

Post-event report for

StudyUK Exhibition 2018, Qatar

**11-12 March 2018
La Cigale Hotel
Doha**

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Introduction

The Study in the UK Exhibition was held on 11 – 12 March 2018. It offered an opportunity for students, parents, teachers and others in the education field to meet **representatives of 19 UK universities and colleges** in person to find out what the UK has to offer and available funding opportunities. The target audiences were primarily 16 to 21 year olds interested in higher education in the UK; professionals seeking to advance their careers; parents and key influencers. Entrance was free for all visitors. Visitors were able to register in advance through the Study UK dedicated registration website (VRS) or on arrival at the exhibition. The exhibition, which was held in the evenings of 11 and 12 March, was very well attended by local audiences.

The exhibitors were very happy to learn about the market updates and trends following the newly published HESA statistics during a marketing briefing that was delivered the night before the exhibition followed by a social dinner at Souq Waqif.

The opening ceremony took place on Sunday 11 March 2018 – attended by HMA the British Ambassador, the Director of Scholarships at the Ministry of Administrative Development, scholarship officers at the Ministry of Education and Higher Education, scholarship providers, school counsellors and few UK Alumni. The exhibition was opened to public from 16:30 - 20:30, but due to big crowd, the team extended the opening timing till 21:30. We had almost 1,500 visitors in total. The exhibitors were very happy with the turnout and the quality of students and many has mentioned that this is the busiest fair they attended so far.

We also had a "Speak to a UK Alumni" corner where three of our alumni engaged with potential candidates to advise them about studying and living in the UK.

In the mornings of the exhibition days, we had a number of school/colleges visits that allowed participants to attend a school fair in Al Wakra where independent schools of boys were invited, as well as visit the Community College Qatar where college and girls schools were invited. Moreover, we had a mini fair with a B2B opportunity at the University Foundation College - NCUK.

The exhibition attracted **1,500+ visitors** through a variety of marketing channels and activities, which complimented each others. We believe the key for the continuous growth in visitors' number is mainly due to starting the promotion plan of the event with soft promotion at least 2 months prior to the exhibition while having extensive promotion in the last 10 days leading to the exhibition, utilizing key social media influencers, ensuring effective communication with school counsellors who are considered important influencers and maintaining an up-to-date contacts database of potential students (mainly recent IELTS candidates).

IES team in Qatar

Highlights

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

| | |
|----------------------|---|
| Venue | La Cigale Hotel, Doha, 11 – 12 March 2018 |
| Opening hours | 16:30 – 20:30 |
| Opened by | <ul style="list-style-type: none"> • Director of Scholarships at the Ministry of Administrative Development • Dr Frank Fitzpatrick, Director, British Council Qatar |
| Stand costs | 2,250 GBP; excluding VAT |

Visitors' profile

49% of visitors were looking for Undergraduate courses and Foundation/pre-university programmes
 9.5% of visitors were looking for English and vacation/short courses

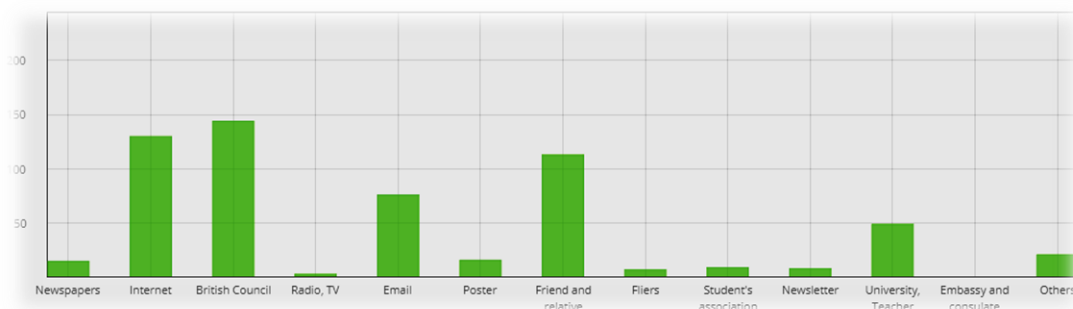
20% of visitors were looking for Postgraduate courses
 9% of visitors were looking for MBA programmes

48.5% of the visitors were under 20 years old
 22% of the visitors were between 21 - 30 years old

Of the total visitor numbers 63% were male

The most important decision factor was: High academic standard

How did visitors find out about the exhibition?



Marketing

The Study UK Exhibition 2018 was promoted through the following channels








- **Targeted social Media Campaign** through British Council and Study UK started on 25 February 2018 for a period of two week
- Social media **campaign** through **popular social media influencers**
- Display of promotional roll up banners at the British Council Teaching Centre
- Display of promotional videos at the British Council Teaching Centre
- Event Page on British Council website
- Featured in Study UK March **E-Newsletter to 3,000 recipients**
- E-mails to **recent IELTS candidates** and potential students (**5000+**) on 1 March 2018 and Reminder on 10 March
- E-mail shot to **school counsellors** to cascade it to their students
- E-mail shot to **scholarship providers**
- **SMS to recent IELTS candidates and potential students (5000+)** on 5 March 2018 and Reminder on 10 March
- **3,500 flyers** distributed in schools and British Council Teaching Centre

Examples of the marketing Include ...


Facebook /Instagram advertising through organic and boosted posts, on British Council Qatar channels



<https://education-services.britishcouncil.org>

| | | | |
|---|---|--------------------------|-----------------------|
|  | Boosted Post م... الذي سيغير حياتك! سجل لحضور معرضنا السنوي لتكتشف المزيد | 22,059 People Reached | 14,059 Video Views |
|  | Boosted Post م... الذي سيغير حياتك! سجل لحضور معرضنا السنوي لتكتشف المزيد | 25,727 People Reached | 16,731 Video Views |
|  | Boosted Post Experience Life-changing learning... Register n... | 52,382 People Reached | 32,413 Video Views |
|  | Boosted Post Do you want to get GREAT value for your mone... | 34,542 People Reached | 17,207 Video Views |
|  | Boosted Post Are you Qatari or resident in Qatar and have stu... | 43,471 People Reached | 23,945 Video Views |
|  | Boosted Post Experience Life-changing learning... Register n... | 54,124 People Reached | 620 Link Clicks |
|  | Boosted Post م... الذي سيغير حياتك! سجل لحضور معرضنا السنوي لتكتشف المزيد | 55,549 People Reached | 594 Link Clicks |

Twitter advertisement campaign over the period of 2 weeks started on 25th February through British Council and Social Media Influencers channels:

-  British Council: 2,490
-  Ahel Qatar Channel: 3,932

Ooredoo 4G 7:34 PM 82%

Tweet activity

@ahalqatar شبكة أهل قطر الأولى
ارتفع عدد طلاب قطر في المملكة المتحدة بنسبة 13%. تفضل بزيارة معرض الدراسة في المملكة المتحدة لتكون واحدا منهم.
<https://qa.edukexhibition.org>
@qaBritish pic.twitter.com/F9y61lyDyF

| | |
|---|-------|
| Impressions | 3,932 |
| times people saw this Tweet on Twitter | |
| Media views | 844 |
| all views (autoplay and click) of your media are counted across videos, vines, gifs, and images | |
| Total engagements | 65 |
| times people interacted with this Tweet | |

Tweet activity



British Council @qaBritish
معرض الدراسة في المملكة المتحدة 2018 يفتح اليوم! نحن في انتظار رؤيتك من الساعة 4:30 مساءً إلى الساعة 8:30 مساءً في فندق لا سجال. سجل الآن لحضور المعرض <https://qa.edukexhibition.org/ar-qa>
pic.twitter.com/r0oeEjsfwG

| | |
|-------------------|-----|
| Impressions | 611 |
| Total engagements | 28 |
| Media engagements | 8 |
| Link clicks | 8 |
| Profile clicks | 7 |
| Detail expands | 4 |
| Likes | 1 |

Your last payment was declined.
Visit ads.twitter.com on desktop to pay the balance.

[Go to Twitter Ads](#)

Marketing via social media influencer Instagram Accounts/ Qatar-UK Alumni

- Marsal Qatar (2,552 views)
- Ahal Qatar (4,157 views)



Marketing through I Love Qatar Facebook, Instagram and Twitter channels



EOC Report
Advertiser: ILQ
Client: British Council
Campaign Name: Study UK
Date: 8 - 12 March 2018

| OVERALL ENGAGEMENT | STATS / REACH | |
|--------------------|-------------------------------|--------|
| | IMPRESSIONS | 57,165 |
| | REACTIONS / COMMENTS / SHARES | 1,569 |
| | VIDEO VIEWS | 9,240 |

Press coverage:

The post-event Press release was published in the following newspapers:

- [Gulf times](#)
- [Lusail News](#)
- [Qatar Tribune](#)
- [Peninsula](#)
- [Al Sharq](#)

Here are some screen shots:

Qatar Tribune HOME FIRST PAGE - UNITED STATES - UK/EUROPE GULF/MIDDLEEAST SOUTH ASIA

More students from Qatar studying in UK

MAR 12, 2018 733

Tribune News Network
Doha
NEW data released by the UK's Higher Education Statistics Agency shows that numbers of students from Qatar studying in the UK went up 13 percent for the 2016/17 academic year to over 3,000 students.
The British Council plays a key role in connecting students in Qatar with information about studying in the UK and this year. It is hosting its annual 'Study in the UK' exhibition on March 11 and 12 at La

لوسيل LUSAIL

ابحث في الموقع رياضة منوعات العالم السياسي اقتصاد عالمي اقتصاد محليات

الذبح الثاني 2575 دولارًا. لمن أقراط مرصعة بالذهب الأبيض والألماس من "إيفا فيهرين".
الذبح الثاني سمو الأمير يبعث برسالة شفوية إلى الرئيس السوداني

افتتاح معرض الدراسة في بريطانيا 2018



0:35 12 مارس 2018 - لوسيل

الدوحة - لوسيل

افتتح أجاى شارما السفير البريطاني لدى الدوحة، أمس، معرض الدراسة في المملكة المتحدة 2018، بفندق لا سيغال والذي جاء بعنوان «اختبر الحياة - تغيير الدراسة». وتجمع الفعالية ما بين الطلاب في قطر وممثلين عن 19 جامعة وكلية زائرة ومزودي اللغة الإنجليزية من المملكة المتحدة الذين يمكنهم الإجابة عن الأسئلة بشأن التعليم في المملكة المتحدة. وأظهرت البيانات الجديدة الصادرة عن وكالة إحصائيات التعليم العالي في المملكة المتحدة أن عدد الطلاب من قطر الذين يدرسون في المملكة المتحدة قد ارتفع بنسبة 13% في العام الأكاديمي 2016 / 2017 ليصل إلى أكثر من 3 آلاف طالب. وقال السفير البريطاني في قطر، أجاى شارما: «تبقى المؤسسات التعليمية البريطانية الأفضل في العالم ويحصل الطلاب الذين يتخرجون من المملكة المتحدة على المهارات المطلوبة التي يمكن

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HOME QATAR INTERNATIONAL REGION BUSINESS SPORT OPINION COMMUNITY MEDIA PDF CLASSIFI

British envoy opens 'Study in the UK Exhibition' 2018

March 12 2018 01:41 AM

QATAR RELATED STORIES

British ambassador Ajay Sharma opens the exhibition yesterday as British Council Qatar director Dr Frank Fitzpatrick and other officials look on.

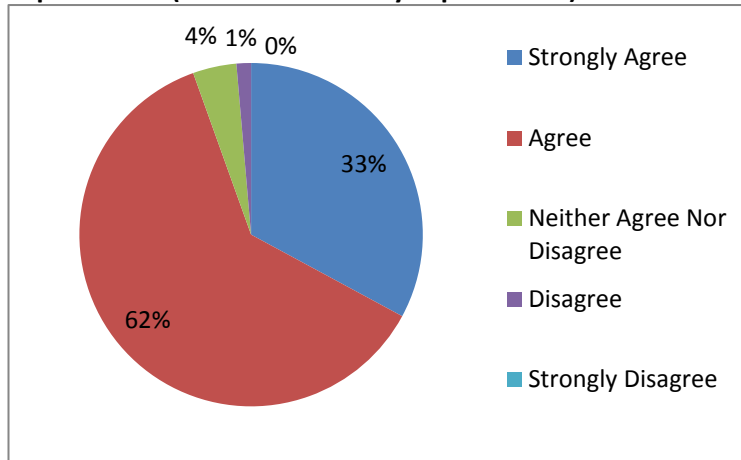
Text Size: @ A A A A

British ambassador to Qatar Ajay Sharma inaugurated the British Council's annual 'Study in the UK' exhibition at La Cigale hotel yesterday. The two-day event, which concludes today, is being held under the theme "Experience Life – Changing Learning". The event will connect students in Qatar with representatives from 19 visiting UK Universities, Colleges and English language providers who can answer their questions about UK education.

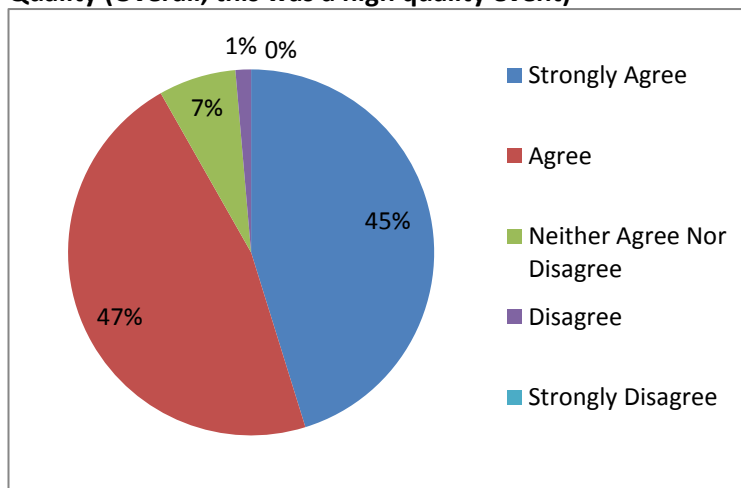
<https://education-services.britishcouncil.org>

Visitors' Feedback

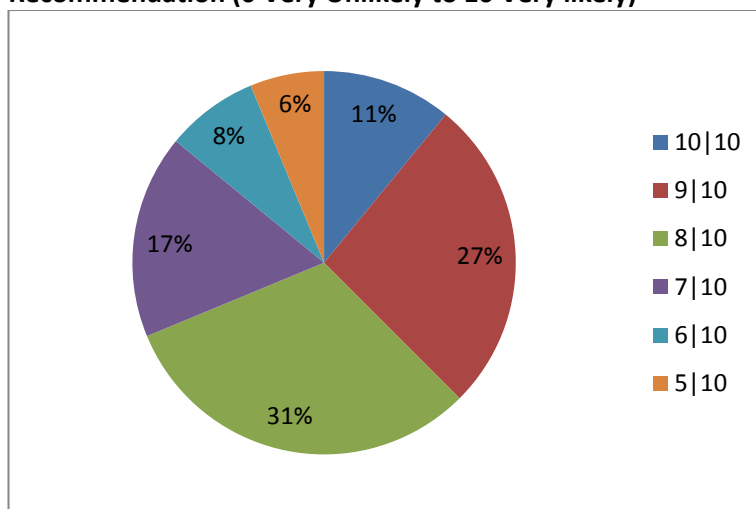
Expectations (This Event Met my Expectations)



Quality (Overall, this was a high quality event)



Recommendation (0 Very Unlikely to 10 Very likely)



Exhibitors' Feedback

Some statistics from the Exhibitors post-event survey concerning the public exhibition:

- ✚ 100% of exhibitors were happy about the quality and the number of visitors at the evening exhibition (scoring between 8 and 10 on a scale of 10)
- ✚ 100% of the exhibitors were happy about 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)
- ✚ 100% of exhibitors agreed that this event met their expectations
- ✚ 90% of exhibitors will consider coming back to our yearly events, while others are undecided yet
- ✚ More than 55% of exhibitors are loyal IES customers returning to our events on yearly basis
- ✚ 100% of exhibitors were satisfied with the timing of the event

Some positive quotes from exhibitors:

- The main event, logistics, communications were very good.
- For my first proper recruitment fair in Qatar I felt it went very well and exceeded my expectations.
- I was more busy than I expected as my institutions profile is not big in the country but there is a lot of opportunity in the market
- The crowd was good, I spoke to applicants non-stop throughout the event
- The attendance was good

Opportunities highlighted by exhibitors:

- There are opportunities for collaboration and partnerships with the local institutions.
- Pre-sessional is key to recruiting from this region, particularly for Qatari nationals

Future steps

There are some 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 from the exhibitors' and the visitors' survey results and recommended next steps are outlined below:

British Council

- We will continue working on a regional exhibitions plan to have the Gulf events close to each other
- We will continue focusing our marketing on digital marketing while utilizing social media influencers
- We will continue engaging alumni in the exhibition itself to share their experience
- We will try to accommodate more scholarship providers to have a stand at the exhibition
- We will look at partnership models that can reduce costs per institution
- We will look at how to fill the mornings with more engaging activities that would benefit all exhibitors.

UK Institutions

- It will be great if the institution can have more representatives as sometimes there were long queue
- It has been advised by the visitors that it would be great if the universities have academic members with them who have thorough understanding of the courses that their university offers

Our popular **summer exhibition** scheduled on **3 July 2018** (<https://education-services.britishcouncil.org/exhibition/study-uk-summer-recruitment-campaign-qatar-july-2018>) will build upon the lessons learned. We hope to see you there!

We have also announced the dates for our **spring exhibition** to be on **10 – 11 March 2019**. Visit [this page](#) for updates.

Appendix I - List of UK participating institutions

| NO. | UNIVERSITIES |
|-----|---|
| 1 | University of Aberdeen |
| 2 | Aston University |
| 3 | University of Birmingham |
| 4 | University of East London |
| 5 | University of Greenwich |
| 6 | University of Kent |
| 7 | University of Leeds |
| 8 | Leeds Beckett University |
| 9 | Liverpool John Moores University |
| 10 | The University of Manchester |
| 11 | NCUK - University Foundation College |
| 12 | Nottingham Trent University |
| 13 | Northumbria University Newcastle |
| 14 | Northumbria University Newcastle / QFBA |
| 15 | University of Portsmouth |
| 16 | University of Salford |
| 17 | University of Sussex |
| 18 | Study Group International |
| 19 | University of the West of Scotland |

Appendix II - Photos from the Exhibition



Opening Ceremony attended by British Ambassador, British Council Country Director, Ministry of Administrative Development Director of Scholarships, representatives from Ministry of Education and Higher Education, Scholarship providers, school counsellors and few UK Alumni





Visitors getting advices from the UK institutions' representatives



Photo of the visitors in the exhibition area



Potential students getting advices from UK Alumni sharing their experience



British Council Booth



Ministry of Administrative Development Booth