



**SERVICES FOR  
INTERNATIONAL  
EDUCATION  
MARKETING**

**Post-event report for**  
**Education UK UAE Art and Design Study Tour**  
**9 March 2017**  
**Dubai, United Arab Emirates**

## Introduction

Thank you for your participation at the Education UK UAE Art and Design Study Tour March 9, 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 Education UK UAE Art and Design Study hosted representatives from **3 UK institutions** (listed on page11) 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 45 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**

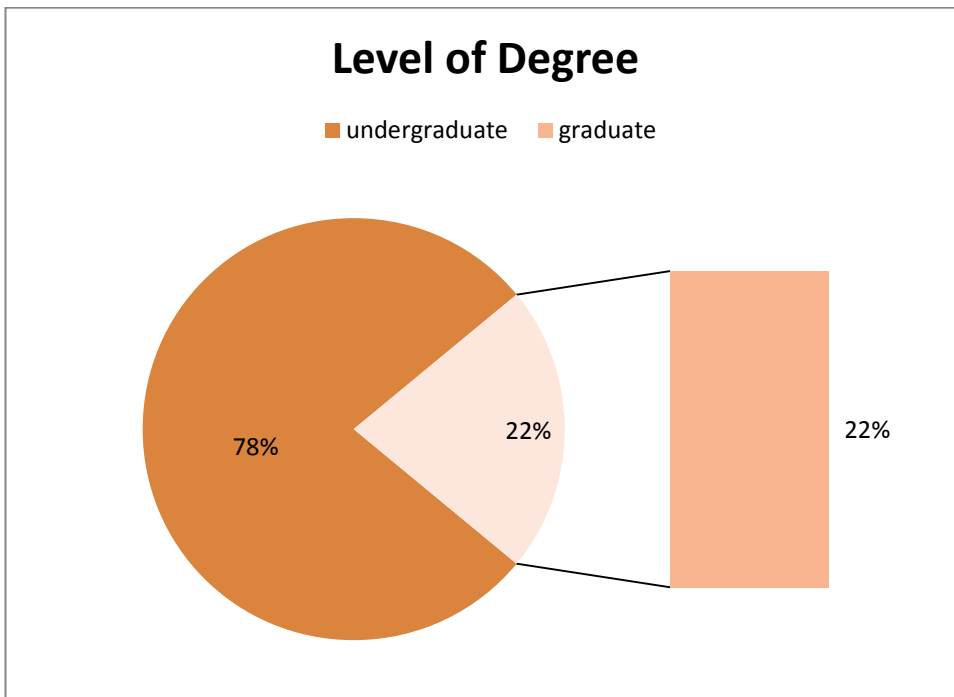
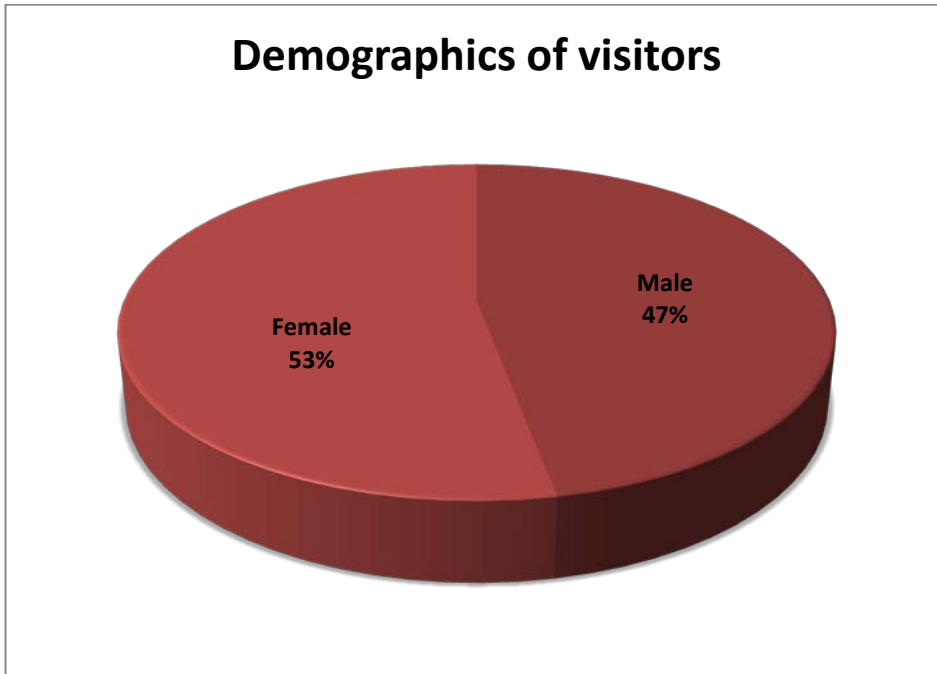
## Highlights

<b>Venue</b>	Dubai
<b>Opening hours</b>	Dubai: 8:30 – 6:00pm
<b>Programme</b>	8:45 am-9:30am Market Brief 9.30am- 2:30 pm School Visits to Dubai English Speaking College and Dubai International Academy 4:00-6:00pm Alserkal Avenue (a range of art and design spaces as listed below and get the chance to tour varies Design based venues and Art Galleries)
<b>Participation costs</b>	£950 plus VAT

## Key statistics

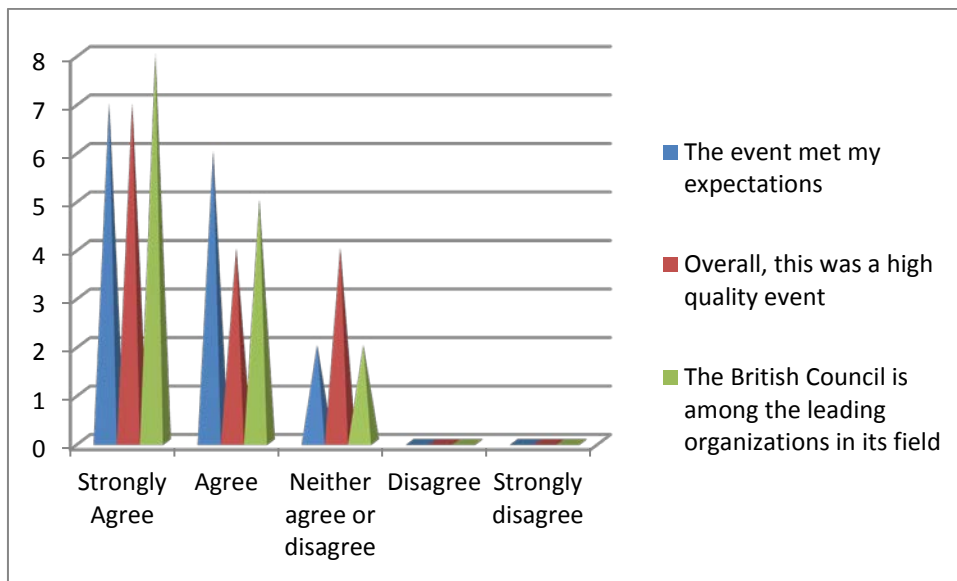
Total number of exhibitors	3
Total number of attendees (school and fair)	45
Demographics of visitors	47% <i>male</i>
	53% <i>female</i>
Level of degree	78% <i>undergraduate</i>
	22% <i>graduate</i>

Highlights:



Visitors survey results

	Strongly Agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
<b>The event met my expectations</b>	7	6	2	0	0
<b>Overall, this was a high quality event</b>	7	4	4	0	0
<b>The British Council is among the leading organizations in its field</b>	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 that offer art & design courses should be involved.**
- 2) More universities**
- 3) University staff very good and helpful**
- 4) Speeches and presentations preferred**
- 5) Improve range of Universities**

**List of participating institutions**

<b>No. of Universities</b>	<b>Name of University</b>
<b>1</b>	Brunel University London
<b>2</b>	Ulster University
<b>3</b>	Middlesex University