

Post-event report for

Education UK Zimbabwe February 2017

2 February 2017 (Harare)
Gateway High School and Meikles Hotel
and
4 February 2017 (Bulawayo)
Holiday Inn Hotel

Executive summary

This report presents a summary of the Education UK exhibition that was held in Zimbabwe in Harare (Gateway High School and Meikles Hotel) and Bulawayo. 2416 visitors attended the exhibition and 78% of the visitors sought information on undergraduate studies in the UK. In 2017 there was a 70% increase in the number of visitors compared to 2016. The upsurge in number of visitors indicates increased demand for university and higher education institutions in the UK. This is also supported in HESA student records where Zimbabwe students increased with 3% from 2014/15 statistics. However, stringent payment options and shortage of foreign currency may limit number of Zimbabweans enrolling in UK universities in the future.

Various marketing strategies were employed to profile this exhibition such as online platforms, social networks, fliers and emails. Advertising in print and electronic media also proved effective. Judging by the response of prospective students, Zimbabwe will continue to be a significant market for U.K universities.

The event was a success due to innovative marketing strategies that attracted prospective students. The organization of the event was very good and venues were central and accessible bringing a wide spectrum of high caliber visitors with interest and potential to study in UK universities.

Despite the successes, there is room to improve the quality of the exhibition next year especially in Bulawayo. It is envisaged that next year the two venue format will be revisited in all venues to improve handling of visitors and boost attendance statistics while attracting high caliber visitors with great potential.

Introduction

British Council would like to thank you for your participation at the Education UK exhibition in Zimbabwe in the following venues: 2 February 2017 (Gateway High School and Meikles Hotel in Harare); 4 February 2017(Holiday Inn Hotel in Bulawayo)

The report aims to provide you with a summary of the exhibition, 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 planning and decision making.

The event, “targeted Higher Education/Schools market, hosted representatives from 10 UK institutions (Listed below in page 15), that positively engaged with prospective students/visitors/partners, providing the audience with information on “educational opportunities/subject choices/possible funding options” etc.

The events attracted over 2000 visitors thanks in part to the “media interest/marketing campaign (Details listed below in page 8-9)”. Alongside the main exhibitions, a briefing was held for the visiting university representatives providing an overview of the education sector in Zimbabwe. A cocktail party was also hosted in each city to provide an opportunity for the university representatives to meet with local representatives of the secondary and higher and tertiary education sector. This provided a platform for higher education or tertiary institutions to collaborate/partner in research, professional development and further studies. Additional briefings were also held in both cities for exhibition visitors on how to apply for student visas to the United Kingdom.

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,

Zanele Mukwedeya | Events Manager, Zimbabwe

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Highlights

This exhibition was held at the following venues/date/time

Venue(s)	Gateway High School, Harare – 02 February 2017, 0900-1200hrs
	Meikles Hotel, Harare – 02 February 2017, 1400-1800hrs
	Holiday Inn, Bulawayo – 04 February 2017, 1400-1800hrs

There was a 70% increase in visitors from last year's exhibition.

Date	Year	Harare	Bulawayo
4-6 Feb	2016	706	333
2-4 Feb	2017	1600	816

A successful seminar was conducted on student Visa eligibility.

Media reporting of the event was said to be excellent. This resulted in an increase of visitors this year compared to last year.



Networking and collaboration during the cocktail party

More pictures on:

<https://drive.google.com/drive/folders/0B3G2oMGXzO2CVFRUeTF3TnlxTWs?usp=sharing>



Visitors listening attentively to a university representative during a consultation at Gateway High School Exhibition in Harare (2 February 2017)



Sam giving opening welcome remarks...

More pictures on:

<https://drive.google.com/drive/folders/OB3G2oMGXzO2CVFRUeTF3TnlxTWs?usp=sharing>

Visitors' profile

78% of visitors are looking for Undergraduate Higher Education

18% of the visitors preferred MBA's / MSC's/ PHD's etc.

Most visitors are looking for Undergraduate Higher Education

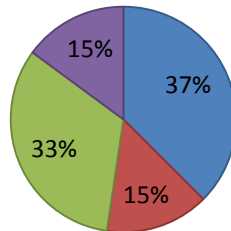
No. of visitors: n =2416 survey responses

Of the total visitor numbers **52% were male, 48% were female.**

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

Number of visitors in type of school

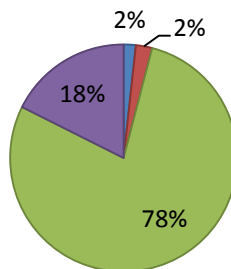
- Local Public Schools
- Boarding Schools
- Private Schools
- International Schools



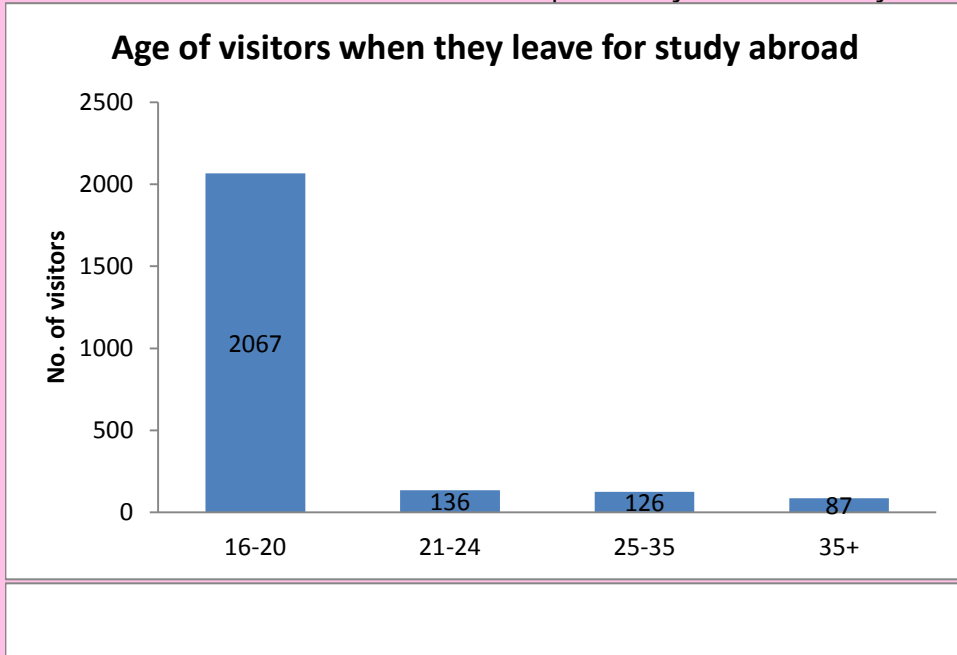
What programme of study are visitors interested in?

Programmes of study of interest to visitors

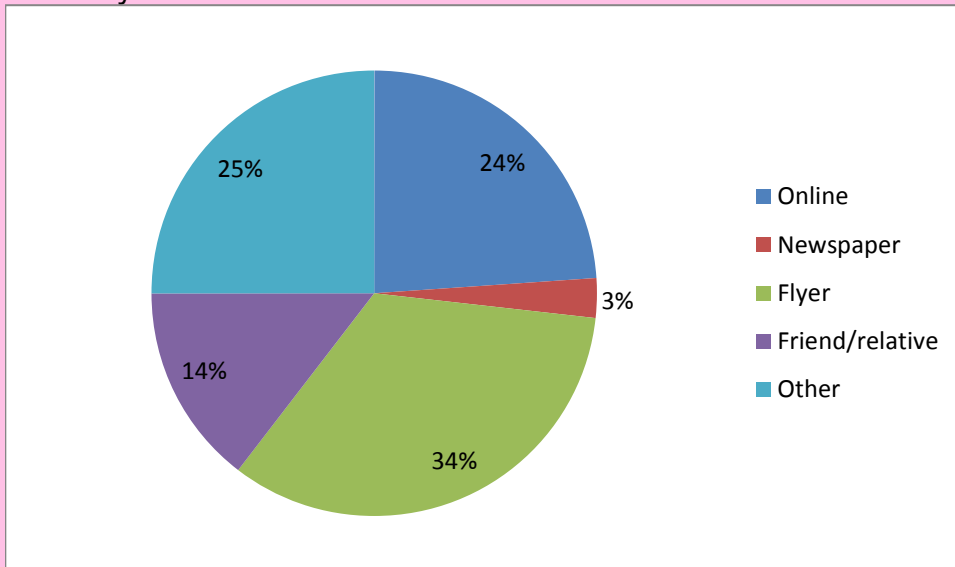
- Advanced level studies
- Diploma studies
- Undergraduate studies
- Post-graduate studies



How old will the visitor be when he or she potentially leaves to study abroad?



How did you find out about the exhibition?



Marketing

Various strategies of marketing the event were adopted such as online platforms, adverts in print and electronic media, flyers, whatsapp group platforms, Facebook, etc. Electronic and printed flyers were distributed to key stakeholders in secondary and tertiary education, including association of teachers such as National Association of Secondary Schools Heads (Nash) and association of schools such as Association of Trust Schools (ATS).

Also targeted were local universities, colleges and technical colleges. The aforementioned strategies were meant to reach prospective students and improve attendance statistics from previous years and thus give value for money to the exhibitors. Judging by the attendance statistics and the 70% upsurge from last year, the marketing was effective and successful and reached out to the target market.

The target audience included the following:

- Students in the upper echelons of secondary education (Those due to complete IGCSE or GCE Ordinary Level and Sixth form learners on AS or Advanced Levels);
- Students who were due to receive or had just received their IGCSE or GCE Ordinary Level results or AS or Advanced level results in 2017;
- Students who had completed their first degrees or due to complete with prospects or having potential for post-graduate studies.
- Holders of first degrees or second degrees with prospects for advanced post-graduate studies.
- University and College administrators.
- Zimbabwean citizens working or not working with potential for graduate post-graduate studies.

Our marketing reached an estimated audience of 1 Million people

Examples of the marketing Included:

Print:



Visitor's Feedback

A survey was administered during the exhibition to a total sample of 2416 visitors. The questions were designed to gather quantitative statistics as well as qualitative remarks on reactions to our exhibition and the decision making process.

When the visitors were asked “Will you be applying to a UK institution following the exhibition” 70% said yes, 10% said no, 20% maybe.

When the visitors were asked “Did you receive all the Information required to make an informed choice” 80% said yes, 20% said no

How do you rate the support of the BC, 90% said yes, 5% said No, 5% Maybe.

Some of the visitors suggested the following Seminar topics:

- Preparing for life in the UK and adjusting to the demands of University education.
- Funding opportunities in the UK universities and how to apply for funding.
- Information on the curriculum and course options available in UK universities.
- Completing a University application package – Dos and Don'ts

Some examples of quotes from Visitors following the exhibition:

- A unique opportunity to access information and opportunities from world class universities
- Exhibition was fantastic
- Queues were too long, but the information was helpful
- A great opportunity to meet with so many universities, but we look forward to more universities next year
- The venue was too small for the size of the crowd, couldn't speak face to face
- Venue was superb and accessible in town, but perhaps more big universities
- Session on Visas was awesome – Very helpful, now I can start to plan
- Slightly disappointed overall with the British Council staff
- Found everything I needed at the exhibition – Thanks!
- Online registration slow due to erratic Wi-Fi

Exhibitor's Feedback

At the exhibition there were **10 unique exhibitors** from UK HEIs; this represents a 10% increase on last year's exhibitor count.

Exhibitor Attendance	Zimbabwe	
	2016	2017
	9	10

When exhibitors were asked "Will you be attending a similar exhibition next year?" **8 said yes, 1 said no, 1 maybe.**

When exhibitors were asked "overall how satisfied were you with the exhibition?" **90% said very, 5% said somewhat, 5% not at all.**

Some positive quotes from exhibitors:

- Great enthusiasm and interest from the visitors
- The event was well planned 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 always available and helpful

Some negative quotes from exhibitors:

- Some of the venue were congested, something could have been done about managing big numbers
- Wi-Fi / internet access was erratic and not reliable in some venues

Future steps

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

British Council

- We plan to use both online and manual registrations to create a data base which can be used by universities in the UK for marketing purposes and following up leads.
- Due to the increased demand in our exhibitions, for next year's exhibition, we will evaluate the cost effectiveness and the feasibility of allocating more time to venues in the city centre in order to efficiently manage visitors and give more visitors a face to face interaction with the exhibitors.
- We will also consider re-examining the exhibition format and set up to promote a more friendly and efficient way of engaging with the visitors in the shortest possible manner.
- British Council understands the importance of providing value-added services to the exhibitors, thus we are planning to hold a networking event with representatives of higher education or tertiary institutions in order to open up opportunities for collaboration, research and further education.
- Going forward, British Council (Country) will better coordinate our schedule with the universities and other regional countries' events to maximize on time and cost.

UK Institutions

- It is suggested that institutions develop a comprehensive starter pack for prospective students so that those students who fail to consult and engage in face to face enquiry will still manage to get the information on the starter pack. This will help in busy and well attended exhibitions. Some of the visitors may not have time to consult but to get a starter pack and make follow-ups.
- Institutions should consider providing the BC with a subject or curriculum matrix prior to the exhibition, to help reduce queues at stalls where institutions don't provide the course. Students usually come with certain programmes in mind and it is easier to check the matric first before consultation.

- Many visitors still comment 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 will build upon the lessons learned and prove even more popular. We hope to see you there!

Appendix A

List of exhibitors (Alphabetic Order)

List of Exhibitors (Alphabetical Order):

1	University of Northampton	6	Staffordshire University
2	The Manchester College	7	Teeside University
3	University of South Wales	8	University of Wolverhampton
4	University of Kent	9	University Surrey
5	Oxford Brookes University	10	Cardiff Metropolitan University
		11	BPP University

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

Communication channel	Estimated Audience	Cost
Newspapers (2 articles in The Herald, Standard, Daily News, Chronicle and Sunday News)	1million	US\$3413
Online Social Media	2million	Free
Fliers, poster, invitation cards	Ten thousand	US\$1348