



Education UK South Africa Study Tour 2017 Post-Event Report

Contents

Introduction	2
Programme	2
Highlights	3
Marketing.....	3
Visitors' Profile and Feedback.....	4
Exhibitor Profile and Feedback	6
Improvements on 2016 Study Tour	9
Future Steps under consideration for 2018 Study Tour	10

Introduction

The South Africa Education UK Study Tour took place from 23-26 January 2017. 16 UK institutions were represented, as well as the British Council Exams and Customer Services team, and the Visas and Immigration (UKVI) team from the British Foreign and Commonwealth Office.

On the first day, Janine Carlse (SIEM Project Manager) presented a Country Overview and Market Briefing at the Radisson Blu Sandton, before the Clustered School Visit at St Mary’s Waverley in Johannesburg. This was followed by a Welcome Reception at the residence of the British Council Country Director, Colm McGivern, with stakeholders from the National Research Foundation (NRF), International EduLink and Global Education.

This is the first year that we’ve had clustered school visits (hosting a visit in a school hall and inviting surrounding or associated schools to attend), these were quite successful and drew many interested students and parents who may not have been able to attend the main Exhibitions. The actual Exhibitions at the Sandton Convention Centre (24 January) and the Belmont Square Conference Centre (26 January) also drew many more visitors than in previous years.

Overall, this Study Tour was a success and a learning curve for the South Africa SIEM team (Janine Carlse and Fadwa Arnold). We tried new strategies for the execution of the Tour and we will do our best to make future events even better!

Programme

Johannesburg		
Date	Time	Activity
Monday, 23 January 2017	12h30-13h30	Market Briefing & Programme
	15h00-17h30	St Mary’s Clustered School Visit (Johannesburg)
	18h30-20h30	Welcome and Networking Reception
Tuesday, 24 January 2017	12h00-14h00	Postgraduate Exhibition
	15h00-19h30	General Exhibition and Presentation Slots
Wednesday, 25 January 2017		Depart For Cape Town
Cape Town		
Date	Time	Activity
Wednesday, 25 January 2017		Arrive in Cape Town
	15h00-17h00	Rhenish Girls’ High Clustered School Visit (Stellenbosch)
	18h30-21h00	Networking Dinner
Thursday, 26 January 2017	12h00-14h00	Postgraduate Exhibition
	15h00-19h30	General Exhibition and Presentation Slots
	19h30-20h00	Debriefing

Highlights

Cities	Johannesburg	Cape Town
UK Exhibitors	16	16
School visits	1	1
School pupils (school visits, excluding parents)	+25	+50
Public Exhibition student visitors	+275*	+160*
Influencers (Networking Dinner)	2	3
Education Agents	2	1

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

School Visits

- Johannesburg: St Mary’s Waverley Girls’ School (Independent Examinations Board); invited schools included Roedean Girls and St John’s College
- Stellenbosch: Rhenish Girls’ School (National Senior Certificate); invited schools included Blomhof High, Stellenbosch Waldorf and Paul Roos Gymnasium

Public Exhibitions

- Over 100 more visitors in Johannesburg, and doubled the amount of visitors in Cape Town, when compared to the 2016 Study Tour
- Exhibitors were pleased with the number and quality of students enquiries
- Good interest in postgraduate study in the UK

Marketing

- Radio advertising in the week leading up to the Study Tour, this was run on two regional radio stations: Kfm (Western Cape) and 94.7fm (Gauteng)
- Mail and Guardian Online advertising via their subscription based newsletter and their website via rotating banners
- Pull-up Banners: 3 used for exhibitions in Johannesburg and Cape Town
- Email shots to VRS database via Campaign Monitor, and to school counsellors at independent and public schools
- British Council South Africa website, Facebook and Twitter
- Education UK Facebook events pages promoted to reach target audience
- Twitter: @zaBritish, @EducationUK

Visitors' Profile and Feedback

Overall, the visitors were happy with the school visits and exhibitions. From the feedback forms and the pre-registration data on the Visitor Registration System (VRS), it is clear that many of the visitors interested in undergraduate study received details about the events via their schools/teachers, and many of the visitors interested in the postgraduate study found out about the event via the internet, social media and radio.

The internet as a source of information about the Study Tour could cover social media (Twitter and Facebook), as well as the rotating banners placed on Mail & Guardian Online website. Emails were sent to guidance counsellors at schools, who then circulated this to parents and learners. The Education UK Newsletter sent via Campaign Monitor also had regular reminders about the Study Tour and were sent to the database of visitors from past events. The British Council South Africa website also had a dedicated page for the Study Tour.

Visitor Fast Facts:

- 48% of preregistered visitors indicated that they will be self-funded (self, family, relatives, friends), while 41% indicated the need for or access to scholarship funding to study abroad
- 54% of preregistered visitors were interested in beginning their studies abroad within 1 year, and 17% in less than 6 months
- The demand was split evenly between UK undergraduate and postgraduate degree interest, with almost 70% of preregistered visitors (this is also reflected in the Exhibitor Feedback). In addition, a further 8% were interested in specifically pursuing MBA's at UK institutions
- Almost half of the visitors at the exhibitions (excluding school visits) were between the ages of 21 and 30 years, with more female than male visitors
- 60% of preregistered visitors showed interest in staying in the UK for 1 to 3 years, just over 30% indicated that they would like to stay for more than 3 years
- 'High academic standard' is still the number one reason for South Africans wanting to study in the UK, followed by 'international recognition of qualifications', 'cultural environment' and 'overseas work opportunities'

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

Very informative and the representatives were very helpful. It would be nice to have representatives from a few more universities at future events.

Keep coming to SA :-)!

The event was brilliant and informative but it would be nice to have it much earlier on the day alternatively over weekends maybe over two days to avoid congestion.

Everything was pretty well organized and the representatives were all very helpful and knowledgeable.

There was barely any information regarding funding options and scholarships and it was difficult to find a postgraduate course in my field (design).

More representatives from each university should be available to speak to, as we waited in queues for a really long time just to speak to the representative only to find out that it wasn't suited to my specific need.

Exhibitor Profile and Feedback

I produced and circulated a post-event survey using the Google Forms Online platform. Below is a list of the UK institutions represented and some insights from the Post-Event Survey, with 12 out of the 16 exhibitors responding to the Survey.

Institution
Glasgow University
Glasgow Caledonian University
London South Bank University
Oxford Brookes University
Southampton Solent University
Staffordshire University
University of Aberdeen
University of Bath
University College London
University of East Anglia
University of Exeter
University of Kent
University of Liverpool
University of Manchester
University of Northampton
University of Surrey

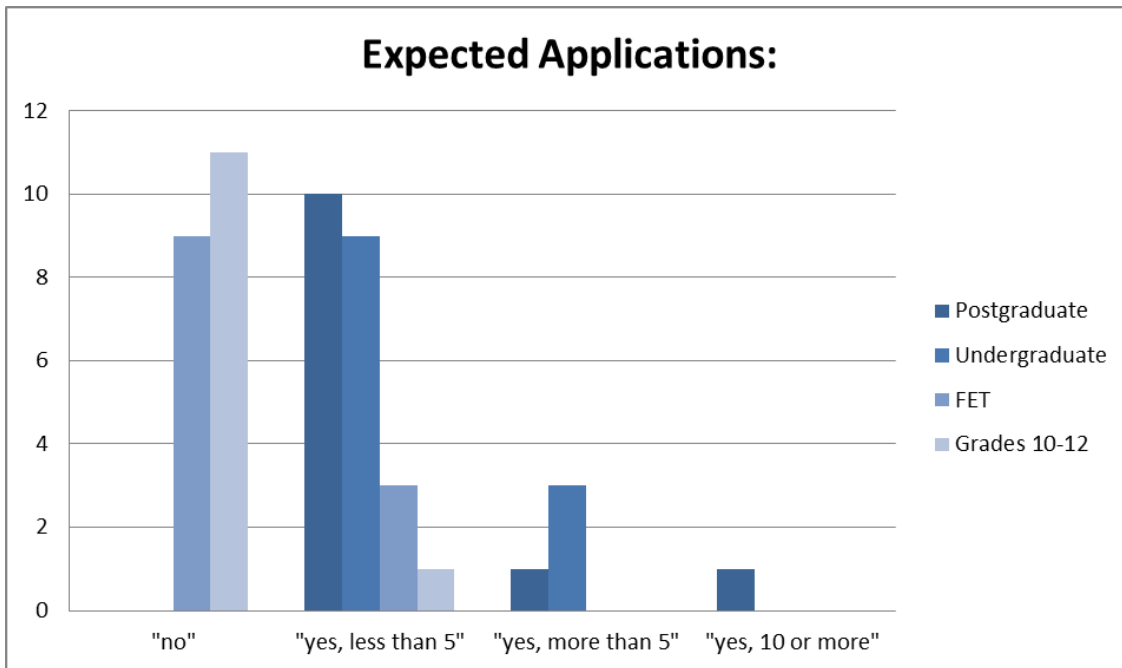
For the table below, the exhibitors were asked to rate their satisfaction in the following areas:

Satisfaction	Number of enquiries	Quality of enquiries	Roadshow date/time	Exhibition length/opening hours	Johannesburg exhibition venue	Cape Town exhibition venue	Organisation of the event	British Council Staff assistance
"extremely satisfied"	3	4	2	2	2	1	3	6
"satisfied"	6	8	4	7	7	8	2	2
"neutral"	3	0	3	2	0	1	5	2
"unsatisfied"	0	0	2	1	3	2	1	1
"extremely unsatisfied"	0	0	1	0	0	0	1	1

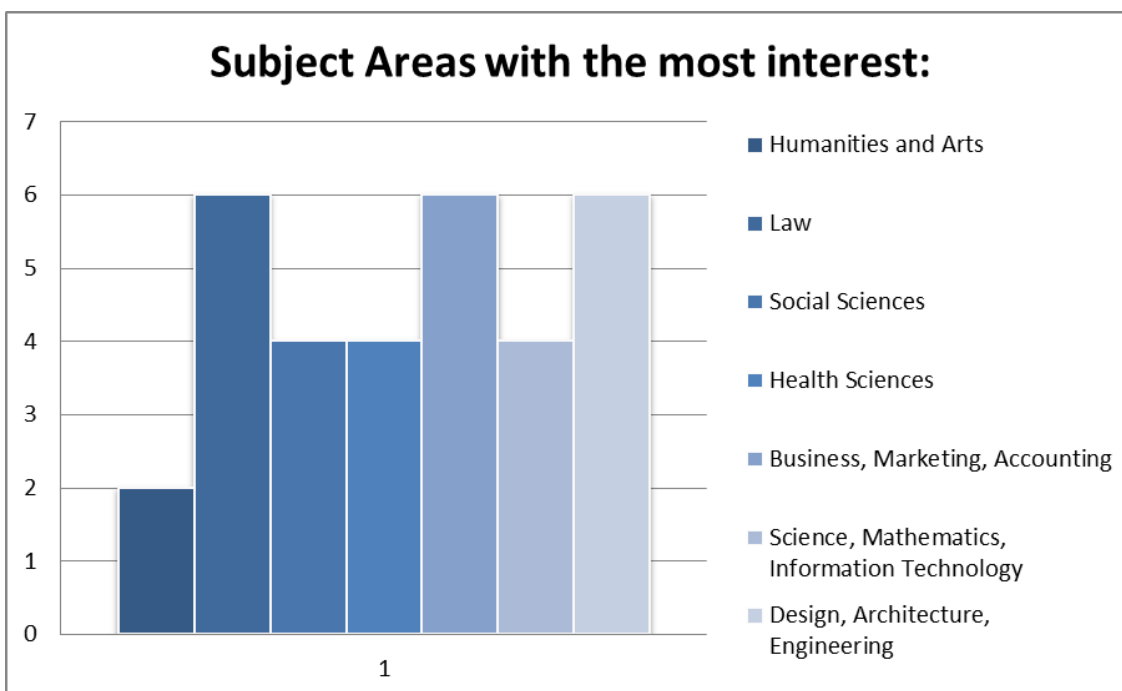
The feedback from exhibitors was largely positive, with two common areas for improvement - the provision of lunch catering during the events and the tightening up of logistics. These areas will definitely be addressed to improve the exhibitor experience at the 2018 Study Tour (see section on Future Steps under consideration for 2018 Exhibition at the end of this report).

From the engagement with the visitors at the events, the exhibitors indicated that the highest market potential in South Africa is for full postgraduate taught courses and undergraduate degrees. As shown in the table below, when asked “Do you expect definite applications for 2017/2018 intakes as a result of participating in this event?” expected applications for postgraduate and undergraduate

degrees dominate, while there are hardly any expected applications for Further Education and Training (FET) and secondary education.



Unlike 2016, where Business/Marketing/Accounting overwhelmingly received more enquiries than any other subject group, there was a more even spread across subject areas at the 2017 events. Exhibitors receive the most queries in the fields of Law, Business/Marketing/Accounting and Design/Architecture/Engineering.



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

It may be better to organise small snacks at the event that delegates can have access to. When fairs are busy our priority is to deal with students however having light snacks at the venue will enable delegates to take few minutes snack breaks as and when needed. I think UG and PG enquiries can be dealt with at the same time so perhaps the events do not need to be separated in the future.

Everything was very well planned. The only two minor issues: it would have been good to have met students from more schools, and it would have been good to have had some catering (even just sandwiches and coffee) laid on at the exhibitions. Other than those, all good.

The exhibition and programme of events compares favourably to all of the British Council exhibitions I have participated in since then (Botswana, Ghana, Nigeria). This is in terms of organisation, events, venues, and the number of exhibition visitors. Overall: very happy with everything.

I was extremely disappointed in the overall organisation of the event and level of support from the British Council... A huge disappointment. Luckily the quality of students was good.

The events were good, but it would really be helpful in the future to have more pre-event information (a couple of weeks in advance). It would also be nice to have the names of other people travelling so that we can coordinate taxis etc - when we arrived in Cape Town a lot of the IOs had booked their own transportation to the same hotel - this could easily have been avoided. It would also be nice to have some table assistants. I just came from a BC event in Nigeria and every university had a local assistant. This made logistics a lot easier especially during busy times. Please organise lunch breaks and ensure that the location is able to at least provide tea/coffee and light snacks :) I appreciate all the hard work that was put in and will be returning next year.

Improvements on 2016 Study Tour

Exhibition Guide

- We printed an Exhibition Guide Booklet with information about the institutions represented, Student Visas and the Student Insight Survey and handed this out at the events

Radio Advertising

- Radio Advertising proved to have a better return on investment when compared to the newspaper advertising for the 2016 event
- We combined the radio advertising with an online campaign via the Mail & Guardian Online, British Council South Africa social media platforms and website, and the Education UK Facebook page

30 minute information sessions during the exhibitions

- The presentations were very popular in Johannesburg, and covered visa applications (Foreign and Commonwealth Office), exams/IELTS, entry requirements/foundation years, Study in Scotland, and information sessions on specific universities

Clustered school visits

- We had clustered school visits, and will repeat this model again in 2018
- Rhenish Girls' High School in the Winelands/Helderberg region in the Western Cape (50km outside of Cape Town City Centre) was added to cater for students in this area (from various schools) who were unlikely to attend the General Exhibition due to the distance
- St Mary's Waverley hosted the school visit in Johannesburg, with a presentation for parents by Janine Carlse the British Council SIEM Project Manager
- We were invited back by both schools who are willing to have students and parents from surrounding and associated schools attend the clustered school visit on their campus

Targeting Postgraduates students

- We were very successful in drawing potential postgraduate students to the exhibitions, and this was due to a more targeted marketing strategy
- We had a dedicated 2 hour exhibition just for visitors interested in postgraduate study before each of the General Exhibitions in each city
- Visitors interested in postgraduate study in the UK made up almost half of all the visitors

Increasing the number of Institutions represented

- We had 16 institutions represented at the 2017 Study Tour, with extra representatives from UKVI and the British Council Exams and Customer Services team (18 stands altogether)
- This is a good increase when compared to the 11 institutions represented at the 2016 Study Tour

Education Agent Limits

- The only education agents at the exhibitions were the ones asked to man a stand by two of the institutional representatives that couldn't attend the Cape Town leg of the Study Tour
- No education agents were marketing their individual services at our public events or school visits

Future Steps under consideration for 2018 Study Tour

Digital Exhibition Guide App:

- There will be a study UK App that can be downloaded on the visitors' mobile devices with information about the programme and the institutions represented

Lunch during Exhibitions:

- In January 2017 we had a "lunch break" for exhibitors between the postgraduate and general exhibitions, but this proved to be difficult to implement
- For 2018, we will make provisions for lunch, tea and coffee at the exhibition venues

Wi-Fi Access:

- We had problems with unreliable Wi-Fi connections at the exhibition venues
- For 2018, we will investigate having a British Council portable reliable "Wi-Fi hotspot" at the venues that the exhibitors can connect to

Planning and Logistics:

- The 2017 final programme could only be confirmed shortly before the Study Tour due to the school year beginning mid-January, and the exhibition being held in the last week of January
- By having the 2018 Study Tour in February, we will be able to get the final programme to exhibitors at least 3 weeks before the Study Tour
- There was pressure when it came to some of the logistics, so to improve on this in the immediate term we would like to keep the number of stands to a maximum of 20

Adding another city

- For 2018 we will focus on bettering our offering in the current provinces of Gauteng and the Western Cape, to cater for more visitors and exhibitors
- Dependant on market research, we will consider adding another city in KwaZulu Natal for the 2019 exhibition and other targeted events

Janine Carlse, British Council SIEM Project Manager, South Africa