



**SERVICES FOR  
INTERNATIONAL  
EDUCATION  
MARKETING**

**Post-event report for  
Study UK Clearing Exhibition 2017**

**Monday 03 July 2017**

**Hilton Cyprus Hotel, Nicosia**

### Introduction

*Thank you for your participation at the Study UK Clearing exhibition in **Cyprus** in **July 2017** at the **Hilton Cyprus Hotel, Nicosia**.*

*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.*

*Following successful results from last year's event, British Council Cyprus once again organised the Study UK Clearing exhibition early July instead of late August as previously done. Decision was based on feedback collected by UK delegates indicating that recruitment during clearing period mainly comes from public school graduates with "apolyterion" rather than with A levels. The event, target was around clearing vacancies for September focussing on HE and FE markets and hosted representatives from **22 UK institutions** (Listed below in "Exhibitor's Feedback" section), that positively engaged with **prospective students, visitors and partners**, providing visitors with information on **study options available to them**.*

*British Council and Education UK participation was sponsored by UNITE STUDENTS and IELTS also supported by two local foundation providers, CYP.F. Foundation Course Cyprus and The International Foundation Centre.*

*The event attracted around **100 visitors** during one afternoon, thanks in part to the media and marketing campaign which covered main communication means including Radio, printed, digital, Piza billboards and Live Link. **(Details listed below in Appendix1)**. Alongside the main exhibition, a number of pre-departure presentations for students going to the UK in September were delivered by individual UK institutions and the British Council.*

*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.*

*Regards,*

**Pantelitsa Michael** | Business Development Manager SIEM, Cyprus

#### **This report includes:**

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Highlights

This exhibition was held at the following venue/time/date...

<b>Venue(s)</b>	Hilton Cyprus Hotel, Nicosia 03 July 2017
<b>Opening hours Monday</b>	16:00-20:00

A number of pre-departure presentations were held by UK institutions and the British Council

<b>Attendees feedback</b>
90% of visitors found the presentation essential tool for their university life
90% of visitors commented on presentation as being useful, informative and worth attending

A two hour live link was broadcasting from exhibition area during public opening hours promoting the event and hosting interviews from British Council staff giving out information on English Language Examinations.

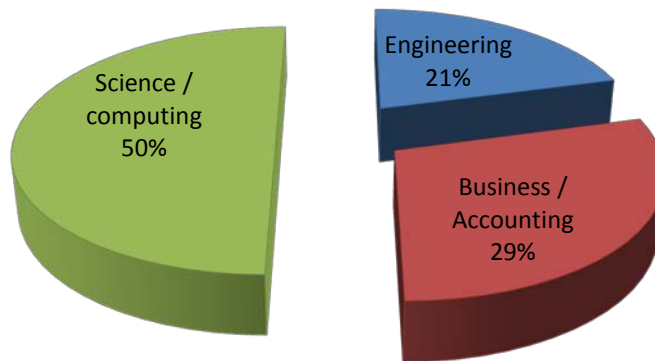
Visitors to the event could register on-line for IELTS examinations at the exhibition from British Council stand enabling them to speed up their university application process.

Visitors' profile

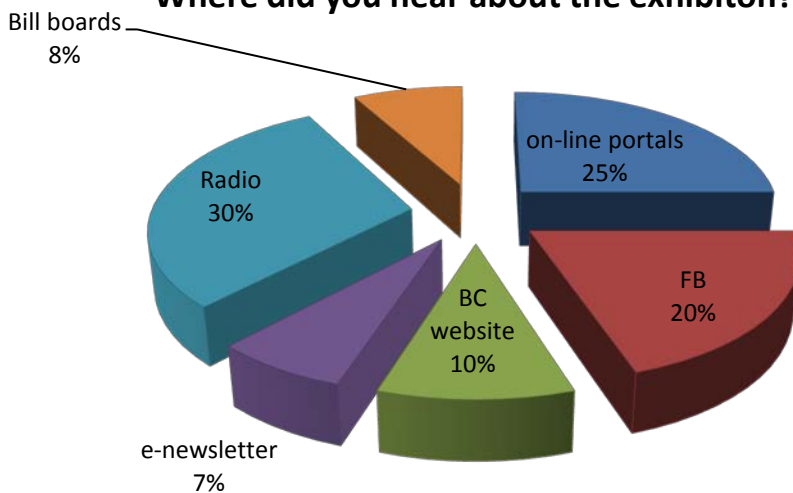
93% of visitors are looking for Undergraduate Higher Education  
7% of the visitors preferred Postgraduate

Of the total visitor numbers 35% were male, 65% were female.

What subject areas are you interested at?



Where did you hear about the exhibiton?



## Marketing

Marketing campaign was undertaken by “ARDGON” advertising agency and coordinated by British Council.  
Target audience was mainly students at High School level interested in vacancies for studies to the UK in September.

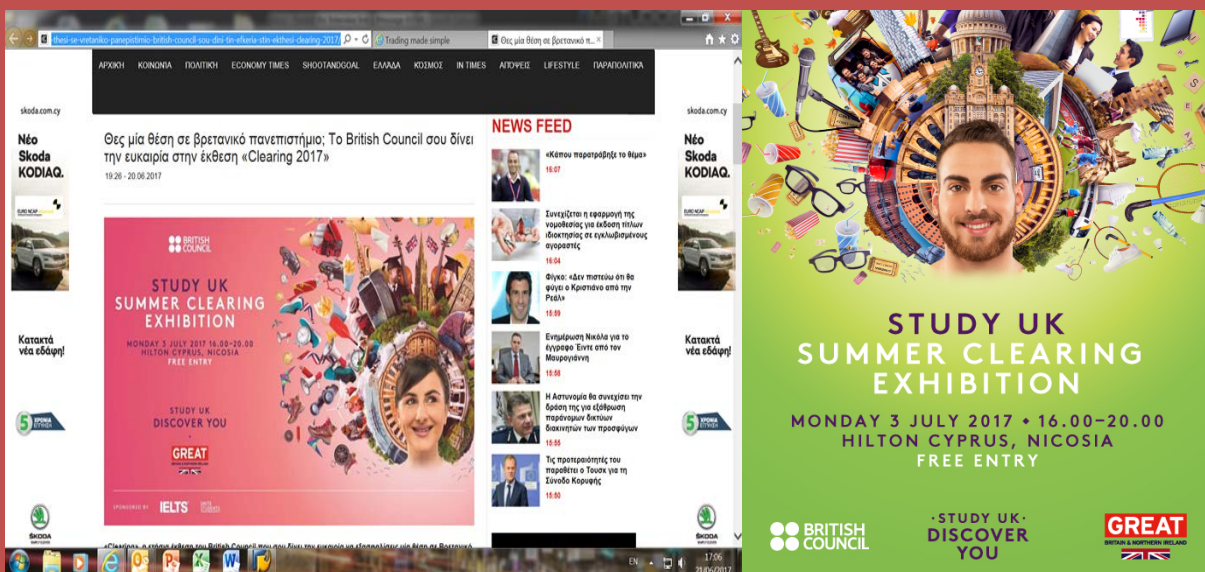
Full promotional campaign report and samples is also attached with this report.

**80% of event cost was spent on Marketing and promotion for the Clearing Exhibition**

**Marketing campaign covered: Radio, Live link, Press release, Digital, On-line, Outdoor Bill boards, Printed flyers**

**Digital campaign was running three weeks before the event with newsletters / website adverts and a reach of 745,000 target audiences**

Samples of promotion:



## Visitor's Feedback

We gathered visitor's feedback to obtain quantitative statistics as well as qualitative remarks on reactions to our exhibition and the decision making process.

When the visitors were asked "Where will you be studying a UK course"  
**93% said in the UK, 5% said in my home country**

When the visitors were asked "When do you expect to leave your country for studies abroad" **50% said less than 6 months, 40% said in 1 year 10% said in 2 years**

When visitors were asked "what motivates you to choose UK as a study destination"

**55% said high accreditation standards**  
**20% said International recognition**  
**15% said have a better job in my home country**  
**10% said wide variety of courses and institutions and**

When visitors were asked "what is your intended period of study in the UK"

**45% said more than 3 years**  
**45% said 3 years**  
**10% said 1 year**

### Key Recommendations for the British Council include:

- IELTS registration at the exhibition was very helpful keep this service
- Move opening hours a bit later in the day - it's too hot during summer

Exhibitor's Feedback

Feedback below represents only 22.7% of the total of exhibitors.  
Replies were received from 5 out of 22 institutions.

At the exhibition there were **22 unique exhibitors** from UK HEIs; which is **15.6% higher** from our set target but lower compared to last year's event

Exhibitor Attendance	NICOSIA	
	2016	2017
06 July	41	
03 July		22

When exhibitors were asked “Will you be attending a similar exhibition next year?” **20% said no, 80% undecided**

When exhibitors were asked if they have attended a BC organised event before **60% said Yes, 20% said No**

**Some positive feedback from exhibitors:**

90% of exhibitors feel that logistical support and event arrangements were excellent as well as quality of venue and length of exhibition.

**Some quotes for thought from exhibitors:**

- Needs to be at weekends
- Timing needs to end later say 9:00 pm
- Less students in Clearing as all institutions are being competitive and accepting students with lower tariff points
- Not sure if there is enough demand for clearing events in the future

PARTICIPATING INSTITUTIONS	
1	Bath Spa University
2	Brunel University London
3	Canterbury Christ Church University
4	De Montfort University
5	Falmouth University
6	Lancaster University
7	Leeds Beckett University
8	Northumbria University
9	Sheffield Hallam University
10	Teesside University
11	The University of Law
12	University of Bolton
13	University of Central Lancashire
14	University of Chester
15	University of Derby
16	University of Gloucestershire
17	University of Lincoln
18	University of Plymouth / Plymouth University International College
19	University of South Wales
20	University of Suffolk
21	University of Sunderland
<b>Local Foundation Providers</b>	
1	CYP.F Foundation Course Cyprus
2	The International Foundation Centre



### Future steps

As already communicated this was the second time that British Council Cyprus organized the Clearing Exhibition in July instead of August as an attempt to better serve the market especially for Apolyterion holders seeking study opportunities to the UK.

This was a very challenging year for UK recruitment and clearing following EU referendum effects and increased market competition by other EU countries. Even though, event was heavily promoted through all communication channels, visitor attendance was as high as expected.

The main findings and recommended next steps are outlined below:

#### **British Council**

- Revisit event date, time and structure based on market research findings and results.
- Continue working closely with the sector and share feedback for better and more effective events.
- British Council understands the importance of providing value-added services to the exhibitors, thus we provided UK institutions with presentation facilities to run their own pre-departure briefing session during the event. Following positive feedback we will continue offering this facility.

#### **UK Institutions**

- It is suggested that UK institutions continue to provide us with constructive feedback about our events as to improve our future activities.
- It's always useful to receive your observations on local market as well as your suggestions about future event planning.

### End of Report