

## Expanding your horizons

Education UK Exhibition

Almaty, Astana

25-26 September 2012

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## 1. Event fact file

Education in the UK remains in high demand amongst Kazakhstani students. With this in mind, the British Council organised a two-day exhibition in Almaty and Astana in September 2012. The main aim of this, the first-ever Education UK Exhibition in Kazakhstan, was to increase the profile of the UK education sector and to engage with prospective students wishing to study in the UK at school, FE college and university levels.

The exhibition was designed so that participating institutions could present their programmes at their stands and during tailored seminar sessions. Visitors also had access to information about the British Council's examinations and other educational services available in Kazakhstan. The exhibition was held within the framework of the UK Government's Knowledge is GREAT campaign.

### Almaty

<b>Venue</b>	The Foundation of the First President of the Republic of Kazakhstan – the Leader of the Nation, Almaty, 25 September 2012
<b>Opening hours</b>	14:00-20:00
<b>Opened by</b>	Her Majesty's Ambassador to the Republic of Kazakhstan, David Moran and Director of the British Council Kazakhstan, Simon Williams
<b>Stand costs</b>	£1293
<b>Unique feature to give added value</b>	Lucky draw among those who registered at LearnEnglish website. Lucky draw (free IELTS test) among pre-registered visitors
<b>Seminars</b>	<b>25 September</b>
<b>Hall 1</b>	<ul style="list-style-type: none"> <li>▪ Learn English online with the British Council</li> <li>▪ Training specialists for a changing world</li> <li>▪ Tourism is not only a catalyst for socio-economical development of a country but a wonderful specialism in its own right</li> <li>▪ How to enter a top university? Useful Tips!</li> <li>▪ Studying in the UK: How to adjust to the educational system?</li> <li>▪ How to write a personal statement?</li> <li>▪ MSc vs. MBA- what suits me the best?</li> <li>▪ Marketing at the digital era</li> </ul>
<b>Hall 2</b>	<ul style="list-style-type: none"> <li>▪ Taking IELTS with the British Council. Opportunities and useful tips.</li> <li>▪ Taking IELTS with the British Council. Opportunities and useful tips.</li> <li>▪ Studying MBA in the UK</li> <li>▪ Taking IELTS with the British Council. Opportunities and useful tips.</li> <li>▪ Taking IELTS with the British Council. Opportunities and useful tips.</li> <li>▪ How to write a personal statement?</li> </ul>

## Astana

<b>Venue</b>	Duman Centre, Astana, 26 September 2012
<b>Opening hours</b>	14:00-20:00
<b>Opened by</b>	Her Majesty's Ambassador to the Republic of Kazakhstan, David Moran and Director of the British Council Kazakhstan, Simon Williams
<b>Stand costs</b>	£990
<b>Unique feature to give added value</b>	Lucky draw among those who registered at LearnEnglish website. Lucky draw (free IELTS test) among pre-registered visitors
<b>Seminars</b>	<b>26 September</b>
<b>Hall 1</b>	<ul style="list-style-type: none"> <li>▪ Preparations to studying abroad. How to enter a top university?</li> <li>▪ Studying Engineering at University of Exeter – where will this lead me?</li> <li>▪ Studying in the UK: How to adjust to the educational system</li> <li>▪ How to apply to a University in Scotland?</li> <li>▪ How to apply for an MBA?</li> <li>▪ How to write a personal statement?</li> <li>▪ Choosing the UK University for conducting research</li> </ul>
<b>Hall 2</b>	<ul style="list-style-type: none"> <li>▪ Taking IELTS with the British Council. Opportunities and useful tips.</li> <li>▪ Taking IELTS with the British Council. Opportunities and useful tips.</li> <li>▪ Taking IELTS with the British Council. Opportunities and useful tips.</li> <li>▪ MSc vs. MBA- what suits me the best?</li> <li>▪ Taking IELTS with the British Council. Opportunities and useful tips. Why choose a UK Boarding School?</li> </ul>

## 2. Key statistics

Attendance	Almaty	Astana	Almaty and Astana
	2012	2012	2011
Tue 25 September (Almaty) Wed 26 September (Astana)			N/A
<b>Total number of visitors</b>	<b>534</b>	<b>427</b>	N/A
Further Education (PhD, Master, Pre-Master)	412	284	N/A
Higher Education (Bachelor)	180	132	N/A
High School	37	39	N/A
Language courses & summer courses	185	143	N/A
Foundation course or Pre-University	56	37	N/A
Specialised studies	62	48	N/A
<b>Total number of exhibitors</b>	<b>42</b>	<b>40</b>	N/A

Visitors' interests by subject area	Almaty	Astana	Almaty and Astana
	2012	2012	2011
Agriculture / Agronomy	4	6	N/A
Business / Economics / Management	200	155	N/A
Education	67	63	N/A
Fashion / Design	35	7	N/A
Law	41	35	N/A
Physical Education, Recreation & Leisure	5	4	N/A
Religion & Theology	3	2	N/A
Architecture / Urban Planning	27	14	N/A
Computer Science / IT / Telecommunication	79	55	N/A
Engineering	67	49	N/A
Humanities / Social Sciences	61	55	N/A
Media / Communication	34	30	N/A
Political Science	28	23	N/A
Science	14	25	N/A

Art / Culture	33	19	N/A
Cuisine / Culinary	6	5	N/A
Environment and Natural Resources	14	15	N/A
Language / Literature / Translation	62	53	N/A
Medicine / Health	15	26	N/A
Psychology	17	14	N/A
Tourism & Hotel Management / Gastronomy	37	24	N/A
<b>Demographics of visitors</b>	<b>Almaty</b>	<b>Astana</b>	<b>Almaty and Astana</b>
	<b>2012</b>	<b>2012</b>	<b>2011</b>
Male	162	118	N/A
Female	362	309	N/A
<b>Age of visitors</b>	<b>Almaty</b>	<b>Astana</b>	<b>Almaty and Astana</b>
	<b>2012</b>	<b>2012</b>	<b>2011</b>
12-18	133	90	N/A
19-25	249	175	N/A
25+	90	120	N/A

\*A full list of exhibitors is available in Appendix 1

<b>Countries considered for study</b>	<b>Almaty</b>	<b>Astana</b>	<b>Almaty and Astana</b>
	<b>2012</b>	<b>2012</b>	<b>2011</b>
<b>Australia</b>	105	96	N/A
<b>Canada</b>	193	152	N/A
<b>China</b>	47	33	N/A
<b>France</b>	109	73	N/A
<b>Germany</b>	129	94	N/A
<b>Italy</b>	75	51	N/A
<b>Japan</b>	51	46	N/A
<b>Malaysia</b>	106	83	N/A
<b>New Zealand</b>	60	47	N/A
<b>Netherlands</b>	66	41	N/A
<b>Singapore</b>	76	49	N/A

<b>Spain</b>	74	45	N/A
<b>Taiwan</b>	16	10	N/A
<b>UK</b>	416	345	N/A
<b>US</b>	296	222	N/A


<b>Motivation to study abroad</b>	<b>Almaty</b>	<b>Astana</b>	<b>Almaty and Astana</b>
	<b>2012</b>	<b>2012</b>	<b>2011</b>
<b>High academic standard</b>	235	198	N/A
<b>Cultural environment</b>	137	103	N/A
<b>Wide variety of courses and Institutions</b>	101	67	N/A
<b>Scholarship offered</b>	115	78	N/A
<b>Overseas work opportunities</b>	114	82	N/A
<b>Competitive tuition fees</b>	100	64	N/A
<b>Safe environment</b>	26	26	N/A
<b>International recognition of qualifications</b>	191	168	N/A
<b>Having a better job in my country</b>	190	161	N/A
<b>Parents' decision</b>	19	9	N/A
<b>Friends and relatives there</b>	19	11	N/A
<b>Travelling to many countries</b>	133	87	N/A
<b>Learning a foreign language</b>	191	153	N/A

### 3. Impact of marketing plan

Since this was the first time the British Council Kazakhstan was organising an educational exhibition, a PR agency was hired to develop and run the promotion of the event. As advised, the media campaign started 3 weeks before the exhibition. The focus was specifically targeted on middle class parents and prospective students in Almaty and Astana. Both conventional tools (such as posters and radio) and digital tool were employed. Besides, we incorporated Knowledge is GREAT in most of the activities. (A full media plan can be found in Appendix 4)

There was a significant support from our media partners who did in-kind contribution. This included advertising modules in magazines of the MediaLink publishing house (Cosmopolitan, Good Housekeeping, Men's Health etc), digital banners on the information portal essay.kz and distribution of posters in AB restaurant - the largest chain of restaurants in Kazakhstan.

Boost of interest to the event and encouragement for a pre-registration was encouraged by free IELTS tests and prizes from English teams raffles at both exhibitions.



As exhibitors' survey shows, the UK institutions would recommend putting more emphasis on raising awareness of the major Kazakhstan HEIs and schools about the upcoming exhibition. Besides, they recommended using periodic publications targeted at young people rather than those aimed at adults only. We expected more return on the marketing campaign than we received.

## 4. Conclusions and follow up

### 4.1 Key recommendations for the institutions

- Easily accessible scholarship/ funding documents (high interest in this area)

### 4.2 Key recommendations for the British Council

- The results from the exhibitors' survey and observations made on the day demonstrated that the multi layer venue in Almaty was not the most convenient choice (lighting, the number of lifts, long and confusing way to the coffee room). Although most visitors and exhibitors noted the unusual interior, this made exhibition venue atmosphere rather unique.
- Astana venue was more comfortable layout wise, but some exhibitors left slightly unsatisfied with the column pillars which sometimes made some stands not as visible to the visitors.
  - Taking into consideration the comments on venues, we decided to run the next exhibition in a different venue and started thinking about alternative options for start booking in spring 2013.
  - Overall, one easily accessible layer venue (in a convenient location) with no visual obstacles should be rented for the 2013 exhibition.
- Some exhibitors made comments on opening hours. Since numbers in both cities dropped after 6pm, this fact is worth revising. It was also suggested by some Institutions to extend working hours should we wish to continue with the initial plan from 1 pm to 7 pm.
  - As an action plan, we will revise this area. Astana exhibition might be alternatively run for half a day with outreach visits.
- As mentioned above, we expected more return on the marketing campaign. It was agreed that the PR campaign will need to be developed and monitored carefully. We'll need to ensure efficient relations management with the thoroughly selected service provider.
- There are several specific administrative and technical points to be considered for the next year, such as the number of chairs per table: should be more than 2 (Almaty). Institutions expressed their request to have larger table spaces (Astana) and good wi-fi connection (preferably several wi-fi sources). As seen during both events either amount of food at the Coffee break should be increased or the coffee break should be accompanied by lunch.
  - All of these comments are being taken forward.
- The results of the exhibitors' survey show that the exhibition dates were often attributed to rather low numbers in both cities.
  - As practice shows, it might not be quite possible to totally avoid clashes with other expos. However, weekends are believed to be more visitor-friendly days. Besides, as alternative exhibitors suggested, working with other fairs to have a "British Education" section could also be an option.
  - Another suggestion from the exhibitors was scheduling the exhibition so it takes place after results of school-graduation (state) exams are announced.
  - When planning the dates for the next exhibition, we will try to consider these recommendations and schedule it accordingly.



- Planning. Overall, the exhibitors' were satisfied by the workshops run in both cities. However, as could be seen from the survey, the call for applications should be scheduled well in advance so that universities have enough time to look through the opportunity and apply. Besides, the exhibitors commented on numerous changes of the dates and the timing on the programme that caused inconveniences.
  - Therefore, for the next exhibition, the deadlines for a workshop application (or any other deadlines) should be fixed at the initial stage of planning.
- There were several comments regarding the market briefing. The exhibitors requested to make a briefing content different from the one available on the BC SIEM website.
  - Very positive feedback was received on visa information provided during the briefing session. It was advised to target this area in the future.
  - The market brief should be revised not only before the event but throughout the calendar year as well.



## Appendix 1: List of participating institutions

No.	Name of Institution	Cities (Almaty/Astana)
1	Aston University	Both
2	Cardiff Sixth Form College	Both
3	University of Greenwich (London)	Both
4	University of Warwick	Both
5	Cambridge Education Group	Both
6	University of Aberdeen	Both
7	Cardiff University	Both
8	The University of Liverpool	Both
9	University of Leeds	Both
10	The University of Edinburgh	Both
11	University of St Andrews	Almaty
12	Middlesex University	Both
13	University of Exeter	Both
14	University of the Arts London	Both
15	Sheffield Hallam University	Both
16	Heriot-Watt University	Both
17	The University of Birmingham	Both
18	Anglia Ruskin University	Both
19	The University of Manchester	Both
20	University of East Anglia	Both
21	City University	Both
22	University of Essex	Both
23	Coventry University	Both
24	BPP University College	Both
25	Royal Holloway (UOL Federal)	Both



26	EF Education First	Both
27	The University of Nottingham	Both
28	Bellerbys College	Both
29	University of Southampton	Both
30	Bournemouth University	Both
31	Aberystwyth University	Both
32	Ruthin School	Both
33	Lancaster University	Both
34	The University of Sheffield	Both
35	John Leggott College	Almaty
36	Stover School	Both
37	Edinburgh Napier University	Both
38	Nottingham College International	Both
39	The University of Reading	Almaty
40	Durham University	Both
41	University of Bath	Both
42	Ravensbourne College of Design and Communication	Astana
43	Liverpool John Moores University	Astana
44	Bradford University	Both

## Appendix 2: Visitors' survey results

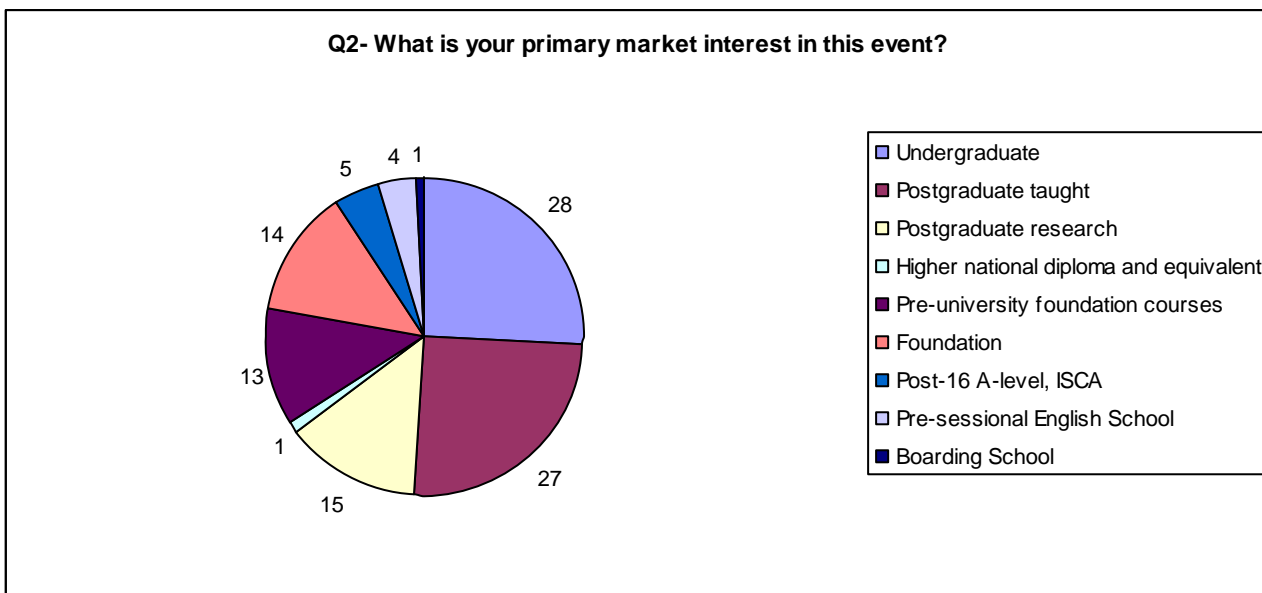
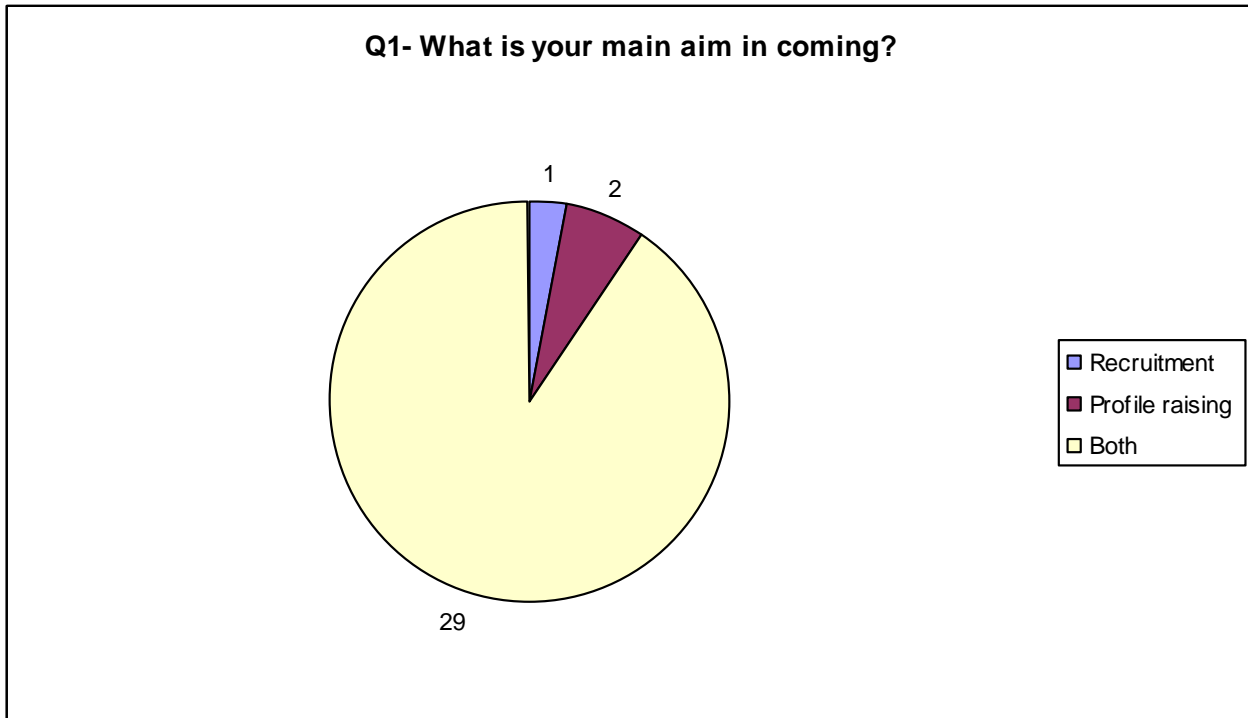
	Strongly agree	Agree	Neither	Disagree	Strongly disagree
1 - This event met my expectations	60%	30%	10%	-	-
2 - Overall, this was a high quality event	55%	45%	-	-	-
3 - I have acquired new knowledge/ or skills through this event/ activity	60%	20%	20%	-	-

How likely are you to recommend the British Council to a colleague or a friend? (on the scale of 1-10, where 1 is NO and 10 is YES)

0	1	2	3	4	5	6	7	8	9	10
-	-	-	-	-	10%	-	15%	-	1%	70%

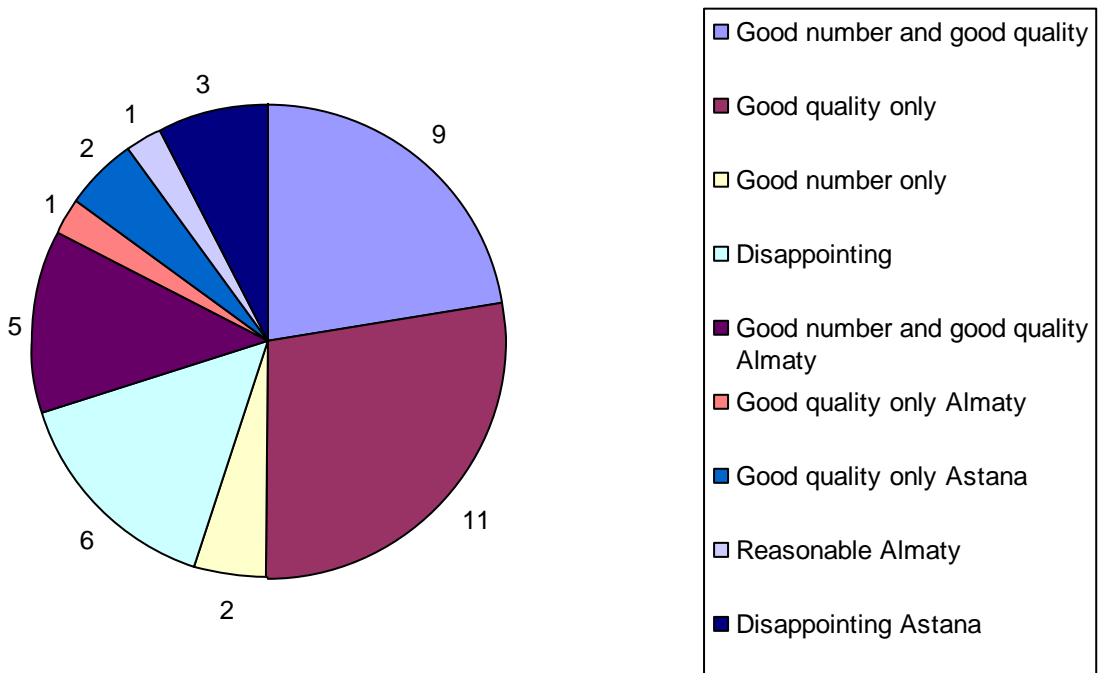


## Appendix 3: Exhibitors' survey results

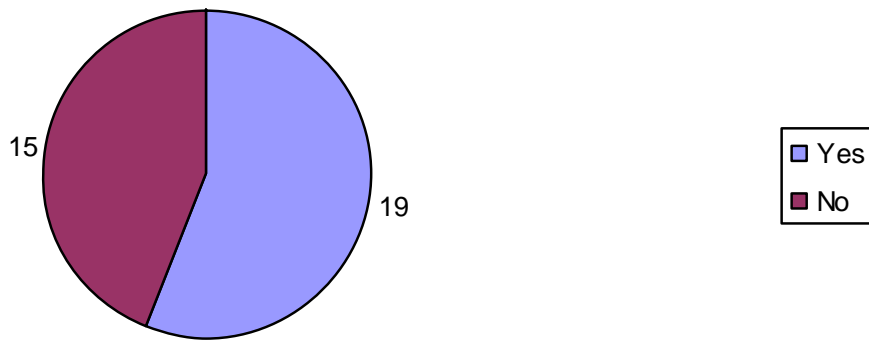




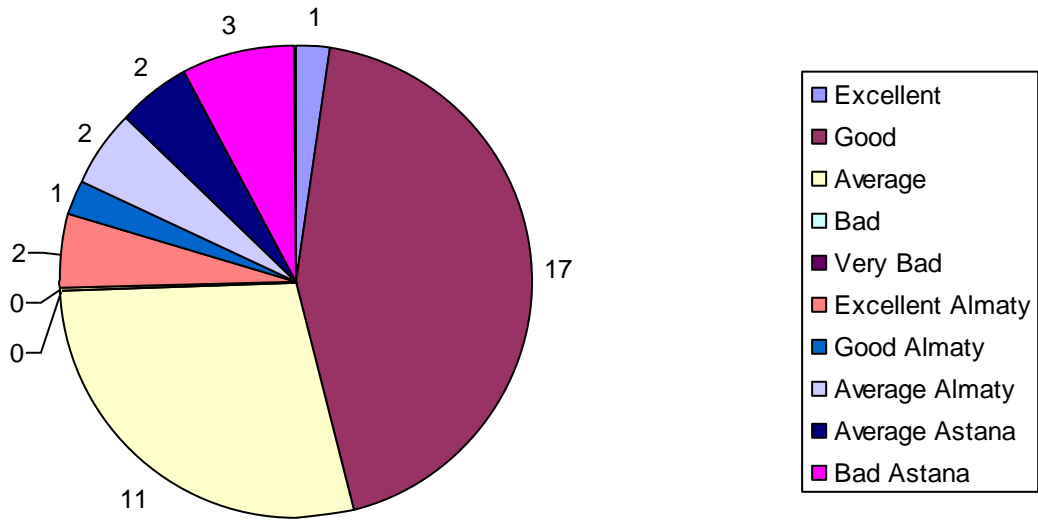
### Q3- What is your assessment of the visitors?



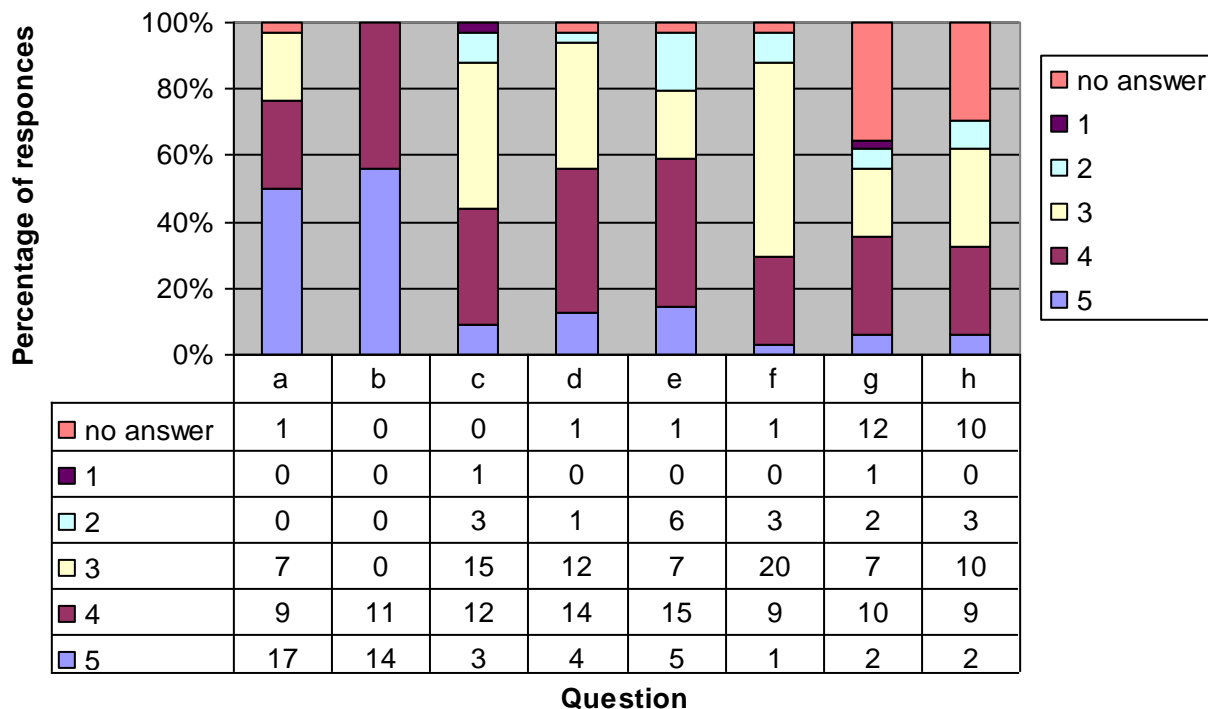
### Q5- Have you developed new links or built on existing feeder or agent relationship by coming?



Please give your overall assessment of the exhibition

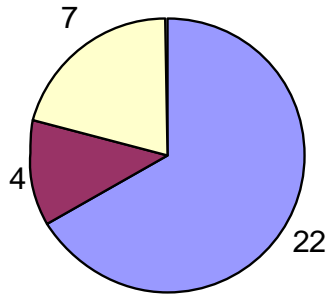


**Q7- Please rate the following, with 1 being very bad and 5 being excellent**



- a. Level of the British Council support before the exhibition
- b. Level of the British Council support during the exhibition
- c. Quality of the venue
- d. Quality of the accommodation
- e. Length of the exhibition
- f. Value for money
- g. Workshop programme
- h. Market briefing session

**Q 8- What would be your preferred date for this event next year?**

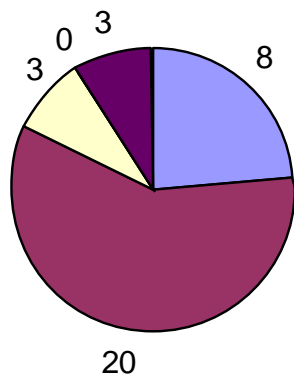


- Same as this year
- Earlier than this year (please specify)
- Later than this year (please specify)

**Specifications**

Same as this year:		Earlier than this year:		Later than this year:	
Little later	1	Spring and weekend	1	November-December	1
Weekend	3	April	1	Spring or after Moscow	2
To coincide with Moscow	1	In line with exams results	1	After Moscow	1
				October	1

**Q 11- How likely are you to recommend the British Council to colleagues?**



- Very likely
- Likely
- Unlikely
- Very unlikely
- No reply





## Appendix 4: Advertising and promotion plan (media plan)

The media plan was designed and developed by Ogilvy PR agency and approved by the British Council Marketing and Communications team.

There are several tools that were employed during the promotional campaign.

### 1) Printed posters and leaflets

Posters and leaflets were distributed in the following venues:

- Beauty salons: “Magiya”, “Lady Mai” (both Almaty)
- HEIs: Kazakh-British Technical University, Kazakhstan Institute of Management, Economics and Prognosis, International Business Academy, University for International Business (Almaty), Financial Academy and Gumilev Eurasian National University (Astana)
- Private schools: Arman, Dostar, Best, ICCE, ISA, Republican Physics and mathematics school, Tamos education, UCMAS KZ, College at the Kazakh University of International Relations and World Languages after Abylay Khan, Linguistic school no. 35 (Almaty), Haileybury Astana, Miras (Astana)

### 2) Web banners

- Vse.kz ( forum)

Posting period: 18-26 September 2012

Total number of displays: 440,000

Total number of clicks/ transitions to the exhibition webpage: 518

- Horde.kz (Blog-platform)

Posting period: 11-26 September 2012

Total number of displays: 350,014

Total number of clicks/ transitions to the exhibition webpage: 249

- Mail.ru (email service)

Target audience: 16-25 years old, Almaty and Astana

Posting period: 16-25 September 2012


Total number of clicks/ transitions to the exhibition webpage: 359

- Vk.com (Social media)

Target audience: 16-25 years old, Almaty and Astana

Posting period: 12-25 September 2012

Total number of clicks/ transitions to the exhibition webpage: 865



- Facebook (Social media)

Target audience: 16-25 years old, Almaty and Astana

Posting period: 12-25 September 2012

Total number of clicks/ transitions to the exhibition webpage: 913

- Kazakh.ru (server)

Posting period: 7-26 September 2012

According to the rating information provided by zero.kz a monthly audience comprises 350,000 visitors.

- Namba.kz (internet resource)

Posting period: 6-26 September 2012

Total number of displays: 560,838

Total number of clicks/ transitions to the exhibition webpage: 339

- Kiwi.kz (Video-service)

Posting period: 3-26 September 2012

Total number of displays: 1,148,019

Total number of clicks/ transitions to the exhibition webpage: 1250

-Your vision (blog platform)

Posting period: 3-26 September 2012

Total number of displays: 259,353

Total number of clicks/ transitions to the exhibition webpage: 115

### 3) Radio advertisement

- «Radio NS», Almaty, 13- 26 September 2012


Rotation: 56 times at 8.15am, 9.15am, 6.15pm, 7.15pm

- «Radio NS», Astana, 14- 26 September 2012

Rotation: 52 times at 7.15am, 9.15am, 6.15pm, 7.15pm

- «Tengri FM», Almaty, 15 -25 September 2012

Rotation: 44 times at 8.15am, 9.15am, 10.15am, 11.15am, 6.15pm, 7.15pm



4) Advertisements in the print media

- Weekly newspaper “Capital Kz” (circulation 10,000)

Advertisement modules on 6, 13, 20 September 2012

- Weekly newspaper “Delovoy Kazakhstan” (circulation 32,100)

Advertisement modules on 14 September 2012

- Weekly magazine “Expert Kazakhstan” (circulation 5,000)

Advertisement modules in issue no. 37, 17-23 September 2012

- Newspaper “Argumenty i Fakty”

Advertisement modules on 5, 12, 19 September 2012

Apart from the PR agency, the British Council had promoted the event via its email database and by distributing the leaflets in the office.