



SERVICES FOR
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MARKETING

Post-event report for
Engineering Study Tour - Kuwait
3rd – 4th November 2015 – Kuwait City

Introduction

With the growing demand for Engineering studies and the success of our previous Engineering and Technology study tour in 2014, this year British Council Kuwait held another Engineering focused tour at the Four Points hotel, Kuwait City on 03 November 2015.

The aim of the tour was to increase awareness and raise profile of the UK Engineering and technology sector in the local market. The UK remains the second most popular destination for Kuwaiti domiciled students because of its reputation in Science and Technology. More than 60% students opted for Engineering and Technology related subjects in 2013/14 and these subjects have been most popular for both UG and PG students over the past five years or so.

The tour included high-level meetings with local public Institutions (Engineering & Petroleum college Kuwait University, and Public Authority for Applied Education and Training), visits to private international schools and a one evening mini recruitment fair. The tour covered all the important aspects of what UK institutions were looking for; it had opportunities to build partnerships with Kuwait University College of Engineering and College of Technological Studies at PAAET along with meeting with high school students at three different private schools.

The purpose of this report is to provide you with a summary of the event, including visitor and exhibitor feedback as well as other useful information. We trust that this report will enable you to report return on investment and assist with future decision-making.

The event, themed around the Engineering & Technology opportunities and recruitment, hosted representatives from 7 UK institutions (Listed below), that positively engaged with prospective students, visitors and partners, providing the audience with information on educational partnerships opportunities and details on courses offered.

The mini fair and school visits attracted over 250 visitors thanks in part to the marketing campaign (Details listed below). Alongside the mini fair, a series of meetings with local institutions were also held, exploring possible opportunities for working together.

At the British Council, we highly appreciate your support, and hope that we can continue to provide valuable marketing services in terms of both our exhibitions and our range of other targeted activities during the year. We hope to see you again at our next event/exhibition.

Regards,

Imran Yousaf | Projects Manager, Kuwait

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Highlights

The tour had it all; it provided an ideal platform to the UK institutions to explore and engage in possible partnerships opportunities, raising their profile, reaching out to a big audience and recruiting students at the same time. The mini fair attracted a good number of potential students visiting the exhibitors. There was a lot of interest shown by the College of Technological Studies at PAAET to have a working relationship with the delegates in various areas. Al Rayyah a local student union organisation which looks after students in the UK and Ireland was also invited to take part in the mini fair to spread the message through their members and answer any enquiries related to the life in the UK.

This mini fair was held at the following venue/time/date...

Venue(s)	Four Points Sheraton – 03 November 2015
Opening hours	16:00-21:00
Stand costs	£1350.00 + VAT

Marketing

A targeted marketing approach was undertaken to reach a wider audience through our digital campaigns and offline advertising. We utilised our Eshots, Facebook (boosted paid campaigns), Instagram, and our website to reach out to the audience through digital marketing and published ads in all major Arabic newspaper close to the event. We also produced flyers, and roll ups which were placed in our office a week before the event. There were three press releases published in all major newspapers (both English and Arabic) prior to the tour.

This campaign had a very positive impact and more than 130 visitors visited the mini fair. Majority visitors found out about the mini fair through newspapers and Facebook when asked.

More than £3,500 was spent on Marketing for this mini fair

Our marketing reached an estimated audience of 1.5 Million people

Three Press Releases in Local Newspapers

Three Press Releases in Local Newspapers

What's On

ARAB TIMES, SUNDAY, NOVEMBER 1, 2015
24

Five race categories to appeal to all ages and fitness levels

Gulf Bank Marathon 1st internationally certified race in Kuwait

KUWAIT CITY, Oct 31: Gulf Bank is pleased to announce a unique achievement for the Gulf Bank 642 Marathon which is scheduled to take place on Nov 14 at 8 am, starting at Souq Sharq. This is the first full mar race to take place in Kuwait and three of the race categories have now been accredited by the Association of International Marathons and Distance Races (AIMS) and the International Association of Athletics Federations (IAAF).

AIMS is a member based organization of more than 386 of the world's leading distance races from over 100 countries. IAAF Athletics is the world governing body for the sport of track and field athletics. Once a course is AIMS certified, only then is IAAF able to recognize any world records which might take place on the course. AIMS recently sent a representative to Kuwait to measure and assess the race path with a special bicycle equipped with a device called a Jones Counter, which is the only means of measurement accepted by the IAAF for the accurate measurement of road race courses.

Following this rigorous assessment, three categories (70 km, 71 km, and 42 km distance) of the Gulf Bank 642 Marathon have been AIMS certified. These races now appear in the international calendar of races.

In order to appeal to the broadest audience and different fitness levels, there are five race categories, for those who wish to walk or run:

- Family Fun Run for new beginners (5 km)
- Special Run for the physically challenged (3 km)
- Half Marathon for regular runners (13 km)
- Half Marathon for more advanced runners (13 km)
- Full Marathon (42 km)




The Gulf Bank 642 Marathon path passes by many of Kuwait's landmarks. It starts at Souq Sharq and passes along Gulf Blvd, the Kuwait Towers, the Gulf Bank head office, Souq Mubarakija among other places.

The course will be closed to traffic, as per coordination with the Ministry of Interior, to ensure the safety and security of the runners and walkers.

The date of the race (Nov 14) also coincides with World Diabetes Day (WDD), in order to raise awareness of the growing problem of diabetes in Kuwait, and how exercise and fitness play a role in combating this major health issue. Gulf Bank is also happy to have the Diabetic Diabetes Institute as a part of the race. They will be on hand to raise awareness about ways to combat the alarmingly high rates of obesity and diabetes in Kuwait. Part of the proceeds from the race will be donated to the Diabetic Diabetes Institute to assist in their ongoing work. The number 642 was selected because it is the number of muscles in the human body.

To find out more about the Gulf Bank 642 Marathon, visit the dedicated website at: www.gulfbank642marathon.com or its Instagram account @GulfBank642.

Study in the UK exhibition

British Council organises Engineering Study Tour

KUWAIT CITY, Oct 31: British Council in Kuwait is organising a visit by engineering academics from leading UK universities on Nov 3 & 4, 2015.

In response to the increasing numbers of Kuwaiti students studying Engineering, the British Council (the United Kingdom's international organisation for cultural relations and educational opportunities), will be holding the Engineering Study Tour on Nov 3, 2015 at the Sheraton Four Points Hotel in Kuwait.

Since Engineering continues to grow in popularity as a degree programme of choice for Kuwaiti students, the British Council is organising a study tour to help Kuwaiti students develop a greater appreciation of the strengths of a UK Engineering education.

As part of the tour, the academics will meet with the Kuwait University Engineering department, Public Authority for Applied Education and Training (PAAET) to explore partnership opportunities and some private educational schools with the aim of clarifying the structure and content of UK engineering degrees, opportunities for undergraduate, post-graduate study, and career prospects.

The British Council will be holding this exhibition in the evenings for the general public during which time they will be able to meet with highly respected, knowledgeable academics, all of whom are leaders in their field and will be able to provide extremely focused, field-relevant information.

Thursday Nov 3, 17:00 - 21:00 in Ashrafia's Ballroom, at the Sheraton Four Points Hotel

Felicia Project Manager - Inman Youssef stated that:

"The Engineering Study Tour in Kuwait will provide students and parents in Kuwait with a platform to meet representatives from 7 UK universities and gain valuable insights into the specifics of different programmes on offer. In addition to that, with the right qualifications, these students will be able to return to Kuwait with the necessary skills to contribute to the economy and drive growth and innovation across the Engineering sector."

Representatives from UK institutions will be talking to visitors about the UK's wide range of Engineering courses and degree options, as well as entry requirements for studying in the UK and what student life in the UK is like.

Participants in the tour include Queen Mary University of London, University of Salford, University of Plymouth, Swansea University, University of Brighton, University of Huddersfield and University of Strathclyde.



The MAKULULAY Flory artists group led by its President Romario Floran (second from right) with their art work.



Joyalukkas, the world's favourite jeweller, continues its massive expansion drive with the opening of thirteen brand new showrooms in choice locations across GCC and India in the last week of October. The back-to-back expansion, says its founder, aims to meet the growing demand for the antique Joyalukkas experience. I personally thank each and every customer for the support and encouragement offered to us in the last 28 years."

The new showrooms feature the brand's signature bright and spacious interiors, showcasing the jewellery collections' world-class craftsmanship, as well as the high quality of the products.

Examples of marketing include

Print & Circulation:
Al Anbaa - 100,000

Al Qabas - 70,000

This screenshot shows a page from the Al Anbaa newspaper. It features several news articles with headlines in Arabic, such as 'مجموعات بيشون بتغلبوا على الجلب' and 'الحالات جنة مؤانن الى الخط الشرس'. There are also images of people and a sidebar with additional text.

This screenshot shows a page from the Al Qabas newspaper. The main headline is 'الصحة: افتتاح مركزي «المسائل» وشرق الأحمدي قريباً'. Below the headline are several columns of text and a photograph of a group of people. There is also a sidebar on the right with the title 'مطبوعات'.

Al Rai- 110,000

Al Jazeera - 85,000

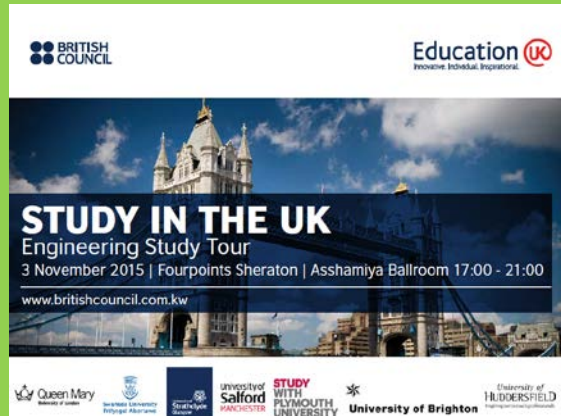
This screenshot shows a page from the Al Rai newspaper. It features a large advertisement for 'Al Rai' with the text 'أسرة جريدة الراي' and 'عائلة المهندس/غازي عقيل'. There are also news articles and a sidebar with the title 'مطبوعات'.

This screenshot shows a page from the Al Jazeera newspaper. The main headline is 'مركز «صباح الأحمد» ينظم ورشة لاضطرابات كهرباء القلب'. Below the headline are several columns of text and a photograph of a building. There is also a sidebar on the right with the title 'مطبوعات'.

Online: Facebook, and Instagram



Eshot



Online: Facebook, and Instagram Instagram Our website

The screenshot shows the British Council Kuwait website for the Engineering Study Tour. The main heading is 'Engineering Study Tour'. Below this, a banner provides the event details: 'TUESDAY 03 NOVEMBER 2015 - 17:00 FOURPOINTS SHERATON - ASSHAMIYAH BALLROOM'. The banner also features the text 'STUDY IN THE UK Engineering Study Tour' and '3 November 2015 | Fourpoints Sheraton | Asshamiya Ballroom 17:00 - 21:00'. Below the banner, there are logos for seven participating UK universities: Queen Mary University of London, Swansea University, Strathclyde University, University of Salford, University of Plymouth, University of Brighton, and University of Huddersfield. To the right of the banner, there is a 'Location' section with the address 'Fahad Al Salem Street, 13060 Kuwait City' and a map showing the location in Kuwait City. The page also includes a 'Contact us' section with a link to send a message online or call the nearest office. At the bottom of the page, there are social media sharing options for Facebook, Twitter, and StumbleUpon.

Eshots

British Council database- Total Reach: 9,000 recipients
Eshot (other) – half a million active emails

Visitors/stakeholders Feedback

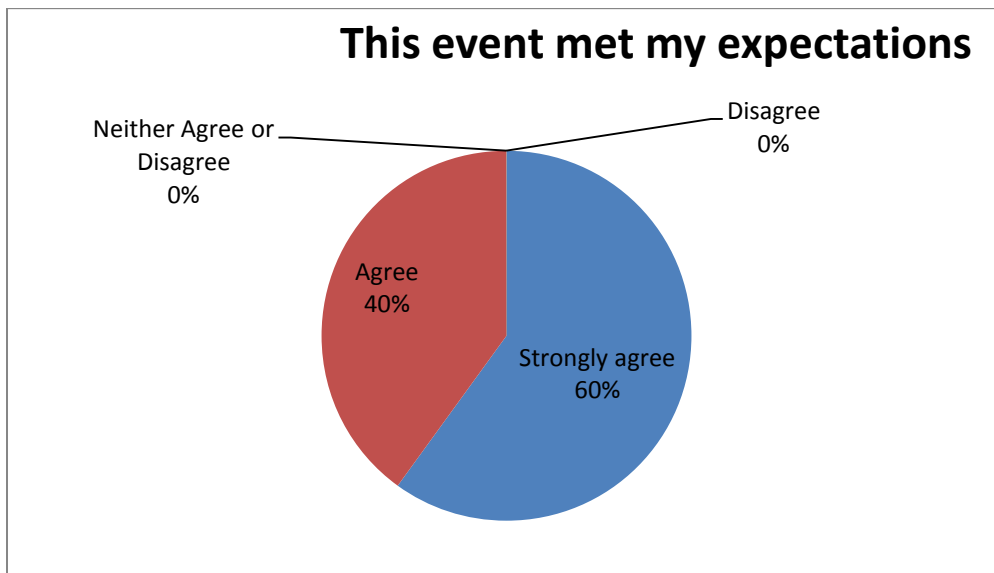
We received very positive feedback from the visitors, since it was a subject specific study tour students/parents received high quality information from the academics as well as international representatives. Some visitors commented to have more of subject specific tours for other specialisations.

Schools visits were also very useful, as there was a lot of interest generated from high school students and high-level enquiries received. The school management appreciated delegate's presence and we were told to conduct more of these visits at their school as it helps generate confidence in students and provides opportunities as well.

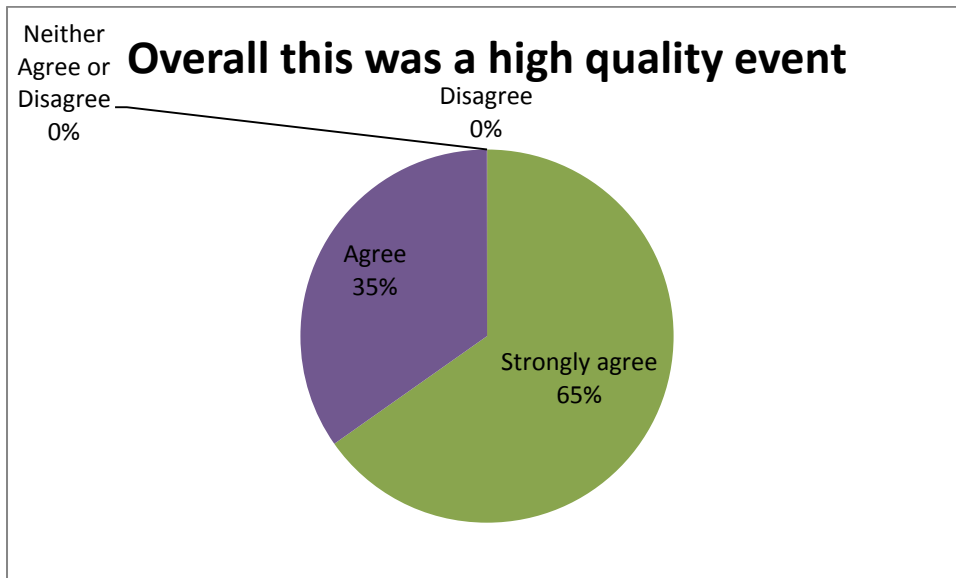
We have met heads/Deans of colleges from the Public Authority for Applied education and training, and Deans College of Engineering at Kuwait University. We were very well received and all of them were thankful to the British Council for bringing these academics/delegates from the UK. There were lots of mutual interest generated and new ideas discussed which led to a very positive atmosphere all round.

Exhibitor's Feedback

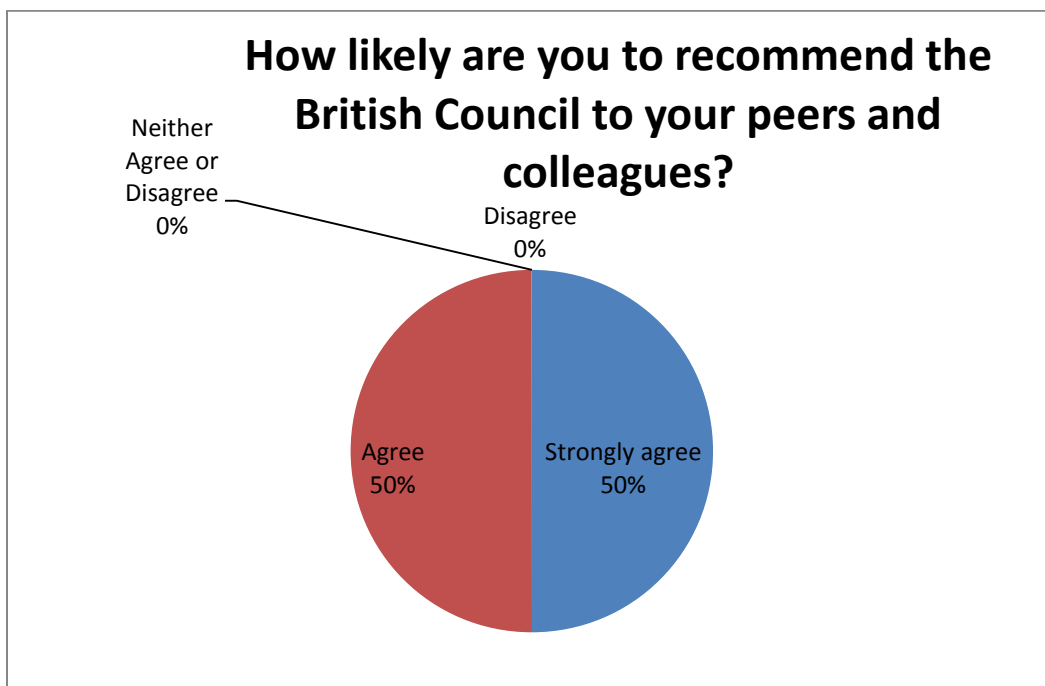
Expectations



Quality



Recommendation



Some positive quotes from exhibitors:

- Very well organized tour
- Growing demand for UG and Engineering programs
- Considering the size of the country big number opt for student in the UK and a lot of opportunities for academic partnerships exists
- Meetings with the Deans at PAAET and Kuwait University very useful
- The tour has served the purpose of partnerships opportunities and student recruitment
- School visits were very well attended
- The market briefing session provided useful information and prepared us for the meetings ahead of the tour
- More of these type of tours should be conducted

List of Exhibitors:

No.	Institution
1	University Of Plymouth
2	University Of Huddersfield
3	University Of Salford
4	Queen Mary University Of London
5	University Of Brighton
6	Swansea University
7	University Of Strathclyde

Future steps

There are several areas that both British Council and the UK institutions can work on to improve the overall arrangement and outcomes of the tour. The main findings and recommended next steps are outlined below:

British Council

- British Council understands the importance of providing value-added services to the exhibitors, thus we are planning to hold a networking event with local agents and school counsellors, in order to provide a platform for UK institutions and agents to meet up, and identify possible collaboration opportunities.
- For promotion, the British Council actually has done more promotion compared to last year; however there were other organisations and some education agencies conducting education exhibitions in November, which affected visitor numbers.

UK Institutions

- It is suggested that institutions invite their alumni to attend future exhibitions and share tales of their life in UK with the visitors.
- It is highly recommended to institutions that they regularly follow up with the outcome of the meetings with KU and PAAET and provide proposals on agreed potential joint ventures.
- Institutions should consider aim to provide the BC with a subject matrix prior to the exhibition, to help reduce queues at stalls where institutions don't provide the course.
- Many visitors commented that scholarships opportunities were very low. We recommend institutions to look at ways of providing some sort of scholarship or discount and highlight these during future exhibitions
- Institutions are encouraged to send academics for subject specific study tours as technical details of the area of expertise is usually required during meetings with key ministries/public education institutions.
- Exhibitors can also promote the Exhibition on their own website, newsletter or email blast to gain more public interest.

The above points, though important, should not detract from what was a successful tour.

Appendix: Some photos from the event

LOCAL

ARAB TIMES, MONDAY, NOVEMBER 9, 2015

5

Kuwait and Russia economic ties developing progressively

HH Amir's visit turning point in bilateral relations

KUWAIT CITY, Nov 8, KUNA: Economic and trade relations between Kuwait and Russia have been progressing with the two countries showing more keenness for cementing ties and cooperation in different domains.

His Highness the Amir Sheikh Sabah Al-Ahmad Al-Jaber Al-Sabah's November 10th visit to Sochi, Russia, will be a turning point in bilateral ties, as investors from the two countries are looking forward for key resolutions by the Kuwaiti and Russian leaders to further activate economic cooperation and encourage investment.

Kuwait-Russian trade exchange does not match the huge capabilities of the two nations.

Kuwait imported 52 million Kuwaiti Dinars (KD) (\$171 million) of Russian goods in 2013, while exporting KD 2.5 million (\$8.2 million) to the Russian Federation, reflecting need to expand trade and economic ties.

Thirty-seven percent of Kuwait's imports from Russia were copper, 35.5 percent cereals and 13.8 percent iron.

Kuwait and Russia signed their first trade agreement in 1965, which called for promotion of trade and economic cooperation. A major trade deal was signed in 1985 and then an agreement to establish a committee for economic and scientific cooperation in 1995.

An agreement on encouraging and protection of investment came into effect in May 1996. The last agreement, about prevention of dual taxation, was signed in 2003.

All these agreements, in addition to Kuwait's participation in the Arabia Expo that was held in Moscow in 2004, mirror the two countries' desire to strengthen trade bonds.

Cooperation has indeed gone up to higher levels when Russian gas company (Gazprom) exported four LNG shipments between 2011-13,



Dean of the faculty of Engineering and Petroleum at Kuwait University (KU), Dr Hussain Al-Khayat received a delegation from British universities which aim to strengthen cooperation with KU in professional, training and scientific fields. The British Council played a crucial role in organizing this visit whose purpose is to look into the interests of the two countries in order to benefit from the experiences of each other in the scientific and research fields.

Kuwait, Kurdistan tackle cultural, sports ties

ERBIL, Nov 8, KUNA: Means of enhancing bilateral cultural and sports ties with Kurdistan Iraq were the focus of talks held on Sunday between Kuwait's Consul-General in Erbil Omar Al-Kandari and the region's Minister of Culture and Youth Khalid Doski.

The meeting aimed at extending bridges of cultural and sports cooperation between Kuwait and Kurdistan.

Gazprom Chairman Viktor Zubkov, in a previous statement to KUNA, said Kuwait and Russia could have good cooperation in field of LNG, specially after Kuwait installed LNG-related facilities. Kuwait also hosted last year a delegation from the Arab-Russian

Businesses Council, which expressed desire to invest in the Kuwaiti market specially with the construction of mega development projects.

The delegation said the Russian-Kuwaiti economic relations could be further strengthened by the private sec-

tor, and that Russia welcomed bilateral collaboration in the fields of peaceful nuclear energy and water desalination.

Russia, at a regional level, initiated a \$500 million investment fund with the Gulf Cooperation Council (GCC) in 2007 with the aim of promoting and encouraging investments.

Dr Doski said Kuwait sports teams are welcome to visit training camps in Kurdistan. According to the minister, Kurdistan seeks to enhance cultural and sports relations with all countries, especially Kuwait which owns a long history in both fields. Kuwaiti sports and media teams have visited the region for exchanging expertise.



The Fourth Kuwait University Arabic Language Debates for Higher Institutions of Learning kicked off Saturday at the auditorium of Othman Abdul-Malik Bin Shuwaikeh Campus, under auspices of Kuwait University President Professor Hussain Al-Ansari and in the presence of Dean of Students Affairs Dr Abdul-Fatih Ghayath. Topic for the first round of debates is 'This parliament will approve the implementation of one-vote system for student elections in higher institutions of learning and the second round 'This parliament will approve the right of citizenship for children of Kuwait women'.

Mohammad VI and

Pressure builds

Continued from Page 1

For all these, we salute King Mohammad VI for his endeavors which unite, not divide while he spreads the light without extinguishing the beacons.

Here we see the present-day Morocco, writing about its special and real 'spring' based on development, peace and knowledge. Because of this, Morocco continues to be firm and strong in forming the real oasis of peace and stability, at a time when division, ...

Continued from Page 1

Parliament Speaker Marzouq Al-Ghanim. Due to the barrage of criticisms against him, the press was eager to learn about the contents of the meeting, but the minister merely said, "Nothing".

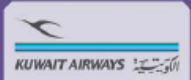
Meanwhile, the Legal and Legislative Committee held its third meeting which was presided over by MP Mubarak Al-Harbi with the attendance of Minister of Justice, Awqaf and

penalties and others. He hopes for approval of the strategic alternative within the current term, "especially since we have given an invitation to the minister of finance and Advisory Team to discuss it."

He also called for finding the best way to approve the proposal on the appointment to leadership positions because some officials are against it.

Over 50

Continued from Page 1



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Kuwait University meeting photo published in local newspaper



Schools visit



Schools visits and presentations



School visits



Student counselling



Student counselling



Student counselling



Presentations at PAAET by academics and delegates



Presentations at PAAET by academics and delegates

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Presentations at PAAET by academics and delegates



Deans of CTS PAAET along with UK delegates

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Al Rayah Student Union organization for Kuwait students in UK & Ireland

End of Report