

Where inspiration begins

Education UK Exhibition, Ghana

27-31 October 2014

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1. Event fact file

Ghana (Accra & Kumasi)

Venue	Golden Tulip Hotel, Kumasi, 27th October 2014 La Palm Royal Beach Hotel, Accra – 29 th and 31 st October 2014
Opening hours	1000-1600
Opened by	Liliana Biglou, Country Director British Council
Stand costs	Kumasi - £2,774.83 Accra (International Schools Fair) - £1,877.49 Accra (Major Exhibition) - £1,055.25
Sponsors	uniBank Ghana Ltd
Unique feature to give added value	Networking/Awards event with Alumni and agents in Accra Consultations on students visas
Seminars	<p>Ghana Market Briefing - Rhoda Enchil, Project Manager</p> <p>Monday 27 October</p> <ol style="list-style-type: none"> 1. Visa Presentation – Jane Idos, British High Commission 2. Work and Study Opportunities in the UK – Jamie Hastings, Robert Gordon University 3. Tullow Scholarships – Sandra Barimah, British Council <p>Thursday 30th October</p> <ol style="list-style-type: none"> 1. Visa Presentation – Robert Scott, British High Commission 2. Tullow Scholarships – Sandra Barimah, British Council Ghana 3. Extractive Industries, the Environment and Sustainability MSc, Prof Gavin Hilson, University of Surrey 4. Benefits of UK Education – uniBank Ghana 5. Higher Education: A guide to Prospective International Participants - Evans Takyi Ankomah-Asare – National Council for Tertiary Education <p>Friday 31st October</p> <ol style="list-style-type: none"> 1. Visa Presentation – Robert Scott, British High Commission 2. Tullow Scholarships – Sandra Barimah, British Council Ghana 3. Work and Study Opportunities in the UK – Jamie Hastings, Robert Gordon University 4. Funding and Scholarship opportunities- Emma Tayou , University of Nottingham

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2. Key statistics

Attendance	Kumasi		Accra	
	Feb 2014	Oct 2014	Feb 2014	Oct 2014
Mon 1	722	583	-	
Wed 2	-	-	-	365
Thurs 3	-	-	834	405
Fri 4	-	-	616	277
Total number of visitors	722	583	1450	682
Further Education				
Higher Education				
Visa				
Total number of exhibitors	18	19	41	33

Visitors' primary market objectives	Kumasi		Accra	
	Feb 2014	Oct 2014	Feb 2014	Oct 2014
Undergraduate	30%	79%	33%	82%
Postgraduate	61%	21%	54%	18%
Demographics of visitors	Kumasi		Accra	
	Feb 2014	Oct 2014	Feb 2014	Oct 2014
Male	74%	68%	58%	60%
Female	26%	32%	42%	40%

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


3. Impact of marketing plan

The theme for this year's publicity campaign was 'Where inspiration begins'. This theme sought to position the exhibition as an inspirational springboard to a great educational and career opportunity in the UK.

The communication media used for the publicity campaign included radio LPMs and jingles, TV crawlers, Bloggers, newspaper ads, billboards, experiential board, banners, stickers, posters, SMS, flyers and target engagement activations in churches, mosques and tertiary institutions. Summary of the media plan is available in **Appendix 4**.

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Hand-outs of the course matrix were made available at the front of the exhibition hall. The British Council stand also handed out scholarship information to visitors.

British Council had pre-activations at some selected tertiary institutions, churches and mosques in Accra and Kumasi to engage students and visitors. The pre-activations informed them about EUK, the benefits of undertaking a UK education and gathered their data for SMS blast which was used to serve as reminders to the EUK Exhibitions. Social media wasn't left out as there were daily posts (profiling a participating institution) and a countdown to the EUK exhibition. As a result visitors who turned up were better informed and their enquiries were more focused.

An Eventbrite platform for registration of participants to the EUK Exhibition was created. Per the reports a total number of **773** participants registered for the Kumasi exhibition whereas **1023** participants registered for the Accra exhibition. By means of this new platform, it made it fairly easy for the team to record the number of visitors who attended the fairs as a result. Visitor survey results demonstrate that **53** per cent of visitors to the fair found out about the event through, British Council, recommendations from family and friends and posters and flyers. This can be found in **Appendix 2**.

4. Conclusions and follow up

4.1 Key recommendations for institutions

- Exhibitors should **ensure** that all communication regarding the exhibition is sent to them if they are not the primary contact on the BC mailing list and arrangements are being facilitated by either the international office or marketing department
- Exhibitors should endeavour to read the exhibition handbook that is sent to them
- Exhibitors should send in their requested exhibition forms in good time
- Visitor's feedback showed that there wasn't enough information on PHD programmes. Exhibitors should come along with materials on PHD programmes in future exhibitions
- Exhibitors should be better informed about the target market before signing on to a specific fair/event to prevent any disappointment

4.2 Key recommendations for the British Council

- The results from the visitor survey and observations made on the day demonstrated that the venue was not a good choice and it was suggested that venues in the city centre would have been better due to its transportation links and easy accessibility. We are already looking into alternative venues for next year and hope to have a venue in place by November this year
- Scholarship information needs to be very clear - full scholarships are rarely available
- The exhibition should be held at the weekend
- Better communication to students about scholarships (specifically, their limited availability), and details of programs available
- Students should be pre-screened for suitability to attend the event (age, course of interest etc). We will consider holding presentations/talks in weeks leading up to the event on UK Education, eligibility, scholarships, tuition fee, work opportunities post degree etc. These presentations will be held for general public, international schools, top local schools from where students would be applying to Foundation Degrees in the UK

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Appendix 1: List of participating institutions

1	University of Warwick	19	University of Leeds
2	University of Dundee	20	Manchester Metropolitan University
3	University of Portsmouth	21	Staffordshire University
4	The University of Northampton	22	De Montfort University
5	Robert Gordon University	23	Coventry University
6	Teesside University	24	University of the West of Scotland
7	Heriot-Watt University	25	University of Surrey
8	London Metropolitan University	26	University of the West of England
9	The University of Nottingham	27	Sheffield Hallam University
10	University College London	28	Lancaster University Ghana
11	Keele University	29	The University of Law
12	University of East London	30	University of Salford
13	University of Essex	31	Millfield English Language Holiday Courses
14	University of Kent	32	University of Aberdeen
15	University of Birmingham	33	Newcastle University
16	Middlesex University	34	Edinburgh Napier University
17	Northumbria University	35	Brunel University
18	University of Central Lancashire		

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Appendix 2: Visitors' survey results

Returned from 686 visitors

1. Are you

Male	64%
Female	36%

2. Will you be making an application to study in the UK?

Yes	96%
No	4%

3. What Programme of Study are you interested in?

GCSE	0%
A Level	0%
Diploma	1%
Foundation programme	1%
University Foundation programme	1%
Undergraduate	33%
Postgraduate	59%
Distance Learning	1%
English language course	0%
Short English courses	0%

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4. Did you find what you wanted?

Yes	95%
No	5%

5. When do you plan to study in the UK?

1 year	63%
2 years	19%
3 years	3%
4 years	2%
Uncertain	13%

6. How did you find out about this Exhibition?

British Council	24%
Newspaper	4%
TV	10%
Radio	12%
Poster/Flyer	15%
Internet	12%
Recommendation	14%
Other	10%

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7. How would you rate the quality of service/s you have received?

Excellent	37%
Good	54%
Average	7%
Bad	0%
Very bad	1%

8. The UK is a country with high quality learning opportunities.

Strongly agree	48%
Agree in general	46%
Neither agree nor disagree	5%
Disagree in general	1%

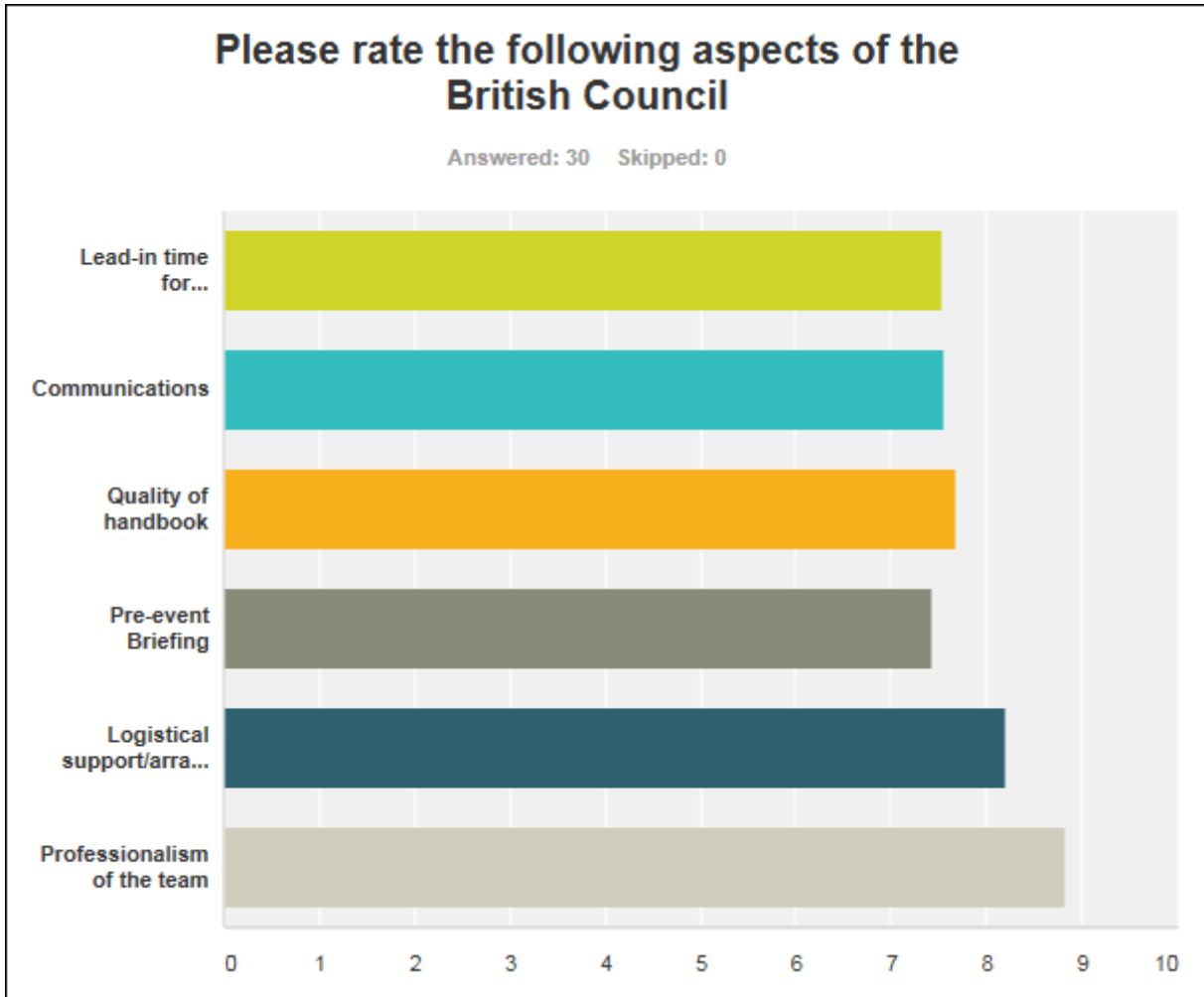
9. Are your perceptions of UK education now more positive as a result of this exhibition?

Yes	91%
No	9%

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Appendix 3: Exhibitors' survey results



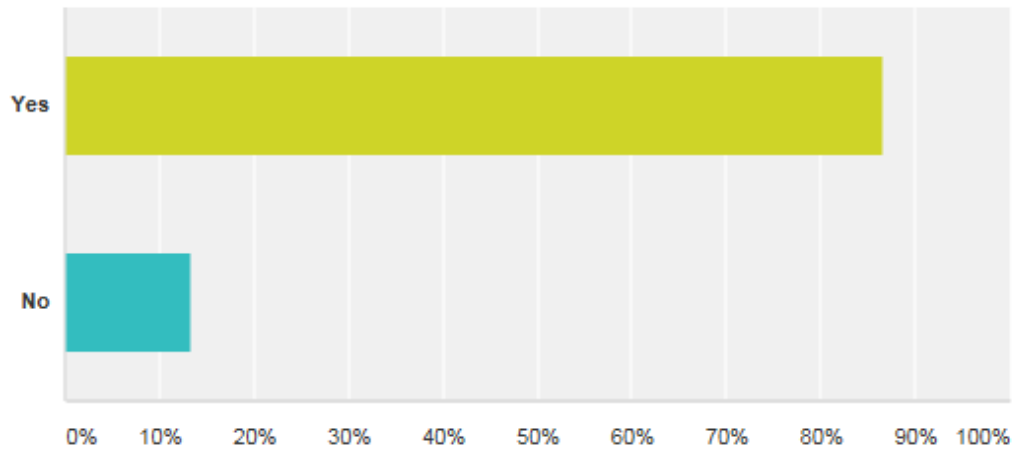
	Very.Poor (1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	Excellent (10)	N/A	Total	Average Rating
Lead-in time for registration	0.00% 0	0.00% 0	0.00% 0	0.00% 0	3.33% 1	16.67% 5	23.33% 7	26.67% 8	6.67% 2	10.00% 3	13.33% 4	30	7.54
Communications	3.33% 1	0.00% 0	3.33% 1	0.00% 0	6.67% 2	6.67% 2	20.00% 6	26.67% 8	10.00% 3	20.00% 6	3.33% 1	30	7.55
Quality of handbook	0.00% 0	0.00% 0	0.00% 0	0.00% 0	6.67% 2	16.67% 5	20.00% 6	26.67% 8	10.00% 3	16.67% 5	3.33% 1	30	7.69
Pre-event Briefing	3.33% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	26.67% 8	6.67% 2	30.00% 9	13.33% 4	10.00% 3	10.00% 3	30	7.44
Logistical support/arrangements	0.00% 0	0.00% 0	0.00% 0	3.33% 1	0.00% 0	6.67% 2	20.00% 6	30.00% 9	13.33% 4	26.67% 8	0.00% 0	30	8.20
Professionalism of the team	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	13.33% 4	26.67% 8	23.33% 7	36.67% 11	0.00% 0	30	8.83

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Was the (calendar) timing of this event right for you?

Answered: 30 Skipped: 0



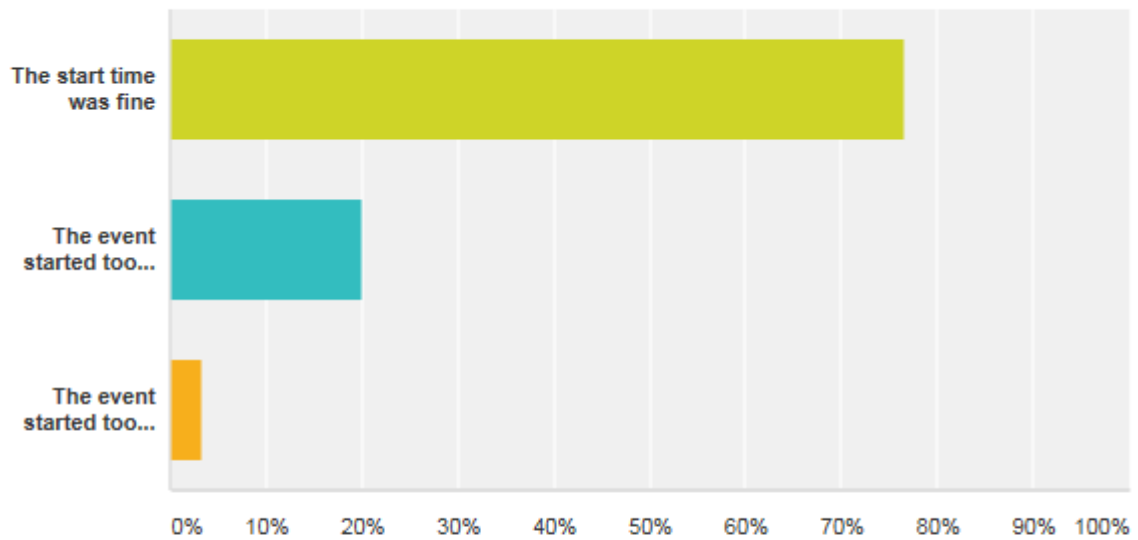
Answer Choices	Responses	
Yes	86.67%	26
No	13.33%	4
Total		30

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How was the (day) timing of the event?

Answered: 30 Skipped: 0



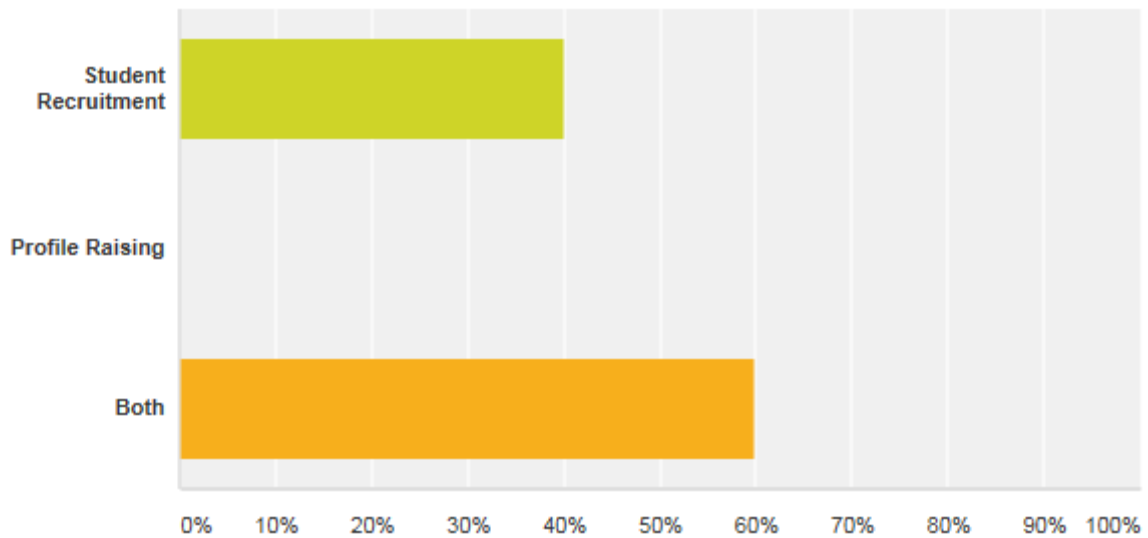
Answer Choices	Responses
The start time was fine	76.67% 23
The event started too early	20.00% 6
The event started too late	3.33% 1
Total	30

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What was your main reason for coming to this exhibition?

Answered: 30 Skipped: 0



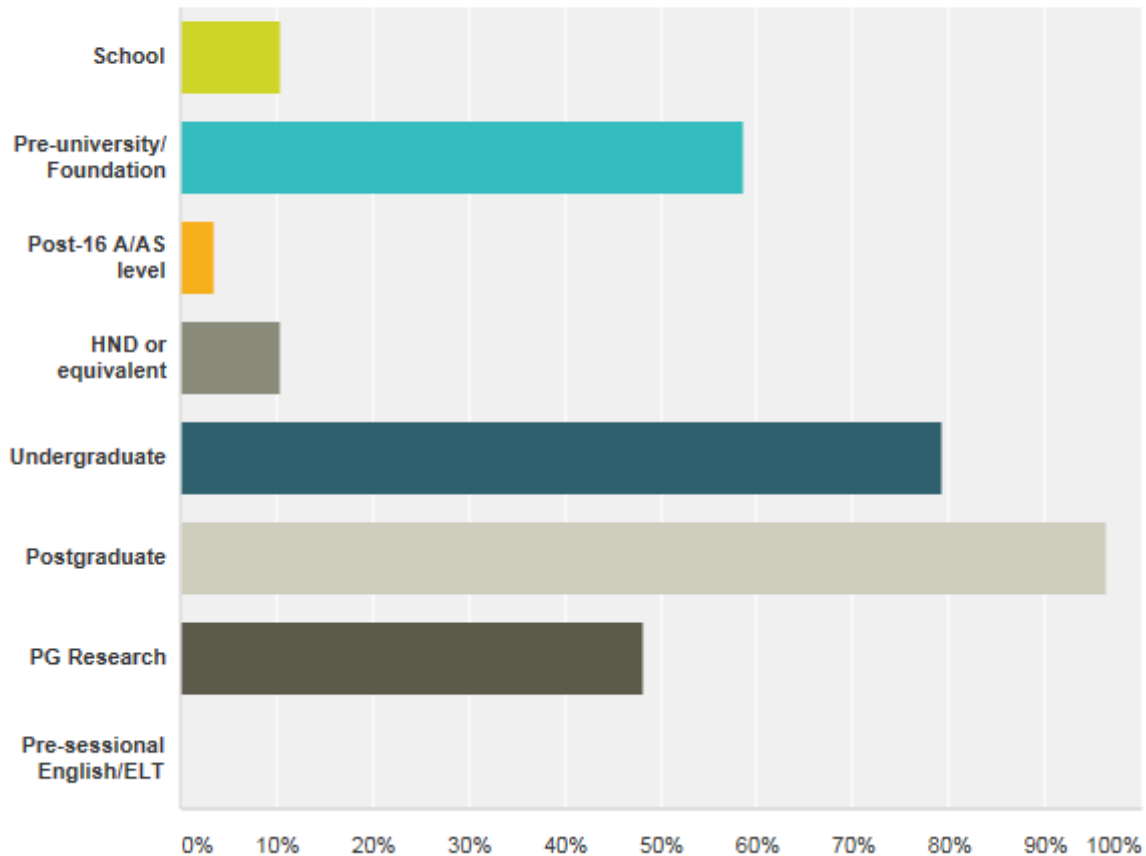
Answer Choices	Responses
Student Recruitment	40.00% 12
Profile Raising	0.00% 0
Both	60.00% 18
Total	30

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What was your primary market interest for this event (tick all that apply)

Answered: 29 Skipped: 1



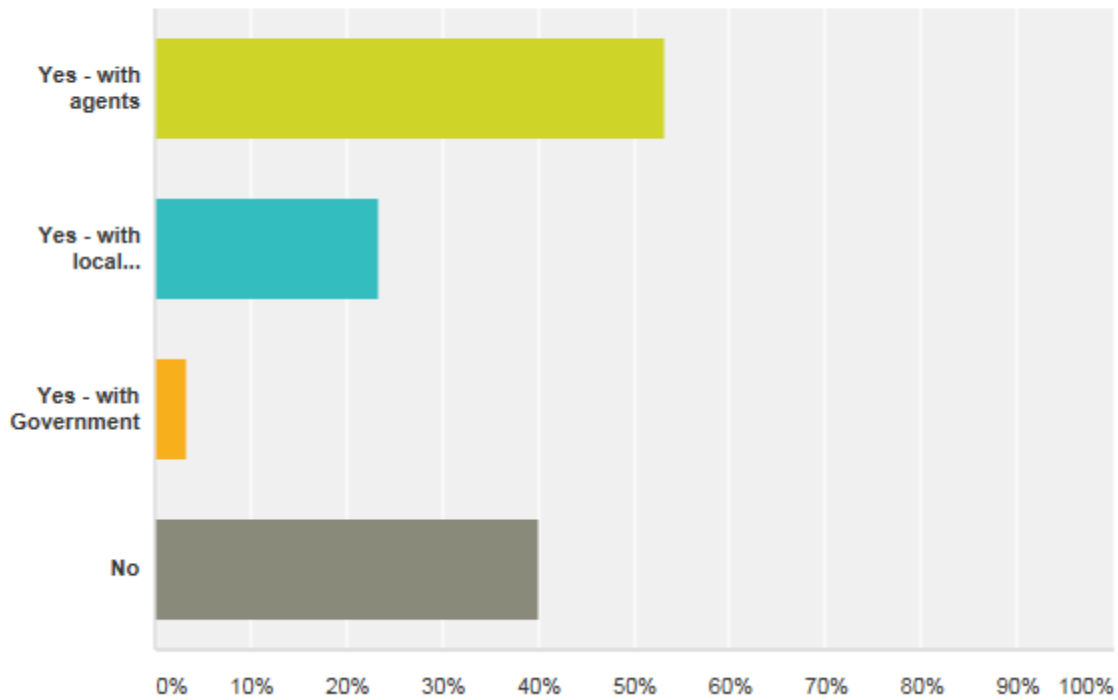
Answer Choices	Responses
School	10.34% 3
Pre-university/Foundation	58.62% 17
Post-16 A/AS level	3.45% 1
HND or equivalent	10.34% 3
Undergraduate	79.31% 23
Postgraduate	96.55% 28
PG Research	48.28% 14
Pre-sessional English/ELT	0.00% 0
Total Respondents: 29	

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Have you developed/built on existing relationships during your visit?

Answered: 30 Skipped: 0



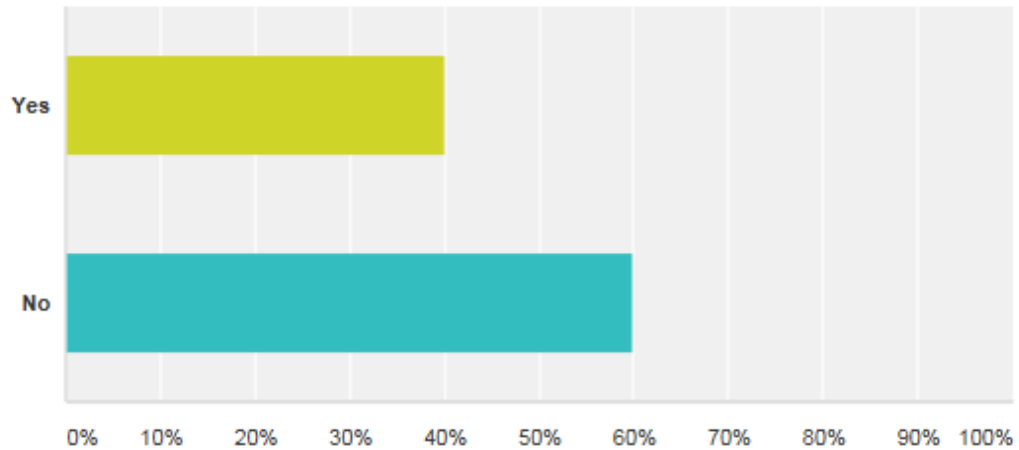
Answer Choices	Responses	
Yes - with agents	53.33%	16
Yes - with local institutions	23.33%	7
Yes - with Government	3.33%	1
No	40.00%	12
Total Respondents: 30		

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Have you been to any non-British Council organised events in Ghana previously?

Answered: 30 Skipped: 0



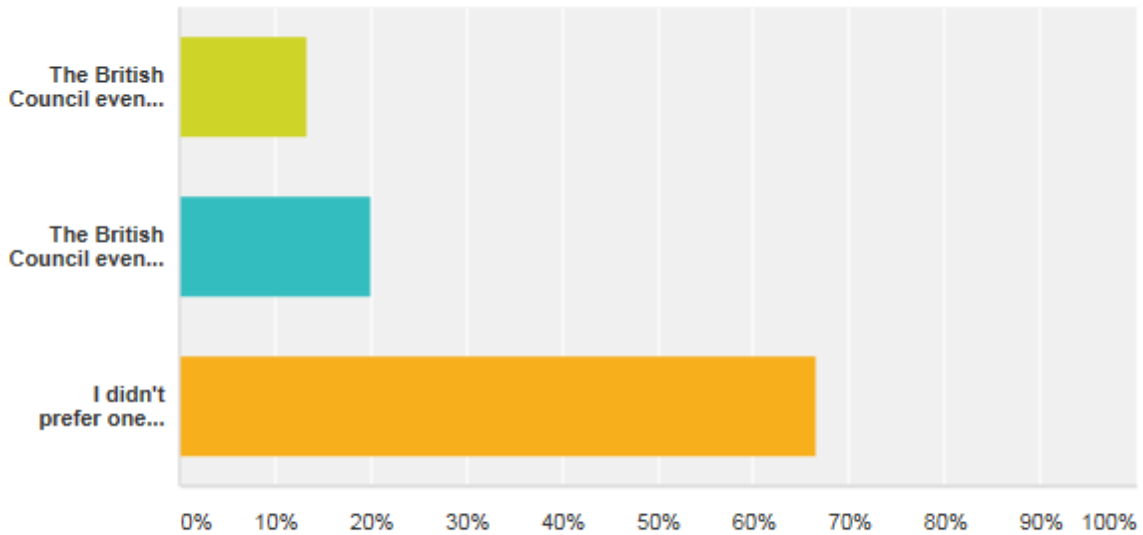
Answer Choices	Responses	
Yes	40.00%	12
No	60.00%	18
Total		30

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How does the British Council event compare to that event

Answered: 15 Skipped: 15



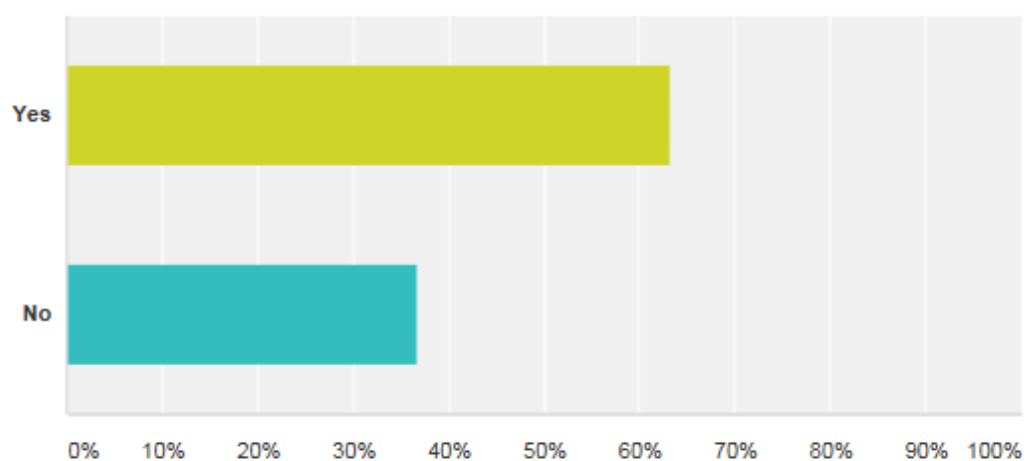
Answer Choices	Responses
The British Council event was better	13.33% 2
The British Council event was worse	20.00% 3
I didn't prefer one event over the other	66.67% 10
Total	15

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Have you attended events organised by the British Council in Ghana previously?

Answered: 30 Skipped: 0



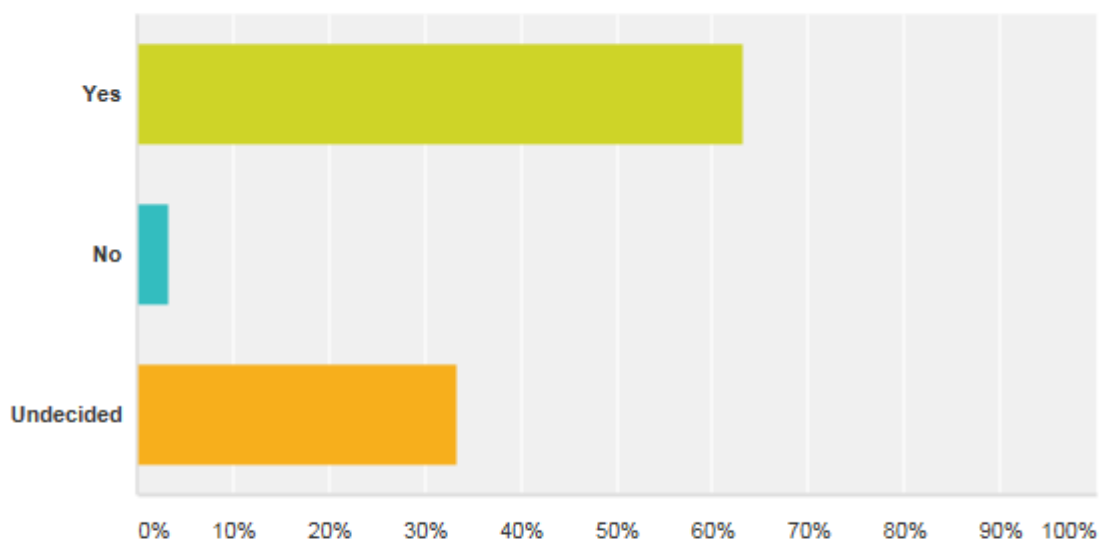
Answer Choices	Responses
Yes	63.33% 19
No	36.67% 11
Total	30

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Would you consider coming back to the next British Council exhibition in Ghana?

Answered: 30 Skipped: 0



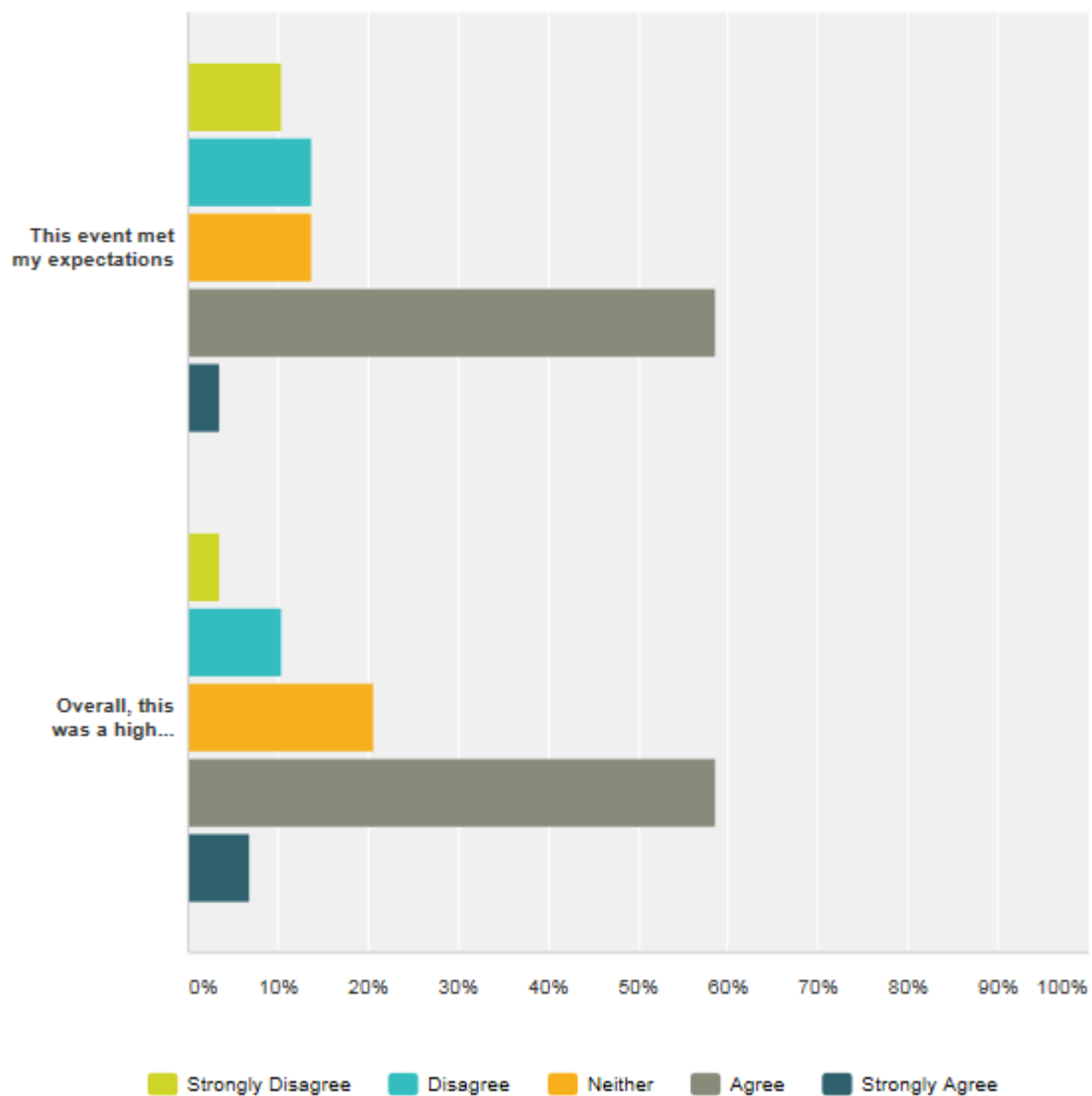
Answer Choices	Responses
Yes	63.33% 19
No	3.33% 1
Undecided	33.33% 10
Total	30

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Overall summary

Answered: 30 Skipped: 0



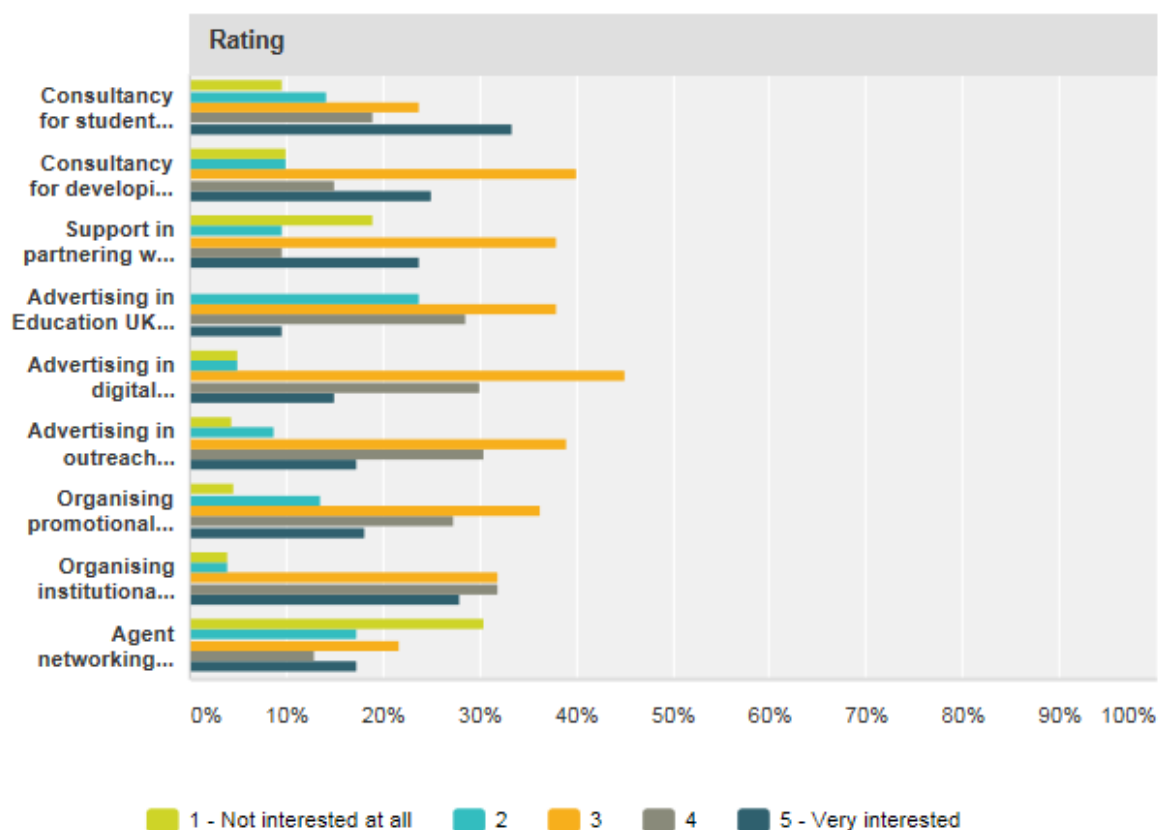
	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree	Total
This event met my expectations	10.34% 3	13.79% 4	13.79% 4	58.62% 17	3.45% 1	29
Overall, this was a high quality event	3.45% 1	10.34% 3	20.69% 6	58.62% 17	6.90% 2	29

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What other services would interest you for Ghana in future?

Answered: 27 Skipped: 3

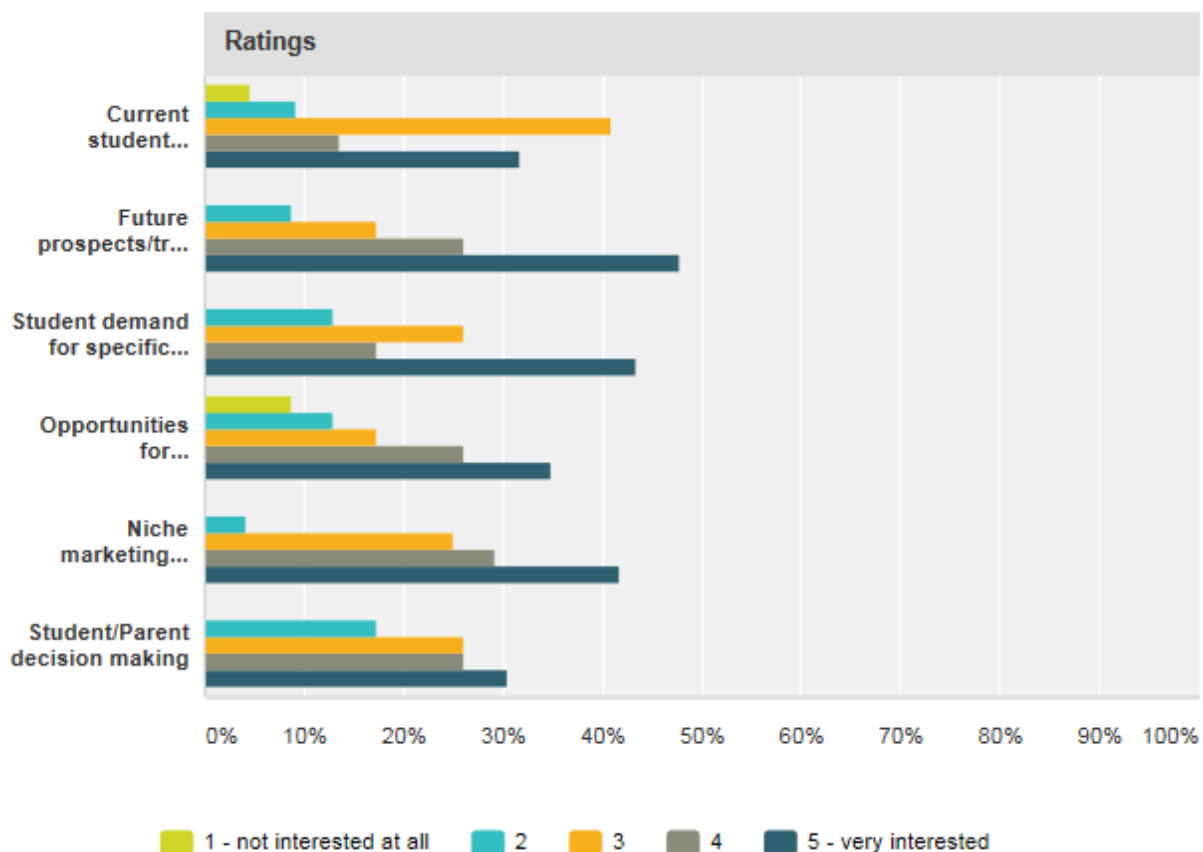


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Please indicate any market intelligence needs you have for this market?

Answered: 25 Skipped: 5

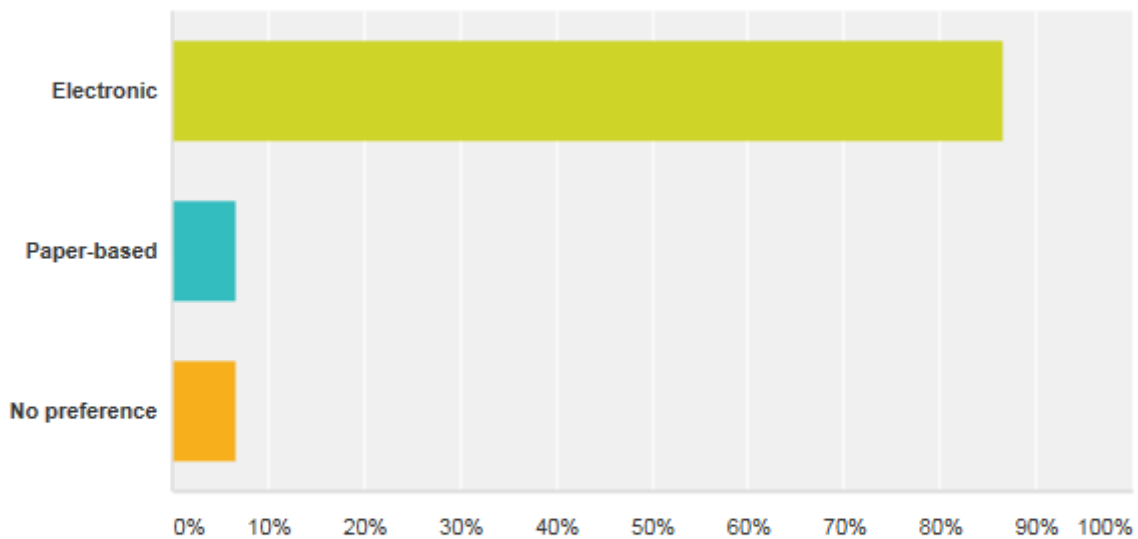


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Do you prefer to complete electronic evaluation surveys like this or the paper-based surveys we've been using previously?

Answered: 30 Skipped: 0



Answer Choices	Responses
Electronic	86.67% 26
Paper-based	6.67% 2
No preference	6.67% 2
Total	30

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Appendix 4: Advertising and promotion plan (media plan)

Type	Medium	Role	Format
Online	Online Bloggers	Create awareness, build interest and remind	3 online bloggers were hired to promote the exhibition on the blogs and social media (Facebook). Their websites carried web ads and stories on the event.
Print	Media Stories	Create awareness	Letters and e-mails were sent to selected media houses to publish a press release on the event
	Newspaper	Mass reach, awareness and build interest	A black and white half page advert in Daily Graphic
Multimedia Broadcasting	Radio	Mass reach and awareness	LPMs on Joy fm, Peace fm in Accra and 30 sec spot Jingles, LPMs and interviews on Hello fm, Luv fm & Focus fm in Kumasi
	TV Crawlers	Awareness, reminder	TV crawler messages were carried on GHOne, E-TV, U-TV & TV3
Outdoor	Billboard	Awareness and constant reminder	A 9x6m billboard at Tetteh Quarshie roundabout in Accra and another at Asafo Interchange, Adum in Kumasi
	Banners	Awareness and constant reminder	Deployment of 5 banners in Accra and 10 in Kumasi
	Sticker Posters	Awareness	Deployment of 800 sticker posters in Accra and Kumasi
	Fliers	Build interest	7000 fliers were shared during direct target engagement activities at churches, mosques and tertiary institutions in Accra and Kumasi
Other	Direct target activations	Create awareness and build interest	A group of 20 promoters stormed tertiary institutions, churches and mosques in Accra and Kumasi to promote the exhibition, share flyers and take data (emails, numbers) of prospective participants
	Mobile SMS	Awareness, Build interest and remind	Bulk text messages with targeted messages were sent out to over 9,000 people whose data was collected during

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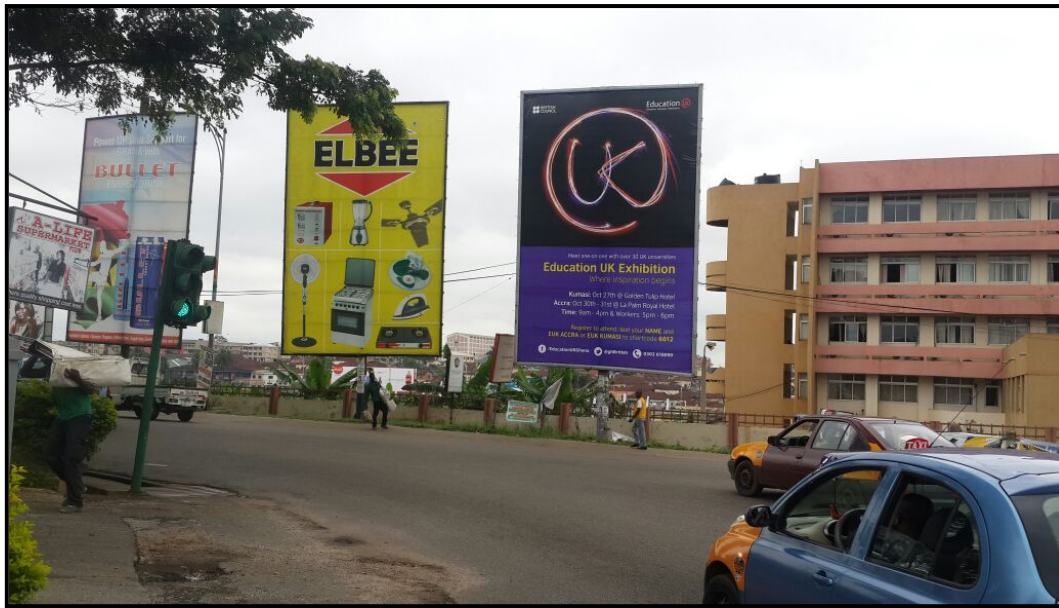
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			the direct target activations
	Church Announcements	Awareness	Announcements were carried out in over 30 selected churches in Accra and 22 selected churches in Kumasi
	Phone Calls	Reminder	Over 1,000 people whose data was collected at the activations were called on phone prior to the exhibition to remind them

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Billboard mounted in Kumasi



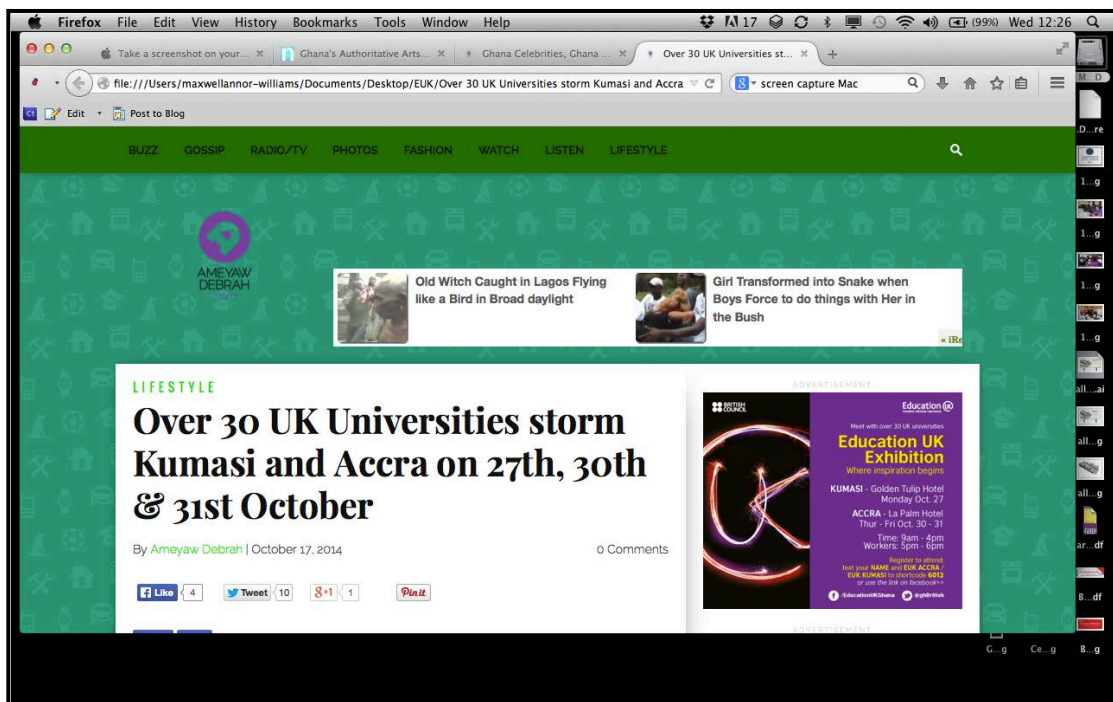
Church/School Activations

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Online Stories and Web banners



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Newspaper Ad

BRITISH COUNCIL Education UK
Where inspiration begins

Education UK Exhibition
Where inspiration begins

Kumasi: Monday 27th October at Golden Tulip Hotel **Time:** 9am - 4pm
Accra: Thursday 30th - Friday 31st October at La Palm Royal Hotel **Workers:** 5pm - 6pm

Come and get career advice and more on courses, scholarships and UK student visas. Bring along your certificates and transcripts for on the spot admission

Register to attend: text your **FULL NAME** and **EUK ACCRA** or **EUK KUMASI** to short code **6012** on all networks **OR** register online via our facebook page

PARTICIPATING UK UNIVERSITIES

University of Warwick	London Metropolitan University	University of Birmingham	Coventry University	University of Salford
University of Dundee	The University of Nottingham	Middlessex University	University of the West of Scotland	Widfield English Language Holiday Courses
University of Portsmouth	University College London	Northumbria University	University of Surrey	University of Aberdeen
The University of Nottingham	Keele University	University of Leeds	University of the West of England	Newcastle University
Robert Gordon University	University of East London	Manchester Metropolitan University	Sheffield Hallam University	Edinburgh Napier University
Sheffield University	University of Essex	Staffordshire University	Lancaster University (Ghana)	Strathclyde University
Heriot-Watt University	University of Kent	De Montfort University	The University of Law	University of Central Lancashire

Participating corporate institutions and partners: uniBank

Facebook: /EducationUKGhana **Twitter:** @ghBritish **Phone:** 0302 610090

The Experiential board which was mounted at 3 vantage areas in Accra



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EUK in the news:

<http://graphic.com.gh/news/general-news/31266-education-uk-ghana-exhibition-2014-in-accra-kumasi.html>

<http://www.modernghana.com/news/571186/1/education-uk-ghana-exhibition-2014-in-accra-and-ku.html>

<http://ghanagist.com/education-uk-ghana-exhibition-2014-in-accra-and-kumasi-october-27-30-and-31/>

<http://www.spyghana.com/ghana-host-education-uk-exhibition/>

<http://nydilive.com/49144/education-uk-ghana-exhibition-2014-in-accra-and-kumasi-october-27-30-and-31/>

<http://mildredasare.wordpress.com/2014/09/25/education-uk-ghana-exhibition-2014-in-accra-and-kumasi-october-27-30-and-31/>

<http://www.spyghana.com/more-than-30-uk-universities-will-take-over-kumasi-and-accra/>

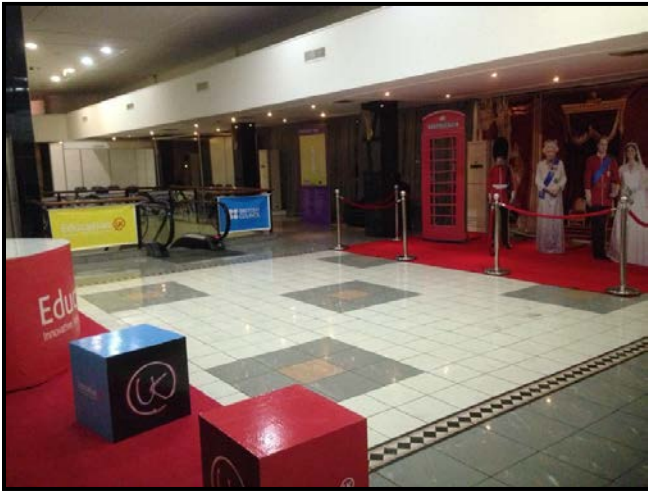
<http://www.ameyawdebrah.com/education-uk-ghana-exhibition-2014-accra-kumasi-october-27-30-31/>

<http://vibeghana.com/2014/09/26/education-uk-ghana-exhibition-2014-in-accra-and-kumasi-october-27-30-and-31/>

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Venue Branding



The experiential area at the exhibition

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