



SERVICES FOR  
INTERNATIONAL  
EDUCATION  
MARKETING

Post-event report for  
**Education UK Greece Exhibition**  
**13 – 17 April 2016**  
in Athens and Thessaloniki

## Introduction

Thank you for your participation at the Education UK exhibition in **Greece in April 2016 in Athens and Thessaloniki**.

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 at the **HE and FE market**, hosted representatives from **43 UK institutions** (Listed below in the Appendix) and positively engaged with **prospective students, visitors and local partners**, providing the audience with information on **educational opportunities in the UK**.

The event attracted over **4,200 visitors** which is the combined result of our externally commissioned **marketing campaign** and **in-house promotion** via our education services throughout the year. Alongside the main exhibition, a series of **seminars and presentations** were also held covering general themes about studies in the UK and subject specific.

We highly appreciate working with you and value your trust thus we remain committed to constantly looking into ways of developing our exhibitions and other targeted activities to best meet your needs.

We look forward to seeing you again at our next exhibition.

**Maria Tsakali**, Head Education Greece  
**Katerina Fegarou**, Education Marketing Manager, Greece

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## Highlights

These exhibitions were held at

<b>Venue(s)</b>	Electra Palace Hotel, Thessaloniki
<b>Dates</b>	13 April 2016
<b>Opening hours</b>	14:00-20:00
<b>Stand costs</b>	£1,480

<b>Venue(s)</b>	Divani Caravel Hotel, Athens
<b>Dates</b>	16-17 April 2016
<b>Opening hours</b>	14:00-20:00
<b>Stand costs</b>	£ 2,040

There was 11.4% decrease in visitors from last year's exhibition. Anecdotal feedback from visitors' indicated increasing concern on possible Brexit consequences

<b>Attendance</b>	<b>Thessaloniki</b>	
	<b>2015</b>	<b>2016</b>
Wednesday 13 April 2016	620	570

<b>Attendance</b>	<b>Athens</b>	
	<b>2015</b>	<b>2016</b>
Saturday 16 & Sunday 17 April 2016	4,200	3,700

A number of successful seminars were held, covering topics such as...

- Studies in the UK
- Perfecting Your Portfolio
- Maritime Business
- IELTS
- Applying to study in the UK
- Scholarships – Means of Funding
- Why is Finance useful for society
- The Importance of Management Education in Healthcare
- Studying in London
- Business Studies in the UK
- Why study Engineering in the UK
- Undergraduate Student Finance in the UK

### Visitors' profile

24% of visitors are looking for **Undergraduate Higher Education**

52% of the visitors preferred **MBA's / MSc's**

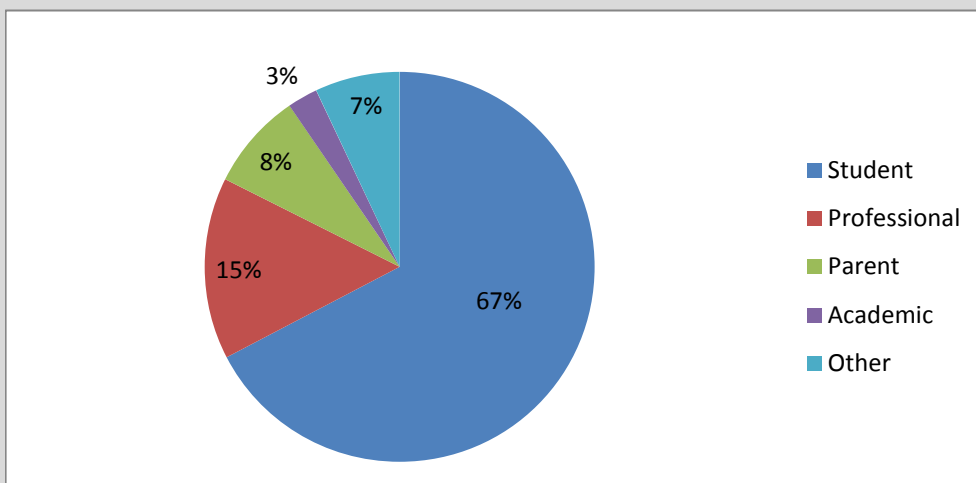
Of the total visitor numbers, 44% were male and 56% were female

Of the total visitor numbers, 28% were between 11-20 years old & 52% were between 21-30 years old

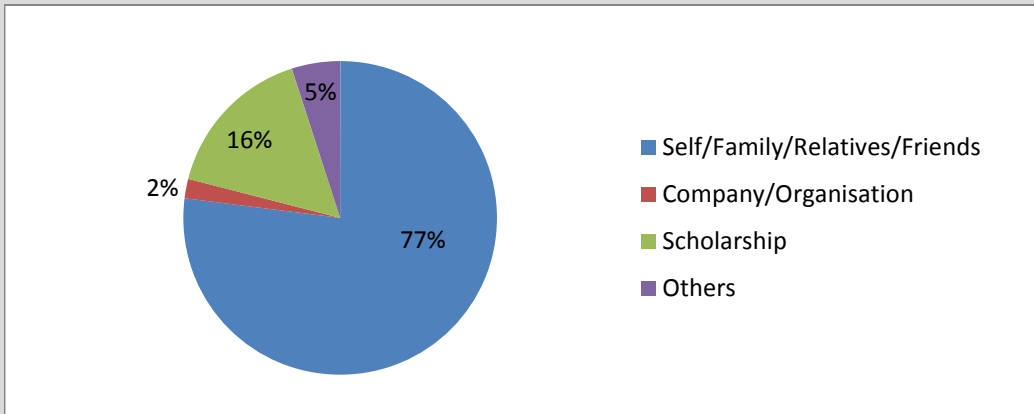
65% of the visitors' intent to study in the UK and only 10% will choose an online/distance learning programme

Most popular subjects: Business, Engineering, Humanities & Social Studies

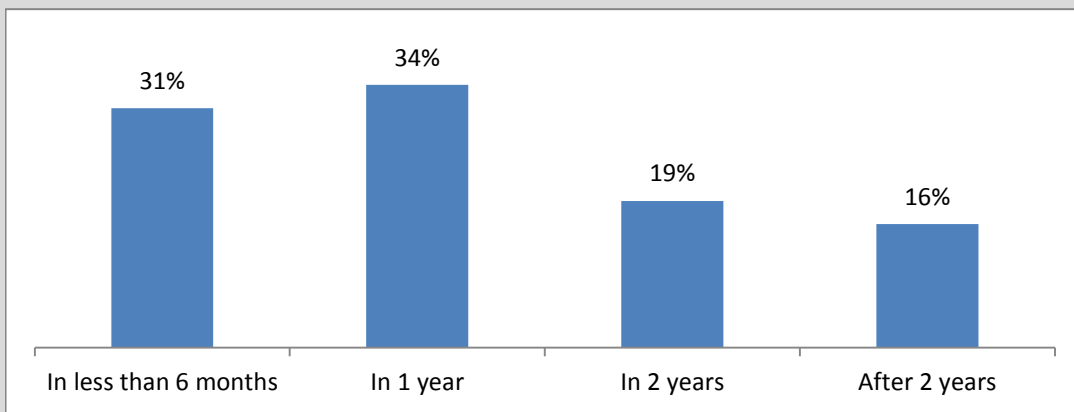
What is the visitors' occupational sector?



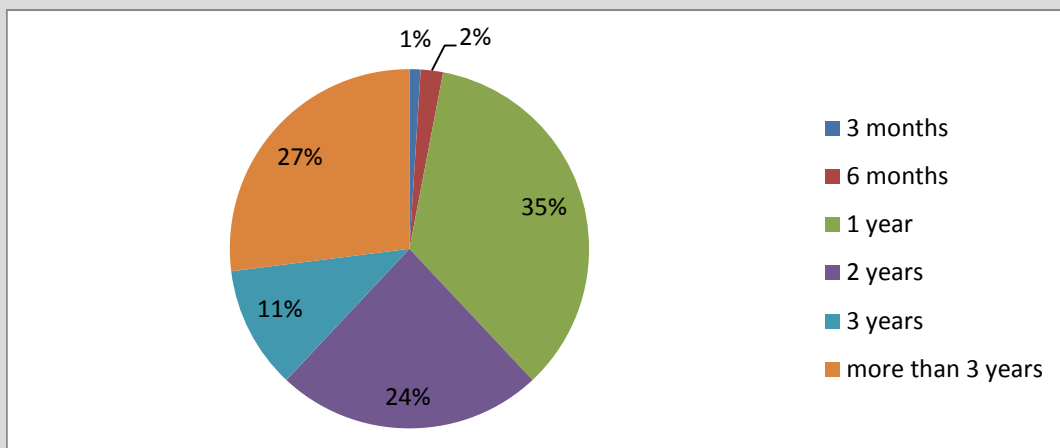
Source of Funding



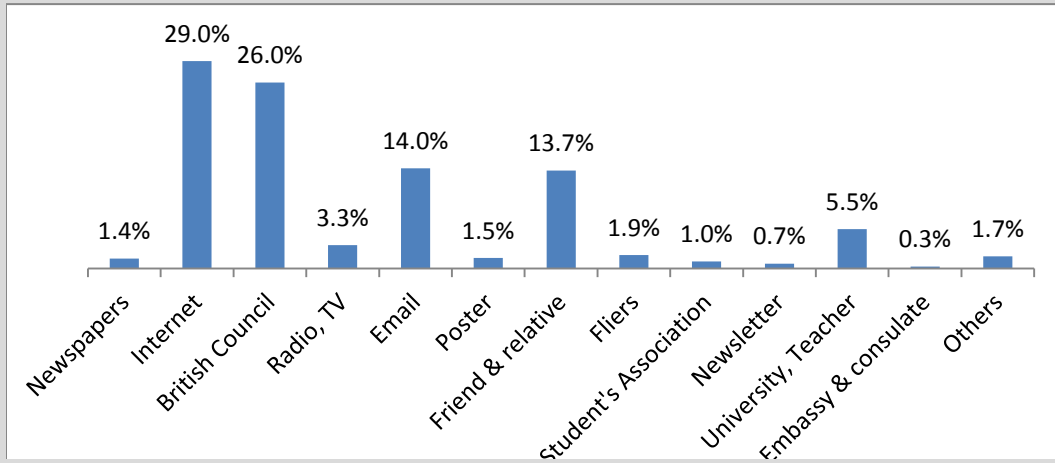
When do visitors expect to leave for studies?



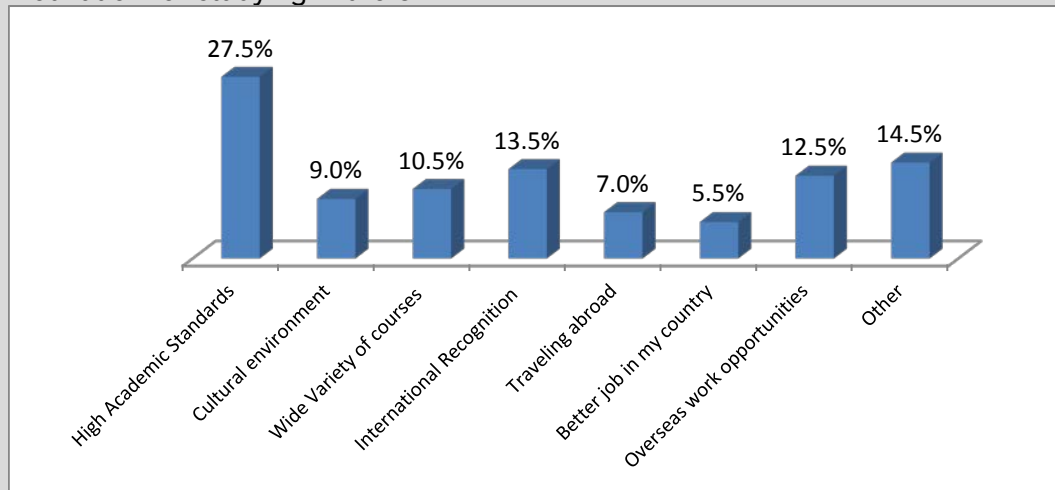
Visitors' intended period of studies



How did visitors find out about the exhibition?



Motivation for studying in the UK



Marketing

For advertising planning purposes the target group was defined as:

1. Adults 17-24 years old, Upper/Middle s/e class, Athens and Thessaloniki
2. Adults 35-54 years old, Upper/Middle s/e class, Athens and Thessaloniki

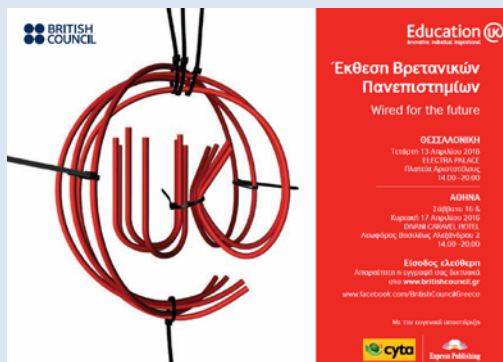
A media mix of posters, radio spots, internet, social media as well as below-the-line promotion activities were engaged to reach our target audience

A total of €32k was spent on Marketing and Promotion for this exhibition

Our marketing reached an estimated audience of 1.5 million people

Our Corporate partner Cyta helped reached a further 150,000 people

Examples of the marketing Include ...



Print:

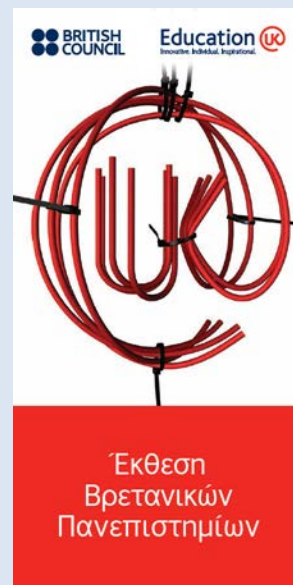
postcards



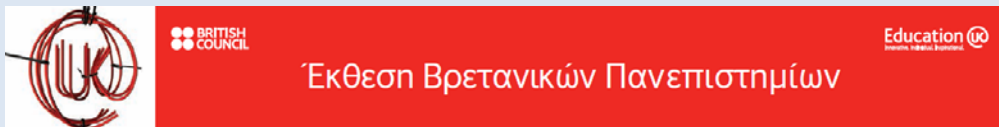
A3 posters



Below the line activity - Postcards' distribution



Online:



## Visitor's Feedback

A printed survey was distributed during the exhibition to a sample of visitors who were asked to provide their feedback. The questions were designed to gather quantitative statistics as well as qualitative remarks on reactions to our exhibition and the decision making process.

When the visitors were asked whether they acquired new knowledge and skills after the event, 90% said yes

When the visitors were asked whether they would recommend the British Council to a friend or relative, 80% said yes

88% of the visitors agreed that this was a high quality event

**The seminars** were extremely popular, as the variety of subjects covered a wide range of interests



**Some examples of quotes from Visitors following the exhibition:**

- Very satisfied with the information provided
- Very satisfied with the high quality of the service
- I wish there were more universities participating
- The representatives were pleasant and well informed
- More information on distance learning courses
- I was expecting more higher ranking institutions
- Everything was very well organized

**Key Recommendations for the British Council include:**

- Invite more Institutions to attract a larger audience
- Distribute in the venue according to the field of interest and not alphabetically
- More stand delegates and Greek language translators
- Better informed representatives on their courses and the Greek qualifications
- More interactive presentations
- Additional information on financial matters
- Maybe organize the fair earlier in the year (March?)

Exhibitor's Feedback

At the exhibition there were **43** unique exhibitors from UK HEIs

Exhibitor Attendance April event	Thessaloniki		Athens	
	2015	2016	2015	2016
	19	10	52	42

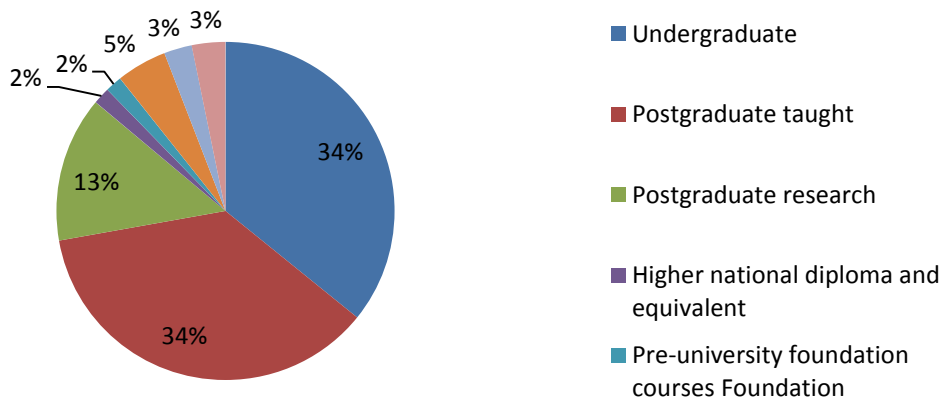
When exhibitors were asked "Will you be attending a similar exhibition next year?"  
63% said yes, 5% said no, 32% undecided

Exhibitors were asked "how do you rate the support to your business needs from the British Council?" 89% said good/very good, 11% satisfactory

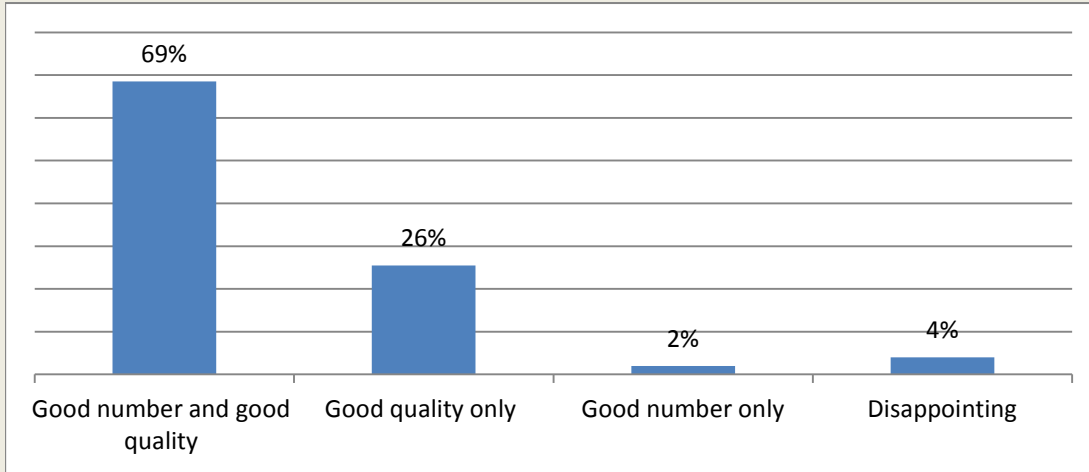
Some quotes from exhibitors:

- Very well organized and very impressed with the caliber of students
- Great Lunch buffet! Market briefing is always useful, much appreciated
- Well done to the BC Team!
- Well done and thanks again to all staff front house and behind the scene
  
- The Thessaloniki event should be one day before or after the Athens event
- The QR code did not work properly with online registrations. Maybe the BC should look into using scanning technology/ having scanners during the Fair for each University
- Perhaps the exhibition could be shorter, 15.00-20.00

Delegates' Primary Market Interest



### Assessment of the visitors



## Future steps

### **British Council Greece**

As from next exhibition due in November 2016, we have decided to enhance our events with a programme of **school visits**. Depending on schools' requirements and capacity, the programme will include visits to two private secondary schools in each city (Athens and Thessaloniki). We estimated a maximum capacity of 5 institutions, per panel of speakers at each visit. Institution representatives will be asked to conduct presentations to a prospective undergraduate audience. Ideally, we would like to accommodate as many institutions as possible through this programme; however a first come-first served basis will be followed for a smooth delivery. A more detailed programme and application form will be sent along with the Exhibitors' Handbook to those registered to attend the exhibition in November 2016.

### **UK Institutions**

- It is suggested that institutions invite their alumni to attend future exhibitions and share their experience of their studies and living in the UK with visitors. The presence of high caliber alumni could also enhance the presentation of institutions taking part in the seminar programme.
- Many visitors comment that scholarships opportunities are limited. We recommend institutions to look at ways of providing some sort of scholarship or discount and highlight these during future exhibitions.

The above points, though important, should not detract from what was a successful exhibition. Next exhibition, scheduled for November 2016 will build upon the lessons learned and prove even more popular. We hope to see you there!

## Appendix

## List of exhibitors

Institution	Venue	
	Thessaloniki 13 April 2016	Athens 16 & 17 April 2016
1. Alpha Omega College	X	X
2. Anglia Ruskin University	X	X
3. Aston University, Birmingham		X
4. University of Bath		X
5. University of Bedfordshire		X
6. University of Bolton		X
7. University of Bradford	X	X
8. University of Bristol		X
9. Brunel University London		X
10. Cardiff University		X
11. City University London		X
12. Coventry University/Aegean College		X
13. University for the Creative Arts		X
14. De Montfort University		X
15. ESCP Europe Business School		X
16. University of Essex	X	X
17. Falmouth University		X
18. Glasgow Caledonian University		X
19. Goldsmiths, University of London		X
20. University of Greenwich, London		X
21. Heriot-Watt University		X
22. University of Hertfordshire		X
23. University of Kent	X	X
24. University of Leicester		X
25. University of Lincoln		X
26. The University of Manchester		X
27. Middlesex University, London	X	X
28. Newcastle University	X	X
29. University of Northampton/DEI College	X	
30. Northumbria University Newcastle		X
31. The Open University/DEREE		X
32. Plymouth University		X

Institution	Venue	
	Thessaloniki 13 April 2016	Athens 16 & 17 April 2016
33. University of Portsmouth	X	X
34. The University of Reading / Henley Business School		X
35. University of Salford, Manchester	X	X
36. The Sheffield College		X
37. University of Southampton		X
38. Southampton Solent University		X
39. University of South Wales		X
40. Staffordshire University		X
41. University of Stirling		X
42. University of Strathclyde Business School		X
43. Swansea University		X



**Thank you all** for a successful event.  
 Thank you for your contribution to our new [Education UK Exhibitions video!!](#)  
 We hope to see you back in Greece soon