

Post-event report for
Study UK Roadshow 2018
Wednesday 25, Thursday 26, Friday 27 April 2018
Limassol, Larnaca and Nicosia

Introduction

Thank you for your participation at the Study UK Roadshow **Cyprus** in **April 2018** in Limassol, Larnaca and 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 feedback and suggestions from previous years, British Council organised “Study UK Roadshow” in schools and private institutes at all main cities. The event, target was around HE and FE markets for local and international students. Representatives from seven UK institutions (Listed below in “Exhibitor’s Feedback” section), attended and positively engaged with **prospective students, and head teachers** providing target audience with information on **study options available to them at all subjects**.

Study UK Roadshow was sponsored by UNITE STUDENTS and IELTS.

The event attracted around **1,630 visitors** during the three days. Thanks to all school leaders and Institute owners for welcoming and hosting the exhibitions at their schools and for working with us to promote events among interested students. Media and marketing campaign covered on-line and digital communication means.

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

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Highlights

Exhibitions were held at the following venue/time/date...

LIMASSOL

Wednesday 25 April 2018

Lanition Gymnasium

0815 - 1005

Pascal English School

1020 - 1200

LITC – Russian school

1220 - 1335

Xenia Tsolaki Metaxa Private Institute

1500 - 1700

LARNACA

Thursday 26 April 2018

Agios Georgios Lyceum

0815 -1005

American Academy

1030 -1200

Pascal English School

1215 - 1335

Think Learning Centre (Nicosia)

1500 – 1700

NICOSIA

Friday 27 April 2018

Kykkos A' Lyceum

0815 - 1005

Olympion Lyceum

1030 - 1145

Grammar School

1200 – 1345

Ministry of Education and Culture

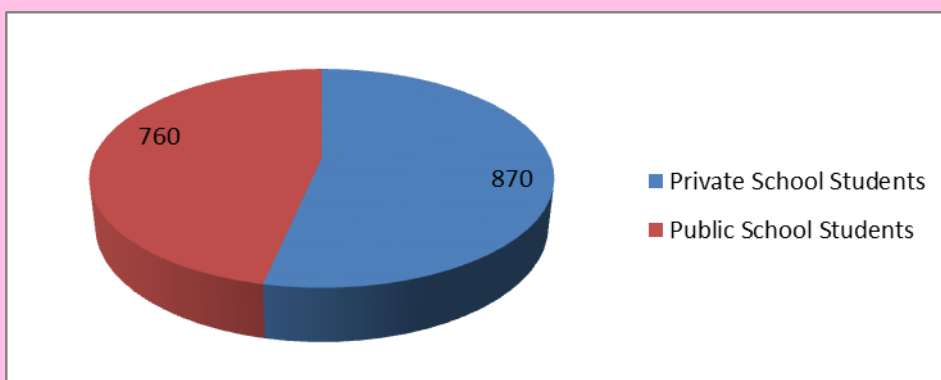
1410 – 1500

Visitor's participation to the event increased by 55% compared to last year's Education UK Exhibition...

Attendance	Nicosia	
	2017	2018
Total number of visitors over the three days	1050	1630

Visitors' profile

Types of students



Which were the most popular subjects of study?

Law
 Business
 Forensic / Criminology
 Music
 Arts/Architecture

Accounting and Finance
 Engineering
 Computers
 Biomedical Sciences

There is still a keen interest in studying in the UK among Cypriot students despite uncertainties around tuition fees and access to loans following Brexit.

Marketing

Marketing campaign was undertaken by British Council in collaboration with participating schools and private Institutes.

Main target audience was final year High school students, studying at both public and private schools including international students based in Cyprus.

Exhibitions were taking place during school operating hours and in line with school activity programme. We worked closely with head teachers to organise exhibition set-up within each school. During the two afternoons we've visited two of the main private institutes in both Limassol and Nicosia. Exhibition material and details were displayed on school notice boards and bulletin.

All students were informed about the exhibition well in advance and their school day was adjusted in a way to allow them attendance to the event. It was arranged for all interested students to visit the exhibition in slots ensuring that a good spread was attained between all university stands.

Marketing campaign covered: websites, newsletters, FB, email and Flyer distribution

Event Photos and examples of the marketing



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STUDY UK ROADSHOW

CYPRUS • 25-27 APRIL 2018

STUDY UK
DISCOVER YOU



Do you want to take a degree, or study English in the UK? Do you need help in finding the right course and applying for a course? Are you looking for assistance in applying for university accommodation or for a student loan?

Our well-trained staff will give you all the information needed. You will have the chance to meet with the universities' delegates and get all necessary key information in regards to the course and university you are interested in. Don't miss this unique opportunity to get your full guidance.

LIMASSOL

Wednesday 25 April 2018
Lanition Gymnasium
8.15-10.05

Wednesday 25 April 2018
Pascal English School
10.20-12.00

Wednesday 25 April 2018
LITC - Russian school
12.20-13.35

Wednesday 25 April 2018
Xenia Tsolaki Metaxa
Private Institute
15.00-17.00

LARNACA

Thursday 26 April 2018
Agios Georgios Lyceum
08.15-10.05

Thursday 26 April 2018
American Academy
10.30-12.00

Thursday 26 April 2018
Pascal English School
12.15-13.35

NICOSIA

Thursday 26 April 2018
Think Learning Centre (Nicosia)
15.00-17.00

Friday 27 April 2018
Kykkos A' Lyceum
08.15-10.05

Friday 27 April 2018
Olympion Lyceum
10.30-11.45

Friday 27 April 2018
The Grammar School
12.00-13.45



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BY **IELTS**

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Visitor's Feedback

Visitors to the event were mainly final year students interested in beginning university studies in September.
Interest on studies to the UK varied according to qualifications and school type.

When the visitors were asked
“Will you be applying to a UK institution following school graduation” the majority of them replied “Yes” with a percentage of 90% among those in private schools.

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

70% said International recognition.
20% said High accreditation standards.
10% Courses delivered in English Language
10% said big variety of universities and courses to choose from.

Some examples of quotes from Visitors following the exhibition:

- Very useful event – first time we had it at our school
- Great opportunity at our city – most events take place in Nicosia
- How about more Institutions for the UK?

Key Recommendations for the British Council include:

- Continue collaboration with schools and institutes for the delivery of such events as they proved to be particularly useful for students and UK institutions.
- Meeting at the Ministry was very useful - continue collaboration with them for future events.

Exhibitor's Feedback

At the exhibition there were seven unique exhibitors from UK HEIs; UNITE and IELTS.

A stable number compared to last year's attendees

Exhibitor Attendance	NICOSIA	
	2017	2018
Three day event	6	7

Exhibitor's assessment of visitors to the event indicated 100% "good number and good quality". Overall exhibition assessment was also rated as "excellent" by all delegates

Most exhibitors were undecided in attending a similar event next year as institutions strategies and budget allocations depend on market changes and demand following Brexit.

List of Exhibitors (Alphabetical Order)

1	BRUNEL UNIVERSITY
2	CARDIFF UNIVERSITY
3	LANCASTER UNIVERSITY
4	NEWCASTLE UNIVERSITY
5	NORTHUMBRIA UNIVERSITY
6	TEESSIDE UNIVERSITY
7	UNIVERSITY OF KENT

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Future steps

It was very important for us to successfully manage this Roadshow as it enabled us to raise the profile of Study UK Education and strengthen our educational connections with both private and public schools in all main cities. It gave us a lot of satisfaction and pride in achieving this during school operating hours and in collaboration with school leads, institution owners and the Ministry of Education. Eleven consecutive exhibitions were held in Limassol, Larnaca and Nicosia. Also for the first time we included a meeting with the Ministry of Education which proved to be very beneficial for delegates who were able to be informed on the latest updates on Cyprus Apolyterion and Panciprian Examinations.

Seven institutions joined the tour and around to 1630 students visited the series of events which was a promising result.

British Council and the UK institutions can work on to improve the overall arrangement and outcomes of the Roadshow.

Recommended next steps include:

British Council

- Work closely with the Ministry of Education as well as Education leads at Private schools to ensure that a good mix of different schools is hosting the Roadshow every year.
- Provide UK institutions with an approximate number of students expected at each school, prior to the event, in order to assist them with the number of brochures requested at each city.

UK Institutions

- Market became very competitive for UK Education from other EU countries following Brexit. Participation of UK institutions and a strong representation of Study UK to our events it's important in sustaining the market and keeping interest at high level especially during challenging times.

Above report indicates that this was a successful event. We will build upon the lessons learned and prove even a more improved series of exhibitions next year.

Provisional dates for next year are 8-10 April 2019.

We hope to see you there!

End of Report

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