

**Post-event report for  
Education UK Postgraduate Exhibition 2015  
4<sup>th</sup> – 7<sup>th</sup> November 2015  
Abuja & Lagos  
Nigeria**

# Background

British Council Nigeria piloted the Education UK Postgraduate exhibition in 2013. With roughly 63% of all internationally mobile Nigerian international students studying at the postgraduate level, and research indicating the number of postgraduate students from Nigeria will outpace those from India by 2024 we set out to provide a specific event for that demographic to ensure that the UK continues to enjoy a higher share of postgraduate students from Nigeria that are internationally mobile.

## The programme

|                               |   |
|-------------------------------|---|
| November 4 <sup>th</sup> 2015 | Education UK Postgraduate Exhibition; Abuja           |
| November 6 <sup>th</sup> 2015 | Education UK Postgraduate Exhibition; Victoria Island |
| November 7 <sup>th</sup> 2015 | Education UK Postgraduate Exhibition; Lagos Mainland  |

More than 1600 visitors attended the event across three venues. Feedback from the UK exhibitors was mainly positive. Seminars on various related topics such as Personal Statement writing and subject options were held throughout the exhibition, and were also well attended.

British Council Nigeria undertook a review of the exhibition to identify what went well, what did not go well, and the key 'lessons learnt' to inform future activities. This report is based on feedback from all stakeholders and is a summary of the review.

# Highlights

**44 Exhibitors in Lagos**  
**30 Exhibitors in Abuja**  
**1612 Attendees**

60% of visitors were aged 21 – 31.



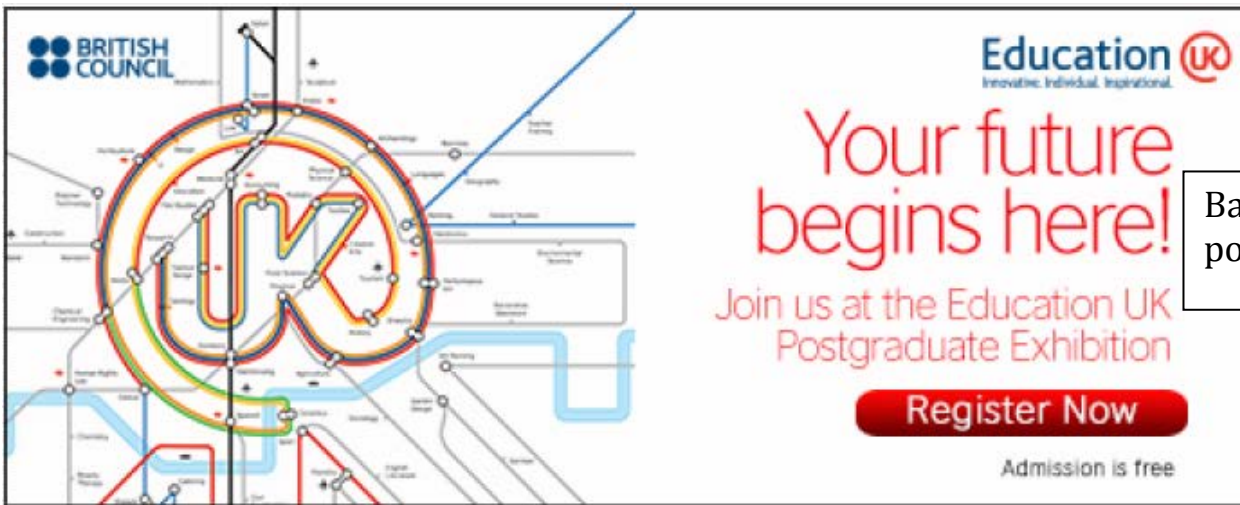
30% - Interested in MBA, Business and Administrative studies.  
 14% - Interested in engineering studies  
 7% - Interested in ICT and computer studies

## Historical Information

| Attendance                        | Abuja      |            | Lagos      |            |            |
|-----------------------------------|------------|------------|------------|------------|------------|
|                                   | 2015       | 2014       | 2015       | 2014       | 2013       |
| <b>Total number of visitors</b>   | <b>638</b> | <b>508</b> | <b>954</b> | <b>625</b> | <b>891</b> |
| UK Institutions                   | 30         | 20         | 44         | 28         | 20         |
| UKVI                              | 1          |            | 1          |            |            |
| IELTS                             | 1          |            | 1          | 1          |            |
| <b>Total number of exhibitors</b> | <b>32</b>  | <b>20</b>  | <b>46</b>  | <b>29</b>  | <b>20</b>  |

## 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.



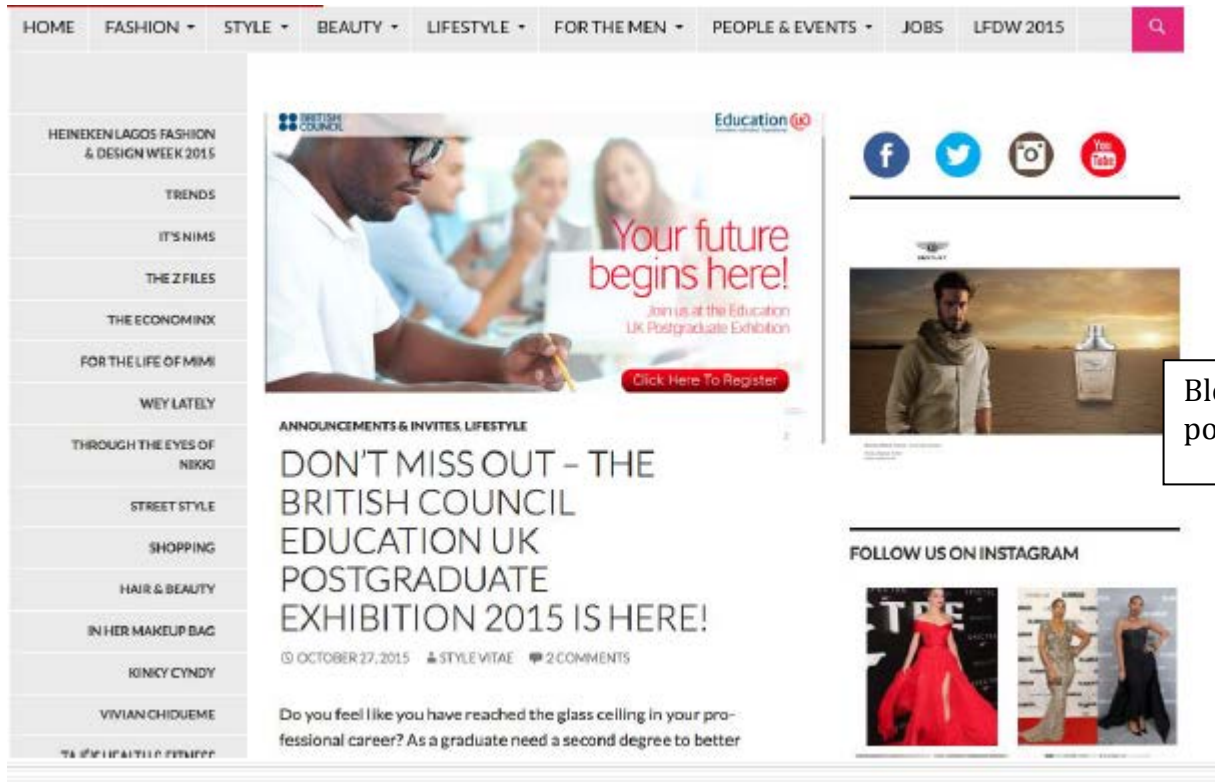
The banner ad features the British Council logo on the left and the Education UK logo on the right. The central graphic is a stylized 'UK' formed by a colorful, multi-colored line that resembles a map or a network. To the right of the graphic, the text reads: 'Your future begins here!' in large red font, followed by 'Join us at the Education UK Postgraduate Exhibition' in smaller red font. Below this is a red button with the text 'Register Now' in white. At the bottom right, it says 'Admission is free'.

Banner Ads on popular sites.



The social media post shows a woman with glasses and a green top pointing at a whiteboard. The post includes the British Council and Education UK logos. The text of the post reads: 'You no longer have to worry financially about studying in the UK for a post graduate degree. There are scholarships opportunities on offer of up to £5000 for courses of your interest. Interested? Then attend British council @educationUK\_Nigeria Postgraduate Exhibition in either Lagos or Abuja to find out more and to meet with the school representatives to discuss your options. Register to attend event at ng.edukexhibition.org. Don't forget to follow @educationUK\_Nigeria and tag a friend who will benefit from this info. Admission is Free. m.audu @itsmeadaoraa u r just razz'. The post has 2,555 likes and is from a user named 'funny\_african\_...'. A red banner at the bottom of the post says 'Your Future Begins Here! Join us at the Education UK Postgraduate Exhibition' and 'LIMITED SPACES AVAILABLE, REGISTER NOW'.

Facebook, BBM, Twitter and Instagram Ads



## FEEDBACK

### VISITOR SURVEY FEEDBACK

Majority of the visitors (40%) who registered are currently in employment indicating that improving career prospects was a major motivation for visitors. 30% of visitors had completed their undergraduate studies and were looking to study at the postgraduate level.

40% of visitors heard about the exhibition via the internet, while 20% of visitors heard about the event via email marketing.

#### Visitor Comments:

Kudos to British Council, this is a very great initiative which widens the scope of study of individuals. They have brought the act of learning to our doorsteps. - **Temidayo Bamidele**

I was disappointed because I was told I have a 2.2 and cannot get a scholarship. - **Attendee**

The exhibition was captivating and interesting. I got first-hand information I wanted, regards British Council - **Okpe .O. John**

I really appreciate the good work of the British Council for enlightening us on how well and easy it is to gain international admission - **Helen Matthew**

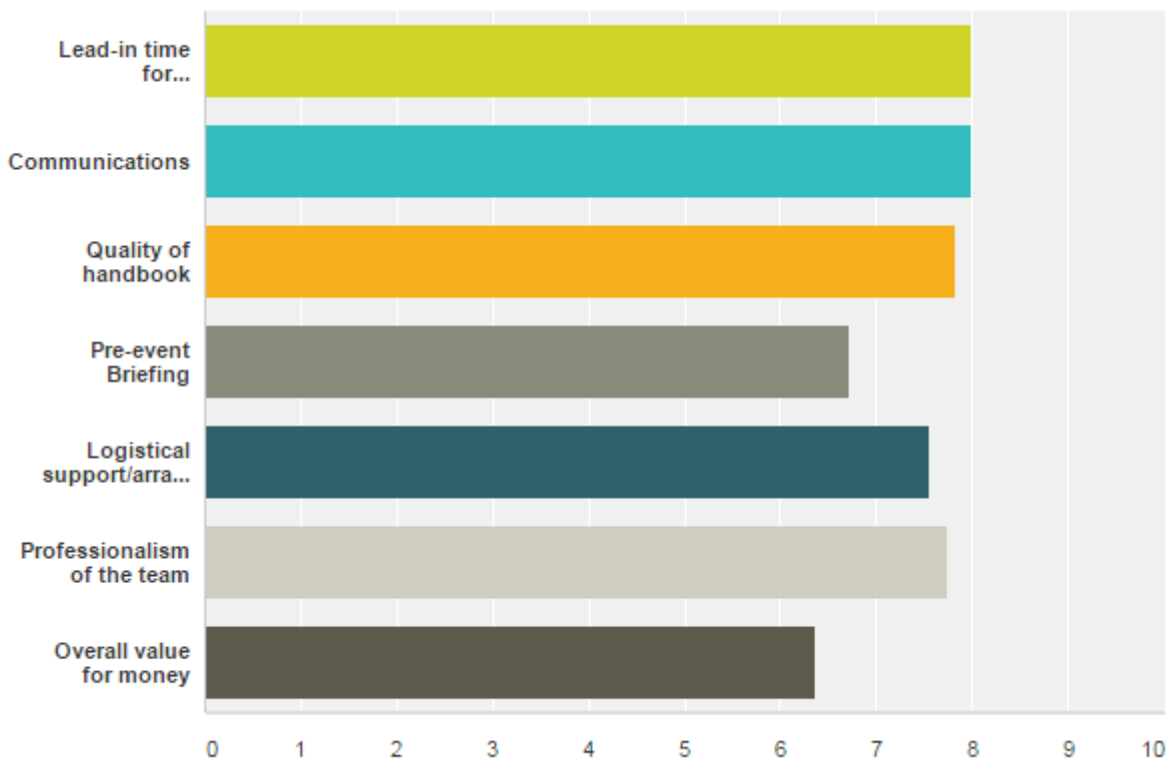
### EXHIBITOR SURVEY FEEDBACK



- Thank you for another well organised event



Lagos first day (VI, week day), the event should run later into the evening to allow interested audience to visit after work - might be best to hold this on a day other than Friday too



## RECOMMENDATIONS

### For UK Institutions

1. Prepare well to receive enquiries from all subject areas.
2. 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 review the venues/suppliers particularly around support services such as power supply, internet/Wi-Fi and catering to ensure fitness for purpose of services for future events.

### Event Photos



