



# Spin your career options round

Education UK Oil & Gas Exhibition

20-21 April 2015

British Council, Upper Hill, Nairobi

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## 1. Event fact file

### Nairobi

Venue	British Council, Upper Hill, Nairobi, 21 April 2015
Opening hours	07.30am
Unique feature to give added value	Breakfast Seminar with local stakeholders in the Oil & Gas Sector – Universities, Ministries of Energy, Industrialisation, Education, Private and Public Sectors
Seminars	Building a Career in Oil & Gas: Qualifications and Skills required

## 2. Key statistics

Attendance (21 April 2015)	Nairobi
	2015
Total number of visitors	<b>669</b>
Total number of exhibitors	<b>11</b>

Visitors' primary market objectives	Nairobi
	2015
Oil & Gas Courses (General)	<b>60%</b>
Tullow Applicants (Specific Courses/Universities)	<b>25%</b>
Scholarships in Oil & Gas	<b>6%</b>
Demographics of visitors	Nairobi
	2015
Male	<b>454</b>
Female	<b>215</b>

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



### 3. Impact of marketing plan

The main focus of the media campaign was around targeted e-mail distributions, social media and mass media. A few posters and flyers (in form of bookmarks) were also printed, but were distributed strategically, mainly around schools and colleges. This helped to better inform visitors of UK education prior to the exhibition and the specific institutions that would be present.

Most visitors coming to the exhibition already knew the institutions they wanted to visit which was strategic because it meant that they could go direct to the institution, thus saving time for themselves and other visitors. Hand-outs on IELTS and the courses offered by each university present were also made available at the registration desk.

Visitor survey results demonstrate that over 50 per cent of visitors to the fair found out about the event through the internet and over 30 per cent through print media (new papers/posters). A full media plan can be found in Appendix 4

### 4. Conclusions and follow up

#### 4.1 Key recommendations for institutions

A number of visitors commented that they would have preferred to speak with representatives of UK universities from the UK rather than their appointed local agents. The great majority of the visitors found the seminar on *'Building a Career in Oil & Gas'* by a UK university academic very professional and informative – institutions can consider including a member of the academic staff specialising in one of their preferred field to come along during the exhibitions.

#### 4.2 Key recommendations for the British Council

The results from the visitor survey and observations made on the day demonstrated that the venue was not ideal compared to the number of visitors who attended the exhibition and it was suggested that a larger venue would have been better. We are already looking into alternatives for next year and this is something we shall definitely bear in mind. There was also an observation that the day was too long with a 7.30am start to going to bed after 10pm considering a number of delegates had to travel to Kampala the following date. While the event was designed into one compact day for a maximum benefit in value for money, we will factor in the length of the day in our next event.

The survey also recommended making BC Kenya an annual event without limiting subject areas/courses so as to allow participation from a wide range of universities. We are already looking into this and have started planning for the next event.



# Appendix 1: List of participating institutions

Institution
Abertay University
Aberystwyth University
Coventry University
Heriot-Watt University
Middlesex University
Navitas UK
Newcastle University
Robert Gordon University
University of Aberdeen
University of Dundee
University of East London



## Appendix 2: Visitors' survey results

Total Number of Visitors				669
Current Level of Study			Age Range*	
Postgraduate			45-50	7
Undergraduate	201		40-45	26
Recent Graduate	10		35-40	49
Sec School Leaver	3		30-34	96
Sec School Student	19		25-29	247
Employee	254		20-24	179
Employer			15-19	49
Marketing and Advertising: Source of information				
Email from British Council		65		
Facebook Advert		100		
Press Advert		135		
British Council Posters/Brochures		42		



### Appendix 3: Exhibitors' survey results

Total Number of Institutions		11			
Number of respondents		6			
Sample Population		6			
Reason for Attendance			Assessment of visitors		
Recruitment		2	Excellent Quality	2	15
Profile raising		0	Excellent Number	3	2
Both		6			
Primary Market Interest			Interest in attending a future event of this nature.		
Postgraduate taught		6	Yes		6
Postgraduate Research		0	No		0
Higher National Diploma & Equivalent		1	Undecided		0
Others					
	(Undergraduate,	3			
	training)	0			
Rating of British Council Support			Overall assessment of exhibition		
Unsatisfactory		0	Good		2
Satisfactory		1	Very Good		4
Good		3			
Very Good		2			



## Appendix 4: Advertising and promotion plan (media plan)

<b>Online Target</b>	
Facebook postings	6 weeks prior
Promotion on British Council websites	6 weeks prior
Promotion on our Education UK Facebook page	4 weeks prior
<b>Traditional Media</b>	
Posters	4 weeks prior
Brochures in form of bookmarks	4 weeks prior
Newspaper Advertisement	1 week prior
<b>Non Media Marketing</b>	
Email shots to British Council database	4 weeks prior