

Post-event report for

**Cyprus International Education Exhibition
(Education & Career 2017)**

Friday 17 to Sunday 19 February 2017

International Fair Grounds Pavilion 6

Introduction

Thank you for your participation at the Education UK exhibition in **Cyprus** in **February 2017** at the **International Fair Grounds, Nicosia**.

The purpose of this report is to provide you with a summary of the event, 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 decision making.

Following last year success, British Council Cyprus supported for the second year, the International Education Exhibition 2017 organised by the Cyprus Ministry of Education along with other organizations. The event, target was around International Education opportunities for HE and FE markets and hosted representatives from 110 institutions, including **14 UK institutions including UCAS** (Listed below in “Exhibitor’s Feedback” section), that positively engaged with **prospective students, visitors and partners**, providing the audience with information on **study options available to them at all levels**.

British Council and Education UK participation was sponsored by UNITE STUDENTS and IELTS.

The event attracted around **7,500 visitors** during the three days, thanks in part to the media and marketing campaign which covered all communication means including TV, Radio, printed, digital and live link. (**Details listed below in Appendix 1**). Alongside the main exhibition, a series of presentations / seminars were also held, on popular topics of study as well as a presentation on “How to make a great application to a UK university” was delivered by UCAS.

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,

Pantelitsa Michael | Business Development Manager SIEM, Cyprus

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Highlights

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

Venue(s)	International Fair Grounds, Nicosia 17-19 February 2017
Opening hours Friday Saturday & Sunday	08:30-13:30 & 16:00-20:00 14:00-20:00
Stand costs	£1,245

Visitor's participation to the event increased compared to last year's Education UK Exhibition...

Attendance	Nicosia	
	2016	2017
Total number of visitors over the three days	6000	7500

A rich program of successful seminars during the three days:

Friday	A total of 14 seminars
Saturday	A total of 9 seminars
Sunday	A total of 9 seminars

Seminars among others included information about studies to the UK as well as on UCAS application process.

Visitors' profile

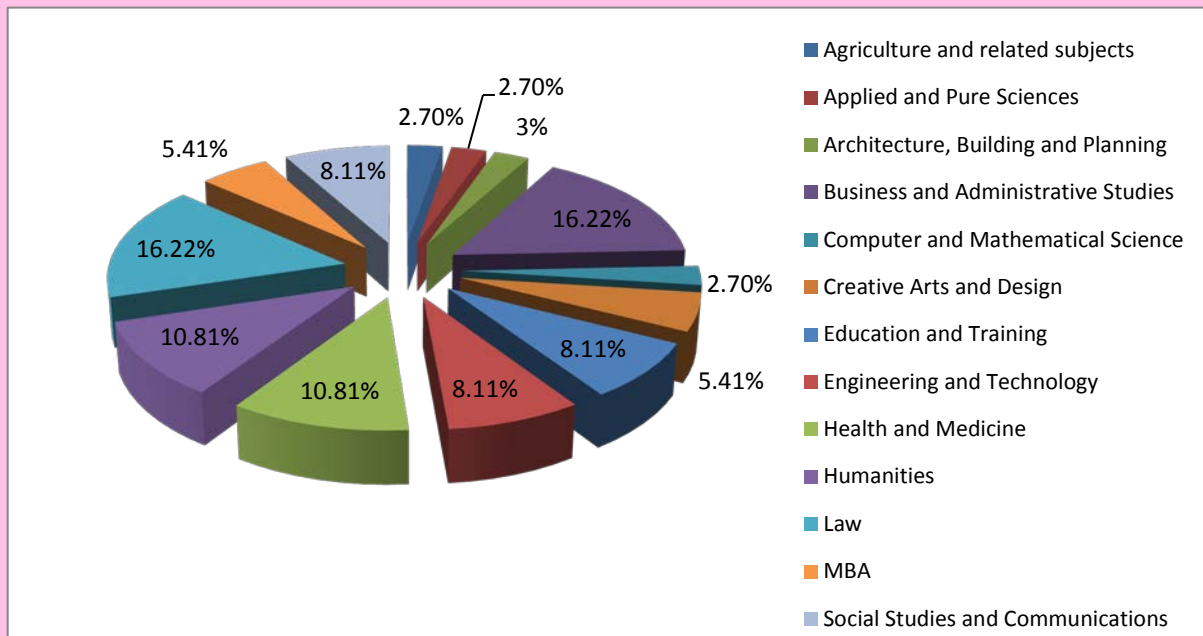
45% of visitors are looking for Undergraduate Higher Education

15% of the visitors preferred MBA's / MSC's/ PHD's

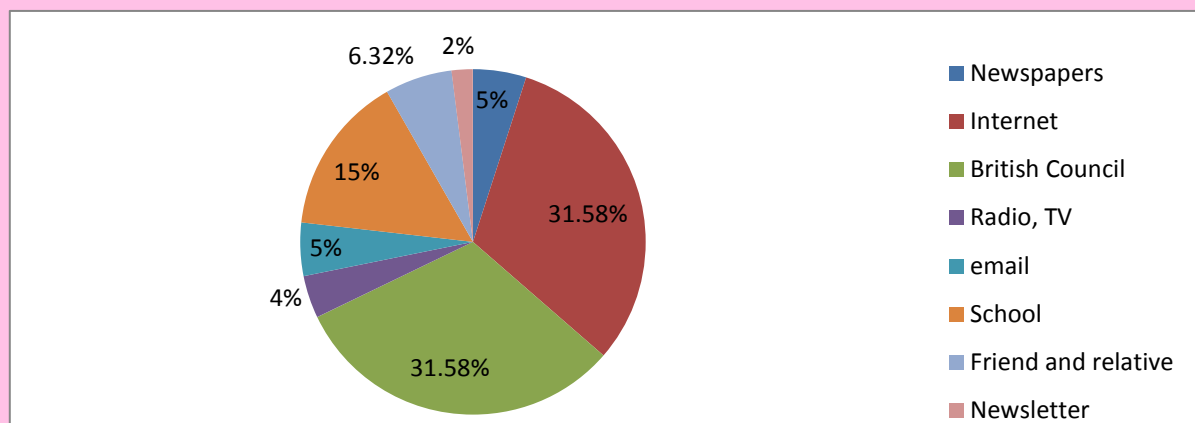
14% of the visitors preferred Pre-University and access courses

26% of the visitors preferred Professional and short courses

Programs of study



How did you find out about the exhibition?



Marketing

Marketing campaign was undertaken by an Advertising Agency and covered all means of communication.

Main target audience was students at High School level as well as students at local Tertiary education institutions and young professionals.

The Ministry of Education and Culture contributed effectively to the overall campaign by sponsoring buses to take final year Lyceum students, from all towns at the exhibition.

A total of £28K was spent on Marketing for this exhibition

Marketing campaign covered: TV, Radio, Magazines & Newspapers, On-line, Malls & Outdoor and press conference

Dedicated digital campaign was running parallel to International Education Exhibition promotional campaign specifically for Study UK Exhibition and the participation of UK institutions and UCAS to the event.

Examples of the marketing





Visitor's Feedback

Visitors to the exhibition were registering through an on-line survey. 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” 75% said yes, 5% said no, 20% maybe

When the visitors were asked “Did you receive all the Information required to make an informed choice” 70% said yes, 30% said no

When visitors were asked “what motivates you to choose UK as a study destination”

**80% said High accreditation standards.
10% said big variety of universities and courses to choose from.
20% said International recognition.**

Some examples of quotes from Visitors following the exhibition:

- Very informative and useful event
- Improved event this year with a lot of information and different exhibitors.
- How about more Institutions for the UK?

Key Recommendations for the British Council include:

- Continue collaboration with the Ministry and keep supporting the International Fair with a strong UK representation. Event attracts exhibitors from a large number of countries and UK should continue to be officially represented by British Council to the event.

Exhibitor's Feedback

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

Number however dropped by 32% compared to the same event last year. Main reason being restrictions on Institutions budgets following EU referendum

Exhibitor Attendance	NICOSIA	
	2016	2017
Three day event	40	14

When exhibitors were asked “Will you be attending a similar exhibition next year?” **100% said yes**, however only 50% of the attendees completed the survey

When exhibitors were asked if they have attended a BC organised event before **83% said Yes, 17% said No**

Some quotes for thought from exhibitors:

- The market has changed considerably and it is apparent that Brexit is having a further negative impact for recruiting students for the UK!
- Need to work harder with Brexit on the horizon. Competition from other European universities a real factor.
- Very competitive market, need scholarships and other financial packages for students going forward

List of Exhibitors (Alphabetical Order)

Brunel University London
De Montfort University, Leicester
Lancaster University
Leeds Beckett University
Newcastle University
Swansea University
The University of Buckingham
UCAS
University College Birmingham
University of Bradford
University of East Anglia
University of Portsmouth
University of Reading
University of Salford

Future steps

This was the second year that British Council Cyprus supported the International Education Fair with the participation of 13 UK institutions and UCAS. UK Education area was especially designed to host institutions in a customer friendly layout.

We worked closer with the organizers for the improvement of wi-fi quality and event opening hours, issues which have been identified and addressed during the fair last year.

British Council and the UK institutions can work on to improve the overall arrangement and outcomes of this exhibition.

Recommended next steps include:

British Council

- Work closely with the organizers to secure a central spot within the main exhibition hall for UK institutions.
- Going forward, British Council Cyprus will communicate / coordinate our schedule with the closer region and ensure that dates are in line with other regional countries' events, to enable exhibitors to maximize their time and budget in a single trip.

UK Institutions

- Market became very competitive for UK Education from other EU countries following EU Referendum result and Brexit. Participation of UK institutions and a strong representation of Study UK is important at such international education events.
- It is suggested that UK institutions continue to support British Council collaboration with this event and to establish UK presence at the International Fair with a larger number of UK institutions attending in the future.

The above points, though important, should not detract from what was a successful exhibition. Next year's exhibition (Currently Scheduled for **23-25 February 2018**) will build upon the lessons learned and prove even more popular. We hope to see you there!

Appendix 1

List of exhibitors (by stand number)

Stand 1 – UNIVERSITY OF CYPRUS

Stand 2 – UNIVERSITY OF NICOSIA

Stand 2 – ST GEORGE’S UNIVERSITY OF LONDON

Stand 2 – GLOBAL TRAINING

Stand 2 – DISTANCE LEARNING

Stand 2 – CYPRUS MARITIME ACADEMY

Stand 3 – ΙΔΕΠ LIFE LONG LEARNING

Stand 4 και 5 – EMBASY OF SWIDEN

Stand 4 και 5 – EMBASY OF FINDLAND

Stand 6 – UNIVERSITY OF TECHNOLOGY CYPRUS

Stand 7 – INTERCOLLEGE

Stand 9 – EMBASY OF GERMANY

Stand 10 – NEAPOLIS UNIVERSITY PAPHOS

Stand 11 – FREDERICK UNIVERSITY

Stand 11 – FREDERICK INSTITUTE OF TECHNOLOGY

Stand 13 – IEK DELTA

Stand 14 – GREEK UNIVERSITIES

Stand 14 – UNIVERSITY OF THESSALIA

Stand 14 – OPEN UNIVERSITY GREECE

Stand 14 – ATHINA SCHOOL OF FINE ARTS

Stand 15 – NATIONAL SPORTS ACADEMY SOFIA, BULGARIA

Stand 16 – PHOTIADES EDUCATION

Stand 17 – RUDN UNIVERSITY, RUSSIA

Stand 18 – PARENTS ASSOCIATION OF SECONDARY EDUCATION - NICOSIA

Stand 19 – CREW ACADEMY | IKAROS AVIATION

Stand 20 – HELLENIC BANK

Stand 21 – F+U ACADEMY OF LANGUAGES GERMANY

Stand 22 – CZECH UNIVERSITIES, CHARLES UNIVERSITY

Stand 23 – GLION & LES ROCHES HOSPITALITY MANAGEMENT SCHOOLS

Stand 25 – ASSOCIATION OF ACCOUNTING TECHNICIANS – AAT

Stand 26 – ABI CAREER BUILDERS CY

Stand 26 – BLACK SEA UNIVERSITY

Stand 27 – NED CY CONSULTANTS – SPECIALIZED IN STUDIES IN THE NETHERLANDS

Stand 28 – ECOLE HOTELIERE DE LAUSANNE (HOSPITALITY MANAGEMENT SCHOOL)

Stand 29 – BHMS SWITZERLAND

Stand 30 – L.M.C EDUCATIONAL SERVICES

Stand 31 – DIKTYO HUB

Stand 32 – A.T. AUTOMOTIVE TECHNOLOGY CENTER

Stand 33 – KES COLLEGE

Stand 34 – CZECH FACULTIES – ΤΣΕΧΙΚΕΣ ΣΧΟΛΕΣ ΙΑΤΡΙΚΗΣ / ΚΤΗΝΙΑΤΡΙΚΗΣ

Stand 35 – AMERICAN COLLEGE

Stand 36 – CDA COLLEGE

Stand 37 – R.Z. HAIR AND BEAUTY TECHNIQUES

Stand 38 – EMPHASYS CENTRE: CENTRE FOR EDUCATION, ICT TRAINING AND RESEARCH

Stand 39 – EGAIA SCHOOL OF FINE ARTS

Stand 40 – INSTITUT FRANCAIS DE CHYPRE

Stand 40 – UNIVERSITE MONTPELLIER 3, FRANCE

Stand 40 – UNIVERSITY OF FRANCHE-COMTE, FRANCE

Stand 40 – UNIVERSITE FRANÇOIS-RABELAIS, FRANCE

Stand 41 – EMBASY OF ITALY

Stand 41 – IUAV OF VENICE, ITALY

Stand 41 – TOR VERGATA OF ROME, ITALY

Stand 41 – CARLO BO OF URBINO, ITALY

Stand 41 – POLYTECHNIC OF MILAN, ITALY

Stand 41 – ACADEMY OF FINE ARTS "BRERA" OF MILAN, ITALY

Stand 42 – CYPRUS SCHOOL OF MOLECULAR MEDICINE

Stand 43 – THE CYPRUS INSTITUTE OF MARKETING

Stand 44 – OPEN UNIVERSITY CYPRUS

Stand 45 – MINISTRY OF EDUCATION AND CULTURE

Stand 46 – SOCIAL INSURANCE OFFICE

Stand 47 – HUMAN RESOURCE DEVELOPMENT AUTHORITY CYPRUS

Stand 48 – ECDL CYPRUS

Stand 49 – CTL EUROCOLLEGE

Stand 50 – S.o.A.E SCHOOL OF AUTOMOTIVE ENGINEERING

Stand 51 – ALEXANDER COLLEGE

Stand 52 – UCLAN CYPRUS

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Stand 53 – EUROPEAN UNIVERSITY

Stand 54 – GLOBAL COLLEGE

Stand 55 – ALPHA CONSULTANTS / CYP.F FOUNDATION COURSES CYPRUS

Stand 56 – GLOBAL EDUCATION

Stand 57 – ALPHA AKTIV LANGUAGE ACADEMY GERMANY

Stand 58 – INSURANCELINK

Stand 59 – MEETING POINT

Stand 60 – HIGHER INSTITUTE OF HOTEL MANAGEMENT

Stand 61 – IELTS EXAMS

Stand 62 – CIIM – CYPRUS INTERNATIONAL INSTITUTE OF MANAGEMENT

Stand 63 – TCS EDUCATIONAL CONSULTANTS

Stand 64 – INTO USA

Stand 65 – BRITISH COUNCIL

Stand 65 – BRUNEL UNIVERSITY LONDON, UNITED KINGDOM

Stand 65 – DE MONTFORT UNIVERSITY, UNITED KINGDOM

Stand 65 – LANCASTER UNIVERSITY, UNITED KINGDOM

Stand 65 – LEEDS BECKETT UNIVERSITY, UNITED KINGDOM

Stand 65 – NEWCASTLE UNIVERSITY, UNITED KINGDOM

Stand 65 – SWANSEA UNIVERSITY, UNITED KINGDOM

Stand 65 – THE UNIVERSITY OF BUCKINGHAM, UNITED KINGDOM

Stand 65 – THE UNIVERSITY OF READING, UNITED KINGDOM

Stand 65 – UCAS

Stand 65 – UNIVERSITY COLLEGE BIRMINGHAM, UNITED KINGDOM

Stand 65 – UNIVERSITY OF BRADFORD, UNITED KINGDOM

Stand 65 – UNIVERSITY OF EAST ANGLIA, UNITED KINGDOM

Stand 65 – UNIVERSITY OF PORTSMOUTH, UNITED KINGDOM

Stand 65 – UNIVERSITY OF SALFORD, UNITED KINGDOM

Stand 65 – UNITE STUDENTS

Stand 66 – EDUCATION USA

Stand 67 – EMBASSY OF SPAIN

Stand 67 – INSTITUTO CERVATES DE NICOSIA

Stand 68 – COMPASS4U ΣΥΜΒΟΥΛΟΙ ΣΠΟΥΔΩΝ ΚΑΙ ΣΤΑΔΙΟΔΡΟΜΙΑΣ

Stand 72 – ACCOUNTING 4 U INSTITUTE OF ACCOUNTANCY

Stand 73 – STUDY IN HUNGARY

Stand 74 – THE CYPRUS INSTITUTE

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Stand 75 – MOUSOULOS HUNGARY AND LITHUANIA

Stand 76 – SOCIAL SPACE ACADEMY

Appendix 2

Advertising and Promotional Campaign**MEDIA OVERVIEW**

- TV
- RADIO
- MAGAZINES
- NEWSPAPERS
- ON-LINE
- OUTDOOR

35" RADIO Spots breakdown	Average Spots
RADIO PROTO*	35
SUPER FM**	35
RIK TRITO	42
ASTRA	40
RADIO SFAIRA	34
DEEJAY	40
MIX FM	40
KISS	34
TOTAL	300

Newspapers
Phileleftheros (3X5 CLR)
Phileleftheros (Career)
Kathimerina (3X5CLR)
Politis (3X5 CLR)
Simerini (HALF PAGE CLR)
Alithia (3X5 CLR)
Charavgi (3X5 CLR)

Magazines / full page ads
TV Mania
OK*
DOWN TOWN
BEAUTIFUL PEOPLE

PISA & SCROLLING PISA AT KEY POINTS IN ALL CITIES

End of Report