



SERVICES FOR  
INTERNATIONAL  
EDUCATION  
MARKETING

Post-event report for  
**Education Greece Exhibition**  
**12–16 November 2016**  
in Athens and Thessaloniki

## Introduction

Thank you for your participation at the Education UK exhibition in **Greece** in November 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 market**, hosted representatives from **56 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.

For the first time, in the context of the exhibition in both cities, we offered a series of school visits which attracted the interest of 13 participating institutions. We visited 8 Greek secondary schools targeting prospective undergraduate students and one College aiming to postgraduate recruitment.

The event attracted over **4,200 visitors** which is the combined result of our externally0 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.

Vivienne Stern, Director Universities UK and Delyth Chambers, Director Student Recruitment, University of Warwick actively engaged throughout the programme with students at public seminars and local partners and delegates at a networking reception.

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>	Divani Caravel Hotel, Athens
<b>Dates</b>	12-13 November 2016
<b>Opening hours</b>	14:00-19:00
<b>Stand costs</b>	£ 1,990

<b>Venue(s)</b>	Electra Palace Hotel, Thessaloniki
<b>Dates</b>	16 November 2016
<b>Opening hours</b>	14:00-19:00
<b>Stand costs</b>	£1,125

There was 6.6% decrease in visitors from last year's exhibition. Anecdotal feedback from visitors' indicated increasing concern on possible Brexit consequences

<b>Attendance</b>	<b>Athens</b>	
	<b>2015</b>	<b>2016</b>
Saturday 12 & Sunday 13 November 2016	4,200	4,100

<b>Attendance</b>	<b>Thessaloniki</b>	
	<b>2015</b>	<b>2016</b>
Wednesday 16 November 2016	620	400

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

- Studies in the UK
- Employability in the UK
- Preparing the perfect portfolio
- Studying Shipping & Maritime Business in the UK
- IELTS
- Applying to study in the UK
- Scholarships – Means of Funding
- Writing a successful personal statement
- Studying Law in the UK
- Meeting Healthcare challenges in Education
- Studying Art & Design in the UK
- Studying Engineering in the UK
- Business Studies in the UK
- Studying in Scotland

### School Visits

For the first time, we introduced a programme of school visits in both Athens and Thessaloniki to compliment the main exhibition.

The school visit programme was truly successful and we intent to repeat it next November.

		Greek institution	UK University
<b>Athens</b>	Group 1	<ul style="list-style-type: none"> <li>▪ Geitonas School</li> <li>▪ Kessaris School</li> <li>▪ American College of Greece/Deree</li> </ul>	<ul style="list-style-type: none"> <li>▪ University of Kent</li> <li>▪ University of Lincoln</li> <li>▪ Sheffield Hallam University</li> </ul>
	Group 2	<ul style="list-style-type: none"> <li>▪ Ionios School</li> <li>▪ Pierce School</li> <li>▪ American College of Greece/Deree</li> </ul>	<ul style="list-style-type: none"> <li>▪ Bath Spa University</li> <li>▪ Bournemouth University</li> <li>▪ Buckinghamshire New University</li> <li>▪ Royal Holloway, University of London</li> </ul>
	Group 3	<ul style="list-style-type: none"> <li>▪ Costeas-Geitonas School</li> <li>▪ IM Panagiotopoulos School</li> <li>▪ American College of Greece/Deree</li> </ul>	<ul style="list-style-type: none"> <li>▪ Anglia Ruskin University</li> <li>▪ University of Essex</li> <li>▪ Falmouth University</li> <li>▪ University of Keele</li> </ul>
<b>Thessaloni ki</b>	Group 4	<ul style="list-style-type: none"> <li>▪ Fryganiotis School</li> <li>▪ Mantoulides School</li> </ul>	<ul style="list-style-type: none"> <li>▪ Anglia Ruskin University</li> <li>▪ Falmouth University</li> <li>▪ University of Kent</li> <li>▪ Staffordshire University</li> <li>▪ Aberystwyth University</li> </ul>

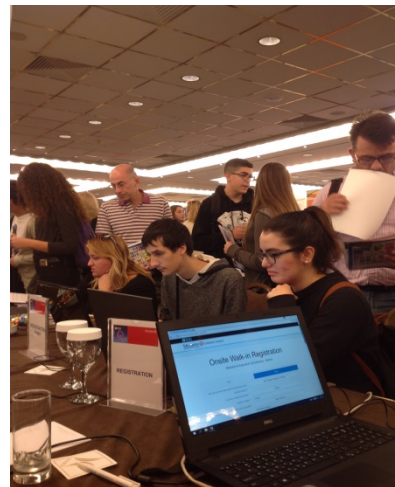




## Education Exhibitions APP & VRS

A brand new mobile phone/tablet application was developed and introduced by the British Council. The Education UK Exhibitions App is available to download for free in Apple App Store and Google Play. This App provides visitors with detailed information on the exhibition, including floor plans, parallel seminars, as well as information on the participating Institutions. The App introduced new, paper free promotion opportunities. It also allows visitors to personalize their visit and get the most out of the exhibition experience.

Visitors Registration System (VRS) continues to provide institutions with visitors' information, demographic and shift to trends. It has become an increasingly valuable tool to select data. Should you wish to explore the possibility of direct marketing your courses via this database, please contact [katerina.fegarou@britishcouncil.gr](mailto:katerina.fegarou@britishcouncil.gr)



## Networking reception

Vivienne Stern, Director UUK attended and contributed to our exhibition programme. The main purpose was to demonstrate the interest and commitment of UUK to Greek students and local partners and by bringing greater clarity on key messages concerning HE post referendum. Vivienne's contribution to the briefing, the public seminars and the reception for education contacts added extra value to the event, despite all challenges



Visitors' profile

24% of visitors are looking for **Undergraduate courses**

51% of the visitors preferred **MA's / MSc's / MBA's**

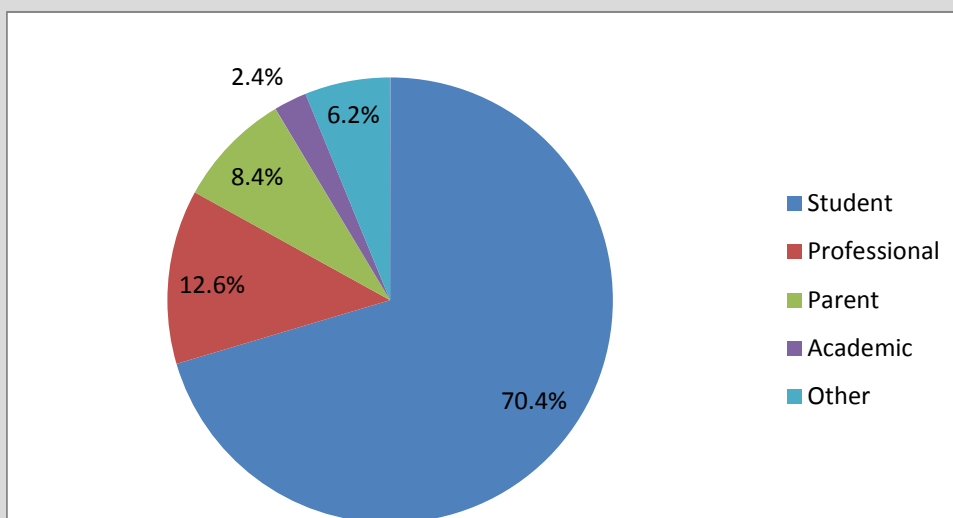
Of the total visitor numbers, 43% were male and 57% were female

Of the total visitor numbers, 30% were between 11-20 years old & 53% were between 21-30 years old

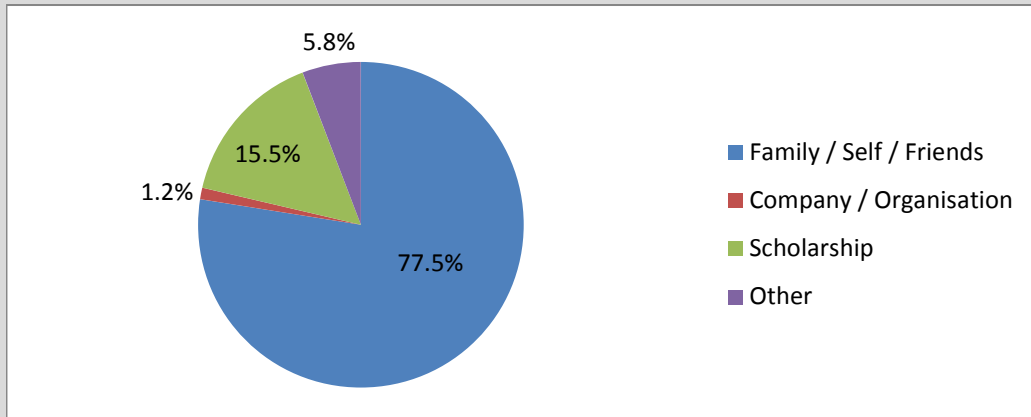
65% of the visitors' intent to study in the UK and only 10% will choose an online/distance learning programme

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

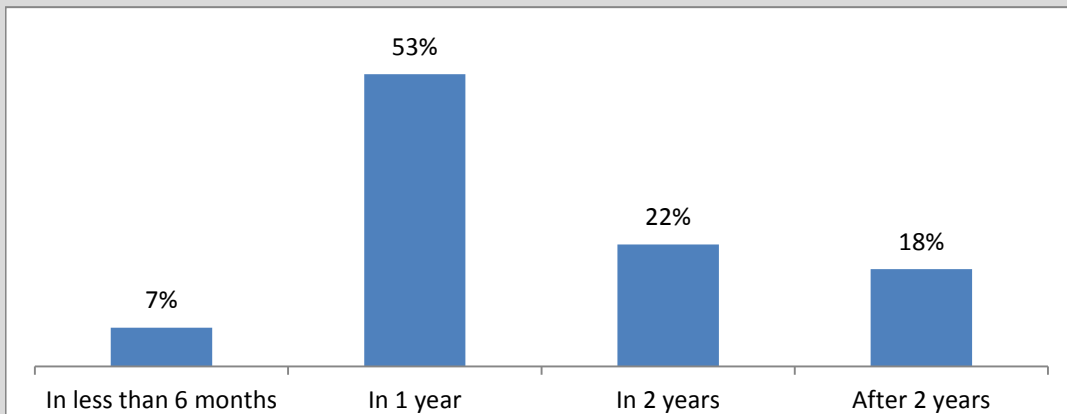
What is the visitors' occupational sector?



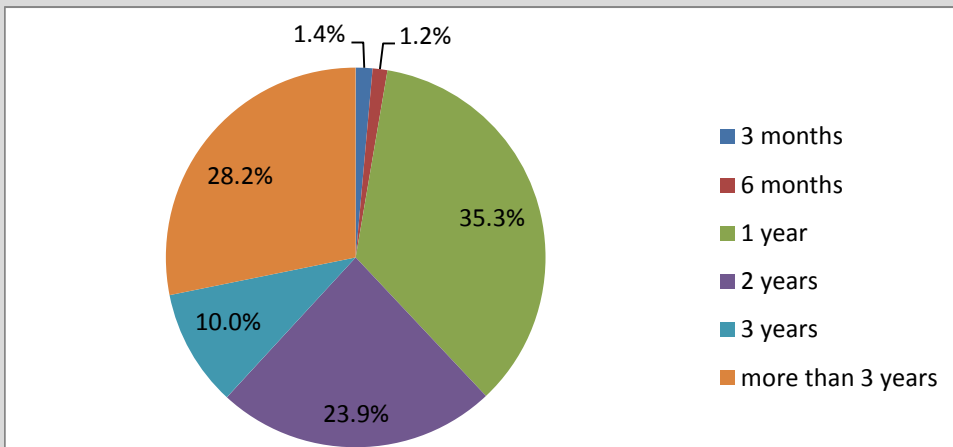
Source of Funding



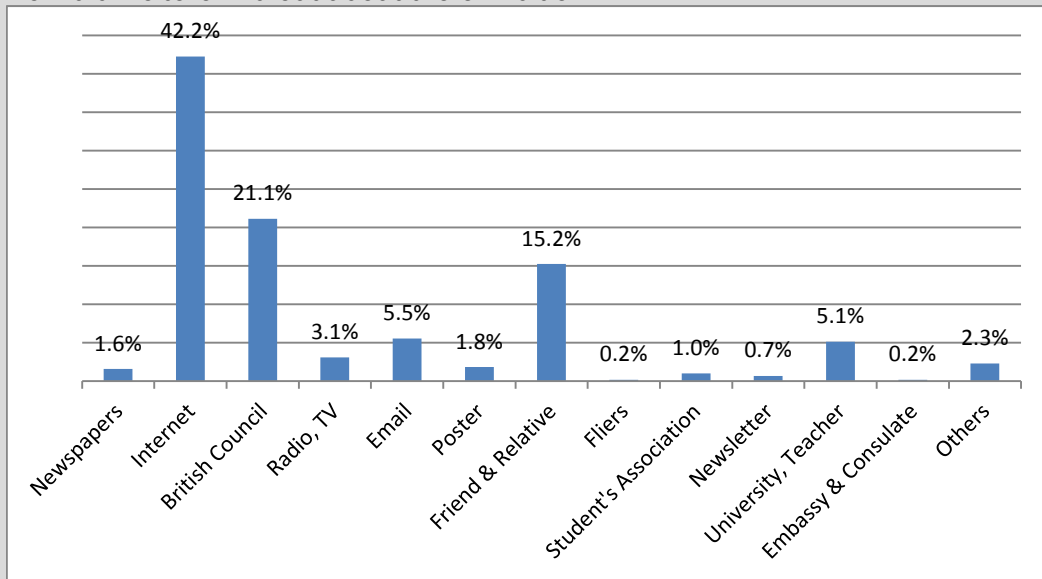
When do visitors expect to start their studies?



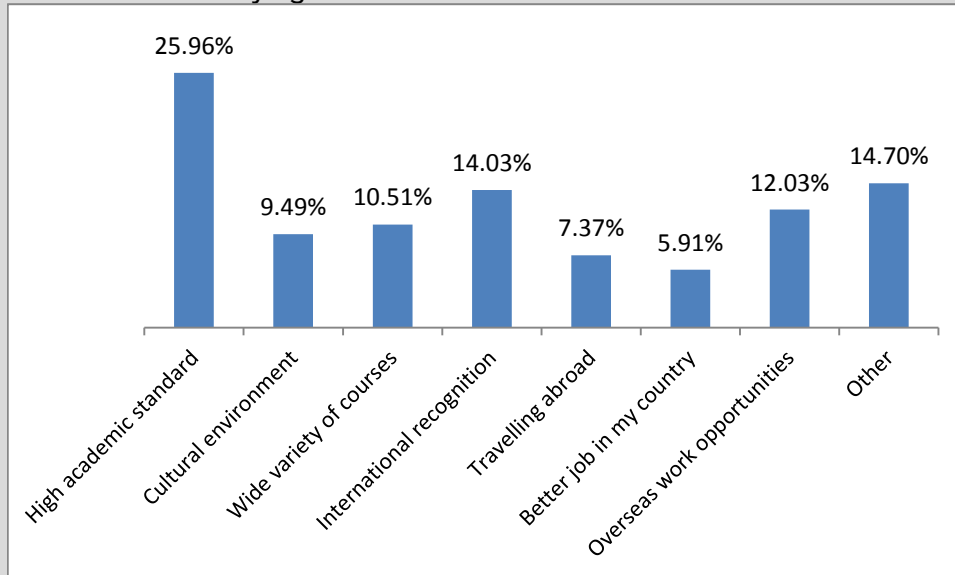
Visitors' intended period of studies



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

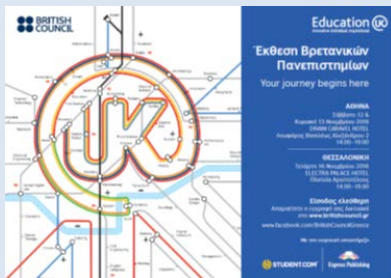
A media mix of posters, radio spots, internet, social media as well as below-the-line promotion activities were engaged to reach our target audience

A total of €21k was spent on Marketing and Promotion for this exhibition

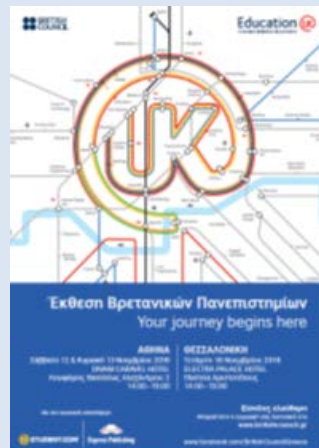
Our marketing reached an estimated audience of 6.5 million people

Examples of the marketing Include ...

Print:



postcards



A3 posters

Outdoor:





Below the line activity - Postcards' distribution



**Είσοδος ελεύθερη**  
Απαραίτητη η εγγραφή σας δικτυακά  
στο [www.britishcouncil.gr](http://www.britishcouncil.gr)



Digital

## 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, 87% said yes

When the visitors were asked whether they would recommend the British Council to a friend or relative, 100% said yes

87% 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:

- Extremely informative event
- A very well organised event
- The best seminar I have ever attended!!!
- Thematic seminars were very useful
- Allow more time with each candidate

### Key recommendations for the British Council include:

- Invite (!) more universities; More Scottish universities
- Offer more exhibitions each year
- Allow more space to each stand

## Exhibitor's Feedback

At the exhibition there were **56** unique exhibitors from UK HEIs

Exhibitor Attendance November event	Thessaloniki		Athens	
	2015	2016	2015	2016
	21	17	51	56

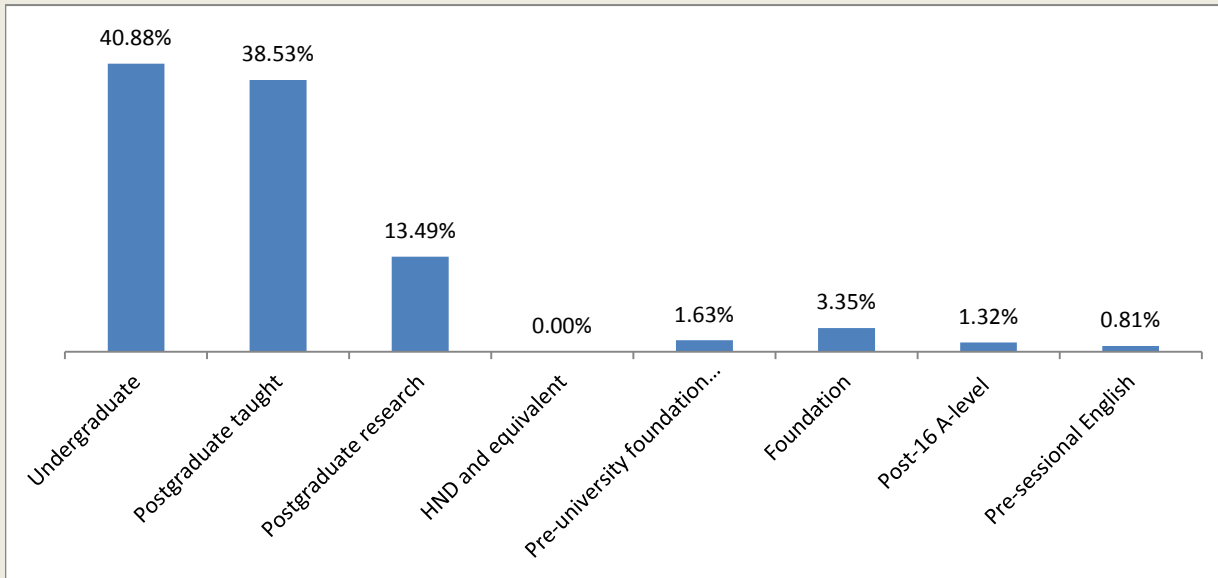
Half of the exhibitors that attended last year thought this was a better event!

All the exhibitors were happy with the support they received from the British Council, before and during the event

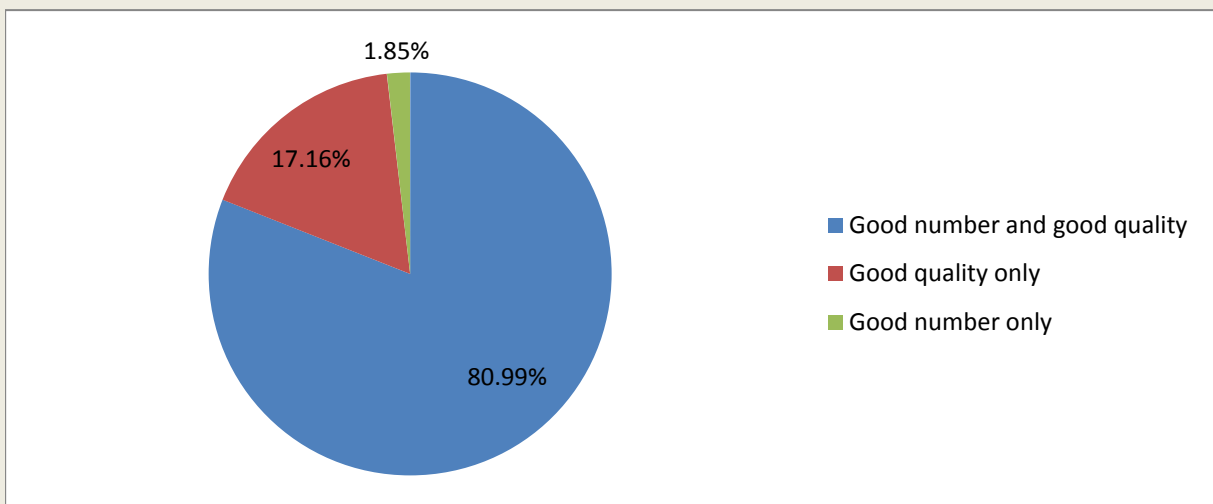
**Some quotes from exhibitors:**

- It was great having UniversitiesUK present at the event. It was really reassuring
- Inform potential students with additional materials of current Brexit developments and ongoing negotiations on 2018/19
- Brexit is a concern; a lot of UG enquiries. Questions about working in the UK
- A lot more people this year. Very good quality students. Concerns over Brexit
- This event was FANTASTIC! A noticeable difference in excellent quality and well prepared students. A real pleasure to be here – thank you!
- Good quality students
- Many of the student students came from the school visits the day before. I think it helps promoting the event
- Change in Pan-Hellenic examinations
- PG numbers on sharp increase
- Encourage more schools to attend
- Thank you for looking after us so well before/during/after the Fair
- Excellent job by BC staff in a difficult period

### Delegates' Primary Market Interest



### Assessment of the visitors



## Future steps

### UK Institutions

- The majority of visitors expressed their concern about the future status of EU students in the UK post-Brexit era. A high proportion of visitors are planning their studies well in advance therefore clarity about the future conditions is eminent.
- 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.

## Appendix

## List of exhibitors

Institution	Venue	
	Athens 12 & 13 November 2016	Thessaloniki 16 November 2016
1. Aberystwyth University	X	X
2. Anglia Ruskin University	X	X
3. Bangor University	X	
4. University of Bath	X	
5. Bath Spa University	X	
6. University College Birmingham	X	
7. Bournemouth University	X	X
8. University of Bradford	X	X
9. Brunel University London	X	
10. Buckinghamshire New University	X	
11. Cardiff Business School	X	
12. Cardiff University	X	
13. University of Central Lancashire	X	
14. City, University of London	X	
15. Coventry University	X	X
16. University for the Creative Arts	X	
17. De Montfort University, Leicester	X	
18. University of Derby	X	
19. University of East Anglia (UEA)	X	
20. University of East London	X	
21. University of Essex	X	
22. Falmouth University	X	X
23. Glasgow Caledonian University	X	
24. Goldsmiths, University of London	X	X
25. University of Greenwich	X	X
26. Keele University	X	
27. University of Kent	X	X
28. Lancaster University	X	
29. The University of Law	X	X
30. University of Lincoln	X	
31. University of Liverpool	X	
32. Middlesex University, London	X	X
33. Newcastle University	X	X
34. Northumbria University Newcastle	X	

Institution	Venue	
	Athens 12 &13 November 2016	Thessaloniki 16 November 2016
35. The Open University / DEREE	X	
36. Plymouth University	X	
37. University of Portsmouth	X	X
38. Queen Mary, University of London	X	
39. University of Reading	X	
40. Royal Holloway, University of London	X	
41. University of Salford, Manchester	X	
42. The University of Sheffield	X	X
43. Sheffield Hallam University	X	
44. SOAS, University of London	X	
45. University of Southampton	X	
46. Southampton Solent University	X	
47. University of South Wales	X	
48. Staffordshire University	X	X
49. University of Stirling	X	
50. University of Strathclyde	X	
51. University of Surrey	X	X
52. University of Sussex	X	
53. Swansea University	X	
54. The University of Warwick	X	
55. University of Westminster	X	X
56. University of York	X	

**Thank you all** for a successful event!  
We hope to see you back in Greece soon.