



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

**Post-Event report for
Nigeria Study UK Exhibition 2017
4 October 2017
Uyo, Akwa Ibom**

Introduction

Thank you for your participation at the first British Council Study UK exhibition in Uyo, Akwa Ibom State South-south **Nigeria** in **October 2017** at the **Sheergrace Arena, Nsikak Eduok Avenue, Uyo Akwa Ibom**.

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 the HE market, hosted representatives from **21 UK institutions** (Listed on page 13), that positively engaged with **prospective students/visitors**, providing the audience with information on **educational opportunities, subject choices**, choosing a UK institution, scholarship opportunities, discounts etc.

The event attracted **512 visitors** thanks in part to our externally commissioned marketing campaign and in-house promotion via our partner schools and social media platforms. Alongside the main exhibition, a series of **seminars** were also held, with topics covered including an IELTS information session etc.

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,

Abidemi Kolawole | Project Manager, Nigeria
Tolu Adewara | Project Officer, Nigeria

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Visitors' profile

32% of visitors are looking for Postgraduate Higher Education
51% of visitors are looking for Undergraduate studies

More than 80% of the visitors were Students while less than 10% were professionals.

Of the total visitor numbers 52% were male, 30% were female.

Top four courses visitors were interested in:
Business and Administrative studies
Health and Medicine
Engineering and Technology
Education and Training

Majority of the visitors plan to fund their UK studies by themselves or through family or friends.

Marketing

Our marketing was targeted at the South South region and reached an estimated audience of 5 Million people

The campaign began with an engagement drive to generate awareness and sign people on for the exhibitions. This was done by selected brand ambassadors

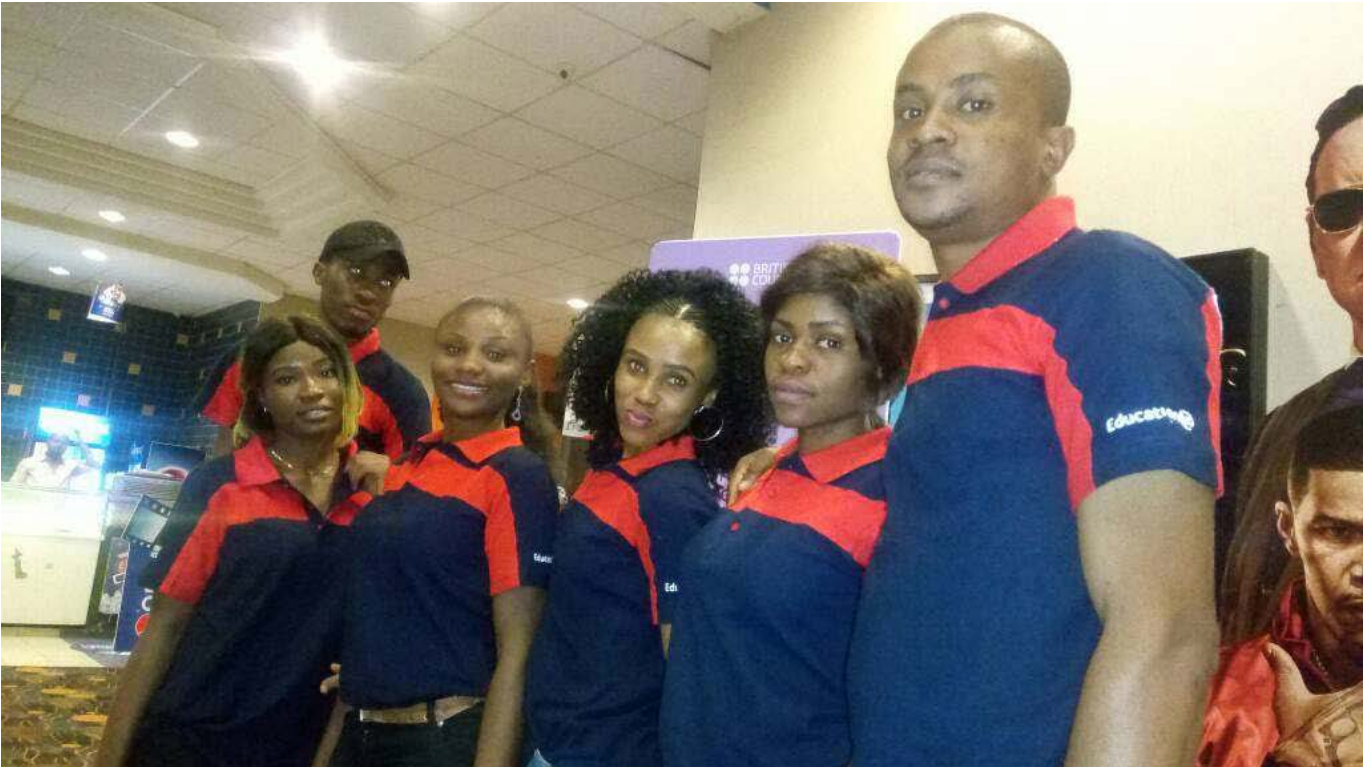
Digital platforms used include Instagram, Twitter, Facebook, Google network, Admobile and through Geo-fencing. We also used a community of influencers to promote the exhibitions on twitter.

Traditional media included Billboard Radio and Newspaper advertising. However, the brand ambassadors distributed over 5,000 flyers at top churches, malls, cinemas, NYSC offices and University campuses.

Examples of the marketing Include ...

Flyers





Public Engagement Activities



Newspaper advert



Billboard advertising



Google display ads

www.britishcouncil.org/siem

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Ad preview

Share link to see ad variation

https://adwords-displayads.googleusercontent.com/da/b/dabAdPreview?hl=en_US&ad=219835328613&ocid=1095648035&showMulPreview=true&showVariations=true&s=E

Native	Image	Text
 <p>Register to attend Study Uyo Exhibition 2017</p> <p>British Council</p> <p>Visit Site</p>	 <p>Study Uyo Exhibition 2017</p> <p>Come and meet the British Council and many of the UK's institutions face-to-face.</p>	<p>Study Uyo Exhibition 2017</p> <p>Come and meet the British Council and many of the UK's institutions face-to-face.</p> <p>British Council</p>

Twitter campaign



Search Twitter

- 1 #StudyUK2017 @DemolaExpoze are Tweeting about this
- 2 Somekennajabymercychinwo
- 3 Jendabylakeftseriki
- 4 #yung6ix
- 5 Lela 33.6K Tweets
- 6 #penmileraphydes
- 7 Mr Eazi 45.7K Tweets
- 8 De Beer 66K Tweets
- 9 Rafael Nadal 11.5K Tweets
- 10 Pushing Traffic To Good Music

Trendinalia Nigeria @trendin... 11m
Replying to @trendinaliaNG
1,675,222 people could have seen #StudyUK2017 since its 1st mention until it became a Trending Topic. #trndnl

Trendinalia Nigeria @trendin... 11m
Replying to @trendinaliaNG
222 users and 402 tweets (190 RTs) in 3 days made #StudyUK2017 a Trending Topic in Nigeria. #trndnl

Trendinalia Nigeria @trendin... 11m
Replying to @DEMOLAEPOZE
the 1st mention of #StudyUK2017 appears on your TL. Now is Trending Topic in Nigeria! #trndnl

Trendinalia Nigeria @trendin... 13m
Trend Alert: #StudyUK2017. More trends at trendinalia.com/twitter-trendi... #trndnl

#StudyUK2017
Lela
#MorningRush
#BoxOfficeTuesday
#MindayDissWthTheWildDias
Mr Eazi
Frank De Beer
#TheVoiceNigeria



Past! Get personalized recommendations for @234today with our new free Twitter Assistant.

This free report analyzed 100 Tweets from Oct 3, 2017 2:06pm - 3:43pm UTC. Want more analysis of #studyukuyo2k17?

TWEETREACH SNAPSHOT FOR #studyukuyo2k17

ESTIMATED REACH: 1,068,765 (ACCOUNTS REACHED)

EXPOSURE: 5,523,978

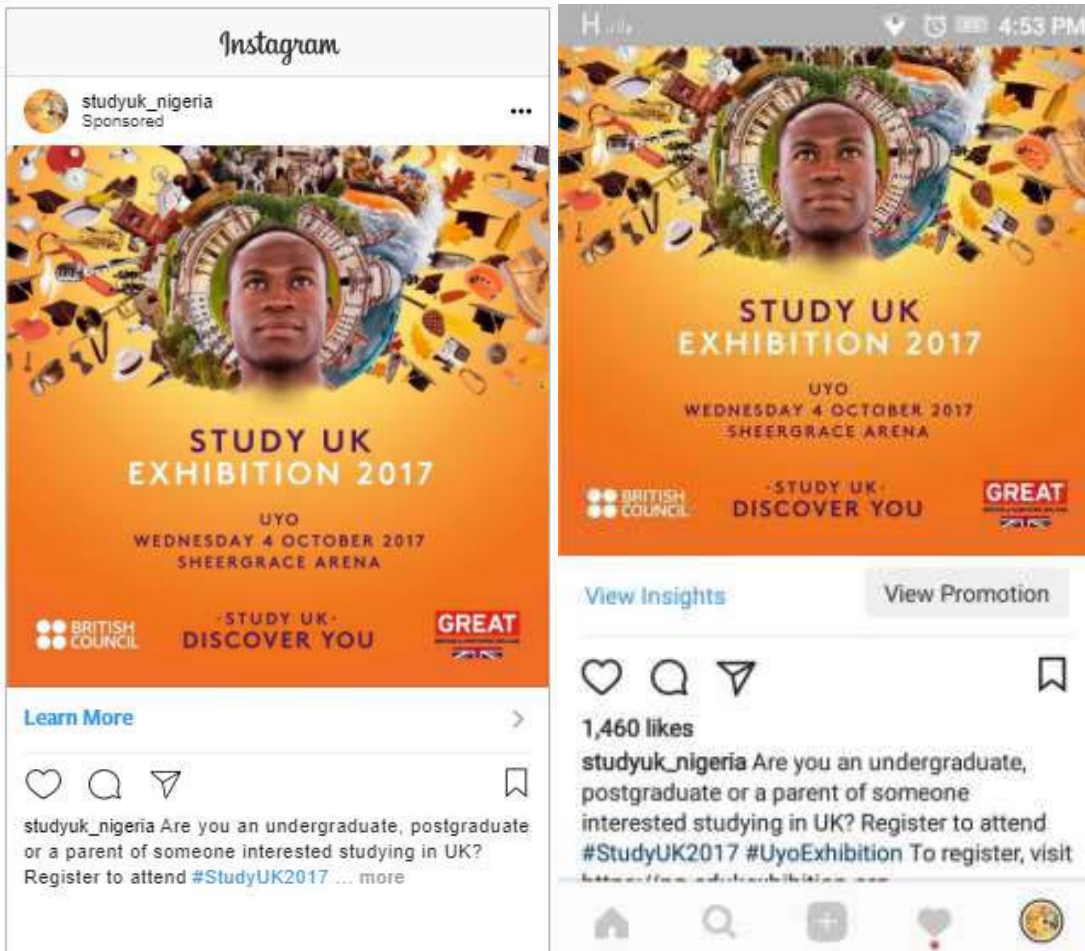
ACTIVITY: 100 mentions, 39 retweets, 2 replies

TOP CONTRIBUTORS: 254 mentions by AA7vokandashemits, 12 mentions by #341414day, 12 mentions by #341414day

MOST RETWEETED TWEETS: 8 by @demolaexpoze, 2 by @demolaexpoze, 2 by @demolaexpoze

Instagram Ads

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Radio and TV Feature on Akwa Ibom State broadcasting network



Visitor's Feedback

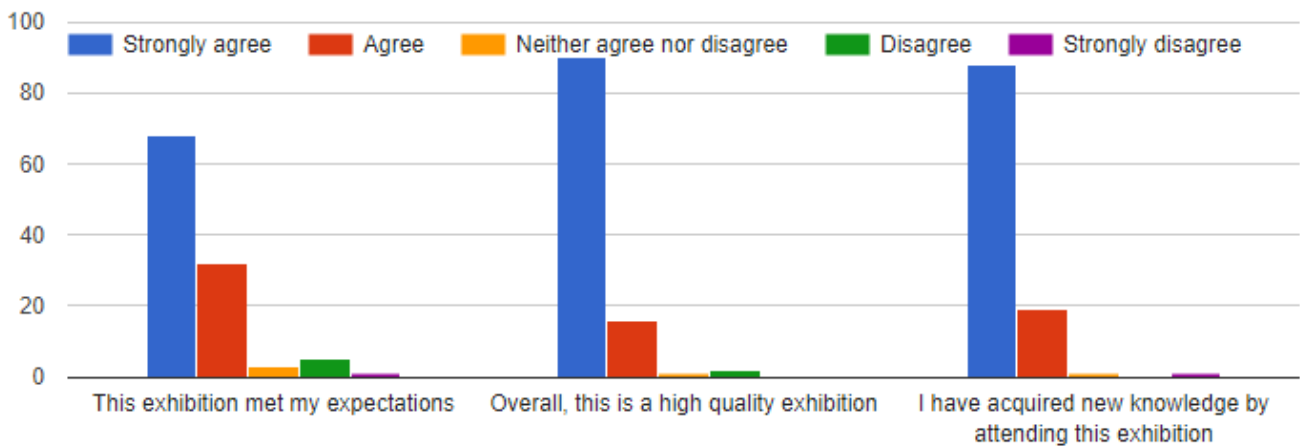
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A digital survey was deployed during the exhibition. The questions were designed to gather quantitative statistics on reactions to our exhibition and the decision making process.

We received 109 responses from visitors at the exhibition

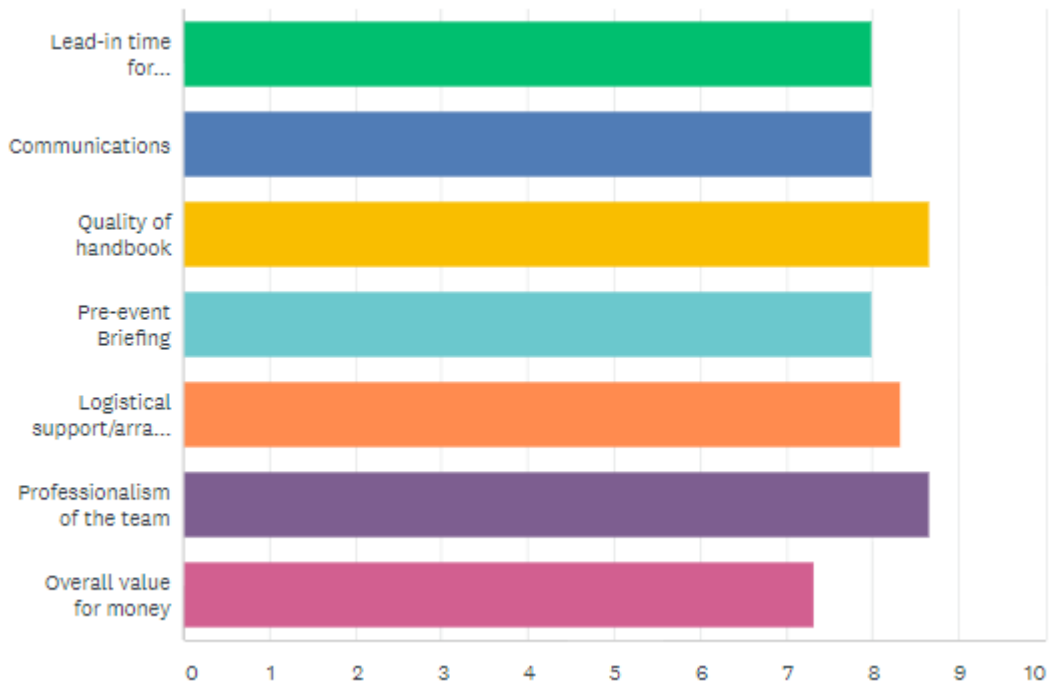
Please tick one box to indicate the extent to which you agree or disagree with each of the following statements



Exhibitor's Feedback

At the exhibition there were 21 unique exhibitors from UK HEIs

Being the first exhibition in Uyo city, the event was very successful overall with 512 visitors



Key: 10 – Excellent, 0 – Very Poor

List of Exhibitors:

1. University of Leeds
2. The University of Law
3. University of Salford
4. University of Warwick
5. University of Southampton
6. University of Portsmouth
7. Swansea University
8. University of Glasgow
9. De Montfort University
10. University of Lincoln
11. Oxford Brookes University
12. The University of Northampton
13. The University of Nottingham
14. Leeds Beckett University
15. Coventry University
16. Northumbria University
17. University of East Anglia
18. University of Aberdeen
19. University of Dundee
20. University of the West of England

Future steps

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

British Council

- We are evaluating the exhibition format particularly in old markets such as Lagos and Abuja to provide more value for visitors and exhibitors.
- British Council understands the importance of providing value-added services to the exhibitors, thus we are looking at options to provide networking and partnership opportunities for our upcoming events.

UK Institutions

- It is suggested that institutions invite their alumni to attend future exhibitions and share stories of their UK experience with the visitors.
- We suggest that exhibitors not view requests for scholarships as negative but look at how to further promote the value the visitors will get from studying at their institutions as an investment for future benefit and still attempt to convert.

Our upcoming February exhibitions will see us return to our traditional destinations of Abuja and Lagos as well as a second event in Calabar and will build upon the lessons learned and prove even more popular. We hope to see you there!

End of Report