



**SERVICES FOR
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**Post-event report for
Education UK
School roadshow & Mini fair– Saudi Arabia**

**17th -22th December 2016
(Jeddah, Riyadh & Dammam)**

Introduction

Thank you for your participation at School road show in **Saudi Arabia in Dec 2016 (Riyadh, Jeddah & Dammam)**.

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 **700 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,

Anas Idrees | Project coordinator, Saudi Arabia

This report includes:

Contents

Introduction	2
Highlights	3
Visitors' profile	3
Marketing	5
Visitor's Feedback	7
Future steps	Error! Bookmark not defined.
Appendix	9

Highlights

School Visits & mini fair Riyadh & Jeddah

Venue 1	British Council office – Jeddah
Date	16 December 2016
Time	1400 – 1800

Venue 2	British Council office – Riyadh
Date	19 December 2016
Time	1700 - 2100

Dammam(Alkhobar) – Schools visit only

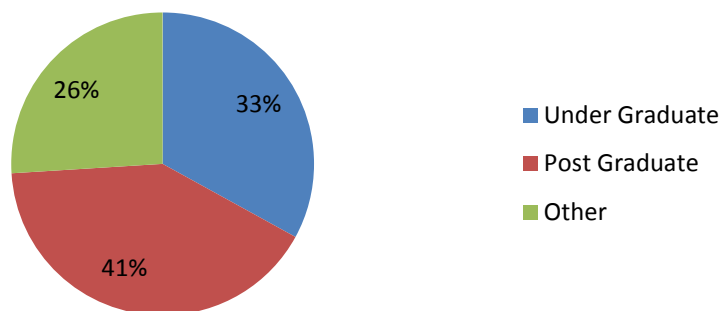
Attendance
Over 700

Visitors' profile

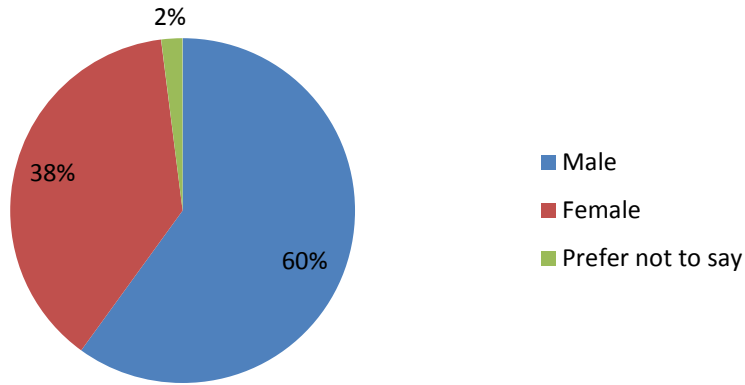
33% of visitors are looking for Undergraduate Higher Education

41% of the visitors preferred MBA's / MSC's/ PHD's etc.

Level of study

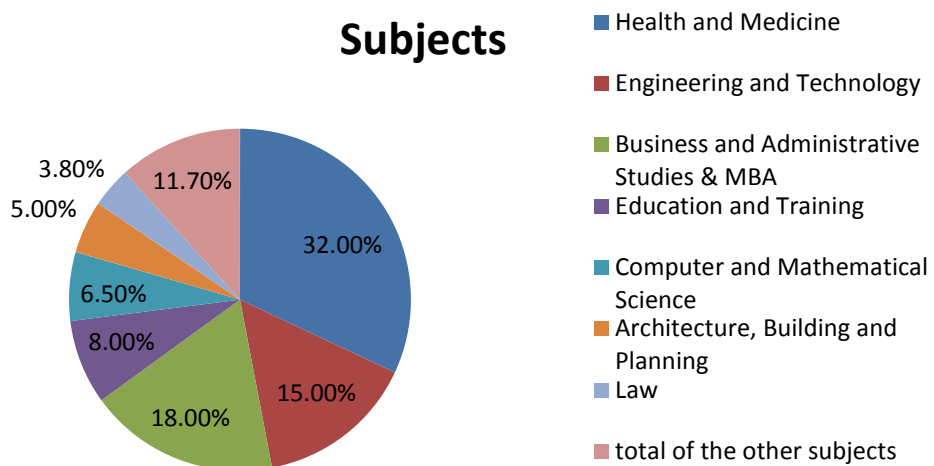


Gender

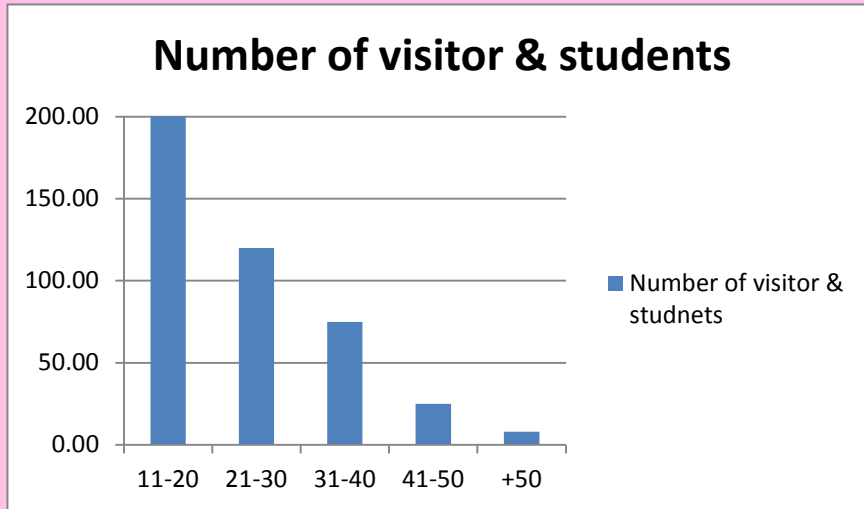


What programme of study are visitors interested in?

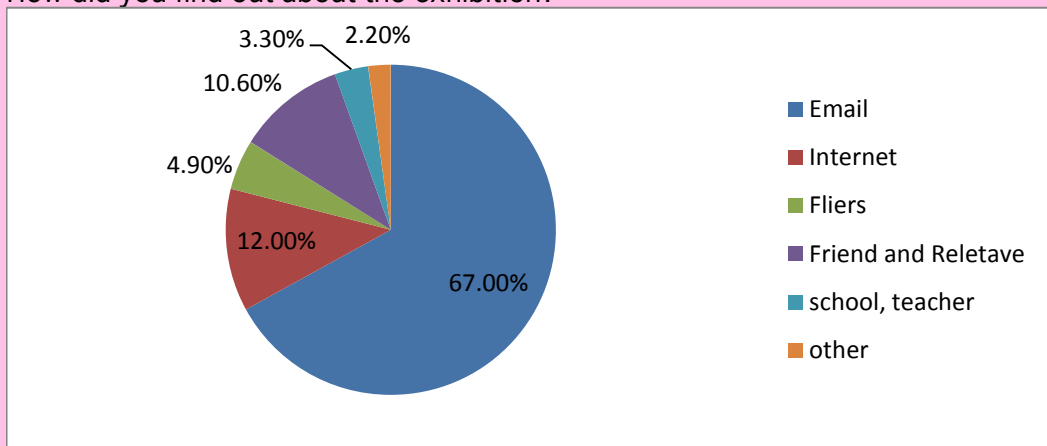
Subjects



Visitors' group age for Schools visits & Mini fairs



How did you find out about the exhibition?



Marketing

A total of £4 K was spent on Marketing for this event

Our marketing reached an estimated audience of over 35 K over emails and we reach over 3.3 Millions of impressions via FB campaign

	Campaign	Results ⓘ	Impressions ⓘ
<input checked="" type="checkbox"/>	study tour dec 2016 cpm	14,987 Link Clicks	2,175,569
<input checked="" type="checkbox"/>	study tour dec 2016 cpc	15,264 Link Clicks	1,208,298



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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	0.00%	1.80%	13.00%	41.50%	43.70%	0.00%
Universities' representatives were helpful and knowledgeable	0.00%	1.50%	5.50%	26.64%	66.36%	0.00%
The time of this event was convenient for me	1.64%	5.30%	9.70%	30.69%	51.40%	1.27%
The date of this event was convenient for me	0.00%	6.56%	11.26%	34.42%	45.90%	1.86%
It was easy to reach to the fair location	0.00%	9.10%	16.00%	31.40%	43.50%	0.00%
This event/activity met my expectations	0.00%	1.33%	18.83%	45.87%	33.97%	0.00%
Overall, this was a high quality event.	1.00%	2.98%	12.85%	45.35%	37.82%	0.00%
I have acquired new knowledge and/or skills from taking part in this event/activity.	0.00%	2.32%	9.71%	46.30%	40.28%	1.39%

Do you have any suggestions as to how we could improve similar events/activities in the future?

(Here are some suggestions from the visitors)

- To have a bigger rooms for universities booths
- Do more fair
- Presentations could be given by university representatives to cover all expectations
- You should include more scholarship programs for undergraduate students.

Exhibitor's Feedback

At this Study tour there were 6 universities from UK HEIs

Some positive quotes from Universities:

- The schools' visits & the Mini fairs were very well organised.
- A good number of schools and students as well.

Some negative quotes from exhibitors:

- Since mini fairs are not allowed in eastern province, it would be better to organize visits to three schools instead of two only.
- No mini fair in Alkhobar

Appendix

List of universities

:

1	University Of Warwick
2	University Of Essex
3	University Of Lincoln
4	Brunel University London
5	The University Of Manchester
6	University Of Westminster

End of Report