



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

**Post-event report for
Education UK exhibition 2017**

**24-28 January
2017
Morocco**

Introduction

- The Education UK exhibition was held on 24-28 January 2017 over 3 cities: Marrakech, Rabat and Casablanca
- There has been also schools visits arranged in Marrakech and Casablanca
- During the three days (24, 26 and 28 January) over 7,000 visitors attended
- The event attracted extensive media coverage. The event was reported in major newspapers and online articles. Bloggers as well talked about the event.
- The exhibition attracted high level of media especially in Rabat.

This report includes:

Key **Highlights** of the event including visitors numbers and profile as well as media exposures.

Page 3 – 4

Details of the Marketing channels used to attract potential students, as well as parents to visit the fair.

Page 6

Results of the Visitor **Feedback** survey which provides insight into how visitors think about our fair.

Page 7

Results of the Exhibitors **Feedback** survey which provides comments and ideas for what went well, what did not go well, and opportunities for improvement.

Page 8

Future Steps which British Council Morocco should consider.

Page 9

Appendix: **List of exhibitors**

Page 10

Highlights

There were -

25 Institutions
Over 7,000 Parents, Students,
Counselors & Agents

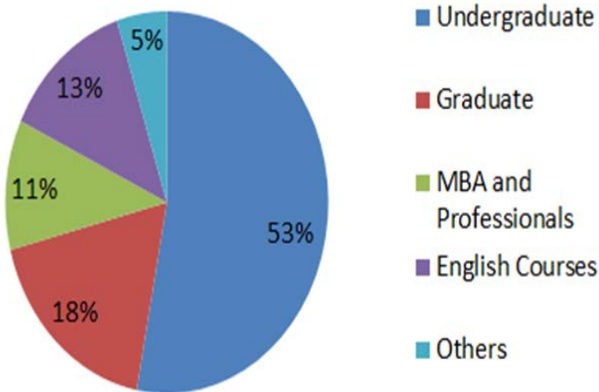
Attending the exhibition

Media reporting the event

Website	Link
Les Eco	http://www.leseco.ma/maroc/53788-le-british-council-organise-le-salon-des-etudes-superieures-au-royaume-uni.html
Telquel	https://telquel.ma/2017/01/18/et-si-vous-poursuivez-vos-etudes-superieures-au-royaume-uni_1531910
Le Matin	http://lematin.ma/journal/2017/british-council-organise-la-3e-edition-du-salon-sur-les-etudes-superieures-au-royaume-uni/265174.html
	http://www.9rayti.com/event/salon-des-etudes-superieures-au-royaume-uni-2017
AgendaEcole	http://agenda-ecoles.com/evenement/british-council-salon-des-etudes-superieures-au-royaume-uni/
	https://ma.edukexhibition.org/fr-ma/exhibition/2
Le Petit Journal Marrakesh	http://www.lepetitjournal.com/lesbonsplans/details.php?city=22&type=A&
	http://marrakech7.com/index/details/10599
Etudiant Congolais	http://www.etudiantcongolais.com/Troisieme-edition-du-Salon-des-etudes-superieures-au-Royaume-Uni_a15385.html
	http://www.wherevent.com/detail/British-Council-Morocco-Salon-des-Etudes-Superieures-au-Royaume-Uni
	https://lomazoma.com/news/178237.html
	http://www.marocpress.com/akhbarona/article-727723.html
	http://www.bacenpoche.ma/2017/01/10/british-council-salon-etudes-superieures-royaume-uni/
Le Matin	http://lematin.ma/journal/2017/british-council-organise-la-3e-edition-du-salon-sur-les-etudes-superieures-au-royaume-uni/265174.html
Casaoui	http://casaoui.ma/Culture/19564.html
Votre Guide	http://www.votreguide.ma/nouveautes_evenement.php?id=160&info

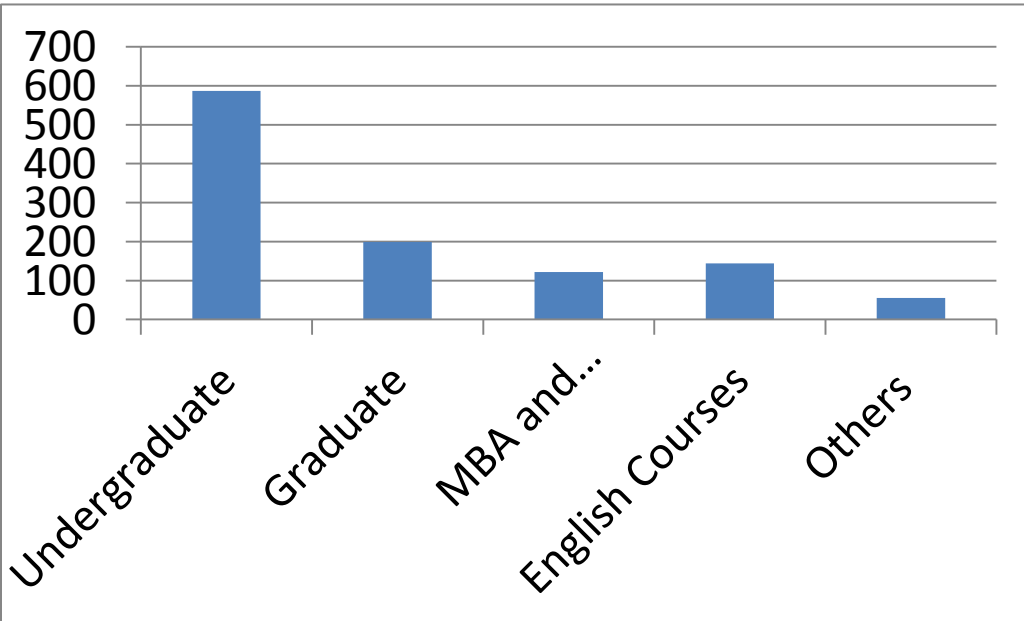
Visitors' profile

The visitors were **mainly from senior secondary school** – universities and as well from the professionals

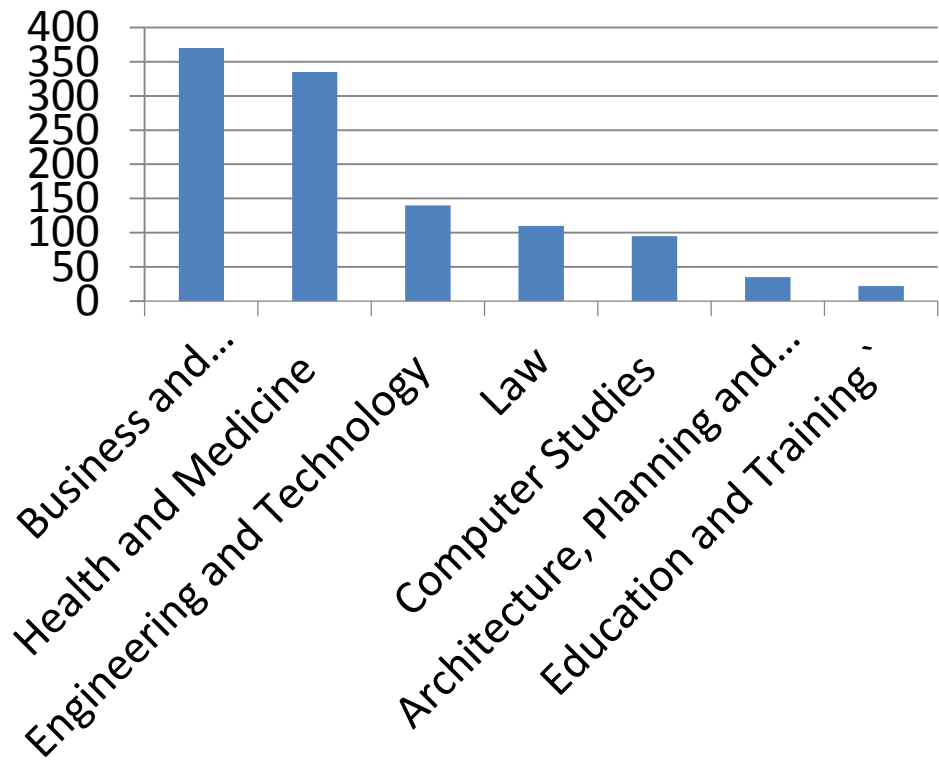


Visitors' preferences

Many of them were looking for undergraduate programme:



Subject' preferences

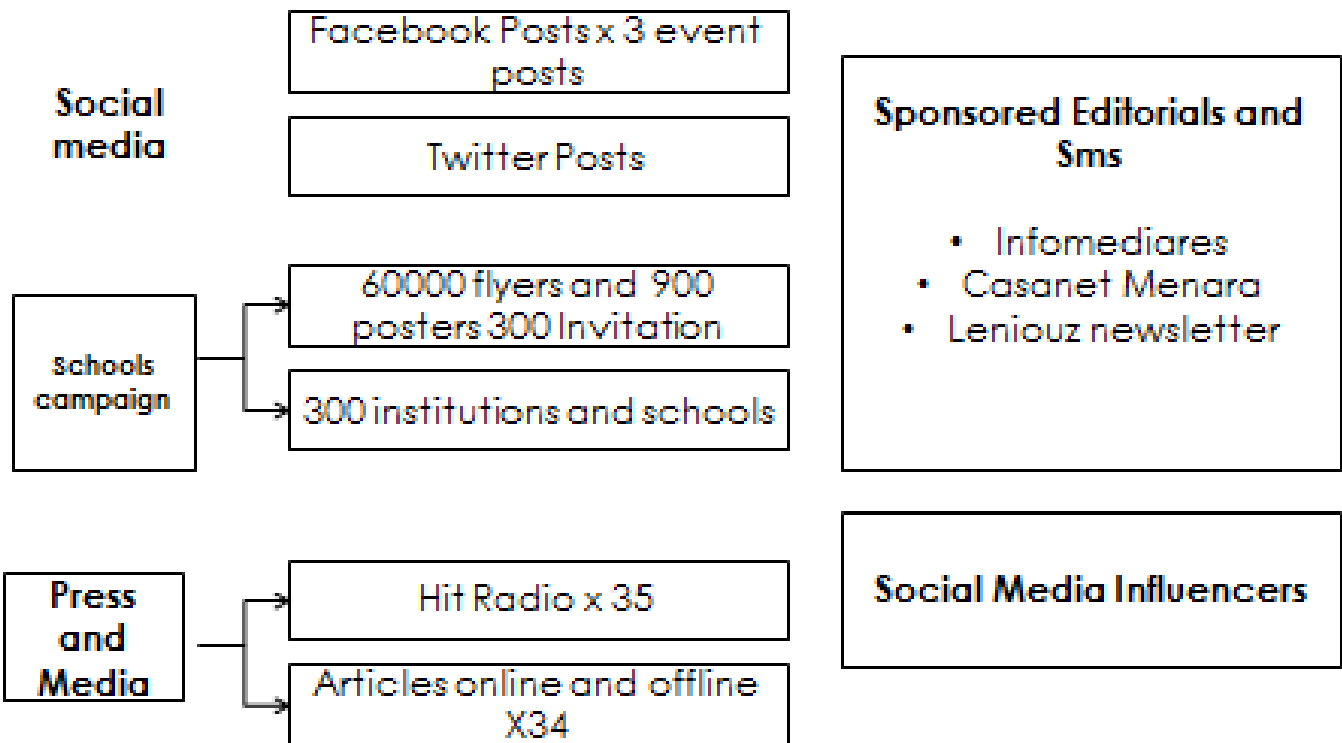


While business is still the number one subject area of choice, others subjects like health & medicine, Law were sought by students and parents as a choice of study.

Marketing

We used different communication channels to promote the exhibition.

Digital Media Overview



Local Radio

Hit Radio

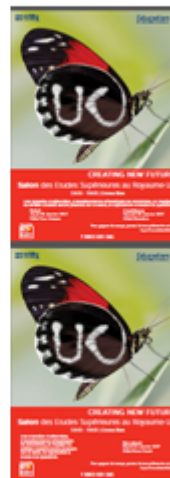


- 35 spots over 2 weeks
- Insert of the event poster in the web agenda on hitradio.ma
- Banner insert (230*54) hitradio.ma

LIVE DATE	spots	audience
From 14 to 28 Jan	35	2m to less 25 years

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Schools visits and Distribution



schools	Promotional materials	Reach	Spend
<ul style="list-style-type: none"> • 300 schools • 15 Cultural centers • 5 Career advice centers • Three public universities in the three cities 	<ul style="list-style-type: none"> • 60000 flyers • 900 A3 Poster • Invitation 	<ul style="list-style-type: none"> • 2 m students, Directors, advisers agents teachers 	

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Exhibitor's Feedback

Main compliments

- Good exhibition, well organized,
- Event support team was very good
- Good pre-event support and information
- Good students who targeted universities they know

Main complaints

- School visits which coincided with exam time at some schools
- Need for seminar session to promote subjects, visa and British Education system

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 exhibition. The main findings and recommended next steps are outlined below:

British Council

- The exhibitions were pretty good organized, well attended with quality enquiries from visitors
- We will coordinate better with schools re-their school holidays though this proves to be difficult as school holidays for public sector change from year to year and announced after our exhibition is promoted .

UK institutions

- Institutions could consider providing more information about scholarship and funding for international students during seminar sessions

Appendix: List of exhibitors

Booth No.	Institute Name
1	Aberystwyth university
2	Anglia Ruskin University
3	Cardiff Metropolitan University
4	City, University Of London
5	Coventry University
6	David Game College
7	Into University Partnerships
8	Kaplan
9	Navitas UK
10	Queen Mary University London
11	Southampton Solent University
12	Study Group
13	The Manchester College
14	The University Of Nottingham
15	University College London
16	University Of Bradford
17	University Of Derby
18	University Of Essex
19	University Of Hertfordshire
20	University Of Portsmouth
21	University Of South Wales

Booth No.	Institute Name
22	University Of Southampton
23	University Of Sunderland
24	University Of Warwick
25	University Of Westminster