



INTERNATIONAL
EDUCATION
SERVICES

Post-event report for
Study UK School Visits
6rd – 9th March 2018
Istanbul, Ankara and Izmir, Turkey

Introduction

Thank you for your participation in the Study UK School Visits in Turkey in March 2018 in Istanbul, Ankara and Izmir.

The purpose of this report is to provide a summary of the event, including 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.

There is a clear preference for the United States as well as Germany which also is the leading beneficiary of an outwardly mobile secondary school market. Germany is viewed as a prime choice for students due to its fee-paying structure, the large Turkish diaspora, strong educational links, and German policies to attract more international students. The UK is the third most preferred market. However, Turkish students' preferences are diverse, with several regional and EU markets attracting students including Bulgaria, Austria, Azerbaijan, France, Bosnia/Herzegovina, Ukraine, Italy, and Macedonia. Canada is becoming quite appealing for Turkish students as it offers permanent resident status.

In a very competitive market, the knowledge of universities beyond Oxford, Cambridge and London is limited. School Visits therefore provide a valuable opportunity to raise the profile of the UK Higher Education Institutions, among students attending these schools in particular.

The event, targeted to promote the UK HE undergraduate programmes, hosted representatives from **16 UK institutions in Istanbul, 10 UK institutions in Ankara and 11 UK institutions in Izmir** (listed on page 10). The event allowed positive engagement with high school students and their college counsellors and teachers providing the audience with information on educational opportunities in the UK.

The series of visits attracted over **2,000 visitors** with thanks to the cooperation of college counsellors at a number of well-regarded Turkish schools.

To support the UK institutions' work and meet the demand from Turkish schools, we offered visits to Koc School and Saint Joseph French School in addition to our original offer for free of charge. It was the first time that we visited a French school in our history. Izmir leg was added to the programme due to high demand that we received from the schools in this city. Izmir visit was beneficial to the UK institutions as it provided an opportunity for them to make contact with schools beyond Istanbul and Ankara.

As part of the school visits, the UK institutions received a market briefing on the Turkish higher education market on 5 March.

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

Regards,

Semra Yalcin Dogan | Education Services Manager, Turkey

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

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Highlights

School Visits took place in 21 schools over 4 days in 3 cities.

Venues and opening hours

Istanbul Day 1: 07.00 – 17.00

Istanbul Day 2: 07.45 – 17.00

Ankara: 08.00 – 15.00

Izmir: 07.30-16.00

Participation cost: £900 for Istanbul (two days), £350 for Ankara (one day) and £350 for Izmir (one day)

Comments from college counsellors regarding the event included...

- **Thanks for all of your organisation and work with this event. It was great to have university visitors on campus**
- **On behalf of the school I would like to thank you for the fair that you organised**

Comments from UK institutions regarding the event included...

- **“...was really good value for money and time”**
- **“Excellent tour overall”**
- **“Overall the events are professionally, promoted managed by the British Council and the hosting institutions”**

Visitor profile

A diverse range of schools were selected to give an opportunity to UK institutions to get a better understanding of background of the schools and their students. New schools were included in the portfolio this year. 9th, 10th and 11th grade students attended the visit and few schools opened the event to parents.

The list of schools visited is as follows.

ISTANBUL 5 MARCH 2018 MONDAY – No fee charged

St Joseph French School
Koç School

ISTANBUL 6 MARCH 2018 TUESDAY

Hisar Schools
Aci Schools
Enka Schools
Trabya British Schools
Robert College

ISTANBUL 7 MARCH 2018 WEDNESDAY

SEV American College
Private Sezin School
Uskudar American Academy
Acarkent Doga School
Private Denizati Schools

ANKARA 8 MARCH 2018 THURSDAY

TED Ankara
Bestepe School
Private Bilkent High School
Tevfik Fikret High School

IZMIR 9 MARCH 2018 FRIDAY

Izmir St Joseph
Isikkent School
Izmir Gelisim College
Izmir American Academy
Izmir Ozel Turk College

Marketing

As the majority of the events were only open to students of the hosting schools, much of the marketing was internal and took the form of e-mails or contact with individual college counsellors. The events were also marketed to students by the college counsellors and through the British Council's social media channels.

Most of the schools invited all their 10th and 11th grade students, few of them also 9th grade students while some schools preferred to invite students who are only interested in studying in the UK.

Different posters were designed for each school – Over 100 posters were placed in 19 participating schools

The event was promoted online through the British Council Turkey website, Facebook and Twitter

Poster



e-flyer



Facebook



Visitors' Feedback

Due to the format of the events, and time constraints, we were unable to gather feedback from individual visitors.

Exhibitors' Feedback

17 unique UK HEIs were represented over the 4 days of the school visits.

A full list of exhibitors can be found in the Appendix.

When exhibitors were asked “Would you consider coming back to the next British Council event in Turkey?” 100% said yes.

100% of exhibitors agreed with the statement “Overall, this was a high quality event”

100% of exhibitors agreed with the statement “This event met my expectations”

100% of exhibitors agreed that the (calendar) timing of this event right for them

Some positive quotes from exhibitors:

- Overall this was a well worthwhile visit and I am glad that attended. the schedule was pretty tough, but from that we got value for money.
- The event was extremely well organised and our British Council contact was excellent
- I only attended Istanbul and five schools per day was really good value for money and time. The additional schools on Monday to fit around the market briefing were very much appreciated...
- The event was extremely well organised and our BC contact was excellent.

Some negative quotes from exhibitors:

- Some schools had very low participation from the students. I would of liked the opportunity for our group to perhaps have an 'introduction to the UK' session before the students came to see us - to explain things like UCAS, applications, deadlines and scholarships ect
- The school catering was very poor for those who cannot eat cheese. These are long days work and sometimes we missed an evening meal due to flights, so we need to have proper meals please at midday not just cheese sandwiches.
- Overall fine, but do wonder if some visits became slightly rushed because of later then expected arrival/need for departure on time. Very difficult to manage as can not account for traffic etc., etc.
- It was very early some days and 5 schools was a lot in 1 day. There were a couple (with the low number of students attending) that could be removed from any future attendance. Being rushed was okay, but sometimes it's important we get to talk to the counsellors as much as the students.

Future steps

There are several areas that both the British Council and the UK institutions can work on to improve the overall arrangement and outcomes of the school visits. The main findings and recommended next steps are outlined below:

The British Council

- Future versions of the School Visits may feature reduced numbers of schools visited per day. This will ensure that students and UK institutions can make more effective use of their time in the city.
- Feedback from several exhibitors suggested that they would benefit from receiving information about each school prior to arrival.
- As a result of feedback suggesting that the students at many schools were quite young, college counsellors will be encouraged to promote the event more heavily amongst older students.
- Programme design will include more flexibility for lunch breaks.
- A short session on introduction to the UK education system will be held at schools that are not familiar with the UK education before the main event starts.

UK Institutions

- Turkish market became very competitive for UK Education from other EU countries. Participation of UK institutions at our events and a strong representation of Study UK are crucial to help sustain the market and keep interest at high level especially during challenging times.
- Institutions should follow the freight instructions to avoid from any issues related to customs
- All exhibitors should follow the visit schedule due to unpredictable traffic and unforeseen circumstances.

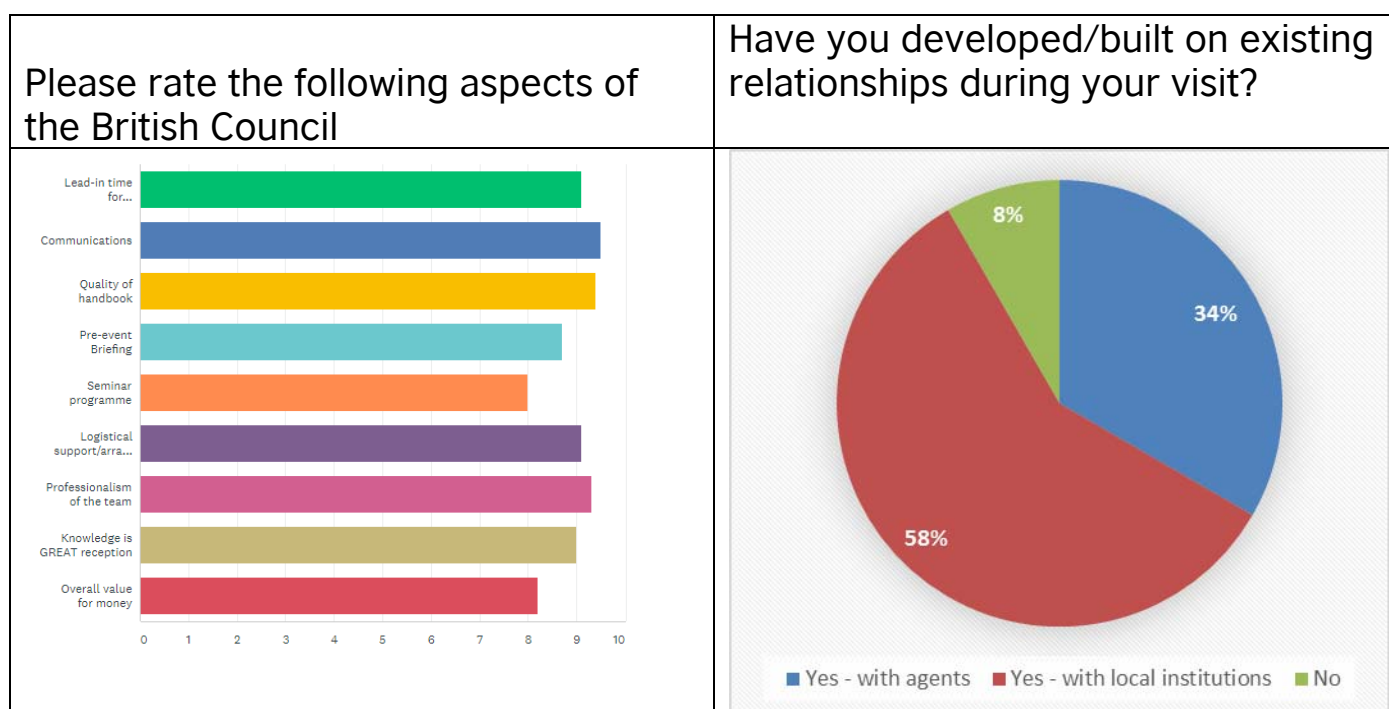
Above points, though important, should not detract from what was a successful set of school visits. Next year's School Visits (currently scheduled for early March 2019) will be built upon the lessons learned and prove even more popular. We hope to see you there!

Appendix

Participating UK Institutions

NO	INSTITUTION	ISTANBUL	ANKARA	IZMIR
1	University of Bedfordshire	√	√	
2	University of Birmingham	√		
3	Bournemouth University			√
4	University of Bristol	√		
5	Brunel University London	√	√	√
6	Durham University	√	√	√
7	University of East Anglia	√	√	√
8	Goldsmiths, University of London	√	√	√
9	Hult International Business School	√		
10	University of Leeds	√	√	√
11	London Metropolitan University	√	√	√
12	Queen Mary University of London	√		
13	Richmond, The American International University in London	√		√
14	University of Southampton	√	√	√
15	Study Group	√		
16	University of Surrey	√	√	√
17	University of Wolverhampton	√	√	√

Exhibitors' feedback



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Programme

ISTANBUL 5 MARCH 2018 MONDAY	
09.00-10.00	St Joseph Visit
11.00-12.30	Koç School Visit
14.00-14.30	Registration and welcome at the British Consulate
14.30-16.00	Turkey Market Briefing

ISTANBUL 6 MARCH 2018 TUESDAY	
08.10-09.30	Hisar Schools
10.15-11.15	Aci Schools
12.30-13.15	Enka Schools
13.45-14.45	Trabya British Schools
15.30-16.30	Robert College

ISTANBUL 7 MARCH 2018 WEDNESDAY	
09.00-09.45	SEV American College
10.15-11.00	Private Sezin School
11.30-12.30	Uskudar American Academy
14.00-15.00	Acarkent Doga School
15.30-16.30	Private Denizati Schools

ANKARA 8 MARCH 2018 THURSDAY	
09.00-10.00	TED Ankara
10.30-11.30	Bestepe School
12.15-13.00	Private Bilkent High School

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

13.30-14.30

Tevfik Fikret High School

IZMIR 9 MARCH 2018 FRIDAY

08.00-08.45

Izmir St Joseph

09.15-10.15

Isikkent School

10.45-11.30

Izmir Gelisim College

12.20-13.10

Izmir American Academy

14.15-15.15

Izmir Ozel Turk College

Marketing Facebook and Twitter

British Council Turkey
8 March · 🌐

Birleşik Krallık'ın ünlü üniversiteleri bugün Ankara'da. Üniversitelerin ziyaret edeceği okullardan birinde okuyorsanız, bu üniversitelerle tanışma fırsatını kaçırmayın! Okul listesi ve detaylar etkinlik sayfamızda



British Council Study UK Okul Ziyaretleri | British Council

Birleşik Krallık'ın en prestijli üniversiteleri ile yeni okul ziyaretleri serimize başlıyoruz.
BRITISHCOUNCIL.ORG.TR

Like Comment Share

British Council Turkey
6 March · 🌐

Birleşik Krallık Üniversiteleri bugün ve yarın İstanbul'daki okulları ziyaret ediyor. Siz de bu okullardan birinde okuyorsanız, bu üniversitelerle tanışma fırsatını sakın kaçırmayın. Katılımcı üniversiteler ve okul listesi etkinlik sayfamızda!



British Council Study UK Okul Ziyaretleri | British Council

Birleşik Krallık'ın en prestijli üniversiteleri ile yeni okul ziyaretleri serimize başlıyoruz.
BRITISHCOUNCIL.ORG.TR

British Council Turkey
3 March · 🌐

Birleşik Krallık'ın önde gelen üniversiteleri, Mart ayında Türkiye'deki okulları ziyaret ediyor. İstanbul, Ankara ve İzmir'deki 19 okulda gerçekleşecek ziyaretlerde, üniversiteler kendi programlarını tanıtacak. Ayrıntılı bilgi için:



British Council Study UK Okul Ziyaretleri | British Council
Birleşik Krallık'ın en prestijli üniversiteleri ile yeni okul ziyaretleri serimize başlıyoruz.
BRITISHCOUNCIL.ORG.TR

British Council Turkey
28 February · 🌐

Birleşik Krallık'ın en prestijli üniversiteleri ile yeni okul ziyaretleri serimize başlıyoruz. Üniversiteler, Mart ayında İstanbul, Ankara ve İzmir'de 19 okulu ziyaret ediyor. Katılımcı üniversiteleri ve ziyaret edilecek okulları öğrenmek için etkinlik sayfamıza bir göz atın:



British Council Study UK Okul Ziyaretleri | British Council
Birleşik Krallık'ın en prestijli üniversiteleri ile yeni okul ziyaretleri serimize başlıyoruz.

British Council @trBritish · Feb 28

Birleşik Krallık'ın en prestijli üniversiteleri ile yeni #OkulZiyaretleri serimize başlıyoruz. Üniversiteler, İstanbul, Ankara ve İzmir'de 19 okulu ziyaret ediyor. Katılımcı üniversiteleri ve okulları öğrenmek için etkinlik sayfamıza bir göz atın: buff.ly/2otjvnK

🌐 Translate Tweet



💬 3 ❤️ 7 ✉️

British Council @trBritish · Mar 3

Birleşik Krallık'ın önde gelen üniversiteleri, Mart ayında Türkiye'deki okulları ziyaret ediyor. İstanbul, Ankara ve İzmir'deki 19 okulda gerçekleşecek ziyaretlerde, üniversiteler kendi programlarını tanıtacak. Ayrıntılı bilgi için: buff.ly/2otjvnK #OkulZiyaretleri

🌐 Translate Tweet



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End of Report

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