

Kazakhstan Fair report

Almaty, 5 March 2016

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1. Event fact file

Venue	Rixos Hotel, Almaty, 5 March 2016
Opening hours	13.00–19.00
Stand costs	£1,200.00 (exc. VAT), £1,440 (incl. VAT)
Partners	Concord College
Unique features to add value	<ol style="list-style-type: none"> 1) Market briefing session with the participation of Research Director, Education Intelligence British Council, Concord college representative and local education manager to give multi angle perspective on the market development and share insights to make better informed decisions on recruiting and profile raising. 2) Agent networking reception on the speed-dating format with the participation of top local education agencies. 3) Interactive and engaging digital campaign, involving top local bloggers, opinion-makers and social media competitions plus various prize draws (including 1 fully-funded summer programme in the UK) 4) A presentation hall with workshops on popular topics ranging from UK boarding schools, Choosing A level subjects, UK further education colleges, Applying to UK Universities through UCAS, Breaking into Top Universities, IELTS / UKVI. 5) After the event – individual face-to-face meetings with parents at British Council office, possibility to organize admission tests with the British Council employees support.
Seminars	8 workshops were conducted in total by UK providers and British Council Exams Team. For details, see Appendix 2 .

2. Key statistics

Attendance	
Visitors	301
Exhibitors	15

Demographics of Visitors (gender)	
Male	28%
Female	72%





3. Workshops

([Full event programme in Appendix 2](#)).

During the event a workshop programme for parents and students was offered to all visitors free of charge. A variety of workshops were presented to address the interests of the audience – including common popular topics such as the application process to the UK educational institutions, UK boarding schools, Choosing A level subjects, UK further education colleges, Applying to UK Universities through UCAS, Breaking into Top Universities and passing IELTS and IELTS / UKVI exams. All sessions were translated into Russian for parent's convenience which was helpful for lively Q and A sessions after the each workshop.



The workshop sessions were advertised on the British Council website and through other media in advance. This allowed visitors to plan their visit effectively and prepare their queries. Banners with the timetable of workshops were also placed in the venue.

4. Market developments

Exhibitors noticed that Kazakhstani parents are open to all possible study options for their children (A-levels, IB, Foundation) as well as:

1. A good variety of parents, well informed and interested
2. Many parents do planning well in advance
3. Many good requests for Junior Summer Programmes
4. Enquiries for very young students – 8/9 years old
5. More interest in Further Education as a cost effective option
6. Financial concerns are an important issue for many families.



A full report of visitors' subjects of interest can be found in [Appendix 4](#)



5. Visitor survey analysis

- The total number of Registration forms completed was **301**. This represents **100 per cent of the total number of visitors**. The total number of visitors was calculated on the basis of completed online VRS registrations (183) plus registration forms completed at the events (118).
- In total, 100 Visitor Survey forms were completed. This represents 33 per cent of the total number of visitors.
- 97 per cent of visitors were satisfied with the quality of the event and 96 per cent said their expectations were met.



For more detailed visitor survey information, please refer to Appendices [3](#) and [4](#).

6. Exhibitor survey analysis

- A total of 13 Exhibitor Surveys were completed. This represents 93 per cent of the total number of exhibitors.
- Most of the institutions came to the fair both for recruitment and for profile-raising purposes.
- 92 per cent of the exhibitors rated the exhibition as excellent and good.
- Exhibitors rated the British Council's support before and during the exhibition as 4.8 out of 5.0.
- The length of the exhibition was rated by exhibitors as 4.7 out of 5.0.
- The Market briefing was rated by exhibitors as 4.8 out of 5.0.

More detailed information on the exhibitors' survey can be found in [Appendix 5](#)





7. Conclusions and follow up

Key findings and recommendations for the British Council (based on exhibitor feedback)

- The exhibitors were generally pleased with the level of English, number and quality of the students.
- The online registration system worked well. Sixty-one per cent of exhibition visitors completed pre-event registration online, with the remaining 39 per cent completing registration forms on the day of the event.
- Pre and after fair wrap-around activities should be added such as visits to international and local schools, Alumni Nights and Regular student/parent interview sessions.
- The agents networking event should be retained, with changes made to the format and structure.
- Invite school directors, career advisers, company representatives to the fairs.
- Event duration: 5 hours is the optimal event duration.

Key recommendations for UK institutions

- Exhibitors should submit all exhibition registration documentation in line with the published deadlines.
- Exhibitors should undertake profile-raising activities, especially try digital campaigns as the cost effective tool that ensures more reach and engagement in Kazakhstan before the event.
- Marketing materials should be “localized” for more successful recruiting purposes: translated into Russian/Kazakh, including photos of Kazakhstani students and their success stories.
- Face-to-face marketing, personal connections are very powerful recruiting tools in Kazakhstani marketing – thus personal visits to the country to meet and talk to parents are highly recommended.
- Even though the parents are becoming more informed of study options and pathways in the UK system still many aspects are unclear to them and needs more clarification to make informed decisions. Thus “educating your market” approach is highly recommended – this could be done through presenting at seminar slots during the fair, that will help UK institutions share up-to-date information on changing landscape of the UK school system, the advantages of studying at UK school and colleges, and any other useful information.





Appendix 1: List of participating institutions

1.	Alpha Omega College
2.	Ashbourne College
3.	Brockenhurst College
4.	Cambridge Tutors College
5.	Cardiff Sixth Form College
6.	d'Overbroeck's
7.	Earlscliffe
8.	INTO University Partnerships
9.	King's College London
10.	The Manchester College
11.	MPW College
12.	Tettenhall College
13.	Queen Ethelburga's
14.	Queen's College
15.	UCL (University College London)





Appendix 2: Event programme

Date	Time	Activity
Friday/04/03/2016	18:00 – 20:00	Market and Logistic briefing, Q&A session at British Council office
Saturday/05/03/2016	09:00 – 10:00	Stand Set-up
	10:00 – 12:00	Networking coffee break with education agents
	12:00 – 13:00	Lunch
	13:00 – 19:00	Exhibition. Parallel activities: seminars for parents (9 seminars x 30 min each)
Sunday/06/03/2016	09:00 – 18:00	Face-to-face meetings with parents at British Council office, admission tests (time slots to be booked in advance).
Monday/07/03/2016	09:00 – 18:00	Face-to-face meetings with parents at British Council office, admission tests (time slots to be booked in advance).
Tuesday/08/03/2016	09:00 – 18:00	Face-to-face meetings with parents at British Council office, admission tests (time slots to be booked in advance).

Full programme of seminars for visitors to the exhibition:

Time	Activity	Overview
13:00-13:15	Opening ceremony	
13:20-13:50	How to enter university UCL (University College London) Jane Skirving	Participants at this session, conducted by a representative of University College London, will be given an overview of what universities look for from undergraduate applicants and how to demonstrate this in their application.
14:00-14:30	Choosing A level subjects and what life is like in the Sixth Form d'Overbroeck's Alasdair MacPherson	A-levels are the standard exam taken by most school leavers in the UK. Join this session to find out more about the exam and which subjects to choose.
14:40-15:10	Applying to UK Universities through UCAS	Join this session to learn more about UCAS, the standard undergraduate application



	Earlscliffe Tim Fish	route to UK universities. This system allows students to apply from their country without going to the UK. You'll find out how to apply properly via UCAS.
15:20-15:50	What is a UK further education college and how does it fit into the UK education system? The Manchester College Judith Cooke	This presentation explains what a further education college is. Many UK nationals don't really understand what a college does or what type of courses they offer. It is little wonder then that overseas students and parents don't understand what a college can offer both at pre-university and university level. This presentation aims to resolve that confusion.
16:00-16:30	The benefits of studying in a small UK boarding school Tettenhall College James Davies	UK boarding schools offer a world-class education as well as excellent facilities and support to students. Participants at this session will learn about the benefits of studying at smaller boarding schools.
16:40-17:10	IELTS British Council Kazakhstan	Join this session to learn about the international IELTS exam format, the types of tasks required of test takers, how to prepare, how to register, and how to get the best mark possible!
17:20-17:50	Breaking into Top Universities Cardiff Sixth Form College John Price-Thomas	Advice for students on how to gain access to Russell Group Universities, including how to write a personal statement and perform well at interview.
18:00-18:30	IELTS / UKVI British Council Kazakhstan	Join this session to learn about the international IELTS UKVI exam format required by UK Visas and Immigration, the types of tasks required of test takers, how to prepare, how to register, and how to get the best mark possible!





Appendix 3: Visitors' survey results

1. I would recommend the British Council to my friends (on the scale of 1-10, where 1 is NO and 10 is YES)

10	9	8	7	6	5	4	3	2	1	0
85%	7%	4%	2%	0%	0%	0%	0%	0%	0%	0%

2. The event met my expectations:

Strongly agree	Agree	Neither	Disagree	Strongly disagree
68%	28%	4%	0%	0%

3. It was a high quality event:

Strongly agree	Agree	Neither	Disagree	Strongly disagree
65%	32%	4%	0%	0%





Appendix 4: Visitor registration data analysis

1. Gender:

Male	Female
28%	72%

2. Age:

11 – 20	21 – 30	31 – 40	40 – 50	>50
30%	29%	38%	29%	6%

3. Expect to leave:

Expect to leave	2016
In less than 6 months	26%
In 1 year	50%
In 2 years	13%
After 2 years	11%





4. Motivation to study

Motivation to study	2016
High academic standard	28%
Competitive tuition fees	7%
Parent's decision	7%
Cultural environment	10%
Safe environment	5%
Friends and relatives there	1%
Wide variety of courses and Institutions	5%
International recognition of qualifications	8%
Travelling in many different Countries	6%
Scholarship offered	4%
Having a better job in my country	6%
Learning a foreign language	7%
Overseas work opportunities	6%



Appendix 5: Exhibitors' survey results

Total number of exhibitors: 14

Total number of received feedback questionnaires: 13

1. What was your main aim in coming?

Recruitment	8%
Profile raising	0%
Both	92%

2. What is your primary market interest in this event?

Primary education	7.7%
Secondary education	38.5%
A-level	69.2%
IB	0.0%
Foundation	46.2%
Higher national diploma and equivalent	7.7%
Undergraduate	7.7%
Postgraduate	7.7%
Pre-sessional English	23.1%
Summer courses	61.5%

3. What is your assessment of the visitors?

	Number of the visitors	"Quality" of the visitors
Good	39%	62%
Average	39%	28%
Disappointing	22%	0%

4. Have you developed new links or built on existing feeder or agent relationships by coming?

Yes	67%
No	23%

5. Please give your overall assessment of the exhibition.

Excellent	23%
Good	69%
Average	8%

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Bad	0%
Very bad	0%

6. Please rate the following, with 1 being very bad and 5 being excellent:

British Council support before the exhibition	4.6
British Council support during the exhibition	4.9
Quality of the venue	4.8
Quality of the accommodation	4.6
Length of the exhibition	4.7
Value for money	4.3
Seminars programme	4.3
Briefing session	4.8

7. How likely are you to recommend the British Council to colleagues?

Very likely	69%
Likely	31%
Unlikely	0%
Very unlikely	0%





Appendix 6: Marketing and Promotion

Social networks

Давай Сходим Алматы
3 марта в 17:00 ·

Выставка школ и колледжей Великобритании

5 марта с 13.00 до 19.00

Британский Совет приглашает всех желающих посетить Выставку школ и колледжей Великобритании 5 марта с 13.00 до 19.00 в отеле Rixos. ... Еще

Выставка школ и колледжей Великобритании | Давай Сходим! Алматы

Британский Совет приглашает вас посетить выставку школ и колледжей Великобритании и узнать больше о возможностях для получения...

SXODIM.KZ

Нравится · Комментарий · Поделиться

Бақдаулет Бекжанов и еще 6

BRITISH COUNCIL Education UK

759 отметок «Нравится» · 5 дн

sxodim Выставка школ и колледжей Великобритании

5 марта с 13.00 до 19.00

Британский Совет приглашает всех желающих посетить Выставку школ и колледжей Великобритании 5 марта с 13.00 до 19.00 в отеле Rixos.

15 представителей рейтинговых учебных заведений персонально проконсультируют гостей мероприятия. Посетителей ждет полезная информация, интересные семинары о поступлении в топовые школы и колледжи, а также актуальные новости из первых рук.

Среди всех посетителей, которые

Добавьте комментарий...

Print advertising

Выставку образования в Алматы посетит университет, выпускники которого получают Нобелевские премии

5 марта в отеле Rixos (Алматы) состоится первая по счету выставка школ и колледжей Великобритании. У посетителей выставки будет возможность пообщаться с представителями 15 топовых британских заведений, предлагающих среднее образование и подготовку к поступлению в ведущие университеты мира.

Заметим, что в текущих экономических условиях ценность образования как долгосрочной инвестиции повышается. По информации Британского совета, это подтверждает и тот факт, что за последние два года наблюдается положительная динамика по числу казахстанских школьников и студентов, получающих образование в Британии. И объясняется это не только феноменальной популярностью Гарри Поттера.

Согласно данным исследования British Council Kazakhstan (Британский совет) за 2014 год, Великобритания занимает первое место в числе стран, куда казахстанские родители отправили своих детей на получение среднего образования. Это подтвердили 71% опрошенных. 45% родителей в Казахстане согласны с тем, чтобы их ребенок получил в Великобритании высшее образование. Кроме того, большинство респондентов отметили, что самым важным фактором, наравне с уровнем престижа выбираемого заведения, является безопасность ребенка во время проживания и обучения в другой стране. Великобритания по этому показателю, а также по количеству школ и колледжей в экологически чистых районах, занимает одно из ведущих мест в мире.

В числе участников предстоящей выставки стоит отметить Cambridge Tutors College, который готовит студентов к поступлению

в Оксфорд, Кембридж, Лондонскую школу экономики и UCL. Приедут в Алматы и официальные представители знаменитого UCL, который в свое время окончил изобретатель Александр Белл и легендарный политик Махатма Ганди. Самым именитым участником события станет Kings College London - один из ведущих университетов мира, который внес важный вклад во множество научных достижений, без которых трудно представить современную жизнь: например, десять человек, которые в свое время работали или учились в колледже, были удостоены Нобелевской премии.

Выставка школ и колледжей Великобритании пройдет 5 марта в отеле Rixos (Алматы)
Часы работы: 13:00-19:00

Все подробности на сайте britishcouncil.kz

BRITISH COUNCIL Education UK

An education for life
Выставка школ и колледжей Великобритании

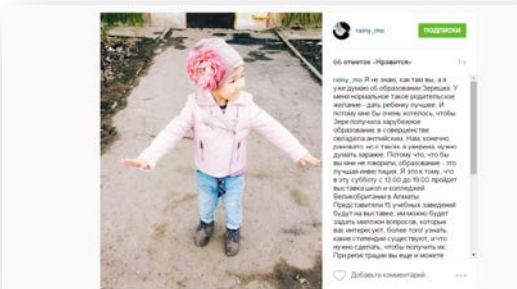
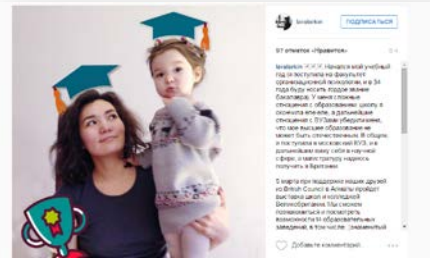
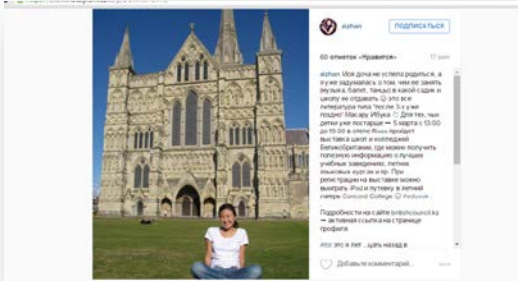
5 марта, 13.00 - 19.00
Алматы, Отель Rixos

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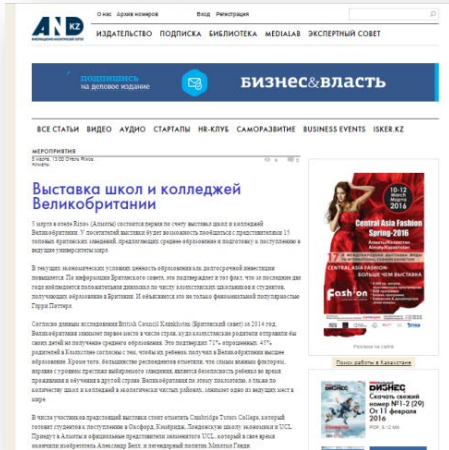


Cooperation with bloggers





Online promotion



& BUSINESS EVENTS

ЧТО? ВЫСТАВКА ШКОЛ И КОЛЛЕДЖЕЙ ВЕЛИКОБРИТАНИИ

ГДЕ? Алматы, отель Rixos
КОГДА? 5 марта

СПРАВКА: Согласно данным исследования British Council Kazakhstan за 2014 год, Великобритания занимает первое место среди стран, куда казахстанские родители отправили бы своих детей с целью получения среднего образования. В числе участников предстоящей выставки стоит отметить Cambridge Tutors College, который готовит студентов к поступлению в Оксфорд, Кембридж, Лондонскую школу экономики и UCL. Приедут в Алматы и официальные представители знаменитого UCL, который

в свое время окончили изобретатель Александр Белл и легендарный политик Махатма Ганди.
 Дополнительная информация на сайте www.britishcouncil.kz

Social media competitions and various prize draws

