

Post-event report for
Study UK Fair (Summer Recruitment Campaign)- Kuwait
4 July 2018 – Kuwait City

Introduction

Thank you for your participation at the Summer Recruitment Fair in Kuwait on 4 July 2018 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 provide opportunity to last minute potential students to the UK for this academic year. Looking at the market where scholarships results are announced during mid-summer break, students/parents are actively looking for academic places in the UK. The tour included **25** UK institutions (3 more from last year) offering various opportunities from English language, foundation, UG up to PhD level. The key target audience for this event was the high school (thanawiya) students mainly from the public schools holding scholarship awards, and professionals looking for PG and professional courses. The fair was open to public from 5pm to 9pm. IELTS team also participated in the event.

We also had invited a local student organisation looking after student's affairs in the UK and Ireland (National Union of Kuwait Students UK) to support visitors with country and cultural information. There were UK alumni present at all times at their stand for any support to fresh students accepted onto a course in the UK.

We had received over **500 visitors** during this event 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

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

Venue(s)	Sheraton Hotel- 4 July 2018
Opening hours	5pm to 9pm
Stand costs	£ 1,500; excluding VAT

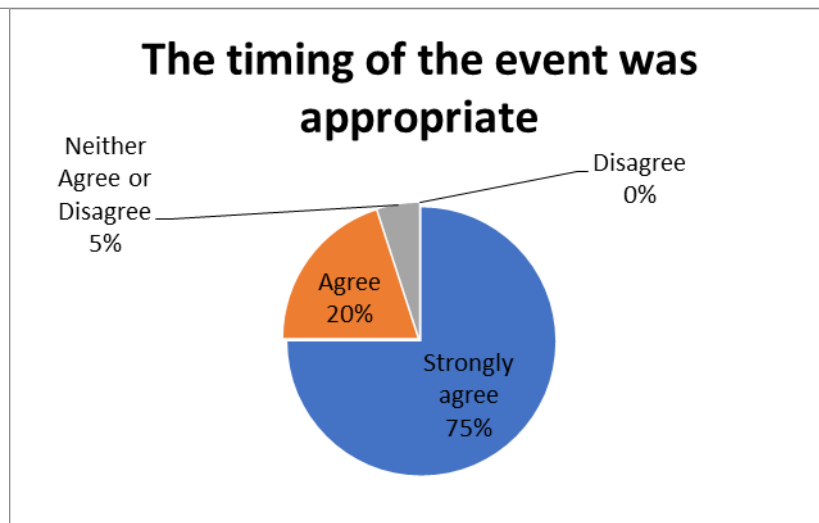
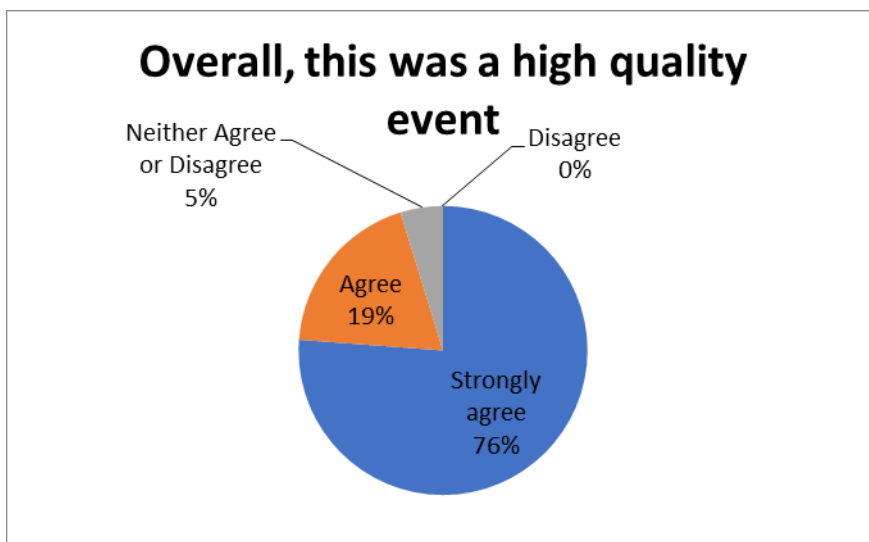
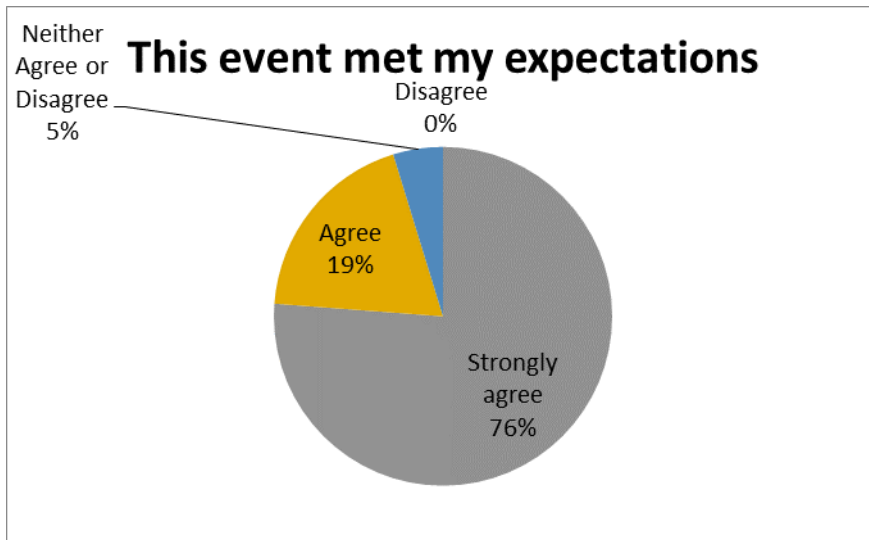
Visitors Profile

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

70% of the visitors were less than 25 years old

75% looking for UG courses (including English language & foundation level) and 25% were looking for PG level courses especially PhD's

Visitor Survey



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), Instgram, 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. The event was also promoted through school counsellors before the summer break and targeted SMS were sent to potential students all across Kuwait few days before the event.

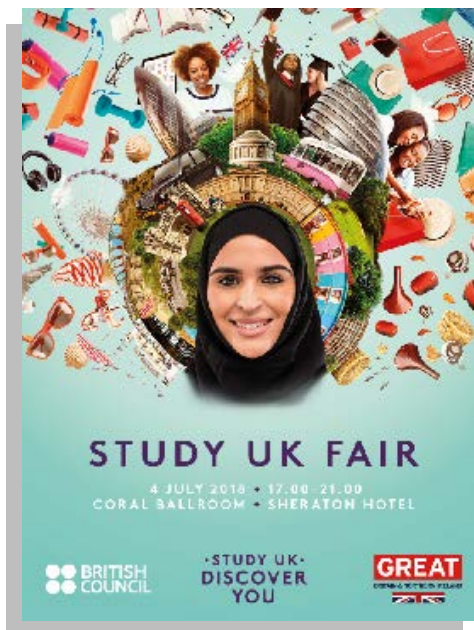
This campaign had a very positive impact and almost 500 + visitors visited the fair. Majority visitors found out about the mini fair through online and digital media and newspapers, friends (and family) when asked. Local TV and newspaper covered the event live and interviews were telecast.

A total of over £10,000 was spent on Marketing for this mini fair

Our marketing reached an estimated audience of 2.2 Million people

E-shot to over a million active users in Kuwait in both Arabic and English.

Flyers & E-shot



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

Print media Ads:

LOCAL

'Govt allocated funds for 90,500 jobs for expatriates in ministries'

New TV opens July 22

Industrials set to start annual recruitment

Country's industrial and GCC visitors

STUDY UK FAIR

www.britishcouncil.org.uk

Al-Najma, Be more than a Millionaire!

Congratulations to the semi-annual Draw Winner

*** Taherah Abdullah Ghuloum Afeefi ***

500,000

Kuwaiti Dinar

Open Al-Najma account and be the First Winner of the Biggest Prize in the World for **1,500,000** KD

Al-Tijari

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

Online:

Facebook, and Instagram

British Council Kuwait added an event. 21 June · 🌐

Getting ready to join a UK university in 2018?
 This is your chance to meet over 20 UK institutions face-to-face!
 Offering short courses, diplomas, undergraduate, postgraduate taught and research degrees in the UK, and attractive scholarships to some of the programs. ... See more



WED, 4 JUL
Study UK Fair
 Sheraton Kuwait, a Luxury Collection Hotel · Kuwait Ci...
 322 people interested

★ Interested



kwbritish · Follow

kwbritish We are waiting for you today #studyuk.fair at 17:00. Don't miss it! @_trmk96, Do you have any upcoming events in july and august??

kwbritish @_trmk96, Please check our social Media pages for any upcoming events

al dihani23 إذا قمت طبع اختيار تجديد المستوى وكان الـ dihani23 مستواي تحت المستوى السابق وفي أدنى دورة الألترا م. الخ !!!

kwbritish @al dihani23 بكرة لالتحاق بكرة @al dihani23 مرحبا , لالتحاق بكرة الاليس لا بد ان يكون مستواك السابق او اعلى . اما اذا كان أقل من المستوى السابق فسوف يتعين عليك إنهاء المستويات الأساسية حتى تصل إلى المستوى السابق وبقها يمكنك الالتحاق بكرة الاليس او الاستمرار في المستويات التنسيبية لله

85 likes

July 4

Add a comment...

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



kwbritish - Follow

kwbritish Letting ready to join UK universities in 2018. This is your chance to meet over 20 institutions face to face. To register kindly visit the link in the bio.

جئنا EES لسلام عليكم في موقع ضمتكم دورة @jerran17 .. تعرف تفاصيل اكثر

الدورة بدأت لسة حتى حكون بوضيف @data_dolci

اقصد @data_dolci

مرحبا، يوجد لدينا دورات لغة @jerran17 @data_dolci لاختبار ال IELTS الجديده ودورات تخصصيه لاختبار ال @data_dolci

مرحباً، يرجى التوضيح @data_dolci دورات الكبار ام الصغار

كبر وصغار @data_dolci

بالنسبة للكبار الدورة @data_dolci بالنسبة للتدريسيه من 19 أغسطس وبتكلفة الدورة 350 دينار كويتي وبالنسبة للصغار من 75 دينار كويتي الى 200 دينار كويتي وتكلفة الدورة 210 دينار .. يرجى العلم ان

66 likes

JULY 3

Add a comment...

British Council Kuwait

24 June · 🌐

Your chance to meet over 20 popular UK Universities and Colleges and get On-Spot Offers!

KW.EDUKEXHIBITION.ORG/EN

Your journey begins here! Apply Now

For more Information & registration

104 👍👎👏

8 Shares

Promotion on NUKS UK social media

Twitter

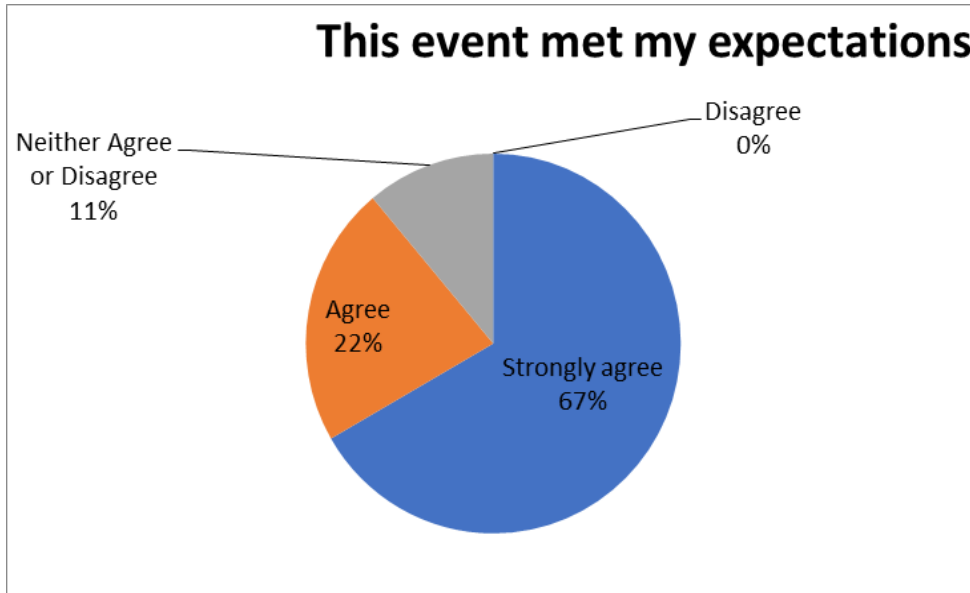


Exhibitor's Feedback

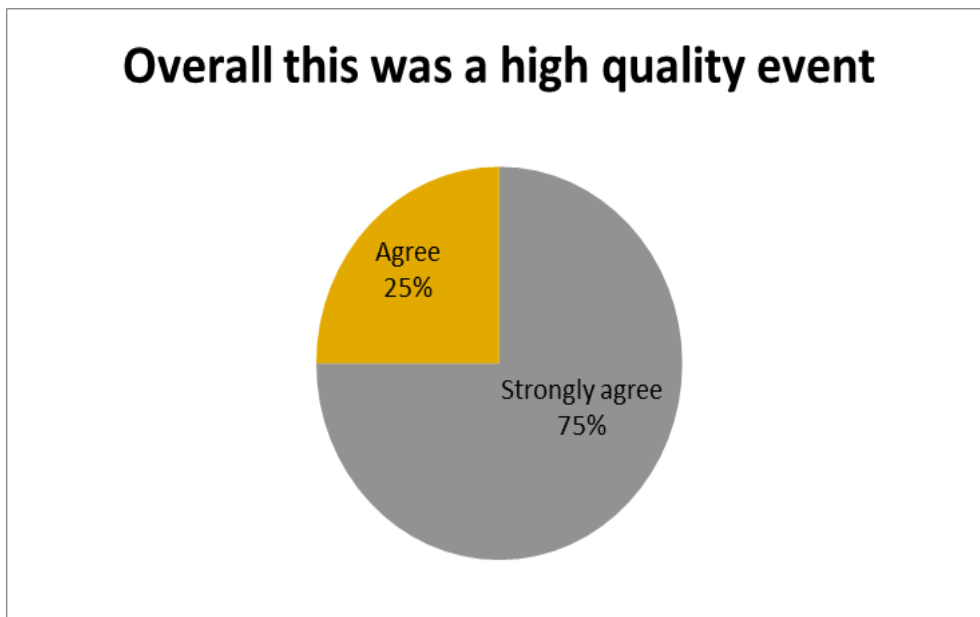
Some statistics from the Exhibitors post-event survey:

- 90% of exhibitors were happy about the quality of visitors and scored above 9/10
- Over 90 % of the exhibitors were happy about the exhibition and professionalism of the team and were scored above 8/10
- 89% of exhibitors agreed that this event met their expectations will most likely consider coming back
- 100% of exhibitors were satisfied with the timing of the event

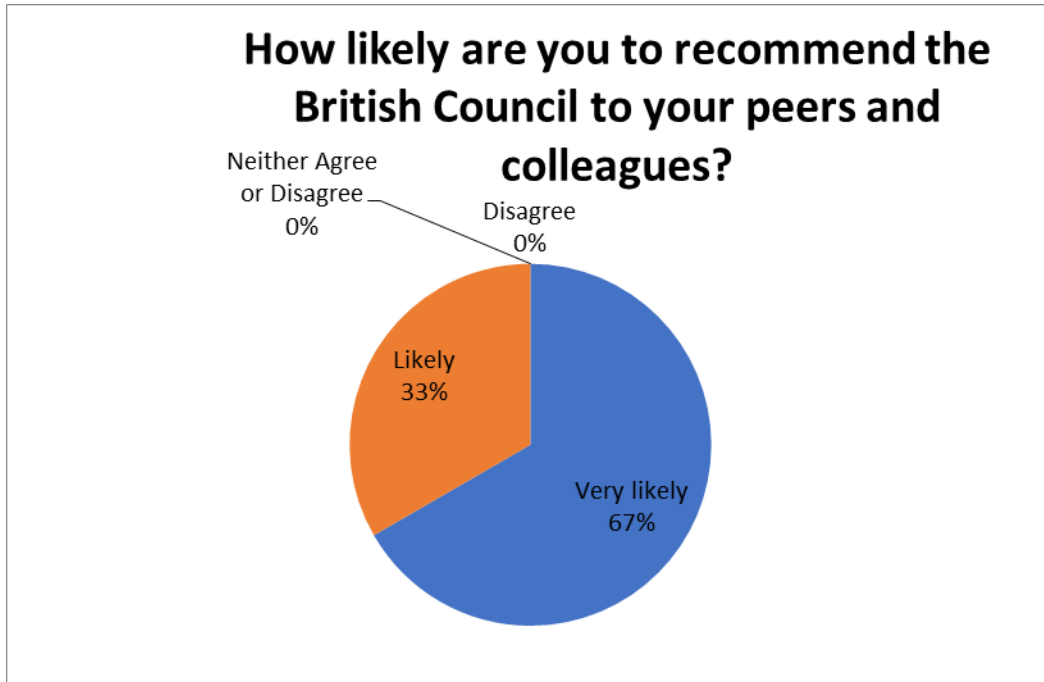
Expectations



Quality



Recommendation



Some positive quotes from exhibitors:

- A very worthwhile tour that was efficiently planned
- The pre-event briefing by Imran was a highlight of the event and helped clarify a number of questions and point to future opportunities.
- A well-arranged and well-attended event
- Good number of visitors and good quality questions
- This is a good event to attend to meet prospective students and meet offer holders
- This was the first event I attended in Kuwait by the British Council and it was a very well organised and attended event

Recommendations from exhibitors:

- A two-day event should be considered
- You need to be more cost effective, agents are delivery just as good events at much cheaper prices which is important for our budgets.
- Schools to be informed before the break

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

- We will hold this event during the pre-departure session of MoHE to increase our reach and target more students, this will considerably lower the cost of the event and provide exposure to more scholarships students
- Newer and effective ways of marketing to reach difference sectors will be implemented
- A detailed marketing plan to be included in the handbook
-

UK Institutions

- It is suggested that institutions invite their alumni to attend future exhibitions and share stories of their life in UK with the visitors.
- Although the event was titles On Spot admissions- It was brought to our attention that some of the students were not offered on spot offers (conditional/unconditional) by some institutions.
- Advice on PG courses would be handy at the fair as some of the enquires are related to research degrees.

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

Our next Education UK exhibitions will be;

6 - 7 March 2019 – Study UK Exhibition 2019

See you in March!

Appendix 1: List of Exhibitors

1	Aston University
2	Bangor University
3	Leeds Beckett University
4	Liverpool John Moores University
5	Manchester Metropolitan University
6	Northumbria University
7	Oxford Brookes University
8	QA Higher Education
9	Queen Mary University of London
10	Robert Gordon University
11	Sheffield Hallam University
12	Study Group
13	The University of Northampton
14	Ulster University
15	University of Aberdeen
16	University of Bradford
17	University of Brighton
18	University of Bristol
19	University of Chester
20	University of East London
21	University of Lincoln
22	University of Salford
23	University of South Wales
24	University of Strathclyde
25	University of The West of Scotland

Appendix 2: Some photos from the event



One-to- one consultation





**NUKS Student representatives
Kuwait TV interview**





End of Report