



**SERVICES FOR  
INTERNATIONAL  
EDUCATION  
MARKETING**

**Post-event report for  
Education UK Schools Roadshow - Jordan  
February, 2017  
Amman - Jordan**

## Introduction

Thank you for your participation at the Education UK School Roadshow in Amman, Jordan, on Feb 15th and 16th 2017.

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 tour hosted representatives from **9 UK institutions** (listed on page 8) that positively engaged with prospective students in the following schools: **International Community School, Modern Montessori School, Mashrek International School, The International School of Choueifat, New English School, and Rosary Marj Al-Hamam School**. The roadshow reached 330 students studying IGCSE, A-Levels, and IB. The weather conditions in Amman prohibited us from visiting three other international schools (Amman Baccalaureate School, American Community School, and Baptist School); Amman was attacked by a snow storm on Thursday, 16<sup>th</sup> of February, and most schools get closed in such weather circumstances for safety reasons, however, we successfully managed to reach two schools that day, and were able to see students.

The delegates provided the audience with information on studying in the UK, through face-to-face counselling with prospective students interested in studying abroad.

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,

**Sireen Salameh** | Education UK Officer, Jordan

### This report includes:

**Introduction** - [Page 2](#)

**Highlights** - [Page 3](#)

**Visitors' Profile**- [Page 4](#)

**Visitors' Feedback** - [Page 5-6](#)

**Exhibitors Feedback** - [Page 7](#)

**List of Exhibitors** - [Page 8](#)

Appendix: **Photos** - [Page 9](#)

## Highlights

## PROGRAMME

## Day 1: Wednesday, 15th of February, 2017

Visit	Slot	Notes
Arrival of delegates	08:45	Arrival of delegates at British Council Jordan
Moving from BC	09:00	
Visit 1	10:00 – 10:30	International Community School
Visit 2	11:20 – 12:00	Modern Montessori School
SNACK		Snacks will be received
Visit 3	12:15 – 12:45	Mashrek International School
Visit 4	13:15 – 13:45	The International School of Chouifat
LUNCH	14:30 – 15:30	Lunch at Tawaheen Alhawa Restaurant
Moving back to hotels	16:30	Transport from restaurant to hotels

## Day 2: Thursday, 16th of February, 2017

Visit	Slot	Notes
Arrival of delegates	09:00	Arrival of delegates at British Council Jordan
Moving from BC	09:30	
Visit 1	10:00 – 10:30	Repton New English School
SNACK		Snacks will be received
Visit 3	11:15 - 12:30	Rosary School Marj Al-Hamam
LUNCH	13:00 – 15:00	Lunch at Sufra Restaurant
Moving back to hotels	15:15	Transport from restaurant to hotels

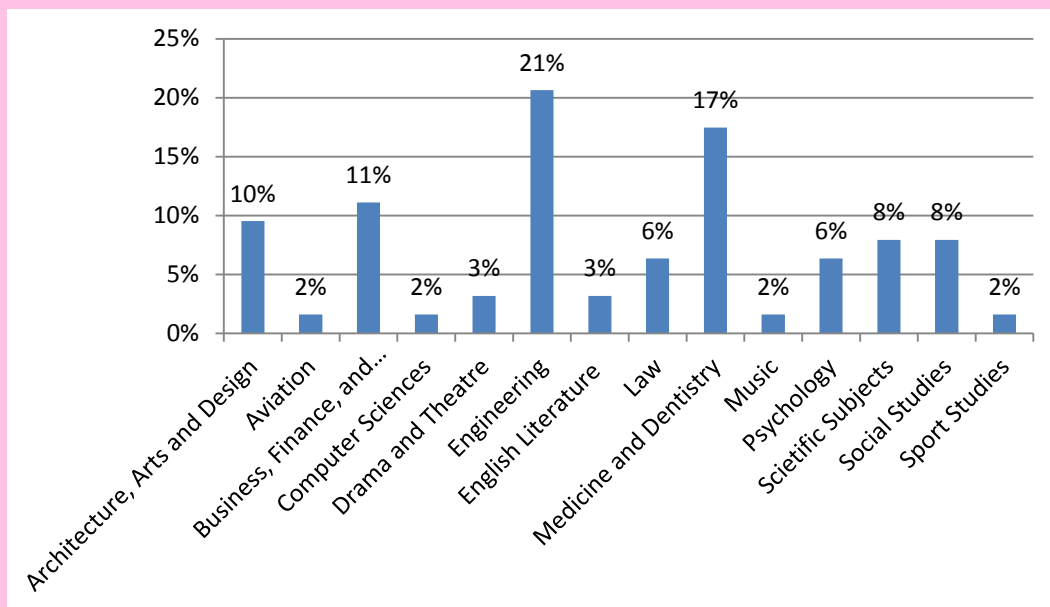
The representatives had the opportunity to meet **330** prospective students studying IGCSE, A-Levels, and IB

## Visitors' profile

A printed survey was distributed during the exhibition to around 100 visitors. The questions were designed to gather quantitative statistics as well as qualitative remarks on reactions to our exhibition and the decision making

Of the total visitor numbers **54% were male, 46% were female.**

Students' interests in terms of what subject to study:



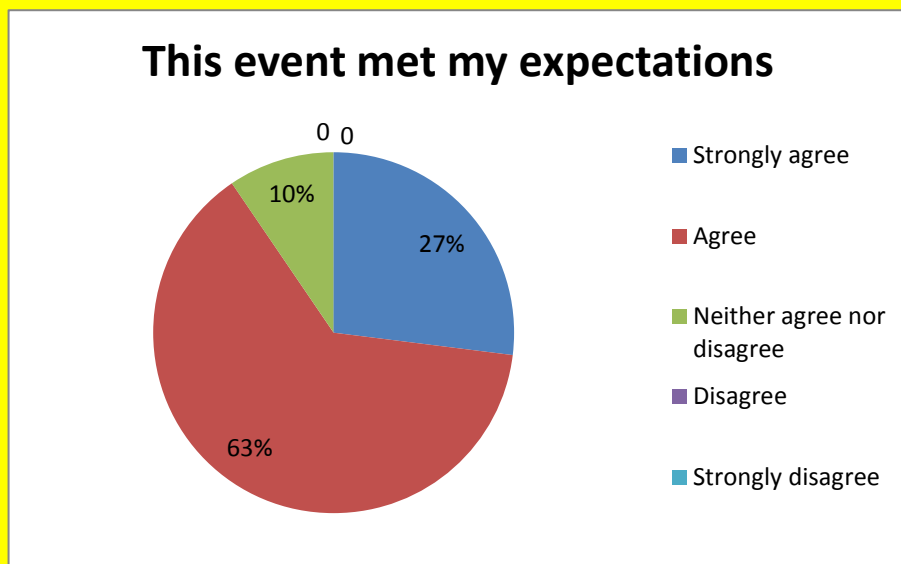
Visitor's Feedback

When the visitors were asked "Were the subjects of your interest covered in our event?" **98% said yes, 2% said no**

**48% of the visitors strongly agreed that the British Council is among the leading organisations in this field, 44% agreed, and 8% neither agreed nor disagreed**

Only

We asked the students about their expectations, **27% strongly agreed**, and **63% agreed** that our event met their expectations:



**Some examples of quotes from Visitors following the exhibition:**

- Everything is perfect
- The representatives were perfect
- The representatives were highly interactive, they answered all my questions very well and clearly

**Key recommendations for the British Council include:**

- A wider range of highly recommended universities
- Brief presentation from each university
- Bring more interior design universities

## Exhibitor's Feedback

At the roadshow there were **9 unique exhibitors** from UK HEIs; this represents an **80% increase** on last year's exhibitor count in the roadshow.

Exhibitor Attendance	Amman	
	2016	2017
Wednesday 15 <sup>th</sup> , & Thursday 16 <sup>th</sup> of March, 2017	5	9

When exhibitors were asked if “Overall, this was a high quality study tour” **50% strongly agreed**

## Some positive quotes from exhibitors:

- Overall an Excellent service from the excellent British Council Team!
- Thank you for taking such good care of us.

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

Middlesex University
Royal Holloway, University of London
The University of Buckingham
The University of Glasgow
The University of Sheffield
The University of Warwick
University of Bristol
University of Central Lancashire
University of Exeter
University of Leeds



Appendix



End of report