



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

**EDUCATION UK CREATIVE INDUSTRIES
EDUCATION EXHIBITION
JULY 4TH & 7TH 2015
POST EVENT REPORT**

Background

The British Council Nigeria Education and Arts teams piloted the first ever Creative Industries Education themed event. This is in line with the current and anticipated growth in the number of Nigerians seeking an education and for those building a career in the creative industries.

The exhibition was designed to host a number of wrap around activities and events bringing together education providers from the UK with career professionals from Nigeria.

The education exhibitions which took place in Lagos on the 4th of July and in Abuja on the 7th of July were a huge success with most delegates confirming it was a high quality event..

The programme

June 1 st – 26 th 2015	Online #MyCreativeHustle competition
July 4 th 2015	Master Class & panel Discussion
July 4 th & 7 th 2015	Education UK Creative Industries Exhibition

The event hosted almost 1000 people across both locations and a mix of UK institutions including FE colleges and HE providers.

Highlights

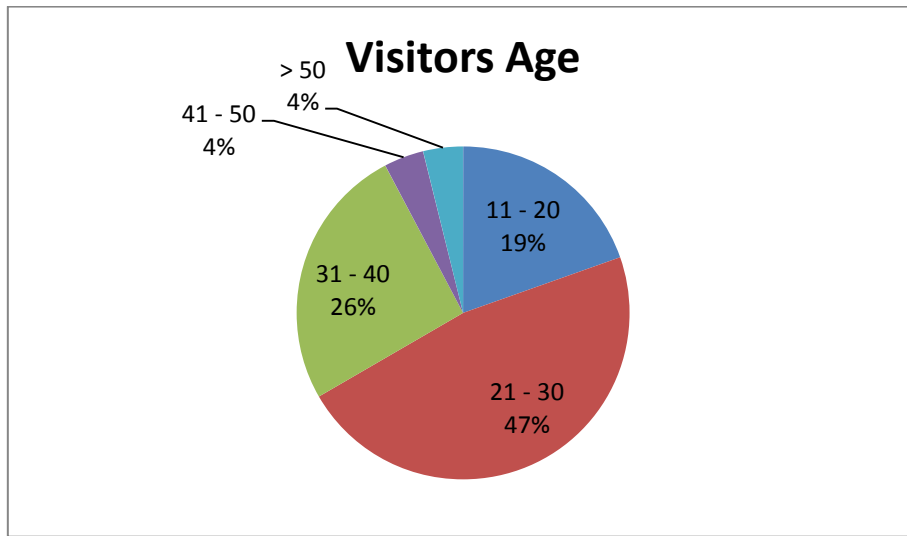
18 Exhibitors in Lagos

Visitor Data: 1158 Registered & 450 Attended

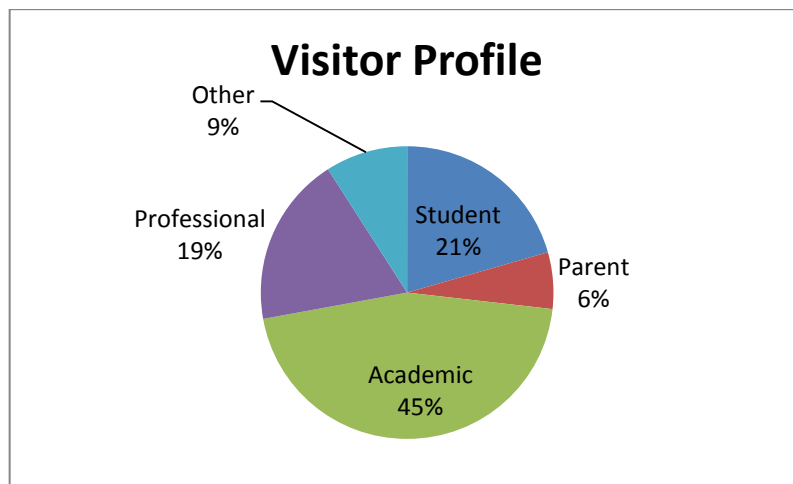
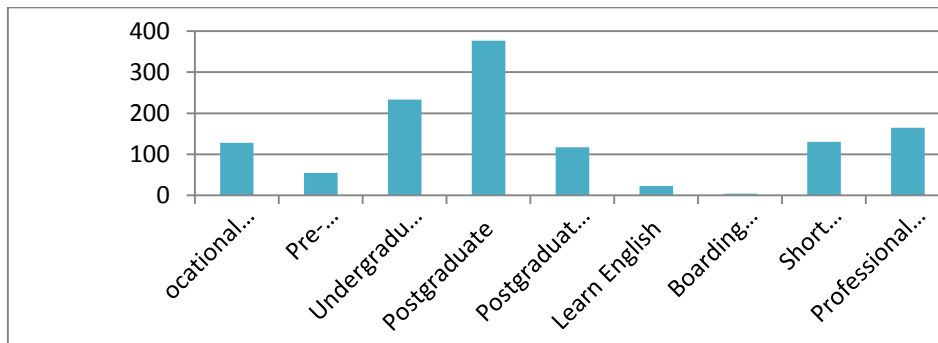
14 Exhibitors in Abuja

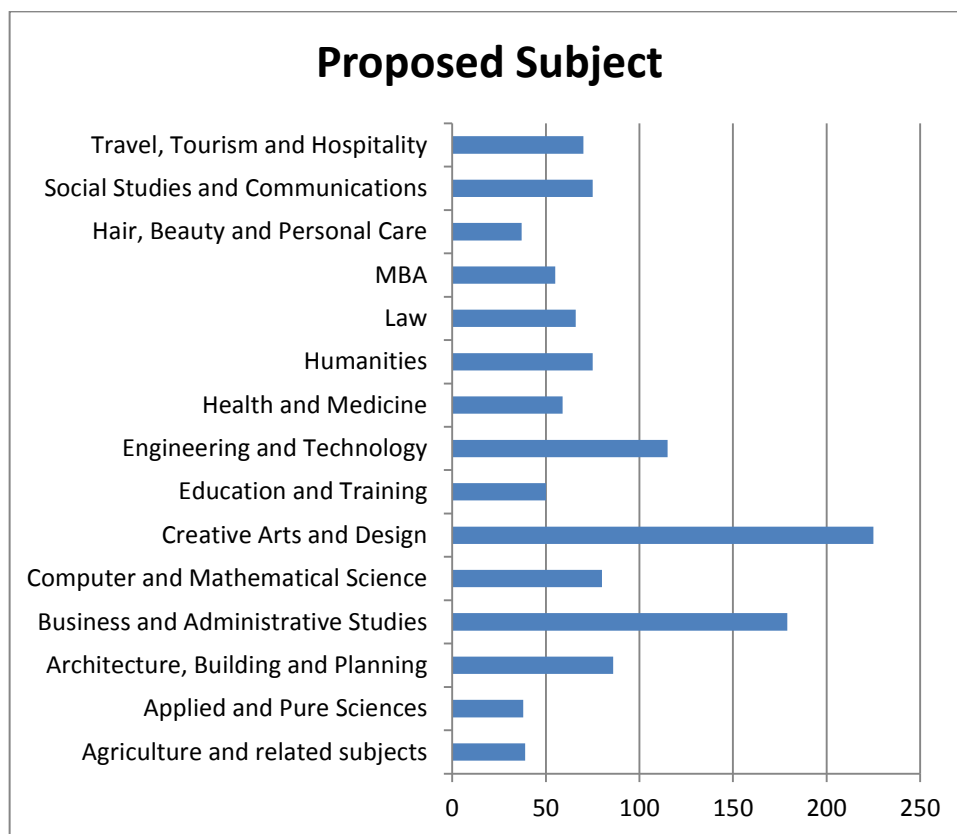
Visitor Data: 876 Registered 506 Attended

Registration & Visitor Data



Study Level of Interest





The Creative Hustle

The Creative Hustle Competition kicked off the marketing campaign for the events and created a buzz around the exhibitions. We promoted this mainly through our (British Council) Social Media platforms and it gained traction in the public.



Launched on Monday 25th May, the campaign ran on British Council Nigeria corporate website and social media pages. The landing page attracted over 9,300 visits with a bounce rate of 84.5%.

The Master Class

Wrap around sessions ran alongside the exhibition and the most successful was the Master class which had a panel of UK academics as well as Nigerian Entrepreneurs working in the creative industries. Visitors were very satisfied with the value they derived from attending the Master Class.



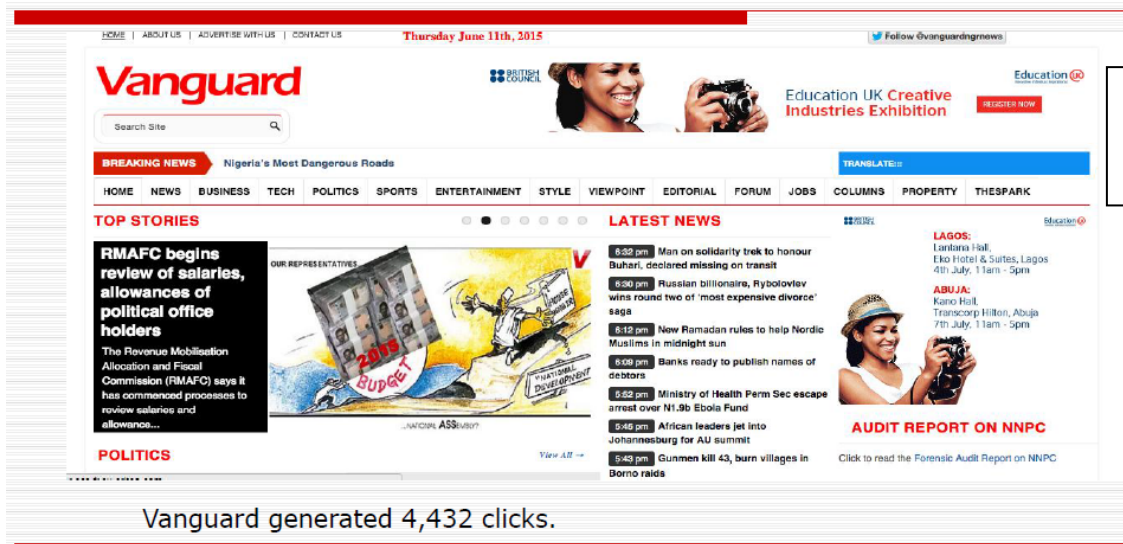
Sessions at the July Exhibition



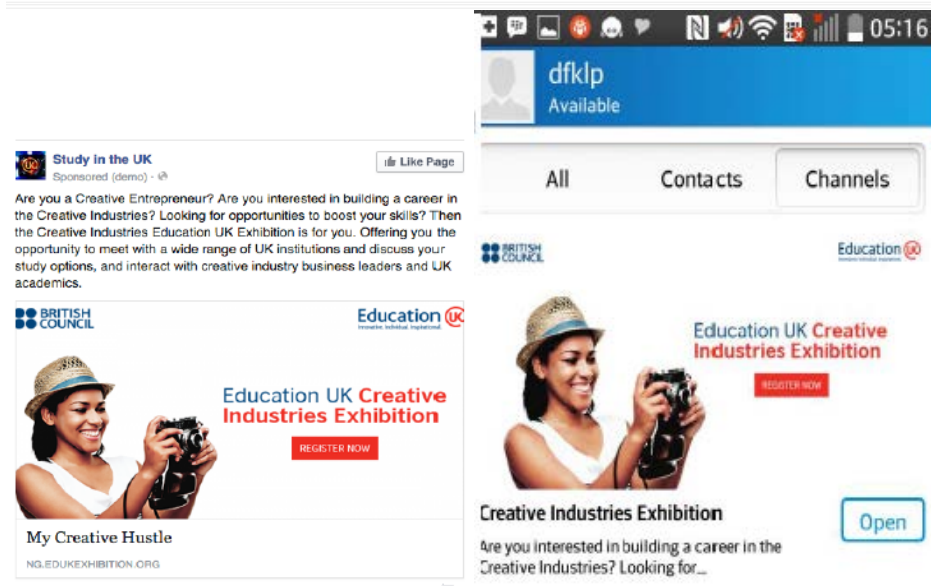
Sessions at the July Exhibition

MARKETING & PROMOTION

The campaign ran on mainly digital and social media platforms with massive engagement from the target audience. Adverts were also placed on selected radio stations and in newspapers.



Vanguard generated 4,432 clicks.



FEEDBACK

VISITOR SURVEY FEEDBACK



- The Master class presenters were great! The University attendants were awesome; they took their time to explain everything in detail.
- I got exact and clear answers to my questions and I know exactly how to proceed with my registration.



- The UK institution reps did not have enough information on the subject area I was interested in.
- Some institutions didn't have adequate attendants.

EXHIBITOR SURVEY FEEDBACK



- A well organised event
- We had a good event and we will surely come again.



- Would be better if earlier in the cycle, especially as there were quite a few UG enquiries
- The networking event needs to be formalized or done away with.

RECOMMENDATIONS

For UK Institutions

1. Prepare well to receive enquiries from all subject areas.
2. Delegates are assigned specific furniture and should stick to what they are assigned.
3. Institutions need to communicate the details of the delegates who will be at their stands up to a maximum of three. Catering and other services are provided for up to three delegates per institution for smaller fairs and up to four for larger events.

For The British Council

1. The British Council will try to ensure that cooling systems for the venue are working properly the night before the event to avoid last minute changes on the day of the event.

Lagos Event

