

Post-event report for

Study UK: Discover You Exhibition Ghana

7- 10 February 2017

Kumasi and Accra

Introduction

Thank you for your participation at the **Study UK Discover You Exhibition in Ghana** on **7-10 February 2017** at the Golden Bean Hotel in Kumasi and the La Palm Royal Hotel in Accra.

The purpose of this report is to provide you with a summary of the event, 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 prospective students, parents, guardians, workers and school counselors seeking information and educational opportunities for themselves. The exhibition hosted representatives from **27 UK institutions** (Listed below in page 18) who positively engaged with prospective students, visitors, parents and school counselors, providing them with information on educational opportunities and subject choices.

Officers from the British High Commission-UK Visas and colleagues from the IELTS team also participated and delivered presentations at the exhibition.

The 3 day event attracted over **2000 visitors** thanks to the marketing campaign. Alongside the exhibitions, a series of seminars were also held, with topics covered including: “Applying to a UK University”, “Writing effective personal statements”, “Studying via distance learning” among others.

At British Council, we highly appreciate your support and hope that we can continue to provide valuable marketing services through our exhibitions and other range of targeted activities during the year. We hope to see you again at our next exhibition.

Regards,

Christiana Bandoh | Project Manager, Ghana

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Highlights

This exhibition was held at the following venues:

Venue(s)	Golden Bean Hotel, Kumasi, 7 February 2017 and La Palm Royal Beach Hotel, Accra, 9-10 February 2017
Opening hours	Kumasi : 09.00 – 16.00 Accra : 09.00 -16.00
Stand costs	Kumasi : £1,400 Accra : £1,580

There was a 17% increase in visitors from last year's exhibition for the Accra Exhibition but a slight drop in the Kumasi Attendance...

Attendance		
	2016	2017
Kumasi	796	658
Accra	1536 (2 days)	1797 (2 days)

A number of successful seminars were held, covering such topics as...

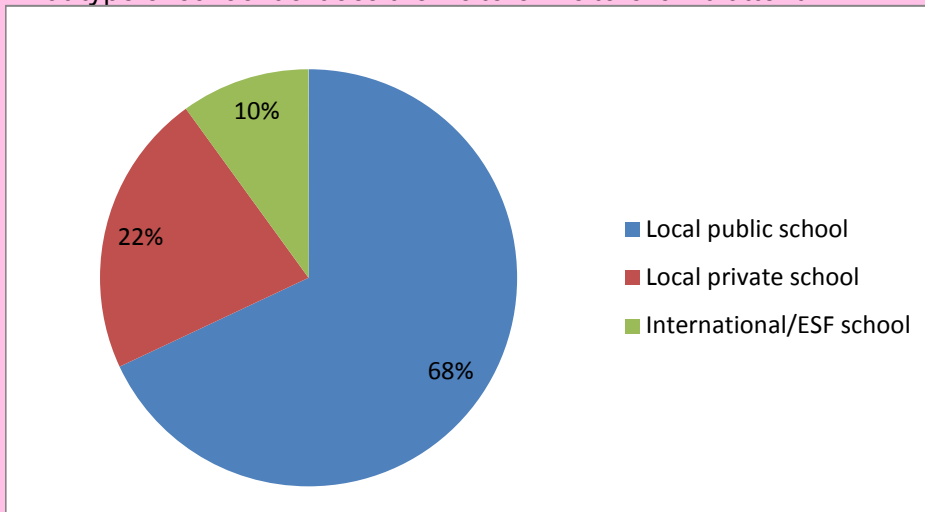
- Applying to a UK University
- Writing an effective personal statements
- Studying via distance learning
- IELTS and its advantages
- UK Student Visas
- Scholarships

65% of visitors are looking for Postgraduate Higher Education

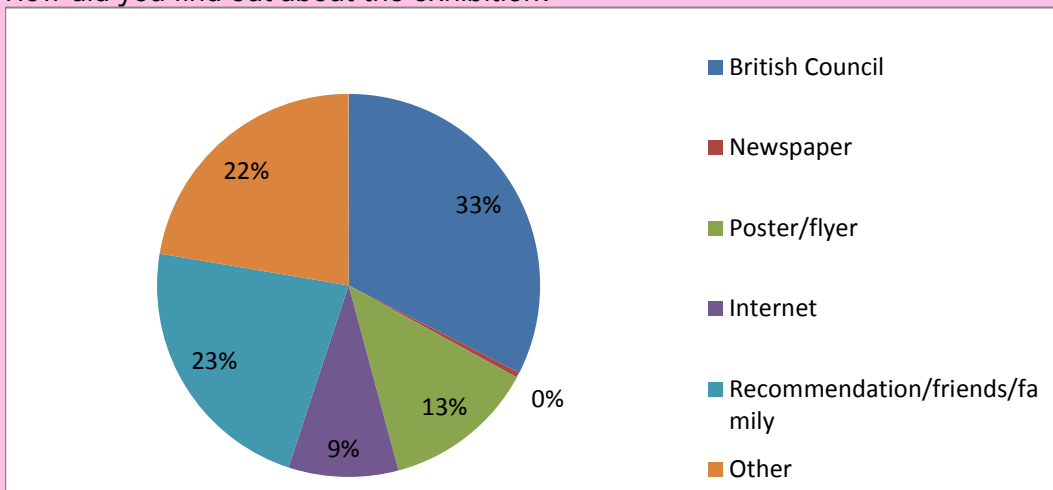
13% of visitors plan to study in the UK in less than 6 months

Of the total visitor numbers 51% were male, 49% were female.

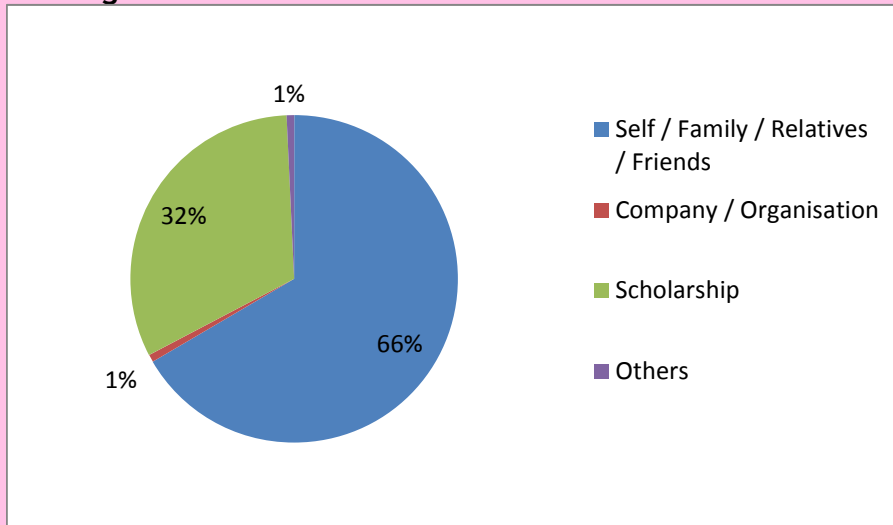
What type of school do/does the visitors/ visitors' child attend?



How did you find out about the exhibition?



Funding sources



Top 5 Motivating Factors for studying in the UK:

1. High academic standard
2. International recognition of qualifications
3. Wide variety of courses and Institutions
4. Safe environment
5. Cultural environment

Marketing – Digital Promotion Reach

- Our **highest organic post** (non-paid) reached a total of **5,548 people** with **50 likes, 1 comment and 16 shares**.
- Our **highest boosted (paid)** post reached **69,873 people** with **380 likes, 9 comments and 33 shares**



Facebook addresses:

Study UK - British Council <https://www.facebook.com/StudyUK.BritishCouncil/>
 British Council Ghana <https://www.facebook.com/BritishCouncilGhana/>

Twitter - @ghBritish

The **highest organic tweet** garnered **1,037 impressions**, **26 total engagements** and a 2.5% engagement rate.



From January – February (to date) 2017, there were **1,431 visits** and **2,028 page views** on the British Council Ghana website.



Marketing – Outdoor



Marketing – Print

An advert about the Exhibition was placed on the front page of the most popular Ghanaian Newspaper, "Daily Graphic" which has a nationwide distribution.



Marketing – Activations on campuses, organizations and churches

Flyers were distributed to students and workers on campuses, organizations and in churches.



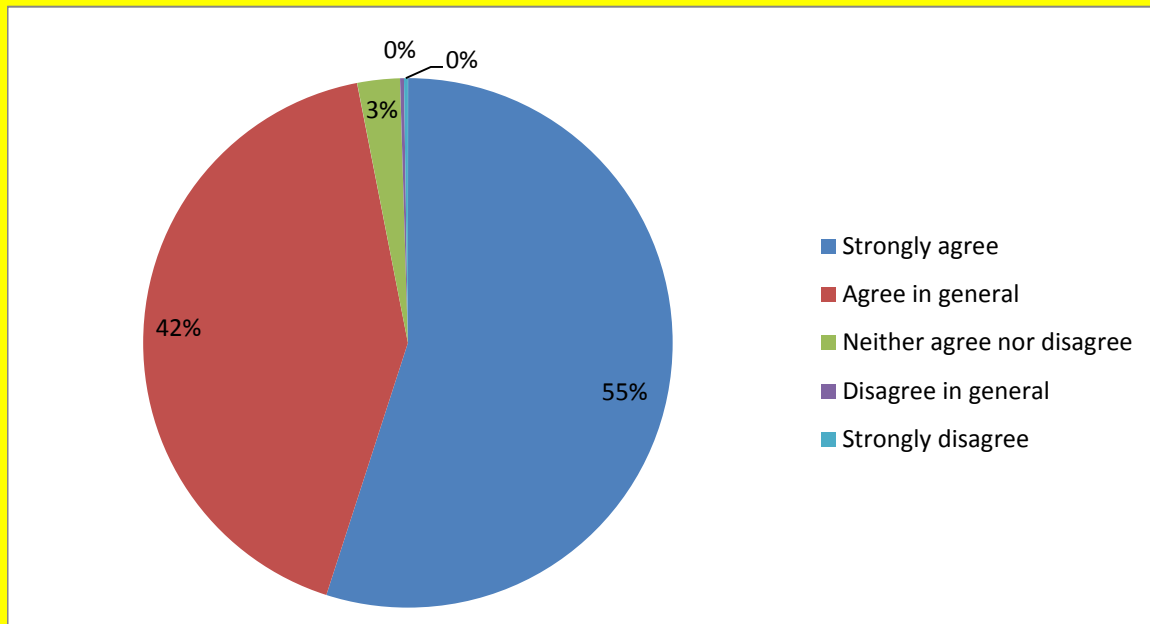
Visitor's Feedback

An online survey was made available to visitors during the three day exhibition with **422** visitors completing it. Freebies were given to visitors who completed the surveys. The questions were designed to gather quantitative statistics as well as qualitative remarks on reactions to our exhibition and the decision making process – See Annex for more.

When the visitors were asked “Will you be applying to a UK institution following the exhibition” **98% said yes, 2% said no.**

When the visitors were asked “Did you receive all the Information required to make an informed choice” **96% said yes, 4% said no**

To what extent do you agree or disagree with the following statement:
The UK is a country with high quality learning opportunities



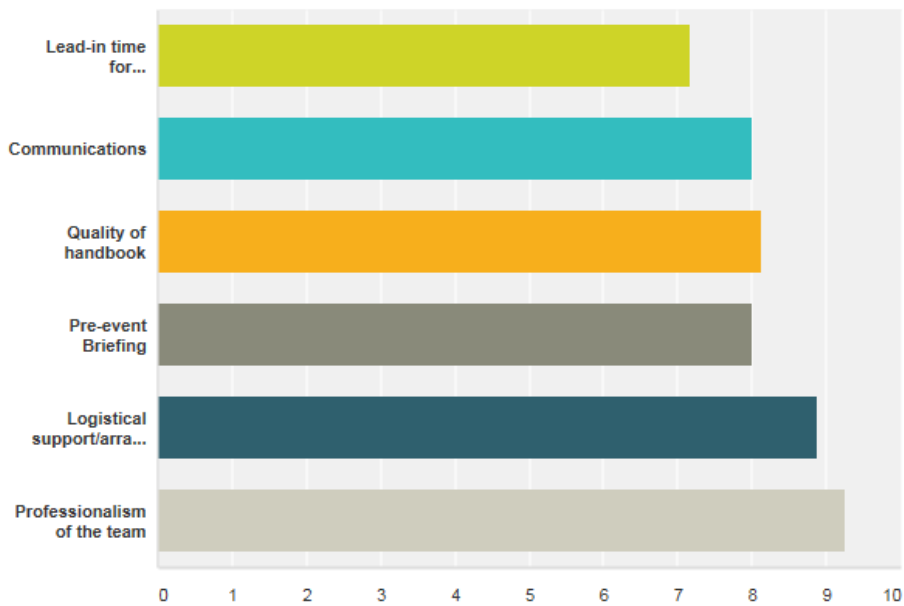
Exhibitor's Feedback

At the exhibition there were 27 unique exhibitors from UK HEIs.

When exhibitors were asked “Will you be attending a similar exhibition next year?” 75% said yes, 25% are undecided.

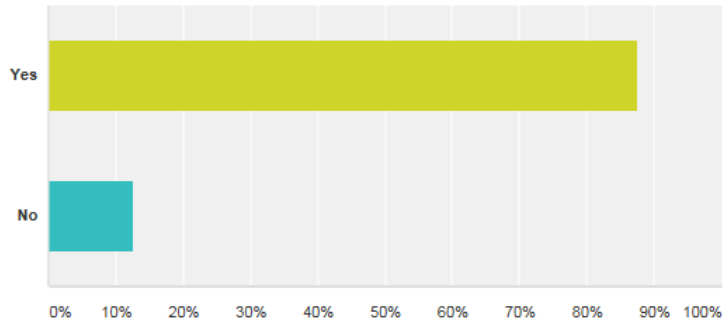
Please rate the following aspects of the British Council

Answered: 8 Skipped: 0



Was the (calendar) timing of this event right for you?

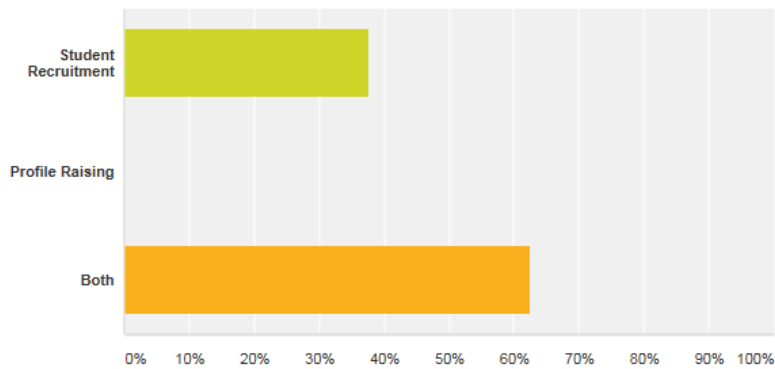
Answered: 8 Skipped: 0



Answer Choices	Responses
Yes	87.50% 7
No	12.50% 1
Total	8

What was your main reason for coming to this exhibition?

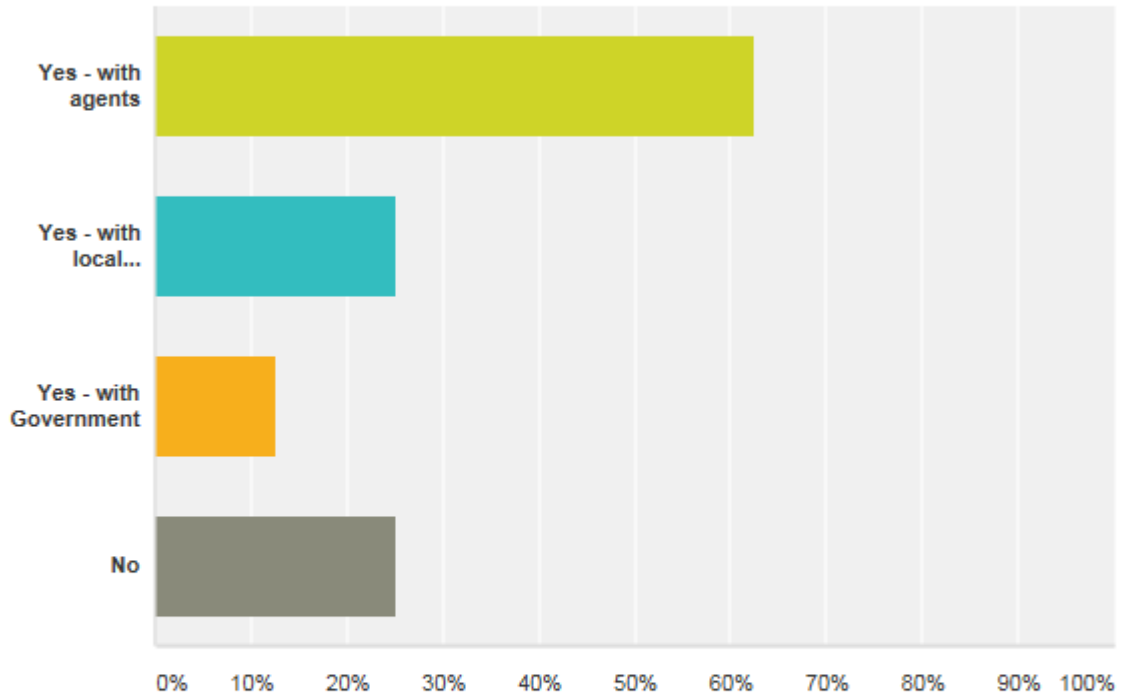
Answered: 8 Skipped: 0



Answer Choices	Responses
Student Recruitment	37.50% 3
Profile Raising	0.00% 0
Both	62.50% 5
Total	8

Have you developed/built on existing relationships during your visit?

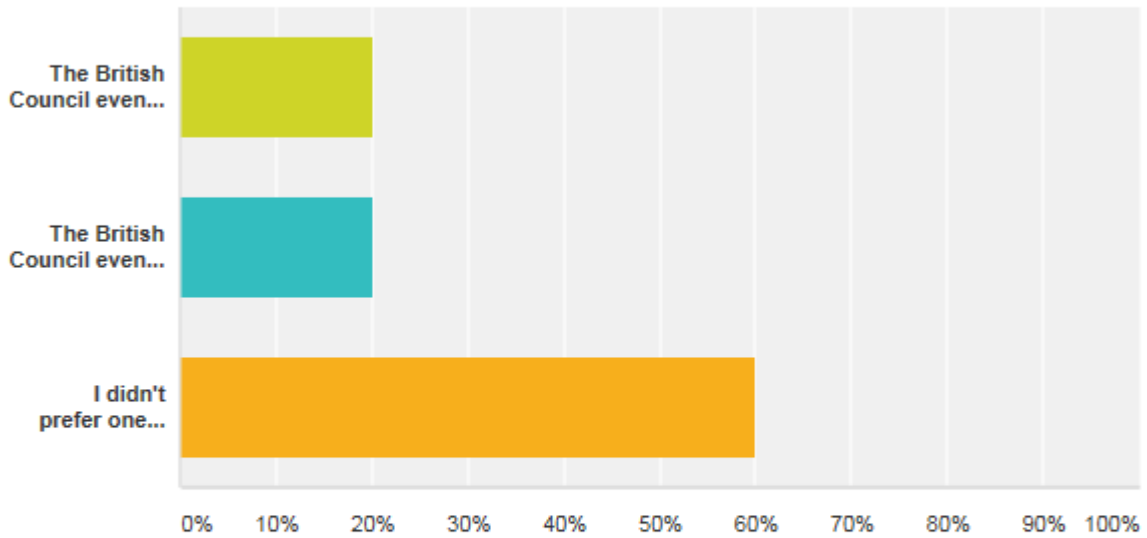
Answered: 8 Skipped: 0



Answer Choices	Responses	
Yes - with agents	62.50%	5
Yes - with local institutions	25.00%	2
Yes - with Government	12.50%	1
No	25.00%	2

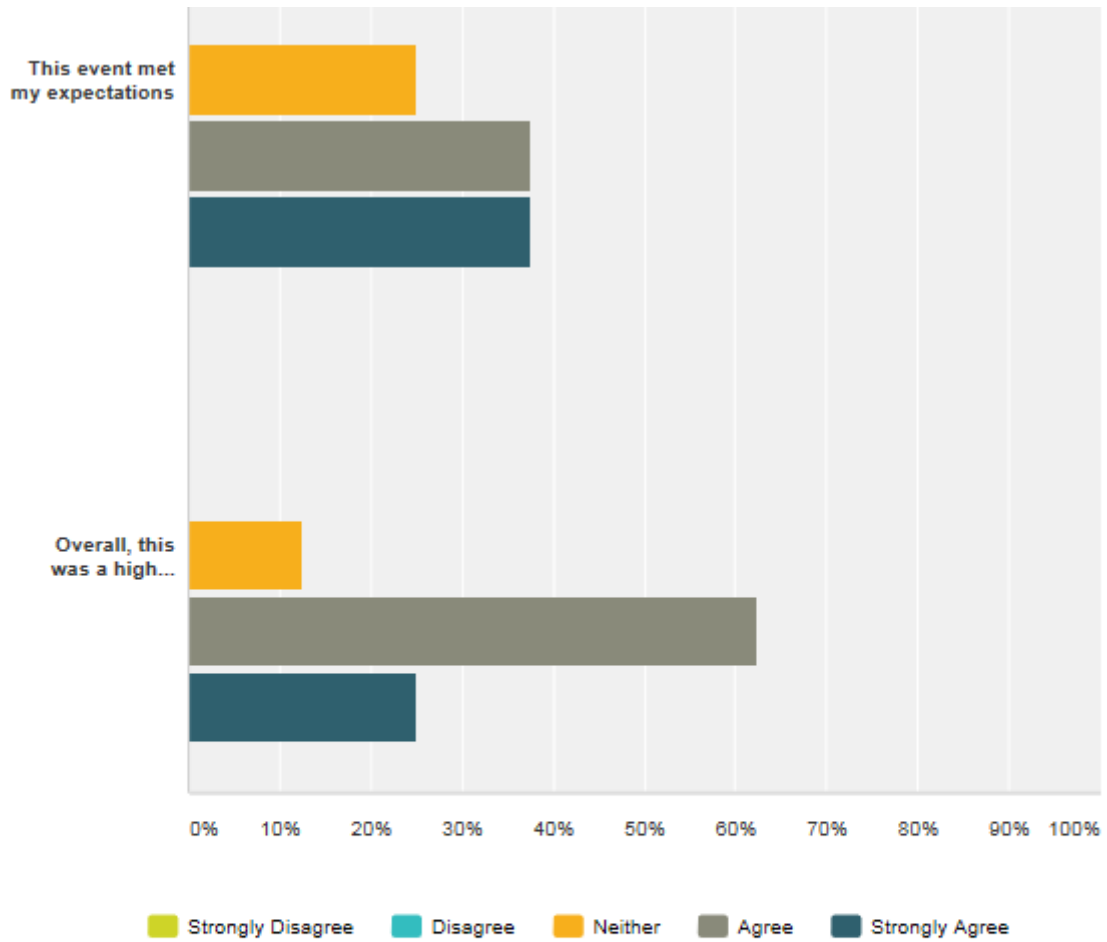
How does the British Council event compare to that event

Answered: 5 Skipped: 3



Answer Choices	Responses
The British Council event was better	20.00% 1
The British Council event was worse	20.00% 1
I didn't prefer one event over the other	60.00% 3
Total	5

Overall Summary of Exhibitors expectations:



	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree	Total
This event met my expectations	0.00% 0	0.00% 0	25.00% 2	37.50% 3	37.50% 3	8
Overall, this was a high quality event	0.00% 0	0.00% 0	12.50% 1	62.50% 5	25.00% 2	8

Some positive quotes from exhibitors:

- I was most impressed by the professionalism and the support provided by BC Ghana staff. The logistical support and arrangements were first class. The line of communications with them leading up to the event was constantly open and responses were always very prompt
- The British Council team are always very helpful and professional
- Good event all round
- Market brief was rich with information

Some negative quotes from exhibitors:

- Although both fairs were very busy which is usually good, the majority of attendees to our stand were in search of full scholarships which we do not offer. Affordability was clearly an issue
- Pick up for delegates outside of hotel venue was too early
- The exhibition room could not cope with the volume of students
- The air conditioning at the venue in Accra was very poor which made it very difficult to comfortably interact with participants

Future steps

There are a number of areas that both the British Council and the UK institutions can work on to improve the overall arrangement and outcomes of the exhibition. The main findings and recommended steps are outlined below:

British Council

- For next year's exhibition, we will evaluate the cost effectiveness and the feasibility of moving to a larger venue and possibly changing the exhibition format itself.
- Depending on our venue capacity and budget constraints, we will consider an exhibitors' lounge where coffee, tea and light refreshments will be served.
- Going forward, British Council (Ghana) will coordinate schedules better with the region and tie-in our exhibition with other regional countries' events, to enable exhibitors maximize their time and budget in a single trip.
- Going forward, Institutions will be provided with internet modems to use at the exhibition

UK Institutions

- It is suggested that institutions invite their alumni to attend future exhibitions and share tales of their life in UK with the visitors
- It is suggested that institutions read the Exhibition Handbook and also take note of their itinerary provided in their welcome pack and emails sent ahead of time
- Many visitors commented that scholarships opportunities were very low. We recommend institutions to look at ways of providing some sort of scholarship or discount and highlight these during future exhibitions

The above points, though important, should not detract from what was a successful exhibition. Next year's exhibition (Currently Scheduled for February 2018) will build upon the lessons learned and prove even more popular. We hope to see you there!

Appendix

List of exhibitors (Alphabetical Order)

List of Exhibitors

	Institution
1	Aston University
2	BPP University
3	Canterbury Christ Church University
4	Coventry University
5	Cranfield University
6	Glasgow Caledonian University
7	Kingston University
8	Middlesex University
9	Newcastle University
10	Robert Gordon University
11	Sheffield Hallam University
12	Swansea University
13	Teesside University
14	The University of Manchester
15	The University of Northampton
16	The University of Nottingham
17	University College London
18	University of Birmingham
19	University of Dundee
20	University of Essex
21	University of Kent
22	University of Leicester
23	University of Lincoln
24	University of Portsmouth
25	University of Sussex
26	University of Warwick
27	University of West of Scotland

End of Report