



Education UK Exhibition Uganda, Designing your own future

Post-event report for Education UK Exhibition, Uganda Designing your own future

Date of event: 20th January 2016
Venue: Sheraton Hotel Kampala, Uganda



1. INTRODUCTION

The Education UK exhibition offered a remarkable opportunity for visitors interested in UK qualifications to have a one on one interaction with representatives from 5 UK Universities – Middlesex University, Teesside University, University of Dundee, Aberystwyth University and Coventry University.

On 20th January, Sheraton Hotel Kampala was the international networking hub attracting over 340 visitors from schools, universities and the general public seeking information on student visa requirements, applying for a scholarship , International English Language Testing System, living and studying in the UK , university courses offered and career advice.

In addition to the general exhibition, there were parallel presentations made by University of Dundee, Commonwealth Scholarship and Fellowship Plan (CSFP) alumni and Millicent Mugabi the Programme Manager, British Council Uganda, These sessions were well received and attended with the most popular being the scholarship session

British Council as a team carried out a detailed review of the exhibition to ascertain what went well, what did not go well, and the key lessons learnt to improve on future events. This post-event report gives the results of that review.

British Council would like to appreciate everyone's participation at the Education UK Exhibition, Kampala, Uganda.



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1. Highlights

British Council understands the importance of providing value-added services to the exhibitors. Prior to the exhibition, 19th January 2016, we, the British Council Team, had a briefing session at the British Council Offices, in order to prepare for the event and have team building.

This year, the Education UK exhibition focused on general education programs and courses offered by the exhibiting institutions with the tagline “Design your own future”. The exhibition was opened by Peter Brown, Director British Council Uganda. Drawing over 340 visitors, it achieved great results in terms of participation, attendance and public awareness.

The parallel presentations were a platform for sharing opinions, receiving information on the UK Students visa changes; Energy, Petroleum, Mineral Law and Policy MSc Programmes at the University of Dundee; Living and studying in the UK; International English Language Testing System and Applying for a scholarship.

The Presenters included;

- Millicent Mugabi, Programme Manager - British Council Kampala Uganda
- Paul Kakande, Exams Supervisor - British Council Kampala Uganda
- Dr. Brian Howieson, University of Dundee
- Arthur Bright Nuwagaba, Ogara Collin, Edson Munanura and Edwinah Atusingwize, Commonwealth Scholarship & Fellowship Plan Alumni.

2. Marketing

Extensive social media campaign was done on the British Council Uganda website and Facebook page together with radio advertising from Wednesday 13th to Tuesday 19th January. In addition to all this, a newspaper advertisement ran on Friday 15th January 2016.

Radio advert:

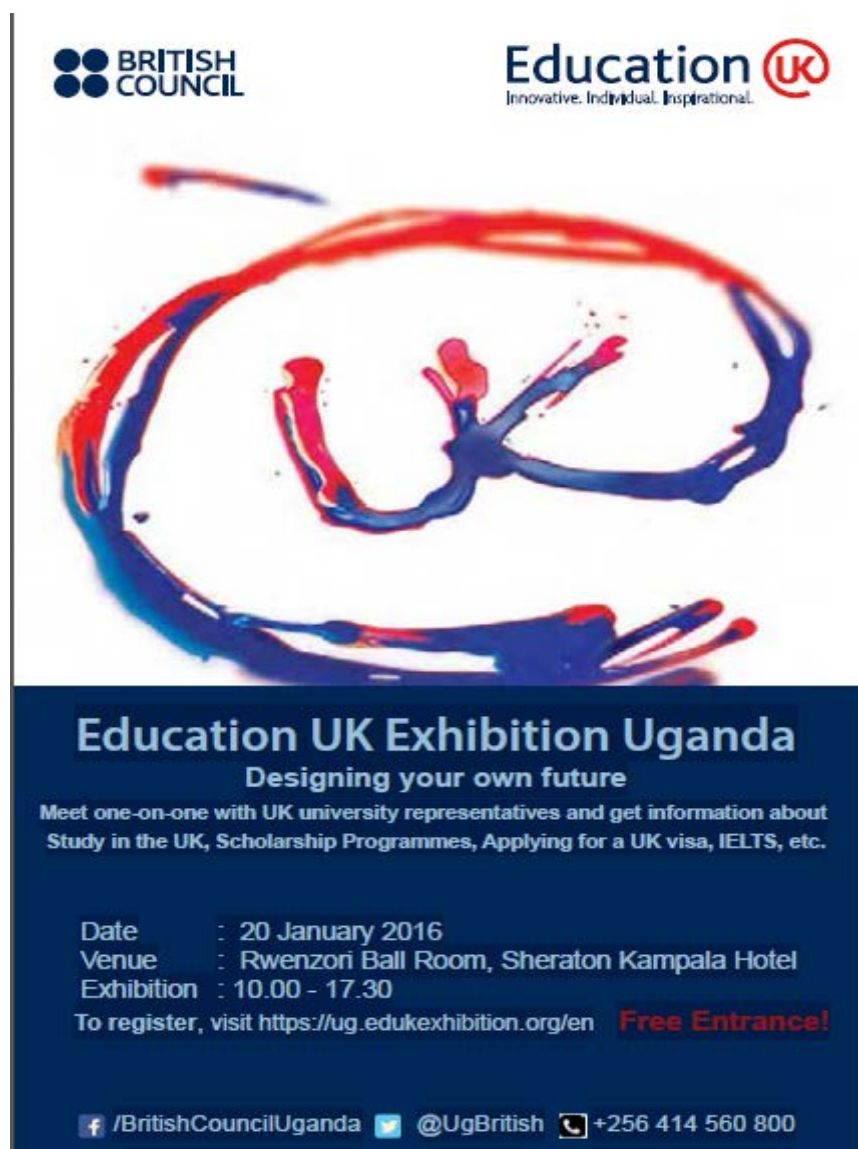
British Council Uganda invites you to the 2nd Education UK Exhibition.

Come and meet UK University representatives and learn more about studying in the UK, scholarship programmes, applying for a UK visa, the required English language exam and so much more.

The Exhibition will take place on Wednesday 20 January 2016 at the Sheraton Kampala Hotel from 8:00am to 5:30pm. Entrance is free!!

Register today at www.britishcouncil.ug or find us on Facebook /BritishCouncilUganda!

An E-flier was produced and displayed on the British Council website



The flyer features the British Council logo (four blue dots) and the Education UK logo (with the tagline 'Innovative. Individual. Inspirational.' and a UK flag icon). The central image is a stylized graphic of a person's head and shoulders, formed by thick, flowing lines in red and blue. Below this is a dark blue section with white and red text.

BRITISH COUNCIL

Education UK
Innovative. Individual. Inspirational.

Education UK Exhibition Uganda
Designing your own future

Meet one-on-one with UK university representatives and get information about Study in the UK, Scholarship Programmes, Applying for a UK visa, IELTS, etc.

Date : 20 January 2016
Venue : Rwenzori Ball Room, Sheraton Kampala Hotel
Exhibition : 10.00 - 17.30
To register, visit <https://ug.edukexhibition.org/en> **Free Entrance!**

[/BritishCouncilUganda](https://www.facebook.com/BritishCouncilUganda) [@UgBritish](https://twitter.com/UgBritish) +256 414 560 800



Newspaper advertisement

BRITISH COUNCIL

Education UK
Innovative. Individual. Inspiring.

Education UK Exhibition Uganda

Designing your own future

Come & meet one-on-one with UK university representatives and get information about Study in the UK, Scholarship Programmes, applying for a UK visa, IELTS & much more...

Wednesday 20 January 2016 | Sheraton Kampala Hotel | 10.00 - 17.30

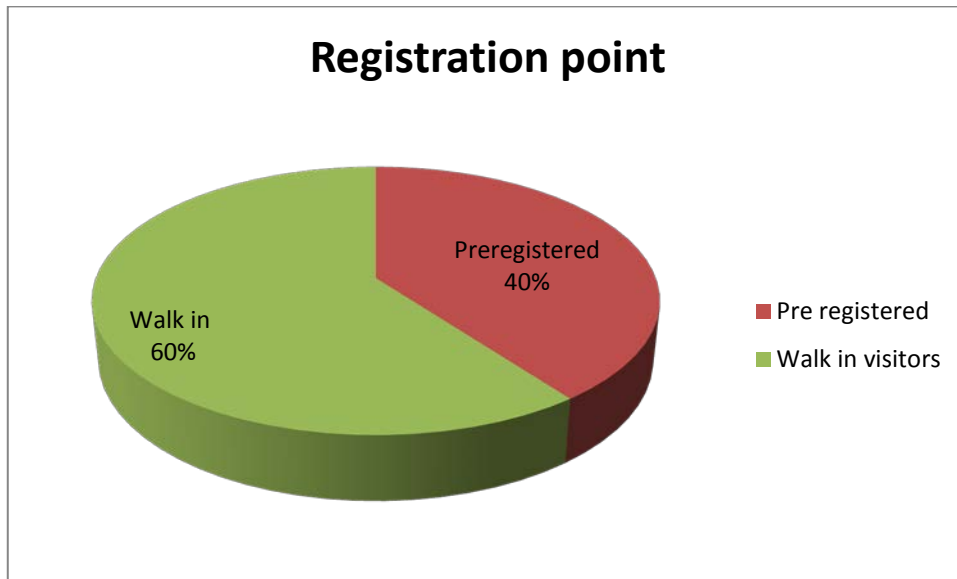
Register to attend at <https://ug.edukexhibition.org/en> **Entrance is Free!**

[/BritishCouncilUganda](#) [@UgBritish](#) [+256 414 560 800](#) www.britishcouncil.ug

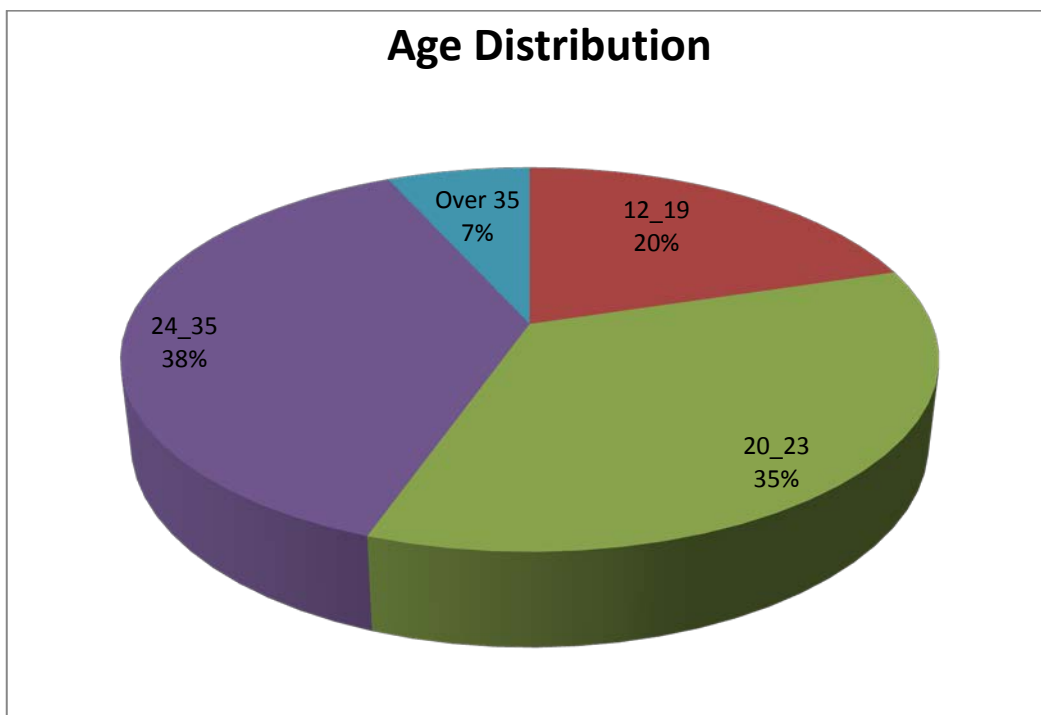
An email shot with the e-flyer was sent out to our 4000+ contacts in our student database and SMS reminders were sent out on the evening of 19 January 2016



3. Visitors' Profile and Feedback

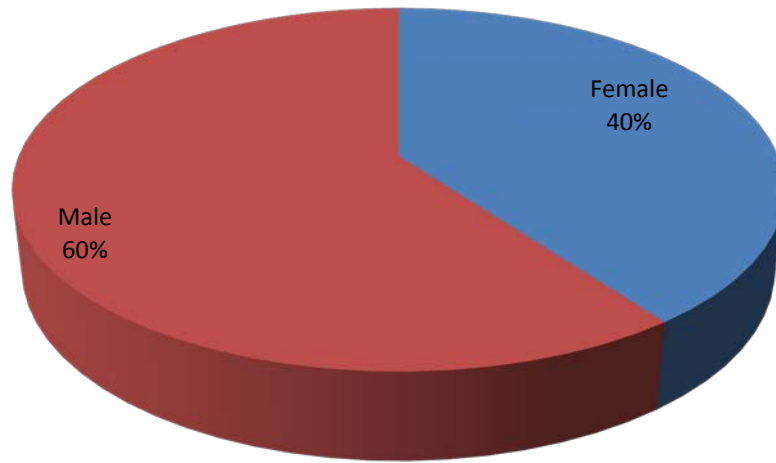


The information in this section was extracted from a printed evaluation form that the visitors completed at the end of their visit. 148 evaluation forms were completed which is 43.27% of all attendees

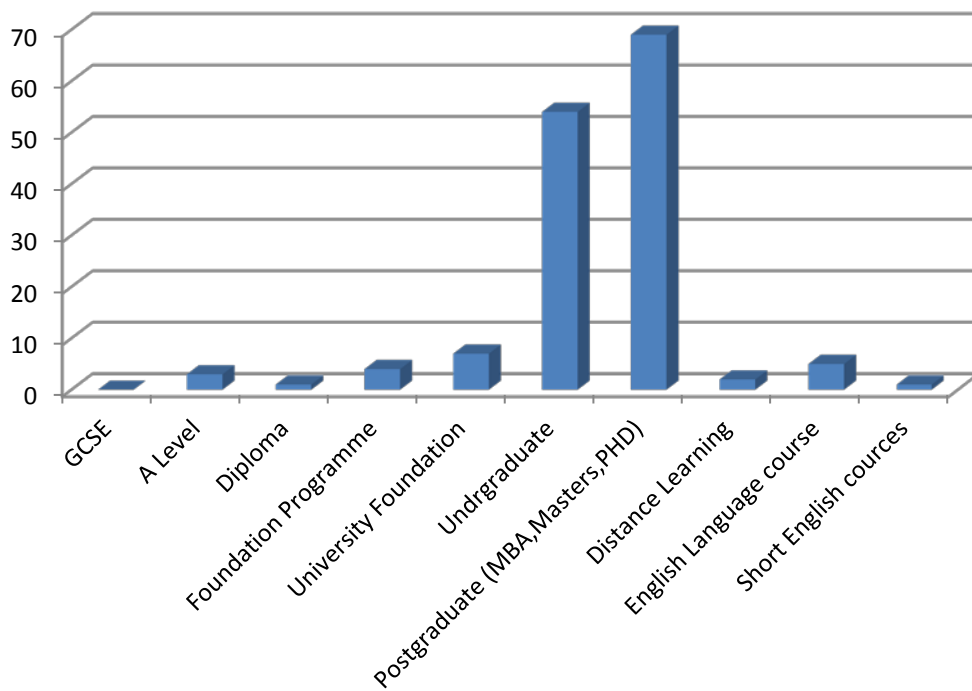


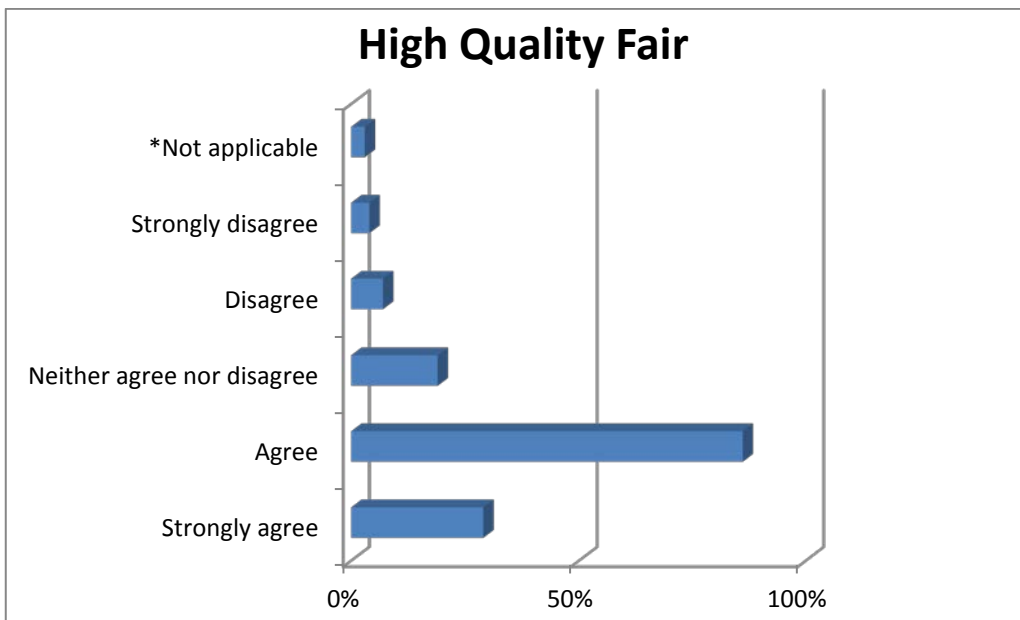
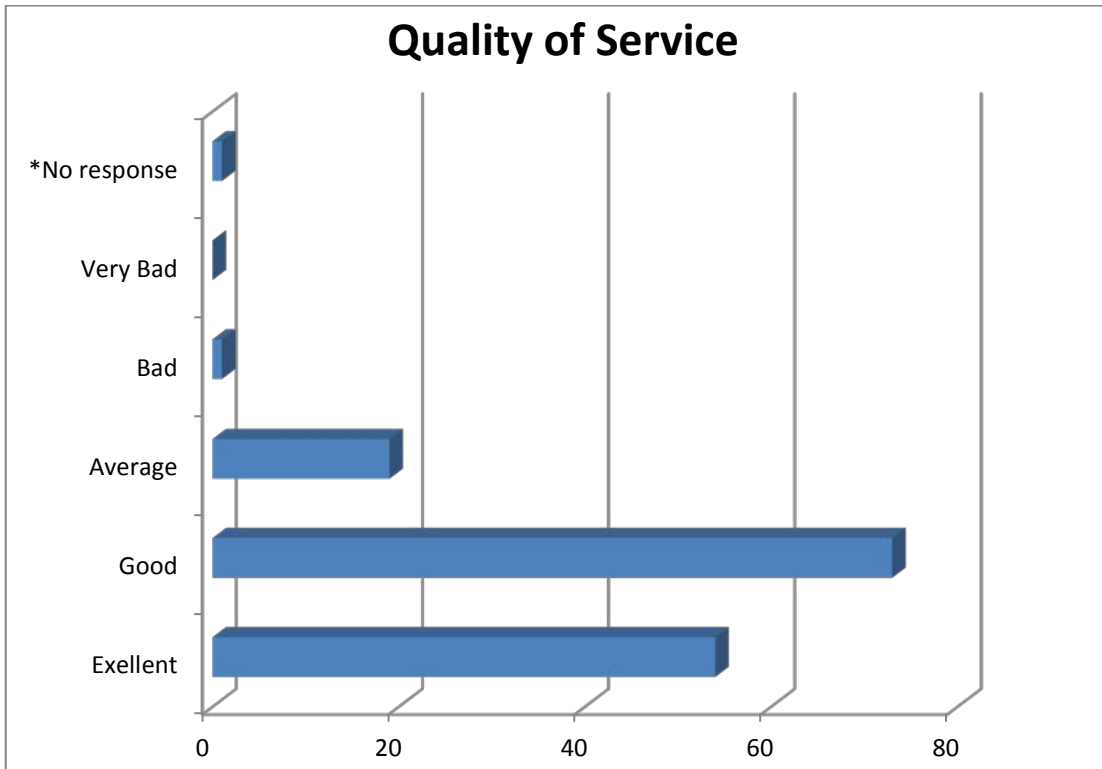


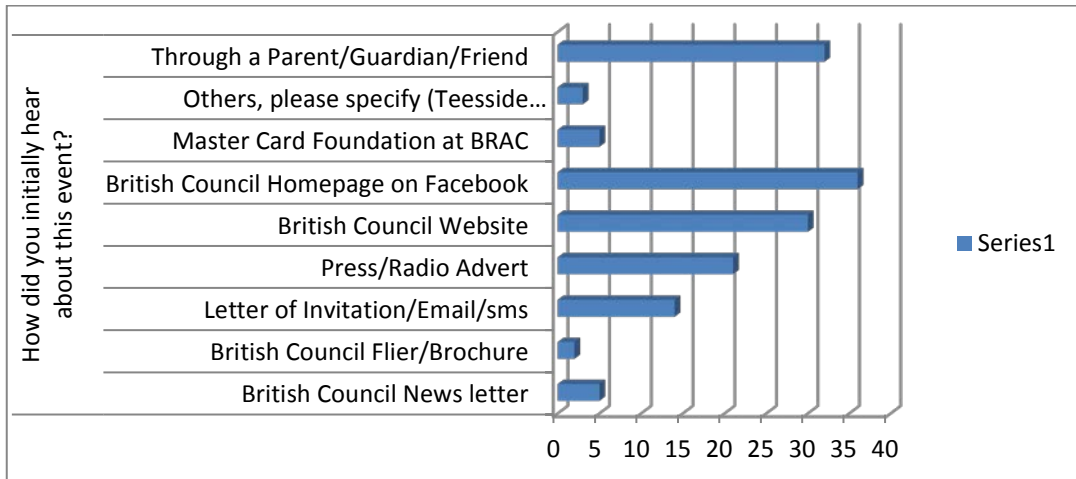
GENDER



Program of Study







Some of the visitors' comments were;

The Exhibitors were clear and provided all the information that I needed.

Annet Nabbowa

The presentations were very informative and clear. I understood all the requirements needed for my University. Thank you to the British Council

Veronica Nakato

The question and Answer approach helped meet my expectations. The quality of the presentations was excellent with the recommended websites

Leticia Namugula

The British Council Customer Service was excellent. I was able to know more about IELTS

John Kennedy Kasozi

Well organized exhibition with well-informed British Council Personnel.

Christopher Ongom Adoko



4. Recommendations for the British Council

The observations of the team and the evaluation of the visitors points out that:

- The BC team noted that most of the recommendations made the previous year had been implemented.
- There was a higher attendance of the pre-registered visitors (52.31%) compared to the previous exhibition
- I Consider having on-line registration points at the venue for the walk in visitors instead of completing a manual form
- The venue was excellent, but the space was limited especially for the parallel presentations. This can be revised for the future exhibition.
 - . Encourage participation of upcountry audiences by for instance advertising the programme so they can identify the particular sessions that might of interest for them to attend.
- Work closely with the Hotel staff for clear communication especially;
 - reconfirming our day's activities on the morning of the exhibition and ensure adequate preparation has been made
 - Being aware of other events taking place the same space or other spaces within the hotel on the same day so that the team is better prepared on how these might affect our event(s)
- The networking event was a good way to end the day and was welcomed by the whole BC team and the exhibitors

List of Exhibitors

- University of Aberystwyth
- Coventry University
- University of Dundee
- Middlesex University London
- Teesside University
- IELTS British Council Kampala



5. Future steps

British Council

- Encourage more Education institutions and Universities to take part in the Exhibition.
- Plan to have on-line registration on site to cater for visitors that did not pre-register
- Design a floor plan and display it at the entrance of the event. This will help a smooth flow of the visitors.
- Advertise the exhibition programme