

Post-event report for

Education UK Exhibition 2016: Zimbabwe

4 February 2016, 09:00 - 12:00 Harare Gateway Senior School

4 February 2016 14:00 – 18:30hrs Meikles Hotel, Harare

6 February 2016, 14:00 - 18:30hrs, Holiday Inn Hotel, Bulawayo

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Introduction

British Council Zimbabwe hosted the 2nd edition of the Education UK Exhibition in Harare and Bulawayo on the 4th and 6th of February 2016 respectively. Exhibitors arrived on the 3rd of February in the afternoon and a market brief and networking cocktail were hosted at the Meikles Hotel from 1800hrs of the same day to 2100hrs. The event was well attended as most invited guests turned up, adding to the contingent of 6 British Council staff members, 2 Embassy staff and 16 exhibitors. The Country Director, Sam Harvey welcomed the guests and opened the floor for interaction while drinks and snacks were being served. That same night the British Council appeared on air at ZiFM radio at 20:30 to continue marketing the exhibition which was to be done the next day.

For this episode of the Education UK Exhibition a total of 13 institutions were represented and below is the list of the institutions:

- University of East Anglia
- Middlesex University
- The Manchester College
- University of Northampton
- University of Salford
- London South Bank University
- Nottingham Trent University
- University of South Wales
- Glasgow Caledonian University
- Adcote School for Girls
- Oxford Brookes University
- Oxford International Education Group
- Kaplan International Colleges

The above stated institutions were showcasing their various disciplines and opportunities to prospective students from high school level to undergraduates and post-graduates. In Harare the exhibition was done at two events, first at Gateway Senior School from morning to 12pm, while the public event was held at the Meikles Hotel from 1400hrs to 1830hrs. A total of 706 prospective students attended the exhibition in Harare alone and made varying enquiries, as compared 803 in the previous year. However despite what seems like a drop from previous year's statistic, this year's exhibition was a huge success considering that it was done at a time when there was a government directive for teachers not to leave their work places since there was a staff audit being undertaken. As a result most of the students could therefore not get permission to leave school for the exhibition without staff accompaniment.

In Bulawayo the exhibition was only done at one venue i.e. Holiday Inn from 1400hrs to 1830hrs.

The Exhibition was open to everyone. It was of particular interest to young professionals, training managers, and undergraduates looking for post graduate study opportunities as well as other prospective students, parents and policy makers.

Highlights

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

Venue(s)	Gateway Senior School Meikles Hotel Holiday Inn Hotel
Stand costs	£1,850

This was the second Education UK Exhibition to be held in Zimbabwe

Venue	Attendance 2016	
	Male	Female
Gateway Senior School and Meikles Hotel	333	373
Holiday Inn Bulawayo	141	175

There were no seminars.
There was support on visa enquiries and IELTS

Visitors' profile

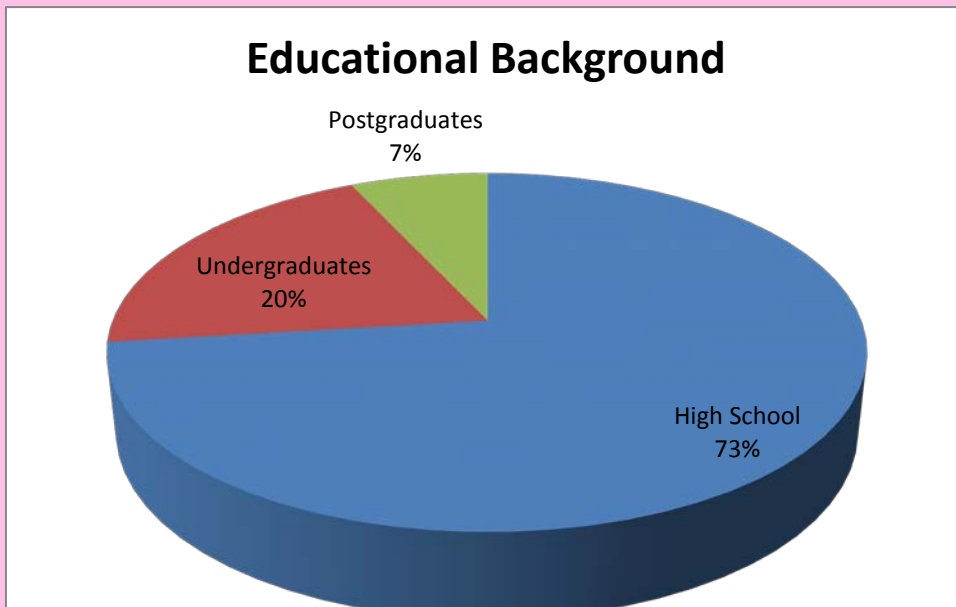
73% of the visitors were high school students

20% of visitors were looking for Undergraduate Higher Education

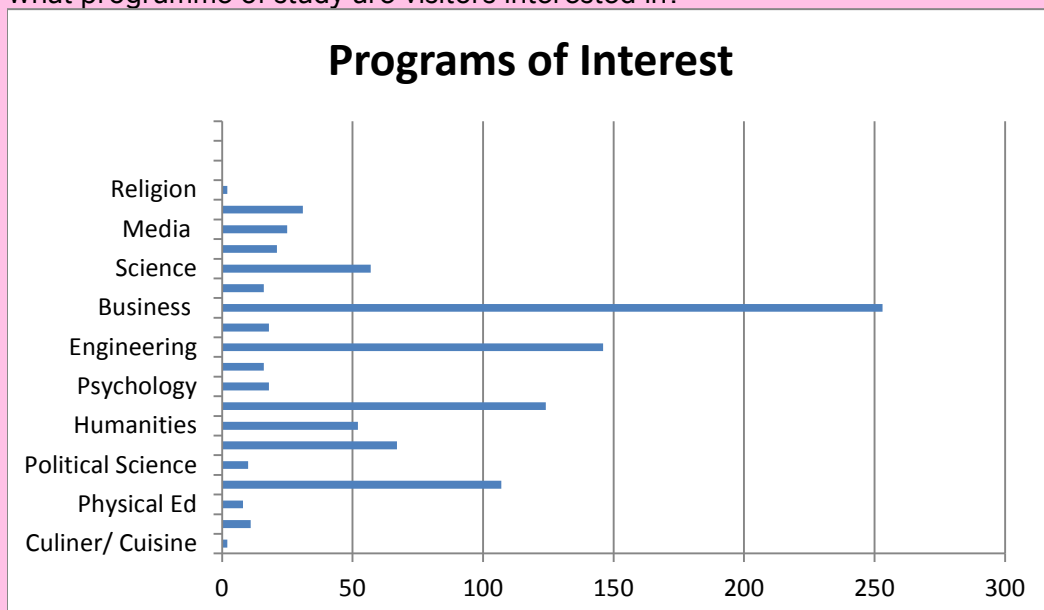
7% of the visitors preferred MBA's / MSC's/ PHD's etc.

Of the total visitor numbers 46.3% were male, 53.7% were female.

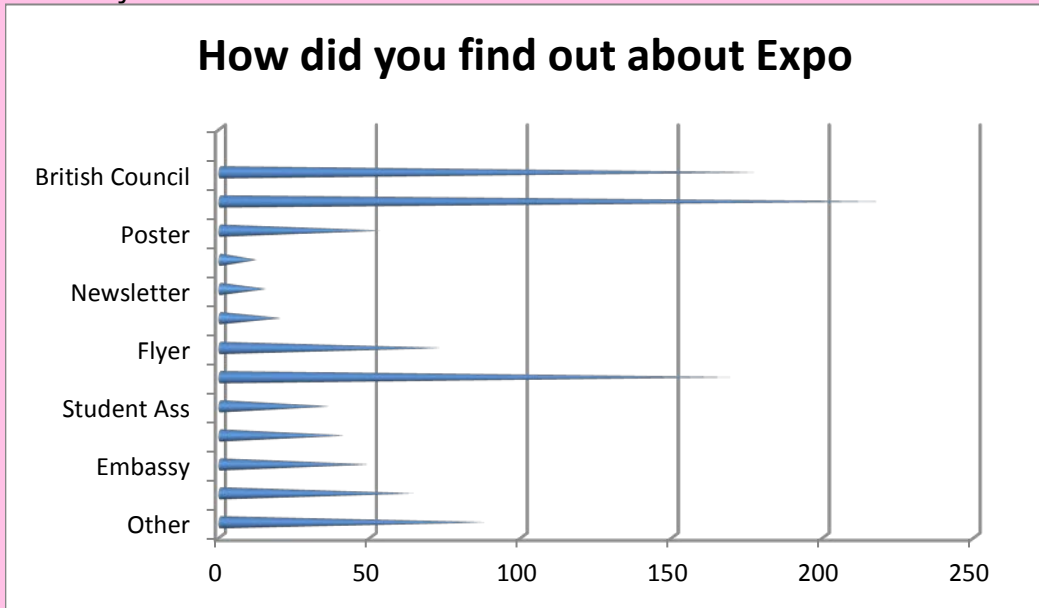
What type of school do/does the visitors/ visitors' child attend?



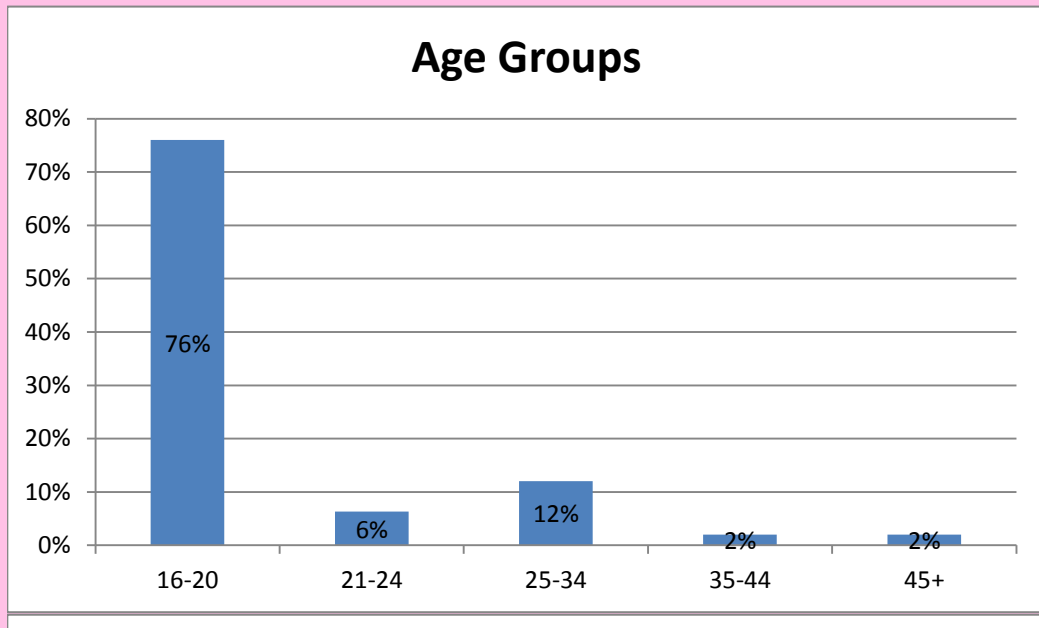
What programme of study are visitors interested in?

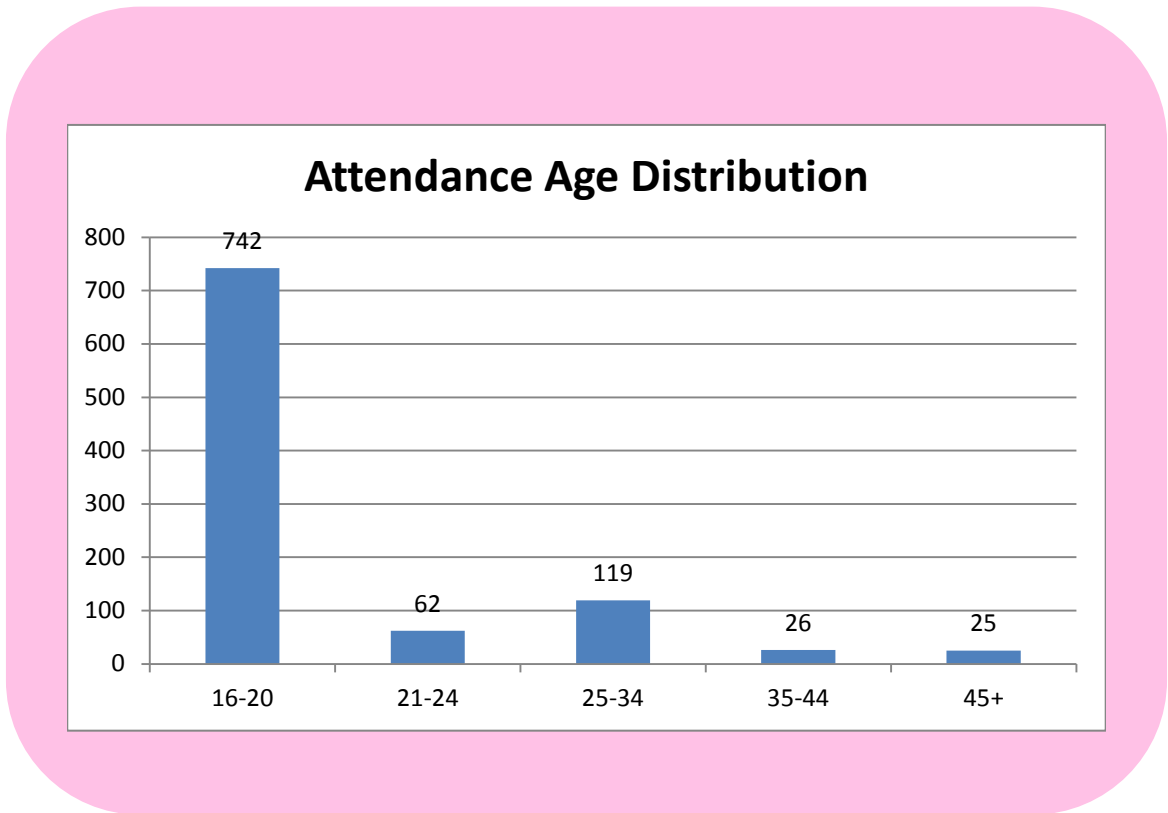
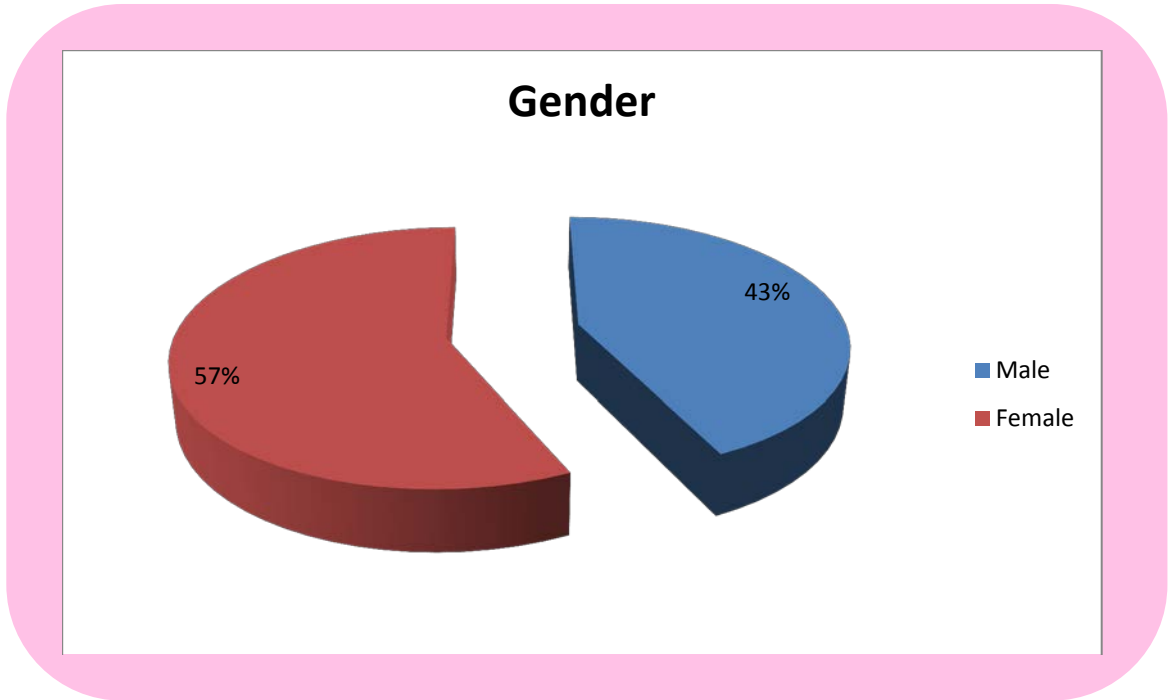


How did you find out about the exhibition?



How old will the visitors be when he/she potentially leaves to study abroad?





Marketing

Details of marketing campaign – Size, Cost, Scale

RADIO

- British Council was on a local radio channel, ZiFm Stereo, on Wednesday, 3 February. This is a very popular radio channel that primarily targets the youths

SOCIAL MEDIA

- Facebook 12,157 likes
- Twitter 2, 820 followers
- Through the Zimbabwe Facebook page, we promoted the event by using a combination of posters and short profiles of all institutions exhibiting. We also used the page to promote the Education UK page.

Type of post	Date	Post's reach	Likes	Comments	Shares
British Council Zim Poster	09-Feb	980	15	1	9
British Council Zim shared Education UK Photo	23-Feb	76			3
Institution Profile	24-Feb	132	3		1
Institution Profile	25-Feb	74	1		
Institution Profile	26-Feb	84	2		1
Institution Profile	27-Feb	178	1		1
Institution Profile	02-Mar	154	2		
Institution Profile	02-Mar	222	1		
Notice	02-Mar	223	1		
British Council Zim shared Education UK Photo	02-Mar	80	2		
Institution Profile	03-Mar	96	2	1	3
Institution Profile	04-Mar	365		2	4

- Twitter was a very active platform and we managed to notably gain a lot of followers in the period covered. We created a hashtag for the event which was #ZWEduKxpo. Received inquiries and engaged with many interested people. We also did Live coverage of events through the hashtag.

PRINT MEDIA

- British Council published 4 adverts in the following papers:

- The Sunday Mail – 733 717
- The Herald – 198 390
- The Chronicle – 142,621

FLYERS

- Flyers were emailed to schools
- Flyers were distributed to schools
- Flyers were distributed to the public by the two Information Centres in Harare and Bulawayo

The marketing targeted schools, Universities, Government Ministries and members of the public. We strongly believe that for a first time event we were successful in our target choice and matched it with the right marketing strategy which allowed us to reach over a million people. The event did not have partners to help with promotion the event which makes our estimated audience reach quiet remarkable.

A total of £1740 was spent on Marketing for this exhibition

Our marketing reached an estimated audience of 1 Million people

Print: 1,074,728

Outdoor: 17, 000

Visitor's Feedback

The information shown below was tabulated using the spread sheets and the statistics shown are derived from those spread sheets

A printed survey was distributed during the exhibition to the 1153 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.

When the visitors were asked “Will you be applying to a UK institution following the exhibition” 45% said yes, 20% said no, 35% maybe.

When the visitors were asked “Did you receive all the Information required to make an informed choice” 85% said yes, 15% said no

How do you rate the support of the BC, 95% said yes, 0% said No, 5% Maybe.

NO SEMINARS WERE DELIVERED

Some examples of quotes from Visitors following the exhibition:

- That was a great exhibition
- Queues were too long at the start of the exhibition
- Great facilities and opportunity, but how about more Institutions
- VISA desk was useful
- Handout with scholarship provider was very useful

Key Recommendations for the British Council include:

- Invite more institutions to attract a larger audience
- A lot of universities come to Zimbabwe between January and March. There is need to re-look at the dates for the next exhibition
- Universities had to talk to groups not individuals due to the high turnout.

Exhibitor's Feedback

At the exhibition there were **13 unique exhibitors** from UK HEIs.

Exhibitor Attendance	CITY	
	2015	2016
Weekday 4 and 4 February 2016	9	13

When exhibitors were asked “Will you be attending a similar exhibition next year?” **73% said yes, 0% said no, 27% maybe.**

When exhibitors were asked “overall how satisfied were you with the exhibition?” **90% said very, 10% said somewhat, 0% not at all.**

Some positive quotes from exhibitors:

- A well-arranged and well-attended event
- Good number of visitors who asked good quality questions
- The market briefing session provided useful information
- The British Council staff were helpful
- Both Harare and Bulawayo Venues and Hotels were fantastic.

Some negative quotes from exhibitors:

- Too many of the students in Bulawayo were after scholarships
- Not enough postgraduate enquiries
- Clash with sport affected school going attendee numbers

List of Exhibitors (Alphabetical Order):

1	University of East Anglia	
2	Middlesex University	
3	The Manchester College	
4	University of Salford	
5	The University of Northampton	
6	Nottingham Trent University	
7	London South Bank University	
8	University of South Wales	
9	Kaplan International	
10	Glasgow Caledonian University	
11	Adcote School for Girls	
12	Oxford Brookes University	
13	Oxford International Education Group	

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

- A more formal introduction of the representatives from the UK institutions would have been helpful. – I met with representatives from C.I.E., British Council and British Embassy but I was not sure who the university reps were and which institutions they represented. Perhaps something to think about in the future.
- British Council should try and get more universities to come to Zimbabwe.
- A lot of universities hold exhibitions in Zimbabwe and the region between January and March. There is a need to re-look at the calendar.
- Some good schools are out of Harare and Bulawayo i.e. Peter house and Watershed. They have close to 1000 students. It would be good to visit such schools. They have a potential to pay.

UK Institutions

- Some of the exhibitors commented that there is potential to recruit foundation students into Universities which they had not anticipated.
- Bigger Universities like University of Leeds who were here for the first time could hold a similar event on their own show casing some of their faculties and affording visitors more time for consultation.
- 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 February 2017) will build upon the lessons learned and prove even more popular. We hope to see you there!

Appendix

List of exhibitors (Alphabetical Order)

- **List of Exhibitors that attended**

University of East Anglia
Middlesex University
The Manchester College
University of Salford
The University of Northampton
Nottingham Trent University
London South Bank University
University of South Wales
Kaplan International
Glasgow Caledonian University
Adcote School for Girls
Oxford Brookes University
Oxford International Education Group

- Advertising and promotion plan – Further breakdown of audience figures, media usage

Communication Channel	Estimated Audience	Cost
Newspapers	918,756	US\$2200
Online Social Media	15,0000	Free
Fliers	5,000	US\$250

End of Report