



SERVICES FOR INTERNATIONAL EDUCATION MARKETING

Study UK Exhibition Morocco 2018 Post-event report



11 – 15 January 2018
Rabat, Casablanca, Marrakech

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1. Introduction

*Thank you for taking part in the Study UK Exhibition Morocco January 2018, which took place in **Rabat, Casablanca and Marrakech**.*

The purpose of this report is to provide you with a summary of the event, including visitor and exhibitor feedback. We trust that this will enable you to report return on investment and assist with future decision making.

*The event, which targeted the **HE and Schools** market, hosted representatives from **19 UK institutions** (listed in Appendix 1), who positively engaged with **prospective students and their families** and provided audiences with information on a range of educational opportunities in the UK.*

*The event attracted over **1,800 visitors** thanks in part to the **marketing campaign**, details of which are listed below in Section 4. Alongside the main exhibitions, a number of **presentations** were given on a range of topics of interest to prospective students. Exhibitors also took part in mini-fairs in **three international schools**, where they met **over 300 high school students**. Networking events were organised with representatives from the Moroccan Ministry of Education and with education agents, school leadership and student counsellors.*

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.

Best wishes,

Karen Hooper

Programme Manager, English & Education
British Council Morocco

2. Highlights

16 out of 19 exhibitors benefitted from the £2,230 **3-city discount**, with a saving of £225

RABAT	CASABLANCA	MARRAKECH
Hotel Tour Hassan	Hotel Sheraton	Hotel Kenzi Farah
11 January 2018	13 January 2018	15 January 2018
13.00-19.00	13.00-19.00	13.00-19.00

All Exhibitors who responded to our survey (17 out of 19) were 'very satisfied' (12) or 'satisfied' (5) with **visitor numbers** in Rabat and Casablanca.

Successful presentations were given on the following topics:

- The **international student journey**: timelines and student visa application
- An **introduction to applying** for higher education in the UK
- **Adding value** to your studies in the UK
- How to prepare for the **IELTS** test and get the score you need

Exhibitors took part in mini-fairs at three international schools:



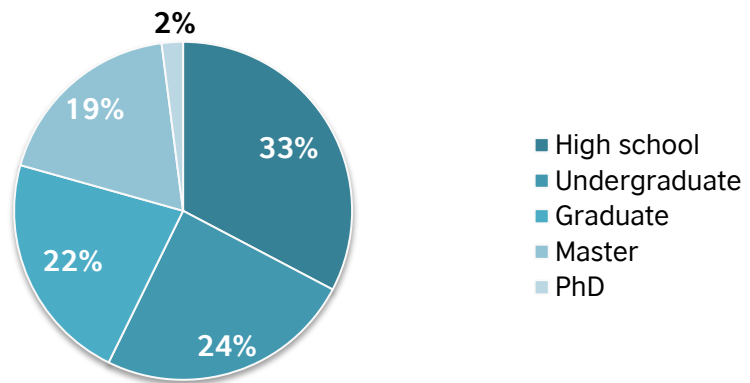
15 out of 19 Exhibitors plan to attend the British Council Study UK Exhibition in Morocco in 2019 (with 2 'maybes' and 2 non-respondents)

3. Visitor profile

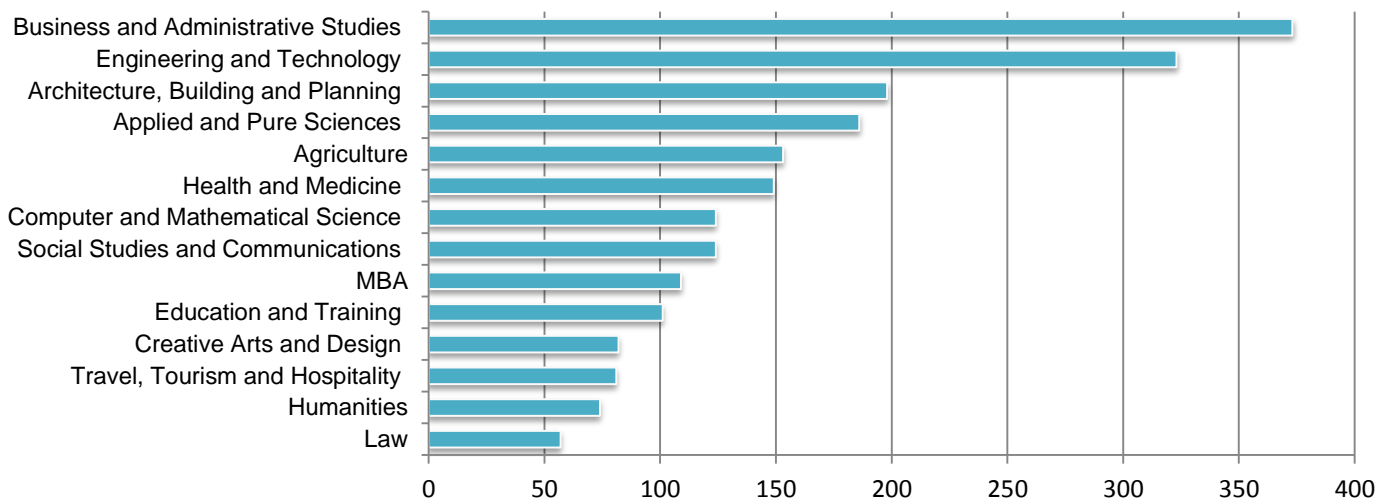
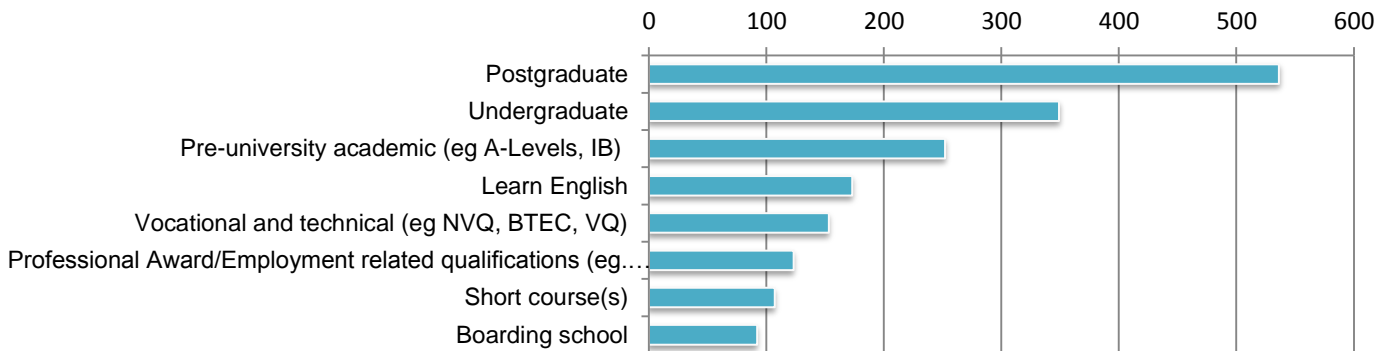
The following information is based on visitor registration data. For items marked with an asterisk (*), visitors could give more than one answer. The vast majority of visitors heard about the Exhibition via internet (575), through the British Council (386) or from a friend or relative (138). *

45% of visitors were female, 54% were male (1% preferred not to say)

Current level of study



Visitors were interested in...*



More than **three quarters of visitors were interested in studying in the UK**. However, there was also significant interest in studying in Morocco (24%), in another country (20%) and online/distance (12%). *

Almost **60% intended to fund their studies themselves** or with the support of family, relatives or friends. Others indicated they would rely on scholarships (26%), a company or organisation (8.5%) or other source (6.5%).

Top 5 reasons for wanting to study in the UK *:

- 1. High academic standard (656)**
- 2. Cultural environment (388)**
- 3. International recognition of qualifications (309)**
- 4. Overseas work opportunities (224)**
- 5. Competitive tuition fees (221)**

4. Marketing

The marketing campaign for Study UK Morocco 2018 targeted the following groups:

- students (aged 15 to 25) at high schools and private further education schools
- upper socio-professional parents and professionals (aged 25 to 50).

The strategy combined the following elements:

- face-to-face techniques, such as visits to selected private high schools in Marrakesh, Rabat, and Casablanca
- invitations to school directors, student counsellors and advisors and other stakeholders
- an online strategy, with engaging content and advertising through social media channels, video promotion solutions on targeted websites, prestigious e-newsletters
- targeting the media through press releases
- targeting British Council networks via our website, promotional materials and emailing.

See Appendix 3 for an overview of the marketing plan and details of estimated reach.

A total of £10,000 was spent on Marketing for this exhibition

Our marketing reached an estimated audience of 6 million people

For the 3rd year running, the official Exhibition sponsor was Hit Radio, the most popular radio station among young Moroccans between 15 and 35.



For the first time, a **conference app** was available, with 71 downloads registered.

The app provided details of the programme, exhibitors, presentations and scholarship information.

Examples of the marketing products include:



[Promotional Video](#)

(as used on BuzzOff TV)



Leaflet: 60,000 copies distributed to over 300 schools and universities



Boosted Facebook post

Press coverage by both French and Arabic language media between 12 December 2017 and 17 January 2018 included 26 online articles, 7 newspaper articles, one TV network.

Examples of press coverage:

HUFFPOST

Le Salon des études supérieures au Royaume-Uni rempile pour une 4e édition au Maroc

Il y a 2 jours

Rédaction du HuffPost Maroc

ENSEIGNEMENT SUPÉRIEUR - [Le British Council](#) organise, du 11 au 15 janvier, sa 4ème édition du Salon des études supérieures au Royaume-Uni dans les villes de Casablanca, Rabat et Marrakech afin d'informer les étudiants marocains souhaitant y poursuivre leurs études et constituer un espace d'échange avec les représentants d'universités britanniques.

سياسي

الرئيسية > فن وثقافة

BRITISH COUNCIL

ETUDIER AU ROYAUME-UNI SALON 2018

STUDY UK DISCOVER YOU

GREAT

من وثقافة

المجلس الثقافي البريطاني في المغرب ينظم الدورة الرابعة لمعرض الدراسات العليا بالملكة المتحدة

بتاريخ يناير 2018 بواسطة Siyassi.Com

MEDIAS24

Le Salon des études supérieures au Royaume-Uni, du 11 au 15 janvier

Mercredi 11 janvier 2018 à 10h07

Le British Council organise la 4e édition du [Salon des études supérieures au Royaume-Uni](#), du 11 au 15 janvier, respectivement à **Rabat (11 janvier)** Casablanca (13 janvier) et Marrakech (15 janvier).

Aujourdhui LE MAROC

de transport : Plus de 660 milliards DH investis d'ici 2035

Le British Council organise la quatrième édition du Forum Salon des études supérieures au Royaume-Uni du 11 au 15 janvier 2018, entre Rabat, Casablanca et Marrakech.

Cette année, ce salon enregistrera la participation de 17 institutions britanniques d'enseignement supérieur et de langue anglaise et attend plus de 8.000 visiteurs. Ce salon est principalement dédié aux élèves de Terminale, les étudiants de Bac +5, mais aussi les jeunes diplômés et les professionnels souhaitant donner une dimension internationale à leur parcours.

Conseil de gouvernement

Le projet de loi relatif au système de l'éducation, de l'enseignement, de la formation et de la recherche scientifique à l'ordre du jour

LE MATIN

Dans nos pages éco

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• Internet: deux affilés se battent dans le haut debit

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Directeur de la publication: Mohamed Salami

PREX: 500 000 • 1 000 000

Société 9

Etudes supérieures au Royaume-Uni

Le Salon 2018 ouvre ses portes en janvier dans plusieurs villes

Tous les élèves et étudiants qui souhaitent donner une dimension internationale à leur parcours académique sont invités à prendre part au Salon des études supérieures au Royaume-Uni édition 2018 qui ouvrira ses portes le 11 janvier à Rabat, le 13 janvier à Casablanca et le 15 janvier à Marrakech.

Le Salon des études supérieures au Royaume-Uni 2018 revient pour une quatrième édition plus diversifiée. Organisé chaque année à l'initiative du British Council, cet espace de rencontre et d'échange entre les étudiants marocains et étrangers installés au Maroc et les représentants des universités britanniques est une occasion propice pour s'informer sur les études au Royaume-Uni, les secteurs linguistiques, les établissements, le visa, le logement, le niveau d'anglais requis et le système d'éducation britannique en général.

Cette année, le Salon s'attend à plus que 8000 visiteurs avec la participation de plus de 18 institutions britanniques d'enseignement supérieur et de langue anglaise qui seront présentes afin d'apporter les réponses nécessaires pour une meilleure préparation pour poursuivre ses études au Royaume-Uni du niveau bac jusqu'au doctorat. Le Salon accueillera également des établissements internationaux basés au Maroc qui vont présenter leurs cursus internationaux, doubles diplômes, masters, programmes d'échange, campus à l'étran-

ger. Les candidats vont aussi pouvoir de contrôler le test d'anglais IELTS sur le stand du British Council, qualification qui leur permet d'étudier ou travailler à l'étranger.

Pour rappel, le Royaume-Uni accueille plus de 400 000 étudiants dans l'enseignement supérieur chaque année.

Quatre sur neuf des meilleures universités au monde se situent au Royaume-Uni, reconnu mondialement pour son excellence dans les domaines de l'éducation et de l'acquisition des compétences, l'innovation dans l'enseignement, à distance et la formation en ligne. Rendez-vous le 11 janvier à Rabat, le 13 janvier à Casablanca et le 15 janvier à Marrakech.

www.britishcouncil.org/siem

5. Visitor Feedback

Visitors who consented to receive communications from the British Council were contacted by email on the day of the Exhibition and asked to provide feedback through a questionnaire on SurveyMonkey. Although the 10% response rate was a little disappointing, respondents' locations and profiles were broadly representative and the quantitative and qualitative data they provided do allow some general conclusions to be drawn.

Around 75% of respondents agreed, or strongly agreed, that the Exhibition was a high quality event that met their expectations (20% neither agreed nor disagreed).

A third of the 86 comments left by respondents provided **very positive feedback**, which included:

"I want to thank all those who helped me to see more clearly about studies in UK, they answered all my questions."

"I benefited much more than I expected."

"It was so helpful and they offer us a lot of books that will help us to choose the best university. Thank you guys for everything."

"Moroccan students need a lot of events like this one :)"

"It was really well organized [...]. Also the university representatives had a great job really they are professionals. My daughter enjoyed and would like to be informed about the last news by email."

The **most recurrent suggestions** from visitors included:

More UK HE institutions. <i>(20% of comments)</i>	Help visitors locate universities offering the courses they are interested in.	I was [...] a little bit frustrated because not all universities were there.	Advisers should be accompanied by people able to speak French.	More reps to reduce the long waiting times.
Organise more presentations, especially on scholarship opportunities.	More information about postgraduate opportunities.	Have a stand for partnerships and Moroccan universities.	Wider variety of courses on offer.	Events on more days and in more cities.

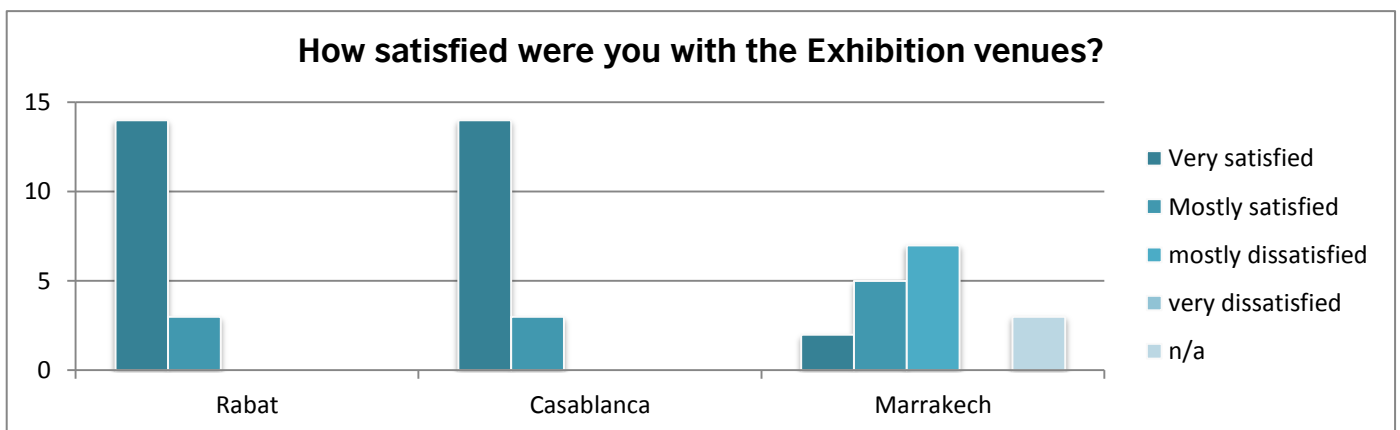
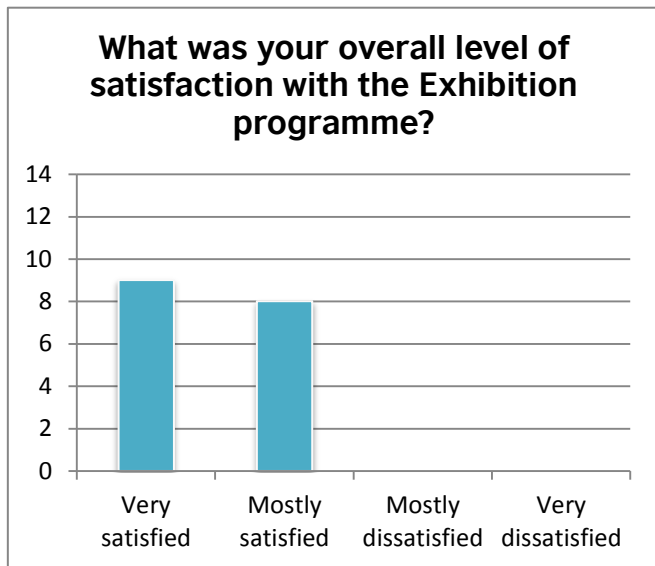
6. Exhibitors' Feedback

Study UK Morocco 2018 saw the participation of 19 unique Exhibitors, slightly less than in 2017. All but two of the Exhibitors signed up for all three venues. Please see Appendix 1 for the complete list of Exhibitors.

Responses to the post-event feedback questionnaire were received from 17 of the 19 Exhibitors.

Highlights of the Exhibitors' feedback are presented below; for further details please see Appendix 2

When asked, "Do you plan to attend the Study UK Morocco Exhibition next year?"
15 respondents said 'yes' and 2 said 'maybe'.



Exhibitors made the following suggestions:

- More meetings with local universities and with national and regional education authorities.
- Change the venue in Marrakesh.
- Shorter Exhibition main events.
- BC staff could signpost visitors more effectively in the exhibition hall.
- A dedicated morning Exhibition for schools and school counsellors.
- An optional TNE session for interested local HEI's and government bodies.
- Rethink format of networking sessions – e.g. quick 10 minute presentation to the school counsellors followed by coffee.

Positive feedback from Exhibitors included:

“... a well-organised and productive itinerary, especially as I and many other reps had not been to the market before.”

“The fair was a big success - I got over 150 leads. And the agent events [...] were also very useful - I was actively looking to recruit agents in Morocco and I've signed up two new ones as a result.”

“Very impressed with level of students' English as well as their overall academic soft skills.”

“There were a surprising number of well-qualified graduate students where I had expected a much higher focus on UG.”

“All in all I was very happy with the BC Morocco tour and would like to congratulate the team on the organisation of it, everything went smoothly and the team are lovely to work with. The exhibitions and the schools were very good events which hit our target market. If budget is available we will attend again next year.”

7. Future steps

Feedback from the 2017 Exhibition led to improvements in the organisation of the event this year. For example, school visits were more effective and four thematic presentations were successfully delivered during the event. The following points are intended to improve arrangements and outcomes even further in 2019.

British Council

- Given the mixed feedback regarding visitors and venues in Marrakech, we will review the case for holding an event in this city.
- If the Marrakech venue is confirmed in 2019, we will select an alternative venue.
- Taking into account the differences in how UK institutions work with agents, we will consider holding one optional networking meeting in Casablanca for UK institutions, agents and school counsellors. We will ask Exhibitors to confirm attendance beforehand, so that we can distribute the list of attending institutions together with the invitation to our local networks.
- We will explore options for improving the visitor experience at the Exhibitions. This might include a roll up at the entrance with guidance, tips for visitors on the app, and more signposting in the event hall by British Council staff.
- We will aim to improve the response rates of visitor feedback, either by following up emails with e-survey requests with text messages or by using paper-based questionnaires instead.
- We will look into holding a networking event for universities and education authorities interested in TNE partnerships.

UK Institutions

- Institutions should aim to provide the BC with a subject matrix prior to the exhibition, to help reduce queues at stalls where institutions don't provide the course.
- To avoid visitor disappointment, institutions should ensure that a representative is present for the duration of each event they have signed up for.
- Several Exhibitors discussed the possibility of inviting alumni to attend future exhibitions and share experiences of their life and study in UK with the visitors. We would encourage and welcome this.

**The Study UK Morocco event will return in January 2019.
We hope to see you there!**

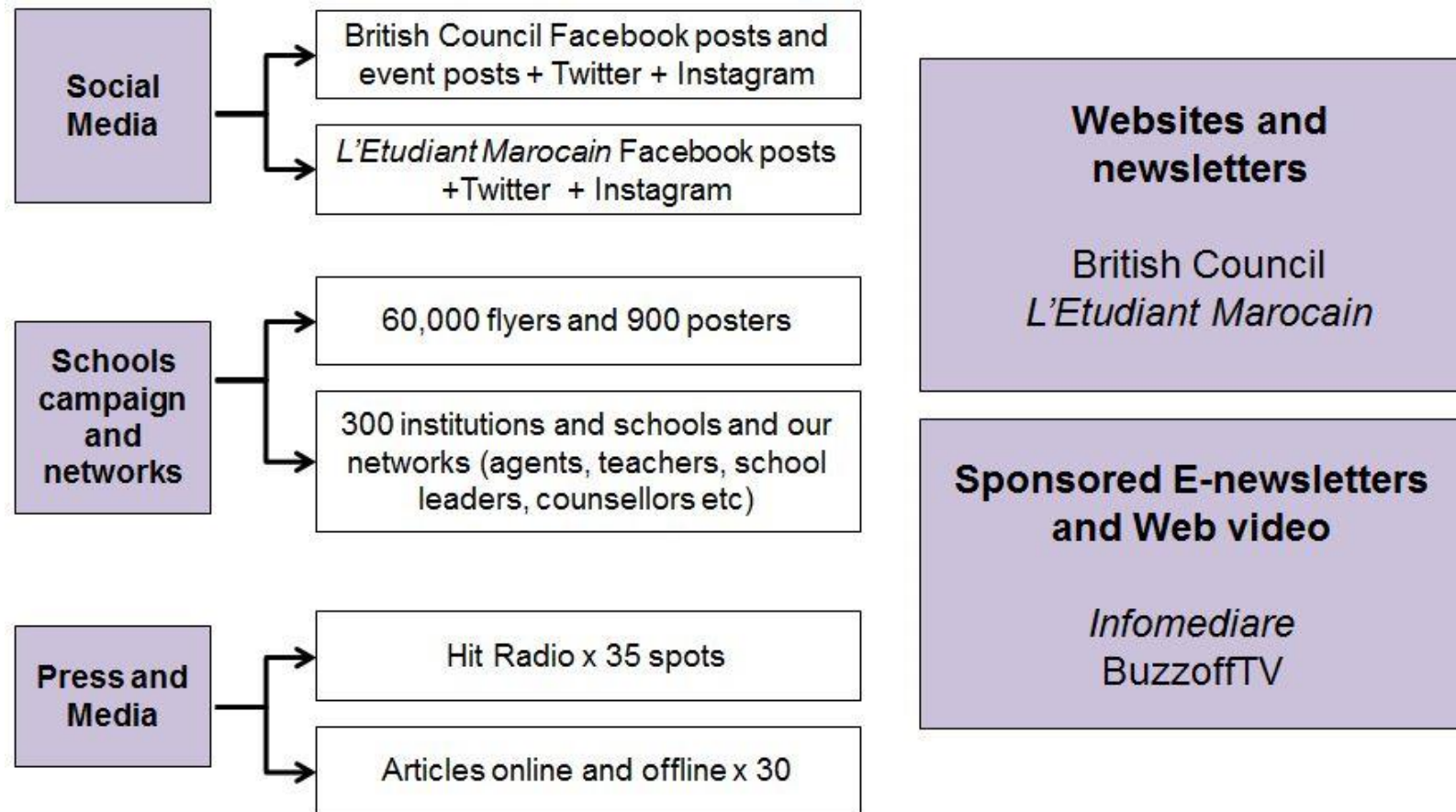
Appendix 1

List of exhibitors

- | | |
|----|-------------------------------------|
| 1 | Anglia Ruskin University |
| 2 | Bellerbys College |
| 3 | Canterbury Christ Church University |
| 4 | Cardiff Metropolitan University |
| 5 | City, University of London |
| 6 | Coventry University |
| 7 | David Game College - London |
| 8 | INTO University Partnerships |
| 9 | Oxford Brookes University |
| 10 | Queen Mary University of London |
| 11 | Southampton Solent University |
| 12 | UCL – University College London |
| 13 | University of Greenwich |
| 14 | University of Leeds |
| 15 | University of Northampton |
| 16 | University of Portsmouth |
| 17 | University of Sunderland |
| 18 | University of Warwick |
| 19 | University of Westminster |
-

Appendix 2

Marketing campaign plan



Marketing campaign reach

Source	Description	Reach
Press	7 newspaper articles	76,582
Online news sources	26 online articles and	3,591,000
TV	1 report	3,125,000 audience
BuzzOffTV	30" promotional video clip integrated in 5 top news websites over 3 weeks	27,187 impressions 2838 complete views
f2f activities	60,000 leaflets, 900 A3 posters, individual invitations	300 schools, 15 cultural centres, 5 career centres, 3 public universities
<i>L'Etudiant Marocain</i>	3 banners on homepage (January 2018)	253,119 impressions 1285 clicks
<i>Infomediare</i> (daily external e-newsletter)	Banner inserts on 2 days (January 2018)	1,260,000 e-newsletter recipients 88% open rate
British Council Morocco website events page	Event announcement (November 2017-January 2018)	2198 visits
<i>L'Etudiant Marocain</i> website homepage	Event announcement (January 2018)	2312 visits
British Council Morocco newsletter	Event announcement in November 2107 and December 2017 newsletters	Nov: 13,821 subscribers, 11.69% opening rate Dec: 10,495 subscribers, 18.98% opening rate
Study UK newsletter	Event announcement in December 2017 newsletter	2,208 subscribers, 377 opens, 11.50% click rate
British Council Morocco e-shot	2 e-shots in January 2018	1 st e-shot: 19,488 subscribers, 13.09% opening rate 2 nd e-shot: 17,904 subscribers, 13.04% opening rate
British Council Morocco Facebook page*	Event promotion	Total reach: 65,210 Engagement: 546
British Council Morocco Facebook Event page*	Event promotion	Total reach: 151,494 Engagement: 2320
British Council Morocco Instagram page*	Event promotion	Followers: 5,486 Engagement: 4233
British Council Morocco Twitter page*	Event promotion	Followers: 4,484 Engagement: 62
<i>L'Etudiant Marocain</i> Facebook page*	Event promotion	Total reach: 258,155 Engagement: 4376

*Figures at cop 9 January 2018

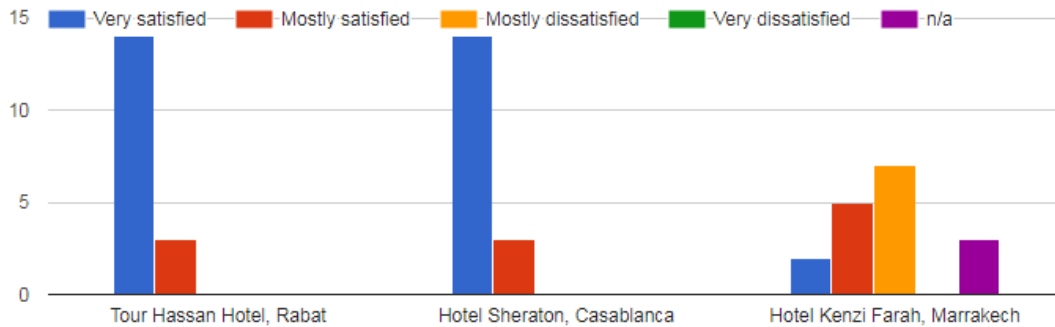
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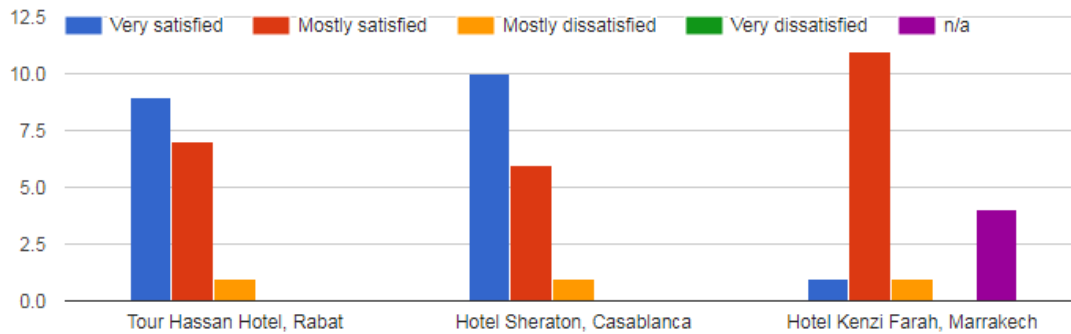
Appendix 3

Additional Exhibitor feedback (17 respondents out of 19 Exhibitors)

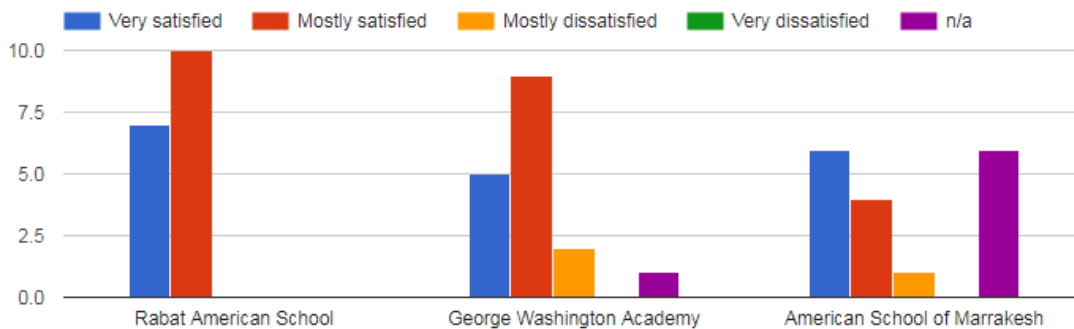
How satisfied were you with the Exhibition venues?



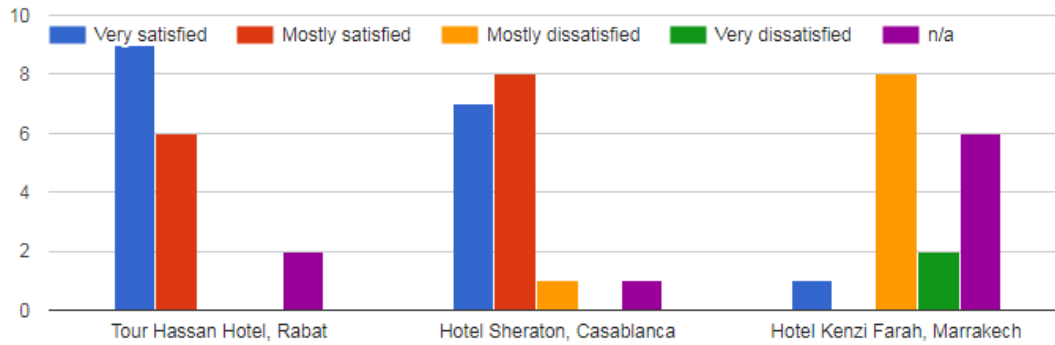
How satisfied were you with visitor profiles?



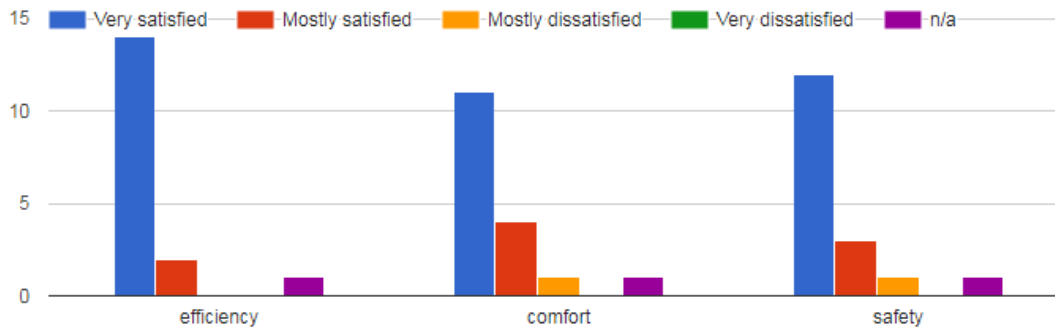
How satisfied were you with the school visits?



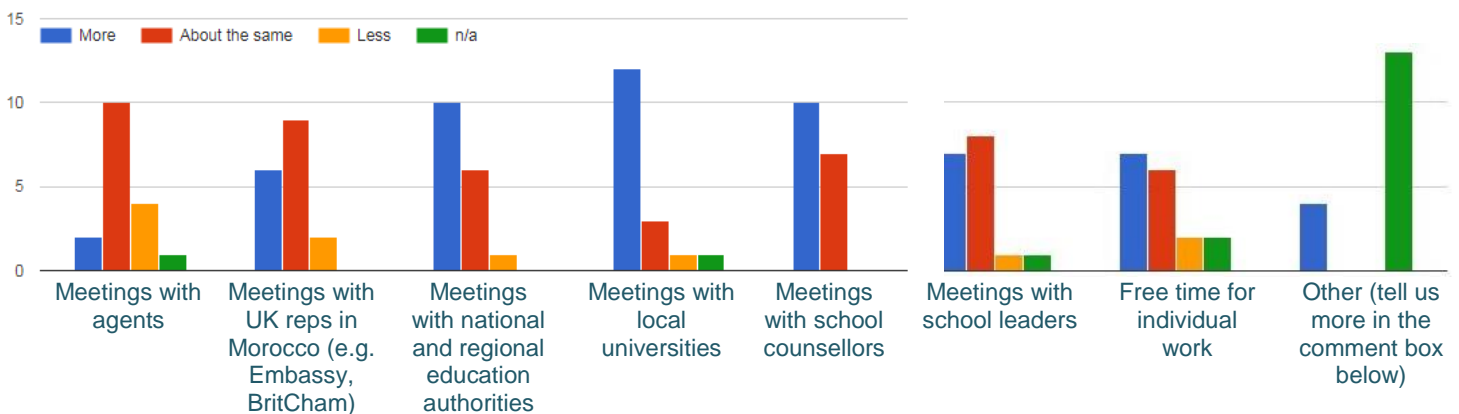
How satisfied were you with the accommodation?



How satisfied were you with the transport arrangements?

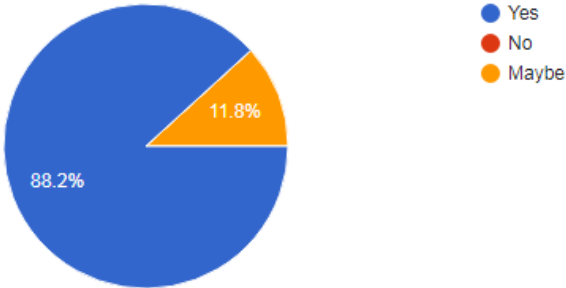


Please tell us what you'd like to see more/less of:



Would you recommend the British Council Study UK Exhibition in Morocco to a colleague?

17 responses



End of Report
