



SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING

Post-event report for
Study UK Health & Medicine Study tour - Kuwait
30-31 October 2017– Kuwait City

Introduction

Thank you for your participation at the Health & Medicine Study tour in Kuwait on 30-31 October 2017 at the Sheraton Hotel in Kuwait City. 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 aim of the tour was to increase awareness on what UK has to offer and raise profile of the UK Health & Medicine sector in the local market.

The UK remains the second most popular destination for Kuwaiti domiciled students because of its reputation globally. More than 38% students opted for Health & Medicine related subjects in 2015/16 and these subjects have been most popular for both UG and PG students over the past five years or so.

The tour included high-level meetings with local public Institutions (Medicine College, Allied Health College at Kuwait University and Public Authority for Applied Education and Training), visits to private international schools and a one evening mini recruitment fair.

The tour covered all the important aspects of what UK institutions were looking for; it had opportunities to build partnerships with Kuwait University Colleges of Medicine & Allied Health, and College of Health Studies at PAAET along with meeting with high school students at three different private (American/Bilingual) schools.

The tour included 6 UK universities offering variety of courses in the health sector and exploring collaboration opportunities.

We had received over **250 visitors** during this the mini fair and schools visit, mainly potential student along with their parents, thanks in part to the marketing campaign (details 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 in terms of both our exhibitions and our range of other targeted activities during the year. We hope to see you again at our next event/exhibition.

Regards,

Imran Yousaf | Projects Manager, Kuwait

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Highlights

The tour had it all; it provided ideal platform to the UK institutions to explore and engage is possible partnerships opportunities, raising their profile, reaching out to a big audience and recruiting students at the same time. The mini fair attracted a good number of potential students visiting the exhibitors. There was a lot of interest shown by Kuwait University and PAAET a working relationship in conducting shared research in areas of high priority for Kuwait, and British Council to play a crucial role in facilitating any partnership agreements and curriculum mapping for advance entry.

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

| | |
|---------------------------|--|
| Venue(s) | Four Points by Sheraton Hotel– 30 October 2017 |
| Opening hours | 5pm to 9pm |
| Stand + Tour costs | £ 1,400; excluding VAT |

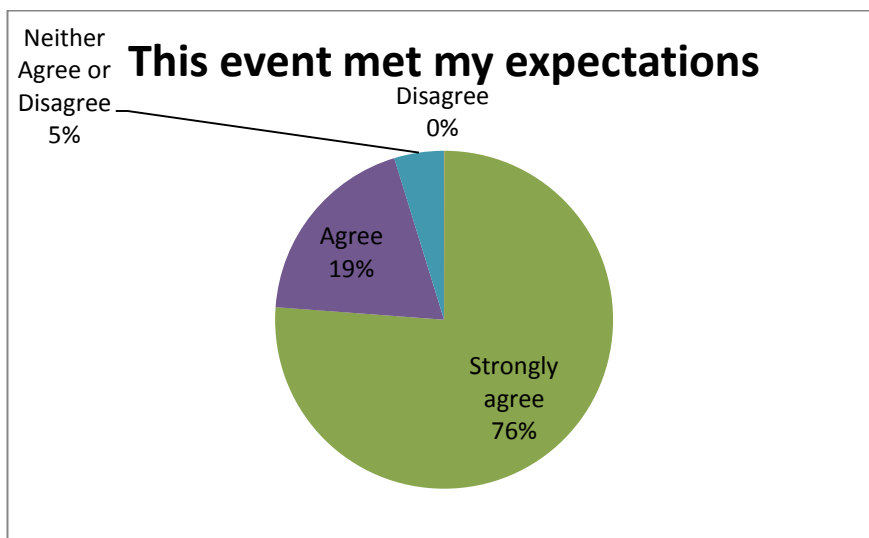
Visitors Profile

Of the total number of visitors, 75% were Kuwaitis, and 25% non-Kuwaitis

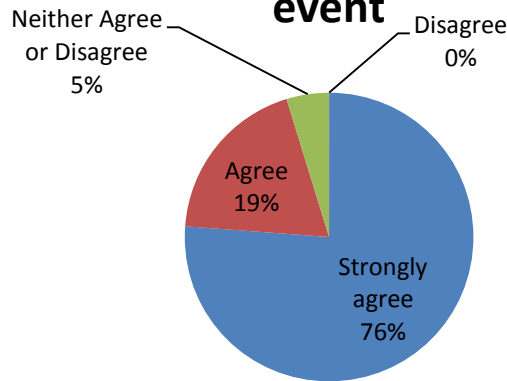
65% of the visitors were less than 25 years old

65% looking for UG courses (including English language & foundation level) and 35% were looking for PG level courses especially PhD's

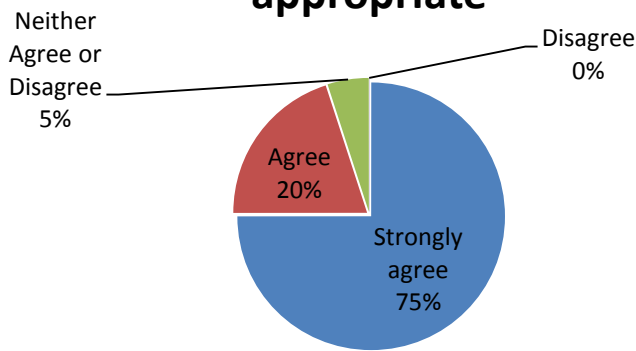
Visitor Survey



Overall, this was a high quality event



The timing of the event was appropriate



Marketing

A targeted marketing approach was undertaken to reach a wider audience through our digital campaigns and offline advertising. We utilised our and paid Eshots, facebook (boosted campaigns), Instagram, and our website to reach out to the audience through digital marketing and published ads in both Arabic and English newspaper close to the event. We also produced roll ups and flyers, which were placed, in our office a week before the event. We also used partner’s digital resources to reach out to the target audience; hence we had a positive response and quality visitors

This campaign had a very positive impact and almost 250 + visitors visited the fair. Majority visitors found out about the mini fair through online and digital media and newspapers, friends (and family) when asked.

A total of over £7,000 was spent on Marketing for this mini fair

Our marketing reached an estimated audience of 1.8 Million people

Print media Ads:

Eshot to over a million active users in Kuwait in both Arabic and English.



Flyers & Eshot





Online: Facebook, and Instagram





Promotion on NUKS UK social media



Twitter



Press coverage:

The event received a great coverage on printed media and the event was also covered on AlRai TV and social media

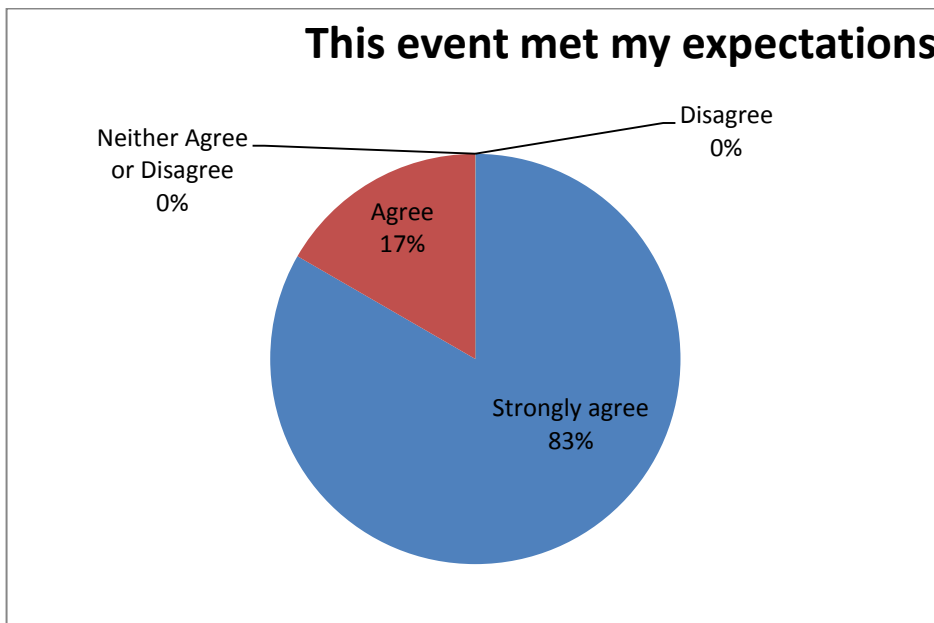


Exhibitor’s Feedback

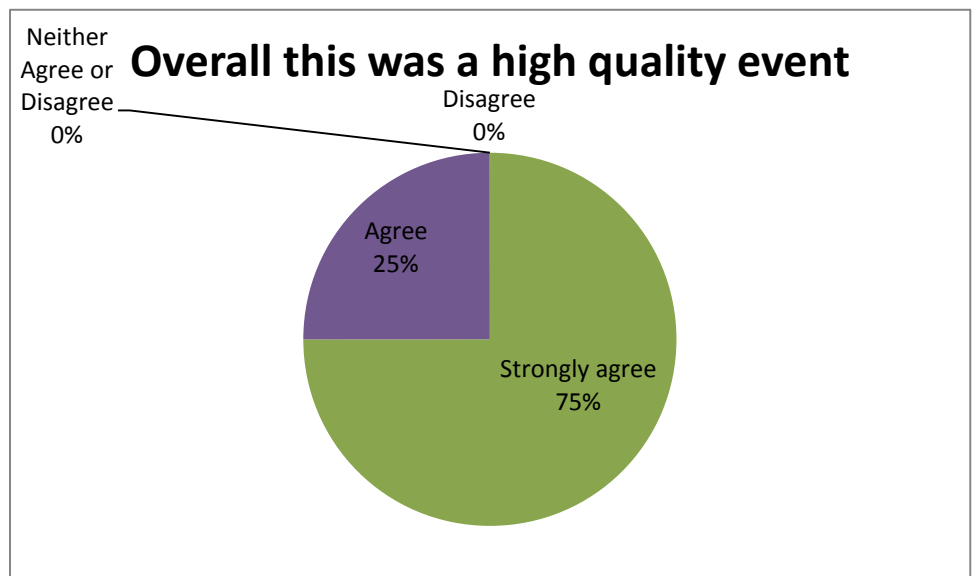
Schools visits were also very useful, as there was a lot of interest generated from high school students and high-level enquiries received. The school management appreciated delegate’s presence and we were told to conduct more of these visits at their school as it helps generate confidence in students and provides opportunities as well.

We have met heads/Deans of colleges from the Public Authority for Applied education and training , and Deans College of Medicine & Health at Kuwait University. We were very well received and all of them were thankful to the British Council for bringing these academics/delegates from the UK. There were lots of mutual interest generated and new ideas discussed which led to a very positive atmosphere all round.

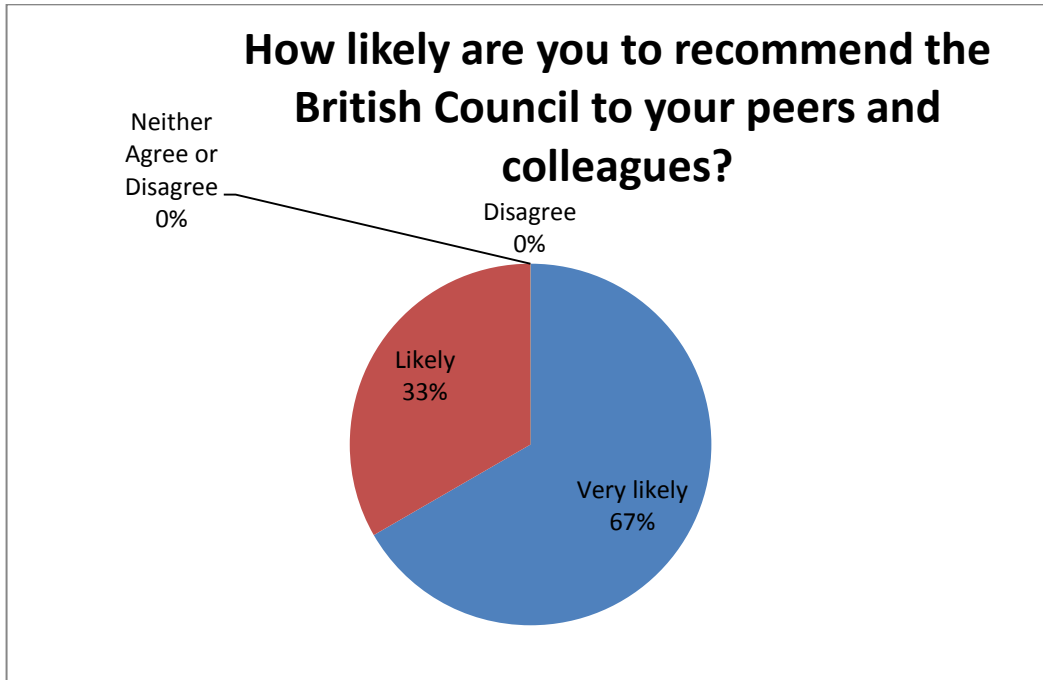
Expectations



Quality



Recommendation



Some positive quotes from exhibitors:

- A very worthwhile tour that was efficiently planned
- Will be more appreciative if the pre-event briefing can be done earlier (say, 1 week prior to travel) in a webinar format... the talk/ ppt delivered by Imran on the first morning was very useful.
- A well-arranged and well-attended event
- Excellent selection of partnerships meeting...
- Good number of visitors and good quality questions

Recommendations from exhibitors:

- Schools: many are doing an incomplete USA qualification. If these intelligence was delivered a bit earlier prior to travel (e.g. names of schools we are visiting, curricula), I can prepare and liaise better internally and to take further admissions decisions/ actions ahead of travelling.
- The room that the public fair was held in was a little small for the number of visitors attending
- The programme was packed but I feel that refreshment breaks could have been better planned.

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 tour. The main findings and recommended next steps are outlined below:

British Council

- Stakeholders from the private sector to be included for partnerships meetings
- Try to have market brief a day before the actual tour day

UK Institutions

- It is highly recommended to institutions that they regularly follow up with the outcome of the meetings with KU and PAAET and provide proposals on agreed potential joint ventures.
- 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 can also promote the Exhibition on their own website, newsletter or email blast to gain more public interest.
- Institutions are encouraged to send academics for subject specific study tours as technical details of the area of expertise is usually required during meetings with key ministries/public education institutions.

The above points, though important, should not detract from what was a successful tour.

Our next Education UK exhibitions will be;

7 - 8 March 2018 – Study UK Exhibition 2018

Appendix 1:List of Exhibitors

| | |
|---|------------------------------|
| 1 | University of Plymouth |
| 2 | The University of Manchester |
| 3 | University College London |
| 4 | Swansea University |
| 5 | Queens University Belfast |
| 6 | The University of Hull |

Appendix 2: Some photos from the event

Study UK fair



School visits



School visits





End of Report