

Post-event report for

Study UK UAE Business Study Tour
1 March 2018
Dubai, United Arab Emirates

Introduction

Thank you for your participation at the Study UK UAE Business Study Tour March 1, 2018 in Dubai.

The purpose of this report is to provide you with a summary of the event, including visitor and participants' 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 Study UK UAE March 1 Study Tour hosted representatives from **7 UK institutions** (listed on page 11) that positively engaged with **prospective students, high school counsellors and agents**, providing the audience with information on studying in the UK. British Council IELTS was also present at the event to provide students with all information regarding the IELTS examination. Around 90 students had the chance to meet with the delegates and benefit from the event.

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 also our range of other targeted activities during the year. We hope to see you again at our next event.

Regards,

Dina Kanan | International Education Manager, United Arab Emirates

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Highlights

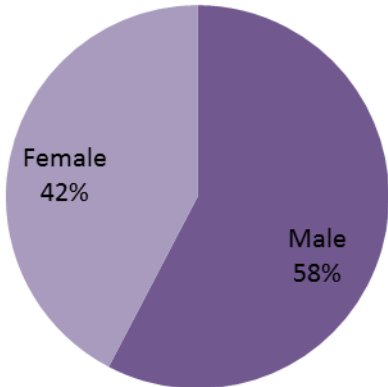
Venue	Dubai
Opening hours	Dubai: 08:30-17:00
Programme	08:30-09:30 Market Brief in Towers Rotana Hotel Summit 5 (4th Floor) 10:30-11:00 Meeting at Jumeirah College 12:00-12:45 Meeting at Deira International School 13:15-14:00 Meeting at Universal American School 14:30-15:30 Lunch at Al Areesh Club 15:30-16:30 Coffee with agents
Participation costs	£993 plus VAT

Key statistics

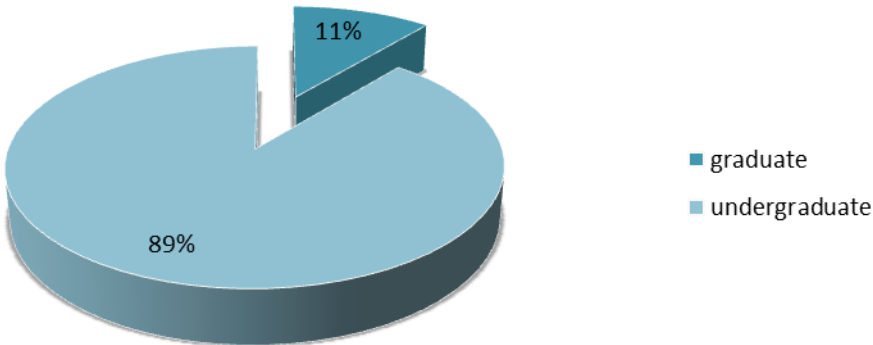
Total number of exhibitors	7
Total number of attendees (dedicated school sessions)	82
Demographics of visitors	58% <i>male</i> 42% <i>female</i>
Level of degree	89% <i>undergraduate</i> 11% <i>graduate</i>

Highlights:

Demographics of visitors

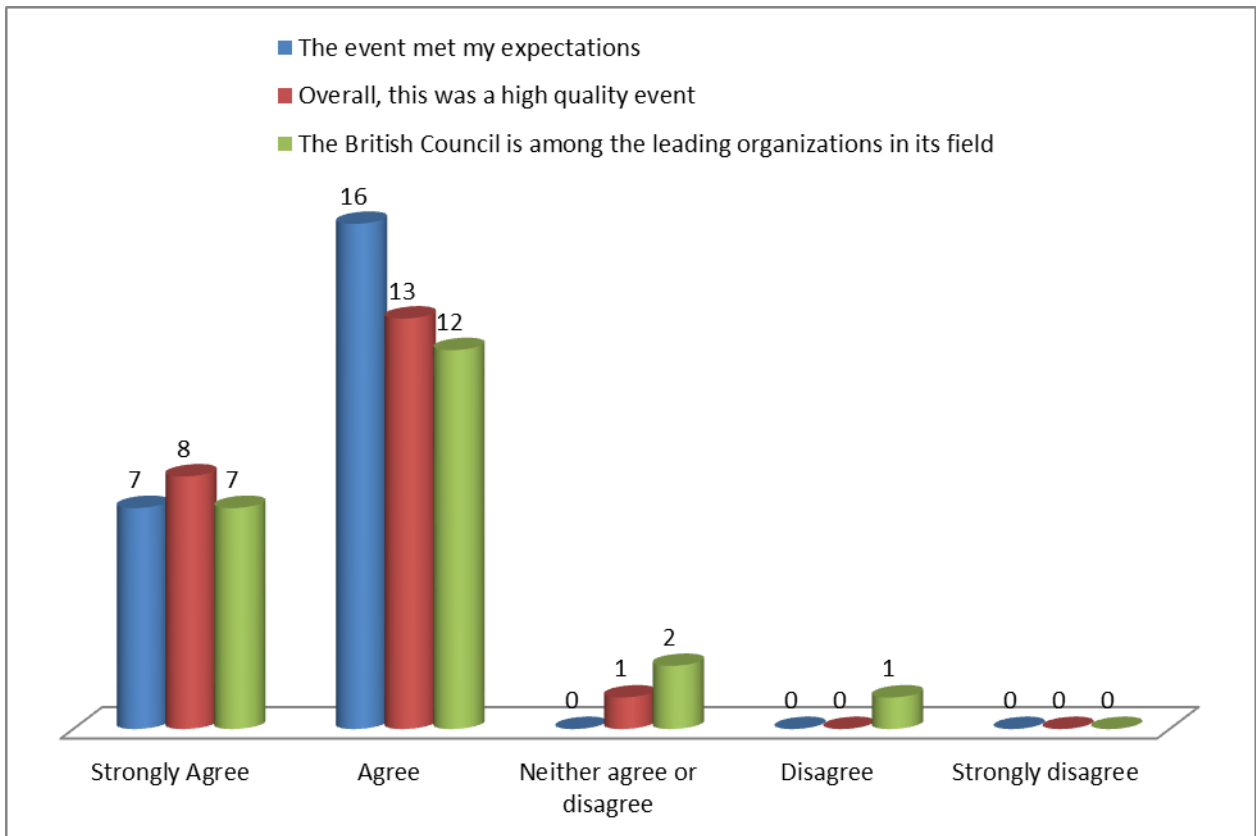


Level of degree



Visitors survey results

	Strongly Agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
The event met my expectations	7	16	0	0	0
Overall, this was a high quality event	8	13	1	0	0
The British Council is among the leading organizations in its field	7	12	2	1	0



How likely is it that you would recommend the British Council to a friend/colleague?

10	9	8	7	6	5	4	3	2	1	0
0	2	10	6	0	2	1	0	0	0	0

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

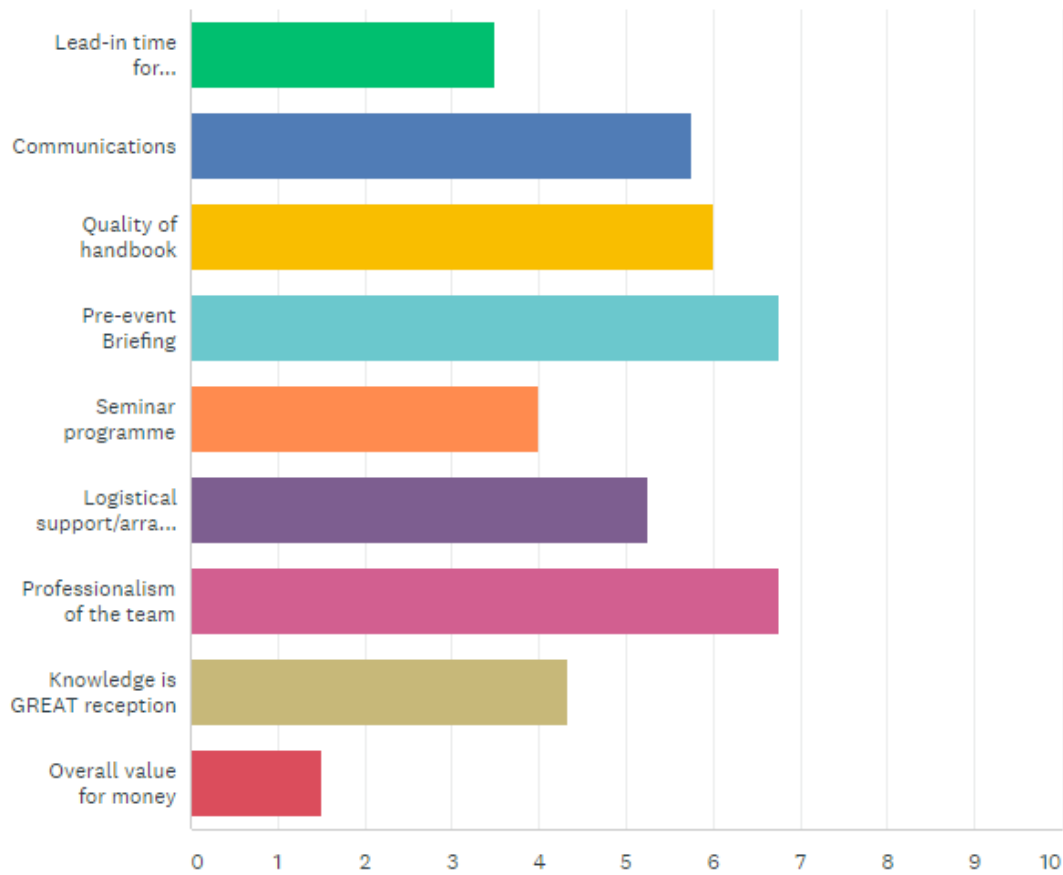
- 1) I think it's already organized and interesting.
- 2) No it's great, no improvements needed, good luck in coming up events.
- 3) Involve more universities and have more options.
- 4) Have more options of universities that give more of a variety of course options like International Relations.
- 5) Get popular universities.
- 6) Overall it's amazing
- 7) Enjoyed talking to Queen Mary University

Participant's feedback

Only 4 out of the 7 participating institutions took part in the survey

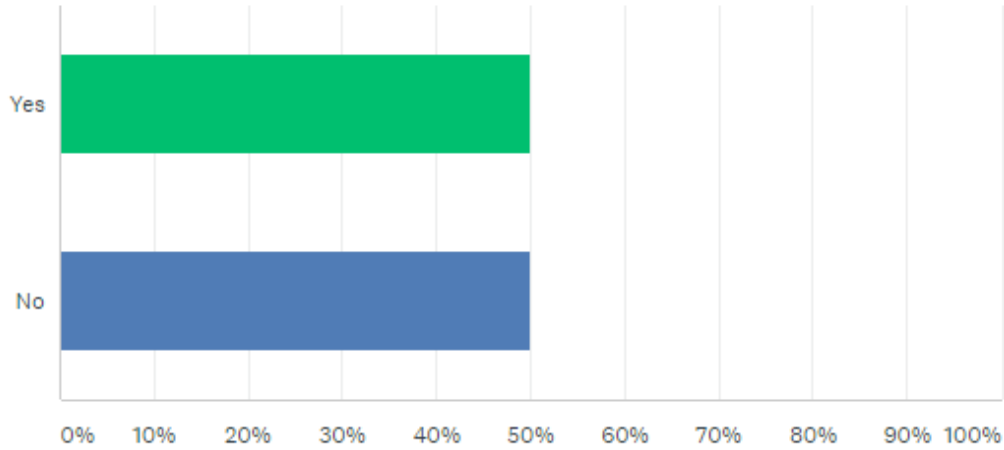
Please rate the following aspects of the British Council

Answered: 4 Skipped: 0



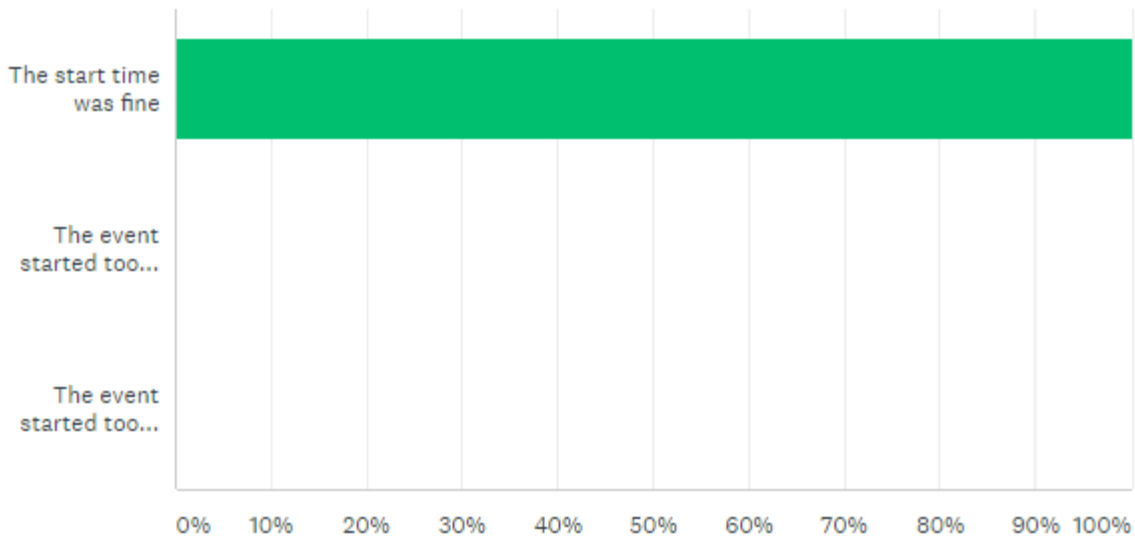
Was the (calendar) timing of this event right for you?

Answered: 4 Skipped: 0



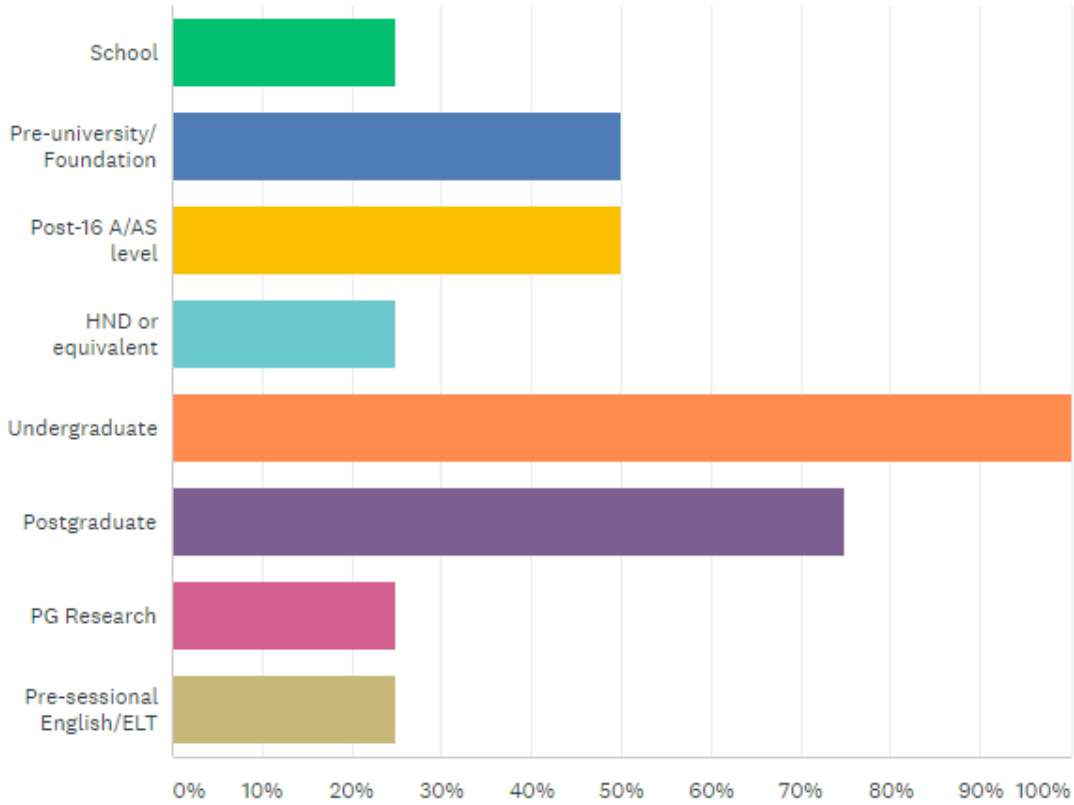
How was the (day) timing of the event?

Answered: 4 Skipped: 0



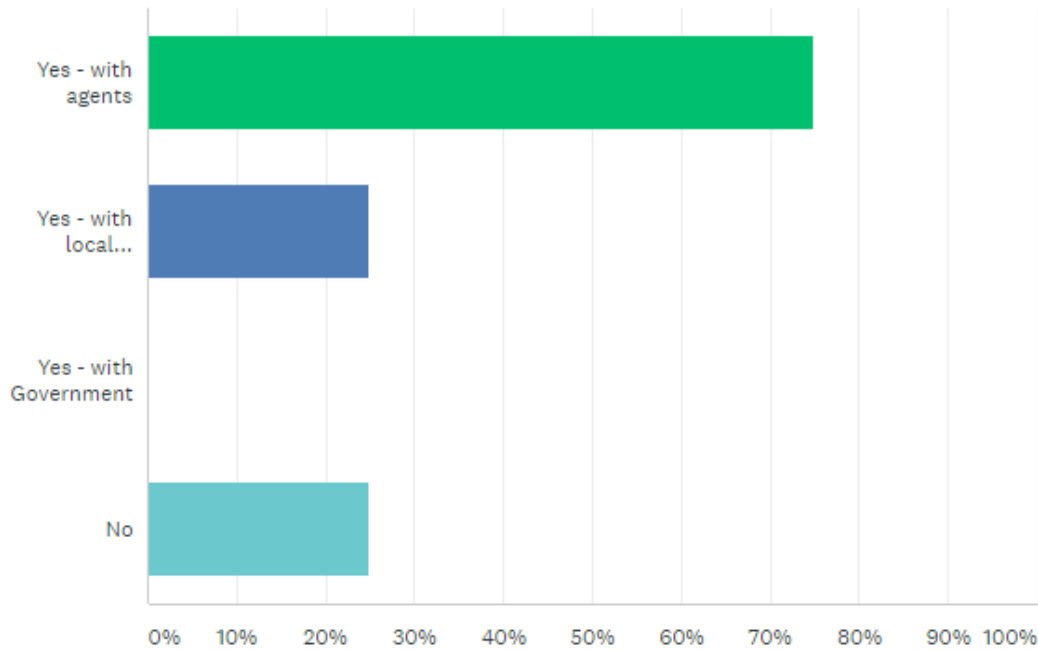
What is your primary market interest in this event (tick all that apply)

Answered: 4 Skipped: 0



Have you developed/built on existing relationships during your visit?

Answered: 4 Skipped: 0



Additional Comments:

1. The format of the event didn't really coincide with the purpose of the tour. Even though UG is a big market limiting the event to just school visits didn't help us exhibit our products well enough.
2. Seemed a good time for us with other activities planned in the region but attending this event didn't meet the expectations.

List of participating institutions

1	Queen Mary University of London
2	University of Central Lancashire
3	Ulster University
4	Staffordshire University
5	University of West of Scotland
6	University of Birmingham
7	The University of Reading