

Post-event report for
On-spot admission sessions 2017
(also known as “Summer recruitment campaign 2017”)
5 July 2017
La Cigale Hotel
Doha, Qatar

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Introduction

The On-spot admission sessions 2017 was held on July 5th, 2017. It offered an opportunity for students, parents and others in the education field to meet **representatives of 15 UK institutions** in person to find out what the UK has to offer and available funding opportunities. The main target audiences were primarily Thanawiya (high school) graduates interested in higher education in the UK in Fall 2017; 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 Education UK Visitor Registration System (VRS) or on arrival at the event. The event was well attended by both UK institutions and local audiences.

The event was delivered in the afternoon after the exhibition market briefing. It was divided into two parts that were running in parallel.

The first part focused on students' recruitment (15:30 – 21:00) offering on-spot admission in a form of conditional offers to candidates who met the programme entry requirements. We had **nearly 500 visitors** (13% less than 2016), 45% of which were potential students, who were accompanied by their parents or friends.

The second part (18:30 – 20:15) was a pre-departure briefing focused on giving guidance on how to prepare for your journey to the UK. It started with a welcoming message by Dr Frank Fitzpatrick, British Council Country Director. The session took the form of presentations and talks delivered by a representative from the British Council (Rawan Khir, SIEM Manager), representatives from the Government Scholarships Programme at the Ministry of Education and Higher Education and Ministry of Administrative Development, and a representative from the UK Visas and Immigration department. UK alumni from the University of Derby, who is also a social influencer, was also present to share their exciting experience with the audience.

We believe this event was successful due to the strong partnership we enjoy with the Ministry of Education and Higher Education and the good timing of the event just after the announcement of Thanawiya results. Although it was not ideal to have the event just the week after Eid holidays where some people might have been still travelling, it was proven that it was relatively the best time during this summer to conduct such an event.

Rawan Khir, SIEM Manager, Qatar

Highlights

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

Venue	La Cigale Hotel, Doha, 5 th July 2017
Opening hours	On-spot admission sessions: 15:30 – 21:00
Opened by	Dr Frank Fitzpatrick, Director, British Council Qatar
Stand costs	2,190 GBP; excluding VAT (Early Bird)
Strategic partner	Ministry of Education & Higher Education

On-spot admission sessions 2017, Qatar

Visitors' profile

50% of visitors were looking for Undergraduate courses and Foundation/pre-university programmes

13% of visitors were looking for English and vacation/short courses

19% of visitors were looking for Postgraduate courses

4% of visitors were looking for MBA programmes

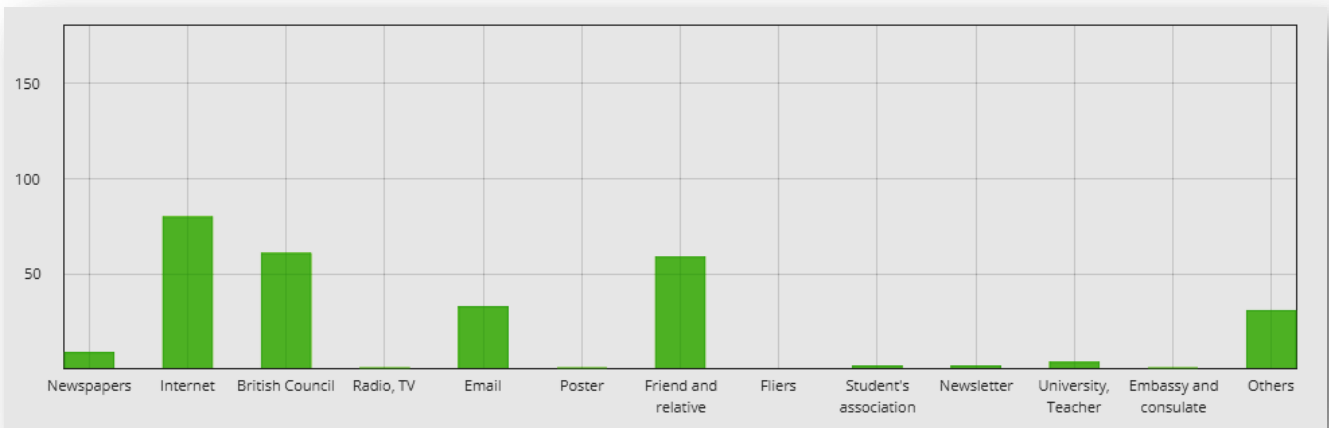
52% of the visitors were under 20 years old

28% of the visitors were between 21 - 30 years old

Of the total visitor numbers 31% were female, 69% were male

The most important decision factor was: High academic standard

How did visitors find out about the exhibition?



On-spot admission sessions 2017, Qatar

Marketing

The On-spot admission sessions 2017 was promoted through the following channels

- Featured in the June E-Newsletter on 12 June 2017
- Mention during a UK pre-departure briefing organised by Qatar Charity on 13 June 2017
- Event listing on British Council Qatar website
- Promotion **through school counselors and scholarship providers**
- Targeted SMS campaign to potential students and recent **IELTS candidates (4100+ recipients)**
- Targeted Email shot to **potential students, recent IELTS candidates, scholarship providers and school counsellors (5000+)**
- **Targeted Social Media campaign** via Ministry of Education and Higher Education accounts
- **Targeted Social Media campaign** via Study UK British Council and British Council channels – both organic and boosted posts, resulting in **207,000 reach and 392,000 impressions**
- Press Release on 4th July 2017 and on 6th July 2017
- **Live social media coverage** during the event, resulting in organic reach of **440+ users**

Examples of the marketing Include ...

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

The image displays two Facebook posts side-by-side. The left post is from 'British Council Qatar' and was written by Rawan UKeducation on July 1, 2017, at 11:11. It features a purple and white graphic for the 'UK PRE-DEPARTURE BRIEFING AND ON-SPOT ADMISSION SESSIONS 2017' and has reached 101,869 people. The right post is from 'Study UK - British Council' and was published by Rawan UKeducation on July 5, 2017, at 17:17. It features a green and white graphic for the same event and has reached 11,342 people. Both posts include a 'Learn More' button and show engagement metrics like likes and shares.

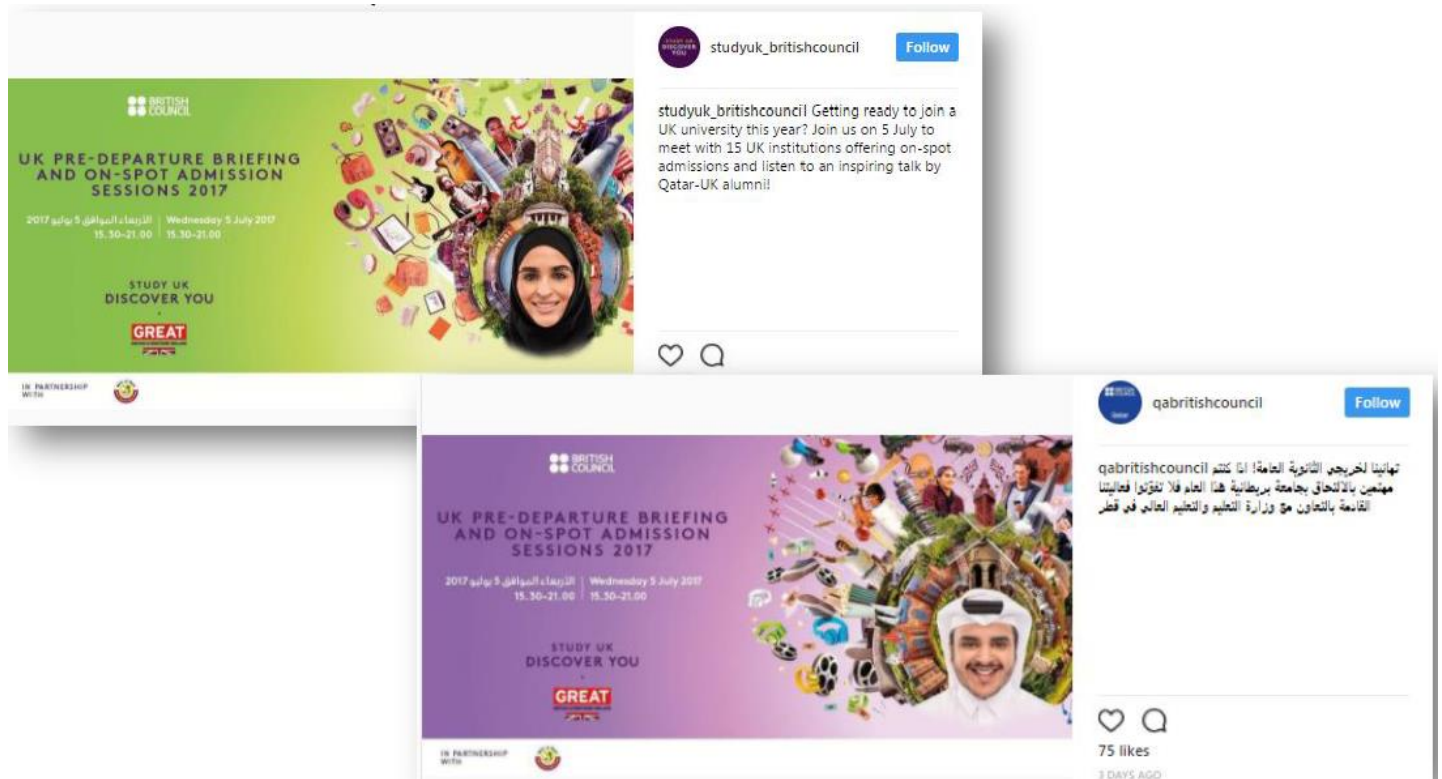
www.britishcouncil.org/siem

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On-spot admission sessions 2017, Qatar

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



Twitter advertising started on 21st June through British Council channels and Ministry of Education and Higher Education:



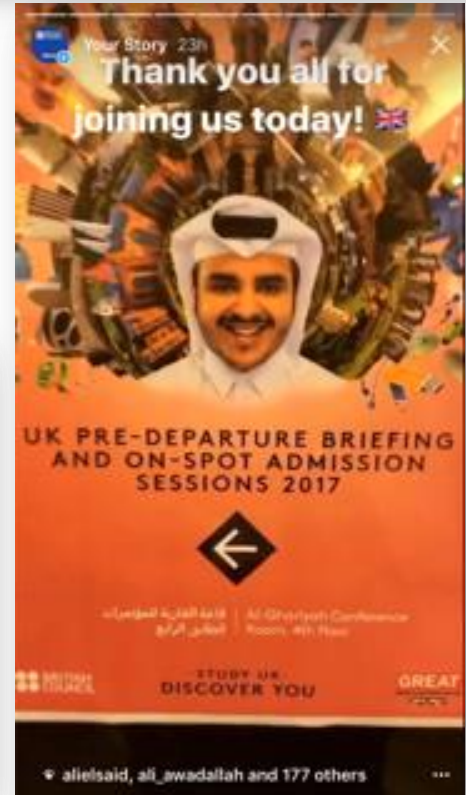
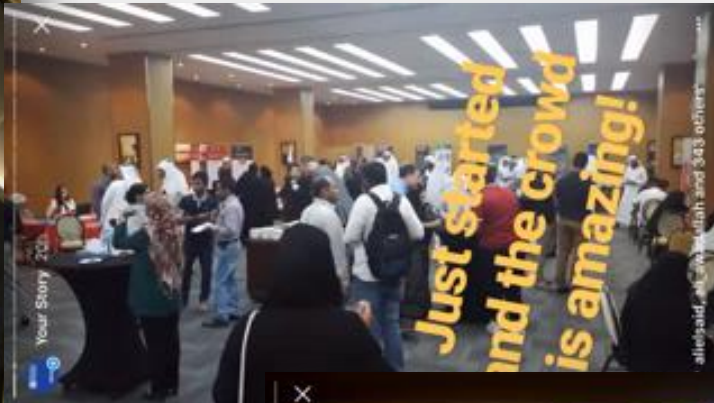
On-spot admission sessions 2017, Qatar

Marketing via social media influencer/Qatar-UK Alumni



On-spot admission sessions 2017, Qatar

Live event coverage through Instagram story during the event



Press advertising:

The screenshot shows the top section of the British Council Qatar website. It includes the logo of the Ministry of Education and Higher Education of Qatar, navigation menus for 'الرئيسية', 'عن الوزارة', 'الهيكلة', 'الخدمات', and 'الإعلام', and a search bar. Below the navigation, there are links for 'تفاصيل الخبر' and 'لقاء تعريفى لطلبة القطريين الراغبين الالتحاق بالدراسة في بريطانيا 2017'.

The screenshot shows a newspaper article from 'Al-Khaleej' newspaper. The main headline is 'ابتعاث داخلي لمواليد قطر ودول التعاون وأبناء القطريات' (Internal recruitment for Qatari and cooperation country nationals and children of Qataris). The article discusses the recruitment process for the British Council, mentioning that 75% of the positions are filled by Qatari citizens. It also includes sub-headlines like 'قبول فوري بالجامعات البريطانية' (Immediate acceptance in British universities) and 'إجراءات استخراج الفيزا ومواعيد السفر' (Visa application procedures and travel dates).



جيم الخط:

فتحي زرد

الخبير، 06 يولييه 2017 01:48 ص
 نظمت وزارة التعليم والتعليم العالي، أمس، بالتعاون والتنسيق مع المجلس الثقافي البريطاني بالدوحة اللقاء التعريفي للطلاب الراغبين في الالتحاق بالدراسة في جامعات المملكة المتحدة. استهدف اللقاء، الذي عقد بأحد الفنادق، تعريف الطلبة بمزايا الدراسة بالجامعات البريطانية، بما في ذلك شرح الإرشادات والتوجيهات التي يتعين عليهم معرفتها قبل مغادرتهم إلى بريطانيا. وقالت الأستاذة روان خير، مديرة قسم التعليم بالمجلس الثقافي البريطاني، في تصريح خاص لـ «العرب» إن اللقاء

http://m.alarab.qa/story/1219946/%D6%84%D6%82%D8%A7%D8%A1%D8%AA%D8%B0%D8%B1%D6%8A%D6%81%D6%8A-%D8%A8%D6%81%3

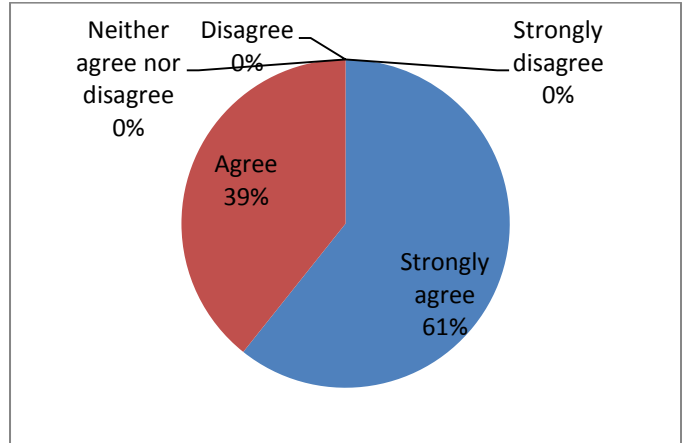
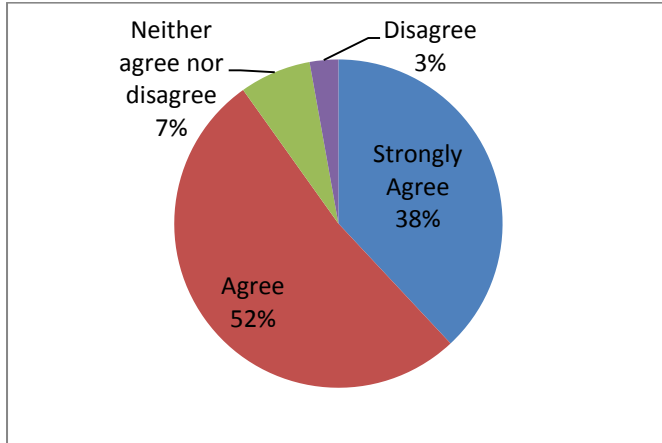
27/07/2017 العرب القطرية : لقاء تعريفى بمزايا الالتحاق في 15 جامعة بريطانية

Visitors' Feedback

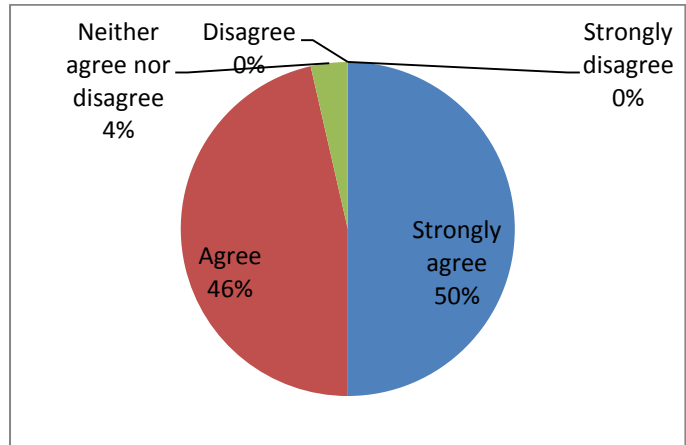
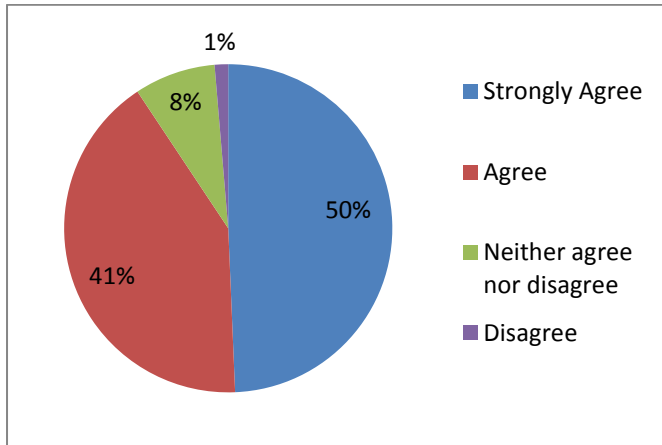
2016

2017

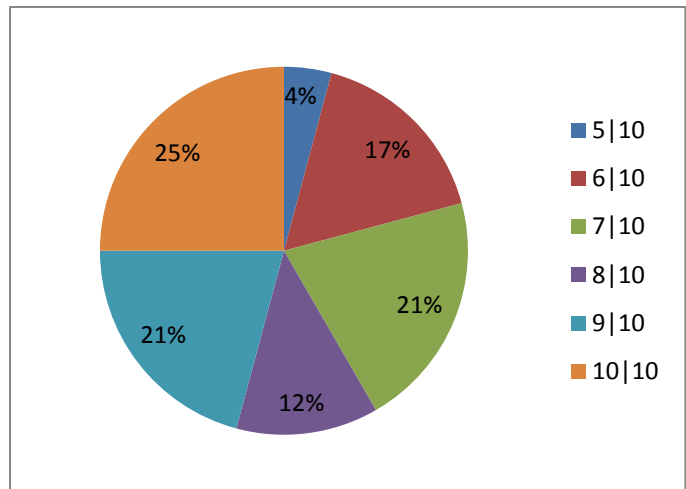
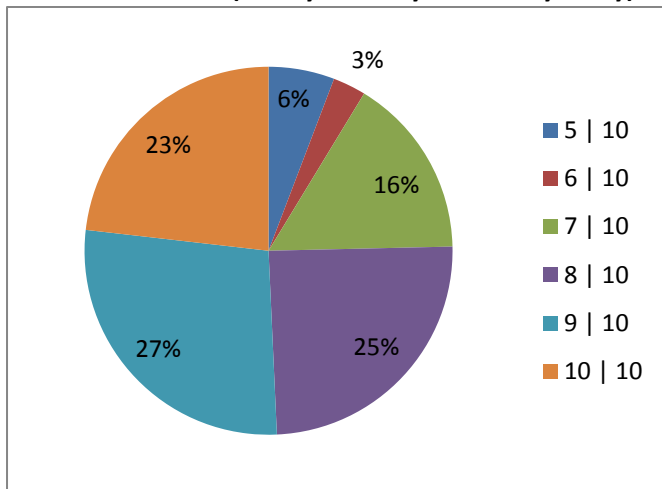
Expectations (This Event Met my Expectations)



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:

- ✚ 75% of exhibitors were happy about the quality and the number of visitors
- ✚ More than 95% 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)
- ✚ 78% of exhibitors agreed that this event met their expectations
- ✚ 78% of exhibitors agreed that this event met their expectations
- ✚ 87.5% of exhibitors will consider coming back to our yearly events, while others are undecided yet
- ✚ More than 55% of exhibitors are loyal SIEM customers returning to our events on yearly basis
- ✚ More than 80% of exhibitors were satisfied with the timing of the event

Some positive quotes from exhibitors:

- Overall- event was useful
- I do appreciate the hard work which has gone into this event, and the people I did meet were very personable
- The crowd was good, I spoke to applicants non-stop throughout the event
- The attendance was good but due to being the first week after Eid, many people, especially nationals were travelling and not in the country

Some Recommendations from exhibitors:

- It was a little bit too long, maybe 4:30 – 9pm is enough
- Presence of sponsorship companies would be good to benefit national students who needed guidance for their sponsorship approvals.
- The cost of this event has gone up considerably in the last 3 years
- Not all students met our university requirements, and those who did meet our requirements, had not sat the IELTS test yet

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 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 focus our marketing on digital marketing while utilizing social media influencers
- We will engage 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 communicate to visitors that they should bring a copy of their IELTS results and high school diploma to the on-spot admission session

UK Institutions

- It will be great if the institution can have more representatives as sometimes there were long queue
- It will be appreciated if the universities offer essential information for post graduate studies as most of the institutions were only prepared to advise about Undergraduate.
- 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 main exhibition (Currently Scheduled for 11th and 12th March 2018:

<https://siem.britishcouncil.org/exhibition/study-uk-qatar-exhibition-march-2018>) will build upon the lessons learned. We hope to see you there!

Appendix I - List of UK participating institutions

NO.	UNIVERSITIES
1	University of Aberdeen
2	Aston University
3	University of Birmingham
4	University of Bristol
5	Cardiff University
6	University of Glasgow
7	University of Greenwich
8	University of Kent
9	University of Leeds
10	Leeds Beckett University
11	Middlesex University
12	Northumbria University
13	Oxford Brookes University
14	Swansea University
15	University of the West of Scotland

NO.	PRE-UNIVERSITY AND COLLEGES
1	EF Education First
2	NCUK – University Foundation College
3	Study Group

On-spot admission sessions 2017, Qatar

Appendix II - Photos from the Exhibition

Pictures from Pre-departure briefing presentations (British Council Country Director, SIEM Manager, representatives from the Government Scholarships Programme at the Ministry of Education and Higher Education and Ministry of Administrative Development, UKVI department, UK alumni)



On-spot admission sessions 2017, Qatar

Visitors' happily filling the registration forms or waiting to do the online check-In



Some photos of the visitors in the exhibition area



On-spot admission sessions 2017, Qatar

Visitors getting advices from the UK institutions' representatives

