Post-event report for

**Education UK
School roadshow & Mini fair– Saudi Arabia**

**8-10 April 2017
(Jeddah, Riyadh & Dammam)**

Introduction

Thank you for your participation at the Education UK exhibition in Saudi Arabia in April / 2017 in Riyadh & Jeddah.

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 School road-show hosted representatives from 6 UK institutions (Listed below), that positively engaged with schools, prospective students, providing the audience with information on Education in the UK.

We made several visits to international & National schools, the mini-fair & the schools visits attracted over 500 visitors/Students for thanks in part to the media interest and marketing campaign.

At British Council we highly appreciate your support, and hope that we can continue to provide valuable marketing services in terms of this study tour and also our range of other targeted activities during the year. We hope to see you again at our activities

Regards,

Gasim Bakry | Project Manager, Saudi Arabia

This report includes:

Contents

School Visits & mini fair Riyadh & Jeddah

Venue 1	British Council office – Jeddah
Date	8 April 2017
Time	1700 – 2100

Riyadh – school visit only
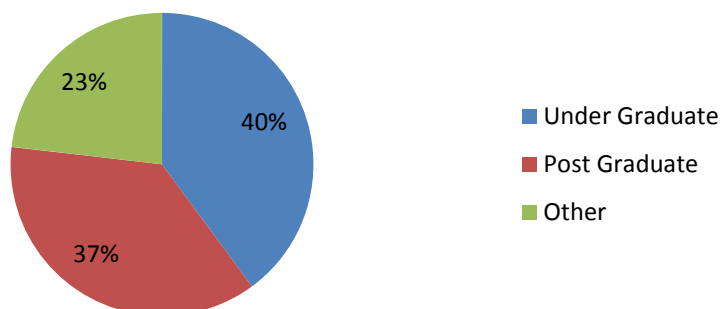
Attendance
Over 500

Visitors' profile

39.9% of visitors are looking for <u>Undergraduate Higher Education</u>
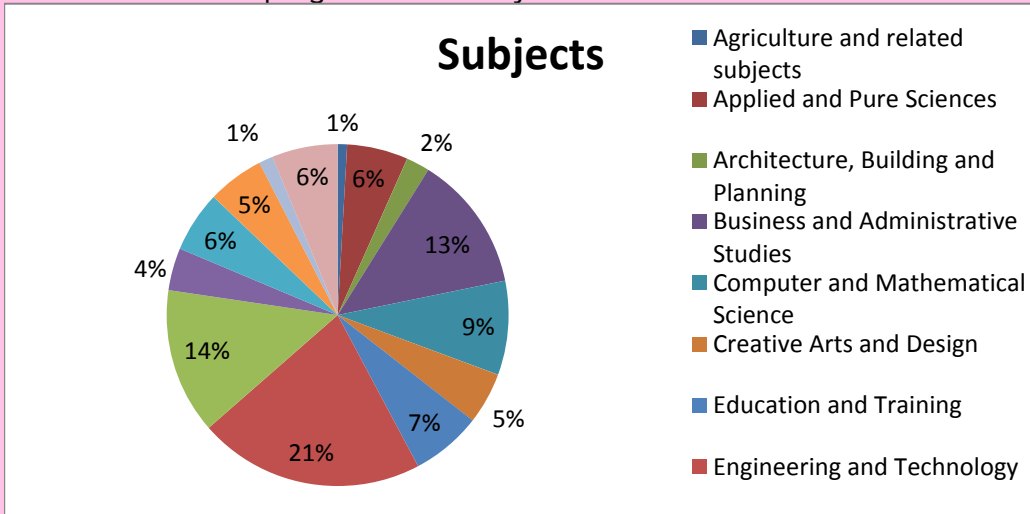
36.94% of the visitors preferred <u>MBA's / MSC's/ PHD's etc.</u>

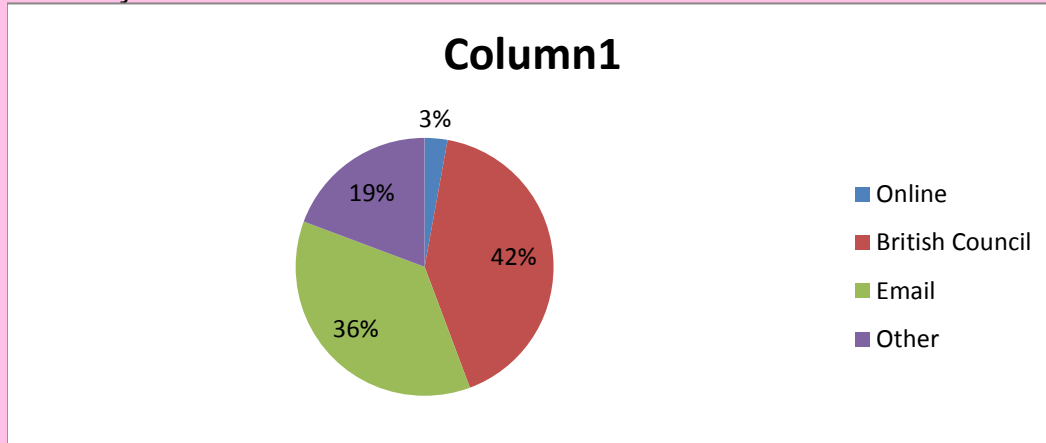**Of the total visitor numbers <u>70.08% were male,</u> <u>29.92% were female.</u>**

Level of study

- 40% Under Graduate
- 37% Post Graduate
- 23% Other

What programme of study are visitors interested in?

Subjects

- ■ Agriculture and related subjects
- ■ Applied and Pure Sciences
- ■ Architecture, Building and Planning
- ■ Business and Administrative Studies
- ■ Computer and Mathematical Science
- ■ Creative Arts and Design
- ■ Education and Training
- ■ Engineering and Technology

How did you find out about the exhibition?

Column1

- ■ Online
- ■ British Council
- ■ Email
- ■ Other

Visitors' group age for Schools visits & Mini fairs

Age
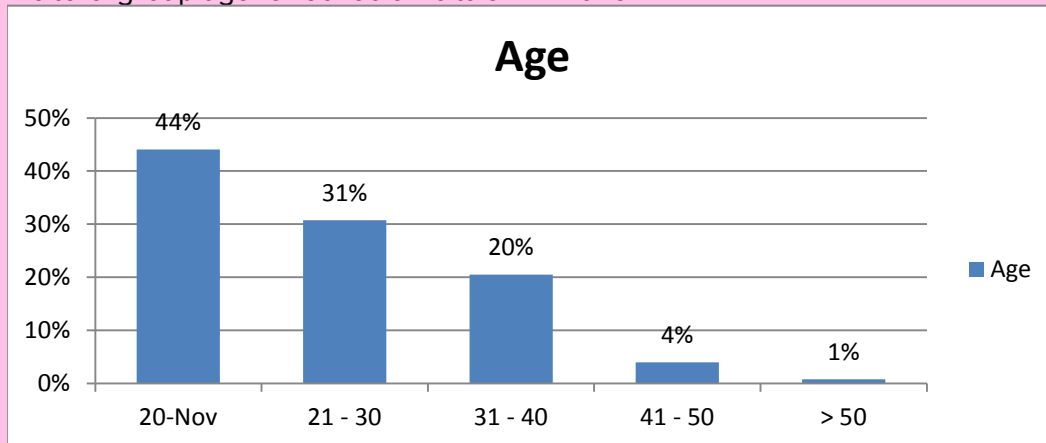
Marketing

A total of £3 K was spent on Marketing for this exhibition

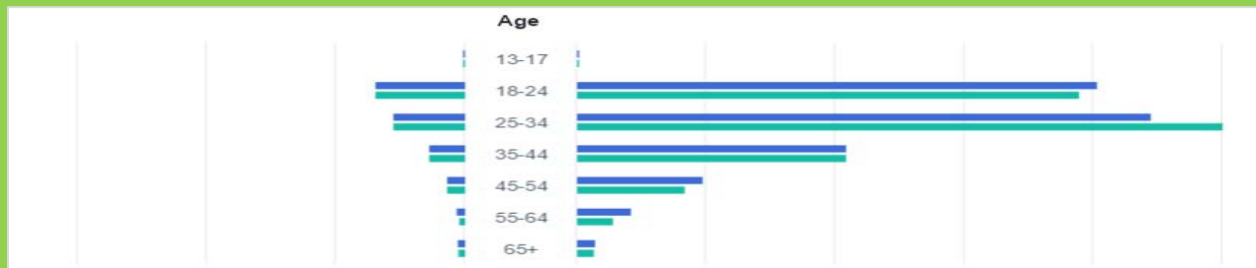**Our marketing reached an estimated audience of over 30 K over emails and we reach over 4.5 Millions of impressions via FB campaign**

Campaign Name	Results ⓘ	Impressions ⓘ
study tour April 2017	31,478 Link Clicks	749,810
study tour April 2017 CPM	29,656 Link Clicks	3,816,540

Age
- 13-17
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

British Council Saudi Arabia
April 3 at 6:22pm · ⓖ

طور قدراتك عن طريق الدراسة في المملكة المتحدة!سجل الآن للتتعرف أكثر على الفرص التعليمية في بريطانية مع المجلس الثقافي البريطاني

See Translation

BRITISH COUNCIL   STUDY UK DISCOVER YOU   GREAT

طور قدراتك عن طريق الدراسة في المملكة المتحدة
تعرف أكثر على الفرص التعليمية في بريطانيا مع المجلس الثقافي البريطاني

اضغط هنا للتسجيل

المجلس الثقافي البريطاني

The British Council is the United Kingdom's international organisation for cultural relations and educational opportunities.

SA.EDUKEXHIBITION.ORG   Learn More

Visitor's Feedback

We have asked the visitors to complete an online survey before leaving the mini fair. The questions were designed to gather quantitative statistics as well as qualitative remarks on reactions to our mini fairs and the decision making process – See Annex for more.

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	N/A
This fair was well organized	7.34%	0.00%	9.17%	44.04%	39.45%	0.00%
Universities 'representatives were helpful and knowledgeable	4.59%	1.83%	4.59%	27.52%	60.55%	0.92%
The time of this event was convenient for me	1.77%	7.96%	9.73%	30.97%	48.67%	0.88%
The date of this event was convenient for me	3.57%	7.14%	13.39%	27.68%	45.54%	2.68%
It was easy to reach to the fair location	4.46%	8.04%	15.18%	27.68%	44.64%	0.00%
This event/activity met my expectations	5.41%	5.41%	23.42%	30.63%	35.14%	0.00%
Overall, this was a high quality event.	3.60%	4.50%	18.92%	37.84%	34.23%	0.90%
I have acquired new knowledge and/or skills from taking part in this event/activity.	4.55%	7.27%	11.82%	40.00%	33.64%	2.73%

Do you have any suggestions as to how we could improve similar events/activities in the future?
(Here are some suggestions from the visitors)

- Make it all day
- More colleges
- I would like if you can offer us universities with scholarship programs.

At this Study tour there were 10 universities from UK HEIs

List of Universities

1	University Of Bristol
2	Birkbeck, University Of London
3	Queen Mary University Of London
4	University Of Birmingham
5	Bangor University
6	Aston University
7	University Of Kent
8	Middlesex University
9	Edinburgh Napier University
10	University Of Aberdeen

End of Report

www.britishcouncil.org/siem