

February 2020 Post-event report



4 – 7 February 2020
Kumasi and Accra

Introduction

Thank you for your participation in the **Study UK Exhibition in Ghana** which took place in Kumasi and Accra from **4–7 February 2020**.

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 markets hosted representatives from **23 UK institutions** (listed in Appendix1), who positively engaged with prospective students and their parents and provided participants with information on a range of educational opportunities in the UK. Alongside the exhibition, a series of seminars on Scholarships, IELTS, and popular programmes were held. The exhibitions were held at the Kwame Nkrumah University of Science and Technology and the British Council respectively. A Study UK Alumni Reception was held on 5 February at the British Council Country Directors residence.

The event attracted **1,741 visitors’** thanks in part to the marketing campaign, details of which are listed below in the marketing section.

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
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British Council, Ghana

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Highlights

3 out of 23 Exhibitors plan to attend the Study UK Exhibition in Ghana in 2021 (with 1 undecided and 19 non-respondents)

The exhibitions were held at:

Venue(s)/Date	Kwame Nkrumah University of Science and Technology, Kumasi 4 February 2020 ***** British Council, Accra 6-7 February 2020
Opening hours	4 February 2020: 09.00- 16.00 6 February 2020: 09.00- 17.00 7 February 2020: 09.00- 16.00
Stand costs	Kumasi: £1,572.00 Accra: £1,850.00

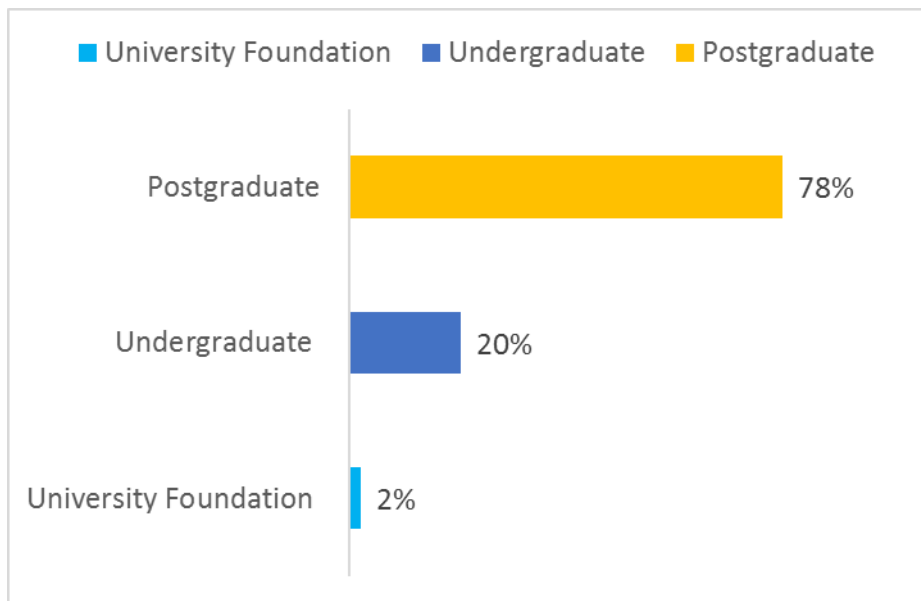
There was an increase in the number of visitors in both cities

Attendance		
	2019	2020
Kumasi	362	819
Accra	842 (2 days)	922 (2 days)

Visitor Profile

The following information is based on visitor feedback data. The top four channels visitors heard about the Exhibition was through the *internet* (24.43%), *recommendations* (18.32%), *British Council* (17.56%) and *posters/flyers* (14.50%).

67% of visitors were male and 33% were female



78% of the visitors were interested in *postgraduate programmes*, with **20%** interested in *undergraduate programmes* and **2%** interested in *university foundation programmes*.

Top 3 Popular courses that visitors were interested in included **Business and administrative studies (24.3%)**, **Humanities (21.2%)** followed by **Health and Medicine (15.4%)**.

Majority of the visitors were **20-23 years old (50%)**. The second largest group of participants in terms of age was **24-35 years (40%)**.

26% intended to fund their studies by Self or with the support of family, relatives or friends. Others indicated they would rely on scholarships (**58%**), a company or organisation (**1%**) or other sources (**15%**).

Top 5 reasons for wanting to study in the UK

1. High Academic standards
2. International recognition of qualifications
3. Scholarships offered
4. Wide variety of courses and institutions
5. Overseas work opportunities

Marketing

We developed a promotion and media plan two months before the exhibition. All activities were delivered in accordance with the media and promotion plan. We monitored the online registration website to see numbers of registrants, their ages, interest, study purposes, etc.

The marketing campaign targeted the following groups:

- Young people aged 15-40
- Graduates /Undergraduates of Universities and Polytechnics
- International School students
- Young professionals or workers in the public and private sector seeking career development and/training opportunities
- Relevant key decision makers within government, business and private sector
- Career counsellors, parents and general public
- Lecturers seeking PHD Opportunities or institutional collaboration
- Workers seeking for distance learning programmes.

The strategy combined the following elements:

- Social media marketing – Facebook and Instagram paid posts, influencer posts
- WhatsApp broadcast messages
- Direct Marketing –posters, flyers, banners
- SMS Blast
- Radio LPMS
- Alumni Video campaign

Some boosted Facebook posts



Promotional Video Links

- <https://www.facebook.com/BritishCouncilGhana/videos/227922988222744/>
- <https://www.facebook.com/BritishCouncilGhana/videos/1328703663991165/>

Facebook Live Video promoting the exhibition

- <https://www.facebook.com/BritishCouncilGhana/videos/1088543374826166/>

Promoted Alumni Video Campaign



These were promoted on the British Council Ghana Facebook and Twitter pages



Influencer posts

- Ameyaw Debrah [posts](#)
- Kuulpeeps.com [post](#)

Study UK Fair February 2020: Here's All You Need To Know - [Kuulpeeps](#) - Ghana Campus News and Lifestyle Site by Students

The British Council's Study UK Exhibition will take place this year in the Accra and Kumasi from Tuesday, February 4, 2020, to Friday, February 7 2020. This is an opportunity for you to interact with the delegates from the attending UK universities and get all the information you need about studyi...
<https://www.kuulpeeps.com/2020/01/study-uk-fair-february-2020-heres-all-you-need-to-know/>

House. Time is 10am to 4pm. Don't miss an opportunity to start your journey to **studying** in the UK. Reps from over 20 top UK universities are ready to meet you. Call **0244605908** if you need any help. See you there!

Forwarded

STUDY UK FAIR
Accra starts tomorrow!

Join us at British Council on 6-7 February, 10am-4pm and learn more about studying in the UK for your bachelor's, master's and PHD programmes.

START YOUR JOURNEY TODAY!

How do I participate?

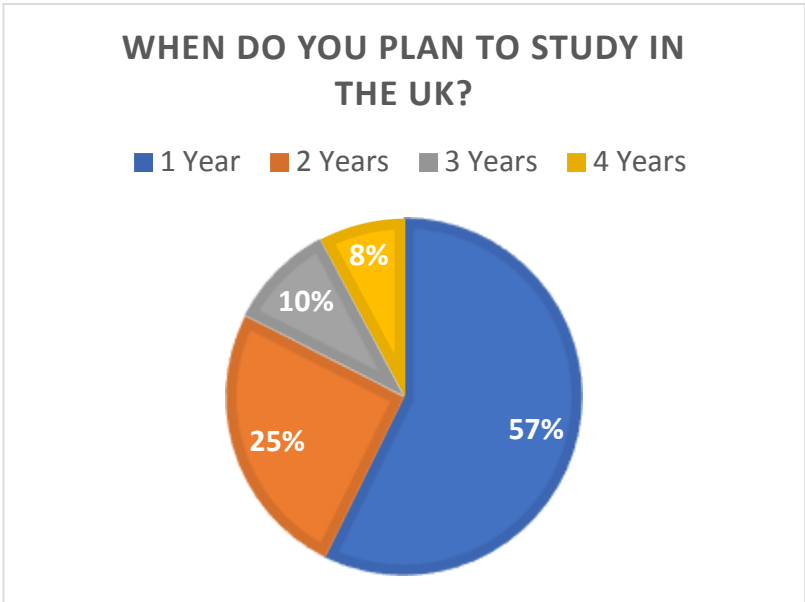
You can register with this link

I'm in Kumasi

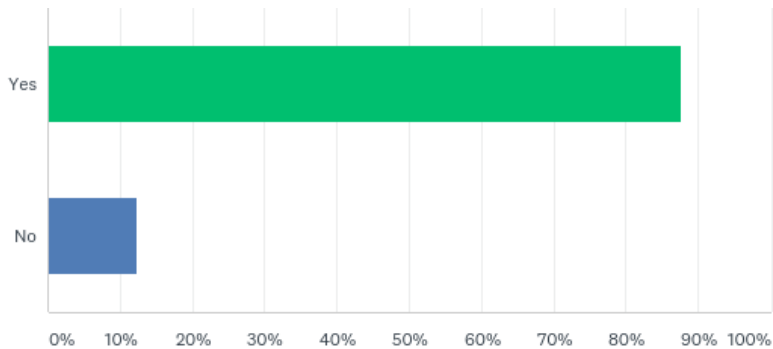
Sample WhatsApp broadcast message sent to student associations

Visitor's Feedback

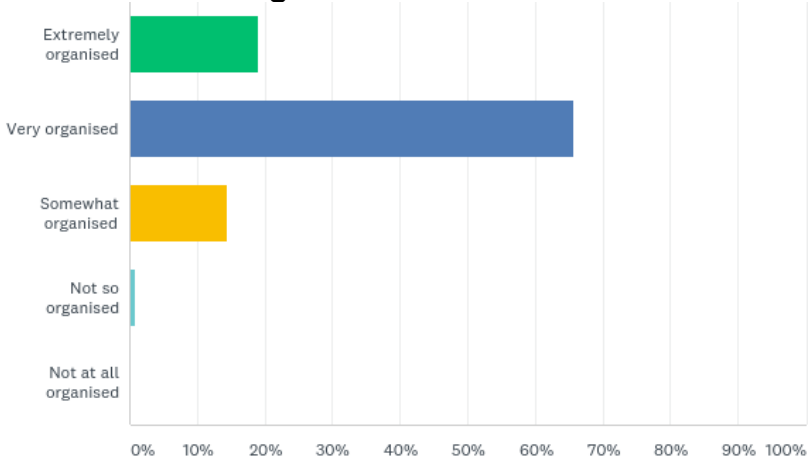
Visitors who consented to receive communications from the British Council were contacted via email after the Exhibition and asked to provide feedback through a questionnaire on survey monkey.



Did this exhibition provide you with the information you were looking for?



How organised was the event?



Exhibitor's Feedback

4 out of 23 exhibitors completed the survey. 19 were unresponsive.

- Exhibitors rated the British Council's support before and during the exhibition as 5 out of 5
- The venues were rated by exhibitors as 4 out of 5
- Exhibitors rated the quality of visitors as 4 out of 5
- Exhibitors rated the quantity of visitors as 5 out of 5

Positive quotes from exhibitors:

- Stand assistants were hardworking
- Internet was good in Accra
- Location and venue were good
- Great organization by the British Council team

Key Recommendations for the British Council:

- Build working relationships with counsellors of international schools
- Organize an event for international school counsellors with delegates in attendance
- Consider taking the fairs to international schools
- Consider organizing a Morning and evening fair in a day
- Consider busing other schools or participants from different locations to the venue
- Consider organizing the exhibition in a technical university
- Give international schools specific times to attend the fairs
- Consider organizing the event on a weekend



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

- Taking into account the differences in how UK institutions work with agents, we will consider holding one optional networking meeting in Accra 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.

UK Institutions

- Exhibitors are invited to bring academic staff to deliver workshops and presentations on topics related to the UK education. Topics need to be structured to appeal to the audience.
- It is suggested that institutions read the Exhibition Handbook and take note of their itinerary provided in their welcome pack and emails sent ahead of time
- Exhibitors are recommended to undertake profile-raising activities in Ghana throughout the year.

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



Appendix 1: Participating Institutions

INSTITUTIONS

1	University of Portsmouth
2	University of Kent
3	The University of Northampton
4	Birmingham City University
5	University of Plymouth
6	Coventry University
7	University of East Anglia
8	The University of Nottingham
9	University of Bradford
10	University of Leeds
11	Writtle University College
12	Northumbria University
13	University of Birmingham
14	Aston University
15	Royal Holloway, University of London
16	University of Lincoln
17	The University of Liverpool
18	Cranfield University
19	University of Sussex
20	University of Essex
21	University of Sunderland
22	Nottingham Trent University
23	NCUK - The University Consortium

Appendix 2: Pictures from the exhibition



Appendix 3: Pictures from the Alumni Reception



End of report