



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

**Post-event report for
Study UK Partnership Forum and Mini Fair 2017
7 July 2017
Accra**

Introduction

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 events “**Study UK Partnership Forum**” hosted representatives from 17 UK universities and representatives from 22 Ghanaian universities and government agencies (listed below in the Exhibitors’ feedback section) who participated in the partnership forum. The “**Mini Fair**” hosted these 17 UK university representatives who engaged with prospective students, professionals and parents in Accra, providing the audience with information on the studying opportunities in the UK (Undergraduate and Postgraduate programmes, admissions, funding, etc.).

The events helped to build brand awareness for Study UK and the UK universities who took part in the events. Our direct marketing and social media campaign (details listed below in the Marketing section) also provided a lot of awareness and publicity for the events. The partnership forum had in attendance the Director at the Tertiary section of the Ministry of Education, Ghana who represented the Minister of State in charge of Tertiary Education, the Programme Manager at the ministry of Business Development who also represented the Minister and the Executive Secretary of the National Accreditation Board (list of Ghanaian universities listed below in the exhibitors feedback section).

The mini fair which started in the evening attracted over **300 visitors** thanks to the marketing campaign. Alongside the fair, series of presentations were also delivered by Alumni of UK universities on how studying in the UK has impacted their entrepreneurial journey and an officer from the Scholarships team at the British Council provided information on how to apply for a Commonwealth and Chevening scholarship.

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 second mini exhibition: **Study UK International Schools Tour and PG Fair** in Accra scheduled for September 2017.

Regards,

Christiana Bandoh | Project Manager, Ghana

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Highlights

This mini fair was held at the following venue/date/time:

Venue(s)	British Council Auditorium
Date	7 th July 2017
Opening hours	17.00 – 20.00
Stand costs	£1,202.00

The **partnership forum** was attended by Vice chancellors, deans of international offices, government agencies including the ministry of education, the national accreditation board and the ministry of business development among other stakeholders.

- 18 public and private Ghanaian universities in attendance
- 4 government agencies
- 17 UK universities in attendance
- Presentations delivered by the Ministry of Education, the National Accreditation Board, and NCC Education

A number of successful presentations were held covering topics on:

- Scholarships
- Entrepreneurial
- IELTS

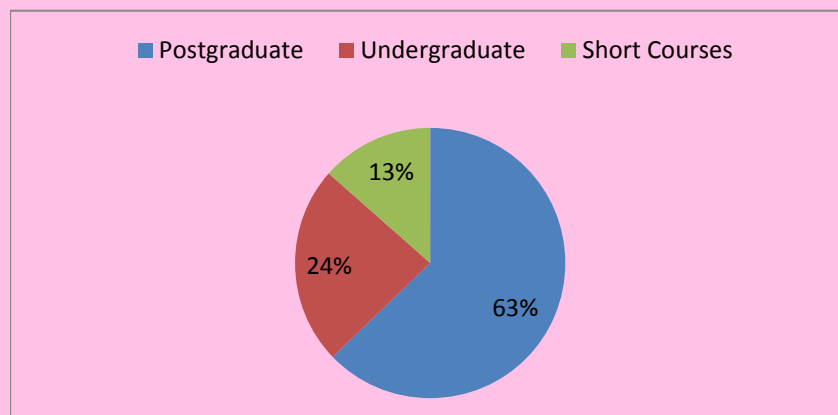
Visitors Profile

	Accra July 7 2017
Profile	Professionals Guidance counselors Parents Students
Online registrations	1064 <i>(482 out of 1064 attended the event)</i>
At the venue registrants	255
Total attendees	482

Accra Attendees' Profile

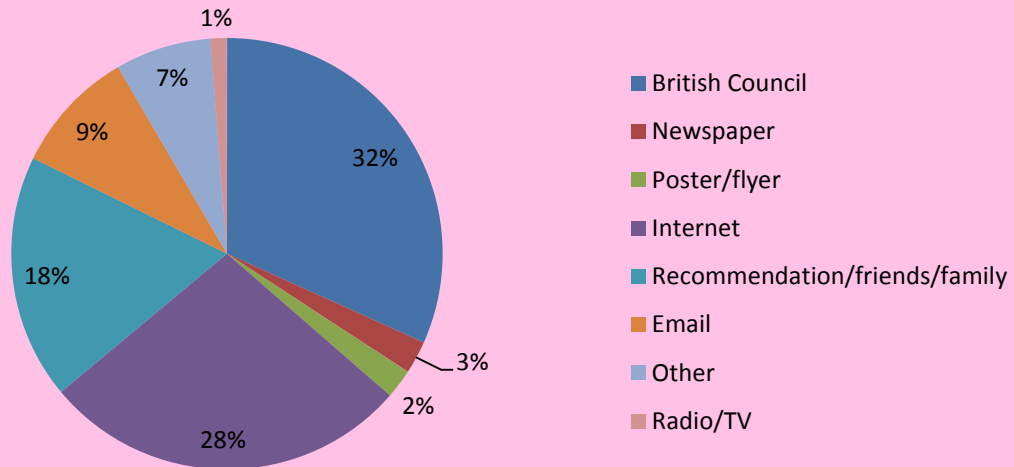
55% students, 25% professionals, 2% Academic
59% male, 28% female

Which level of study (the student) are you interested in?



47% of visitors plan to study in the UK in 1 year

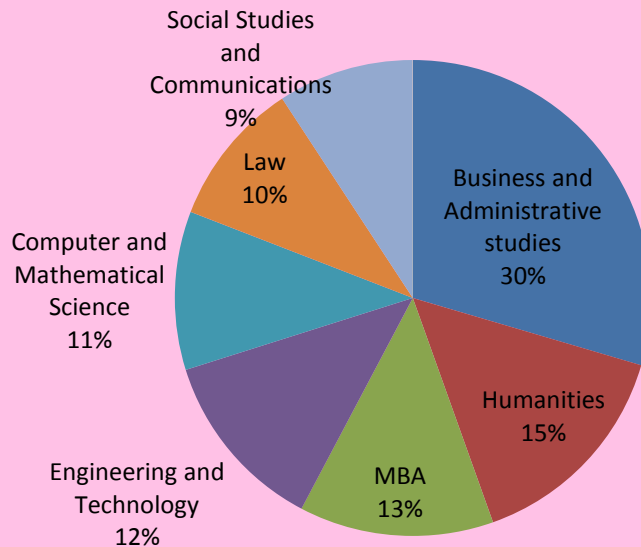
How did you find out about the exhibition?



Top 5 Motivating Factors for studying in the UK:

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

Which subject area are you interested in?



Marketing – Digital Promotion Reach

Marketing Channels:

- Posters, Flyers, E-invites, half page newspaper ad and siganges were created for the mini fair
- Invitation letters were sent to Ghanaian universities and government agencies for the partnership forum event
- Radio announcements were made on popular radio stations in Ghana
- Videos for social media were created for the mini fair
- Facebook live adverts were created for the mini fair
- An advertorial was placed on British Council’s website

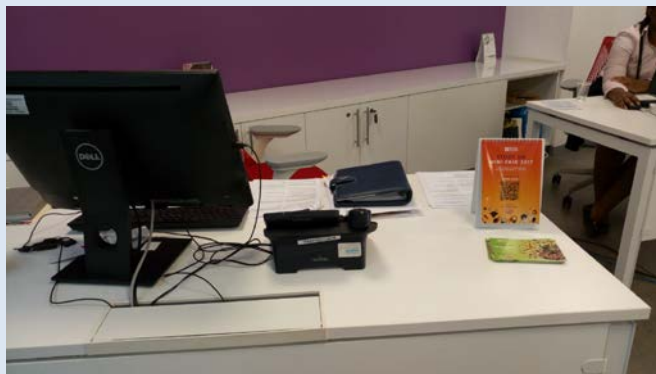
Website clippings – British Council Ghana and Scholarships for Africa



Posters, flyers



Signages:



Marketing Campaign:

Direct marketing strategy

Personalised emails to Study UK database (students, school counsellors, parents, academics)



Study UK Mini Fair 2017

British Council is pleased to invite you to attend the **Study UK Mini Fair 2017**. Come and meet with representatives from top UK universities and enquire about courses, studying in the UK and funding opportunities.

Venue: British Council, Auditorium

Date: Friday 7 July 2017

Time: 5:00pm – 8.00pm

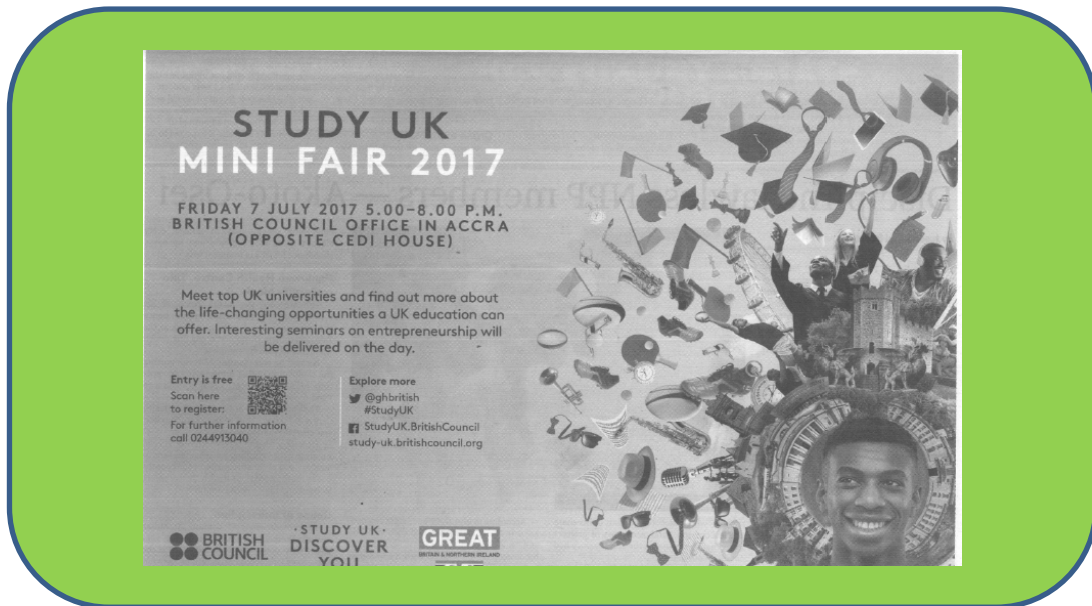
There will be presentations delivered on the following during the exhibition:

- Scholarships
- IELTS

Register to attend by clicking on this link <http://bit.ly/2sInq8v> and avoid the long queues to register on the day.

www.britishcouncil.org.gh

Newspaper Advert: Daily Graphic Newspaper



Social media campaign: Facebook

<https://www.facebook.com/BritishCouncilGhana>



Facebook:

The image shows a Facebook post from the official page of British Council Ghana. The post is dated 27 June and was published by Phoebe Gyamera. The text of the post promotes the Study UK Mini Fair 2017, which is held on Friday, 7 July 2017, from 17:00 to 20:00 at the British Council Accra, opposite Cedi House. The post mentions that representatives from various UK universities will be present to answer enquiries about studying in the UK and provides a registration link: <http://bit.ly/2sIng8v>. The main image of the post is a vibrant, circular collage featuring a smiling young man in the center, surrounded by various icons representing education, travel, and culture. Below the collage, the text reads 'STUDY UK MINI FAIR 2017', '7 JULY 2017 + 17.00-20.00', and 'BRITISH COUNCIL ACCRA, OPPOSITE CEDI HOUSE'. At the bottom of the image are the logos for the British Council, 'STUDY UK - DISCOVER YOU', and the GREAT Britain & Northern Ireland campaign. Below the image, the post shows that 61,418 people reached it, with a 'View Results' button. The interaction bar includes 'Like', 'Comment', and 'Share' options. At the bottom, it indicates that Flappywap Mi Kiwt, Onwudiwe Princewill, and 10k others have interacted with the post, along with a 'Top comments' link.

British Council Ghana
Published by Phoebe Gyamera [?] · 27 June · 🌐

Interested in distance learning, undergraduate degree or postgraduate degree programmes? Make it a point to pass through British Council Accra on Friday 7 July 2017 from 17:00 till 20:00. Representatives from various [UK](#) universities will be answering all your enquiries on [Studying](#) in the [UK](#). Register to attend here: <http://bit.ly/2sIng8v>

**STUDY UK
MINI FAIR 2017**

7 JULY 2017 + 17.00-20.00
BRITISH COUNCIL ACCRA, OPPOSITE CEDI HOUSE

BRITISH COUNCIL · STUDY UK · DISCOVER YOU · GREAT
BRITAIN & NORTHERN IRELAND

61,418 people reached [View Results](#)

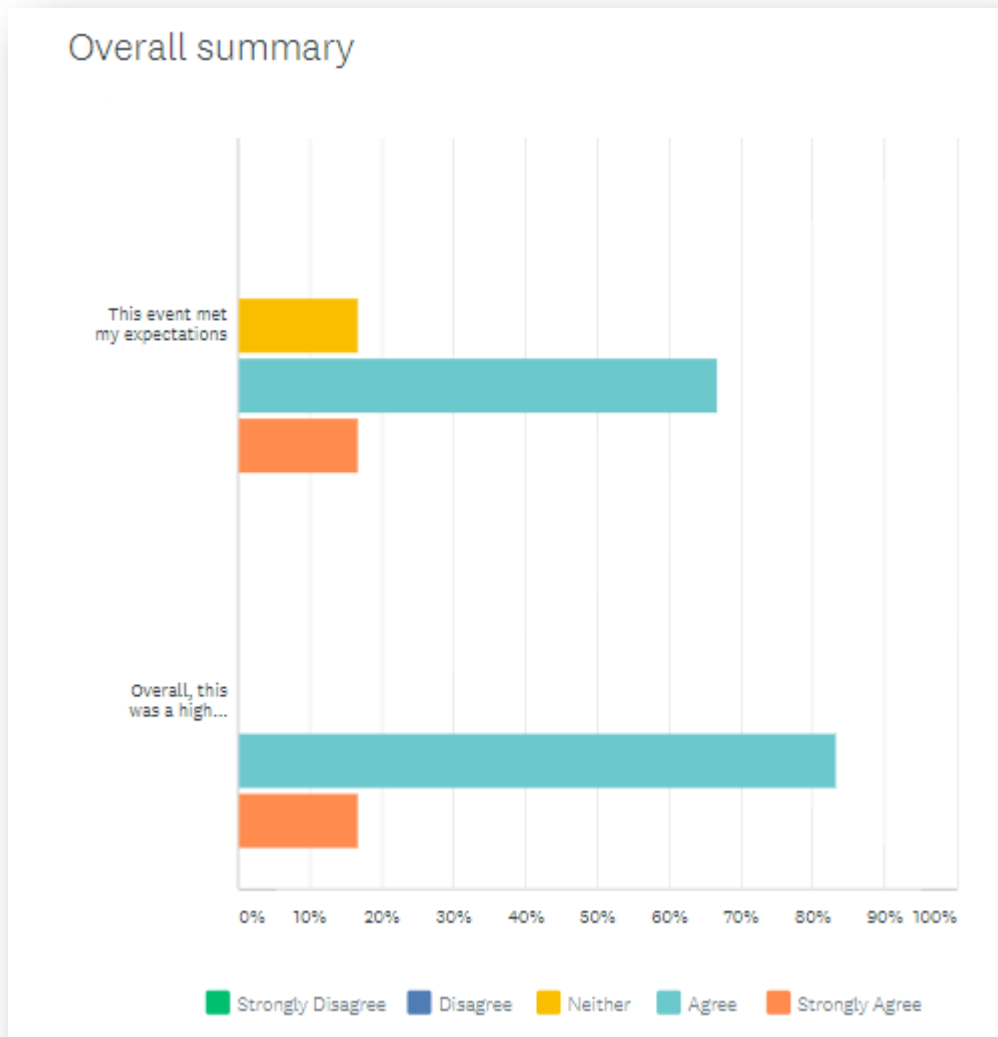
Like Comment Share

Flappywap Mi Kiwt, Onwudiwe Princewill and 10k others [Top comments](#)

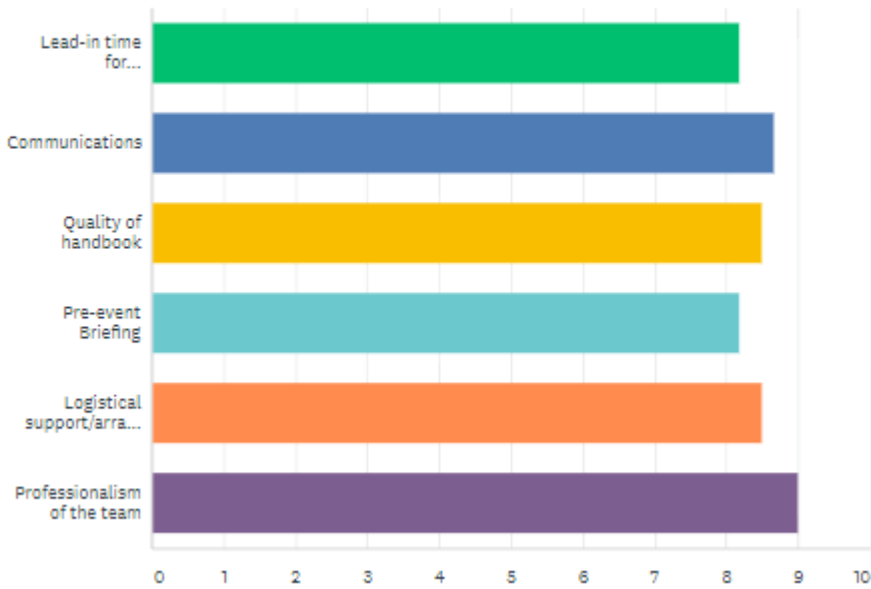
Exhibitor's Feedback

At the Partnership Forum there were **17 unique exhibitors** from UK HEIs and **24 Ghanaian HEI's** in attendance.

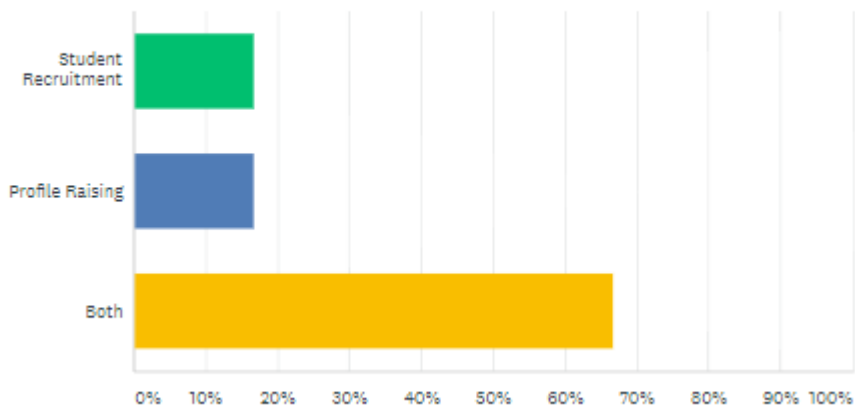
When exhibitors were asked "Will you be attending a similar exhibition next year?" **67% said yes, 33% are undecided.**



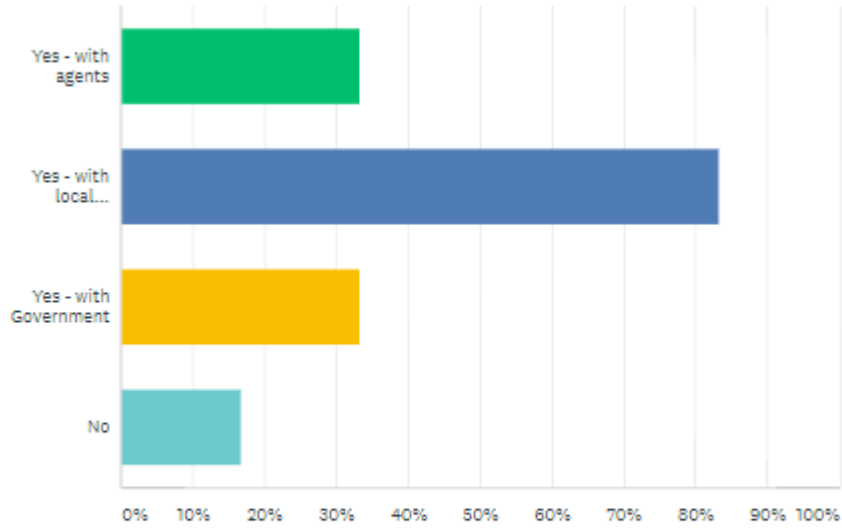
Please rate the following aspects of the British Council



What was your main reason for coming to this exhibition?

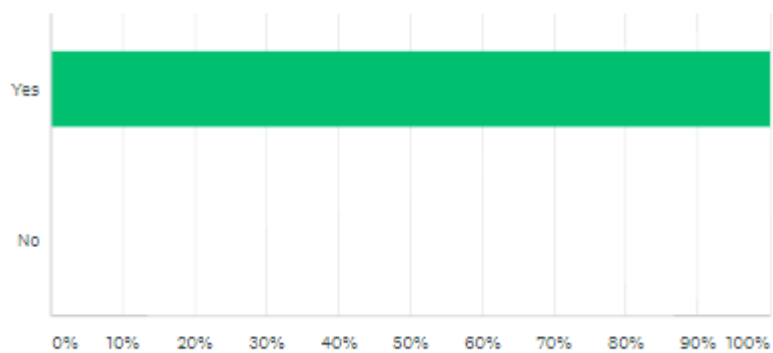


Have you developed/built on existing relationships during your visit?

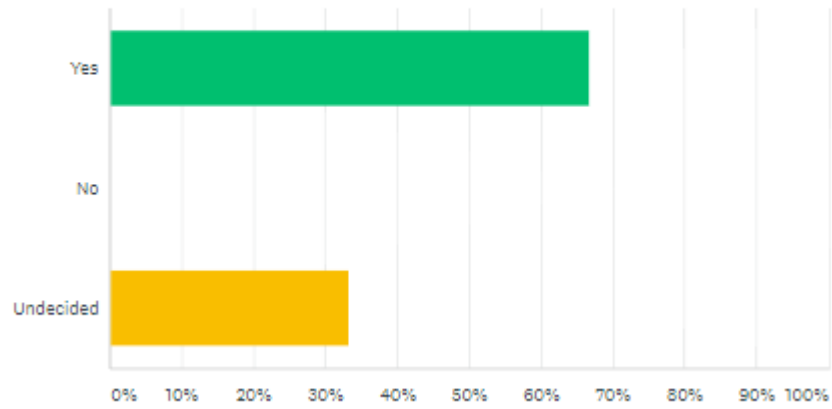


ANSWER CHOICES	RESPONSES
Yes - with agents	33.33%
Yes - with local institutions	83.33%
Yes - with Government	33.33%
No	16.67%

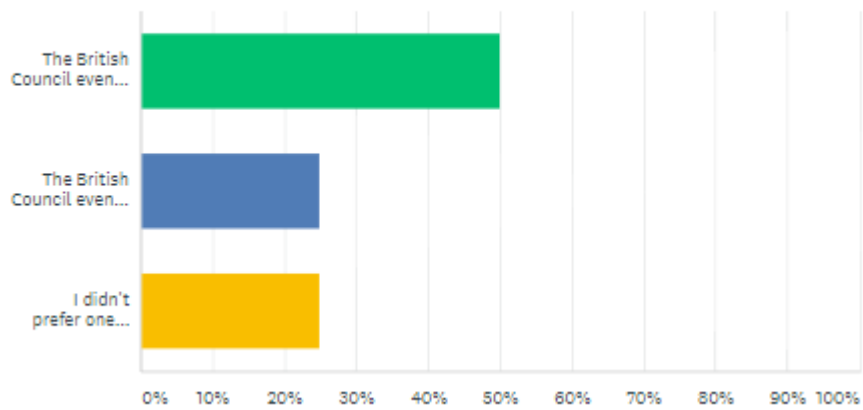
Was the (calendar) timing of this event right for you?



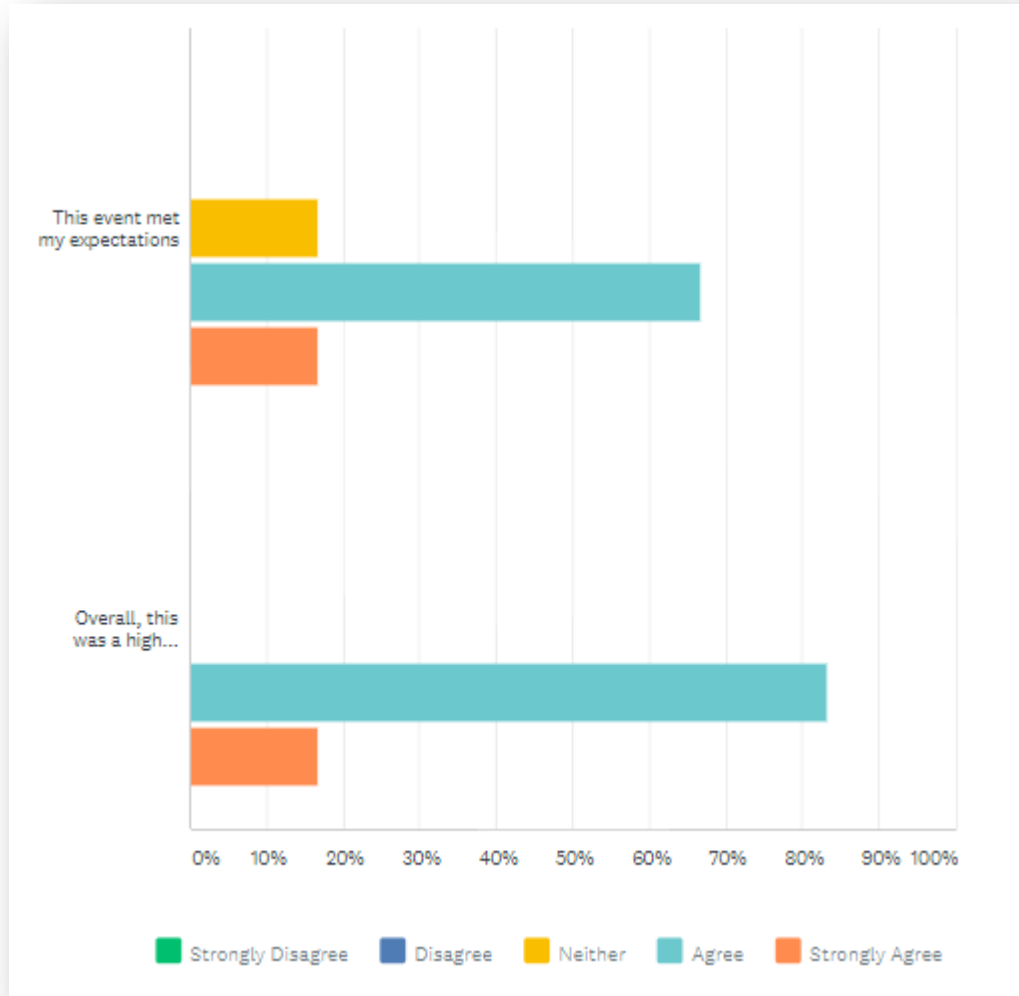
Would you consider coming back to the next British Council exhibition in Ghana?



How does the British Council event compare to that event



Overall Summary of Exhibitors expectations:



Some positive quotes from exhibitors:

- Food was delicious
- Internet was uninterrupted – worked very well
- Turn out of participants was great
- The “speed networking” was great at the partnership forum but should be held in a bigger room next time instead of the smaller meeting rooms.

Some negative quotes from exhibitors:

- Venue was a bit small
- Difficulty in identifying various local universities that were present at the partnership forum

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 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

The above points, though important, should not detract from what was a successful exhibition. The upcoming exhibition (Currently Scheduled for September 2017) will build upon the lessons learned and prove even more popular. We hope to see you there!

Appendix

List of Ghanaian Universities and Government Agencies present at the Partnership Forum (Alphabetical Order)

1	Accra Institute of Technology	12	Kwame Nkrumah University of Science and Technology
2	Accra Technical University	13	Lancaster University Ghana
3	Advanced Business College	14	Ministry of Education
4	African University College of Communication	15	Ministry of Business Development
5	Anglican University College of Technology	16	National Accreditation Board (NAB)
6	Christ Apostolic University College, Kumasi	17	National Board for Professional and Technician Examination (NABPTEX)
7	Central University	18	Sunyani Technical University
8	Garden City University College	19	University of Development Studies
9	Ho Technical University	20	University of Cape Coast
10	Joyce Ababio College of Creative Design	21	University of Health and Allied Sciences
11	Knustford University College	22	University of Mines and Technology

List of exhibitors (Alphabetical Order)

1	Anglia Ruskin University	10	Nottingham Trent University
2	BPP University	11	Robert Gordon University
3	Canterbury Christ Church University	12	Sheffield Hallam University
4	De Montfort University	13	SOAS, University of London
5	Keele University	14	University of Bradford
6	Kingston University	15	University of Hull
7	Lancaster University	16	University of Lincoln
8	Manchester Metropolitan University	17	University of Portsmouth
9	NCC Education		

Study UK Partnership Forum Programme

TIME	TITLE OF THE SESSION	SPEAKERS
0830	Arrival of participants and Registration	
	Welcome coffee and biscuits	
0900	Official welcome address of the first Partnership Forum	Liliana Biglou, OBE , Country Director, British Council
	Opening remarks	Prof. Kwesi Yankah , Minister of State in charge of Tertiary Education, Ministry of Education
	The accreditation process	Mr Kwame Dattey , Executive Secretary, National Accreditation Board
1100	Partnership and processes – UK perspective Partnership and processes – Ghana perspective	Mr Roger Chetty , Regional Director, NCC Education Prof Mohammed Salifu , Executive Secretary, National Council for Tertiary Education
1135	Q&A	
1145	British Council Skills Hub	Paul Payne , Skills Hub & Innovation Centre Manager, British Council
12:00	Speed networking in meeting rooms 1, 2 & 3	All stakeholders and UK Universities
1300	Lunch	
1400	Optional meeting time – Meeting rooms allocated.	All stakeholders and UK Universities

Study UK Partnership Forum and Mini Fair Pictures:





End of Report

www.britishcouncil.org/siem

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