



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

Post-event report for
Study UK
School roadshow – Saudi Arabia

30th Sep - 4th Oct 2017
(Jeddah, Riyadh & Khobar)

Introduction

Thank you for your participation at School roadshow & Mini fair in **Saudi Arabia in Sep - Oct 2017 (Riyadh, Jeddah & Khobar)**.

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 School road-show hosted representatives from 4 UK institutions (Listed below), that positively engaged with schools, prospective students, providing the audience with information on Education in the UK.

We made several visits to international & National schools, the mini-fair & the schools visits attracted over **1000 visitors/Students** thanks in part for to the media interest and marketing campaign.

At British Council we highly appreciate your support, and hope that we can continue to provide valuable marketing services in terms of this study tour and also our range of other targeted activities during the year. We hope to see you again at our activities

Regards,

This report includes:

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Highlights

School Visits & mini fair Riyadh & Jeddah

Venue 1	British Council office – Jeddah
Date	30 September 2017
Time	17:30 – 21:30

Venue 2	British Council office – Riyadh
Date	02 October 2017
Time	17:00 – 21:00

Dammam (Al-Khobar) – Schools visit only

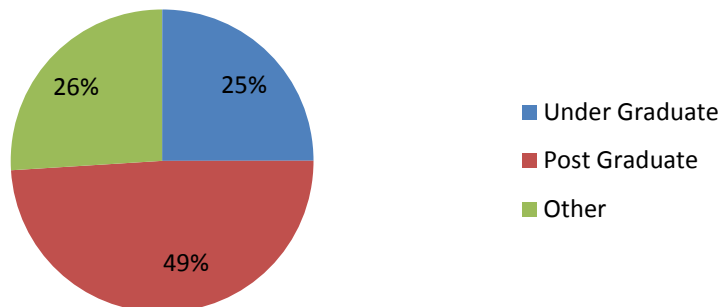
Attendance
Over 1000

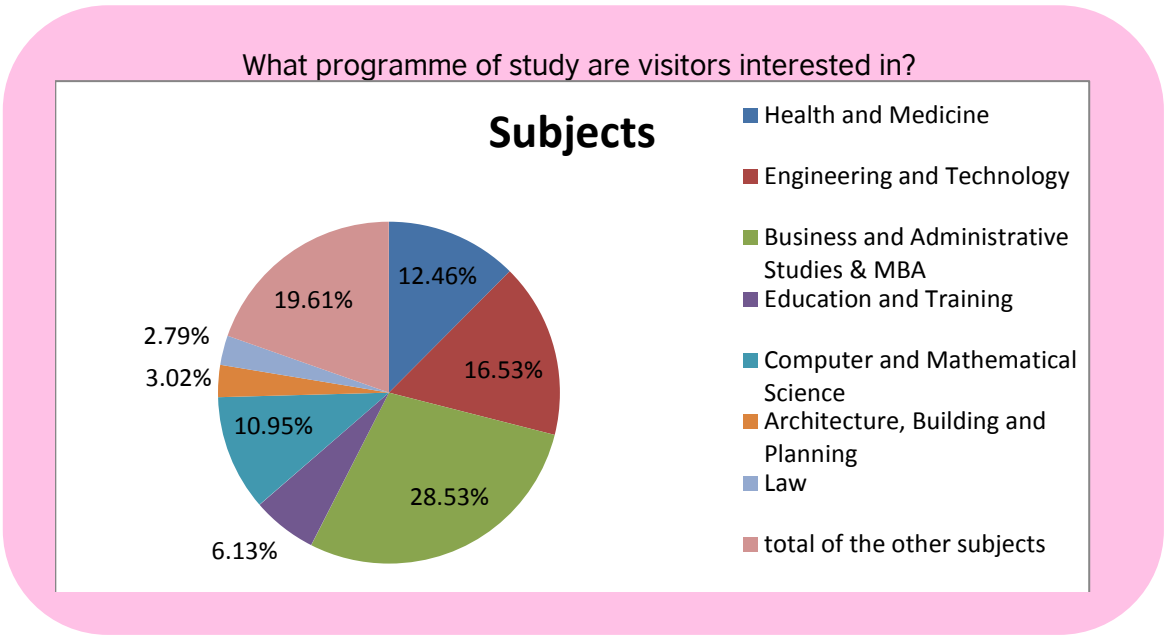
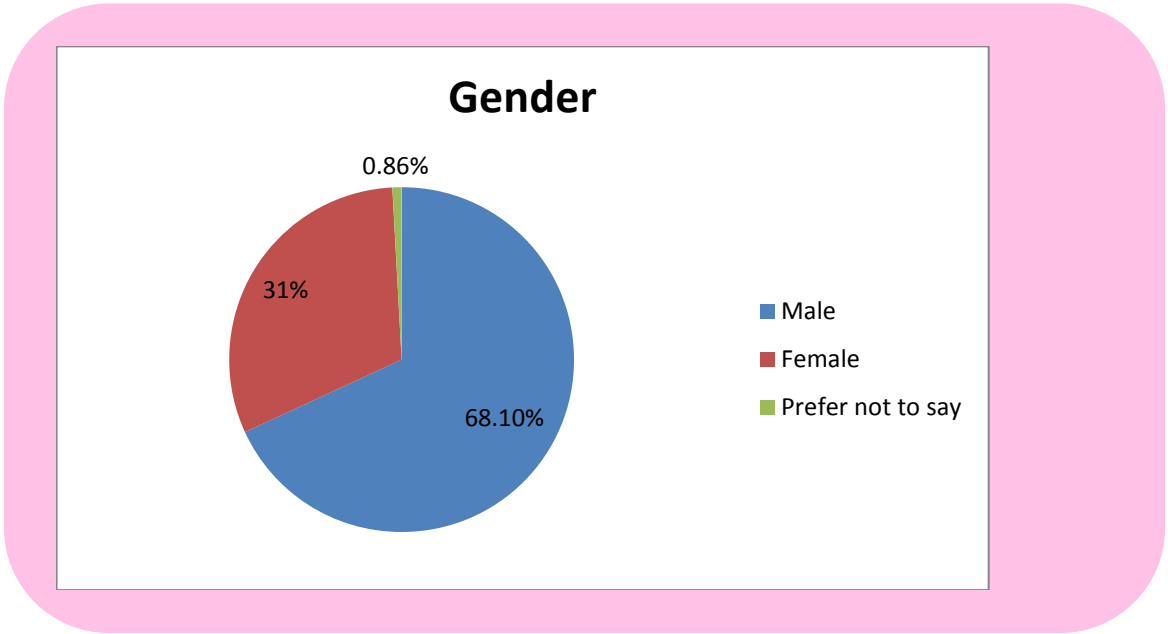
Visitors' profile

25% of visitors are looking for Undergraduate Higher Education

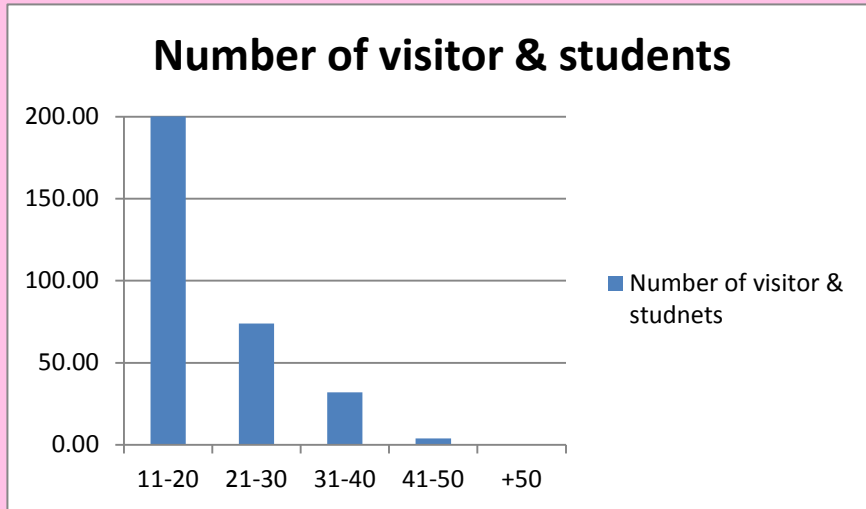
49% of the visitors preferred MBA's / MSC's/ PHD's etc.

Level of study

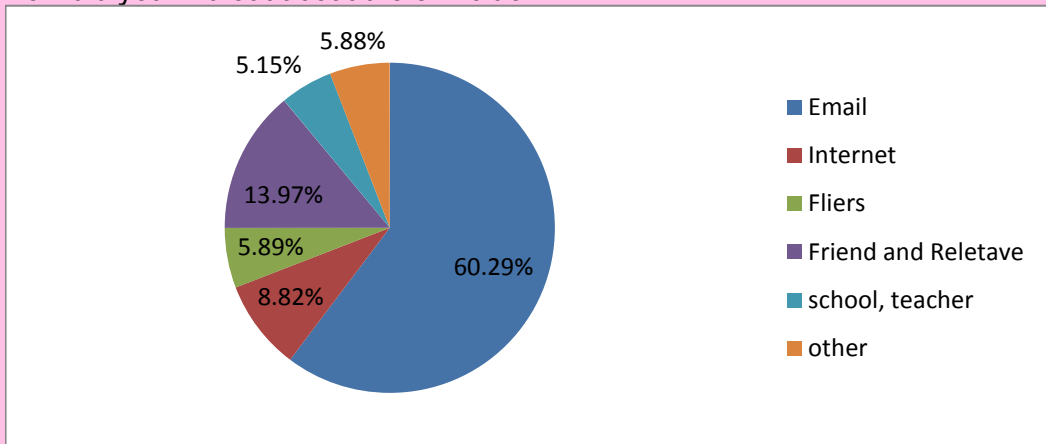




Visitors' group age for Schools visits & Mini fairs



How did you find out about the exhibition?



Marketing

A total of £4 K was spent on Marketing for this event

Our marketing reached an estimated audience of over 35 K emails and we reach over 2.7 Millions of impressions via FB campaign

	Campaign Name	Results ⓘ	Impressions ⓘ
<input checked="" type="checkbox"/>	study tour Ar cpm	822 Link Clicks	1,365,570
<input checked="" type="checkbox"/>	study tour eng cpc	13,290 Link Clicks	473,190

3,992 Results: Link Clicks



14,144 Results: Link Clicks



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British Council

The British Council is the United Kingdom's international organisation for cultural relations and educational opportunities. A registered charity: 209131 (England and Wales) SC037733 (Scotland).

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المجلس الثقافي البريطاني

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Visitor's Feedback

We have asked the visitors to complete an online survey before leaving the mini fair. The questions were designed to gather quantitative statistics as well as qualitative remarks on reactions to our mini fairs and the decision making process – See Annex for more.

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	N/A
This fair was well organized	0.00%	11.54%	11.54%	53.85%	23.08%	0.00%
Universities` representatives were helpful and knowledgeable	5.08%	5.08%	8.47%	33.90%	47.46%	0.00%
The time of this event was convenient for me	5.08%	6.78%	5.08%	40.68%	42.37%	0.00%
The date of this event was convenient for me	5.17%	10.34%	6.90%	39.66%	36.21%	1.72%
It was easy to reach to the fair location	3.39%	10.17%	8.47%	38.98%	37.29%	1.69%
This event/activity met my expectations	5.17%	12.07%	18.97%	41.38%	20.69%	1.72%
Overall, this was a high quality event.	3.33%	11.67%	20.00%	33.33%	31.67%	0.00%
I have acquired new knowledge and/or skills from taking part in this event/activity.	5.00%	6.67%	25.00%	33.33%	28.33%	1.67%

Do you have any suggestions as to how we could improve similar events/activities in the future?

(Here are some suggestions from the visitors)

- Wider scale of participating universities
- Not all the fields are available to discuss about
- You have to offer some scholarship especially for the master's degree programs. It very significant to share the knowledge within international students
- More representative for consultation which is more helpful in general

Exhibitor's Feedback

At this Event there were 6 universities from UK HEIs

Appendix

List of universities

1	University Of Kent
2	University Of The West Of Scotland
3	Oxford International Education Group
4	Robert Gordon University *
5	University Of Roehampton
6	University Of Greenwich *

*could not attend the event but their promotion materials was distributed.

End of Report