



# SOUTH AFRICA ROADSHOW Johannesburg and Cape Town

18 to 21 February 2014

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## 1. Event fact file

### JOHANNESBURG

#### JHB SCHOOL VISIT 1

Venue	Waterstone College, Kibler Park, Johannesburg 19 February 2014
Time	10h00 – 11h30

#### JHB SCHOOL VISIT 2

Venue	St Mary's Waverley Girls' High School, Waverley, Johannesburg 19 February 2014
Time	14h00 – 15h30

#### JHB EXHIBITION

Venue	Sci-Bono Discovery Centre, Newtown, Johannesburg, 19 February 2014
Opening hours	17h00 – 19h00

### CAPE TOWN

#### CPT SCHOOL VISIT 1

Venue	Cannons Creek School, Pinelands, Cape Town 21 February 2014
Time	10h00 – 11h30

#### CPT SCHOOL VISIT 2

Venue	St Cyprian's Girls' High School, Vredehoek, Cape Town 21 February 2014
Time	11h45 – 12h45

#### CPT EXHIBITION

Venue	Belmont Conference Centre, Rondebosch, Cape Town 21 February 2014
Opening hours	17h00 – 19h00

## 2. Key statistics

### JOHANNESBURG

JHB School Visit 1 Attendance	Waterstone College
Total number of visitors	228
Grades	10 - 12
Interested in: Higher Education	228
Total number of exhibitors	9

JHB School Visit 2 Attendance	St Mary's Waverley Girls' High School
Total number of visitors	42
Grades	10 - 12
Interested in: Higher Education	42
Total number of exhibitors	9

JHB Exhibition Attendance	Sci-Bono Discovery Centre
Total number of visitors	69
Registrants	49
Interested in: Higher Education	49
Total number of exhibitors	9

JHB Exhibition Demographics of Registrants	Sci-Bono Discovery Centre
	2014
Male	28
Female	21



## CAPE TOWN

CPT School Visit 1 Attendance	Cannons Creek High School
Total number of visitors	35
Grades	10 - 12
Interested in: Higher Education	35
Total number of exhibitors	9

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CPT School Visit 2 Attendance	St Cyprian's Girls' High School
Total number of visitors	24
Grades	10 - 12
Interested in: Higher Education	24
Total number of exhibitors	9

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CPT Exhibition Attendance	Belmont Conference Centre
Total number of visitors	120
Registrants	69
Interested in: Higher Education	69
Total number of exhibitors	9

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CPT Exhibition Demographics of Registrants	Belmont Conference Centre
	2014
Male	24
Female	45

**A full list of exhibitors can be found in Appendix 1**



### 3. Impact of marketing plan

The main focus of the media campaign was around targeted e-mail distributions to schools from a comprehensive contact list as well as the distribution of posters and flyers strategically distributed, mainly around schools and universities. This helped to better inform visitors of UK education prior to the exhibition.

Visitor survey results for the Johannesburg exhibition demonstrate that over 38 per cent of visitors to the exhibition found out about the event directly through the British Council and over 22 per cent through communication with schools and universities. Visitor survey results for the Cape Town exhibition demonstrate that over 40 per cent of visitors to the exhibition found out about the event through communication with schools and universities and over 15 per cent through flyers.

**A full media plan can be found in Appendix 4**

### 4. Conclusions and follow up

#### 4.1 Key recommendations for institutions

- Many visitors to the exhibitions enquired about bursaries/scholarships/financial assistance as the total cost of studying in the UK (based on the current exchange rate) is considerable when compared to the fees charged by the top South African universities.
- Exhibitors need to keep us informed of their flight and accommodation arrangements as well as freighting details.

#### 4.2 Key recommendations for the British Council

- The results of the exhibitor survey and observations made on the day demonstrated that the Johannesburg venue might have to be reconsidered and it was suggested that a dedicated conference/exhibition venue might be better suited. The project team will assess the exhibition venues used, make a decision and book well in advance.
- The exhibitors indicated a preference for the contact method employed at the Cape Town exhibition as they were given the opportunity to sit down and interact with students/parents on an individual basis. This approach should be applied to all exhibitions in future.
- Another observation made was that the marketing for the event needs to start earlier so that people are made aware of the Education UK Roadshow well in advance, specifically with regard to social media. Having completed our first roadshow, we are confident that we will be able to rollout our marketing plan in good time for the 2015 roadshow.
- For the 2015 school visits, we need to (where possible) specifically earmark South African schools that offer the Cambridge curriculum and the International Baccalaureate. It has also been suggested by some of the exhibitors that we target three school visits per day. The distances between schools will make this a challenge, but we need to discuss to what extent it may be possible to overcome this challenge.



Appendix 1: List of participating institutions

	<b>INSTITUTIONS</b>
<b>1</b>	City University
<b>2</b>	Coventry University
<b>3</b>	Edinburgh College
<b>4</b>	Plymouth University
<b>5</b>	Swansea University
<b>6</b>	University of Leeds
<b>7</b>	University College London (UCL)
<b>8</b>	University of Glasgow
<b>9</b>	University Of Southampton

## Appendix 2: Visitors' survey results

### JOHANNESBURG EXHIBITION (49 Registrants)

MALE/FEMALE	Male	28	Female	21								
AGE	16-20	34	21-24	5	25-34	4	35-44	3	45+	3		
NATIONALITY	South African	31	British	6	Dual: SA & BR	0	Zimbabwean	3	OTHER	9		
EDUCATIONAL BACKGROUND	High School	26	Undergraduate	18	Postgraduate	5						
LEVEL OF STUDY TO BE PURSUED Registrants could choose from more than one option	Foundation Course	5	Bachelor's Degree	29	Pre-Master's	2	Master's Degree	14	PHD	3	Language course	0
MOST POPULAR SUBJECT AREAS Registrants could choose from more than one option	Business / Economics / Management	19	Medicine / Health	10	Humanities / Social Sciences	8	Engineering	8	Law	8	Computer Science / IT / Telecoms	5
COUNTRIES CONSIDERED Registrants could choose from more than one option	UK	47	USA	16	AUSTRALIA	11	CANADA	6	OTHER	5		
MOTIVATION TO STUDY ABROAD Registrants could choose from more than one option	High academic standards	23	International recognition of qualifications	18	Cultural environment	16	Variety of courses and institutions	12	Scholarship opportunities	12	Overseas work opportunities	10

### CAPE TOWN EXHIBITION (69 REGISTRANTS)

MALE/FEMALE	Male	24	Female	45								
AGE	16-20	52	21-24	10	25-34	4	35-44	1	45+	2		
NATIONALITY	South African	50	British	3	Dual: SA & BR	6	Zimbabwean	3	OTHER	7		
EDUCATIONAL BACKGROUND	High School	51	Undergraduate	11	Postgraduate	7						
LEVEL OF STUDY TO BE PURSUED Registrants could choose from more than one option	Foundation Course	3	Bachelor's Degree	32	Pre-Master's	5	Master's Degree	19	PHD	9	Language course	1
MOST POPULAR SUBJECT AREA Registrants could choose from more than one option	Business / Economics / Management	14	Humanities / Social Sciences	13	Science	13	Art / Culture	11	Medicine / Health	10	Engineering	9
COUNTRIES CONSIDERED Registrants could choose from more than one option	UK	65	USA	26	AUSTRALIA	7	CANADA	13	OTHER	5		
MOTIVATION TO STUDY ABROAD Registrants could choose from more than one option	High academic standards	43	International recognition of qualifications	31	Overseas work opportunities	26	Cultural environment	21	Variety of courses and institutions	20	Scholarship opportunities	19

## Appendix 3: Exhibitors' survey results

### Pre-event

- a) I received all the information and support that I needed before the event  
Strongly agree: 0    Agree: 4    Disagree: 4    Strongly Disagree: 0  
*Comment(s): Pre-event information could have been sent earlier / One exhibitor did not indicate a preference.*
- b) I found the pre-event briefing on Tuesday 18 February informative  
Strongly agree: 2    Agree: 5    Disagree: 0    Strongly Disagree: 0    No Comment: 2  
*Comment(s): One of the exhibitor's did not attend the briefing / One exhibitor did not indicate a preference.*
- c) I found the School visits fruitful  
Strongly agree: 1    Agree: 6    Disagree: 2    Strongly Disagree: 0  
*Comment(s): Some students too young, more year 12's needed / More Cambridge & IB students needed.*

### The Event

- a) The exhibition date was appropriate for my institution  
Strongly agree: 1    Agree: 8    Disagree: 0    Strongly Disagree: 0  
*Comment(s): Ideal time to come out / Clashes with the Nigeria Fair.*
- b) The length of the event and opening hours were appropriate  
Strongly agree: 2    Agree: 7    Disagree: 0    Strongly Disagree: 0  
*Comment(s): None*
- c) The exhibition venue was appropriate for the event  
Strongly agree: 1    Agree: 4    Disagree: 4    Strongly Disagree: 0  
*Comment(s): Not sure about the Johannesburg Venue / Johannesburg venue not great.*
- d) Please rate the quality the quality / number of enquiries  
☹ 0    😐 1    😊 8    😄 0  
*Comment(s): Generally good / Varied in terms of visitor course choices.*

### General

- a) Please rate the quality of the hotel services (check-in, room service etc.)  
☹ 0    😐 0    😊 8    😄 1  
*Comment(s): Well-located / Basic, Clean, Fine.*
- b) The event represented a good showcase for UK education in a professional environment.  
Strongly agree: 2    Agree: 7    Disagree: 0    Strongly Disagree: 0  
*Comment(s): Good, but some fine-tuning needed.*
- c) Your participation was a worthwhile investment of time and money.  
Strongly agree: 1    Agree: 8    Disagree: 0    Strongly Disagree: 0  
*Comment(s): It was good to participate in my first British Council Fair.*
- d) Would you be interested in attending a similar event again?  
☹ 0    😐 1    😊 5    😄 2  
*Comment(s): Yes, if the event is bigger next time.*

### Market Information

- a) Do you expect to have definite applications as a result of attending this event?  
Yes: 3    Possibly : 6    No:  
*Comment(s): No Comments*
- b) What do you feel is the biggest market potential for your institution in South Africa?  
*Comment(s): Undergraduate programmes / Study Abroad & Exchange Programmes / Students who can afford the fees and want a global education / Unsure.*
- c) Do you plan to return to South Africa for future Roadshows?  
d) Yes: 7    Possibly : 2    No: 0

**Additional Comments:** We see potential in this market / More engagement with Cambridge levels and IB schools needed / More engagement with PG students needed.



Appendix 4: Advertising and promotion plan (media plan)

TYPE	MEDIA	FORMAT
Print	Newspaper	2 Half-page black and white ads in the Mail and Guardian
		1 Half-page black and white ad in the Southern Suburbs Tatler
On-line	Website	<a href="http://www.educationuk.org/global">http://www.educationuk.org/global</a> <a href="http://www.britishcouncil.org.za">http://www.britishcouncil.org.za</a>
	Facebook	BritishCouncilSouthAfrica
	Twitter	zaBritish
Other	Email	Emails were sent to schools and university contacts
	Flyers	Flyers were distributed at schools and universities
	Posters	Posters were put up at schools, universities and at other target points