

Celebrate a brilliant future

Education UK Exhibition, Ghana

19 – 21 November 2013

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1. Event fact file

Ghana (Accra & Takoradi)

Venue	La Palm Royal Beach Hotel, Accra - 19 November 2013 Akroma Plaza Hotel , Takoradi – 21 November 2013
Opening hours	0900-1600
Stand costs	Accra - £918.95 Takoradi - £1,542.30
Unique feature to give added value	Presentation and tour at Takoradi Polytechnic and the Jubilee Technical Training Center (JTTC) Takoradi
Seminars	Ghana Market Briefing - Sandra Barimah, Project Delivery Manager Thursday 21 November 1. Visa Presentation - UKBA 2. Scholarships – Sandra Barimah, British Council

2. Key statistics

Attendance	Accra		Takoradi	
	2012	2013	2012	2013
Tuesday 19 th Nov	-	342	-	-
Thursday 21 st Nov	-	-	-	392
Total number of visitors	-	342	-	392
Further Education	-	-	-	-
Higher Education	-	-	-	-
Visa	-	-	-	-
Total number of exhibitors		20		16
Visitors' primary market objectives	Town/City			
	2012	2013	2012	2013
Undergraduate	-	75%	-	58%
Postgraduate	-	25%	-	42%
PHD		-		-
Demographics of visitors	Town/City			
	2012	2013	2012	2013
Male	-	49%	-	81%
Female	-	51%	-	19%

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



3. Impact of marketing plan

The main focus of the media campaign was around SMS Campaign, Fliers, radio and Facebook campaign. Summary of the media plan is available in Appendix 4.

British Council held an International Schools Fair at the La Palm Royal Beach Hotel and invited students from only International Schools to attend. Invitation letters were sent to the international schools and as a result the exhibition visitors were better informed and their enquiries were more focused.

Our visitors' number was very good despite the fact that it was the first fair of its kind focusing on MBA, Oil and Gas, and the international schools. Our marketing efforts managed to attract well educated and informed visitors to the fair. Exhibitor's survey indicated over 85 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.
- Institutions should have enough staff or assistants at their stand to reduce waiting time and also enable them to concentrate on the serious visitors.

4.2 Key recommendations for the British Council

- The British Council should continue to have a school's fair structured for only the international schools.
- Introduce trained British Council agents to the delegates through a networking event or a gala dinner.



Appendix 1: List of participating institutions

Participating Institutions	
1. Aberystwyth University	2. University of Central Lancashire
3. Birmingham City University	4. University of Dundee
5. Coventry University	6. University of Kent
7. Heriot-Watt University	8. University of Leeds
9. Highbury College Portsmouth	10. University of Portsmouth
11. Kaplan International	12. University of Surrey
13. Keele University	14. University of Sussex
15. King's College London	16. Nottingham Trent University
17. London South Bank University	18. Middlesex University
19. The University of Buckingham	20. Newcastle University
21. The University of Hull	22. Regent's University London
23. University of Abertay Dundee	



Appendix 2: Visitors' survey results

Returned from 450 visitors

1. Are you

Male	59%
Female	41%

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

Yes	88%
No	12%

3. What Programme of Study are you interested in?

GCSE	15%
A Level	10%
Diploma	1%
Foundation programme	3%
University Foundation programme	4%
Undergraduate	39%
Postgraduate	27%
Distance Learning	1%
English language course	1%
Short English courses	0%



1. Did you find what you wanted?

Yes	93%
No	7%

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

1 year	27%
2 years	24%
3 years	5%
4 years	4%
Uncertain	40%

3. How did you find out about this Exhibition?

British Council	36%
Newspaper	1%
TV	0%
Radio	9%
Poster/Flyer	3%
Internet	5%
Recommendation	13%
Other	34%



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

Excellent	36%
Good	53%
Average	9%
Bad	1%
Very bad	0%

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

Strongly agree	53%
Agree in general	42%
Neither agree nor disagree	5%
Disagree in general	0%

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

Yes	94%
No	6%



Appendix 3: Exhibitors' survey results


International Schools' Fair

What worked in your opinion during this event?

1. Correspondence, overall coordination, timing, publicity.
2. Good number of visitors. Some a bit young but overall well organized event.
3. Clear staggering of flow, very good quality of students.
4. The quality of students and moreover, the caliber of schools that participated in this fair.
5. The organization of the event, we were kept well informed throughout the process. The pace and quality of students was fantastic, worth our every penny. The staff of BC and the supporting staff were superb and professional- I could go on and on!!
6. Opportunity to meet highly targeted students.
7. Well organized and orderly.
8. The pre- joining information was excellent and pick- up from the airport. Diana Sey asked about my stay at the hotel and agreed to sort out the issue with the telephone in my room.
9. Good numbers, high quality with good understanding of UK education.
10. Good location, good sized room. Good system for coffee breaks + lunch. Lots of students.
11. The quality of students seen today looked like potentials for future market/ intake.
12. Everything was fine.
13. Everything has been very well organized. Especially the way student arrival was staggered, to have a steady stream throughout.
14. A focus on British Universities (nice to see some red bricks along) on the supply side and high quality prospective students on the demand side.
15. Invitation to schools worked and quality and quantity of students good.
16. Lots of students so obviously well publicized.
17. Busy fair which worked well. Students had a good idea of subject areas.
18. The organization in totality and the control of the entry and exit of participants were actually good.
19. It was good having most of the International Schools all at one venue to talk to them.
20. Well organized, good schools quality.
21. Stand assistant was very good, large number of students.
22. Keeping it informed and allowing the students to engage directly with the universities.

What can be improved?

1. Choice of accommodation for delegates. Had some mosquitoes in my room.
2. Timing of arrivals- in the morning too many schools seemed to arrive at the same time- making it very difficult to hear and very crowded. Also, the fact that there was a market briefing before the exhibition was not in joining instructions, so I missed it. Would have liked to go.
3. So far so good. Target final year students ready to move on to their undergraduate courses
4. A session with school counselors will be great.
5. A lot of work required to get in the right caliber of students. Interviewed only a handful of actual A-level students. A lot of student's way too young to be considering university.
6. Would have wanted to see the list of schools before the event.

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7. Few too many schools initially then fewer in afternoon- maybe more evenly spread out? More year 12 and year 13 students. This is still a good time of year for them. Event slightly earlier in November (many agents have tours successfully in late- October).
 8. Better staggering of students' arrival+ departure- moments when it was very busy+ others when it was very quiet. Don't invite the really young students (spoke to someone in year 6).
 9. Students who attended the fair should be contacted as often as possible in order to capture them come 2015 since that is when most of them are likely to go into university.
 10. Hotel services in some aspects were frustrating.
 11. Nothing 'dramatic' just incremental changes and perhaps, a keener focus on the quality of the accommodation.
 12. Possible to get a better hotel?
 13. Busing in schools worked well although could be better spaced out.
 14. The number of seats available for students could be increased.
 15. Introduce us to agents. (Networking event), a gala dinner with GHANAIAN food.
 16. Some student's very young- would be good if BC could go into schools and give overview of UCAS and general UK HE information.
 17. The venue needs to be informed, more coffee, teas, there was no coffee after the lunch, also it would be good to have a list of schools' name that we are expecting and their and current courses they offer.

MBA & Oil and Gas Mini Exhibition

What worked in your opinion during this event?

1. The fair was first class, excellent range of students who were keen and motivated
2. Oil and gas fair arrangement (satisfactory), good booth arrangements
3. Another good organized event, great concept having sessions on scholarships and visas- 2 of the most challenging queries. Freed us up to talk about our uni's and courses. A little worried about return on investment as most students were most dependent on scholarships.
4. Everything worked very well today and big thank you to the team!!
5. Lay- out and supporting people were great
6. Well organized
7. Very well attended
8. Assistance was excellent
9. Good room, plenty of space, excellent support both on and off stand. Good information/ briefing (interested to know the reality behind stats for rejection given!)
10. The numbers were impressive as we did not expect so many people since it was just advertised as an MBA and Oil and Gas Fair
11. Organization



What can be improved?

1. Internet access at venues, timing.
2. The presentation was great and I would have liked a hard copy in my welcome pack
3. Internet connection.
4. Students need to bring transcripts with them, accommodation poor!!!! Exhibition room was stuffy so air con could have been better.
5. Maybe have it in evening when people out of work? The music was not a particularly good addition to the fair.
6. More availability of coffee.
7. Better information dissemination. A lot of applicants interested in undergraduate and non- oil and gas.
8. It should be advertised as a UK Education fair throughout the city so it generates more interest.
9. Timing- it would have been better if the fair was open from 14:00- 19:00.

Appendix 4: Advertising and promotion plan (media plan)

Type	Media	Duration	Format (quantity and circulation figures for newspapers)
Print	1 black and white half page adverts in Daily Graphic	12 th November	Daily Graphic: nationwide coverage
On-line	Social Media Promotion	www.facebook.com/EducationUKGhana	Facebook advert reached Ghanaians
Outdoor	Fliers	11-16 th November	Fliers distributed in the tertiary institutions in Takoradi.
	Banners	4-9 th November	8 banners in Takoradi
		2 weeks	Deployment of 1200 posters in Accra and 800 in Kumasi
Multimedia Broadcasting	Radio	2 weeks	<p>Takoradi: 28 spots/mentions on RADIO MAX, KYZZ FM and SKYY FM over 10 days</p> <p>Cape Coast: 20 spots/mentions on Ahomka Radio, ATL FM, over 10 days</p>
Others	Mobile SMS	1 week	A total of 2500 bulk sms messages to remind contacted target audience.