

# Access a Great Future

Postgraduate Exhibition 2014

July 3<sup>rd</sup> & 5<sup>th</sup> 2014

Abuja and Lagos

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## 1. Event fact file

<b>Venues</b>	Transcorp Hilton Hotel, Maitama, Abuja; 3 <sup>rd</sup> July, 2014 Eko Hotel & Suites, Victoria Island, Lagos; 5 <sup>th</sup> July 2014
<b>Unique feature to give added value</b>	Postgraduate facing exhibition with a focus on IT, Business and Management as well as Oil & Gas Courses
<b>Opening hours</b>	11.00am – 17.00pm
<b>Stand Costs</b>	Abuja: £1,422 Lagos: £1,375
<b>Seminars, Abuja</b>	<b>Career Tips</b> ; Richard Bakare, Anglia Ruskin University
<b>Seminars, Lagos</b>	<b>Nigeria Market Brief</b> : Sephora Imomoh, British Council <b>A career in Business and Management</b> ; Guaranty Trust Bank <b>Doing research and writing critically without the plagiarism pitfall</b> – a required approach at UK universities: Dr. Jonathan Ivy, Lancaster University

## 2. Key statistics

Attendance	Abuja	Lagos
	2014	2014
Day 1	508	625
<b>Total number of visitors</b>	<b>508</b>	<b>625</b>
Further Education	0	0
Higher Education	20	28
<b>Total number of exhibitors</b>	<b>20</b>	<b>28</b>

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

The lead up to the 2014 Postgraduate fair was fraught with tensions as a bomb attack in Abuja two weeks prior caused a high level of anxiety and tensions for the British Council and institutions. However through thorough risk assessment and management both events took place successfully. A few institutions did understandably cancel their place on the exhibition, although the majority stayed to attend both locations.

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### 3. Impact of marketing plan

The marketing for the exhibitions was highly targeted. Using a variety of platforms we ran online promotional activities such as Google search and display adverts, boosted posts on Facebook alongside a number of banner and blog posts on various relevant sites directly targeted at prospective students interested in Postgraduate study abroad.

We also ran infomercials on strategic radio stations including sponsored talks about the exhibitions and advertised broadly in Newspapers.

### 4. Conclusions and follow up

#### 4.1 Key recommendations for institutions

- Delegates are advised to come prepared to answer a variety of enquiries; although the event was targeted at Business, IT and Science programmes, the exhibitions are advertised in the public domain and a mix of prospective students generally attend the event.
- A number of visitors commented on the lack of variety in the courses offered for someone who wanted to study subsea engineering, none of the institutions present offered this course. (It was a smaller exhibition therefore this is understandable)
- Delegates are also encouraged to have as much as possible a holistic knowledge of the programmes on offer. See response to recommendation one below.

#### 4.2 Key recommendations for the British Council

Overall most delegates were impressed with the quality of the event this year however the following recommendations were made.

- There were several complaints about the information provided in the course matrix and many institutions felt the data provided was inaccurate.
  - *The response we received from Hotcourses was that information that goes into the matrix is based on subject codes an example is institution 'c' they have a number of courses that have subject codes related to health and medicine at postgraduate level such as MSc in Medical Diagnostics and Nanomedicine. However, they do not offer the traditional Medical degree. In this case we would still indicate that they offer courses related to medicine. The representative for institution 'c' would need to understand the broad categories as well as the sub – categories to advice students appropriately.*
- Several delegates would like us to use alphabetical arrangements to make it easier for delegates and visitors to find their stands this is the arrangement we have used in the past and we will do so again occasionally, particularly for the larger exhibitions.

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

Institution	Abuja	Lagos
Aberystwyth University	X	X
Anglia Ruskin University	X	X
Coventry University	X	X
Cranfield University	X	X
De Montfort University	X	X
Eurocentres	X	X
Glasgow Caledonian University	X	X
Heriot-Watt University	X	X
Lancaster University		X
London Metropolitan University	X	X
London South Bank University		X
Loughborough University		X
Middlesex University	X	X
Nottingham Trent University	X	
The University of Liverpool		X
The University of Manchester	X	X
The University of Sheffield	X	X
University of Aberdeen	X	X
University of Abertay Dundee		X
University of Bradford	X	X
University of Cumbria		X
University of East London	X	X
University of Essex	X	X
University of Exeter	X	X
University of Hertfordshire		X
University of South Wales	X	X
University of Sunderland		X
University of Worcester		X
York St John University	X	X

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## Appendix 2: Visitors' survey results – (Sample size of 390)

Most visitors were very pleased with the service and information received from the delegates with 65% of those surveyed confirming that they would be making an application to the UK this year and 23% planning to make an application in a year or two. We have provided a breakdown of some of the relevant survey results below.

### 1. Age Range

10 - 19	20 - 23	24 - 35	Over 35
3%	18%	64%	15%

### 2. Classification of Visitors

Pre degree & Undergraduate	Graduate & Postgraduate	In Employment	Parent
12%	69%	17%	2%

### 3. Quality of Service

Excellent	Good	Average	Bad
43.8%	51.2%	4.8%	0%

### 4. Preferred Course of study

Accounting, Finance & Business Management	Social Sciences	Engineering	Sciences (including public health and medicine)
22%	18%	20%	19%
Human Resource Management	Law	Computer Science & Information Technology	Media Related Courses
4%	3%	10%	5%

## Appendix 3: Exhibitors' survey results

We piloted an online survey this year to make it easier for exhibitors to provide us with feedback on the events at their convenience and 98% of exhibitors surveyed would prefer this medium.

The survey result was mainly positive and most delegates were satisfied with the quality of the event, the timing and duration. 46.8% had developed relationships with new agents while 22% had developed new relationships with government and local institutions. Over 55% of delegates mentioned they would like to receive a briefing on student recruitment and some further Market Intelligence.

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Student prospects/future mobility trends also ranked high on delegates needs at 64% followed closely by information on current market intelligence at 57%. Other areas of market insight included current student mobility trends and insights on preferred course of study.

The charts below provide a general overview of delegates' response to some of the survey questions.

## Summary of Exhibitors Survey results

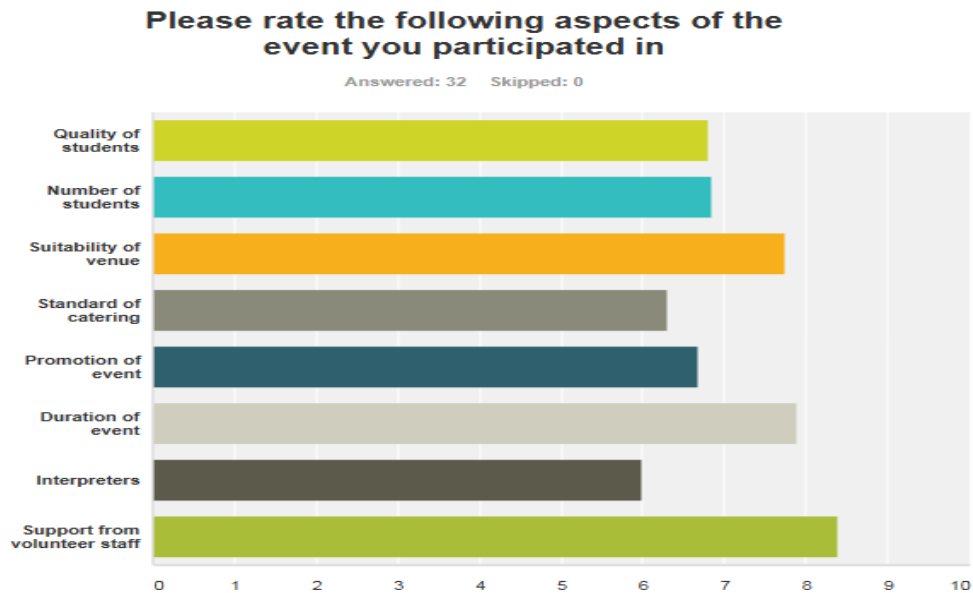


Chart One: Overall performance

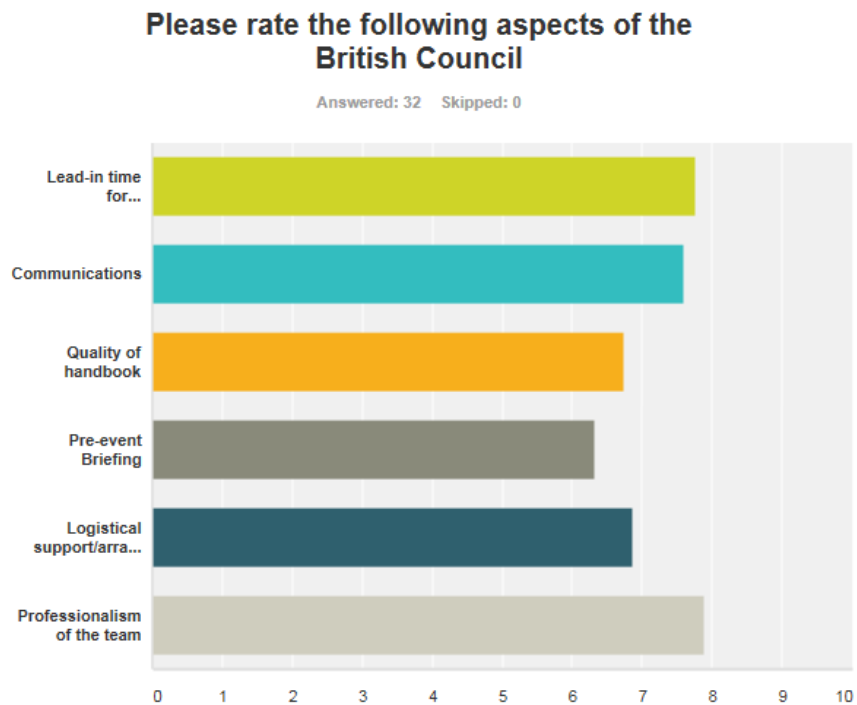


Chart two: British Council Support

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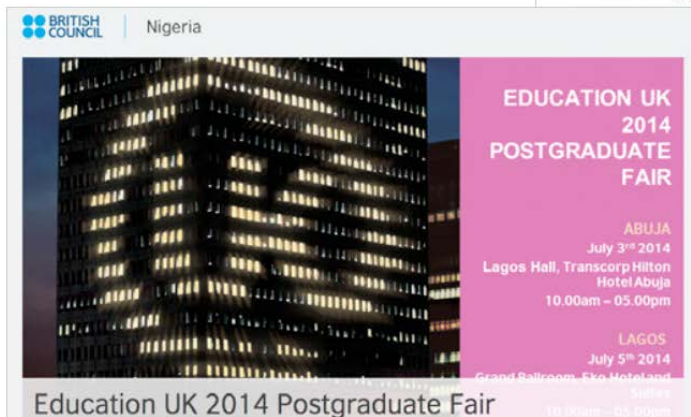
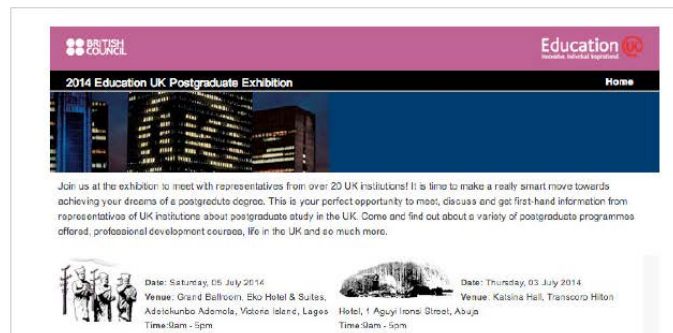
## Appendix 4: Advertising and promotion plan (media plan)

### Landing Page:

We created a landing page for registrations and directed traffic to this page through a variety of advertising platforms. A summary of the engagement on this page can be found below.

LANDING PAGES

Total Registrations: 5449



Register for 2014 Education UK Postgraduate Exhibition

Firstname

Surname

Gender  Female  Male

Date of Birth

Email

Phone

### Campaign Summary from

**Total Registered Candidates: 5449 Total Attendance: 1169; Conversion Rate: 21%**

**Campaign Channels:** Google Ads, Social Media (SM), Banner Placement, Blog, SMS, Email Newsletters

### Traditional Media Advertising

Radio adverts ran weekdays and targeted drive time in the mornings and evenings; these are the peak periods for listenership.

### Newspapers

Newspaper adverts began a month prior to the exhibition with several insertions in the major dailies including Guardian, Punch, Thisday and Daily trust.

Some Event photos.....

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