



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

**Post-event report for
Study UK Exhibition Kuwait**

**7 - 8 March 2018
The Regency
Salmiya**

Introduction

Thank you for your participation at the Study UK exhibition in Kuwait in March/2018 at the Venue in (Al Futouh ballroom, The Regency, Salmiya).

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, was targeted mainly at the HE/FE, hosted representatives from 46 UK institutions (Listed below in section exhibitors feedback), that positively engaged with prospective students/visitors/partners, providing the audience with information on educational opportunities in the subjects of their choice.

On the first day, Imran Yousaf presented a Country Overview and Market Briefing at the Regency Hotel followed by education forum round table discussions with local education stakeholders (Director of Scholarship – MoHE and head of Kuwait Cultural Attaché London, Head of UG Scholarships Ms Abeer Al Duaijj, Head of Kuwait Institute of Banking Studies, Mr Desmond Nelson, Deputy Director General for Public Authority for Applied Education and Training PAAET, Dr Adnan Al Ali, And Head of Training at KIBS Ms Elham Al Hajj). This is the first year that we've had taken the exhibitors to school directly, which was quite successful.

The event attracted over 3,000+ visitors thanks in part to the marketing campaign. Alongside the main exhibition, a series of seminars were also held, with topics covered including Alumni talk, Foundation in the UK 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,

Imran Yousaf | Projects manager, Kuwait

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Highlights

This year we manage to reach over 3000 visitors and high percentage of good enquiries. A well thought of marketing plan was implemented based on the detailed analyses of last year exhibition.

The marketing briefing was conducted a day before the event along with a reception, which gave delegates some time the next morning for personal meetings.

A lunch forum with a slight change was conducted, more interactive than ever with open ended Q&A sessions.

Seminars were also delivered by UK institutions on various aspects of education in the UK, e.g. Study opportunities in UK: Engineering & Technology, etc. Alumni also delivered a talk on life in the UK to potential students and IELTS preparation courses counselling was conducted in parallel.

Each visitor was handed a bag (branded with our new branded Study UK; discover you upon registration).

Education UK App was introduced as oppose to printing over 3000 guidebooks. This App contained all the useful information a visitor is looking for, e.g., universities participating, layout, courses on offer, scholarships info, and seminar schedule, etc. this was a great success and we will be implementing this again for our future exhibitions

A very delicate Visitor Registration System was utilised for registering visitors prior to enter the exhibition. This was also opened almost a month before the exhibition for registering prior to attending the exhibition. 450 visitors registered prior to the exhibition date.

This exhibition was held at the following venue/time/date...

Venue(s)	Regency Hotel, Salmiya – 7 - 8 march 2018
Opening hours	Wednesday 7 March: 17:00-21:00 Thursday 8 march : 09:00 – 13:00 & 1700 – 21:00
Stand costs	£2,290

There was a 5% increase in visitors from last year's exhibition...

Exhibition dates/years	Attendance	
	2017	2018
15 – 16 March	3150	
7 – 8 March		3300

A number of successful seminars were held, covering such topics as...

- Study opportunities in the UK in Engineering; Science & Technology
- Why choose a University owned foundation programme?
- Studying an Accounting Degree: How to fast track your professional accounting qualification
- IELTS and its advantages.
- Alumni talk

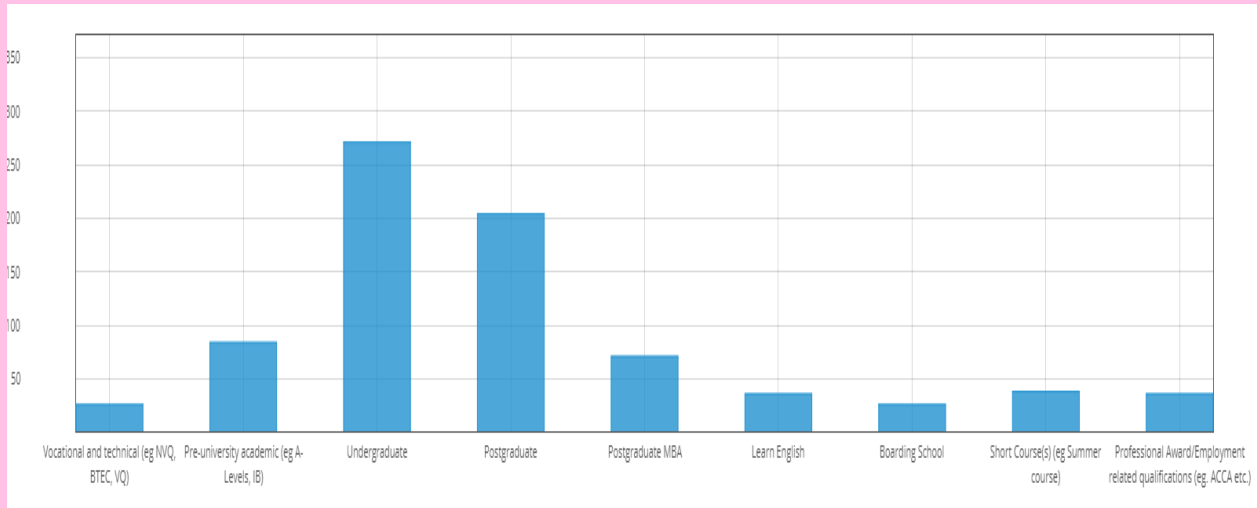
Visitors' profile

Overall, the visitors were happy & very satisfied with the exhibitions. From the exit surveys feedback forms and the pre-registration data on the Visitor Registration System (VRS), it is clear that many of the visitors interested in undergraduate study.

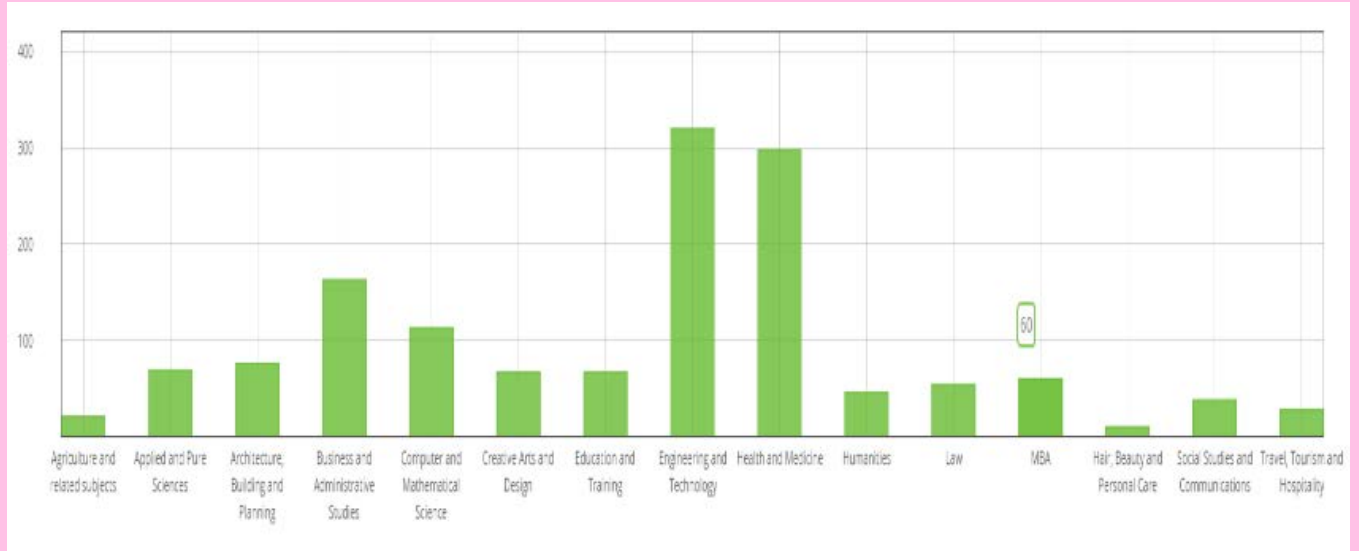
65% of visitors are looking for Undergraduate & Postgraduate Education

**10% of visitors are looking for Postgraduate MBA
15% of visitors are looking for English Courses**

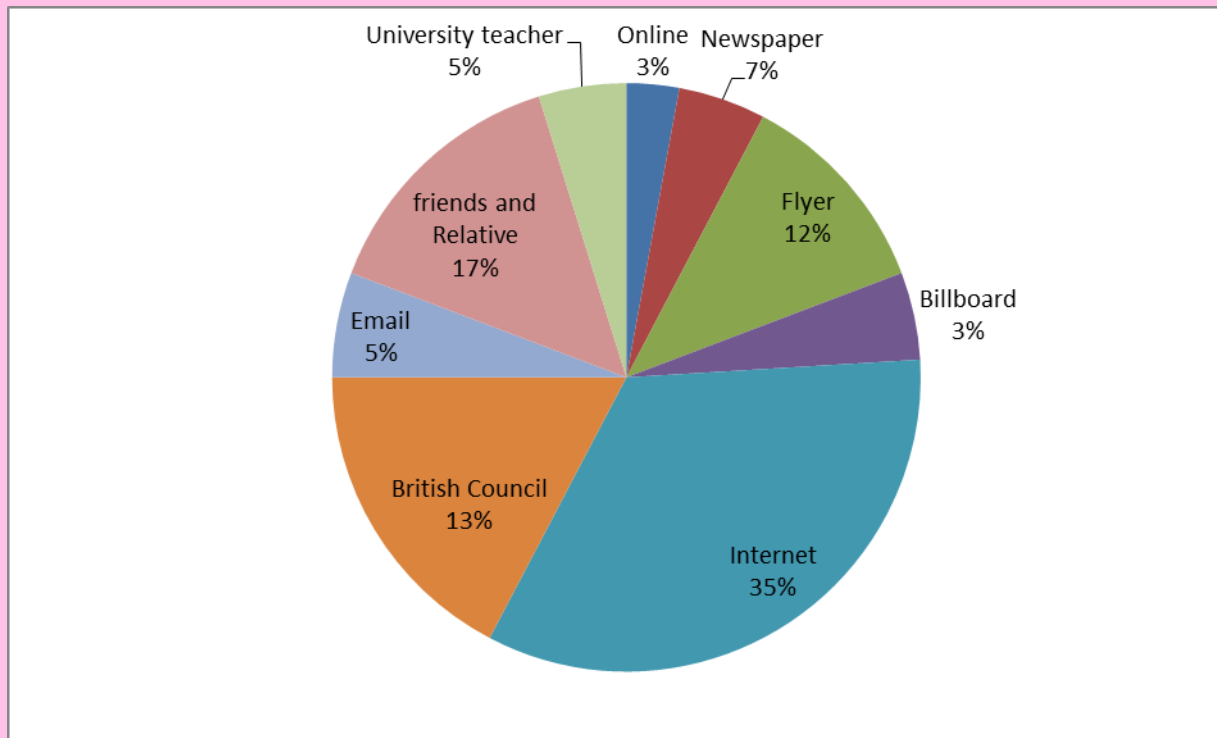
What programme of study are visitors interested in?



What is the preferred subject area?



How did you find out about the exhibition?



Fast Facts:

- 60% of preregistered visitors indicated that they will be self-funded (self, family, relatives, friends), while 35% indicated they will be funded by scholarships
- 53% of preregistered visitors were interested in beginning their studies abroad within 6 months, and 39% within a year
- Almost 70% of the visitors at the exhibitions (excluding school visits) were between the ages of 17 and 35 years, with more male than female visitors
- 45% of preregistered visitors showed interest in staying in the UK for 1 to 3 years, just over 47% indicated that they would like to stay for more than 3 years
- High academic standard' is still the number one reason for Kuwaiti (& residents) students wanting to study in the UK, followed by 'international recognition of qualifications', 'having a better job in my country' and 'cultural environment'

Marketing

Study UK Exhibition 2018 was promoted through the following channels

- Distribution of 30000 colour flyers to over 200 public & private schools, Universities, British Council premises, IELTS exams - started on 18 February 2018
- Event listing on British Council Kuwait website
- Promotion through school counsellors and scholarship providers
- Targeted Email shot to potential students, recent IELTS candidates, scholarship providers and school counsellors (10,000+)
- Targeted SMS blast to 20,000 relevant audience
- Targeted Social Media campaign via Study UK British Council and British Council channels
- Targeted paid social media campaign using external agency two weeks prior to the exhibition
- Press Releases in all Kuwaiti Newspaper (both Arabic & English) a week before the event

A total of £28,000 was spent on Marketing for this exhibition

Our marketing reached an estimated audience 2.5 Million people

Print media:



British Council brings 46 popular universities to Kuwait

Study UK exhibition 2018 on March



Michael Gordon, Director of British Council in Kuwait said that:

Skills and levels of study that are available. Kuwaiti students will have the opportunity to find out all the news to learn about GCSEs, A-levels, foundation courses, English language courses, career based diploma, first degree and postgraduate degree courses.

The British Council wants to do more across the UK's education, language and culture, as they continue to see major areas of the part for TV education, and we are looking forward to welcoming thousands of visitors. As part of the exhibition, we will be on hand to answer questions on applications and admission procedures, accommodation, visas and other information on living and studying in the UK. But what is it like studying in the UK, was our aim? It is to provide the world of students in Kuwait that you have the opportunity to learn from some of the best minds in the world and have access to online, part-time courses. To have students coming to the UK, what it would be like to have that you are meeting with

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16 اقتصاد

الخالد: الأسواق الناشئة قادرة على تحقيق قفزة استراتيجية

استعرضت نماذج بورصة الكويت وخطتها المستقبلية في مؤتمر EFG Hermes One on One

أكد الخالد على قدرة الأسواق الناشئة على تحقيق قفزة استراتيجية، مشيراً إلى أن الكويت لديها إمكانات هائلة للنمو الاقتصادي. وتحدث الخالد في مؤتمر EFG Hermes One on One، الذي أقيم في الكويت، حيث استعرض نماذج بورصة الكويت وخطتها المستقبلية.

وقال الخالد: «الأسواق الناشئة لديها القدرة على تحقيق قفزة استراتيجية، خاصة في ظل التحول الرقمي والتكنولوجيا المتقدمة. الكويت لديها إمكانات هائلة للنمو الاقتصادي، ونحن نشجع الاستثمار في هذه الأسواق.»

كما تحدث الخالد عن أهمية الشراكة بين القطاعين العام والخاص في تحقيق التنمية المستدامة. وأضاف: «الشراكة بين القطاعين العام والخاص هي مفتاح النجاح في الأسواق الناشئة، حيث يمكنها توفير الموارد والخبرات اللازمة للنمو الاقتصادي.»

في ختام المؤتمر، شكر الخالد جميع المشاركين، مؤكداً على التزام الكويت بالتنمية الاقتصادية والاجتماعية. وأكد على أهمية الشراكة بين القطاعين العام والخاص في تحقيق التنمية المستدامة.

Press Releases

البيان

البريد الإلكتروني: press@britishcouncil.org.uk

الروضان: 1.5 مليون شخص يستفيدون من 371 ألف بطاقة تموينية... شهريا

أكدت وزيرة الشؤون الاجتماعية والعمل، الدكتورة نورة العبدالله، أن 1.5 مليون شخص يستفيدون من 371 ألف بطاقة تموينية شهريا. وأشارت العبدالله إلى أن هذه البطاقات توفر الدعم المالي للأسر المحتاجة، خاصة في ظل ارتفاع أسعار المواد الغذائية.

وقالت العبدالله: «نعمل على تحسين جودة الخدمات التموينية، ونحرص على توفير المنتجات الأساسية بأسعار مناسبة. كما نعمل على توسيع نطاق التغطية الجغرافية للخدمات التموينية، خاصة في المناطق النائية.»

في سياق آخر، أعلنت العبدالله عن إطلاق حملة توعوية حول أهمية النظافة الشخصية، خاصة في ظل انتشار فيروس كورونا. وأشارت إلى أن النظافة الشخصية هي أحد أهم وسائل الوقاية من الأمراض المعدية.

كما أعلنت العبدالله عن إطلاق حملة توعوية حول أهمية السلامة المرورية، خاصة في ظل ارتفاع معدلات الحوادث المرورية. وأشارت إلى أن السلامة المرورية هي مسؤولية الجميع، ويجب الالتزام بالبنود المرورية.

What's On

Study UK exhibition 2018 on March 7

British Council brings 46 popular universities to Kuwait

Her Majesty's Ambassador to the State of Kuwait, Michael Thompson said:

Michael Gordon, Director of British Council in Kuwait said that:

3 hours from 'EuroMoney'

KFH wins Best Bank for High Net Worth Clients 2018 award

Bank raises financial awareness in customers

AUB holds workshop on investment opportunities

Awards Ceremony 2017

Royale Hayat Hospital celebrates eight years of trust with Service Hero Award

CBK announces Al Nagma winners

Jumeirah to operate Al Wathba Desert Resort, new destination in Abu Dhabi

Yawmi account winners named

THE 5TH MEN'S FERMATICAL TOLL

Online & Digital media promotions





A printed survey was distributed during the exhibition to the 500 visitors. The questions were designed to gather quantitative statistics as well as qualitative remarks on reactions to our exhibition and the decision making process

When the visitors were asked “was this a high-quality event?” **90% agreed.**

When the visitors were asked “Will you be applying to a UK institution following the exhibition” **90% said yes.**

When the visitors were asked “Did you receive all the Information required to make an informed choice” **85% said yes.**

How do you rate the support of the BC, **88% indicated excellent support by the British Council**

Some examples of quotes from Visitors following the exhibition:

- Excellent exhibition and great venue
- Very informative and the representatives were very helpful. It would be nice to have representatives from a few more universities at future events. A great opportunity to meet with so many universities
- Great facilities and opportunity, but how about more English schools
- Loved the session on Foundation – Very helpful
- Keep coming to Kuwait!
- Everything was pretty well organized and the representatives were all very helpful and knowledgeable
- The Education UK App really helped reaching out to the right institutions we were looking for ... thanks British Council and Keep it up!
- Please next time more than two days...
- Everything was spot on!

Key Recommendations for the British Council include:

- Invite more Institutions to attract larger audience
- Some chocolates to go with Coffee
- More stand assistants and language assistants
- Hold exhibitions at least twice a year
- The room was very cold

Exhibitor's Feedback

At the exhibition there were **46 unique exhibitors** from UK HEIs; this represents a **9% increase** on last year's exhibitor count.

Exhibitor Attendance	Kuwait	
	2017	2018
15-16 March	39	
7 - 8 March		46

When exhibitors were asked “Will you be attending a similar exhibition next year?” **88% said yes, 12% undecided.**

When exhibitors were asked “overall how satisfied were you with the exhibition?” **92% said very, 8% said somewhat**

78% and 89% of exhibitors were happy about the quality and the number of visitors, respectively

More than 90% exhibitors confirmed that the overall exhibition was high quality event

90% satisfied with the exhibition logistics (duration, venue, catering, travel arrangements during the exhibition, promotion of the event, professionalism of the team, British Council staff support)

Some positive quotes from exhibitors:

- The fair was well planned, the market briefing with a detail insight into the local economic situation was a great addition to the briefings
- A very worthwhile event that was efficiently planned
- Never heard a briefing like that in the whole region
- Good number of visitors who asked good quality questions
- The decision to conduct the exhibition in March was really bold and it has paid off
- Market Briefing this was really useful and it was a good exhibition, so well done to you and the team in Kuwait
- The event was very good and well organized. Thank you and your team for all the hard work
- The round table discussions were icing on the cake, we were able to meet with decision makers and most of all the KCA!
- Although, the Gulf economies have bigger concerns now, and fluctuations Ministry lists will always thwart us, the turnout for the exhibition was still excellent, once again superb, thank you!

Some recommendations from exhibitors:

- More schools should have been invited
- Include workshops with sponsoring bodies and counselors
- British schools should be part of the schools visit
- The event was just a bit pricy

List of Exhibitors (Alphabetical Order):

1	Birmingham City University	32	Oxford Brookes University
2	Sheffield Hallam University	33	University of Ulster
3	University of Portsmouth	34	University of Essex
4	University of Brighton	35	University of Bristol
5	University of Stirling	36	Swansea University
6	Aston University	37	Kingston University
7	University of Aberdeen	38	Robert Gordon University
8	Cranfield University	39	University of Salford
9	University of The West of Scotland	40	University of Exeter
10	University of Southampton	41	Queen Mary University of London
11	University of Kent	42	University of South Wales
12	Staffordshire University	43	University of Sunderland
13	King's College London	44	University of Bedfordshire
14	The University of Reading	45	University of Dundee
15	University of Strathclyde	46	Newcastle University
16	Bangor University		
17	University of Leeds		
18	Northumbria University		
19	Cardiff University		
20	The University of Manchester		
21	University of Glasgow		
22	University College London		
23	Liverpool John Moore's University		
24	Nottingham Trent University		
25	The University of Northampton		
26	University of Sussex		
27	Leeds Beckett University		
28	Study Group		
29	Brunel University London		
30	University of Birmingham		
31	University of Plymouth		

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 will continue to work on regional exhibition plan and have event close to each other in the Gulf region
- We will keep on investing more on digital media platform for maximizing target market
- More scholarship providers to be included in lunch forum session

UK Institutions

- It is suggested that institutions invite their alumni to attend future exhibitions and share tales of their life in UK with the visitors.
- 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.
- Popular universities for Kuwaiti students are advised to have more than one representative to avoid long queues
- Exhibitors are suggested to also promote the exhibition on their own website or newsletter and their Alumni networks to gain more interest of the exhibition

The above points, though important, should not detract from what was a successful exhibition. Next year's exhibition (Currently Scheduled for **6-7 March 2019**; <https://siem.britishcouncil.org/exhibition/study-uk-kuwait-exhibition-march-2018>) Will build upon the lessons learned and prove even more popular. We hope to see you there!

Appendix



The exhibition was inaugurated by Dr Fawzan Al Fares, head of Kuwait Cultural Attaché, UK, DHM Jacky Perkins British Embassy Kuwait, and Michael Gordon, Country Director of British Council Kuwait.



Education Lunch forum attended by Director Scholarships Ms Wafa Al Sarraf & Dr Fawzan Al Fares Head KCO
DDG PAAET DR Adnan Al Ali, Directory Kuwait Banking Institute Desmond Nelson, & Head of UG Scholarships
Ms Abeer Al Duaij



Schools visit & visitors at exhibition

End of Report

www.britishcouncil.org/siem

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