



**SERVICES FOR  
INTERNATIONAL  
EDUCATION  
MARKETING**

## **Post-event report**

### **Education UK Exhibition Algeria**

**23 January 2016  
Algiers**

## Introduction

Thank you for your participation at the Education UK exhibition in **Algeria** in **January / 2016** at the **National Library of Algeria** in **Algiers**.

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.

The event was **targeted at the HE/FE/Schools market**, and hosted representatives from **5 UK institutions** (Listed below), that positively engaged with **prospective students**, providing the audience with information on **educational opportunities in the UK in addition to subject choices**.

The event attracted over **470 visitors** thanks in part to the strategic marketing campaign. Alongside the main exhibition, one seminar was also held on the topic of Living and Studying in the UK.

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,

*Hayat Messekher* | Assistant Director Programmes, Algeria

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## Highlights

- A strategic marketing campaign was created with the aim of engaging with a wide audience interested in studying in the UK through online and offline communication channels which included British Council website and Facebook page.
- A British Council exams representative presented IELTS & Visa requirements to visitors throughout the exhibition highlighting Education UK requirements.
- A market briefing was organised to present information about the education sector in Algeria, and the current market trends in Algeria.
- The audience included a mix of secondary, foundation, undergraduate and postgraduate students from different disciplines across Algeria.

<b>Venue</b>	National Library of Algeria, Algiers - 23 January 2016
<b>Opening hours</b>	From 09.00 to 16.00
<b>Stand costs</b>	£1,495 (Plus VAT)

This was the first exhibition to be held in Algeria

<b>Attendance</b>	<b>Algiers</b>
	<b>2016</b>
Weekend, Saturday 23 January	476

One successful seminar was held, covering the generic topic of 'Living and Studying in the UK' with an emphasis on topics ranging:

- From managing expectations, language issues, way of life to assessment

### Media reporting of the event said -

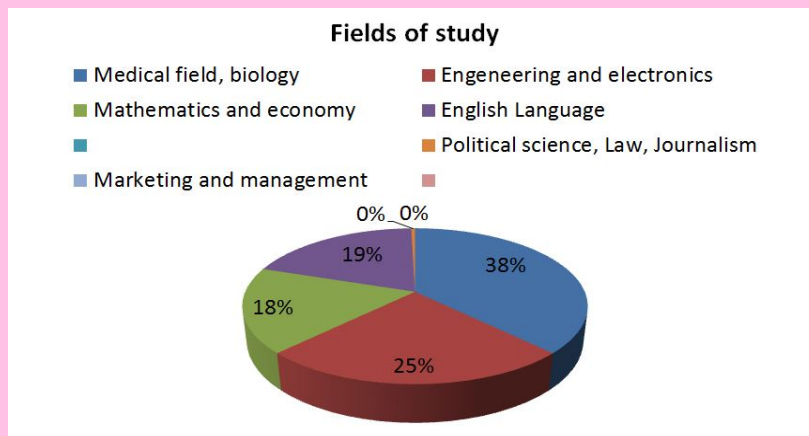
- "Exceptional"
- "First of its kind"
- "Really good!"

Visitors' profile

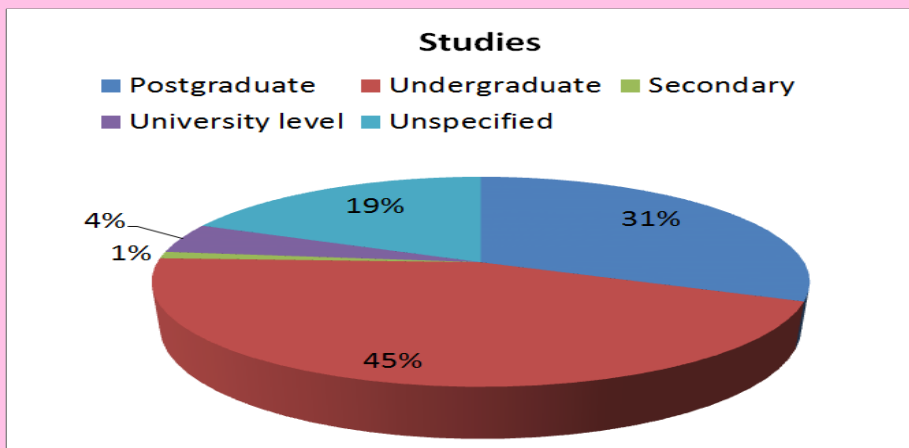
45% of visitors are looking for Postgraduate Higher Education

Of the total visitor numbers 56% were male, 45% were female.

What programme of study are visitors interested in?



Level of study:



Marketing

**Our marketing was digital and reached an estimated audience of 80 000 people.**

Examples of the marketing Include ...

**Indoor:**



**Online:**



## Visitor's Feedback

**Many of the visitors felt the Seminar topic was very useful to them and wishes there were more on various disciplines.**

### **Some examples of quotes from Visitors following the exhibition:**

- An awesome fair.
- Thank you: - British Council: for organising such an interesting event and helping us discovering some UK universities and explaining the ways to be accepted.
- I enjoyed the conference with Mr. Dave
- That was great, thank you.
- Why is it only for one day?
- It was difficult to attend. We are preparing for exams.
- The assistants were very helpful and even translated for us.

### **Key Recommendations for the British Council include:**

- Invite more universities than colleges
- Bring Algerian students to share their experiences
- Do more than one day and in more than the capital city Algiers.
- Have a stand for the UK Embassy Visa Section
- Invite more than one UKVI IELTS expert from British Council

## Exhibitors' Feedback

**At the exhibition there were 5 institutions from UK HE sector; this is the first time Algerians had the opportunity to meet with HEIs representatives.**

**The debrief session after the exhibition was very insightful to sense whether exhibitors would be willing to attend a similar exhibition next year which they were all interested in.**

**Despite some pitfalls for this first exhibition, exhibitors were overall satisfied with the exhibition.**

**Some positive quotes from exhibitors:**

- A nice venue
- A very good success especially as first event
- A well-arranged and well-attended event
- Good number of visitors for a first time exhibition
- The market briefing session provided useful information
- The British Council staff were wonderful

**Some negative quotes from exhibitors:**

- The event should have been attached to the Morocco exhibition
- UKVI IELTS confusing, we should have had a stand to explain this thoroughly
- Organize longer events not just one day
- Problems with Wi-Fi / internet access
- Good attendance but students were asking for scholarship. We should communicate better next time that education in the UK is expensive.
- The event was not communicated to the right audience (target more schools who do the Bac – private/higher fee paying schools)
- The event date was planned too late into our academic schedule

**List of Exhibitors:**

<b>No.</b>	<b>Institution</b>
<b>1</b>	David Game College
<b>2</b>	Education First
<b>3</b>	Northumbria University London Campus
<b>4</b>	The Manchester College
<b>5</b>	The University Of Northampton



## Future steps

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

### **British Council**

- For next year's exhibition, we will evaluate the cost effectiveness and the feasibility of moving to a larger venue and possibly changing the exhibition format itself by having a pre-mini fair for high schools.
- Market the event at targeted schools (by putting banners of the event at the school site 10 days before the event)
- We will consider having a stand with the UK Embassy's Visa Section to explain visa procedures and requirements.
- British Council understands the importance of providing value-added services to the exhibitors, thus we are planning to hold a networking event with local private schools and institutes' representatives in order to provide a platform for them to meet up and identify possible collaboration opportunities.
- Going forward, British Council Algeria will better coordinate our schedule with the Maghreb countries and tie-in our own exhibition with other regional countries' events, to enable exhibitors to maximize their time and budget in a single trip.
- Hold short and more seminar series during the exhibition and enable UK institutions to feature topics on different disciplines to cater for the wide range of students' profiles.
- Organize short seminars throughout the event on UKVI IELTS since this proved to be problematic for current international students.
- We will work on using the Virtual Registration System for pre-registration and for collecting demographics and data to mine and share with exhibitors later on.
- Provide translation services upon request since for this year, assistants had to do a lot of translation which was not requested by exhibitors.

### **UK Institutions**

- It is suggested that institutions invite their alumni to attend future exhibitions and share tales of their life in UK with the visitors.
- Each institution needs to have at least 2 representatives, ideally 3. Two will be in the front desk and the third one will be meeting highly interested students that they can potentially recruit.
- Exhibitors need to bring more flyers. The ones they used this year were all distributed in the morning.
- Many visitors commented that there were no scholarships opportunities. We recommend institutions to look at ways of providing some sort of scholarship or discount wherever possible and highlight these during future exhibitions.
- Exhibitors need to confirm their attendance well before the event and avoid last minute confirmation.

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!

**End of Report**