



The seeds of success

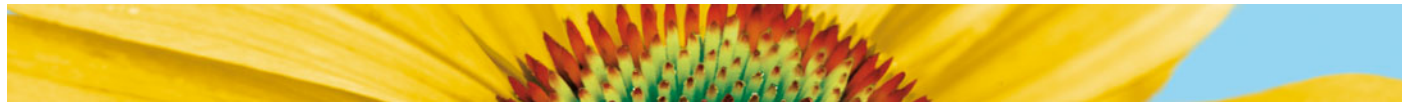
Education UK Exhibition, United Arab Emirates

24 – 26 September 2013

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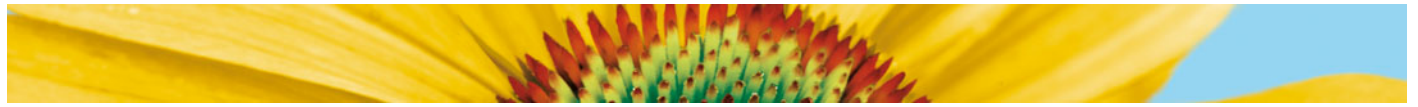
The British Council is the author of this report.



1. Event fact file

United Arab Emirates

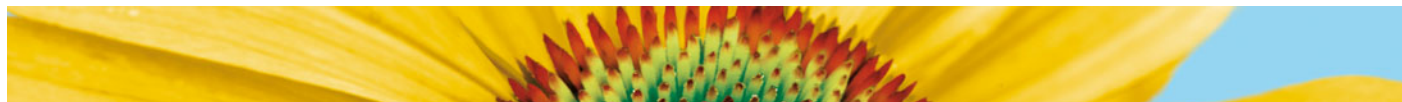
Venue	Sheraton Hotel and Resort, Abu Dhabi, 24 September 2013 Dubai World Trade Centre, Dubai, 25 and 26 September 2013								
Opening hours	08:30-16:30 school session in Abu Dhabi 10:00-12:00 for school students in Dubai 18:00-20:30 for public in Abu Dhabi 17:00-21:00 for public in Dubai								
Opened by	Abu Dhabi – HMA Dominic Jermey welcomed delegates at the networking reception Dubai – Marc Jessel, British Council, UAE Director								
Stand costs	Abu Dhabi - £1,985 Dubai - £1,998								
Unique feature to give added value	Networking dinner in Abu Dhabi with government representatives, scholarship providers, UAE-based HEIs, and agents. Networking lunch in Dubai with government representatives, agents, UAE-based HEIs, and school counsellors.								
Seminars	UAE Market Briefing – Sara Himoudi, Services for International Education Marketing Manager UAE The Role of UKTI in the UAE – Sunita Mirchandani, British Embassy Dubai								
Presentations	<p>The exhibition was complemented by a series of wraparound presentations for the public.</p> <p>Abu Dhabi 24 September</p> <table border="1"> <tr> <td>19:00-19:30</td> <td>UKBA Tier 4 PBS</td> </tr> <tr> <td>19:30-20:00</td> <td>UCAS – Tamir Hassan, British Council</td> </tr> </table> <p>Dubai 25 and 26 September</p> <table border="1"> <tr> <td>19:30-20:00</td> <td>UKBA Tier 4 PBS</td> </tr> <tr> <td>20:00-20:30</td> <td>UCAS – Tamir Hassan, British Council</td> </tr> </table>	19:00-19:30	UKBA Tier 4 PBS	19:30-20:00	UCAS – Tamir Hassan, British Council	19:30-20:00	UKBA Tier 4 PBS	20:00-20:30	UCAS – Tamir Hassan, British Council
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2. Key statistics

Attendance – visitors	Abu Dhabi		Dubai	
	2012	2013	2012	2013
Day 1	349	557	N/A	
Day 2 and day 3			1000	1823
Total number of visitors	349	557	1000	1823
Attendance – exhibitors				
Further Education	1	0	1	1
Higher Education	32	19	47	43
English language and university pathways	1	0	1	0
Boarding School	1	0	1	0
UCAS	0	0	0	0
Visa	0	0	1	0
Total number of exhibitors*	36	19	51	44

Visitors' primary market objectives	Abu Dhabi	Dubai	UAE
	2012	2012	2013
Total No. of subjects selected	1,001		3,439
Business	16%	25%	17.5%
Engineering	20%	10%	13.3%
Medicine	9%	3%	10%
Computer Science/ IT / Telecommunication	3%	6%	-
Law	-	-	7%
Science	-	7%	6%
Psychology	-	-	5.6%
Media / Communication	-	-	5.5%
Demographics of visitors	Abu Dhabi	Dubai	UAE



	2012	2012	2013
Male	55%	39%	57%
Female	45%	61%	43%

*A full list of exhibitors can be found in Appendix 1

3. Impact of marketing plan

Our marketing plan this year was drafted based on the feedback we received from our participants and school counsellors as well as our experience of organising EDUKEX. Our new strategy in Abu Dhabi aimed at reaching out to high schools via direct marketing instead of expecting them to visit the exhibition after school hours. Hence, we took our exhibitors to three schools in Abu Dhabi emirate, namely, The Cambridge High School, The British School Al Khubairat and The International School of Choueifat. These three schools send the maximum number of students abroad for further education. 64% of the total number of students we reached in Abu Dhabi was via this marketing strategy.

Besides this direct marketing strategy, we also organised the exhibition in the late afternoon, which was open to the general public.

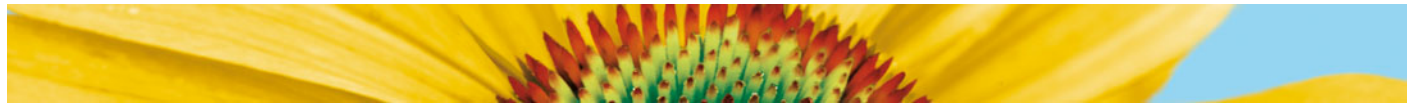
The marketing plan for UAE this year included:

- radio spots
- e-flyers distributed to school counsellors, higher and further education providers, scholarship organisations and agents
- print advertisements in Arabic and English newspapers
- Facebook advertisements resulting in over 37,000 'likes' on our page
- retention of a PR company whose efforts resulted in:
 - Media sending photographers to cover the event
 - A number of articles published either via print or online media, (Copies of which can be made available by request) along with audited viewership and attributable financial value
 - Sara Himoudi, SIEM Manager UAE, was interviewed on an Arabic-language TV channel

Visitor survey results demonstrate that over 42 per cent of visitors to the fair found out about the event through the teachers, school visits and friends and over 24 per cent through newspaper and flyers.

Our visitors' number increased this year by 44%, our marketing efforts managed to attract a respectable 2380 visitors.

A full media plan can be found in Appendix 4.



4. Conclusions and follow up

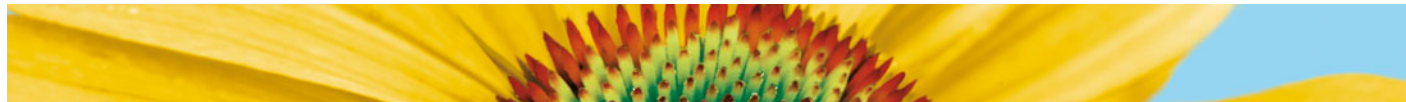
4.1 Key recommendations for institutions

The following points are made in light of the mystery shoppers' and visitors' feedback:

- The mystery shoppers' feedback has been more positive this year with relatively less negative feedback. In brief, 90% of mystery shoppers found the delegates approachable. Some mentioned that the information provided at most of the booths were not sufficient. The majority left with a good impression of the university subsequent to their interaction with the representative.
- As we had mentioned to the institutions last year that the agent representatives were promoting their own services more than the institutions, we could see a marked improvement in the way the agents promoted the institutions this year.
- If you are not the person on the BC mailing lists (both in the UK and UAE) to whom communications regarding EDUKEX are sent, please be sure to request that those who do receive these communications (e.g.: your international office or marketing department) forward them to you 'as is' in order to minimise confusion – both for you and us – and ensure that you receive all the information you need prior to the event.
- One important tool for improvement is the feedback provided in the participant questioner. Therefore, we do encourage all participants to complete the form.

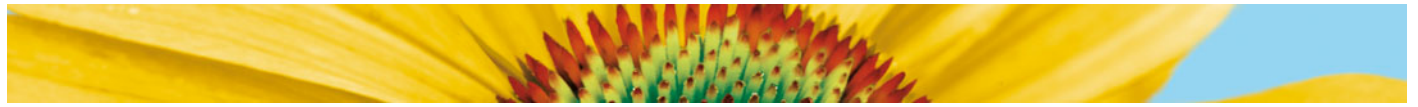
4.2 Key recommendations for the British Council

- As a result of the 2012 EDUKEX feedback, we moved morning sessions in Abu Dhabi from the Fair venue to visiting schools. As this has proved successful, we would endeavour to do more of school visits in the following years.
- As we had received feedback on the small size of the venue in Dubai in 2012, we moved the exhibition to a larger venue in 2013. This has provided positive feedback. Next year, we will look at securing a similar large space but will certainly provide Wi-Fi for all exhibitors.
- Most of the visitors to the exhibition were interested in Undergraduate courses rather than PG courses. This has been the trend for the past few years. We will relook at our marketing strategy and come up with a plan to attract more students who wish to apply for PG courses.
- As suggested in last year's recommendations, we did not do any subject-focussed presentation sessions this year. However, as we have noticed a 10% interest in Medicine and the feedback from all the universities that offer Medicine was that we should do a dedicated session on studying Medicine in UK, we will certainly organise this next year.



Appendix 1: List of participating institutions

1	University of Aberdeen*	23	The University of Manchester
2	Aberystwyth University*	24	The University of York*
3	Anglia Ruskin University	25	UCL-University College London
4	Bangor University	26	University for the Creative Arts
5	Birmingham City University*	27	University of Bradford*
6	Bournemouth University*	28	University of Brighton*
7	Cardiff University*	29	University of Bristol*
8	City University London*	30	University of Derby
9	De Montfort University*	31	University of Exeter*
10	King's College London*	32	University of Gloucestershire
11	LCA Business School, London	33	University of Greenwich
12	Liverpool John Moores University	34	University of Hull
13	London Metropolitan University	35	University of Kent
14	Loughborough University*	36	University of Leeds*
15	Manchester Metropolitan University	37	University of Portsmouth
16	Middlesex University, London*	38	University of Reading*
17	Northumbria University*	39	University of Southampton*
18	Oxford Brookes University	40	University of Surrey*
19	Plymouth University*	41	University of The Arts London*
20	Queen Mary University of London	42	University of Warwick*
21	Queen's University Belfast*	43	University of West London
22	Royal, Holloway, University of London*	44	University of Westminster
* Dubai Only			

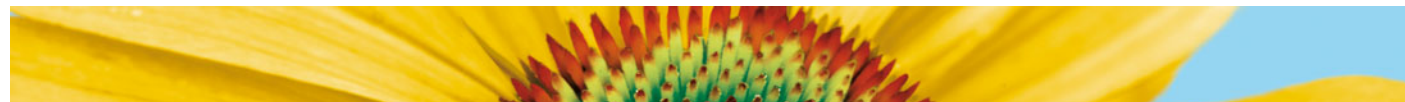


Appendix 2: Visitors' survey results

Abu Dhabi											
	Strongly agree		Agree		Neither agree nor disagree		Disagree		Strongly disagree		
This event met my expectations	291		609		99		25		11		
Overall this was high quality event	302		580		120		17		9		
EDUKEX provides essential information and advice on studying in the UK	373		492		148		4		8		
How likely is that you would recommend EDUKEX to a friend or a colleague?	10	9	8	7	6	5	4	3	2	1	0
	185	158	309	174	77	67	26	8	7	1	8

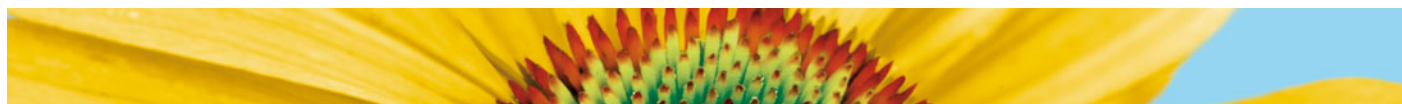
Some feedback and recommendations:

- Amazing Exhibition
- Have more Universities
- Kindly make sure all Universities have prospectuses.
- Offer wide variety such as Aviation
- More Universities offering Scholarships
- Why no ACCA, ACA, ICAEW, CIMA?
- Keep up the good work
- Include special courses in other fields such as Psychology
- Diverse universities and hold exhibition for more days
- More people at desks
- Bi-annually—more events
- PhD related information. Advisor to have more info regarding different areas
- Veterinary courses
- Nutrition, food Sciences field

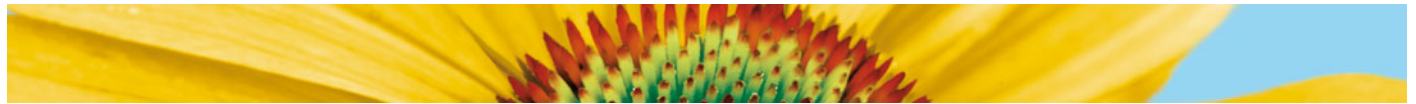


Appendix 3: Exhibitors' survey results

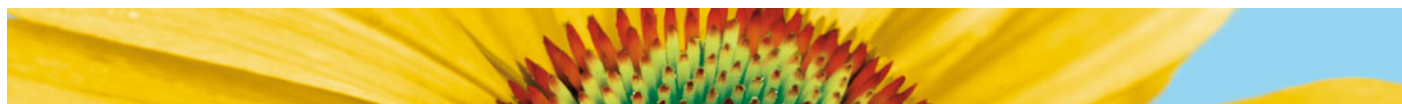
EDUKEX September 2013 - PARTICIPANTS' EVALUATION SURVEY SUMMARY					
No. of Participating institutions:		19 (Abu Dhabi); 44 (Dubai)			
No. of forms returned:		10 (Abu Dhabi); 34 (Dubai)			
1	A. Information and support received before the event	AUH	DXB	100%	
	Strongly Agree	5	14	43%	<ul style="list-style-type: none"> • Excellent support
	Agree	4	19	53%	<ul style="list-style-type: none"> • Programme went out a bit too close to start of event
	Disagree	0	1	2%	<ul style="list-style-type: none"> • Pre departure info was too late in the day
	Strongly Disagree	1	0	2%	<ul style="list-style-type: none"> • Very late with info wrap-around activities
	Totals	10	34		
	B. The value of the Education UK networking lunch	AUH	DXB	100%	
	Strongly Agree	0	4	12%	<ul style="list-style-type: none"> • Delicious
	Agree	0	8	24%	
	Disagree	0	13	38%	<ul style="list-style-type: none"> • It would have been useful to know who had been invited before hand • More useful to do extra school visits
	Strongly Disagree	0	5	15%	<ul style="list-style-type: none"> • Not really
	Did not attend	0	4	11%	
	Totals	0	34		
2	A. the exhibition date was appropriate for my institution	AUH	DXB	100%	
	Strongly Agree	2	13	34%	<ul style="list-style-type: none"> • Best time to catch pre-medical school applications • Seems to be a good time for students
	Agree	8	20	64%	<ul style="list-style-type: none"> • Perhaps a little early
	Disagree	0	1	2%	<ul style="list-style-type: none"> • This is appropriate only for the January 2014 intake. One more intake happens in September
	Strongly Disagree	0	0	0	
	Totals	10	34		
	B. The length of the event and opening hours were appropriate	AUH	DXB	100%	
	Strongly Agree	2	11	30%	



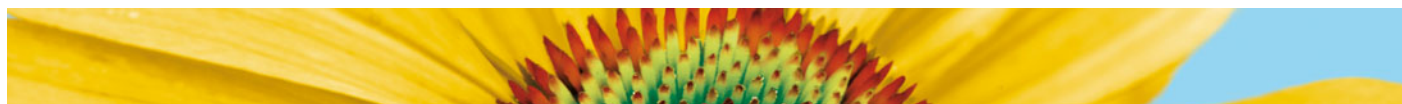
					<ul style="list-style-type: none"> School visit day ended of being very tiring. But good interest The school visits and then the exhibition meant it was a long day with no breaks Too long working hours Both days were very quiet at the start The break on Thursday was too long
	Agree	8	23	70%	
	Disagree	0	0	0	<ul style="list-style-type: none"> The 2nd day was quiet and possibly unnecessary
	Strongly Disagree	0	0	0	
	Totals	10	34		
	C. The exhibition venue was appropriate for the event.	AUH	DXB	100%	
	Strongly Agree	3	9	27%	<ul style="list-style-type: none"> Much better than last year, especially the removal of the shell scheme
					<ul style="list-style-type: none"> But it was too cold It was very cold, there should have been free Wi-Fi Exhibition hall right at the back of the Trade Centre is not easy to locate Except for no internet Appeared to be central Wi-Fi was incredibly expensive
	Agree	7	23	68%	
	Disagree	0	2	5%	<ul style="list-style-type: none"> Internet was inadequate
	Strongly Disagree	0	0	0	
	Totals	10	34		
	D. Please rate the quality of the stand and furniture	AUH	DXB	100%	
	Strongly Agree	4	8	27%	
	Agree	4	14	41%	<ul style="list-style-type: none"> Some students need more advise on UK system
					<ul style="list-style-type: none"> Too many for Medicine. Very few PG The Quality was good but i was expecting a greater number Not very busy on Thursday unfortunately Mainly GCSE students so unable to start, but still feel it was successful in order to put our name out there
	Disagree	2	10	27%	
					<ul style="list-style-type: none"> Too few by for-quality was good but not enough of them Quality was good-numbers were very poor. Also no PG
	Strongly Disagree	0	2	5%	
	Totals				



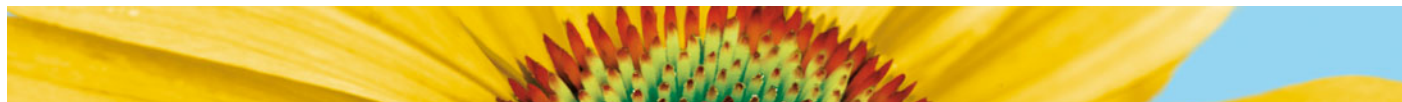
	E. Please rate the quality/number ratio of enquiries	AUH	DXB	100%	
	Strongly Agree	3	4	16%	
	Agree	3	9	27%	<ul style="list-style-type: none"> I didn't participate in AUH school visits but the schools 10-12 slot on the 26th was good
	Disagree	1	6	16%	<ul style="list-style-type: none"> Too many home stay
	Strongly Disagree	0	0	0	
	Incomplete form/NA	3	15	41%	<ul style="list-style-type: none"> Would like to visit schools again Didn't attend
	Totals				
3	A. Please rate the quality of the hotel services (airport pick-up, check-in. room service etc.	AUH	DXB	100%	
	Strongly Agree	5	3	18%	<ul style="list-style-type: none"> Excellent
	Agree	4	12	36%	<ul style="list-style-type: none"> Quite expensive Hotels Room was good but chaotic pick up & bad business centre
	Disagree	1	6	16%	
	Strongly Disagree	0	0	0	
	Incomplete form/NA	0	13	30%	
	Totals				
	B. The event overall represented a good showcase for UK Education in a professional environment	AUH	DXB	100%	
	Strongly Agree	7	8	34%	
	Agree	3	22	57%	<ul style="list-style-type: none"> Seminar, presentation opportunity would be good Need to focus more on Emirati students
	Disagree	0	1	2%	
	Strongly Disagree	0	0	0	
	Incomplete form/NA	0	3	7%	
	Totals				
	C. Do you think your participation was a worthwhile investment of time and money?	AUH	DXB	100%	
	Strongly Agree	2	5	18%	



	Agree	7	21	64%	<ul style="list-style-type: none"> Attendance seemed lower than last year
	Disagree	0	2	5%	
	Strongly Disagree	0	0	0	
	Incomplete form/NA	1	6	15%	<ul style="list-style-type: none"> Too soon to say Too early to tell
	Totals				
	D. Are you interested in attending a similar event again?	AUH	DXB	100%	
	Strongly Agree	3	11	32%	<ul style="list-style-type: none"> This time of year works well for universities, with Medical schools early deadlines
	Agree	5	14	43%	<ul style="list-style-type: none"> But too soon to say Not in September too early in the academic year
	Disagree	0	6	14%	<ul style="list-style-type: none"> I will need to renew my.....commission level
	Strongly Disagree	0	1	2%	
	Incomplete form/NA	2	2	9%	<ul style="list-style-type: none"> Will definitely be interested in school visit activities Maybe only in Dubai
	Totals				
4	A. Do you expect to have definite applications as a direct result of attending this event?	AUH	DXB	100%	
	Yes	4	30	78%	<ul style="list-style-type: none"> Mainly UG Would like to see more governmental / Ministry staff at the Networking sessions and briefing Independent April visit I was surprised the BC (EDUKEX had not arranged WIFI service as part of the venue. I did expect to have to pay an additional charge. Disappointing! At such an event, it really should be free + available.
	Possibly	5	4	20%	
	No	1	0	2%	
	Totals				100%
	B. In which subjects and at what levels did you receive the most interest?	AUH	DXB	100%	
	Business	5	21	19%	
	Engineering	5	18	17%	
	Law	3	11	10%	



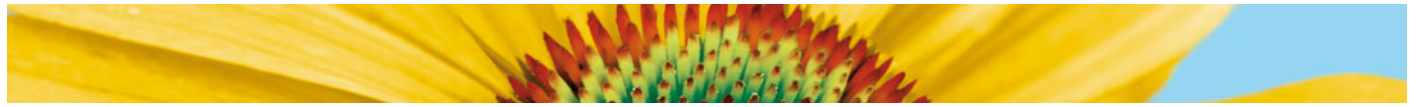
Medicine	7	15	16%	
Architecture	3	6	7%	
Business Management	0	1	0.7%	
Media	1	3	3%	
Journalism	1	1	2.2%	
Biology	0	4	3%	
Sciences	0	3	3%	
Mechanical Engineering	0	2	2%	
Accounting and Finance	0	1	0.7%	
Art and Design	1	6	5%	
Information Technology	2	4	4%	
Economics	1	2	2%	
Foundation	0	2	1%	
Psychology	0	4	3%	
Sports Management	0	1	0.7%	
English	0	1	0.7%	
Totals	29	106	100%	100%
C. What do you feel is the biggest market potential for your institution in the UAE?	AUH	DXB	100%	
Undergraduate	3	11	28%	
Business	2	3	10%	
Engineering	3	6	18%	
Postgraduate	0	1	2%	
Creative arts enquiry	0	1	2%	
Medicine	0	1	2%	
Foundation	1	2	6%	
Accountancy & Finance	0	1	2%	
Architecture	0	1	2%	
Different Nationalities	0	1	2%	
Law	2	1	6%	
Media	0	1	2%	



IT-Computer studies	0	3	6%	
Management	0	2	4%	
Bio-medical sciences	0	1	2%	
Direct marketing	0	3	6%	
Totals	11	39	100%	100%
D. Do you or another representative from your institution plan to return to the UAE within the next twelve months?	AUH	DXB	100%	
Yes	9	30	87%	
No		2	6%	
Incomplete form/NA	1	2	7%	
Total	10	34	100%	100%

Any additional comments

University of Westminster	It appears to be for UG courses. I was expecting more PG enquiries
London Metropolitan University	Thanks to all BC staff for their support at the events
Bangor University	Would be good idea if BC arranges a session for visitors-similar to UKBA & IELTS session but dedicated to studying Medicine in UK. Strongly agree with dedicated sessions for Medical Sciences
UCA	Would love to have met school counsellors/teachers at school events or had opportunity for subject specific presentations/ seminars
University of Manchester	Sara & her BC colleagues were very helpful
University of Kent	Excellent event in Dubai (cannot comment on AUH as did not attend) vast improvement on last year's event
University of Portsmouth	It was very bad that we were expected to pay additionally for Wi-Fi access
University of Derby	BC needs to think about more market data (e.g. names/contact details of school counsellors) as part of the package. Also many schools require training for counsellors
London School of Accountancy	Very much pleased in the way the event was promoted by BC. It attracted a lot of crowd and the turnout was good.



Appendix 4: Advertising and promotion plan (media plan)

Publication	Inserts	Circulation	Size	Colour	Position
Al Bayan	1	88,000	Quarter Page	Colour	Inside
Al Ittihad	1	94,275	Quarter Page	Colour	Inside
Emarat Al Youm	1	80,000	Quarter Page	Colour	Inside
Al Watan	1	110,000	Quarter Page	Colour	Inside
The Gulf Today	3	90,000	Quarter Page	Colour	Inside
Gulf News	1	133,000	Quarter Page	Colour	Inside
7 Days	2	80,000	Quarter Page	Colour	Inside
Panorama	1	45,000	Quarter Page	Colour	Inside
Al Sada	1	110,000	Quarter Page	Colour	Inside

Radio 2 30 Seconds		
Programme	Time	Spots
Morning	0600 - 1000	16
Evening	1600 - 2000	16

Online	Banners	Impressions
Facebook British Council page	Posts and cover photo	37,000+ liking
Edarabia.com – Homepage	LeaderBoard	
Google.ae	CPC Banner Ad	2000 CPM
Al Bayan Online	Leaderboard expandable 728*210 Banner	67,000 CPM