

Increasing Opportunities for UK Education Institutions

EDUKEX Jordan 25 October 2014

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1. Event fact file

Amman

Venue	Landmark Hotel, Amman, 25 October 2014
Opening hours	From 10.00 to 14:00 & From 16.00 to 20.00
Stand costs	£1,610 (Plus VAT)
Sponsors	<p>Commercial Sponsors:</p> <ul style="list-style-type: none">• Platinum Sponsor: Arab Bank <p>Arab Bank is one of the leading banks in Jordan which offers exclusive banking services to the youth market and especially students, through “Shabab” account which offers many services such as account opening, student loans, and remittances.</p> <ul style="list-style-type: none">• Gold Sponsor: Zain <p>Zain is an international leading company in the Jordanian telecommunications industry, which promotes custom made mobile lines equipped with bundles at discounted rates, as well as special features that include discounts and offers for students.</p> <ul style="list-style-type: none">• Silver Sponsor: Kamal Exchange Company <p>Kamal Exchange Company is one of the leading Jordanian currency exchange companies, which has several branches in Jordan; it is also the agent for Western Union money transfer services, and an exclusive owner of Western Union business money solutions for students; inbound and outbound; account to account wire transfers.</p> <p>Media Sponsors:</p> <ul style="list-style-type: none">• Al-Ghad Newspaper: <p>Al-Ghad newspaper is the leading newspaper for the youth segment; it has the biggest reach for the 18-30 demographic. It is widely distributed across Jordan.</p> <ul style="list-style-type: none">• SPIN Jordan <p>SPIN Jordan is the number one radio station for the 16-25 age group, it broadcasts live radio shows for students focusing on subjects related to youth such as education, sports, and music.</p>
Unique features and added value	<ul style="list-style-type: none">• The exhibition hosted 26 UK institutions showing the excellence of UK education, and promoting various programmes as well as featuring a big variety of academic subjects.• A market briefing was organised to present information about Education sector, current market trends & SIEM offerings in Jordan.• A networking dinner was organised to allow delegates from participating and sponsors to meet and network.• SIEM Regional Manager’s attendance contributed to the success of the event.• Invitations were sent out to 70 private school targeting more than 10,000

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	<p>high school students from all programmes (National, IGCSE, IB, SAT & French)</p> <ul style="list-style-type: none"> • A subject matrix was newly introduced and distributed to visitors to enable them to allocate featured subjects and universities. • UK Alumni supported the event through answering the student’s questions about culture & education UK • Different seminars and presentations about the key requirements for the education UK , IELTS & Student visa were held • Giveaways were presented by the sponsors during the exhibition. • The audience included a mix of secondary, foundation, undergraduate and postgraduate students
Seminars	<ul style="list-style-type: none"> • Introduction to IELTS sessions 12.00 – 13.00. and 15.00 – 16.00 <ul style="list-style-type: none"> ○ Total number of attendees: 150 • UK Visa induction session 13.00 – 14.00 <ul style="list-style-type: none"> ○ Total number of attendees: 100 • How to apply to UK Universities session 15.00 – 16.00 <ul style="list-style-type: none"> ○ Total number of attendees: 80

2. Key statistics

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

Attendance	Amman
	2014
Saturday 25 October	1100
Total number of visitors	1100
Further Education	0
Higher Education	26
Total number of exhibitors	26

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Visitors' primary market objectives	Amman
	2014
Bachelor degree	364
PG degree (Master)	337
PG degree (PhD)	144
Pre-Master	34
Summer Course	37
Language course	122
Demographics of visitors	Amman
	2014
Male	420
Female	597

*Full details about the students' background can be found in Appendix 3

3. Impact of marketing plan

Marketing campaign:

- Based on EDUKEX 2013 reach analysis, a strategic marketing campaign was built with an aim to engage with a wider audience through online and offline communication channels which include digital, print, radio advertising as well as direct marketing activities to schools and universities & Public Relations activities
- Live Radio broadcast was done by SPIN Jordan Radio station to promote the exhibition; interviews with sponsors, students, visitors were also conducted.
- National TV station conducted an interview with the country director of the British Council Jordan featuring the overall aim of the exhibition and Education UK.
- Print Media covered the event through 3 reporters from different major newspapers in Jordan.
- The campaign tools reflected on a strong impact and big reach for the target audience:
 - a- The total number of audience who engaged on Facebook 4,000
 - b- The total number of audience reached through radio ads 21,30
 - c- The total number of audience reached through newspaper ads 15,000
 - d- The total number of audience reached through email shots: 2,500
 - e- The total number of audience reached through SMS 10,000

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Audience Statistics:

- Through the pre-registration system, 1600 students registered online for the exhibition.
- 5 schools arranged for group student visits to the exhibition along with their school coordinators
- Based on the registration form:
 - ✓ 26% of visitors found out about the event from Facebook
 - ✓ 17% of visitors found out about the event from the British Council premises
 - ✓ 14% of visitors found out about the event from school coordinators/Invitations
 - ✓ 13% of visitors found out about the event from friends or relatives
 - ✓ 6% of visitors found out about the event from the radio
 - ✓ 6% of visitors found out about the event from flyers and posters
 - ✓ 15% of visitors found out about the event from all other marketing channels
- Feedback collected from the exhibitors: Out of 26 surveys collected, 75% consider the event brings great number and quality visitors, and 25% consider the event brings good number and good quality.
- IELTS & the visa section had presence inside the exhibition to provide guidance to the exhibition's visitors as well as The British Council tables that were set up outside the hall to help the visitors and hand out information about the British Council overall services.

* A full media plan can be found in Appendix 4

4. Conclusions and follow up

This was the second year that Education UK Exhibition was held for in Jordan and enjoyed even bigger success than last year, meeting the expectations of most of the delegates and exceeding the expectations of others.

Partnership with commercial sectors with services targeted towards exhibition visitors.

Audience profile was from all international programs for secondary education.


We had 26 institutions, amongst which seven were part of the previous year's exhibition, as well as many new to the Jordanian Market. This indicates a growing interest from UK institutions in Jordan and provides visitors with variety of programmes to choose from these participating institutions.

4.1 Key recommendations for institutions

- Advise universities to place more UK representatives at the institution's table or bring in assistants to provide administrative work, answer general & basic inquiries as well as the constant supply of coffee/tea, which would create better engaging opportunities with the audience, through face to face meetings with students as well as answering visitors specific enquiries, and detailed information about the subjects.
- Present the right material for the attendees (brochures, prospectuses) since some universities did not have material related to the desired or featured subjects.
- Some visitors commented that each institution should allocate shorter time to students, in order to have the chance to meet with a larger number of students, since some visitors were compelled to skip institutions due to the long queuing.

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- Advise universities to place a translator with each representative as some of the visitors were having difficulties in communicating with the universities in English.
 - Advise universities to add scholarships in their offerings for the Jordanian target audience due to high demand of scholarships in various programs.
 - Locate a larger venue for next year's exhibition.
 - Introduce queuing system for face to face interviews

4.2 Key recommendations for the British Council

- ✓ 26 UK institutions indicated that the exhibition highly met their expectation.
- ✓ 385 visitors indicated that the exhibition exceeded their expectation.

Suggestions for improvement were received through the institutions and visitors questionnaire; summarised as follows:

1. Create the opportunity for UK institution to meet with universities in Jordan and ministries
2. The British Ambassador to inaugurate & support the event.
3. Hosting an opening ceremony and inviting key stakeholders in the education sector such as school, principles, school coordinators & key people from the ministry of higher education
4. Consider other hotels for accommodation.
5. Organise Schools tours
6. Extend the exhibition time to two days and dedicate one exclusive day to school student, coordinators, principles and parents.
7. Hold short seminar series during the event and enable universities to feature topics such as Medicine/Dentistry or Engineering
8. Set up the event on an annual basis, bring a wider range of universities and include other activities such as networking activities & schools/university tours.

4.2 Testimonials:

- Mark Garratt, Director of External Affairs from the University of Bradford said: "Without a shadow of a doubt it is the best British Council event I have been to in terms of quality of students and the quantity showing up for the size of the market"
- Helen Middleton, International Relations officer from the University of Leeds said: "We had an enormous amount of interest in Leeds University, the vast majority of visitors being well-informed, serious and committed to furthering their education in the UK"
- Christopher Brown from Queen Mary University of London stated: "In my own opinion the exhibition was a great success and it is all down to the efforts of the British Council's team, I think you will find a lot more universities will register for your event next year!"

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Appendix 1: List of participating institutions

Appendix 2: Visitors' survey results

Appendix 3: Visitors' Background information

Appendix 4: Exhibitors' survey results

Appendix 5: Advertising and promotion plan (media plan)

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Appendix 1: List of participating institutions

No.	University Participated
1	University of the Arts London
2	University of Bath
3	University of Bradford
4	University of Brighton
5	University of Bristol
6	University of East Anglia
7	University of Greenwich, London
8	University of Hertfordshire
9	University of Kent
10	University of Leeds
11	University of Leicester
12	UCL (University College London)
13	London South Bank University
14	The University of Manchester
15	Middlesex University London
16	The University of Northampton
17	Plymouth University
18	University Of Portsmouth
19	Queen Mary University of London
20	University of Reading
21	University of South Wales
22	University of Southampton
23	University of St Andrews
24	University of Surrey
25	University of Warwick
26	University of Westminster

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Appendix 2: Visitors' survey results:

Question	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
This event met my expectations	27%	53%	12%	6%	1%
Overall, this was a high quality event	31%	53%	11%	3%	0%
The British Council is among the leading organizations in its field	51%	39%	4%	1%	0%

Total Responses: 385

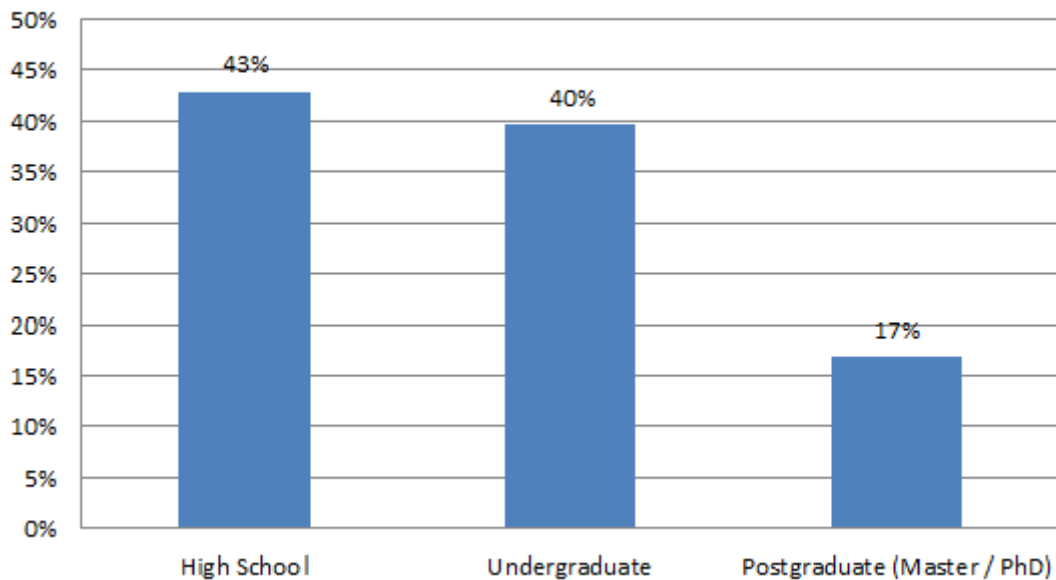
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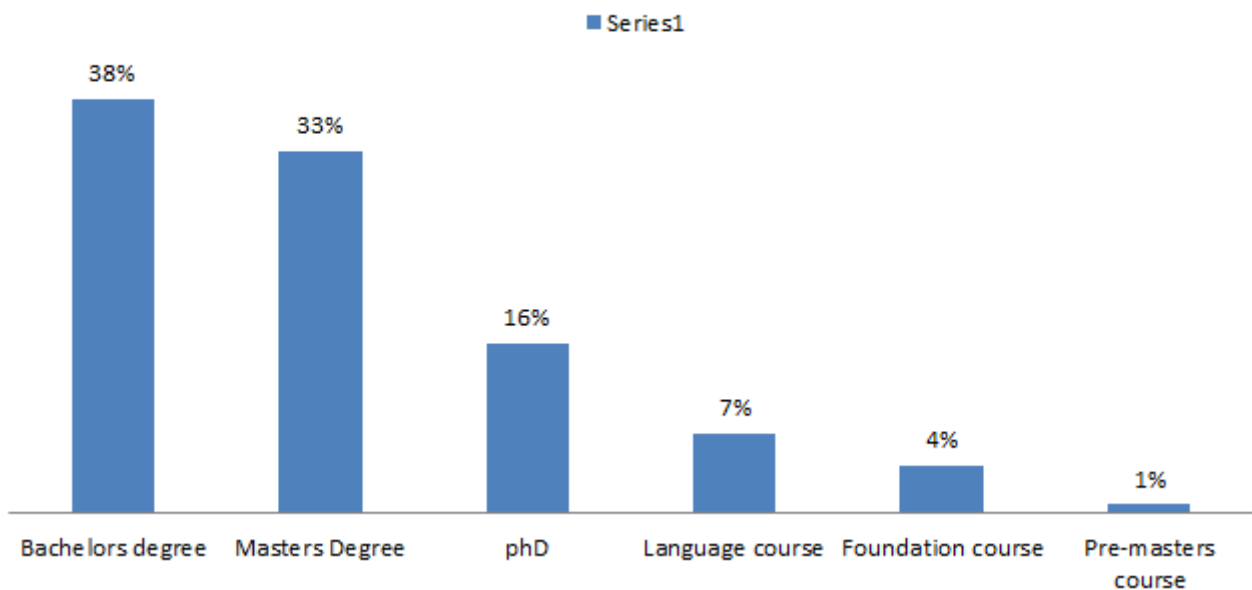


Appendix 3: Visitors' Background information

Education Background



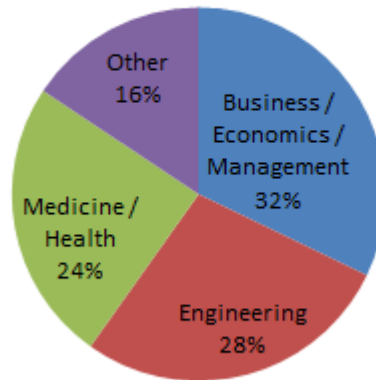
Level of Education you wish to persue



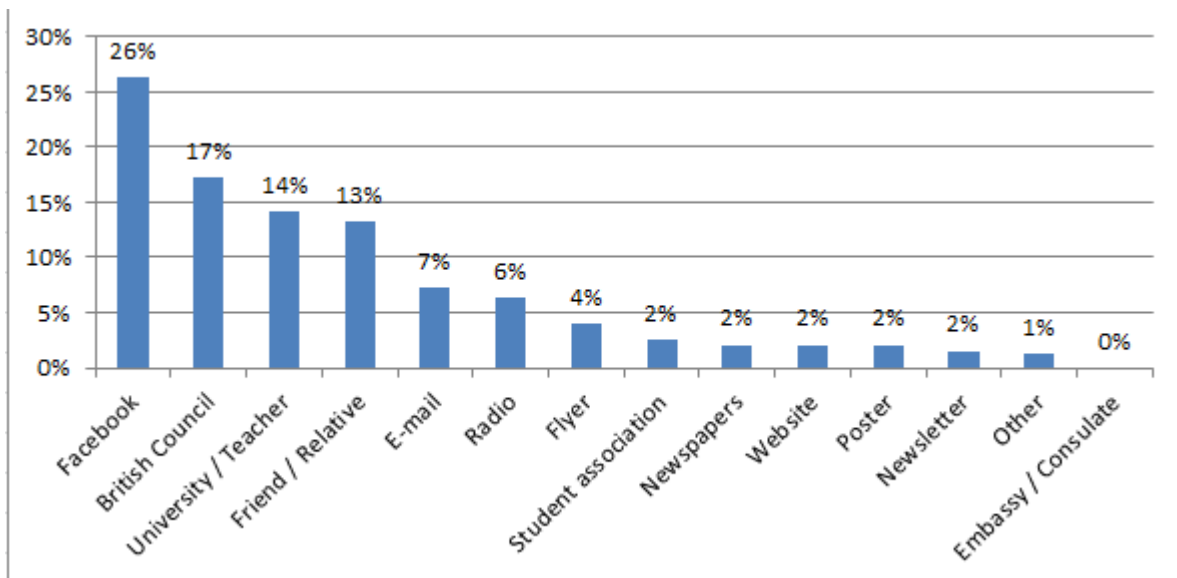
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Most Preferred Subjects



How did you hear about the EDUKEX?



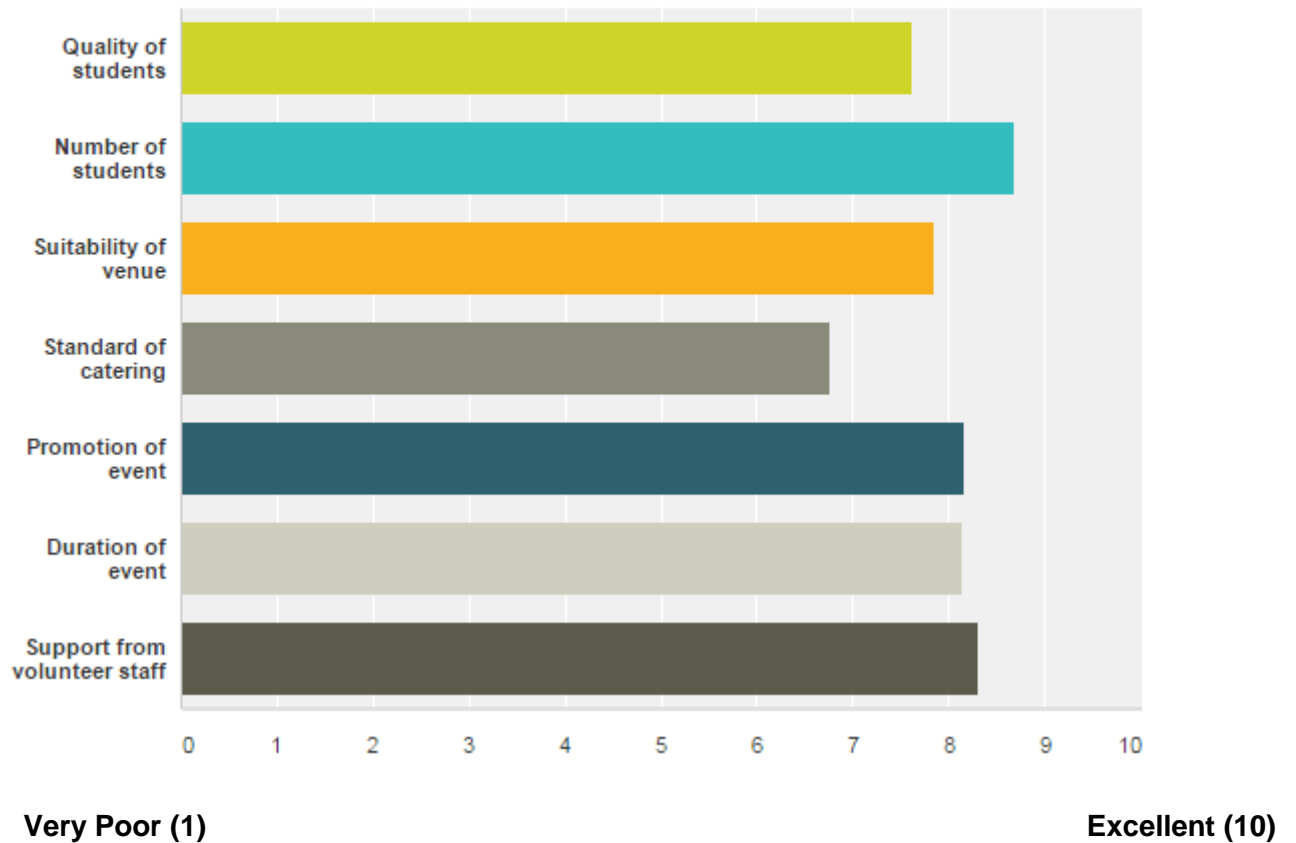
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Appendix 4: Exhibitors' survey results:

Please rate the following aspects of the event you participated in

Answered: 26 Skipped: 0

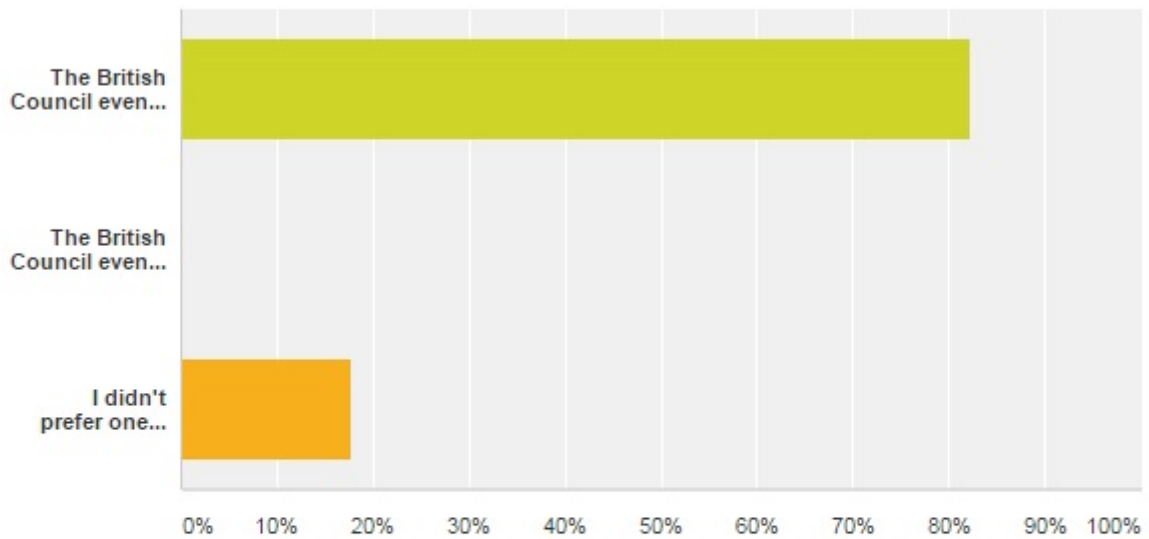


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How does British Council event compared to other events

Answered: 17 Skipped: 9




Answer Choices	Percentage	Responses
The British Council event was better	82.35%	14
The British Council event was worse	0.00%	0
I didn't prefer one event over the other	17.65%	3
Total		17

Full Survey results can be found on the link below:

<https://www.surveymonkey.net/results/SM-S6DJFS6L/>

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Appendix 5: Advertising and promotion plan (Media Plan)

- A3 posters and postcards sent to 70 private high schools, colleges, and selected universities
- 10,000 flyers inside the weekly newspapers all over west Amman
- 10,000 flyers distributed in more than 50 private schools
- Radio spots transmitted for 14 days in 1 popular radio station
- Extensive Facebook paid campaign (paid ads and promotions 15,000 clicks into selected landing pages).
- British Council Jordan Facebook page – organic posts, e-invitation and Facebook event page (more than 120,000 likes)
- 8 Newspaper quarter page ads.
- Email shots to more than 3,000 recipients (SIEM database, school coordinators & IELTS candidates).
- SMS shots to 10,000 targeted students & parents.
- Press releases.

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