

Post-event Report for  
Study UK UAE Exhibition 2017

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Date of event (05- 07, November 2017)  
**(Abu Dhabi, Dubai and Sharjah)**

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### Introduction

Thank you for your participation at the Study UK UAE exhibition in UAE in November 2017 at Le Royal Meridien Hotel, Abu Dhabi and Shangri-La Hotel, Dubai.

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.

Study UK UAE exhibition hosted representatives from **32 UK institutions** (listed on page 22) who positively engaged with an audience of **prospective students, parents, high school counsellors and working professionals** providing the audience with information on studying in the UK. The exhibition was sponsored by British Council IELTS.

The event attracted around **1800** visitor's thanks in part to the **marketing campaign** (listed on page 14). Alongside the main exhibition, presentations were held, about IELTS and How to apply for a Student Visa as well as a talk by a UK Alumni about living and studying in the UK.

This year we dedicated a morning discussion session with heads of scholarship providers in the UAE and gave the delegates a chance to participate in a panel lead by our country director. The attendees included Abu Dhabi Investment Authority (ADIA) Scholarship Programme, Abu Dhabi National and Oil Company (ADNOC), Abu Dhabi Police, Department of Education and Knowledge (ADEC), Ministry of Education and UAE G.H.Q Armed Forces.

We also introduced school visits to Sharjah for the first time this year and received positive feedback from most of the delegates. We will continue on exploring new cities and widening the outreach.

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

Regards,

**Dina Kanan** | SIEM Manager, United Arab Emirates

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## Highlights

Venue	<b>Le Royal Meridien, Abu Dhabi: November 05, 2017 Shangri-La Hotel, Dubai : November 06, 2017 Dedicated School Sessions in Sharjah</b>
Opening hours	<b>Abu Dhabi: 5pm – 8pm Dubai: 5pm – 9pm 9:30am-12.30pm for high school students (Dubai) Sharjah: Dedicated School Sessions 9:00am -3:00pm</b>
Exhibition inaugurated by	<b>Abu Dhabi – Her Majesty’s Ambassador to the UAE Philip Parham and Gavin Anderson, Country Director British Council, UAE Dubai- Her Majesty’s Consul General to Dubai Paul Fox and Deep Adhikari , Deputy Regional Exams Manager MENA British Council, UAE</b>
Participation costs	<b>£2865 plus VAT</b>

A number of successful seminars were held, covering such topics as...

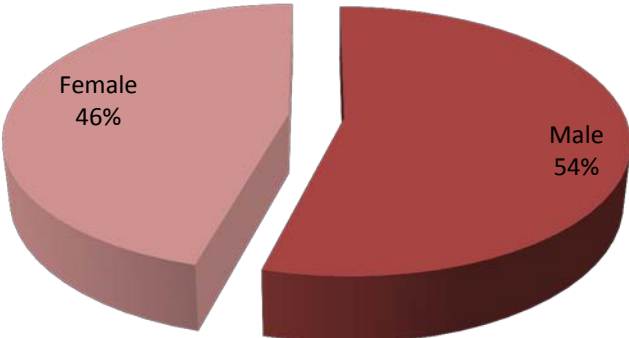
- IELTS
- Student Visa
- Study UK- My Journey

Exhibition Visitor Profile

1,742 visitors attended Study UK UAE Exhibition this year

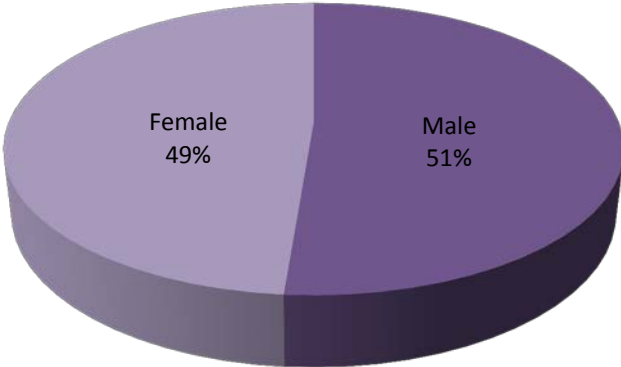
Of the total visitor numbers in Abu-Dhabi, 54% were males and 46% were females

**Total Visitors in Abu-Dhabi**



Of the total visitor numbers in Dubai 51% were males and 49% were females

**Total Visitors in Dubai**



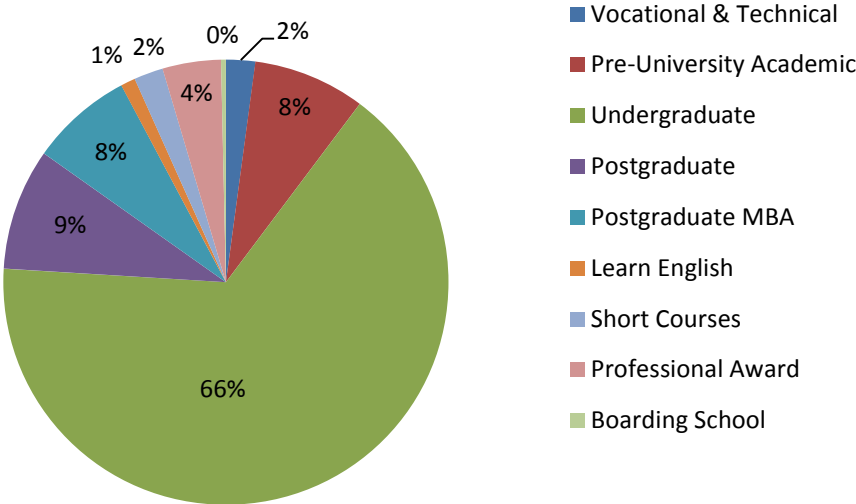
**Of the total visitor numbers in Sharjah 55% were males and 45% were females**



Level of Study

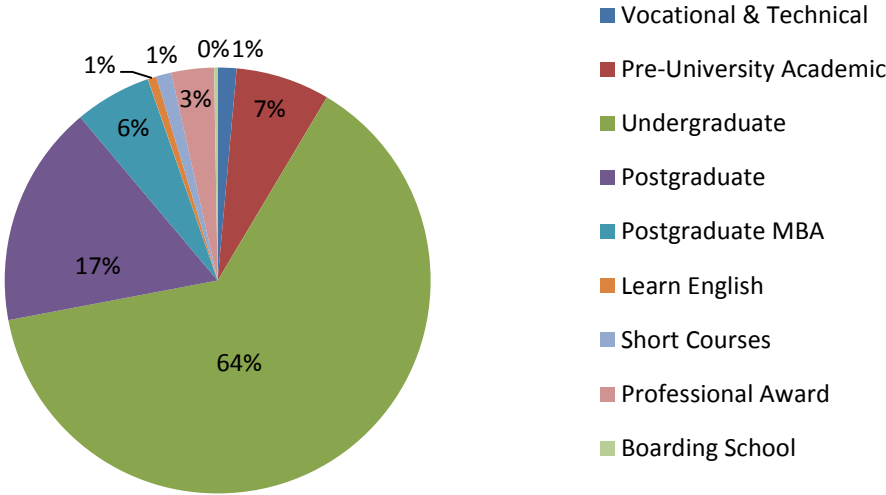
**66% of visitors in Abu Dhabi city were looking for Undergraduate Programme of study**

What programme of study are visitors interested in?



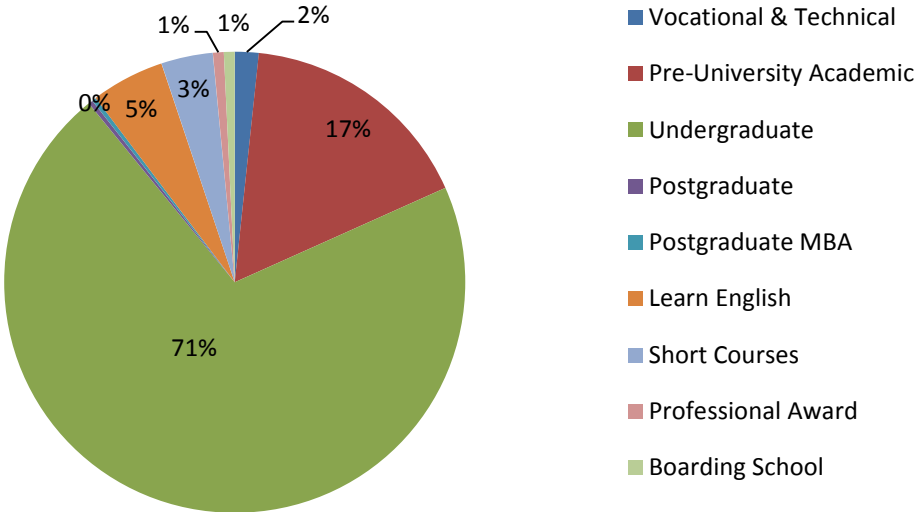
**64% of visitors in Dubai were looking for Undergraduate Programme of study.**

What programme of study are visitors interested in?



**71% of visitors in Sharjah were looking for Undergraduate Programme of study.**

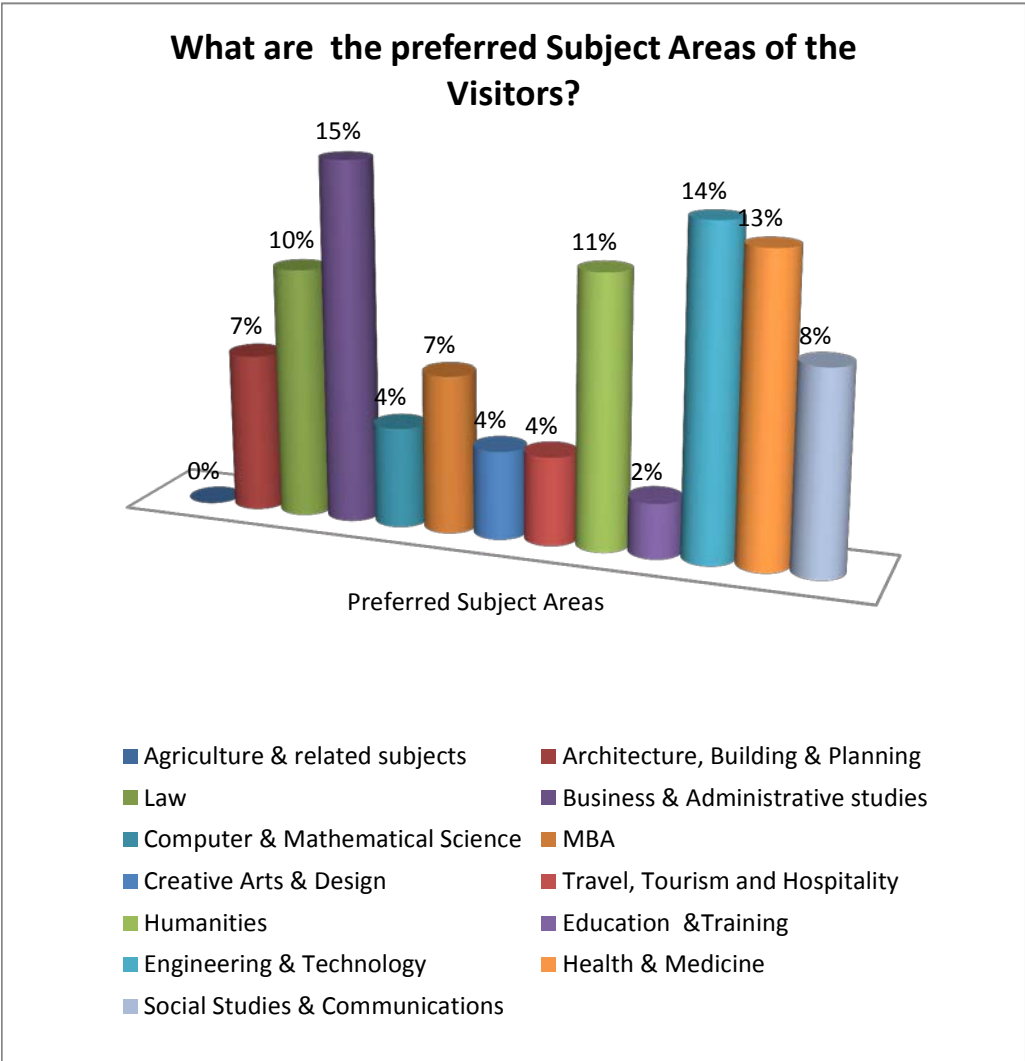
**What programme of study are visitors interested in?**





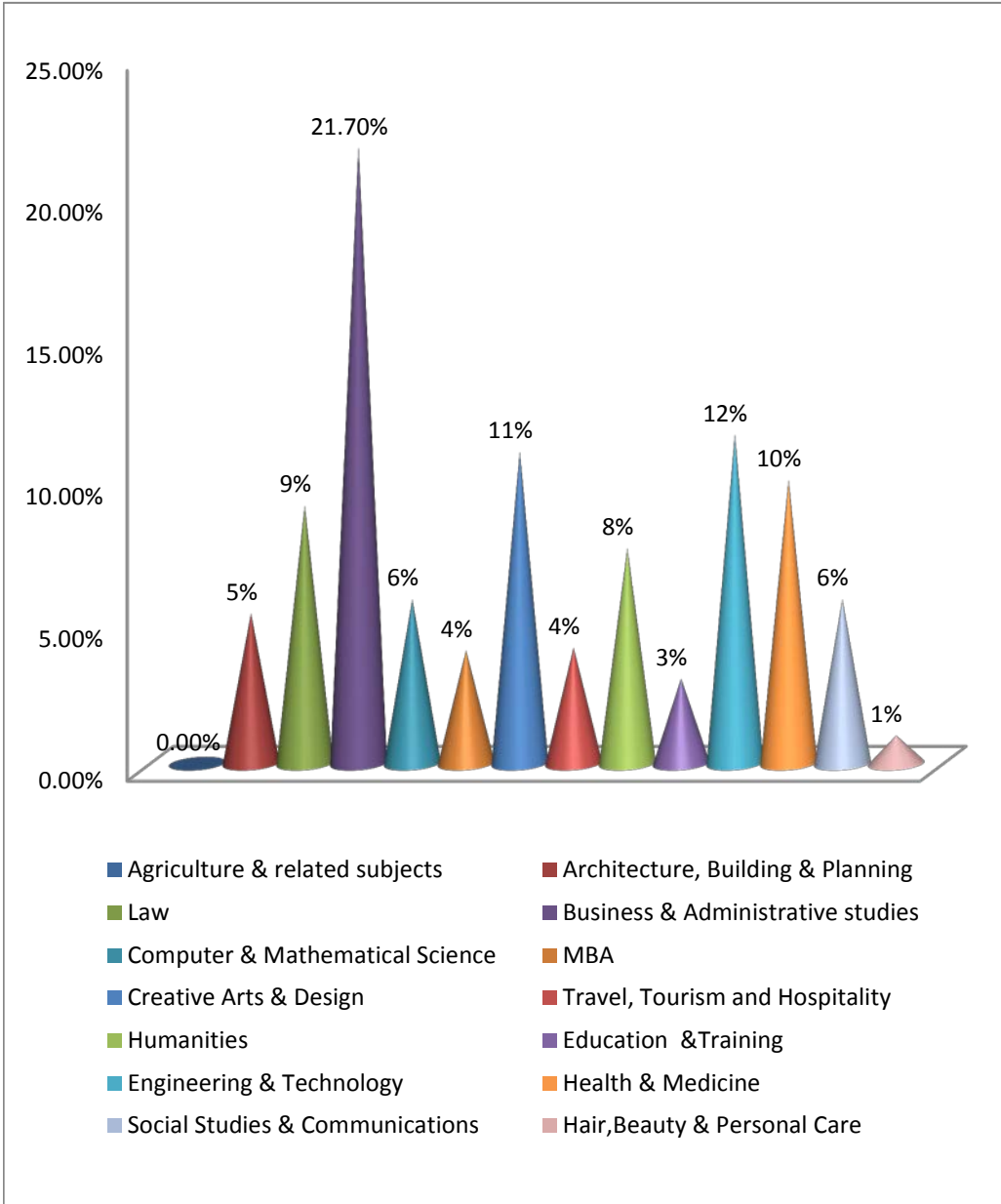
Preferred subjects

In Abu Dhabi, 15% visitors were interested in Business & Administration studies



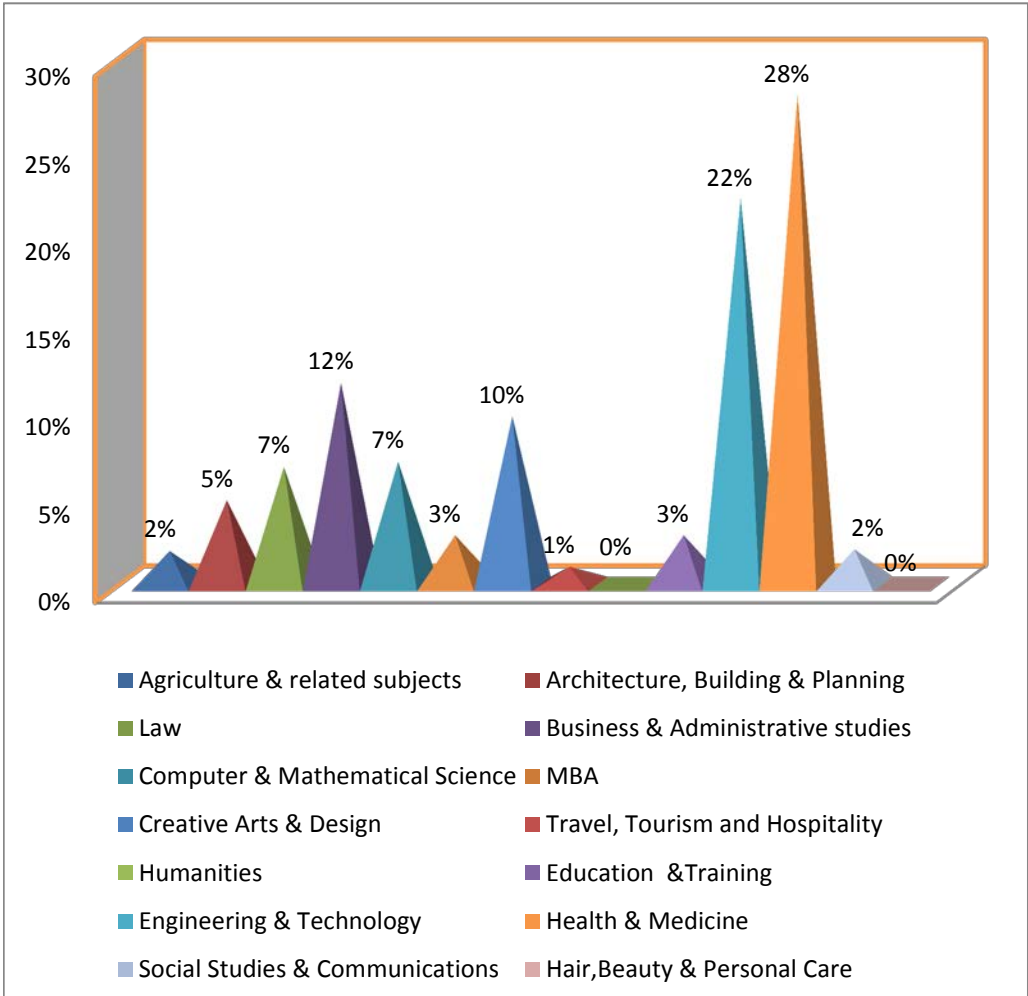
**In Dubai, 21.7% visitors were interested in Business and Administrative Studies**

**Preferred Subject Areas of the Visitors**



**In Sharjah, 28% visitors were interested in Health & Medicine**

**Preferred Subject Areas of the Visitors**



**Mystery Shopping** is a tool used to measure quality of service and gather specific information about products and services. The mystery consumer's specific identity and purpose is generally not known by the establishment being evaluated. The shoppers usually ask questions, register complaints and then provide feedback about their experiences.

**Key recommendations for institutions: 74% very approachable and 84% gave a an overall positive impression of UK education**

The following points are made in light of the **mystery shopper**

### 1) Abu-Dhabi Samples: 30

Question	Feedback
1. How approachable was the delegate?	74% very approachable 20% somewhat approachable 6% not approachable
2. Was the delegate attentive when listening to your enquiry?	95% Yes 5% No
3. Was the information presented in a clear way so that you understood it easily?	90% Yes 10% No
4. Was your question answered fully?	92% Yes 8% No
5. Did the delegate provide other resources from which you could obtain the information you need?	95% Yes 5% No
6. Did you indicate this to the delegate or request further information?	94% Yes 6% No
7. Was the booth organised in a presentable way?	100% Yes 0% No

8. Was the information available at the booth useful?	100% Yes 0% No
9. Did you get a good impression of this institution from your exchange with the delegate?	84% Yes 16% No
10. Did this institution give you an overall positive impression of UK education?	84% Yes 16% No

## 2) Dubai Samples : 30

Question	Feedback
1. How approachable was the delegate?	76% very approachable 22% somewhat approachable 4% not approachable.
2. Was the delegate attentive when listening to your enquiry?	86% Yes 14% No
3. Was the information presented in a clear way so that you understood it easily?	73% Yes 27% No
4. Was your question answered fully?	70% Yes 30% No
5. Did the delegate provide other resources from which you could obtain the information you need?	100% Yes 0% No
6. Did you indicate this to the delegate or request further information?	68% Yes 32% No
7. Was the booth organised in a presentable way?	100% Yes 0% No
8. Was the information available at the booth useful?	96% Yes 4% No
9. Did you get a good impression of this institution from your exchange with the delegate?	78% Yes 22% No
10. Did this institution give you an overall positive impression of UK education?	80% Yes 20% No

## Marketing

### Our Gold Sponsors British Council IELTS helped attract more visitors

#### 1. Specific targets:

- **British Council UAE Facebook and Instagram**
- **Study UK Facebook page (targeted visitors)**
- **UK in the UAE Facebook and Instagram**
- **Visit Britain Gulf Facebook and Instagram**
- **British Business Group Dubai and Northern Emirates**

#### 2. Key messages to different audiences

- **Parents, School students, Potential Postgraduate Recruits, Educational Agents, and Scholarship Providers in the UAE**

#### 3. Selecting different channels for communication (Arabic and English)

- **Digital: Website, social media, e-mail marketing, SMS blast (2000)**
- **Off-line: flyers (8,000 printed and distributed)**
- **English and Arabic Press Release**
- **Study UK Newsletter**

#### 4. British Council Website - Online Coverage (120,000 monthly visitors British Council UAE page)

**Visitor's Feedback – Abu Dhabi, Dubai and Sharjah**

A printed survey was distributed during the exhibition to 167 visitors (55 Abu Dhabi, 62 Dubai and 50 Sharjah); the questions were designed to gather quantitative statistics as well as qualitative remarks on reactions to our exhibition and the decision making process.

	Strongly Agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
<b>The event met my expectations</b>	66 (39.5%)	94 (56.2%)	5 (2.9%)	1 (0.5%)	1 (0.5%)
<b>Overall, this was a high quality event</b>	64 (38.3%)	96 (57.4%)	7 (4%)	0	0
<b>The British Council is among the leading organizations' in its field</b>	65 (38.9%)	80 (47.9%)	22 (13.17%)	0	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
40	40	43	28	4	8	4	0	0	0	0

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

### ➤ Abu-Dhabi Exit survey comments

- 1) Hold them on weekends or through longer durations
- 2) It was useful and I wouldn't modify anything
- 3) Possibly more universities
- 4) Thanks for everything; you help me a lot, thanks again
- 5) I would suggest more universities
- 6) Advertise the event to a greater audience e.g.: advertising on social media (Instagram, Facebook etc.)
- 7) More universities
- 8) Queuing system can improve
- 9) It was great
- 10) Include more universities
- 11) More top universities
- 12) I would personally recommend adding more designing universities
- 13) If I wasn't applying for IELTS at the British Council, I wouldn't have known about this event. A suggestion would be providing leaflets or advertising in schools.
- 14) Greater selection of top universities would've been better.

### ➤ Dubai Exit-survey Comments

- 1) Queues were too long and we had to split up to talk to 4 universities to make it in time.
- 2) Great platform to extend university opportunities in UK
- 3) More universities, long queues, time limits
- 4) Suggest to have exhibition before UKCAS closing date (medical courses)
- 5) Limited information
- 6) More universities
- 7) More staff from universities
- 8) Shorter queues
- 9) More space, better design.
- 10) Longer duration, waiting line
- 11) More universities, more staffs from universities
- 12) Serve snacks
- 13) No scholarship for students
- 14) More universities, more subject oriented



➤ **Sharjah Exit-survey comments**

- 1) It would be great if the universities classify and split up the degree programs like for e.g.: colleges offering PhD's etc.
- 2) More varied countries for universities
- 3) A few more less known universities but overall great
- 4) More medicine universities that offer scholarships
- 5) Better representatives should be sent
- 6) Need more niche subject universities (nuclear etc.)
- 7) It was great
- 8) Everything was great

**Exhibitor's Feedback** (*Only 8 Universities provided feedback*)

At the exhibition there were **32 exhibitors** in Abu Dhabi, Dubai and Sharjah over three days from UK HEIs.

When exhibitors were asked “Would you consider coming back to the next British Council event in the UAE?” **75% said yes, 0% said no, 25% said undecided**

When exhibitors were asked “Did this event met my expectations?” **62.5% said agree, 25% said strongly agree, 12.5% neither**

**Some positive quotes from exhibitors:**

- The Market Brief was very helpful and I am happy to have this to hand so that I can share it with our team. I also wanted to thank you all for your help during the event it was really well organized and attended and I hope to attend again next year.
- Thank you for the support Dina and Pooja provided during the exhibitions and school visits.
- All days were highly organised and ran really well. I was impressed with the venues and efficiency of all staff involved.

**Some negative quotes from exhibitors:**

- The only thing I would say is that the days could be condensed if we were to have shorter break times in the middle of the day. A two hour break in the middle of the day was not always useful and if we were to start later or finish earlier I think that this would be helpful.
- It would have been good to have more exhibition time in Abu Dhabi
- Abu Dhabi - The exhibition room was far too cold even with layers being worn. Catering could have been better, food selection was limited. No vegetarian options for example. It would also have been better to stay the night in Abu Dhabi rather than have to travel to Dubai after the event. The journey back in the coach took much longer than it usually does in a taxi. Everything else was excellent in terms of the students met and the organisation of the event. The hotel was a really nice venue to stay in and hold the event. Dubai - Excellent! Sharjah - I was disappointed with these school visits. There are so many schools in UAE I am surprised the BC selected these ones. The BC should have access to most schools in the country and the delegates were expecting to visit the top feeder schools to the UK which these ones were not. This needs to be improved for next year or else we will have to miss the school visits. Sharjah British International School was particularly disappointing I am not expecting that applications or enrolments will occur from this visit.

**What recommendations do you have for events in the UAE in future?**

1. Think about the schools that the universities will really want to visit in UAE and then include these in the school visits rather than the other way round. Make the event cheaper to compete with what the agents in the market are offering. More universities will sign up.
2. Choose better schools in Sharjah get more schools to attend event in Dubai, a lot of the good schools did not attend, we could go to them rather than waste time in Sharjah if they are not willing to come to fair
3. Travelling to Dubai after the Abu Dhabi event was quite tiring especially with such an early start the next day. So either an earlier finish or a later start would be useful.
4. It would be helpful if the British Council could run a session on applying to medicine in the UK - this would be very helpful for the school visits especially. Doing so would help manage expectation and would hopefully save a great deal of time for university representatives.

## List of Exhibitors (Alphabetical Order)

1. Aston University , Birmingham
2. BPP University
3. Brunel University London
4. Buckinghamshire New University
5. Cardiff University
6. City, University of London
7. Institute of Chartered Accountants in England and Wales(ICAEW)
8. Liverpool Hope University
9. Middlesex University
10. Newcastle University
11. Oxford Brookes University
12. Queen Mary University of London
13. Richmond, The American International University in London
14. Robert Gordon university
15. The University of Hull
16. The University of Law
17. The University of Manchester
18. The University of Nottingham
19. UCL-University College London
20. Ulster University
21. University for the Creative Arts
22. University of Aberdeen
23. University of Bath
24. University of Birmingham
25. University of Essex
26. University of Exeter
27. University of Leeds
28. University of Portsmouth
29. University of Surrey
30. University of Sussex (**BRIGHTON AND SUSSEX MEDICAL SCHOOL**)
31. University of the Arts London
32. University of the West of Scotland

## 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 and recommended next steps are outlined below:

### **British Council**

- For next year's exhibition, we will evaluate the cost effectiveness of the venue.
- Going forward, British Council UAE (Country) will continue to include Sharjah as a third city to the UAE Exhibition. We will try to reach a wider range of students and schools.

The above points, though important, should not detract from what was a successful exhibition. Next year's exhibition (Currently Scheduled for November 2018) will build upon the lessons learned and prove even more popular. We hope to see you there!