



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

**Post-event report for
Oman Creative Arts Tour
2nd – 4th February 2015**

Introduction

Thank you for your participation at the Creative Arts Tour in **Oman** in **February 2015** in Muscat

The purpose of this report is to provide you with a summary of the event, including visitor 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, targeted the Higher Education market, hosted representatives from 4 UK institutions (Listed below in section), that positively engaged with potential partners in Oman, providing the audience with information on “partnership and scholarships opportunities on subject choices” etc.

The aim of the tour was to increase awareness and raise the profile of the UK Creative Arts sector in Oman. The tour included high-level meetings with local public Institutions and Ministries. The tour covered all the important aspects of what UK institutions were looking for; it had opportunities to build partnerships with Sultan Qaboos University, Ministry of Higher Education, Bait Al Zubair, Royal Opera House, Ministry of Manpower “Higher College of Technology”, and Oman Tourism College.

At 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 also our range of other targeted activities during the year. We hope to see you again at our next exhibition.

Regards,

Zainab Al Barwani | Projects Manager, Oman

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Highlights

This tour had everything in it (a complete package!); there were scholarships and partnerships opportunities along with training opportunities. The UK universities had opportunity to directly pitch and shout about their success to the heads of both public Institutions creative sector and it was very well received.

The tour provided the ideal platform to the UK institutions to raise their institutions profile while reaching out through meeting heads of creative arts decision makers in Oman. It was all round a successful event with positive feedback from the participants.

This tour was held at the following venue/time/date...

Venue(s)	<ul style="list-style-type: none"> • Sultan Qaboos University • Ministry of Higher Education • Bait Al Zubair • The Royal Opera House • Ministry of Manpower “Higher College of Technology” • Oman Tourism College
meeting hours	09:00-16:00
Tour costs	£ 1.500

A number of successful partnership meetings were held, covering such topics as...

- Museum Management
- Tourism Management
- Hospitality Management
- Tourism Guidance
- Fashion
- Music (theoretical as and practical)
- Theatre (theory, and practices of theatre design, acting and Directing and Criticism.)

Visitor's Feedback

We received very positive feedback from the visitors; since it was a subject specific study tour potential partners received high quality information from the academics as well as international representatives. Some visitors commented to have more of subject specific tours for other areas such as Engineering, Business, etc. which we are planning to complete this financial year.

There was a lot of interest generated from Higher Education institutions, Ministries and The Royal Opera House. Ministries and all appreciated the delegate's presence and we were told to conduct more of these visits it helps their staff knowledge and confidence in UK education and it provides opportunities as well.

We met the General Manager of Bit Al Zubai, three Heads/Deans of three Colleges from Sultan Qaboos University, Director of Admin and Finance Affairs at the Royal Opera House, Director of Scholarships and his team at Ministry of Higher Education, three Heads/Deans of Higher College of technology and four Heads/Deans of Oman Tourism College. 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. *"I am happy that the British Council brought these institutions as Oman is now looking into creative arts closely and I was not aware that British Universities have so much to offer in this field"* Researcher at Ministry of Higher Education in Oman mentioned during the meetings.

Institution's Feedback

Positive quote from UK institution:

Dear Zainab

This is just a short initial email from me to follow up on the excellent tour which you organised last week. I am extremely grateful to you for organising such an excellent tour, with a really productive meetings with all the right people. It was absolutely clear to me that you had put a great deal of effort into making sure that this tour was a success by arranging some excellent meetings and ensuring that all those who we met were well disposed to us in the first place. It was of course also a pleasure to be escorted by such a charming person as yourself!

When exhibitors were asked verbally “Will you be attending a similar exhibition next year?” all said yes.

List of Exhibitors (Alphabetical Order):

Bath Spa University
Edinburgh College
University Of Salford, Manchester
University Of Wolverhampton

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

- British Council understands the importance of providing value-added services to UK institutions, thus in the future we will hold a networking event with decision makers before meetings in order to provide a platform for UK institutions and government to meet up, and identify possible collaboration opportunities.
- Going forward, British Council (Oman) will better coordinate our schedule with the region and tie-in our own tours with other regional countries' events, to enable institutes to maximize their time and budget in a single trip.

UK Institutions

- A visitor 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 events.
- Ranking system in Oman is very difficult to secure Oman students and lower overall ranked institutions. We recommend highly subject ranking institutions to build relationship with the Omani Cultural Attaché office in London.

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