

Study UK Exhibition Ghana 2019 Post-event report



**26 February – 1 March 2019
Kumasi and Accra**

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Introduction

*Thank you for your participation in the **Study UK Exhibition in Ghana** which took place in Kumasi and Accra from **26 February – 1 March 2019**.*

The purpose of this report is to provide you with a summary of the event, including visitor's and exhibitor's 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 market hosted representatives from **20 UK institutions** (listed in Appendix1), who positively engaged with prospective students and their parents and provided audiences with information on a range of educational opportunities in the UK.*

*The event attracted **1,204 visitors'** thanks in part to the marketing campaign, details of which are listed below in Appendix 3. Exhibitors also took part in the Alumni Reception which attracted over **50** alumni from the participating institutions.*

*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 in **September 2019**.*

Regards,

Christiana Bandoh
Project Manager, IES and Higher Education
British Council, Ghana

Highlights

All exhibitors who responded to our survey (8 out of 20) agreed that the calendar timing of the event was right for them.

The exhibitions were held at:

Venue(s)	Golden Bean Hotel, Kumasi, 26 February 2019 and Alisa Swiss Spirit Hotel, Accra, 28 February - 1 March 2019
Opening hours	Kumasi : 10.00 – 16.00 Accra : 10.00 – 16.00
Stand costs	Kumasi : £1,665 Accra : £1,880

There was a decrease in visitors from last year's exhibition for both cities

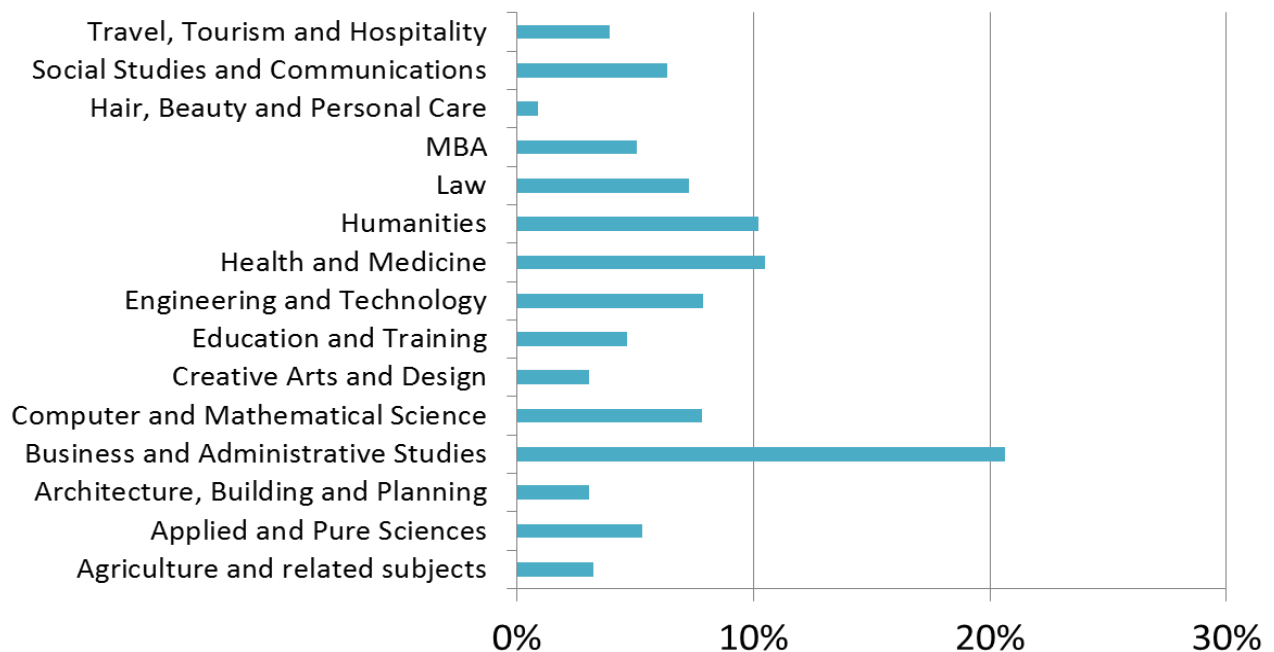
Attendance		
	2018	2019
Kumasi	680	362
Accra	1359 (2 days)	842 (2 days)

6 out of 20 Exhibitors plan to attend the British Council Study UK Exhibition in Ghana in 2020 (with 2 'maybes' and 12 non-respondents)

Visitors Profile

The following information is based on visitor registration data. The vast majority of visitors heard about the Exhibition through the British Council (34.06%), via internet (26.09%) or from the other avenues (14.49%).

27.61% of visitors were female, 72.39% were male



Business Administration was among the most popular courses that visitors were interested in followed by Health and Medicine and Humanities.

More than half of visitors were interested in studying in the UK. However, there was also significant interest in studying in the USA (15%) and Canada (14%), in another country (8%).

60.39% intended to fund their studies themselves or with the support of family, relatives or friends. Others indicated they would rely on scholarships (35.35%), a company or organization (0.9%) or other source (3.36%).

Top 5 reasons for wanting to study in the UK:

1. **High academic standards** (34%)
2. **Wide variety of courses and institutions** (10%)
3. **International recognition of qualifications** (10%)
4. **Safe environment** (9%)
5. **Overseas work opportunities** (9%)

Marketing

The marketing campaign for Study UK Exhibition Ghana 2019 targeted the following groups:

- Students (aged 15 to 20) in local and international high schools;
- Parents of students in high school and high school counsellors;
- National service personnel's and workers;
- Final year students of tertiary institutions.

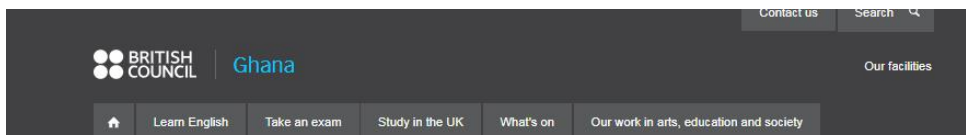
The strategy combined the following elements:

- Social media marketing – Facebook and Instagram paid posts, influencer posts
- Direct Marketing – Newspaper Ads, posters, flyers, banners
- SMS Blast
- Radio LPMS
- School reps
- Asks us Assistants
- Activations
- Email shots

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

Examples of the marketing products include:

British Council website



Study UK: Discover You



Tuesday 26 February 2019 to Friday 01 March 2019
Alisa Hotel Accra and Golden Bean Hotel Kumasi



Advertorial placed on the British Council Ghana Website


Social Media

TAXI 233
Published by Benjamin Nyarko · February 13 · G

Meet one-on-one with representatives of over 15 top UK universities to discuss study options.

Explore courses of interest that range from Hotel Management, Accounting, Aviation, Business Studies, Broadcasting, Law, Applied Sciences, Communication Studies, Engineering, Multimedia, IT and Computer Science, Pharmacy, Dentistry, Marketing, Music, Tourism Studies, Advertising, Graphic Design, Architecture, Nursing, Development Studies and many more

Kumasi – 26th February 2019 at ... See More



Performance for Your Post

41,951 People Reached

10,812 3-Second Video Views

95 Reactions, Comments & Shares

88 Like	87 On Post	1 On Shares
3 Love	3 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
4 Shares	4 On Post	0 On Shares

1,807 Post Clicks

1,717 Clicks to Play | 42 Link Clicks | 48 Other Clicks

NEGATIVE FEEDBACK

0 Hide Post | 0 Hide All Posts

0 Report as Spam | 0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

41,951 People Reached | 1,802 Engagements

Boost Again

Influencers Post

Ameyaw Debrah
@ameyawofficial

Home

Posts

Videos

Photos

Reviews

About

Community

Offers

Groups

YouTube

Livestream

Fan of the Week

Info and Ads

Create a Page

Ameyaw Debrah
February 23 at 6:41 AM · G

British Council is expecting you at Swiss Spirit Aisa Hotel from 10am to participate in the Study UK Fair. Entry is free! More info 0244913040



Maame Browaw Ebbie and 37 others · 1 Comment · 2 Shares

Like Comment Share

Most Relevant

Learn More Send Message

4.7 out of 5 · Based on the opinion of 330 people

Ask Ameyaw Debrah

"Can you tell me more about yourself?" Ask

"Can I learn more about your background?" Ask

"Are you available to chat?" Ask

Type a question...

ABOUT AMEYAW DEBRAH

Our Story

Ameyaw Debrah is a multiple award winning celebrity and lifestyle blogger , social media



The Study UK fair is currently ongoing at the Golden Bean Hotel, Kumasi.

It's not too late to join us.

Register; bit.ly/2DUGiR8

#StudyUK

#KNUSTLive



13:51 · 26/02/2019 · Twitter for Android

2 Retweets 10 Likes

Boosted Posts

Results

Lifetime 7 days 1 day

4 February 2019–9 February 2019

1,249 Post Engagements

\$5.00 spent \$5.00

Post Engagements per Day

PERFORMANCE

Cost per Post Engagement \$0.004

Reach 2,302

Frequency 1.09

Relevance score --

ENGAGEMENT

Post reactions 1,226

Results

Lifetime 7 days 1 day

19 February 2019–26 February 2019

2,245 Post Engagements

\$10.00 spent \$10.00

Post Engagements per Day

PERFORMANCE

Cost per Post Engagement \$0.004

Reach 3,785

Frequency 1.21

Relevance score 2

ENGAGEMENT

Post reactions 2,213

Account Create Ad Notifications Settings

Instagram

Promotion insights

1.4k

2

17

Interactions

148 Promotion clicks

Visit website 90% from promotion 163

Visit profile 86% from promotion 45

Discovery

11,896 People reached

99% weren't following you

98% came from your promotion

Impressions 87% from promotion 18,147

Follows 1

Promotion

Home Search Add Heart Activity

Newspaper Advert: Daily Graphic

...footprint of the office...
...The Ashanti Regional Police Command...
...has since launched investigations into the...
...to an attempt to bring the culprit...
...to book.

...which is opposed to "bad" the "good" use...
...in Ghana for the severe administration of...
...violence within the party...
...He said the perpetrators of the act...
...purported to be members of the NDC, were...
..."inspired" by the former president's...
...comments and acted in the manner in...
...which they did.

...being a champion of social transformation...
...said the NDC found the call for violence...
...since the hierarchy of the NDC had...
...expressed interest in the Ghana Police...
...Service to effectively deliver on the...
...mandate.

...It is shocking that following the show...
...of violence within their party, they have...

Policy discussion
Mr Asumah, however, urged the hierarchy of the NDC to focus attention on discussions that revolved on the social, infrastructural and economic policies that had a direct impact on the quality of life of Ghanaians.

STUDY UK FAIR
26 FEBRUARY 2019 10AM-4PM
GOLDEN BEAN HOTEL KUMASI
28 FEBRUARY - 1 MARCH 2019 10AM-4PM
SWISS SPIRIT ALISA HOTEL

Discover a world of opportunities with a UK qualification. Meet representatives from top UK universities and learn about their Bachelors, Masters and PhD programmes.

Find out more about available courses, distance learning and scholarship opportunities. Seminars will include presentations on IELTS, Scholarships, Student's Visa Application and a lot more.

Register to attend here
<https://gh.education.org/gh/exhibition/27>

For further information call
024 491 3040 or 030 261 0090
www.britishcouncil.org.gh

BRITISH COUNCIL STUDY UK DISCOVER YOU GREAT

Banners

PROVIDENCE HOSTEL, THE TERRACE
NEAR KOTEI METHODIST

STUDY UK FAIR
26 February 2019 • 10am-4pm
Golden Bean Hotel
Register here
<https://gh.education.org/gh/exhibition/27>
@ghbritish #StudyUK

THE LIFE CHANGING BOO...
...TO SHOOT YOU...
...implications of real life...
...management for people...
...filled with...
...level of...
...new strength for a...
Copies are at
Shops and Univer...
0547412402

Activations



Visitor Feedback

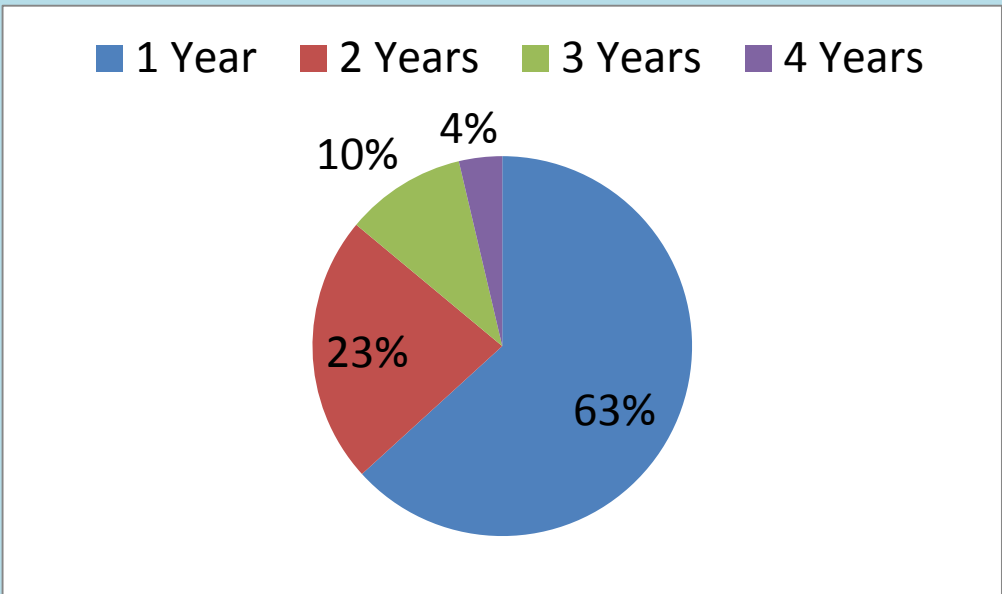
Visitors who consented to receive communications from the British Council were contacted by email after the Exhibition and asked to provide feedback through a questionnaire on survey monkey.

21.9% of respondents rated the event as being extremely organized, 63.50% as being very organized and 13.87% said the event was somewhat organized.

When the visitors were asked “Will you be applying to a UK institution following the exhibition” 98.5% said yes, 1.5% said no.

When the visitors were asked “Did this exhibition provide you with the information you were looking for?” 93.4% said yes, 6.5% said no

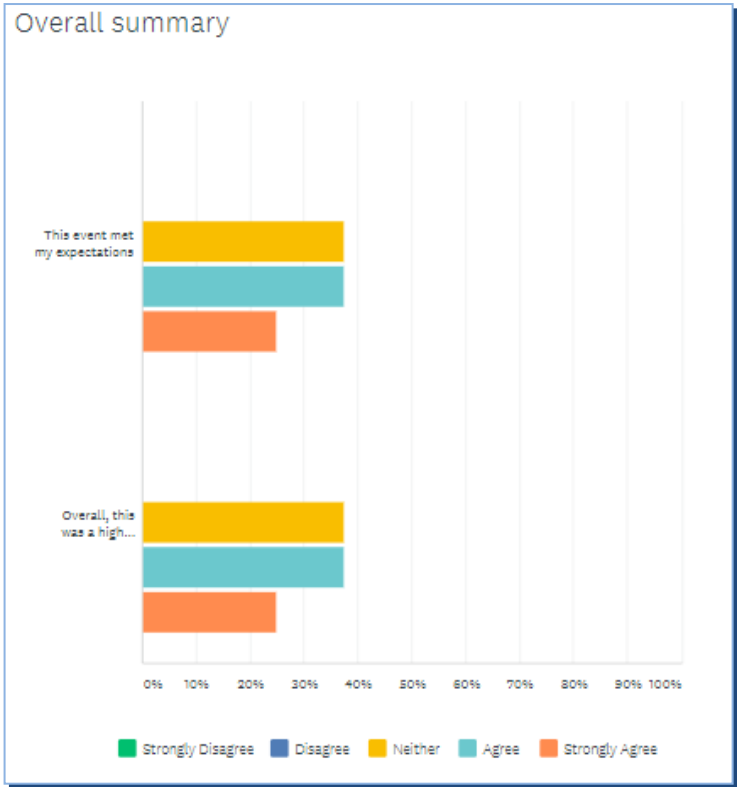
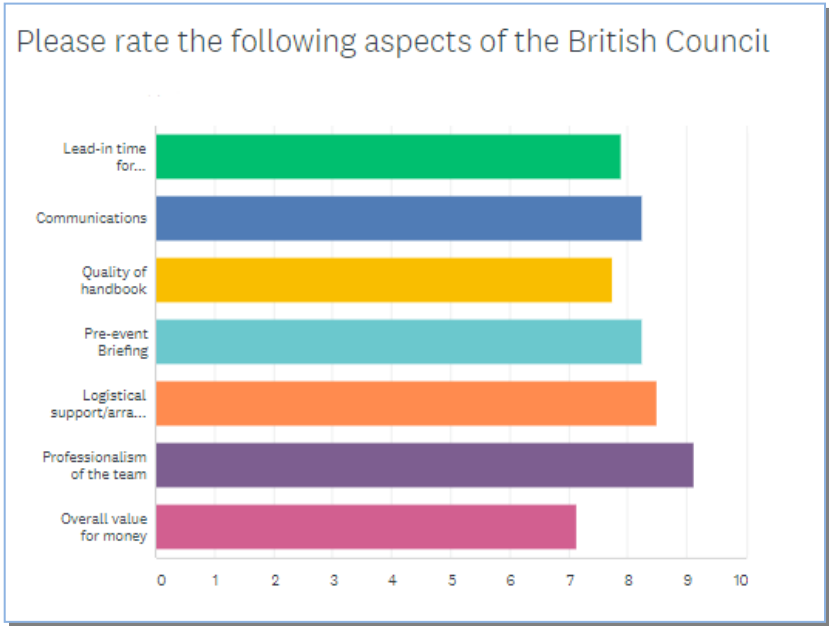
When do you plan to study in the UK?

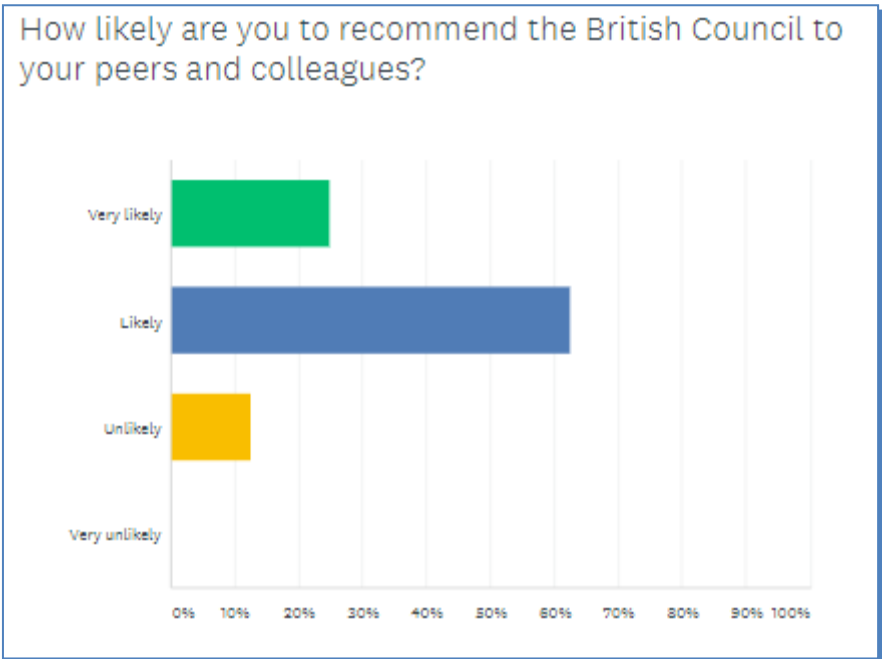
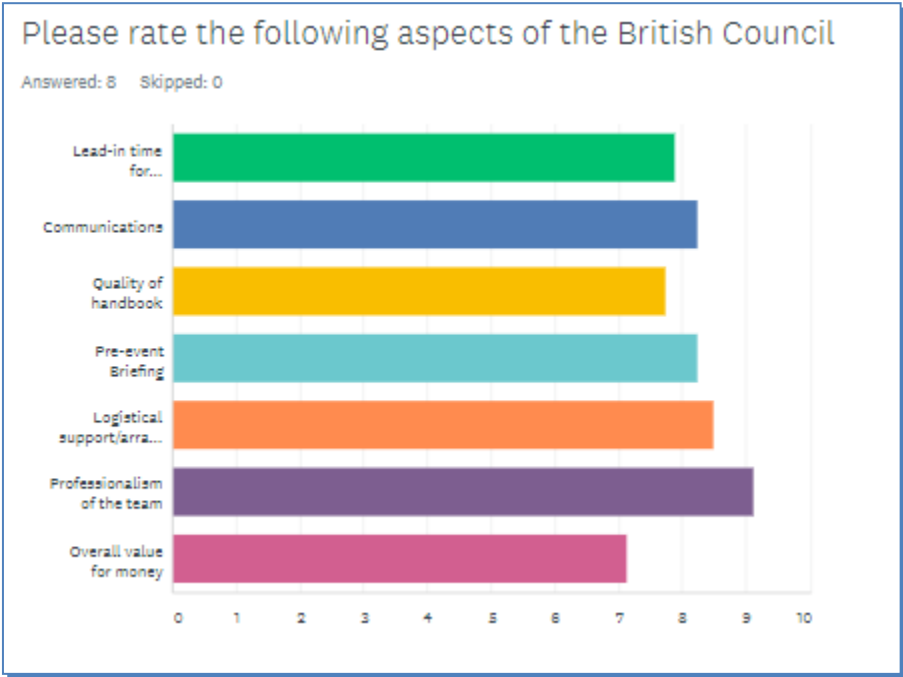


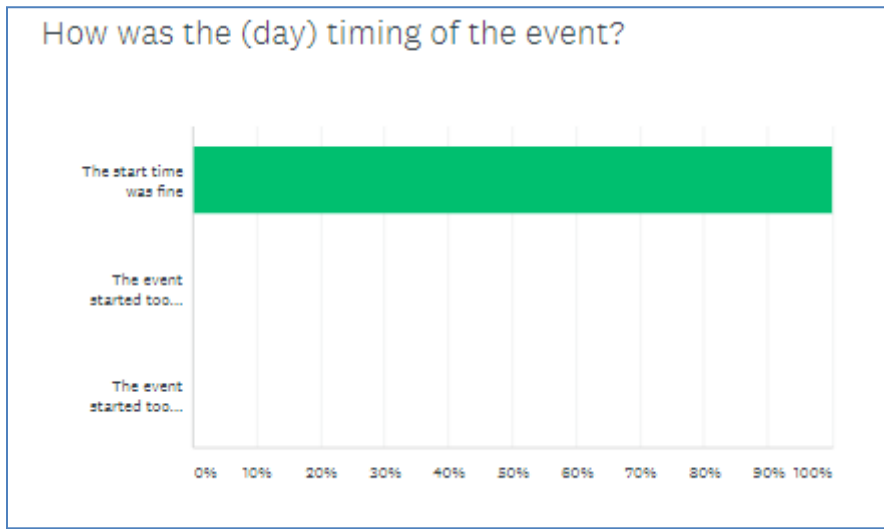
Exhibitors Feedback

At the exhibition, there were 20 unique Exhibitors. 14 attended the Kumasi exhibition and 20 attended the Accra exhibition. Please see Appendix 1 for the complete list of Exhibitors. Responses to the post-event feedback questionnaire were received from 8 of the 20 Exhibitors.

Highlights of the Exhibitors’ feedback are presented below.







Some positive quotes from exhibitors:

- Accra venue was good
- British Council staff were available and supportive
- Stand assistants in Accra were helpful and very supportive
- The Alumni Reception was fun
- Catering throughout the event was good
- Quality of students improved daily

Some negative quotes from exhibitors:

- There was a problem with the air conditioning in the Kumasi venue
- The rooms at the Golden Bean hotel were below standard

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

- Going forward, British Council will continue looking for creative ways to make the exhibitions better each year.
- British Council understands the importance of providing value-added services to the exhibitions, thus we will plan to collaborate and include scholarship bodies/sponsors in future exhibitions
- British Council would change the location for the Kumasi exhibition in future exhibitions and explore other hotels.

UK Institutions

- It is suggested that institutions invite their alumni to sit with them at their stands and share real life experiences with the prospective applicants
- 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
- Exhibitors should follow up on the delivery of their exhibition materials prior to the event to ensure all necessary materials are available.

The above points, though important, should not detract from what was a successful exhibition. The upcoming exhibition will build upon the lessons learned and prove even more popular. We hope to see you there!

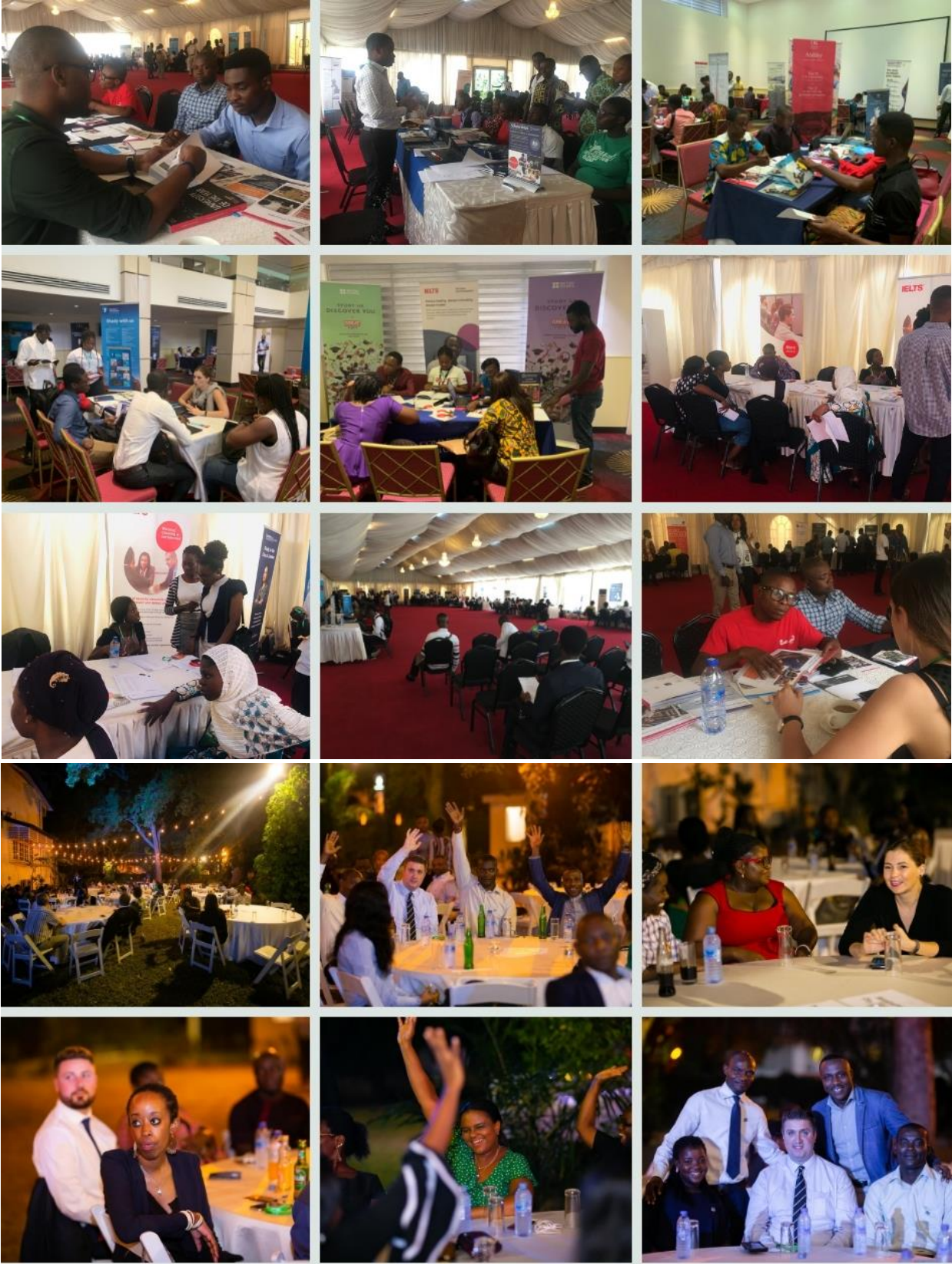
Appendix 1

INSTITUTIONS

- 1 Birmingham City University
 - 2 Coventry University
 - 3 Lancaster University, Ghana
 - 4 Lancaster University, UK
 - 5 Middlesex University
 - 6 Nottingham Trent University
 - 7 Oxford Brookes University
 - 8 Robert Gordon University
 - 9 Swansea University
 - 10 The University of Law
 - 11 The University of Nottingham
 - 12 University of Birmingham
 - 13 University of East Anglia, Norwich UK
 - 14 University of Kent
 - 15 University of Leeds
 - 16 University of Lincoln, UK
 - 17 University of Northampton
 - 18 University of Portsmouth
 - 19 University of Sunderland
 - 20 University of Sussex
-

Appendix 2

Study UK Exhibition and Alumni Reception Highlights



Appendix 3

Publicity tools and Media reach:

Tool	Details	Reach
Flyers	In total 8,000 flyers were printed. 6,000 was allocated to Accra and shared on campuses of selected universities, Government Ministries, Malls, Churches and commercial areas in Accra and Kumasi. Flyers were also displayed at British Council Customer Service desk.	Approximately 3,500 people were reached.
Posters	Posters were also printed and deployed on selected campuses in Accra as well as commercial areas of the city. Posters had details of the fair and a helpline to call for enquiries and assistance with registration.	N/A
Social Media	<p>Facebook and Instagram Ad</p> <p>Promotion was done on Facebook and Instagram. A video slideshow ad and post were boosted to reach a specific target audience, this was run for 12 days</p> <p>Influencer Posts</p> <p>Social media Influencers were made to post about the event to their followers. This tool was introduced last year and it was used this year. A lot of phone calls received were as a result of social media influencer posts.</p>	74,000 people were reached

Newspaper Ad	A half paged black and white advert was placed in the Daily Graphic on 21st February 2019	Daily Graphic sells 100,000-150, 000 publications daily across the country.
Radio	<p>Accra</p> <p>A 3 day schedule LPM was placed on one of the leading English speaking radio stations in Ghana, Citi FM. The LPM was read from 26th -28th February</p> <p>Kumasi</p> <p>In Kumasi announcements were read on Luv, Hello and Focus FM</p>	<p>1,500,000 - 1,700,000 listeners (English only). Currently the second best radio in Ghana according to Geopoll</p> <p>Luv FM - 500,000 - 1,000,000 listeners</p> <p>Hello FM - 1,000,000 - 1,200,000 listeners</p> <p>Focus FM - Average of 40,000 listeners</p>
Banner	10 pieces of 3 x 6ft banner was printed and hanged at vantage places. Banners were hanged at the entrance of the British Council Office, on the campuses of Universities in Accra (University of Ghana, University of Professional Studies Accra, Accra Technical University and Accra City Campus). Banners were also hanged in town along the busy pedestrian walkways and streets to make the general public aware of the fair. A pull up banner was placed at the customer service area to support this objective	N/A

SMS	In collaboration with the National Service Secretariat, text messages were sent to past National Service Persons to encourage them to attend the fair in Accra	95,000 text messages were sent
Activations	Promoters visited Tertiary institutions in Accra (Legon, Accra Technical University, University of Professional Studies and City Campus) to engage students. There was also Word on Street, where promoters held placards displaying promotional messages on importance of studying in the UK. This was done at peak times along the traffic prone streets of Accra	Approximately more than 1000 people were engaged in this activity

End of report