



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

**Post-event report for
Education UK Exhibition Tour 2015 – Pakistan**

**5 October 2015 – Islamabad
8 October 2015 – Lahore**

Introduction

Thank you for your participation at the Education UK Exhibition Tour in **Pakistan in October 2015**. The event included two full day exhibitions at the **Marriott Hotel in Islamabad and the Pearl Continental Hotel in Lahore**.

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 the UG and PG markets in Pakistan. The exhibition tour hosted representatives from **22 UK institutions** who engaged with **prospective students, visitors, student counsellors, other influencers and prospective academic partners among others**. The delegates provided the audience with information on a range of possibilities for higher education in UK, selection of courses, application procedures and guidance on academic and career paths.

The event attracted over **1400 visitors** which can be attributed to a highly successful **marketing campaign**. Alongside the main exhibition, a series of networking and student counselling events were held during the tour and provided the UK institutions with an opportunity to network with heads of schools, student counsellors, students' parents, the Higher Education Commission of Pakistan, representatives from the Punjab education authorities and senior leadership from local institutions.

At British Council we highly appreciate your support, and hope 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, which include a range of digital and remote marketing services, besides direct face to face events. We hope to see you again at our next exhibition.

Regards,

Saman Imtiaz | Head of SIEM, Pakistan

This report includes:

Introduction - Page 2

Highlights - Page 3 – 4

Exhibitors' feedback - Page 5 – 6

Visitor profile and feedback - Page 7 – 8

Marketing plan - Page 9 – 10

List of participating institutions - Page 11

British Council feedback for UK institutions - Page 12

Highlights of the Education UK Exhibition Tour 2015



The exhibition details are as follows:

| | |
|---------------------------------------|--|
| Venue(s) | Marriott Hotel, Islamabad - 05 October 2015 Pearl Continental Hotel, Lahore – 08 October 2015 |
| Opening hours | 10:00 – 18:00 |
| Participation cost for six day tour | £3400 |
| Participation cost for three day tour | £1820 for Lahore and £1870 for Islamabad |



There was a 41% increase in visitors from last year's exhibition!

Attendance

Exhibition tour 2014: 1003

Exhibition tour 2015: 1417

A number of networking and counselling activities were held:

- Counselling visits to local A Level school and local university
- Networking reception by Higher Education Commission Pakistan with local Vice Chancellors
- Networking reception hosted by British High Commissioner
- Networking with Punjab Higher Education Commission and key contacts from education sector
- Reception by British Council Pakistan
- Recreational dinner at Margalla Hills



Campus Counselling Visit to Beaconhouse National University



Advising students at the exhibition



Campus Counselling Visit to Roots Millennium School



Dinner reception by Higher Education Commission of Pakistan



Campus Counselling Visit to Beaconhouse National University

Selected feedback from participating institutions:

“The tour was carefully conceived and meticulously planned. The exhibitions were widely advertised and well attended, and the additional meetings with key institutions were useful opportunities to make new contacts. As well as the business of the tour, the British Council team in Pakistan ensured that delegates were given opportunities to relax and see a bit of the social side of Pakistan. This allowed us all to either discover, or re-discover, the promise that Pakistan holds for UK institutions. The University of Glasgow regard this tour as a great success!” *Dr Campbell Wilson, University of Glasgow*

“Organising a mini-fair was an excellent idea (campus counselling visit)”. *Umair Riaz, Sheffield Hallam University*

“Well organised. I had a great time and the visit was productive work-wise too. I met some good students and was able to network with counsellors too.” *Dan Herman, University of Manchester*

“Busy fair! Exceeded expectations! Clearly advertised well!” *Chris Mackay, University of Strathclyde*

“Very well organised. Good caliber applicants and plenty of them!” *Murray Mccallum, ENU*

“Very well organised. Timings, venues, everything perfect.” *Mr. Tariq, Warwick University*

“Good mix of students. Lots of seemingly genuine students. Excellent organisation”. *Sam Harlock, University of Bradford*

Selected suggestions for next exhibition from participating institutes:

An overview of scholarships on offer via HEC would have been useful.

Only suggestion for improvement would be a night or two free to catch up on work and recharge batteries for next day events.

Possibly add a fair in Karachi

Drop one networking meal to allow opportunity to catch up on emails/rest

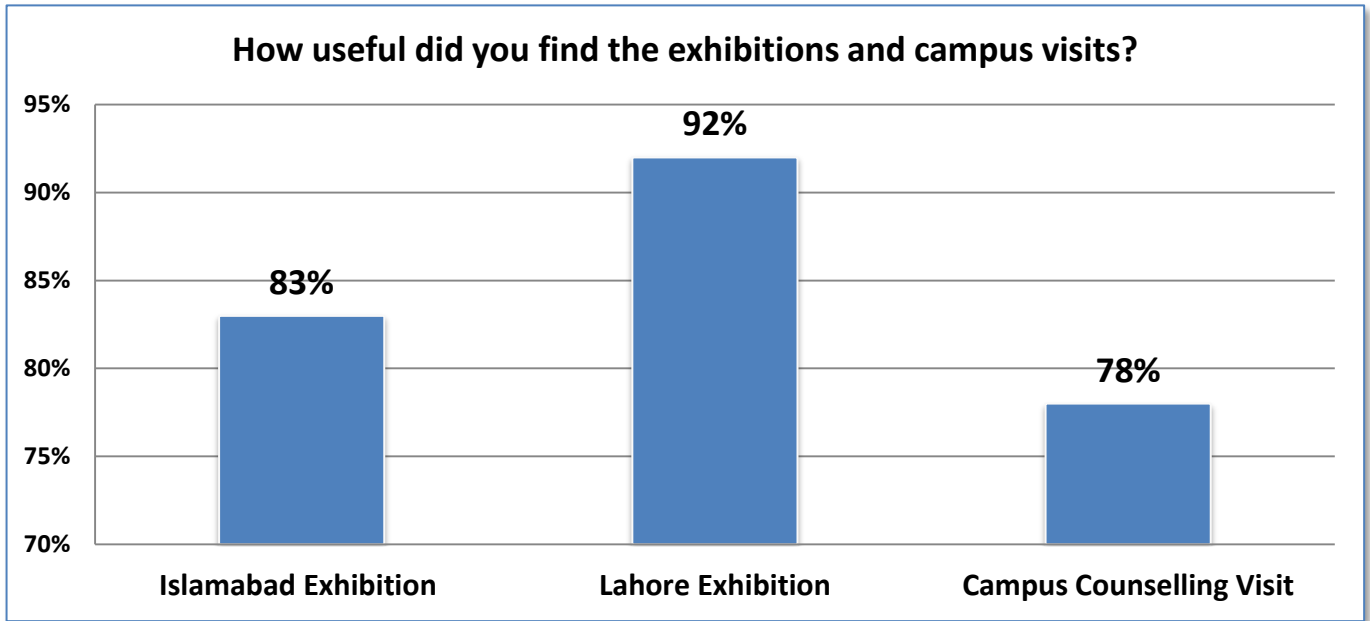
Hopefully include a sightseeing trip of the city

Other important feedback:

When asked if they would recommend this exhibition to other UK institutions
100% said yes.

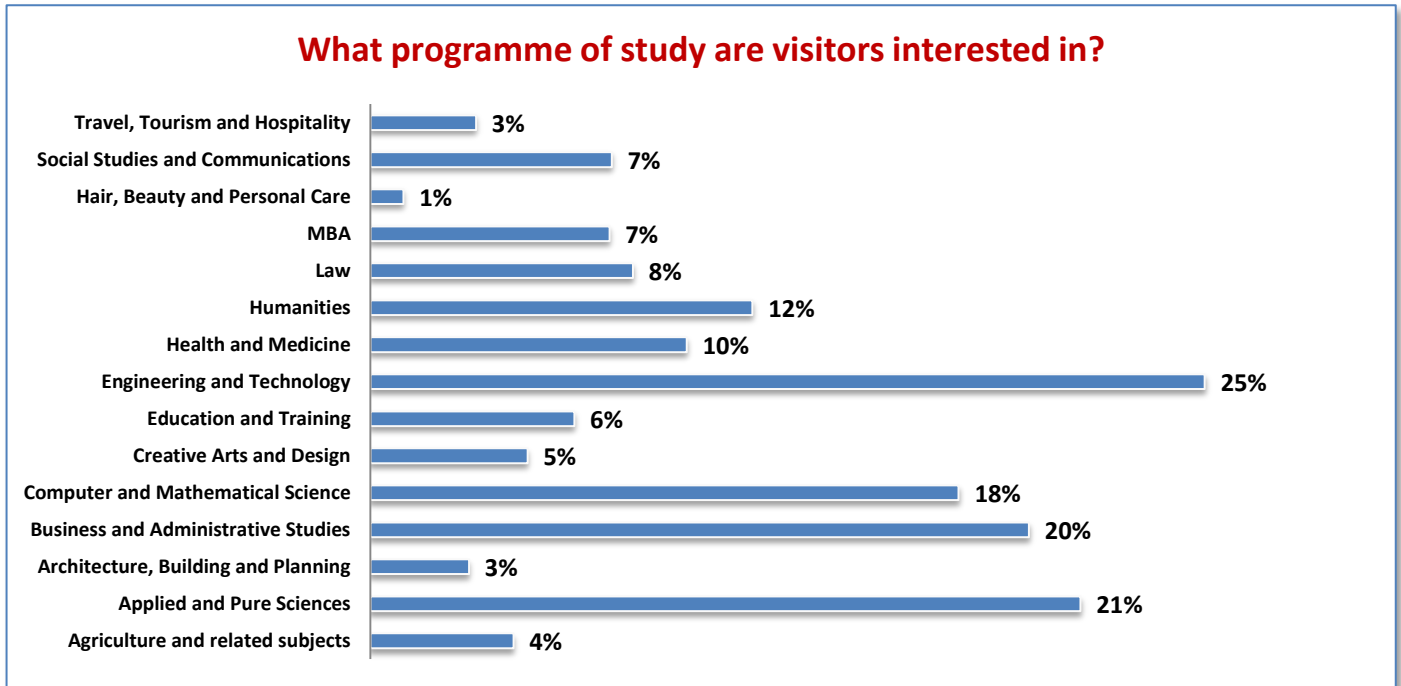
When asked if the British Council had put in place appropriate security measures to make this mission a success **a 100% of the feedback received said yes**

When asked if this exhibition tour helped them recruit new students from Pakistan
94% said yes.



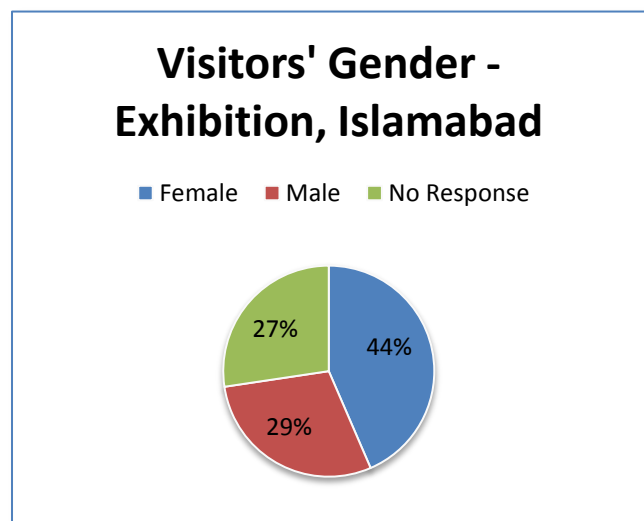
Visitors' profile and feedback

A printed survey was distributed during the exhibition to the visitors. The questions were designed to gather quantitative statistics as well as qualitative remarks on reactions to our exhibition and the decision making process

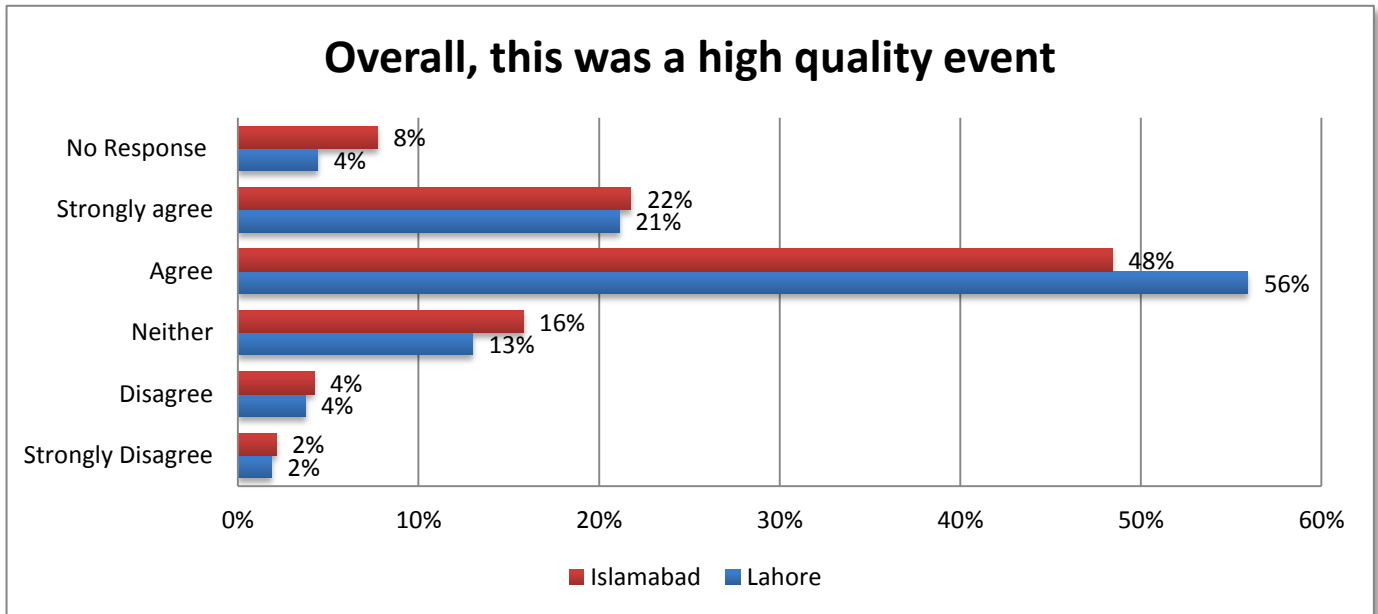


Engineering leads the way, followed closely by applied sciences and business studies. Humanities emerge as a strong interest.

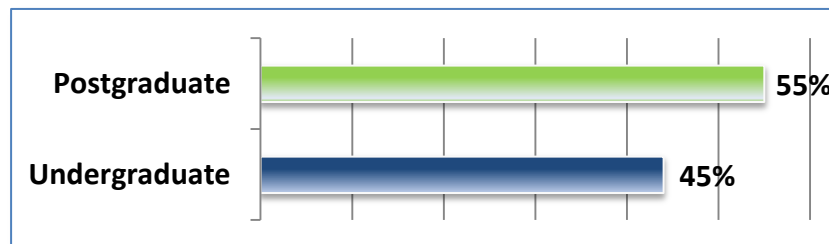
Visitor details from visitor feedback forms indicate a strong interest from prospective female applicants to higher education in the UK – particularly from Islamabad.



More than 77% visitors said that the exhibition was a high quality event and welcomed more frequent interaction with UK institutions.



On analysis for both cities, the visitor profile was 55% interest for post graduate and 45% for under graduate showing quite a balanced interest for Pakistan.



Selected feedback from visitors:

- It was great - please host these types of events more frequently and in other cities too
- Very informative
- This was a great event – thanks for arranging
- I am happy
- Very informative event, would appreciate more university representatives from UK
- This event is actually good – the consultants were all helpful
- British Council should arrange this event in other cities also
- It was a great event – they advised us about courses

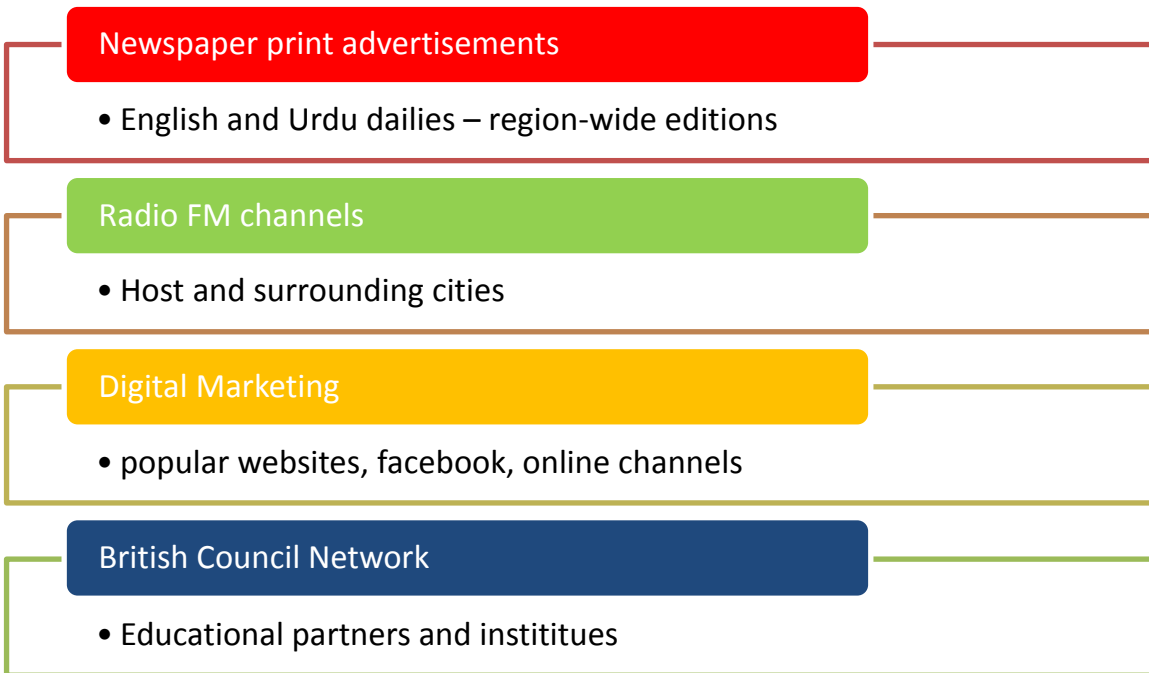
Selected suggestions from visitors:

- Can you please increase number of universities
- Please give more info about careers after university
- Need more information on scholarships
- Please keep internet booths
- More information on research
- Send officials from university campuses
- Please bring more institutions
- Need scholarships
- Food please

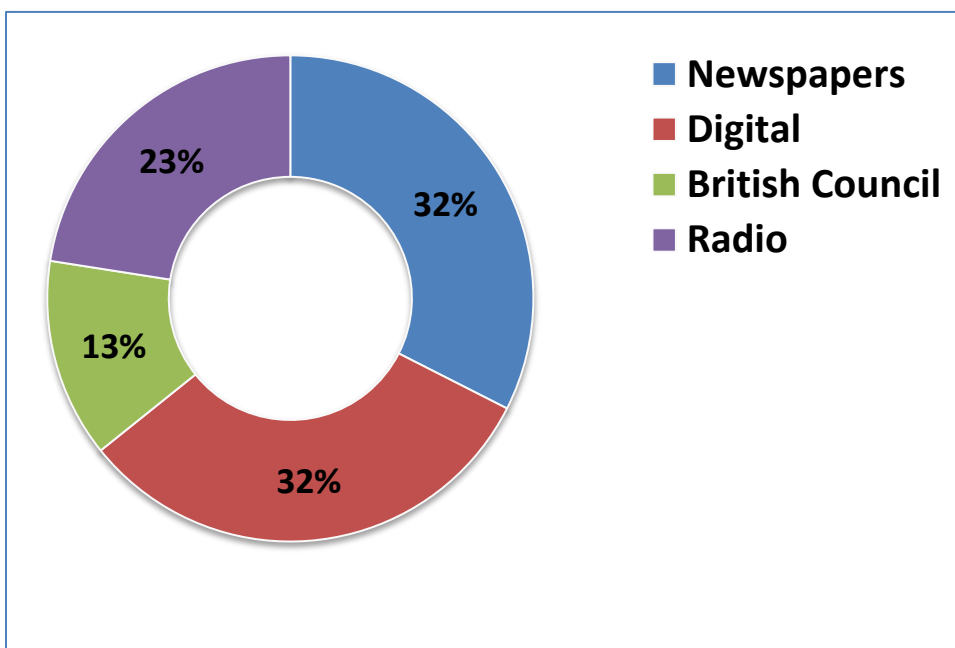
Marketing for the exhibition tour

For the 2015 exhibition tour, the British Council Pakistan SIEM and marketing teams employed increased channels of communication and also widened the reach resulting in exciting publicity for the event. This resulted in a 41% increase in footfall at both events.

Most popular channels utilised for publicising the exhibition included



Percentage of footfall generated through various means of communication for both cities. Digital marketing leads the way with print in footfall generated.



Samples of advertisements/ marketing

BRITISH COUNCIL

Education UK
Innovative. Individual. Inspirational.

Your Journey For A UK Education Begins Here

Education UK Exhibition featuring 23 UK Higher Education Institutes.

Islamabad: 5 October 2015
Lahore: 8 October 2015

Education UK

Your journey for a UK education begins here

Exhibition Dates:
Islamabad: 5 October 2015, Marriott Hotel, Marriott Hotel, 10:00 to 18:00
Lahore: 8 October 2015, Shalimar Hall, Pearl Continental, 10:00 to 18:00

Register now at:
<http://pk.educukexhibition.org>

CITYNEWS

Preparations afoot to switch over to bivalent polio vaccine

PSF, Chinese university to conduct research on issues related to food and water scarcity

your journey for a UK education begins here

BRITISH COUNCIL Education UK

Your journey for a UK education begins here

Visit British Council's Education UK Exhibition 2015. Get information on studying and living in the UK. Counselling by representatives of 23 UK institutions.

Exhibition Dates:
Islamabad: 5 October 2015, Marriott Hotel, Marriott Hotel, 10:00 to 18:00
Lahore: 8 October 2015, Shalimar Hall, Pearl Continental, 10:00 to 18:00

Register now at:
<http://pk.educukexhibition.org>

THE EXPRESS TRIBUNE
WITH THE International New York Times

Register now at:
<http://pk.educukexhibition.org>

TOP NEWS

Demilitarising Kashmir not the answer, de-terrorising Pakistan is: India

8 unforgettable moments at LSA2015

THE EXPRESS TRIBUNE
WITH THE International New York Times

Register now at:
<http://pk.educukexhibition.org>

TOP NEWS

CFSPC benefits seen by Sharada with Afghanistan army chief

Web Desk: 1 hour ago

Surprised ministerial of Shuja Khanzada attack with an aqdar minister

Web Desk: 1 hour ago

However killing: Pakistanis state struggles Afghanistan to death in Governor

Web Desk: 2 hours ago

Most Read

4 make-up products you should stop using immediately

BRITISH COUNCIL Education UK

Your journey for a UK education begins here

Visit British Council's Education UK Exhibition 2015. Get information on studying and living in the UK. Counselling by representatives of 23 UK institutions.

Exhibition Dates:
Islamabad: 5 October 2015, Marriott Hotel, Marriott Hotel, 10:00 to 18:00
Lahore: 8 October 2015, Shalimar Hall, Pearl Continental, 10:00 to 18:00

Register now at:
<http://pk.educukexhibition.org>

BRITISH COUNCIL Education UK

Your Journey For A UK Education Begins Here

Education UK Exhibition featuring 23 UK Higher Education Institutes.

Islamabad: 5 October 2015
Marquee Hall, Marriott Hotel
10:00 to 18:00

Lahore: 8 October 2015
Shalimar Hall, Pearl Continental
10:00 to 18:00

List of exhibitors (Alphabetical Order)

- 1 **Cranfield University**
- 2 Edinburgh Napier University
- 3 Middlesex University London
- 4 Newcastle University
- 5 Queen Mary University of London
- 6 Sheffield Hallam University
- 7 University of Bradford
- 8 University of Dundee, Scotland
- 9 University of Edinburgh
- 10 University of Essex
- 11 University of Exeter
- 12 University of Glasgow
- 13 University of Hertfordshire
- 14 University of Kent
- 15 University of Law - De Broc
- 16 University of Lincoln
- 17 University of Manchester
- 18 University of Nottingham
- 19 University of Southampton
- 20 University of Strathclyde
- 21 University of Warwick
- 22 University of York

British Council feedback for UK institutions

- It is suggested that institutions invite their alumni to attend future exhibitions and share their experiences with prospective students
- Considering the feedback from visitors we will organise briefing sessions at the exhibition/s during which UK institutions will have opportunities to present and address student gatherings on a range of topics
- Many students sought to receive career linked advice with regard to the courses being promoted; perhaps visiting delegates could bring literature or share links relevant to the institute's career office as an additional set of information for their institute
- British Council suggests that institutions advise delegates to be part of all networking and counselling activities that are arranged for their benefit during the exhibition tour

The Education UK Exhibition Tour 2015 proved to be a great success with the help of all UK institutions and their delegates. We are planning to make the exhibition tour for 2016 bigger and better for all of you; we are adding cities and increased value addition services. We hope to see you there!

Contact details for Pakistan SIEM team

Head: Saman Imtiaz

Saman.Imtiaz@britishcouncil.org.pk

Manager: Ayesha Zaheer

Ayesha.Zaheer@britishcouncil.org.pk

Manager: Haroon Rashid

Haroon.Rashid@britishcouncil.org.pk

Project Coordinator: Marium Qadir

Marium.Qadir@britishcouncil.org