

Study UK Fair Morocco 2020 Post-event report



15 – 17 January 2020
Rabat, Casablanca

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1. Introduction

*Thank you for taking part to the Study UK Fair Morocco January 2020 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 official opening of the 6th edition of Study UK Fair was presided over by British Council country director Tony Reilly and the Minister of Higher Education in Morocco Dr. Driss Ouaouicha who expressed the strong strategic partnership between the Moroccan and British education sectors. The event, which targeted the **HE and Schools** market, hosted representatives from **23 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 **1,100 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 **three schools**, where they met **over 250 high school students**. Networking events were organized with education agents 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 fair.

Best wishes,

2. Highlights

All Exhibitors who responded to our survey (18 out of 23) were ‘very satisfied’ (12) or ‘satisfied’ (6) with visitor numbers in Rabat and Casablanca.

The exhibitions were held at:

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

Number of visitors for this year’s exhibitions in Rabat & Casablanca

Attendance	
Rabat: Wednesday 15 January	548
Casablanca: Friday 17 January	411

Exhibitors took part in mini-fairs at three schools (1 Moroccan, 1 French and 1 international school) :

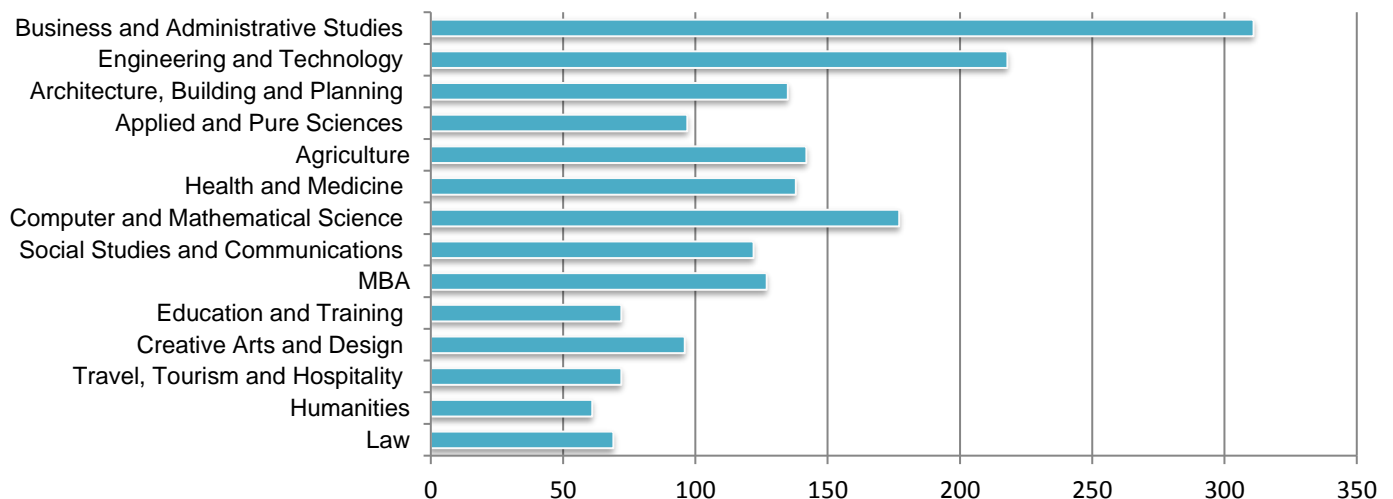


9 out of 18 Exhibitors plan to attend the British Council Study UK Exhibition in Morocco in 2020 (with 9 ‘maybes’ and 5 non-respondents)

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).

51% of visitors were female, 46% were male (3% preferred not to say)



More than **three quarters of visitors were interested in studying in the UK**. However, there was also significant interest in in another country (28%), studying in Morocco (13%), and online/distance (9%). *

Almost **55% intended to fund their studies by Self** or with the support of family, relatives or friends. Others indicated they would rely on scholarships (23.5%), a company or organisation (8%) or other sources (11.5%).

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

1. **High academic standard** (563)
2. **International recognition of qualifications** (296)
3. **Cultural environment** (234)
4. **Overseas work opportunities** (229)
5. **Having a better job in my country** (94)

4. Marketing

The marketing campaign for Study UK Morocco 2020 targeted the following groups:

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

The strategy combined the following elements:

- face-to-face techniques, such as visits to selected private high schools in Rabat, Casablanca, Mohamadia and Kenitra.
- 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 £9,000 was spent on Marketing for this exhibition

Our marketing reached an estimated audience of 14 million people

Examples of the marketing products include:



Leaflet: 30.000 copies distributed to over 250 schools and universities



Boosted Facebook post

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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 89% of respondents agreed, or strongly agreed, that the Exhibition was a high-quality event that met their expectations (11% neither agreed nor disagreed).

A third of the 21 comments left by respondents provided **very positive feedback**, which included:

“The exhibition was perfect I was imagining the exhibition to be nice but in reality, it was amazing... I would like to thank all universities representatives for giving us important information's that will definitely help us to choose our future careers🌸🌸🌸🌸

“I think that is nothing to add for improving the study UK exhibition”

“Thanks for organizing such interesting event.”

“Great work, Thank you! ”

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

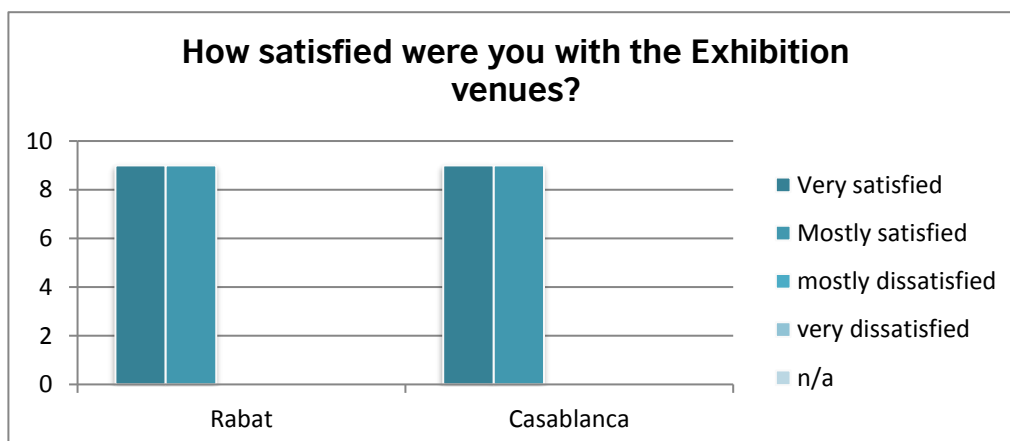
More UK HE institutions. <i>(20% of comments)</i>	Help visitors locate universities offering the courses they are interested in.	Advisers should be accompanied by people able to speak French.	More reps to reduce the long waiting times.
Organise more presentations, especially on scholarship opportunities.	More information about postgraduate opportunities.	Wider variety of courses on offer.	Events on more days and in more cities.

6. Exhibitors' Feedback

Study UK Fair Morocco 2020 saw the participation of 23 Exhibitors, slightly more than in 2019. 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 18 of the 23 Exhibitors.

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



Exhibitors made the following suggestions:

1. Prefer to visit more French Bac schools, as these are difficult to access independently and offer the best quality in the local context.
2. To make hand-out documentation very detailed with the FAQ parents always ask.
3. Clearer strategy on agent participation. 1 booth per event, dedicated to agents only
4. Increase awareness of Foundation
5. Better transportation between events. Different vehicles attendees and luggage
6. Networking opportunity or workshop with school counsellors.
7. Include a general talk pre-opening the fair to the university exhibitor's hall on the application process/visa process for Moroccan students applying to the UK as International Students
8. Hold the Casablanca fair on Saturday.

Positive feedback from Exhibitors included:

1. 'The events were well organized, and I spoke to large numbers of students interested in the University'
2. 'The events were well attended, and I felt there is definitely potential for increasing recruitment.'
3. 'Generally, I was happy with the events in Casablanca and Rabat, and it was really nice to meet and work with the BC team, they were all very kind and helpful. I really enjoyed the whole visit and will most likely plan to do it again next year.'
4. 'The events were very well organized and well promoted as the number of students attending was good.'
5. 'The quality, as well as the general awareness of UK universities, has improved since two years ago when I last visited'
6. 'There is increased interest in the UK with the new 2-year PSW visa'
7. 'The event was much better than last year in the quality and quantity of the visitors.'

7. Future steps

Feedback from the 2019 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

- We will consider organizing information sessions during the fair for visa procedure and scholarships;
- Depending on market demands, we might add a third exhibition in another city (Marrakech or Tangier);
- 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 look into holding a networking event for universities and education authorities interested in TNE partnerships;
- 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.

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 2021.
We hope to see you there!**

Appendix 1

List of exhibitors

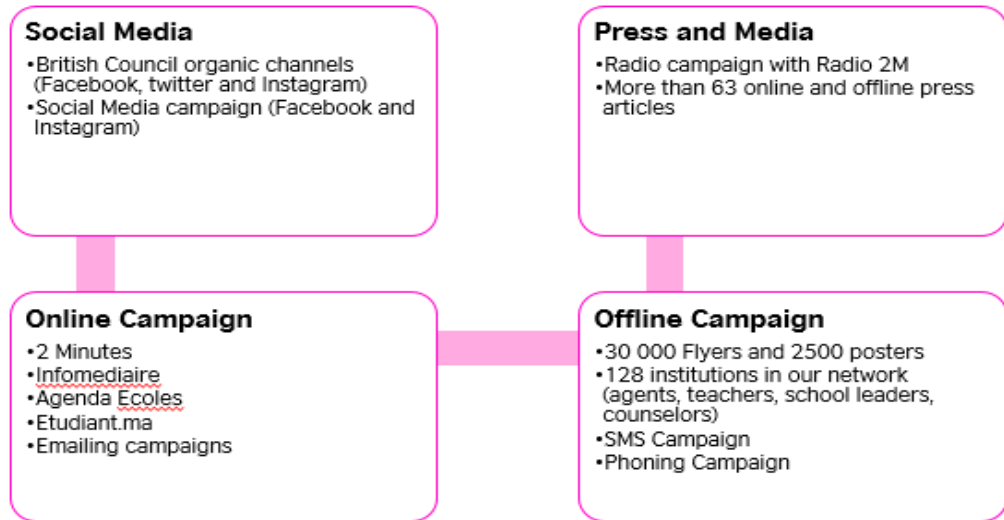
Kaplan International Pathways
David Game College
University of Warwick
Cardiff Metropolitan University
The University of Manchester
Navitas UK
University of Sunderland
University of Chester
Liverpool John Moores University
The University of Northampton
Coventry University
University of Westminster
Mander Portman Woodward
City, University of London
NCUK - The University Consortium
University of Greenwich

University of Birmingham
Study Group
University of Salford
Bellerbys College
University of East Anglia
Canterbury Christ Church University
Cambridge Education Group

Appendix 2

Marketing campaign plan

Overview



Total Online Reach

11 403 312

Total Offline Reach: **3M**

More than **128** institutions reached face to face (public and private)

64 Radio Spots

2480 prospects contacted via the phoning campaign

More than **63** Press clippings

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Marketing campaign reach

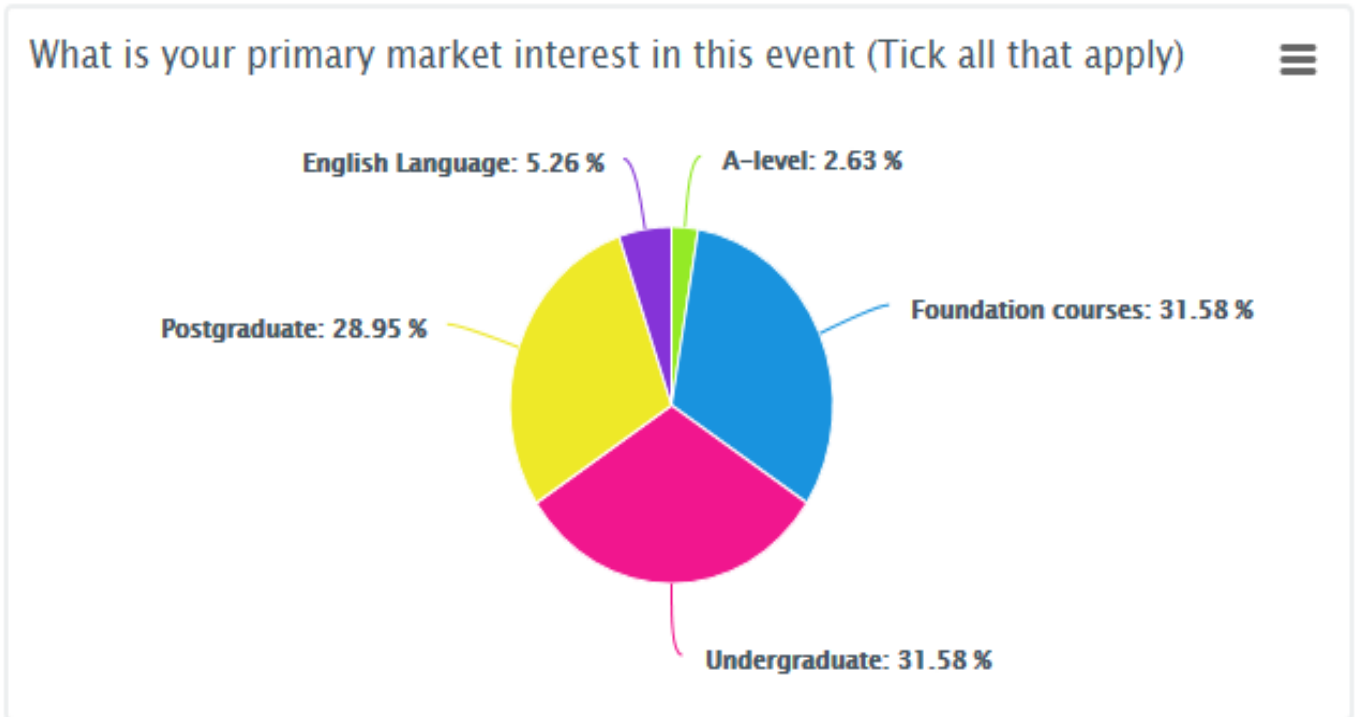
Source	Description	Reach
Press	12 newspaper articles	196.765
Online news sources	51 articles	6 M
TV	1 reports in one main TV news channel :Al Oula	3 M audience
f2f activities	30K flyers / 2500 A3 posters /Invitations	128 institutions including high schools, colleges and public universities in Rabat, Casablanca and kenitra regions +General public in Prestigious areas
<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)	4 416 200 e-newsletter recipients 87% open rate
2 Minutes external e-newsletter)	Promotional banners	Reach: 15 000
Emailing campaign by 2 minutes	to a selected database in Rabat and Casablanca by 2 MINUTES	Recipients: 50 000 Emails Open: 16 814 Clicks: 1278
British Council Morocco website events page	Event announcement (November 2017-January 2018)	2198 visits
<i>L'Etudiant Marocain</i> website homepage	Event announcement (January 2020)	Reach: 326 760 Clicks: 1157
British Council Morocco newsletter	Event announcement in October ,December 2019 and January 2020	3 Campaigns: November, December and January Subscribers: 10 979 Opening Rate: 17%
British Council Morocco e-shot	1 e-shot in December 2019 2e-shot in january 2020	E-Shot 1: Subscribers: 1072 Opening Rate: 40% E-Shot 2: Subscribers: 7039 Opening Rate: 15%
British Council Morocco Facebook and Instagram page*	Event promotion	Total reach: 595 709 Engagement: 9903
British Council Morocco Twitter page*	Event promotion	Followers: 3150 Engagement: 54

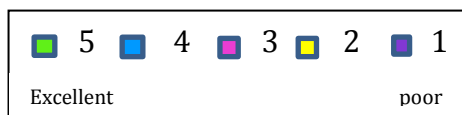
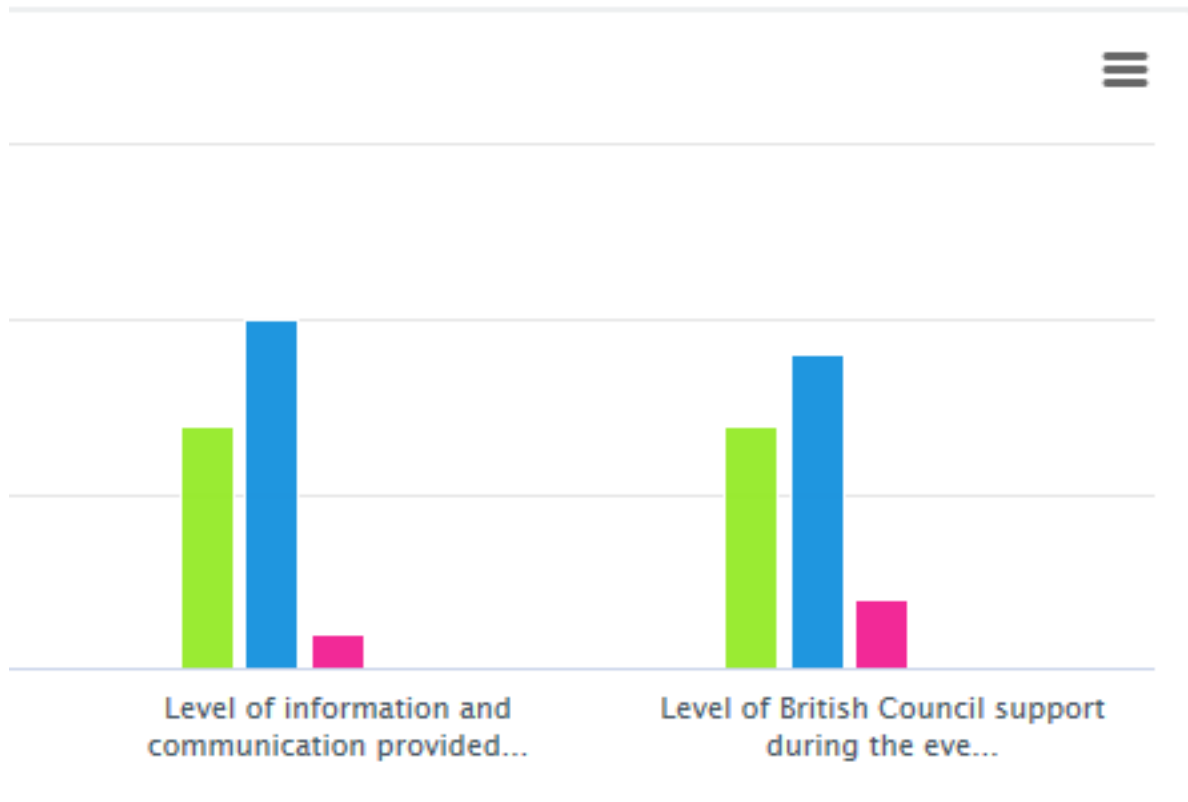
<https://education-services.britishcouncil.org>

<i>L'Etudiant Marocain</i> Facebook page*	Event promotion	Total reach: 258,155 Engagement: 4376
<i>Offline Campaign</i>	Phoning Campaign SMS Campaign	Calls: 2480 Interest: 72% Etudiant Marocain: 4000 British Council: 8180
Radio Coverage	radio partnership with one of the main radio stations in Morocco for our target market	64 radio ads

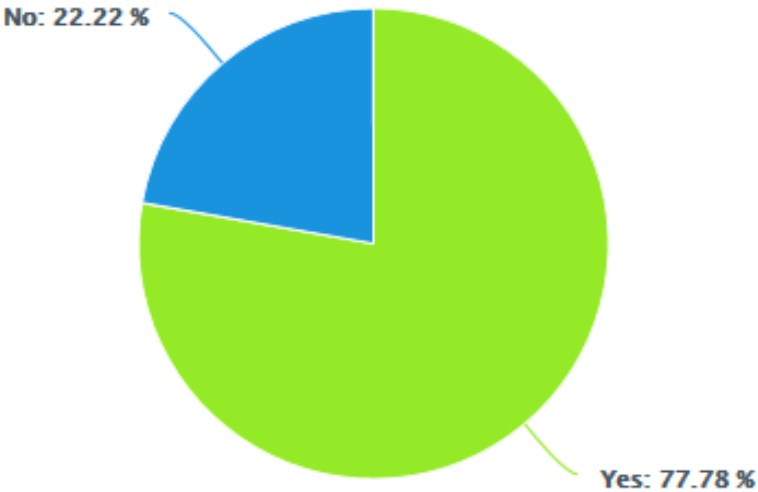
Appendix 3

Additional Exhibitor feedback (18 respondents out of 23 Exhibitors)





Has your institution attended this event before?



End of Report
