

The Seeds of Success

Education UK Exhibition, Ghana

10-13 February 2014

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1. Event fact file

Ghana (Accra & Kumasi)

Venue	Golden Tulip Hotel, Kumasi, 10th February 2014 International Conference Centre, Accra – 12 th and 13 th February 2014
Opening hours	10:00-16:00
Opened by	Accra: Caron Rohsler, Deputy British High Commissioner
Stand costs	Kumasi -£1,775 Accra - £ 2,710
Unique feature to give added value	Networking/Awards event with Alumni and agents in Accra IELTS listening trails for interested participants Consultations on students visas
Seminars	<p>Ghana Market Briefing - Rhoda Enchil, Project Manager</p> <p>Monday 10 February</p> <ol style="list-style-type: none"> 1. Visa Presentation – Robert Scott, British High Commission 2. Studying in the UK – Lancaster University 3. Tullow Scholarships – Diana Sey, British Council 4. Overview of Oil & Gas engineering related opportunities and the kind of skills and qualifications required to succeed in the industry- University of Strathclyde <p>Wednesday 12 February</p> <ol style="list-style-type: none"> 1. Visa Presentation – Jane Idos, British High Commission 2. Tullow Scholarships – Diana Sey, British Council Ghana 3. Transferable skills: Volunteering in the UK- University of Kent 4. Work opportunities in the UK - Robert Gordon University 5. Writing a personal statement for a selective university- University of Warwick <p>Thursday 13 February</p> <ol style="list-style-type: none"> 1. Studying in the UK – Lancaster University 2. Tullow Scholarships – Diana Sey, British Council Ghana 3. Computing and Technology: Courses of the Future - University of West London 4. Thinking Like a Lawyer - The University of Law

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2. Key statistics

Attendance	Kumasi		Accra	
	2013	2014	2013	2014
Monday 10 th	565	722	-	-
Wednesday 12 th	-	-	774	834
Thursday 13 th	-	-	596	616
Total number of visitors	565	722	1370	1450
Further Education	1		2	
Higher Education	22		42	
Visa	-		1	
Total number of exhibitors	23	18	45	41

Visitors' primary market objectives	Kumasi		Accra	
	2013	2014	2013	2014
Undergraduate	45%	30%	37%	33%
Postgraduate	10%	61%	49%	54%
Demographics of visitors	Kumasi		Accra	
	2013	2014	2013	2014
Male	64%	74%	61%	58%
Female	36%	26%	39%	42%

*A full list of exhibitors can be found in **Appendix 1**

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3. Impact of marketing plan

The main focus of the media campaign was around targeted engagement activations, radio and TV interviews, experiential billboards, banners, flyers, online and social media activations. Summary of the media plan is available in **Appendix 4**.

Hand-outs on the course matrix were made available at the front of the exhibition hall. The British Council stand also handed out scholarship information to visitors. There was a British Council's IELTS trial session for visitors passing by to have sample test.

British Council had pre-activations at some selected tertiary institutions, churches and malls in Accra and Kumasi to engage students and visitors and inform them about EUK and the benefits of taking a UK education and also took their data for SMS blast which was to serve as reminders to the EUK Exhibition. As a result we had a good turnout of the visitors who were better informed and their enquiries were more focused. There were promoters who were also sent to churches in Accra and Kumasi to engage worshippers and take their data for the SMS blast.

An SMS application for registration of participants to the EUK Exhibition was developed. As per the reports, a total number of 937 participants registered for the Kumasi exhibition whereas 2067 participants registered for the Accra exhibition. Through this platform the team were able to record the number of visitors who attended the fairs as a result.

We had some press people present at the fair and had an article published in the National Daily Graphic. This can be found in **Appendix 4**.

Visitor survey results demonstrate that **61** per cent of visitors to the fair found out about the event through Posters, British Council, TV and Radio in both Accra and Kumasi. This can be found in **Appendix 2**.

Our visitor numbers increased appreciably this year, and we believe this was due to the new marketing mediums we used such as the targeted activations, social media, experiential billboards and the invitation cards. Exhibitor's survey indicated over **75** per cent satisfaction rate in terms of visitor quality and numbers.

4. Conclusions and follow up

4.1 Key recommendations for institutions

- Exhibitors should ensure that all communication regarding the exhibition is sent to them if they are not the primary contact on the BC mailing list and arrangements are being facilitated by either the international office or marketing department
- Exhibitors should send in their requested exhibition forms in good time

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4.2 Key recommendations for the British Council

- The venue and location were good, but the only challenge was with internet connectivity. We are already looking at increasing the bandwidth in our next exhibition to prevent this from happening again
- There was a mix up in communication of the event and pick up times. We will communicate the event times better in the coming exhibitions
- Air condition at the venue should be better if the next exhibition will be held there since it was very warm during the 2 days in Accra. We plan on having mobile air conditioners around as standby for future exhibitions if the same venue is chosen.
- The slide on HESA statistics should be replaced with what has happened in the market over the last year
- An evening event for workers should be considered. It can be themed as a postgraduate event from 5pm to 7pm for workers who cannot attend the fairs in the afternoon
- The forms required should be available online rather than paper based. This would be quicker and easier

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Appendix 1: List of participating institutions (Alphabetical Order)

Participating Institutions	
1. Aston University	2. BPP University
3. Coventry University	4. De Montfort University
5. Edinburgh Napier University	6. Institute of Education, University of London
7. Keele University	8. Lancaster University
9. London South Bank University	10. Manchester Metropolitan University
11. Middlesex University	12. Newcastle University
13. Northumbria University	14. Oxford Brookes University
15. Regent's University London	16. Robert Gordon University
17. Royal Holloway, University of London	18. Sheffield Hallam University
19. The University of Law	20. The University of Northampton
21. The University of Nottingham	22. The University of Reading
23. University College London	24. University of Birmingham
25. University of Bradford	26. University of Central Lancashire
27. University of Derby	28. University of Exeter
29. University of Kent	30. University of Leeds
31. University of London International Programmes	32. University of Portsmouth
33. University of Salford	34. University of Southampton
35. University of Stirling	36. University of Strathclyde
37. University of Surrey	38. University of Sussex
39. University of the West of England	40. University of Warwick
41. University of West London	

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Appendix 2: Visitors' survey results

Returned from 821 visitors

1. Are you

Male	66%
Female	34%

2. Will you be making an application to study in the UK?

Yes	98%
No	2%

3. What Programme of Study are you interested in?

GCSE	1%
A Level	1%
Diploma	2%
Foundation programme	1%
University Foundation programme	2%
Undergraduate	31%
Postgraduate	58%
Distance Learning	2%
English language course	1%
Short English courses	0%

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4. Did you find what you wanted?

Yes	94%
No	6%

5. When do you plan to study in the UK?

1 year	49%
2 years	16%
3 years	5%
4 years	3%
Uncertain	27%

6. How did you find out about this Exhibition?

British Council	33%
Newspaper	8%
TV	4%
Radio	6%
Poster/Flyer	18%
Internet	12%
Recommendation	14%
Other	6%

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7. How would you rate the quality of service/s you have received?

Excellent	34%
Good	58%
Average	7%
Bad	0%
Very bad	0%

8. The UK is a country with high quality learning opportunities.

Strongly agree	57%
Agree in general	41%
Neither agree nor disagree	3%
Disagree in general	0%

9. Are your perceptions of UK education now more positive as a result of this exhibition?

Yes	95%
No	5%

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Appendix 3: Exhibitors' survey results

1. Has your institution attended this exhibition before?

Yes	81%
No	19%

2. What was your main aim in coming?

Recruitment	17%
Profile raising	0%
Both	83%

3. What is your primary market interest in this event?

Undergraduate	29%
Postgraduate taught	39%
Postgraduate research	12%
Higher national diploma and equivalent	3%
Pre-university foundation courses	3%
Foundation	15%
Post-16 A-level	0%
Pre-sessional English School	0%

4. What is your assessment of the visitors?

Good number and good quality	74%
Good quality only	4%
Good number only	22%
Disappointing	0%

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5. Have you developed new links or built on existing feeder or agent relationships by coming?

Yes	50%
No	50%

6. How do you rate the support to your business needs from British Council before and during the event?

Unsatisfactory	0%
Satisfactory	38%
Good	34%
Very good	28%

7. Please give your overall assessment of the exhibition

Good exhibition consistent with previous year's event	53%
Not as good as previous year's event	24%
Better event than previous year	24%
Worse event than previous year	0%

8. Will you be attending this event this time next year?

Yes	54%
No	0%
Undecided	46%

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Appendix 4: Advertising and promotion plan (media plan)

Type	Media	Format	Number of people reached
Print	Newspaper	2 Half-page black & white adverts in the Daily Graphic	Over 600,000 people
	Invitation cards	Invitation cards were handed out to people who were engaged during the direct target engagement activations in Accra and Kumasi (Malls, Schools & Churches)	the invitation reached 7000 people
On-line	Social Media		
	Facebook British Council Ghana page	https://www.facebook.com/BritishCouncilGhana	Facebook advert reached 69.73 million people
	Bloggers	were hired to promote the event on their websites, Facebook and twitter	
	◆nydjlive	http://www.nydjlive.com/42954/entry-is-free-education-uk-opens-today-in-accra-at-9am/	nydjlive reached 728 people
	◆ameyawdebrah	http://www.ameyawdebrah.com/education-uk-2014-exhibition-opens-accra-february-12/	ameyawdebrah reached 1468 people
	◆highstreetmail	www.highstreetmail.com	highstreet mail reached 98440 people
	◆youknowyouareaGhanaian	https://www.facebook.com/pages/You-Know-You-Are-Ghanaian-When/304380267966?filter=1	youknowyouareaGhanaian reached 58302 people
	Emails to internal and external databases		
Outdoor	Experiential Billboard	A Giant 'Cut-out plane' billboard was moved across locations in Accra and Kumasi	-
	Fliers	Roller bladders were used to distribute flyers at key target connecting points in Accra	The fliers reached 5000 people

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	Banners	Banners in Accra and Kumasi	3 banners were hanged in (Cantonments, West Legon & BC office)
			10 banners were deployed at vantage areas in Kumasi (Adum (2), Tech Junction, KNUST Campus (2), BC office, Airport roundabout, Suame roundabout & Golden Tulip Road, UEC-K Campus)
Multimedia Broadcasting	TV	TV interview on Viasat 1 Morning show	751,221
	Radio	LPMs on Joy FM	9 slots
		Peace FM (Accra)	9 slots
		Interview on Sunny FM (Accra)	Interview on the Morning show
		LPMs and interview on Luv Fm(Kumasi)	7 slots and 1 interview
		LPMs on Kessben FM (Kumasi)	9 slots
Other	Target Engagement Activations	Promoters visited tertiary institutions, churches and malls to engage students and take their data	Malls – 2,800 Accra – 2,600 Kumasi – 2,800
	Movie theatre advertising	A 30 sec promo video was produced and shown before the start of every movie at 5 Silverbird theatres at the Accra Mall	2,278
	Mobile SMS	Bulk SMS messages were sent to remind the contacts target audience.	Bulk SMS reached 12,000 people
	Church announcements	Announcements were carried out in selected churches in Accra and Kumasi	50 selected churches in Accra and 30 selected churches in Kumasi

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UK Edufair attracts hundreds of students

By **Severious Kale-Dery**,
INTERNATIONAL
CONFERENCE CENTRE

THE desire by some Ghanaian students to further their education in higher institutions in Britain was manifested at the highest level when hundreds of students thronged the International Conference Centre to visit an educational fair dubbed, "Edufair".

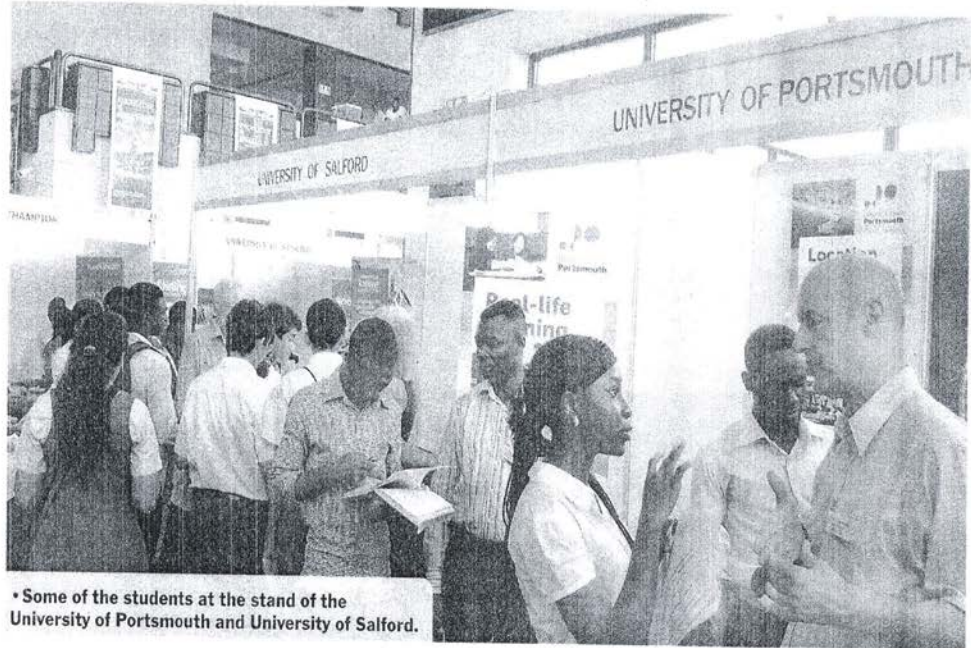
Long queues were formed outside the entrance of the centre by young enthusiastic students, some youth and parents who wanted to collect their tickets to enable them to gain access to the fair grounds.

Entry formalities

The British Council, organisers of the fair, had earlier requested interested students and the public desirous of visiting the fair, which began on Wednesday, February 12, to send by text messages 'Apply Accra' and their names to short code, 6012 on all the mobile phone networks.

After the text, a password was sent to the prospective visitor and with that password, the bearer was allowed entry to the fair.

As early as 8 a.m, visitors to the fair had already formed queues to have their passwords verified so that they could enter the fair. As expected, the forecourt of the International Conference Centre was choked with prospective applicants



• Some of the students at the stand of the University of Portsmouth and University of Salford.

who wanted to make enquiries at the stands of their preferred schools.

Participating universities

Over 41 universities from the United Kingdom (UK) participated in the fair with the hope of attracting applicants from Ghana to their respective campuses to pursue various university programmes.

At the various university stands, the prospective candidates were briefed on the admission requirements.

Prospective applicants who qualified were given instant admission.

Official opening

Briefing the exhibitors before the official opening of the fair, the Project Manager, High Education, at the British Council, Ghana, Mrs Rhoda Enchil, gave an overview of education in Ghana.

She assured the exhibitors of the commitment of the British Council to continue to prepare the grounds for UK universities interested in admitting

prospective students in the country.

Mrs Enchil disclosed that about 90 UK universities were represented in the country by local agents and that such fairs were organised annually to create a platform for students, parents and all stakeholders in the educational sector to meet, interact and share ideas.

She said apart from the major educational fairs, the British Council also hosted mini-fairs, which targeted specific areas.

Newspaper article after the first day of the exhibition

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Newspaper Advert in the Daily Graphic



Experiential Billboard

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Education UK
Innovative. Individual. Inspirational.

Meet over 40 representatives from top UK Universities

Education UK Exhibition 2014

The seeds of success

10 Feb 2014
Golden Tulip Hotel - Kumasi
Time: 9am - 5pm

12 - 13 Feb 2014
Accra Int. Conference Centre
Time: 9am - 5pm

To register, text **APPLY KUMASI** or **APPLY ACCRA**
and your full name to **6012** on all networks

Come and find out more on **courses, admissions, scholarships** and **UK student visas**.

Visit: [facebook/EducationUKGhana](https://www.facebook.com/EducationUKGhana)
Call: 0302 610090 / 03220 23462

Invitation Card

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