Education UK Business and Finance Study Tour

14 September, 2015 – Dubai, UAE

1. Event fact file

United Arab Emirates

Venue	Towers Rotana Hotel – Sheikh Zayed Road Summit 5 & 6
Opening hours	16.30-2100
Exhibition inaugurated by	Clare Grundy, Deputy Country Director British Council, UAE
Participation costs	£925 plus VAT
Seminars	UAE Market Briefing –Dina Kanan, UAE Manager, Services for International Education Marketing, British Council The Role of UKTI in the UAE – Sunita Mirchandani, Trade and Investment Adviser, British Embassy Dubai
Meetings	Knowledge and Human Development Authority Meeting (KHDA)
School Visits	Indian High School, Dubai
Gold Sponsor	British Council IELTS UAE

2. Key statistics

Total number of exhibitors	11
Total number of attendees (school and fair)	162
Demographics of visitors	63% *male*
	37% *female*
Level of degree	69% *undergraduate*
	31% *graduate*

3. Impact of marketing plan

This year's exhibition promotion, marketing and media plans was carried out both externally (Virtue PR and Consultancies) and internally (by the British Council Marketing Team). Other campaigns included targeted e-mail distributions; school visits in Dubai and Northern Emirates, website and Facebook campaigns .5000 flyers were also printed, and distributed to top 25 schools in the UAE, British Council offices in the UAE and agents.

According to online registrations, over 57 per cent of visitors found out about the event through the British Council Website and Facebook page and over 15 per cent through Internet followed by email shots and through friends.

The marketing plan this year included:

1. Specific targets:

- 92,000 likes British Council UAE Facebook page
- LinkedIn 2992 targeted UAE followers
- Twitter (recently launched)

2. Key messages to different audiences

- Parents, School students, Potential Postgraduate Recruits

3. Selecting different channels for communication (Arabic and English)

- Digital: Website, social media, e-mail marketing, SMS blast
- Off-line: flyers (5,000 printed and distributed)

4. British Council Website – Online Coverage (52,000 monthly visitors British Council UAE page)

## 5. English and Arabic Press Release (please see Appendix1)
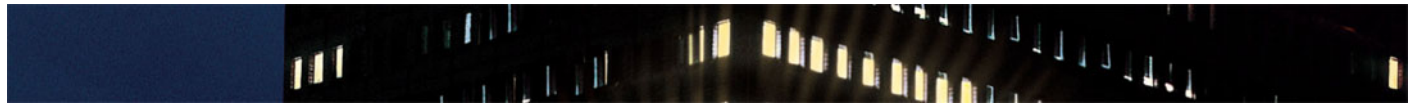
4. Key recommendations for the British Council

Exhibitors' feedback was very positive in general for the work and support provided by the British Council before and during the exhibition. Positive comments were given regarding the venue location, organization of the exhibition, meeting at KHDA and school visit. Some delegates reported that the afternoon fair was too long and quiet and therefore recommended more school visits instead. We will be increasing the number of school visits next tour and replace the fair with a networking event with stakeholders including agents, scholarship department and high school counsellors.

5. List of participating institutions

No.	Institution
1	Coventry University
2	Liverpool John Moores University
3	Northumbria University
4	Oxford International Education Group
5	Queen Mary University of London
6	Staffordshire University
7	The University of Law
8	The University of Sheffield
9	University of Kent
10	University of Southampton
11	University of Salford
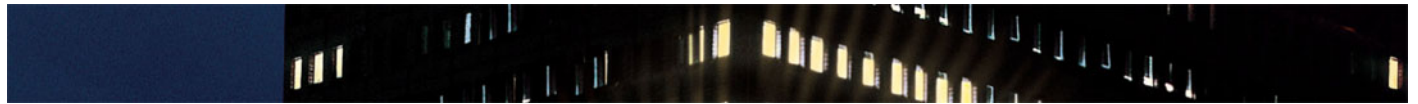
6. Visitors survey results

	Strongly Agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
The event met my expectations	4	5	1	0	0
Overall, this was a high quality event	4	4	2	0	0
The British Council is among the leading organisations in its field	5	5	0	0	0

How likely is it that you would recommend the British Council to a friend/colleague?

10	9	8	7	6	5	4	3	2	1	0
0	0	4	4	2	0	0	0	0	0	0

7. Exhibitors' survey results

Pre-event

A) Information and support that I needed before the event

Strongly Agree	1
Agree	6
Disagree	0
Strongly Disagree	0
No Response	0
Totals	0

The event

A) The exhibition date was appropriate for my institution

Strongly Agree	0
Agree	7
Disagree	0
Strongly Disagree	0
No Response	0
Totals	0

B) The length of the event and the opening hours were appropriate

Strongly Agree	1
Agree	5
Disagree	1
Strongly Disagree	0
No Response	0
Totals	0

C) The exhibition venue was appropriate for the event

Strongly Agree	2
Agree	5
Disagree	0
Strongly Disagree	0
No Response	0
Totals	0

Market Information

A) Do you expect to have definite applications as a direct result of attending this event

Yes	1
Possibly	2
No	4

B) In which subjects and at what levels did you receive the most interest?

Business	4
Law	1
Economics	1

C) What do you feel is the biggest market potential for your institution in the UAE?

1) **PG (Business Management)**
2) **I thought it was UG Business & Engineering but maybe the timing is not right! Later in September or Early October!!!**

D) Do you or another representative from your institution plan to return to the UAE within the next 12 months?

Yes	6
No	0
No response	1

Additional Comments

1) *Participation in Nov '15*
2) *I will be here several times for agent events and agent visits*

Appendix 1: Advertising and promotion plan (media plan)

Date	Publication	Summary	Market	Language	Media Type	Circulation
11/09/2015	Al Ittihad	British council to host 'UK business & finance' tour showcasing programmes of 11 UK universities in Dubai	United Arab Emirates	Arabic	Newspaper	109,640
11/09/2015	Gulf Today	British council to host 'UK business & finance' tour showcasing programmes of 11 UK universities in Dubai	United Arab Emirates	English	Newspaper	46,200
11/09/2015	Al Wahda	British council to host 'UK business & finance' tour showcasing programmes of 11 UK universities in Dubai	United Arab Emirates	Arabic	Newspaper	30,000
11/09/2015	Al Ittihad Newspaper Website	British council to host 'UK business & finance' tour showcasing programmes of 11 UK universities in Dubai	United Arab Emirates	Arabic	Website	109,640
11/09/2015	Gulf Today Website	British council to host 'UK business & finance' tour showcasing programmes of 11 UK universities in Dubai	United Arab Emirates	English	Website	70,098
11/09/2015	Zawya English	British council to host 'UK business & finance' tour showcasing programmes of 11 UK universities in Dubai	Pan Arab	English	Website	500,000
11/09/2015	BBG Dubai	British council to host 'UK business & finance' tour showcasing programmes of 11 UK universities in Dubai	United Arab Emirates	English	Website	64,345
11/09/2015	Arabian Campus	British council to host 'UK business & finance' tour showcasing programmes of 11 UK universities in Dubai	Pan Arab	English	Website	1,000,000
11/09/2015	Firework Events	British council to host 'UK business & finance' tour showcasing programmes of 11 UK universities in Dubai	Pan Arab	English	Website	24,644
11/09/2015	Feeds Floor	British council to host 'UK business & finance' tour showcasing programmes of 11 UK universities in Dubai	Pan Arab	English	Website	76,734
11/09/2015	Business Intelligence ME	British council to host 'UK business & finance' tour showcasing programmes of 11 UK universities in Dubai	Pan Arab	English	Website	94,355
11/09/2015	Eye of Dubai	British council to host 'UK business & finance' tour showcasing programmes of 11 UK universities in Dubai	United Arab Emirates	English	Website	34,824
11/09/2015	Asia Travel Tips	British council to host 'UK business & finance' tour showcasing programmes of 11 UK universities in Dubai	Pan Arab	English	Website	74,834
11/09/2015	Al Jaras Magazine	British council to host 'UK business & finance' tour showcasing programmes of 11 UK universities in Dubai	Pan Arab	Arabic	Website	56,753
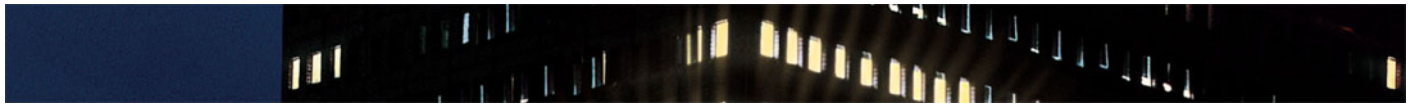
11/09/2015	Rasd 24	British council to host 'UK business & finance' tour showcasing programmes of 11 UK universities in Dubai	Pan Arab	Arabic	Website	115,723
11/09/2015	Face Iraq	British council to host 'UK business & finance' tour showcasing programmes of 11 UK universities in Dubai	Iraq	Arabic	Website	58,782
11/09/2015	Eye of Dubai Arabic	British council to host 'UK business & finance' tour showcasing programmes of 11 UK universities in Dubai	United Arab Emirates	Arabic	Website	34,824