

Be ready for all challenges

Education UK Exhibition

Athens Greece, 3 – 4 November 2012

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1. Event fact file

Athens

Venue	Zappeion Conference & Exhibition Centre, 3 & 4 November 2012
Opening hours	1400-2000
Stand costs	£2,006
Sponsors	Unite
Seminars	<p>Marketing briefing – if you missed this session and you require a copy, contact Katerina Fegarou, Education Marketing Manager, Katerina.fegarou@britishcouncil.gr</p> <p>Saturday 3 November</p> <ol style="list-style-type: none"> 1. Medical Speciality in the UK – Kostis Georgiou, British Council Greece 2. Introduction to Art & Design courses – Jane Briggs, MMU 3. Studies in the UK – Michael Tsikoulis, British Council Greece 4. IELTS – Mary Haroyianni, British Council Greece 5. Postgraduate studies in Electronic & Communication Engineering: Anatomy, Directions, Prospects – Rallis Papademetriou, University of Plymouth <p>Sunday 4 November</p> <ol style="list-style-type: none"> 1. Studies and employability – Katy Friend, Aston University 2. Scholarships at the University of Nottingham: overview of scholarships – Katja Durkin, University of Nottingham 3. Studies in the UK – Maria Ladea, British Council Greece 4. IELTS – Mary Haroyianni, British Council Greece 5. Engineering degrees in the UK – M. Harbottle, Cardiff University

2. Key statistics

Attendance	Athens	
	2012	2011
Visitors		
Saturday	2,410	2,930
Sunday	2,940	3,577
Total No of Visitors	5,350	6,507

Exhibitors*		
Further Education	2	2
Higher Education	52	40
ESOL Exam Providers	1	1
UCAS	0	0
VISA	0	0
Total No of Exhibitors	55	43

Visitors Primary Market Objectives	Athens	
	2012	2011
Level of Study		
Undergraduate studies	19%	24%
Postgraduate studies	62%	64%
Distance Learning	4%	1%
English Language courses / pre-sessional	4%	0%
Access Courses	3%	10%
Other (A levels)	4%	1%

Demographics of visitors	Athens	
	2012	2011
Gender		
Male	48%	33%
Female	52%	67%
Age		
12 – 19	23%	33%
20 – 23	41%	44%
24 – 35	30%	22%
Over 35	6%	1%

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



3. Impact of marketing plan

For advertising planning purposes the target group was defined as:

1. Adults 17 - 24 years old, Upper/Middle s/e class, Athens
2. Adults 35 - 54 years old, Upper/Middle s/e class, Athens

A media mix of outdoor posters, radio spots, newspapers and internet as well as below-the-line promotion activities were engaged to reach our target audience. Summary of the media plan is available in Appendix 4.

British Council staff held presentations at main secondary schools and 6 universities around Athens on general information about studying in the UK and to announce the Exhibition. Handouts on IELTS and the UK Education system were also made available at the front of the exhibition hall. As a result exhibition visitors were better informed and their enquiries were more educated.

4. Conclusions and follow up

4.1 Key recommendations for institutions

- Would like more representatives at each stand, so that waiting time is minimized – there were some cases where we faced long queues of visitors waiting to talk with university representatives.
- Should have current/old university students giving out info – it is really appreciated by prospective students to talk with alumni seeking more ‘unofficial’ information for the university they are planning to apply to.

4.2 Key recommendations for the British Council

Delegates attending the Exhibition gave us the below suggestions on the Exhibitors’ Feedback questionnaires:

On venue facilities

- Venue location is good and building is impressive, but the acoustics are terrible. It’s so hard to talk and listen to people as the noise level is incredible
- For the second year now, we are at the end of 3rd room. Not many students make it to visit our stand, in general less busy than other institutions.
- Wi-Fi was problematic at times – slow

On the number of exhibitions held per year and participation fee

- Two fairs (April and Nov) would be good each year, with reduced price or discount of attend both.
- I have concerns about re-instating April event as our budget was reduced to decision to cancel this event – if re-instated will need to offer exhibitors large discount!

Action taken by the British Council Greece: A new venue will be hired for the April 2013 Athens exhibition aiming to better facilities and reduced venue costs.

Appendix 1: List of participating institutions

Participating institutions	
1. Abbey College in London and Malvern	29. London School of Business & Finance
2. Abbey DLD Group of Colleges	30. Loughborough University
3. Aberystwyth University	31. Manchester Metropolitan University
4. Aston University, Birmingham	32. Newcastle University
5. Bangor University	33. The University of Northampton
6. University of Birmingham	34. Northumbria University
7. University College Birmingham	35. The University of Nottingham
8. University of Bradford	36. The Open University
9. Brunel University, London	37. Plymouth University
10. Cardiff University	38. University of Portsmouth
11. Cardiff Business School	39. Queen Margaret University
12. University of Central Lancashire	40. The University of Reading
13. City University London	41. Henley Business School/ICMA Centre, University of Reading
14. Durham Business School	42. Royal Holloway, University of London
15. University of East Anglia	43. University of Salford
16. The University of Edinburgh	44. SKOLA
17. Edinburgh Napier University	45. The University of Sheffield
18. University of Essex	46. Sheffield Hallam University
19. University of Exeter Business School	47. University of Southampton
20. University of Glasgow	48. University of Stirling
21. University of Greenwich (London)	49. University of Strathclyde
22. Hellenic Colleges' Association	50. University Campus Suffolk (UCS)
23. University of Hertfordshire	51. University of Surrey
24. University of Kent	52. University of Sussex
25. Lancaster University	53. Swansea University
26. University of Leeds	54. University of York
27. The University of Liverpool	55. IELTS
28. London Metropolitan University	



Appendix 2: Visitors' survey results

Education UK Exhibition 3 & 4 November 2012

Visitors' feedback questionnaires analysis

Returned from 200 visitors

1. Are you

Male	Female
48%	52%

2. Did you find what you wanted?

Yes	No
88%	12%

3. Will you be making an application to the UK now?

Yes	No
59%	41%

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

Excellent	Good	Average
37%	58%	5%

5. How did you find out about this exhibition?

British Council	Newspapers	Radio	Internet/ social media	Recommendation from family/ friends	Poster/ Flyer	Other
31%	3%	6%	24%	21%	7%	8%

6. If you could describe this exhibition in one word what would it be? If you could change one thing about this exhibition, what would it be?

- Fantastic experience
- Very informative
- More universities next time

Appendix 3: Exhibitors' survey results

Education UK Exhibition 3 & 4 November 2012

Exhibitors' feedback questionnaires analysis

Returned from 50 exhibitors

1. Has your institution attended this exhibition (Athens) before?

Yes	No
90%	10%

2. What were the objectives for coming?

Recruitment	Profile Raising	Both
27%	4%	69%

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

Undergraduate	Postgraduate taught	Postgraduate research	Foundation / HND	A levels	Pre-sessionals English
33%	37%	18%	12%	1%	2%

4. What is your assessment of the visitors?

Good number and good quality	Good quality only	Good number only	Disappointing
69%	11%	15%	5%

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

Yes	No
44%	56%

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

Very Good	Good	Satisfactory	Unsatisfactory
42%	40%	18%	0%



7. Please give your overall assessment of the exhibition

Good exhibition consistent with previous year's event	Not as good as previous year's event	Better event than previous year	Worse event than previous year
66%	26%	9%	0%

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

Yes	No	Undecided
57%	4%	39%

- *In order to decide whether we hold an exhibition **in April 2013**, please confirm your intentions*

Yes, I will definitely attend	I will not attend	I am inclined to attend but cannot confirm at this moment
23%	15%	62%

9. What market developments have you noticed by coming?

- Increased number of research enquiries
- Increased Undergraduate interest
- Lots of shipping enquiries, increase in UG interest
- Slight reduction in numbers, substantial though less undergraduate enquiries
- More IB students in Greece
- Growing interest in UG programmes, more focus on financial aspects (tuition fees, loans, bursaries etc)
- Increase mechanical engineers, More PhD enquiries
- More advanced entry level / Need to have direct entry 2/3 from programmes run in Greece
- Big interest in leaving the country
- More focused students and not phased by new fees
- A fall in UG enquiries (because of higher tuition fees?)
- Very high interest in Glasgow
- A lot more postgraduate interest / Mostly postgraduate interest
- Poorer quality and less focused students. Fewer enquiries received
- There was a special interest for tourism degrees and the exhibition offer to us the opportunity to develop it more



10. Assessment of the Exhibition in terms of innovation, promotion of Education UK brand, presentation and overall impact.

- Hard to gauge, but it seems popular and visitors have a good awareness of education opportunities in the UK
- Lack of publicity – no signs in bus stops as there is normally, not sure of other publicity that has been done though
- No significant signage present outside venue, in Amalias Avenue area. No significant impact
- Good event, well organised and attended
- Good presentation - Good venue / Good event and location
- Very well organised and promoted / Very well prepared with very good questions
- Very good from start to finish – excellent marketing briefing and numbers and quality of students suggests marketing was well targeted
- Good event. Disappointed by our stand location
- Very clear lay out, well presented, facilities were very good. Looked professional and well organised
- Slightly less successful for us than last year but will worth attending/The Alumni Federation is a very good innovation, which promotes the Brand
- The presentation of event was good and had a steady flow of applicants
- Overall the organisation was very satisfactory with large number of participants and great variety of British Universities
- Couldn't be better
- It would seem that more advertising was done this year – the event was very visible = good
- Well promoted; students seemed well informed about UK application process and loans
- Excellent support from British Council staff.


11. Recommendations for the future of this particular event for British Council:

Venue

- Venue location is good and building is impressive, but the acoustics are terrible. It's so hard to talk and listen to people as the noise level is incredible
- Only minor thing – Would have appreciated someone collecting boxes during busy period – but well run. Thanks!
- For the second year now, we are at the end of 3rd room. Not many students make it to visit our stand, in general less busy than other institutions. I gave the same feedback last year.
- Wi-Fi was problematic at times – slow

Promotion

- More local signage on day of event. Capture visitors' details and pass to institutions



Opening hours

- We strongly recommend this should be a 4 hour event

Catering

- I wish there was a bit more/better veggie food to lunch

Participation

- Two fairs (April and Nov) would be good each year, with reduced price or discount of attend both
- Will attend in April 2014, if/when budget permits
- Would prefer an annual event in April If 2 events, maybe a 1 day UG in November and a 1 day PG event in April? Two days fairs are expensive!
- Not the right market for us! Overall good event, lots of people
- Please keep us informed of plans of the April exhibition. Thank you
- High participation fees. They should be reduced
- Good event once again but unfortunately numbers are declining. We could see the affects of the economic crisis
- If April event goes ahead, designate November as purely undergraduate and April as purely postgraduate
- Ok event but has been much better in terms of quality and quantity of students. Also, I have concerns about re-instating April event as our budget was reduced to decision to cancel this event – if re-instated will need to offer exhibitors large discount!

Appendix 4: Advertising and promotion plan (media plan)

A media mix of outdoor, radio, newspapers and internet as well as below-the-line promotion activities were engaged:

- **Bus-stop shelters** in Athens for a period of 2 weeks to carry our message



Athens 20/10 – 4/11 95 double sites
(190 panels)

Particular care was taken in order to secure panels in main avenues, near Universities / TEIs, University Accommodation Halls and termination points of buses serving students to and from their Universities

- **Newspapers** – 3 columns x 20 cm, coloured advertisements appeared in the main free-press and student papers in Athens. 3 advertisements were inserted.
- **Radio** – A radio spot (duration of 34 seconds) was produced. In total 170 spots were broadcast over 4 radio stations in Athens for a period of eight days before the Exhibition.
This is an opportunity for you to listen to the Exhibition radio spot (as it is broadcasted to local radio stations) <https://soundcloud.com/britishcouncilgreece/education-uk-exhibition-athens-november-2012>
- **Web and social media** – web portals and social media were employed to spread the information <http://www.facebook.com/events/406093779455969>

▪ **Below-the-line activities**

- A. 700 A3 posters were distributed to HE institutions all over Greece, local institutions that provide UK education and all Greek private secondary schools in Athens (Same design as bus stop shelters posters)
- B. 7,000 postcards were distributed through our customer service points and HE institutions all over Greece, local institutions that provide UK education and all Greek private secondary schools in Athens
- C. Press releases were sent to all weekly city guides and local radio stations
- D. Email announcement was sent to more than 5,000 students

Media Plan (summary)

Medium	Campaign on air	Number of inserts/spots	Budget spent in Euros
Outdoor / panels	20/10 – 04/11/2012	95 double = 180	€ 21,003
Newspapers	25/10 – 1/11/2011	3 full colour ads	€ 2,931
Radio	29/10 – 4/11/2012	170 spots in 4 radio stations	€ 7,051