

## Post-event report for

Study UK Fair and Schools roadshow

25 – 27 September 2018 Cairo & Alexandria Egypt

### Introduction

Thank you for your participation at the Study UK Fair and schools roadshow Egypt which took place on 25 – 27 September 2018.

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 event, "targeted at school students, undergraduate and postgraduate prospective students, hosted representatives from 13 UK institutions (Listed below in page 14), that positively engaged with prospective students and visitors, providing the audience with information on "educational opportunities/subject choices" etc.

The event attracted over **3000 visitors** thanks to the hosting schools and in part to the **campaign organised** by the British Council (Details listed below in page 4)".

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,

Yehia El Refaiy Study UK Manager, Egypt

### **Highlights**

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

Venue(s)	American International school in Egypt British International School in Cairo El Alsson British American School New Cairo British International School Arab Academy for Science and Technology House of English	
Opening hours	9.00 - 15.00, 18.00 -21.00	
Stand costs	£1115 (plus VAT)	

That was the eighth event to be held in Egypt, it was a huge success Estimated number of visitors attended the schools roadshow are **3000 students** (in total 6 schools and 2 public fairs). It was the largest event in Egypt this year, in terms of numbers and quality of visitors.

#### The event

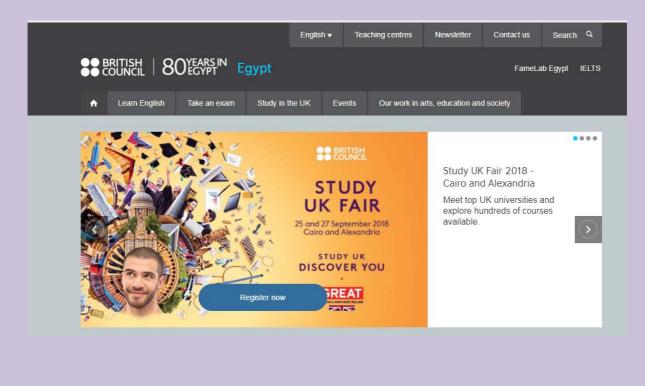
- All the roadshow's hosting schools invited their year 11 and 12 students to attend the fair at the scheduled time, making a blocked hour from teaching, this increased the number of students attending the fairs.
  - The schools also invited the parents.
  - Public fairs in both cities attracted a large number of visitors

### Marketing

## A total of £2000 was spent on marketing for this event

## Our marketing reached an estimated audience of 1.5 million Egyptians

## Online - British Council website:



### Online - Mailshots:



# DISCOVER YOU





Discover great study opportunities offered by leading UK universities and attend exciting workshops at the Study UK Fair in Cairo

### Join us at the Study UK Eair on Tuesday, 25 September, at Sheraton Cairo Hotel in Bokki, from 6 to 9 p.m.

The British Council is inviting you to attend the third Study UK fair in Cairo.

Meet top UK universities and explore hundreds of courses available to select your studies from.

Get the correct advice from experts about applying to a UK university, entry and visa requirements, travelling to the UK, and the English requirements. You can also attend exciting workshops about Chevening scholarship and writing your CV

### **British Council September newsletter**

The link to the newsletter: <a href="http://createsend.com/t/t-BF7E9E3F17019718">http://createsend.com/t/t-BF7E9E3F17019718</a>

Newsletter shot sent to 65,000 registrants. Open rate: Nearly 25% of the recipients.

## Sample of Facebook paid campaign (2 posts out of 4)



Performanc	e for your post	
350,353 Ped	pple Reached	
<b>75,703</b> Video	Views	
<b>3,141</b> Reaction	ons, comments & sl	nares 1
1,566	<b>1,452</b>	114
Like	On post	On shares
S5	73	12
Love	On post	On shares
3	6	2
⊌ Haha	On post	On shares
2	1	1
•• Wow	On post	On shares
7	7	0
♀️ Sad	On post	On shares
1,013	874	139
Comments	On Post	On Shares
164	456	8
Shares	On Post	On Shares
40,837 Post	Clicks	
3,145	9,790	27,902



510,365 Pe	ople Reached	
<b>42,452</b> Video	Views	
521 Reactions	s, comments & shar	res I
<b>397</b> <b>○</b> Like	370 On post	27 On shares
44 O Love	43 On post	1 On shares
18 ≅ Haha	18 On post	On shares
1 • Wow	1 On post	On shares
2 🤢 Sad	2 On post	On shares
33 Comments	13 On Post	20 On Shares
27 Shares	24 On Post	3 On Shares

### Feedback!

When exhibitors were asked "to recommend the British Council events to your peers and colleagues?" 100% of survey takers (6) said yes.

Would you consider coming back to the next British Council event in Egypt?

5 survey takers said yes, and 1 was undecided

When exhibitors were asked "this event met my expectations" and "Overall, this was a high quality event" 100% of survey takers (6) said yes and agreed.

### Some feedback from exhibitors:

This was one of the best fairs I have ever attended.

just a couple, be sure in advance to have Wi-Fi connection in all the venues mainly in school) be sure that during school visit to have 11th or 12th grades students ...if younger isn't worth

### **List of Exhibitors (Alphabetical Order):**

Cardiff Metropolitan University

University of East Anglia

University of Essex

University of Greenwich

Istituto Marangoni London

Liverpool John Moores University

The University of Manchester

University of Portsmouth

Swansea University

University of South Wales

University of Surrey

University of Sussex

University of the West of England

## Future plans (what worked and what did not?):

- British Council in Egypt is currently coordinating its schedule with the region and tie-in our own exhibition with other regional countries' events, to enable exhibitors to maximize their time and budget in a single trip.
- Feedback regarding Wifi in schools and grade stage of students will be taken into consideration in the next events.

### **UK Institutions**

 Many visitors are looking for that scholarships opportunities, we recommend institutions to look at ways of providing some sort of scholarship or discount and highlight these during future exhibitions.

Next Study UK Egypt schools roadshow will be held in Cairo from 24 to 26 February 2019, for more information and register <a href="here">here</a> We hope to see you there!