduate Higher Education
 23% of visitors are looking for Undergraduate studies

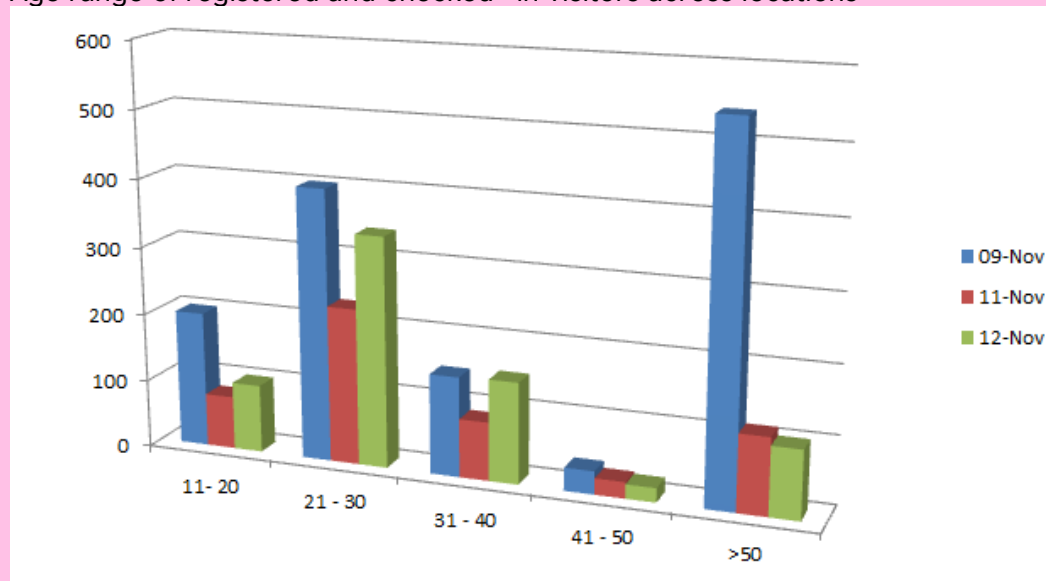
54% of the visitors were Students while 24% were professionals.

Of the total visitor numbers 49% were male, 26% were female.

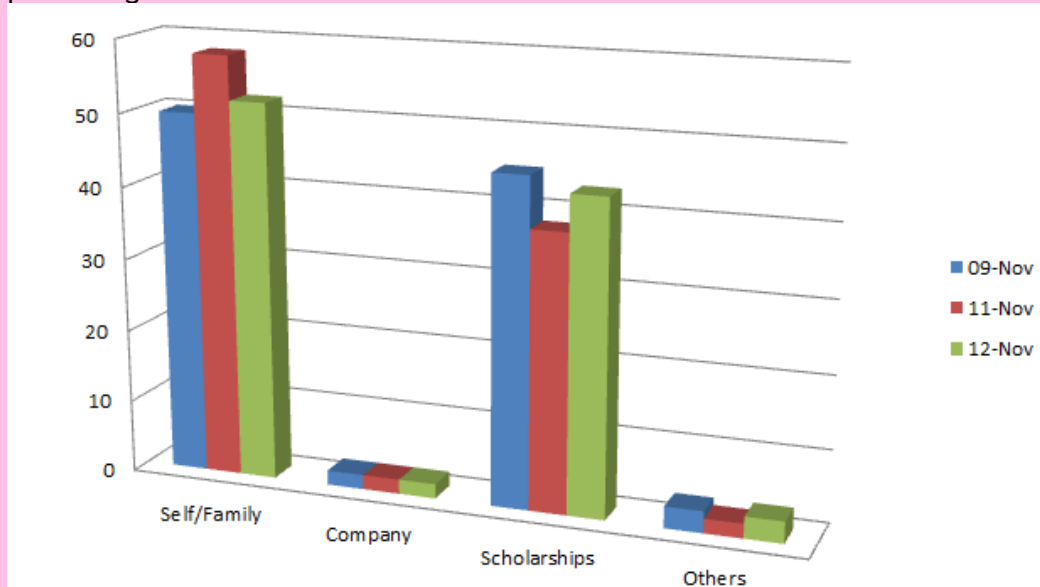
Top four courses visitors were interested in:

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

Age range of registered and checked –in visitors across locations



How do you intend to fund your UK studies? Responses across locations in percentage



How did you find out about the exhibition?



Marketing

Our marketing was targeted at the South West and Northern regions and reached an estimated audience of 5 Million people

Our Facebook ads were shown **3,612,510 times** at an average of 2.85 times to **1,267,456 people** who clicked on the ads **58,622 times** & engaged with the page posts **4,631 times**

Our Instagram campaign generated a total of **1,744 Link clicks** from **894,964 times** the ads were shown to a total of **467,580 people** who saw it an average of **1.91 times**

Google ads were shown **4,277,172 times**. The results acquired were **33,282 clicks** to the registration site across Google Search & Display networks

Twitter campaigns were shown **856,184 times**. The results acquired were **19,844 clicks** to website & **1,711 engagements** (likes, retweets, replies & follows) on the Tweets

Examples of the marketing Include ...

Twitter



Facebook

The screenshot shows the Facebook page for 'Study in the UK'. The page header includes the name 'Study in the UK' and a search bar. Below the header, there are navigation tabs for 'Page', 'Messages', 'Notifications', 'Insights', and 'Publishing Tools'. The main content area features a large banner for the 'Education UK Exhibition 2016' with the British Council logo and the text 'Meet with prestigious UK Universities'. The banner lists three locations: Abuja (9 November, 2016, Sheraton Hotel), Lagos Island (11 November, 2016, Intercontinental Hotel), and Lagos Mainland (12 November, 2016, Sheba Centre Lagos). A 'Register to Attend' button is prominently displayed. Below the banner, there are interaction options like 'Liked', 'Message', and 'More'. A 'Sign Up' button is also visible. The left sidebar shows the page name, profile picture, and navigation links like 'Home', 'About', 'Photos', etc. The right sidebar shows a search bar and a notification for a 62% response rate.

This screenshot shows a news article on the Pulse NG website. The article is titled 'Let your dreams take flight; be at the Education UK Exhibition this November!' and is attributed to the British Council. The text states: 'The UK is a top study destination for students considering an international education and has four of the world's top ten universities.' To the right of the article is a 'TOP 3' list of trending stories: 1. 'What The Eyes See... Cheating wife caught on CCTV having sex with 'Margaret''; 2. 'MMM Nigeria is the end near for Ponzi scheme as CBN issues warning?'; 3. 'Blackmailers Men who leaked Miss Anambra sex tapes arrested'. The website header includes navigation links for News, Gist, Celebs, Music, Movies, Lifestyle, Events, Sports, and Communities.

Pulse NG

This screenshot shows the 'GIST' section of the Pulse NG website. It features a large banner for 'FAQs For Education UK Exhibition' with the British Council logo. Below the banner are several news snippets: 'EFCC releases ex-minister', '5 terrorists, 1 soldier die', 'Absconding would have been best...', and 'Registered yet? FAQs on the...'. There is also a 'VIRAL' section with items like 'Strange Woman stages her own funeral to experien...', 'Immaculate Conception 19-yr-old claims to be pre...', and 'Sport Fanatic: Granpa opens beer after 32 years a...'. The website header includes navigation links for News, Gist, Celebs, Music, Movies, Lifestyle, Events, Sports, and Communities. Advertisements for Hennessy and SportyBet are also visible.

Linda Ikeji and Bella Naija

www.lindaikejisocial.com www.lindaikejisocial.com

Monday, November 7, 2016

Let your dreams take flight - Be at the Education UK Exhibition this November

BRITISH COUNCIL Education UK
 Let your dreams take flight
 Meet with prestigious UK Universities

Abuja 9 November 2016 Sheraton Hotel Abuja Lagos Island 11 November 2016 International Hotel Victoria Island, Lagos Lagos Island 11 November 2016 Sheraton Centre Lagos 20 November 2016 Sheraton Centre Lagos

Register to Attend

GO PLACES TAKE THE INTERVIEW

HOME NEWS FEATURES EVENTS MUSIC MOVIES & TV STYLE BEAUTY WEDDINGS CAREER RELATIONSHIPS LIVING INSPIRED!

Let your dreams take flight! Be at the Education UK Exhibition this November

20.10.2016 at 12:55 pm by BellaNaija.com — Leave a Comment

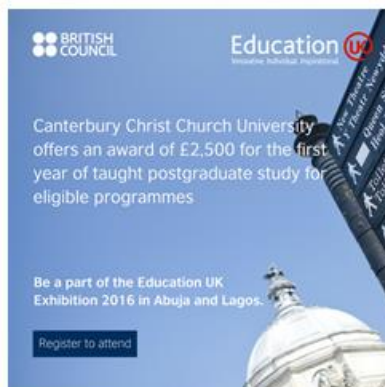
Search this website.

Travel The World With Air China Never In Excess

...considering an undergraduate degree in the UK or a young
 ...a postgraduate degree in the UK?
 ...step towards achieving your dreams at the education UK
 ...ber in Abuja and Lagos.

Traditional Media

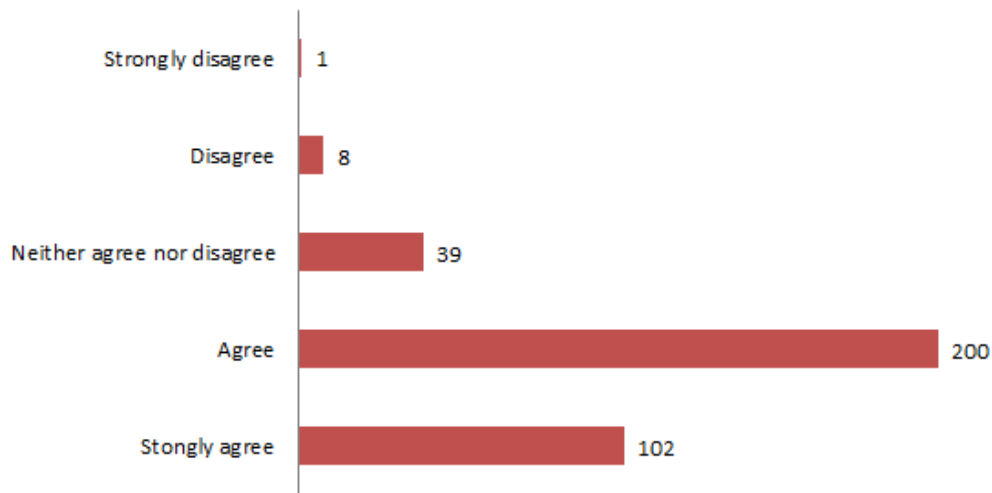
- Punch Newspaper
- The Guardian
- Hit FM Abuja
- Cool FM Abuja
- Outdoor Billboard



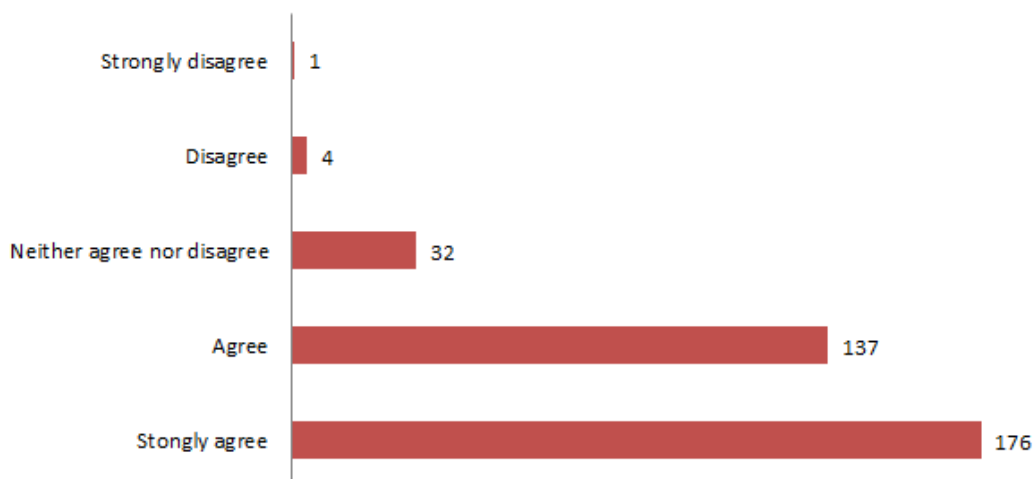
Visitor's Feedback

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, 86% agreed and strongly agreed.



89% 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 **37 unique exhibitors** from UK HEIs

Exhibitor Comments

- 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
 - Overall, the event was fair in light of the current Nigerian market situation
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- The exhibition costs should be reduced
 - Number of visitors to the exhibitions were low compared to previous exhibitions
 - The Wi-Fi was poor at the Abuja and Lagos Island event
 - Day two of the event in Lagos was quieter and probably should be one day in Lagos
 - Stand assistants should be on request

List of Exhibitors:

1	Anglia Ruskin University	26	University Of Leeds
2	BPP University	27	University Of Lincoln
3	Brunel University	28	University Of Liverpool
4	Canterbury Christ Church University	29	University Of Manchester
5	Cardiff Metropolitan University	30	University Of Northampton
6	Cardiff University	31	University of South Wales
7	Coventry University	32	University Of Sunderland
8	David Game College	33	University Of Surrey
9	De Montfort University	34	University Of Warwick
10	Leeds Beckett University	35	University Of York
11	Manchester Metropolitan University	36	York St John University
12	Middlesex University	37	University of Nottingham
13	Nottingham Trent University		
14	Queen Mary University Of London		
15	Robert Gordon University		
16	Study Group International		
17	Teesside University		
18	University of Bath		
19	University Of Bedfordshire		
20	University Of Birmingham		
21	University Of Bradford		
22	University Of Brighton		
23	University Of East London		
24	University Of Huddersfield		
25	University Of Kent		

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.
- 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 despite the economic challenges facing Nigeria. Next year's February exhibition will build upon the lessons learned and prove even more popular. We hope to see you there!

End of Report