

# Increasing Opportunities for UK Education Institutions

Schools Road Show and Mini Fair –March 2015

## Contents

1. Event fact file.....	2
2. Mini Fair Key statistics.....	3
3. Impact of marketing plan .....	3
4. Conclusions and follow up.....	4

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

*The British Council is the author of this report. © 2015 British Council. All rights reserved. This document may not be amended, copied or distributed without express written permission*

## 1. Event fact file

<b>Venues</b>	<p>21 March 2015 /Road show venues:</p> <ol style="list-style-type: none"> <li>1- National Orthodox School</li> <li>2- Amman Baccalaureate School</li> <li>3- The International Academy School</li> <li>4- Modern Montessori School</li> <li>5- International School of Chouweifat</li> </ol> <p>21 and 22 March 2015 /Mini Fair venue:</p> <ul style="list-style-type: none"> <li>• Crown Plaza Amman</li> </ul>
<b>Opening hours</b>	Mini fair: 16.30 to 20.00
<b>Stand costs</b>	£ 950 (Plus VAT)
<b>Sponsors</b>	<p>Commercial Partner:</p> <ul style="list-style-type: none"> <li>• Kamal Exchange Company</li> </ul> <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>
<b>Unique features and added value (Road Show)</b>	<ul style="list-style-type: none"> <li>• The Road show's main objective was to widen the value proposition of UK education to all tier audiences enlisted in British schools programme , International Baccalaureate and SAT</li> <li>• The selection criteria of the schools was based on education in UK trend for target audiences, and top ranking schools within the local private schools network in Jordan.</li> <li>• Total number of students that attended the 5 sessions was 430 students of which 80% pursue their undergraduate studies in English speaking countries.</li> </ul>
<b>Unique features and added value (Mini Fair)</b>	<ul style="list-style-type: none"> <li>• The mini fair hosted 11 UK institutions showing the excellence of UK education, and promoting various programmes as well as featuring a big variety of academic subjects.</li> <li>• Invitations were sent out to 15 public and private universities targeting more than 40,000 undergraduate and post graduate students.</li> <li>• Invitations were sent out to 70 private school targeting more than 10,000 high school students from all programmes</li> <li>• The audience included a mix of secondary, foundation, undergraduate and postgraduate students.</li> <li>• Audience included young and established professionals willing to invest in their future and the future of their children, and those who appreciate the benefits of a British education in renowned educational institutions in the UK, or who plan to get professional training and business orientated language courses in the UK.</li> </ul>

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

*The British Council is the author of this report. © 2015 British Council. All rights reserved. This document may not be amended, copied or distributed without express written permission*

## 2. Mini Fair Key statistics

<b>Attendance</b>	<b>Amman 2015</b>
21 and 22 March 2015	320
<b>Total number of visitors</b>	<b>320</b>
Further Education	0
Higher Education	11
<b>Total number of exhibitors</b>	<b>11</b>

<b>Visitors' primary market objectives</b>	<b>Amman 2015</b>
Foundation Course	8
Bachelor degree	94
PG degree (Master)	178
PG degree (PhD)	30
Language course	10
<b>Demographics of visitors</b>	<b>Amman 2015</b>
Male	235
Female	85

## 3. List of participating institutions

No.	University Participated
1	University Of Plymouth
2	University Of Bradford
3	University Of Exeter
4	London South Bank University
5	University Of Southampton
6	Kingston University
7	University Of Greenwich
8	Queen Mary University Of London
9	University Of Leeds
10	University Of Derby
11	University Of Lincoln

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

*The British Council is the author of this report. © 2015 British Council. All rights reserved. This document may not be amended, copied or distributed without express written permission*



### 3. Impact of marketing plan

Marketing campaign:

- 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 as well as direct marketing activities that include email shots to participating school's counselors and students.
- 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 19,483
  - b- The total number of audience reached through newspaper ads 30,000
  - c- The total number of audience reached through email shots: 1,200
  - d- The total number of audience reached through SMS 950

Audience Statistics:

- 550 students registered for the exhibition.
- Based on the registration form:
  - ✓ 35% of visitors found out about the event from Facebook
  - ✓ 23% of visitors found out about the event from the British Council premises
  - ✓ 15% of visitors found out about the event from all other marketing channels
  - ✓ 14% of visitors found out about the event from school coordinators/Invitations
  - ✓ 13% of visitors found out about the event from friends or relatives

### 5. Conclusions and follow up

- ✓ This was the first year that a Road Show and a Mini Fair was held in Jordan with big success and huge impact in the local private schools network. It met the expectations of most of the delegates and exceeding the expectations of others. The diversification of the target audience added a new dimension to the Road show and allowed interaction with an untapped focused market share that includes students enrolled in IB & SAT programmes.
- ✓ There is growing interest from many international schools in Jordan to hold frequent road shows in an aim to serve their students interests to pursue their studies in the UK.

### 5. Recommendation for institutions & British Council

- Respond to market demand and perform frequent Road show to include a bigger number of schools.

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

*The British Council is the author of this report. © 2015 British Council. All rights reserved. This document may not be amended, copied or distributed without express written permission*