

Post-event report for Study UK Kazakhstan 2019

Date of event: 12 - 13 October 2019



Introduction

*Thank you for your participation at the Study UK exhibition in **Kazakhstan** in **October 2019**.*

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 Study UK Exhibition 2019 in Kazakhstan hosted representatives from **16 UK institutions** that engaged with **prospective students** and provided the audience with information on **education opportunities** and **subject choices**. Alongside the main exhibition, a series of **seminars** on the topics “How to fund your studies in the UK”, “How to apply for state scholarships to study abroad”, “Life and Study in the UK”, etc were held.*

*A total of **826 visitors** came to the exhibitions in Almaty and Nur-Sultan. Many exhibitors expressed that the quality of visitors was good, with **95.2%** per cent of exhibitors considering the quality of visitors as good and average.*

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!

Best wishes,

*Zhanaidar Duzgenbay / IES Coordinator, Kazakhstan
Daniyar Mukitanov / Head of Education and Society, Kazakhstan*

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Highlights

Kazakhstan's **national development plans** (such as the overall 'Strategic Development Plan for the Republic of Kazakhstan 2050', the 'State Program for Accelerated Industrial and Innovative Development for 2015-2019', the 'National Programme on Education Development for 2016-2020', and most recently the '100 Concrete Steps', all stress the importance of education and learning English as a way of developing human capital, increasing employability of young people and helping to diversify the state economy.

66% of Kazakhstani students are interested in traveling abroad to study

Exhibitors noticed a growing interest in Graduate and Postgraduate Education in 2019, as well as:

- A growing interest in management, engineering, IT/computer science, architecture and foundation courses
- There is a need of higher English language proficiency
- Interest in languages and linguistic education
- Many requests on scholarships and funding
- A lot of post graduate study (PG) requests
- There is a demand for summer school studies



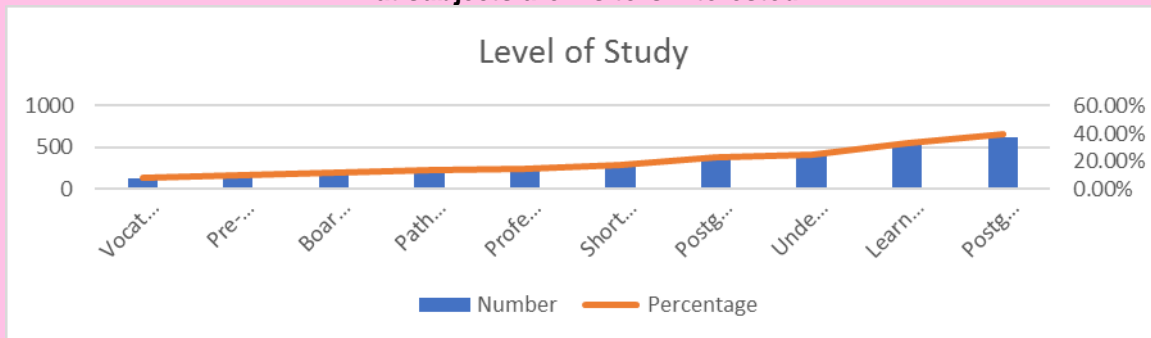
Visitors' profile

We achieved the visitors' target set for 2019. Ninety-two per cent of visitors were satisfied with the quality of the event and 96 per cent said their expectations were met.

Of the total visitor numbers 28.5% were male, 71.5% were female.

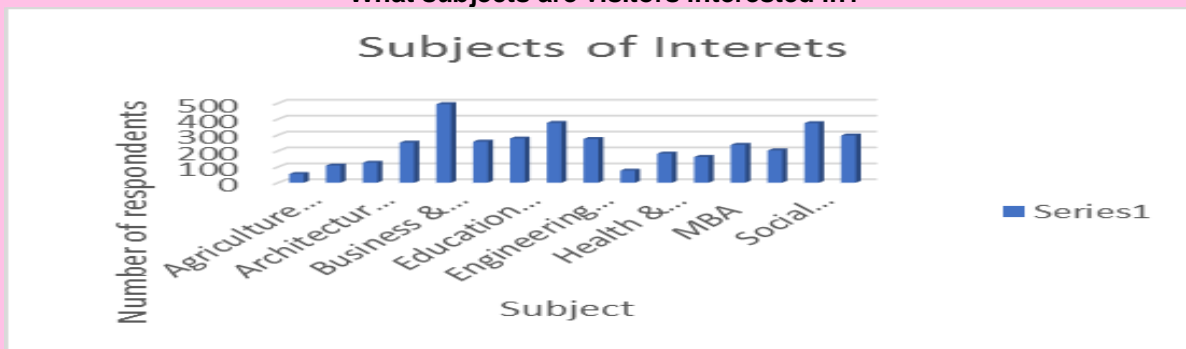
The majority of the visitors were interested in postgraduate higher education and English courses 39% and 33%, respectively. There was also a substantial interest in undergraduate degree programmes, please see the table below:

What subjects are visitors interested in?



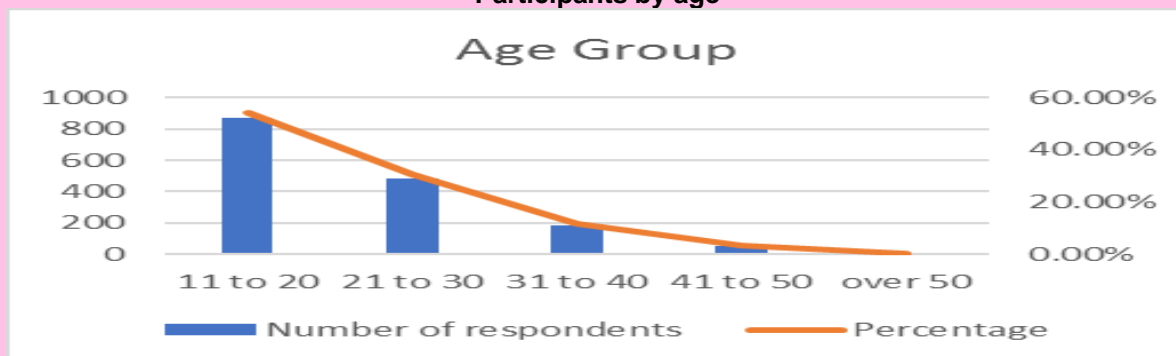
Exhibitors noticed that Business and STEM subjects still remain the top areas of interest among exhibition visitors. This year there was a rising interest in business (31%), EFL (24%) and social studies (24%).

What subjects are visitors interested in?



The majority of exhibition visitors were 11-20 years old. The second largest group of participants in terms of age was 21-30 years.

Participants by age



Marketing

awareness about the exhibition among relevant audiences and attract the target number of visitors.

Primary target audiences**Group A**

Parents of school students aged 14-17, interested in opportunities of study abroad for their children. Average or high level of income enough for funding studies abroad.

Group B

School students at last year of their study and fresh university students (17-20 years old) interested in study abroad.

Group C

School students (14-16 years old) from boarding and private schools who are likely to pursue higher education abroad.

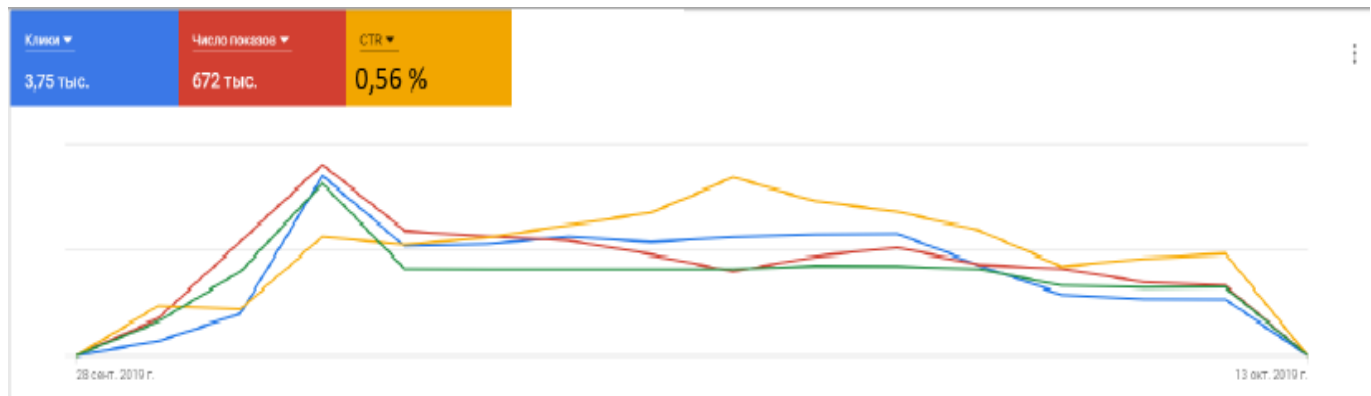
Group D

Young and mid-career professionals (22-30-year-old), average income, seeking out opportunities to continue education or pass language courses.

Group E

Working professionals willing to pursue PhD or MBA (30+).

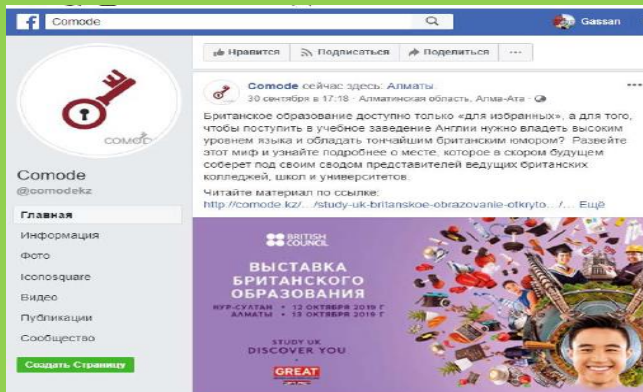
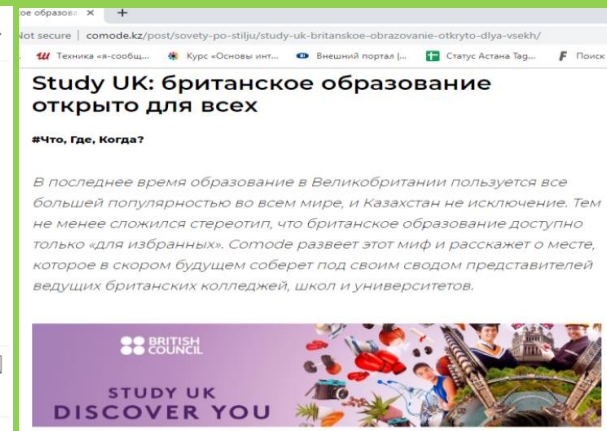
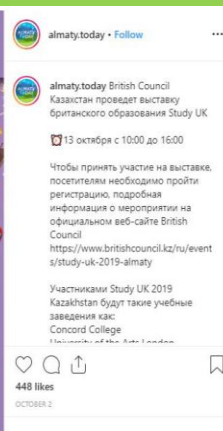
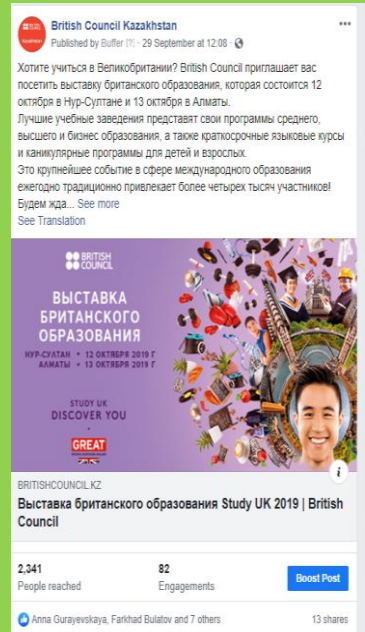
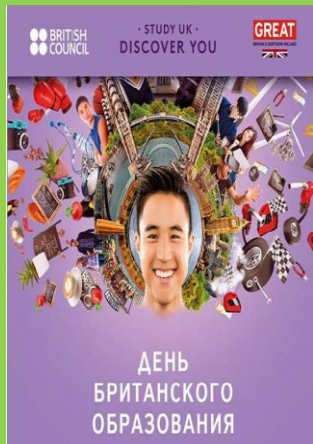
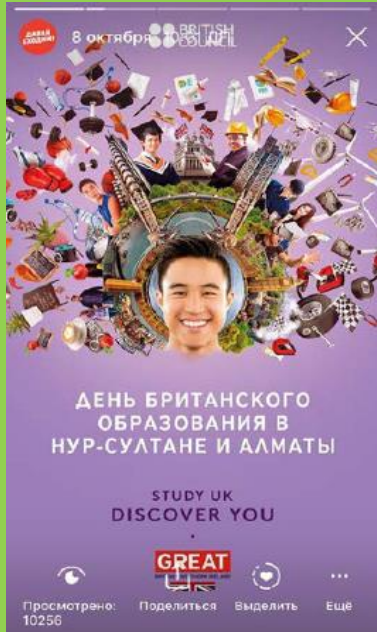
Our ads reached about 700,000 people in Almaty and Nur-Sultan.



We developed a promotion and media plan two months before the exhibition. All activities were delivered in accordance with the media and promotion plan. We monitored the online registration website to see numbers of registrants, their ages, interest, study purposes, etc.

The most active demographics in Almaty and Nur-Sultan were males at the age from 18 to 24. However, both females and males were similarly active.

Social networks and media



Visitor's Feedback

The exhibitions were attended by **826 visitors** in Nur-Sultan and Almaty. All these **826** visitors represent **100% per cent of the total number of visitors**. A printed survey was distributed during the exhibition to **200** visitors, they received incentives for completing it. The questions were designed to gather quantitative statistics as well as qualitative remarks on reactions to our exhibition and the decision-making process.

92 per cent of visitors were satisfied with the quality of the event and 96% said their expectations were met.

98% of visitors indicated that they learned something new, 92% stated that they would recommend British Council to their friends and colleagues.



Key recommendations for the British Council:

- More information and workshops about scholarships, summer courses and distance learning
- More institutions in future exhibitions
- Extended number of interesting seminars on funding, application process
- Organise such a type of events more frequently

Exhibitor's Feedback

A total of **12 Exhibitor Surveys** was completed. This represents 86% of the total number of exhibitors.

- Most of the institutions (67%) came to the fair **both for recruitment and for profile-raising** purposes.
- Exhibitors rated the **British Council's support** before and during the exhibition as 4.5 out of 5.0.
- The **length of the exhibition** was rated by exhibitors as 3.8 out of 5.0
- **The market briefing** was rated by exhibitors as 4.2 out of 5.0.

Key Recommendations for the British Council:

- Attendees should know in advance how rare full scholarships are in the UK
- Ensure attendees are aware that secondary schools are in the fair
- Start earlier and finish later, time from 10:00 to 16:00 is not efficient
- Do not hold joint fairs, improve marketing and advertisement of the event
- Hold market briefing on the second day in Almaty
- Split the exhibition in two: Summer Schools / Universities



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

- The British Council understands the importance of providing value-added services to the exhibitors. We will therefore continuously improve the quality of our exhibitions based on the feedback we receive from the exhibitors and we will try to expand the exhibition wrap-around activities offer, e.g. agent networking events, parent presentations, alumni events and so on.
- The British Council Kazakhstan will better coordinate our schedule with the region and tie-in our own exhibition with **other countries' and agent** events to enable exhibitors to maximize their return on investment from a single trip.
- The British Council Kazakhstan will try to avoid organizing fairs in the same venue and date with other exhibitions

UK Institutions

- Exhibitors are invited to bring academic staff to deliver workshops and presentations on topics related to the UK education. Topics need to be interesting for the audience. In 2019 visitors mentioned that they would be interested in the following topics in the future:
 1. Medicine
 2. International Relations
 3. Public Relations
 4. Art workshops
 5. UK Visas
 6. And more 'how to' seminars, including and 'how to write a motivation letter'.
- Exhibitors are recommended to undertake profile-raising activities in Kazakhstan throughout the year.



Appendix

List of exhibitors at Study UK Exhibition 2019

Higher education institutions

1. Robert Gordon University
2. University of Westminster
3. City, University of London
4. Cardiff University
5. University College London
6. University of the Arts London
7. University of Bristol
8. University of Warwick
9. University of Aberdeen
10. University of Glasgow
11. University of Exeter
12. Regent's University London



Secondary education institutions

13. Ashbourne College
14. Concord College
15. David Game College
16. Wrekin College





We hope that our exhibitions helped you to improve your business in Kazakhstan. [According to the World Bank](#), Kazakhstan's real GDP growth rose by 4.1 in the first half of 2019 and this should potentially result in increased numbers of students going for studies overseas. We are happy to assist you with profile-raising activities throughout the year and we hope to see you at the next year's exhibitions in Nur-Sultan and Almaty (**Currently provisionally scheduled for October 10 and 11 2020**)