



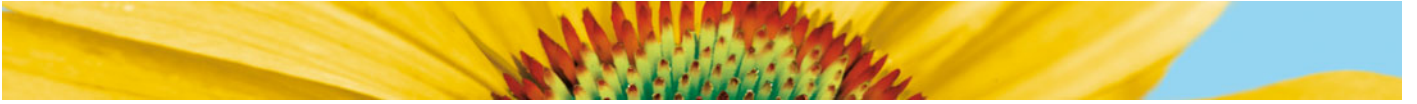
# The seeds of success

Education UK Exhibition, United Arab Emirates

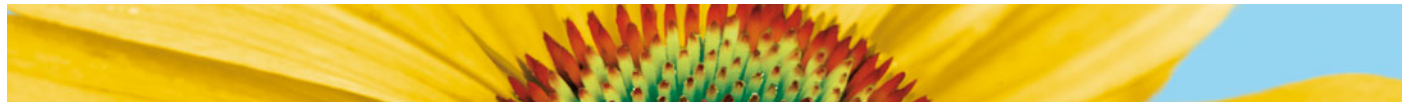
11 – 13 November 2013

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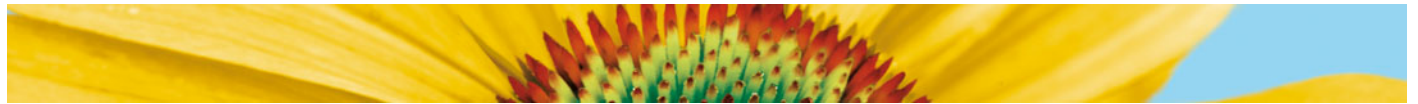
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## 1. Event fact file

### United Arab Emirates

<b>Venue</b>	Beach Rotana Hotel, Abu Dhabi, 11 November 2012 Al Murooj Rotana Hotel, Dubai, 12 and 13 November 2012														
<b>Opening hours</b>	1030-1230 for school students 1700-2100 at each venue														
<b>Opened by</b>	Abu Dhabi – HMA Dominic Jermey Dubai – HMCG Edward Hobart														
<b>Stand costs</b>	Abu Dhabi - £1,549.99 Dubai - £1,913.66														
<b>Unique feature to give added value</b>	Networking lunch in Abu Dhabi with government representatives, scholarship providers, UAE-based HEIs, and agents. Networking lunch in Dubai with government representatives, agents, UAE-based HEIs, and school counsellors.														
<b>Seminars</b>	UAE Market Briefing – Sara Himoudi, Services for International Education Marketing Manager UAE Initiating University Partnerships – Yoseph Asfaw, Abu Dhabi Education Council The Role of UKTI in the UAE – Sunita Mirchandani, British Embassy Dubai														
<b>Presentations</b>	<p>The exhibition was complemented by a series of wraparound presentations for the public.</p> <p><b>Abu Dhabi 11 November</b></p> <table border="1"> <tr> <td>1830-1900:</td> <td>Pathways Presentation – Deirdre Hynes, Manchester Metropolitan University</td> </tr> <tr> <td>1930-2000</td> <td>UCAS – Tamir Hassan, British Council</td> </tr> <tr> <td>2000-2030:</td> <td>UKBA Tier 4 PBS</td> </tr> </table> <p><b>Dubai 12 November</b></p> <table border="1"> <tr> <td>1830-1900</td> <td>Pathways Presentation – Deirdre Hynes, Manchester Metropolitan University</td> </tr> <tr> <td>1900-1930:</td> <td>Pathways Presentation – William Lowry, University of Kent</td> </tr> <tr> <td>1930-2000:</td> <td>UCAS – Tamir Hassan, British Council</td> </tr> <tr> <td>2000-2030:</td> <td>UKBA Tier 4 PBS</td> </tr> </table>	1830-1900:	Pathways Presentation – Deirdre Hynes, Manchester Metropolitan University	1930-2000	UCAS – Tamir Hassan, British Council	2000-2030:	UKBA Tier 4 PBS	1830-1900	Pathways Presentation – Deirdre Hynes, Manchester Metropolitan University	1900-1930:	Pathways Presentation – William Lowry, University of Kent	1930-2000:	UCAS – Tamir Hassan, British Council	2000-2030:	UKBA Tier 4 PBS
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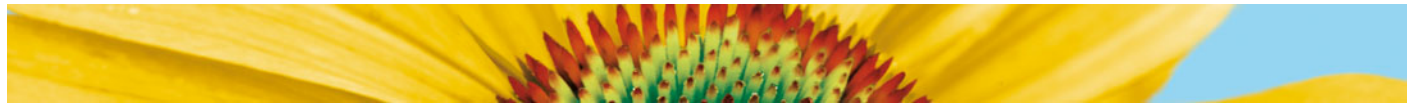


## 2. Key statistics

Attendance	Abu Dhabi		Dubai	
	2011	2012	2011	2012
Day 1	508	349	N/A	
Day 2	N/A		1302	1000
<b>Total number of visitors</b>	508	349	1302	1000
Further Education	3	1	4	1
Higher Education	43	32	48	47
English language and university pathways	1	1	1	1
Boarding School	0	1	0	1
UCAS	0	0	0	0
Visa	1	0	1	1
<b>Total number of exhibitors</b>	48	36	54	51

Visitors' primary market objectives	Abu Dhabi		Dubai	
	2011	2012	2011	2012
Business	13%	16%	13%	25%
Engineering	14%	20%	15%	10%
Medicine	8%	9%	7%	3%
Computer Science/ IT / Telecommunication	12%	3%	8%	6%
Science	9%	-	8%	7%
Agriculture	9%	-	2%	-
Demographics of visitors	Abu Dhabi		Dubai	
	2011	2012	2011	2012
Male	58%	55%	58%	39%
Female	42%	45%	42%	61%

\*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, school visits in Abu Dhabi, radio campaign, and Facebook campaign. This year we used Arabic and English radio channels. The Arabic channel has a huge influence in Abu Dhabi and Emirates in particular; this resulted in seeing quite good number of Emiratis visiting the exhibition in Abu Dhabi and Dubai this year. A few flyers were also printed, but were distributed strategically, mainly around schools, colleges and social clubs. A full media plan can be found in Appendix 4.

This helped to better inform visitors of UK education prior to the exhibition. Handouts on IELTS and the UK Education system were also made available at the front of the exhibition hall. Visitor survey results demonstrate that over 53 per cent of visitors to the fair found out about the event through the teachers and school visits and over 25 per cent through Internet.

The marketing plan also included this year:

- radio spots
- e-flyers distributed to school counsellors, higher and further education providers, scholarship organisations and agents
- print advertisements in Arabic and English newspapers
- Facebook advertisements resulting in over 37,000 'likes' on our page
- retention of a PR company whose efforts resulted in:
  - Media sending photographers to cover the event
  - A number of articles published either via print or online media, hyperlinks to which may be found in the accompanying Excel spreadsheet along with audited viewership and attributable financial value
  - Kate Owen, Deputy Director UAE, was interviewed on an English-language TV channel information of which may be found in the highlighted cells of the accompanying Excel spreadsheet

In both Abu Dhabi and Dubai, the majority of visitors heard about EDUKEX through their teacher, this was then followed by a friend/relative, radio channels, The British Council (referring to school visits), e-mail, Facebook, newspaper and flyers in Abu Dhabi.

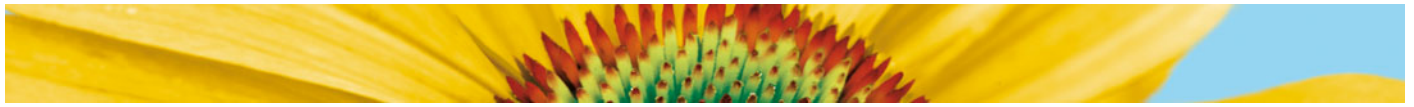
Although our visitors' number declined this year, our marketing efforts managed to attract a respectable 1340 visitors.

### 4. Conclusions and follow up

#### 4.1 Key recommendations for institutions

The following points are made in light of the mystery shopper and visitors feedback:

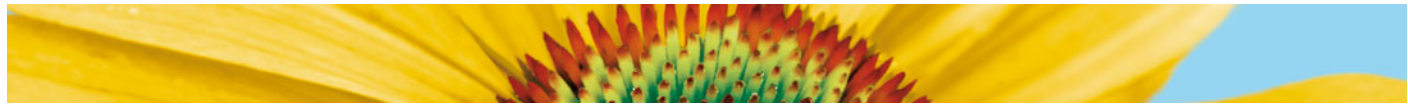
- Providing information, whether verbal, printed or as a CD, about the city/region in which the institution is based is appreciated by visitors.
- Agent representatives were actively promoting their own services rather than promoting the university they were representing which confused and annoyed the visitors. Our advice next year is that you encourage your agent representative(s) to ensure their interaction with students is based more around what you/your institution offers and less about what they offer.
- Networking lunches were very well organised in both cities, Abu Dhabi and Dubai and well attended by key stakeholders, i.e. scholarships providers, higher education representatives, schools counsellors and principles plus agents.



- Interestingly, some exhibitors felt interaction mainly centred on agents and some key stakeholders commented that there was a lack of interaction from the university representatives. The British Council SIEM team did introduce guests to university representatives. It was felt that for the next event that stakeholders should be approached more as this is an expectation from them.
- Make the effort to engage with students regardless of the questions they ask. Some visitors, after speaking with university representatives, felt that they were being pushed away and indicated that the representative was uninterested in responding to their questions. It is understandable that representatives want to spend more time with “serious” prospects; however, these prospects may be friends with the less “serious” ones and giving a bad impression to the latter ensures that they will not visit your stand.
- If you are not the person on the BC mailing lists (both in the UK and UAE) to whom communications regarding EDUKEX are sent, please be sure to request that those who do receive these communications (e.g.: your international office or marketing department) forward them to you ‘as is’ in order to minimise confusion – both for you and us – and ensure that you receive all the information you need prior to the event.
- If you are not the person on the BC mailing lists (both in the UK and UAE) to whom communications regarding EDUKEX are sent, please ask your representative to forward mailings and information required to you prior to the event.
- Make more of an effort to complete the feedback forms to allow for a more thorough evaluation.

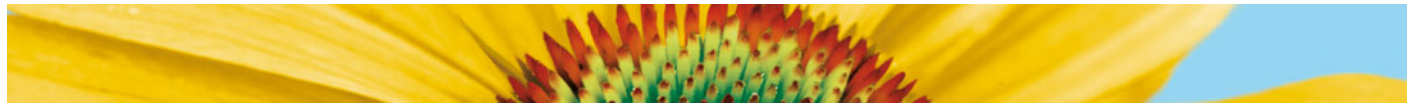
## 4.2 Key recommendations for the British Council

- This year both the handbook and matrix request were sent out too late. Next year we will do our utmost to ensure the handbook will be sent three months prior to the event and the matrix request at least one month in advance.
- Exhibitors were not happy with the quantity of information contained in the market brief and they expected more to be given. However, these follow global SIEM guidelines which in-country staff should not contravene. What we can do in-country is offer a tailored face to face briefing; if you are interested please do contact any of the British Council SIEM staff in UAE or UK.
- The results from the exhibitors’ survey and observations made on the day demonstrated that the morning session in Abu Dhabi was unproductive. As a result of which we have begun approaching schools to organise for us to visit them rather than vice versa.
- The venue in Dubai was eventually too small for number of institutions and stands had to be dismantled in order to accommodate visitors. We are already looking into alternative venues for next year and hope to have a venue in place by April 2013.
- FE providers did not benefit from the event so we will consider a different approach next year; possibly a road-show or seminar for the FE sector.
- Exhibitor feedback last year indicates that PG and Emirati students were missing from the event. This year, our marketing efforts included banners on Zawya which targets potential PG recruitment and use of an Arabic-language radio station which targets Emirati recruitment. Our efforts resulted in an increase in numbers of both which, following feedback, we will work to build on into 2013.
- Considering the low turnout at the presentation sessions, we have decided not to run any further presentations in future EDUKEX.



## Appendix 1: List of participating institutions

1	Aberystwyth University*	26	The University of Hull
2	University of Aberdeen	27	University of Kent*
3	Aston University*	28	Kings College London
4	University of Bath	29	Kingston University
5	University of Bradford*	30	University of Leeds
6	University of Brighton	31	Leeds Metropolitan University
7	University of Bristol*	32	Liverpool John Moores University
8	Bournemouth University	33	London School of Business and Finance
9	Cardiff University	34	Loughborough University*
10	University of Central Lancashire*	35	The University of Manchester
11	City University	36	Manchester Metropolitan University
12	The College of Law*	37	Middlesex University
13	Coventry University	38	Northumbria University
14	De Montfort University*	39	Oxford Brookes University
15	University of Derby	40	Plymouth University
16	University of East Anglia	41	University of Portsmouth
17	Eurocentres	42	Queen Mary, University of London
18	University of Exeter*	43	The University of Reading
19	University of Glamorgan	44	Royal Holloway (UOL Federal)*
20	University of Glasgow	45	University of Surrey*
21	Glasgow Caledonian University*	46	University of Sussex
22	University of Gloucestershire	47	Swansea University*
23	University of Greenwich (London)	48	University College London
24	Heriot-Watt University	49	University of the Arts London*
25	Howells School	50	University of West London
* Dubai Only			

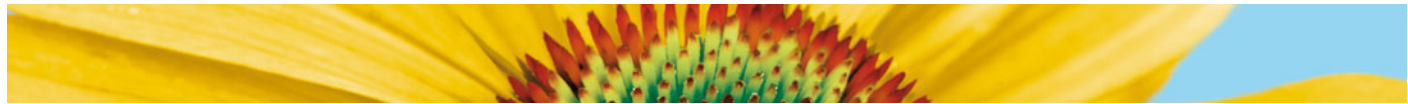


## Appendix 2: Visitors' survey results

Abu Dhabi										
	Strongly agree		Agree		Neither agree nor disagree		Disagree		Strongly disagree	
This event met my expectations	93		90		9		1		1	
Overall this was high quality event	96		93		3		2		1	
EDUKEX provides essential information and advice on studying in the UK	97		78		14		0		1	
How likely is that you would recommend EDUKEX to a friend or a colleague?	<b>10</b>	<b>9</b>	<b>8</b>	<b>7</b>	<b>6</b>	<b>5</b>	<b>4</b>	<b>2</b>	<b>1</b>	<b>0</b>
	51	48	42	18	8	11	3	2	1	0

Dubai										
	Strongly agree		Agree		Neither agree nor disagree		Disagree		Strongly disagree	
This event met my expectations	94		174		16		5		2	
Overall this was high quality event	108		157		21		3		1	
EDUKEX provides essential information and advice on studying in the UK	113		126		48		2		1	
How likely is that you would recommend EDUKEX to a friend or a colleague?	<b>10</b>	<b>9</b>	<b>8</b>	<b>7</b>	<b>6</b>	<b>5</b>	<b>4</b>	<b>2</b>	<b>1</b>	<b>0</b>
	45	44	90	48	26	24	5	1	1	1

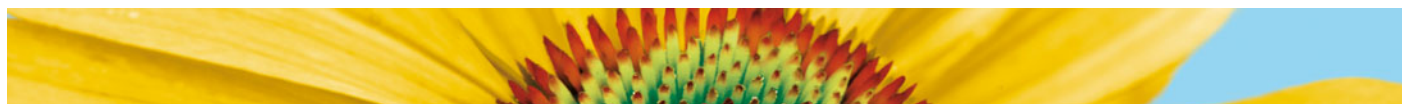




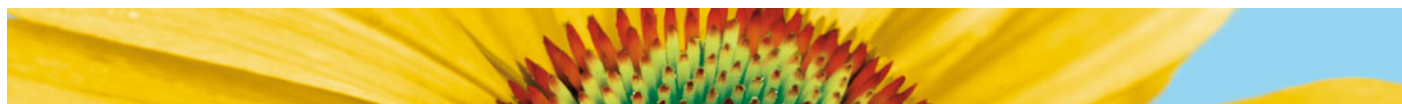
## Appendix 3: Exhibitors' survey results

### Abu Dhabi

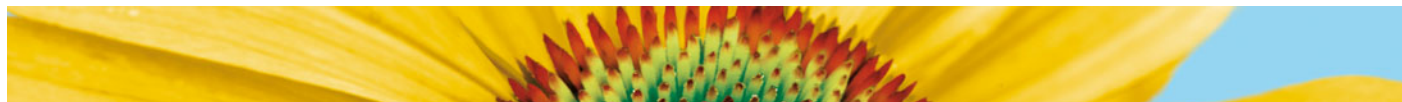
	<b>No. of Participating institutions:</b>	<b>35</b>		
	<b>No. of forms returned:</b>	<b>20</b>		
<b>Pre - event</b>	<b>A. Information and support that I needed before the event</b>			
	Strongly Agree	6	30 %	
	Agree	9	45 %	
	Disagree	3	15 %	<p>Got matrix request too late. Didn't get final programme until in country.</p> <p>The full information arrived on 10<sup>th</sup> Oct which was very late for booking flights &amp; hotels.</p> <p>Course matrix emailed out very late. AU other times for events and networking sessions would have been confirmed earlier.</p>
	Strongly Disagree	1	5%	
	No Response	1	5%	
	<b>Totals</b>	<b>20</b>	<b>100 %</b>	
	<b>B. I found the pre-event briefing on Saturday 10 November informative</b>			
	Strongly Agree	1	5%	
	Agree	9	45 %	<p>Would like copy of presentation</p> <p>I hope it will be emailed out</p>
	Disagree	1	5%	<p>Incorrect information in presentation, ADEC presentation was good</p> <p>More up to date slides + UKBA pre would have been useful</p>
	Strongly Disagree			
	Did not attend	5	25 %	
	No Response	4	20 %	
	<b>Totals</b>	<b>20</b>	<b>100 %</b>	
<b>The Event</b>	<b>A. Exhibition date was appropriate for my institution</b>			
	Strongly Agree	4	20	



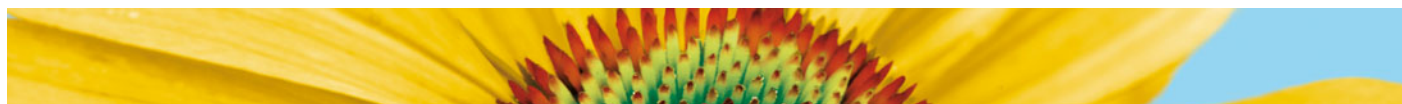
			%	
	Agree	14	70 %	
	Disagree	2	10 %	A weekend would have been better
	Strongly Disagree	0		
	No Response	0		
	Totals	20	100 %	
<b>B. Length of the event and opening hours were appropriate</b>				
	Strongly Agree	2	10 %	
	Agree	12	60 %	
	Disagree	5	25 %	The morning session was unproductive it would be better to visit schools Very poor turnout in the morning session in AUH, Times for evening session are good but gets quiet towards the end Virtually no visitors in morning session. Quite slow going in evening
	Strongly Disagree	1	5%	The morning session was a waste of time
	No Response	0		
	Totals	20	100 %	
<b>C. The exhibition venue was appropriate for the event.</b>				
	Strongly Agree	1	5%	
	Agree	15	75 %	
	Disagree	2	10 %	The women's college was by far a better venue
	Strongly Disagree	1	5%	
	No Response	1	5%	I don't know as the event was so poorly attended
	Totals	20	100 %	
<b>D. Please rate the quality/number ratio of enquiries</b>				
	Strongly Agree	1	5%	
	Agree	1	5%	



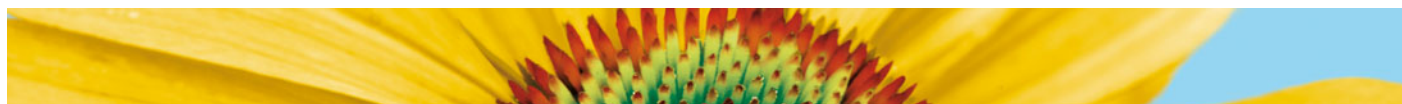
	Disagree	2	10 %	The evening session had some good enquiries (4)
	Strongly Disagree	14	70 %	The schools session was very poorly attended and the evening session did not have many serious enquiries Poor quality, limited enquiries especially in AUH Would prefer to have been offered more ways of meeting/going to schools Very poor number of students attended from schools is not much better in the evening Number of schools was very poor, evening was ok Poor attendance
	No Response	2	10 %	Quality good, quantity not very poor DXB excellent, AUH very poor
	Totals	20	100 %	
<b>E. I found the networking lunch useful</b>				
	Strongly Agree	1	5%	
	Agree	4	20 %	
	Disagree	7	35 %	Not many external people to Network with
	Strongly Disagree	6	30 %	There were not many people to talk to-only 1 sponsor Nobody attended apart from our own agents
	No Response	2	10 %	
	Totals	20	100 %	
<b>Misc</b>	<b>A. Please rate the quality of the hotel services (airport pick-up, check-in. room service etc.</b>			
	Strongly Agree	5	25 %	
	Agree	5	25 %	
	Disagree	3	15 %	I stayed in the suites, room not entirely clean, and was generally noisy
	Strongly Disagree	1	5%	AUH hotel extremely noisy. Dubai hotel check in slow and lack of non smoking rooms
	Incomplete form/NA	6	30 %	Didn't stay there Diff Hotel I didn't stay at the recommended hotel



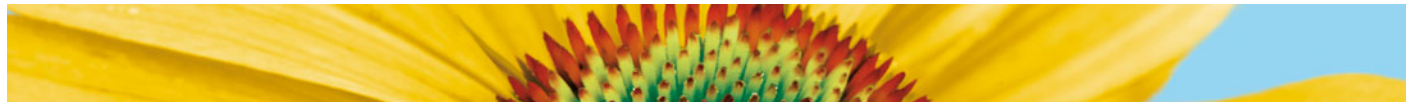
	Total	20	100 %	
<b>B. The event overall represented a good showcase for UK Education in a professional environment</b>				
	Strongly Agree	4	20 %	
	Agree	6	30 %	
	Disagree	7	35 %	Dubai Venue-too small for number of Institutions Very poor attendance at fairs
	Strongly Disagree	1	5%	
	No Response	2	10 %	
	Totals	20	100 %	
<b>C. Your participation was a worthwhile investment of time and money?</b>				
	Strongly Agree	1	5%	
	Agree	4	20 %	Good level of enquiries
	Disagree	8	40 %	GBP 1.5K was not
	Strongly Disagree	6	30 %	Agree for DXB, Strongly Disagree for AUH Don't think we would attend again next year
	No Response	1	5%	
	Totals	20	100 %	
<b>D. Are you interested in attending a similar event again?</b>				
	Strongly Agree	1	5%	
	Agree	2	10 %	Yes DXB No AUH
	Disagree	8	40 %	See comments AUH
	Strongly Disagree	7	35 %	Sadly due to number of students we can not attend this fair again
	No response	2	10 %	Not sure at this stage Not sure!! Mainly because this years event was pretty poor
	Totals	20	100 %	
<b>Market Info</b>	<b>A. Do you expect to have definite applications as a direct result of attending this event?</b>			



	Yes	6	30 %	UG- 4 or 5 UG+ PG + research Several 10
	Possibly	9	45 %	2 PG 2-3 UG
	No	4	20 %	
	No response	1	5%	
	<b>Totals</b>	<b>20</b>	<b>100 %</b>	
<b>B. In which subjects and at what levels did you receive the most interest?</b>				
	Business			12
	Engineering			10
	Law			5
	<b>Undergraduate</b>			
	Medicine			4
	Architecture			1
	Business Management			1
	Media			1
	Social Sciences			1
	Mechanical Engineering			1
	Accounting and Finance			2
	<b>Postgraduate</b>			
	Art and Design			2
	Economics			2
	Foundation			1
	Dentistry			1
	Psychology			1
<b>C. What do you feel is the biggest market potential for your institution in the UAE?</b>				
	<b>Undergraduate</b>	3		In Dubai
	Expat students	1		

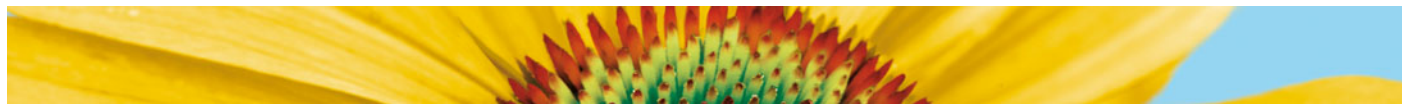


	Business	2		
	Engineering	3		Aerospace & Mechanical
	<b>Postgraduate</b>	3		
	Medicine	1		
	Foundation	2		
	Hospitality and Tourism	1		
	Law	1		
	Comments			Business Sciences More sponsored students Too few enquiries to say Linking with the college sector for training courses in bespoke areas CPD partnerships-direct recruitment Tourism AUH Information about different sponsoring bodies would be really useful for an increase in recruitment process
<b>D. Do you or another representative from your institution plan to return to the UAE within the next twelve months?</b>				
	Yes	17	85 %	
	No	2	10 %	
	Incomplete form/NA	1	5%	
	<b>Total</b>	<b>20</b>	<b>100 %</b>	
<b>Any additional comments</b>				
Unknown	We make 2 visits each year. We visited IV Schools in the UAE in Oct 12& will be here again for University activities & future schools visits in April '13			
University of Sussex	Will attend same agent fairs			
Liverpool JMU	For an agent event, more likely than not			



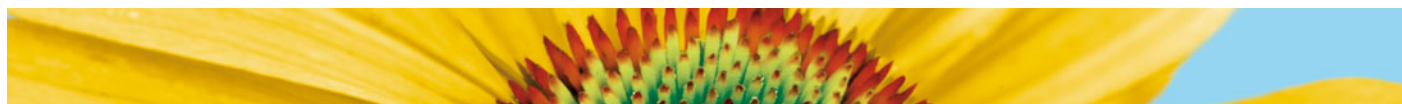
## Dubai

	<b>No. of Participating institutions:</b>	<b>50</b>		
	<b>No. of forms returned:</b>	<b>43</b>		
<b>Pre event</b>	<b>Information and support that I needed before the event</b>			
	Strongly Agree	12	33%	
	Agree	20	56%	Did not receive subject matrix to complete until very last min-was given 15mins to fill this in Time change on day 2 from 10 to 10:30 was confusing for many delegates
	Disagree	3	8%	Didn't get a request to populate a matrix and received a different timetable after departure from the UK. The info was ok at first but the final booking info etc did not come until 10 <sup>th</sup> Oct Got matrix request too late. Didn't get final program until in country
	Strongly Disagree	1	3%	
	<b>Totals</b>	<b>36</b>	<b>100%</b>	
<b>The Event</b>	<b>A. Exhibition date was appropriate for my institution</b>			
	Strongly Agree	8	20%	
	Agree	32	78%	Wish the schools event was longer 10:30-12, too short
	Disagree	1	2%	My school counsellors in Dubai feel the event should have been earlier Some of the facts were not correct and expected more detail & analysis. Good presentation from ADEC Incorrect info in presentation, ADEC presentation was good
	Strongly Disagree	0		
	<b>Totals</b>	<b>41</b>	<b>100%</b>	
	<b>B. Length of the event and opening hours were appropriate</b>			
	Strongly Agree	7	16%	
	Agree	32	74%	
	Disagree	3	7%	2nd day very broken up not a good use of delegates time The layout and space was limited Unfortunately there was no point in the morning session in AUH as it was so poorly attended The AUH leg was a waste of time (morning)

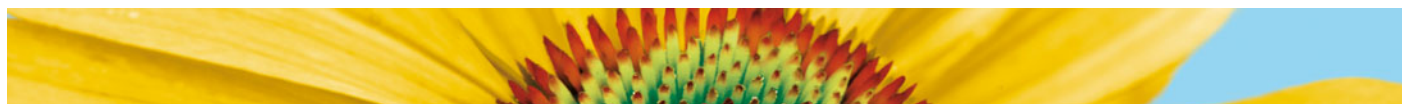


	Strongly Disagree	0		
	No Response	1	3%	
	Totals	43	100%	
<b>C. The exhibition venue was appropriate for the event.</b>				
	Strongly Agree	9	22%	Lovely hotel and great refreshments
	Agree	21	53%	<p>The school session was very busy indeed the evening sessions were good but not as busy as I had expected</p> <p>Preferred the layout in AUH and would like visitors to be able to sit down</p> <p>A bit cramped (corner not good for displays)</p> <p>Given costs of local alternatives both hotels were realistic options. However sections of Dubai were claustrophobic</p>
	Disagree	10	25%	<p>The hall was bit small and our stand location was facing the wall was not great</p> <p>Stall was in a corner facing a wall. Poor flow of students, evening saw very little students</p> <p>Too crowded my stall was far corner with very little flow of students</p> <p>The layout didn't work for me. Instead of facing outwards, I was facing a wall which wasn't ideal</p> <p>Venue was small and inconvenient</p> <p>Maybe a bit more space between booths</p> <p>I'm facing a wall and being largely ignored</p> <p>The volume was ok but not busy</p> <p>In Dubai the venue is too small for the number of participants</p> <p>The room was too small and crowded. End stalls faced wall</p>
	Strongly Disagree	0		
	Totals	40	100%	
<b>D. Please rate the quality/number ratio of enquiries</b>				
	Strongly Agree	1	2%	
	Agree	17	40%	<p>Would have been good to have more PG enquires</p> <p>Very mixed enquiries</p> <p>I think it was busier last year</p> <p>Good enquiries, but evening sessions were slow</p>
	Disagree	12	29%	<p>The morning in AUH was terrible. The 2<sup>nd</sup> evening in Dubai was slow</p> <p>Dubai was very well organized but not AUH</p>
	Strongly Disagree	10	24%	Would prefer to have been offered more ways of meeting/going to schools

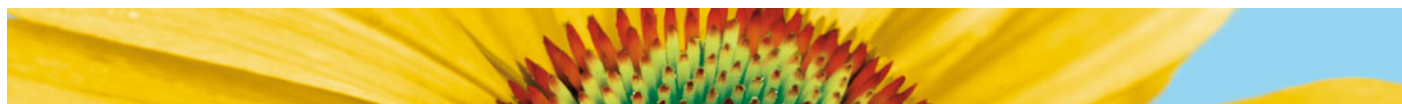




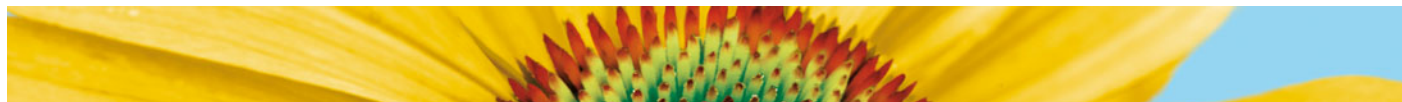
				Traffic worked out at 22 enquiries/ half day. This is not a cost effective out put
	No Response	2	5%	Besides the schools in the morning of 13 <sup>th</sup> , there were very few students who came by my stand, some of them commented that they had to "find me"
	Totals	42	100%	
<b>E. I found the networking lunch useful</b>				
	Strongly Agree	0		
	Agree	15	36%	It was some what useful
	Disagree	21	50%	A delegate list would have been helpful Fork and knife food is not good for networking Not many external people to network with
	Strongly Disagree	1	2%	Attended Dubai lunch; no real movers and shakers (at least I didn't meet any)
	Incomplete form/NA	5	12%	
	Totals	42	100%	
<b>Misc</b>	<b>A. Please rate the quality of the hotel services (airport pick-up, check-in. room service etc.</b>			
	Strongly Agree	3	7%	It's one of the most expensive one
	Agree	15	38%	
	Disagree	5	13%	More responsive at Al Murooj-waiting time too long
	Strongly Disagree	1	2%	Dubai check in very slow & lack of non smoking rooms
	Incomplete form/NA	16	40%	Did not stay at the Rotana-Far too expensive Stayed at a diff hotel-due to cost
	Totals	40	100%	
<b>B. The event overall represented a good showcase for UK Education in a professional environment</b>				
	Strongly Agree	4	10%	
	Agree	30	66	Didn't see any media coverage
	Disagree	5	12%	Dubai venue-too small for number of institutions
	Strongly Disagree	1	2%	
	Incomplete form/NA	5	10%	
	Totals	45	100%	
<b>C. Your participation was a worthwhile investment of time and money?</b>				
	Strongly Agree	2	5%	
	Agree	22	52%	There were rarely any Emirati National students In Dubai yes in AUH no



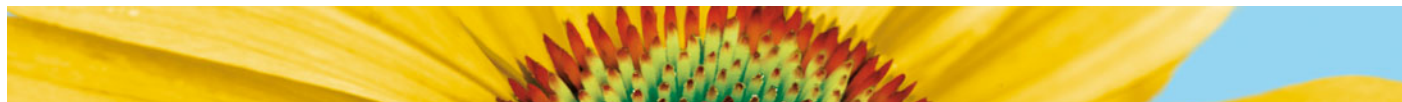
				Agree for Dubai, strongly disagree for AUH For Dubai Because of the good level of enquiries
	Disagree	15	36%	Was ok for Dubai I am undecided but probably not I heard good comments of last years event; this one did not seem to come up to par The cost of the exhibition plus hotel was very expensive compared to no of quality enquiries
	Strongly Disagree	1	2%	
	Incomplete form/NA	2	5%	
	<b>Totals</b>	<b>42</b>	<b>100%</b>	
<b>D. Are you interested in attending a similar event again?</b>				
	Strongly Agree	4	10%	
	Agree	11	27%	Dubai only Yes for Dubai no for AUH
	Disagree	13	33%	Level of English of students already proficient. Don't need language training If the event if highly advertised. The international schools I visited in Oct 2012 did not know about the event Not sure-will depend on student applications
	Strongly Disagree	1	3%	Derby will probably commit to bespoke SIEM services through it's platinum membership
	Incomplete form/NA	11	27%	
	<b>Totals</b>	<b>40</b>	<b>100%</b>	
<b>Market Info</b>	<b>A. Do you expect to have definite applications as a direct result of attending this event?</b>			
	Yes	17	43%	Hard to tell UG & PG 10 UG-15 UG+ PG+ Research
	Possibly	11	27%	Undergraduate & postgraduate professionals UG, 2-4 2 PG Difficult to say as most were UCAS applicants-undecided 2-4 UG



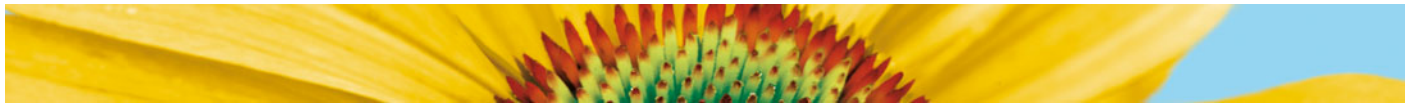
				10 people said they will apply
	No	1	3%	
	Incomplete form/NA	11	27%	
	<b>Totals</b>	<b>40</b>	<b>100%</b>	
<b>B. In which subjects and at what levels did you receive the most interest?</b>				
	Business	23		
	Engineering	23		
	Law	10		
	<b>Undergraduate</b>			
	Medicine	12		
	Architecture	1		
	Business Management	1		
	Media	2		
	Sciences	1		
	Accounting and Finance	1		
	<b>Postgraduate</b>			
	Art and Design	6		
	Politics	1		
	International Relations	1		
	Economics	3		
	Dentistry	1		
	Psychology	4		
	Humanities	1		
	Forensics	1		
	English	1		
	Hospitality	1		
	Pharmacy	2		MPharm
	Film & Theatre	3		
	Communication	1		
<b>C. What do you feel is the biggest market potential for your institution in the UAE?</b>				



	<b>Undergraduate</b>	3		
	Expatriate students	1		
	Business	1		
	Engineering	2		
	<b>Postgraduate</b>	2		
	International Relations	1		
	Medicine	1		
	Foundation	2		
	Law			Undergraduate law taught in English
	Comments			<p>Targeting British &amp; International schools</p> <p>Not sure</p> <p>The name 'Middlesex University'</p> <p>Varied</p> <p>An articulation agreement/with the Ministry</p> <p>All girls pre U course- A stepping stone to University</p> <p>More sponsored students-PG taught</p> <p>PG Business, Medicine</p> <p>Sponsor, Niche subjects, Collaborations</p> <p>Film</p> <p>Language/ FYP</p> <p>Private secondary school</p> <p>Information about the students who are sponsored by different bodies would be really useful</p> <p>Sciences</p> <p>CPD partnerships-direct recruitment</p> <p>Dubai non-Emirati students</p>
<b>D. Do you or another representative from your institution plan to return to the UAE within the next twelve months?</b>				
	Yes	32	80%	
	No	1	3%	
	Incomplete form/NA	7	17%	
	<b>Total</b>	<b>40</b>	<b>100%</b>	



Any additional comments	
Howell's School	<p>However, I was notified that my payment was not received 2 weeks prior to the event. They could have done so much earlier</p> <p>I filled in a matrix, it is not here. Our institution is not listed in the book given to the students attending the exhibition, when we registered for the event prior to it closing.</p>
University of Greenwich	Exhibition date for my institution was appropriate but Dubai event lapsed with Diwali
Basima Hakim	It was very slow fair in AUH, but good enquires from DXB. Not many for PG courses
Manchester Metropolitan University	<p>Not for PG applications</p> <p>Hardly any PG enquiries. Is the event publicized in Universities. Knowledge Village etc. Also, I checked your brochure and our scholarship information was not included</p>
Kingston University	There was no water supplied on our stand even though we kept asking. This is a basic requirement that everyone expects when paying for an exhibition



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

Publication	Inserts	Date	Size	Colour	Position
Gulf News	1	08-Nov	14.5 X 20.46	Colour	Inside
Al Khaleej	1	08-Nov	1*27 X 4	Colour	Inside

Al Quran Radio 30 Seconds		
Programme	Time	Spots
Breakfast	0600 - 1000	40
Evening	1600 - 2100	40
Audio creation		1

Virgin Radio 30 Seconds		
Programme	Time	Spots
Kris Fade Show	0600 - 1000	40
Workforce Requests with Simone Heng	1001 - 1300	40
On Air with Ryan Seacrest	1301 - 1600	40
Drive Home with Brent Black	1600 - 2000	40
Run of Station	0600 - 2400	184
Live Reads Kris Fade Show	0600 - 1000	6
Live Reads - Worforce Request	1001 - 1300	6
Live Reads Mac & Da Costa	2001 - 2200	6
ONLINE - Virginradiodubai.com		
Leaderboard	Per week	2
Skyscraper	Per week	2
Audio creation		1

Online	Banners	Impressions
Facebook (min. spend required 35,000 USD)	Thumbnail	15 Milj
Edarabia.com – Homepage	LeaderBoard	
Zawya	LeaderBoard	77,000
Expat Web Services	¼ share top banner (728x90pixels) on all education section on Dubai and Abu Dhabi sites	19,467
Expat Web Services	¼ share top banner (728x90pixels) on home pages on Dubai and Abu Dhabi sites	105,168