

## Make a Smart Move

MBA/ Oil & Gas Postgraduate Fair

November 23<sup>rd</sup> 2013

Eko Hotel and Suites Victoria Island Lagos

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## 1. Event fact file

### Lagos

<b>Venue</b>	The Grand Ballroom, Eko Hotel & Suites, Victoria Island Lagos
<b>Opening hours</b>	09.00am
<b>Stand costs</b>	£1,425 (plus VAT) for Oil and Gas / £350 (plus VAT) for Schools Tour
<b>Unique feature to give added value</b>	Postgraduate facing exhibition with a focus on Oil & Gas Courses and MBA Programmes
<b>Seminars</b>	<b>Building a Career in the Oil &amp; Gas Sector: Qualifications, Behaviours and Skills required</b> Sub-Sahara Africa Talent Resourcing & Development Manager Shell Nigeria
	<b>Employability and entrepreneurship in today's business environment</b> Legal Advisor Oando Gas & Power
	<b>Work, Life and Study in the UK</b> International Regional Manager International Office Birmingham City University
	<b>Employability and entrepreneurship in today's business environment</b> General Human Resources Manager Nigeria Liquefied Natural Gas (NLNG)

## 2. Key statistics

Attendance	Lagos	
		2013
Saturday 23 <sup>rd</sup> November 2013		891
<b>Total number of visitors</b>		891
<b>Total number of exhibitors</b>		20

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

\*Please see Appendix 2 for visitors survey results

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Visitors' primary market objectives	Lagos	
		2013
Business and Management		23%
English		16.3%
Oil & Gas		14.5%
Information Technology		7.8%
Sciences		6.7%
Finance		6.7%
Demographics of visitors	Lagos	
		2013
Male		58%
Female		42%

### 3. Impact of marketing plan

The Marketing and Communications plan was targeted at the postgraduate audience; therefore a smart combination of offline and online marketing media was used to engage with the target audience. The Facebook platform [www.facebook.com/studyintheuk](http://www.facebook.com/studyintheuk) received 4000 new registrations in the build-up to the event, and all institutions had their profiles promoted on our social media platforms. Google and Facebook adverts promoted the event online.

Job websites were also used to promote the event via bulk SMS and this was hugely successful as a large number of participants heard about the exhibition through this medium.

Letters of invitation were sent to corporate partners in the oil and gas sector, and the event was advertised on radio and in newspapers.

### 4. Conclusions and follow up

#### 4.1 Key recommendations for institutions

A number of visitors commented that the exhibitors should have indicated on their advertising materials the courses they had on offer. It was observed that the institutions that had Oil & Gas / MBA's boldly printed on their pull-up banners received the most number of Oil & Gas / MBA related enquiries.

A number of visitors also commented on the fact that they were expecting on the spot admissions but these were not on offer.

Many visitors also would have liked to receive information on short professional courses, online and distance learning

Visitors who attended the seminars were very pleased with the quality of presentations and we look forward to repeating this in future.

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## 4.2 Key recommendations for the British Council

The major observation was the lack of consistency in the information given about the event start time. Many delegates had been travelling and did not receive the most recent communication about the start time. As a result the Market brief could not take place to open the event. This is noted and we will work to ensure consistency in the timings in future.

Several delegates noted that they received more general enquiries, rather than specific ones related to MBA and Oil & Gas courses. As we have commented above, this was probably due to the fact that their banners did not specifically advertise MBA's and Oil & Gas courses. We also would advise that for future events delegates come prepared to field general enquiries as although the event may be targeted at a particular sector it is still open to the public and we will get a mix of visitors.

### Appendix 1: List of participating institutions (Alphabetical Order)

	Oil & Gas, MBA	Schools Tour
Aberystwyth University		X
Birmingham City University	X	X
Canterbury Christ Church University		X
City University London	X	X
Coventry University	X	X
Heriot-Watt University	X	X
Highbury College Portsmouth	X	X
Kaplan International		X
Keele University		X
King's College London		X
London Metropolitan University	X	
London South Bank University	X	
Loughborough University	X	
Middlesex University		X
Newcastle University	X	X
Regent's University London	X	X
Sheffield Hallam University	X	
Teesside University	X	X
The University of Buckingham	X	X
The University of Hull	X	
The University of York		X
University of Abertay Dundee	X	
University of Derby	X	
University of Dundee	X	X
University of Essex		X

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University of Kent		X
University of Leeds	X	X
University of Portsmouth		X
University of South Wales	X	
University of Surrey	X	
University of Sussex		X

## Appendix 2: Visitors Survey Results

Total Number of Visitors				891
Number of filled questionnaires				356
Sample Population				165
Current Level of Study			Age Range	
Postgraduate		62	Over 35	19
Undergraduate		9	24 - 35	114
Recent Graduate		59	20 - 23	16
Sub Degree Student		14	19 and below	2
Sec School Leaver		3		
Employee		54		
Employer		7		
Proposed level of Study			Subject Interest	
Postgraduate		132	Oil & Gas	24
Distance Learning		10	MBA, Management, Business	38
Professional Courses		18	English	27
Undergraduate		7	Information Technology	13
English Language		4	Science	13
			Human Resources	11
			Finance	11
Marketing and Advertising: Source of information				

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Email from British Council	47		
Facebook Advert	29		
Press Advert	24		
Radio Advert	3		
Letter of Invitation	18		
British Council Newsletter	6		
Other (Jobberman, jobs sites, word of mouth)	24		

### Appendix 3: Exhibitors' Survey Results

Total Number of Institutions		20			
Number of filled questionnaires		18			
Sample Population		18			
<b>Reason for Attendance</b>					
			Assessment of visitors		
Recruitment		2	Good number and quality		15
Profile raising		1	Good number only		2
Both		15	Good quality only		
			Disappointing		
<b>Primary Market Interest</b>					
			Interest in attending a future event of this nature.		
Postgraduate taught		17	Yes		15
Postgraduate Research		4	No		
Higher National Diploma & Equivalent		3	Undecided		2
Others					
	(Undergraduate,	2			
	training)	1			
<b>Rating of British Council Support</b>			<b>Overall assessment of exhibition</b>		

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Unsatisfactory	2	Good		11
Satisfactory	9	Average		6
Good	4	Poor		
Very Good	2			

## Appendix 4: Advertising and promotion plan (media plan)

<b>Online Target</b>	
Google Search and Display Ads	8 weeks prior
Facebook ASU Ads	4 weeks prior
Banner Adverts on jobs sites	4 weeks prior
Promotion on British Council websites	8 weeks prior
Promotion on LinkedIn	4 weeks prior
Promotion on our studyintheuk facebook page	
<b>Traditional Media</b>	
Radio Campaign	
Month Long Campaign on three Radio Stations	
Newspaper Campaign	
Insertions in Punch and Guardian Newspapers over four weeks prior to the exhibition	
<b>Non Media Marketing</b>	
Email Shots to British Council database	
Letters of invitation to corporates in the finance, management and Oil & Gas sectors	

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