

Post-event report for
Study UK Partnership Forum and Mini Fair 2018
20 July 2018
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 and Mini Fair**” hosted representatives from 8 UK universities and representatives from 24 Ghanaian universities and government agencies (listed below in the Exhibitors’ feedback section) who participated in the partnership forum. The “**Mini Fair**” hosted these 8 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 Ag. Executive Secretary of the National Board for Professional and Technician Examination (NABPTEX) who represented the Minister of State in charge of Tertiary Education 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 benefits of a UK qualification and an officer from the Scholarships team at the British Council provided information on how to apply for a Commonwealth and Chevening scholarship. IELTS presentations were also delivered to the participants.

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 2018.

Regards,

Christiana Bando | Project Manager, Ghana

This report includes:

Introduction – Page 2

Highlights - Page 3

Visitor Profile – Page 4

Marketing - Page 6

Exhibitors Feedback - Page 10

Future Steps - Page 13

Appendix: **List of exhibitors, survey results, Advertising** , pictures- Page 14

Highlights

This partnership forum and mini fair were held at the following venue/date/time:

Venue(s)	British Council Professional Development Room and Auditorium
Date	20 July 2018
Opening hours for partnership forum	09:00 – 14:00
Opening hours for mini fair	17.00 – 20.00
Stand costs	£1,480.00

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 national council for tertiary education among other stakeholders.

- 19 public and private Ghanaian universities in attendance
- 4 government agencies
- 8 UK universities in attendance
- Presentations delivered by the Ministry of Education, the National Accreditation Board and Transnational Academic Group

A number of successful presentations were held at the mini fair covering topics on:

- Scholarships
- Benefits of a UK qualification
- IELTS

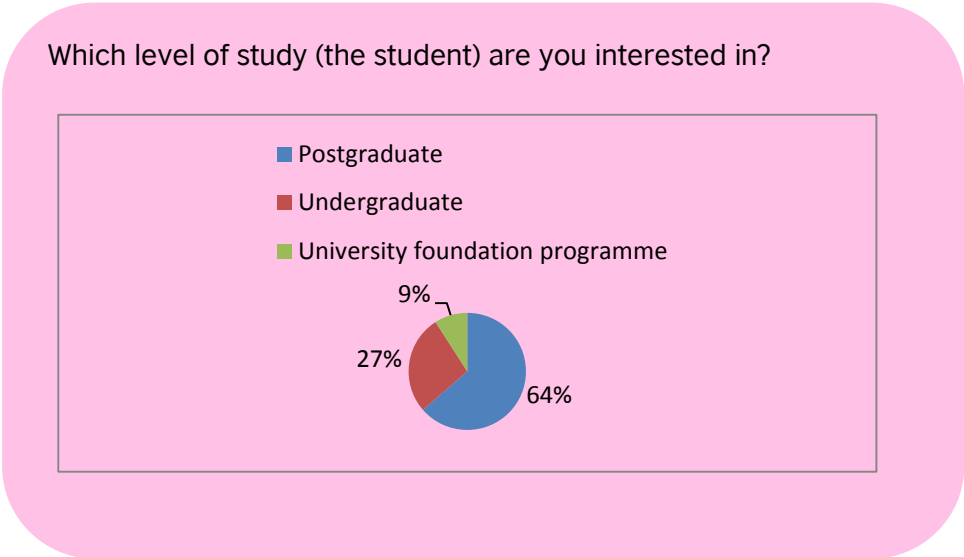
Visitors Profile

City	Accra July 20 2018
Profile	Professionals Guidance counselors Parents Students
Online registrations	933 <i>(393 out of 933 attended the event)</i>
At the venue registrants	113
Total attendees	393

Accra Attendees' Profile

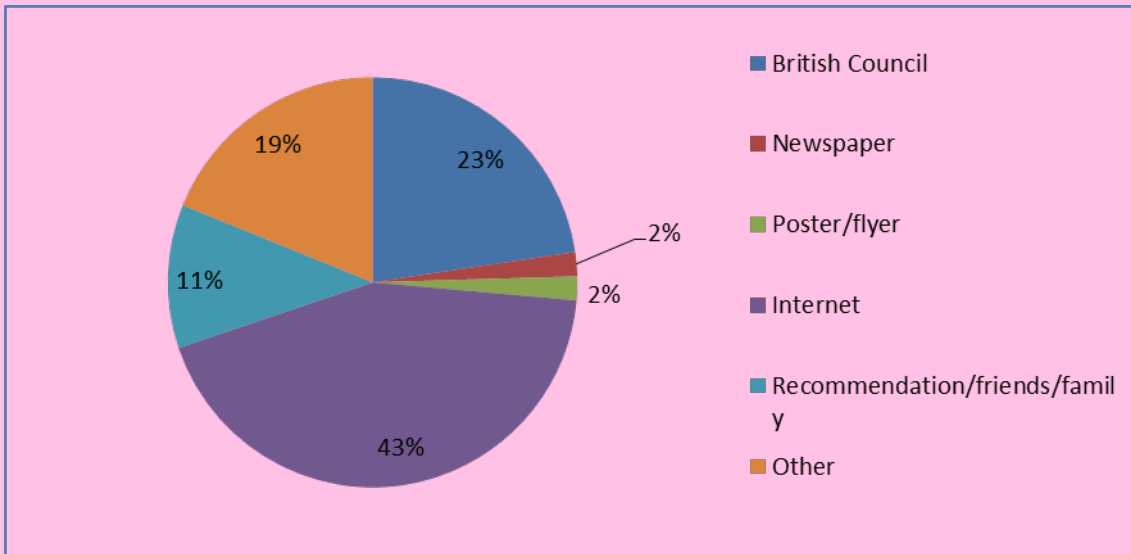
21% school students, 16% School leaver, 21% Undergraduate students,
13% Postgraduate student, 29% Employee

77% male, 23% female



60% of visitors plan to study in the UK in 1 year

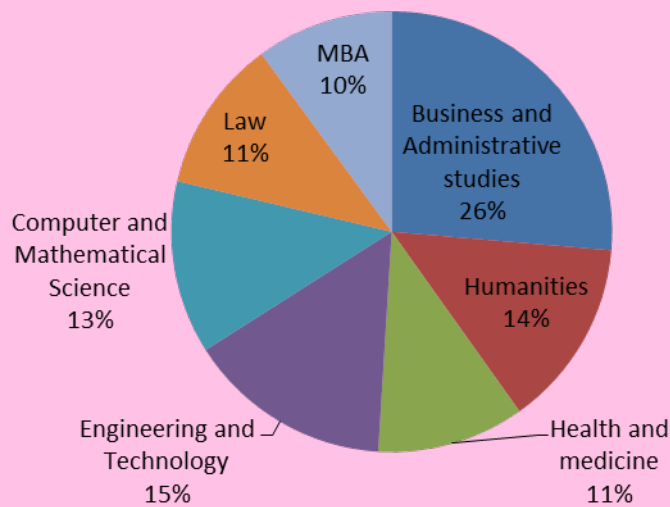
How did you find out about the exhibition?



Top 5 Motivating Factors for studying in the UK:

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

Which subject area are you interested in?



Marketing – Digital Promotion Reach

Marketing Channels:

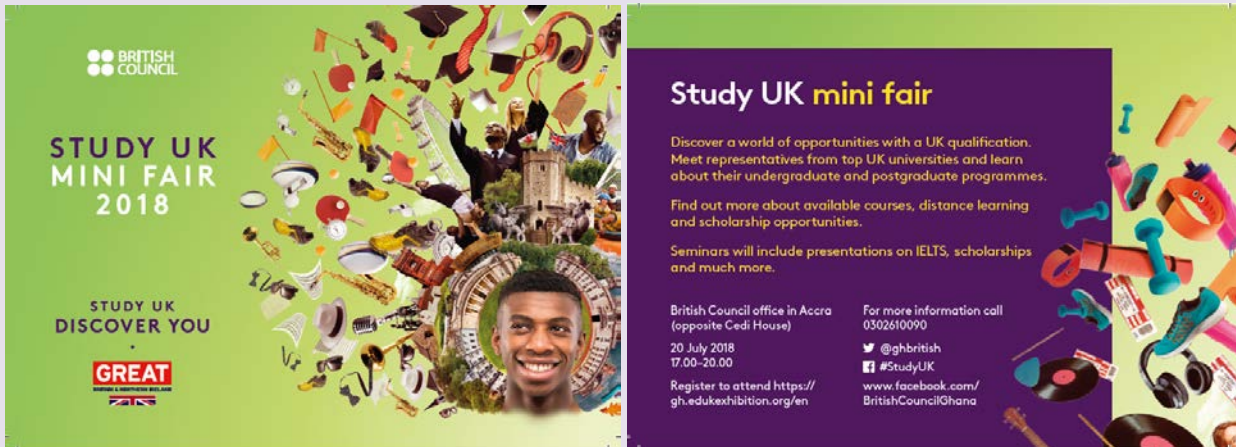
- Posters, Flyers, E-invites, half page newspaper ad and signage’s were created for the mini fair
- Invitation letters were sent to Ghanaian universities and government agencies for the partnership forum event
- Radio announcements and interviews were made on popular radio stations in Ghana
- Videos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

Website clippings from local news websites

ONLINE



Posters, flyers



Marketing Campaign:
Newspaper Advert: Daily Graphic Newspaper



Social media campaign: Influencers page - Kuulpeeps


STUDY UK MINI FAIR ON KUULPEEPS FACEBOOK

Boosted post gave us a reach of more than **60K** views between July 11 to July 20.

Facebook:

British Council Ghana was live.
July 18 · 🌐

STUDY UK Q&A LIVE SESSION



41 Comments 12 Shares 1.1K Views

British Council Ghana
July 11 · 🌐

Did you know that the UK has the best university for sports in the world? Would you like the opportunity to watch live any of the over 120 championship events the UK offers every year? Then come to the Study UK Mini fair which takes place on 20 July from 5pm – 8pm to start your life changing experience. Register here: <http://bit.ly/2Di06yP>



7 Comments 39 Shares 19K Views

Kuulpeeps
18 July at 12:17 · 🌐

Tell a friend to tell another friend
Date: July 20th, 2018.
Event: Study UK Mini Fair
Location: British Council
Kuulpeeps, It's free just register here: <http://bit.ly/2Di06yP>



22,710 people reached

Boost Again

Kuulpeeps
19 July at 19:03 · 🌐

Kuulpeeps! The Study UK Exhibition is tomorrow at the British Council 🇬🇧. Are you excited?? If you haven't registered yet then follow the link below to sign up and attend: bit.ly/2Di06yP. If you have already registered, then contact this number: +233273590808



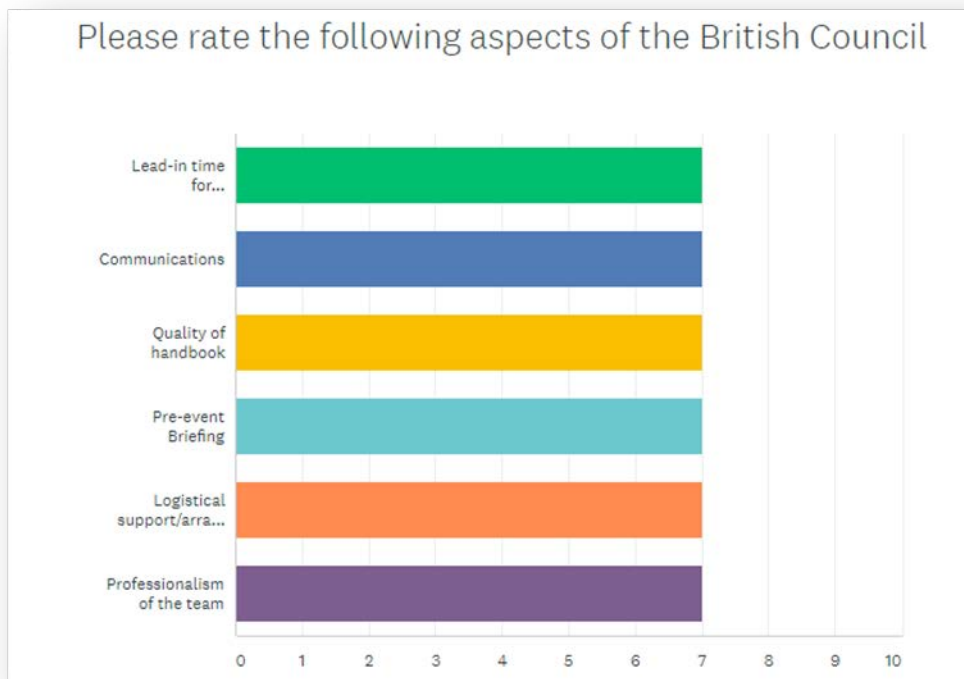
11,456 people reached

Boost Again

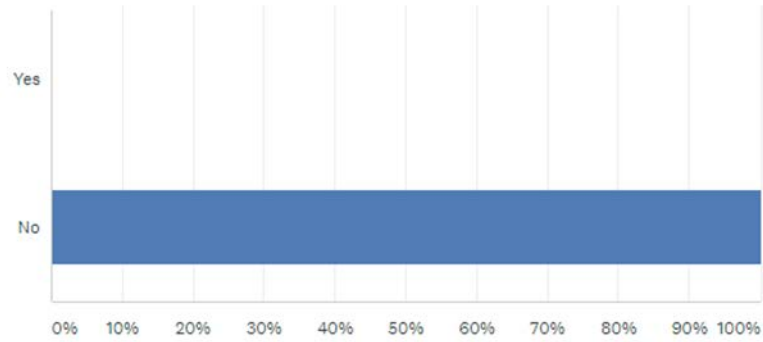
Exhibitor's Feedback

At the Partnership Forum there were **8 unique exhibitors** from UK HEIs and **24 Ghanaian HEI's** in attendance.

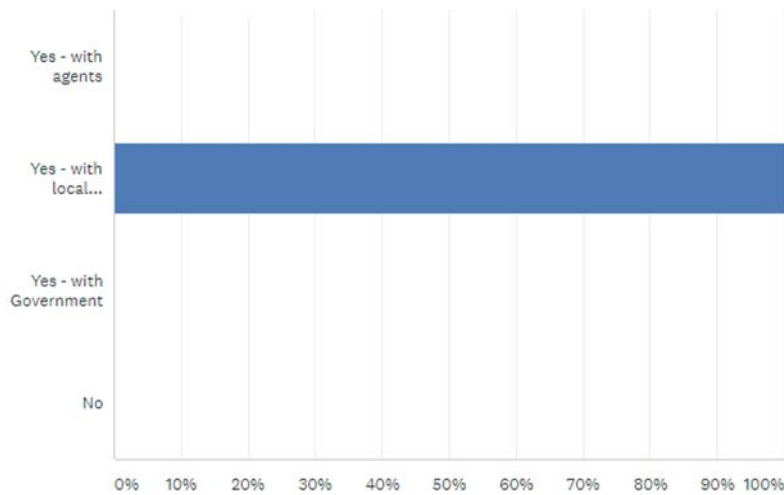
When exhibitors were asked "Will you be attending a similar exhibition next year?" **100% said yes**



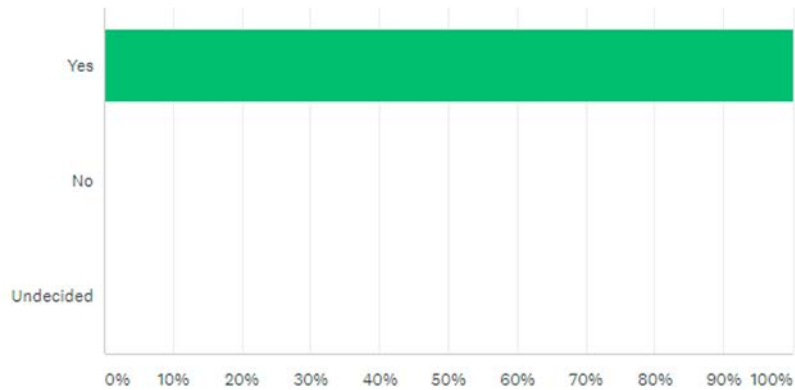
Was the (calendar) timing of this event right for you?



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



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



Some positive quotes from exhibitors:

- Food was delicious
- Internet was uninterrupted – worked very well
- Turn out of participants to the mini fair was great
- Participation of local universities at the Partnership Forum was good

Some negative quotes from exhibitors:

- The calendar timing of the event wasn't good.

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 organizing a two day event with the partnership forum taking place on one day and an exhibition following the next day. We will also ensure that the calendar timing is right for more institutions to participate in it.
- 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.

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 2018) 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)

No	NAME OF INSTITUTION
1	Accra Institute of Technology
2	African University College of Communications
3	Ashesi University College
4	Association of African Universities
5	Catholic Institute of Business and Technology
6	Catholic University
7	Central University
8	Data Link University College
9	Ghana Institute of Management and Public Administration (GIMPA)
10	Islamic University College
11	Lancaster University - Transnational Academic Group
12	Marshals University College
13	National Accreditation Board
14	National Board for Professional and Technician Examination (NABPTEX)
15	National Council for Tertiary Education
16	Pentecost University College
17	Petroleum Commission Ghana
18	Presbyterian University
19	Regional Maritime University
20	Takoradi Technical University
21	University for Development Studies
22	University of Cape Coast
23	University of Education, Winneba
24	University of Mines and Technology

List of Exhibitors:

University of Southampton
Nottingham Trent University
Study Group
The University of Nottingham
University of Central Lancashire
University of Hertfordshire
University of Portsmouth
University of Salford

**Higher Education Partnership Forum
Friday 20 July 2018
British Council, Accra**

TIME	TITLE OF THE SESSION	SPEAKERS
0800	Arrival of Participants and Registration	
0900	Official Welcome Address	Country Director, Alan Rutt, British Council
0910	Opening Remarks	Ministry of Education Representative - Mrs. Sheila Naah-Boamah -Ag. Executive Secretary of National Board for Professional and Technician Examination (NABPTEX)
1000	Case Study of UK-Ghana Partnerships	Lancaster University Ghana, Mr Raghav Lal, Chief Executive Officer of Transnational Academic Group
1100	Refreshment Break	
1115	Regulatory Bodies Sessions	National Council for Tertiary Education National Accreditation Board –Mr Kwame Dattey
1145	Case Study of UK-Ghana Partnerships	Open dialogue for Ghanaian Universities in partnerships with Foreign providers
1300	Lunch	
1400	Speed Networking	For Ghanaian and UK Universities and other providers

Study UK Partnership Forum and Mini Fair Pictures:

