



Education 
Innovative. Individual. Inspirational.

Your Journey Begins Here

Education UK Exhibition 2014

November 8th & 11th 2014

Lagos and Abuja

Contents

Contents.....	1
1. Event fact file.....	2
2. Key statistics	2
3. Impact of marketing plan	3
Appendix 1: List of participating institutions	5
Appendix 2: Visitors' survey results	5
Sample size >300.....	7
Appendix 3: Exhibitors' survey results	8
Appendix 4: Advertising and promotion plan (media plan)	14

<https://siem.britishcouncil.org/exhibitions>

The British Council is the author of this report. © 2014 British Council. All rights reserved. This document may not be amended, copied or distributed without express written permission

1. Event fact file

Venue(s)	InterContinental Victoria Island, Lagos 8th November 2014 Transcorp Hilton Hotel, 11th November 2014
Opening hours	11.00am – 05.00pm
Seminars	<p>Mr. Craig Lind University of Sussex Studying Law in the UK Questions and Answers</p> <p>Emma Tyrrou University of Nottingham Funding and Scholarships Questions and Answers</p> <p>Mr. John Opara Head of Employee Engagement, Nigerian Breweries Limited Building a Career in the Manufacturing Sector Qualifications, Behaviours and Skills required Questions & Answers</p> <p>Dr. David Lonie Robert Gordon University Opportunities in the I.T. Industry: Bridging the I.T. skills gap in Scotland Questions & Answers</p> <p>Mr. Charles Magee Birmingham City University Employability and entrepreneurship in today's business environment Questions & Answers</p>

2. Key statistics

Attendance	Abuja		Lagos	
	Feb 2014	Nov 2014	Feb 2014	Nov 2014
Day 1	1290	1017	925	1200
Day 2			894	
Total number of visitors	1290	1017	1819	1200

<https://siem.britishcouncil.org/exhibitions>

The British Council is the author of this report. © 2014 British Council. All rights reserved. This document may not be amended, copied or distributed without express written permission

Further Education	9	3	9	3
Higher Education	54	48	55	52
Boarding Schools	1		0	
UKVI	1	1	1	1
GT Bank	1		1	
Total number of exhibitors	66	52	67	56

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

3. Impact of marketing plan

This year's advertising used digital and traditional media; however we aggressively used all of the digital platforms to ensure a conversion of 40% of candidates who registered attending the events.

Results from the visitors' survey administered at both locations indicated that digital platforms as well as Email and SMS had the greatest impact on attendance figures.

A number of media houses engaged with the British Council pre and post event to promote the events in both Abuja and Lagos this led to comprehensive report on the international education market in Nigeria.

The report is available via this link - <http://www.nguardiannews.com/features/education/187194-nigeria-ultra-rich-hunting-ground-for-foreign-varsities>

Activation activities flyers were also distributed at strategic shopping malls in Abuja and Lagos.

We set up a registration platform on eventbrite for visitors to pre-register for the event. 1194 visitors registered for Lagos while 859 registered on the Abuja site. This is at par with the actual event numbers reflecting a very high conversion rate.

4. Conclusions and follow up

Key recommendations for Institutions

1. Exhibitors should ensure they read the pre event handbook in full to ensure they have realistic expectations of the services we will provide.
2. Exhibitors should endeavour to fill out the risk assessment on time to prevent delays to visa request letters.
3. Exhibitors should be aware that they have the same leads at the event and should follow up to ensure conversion.

<https://siem.britishcouncil.org/exhibitions>

The British Council is the author of this report. © 2014 British Council. All rights reserved. This document may not be amended, copied or distributed without express written permission



Key recommendations for British Council

Most delegates were very pleased with the quality and attendance at the events. With over 80% agreeing that it was a high quality event, while 7.4% of delegates indicated that the event did not meet their expectations.

Delegates were over all satisfied with the communications, handbook, pre event briefing and overall professionalism of the team scoring an average of 7 on a 10 point scale were 10 is excellent and 1 very poor.

1. Introduce more subject specific seminars and target parents as well as counsellors.
2. Consider hosting an event in Port Harcourt.
3. The setup of the stands was not very good; British Council needs to improve on the layout.
4. Bring the price down to a reasonable level as marketing budgets are shrinking.
5. British Council should provide a full lunch and airport services as well as transport to the venue for those staying at other hotels.

Please note that we no longer provide a full lunch at the exhibitions and this is communicated to exhibitors when the event is advertised.

We will continue to work with professionals on the design and layout of the Abuja venue which is an octagonal hall until we get the most efficient set up possible.

<https://siem.britishcouncil.org/exhibitions>

The British Council is the author of this report. © 2014 British Council. All rights reserved. This document may not be amended, copied or distributed without express written permission

Appendix 1: List of participating institutions (Alphabetical Order)

Institution	Lagos	Abuja
Aberystwyth University	X	X
Anglia Ruskin University	X	X
Aston University	X	X
Bellerbys College	X	X
Birmingham City University	X	
Bournemouth University	X	X
Cardiff Metropolitan University	X	X
Cardiff University	X	X
Coventry University	X	X
David Game College	X	X
De Montfort University	X	
Durham University	X	X
Keele University	X	X
Lancaster University	X	X
London Metropolitan University	X	X
Loughborough University	X	X
Manchester Metropolitan University	X	X
Middlesex University	X	X
Newcastle University		X
Northumbria University	X	X
Oxford Brookes University	X	X
Queen Mary University of London	X	X
Regent's University London	X	X
Robert Gordon University	X	X
Sheffield Hallam University	X	X
Study Group International	X	X
Swansea University	X	X
Teesside University	X	X
The Manchester College	X	X
The University of Hull	X	
The University of Law	X	X
The University of Manchester	X	X
The University of Northampton	X	X
The University of Nottingham	X	X
The University of Sheffield	X	X
The University of York	X	X
University College Birmingham	X	X
University of Aberdeen	X	
University of Bath	X	X
University of Bedfordshire	X	X
University of Chester	X	

<https://siem.britishcouncil.org/exhibitions>

The British Council is the author of this report. © 2014 British Council. All rights reserved. This document may not be amended, copied or distributed without express written permission



University of Chester		X
University of East Anglia	X	X
University of East London		X
University of East London	X	
University of Essex	X	X
University of Exeter	X	X
University of Gloucestershire	X	X
University of Huddersfield	X	X
University of Kent	X	X
University of Leeds	X	X
University of Lincoln	X	
University of Portsmouth	X	X
University of Salford	X	X
University of Southampton	X	X
University of Surrey	X	X
University of Sussex	X	X
University of the West of England	X	X
University of Warwick	X	X

<https://siem.britishcouncil.org/exhibitions>

The British Council is the author of this report. © 2014 British Council. All rights reserved. This document may not be amended, copied or distributed without express written permission

Appendix 2: Visitors' survey results

Sample size >300

Visitors	LAGOS	ABUJA
School Student	23%	6%
Secondary School Leaver	13%	0
Sub-degree student(Associate degree/Higher Diploma)	5%	1%
Undergraduate Student	12%	25%
Graduate Student	26%	41%
Parent	4%	8%
Employed	17%	19%

Age Group	LAGOS	ABUJA
12-19	26%	22%
20-23	17%	27%
24-35	40%	39%
Over 35	17%	12%

Gender	LAGOS	ABUJA
Male	68%	48%
Female	32%	54%

Type of School currently attending	LAGOS	ABUJA
Local Public School	15	50
Local Private School	67	63
International School	44	17
Boarding School Overseas	5	4

Programme of Study interested in	LAGOS	ABUJA
GCSE	10	1
A Levels	18	2
Diploma	9	3
Foundation programme	43	11
University Foundation	27	12
Undergraduate	60	49
Postgraduate	100	97
Distance Learning	5	2
English Language Course	1	1

<https://siem.britishcouncil.org/exhibitions>

The British Council is the author of this report. © 2014 British Council. All rights reserved. This document may not be amended, copied or distributed without express written permission

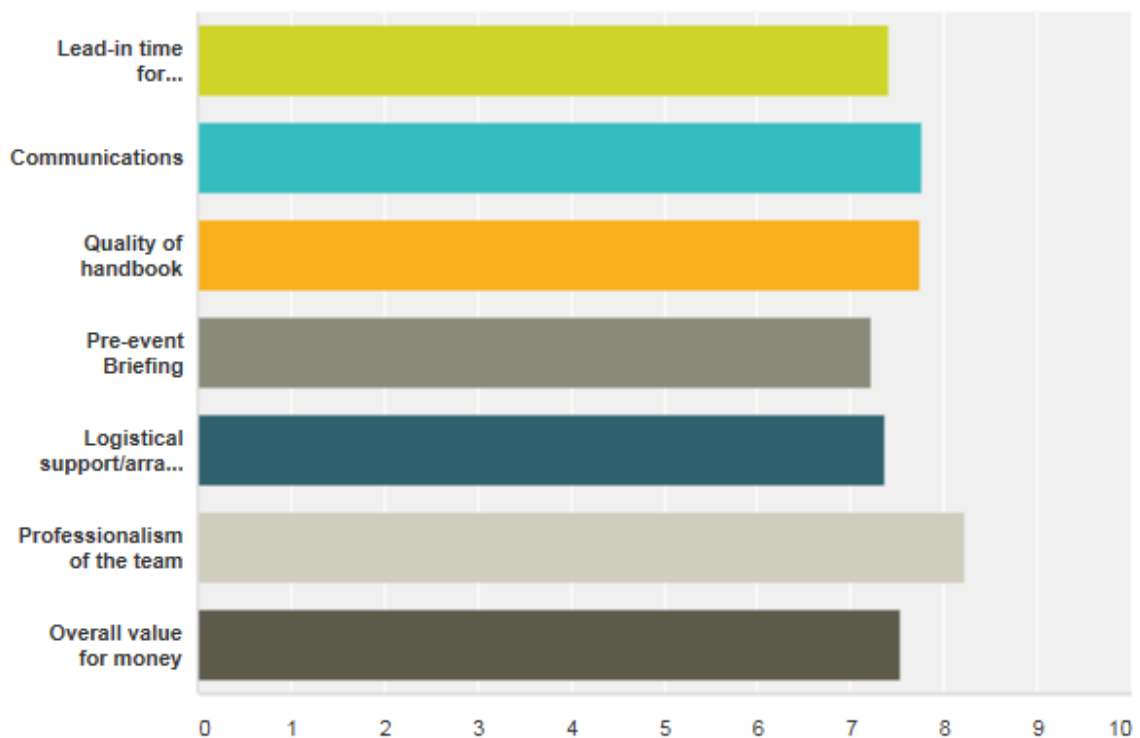
I got the information I needed	LAGOS	ABUJA
Yes	93%	90%
No	7%	18

Quality of Services received	LAGOS	ABUJA
Excellent	50%	62%
Good	45%	35%
Average	5%	3%
Bad	0	1%

Appendix 3: Exhibitors' survey results

Please rate the following aspects of the British Council

Answered: 28 Skipped: 0

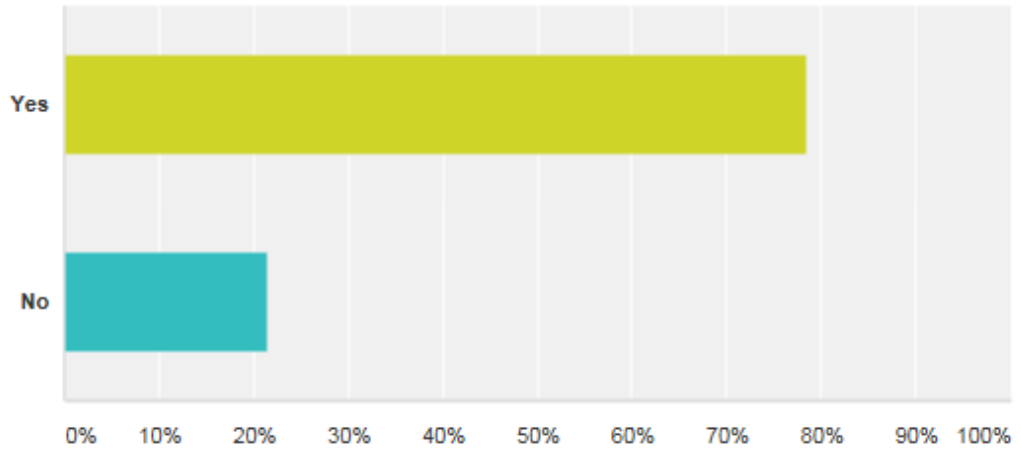


<https://siem.britishcouncil.org/exhibitions>

The British Council is the author of this report. © 2014 British Council. All rights reserved. This document may not be amended, copied or distributed without express written permission

Was the (calendar) timing of this event right for you?

Answered: 28 Skipped: 0



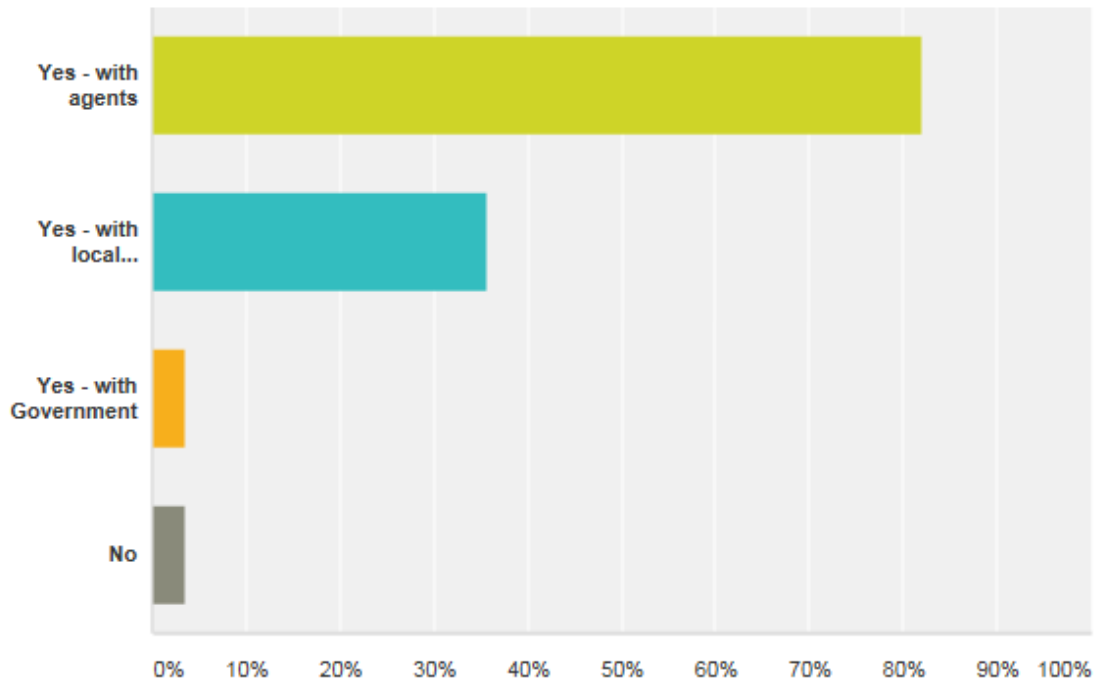
Answer Choices	Responses	
Yes	78.57%	22
No	21.43%	6
Total		28

<https://siem.britishcouncil.org/exhibitions>

The British Council is the author of this report. © 2014 British Council. All rights reserved. This document may not be amended, copied or distributed without express written permission

Have you developed/built on existing relationships during your visit?

Answered: 28 Skipped: 0



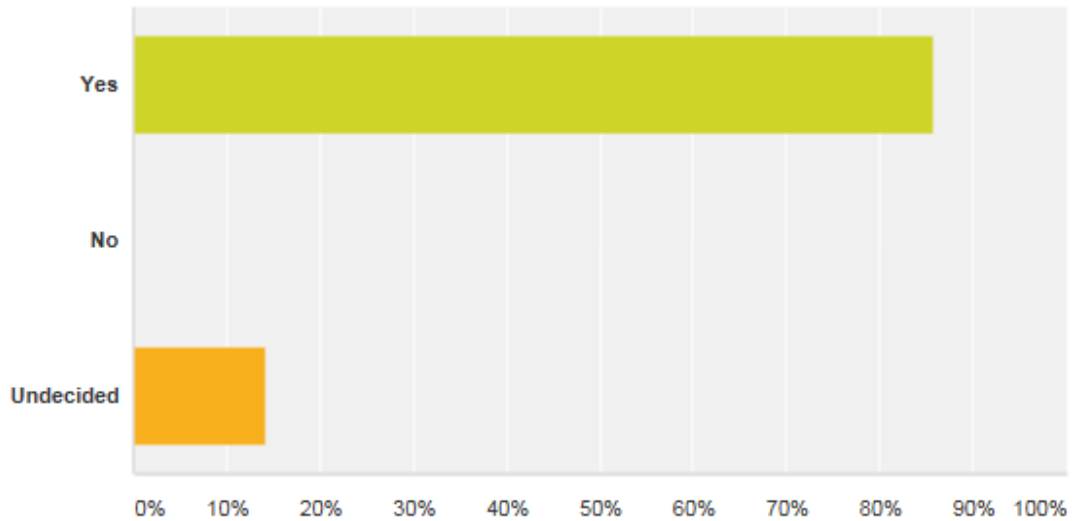
Answer Choices	Responses
Yes - with agents	82.14% 23
Yes - with local institutions	35.71% 10
Yes - with Government	3.57% 1
No	3.57% 1

<https://siem.britishcouncil.org/exhibitions>

The British Council is the author of this report. © 2014 British Council. All rights reserved. This document may not be amended, copied or distributed without express written permission

Would you consider coming back to the next British Council event in Nigeria?

Answered: 28 Skipped: 0



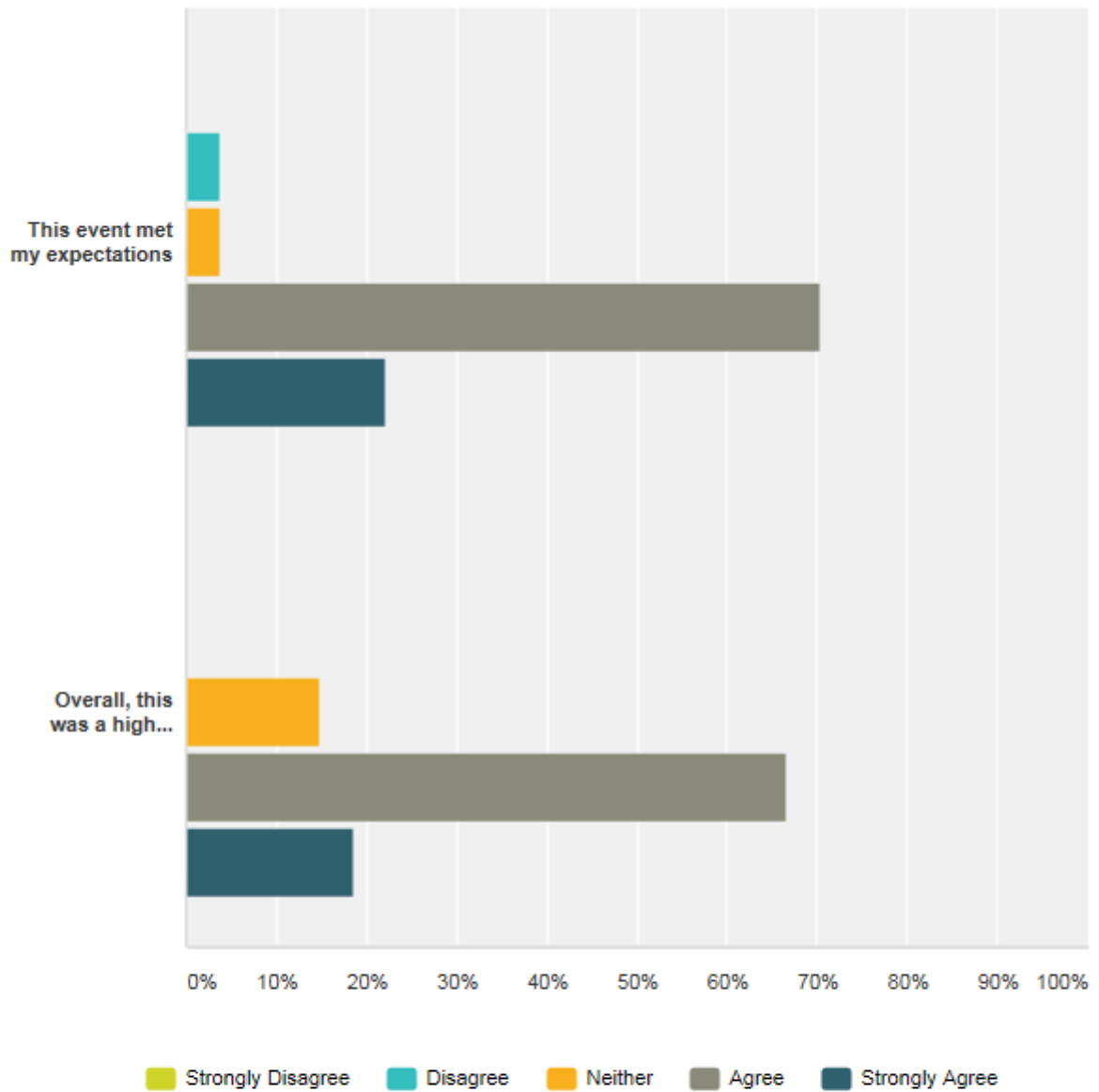
Answer Choices	Responses
Yes	85.71% 24
No	0.00% 0
Undecided	14.29% 4
Total	28

<https://siem.britishcouncil.org/exhibitions>

The British Council is the author of this report. © 2014 British Council. All rights reserved. This document may not be amended, copied or distributed without express written permission

Overall summary

Answered: 28 Skipped: 0



	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree	Total
This event met my expectations	0.00% 0	3.70% 1	3.70% 1	70.37% 19	22.22% 6	27
Overall, this was a high quality event	0.00% 0	0.00% 0	14.81% 4	66.67% 18	18.52% 5	27

<https://siem.britishcouncil.org/exhibitions>

The British Council is the author of this report. © 2014 British Council. All rights reserved. This document may not be amended, copied or distributed without express written permission



Some event Photos



British Deputy High Commissioner; Simon Shercliff addressing delegates in Abuja



Exhibitors and visitors

<https://siem.britishcouncil.org/exhibitions>

The British Council is the author of this report. © 2014 British Council. All rights reserved. This document may not be amended, copied or distributed without express written permission



Seminar presentation

Appendix 4: Advertising and promotion plan (media plan)

Online Target

Google Search and Display Ads	4 weeks prior
Facebook ASU Ads	4 weeks prior
Banner Adverts on jobs sites	4 weeks prior
Promotion on British Council websites	6 weeks prior
Promotion on LinkedIn	4 weeks prior
Promotion on our studyintheuk facebook page	6 weeks prior

Traditional Media

- Radio Campaign
- Month Long Campaign on six Radio Stations
- Newspaper Campaign
- Insertions in Punch and Guardian Newspapers over four weeks prior to the exhibition

<https://siem.britishcouncil.org/exhibitions>

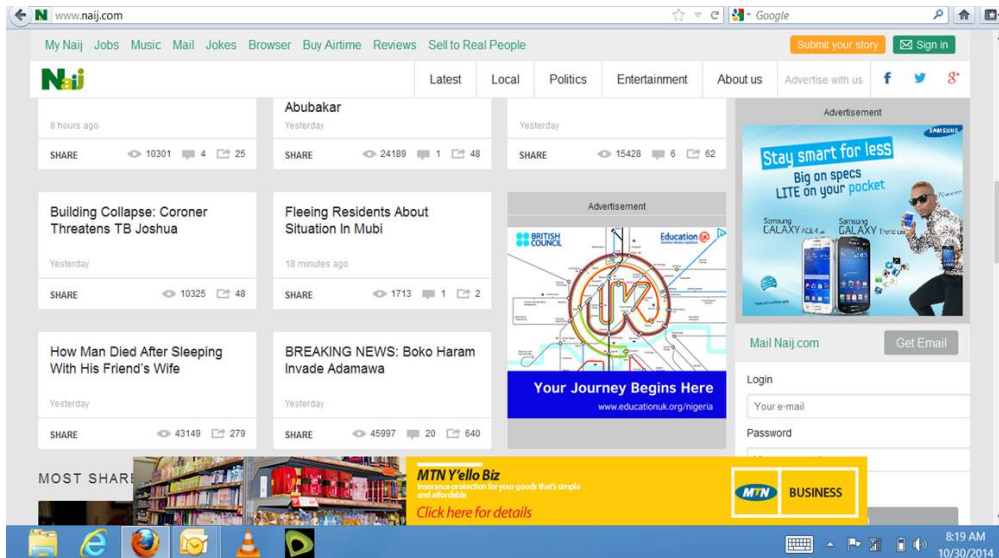
The British Council is the author of this report. © 2014 British Council. All rights reserved. This document may not be amended, copied or distributed without express written permission

Non Media Marketing

Email Shots to British Council database

Letters of invitation to corporate organisations

Screenshots



<https://siem.britishcouncil.org/exhibitions>

The British Council is the author of this report. © 2014 British Council. All rights reserved. This document may not be amended, copied or distributed without express written permission



Browser address bar: <http://thenationonline.net/new/british-council-to-host-50-uk-institutions-at-fair/>

Navigation menu: HOME, COLUMNISTS, POLITICS, BUSINESS, EDITORIAL, SPORTS, HEALTH, ENTERTAINMENT, MAGAZINE, Translate

TEST

- minated for an PL team ago
- jes Texas nan over Gambia ago
- nothing against but vote wisely ago
- n now worse than ays Babangida ago
- gins campaign in ourt ago
- ovt ...A blank anarchy ago
- ler pressure over ribution ago
- strike hits courts

Home » Education » British Council to host 50 UK institutions at fair

MORE FROM EDUCATION

- Way forward for education, by scholars, others
- Inter-campus link project to aid learning
- Aliyu appoints Kolo as aide
- Pupils advised to meditate
- PTA donates science lab

STAY CONNECTED

Join the hundreds studying UK university qualifications in Nigeria

es from the Activation - Lagos



<https://siem.britishcouncil.org/exhibitions>

The British Council is the author of this report. © 2014 British Council. All rights reserved. This document may not be amended, copied or distributed without express written permission



Schedule of Upcoming Events

Date (TBC)	Event	No. of Participating Institutions
July 2015	Abuja	20
	Lagos	20
	Calabar (tbc)	10
November	Lagos	30
	Abuja	30
February 2016	Abuja	50
	Lagos	55
	Lagos Mainland	50

<https://siem.britishcouncil.org/exhibitions>

The British Council is the author of this report. © 2014 British Council. All rights reserved. This document may not be amended, copied or distributed without express written permission