

SIEM Post-event report for the Education UK South Africa Tour 22 to 27 February 2015



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Highlights

The Exhibitions were held at the following venues:

Date	Venue	Time
23 February	Sandton Convention Centre	17h00 – 19h00
25 February	Gateway Hotel	17h00 – 19h00
27 February	Belmont Square Conference Centre	17h00 – 19h00

Visitors' Profile

A total of 179 prospective students visited the exhibitions:

Johannesburg: 101

Durban: 28

Cape Town: 50

56% of visitors were interested in Postgraduate/MBA's/PHD's

66% of the visitors were between the ages of 16 - 25

69% of the visitors were female and only 31% male

Introduction

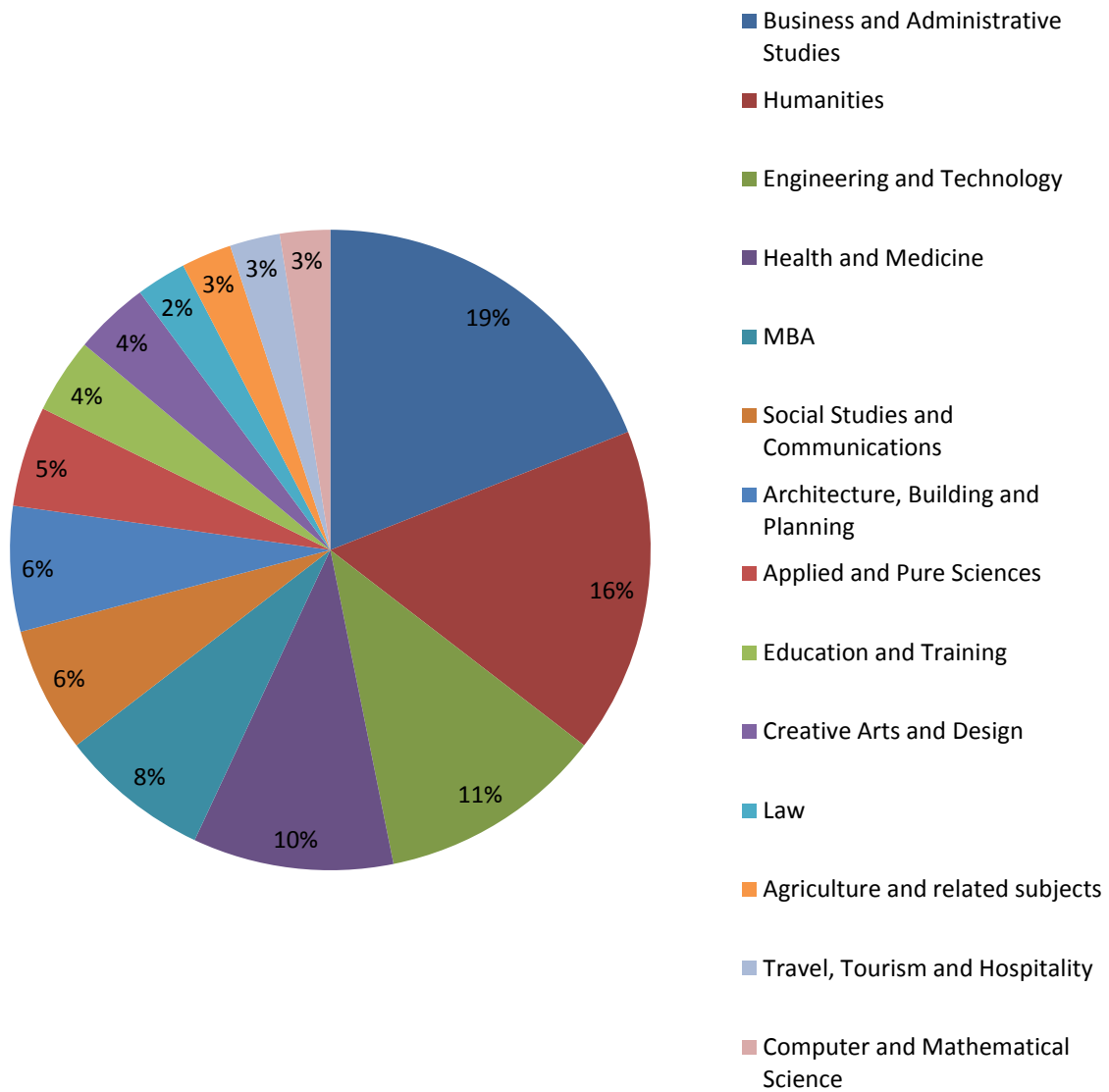
The Education UK South Africa Tour was held in Johannesburg (23 February), Durban (25 February) and Cape Town (27 February). The event brought together representatives from 15 UK universities and colleges with a view to providing information about studying in the UK, including entrance criteria, study opportunities, fees and scholarships.

Each exhibition was preceded by a school visit. In Johannesburg, we visited the American International School of Johannesburg. Approximately thirty students in Grades 10 and 11 attended. Some of these students were accompanied by their parents. The Durban leg included visits to Westville Boys' High School and St Mary's DSG. A total of over three hundred students and some parents attended. Finally, we visited the American International School of Cape Town, where the turnout was rather disappointing.

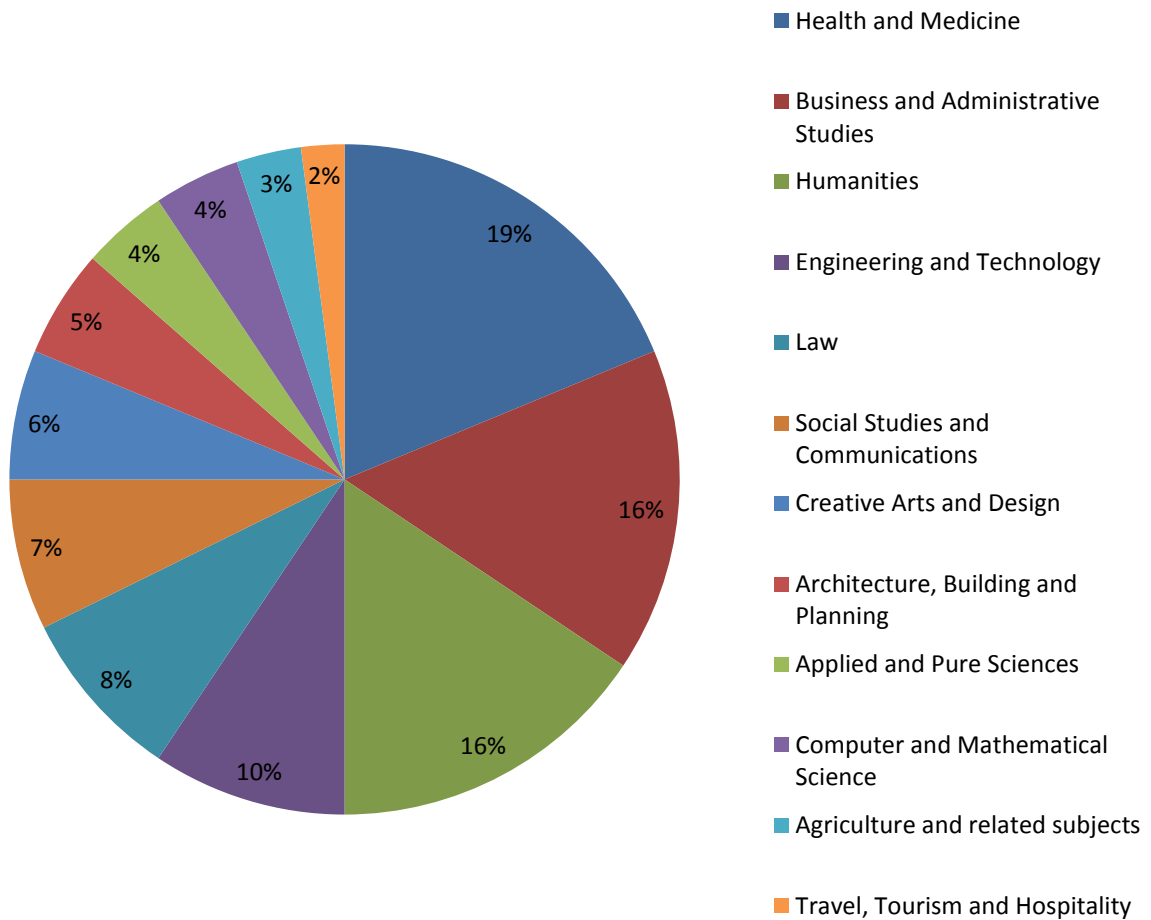
The Education UK South Africa tour was well advertised, using print, digital as well as social media. In addition, flyers and posters were distributed at schools and universities and school counsellors were informed. The British Council also attended other exhibitions at schools and universities to create awareness about the event.

As part of our monitoring and evaluation, The British Council South Africa undertook a review of the exhibition to identify what went well, what did not go so well, and the key lessons learnt to inform future activities. Feedback was gathered from exhibitors, visitors and other role-players.

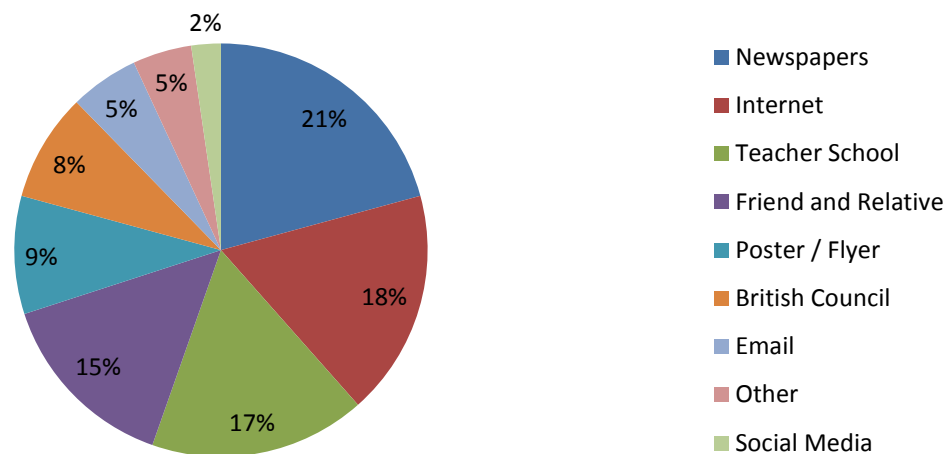
Postgraduate - Main Subject interest



Undergraduate - Main Subject interest



How did you find out about the exhibition?



Marketing

A wide variety of sources were used to market the exhibitions

Print Media – Newspapers	Digital	Websites	Social Media	Emails	Posters	Flyers
Mail and Guardian Newspaper (National)	Mail and Guardian Website Banner	British Council Website	Facebook and Twitter	To over 100 schools in JHB, DBN and CPT	50 posters put up at schools, universities and malls	500 flyers distributed at schools, universities and other exhibitions
The Star (JHB)		School Websites				
The Daily News (DBN)						
The Argus (CPT)						

Visitor's Feedback

A printed survey was distributed during the exhibitions. The questions were designed to gather quantitative statistics as well as qualitative remarks about the exhibitions.

Key Recommendations for the British Council include:

- Invite more institutions - some of the institutions the students wanted to engage with were not present
- More information on funding
- All found the experience a positive and informative one

Exhibitors' Feedback

70% of the Exhibitors indicated that they would be happy to attend a similar event next year, whilst 30% indicated that they were unsure.

90% of the Exhibitors agreed that their participation was a worthwhile investment of time and money.

The Exhibitors also indicated that the Market Briefing session was extremely useful as it gave them a good grasp of the South African education system.

Some positive quotes from exhibitors:

- The British Council was very supportive, overall a great experience
- The British Council staff did a wonderful job and the exhibition was much better than last year.

Some negative quotes from exhibitors:

- School visits could have been more productive. Low numbers.
- Would prefer more time at the exhibition. Two hours too short.

List of Exhibitors (Alphabetical order):

No.	Institution
1	BPP University
2	Buckinghamshire New University
3	Edinburgh College
4	Manchester College
5	Middlesex University
6	Pembrokeshire College
7	UCFB
8	University of Bath
9	University College London
10	University of Central Lancashire
11	University of Coventry
12	University of Exeter
13	University of Leeds
14	University of Manchester
15	University of Northampton

Conclusion

The Education UK South Africa Tour 2015 was definitely an improvement on last year's event as we had greater visitor attendance. In addition, we also had an increase in the number of exhibitors from 9 in 2014 to 15 in 2015.

However, the success of the Education UK South Africa Tour 2015 will ultimately be determined by whether the institutions that attended receive an increased number of solid applications from South African.

As elucidated at the market briefing, South Africa has its own excellent higher education institutions that offer internationally recognised qualifications, at a fraction of the cost of studying in the UK. As such, most academically excellent students attend these South African institutions.

Many students are very interested in studying in the UK, but a lack of financial support is almost exclusively given for their reluctance or inability to take the plunge. If this obstacle can be overcome, I have no doubt that many more students will apply to and thrive at institutions in the United Kingdom.