



**SERVICES FOR  
INTERNATIONAL  
EDUCATION  
MARKETING**

**Post-event report for**

**Education UK School roadshow and mini fair**

**9-13 Oct 2016**  
**Saudi Arabia**  
**Jeddah, Riyadh & Alkhobar**

## Introduction

Thank you for your participation at the Education UK exhibition in **Saudi Arabia** in **Oct 2016** at the **Jeddah, Riyadh & Alkhobar**.

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 event, targeted at the recruitment the student for undergraduate and postgraduate, hosted representatives from two UK institutions, that positively engaged with prospective students, parents and visitors providing the audience with information on educational opportunities and subject choices.

The event attracted over 500 visitors and students of two mini fairs and nine schools across three cities, thanks in to the British council relationship with schools and to the marketing campaign (Details listed below on page 7).

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

Regards,

**Anas Idrees** | Project Coordinator, SIEM, Saudi Arabia

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## Highlights

This Roadshow & Mini Fair was held at the following venues/time/date...

### Jeddah:

<b>Venue - Mini fair</b>	British Council Office
<b>Date &amp; time</b>	09 Oct 2016 – 1000-1400
<b>Attendance</b>	~ 65 Visitor

<b>School Visit</b>	4 Schools – One group of two universities
<b>Students met</b>	~150 students

### Riyadh:

<b>Venue - Mini fair</b>	British Council Office
<b>Date &amp; time</b>	11 Oct 2016 – 1700-2000
<b>Attendance</b>	~ 75 Visitor

<b>School Visit</b>	3 Schools – One group of two universities
<b>Students met</b>	~120 students

### Alkhobar:

<b>School Visit</b>	3 Schools – One group of two universities
<b>Students met</b>	~129 students

## Visitors' profile

67% of the mini fairs visitors are looking for Undergraduate Higher Education

33% of the mini fairs visitors preferred MBA's / MSC's/ PHD's etc.

Of the total visitor numbers 68% were male, 32% were female.

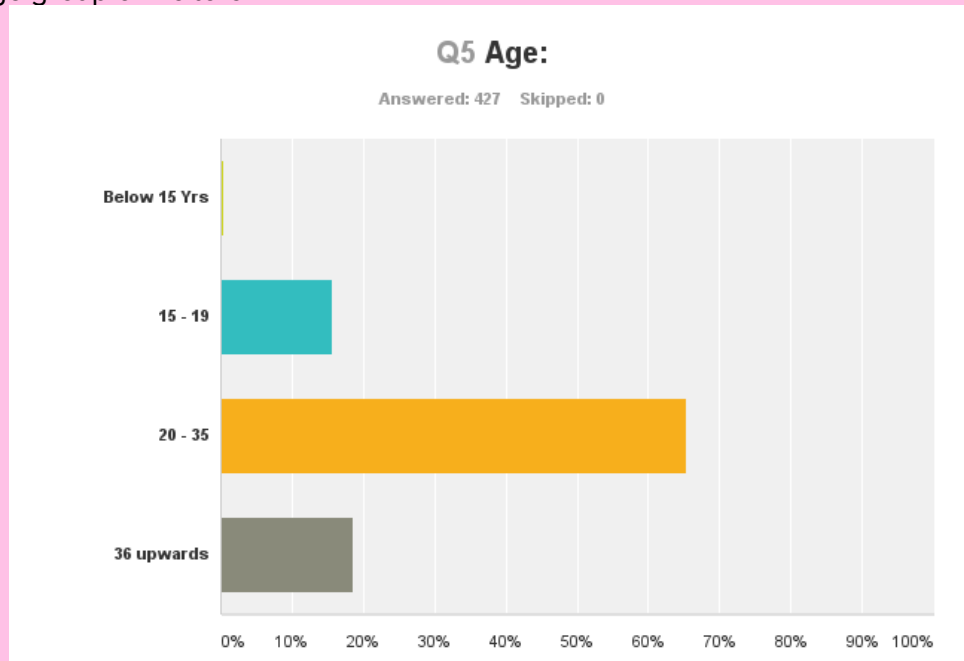
Key words for majors that attendees indicate an interest in

Q8 What courses are you interested in?

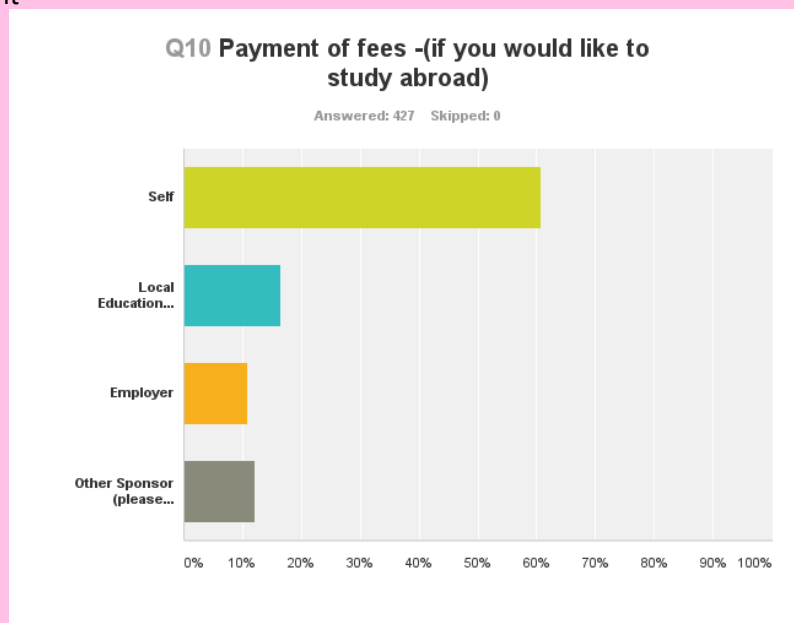
Answered: 368 Skipped: 59

Translation Energy Courses Education Medical  
Physics Computer Science Architecture  
Business Chemistry Medicine Dental  
Engineering Accounting English  
Applied Linguistics Masters Teaching  
Management Dentistry PhD Public Health  
MBA Pharmacy Nursing Psychology IELTS

Age group of visitors



Fees Payment



## Marketing

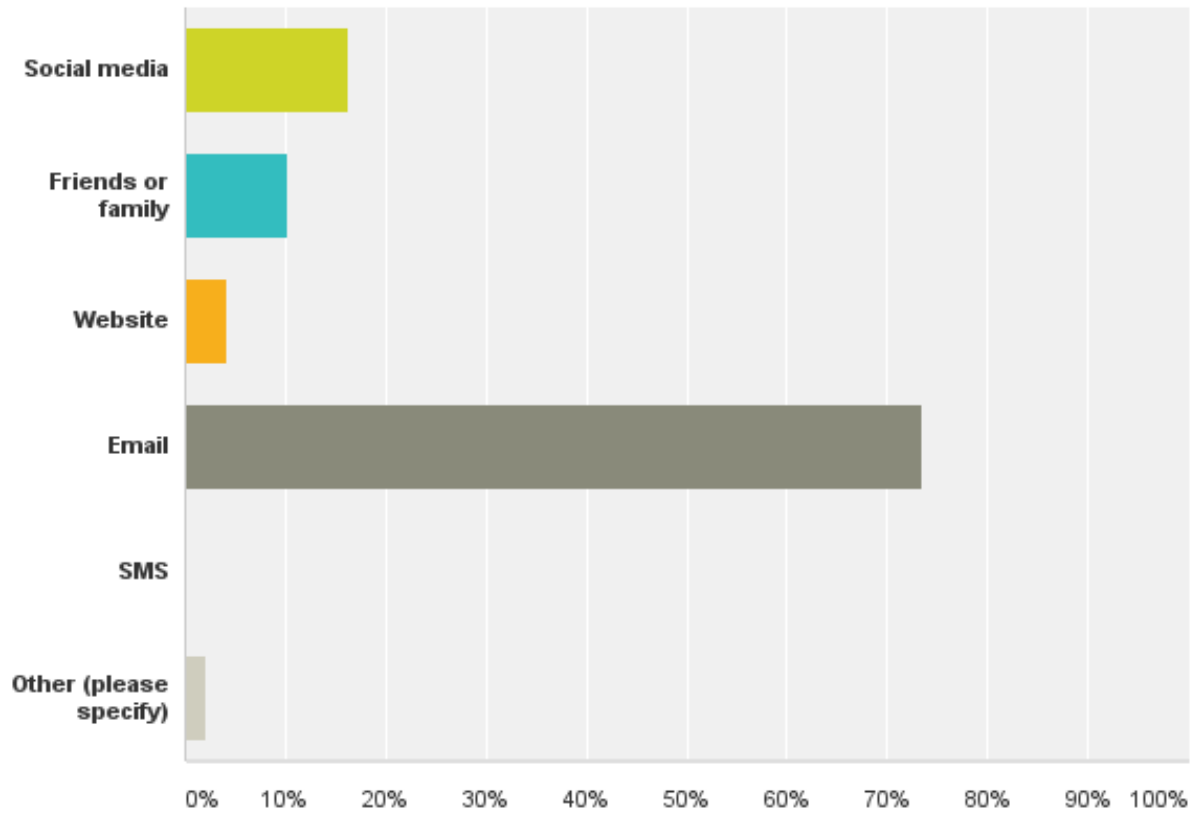
**About £3K was spent on Marketing for this Roadshow**

**Our marketing reached an estimated audience of over 30K people**

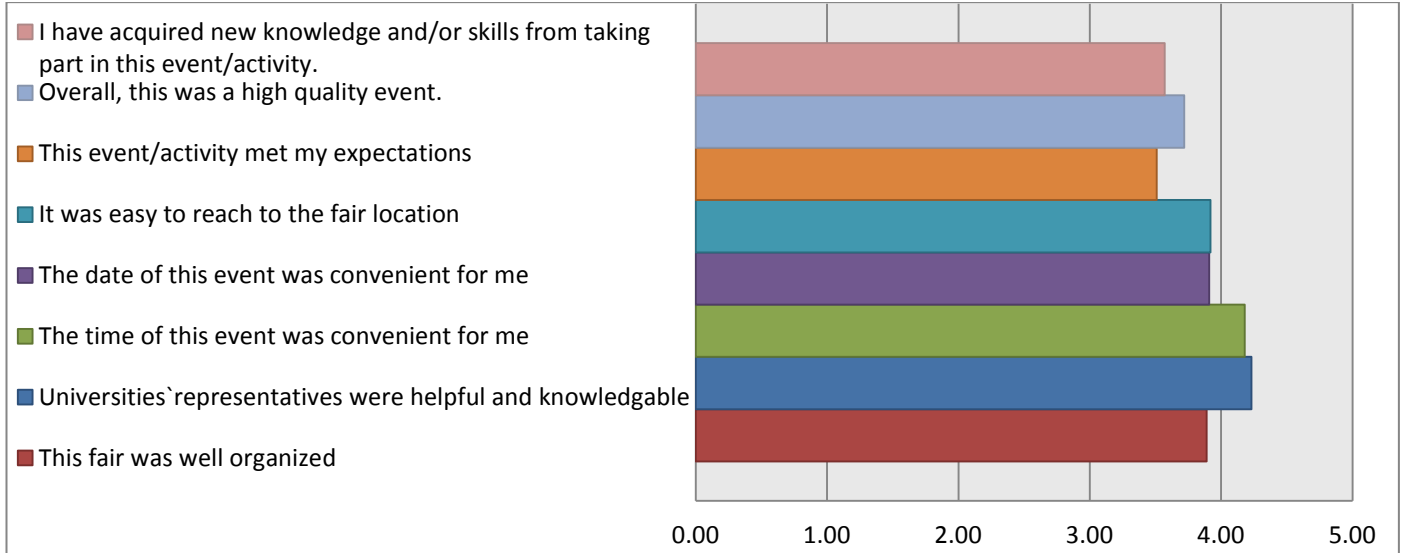
**Facebook campaign  
Email shots over 20k email  
Schools invitation**

## Q4 How did you hear about the fair?

Answered: 49 Skipped: 3



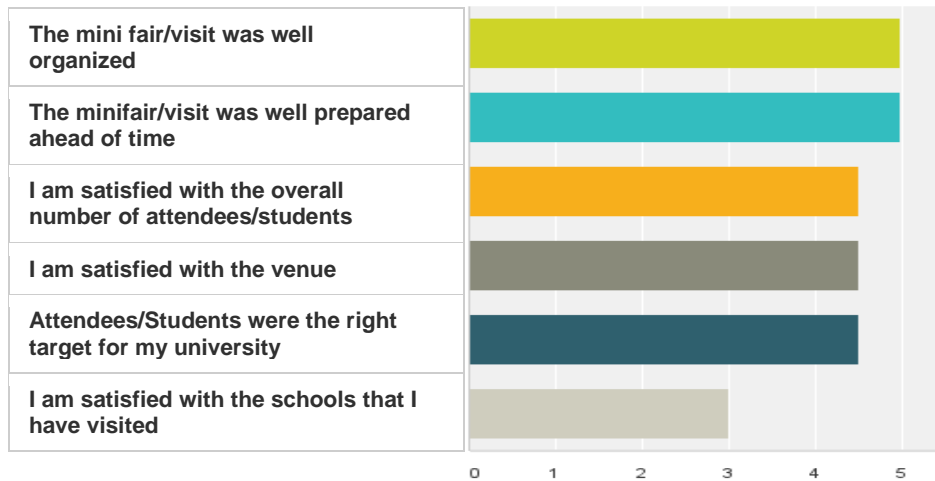
## Visitor's Feedback



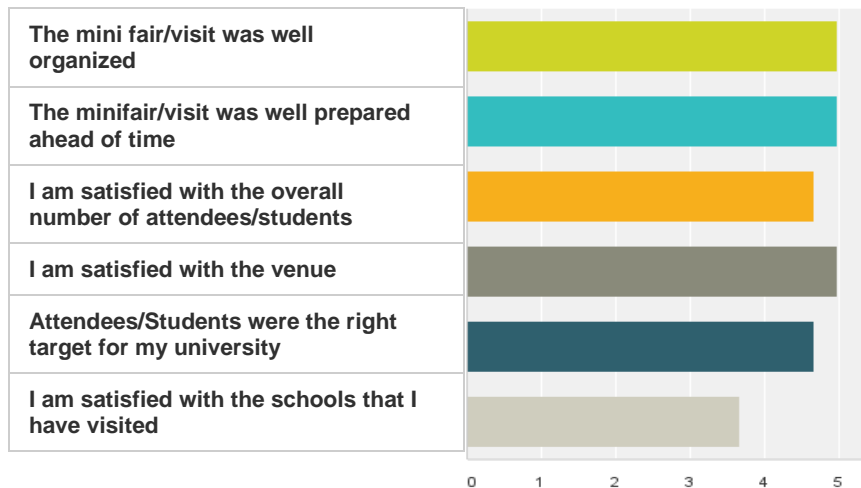


Exhibitor's Feedback

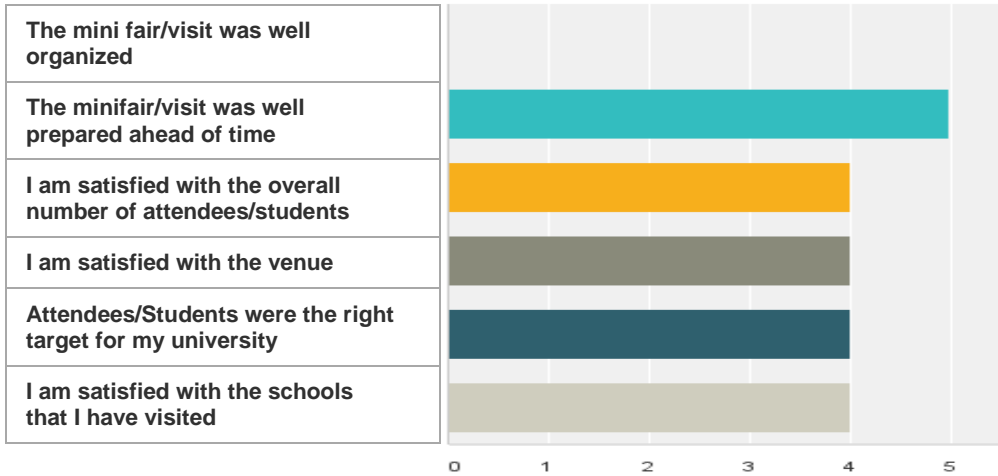
Jeddah Visit Evaluation



Riyadh Visit Evaluation



### Khobar Visit Evaluation



## Appendix

### List of exhibitors (Alphabetical Order)

#### List of Exhibitors (Alphabetical Order):

University Of Dundee

University of Southampton