

## **Post-event report for:**

### **Study UK Exhibition Tour 2017 – Pakistan**

**24 October 2017 – Karachi**  
**26 October 2017 – Islamabad**  
**29 October 2017 – Faisalabad**  
**01 November 2017 – Lahore**

## **Introduction**

*Thank you for your participation in the Study UK Exhibition Tour - Pakistan in October/November 2017.*

*The Pakistan exhibition tours were launched in 2014 and this was the second year that the tour included four major cities instead of the two we normally cover (Islamabad and Lahore). The exhibition participants for 2017 met with prospective students in Karachi, Islamabad, Faisalabad and Lahore at the day long exhibitions as well as during campus counselling visits to select A-level schools and universities.*

*The purpose of this report is to provide you with a summary of the event, including visitor and exhibitor feedback along with other useful information. We trust that this report will enable you to evaluate and take decisions about being part of marketing, brand profile raising and brand presence enhancing activities with the British Council Pakistan.*

*The event audience included the full spectrum of academic streams with a focus on the promising UG and PG markets in Pakistan. The exhibition tour hosted representatives from 24 UK institutions. They interacted with prospective students, visitors, student counsellors and prospective academic partners among others. The delegates provided the audience with information on a range of possibilities for higher education in the UK, effective selection of courses, important guidance about application procedures and academic options most suited for individual students.*

*The ten-day tour facilitated interaction with exhibition visitors, students on campus during counselling visits and the participating institutions engaged with 4000 plus students across four cities during the tour. In addition to the main exhibitions, a series of networking and student outreach events were also held during the tour. This provided participating institutions with an opportunity to network with heads of schools, student counsellors, the Higher Education Commission of Pakistan and senior leadership from different Pakistani educational institutions.*

*At British Council, we always look forward to hosting you and arranging promotional and recruitment events for you. The target audience in Pakistan welcomes this interaction with you on British Council platforms. We look forward to your continued support and will continue to provide valuable marketing services in terms of both our exhibitions and our range of other targeted activities during the year. We hope to have you with us for our upcoming exhibition tours as well.*

*Regards,  
Saman Imtiaz | Head, International Education Services, Pakistan*

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Highlights of the Study UK Exhibition Tour 2017



Exhibition delegates at Aitchison College, Lahore, during a campus counselling visit

The exhibitions were held as per the following schedule and details

Venue(s)	24 October 2017 Pearl Continental Hotel – Karachi  26 October 2017 Marriott Hotel – Islamabad  29 October 2017 Serena Hotel – Faisalabad  01 November 2017 Pearl Continental Hotel – Lahore
Opening hours	10:00 – 18:00
Four City Package	£5999
Three City Package	£4500
Two City Package	£3400
One City Package	£1720 – Karachi £1870 – Islamabad £1345 – Faisalabad £1825 – Lahore



### Participating institutions

In 2017, 24 leading UK institutions formed the biggest group of UK institutions to tour Pakistan for recruitment, brand and profile raising, student counselling, networking and marketing activities as part of the tour.

### Exhibition attendance

The ten days of the tour facilitated interaction with more than 4000 prospective students across four exhibitions and six campus counselling visits in four cities.

### Analysis:

- The exhibition traffic kept the delegates busy all day at Karachi, Islamabad and Lahore, while the Faisalabad turn-out was lower than expected in comparison to the previous year.
- In 2016 the Faisalabad event had generated an excellent exchange between institutions and students for post graduate studies and PhD interests. In 2017, however, the Faisalabad turn-out was impacted by the first of international cricket matches that Pakistan hosted after many years. On the day of the exhibition, Pakistan hosted the first of international cricket matches after many years at Lahore and the main student age population was impacted.
- In Islamabad, on exhibition day, there was a political protest and major routes, entry/exit points in the city were blocked. However, it must be highlighted that despite this, the turnout was strong and active, leading to a busy day for all. It is also great to know and receive feedback that the delegates were happy with the queries they had received and were appreciative of the visitor profile in general.

The following networking and counselling activities provided much valued interaction:

- Counselling visits to A Level schools and universities in Lahore, Faisalabad and Islamabad: Beaconhouse, Roots International, Roots Ivy, Aitchison, LUMS and TMUC.
- Partnership scoping meeting and reception by Higher Education Commission Pakistan with local Vice Chancellors
- Networking reception hosted by the British High Commissioner to Pakistan
- Networking with Punjab Higher Education Commission and key contacts from Punjab education sector
- Receptions by British Council Pakistan at Karachi, Islamabad, Faisalabad and Lahore

Selected feedback from participating institutes and delegates:

The tour organised by the British Council was really good and I had a splendid time with various university representatives as there was a lot of room for me and my team to learn and explore.

British Council should continue organising such events reason being; this is not only beneficial for us but also for those who are interested to know about various universities in UK.

Best of luck to the dedicated team of British Council!

**Muhammad Tariq, University of Warwick**

Busy event with good quality students (Study UK Exhibition – Karachi)

Despite road blocks, this was a very well attended event (Study UK Exhibition – Islamabad)

Great students, well prepared and well organized (Campus counselling visits: Beaconhouse Maragalla Campus)

The British Council team did a wonderful job. I cannot thank them enough

**Katy Scott, University of Glasgow**

Counsellors could have been trained regarding the scholarship opportunities to manage expectations. Many students simply lack relevant qualifications for some universities so option to join in or not for a campus counselling visit will surely be useful (Campus counselling visit: TMUC – Islamabad).

Try keeping to minimum off venue evening meals as a lot of time was wasted due to traffic.

Keep up the good work!

**Jeremy Burgess, University of Nottingham**

Hospitality, food, networking and BHC updates were great. Invite a few alumni per institution (Dinner hosted by British High commission – Islamabad)

**Krystyna Januszczak, University of Leeds**

As always, the networking sessions were very useful (Dinner hosted by SIEM Team – Karachi)

**Nabeel Vehra, Queen Mary University of London**

If possible advise the delegates beforehand about the local dignitaries who invited us or joining us for the dinner and guest badges would have been useful as well. At networking dinner, a reserved table to display material, handout for attendees would have been useful.

Excellent event (Campus counselling visit: Aitchison College - Lahore)

I understand the need for security but felt it was more than needed.

**Thomas Austin, Aston University**

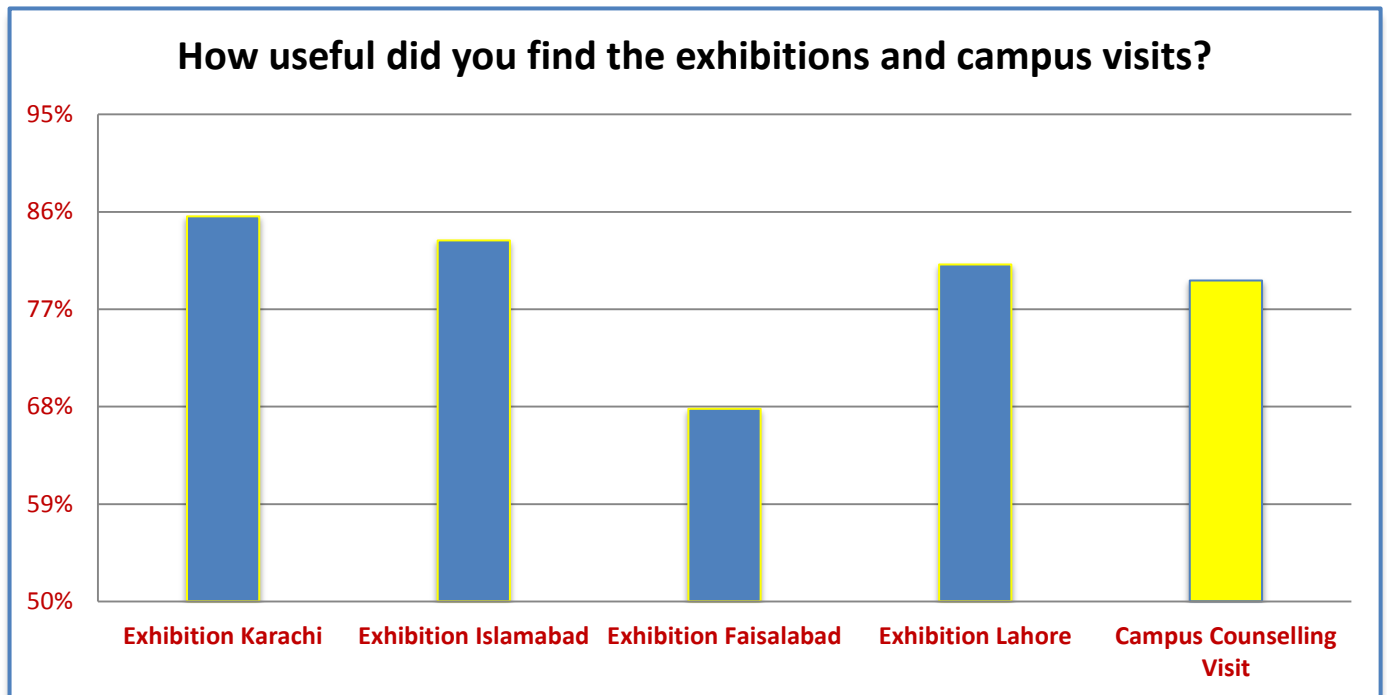
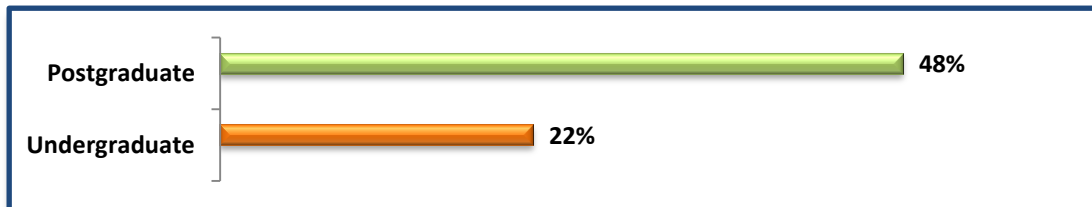
Feedback at a glance

When asked if they will recommend this exhibition to other UK institutions **88% said yes.**

When asked if the British Council had put in place appropriate security measures to make this mission a success **a 100% of feedback received said yes**

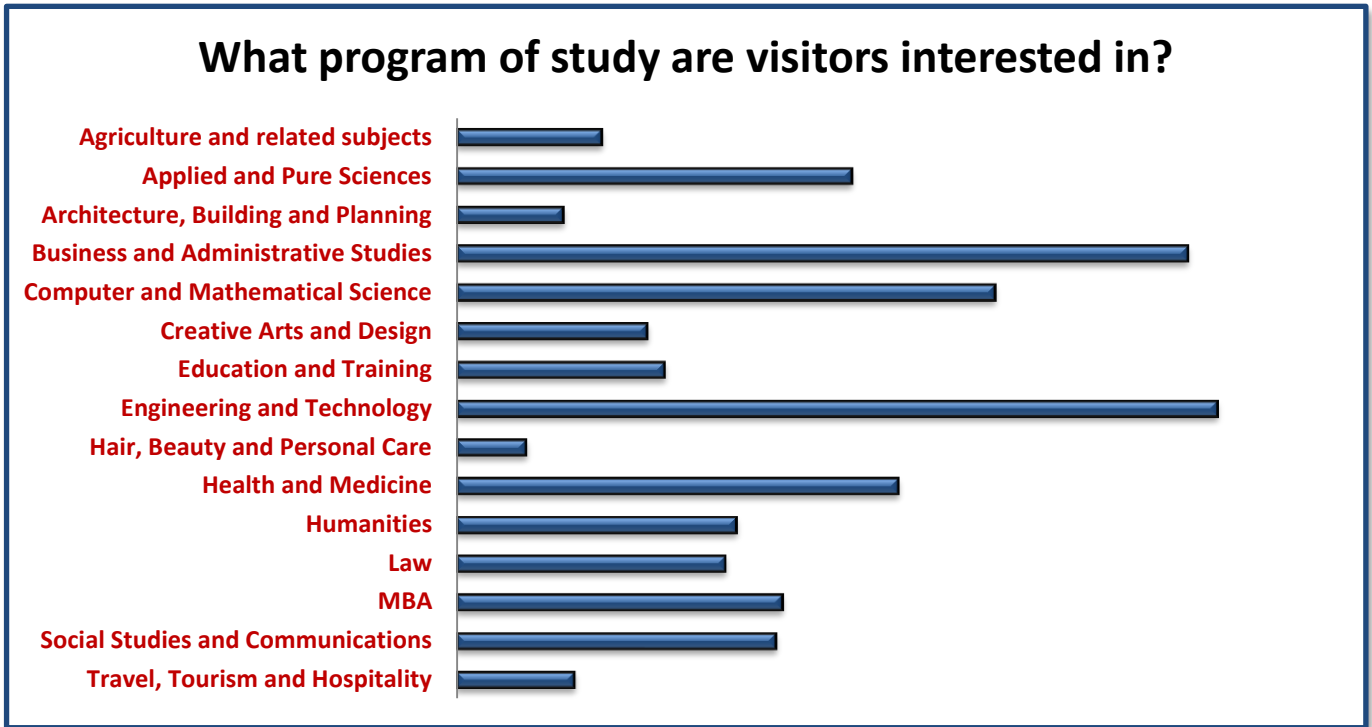
When asked if this exhibition tour helped them to recruit new students from Pakistan **80% said yes.**

On analysis for the four cities, the visitor profile was as follows

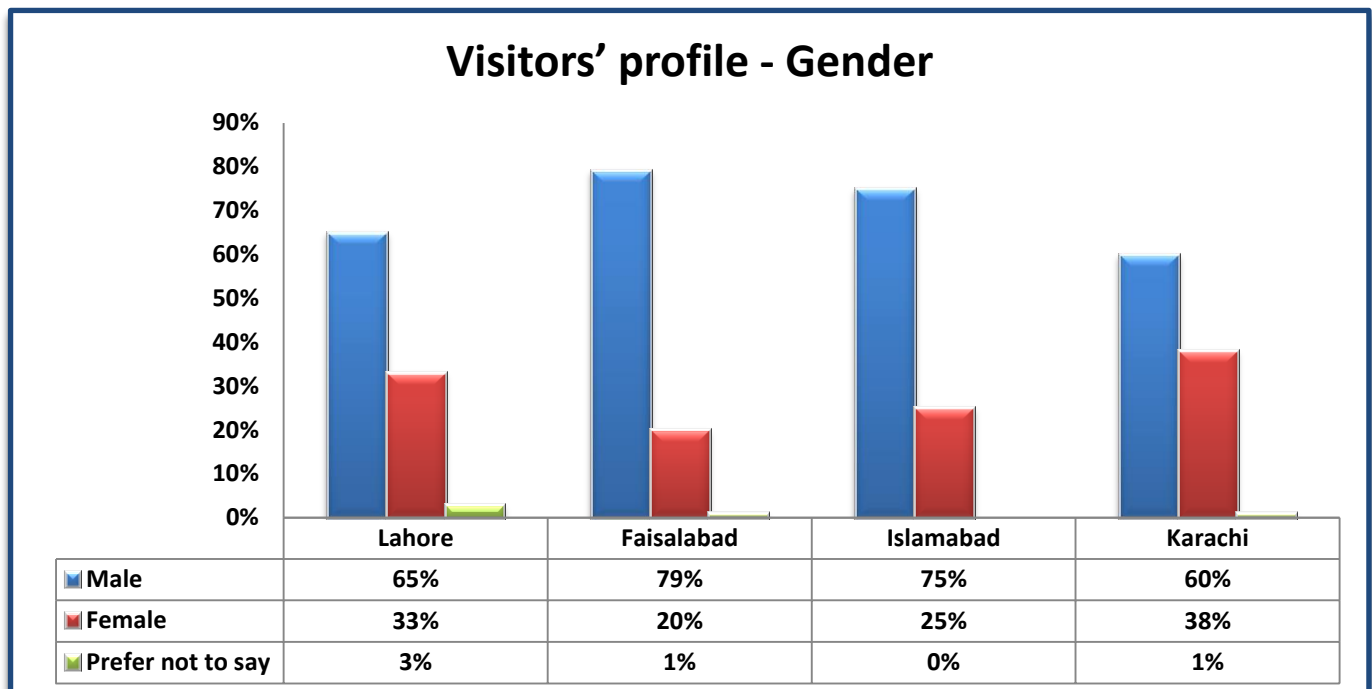


Visitors' profile and feedback

A printed survey was distributed during the exhibition to the visitors. The questions were designed to gather quantitative statistics as well as qualitative feedback with regards to the exhibition and students' decision-making process.

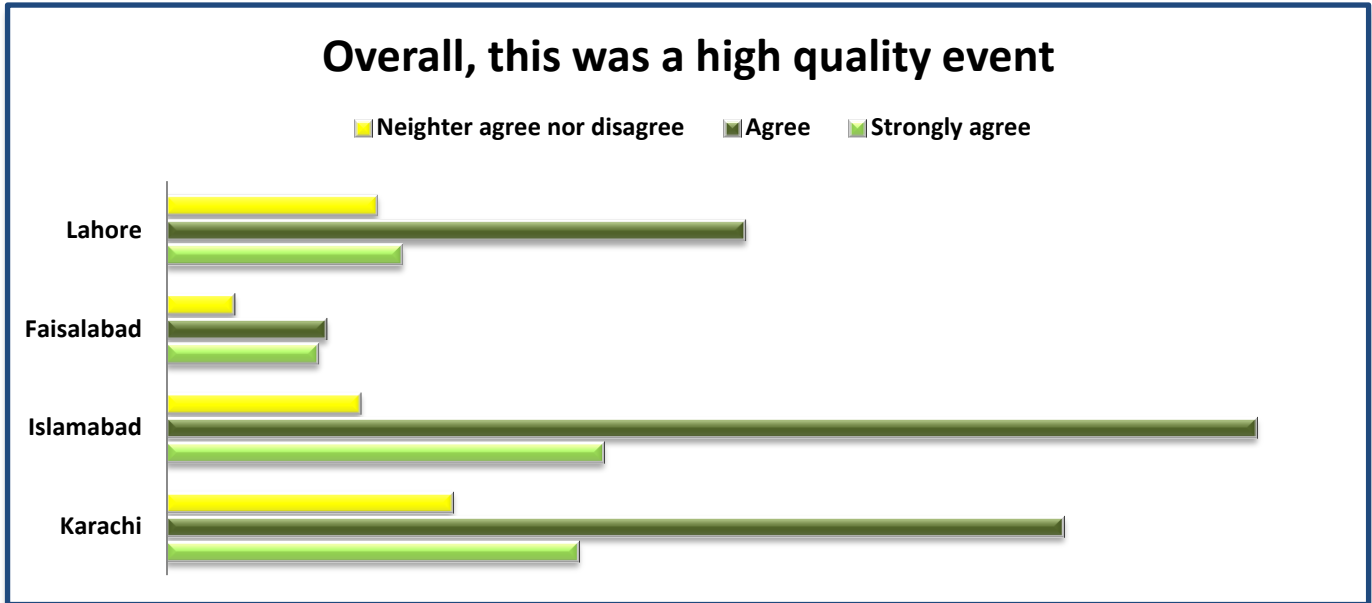


Like previous years, the visitors' profile for the year 2017 also reflected a growing interest from female students from all the four cities.



**Feedback from visitors – at a glance:**

More than 85% visitors said that the exhibition was a high-quality event and invited more frequent interaction with UK institutions.



**Selected feedback from visitors:**

- It was a great experience meeting with the leading UK university representatives. Really impressed by their courtesy and patience with our never-ending questions. Very impressive indeed!
- Event was great and met my expectations
- I am delighted to meet such a great number of UK representatives who came from UK. The information they shared and knowledge they have, was spot on!
- It was great – well organised and well managed
- All my queries related with education in UK and how to effectively manage finances were answered
- This event is actually good – the representatives were all helpful and polite

**Selected suggestions from visitors:**

- British Council should also arrange such events in other cities like Peshawar, Sialkot and Gujrat
- Information on scholarship was limited. Universities could have a separate sheet for scholarships for Pakistani students
- As compared to officials from university, information local agents have is not enough or correct.
- British Council should look into organising such events more frequently
- British Council should also provide refreshments for the visitors



## Marketing for the exhibition tour

For the 2017 exhibition tour, the British Council Pakistan marketing team employed the following channels for publicity

### Most popular channels utilised for publicising the exhibition included

#### Newspaper print advertisements

- English and Urdu dailies – region-wide editions

#### Radio FM channels

- Host (Karachi, Islamabad, Faisalabad, Lahore) and surrounding cities

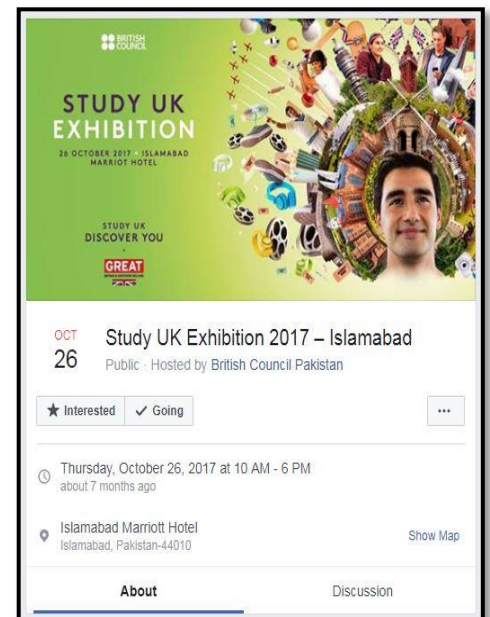
#### Digital Marketing

- Popular websites, facebook, online channels which also included Google Display Network

#### British Council Network

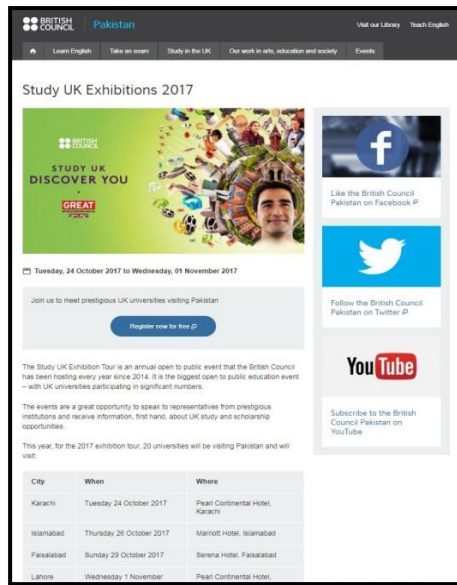
- Educational partners and institutes

## Digital Marketing – Facebook

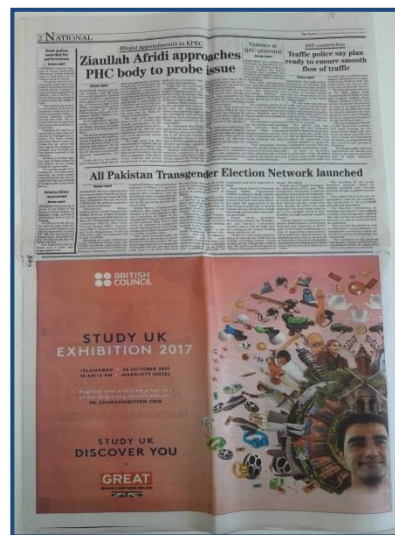


<https://education-services.britishcouncil.org>

Digital Marketing – British Council Pakistan website



Samples of newspaper advertisements across cities



<https://education-services.britishcouncil.org>

## Posters dispatched to educational institutes – nationwide



## List of exhibitors

1	Aston University	13	University of Hertfordshire
2	Durham University	14	University of Kent
3	Queen Mary University of London	15	University of Leeds
4	Robert Gordon University	16	University of Lincoln
5	Sheffield Hallam University	17	University of Manchester
6	The University of Northampton	18	University of Southampton
7	The University of Nottingham	19	University of Stirling
8	University of Bristol	20	University of Strathclyde
9	University of Dundee	21	University of Surrey
10	University of Edinburgh	22	University of Warwick
11	University of Essex	23	University of Wolverhampton
12	University of Glasgow	24	University of York

## British Council feedback for UK institutions

Participants and visitors are invited to share feedback and suggestions to help us make the event better for everyone involved. Given below are a few points for consideration based on an analysis of feedback shared by different stakeholder groups.

- It is suggested that institutions invite their alumni to attend future exhibitions and share their experiences with prospective students. British Council will be adding this segment to the exhibition registration forms.
- In order to help us provide the best of arrangements to all participating institutes, we request institutions to please share relevant documents and information within deadlines. This helps us in providing further improved logistics and communication

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plans. If we receive all forms and details on time from our partners we can maximise benefits and ROI for all: this includes designing, printing and circulation of relevant promotional material and details, as well as arranging events for the tour.

- Many visitors shared that they were excited and relieved to meet with delegates who had flown in from the UK and were based on campuses.
- Many students sought to receive career linked advice about the courses being promoted and we feel alumni can contribute in this area as well.
- Queries about scholarships are frequent and common. Several UK institutions have scholarships for Pakistani students, however, students are not too aware of these opportunities.

The Study UK Exhibition Tour 2017 proved to be a great success with the help of all UK institutions and their delegates. We are planning to make the exhibition tour for 2018 bigger and better for all of you. We hope to see you there!

### Upcoming event:

#### **Study UK - Discover You Exhibition Tour 2018**

British Council Pakistan is organizing the– Pakistan from 15 October to 25 October 2017. This popular annual Study UK - Discover You Exhibition Tour is the best and most awaited platform to connect visiting and participating UK higher educational institutions with prospective international students in Paksitan. The 2018 tour will cover the following cities; Karachi, Islamabad, Gujrat and Lahore.

The Study UK - Discover You Exhibition Tour 2018 – Pakistan includes full day exhibitions in the four cities, counselling visits to leading educational institutions in Pakistan, networking with key contacts in the private and public education sectors of Pakistan along with some time to enjoy the traditional warm hospitality and local culture.

UK institutions are invited to register, participate and benefit from the British Council Pakistan platform, network and commitment to promotion of UK qualifications. For further details, please [click here](#).