



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

Post-event report for

**Study UK UAE Engineering and Technology Study Tour
24 September 2017
(Dubai, United Arab Emirates)**

Introduction

Thank you for your participation at the Study UK UAE Engineering and Technology Study Tour September 24, 2017 in 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.

*The Study UK UAE Engineering and Technology Study Tour hosted representatives from **5 UK institutions** (listed on page 7) that positively engaged with **prospective students and high school counsellors**, 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 85 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 exhibition.

Regards,

Dina Kanan | SIEM Manager, United Arab Emirates

This report includes:

Introduction - Page 2

Highlights - Page 3 – 4

Visitor Feedback - Page 5

Appendix: List of exhibitors - Page 7

Highlights

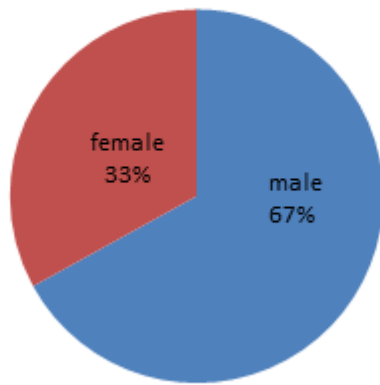
Venue	Dubai
Opening hours	Dubai: 10:00 – 6:30pm
Programme	10:00 am-11:00 am Market Brief 11.30am- 4:00 pm School Visits to Jumeirah College and Indian High 4:30-6:30pm Delegate presentations
Participation costs	£960 plus VAT

Key statistics

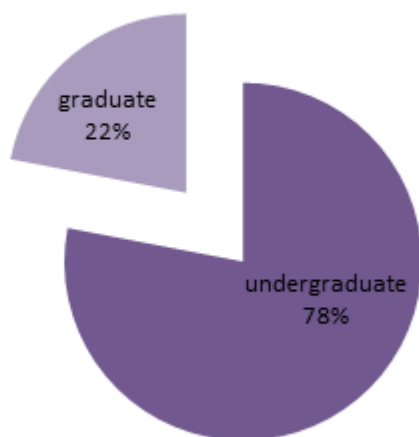
Total number of exhibitors	5
Total number of attendees (dedicated school sessions)	78
Demographics of visitors	67% <i>male</i>
	33% <i>female</i>
Level of degree	78% <i>undergraduate</i>
	22% <i>graduate</i>

Highlights:

Demographics of visitors

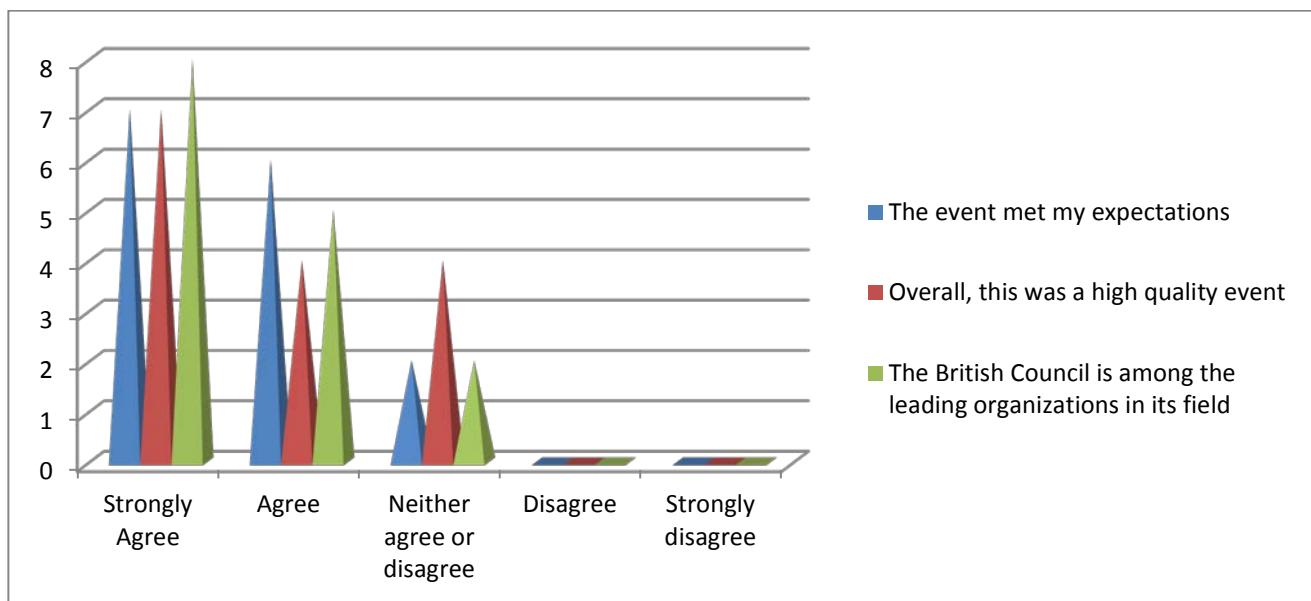


Level of degree



Visitors survey results

	Strongly Agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
The event met my expectations	7	6	2	0	0
Overall, this was a high quality event	7	4	4	0	0
The British Council is among the leading organizations in its field	8	5	2	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
1	0	8	5	1	0	0	1	0	0	0

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

- 1) More universities
- 2) University staff very good and helpful
- 3) Speeches and presentations preferred

List of participating institutions

Cardiff University
Middlesex University
University of Birmingham
University of Salford
University of the West of Scotland