



SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING

Post-event report for
Education UK – Discover You Greece Roadshow
21 – 25 February 2017

Introduction

Thank you for your participation at the Study UK Roadshow in **Greece** in **February 2017**.

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 **7 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 **900 visitors** as a result of our externally commissioned **marketing campaign** and **in-house intense direct marketing and promotion**.

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

The exhibitions' Roadshow was held at

City	Patras
Venue(s)	Airotel Achaia Beach Hotel
Dates	22 February 2017
Opening hours	13:00-16:00

City	Ioannina
Venue(s)	Hotel Du Lac
Dates	23 February 2017
Opening hours	13:00-16:00

City	Larissa
Venue(s)	Larissa Imperial Hotel
Dates	24 February 2017
Opening hours	13:00-16:00

City	Heraklion Crete
Venue(s)	Astoria Capsis Hotel
Dates	25 February 2017
Opening hours	15:00-18:00

Total Cost of Participation: £3,265 (*)

(*) cost included participation at all venues, travel by coach, airfare from Athens to Crete, accommodation in all destinations, coffee breaks

Attendance in Patras	
Wednesday 22 February 2017	210

Attendance in Ioannina	
Thursday 23 February 2017	190

Attendance in Larissa	
Friday 24 February 2017	150

Attendance in Heraklion	
Saturday 25 February 2017	150

Each event was complimented by a seminar on *Studying in the UK* with general information and attracted a wide audience



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

Visitors' profile

17% of visitors are looking for **Undergraduate courses**
36% of the visitors wish to study at Master's level
15% were looking for MBA

12% had an interest in Short Courses (e.g. summer courses)
5% were looking for ELT (and pre-sessional) programmes

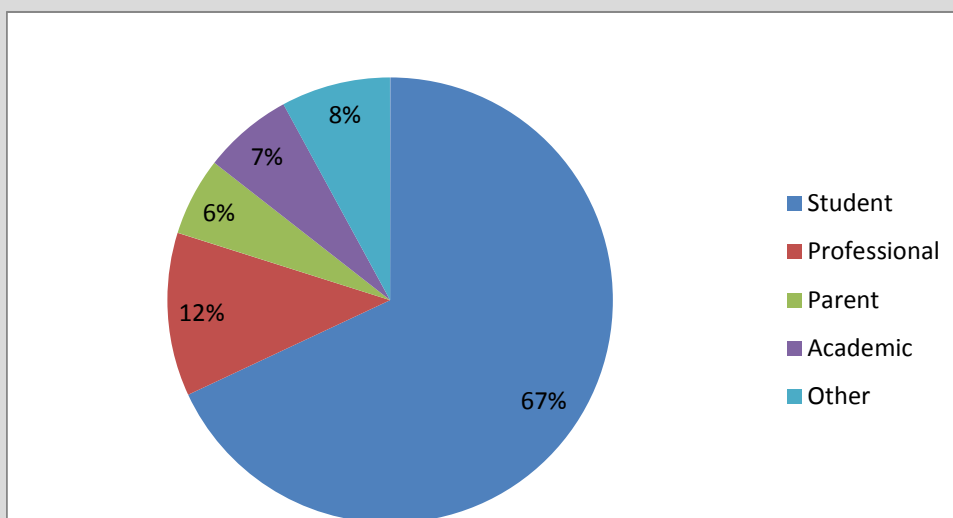
Of the total visitor numbers, 36% were male and 64% were female

Of the total visitor numbers, 20% were between 11-20 years old &
70% were between 21-30 years old

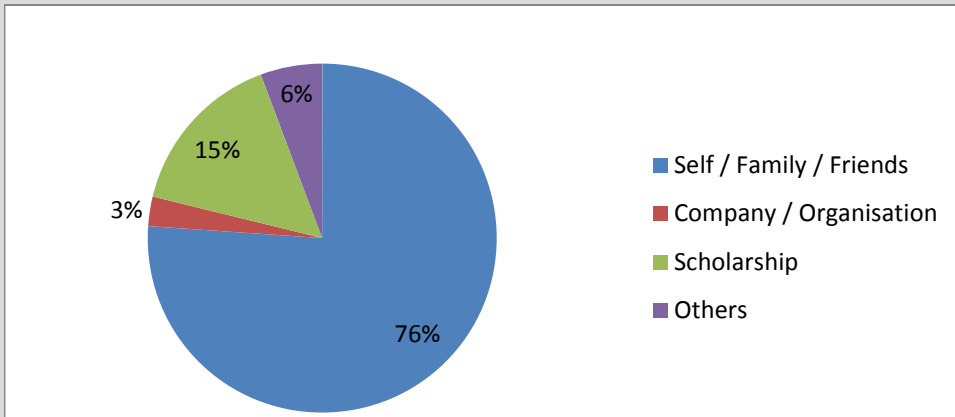
50% of the visitors' intent to study in the UK and only 16% will choose an online/distance learning programme

Most popular subjects: Business, Engineering, Health & Medicine, Humanities

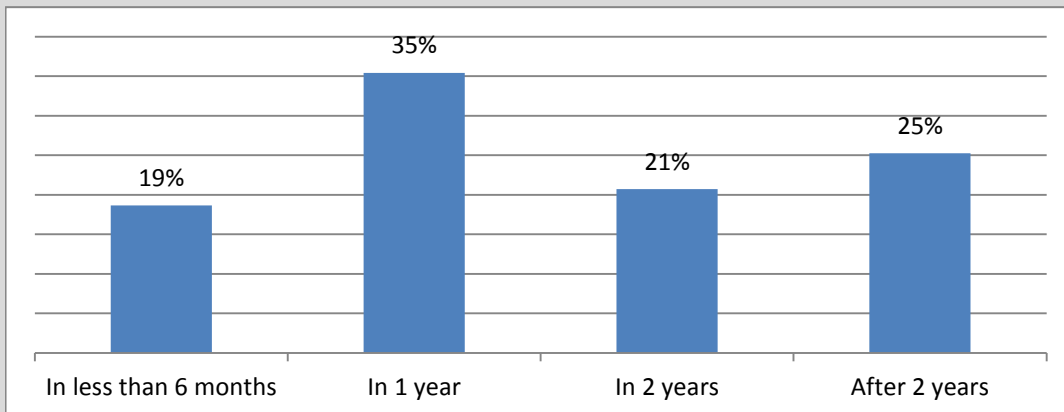
What is the visitors' occupational sector?



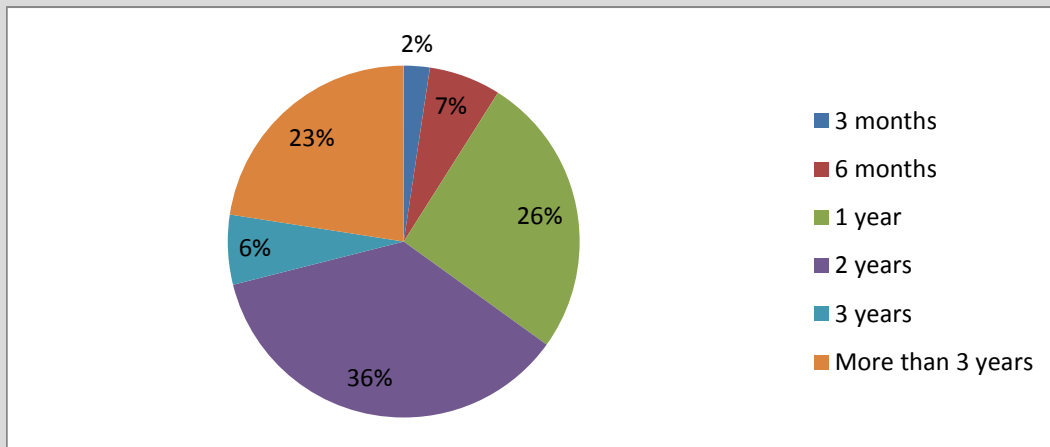
Source of Funding



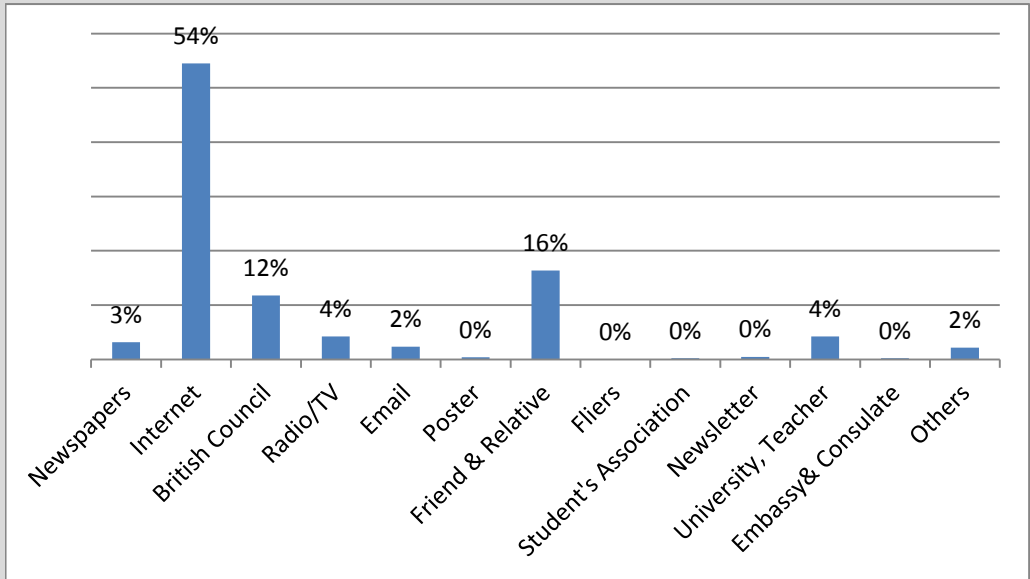
When do visitors expect to leave for studies?



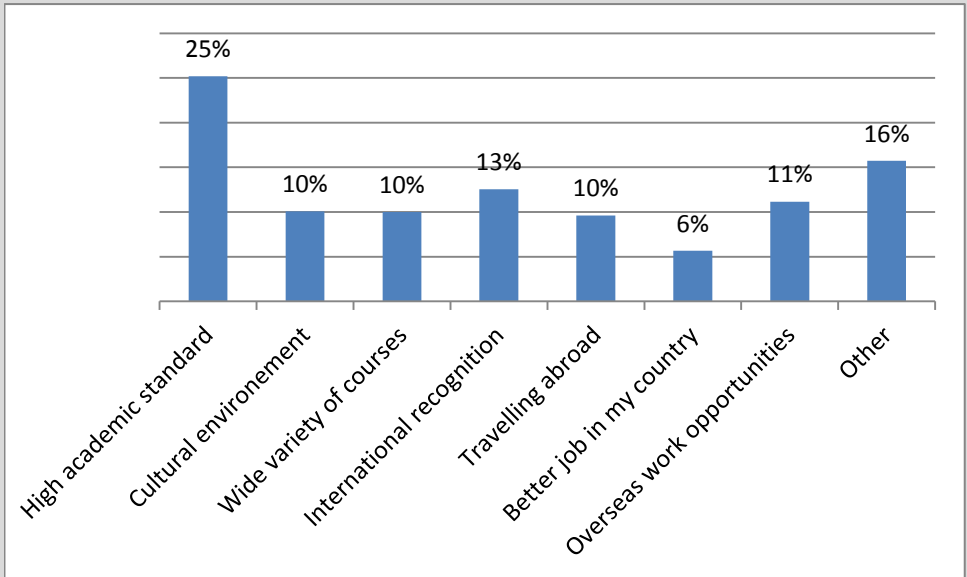
Visitors' intended period of studies



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, wide area of Patras, Epirus (Ioannina), Thessaly (Larissa) and Crete
2. Adults 35-54 years old, Upper/Middle s/e class, wide area of Patras, Epirus (Ioannina), Thessaly (Larissa) and Crete

A media mix of radio announcements, internet, social media as well as below-the-line promotion activities were engaged to reach our target audience. Interviews at local newspapers and radio stations were arranged and created extra reach to our audience.

We contacted by telephone and email all private secondary schools, HE institutions, local agents, private English language teachers, Education Agents to promote the event in their city.

Our marketing reached an estimated audience of 850,655 people

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, 95% said yes

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

95% of the visitors agreed that this was a high quality event

Some examples of quotes from Visitors following the exhibition:

- The information I received was complete
- I am so happy with the outcome that I have no other suggestions
- The exhibition exceeded my expectations

Key Recommendations for the British Council include:

- I would like to see more institutions
- I would like there to have more seminars

Exhibitor's Feedback

At the exhibitions there were 7 unique exhibitors

Exhibitor Attendance	All Venues	
	2016	2017
	12	7

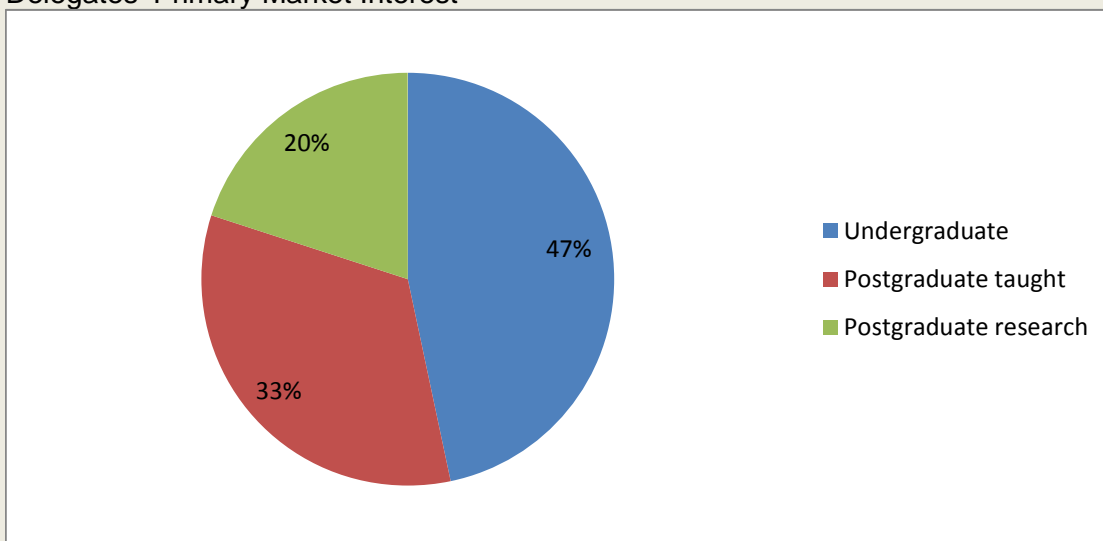
The exhibitors that attended last year thought this was better event!

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

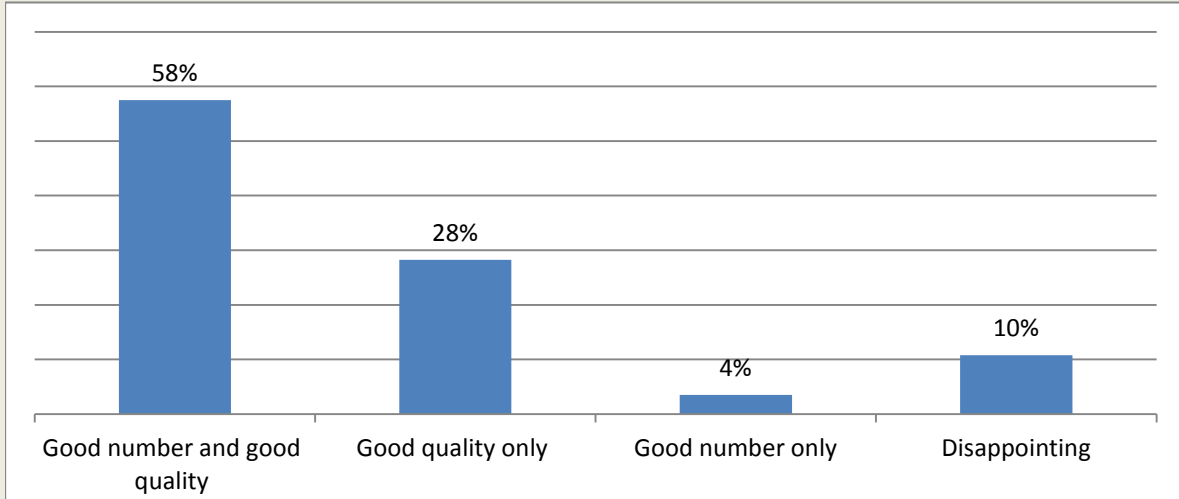
Some quotes from exhibitors:

- The support I received from the British Council before and during the event was unbelievable
- The British Council team was amazing at communicating information, so helpful and organized
- I have learnt lots about EU markets, qualifications and contacts in Greece
- Excellent promotion
- Opportunity to develop our market regarding parallel studies
- Good use of advertising outlets

Delegates' Primary Market Interest



Assessment of visitors



Photos



Appendix

List of exhibitors

- The University of Bradford
- University of East Anglia (UEA)
- University of Kent
- Metropolitan College with: University of East London, University of London International Programmes, University of Portsmouth, Queen Margaret University, Southampton Solent University
- Middlesex University London
- The Open University / DEREE
- Plymouth University



Thank you all for a successful event.

We hope to see you soon!