



SERVICES FOR  
INTERNATIONAL  
EDUCATION  
MARKETING

**Post-event report for**  
**Education UK Exhibition, Tunisia**  
**27 January 2015**  
**Science City, Tunis, Tunisia**

### Introduction

The Maghreb Education UK Exhibition in Tunisia was held on Tuesday 27 January 2015 at the Tunis Science City. The event brought representatives from 7 UK Education institutions to meet with Tunisian students and parents providing them with information on education opportunities, subject and pathway choices.

A visit to the American School was conducted prior to the exhibition with over 85 young students attending from Years 9, 10 and 11.

The total number of visitors registered at the exhibition was 600. In addition, an estimated 150 attended the opening of the exhibition without registering. This makes a total of 750 to the event.

The exhibition attracted a lot of media interest, with reporters from top mass-circulation newspapers, TV, radio and online coming to attend the opening ceremony of the event.

British Council Tunisia undertook a review of the exhibition to identify what went well, what did not go well, and the key 'lessons learnt' to inform future activities. With feedback from exhibitors and visitors, together with inputs from British Council colleagues, this post-event report presents the results of that review.

Thank you for your participation at the Education UK exhibition in **Tunisia in January 2015** at the **Science City, Tunis, Tunisia**.

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,*

**Sana Ajmi** | Projects Manager, Tunisia

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## Highlights

This exhibition was held at the following venue/time/date...

<b>Venue(s)</b>	Tunis Science City – 27 January 2015
<b>Opening hours</b>	10:30-16:30
<b>Stand costs</b>	£1,450

### Media reporting of the event said -

- “Great Initiative”
- “A very successful fair”
- “ Very busy and well-organized”

## Visitors' profile

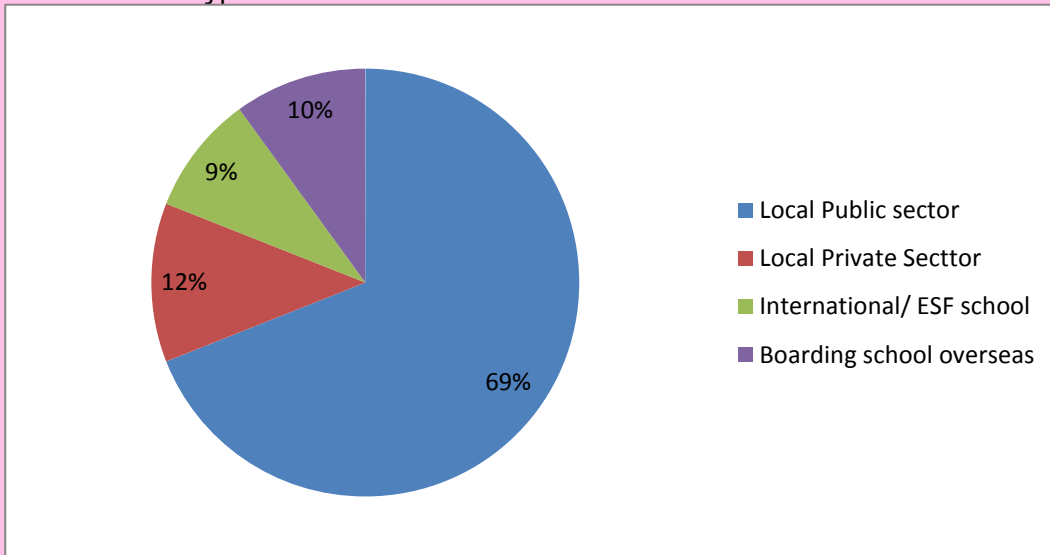
Visitor feedback was collected from a sample of 100 visitors to the event.

**57% of visitors were looking for Postgraduate/ MBAs/ PHDs**

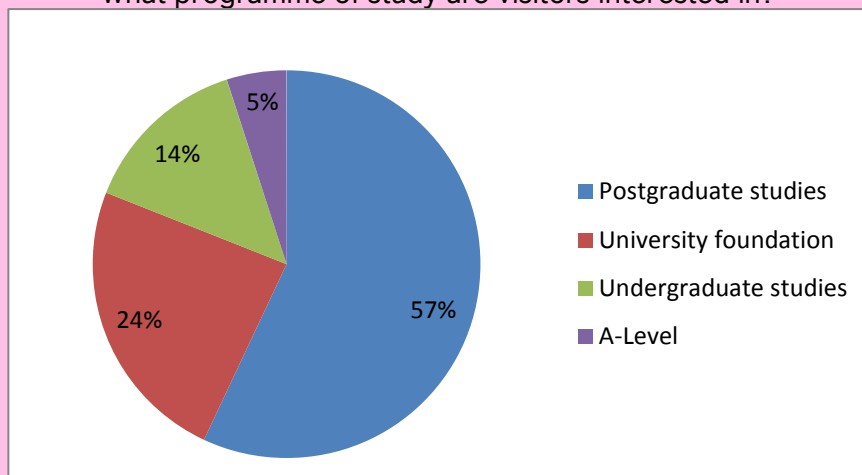
**74% of the visitors were between the Age of 20-35**

**Of the total visitor numbers 67% were female, 33% were male.**

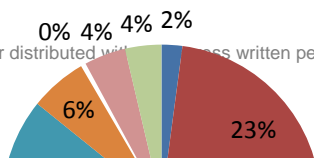
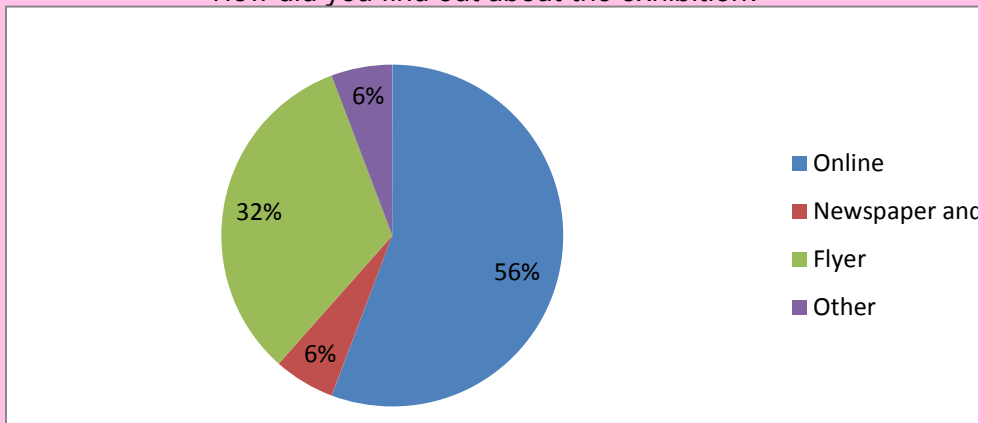
What type of school do/does the visitors/ visitors' child attend?



What programme of study are visitors interested in?



How did you find out about the exhibition?



Marketing

A total of £2000 was spent on Marketing for this exhibition

Our partners (Ministry of Higher Education) helped attract a further 2000

Examples of the marketing include ...

http://bit.ly/1z7KZdp ; http://bit.ly/1zakqZB ; http://bit.ly/1z7L00g ; http://bit.ly/1z7KZdp ; http://bit.ly/1BRR1AC ; http://bit.ly/1zPgorL ; http://bit.ly/1BRR9QQ ; http://bit.ly/1BRRbrl ; http://bit.ly/1CsvFiy



Online:



Outdoor:



TV:



## Visitor's Feedback

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

### Key Recommendations for the British Council include:

- Invite more Institutions to attract larger audience
- Improved distribution of subject Matrix prior to exhibition

## Exhibitor's Feedback

When Exhibitors were asked “Have you developed/built on existing relationships during your visit?” **80% said yes, 20% said no.**

When exhibitors were asked “Will you be attending a similar exhibition next year?” **40% said yes, 20% said no, 40% maybe.**

When exhibitors were asked “overall how satisfied were you with the exhibition?” **80% said very, 20% said somewhat.**

**Some positive quotes from exhibitors:**

- a very successful first regional fair in Tunisia
- a well-organized and very busy event
- an excellent show and I look forward to be a part of it in future

**Some negative quotes from exhibitors**

- The venue should be selected as per the weather conditions at the time of the event
- The lunch and coffee breaks should be properly organized
- More school visits
- More information to students in advance on cost of studying abroad

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

1	Brighton University
2	David Game College
3	Kaplan International
4	Llandrillo Menai International
5	Manchester College
6	Navitas UK
7	Northumbria University



### Future steps

There are several areas that both British Council and the UK institutions can work on to improve the overall arrangement and outcomes of the exhibition. The main findings and recommended next steps are outlined below:

#### **British Council**

- We will consider having a proper exhibitors' lounge where we will serve coffee, tea and light refreshments next year, depending on space and budget constraints.
- British Council understands the importance of providing value-added services to the exhibitors, thus next year we are planning to hold a networking event with local agents, schools, university and Ministry contacts, in order to provide a platform for UK institutions and local stakeholders, agents to meet up, and identify possible collaboration opportunities. This year, a networking dinner was held with contacts from Libya to facilitate contact between the UK institutions and Libyan stakeholders.

#### **UK Institutions**

- It is suggested that institutions invite their alumni to attend future exhibitions and share tales of their life in UK with the visitors.
- Many visitors commented that scholarships opportunities were very low. We recommend institutions to look at ways of providing some sort of scholarship or discount and highlight these during future exhibitions.

The above points, though important, should not detract from what was a successful exhibition. Next year's exhibition (Currently Scheduled for January 2016) will build upon the lessons learned and prove even more popular. We hope to see you there!

Appendix

Visitor Questionnaire

Thank you for taking the time to complete this questionnaire. Your comments will act as a guide for organising similar events in future. We estimate it will take approximately 5 minutes to complete (Include details of prize draw etc.).

1. How old are you or your child?

- Below 11
- 12-19
- 20-23
- 24-35
- Over 35

2. Are you or your child male or female?

- Male
- Female

3. What is your nationality? \_\_\_\_\_

4. If you are a school student or are the parent of a school student, what type of school do you or does your child attend?

*(Please adjust categories if not appropriate to your market)*

- Local public sector
- Local private school (including DSS)
- International/ESF school
- Boarding school overseas

5. What programme of study are you interested in?

- GCSE
- A Level
- Diploma
- Foundation programme
- University Foundation programme
- Undergraduate
- Postgraduate
- Distance Learning
- English language course
- Short English courses
- Others, please specify: \_\_\_\_\_

7. What subject are you interested in studying? \_\_\_\_\_

8. Did this exhibition provide you with the information you were looking for?

- Yes
- No. Please give further details to help us improve future events \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

9. Will you be making an application to study in the UK?

- Yes
- No

11. How did you find out about this exhibition?

- British Council
- Poster/flyer
- Radio
- Internet
- Recommendation/friends/family
- Other. Please indicate where? \_\_\_\_\_

13. Would you like to receive other information from the British Council on a regular basis?

- No
- Yes. Please provide your e-mail address \_\_\_\_\_
- Please provide telephone number (for text updates) \_\_\_\_\_

15. Are your perceptions of UK education now more positive as a result of this exhibition?

- Yes
- No

16. Please rate the following, with 1 being very bad and 5 being excellent:

- |    |   |       |       |
|----|---|-------|-------|
| a. | Quality of the exhibitors                 | _____ | _____ |
| b. | Quality of the venue                      | _____ | _____ |
| c. | Information provided before the event     | _____ | _____ |
| d. | Help/support from British Council staff   | _____ | _____ |
| e. | Quality of UK institutions                | _____ | _____ |
| f. | Range of learning opportunities in the UK | _____ | _____ |
| g. | Networking dinner                         | _____ | _____ |

Thank you for taking time to complete this questionnaire.

End of Report