

Study UK Exhibition Morocco 2019 Post-event report



17 – 19 January 2019
Rabat, Casablanca

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1. Introduction

*Thank you for taking part in the Study UK Fair Morocco January 2019, which took place in **Rabat and Casablanca**.*

The purpose of this report is to provide you with a summary of the event, including visitor's and exhibitor's feedback. We trust that this will enable you to report return on investment and assist with future decision making.

*The event, which targeted the **HE and Schools** market, hosted representatives from **20 UK institutions** (listed in Appendix 1), who positively engaged with **prospective students and their families** and provided audiences with information on a range of educational opportunities in the UK.*

*The event attracted over **1,600 visitors** thanks in part to the **marketing campaign**, details of which are listed below in Section 4. Exhibitors also took part in mini-fairs in **two international schools**, where they met **over 150 high school students**. Networking events were organized with representatives from the Moroccan Ministry of Education and with education agents, school leadership and student counsellors.*

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.

Best wishes,

Kenza El Mohajir

Programme Manager, English & Education
British Council Morocco

2. Highlights

All Exhibitors who responded to our survey (17 out of 20) were ‘very satisfied’ (14) or ‘satisfied’ (3) with visitor numbers in Rabat and Casablanca.

The exhibitions were held at:

Venue(s)	Tour Hassan Hotel , Rabat Sheraton Hotel , Casablanca
Opening hours	13:00-19:00
Stand costs	£1800

There was an increase in visitors from last year’s exhibition

Attendance	Rabat	
	2018	2019
Thursday 17 January	510	685
Saturday 19 January	441	599

Exhibitors took part in mini-fairs at two international schools:

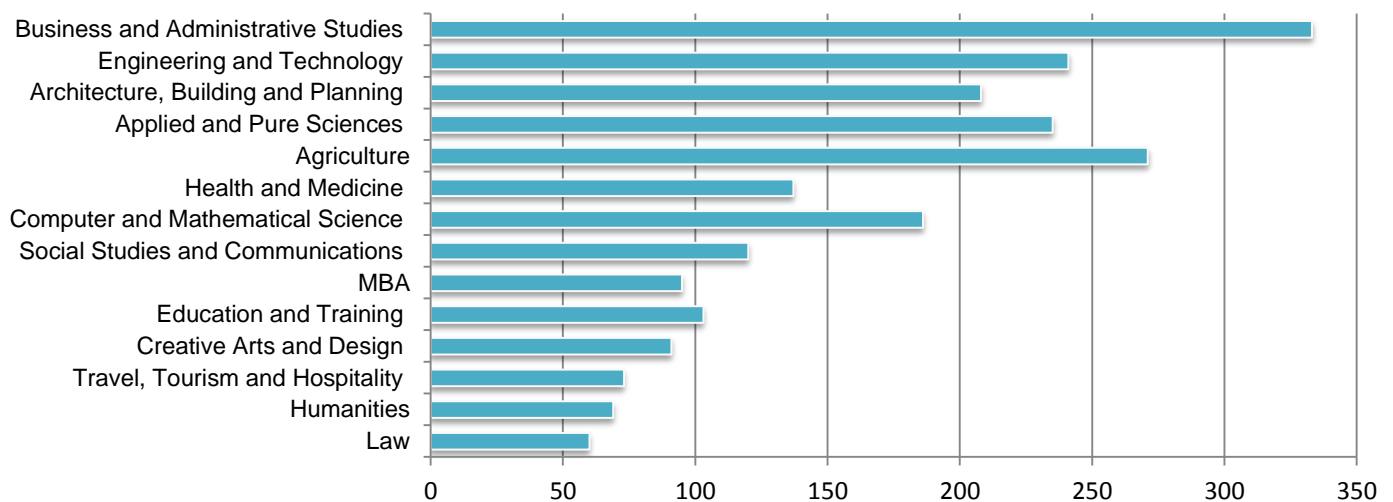


15 out of 20 Exhibitors plan to attend the British Council Study UK Exhibition in Morocco in 2020 (with 2 ‘maybes’ and 3 non-respondents)

3. Visitor profile

The following information is based on visitor registration data. The vast majority of visitors heard about the Exhibition via internet (483), through the British Council (348) or from the newspaper (165).

45% of visitors were female, 54% were male (1% preferred not to say)



More than **three quarters of visitors were interested in studying in the UK**. However, there was also significant interest in studying in Morocco (23%), in another country (19%) and online/distance (6%). *

Almost **60% intended to fund their studies themselves** or with the support of family, relatives or friends. Others indicated they would rely on scholarships (22%), a company or organisation (14%) or other source (4%).

Top 5 reasons for wanting to study in the UK *:

1. High academic standard (709)
2. Cultural environment (299)
3. Competitive tuition fees (295)
4. International recognition of qualifications (263)
5. Overseas work opportunities (195)

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4. Marketing

The marketing campaign for Study UK Morocco 2019 targeted the following groups:

- students (aged 15 to 25) at high schools and private further education schools;
- Upper socio-professional parents and professionals (aged 25 to 50).

The strategy combined the following elements:

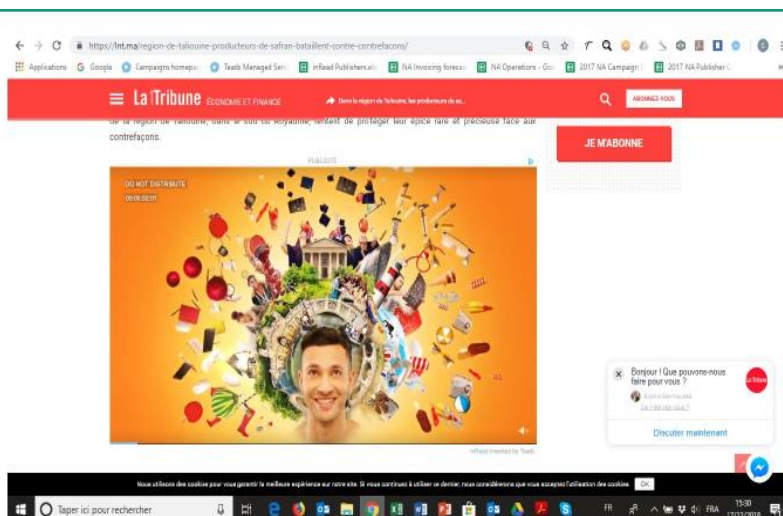
- face-to-face techniques, such as visits to selected private high schools in Rabat and Casablanca;
- invitations to school directors, student counsellors and advisors and other stakeholders;
- an online strategy, with engaging content and advertising through social media channels, video promotion solutions on targeted websites, prestigious e-newsletters;
- targeting the media through press releases;
- targeting British Council networks via our website, promotional materials and emailing.

See Appendix 3 for an overview of the marketing plan and details of estimated reach.

A total of £10,000 was spent on Marketing for this exhibition

Our marketing reached an estimated audience of 7 million people

Examples of the marketing products include:



[Promotional Video](#)

(as used on BuzzOff TV)

BUZZEFF.TV

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Leaflet: 30.000 copies distributed to over 250 schools and universities



Boosted Facebook post

Press coverage by both French and Arabic language media between 12 December 2018 and 17 January 2019 included 30 online articles, 9 newspaper articles, two TV networks, and four radio networks.

Examples of press coverage:



5. Visitor Feedback

Visitors who consented to receive communications from the British Council were contacted by email after the Exhibition and asked to provide feedback through a questionnaire on google forms. Although the response rate was only 10%, respondents' locations and profiles were broadly representative and the quantitative and qualitative data they provided do allow some general conclusions to be drawn.

Around 75% of respondents agreed, or strongly agreed, that the Exhibition was a high quality event that met their expectations (20% neither agreed nor disagreed).

A third of the 86 comments left by respondents provided **very positive feedback**, which included:

"It was good idea gathering many UK universities. It's something that help Moroccan students in their future plan."

"I benefited much more than I expected."

"I liked that event, because of it I could figure out some answers on my question about UK study. And my suggestion is that to give opportunities to other Moroccan city's students to know about study in UK."

"Great work, keep it up !"

"It was neatly organized and precipitous on that being said I don't think you should improve anything primarily

The **most recurrent suggestions** from visitors included:

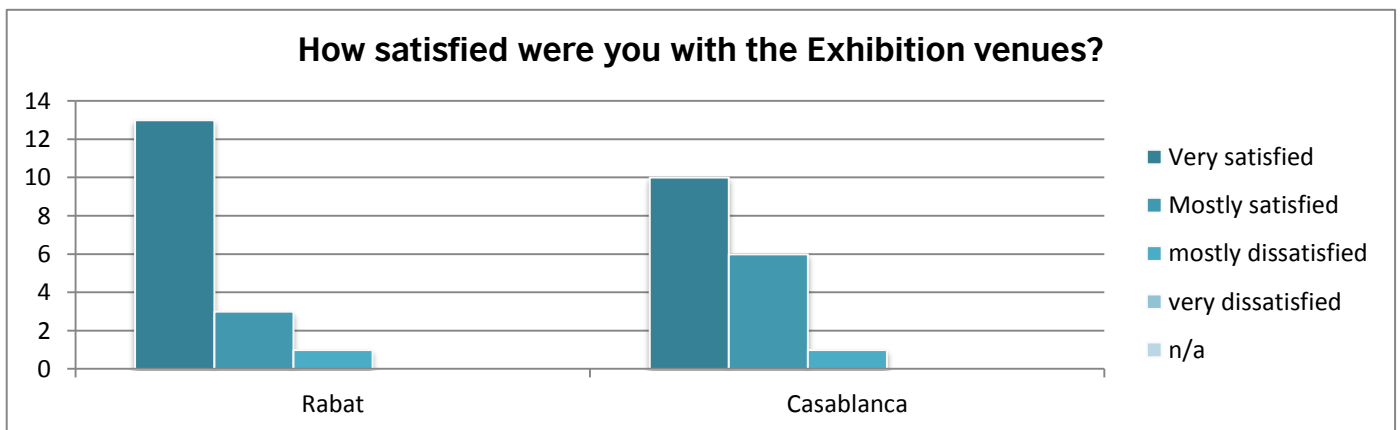
More UK HE institutions. <i>(20% of comments)</i>	Help visitors locate universities offering the courses they are interested in.	I was [...] a little bit frustrated because not all universities were there.	Advisers should be accompanied by people able to speak French.	More reps to reduce the long waiting times.
Organise more presentations, especially on scholarship opportunities.	More information about postgraduate opportunities.	Have a stand for partnerships and Moroccan universities.	Wider variety of courses on offer.	Events on more days and in more cities.

6. Exhibitors' Feedback

Study UK Morocco 2019 saw the participation of 20 unique Exhibitors, slightly more than in 2018. All signed up for both venues. Please see Appendix 1 for the complete list of Exhibitors.

Responses to the post-event feedback questionnaire were received from 17 of the 20 Exhibitors.

Highlights of the Exhibitors' feedback are presented below; for further details please see Appendix 2



Exhibitors made the following suggestions:

1. More meetings with local universities and with national and regional education authorities;
2. Add another city (even if it means skipping the schools);
3. 2 day fairs in Rabat or Casablanca. One of those days to invite all the international and local schools;
4. Advertise the average cost of studying in UK , to give students a reflective idea;
5. Consider a different venue in Casablanca as the Sheraton hotel looks a bit dated;
6. Possibility of making presentations.

Positive feedback from Exhibitors included:

“... a well-organised and productive itinerary, especially as I and many other reps had not been to the market before.”

“Good quality of students and good flow. Not too much emphasis on scholarships which is always welcome.”

“Very good service and successful event.”

“Very high quality - both organization & students”

“Well organized, Salma and Kenza were gracious hosts..”

7. Future steps

Feedback from the 2018 Exhibition led to improvements in the organisation of the event this year. The following points are intended to improve arrangements and outcomes even further in 2020.

British Council

- Given the mixed feedback regarding school visits, we will review the case for doing school visits next year.
- Instead of school visits maybe hold presentations and meetings with international school counsellors.
- Depending on market demands we might add third exhibition in another city
- Taking into account the differences in how UK institutions work with agents, we will consider holding one optional networking meeting in Casablanca for UK institutions, agents and school counsellors. We will ask Exhibitors to confirm attendance beforehand, so that we can distribute the list of attending institutions together with the invitation to our local networks.
- We will aim to improve the response rates of visitor feedback, either by following up emails with e-survey requests with text messages or by using paper-based questionnaires instead.
- We will look into holding a networking event for universities and education authorities interested in TNE partnerships.

UK Institutions

- Institutions should aim to provide the BC with a subject matrix prior to the exhibition, to help reduce queues at stalls where institutions don't provide the course.
- To avoid visitor disappointment, institutions should ensure that 2 representative are present for the duration of each event they have signed up for to avoid long queues.

**The Study UK Morocco event will return in January 2020.
We hope to see you there!**

Appendix 1

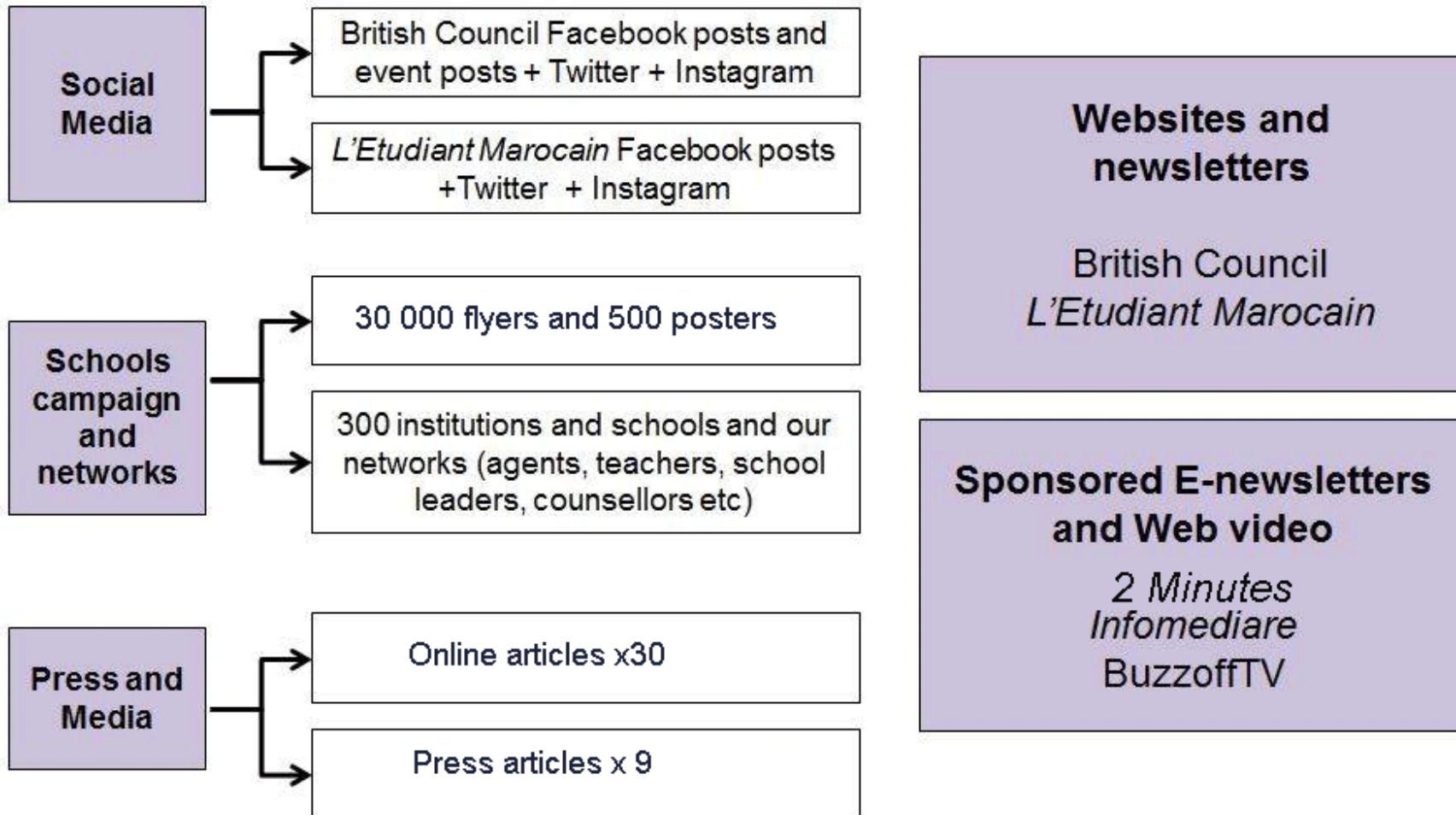
List of exhibitors

City, university of London
Cardiff Metropolitan University
Coventry University
University College of London
David Game College
University of Chester
University of Westminster
Kaplan International Pathways
The University of Northampton
The University of Manchester
Liverpool John Moores University
University of Portsmouth
St Mary's University, Twickenham
University of Wales Trinity Saint David

Regent's University London
University of Hertfordshire
The University Consortium
Anglia Ruskin University
Solent University
University of Sunderland

Appendix 2

Marketing campaign plan



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Marketing campaign reach

Source	Description	Reach
Press	7 newspaper articles	165.582
Online news sources	30 articles	60.000
TV	2 reports in the two main TV news : 2m Tv and Al Oula	2.559.000 audience
BuzzOffTV	30" promotional video clip integrated in 5 top news websites over 4 weeks	98.255 impressions 33.000 complete views
f2f activities	30,000 leaflets, 500 A3 posters, individual invitations	250 schools, 15 cultural centres, 5 career centres, 15 public universities
<i>L'Etudiant Marocain</i>	8 banners on homepage (January 2019)	160.429 impressions 816 clicks
<i>Infomediare</i> (daily external e-newsletter)	Banner inserts on 6 days (January 2018)	670.000 e-newsletter recipients 87% open rate
British Council Morocco website events page	Event announcement (November 2017-January 2018)	2198 visits
<i>L'Etudiant Marocain</i> website homepage	Event announcement (January 2019)	2312 visits
British Council Morocco newsletter	Event announcement in November 2018 and December 2017 newsletters	Nov: 9.773 subscribers, 10.98% opening rate Dec: 13.015 subscribers, 19.18% opening rate
Study UK newsletter	Event announcement in December 2018 newsletter	4231 subscribers, 1070 opens, 6.50% click rate
British Council Morocco e-shot	2 e-shots in January 2019	1 st e-shot: 25.329 subscribers, 23.57% opening rate 2 nd e-shot: 22.370 subscribers, 14.77% opening rate
British Council Morocco Facebook page*	Event promotion	Total reach: 435.284 Engagement: 7472
British Council Morocco Facebook Event page*	Event promotion	Total reach: 1753 Engagement: 7472
British Council Morocco Instagram page*	Event promotion	Followers: 246.326 Engagement: 1179
British Council Morocco Twitter page*	Event promotion	Followers: 3150 Engagement: 54
<i>L'Etudiant Marocain</i> Facebook page*	Event promotion	Total reach: 258,155 Engagement: 4376

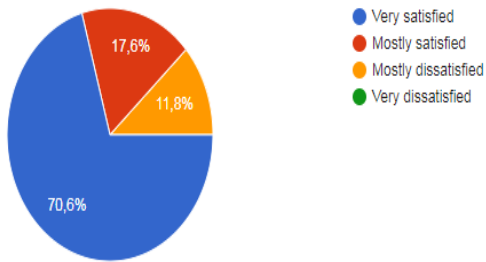
<https://education-services.britishcouncil.org>

Appendix 3

Additional Exhibitor feedback (17 respondents out of 20 Exhibitors)

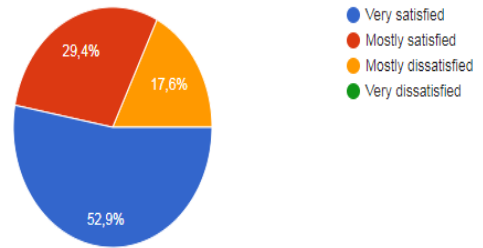
How satisfied were you with visitors profile in Casablanca ?

17 réponses



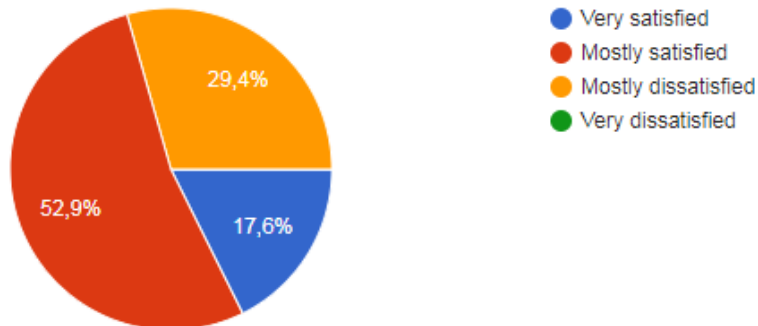
How satisfied were you with visitors profile in Rabat ?

17 réponses



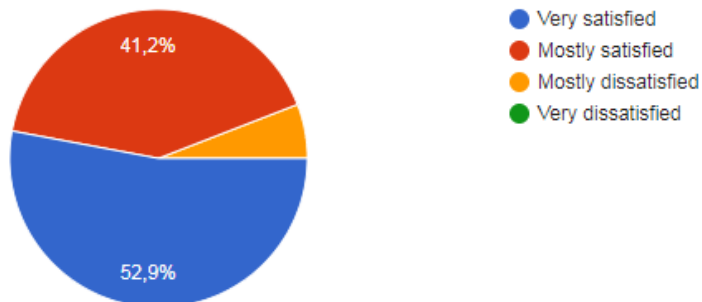
How satisfied were you with the school visits ?

17 réponses



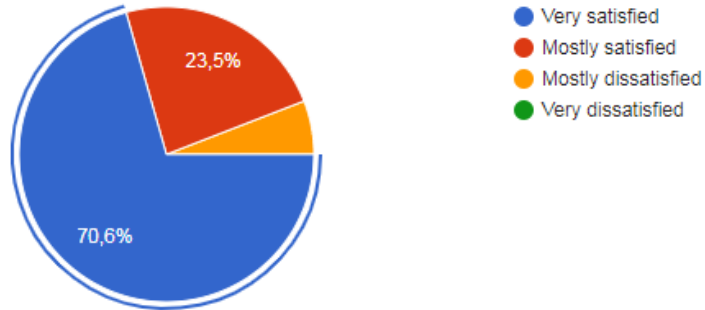
How satisfied were you with the accomodation ?

17 réponses



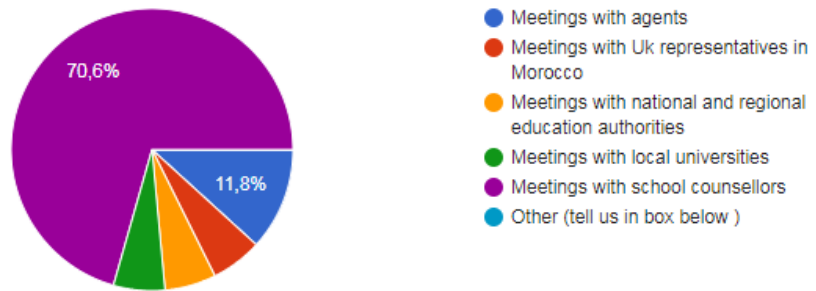
How satisfied were you with the transport arrangements ?

17 réponses



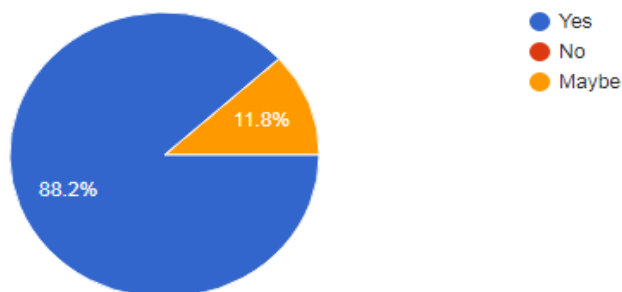
Please tell us about what you would like to see more in our exhibition ?

17 réponses



Would you recommend the British Council Study UK Exhibition in Morocco to a colleague?

17 responses



End of Report
