

Exhibition report

Almaty 4 March 2017

Astana 5 March 2017

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1. Event fact file

| | |
|-------------------------------------|--|
| Venue | Rixos Hotel, Almaty, 4 March 2017 / Rixos President, Astana, 5 March 2017 |
| Opening hours | 13.00–18.00 |
| Stand costs | £1,400 Almaty / £1,300 Astana |
| Partners | «Costa Coffee», «Esquire», «Business and Vlast» |
| Unique features to add value | <ol style="list-style-type: none"> 1) Bus tour of Almaty to help exhibitors overcome cultural barrier. 2) Agent networking with British Council accredited education agencies. 3) Interactive and engaging digital campaign, involving top local bloggers, opinion-makers, various social media competitions. 4) A presentation hall with workshops on popular topics ranging from educational system of UK boarding schools, education for iGeneration, accelerated learning techniques, breaking into Top Universities, international exams. |
| Seminars | 12 workshops were conducted in total by UK providers and British Council Exams Team. For details, see Appendix 2 . |





2. Key statistics

| Attendance | Almaty |
|------------|--------|
| Visitors | 346 |
| Exhibitors | 10 |

| Attendance | Astana |
|------------|--------|
| Visitors | 246 |
| Exhibitors | 9 |

| Demographics of Visitors (gender) | Almaty |
|-----------------------------------|--------|
| Male | 108 |
| Female | 238 |

| Demographics of Visitors (gender) | Astana |
|-----------------------------------|--------|
| Male | 100 |
| Female | 146 |





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 system UK educational institutions, UK boarding schools, techniques of accelerated learning, education for iGeneration, 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&A sessions after the each workshop.

The workshop sessions were advertised on the British Council website, “Education UK Exhibition” mobile app and through other media in advance. This allowed visitors to plan their visit effectively and prepare their queries.

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. More interest in GCSE and Pre A Level
5. Financial concerns are an important issue for many families
6. Lots of interest in Business/Management majors
7. Emphasis on rankings
8. Many Kazakhstani schools are adding grade 12 to secondary education
9. High interest in discounts, scholarships.

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 592 (**346 in Almaty and 246 in Astana**). This represents **100 per cent of the total number of visitors**. The total number of visitors was calculated on the basis of completed registration forms completed at the events (592).
- In total, 200 Visitor Survey forms were completed. This represents 34 per cent of the total number of visitors.
- 100 per cent of visitors rated event to be a high quality.



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

6. Exhibitor survey analysis

- A total of 9 Exhibitor Surveys were completed. This represents 90 per cent of the total number of exhibitors.
- Most of the institutions came to the fair both for recruitment and for profile-raising purposes.
- 100 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 4.3 out of 5.0.
- The Market briefing was rated by exhibitors as 4.3 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 offline registration and feedback system worked well.
- 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.
- Invite school directors, career advisers, company representatives to the fair.
- Event duration: 5 hours is the optimal event duration, however prolongation may be considered.

Key recommendations for UK institutions

- Exhibitors should submit all exhibition registration documentation in line with 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

Almaty

| | |
|-----|--------------------------------|
| 1. | Ashbourne College |
| 2. | Cambridge International School |
| 3. | City, University of London |
| 4. | King's College London |
| 5. | Oxford International College |
| 6. | Rendcomb College |
| 7. | Tettenhall College |
| 8. | The Manchester College |
| 9. | University College London |
| 10. | Westbourne School |



Astana

| | |
|----|------------------------------|
| 1. | Ashbourne College |
| 2. | City, University of London |
| 3. | King's College London |
| 4. | Oxford International College |
| 5. | Rendcomb College |
| 6. | Tettenhall College |
| 7. | The Manchester College |
| 8. | University College London |
| 9. | Westbourne School |





Appendix 2: Event programme

| Date | Time | Activity |
|---------------------|---------------|--|
| Friday/03/03/2017 | 17:00 – 19:00 | Bus tour of Almaty |
| | 19:00 – 21:00 | Cultural evening (dinner and agent networking) at Vizir Restaurant |
| Saturday/04/03/2017 | 11:00 – 12:00 | Market and logistic briefing |
| | 13:00 – 18:00 | Exhibition |
| Sunday/05/03/2017 | 13:00 – 18:00 | Exhibition |
| | 18:00 – 20:00 | Agent Networking Reception in Al Farabi restaurant |

Full programme of seminars for visitors to the exhibition:

| Time | Activity / Presenter | Overview |
|-------------|--|---|
| 13:00-13:30 | The English School System Tettenhall College David Williams | Mr Williams talked about the various types of school in England that are available to students from Kazakhstan. |
| 13:40-14:10 | International exams - leading the way to international opportunities British Council Kazakhstan | This session took into consideration international exams (IELTS, UKVI, Life skills, Aptis) - exam format, the types of tasks required of test takers, how to prepare, how to register, and how to get the best mark possible! |
| 14:20-14:50 | Accelerated Learning – different techniques to help you improve studying anything Francisco Bustos Director of International Admissions | We learn to read, write and sometimes be thinkers yet skills like reading faster or improving how we use our memory are forgotten. This session revealed different techniques to help students improve reading speed and use of short/long term memory. |
| 15:00-15:40 | Education for iGeneration – what students top universities and future employers are looking for Kim Terrar Oxford International College | Global opportunities mean global competition - how you can make yourself stand out. The role of strategy – why it is important to follow the plan and start your preparation as early as possible.. |



| | | |
|--------------------|--|---|
| <p>15:50-16:20</p> | <p>How to enter and succeed at a top UK university such as UCL</p> <p>UCL (University College London) Jane Skirving</p> | <p>With examples and insights from UCL, this session explored:</p> <ul style="list-style-type: none"> • What leading UK universities are looking for in suitable applicants • The main academic and English language concerns and weaknesses faced by Kazakh students • Ways in which you can sharpen these to ensure success at degree level. • How to ensure you choose the right degree preparation course |
| <p>16:30-17:00</p> | <p>International exams - leading the way to international opportunities</p> <p>British Council Kazakhstan</p> | <p>This session took into consideration international exams (IELTS, IELTS UKVI, Life skills, Aptis) - exam format, the types of tasks required of test takers, how to prepare, how to register, and how to get the best mark possible!</p> |





Appendix 3: Visitor's 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 |
|-------|-------|------|------|------|------|----|------|----|----|----|
| 72.5% | 12.5% | 5.5% | 5.0% | 3.0% | 1.0% | 0% | 0.5% | 0% | 0% | 0% |

2. The event met my expectations:

| Strongly agree | Agree | Neither | Disagree | Strongly disagree |
|----------------|-------|---------|----------|-------------------|
| 39.5% | 54.0% | 5.5% | 1.0% | 0% |

3. It was a high quality event:

| Strongly agree | Agree | Neither | Disagree | Strongly disagree |
|----------------|-------|---------|----------|-------------------|
| 38.0% | 57.5% | 4.5% | 0% | 0% |





Appendix 4: Visitor registration data analysis

1. Gender

| Male | Female |
|------|--------|
| 208 | 384 |

2. Interests

| Boarding schools | English language courses | Summer school | Undergraduate studies | Postgraduate studies |
|------------------|--------------------------|---------------|-----------------------|----------------------|
| 92 | 154 | 4 | 156 | 64 |

3. Occupation

| Student | Parent | Teacher | Scientist | Specialist | Agent |
|---------|--------|---------|-----------|------------|-------|
| 160 | 146 | 30 | 2 | 72 | 18 |





Appendix 5: Exhibitors' survey results

Total number of exhibitors: **10**

Total number of received feedback questionnaires: **9**

1. Has your institution attended this exhibition before?

| | |
|-----|-------|
| Yes | 77.8% |
| No | 22.2% |

2. What was your main aim in coming?

| | |
|-----------------|-------|
| Recruitment | 44,4% |
| Profile raising | 0% |
| Both | 55,6% |

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

| | |
|--|-------|
| Primary education | 0% |
| Secondary education | 33.3% |
| A-level | 66.7% |
| IB | 11.1% |
| Foundation | 33.3% |
| Higher national diploma and equivalent | 0% |
| Undergraduate | 11.1% |
| Postgraduate | 11.1% |
| Pre-sessional English | 0% |
| Summer courses | 0% |

4. What is your assessment of the visitors?

Almaty

| | Number of the visitors | "Quality" of the visitors |
|---------------|------------------------|---------------------------|
| Good | 75% | 50% |
| Average | 25% | 50% |
| Disappointing | 0% | 0% |

Astana

| | Number of the visitors | "Quality" of the visitors |
|---------------|------------------------|---------------------------|
| Good | 50% | 62.5% |
| Average | 50% | 37.5% |
| Disappointing | 0% | 0% |



5. Please give your overall assessment of the exhibition.

| | |
|-----------|-------|
| Excellent | 33.3% |
| Good | 55.6% |
| Average | 0% |
| 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 | 4.8 |
| British Council support during the exhibition | 4.8 |
| Quality of the venue | 5.0 |
| Quality of the accommodation | 4.8 |
| Length of the exhibition | 4.3 |
| Value for money | 4.3 |
| Seminars programme | 4.4 |
| Briefing session | 4.3 |

Agent networking

4.3

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

| | |
|---------------|-------|
| Very likely | 55.6% |
| Likely | 44.4% |
| Unlikely | 0% |
| Very unlikely | 0% |



Appendix 6: Marketing and Promotion

Social networks

British Council Kazakhstan
Реклама ·

Британское образование – залог блестящего будущего вашего ребенка. Надежный путь обеспечить ребенку такое будущее – обучение в школах-пансионах и колледжах Британии.
Только на один день мы пригласили... Еще




Лучшие школы и колледжи... [Подробнее](#)

British Council (Британский Совет) в Казахстане
21 фев в 13:32

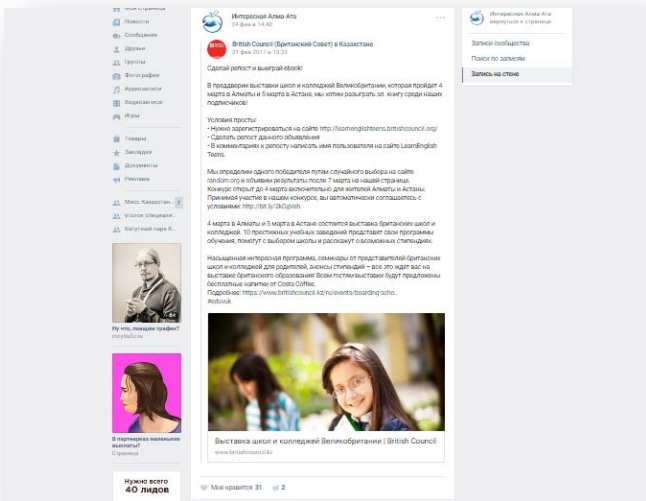
Сделай репост и выиграй eBook!

В преддверии выставки школ и колледжей Великобритании, которая пройдет 4 марта в Алматы и 5 марта в Астане, мы хотим разыграть эл. книгу среди наших подписчиков!

Условия просты:
[Показать полностью...](#)



Выставка школ и колледжей Великобритании | British Council
www.britishcouncil.kz



Историческая Алма-Ата
24 фев в 14:02

British Council (Британский Совет) в Казахстане
21 фев 2017 в 13:32

Сделай репост и выиграй eBook!

В преддверии выставки школ и колледжей Великобритании, которая пройдет 4 марта в Алматы и 5 марта в Астане, мы хотим разыграть эл. книгу среди наших подписчиков!


Условия просты:
- Нужно зарегистрироваться на сайте <http://formonlineglitters.britishcouncil.org/>
- Сделать репост данного объявления
- В комментариях к посту написать, как пользоваться сайтом Learning Tools.

Мы определили одного победителя путем случайного выбора на сайте среди пользователей, сделавших репост. Тегать на нашей странице. Конкурс открыт до 4 марта включительно для жителей Алматы и Астаны. Призовой фонд в нашем конкурсе вы делитесь поровну с условиями <http://bit.ly/2k5C98n>

4 марта в Алматы и 5 марта в Астане состоится выставка Британских школ и колледжей. 10-дневный онлайн-конкурс подводит итоги программы обучения, которую с выбора школы и расскажут о российских студентах.

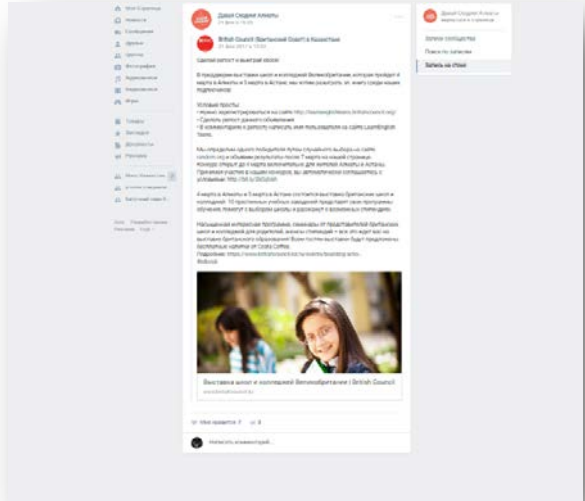
Названная интересная программа, семинары от представителей Британских школ и колледжей для родителей, анкетирования – все это ждет вас на выставке британского образования. Вы можете увидеть как работают лучшие британские школы от Start-Up.

Подробнее: www.britishcouncil.kz и получить boarding school eBook!



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www.britishcouncil.kz

Мне нравится 31 ·



Дария Сидика Алманы
21 фев в 14:02

British Council (Британский Совет) в Казахстане
21 фев 2017 в 13:32

Сделай репост и выиграй eBook!

В преддверии выставки школ и колледжей Великобритании, которая пройдет 4 марта в Алматы и 5 марта в Астане, мы хотим разыграть эл. книгу среди наших подписчиков!


Условия просты:
- Нужно зарегистрироваться на сайте <http://formonlineglitters.britishcouncil.org/>
- Сделать репост данного объявления
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4 марта в Алматы и 5 марта в Астане состоится выставка Британских школ и колледжей. 10-дневный онлайн-конкурс подводит итоги программы обучения, которую с выбора школы и расскажут о российских студентах.

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Подробнее: www.britishcouncil.kz и получить boarding school eBook!



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Мне нравится 7 ·



Cooperation with bloggers



Online promotion

Будущее вашего ребенка – Британское образование

Объявление www.britishcouncil.kz

Подберите подходящую программу обучения на выставке британского образования.