

Post-event report for
Education UK Exhibition, Morocco
29 January 2015
Tour Hassan Hotel, Rabat,
31 January 2015
Royal Mansour Hotel Casablanca

Introduction

The Maghreb Education UK Exhibition in Morocco was held on Thursday 29 January 2015 at Tour Hassan Hotel in Rabat and 31 January in Royal Mansour Hotel Casablanca. The event brought representatives from 14 UK Education institutions to meet with Moroccan students, parents, education advisors and teachers providing them with information on education opportunities, subject and pathway choices.

30 January was a day dedicated to schools visits. A visit to the Rabat American School was conducted young students attending from Years 9, 10 and 11. In Casablanca, exhibitors visited the American Academy and The Casablanca American School.

The exhibition targeted at the HE and Schools market, hosted representatives from **14 UK institutions**, that positively engaged with prospective students/visitors/partners, providing the audience with information on educational opportunities offered by UK institutions.

The event attracted over **1,500 visitors** thanks in part to the media interest/marketing campaign. Alongside the main exhibition, a series of school visits were also organised to key international schools.

British Council Morocco undertook a post event session with the exhibitors to review of the exhibition to identify strengths and lessons learnt.

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.

Amina El Abdellaoui/Projects Manager/Morocco

This report includes:

Introduction - Page 2

Highlights - Page 2 – 4

Marketing - Page 5-6

Exhibitors Feedback - Page 7

Future Steps - Page 8

Appendix: List of exhibitors, registration - Page 9

Highlights

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

Venue(s)	Tour Hassan Hotel, Rabat - 29 January 2015/ Royal Mansour Hotel 31 January 2015
Opening hours	13:00-19:00
Stand costs	£1,250

Media reporting of the event said

- “Exhibition promises large opportunities ”
- “A very organized fair”
- “UK in the UK are among the top ranked ones globally”

Visitors' profile

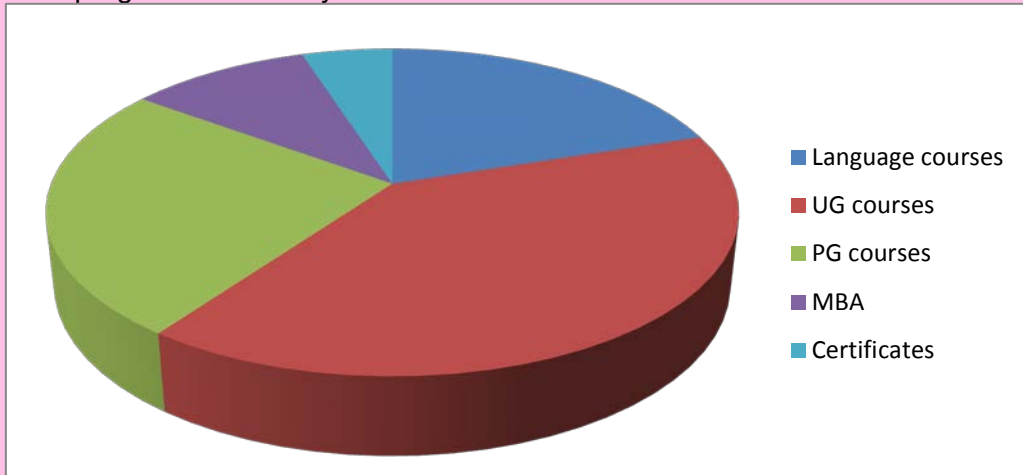
Visitor feedback was collected from a sample of visitors to the event.

60% of visitors are looking for UG courses/ Language courses

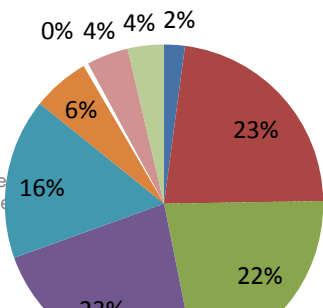
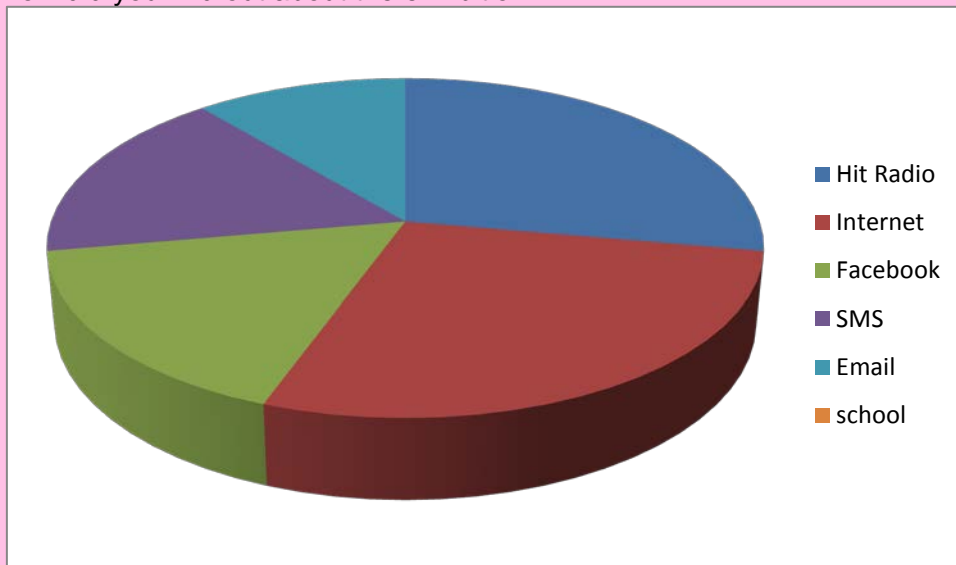
79% of the visitors were between the ages of 17-35

Of the total visitor numbers 62% were female, 38% were male.

What programme of study are visitors interested in?



How did you find out about the exhibition?



Preparatory school

Junior secondary school

GCSE

A-level

International Baccalaureate

Marketing

Examples of the marketing Include ...

http://www.lematin.ma/journal/2015/salon-des-etudes-superieures_le-royaume-uni-lorgne-les-etudiants-marocains/216624.html

<https://www.migreat.co.uk/fr/maghrebins/londres/evenements/salon-marocain-%C3%A9tudes-sup%C3%A9rieures-royaume-uni-e2982>

http://www.lematin.ma/journal/2015/salon-des-etudes-superieures_un-pont-vers-le-royaume-uni/216715.html



Accueil Social Services Logement Voyages Résidence Éducation Argent Emploi

Le salon marocain des études supérieures au Royaume-Uni 29 Jan

Rebecca a créé cet événement

PROCHAINS ÉVÉNEMENTS

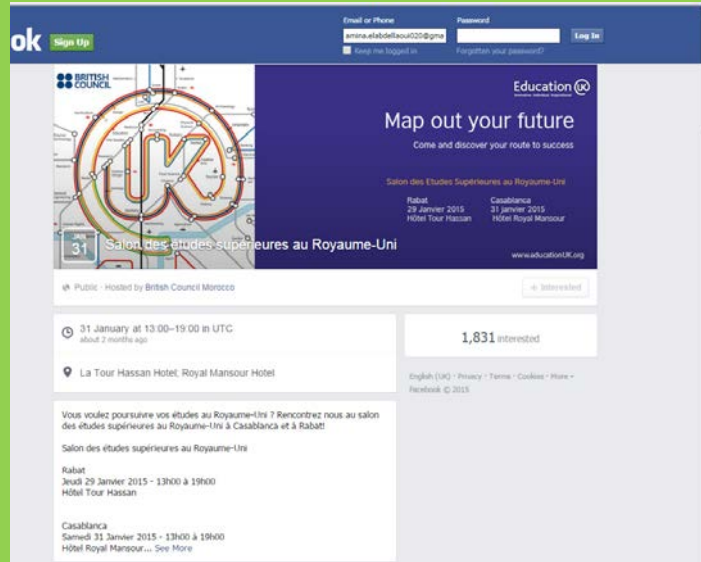
mar 12 Mai 2015
Salon de recrutement pour bilingues/multilingues

jeu 28 Mai 2015
Soirée Gaïda Diawne de Bechar

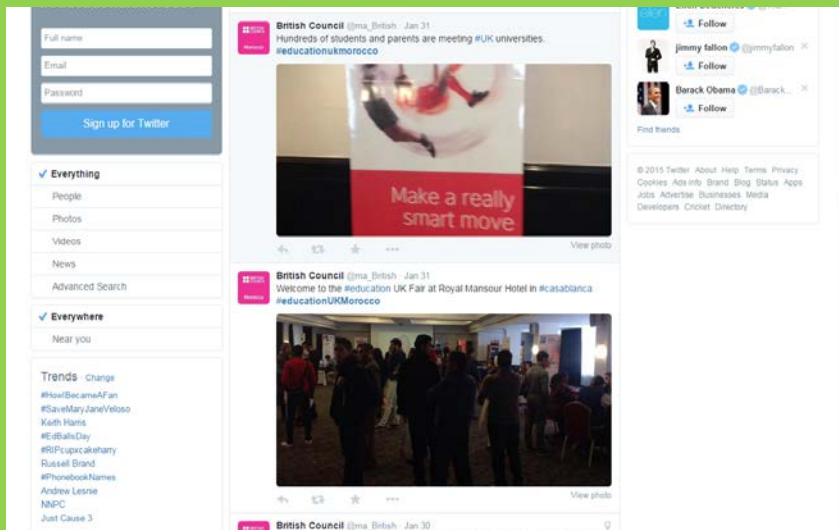
dim 31 Mai 2015
Souad Massi et le Trio Joubran en concert

FIL D'ACTUALITES

Social Media



Twitter



Exhibitor's Feedback

When Exhibitors were asked “Have you developed/built on existing relationships during your visit?” **82% said yes with agents, 25% said yes with local and 15% with government.**

When exhibitors were asked “Will you be attending a similar exhibition next year?” **82% said yes, 18% maybe.**

When exhibitors were asked “*overall how satisfied were you with the exhibition?*” over **90 %** agreed that the event met their expectations and was overall a high quality event

Some positive quotes from exhibitors:

- It was very well organized event
- That it is a potential very good recruitment market for City University London
- The market briefing session provided useful information
- The event gave me the insight about the changing trends in the International student recruitment industry in Morocco. Foundation courses are a big sell in Morocco and my institution will definitely focus on the market in future

Some Recommendations from exhibitors

- The time spent at the local schools should be more and should attract good potential students.
- Having seminars would be very useful and visiting French Schools
- More information to students in advance on cost of studying abroad

	List of exhibitors (Alphabetical Order):
1	Cambridge Regional College
2	Cardiff Metropolitan University
3	City University London
4	David Game College London & Bath
5	DE Montfort University
6	Edinburgh Napier University
7	EF Education First
8	Kaplan International Colleges
9	Northumbria University
10	The Manchester College
11	University of Portsmouth
12	University of Southampton
13	University of Warwick
14	University of Westminster

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

- We will consider having seminar session for exhibitors to talk about topics of general interest to Moroccan students like undergraduates and PG courses, funding opportunities, Foundation and ELT courses
- British Council understands the importance of providing value-added services to the exhibitors, thus next year we are planning provision to have someone from UKVI to attend to have a visa desk.
- Provision of stand assistants which will be helpful to allow representatives to take a break and to help filter students at the stand

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.
- Many visitors commented that scholarships opportunities were very low. We recommend institutions to look at ways of providing some sort of scholarship or discount and highlight these during future exhibitions.

The above points, though important, should not detract from what was a successful exhibition. Next year's exhibition (Currently Scheduled for January 2016) will build upon the lessons learned and prove even more popular. We hope to see you there!

Appendix

BRITISH EDUCATION FAIR	
Nom :	
Prénom :	
Age:	
Téléphone Cellulaire :	
Email :	
Votre Ville :	
Pensez-vous poursuivre vos études au Royaume-Uni ?	<input type="checkbox"/> Oui <input type="checkbox"/> Non
	Si oui en quelle année pensez vous le faire:.....

Vous vous intéressez à propos de...

Etude de Langue	<input type="checkbox"/>
Etudes universitaires	<input type="checkbox"/>
Etudes de 2ème ou 3ème Cycle	<input type="checkbox"/>
MBA	<input type="checkbox"/>
Programmes de Certificat	<input type="checkbox"/>

Comment avez-vous entendu parler de nous?

Hit Radio	<input type="checkbox"/>
Internet	<input type="checkbox"/>
Facebook	<input type="checkbox"/>
Vous avez reçu un sms	<input type="checkbox"/>
Vous avez reçu un email	<input type="checkbox"/>
Informé par votre établissement	<input type="checkbox"/>
Invitation / Affiches	<input type="checkbox"/>
Article dans la presse	<input type="checkbox"/>
Recommandation	<input type="checkbox"/>
Autre à préciser	<input type="checkbox"/>
<p>Nous respectons les lois sur la protection des données personnelles. Cependant, en remplissant ce formulaire, vous nous autorisez à prendre des photos et vidéos de vous et de les utiliser éventuellement dans notre site web et outils de promotion.</p> <p>Cochez ici si vous ne voulez pas nous autoriser <input type="checkbox"/></p>	

End of Report