

**Post-event report for**  
**Study in the UK Exhibition 2015, Qatar**

**16-17 March 2015**  
**Radisson Blu Hotel**  
**Doha**

### Introduction

The Study in the UK Exhibition was held on 16<sup>th</sup> – 17<sup>th</sup> March 2015. It offered an opportunity for students, parents, teachers and others in the education field to meet **representatives of 36 UK universities, Accredited English Language Schools and a selection of local scholarship providers** in person to find out what the UK has to offer and available funding opportunities. The target audiences were primarily 16 to 21 year olds interested in higher education in the UK; professionals seeking to advance their careers; parents and key influencers. Entrance was free for all visitors. Visitors were able to register in advance through the Education UK dedicated registration website or on arrival at the exhibition. The exhibition was very well attended by both UK universities and local audiences, and many took selfies with our Instagram cut out and tweeted to @BritFestQA and @qaBritish.

18<sup>th</sup> March was an optional day dedicated to schools visits. A visit to Al-Wakra Independent Secondary School for boys, who organised their annual college and career fair, sponsored by Qatar Steel targeted secondary schools students aged between 16 and 18 years old. In addition to meeting potential students, the fair provided UK institutions with a platform to network with more than 15 major scholarship providers. Al-Wakra's school visit was followed by a visit to the College of the North Atlantic Qatar targeting diploma holders students interested in top-up degrees in the UK (2+2 and 3+1)

The exhibition attracted over **1,000 visitors** through a variety of marketing channels and activities, which complimented each others. We believe the key for the growth in visitors' number from last year (around 500 visitors in 2014) is mainly due to starting the promotion plan of the event early 2 months prior to the exhibition and ensuring effective communication with school counsellors who are considered important influencers.

**Rawan Khir, SIEM Manager, Qatar**

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### Highlights

This exhibition was held at the following venue/time/date...

<b>Venue</b>	Radisson Blu Hotel, Doha, 16 <sup>th</sup> and 17 <sup>th</sup> March 2015
<b>Opening hours</b>	16 <sup>th</sup> March: 4:00pm – 8:00pm 17 <sup>th</sup> March: 9:00pm – 12:30pm and 4:00pm – 8:00pm
<b>Opened by</b>	<ul style="list-style-type: none"><li>• Dr Khalid Al-Horr, Director, Higher Education Institute</li><li>• Cecille Elbeleidi, Deputy Head of Mission   British Embassy Doha</li><li>• Martin Hope, Director, British Council Qatar</li></ul>
<b>Stand costs</b>	1999GBP; excluding VAT
<b>Sponsors</b>	Partially sponsored by the British Festival 2015
<b>Unique feature to give added value</b>	Lucky draw for 1 iPad Air and attractive prizes to everyone who registered in advance and attended the exhibition.

### Visitors' profile

57% of visitors are looking for **Undergraduate courses and Foundation programmes**

25% of visitors are looking for **Postgraduate courses**

70% of the visitors were between the **ages of 16-30**

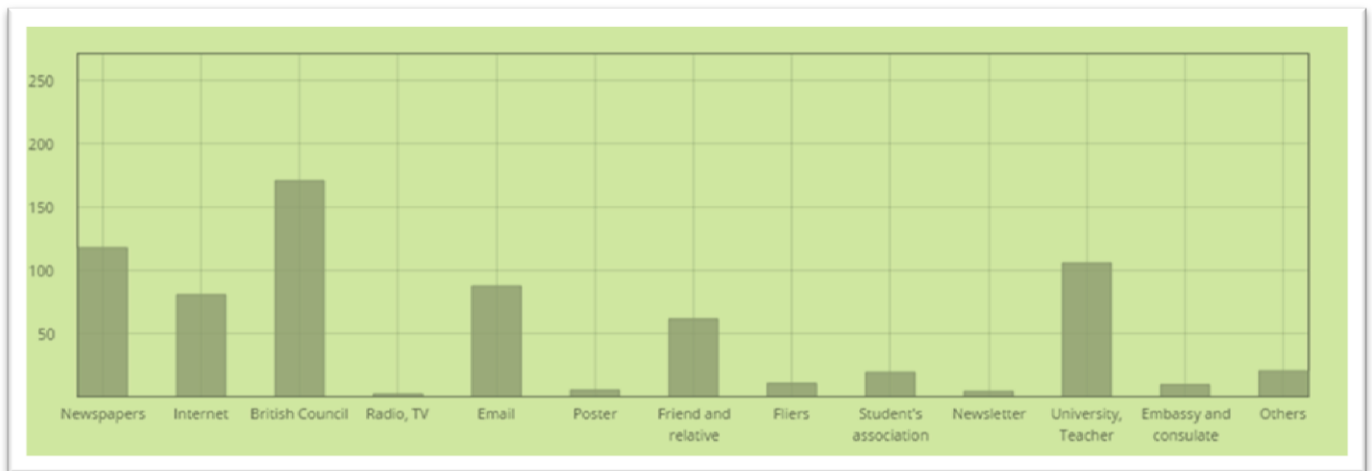
Of the total visitor numbers **34% were female, 66% were male.**

Selection criteria

From the visitors' survey –

High academic standard  
is the most important factor for selecting an overseas education destination.

How did you find out about the exhibition?



## Marketing

Examples of the marketing Include ...

### Press releases

- <https://www.gov.uk/government/world-location-news/british-ambassador-launches-british-festival-2015-in-qatar.ar>
- <http://www.alarab.qa/story/493944/%D8%A7%D9%86%D8%B7%D9%84%D8%A7%D9%82-%D9%85%D8%B9%D8%B1%D8%B6-%D8%A7%D9%84%D8%AF%D8%B1%D8%A7%D8%B3%D8%A9-%D9%81%D9%8A-%D8%A7%D9%84%D9%85%D9%85%D9%84%D9%83%D8%A9-%D8%A7%D9%84%D9%85%D8%AA%D8%AD%D8%AF%D8%A9-%D8%BA%D8%AF%D8%A7>
- <http://www.alarab.qa/story/494214/%D8%A7%D9%84%D9%8A%D9%88%D9%85-%D9%85%D8%B9%D8%B1%D8%B6-%D8%A7%D9%84%D8%AF%D8%B1%D8%A7%D8%B3%D8%A9-%D9%81%D9%8A-%D8%A8%D8%B1%D9%8A%D8%B7%D8%A7%D9%86%D9%8A%D8%A7>

### Social Media sample:

#### Facebook



**British Council Qatar**  
Page Liked · 15 March · 🌐

Join us Study in the UK Exhibition!  
Monday 16 March to Tuesday 17 March 2015  
16.00 - 20.00  
Radisson Blu Hotel

1,407 Views  
Unlike · Comment · Share

👍 You, Elizabeth Jane Hodgson and 36 others like this.  
Most Relevant · 4 shares

👤 Marain Magdy Tub ya soha n5ls k queens I Zwel 😊 w promise nrooo7 sawa  
Like · Reply · 16 March at 07:43

👤 Dina Alaa Marwa Mg 😊  
Like · Reply · 1 · 16 March at 19:09



**British Council Qatar**  
Page Liked · 17 March · 🌐

Come to the Radisson Blu today at 16.00 and talk to 28 top UK institutions about your future.  
#BritFestQa2015

827 Views  
Like · Comment · Share

👍 Marwa We Bassem and 15 others like this.  
Write a comment...

Twitter

**Brit Fest Qatar '15** @BritFestQA · Mar 16

It's raining today! It seems the institutions at the Study in the UK fair brought the weather with them #BritFestQa15 @qaBritish @ukinqatar

8 5

**Brit Fest Qatar '15** @BritFestQA · Mar 16

If you're attending the Study in the UK exhibition, remember to take a selfie! #QA\_EDUKEX @qaBritish



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**Brit Fest Qatar '15** @BritFestQA · Mar 16

There is always tomorrow. Don't miss the seminars tomorrow, March 17th 5pm-8pm @RadissonBluDoha #BritFestQa15

Cardiff University, Univ of St Andrews, USW and 2 others

your future	the wide-ranging subject of engineering, including fire safety, aeronautical, civil and environmental.
19:15-19:45 Business / MBA	The seminar is targeted to students at all levels who are wishing to study Business in Accounting, Finance, Marketing and MBA. The Seminar will cover types of programmes available, breath of subject areas, indicative entry criteria, employability and careers after graduation.

2 3

**Brit Fest Qatar '15** @BritFestQA · Mar 17

Lots of students asking about studying business, engineering, languages, pilots and more @RadissonBluDoha #educationuk



2 4

**Brit Fest Qatar '15** @BritFestQA · Mar 17

Students don't miss out on the last day to meet universities at the study in UK exhibition. 4-8pm. #KnowledgeisGREAT

University of Brighton	London South Bank University
Cardiff University	Newcastle University
University of Central Lancashire	Oxford Brookes University
University of Derby	Plymouth University
University of East London	University of Portsmouth
Edinburgh Napier University	University of Reading
University of Exeter	Southampton Solent University
University of Greenwich	University of South Wales
University of Huddersfield	University of St Andrews
University of Kent	Swansea University - Engineering
Kingston University, London	

**Brit Fest Qatar '15** @BritFestQA · Mar 17

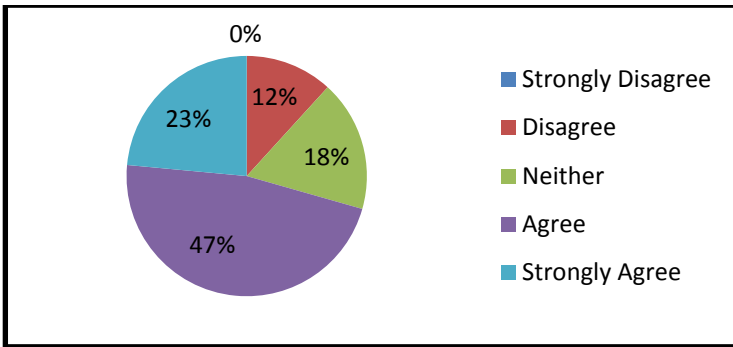
Got questions about studying in the UK? Come to the Radisson Blu between 9:30-12:30 or 16:00 and 20:00 today! #BritFestqa15 @ukinqatar

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Exhibitor's Feedback

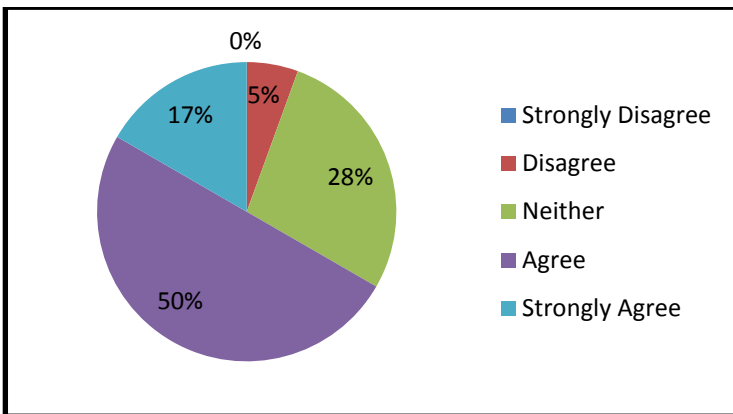
Expectations

This event met my expectations



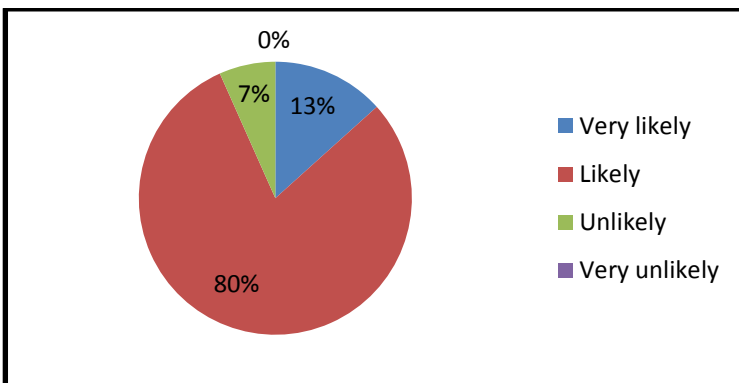
Quality

Overall this was a high quality event



Recommendation

How likely are you to recommend the British Council to your peers and colleagues?



### Some positive quotes from exhibitors:

- It was very well organized event
- As I have said before BC Doha is my favorite and they are the most active BC in the ME
- It worked well with the timing of the British Council event in Jordan being straight after
- Quality of visitors at the exhibitions was good.
- The visit to the College of the North Atlantic was worthwhile
- I have to commend the BC in Doha, who are very good at what they do
- I thought the networking event with the school counsellors was excellent
- Meeting scholarship bodies at the School Event was very useful

### Some Recommendations from exhibitors

- Including lunch as part of the exhibition package
- Shifting the evening session starting time half an hour later as it seemed to be quieter in the first half an hour and much busier towards the end of the session
- To consider visits to girls schools
- Arrange more school visits and make them short and brief
- The event needs to be close to other BC events in The Gulf to make it worthwhile to attend
- More focus on the expat market is required

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 from the exhibitors' and the visitors' survey results and recommended next steps are outlined below:

### British Council

- We will consider working on a regional exhibitions plan to have the Gulf events close to each other
- We will consider arranging short visits to more schools instead of a long visit to one school
- We will also consider scheduling a longer networking session with school counsellors of both local and international schools
- We will try to have a booth for the UKVI to give students more information about the student visa requirements and process

### UK Institutions

- It has been requested to give basic guidelines on the British system of study and the general expectations from universities in the UK to non-British curriculum school students.
- It has been also requested that institutions provide more information about the scholarship options for self-funded students including the expatriates in Qatar.
- It is suggested that institutions invite their alumni to attend future exhibitions and share experience of their life in UK with the visitors.
- It has been recommended for universities expecting a large number of enquiries to have 2 people at the booth to shorten the student waiting time at the stand.

Next year's exhibition (Currently Scheduled for March 2016) will build upon the lessons learned. We hope to see you there!



Appendix I - List of UK participating institutions

1. Bangor University
2. University of Birmingham
3. University of Bradford
4. University of Brighton
5. Cardiff University
6. University of Central Lancashire
7. University of Derby
8. University of East London
9. Edinburgh Napier University
10. University of Exeter
11. University of Greenwich
12. University of Huddersfield
13. University of Kent
14. Kingston University
15. University of Leeds
16. Leeds Beckett University
17. University of Lincoln
18. Liverpool John Moores University
19. London South Bank University
20. Newcastle University
21. Oxford Brookes University
22. University of Plymouth
23. University of Portsmouth
24. The University of Reading
25. Southampton Solent University
26. University of South Wales
27. University of St Andrews
28. Swansea University

English Language course providers:

29. Anglo-Continental School of English
30. City School of Languages
31. Docklands Academy London

Appendix II - Some Photos from the event



Opening ceremony



Exhibitor's group picture



Networking reception for exhibitors and school counsellors at the embassy



Visitors queuing for check-in



Visitors queuing for consultation

## More Photos from the event



Face-to-Face appointments with visitors



Seminars



Schools visiting the exhibition 2<sup>nd</sup> day morning



British Council booth



Announcing the winner of the iPad Air as a result of the lucky draw