



**SERVICES FOR  
INTERNATIONAL  
EDUCATION  
MARKETING**

**Post-event report for**  
**Education UK School Visits and Higher Education Days**  
**3<sup>rd</sup> – 5<sup>th</sup> March 2015**  
**Istanbul and Ankara, Turkey**

# Introduction

*Thank you for your participation in the Education UK School Visits and Higher Education Days in Turkey in March 2015 in Istanbul and Ankara.*

*The purpose of this report is to provide 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.*

*While the Turkish high schools hosting the school visits have a strong tradition of sending students to the United States for undergraduate programmes, there is less knowledge of and consequently less interest in the UK market. The knowledge of universities beyond Oxford, Cambridge and London is particularly limited. School Visits therefore provide a valuable opportunity to raise the profile of UK Higher Education and the participating institutions in particular among the 2,660 Grade 11 and 12 students attending these schools.*

*The event, targeted at the HE market, hosted representatives from **21 UK institutions** in Istanbul and **15 UK institutions** in Ankara (listed on page 8), that positively engaged with **high school students** and **current university students**, providing the audience with information on educational opportunities in the UK.*

*The event attracted over **1,500 visitors** thanks in part to the cooperation of college counsellors at a number of well-regarded Turkish schools and the international offices of two prestigious universities.*

*As part of the school visits, a series of seminars were held for students, with topics covered including choosing the right university, the Newton-Katip Çelebi Fund and life in the UK. Additionally the UK institutions received a market briefing on the Turkish higher education market and an update on IELTS from the British Council, alongside an update on UK visa information from UK Visas and Immigration.*

*At the 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,*

**Neslihan Boncuk** | Education Manager, Turkey

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## Highlights

**Education UK School Visits and Higher Education Days took in 9 schools and 2 universities over 3 days in 2 cities.**

### **Venues and opening hours**

**Istanbul Day 1: 08.35 – 18.30**

**Istanbul Day 2: 08.30 – 15.00**

**Ankara: 09.00 – 16.00**

**Participation cost: £900 for Istanbul (two days) and £450 for Ankara (one day)**

**A number of seminars were held, covering such topics as...**

- **Workshop on Mock Admission Process**
- **Enhancing employability**
- **Choosing the right university**
- **Studying and living in the UK**
- **Newton-Katip Çelebi Fund**

**Comments regarding the event included...**

- **“A highly productive and informative tour”**
- **“A great model”**
- **“Support given by British Council staff was excellent!”**

## Visitor profile

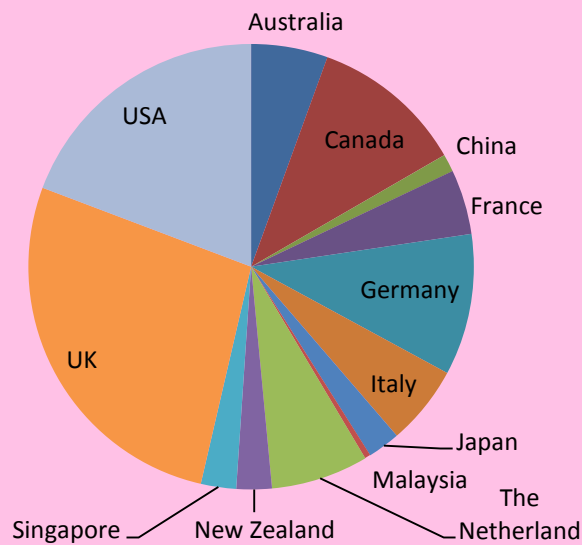
The subjects that students were most interested in were Engineering, Medicine, and Business and Management.

A further breakdown of interest levels can be found in the Appendices.

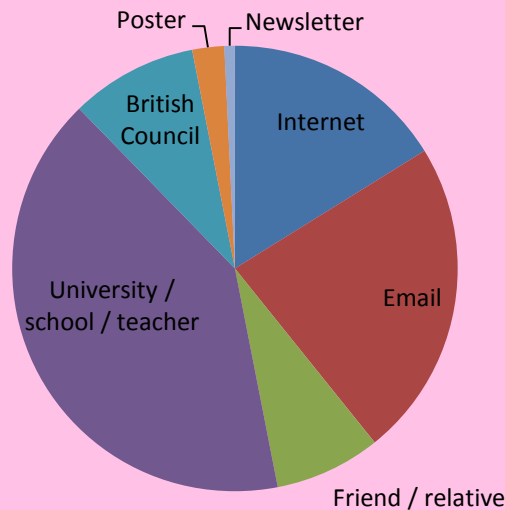
68% of respondents cited “high academic standards” and 38% cited “international recognition of qualifications” as their main motivation for overseas study.

A complete list of motivations can be found in the Appendices.

### Which countries are students interested in?



### How did you find out about the event?



# Marketing

As the majority of the events were only open to students of the hosting schools, much of the marketing was internal and took the form of e-mails or contact with individual college counsellors. The events held at Middle East Technical University and Bilkent University in Ankara were marketed to students by the universities' International Co-operations Offices via posters, outdoor banners, email and social media channels.

**A total of £1,800 was spent on marketing for the tour – co-funded by the GREAT Britain Campaign.**

**Different posters were designed for the event – 300 were placed in 13 participating schools and universities (bilingual posters).**

**The event was promoted online through the Education UK Turkey website and Facebook (UK universities only)**

## Poster



## Facebook



## Outdoor banner



# College Counsellors' Feedback

Due to the format of the events, and time constraints, we were unable to gather feedback from individual visitors. College counsellors from the hosting Turkish schools and universities were asked to provide feedback on behalf of both their institutions and students.

A full list of the schools visited can be found in the appendix.

**When the college counsellors were asked if the event was high quality, 85% agreed with the statement.**

**When asked "Overall, did the event meet the expectations of you and your students" 90% of the college counsellors strongly agreed.**

**When the college counsellors were asked "Did you acquire new knowledge or skills through this event?" 70% said yes.**

## Some examples of quotes from college counsellors following the school visits:

- The fair as well as the personal statement workshop was very useful.
- Use a few speakers in the seminars, if possible, as different points of view are very good with the topics you present.
- The students benefited from networking with the university representatives and attending the seminars.
- One-to-one communication with university representation was beneficial for students. Yes, we would like to host the event next year too.
- The event was beneficial to the participants and we'll be delighted to host it next year.

## Key Recommendations for the British Council include:

- Using more speakers in the seminars in order to provide the audience with several viewpoints.
- Include a seminar on studying in the UK – including information on admission, helpful websites etc. – at all of the schools visited.
- Schedule school visits on the Asian side and European side on different days to avoid traffic on the bridge.

## Exhibitors' Feedback

**21 unique UK HEIs were represented over the 3 days of the school visits.**

A full list of exhibitors can be found in the Appendices.

**When exhibitors were asked “Would you consider coming back to the next British Council event in Turkey?” 63% said yes, 37% were undecided.**

**56,2% of exhibitors agreed with the statement “Overall, this was a high quality event”**

**Exhibitors were asked “How likely are you to recommend the British Council to your peers. 100% of exhibitors are likely to recommend the British Council.**

### **Some positive quotes from exhibitors:**

- The School Visits were generally good. However, if supported by the hosting school, the age of the students participating should be restricted to the final two (senior) years.
- Good quality students but the majority were very young (grade 9s and 10s).
- Support given by the British Council staff was excellent!
- Very good and useful market briefing.
- Organisation and promotion of all events was excellent as usual.

### **Some negative quotes from exhibitors:**

- 4 school visits in a day may be too many, if it involves arriving late at multiple venues.
- Please can you only concentrate on schools.
- It would have been useful to have some information about institutions prior to the event or on the bus before arriving at each school.
- Sometimes it felt a bit rushed. I understand there were unavoidable traffic problems though.



## Future steps

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

### The British Council

- Due to negative feedback regarding the traffic situation in Istanbul and its effect on timings throughout the day, future versions of the Education UK School Visits may feature reduced numbers of schools visited per day. This will ensure that students and UK institutions can make more effective use of their time in the city with meaningful face-to-face contact.
- Feedback from several exhibitors suggested that they would benefit from receiving information about each school prior to arrival – either on the bus or as a handout.
- The decision of which schools to include in the programme will be made based on the feedback received from the participating UK HEIs
- As a result of feedback suggesting that the students at many schools were quite young, college counsellors will be encouraged to promote the event more heavily amongst older students.
- There was positive feedback from exhibitors regarding the timing of the event held at MEF Schools that, due to being held in the late afternoon/early evening, allowed parents to join their children. The feasibility of including events at similar times will be assessed in advance of future Education UK School Visits.

### UK Institutions

- Institutions should follow the freight instructions and programme schedule to help the group start and move without any delay
- Institutions should collaborate to volunteer as seminar speakers and be flexible to offer joint seminars for students to show different point of views

The above points, though important, should not detract from what was a successful set of school visits. Next year's Education UK School Visits (currently scheduled for 1-3 March 2016), alongside the Education UK Days in October 2015, will build upon the lessons learned and prove even more popular. We hope to see you there!

# Appendix

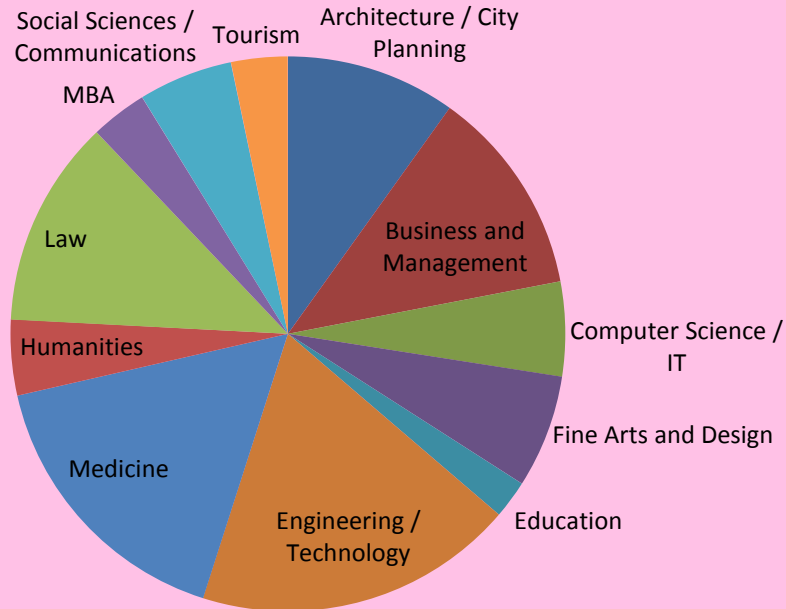
Istanbul		Ankara	
1	Goldsmiths, University of London	1	Kingston University
2	Kingston University	2	London Metropolitan University
3	London Metropolitan University	3	Newcastle University
4	Newcastle University	4	Ravensbourne
5	Ravensbourne	5	Royal Holloway, University of London
6	Royal Holloway, University of London	6	Sheffield Hallam University
7	Sheffield Hallam University	7	The University of Manchester
8	Staffordshire University	8	University of Birmingham
9	The University of Northampton	9	University of Bradford
10	The University to Sheffield	10	University of Greenwich
11	University of Bath	11	University of Leeds
12	University of Birmingham	12	University of Lincoln
13	University of Bradford	13	University of Roehampton
14	University Of Exeter	14	University of Surrey
15	University of Greenwich	15	University of Westminster
16	University of Leeds		
17	University of Lincoln		
18	University of Roehampton		
19	University of South Wales		
20	University of Surrey		
21	University of Westminster		
22	University of Worcester		

## List of schools/universities visited

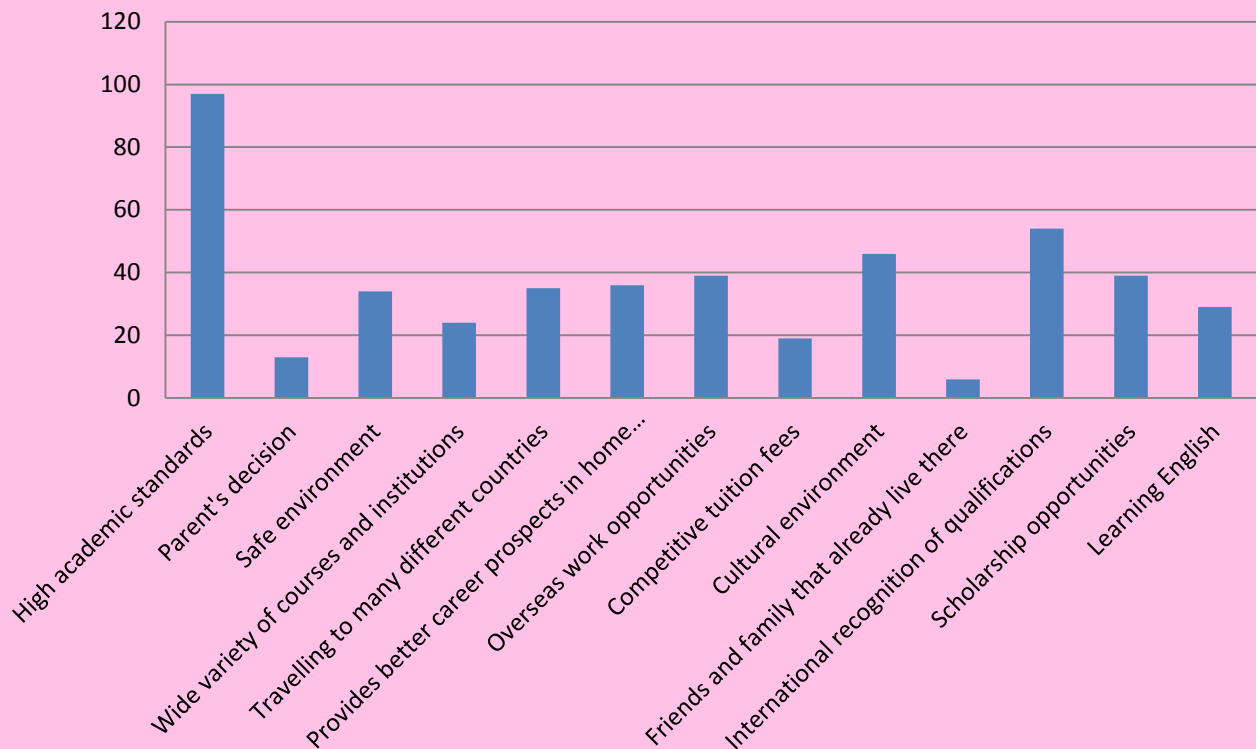
Istanbul	Ankara
Istanbul International Community School	TED Ankara Koleji
Hisar Schools (HEV)	Bilkent Üniversitesi
Üsküdar American Academy	Middle East Technical University (ODTÜ)
MEF Schools	
Also represented: Robert College Terakki Foundation Schools Ulus Private Jewish Schools	
Eyuboğlu High School	
Irmak Schools	
TED Istanbul Koleji	
Acar Kent Doğa Schools	

## Visitor Profile (continued)

### What subjects are students interested in studying?



### What is the motivation for students to study overseas?



End of Report