



# An education for life

Education UK Science and MBA Tour

28-30 October 2015

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## 1. Event fact file

### Ghana (Accra & Cape Coast)

<b>Venue</b>	Central University College, Miotso, 28 October 2015 University of Ghana, College of Health Sciences , 29 October 2015 University of Cape Coast, 30 October 2015
<b>Opening hours</b>	0900 – 1600
<b>Stand costs</b>	Accra and Cape Coast: £1,778.25
<b>Unique feature to give added value</b>	Visa and Scholarships presentations
<b>Seminars</b>	Ghana Market Briefing - <b>Rhoda Enchil, Project Manager</b>
	<p><b>Wednesday 28 October 2015</b></p> <ol style="list-style-type: none"> <li>1. Visa presentation - <b>Robert Winstanley, British High Commission</b></li> <li>2. Science, Engineering and Technology - <b>Bassam Bjeirmi, Robert Gordon University</b></li> <li>3. Scholarships presentation - <b>Irene Danquah, British Council</b></li> <li>4. Science, Engineering and Technology - <b>Ibiye Iyalla, Robert Gordon University</b></li> </ol>
	<p><b>Thursday 29 October 2015</b></p> <ol style="list-style-type: none"> <li>1. Visa presentation - <b>Robert Winstanley, British High Commission</b></li> <li>2. Science, Engineering and Technology - <b>Emma Tarrant Tayou, The University of Nottingham</b></li> <li>3. Scholarships presentation - <b>Sandra Barimah, British Council</b></li> </ol>
	<p><b>Friday 30 October 2015</b></p> <ol style="list-style-type: none"> <li>1. Scholarships presentation - <b>Irene Danquah, British Council</b></li> <li>2. Science, Engineering and Technology - <b>Dr. David Lonie, Robert Gordon University</b></li> <li>3. Science, Engineering and Technology - <b>Emma Tarrant Tayou, University of Nottingham</b></li> <li>4. Business and Administrative Studies - <b>Anoose Faris, Middlesex University</b></li> <li>5. Business and Administrative Studies – <b>Prosper Tsetse, BPP University.</b></li> </ol>



## 2. Key statistics

Attendance	Accra		Cape Coast
	Central University College	University of Ghana	University of Cape Coast
	28 Oct 2015	29 Oct 2015	30 Oct 2015
Wed	329		
Thurs		406	
Fri			713
<b>Total number of visitors</b>	<b>329</b>	<b>406</b>	<b>713</b>
Further Education			
Higher Education			
Visa			
<b>Total number of exhibitors</b>	11		11

Visitors' primary market objectives	Accra		Cape Coast
	Central University College	University of Ghana	University of Cape Coast
	28 Oct 2015	29 Oct 2015	30 Oct 2015
Undergraduate	11.91%	15.24%	15.04%
Postgraduate	49.76%	59.68%	47.91%
Demographics of visitors	Accra		Cape Coast
	Central University College	University of Ghana	University of Cape Coast
Male	53.02%	56.93%	74.8%
Female	46.77%	43.07%	25.02%

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

<https://siem.britishcouncil.org/exhibitions>



### 3. Impact of marketing plan

The communication media used for the publicity campaign included banners, posters, flyers and target engagement activations in the three tertiary institutions. Social media was also employed as part of the marketing plan for the exhibition. A summary of the media plan is available in **Appendix 4**.

British Council had pre-activations on all three university campuses to engage with prospective students and lecturers. The exhibition was advertised on two of the universities main websites. Letters were sent to departmental heads on the three campuses to formally invite them and their students to the exhibition. Letters were also sent to leaders of the various unions and associations on the university campuses.

Education UK Volunteers engaged with students on campuses and promoted the event to them. Registration desks were set at vantage points on all three campuses to register students who wanted to attend the exhibitions. Platforms including Facebook, WhatsApp, Google+, Instagram were used to promote the exhibition and to reach the target audience. The exhibition was advertised on the university radio stations

Visitors registered to attend the exhibition via the British Council VRS (Visitor Registration System). This was an effective tool for registration. Per the reports retrieved from the VRS, a total number of **1160** participants registered for the Accra exhibition whereas **1127** participants registered for the Cape Coast exhibition. A total number of **735** and **713** participants attended the Accra and Cape Coast exhibitions respectively. 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.



## **4. Conclusions and follow up**

### **4.1 Key recommendations for institutions**

- Exhibitors should endeavour to read the exhibition handbook that is sent to them.
- Exhibitors should send in their requested exhibition forms in good time

### **4.2 Key recommendations for the British Council**

- Further marketing and making it clear that the event is open to the public.
- Networking opportunity with the university staff
- Training on the new visitor registration system (VRS)



## Appendix 1: List of participating institutions

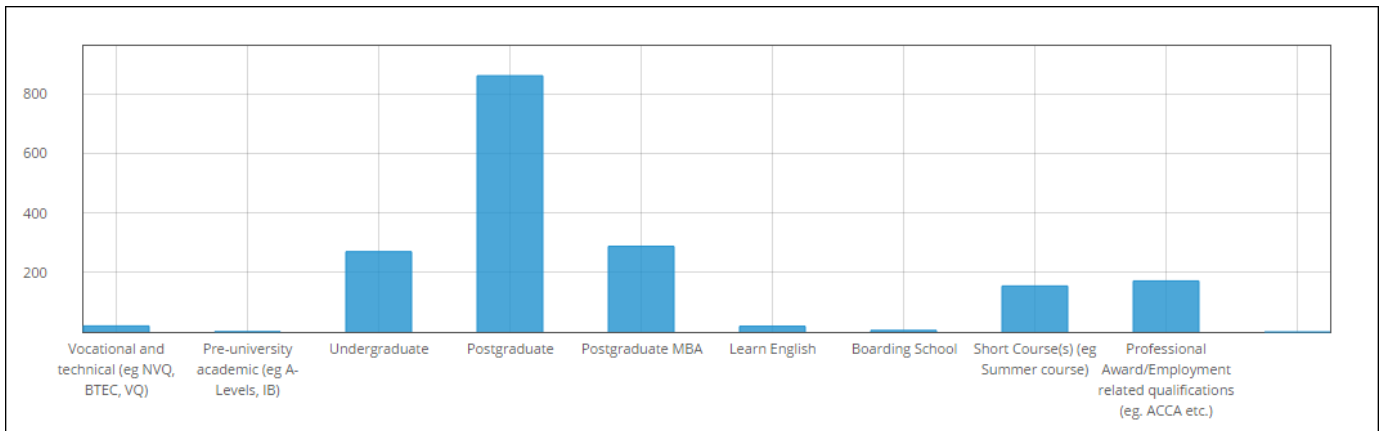
	<b>Institution</b>
1	Aberystwyth University
2	University Of The West Of England, Bristol
3	BPP University
4	Glasgow Caledonian University
5	Middlesex University London
6	The University Of Nottingham
7	University Of The West Of Scotland
8	The University Of Northampton
9	University Of East Anglia
10	Manchester Metropolitan University
11	Robert Gordon University



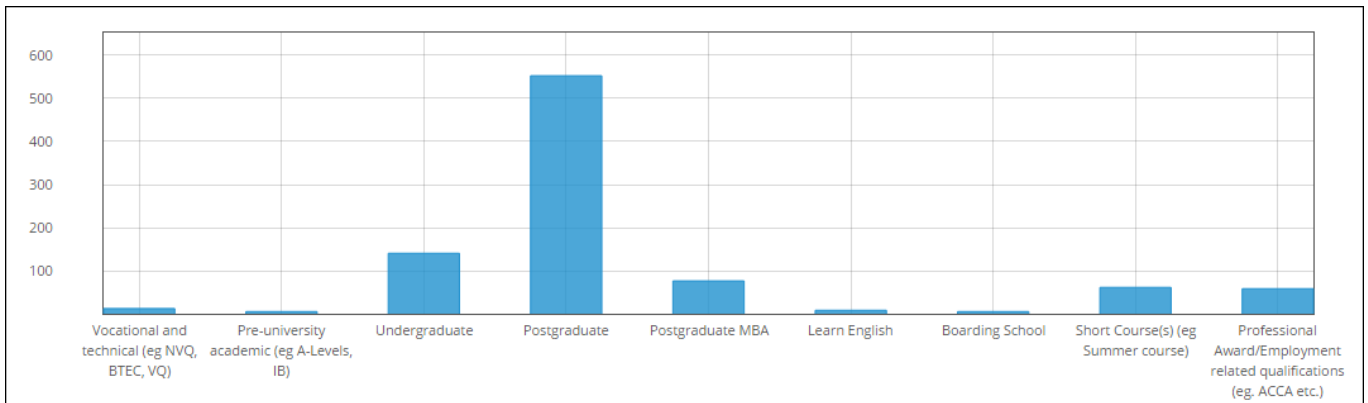
## Appendix 2: Visitors' survey results

### Level of Study

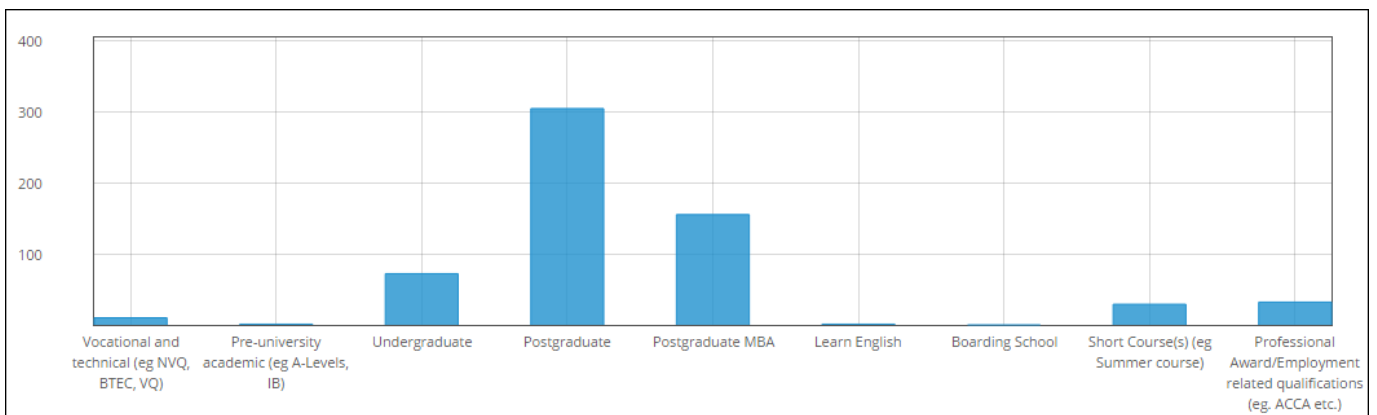
#### University of Cape Coast



#### University of Ghana



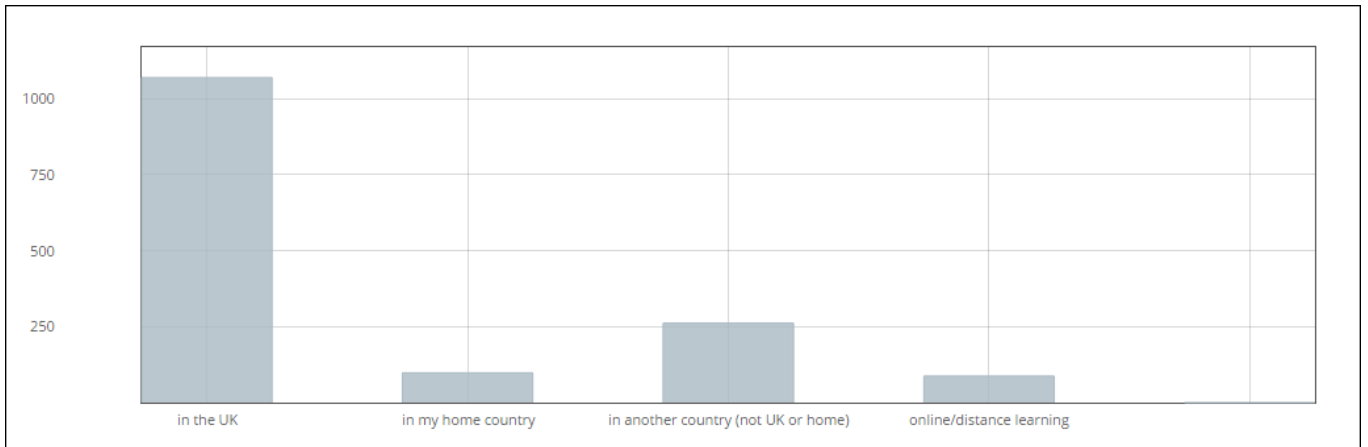
#### Central University College



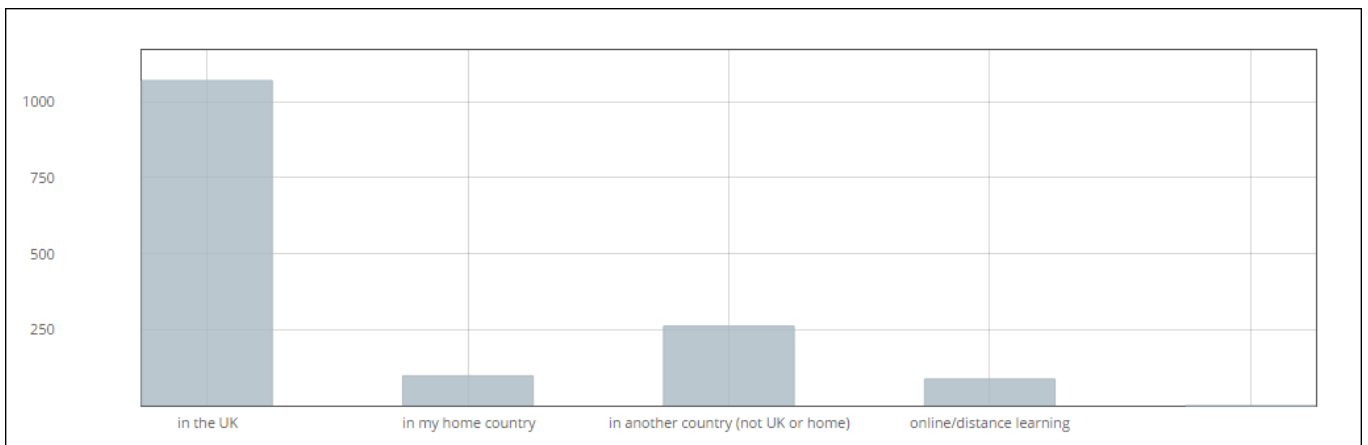


## **Study UK Course in**

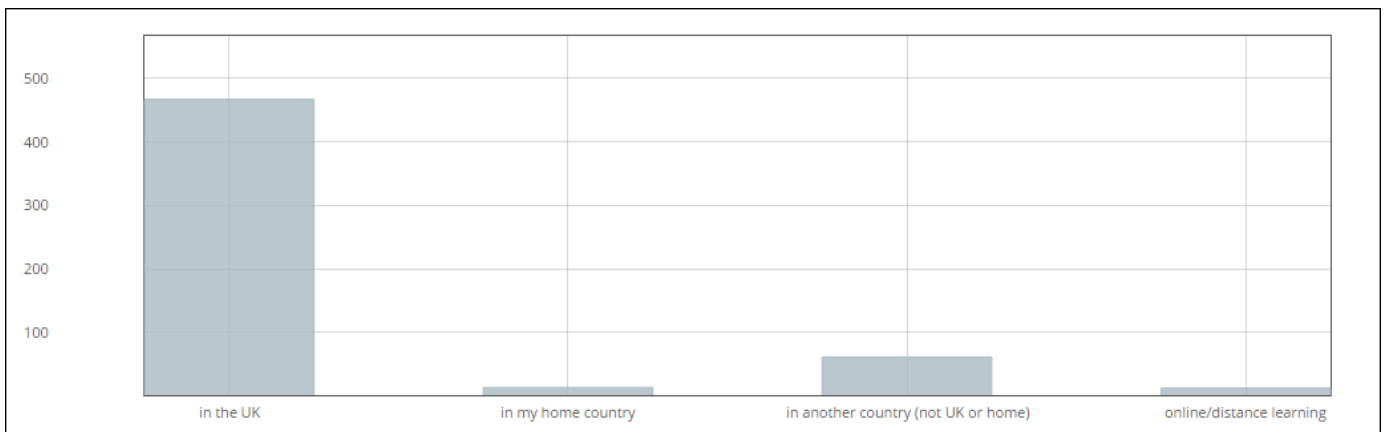
### **University of Cape Coast**



### **University of Ghana**



### **Central University College**

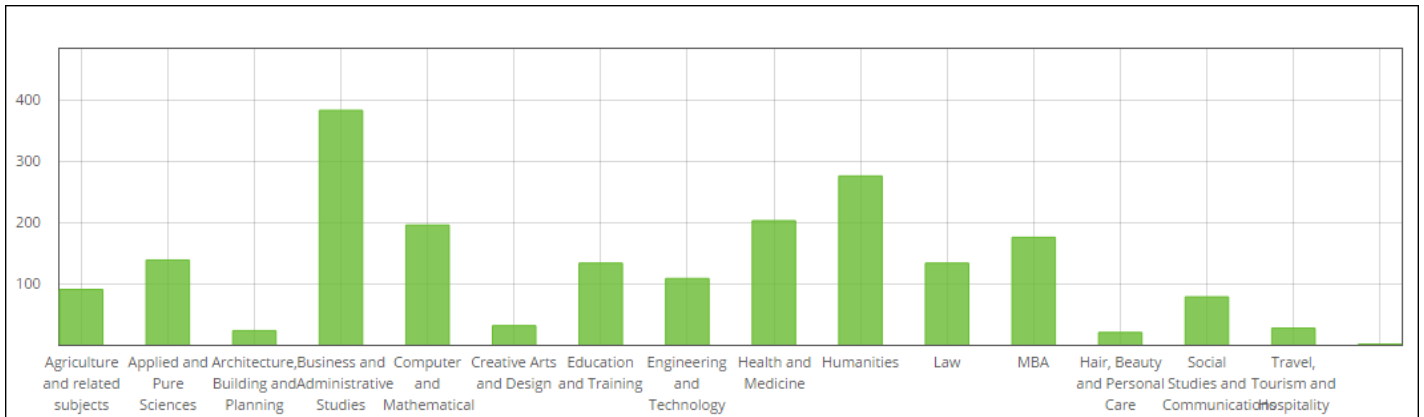




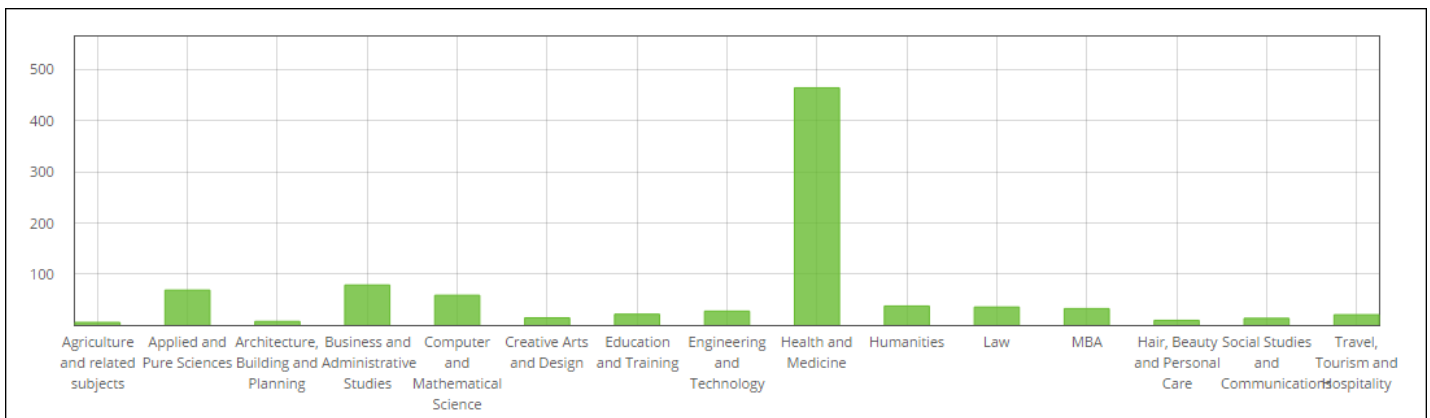


## Subject area

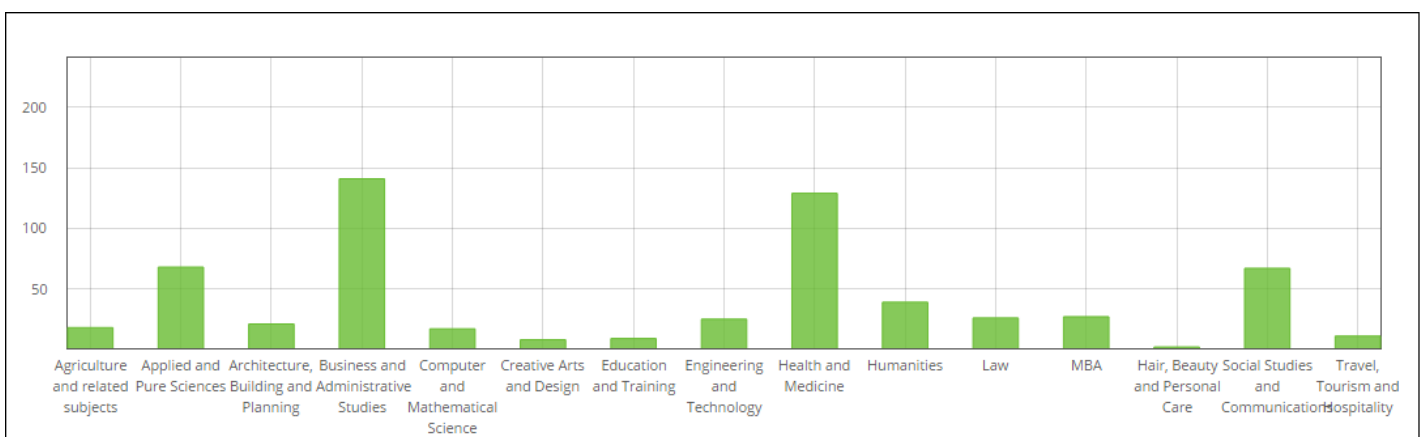
### University of Cape Coast



### University of Ghana



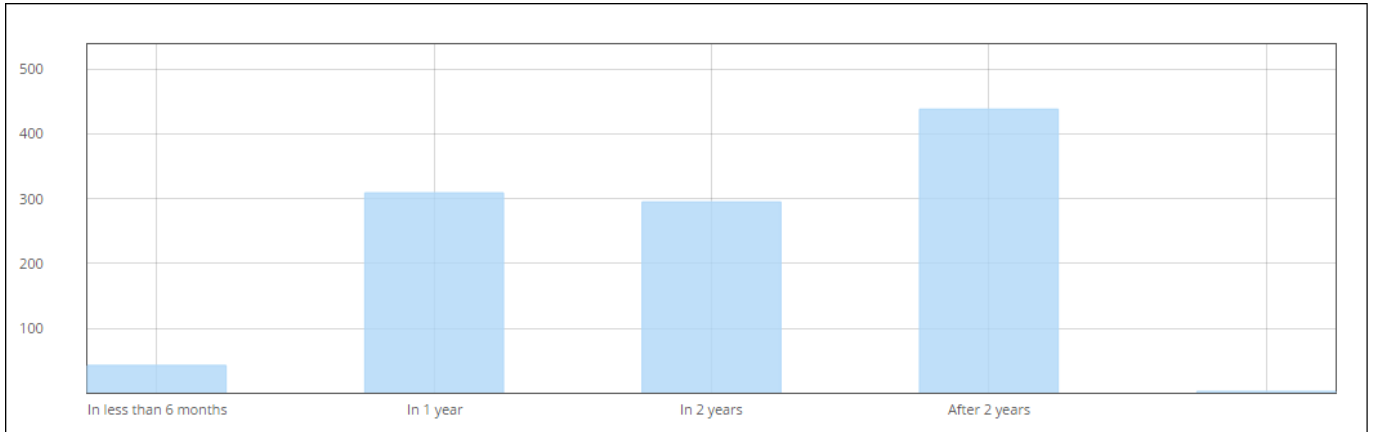
### Central University College



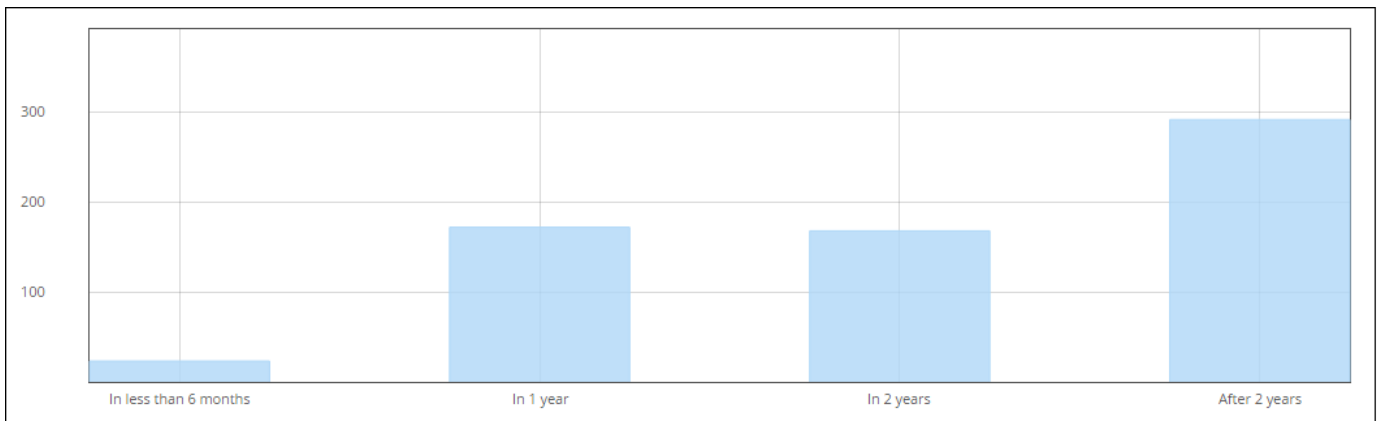


## **Expect to leave**

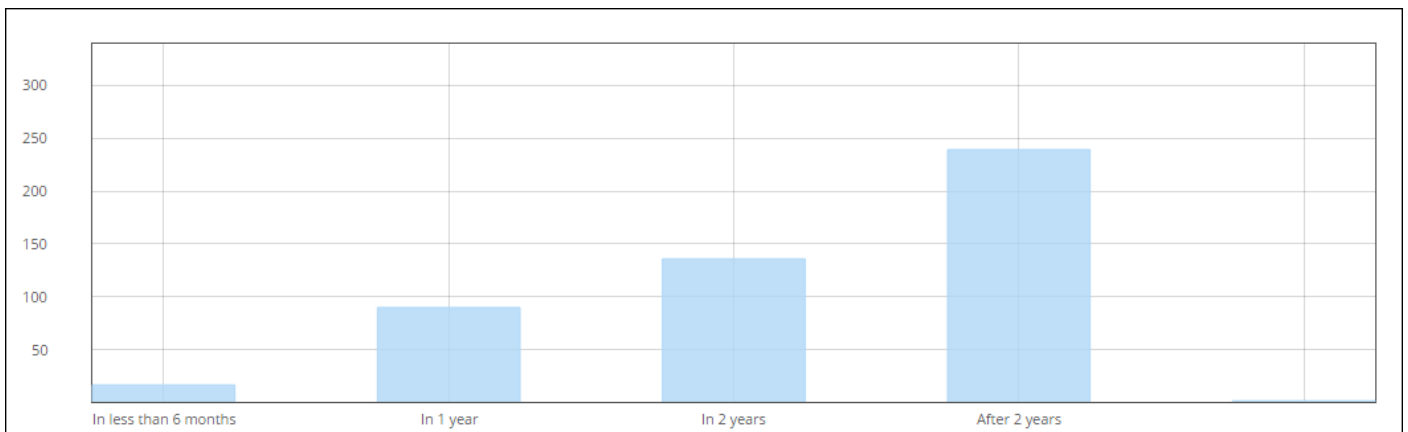
### **University of Cape Coast**



### **University of Ghana**



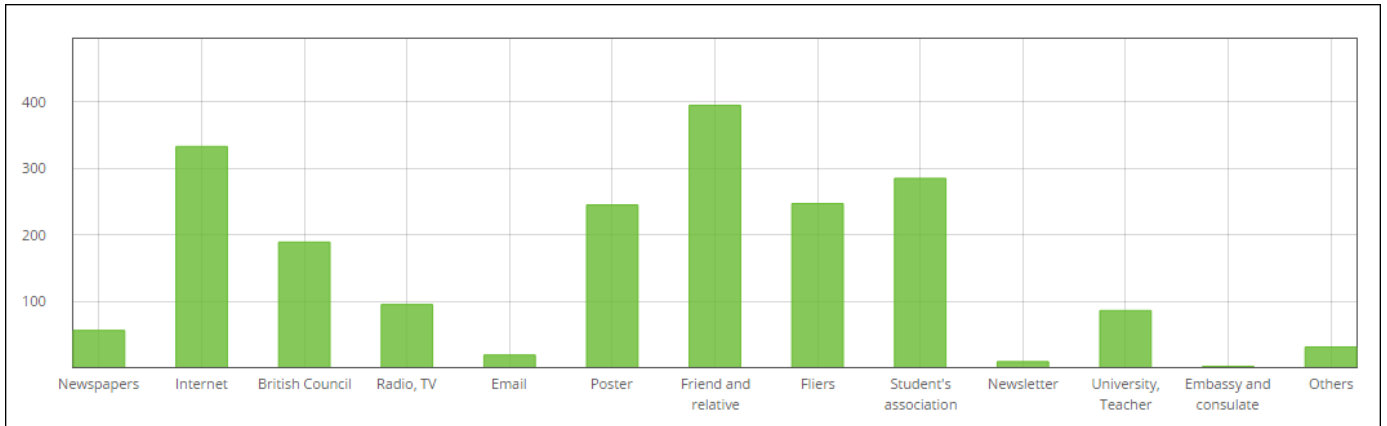
### **Central University College**



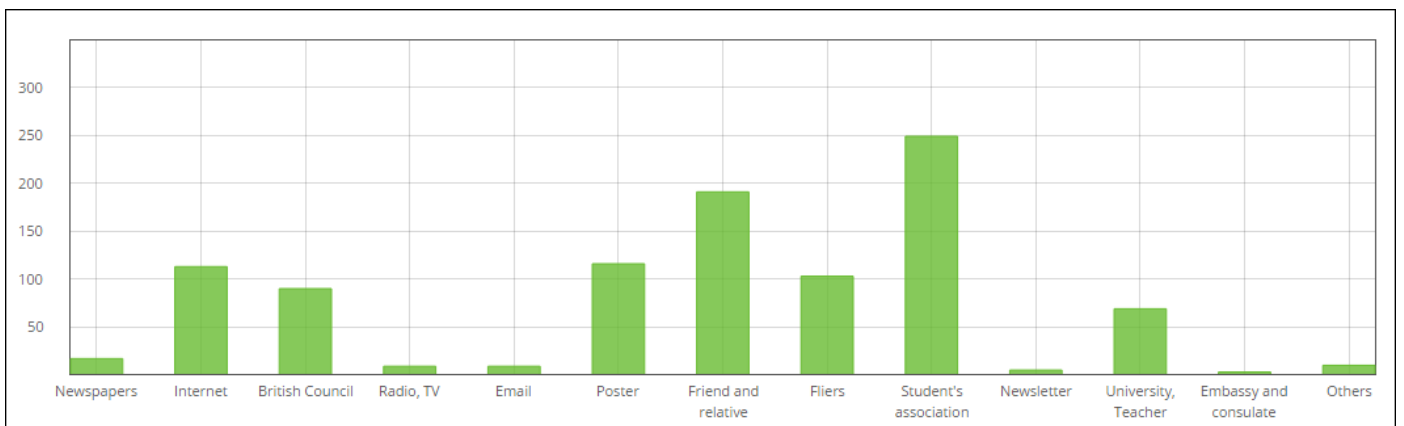


## Source of Information

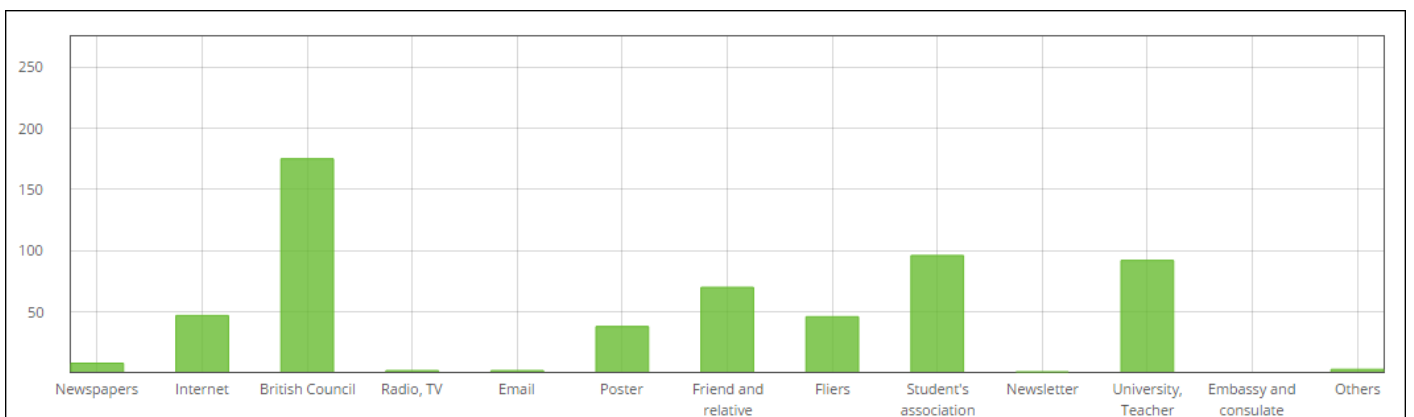
### University of Cape Coast



### University of Ghana

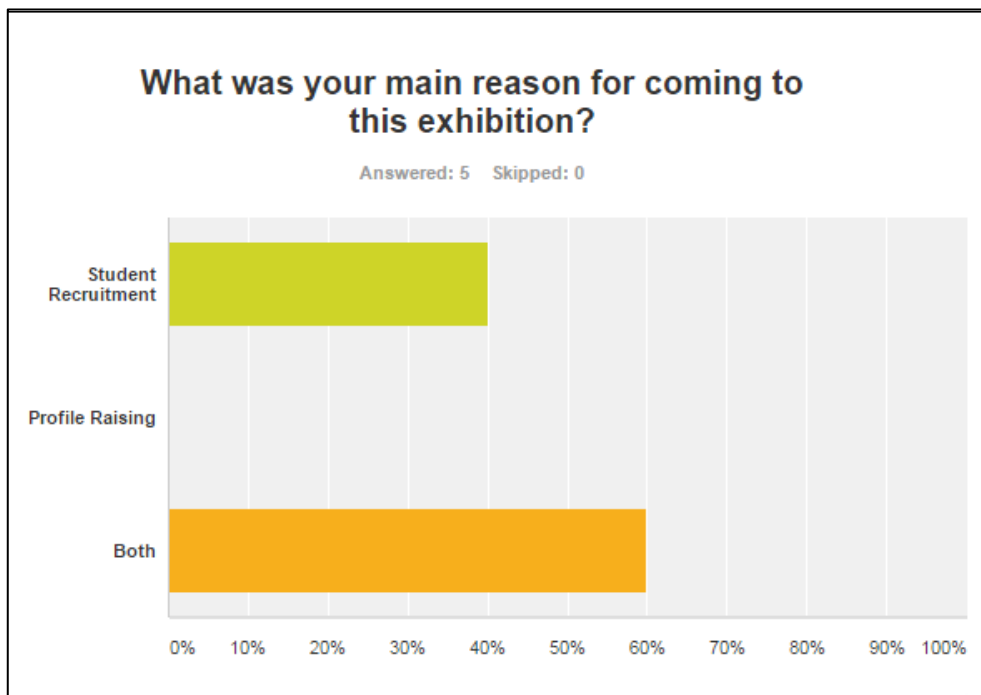
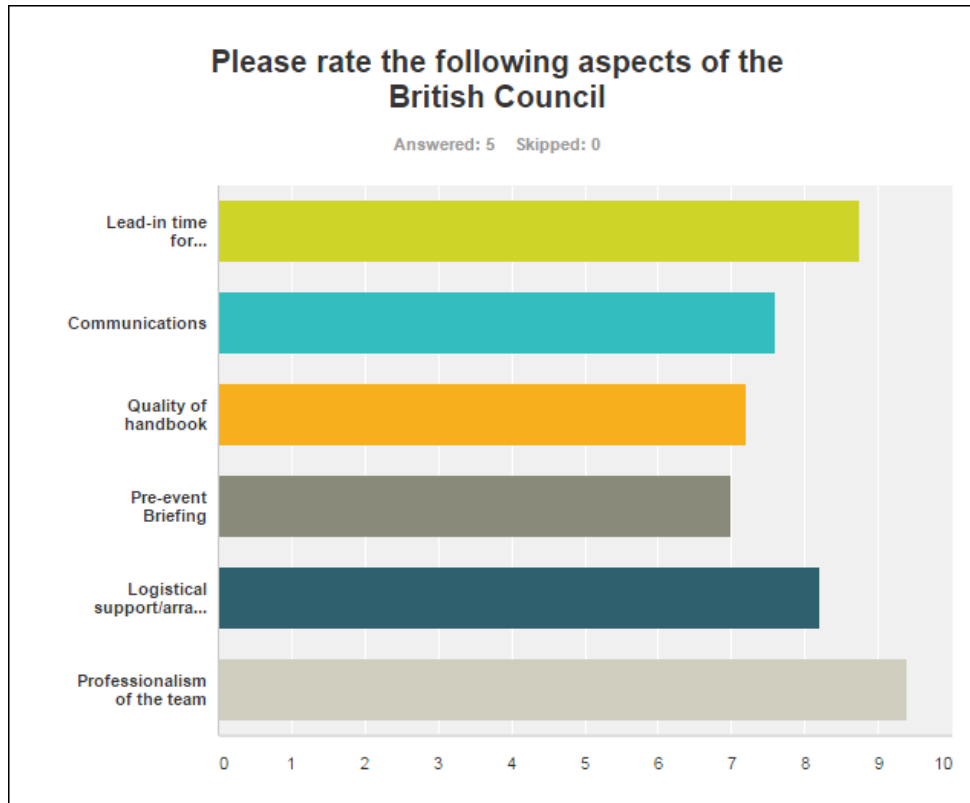


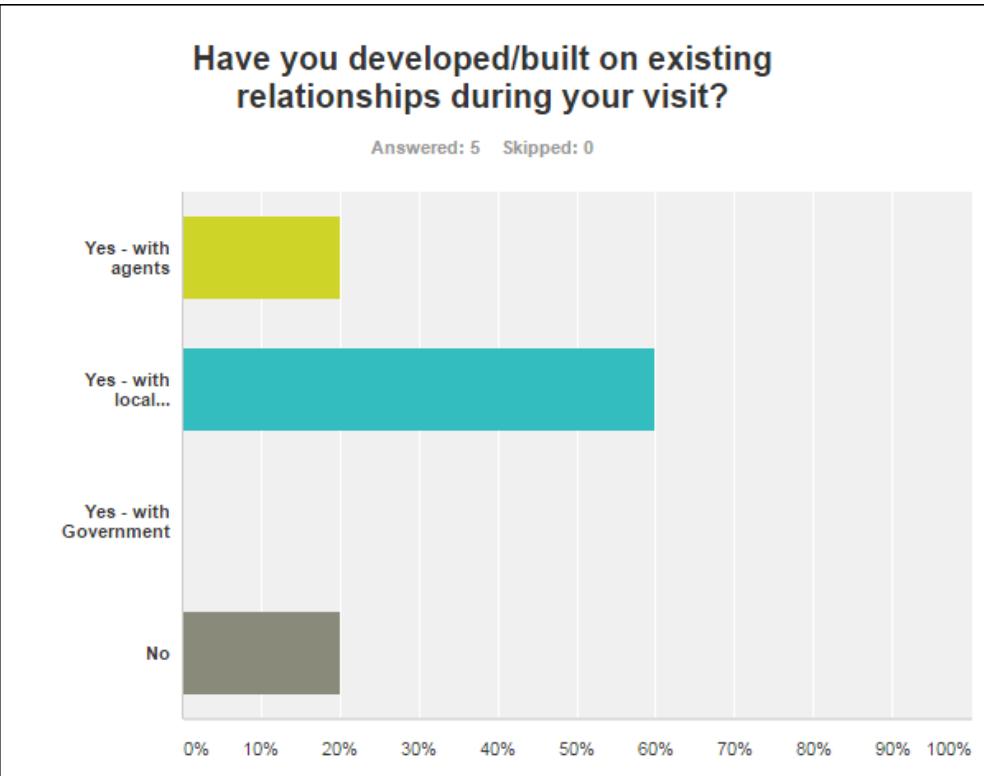
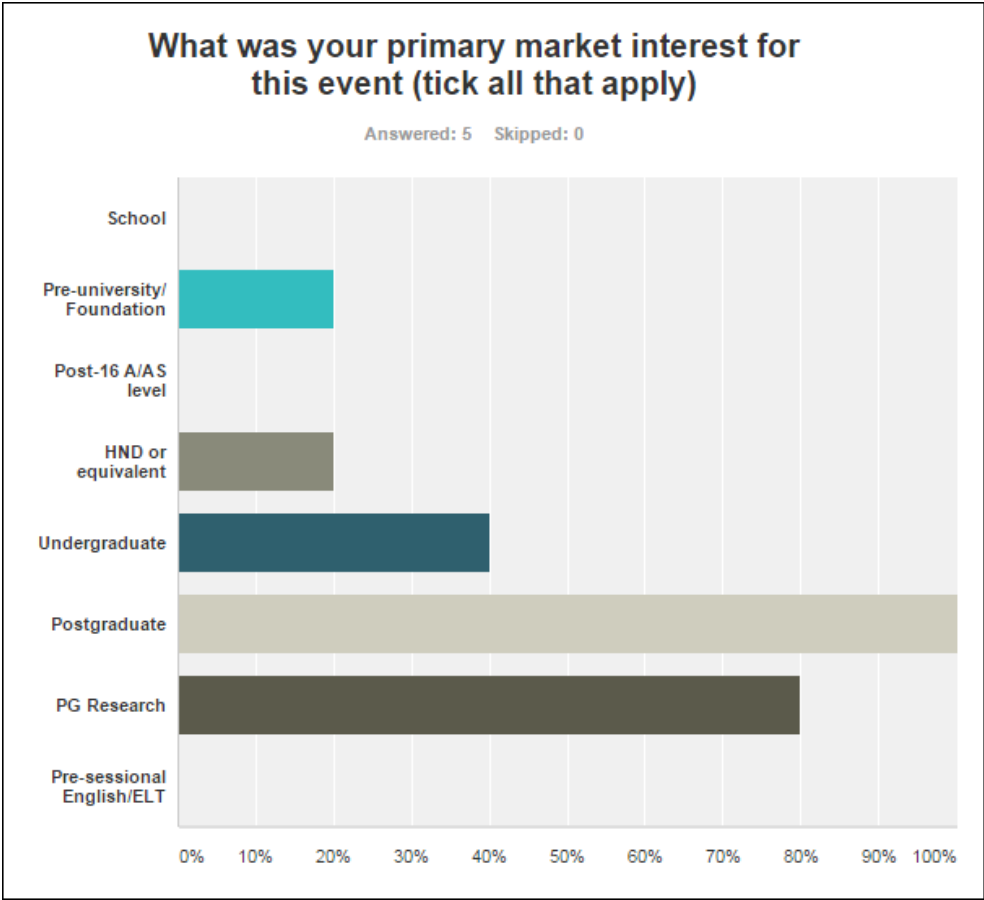
### Central University College

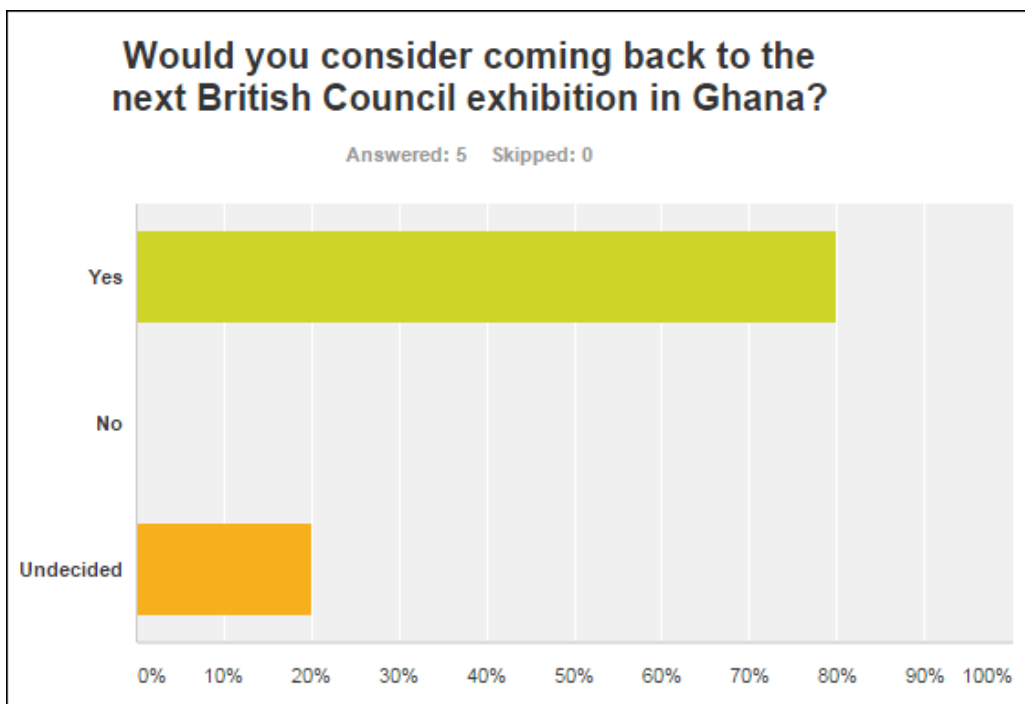
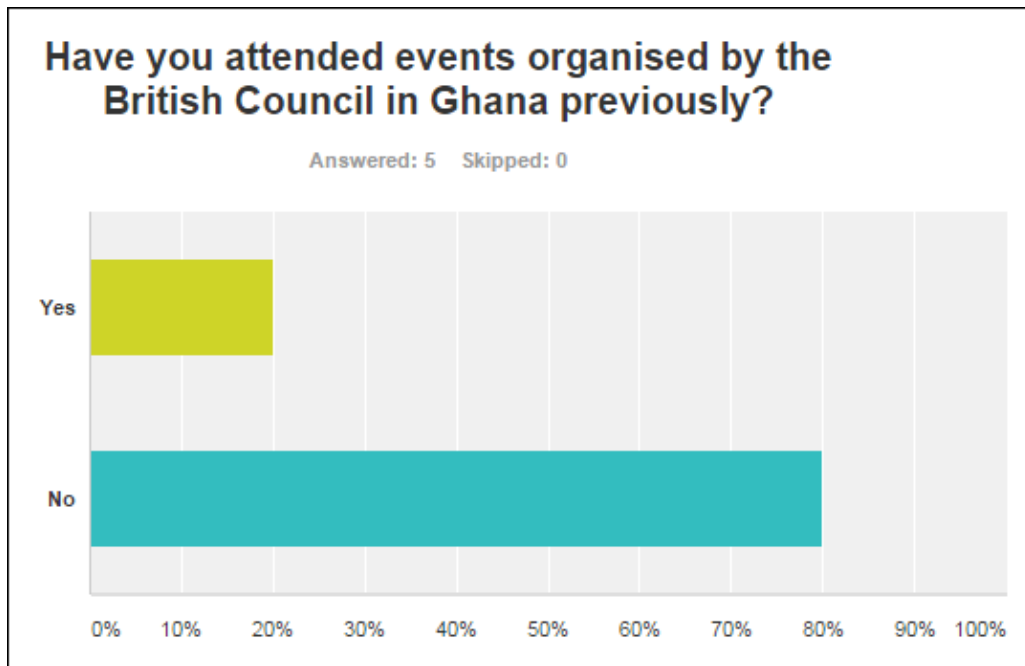




## Appendix 3: Exhibitors' survey results





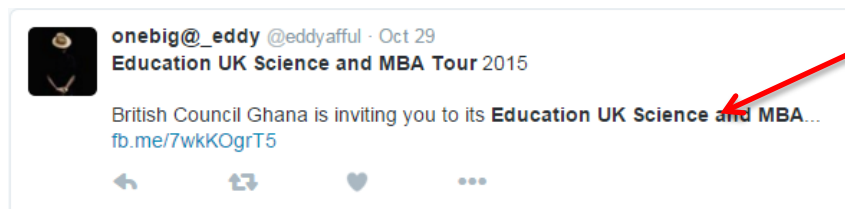




## Appendix 4: Advertising and promotion plan (media plan)

### Media Analysis

STATION	STATUS	Reach
Citi fm Website	Banner Advert	50,000+
Ego Ticket link	Online	200,000
Twitter	Banner Advert	50,000+
Mobile App for events	Mobile App	10,000+
Facebook	Banner Advert	300,000+
ATL Radio and Radio Universe	LPM & ANNOUNCEMENTS	100,000+





Facebook, Google+, Twitter, SoundCloud, YouTube, RSS icons

**Citi 97.3 fm**  
citifmonline

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