



Education UK South Africa Roadshow 2016 Post-Event Report

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Introduction

The Education UK South Africa Roadshow 2016 took place from 25-28 January 2016. 11 UK institutions were represented, as well as the British Council Exams and Customer Services team, and the Visas and Immigration team from the British High Commission.

Colm McGivern (British Council Country Director) and Janine Carlse (SIEM Project Manager) presented a Country Overview and Market Briefing on 25 January 2016, before the Johannesburg Welcome Reception. Both these insights were well received by the Exhibitors, outlining the current context of the higher education sector in South Africa.

The school visits and public exhibitions took place on 26 and 28 January in Johannesburg and Cape Town. Overall, the Roadshow was a success and drew more visitors than previous years.

Programme

Johannesburg		
Date	Time	Activity
Monday, 25 January 2016		Arrive in Johannesburg
	17h00-18h30	Country Overview and Market Briefing – Radisson Blu Sandton
	19h00-21h00	Welcome and Networking Reception
Tuesday, 26 January 2016	13h00-14h30	School Visit – SAHETI Secondary
	16h00-19h30	Exhibition – Sandton Convention Centre
Wednesday, 27 January 2016		Depart For Cape Town
Cape Town		
Date	Time	Activity
Wednesday, 27 January 2016		Arrive in Cape Town
	19h00-21h00	Welcome and Networking Reception – The Wild Fig
Thursday, 28 January 2016	10h00-11h30	School Visit – International School of Cape Town
	11h50-12h30	School Visit – St Cyprian’s School for Girls
	16h00-19h30	Exhibition – Belmont Square Conference Centre
Friday, 29 January 2016		Depart Cape Town

Highlights

Cities	Johannesburg	Cape Town
UK Exhibitors	11	11
School visits	1	2
School pupils (school visits)	+50	+80
Public Exhibition student visitors	+165*	+70*
Influencers (Networking Dinner)	2	2
Education Agents	2	3

*Not all walk-ins could be captured on VRS because of the handwriting on some of the forms.

School Visits

- SAHETI Secondary: Co-Ed, Independent Examinations Board (IEB) South Africa, 309 learners
- International School of Cape Town: Co-Ed, Cambridge International Exams (CIE, A Levels), 117 learners
- St Cyprian’s School for Girls: Girls’ Boarding School (although not all learners stay on campus), Independent Examinations Board (IEB) South Africa, 337 learners

Public Exhibitions

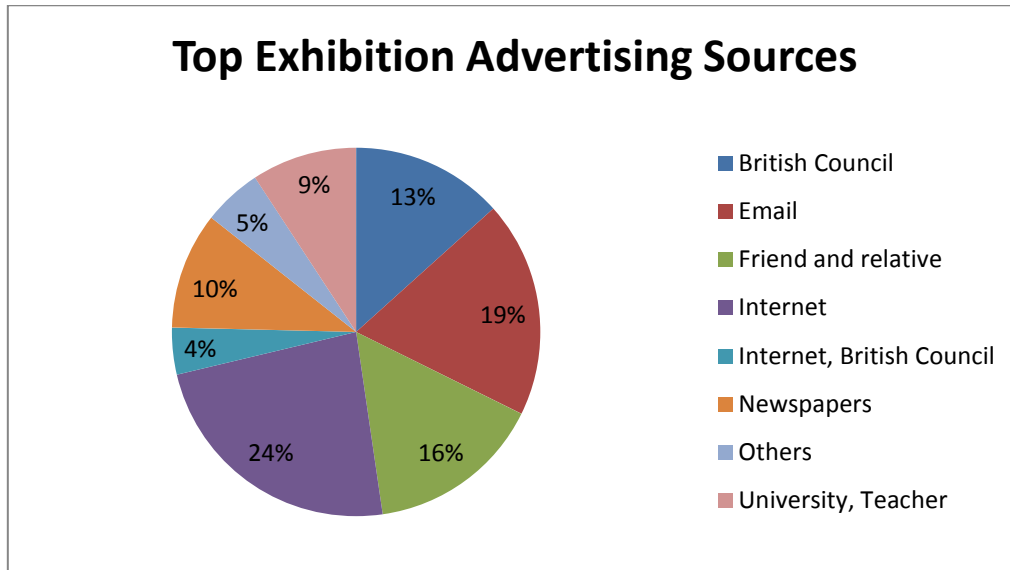
- Nearly doubled the amount of visitors from 2015 to 2016,
- Exhibitors were pleased with the quality of students and enquiries

Marketing

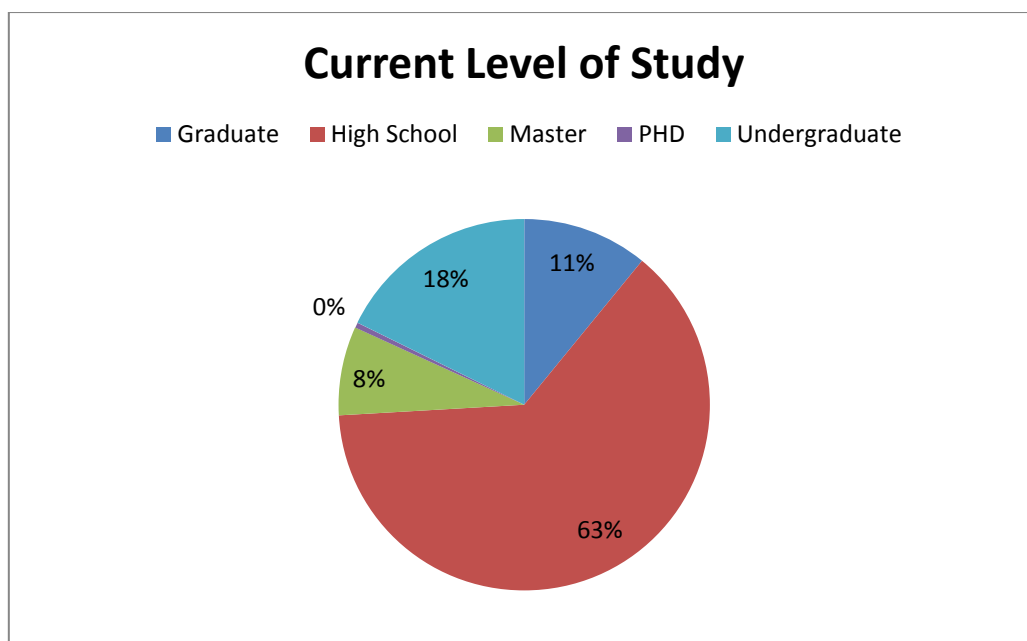
- Newspaper advertisements in the matric results publications in Gauteng and Western Cape (6&7 January 2016), and regional newspaper advertisements on the day before exhibitions (25&27 January 2016)
- Rotating advert on iol.com matric 2015 page
- Banners: 3 used for exhibitions in Johannesburg and Cape Town
- Email shots to SIEM database, selected British Council databases, independent and public schools
- Had a page on the British Council South Africa Website
- Facebook events pages promoted to reach target audience
- Twitter: @zaBritish, @EducationUK

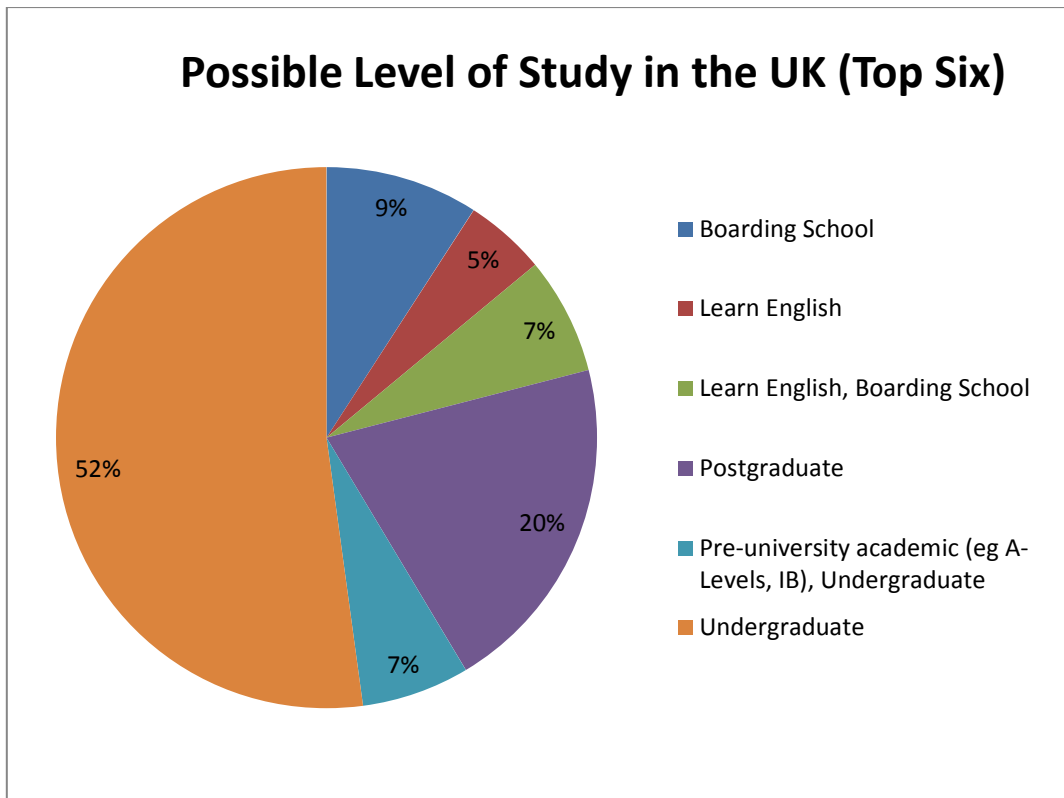
Visitors' Profile and Feedback

The following information was collated from the preregistered and walk-in visitors who attended the events in Johannesburg and Cape Town. The statistics of those who preregistered but did not attend have been filtered out.

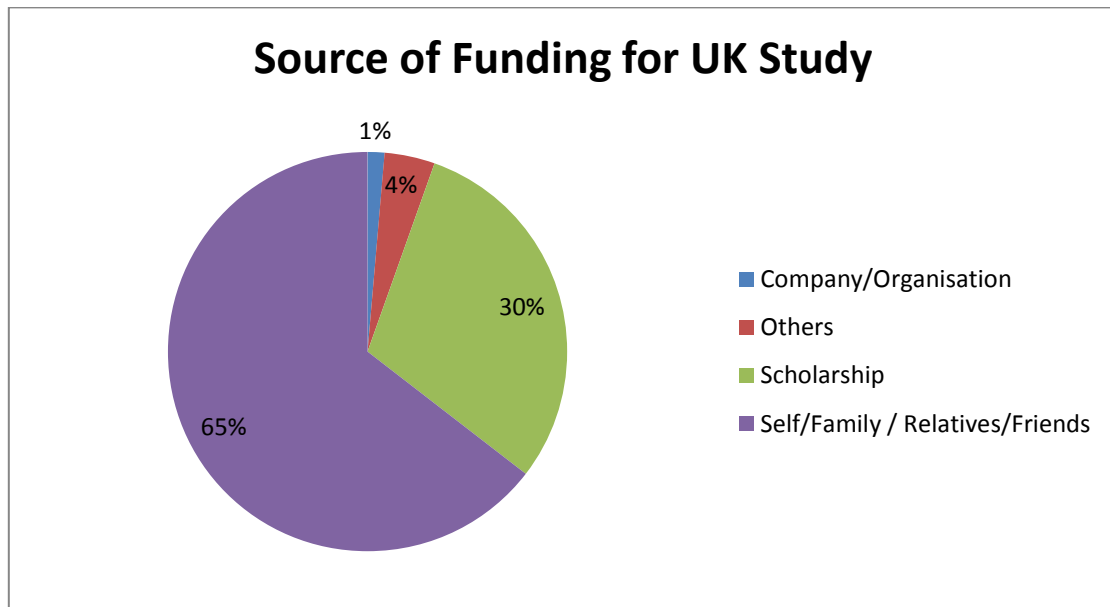


The internet as a source of information about the Roadshow could cover social media (Twitter and Facebook), as well as the rotating advert placed on the matric page on the IOL news website. Emails were sent to the administration at independent schools, which then circulated this to parents and learners, emails were also sent to the SIEM database from past events. The British Council South Africa website also had a dedicated page for the Roadshow.






Because the majority of visitors at the Exhibitions were still in High School, many of the enquiries were about undergraduate studies.




Two thirds of the visitors indicated that they had personal funding sources.


When asked in the post-event survey about their overall experience of the event, some of the visitors had this to say:



“The event was cool! Just needed some more space (the room wasn’t big enough)” Visitor, Johannesburg




“Very Superb. Like British Council in and out” Visitor, Cape Town



“Please bring more universities next time as the Study in Europe Fair did – and every 30 mins they had individual universities give presentations about their university... However, thank you for this initiative it has guided me a lot and piqued my interest more in studying abroad.” Visitor, Johannesburg



“Make it a bit more engaging with the people”
Visitor, Johannesburg

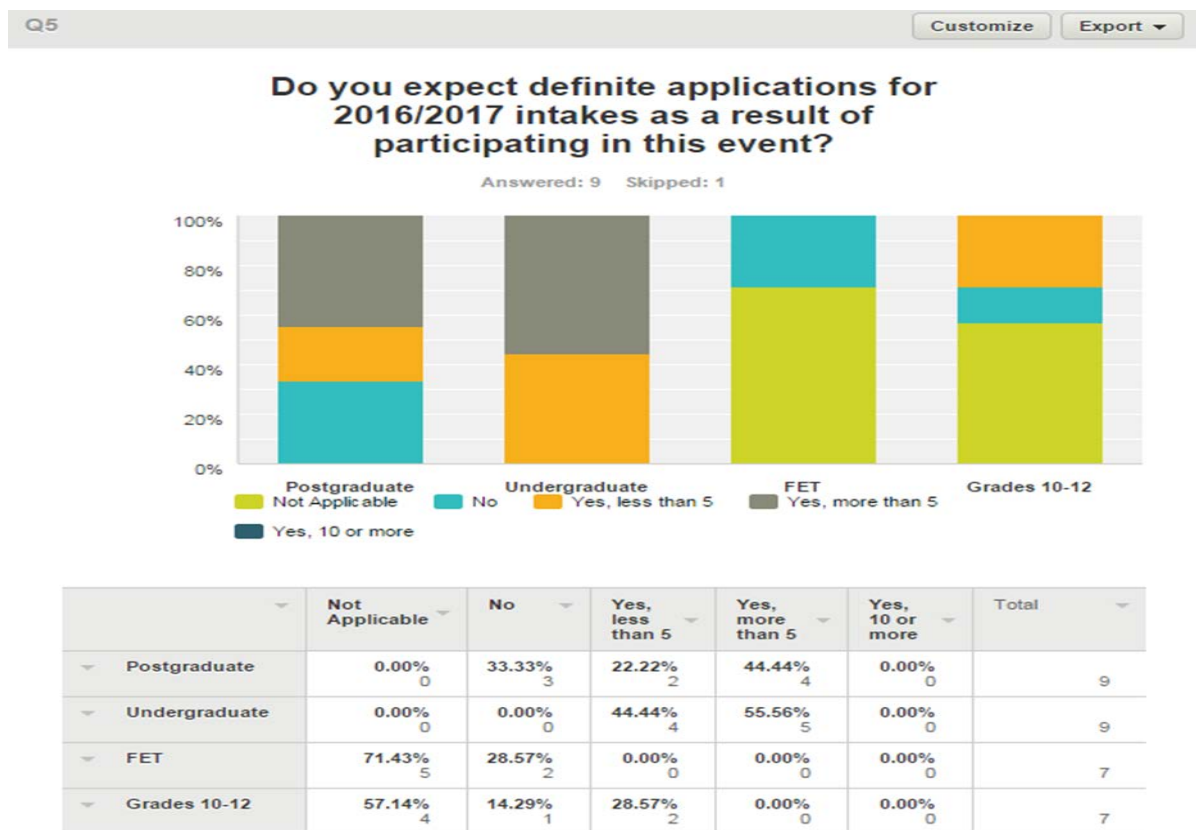


“More information on postgraduate studies and funding” Visitor, Cape Town

Exhibitor Profile and Feedback

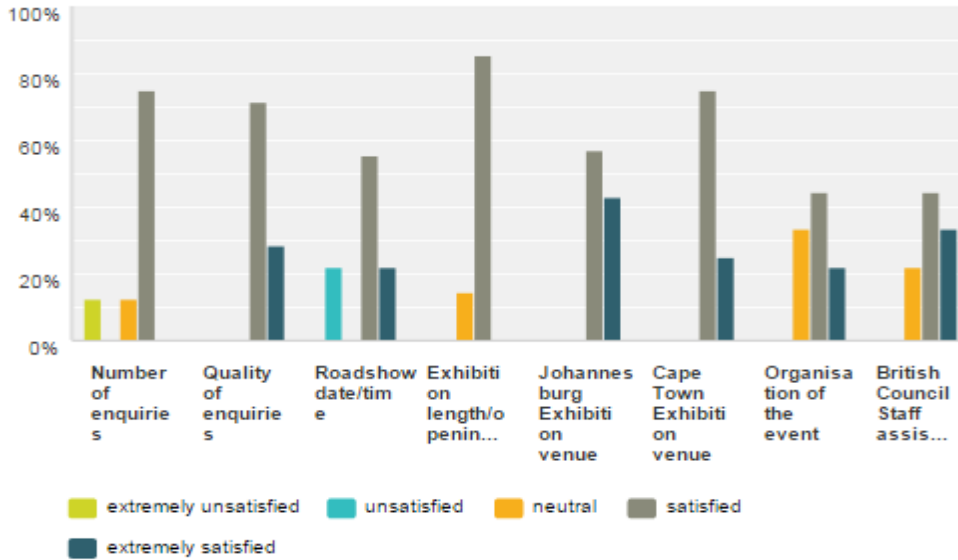
I produced and circulated a post-event survey using the Survey Monkey platform. Below is a list of the exhibitors and some insights from the post-event survey.

Institution
University of Kent
University of Exeter
Oxford Brookes University
Oxford International Education Group
University of Northampton
East Anglia University
Middlesex University
Aberystwyth University
BPP University
UCL (University College London)
Glasgow Caledonian University
British High Commission – Visas and Immigration (SA)
British Council – Exams and Customer Services (SA)



Please rate your satisfaction in the following areas:

Answered: 10 Skipped: 0



	extremely unsatisfied	unsatisfied	neutral	satisfied	extremely satisfied	Total
Number of enquiries	12.50% 1	0.00% 0	12.50% 1	75.00% 6	0.00% 0	8
Quality of enquiries	0.00% 0	0.00% 0	0.00% 0	71.43% 5	28.57% 2	7
Roadshow date/time	0.00% 0	22.22% 2	0.00% 0	55.56% 5	22.22% 2	9
Exhibition length/opening hours	0.00% 0	0.00% 0	14.29% 1	85.71% 6	0.00% 0	7
Johannesburg Exhibition venue	0.00% 0	0.00% 0	0.00% 0	57.14% 4	42.86% 3	7
Cape Town Exhibition venue	0.00% 0	0.00% 0	0.00% 0	75.00% 6	25.00% 2	8
Organisation of the event	0.00% 0	0.00% 0	33.33% 3	44.44% 4	22.22% 2	9
British Council Staff assistance	0.00% 0	0.00% 0	22.22% 2	44.44% 4	33.33% 3	9

Most of the feedback from Exhibitors about the Roadshow logistics and preparation was very positive, with only one out of the ten respondents indicating that they were extremely unsatisfied with an aspect of the event (the number of enquiries).

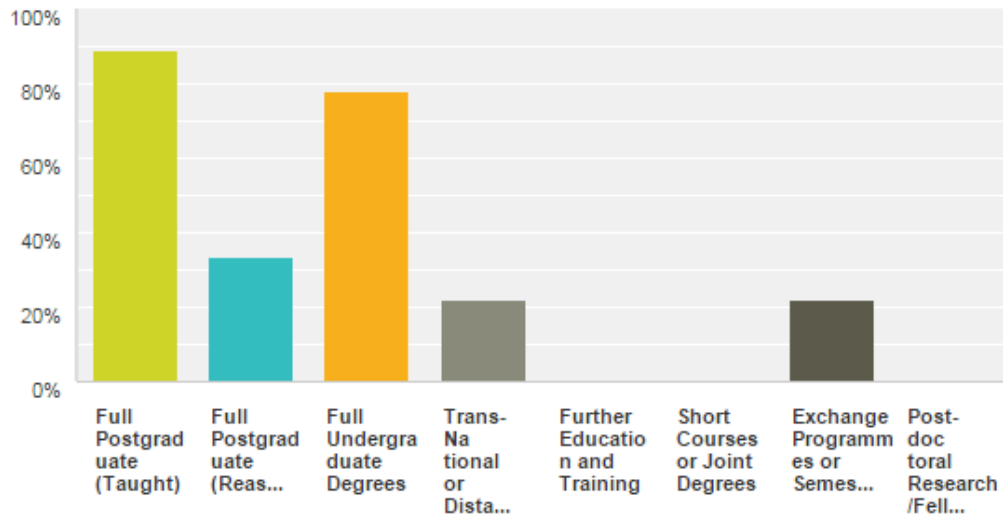
Q6

Customize

Export

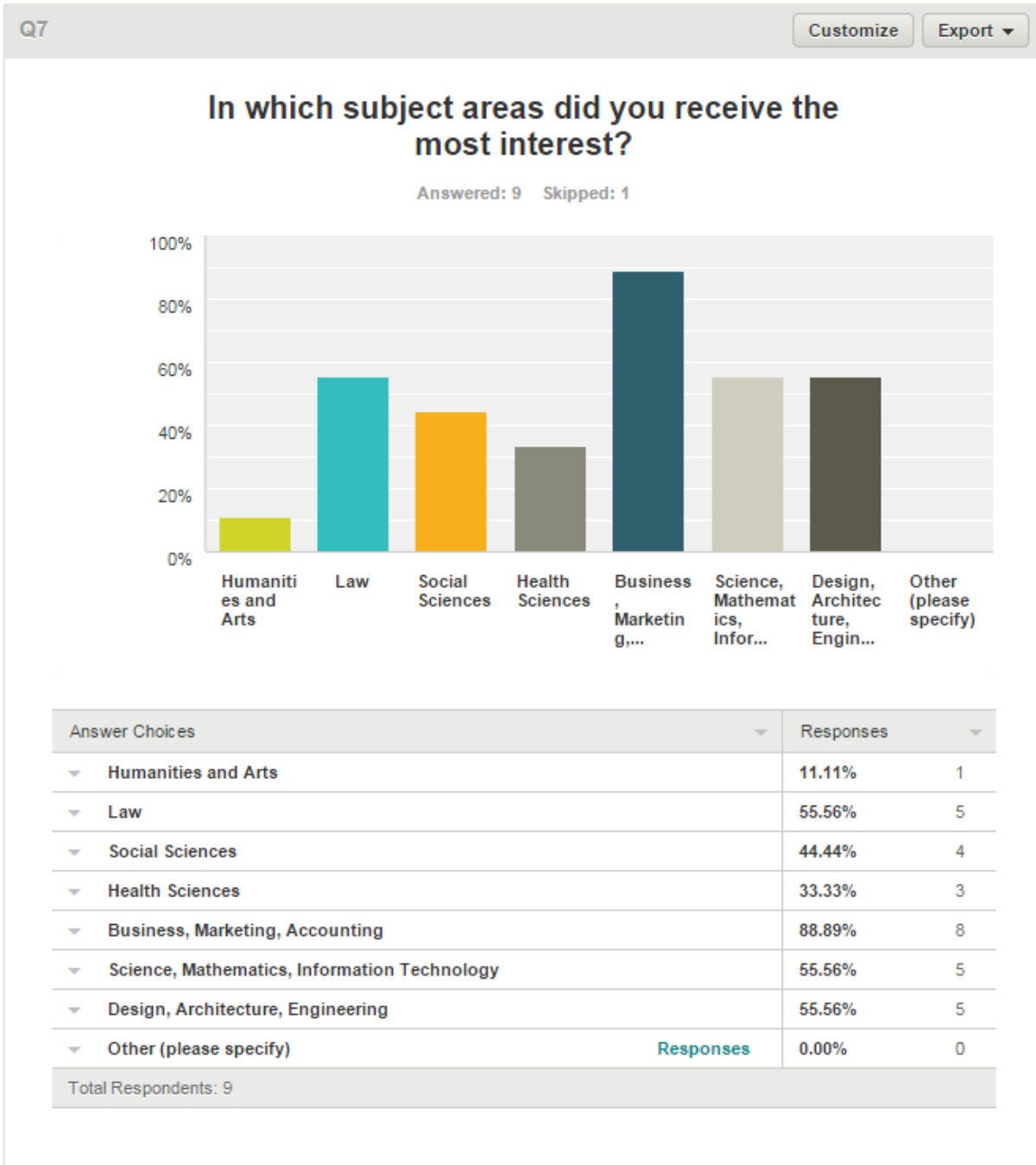
What do you feel has the biggest market potential for your institution in South Africa? (you may choose more than one option below)

Answered: 9 Skipped: 1



Answer Choices	Responses
Full Postgraduate (Taught)	88.89% 8
Full Postgraduate (Research)	33.33% 3
Full Undergraduate Degrees	77.78% 7
Trans-National or Distance Education	22.22% 2
Further Education and Training	0.00% 0
Short Courses or Joint Degrees	0.00% 0
Exchange Programmes or Semester Abroad	22.22% 2
Post-doctoral Research/Fellowships	0.00% 0
Total Respondents: 9	

It is evident from the number of expected applications for postgraduate and undergraduate courses (Q5), the exhibitors found that full postgraduate and undergraduate taught degrees hold the biggest market potential (Q6).



Business, Marketing and Accounting overwhelmingly received more enquiries than any other subject group, proving that the Business Sciences is a potential market for UK institutions to tap into. Combined with the interest in postgraduate taught courses, programmes like the 1-2 year Masters are popular choices for South African students studying abroad.

When asked in the post-event survey about their overall experience of the event, the exhibitors had this to say:

"I felt the event covered the basics that are shared by most (if not all) institutions that participated, especially given the different focus of each institution. I would not recommend significant changes to the event's format." Exhibitor Quote, 2/22/2016 1:52 AM

"At next year's BC fair a PG audience should also targeted." Exhibitor Quote, 2/16/2016 4:31 PM

"The British Council staff were friendly helpful and a pleasure to work with. Considering that for the key people this was there first Edu UK exhibition it was a job very well done!" Exhibitor Quote, 2/16/2016 12:38 AM

"This was an extremely well put together, almost entirely faultless, event (as reflected in the very positive debriefing session!). We were very well looked after and supported by the British Council; the quality of the exhibitions themselves, the networking events, and the school visits was impeccable." Exhibitor Quote, 2/3/2016 7:44 PM

Out of the 10 survey responses, 8 of the exhibitors indicated that they would definitely consider returning in 2017.

Future Steps

Exhibition Guide

- Compile a detailed exhibition guide and email this to the preregistered visitors so that they know what to expect and when certain activities will happen
- This will provide basic information on each institution/exhibitor at the event, as well as help regulate the flow of visitors

Radio Advertising

- Enquire about the costs involved for radio advertising to reach a broader audience, especially postgraduates

30 minute talks during the exhibition

- These talks would cover visa applications (British High Commission), scholarships and fees, exams/IELTS, entry requirements/foundation years, the National Senior Certificate vs A-levels

More targeted school visits

- We hope to include more schools in the school visits, two in Johannesburg and three in Cape Town, and have been invited back by all three schools visited in January 2016
- The Western Cape province is much bigger than Gauteng, so adding a school out of the city centre will help reach the students in the independent schools in the Helderberg or Northern Suburbs

Targeting Postgraduates students

- We would like to have an event just for PG students, perhaps at a university in each city

Specialised events

- For example Business Sciences or Arts and Design
- We are in the process of planning a specialised MBA event for September 2016, linked to the South African Innovation Summit

Increasing the number of Institutions represented

- In the immediate term we would like to keep the group relatively small (up to 16 in each city)
- In the future, exhibitors could have a choice between participating in the whole Roadshow or just certain cities

Agent Limits

- Agents will only be allowed at the events if they are representing a specific registered UK institution at a stand/table
- They will not be permitted to market their individual services at our public events or school visits

Adding another city

- For 2017 we will focus on bettering our offering in the current provinces of Gauteng and the Western Cape
- Will consider adding another city in KwaZulu Natal for the 2018 exhibition and other targeted events