



SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING

Post-event Report for

Education UK UAE Schools Tour

6 March 2016
Dubai, UAE

Introduction

Thank you for your participation at the Education UK UAE School Tours in Dubai, in UAE on March 6, 2016.

The purpose of this report is to provide you with 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.

The tour hosted representatives from **7 UK institutions** (listed on page 8) that positively engaged with prospective students in the following schools: **GEMS Wellington International School, Jumeirah College and GEMS World Academy**. The delegates provided the audience with information on studying in the UK. The tour was followed by a networking reception with agents, high school counsellors and British Council IELTS at the British Council Dubai office.

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,

Dina Kanan | SIEM Manager, United Arab Emirates

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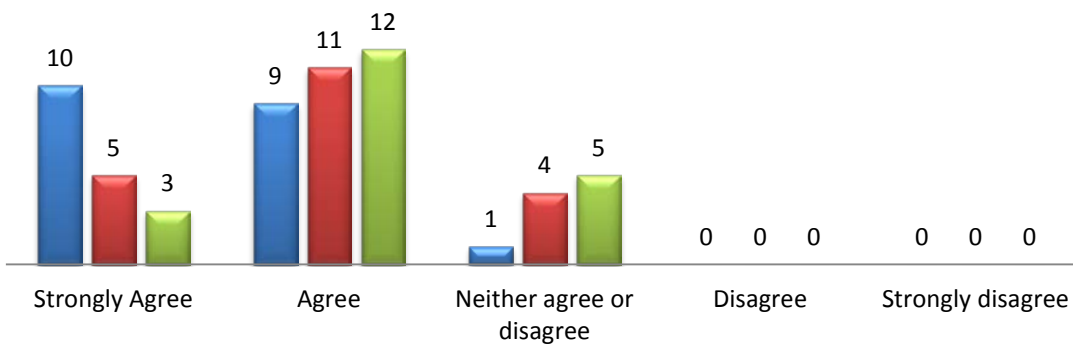
Date	Time	Activity
Sunday March 6 2016	08:00-08:30	Market Brief in Park Regis Hotel Meeting Room-113 (1st Floor)
	08:30-08:40	Meet at Park Regis lobby
	08:40-09:15	Transport from Park Regis Hotel to GEMS Wellington International School
	09:15-09:30	Meeting with Ms. Laura Curran (School Counsellor) GEMS Wellington International School
	09:30-10:15	Meet Students of GEMS Wellington International School
	10:15-10:45	Transport to brunch
	10:45-11:45	Brunch at Shakespeare & Co. (http://www.shakespeare-and-co.com/?locations=safa-centre)
	12:00-13:00	Meeting with Ms. Amanda Jewel (School Counsellor) and students of Jumeirah College
	13:15-13:45	Transport from Jumeirah College to GEMS World Academy School
	14:00-15:00	Meeting with Mrs. Pascale Thomas (Head of Secondary Counselling) and students of GEMS World Academy School
	15:00-15:30	Transport from GEMS World Academy to British Council, Dubai
	15:30-16:00	IELTS Meeting at British Council
	16:00-17:30	Networking Reception with Agents at British Council
17:30-18:00	Transport from British Council to Park Regis Hotel	

Visitor's Feedback –March 6 School Visits, Dubai

A printed survey was distributed during the 3 school visits in Dubai to 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.

Visitor's Feedback

- The event met my expectations
- Overall, this was a high quality event
- The British Council is among the leading organizations' in its field



	Strongly Agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
The event met my expectations	10 (50%)	9 (45%)	1 (5%)	0	0
Overall, this was a high quality event	5 (25%)	11 (55%)	4 (20%)	0	0
The British Council is among the leading organizations' in its field	3 (15%)	12 (60%)	5 (25%)	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%	15%	10%	30%	15%	25%	5%	2%	1%	0%	0%

Do you have any suggestions as to how we could improve similar events/activities in the future?

- Have a wider variety of universities at these kinds of events.
- Larger range of Universities.
- Find more space and add more options of Universities.
- No improvements needed. Very interesting.
- More Universities focused on Arts would have been nice.
- Wide range of subject areas.
- Perhaps more information into less well known courses.
- Yes very informative. More universities that are widespread over the UK.
- I found it great.
- Have more schools presented.

Exhibitor's Feedback

Only one of the participating universities provided feedback

Please rate the following aspects of the event(s) that you participated in

	Dubai
Quality of visitors	8
Number of visitors	8
Suitability of venue	8
Standard of catering	10 - Excellent
Promotion of event	10 - Excellent
Duration of event	9
Interpreters	n/a

Please rate the following aspects of the British Council

Lead-in time for registration Excellent (10)
Communications Excellent (10)
Quality of handbook Excellent (10)
Pre-event Briefing Excellent (10)
Seminar programme Excellent (10)
Logistical support/arrangements Excellent (10)
Professionalism of the team Excellent (10)
Knowledge is GREAT reception N/A
Overall value for money (6)

Was the (calendar) timing of this event right for you?

Yes

How was the (day) timing of the event?

The start time was fine

What is your primary market interest in this event (tick all that apply)

Undergraduate

Have you developed/built on existing relationships during your visit?

Yes - with agents

Yes - with local institutions

What are the main learning points you have picked up for marketing your institution in the UAE in the future?
 This is a very broad and diverse market, but one which values UK education very highly.

What recommendations do you have for events in the UAE in future?
 It would be good to visit more schools.

Have you attended events organised by the British Council in the UAE previously?
 No

How likely are you to recommend the British Council to your peers and colleagues?
 Likely

Overall summary

This event met my expectations Agree

Overall, this was a high quality event Agree

What other services would interest you for the UAE in future?

	Rating
Consultancy for student recruitment purposes	4
Consultancy for developing partnership/TNE programmes	4
Support in partnering with local institutions	4
Advertising in Education UK – branded publications	3
Advertising in digital marketing programmes	3
Advertising in outreach marketing programmes for profile raising purpose	4
Organising promotional public events	4
Organising institutional promotional events at local schools & universities	5 - Very interested
Agent networking activities	4

Please indicate any market intelligence needs you have for this market?

	Ratings
Current student mobility trends	4
Future prospects/trends for student recruitment	4
Student demand for specific subjects/types of study	4
Opportunities for partnerships	4
Niche marketing channels	4

List of participating universities

- University of Leeds
- Middlesex University
- New College of Humanities
- University of Manchester
- Teesside University
- University of Worcester
- Manchester Metropolitan University