

# An illuminating future

European Education Fair Taiwan

26-28 October 2013

## Contents

Contents.....	1
1. Key statistics .....	2
2. Marketing plan.....	2
3. Recommendation for UK institutions.....	3
4. British Council's responses to issues and concerns .....	3
Appendix 1: Event profile.....	5
Appendix 2: List of participating institutions .....	6
Appendix 3: Visitors' survey results .....	9
Appendix 4: Exhibitors' survey results .....	14
Appendix 5: UK-focused marketing arrangements.....	16

## 1. Key statistics


Attendance	Taipei		Kaohsiung	
	2013	2012	2013	2012
<b>Saturday</b>	3,800	2,760	--	--
<b>Sunday</b>	3,500	2,840	--	--
<b>Monday</b>	--	--	530	800
<b>Total number of visitors</b>	<b>7,300</b>	<b>5,600</b>	<b>530</b>	<b>800</b>
<b>Total number of seminar attendance (UK only)</b>	<b>516</b>	<b>434</b>	<b>87</b>	<b>64</b>
Secondary Education	3	2	0	1
Further Education	1	0	0	0
Pathway / EFL	2	2	1	1
Higher Education	49	52	18	23
<b>Total number of UK exhibitors</b>	<b>55</b>	<b>56</b>	<b>19</b>	<b>25</b>

Full list of participating schools and institutions can be found in Appendix 2.

## 2. Marketing plan

The promotion of UK pavilion had a strong digital focus as the majority of the target audience are students and office workers who had been identified as heavy Internet users in Taiwan. A serial Facebook campaign, *Love Great Britain*, was developed and coincided with other activities, such as the launch of *Inspiration UK*, the UK education reference book and the rollout of *Study in the UK*, a localised market survey. Together these activities not only raised the profile of UK education but also created a substantial impact on the promotion of the upcoming fair. Through the online survey, we have also gathered up-to-date insights to the decision-making of prospective students from more than 650 responses, helping us to continuously improve our communications with the local audience. The investment in the Facebook Advertisements has further raised the awareness of the British Council Taipei and maximised the exposure on social media with over 250 shared posts. 71 per cent of visitors were reached through online communication channels and 47 per cent of them were engaged through Facebook. This indicated the effectiveness of online communication channels, particularly on Facebook for the promotion of the education fair.

The sponsorships from and collaboration with a number of UK brands, such as Cath Kidston, Neal's Yard Remedies, and Vivienne Westwood provided the marketing campaign with a wide variety of incentives, which successfully engaged the local audience and further enhanced the UK presence at the fair. In addition, the newly published guide books to UK education, *Inspiration UK* and *Experience UK*, also saw strong demand from visitors, indicating a high level of popularity and interest in studying in the UK.



According to the previous survey and this year's results, around 35 per cent of the visitors to the UK pavilion learnt about the EEFT through word of mouth from friends, teachers, and agents. This indicated the importance of raising awareness of the Fair in a number of key areas including colleges, universities, residential communities, and in the city centre. The investment in bus panels in Taipei and MRT in-car and in-station posters created a strong impression with the public (Taipei bus panel 81.4 per cent and Kaohsiung MRT 34 per cent among outdoor advertisements). With the integration of British Council's UK education offer, external collaboration, targeted marketing and strategic use of social media, the holistic marketing campaign for UK pavilion was very successful in reaching the local audience and generating interests.

*UK-focused marketing arrangement can be found in Appendix 5.*


### **3. Recommendation for UK institutions**

- Please fill in forms required for the exhibition preparation as indicated in the exhibition handbook by given deadlines to allow sufficient time to respond to any changes.
- The UK-focused exhibition show guide and the EEFT catalogue are useful resources where subject areas, institution locations/profiles, seminar information and floor plans are included to facilitate visitors' navigation in the venue and understanding of what institutions have to offer. Please make use of these supplemental materials when dealing with visitors looking for generic information and encourage them to come back with specific enquiries that you may assist with.
- Alumni, according to our experience, are the best representatives to speak for your institution with their insights into living and studying in the UK, which are highly sought after by local audiences. The EEFT 2013 saw a decrease in the number of alumni participants. We would like to encourage working with alumni for their presence not only on the institution stand but seminars as well, bringing their positive experience in the UK to promote your institution and UK education.
- Prior to the event, agencies assisting UK exhibitors had been sent a copy of the British Council's Agent Policy, which was agreed and signed off by the head or senior manager of the agencies respectively. This called for their cooperation in promoting UK institutions they assist rather than the agencies themselves. However it happened from time to time that some agents distributed their own agency-branded advertisements and pitched their services to students in the fair. As the event organiser, we rely on your assistance in ensuring agents on your stand are aware of the agent's policy and act accordingly.

### **4. British Council's responses to issues and concerns**

Joining the European Education Fair has triggered concerns over the diluted UK's presence and the direct competition with other European education providers. Whilst some view the joint event less positively, there are beneficial factors which we would like to mention.

- Economy of scale: the joint Fair formed a much larger number of exhibitors, which allowed the hiring of TWTC Exhibition Hall 3, a venue highly suitable for quality education fairs with presentable layout and easy access and well-received by UK exhibitors. With the current size of UK representation, it would not be feasible to hold the exhibition in the same venue without an increase in fees for participation. The joint European Education Fair has also been the largest of its kind in Taiwan, which was a powerful marketing statement to encourage visitor attendance when communicating with local audience.
- Wider audience reach: the combined arrangement helped attract audiences who initially did not consider the UK as a study destination by taking advantage of English being the most welcomed and recognised essential skills in international workplace.
- Joint efforts to maximise exposures: we have made use of resources owned by European partners, such as their connections with government bodies, university campuses, local libraries, commercial sectors, and European alumni, which, together with our existing networks, formed extensive



networks to further position the UK as a destination of choice for academic enhancement and joint collaboration.

- Observation of market: this partnership has not only enabled more collaboration but also strengthened our understanding of competition from other countries in terms of student recruitment, institution and country level marketing activities, and internationalisation initiatives.
- Extended event organisation capacity: the project manager of EEFT served as additional workforce that focused on offering quality event arrangement, better administration support, strengthened promotional plans, and continuous future development.

#### Venues and facilities

- Internet connection: Wi-Fi connection was reported either slow or unavailable. The service provider clarified that the situation was unfortunately inevitable as the Taipei venue (TWTC Exhibition Hall 3) was in an area where free wireless internet was of most demand and therefore the quality of connection could not be guaranteed. Deployment of direct broadband network was a potentially effective solution that we chose not to adopt due to its high cost it would have an impact on the participation fee. While we continuously investigate economical alternatives for Internet access, we strongly recommend exhibitors to book wired broadband connection in advance if access to Internet is essential to your interaction with visitors.
- Stand location: this year we increased the number of corner stands (open at two sides). While many enjoyed increased footfalls to their stands, a few replied their stand locations were less attractive. Unfortunately this remains a challenging task for the organiser as it seems no alternative solution was deemed better than the current arrangements by alphabetic order. While we will follow the established ground rules for the ease of navigation, we will look into creative designs for floor plans and new ways of arranging stand locations.
- Feedbacks related to facilities and amenities, such as refreshments, arrangement of chairs for visitors in Kaohsiung, provision of adaptors/sockets: we will work to ensure sufficient supply of refreshments in both venues for future events. Chairs and other facilities for visitors can be arranged once we have confirmed the venue in Kaohsiung. Exhibitors who need to use adaptors/sockets please do let us know prior to the event so that we can prepare accordingly, though there will be charges incurred if the item on loan goes missing or is damaged.

*Full results of the British Council exhibitors' survey can be found in Appendix 4.*

## Appendix 1: Event profile

### Taipei

<b>Venue</b>	TWTC Exhibition Hall 3
<b>Opening hours</b>	1300 to 1800
<b>Stand costs</b>	£2,672.00 +VAT
<b>Sponsors</b>	Vivienne Westwood, Cath Kidston and Neal's Yard Remedies
<b>Seminars</b>	<p><b>Saturday, 26 October</b></p> <p>1310 – 1350 How to apply to UK postgraduate courses / Scholarships</p> <p>1400 – 1440 Pathways to studying art and design in the UK</p> <p>1450 – 1530 How to make a great application to a UK university + steps in applying to Oxbridge and UK medical schools</p> <p>1540 – 1620 How to prepare academically and socially for studying in the UK</p> <p>1630 – 1710 Making your decision: How to choose a university</p> <p>1710 – 1800 How to achieve a high score in IELTS</p> <p><b>Sunday, 27 October</b></p> <p>1310 – 1350 How to apply to UK postgraduate courses / Scholarships</p> <p>1350 – 1430 How to achieve a high score in IELTS</p> <p>1440 – 1520 Masters and PhD study in TESOL and related subjects in the UK</p> <p>1530 – 1610 Why start with a UK boarding school? The UK secondary education path</p> <p>1620 – 1700 How to prepare academically and socially for studying in the UK</p> <p>1710 – 1750 Studying Finance and Management – Career prospects and what to expect on the course</p>

### Kaohsiung

<b>Venue</b>	10F, International Special Events Centre (ISEC)
<b>Opening hours</b>	1600 to 2100
<b>Stand costs</b>	£887.00 +VAT
<b>Seminars</b>	<p><b>Monday, 28 October</b></p> <p>1700 – 1810 Studying in the UK - a closer look at postgraduate courses / How to achieve a high score in IELTS</p> <p>1815 – 1845 Making your decision: Choosing the right Course</p>



	1850 – 1920 Studying Finance and Management – Career prospects and what to expect on the course
	1925 – 1955 How to prepare academically and socially for studying in the UK

## Appendix 2: List of participating institutions

Booth No. Taipei / Kaohsiung	Secondary Education
S1	Astrum Education
S2	Bellerbys College
S5	EF Academy- International Boarding Schools
	Further Education
S3	Boston College (UK)
	Pathway / EFL
S4	Cambridge Education Group
S6 / S1	EF University Preparation
	Higher Education
1 / 1	Anglia Ruskin University
2 / 2	University of the Arts London
3	Bangor University
4	University of Bath
5 / 3	Bath Spa University
6	Birkbeck, University of London
7	The University of Birmingham
8	Birmingham City University / Birmingham Institute of Art and Design
9	Bournemouth University (UK)
10	University of Bradford
11 / 4	City University London
12 / 5	University College Birmingham



13	University College London (UCL)
14	University for the Creative Arts
15 / 6	The University of Cumbria
16	De Montfort University, Leicester
17 / 7	University of East Anglia
18 / 8	University of Exeter
19 / 9	University of Glasgow
20	Goldsmiths, University of London
21	Heriot-Watt University
22	Institute of Education, University of London
23	University of Kent
24	Kingston University London
25	University of Leeds
26	University of Leicester
27 / 10	London South Bank University
28 / 11	Loughborough University
29 / 12	The University of Manchester
30 / 13	Manchester Metropolitan University
31	The University of Northampton
32	Northumbria University (Newcastle)
33	Norwich University of the Arts
34	Nottingham Trent University
35	Oxford Brookes University
36	Queen Margaret University, Edinburgh
37	University of Reading
38	Royal Holloway, University of London
39	University of Sheffield
40	Sheffield Hallam University





41	SOAS, University of London
42 / 14	University of Southampton
43	Strathclyde University
44 / 15	University of Sunderland
45	The University of Surrey
46	University of Sussex
47 / 16	University of Warwick
48 / 17	University of West London
49 / 18	University of the West of Scotland

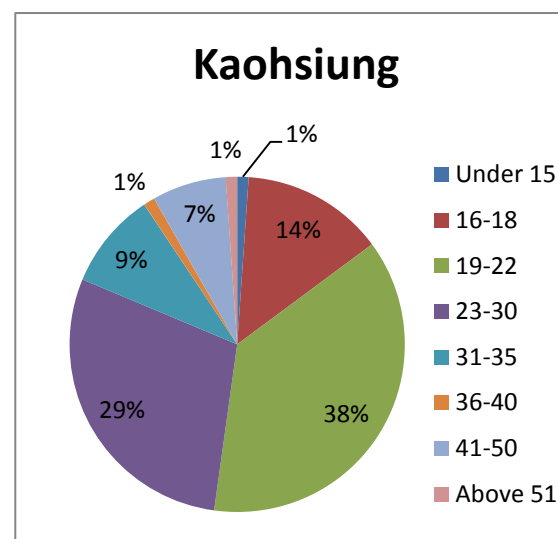
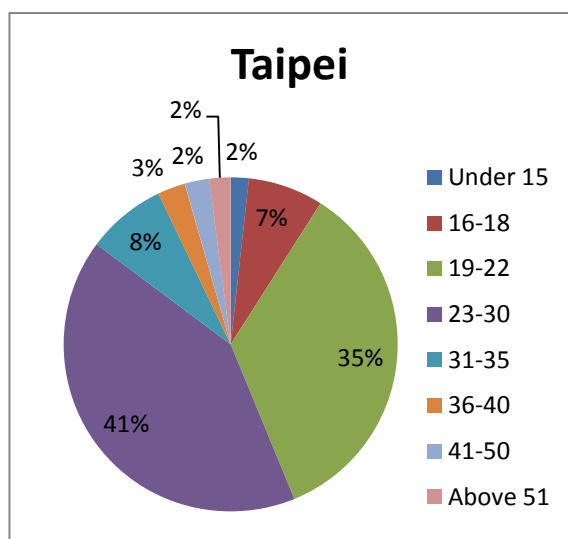
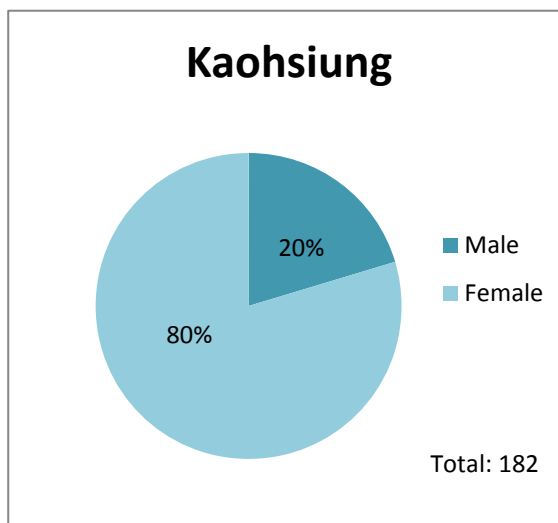
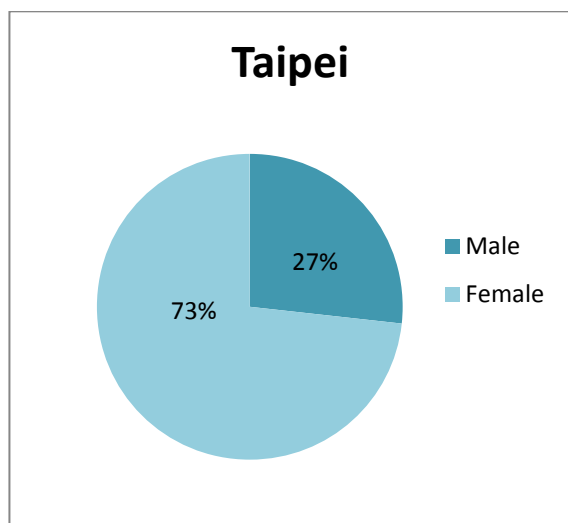


## Appendix 3: Visitors' survey results

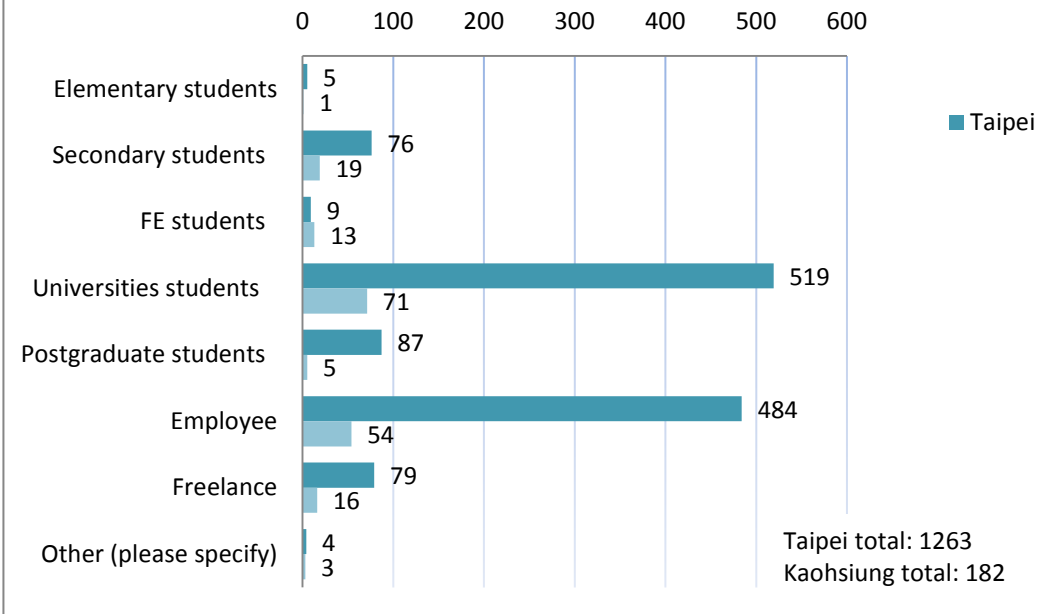
The British Council visitor's survey received 1,263 responses in Taipei, 182 in Kaohsiung. Please see below for highlights and full results of the survey.

### Demographics

- The age group 16 to 18 and 19 to 22 accounted for 52 per cent of visitors in Kaohsiung, showing diverse appetite for courses in addition to postgraduate studies.
- EFL providers, further education and pathway may want to make a reference as in Kaohsiung we saw more parents with kids seeking for advice on transferring to UK education system.



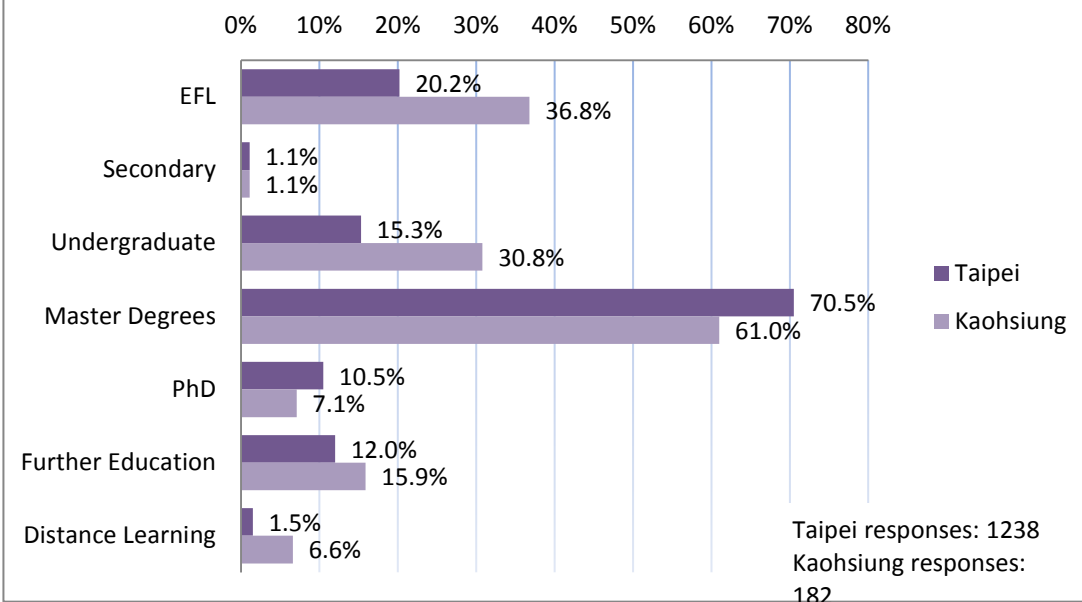
## Visitor profile



### Level of study

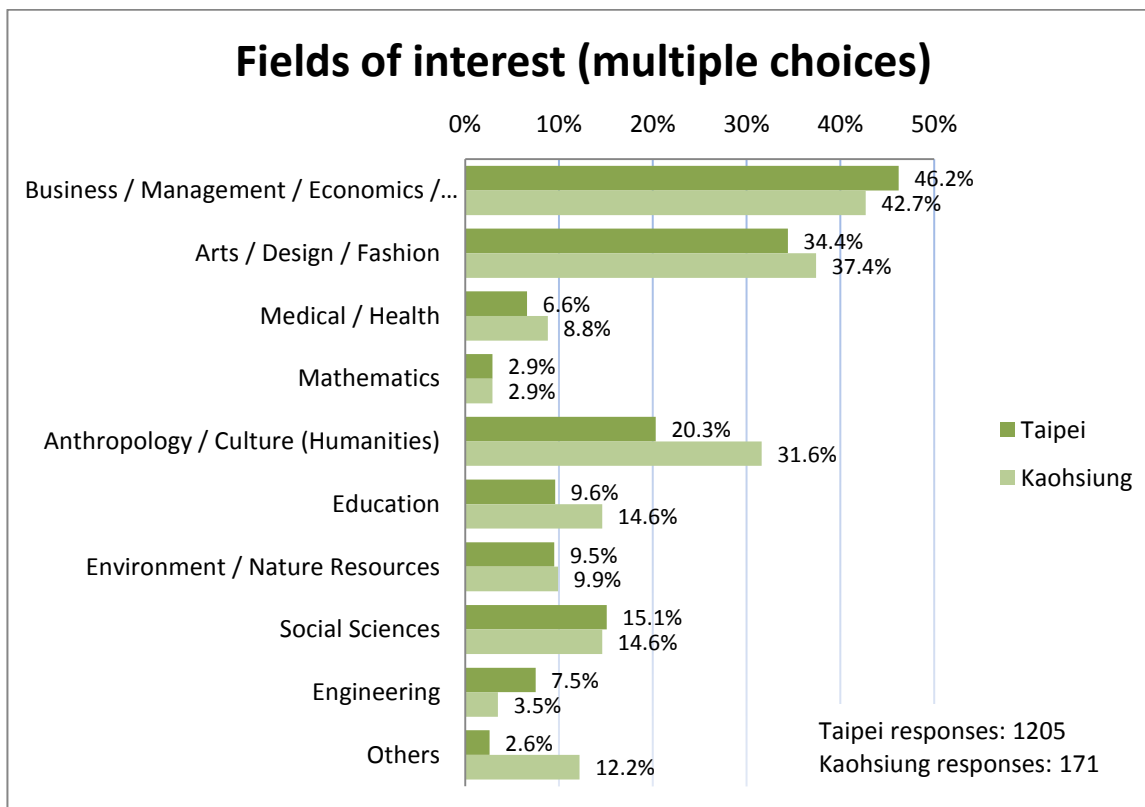
- Demand for EFL and undergraduate studies in Kaohsiung remained strong, presenting a consistent picture with the visitor profiles as shown above.
- Increasing interest in undergraduate and PhD has been mentioned by some exhibitors based on enquiries they received; however a drop in overall study in the UK market was also noted owing to shrinking student populations, direct competition from other overseas and local education providers, and better career prospects in home country or other countries.
- Further education (known as vocational education in Taiwan) is an area that worth noted as vocational education has featured prominently on local government’s agenda due to a shortage of well-trained professional ‘grey collar’ workforce and an oversupply of bachelor degree holders.

### Level of study (multiple choices)



## Fields of interest

- A notable 12.2 per cent of Others in Kaohsiung included tourism, hospitality, culinary, perfumery, agriculture and maritime services according to visitor's feedback. Certain disciplines, such as real estate management, interpretation, food science, and sports science, were also mentioned by visitors in Taipei.



## Full visitor's survey results

	Taipei		Kaohsiung	
<b>1. Gender</b>				
Male	338	26.8%	37	20.3%
Female	925	73.2%	145	79.7%
<b>2. Age</b>				
Under 15	22	1.7%	2	1.1%
16-18	92	7.3%	25	13.7%
19-22	439	34.8%	68	37.4%
23-30	523	41.4%	53	29.1%
31-35	97	7.7%	17	9.3%
36-40	34	2.7%	2	1.1%
41-50	30	2.4%	13	7.1%
Above 51	26	2.1%	2	1.1%
<b>3. Visitor profile</b>				
Elementary students	5	0.4%	1	0.5%
Secondary students	76	6.0%	19	10.4%

FE students	9	0.7%	13	7.1%
Universities students	519	41.1%	71	39.0%
Postgraduate students	87	6.9%	5	2.7%
Employee	484	38.3%	54	29.7%
Freelance	79	6.3%	16	8.8%
Other (please specify)	4	0.3%	3	1.6%
<b>4. Level of study (multiple choices)</b>				
EFL	250	20.2%	67	36.8%
Secondary	13	1.1%	2	1.1%
Undergraduate	189	15.3%	56	30.8%
Master Degrees	873	70.5%	111	61.0%
PhD	130	10.5%	13	7.1%
Further Education	149	12.0%	29	15.9%
Distance Learning	18	1.5%	12	6.6%
<b>5. Fields of interest (multiple choices)</b>				
Business / Management / Economics / Marketing	557	46.2%	73	42.7%
Arts / Design / Fashion	415	34.4%	64	37.4%
Medical / Health	80	6.6%	15	8.8%
Mathematics	35	2.9%	5	2.9%
Anthropology / Culture (Humanities)	245	20.3%	54	31.6%
Education	116	9.6%	25	14.6%
Environment / Nature Resources	115	9.5%	17	9.9%
Social Sciences	182	15.1%	25	14.6%
Engineering	90	7.5%	6	3.5%
Others	31	2.6%	21	12.2%
<b>6. Channels of knowing the EEFT 2013 (multiple choices)</b>				
<b>By newspaper</b>				
Apple Daily	134	62.3%	31	93.9%
U-Paper	86	40.0%	2	6.1%
<b>By Internet</b>				
British Council website	469	62.0%	69	58.0%
Youtube	72	9.5%	19	16.0%
Facebook	341	45.0%	58	48.7%
<b>By poster and/or flyer</b>				
British Council	338	69.4%	44	60.3%
School	137	28.1%	28	38.4%
Cram school	34	7.0%	6	8.2%
Library	27	5.5%	2	2.7%
<b>By outdoor advertising</b>				
Bus panel	144	81.4%	n/a	n/a
Food court/Cinema TV advert	41	23.2%		
MRT in-car poster	n/a	n/a	44	81.5%
MRT wall poster			18	33.3%
<b>Others</b>				
By family/friends	342	80.1%	39	63.9%



By teachers	51	11.9%	20	32.8%
By agents	50	11.7%	4	6.6%
<b>7. After the exhibition, have you decided to study in the UK</b>				
Within 6 months	23	2.0%	2	1.2%
Within a year	227	19.4%	19	11.2%
After a year	425	36.3%	60	35.5%
Undecided	470	40.2%	86	50.9%
Not considering	25	2.1%	2	1.2%
Planning to go to other countries	14	1.2%	14	8.3%
<b>8. Important factor when selecting institution / subject area (multiple choices)</b>				
Tuition fee	801	65.1%	130	71.8%
Institution ranking / reputation	860	69.9%	112	61.9%
Career prospect	710	57.7%	118	65.2%
Family / friend	75	6.1%	13	7.2%
Agent	144	11.7%	21	11.6%
Local teacher/ lecturer	142	11.5%	22	12.2%
<b>9. Overall assessment of the UK pavilion (multiple choices)</b>				
<b>The information get from the UK institutions is very useful</b>				
Strongly agree	257	21.1%	40	22.1%
Agree	850	69.9%	115	63.5%
OK	107	8.8%	26	14.4%
Disagree	2	0.2%	0	0.0%
<b>The information get from the UK seminars is very useful</b>				
Strongly agree	225	19.0%	37	20.4%
Agree	815	68.8%	115	63.5%
OK	142	12.0%	29	16.0%
Disagree	3	0.3%	0	0.0%
<b>Mini exhibition featuring Vivinne Westwood has increased the interest in areas related to fashion, design, brand management, etc. (Taipei only)</b>				
Strongly agree	95	8.6%	n/a	n/a
Agree	493	44.5%		
OK	467	42.2%		
Disagree	52	4.7%		

## Appendix 4: Exhibitors' survey results

Total number of exhibitors / survey collected: Taipei 55 / 55; Kaohsiung 19 / 17

	Taipei		Kaohsiung	
<b>1. What is your assessment of the visitors?</b>				
Good number and good quality	39	71%	8	47%
Good quality only	8	15%	3	18%
Good number only	5	9%	1	6%
Disappointing	2	4%	5	29%
<b>2. During the exhibition, approximately how many student enquiries did you receive?</b>				
Below 50 students	20	36%	15	88%
Between 50 to 100 students	24	44%	2	12%
More than 100 students	11	20%	1	6%
<b>3. How do you rate the service provided by the European Education Fair Taiwan during the exhibition?</b>				
5 - Excellent	15	27%	1	6%
4 - Good	31	56%	10	59%
3 - Satisfactory	7	13%	5	29%
2 - Fair	2	4%	1	6%
1 - Unsatisfactory	0	0%	0	0%
<b>4. How do you rate the support you received from the British Council before and during the event?</b>				
5 - Excellent	20	36%	1	6%
4 - Good	28	51%	9	53%
3 - Satisfactory	5	9%	6	35%
2 - Fair	2	4%	1	6%
1 - Unsatisfactory	0	0%	0	0%
<b>5. How do you rate the UK's presence in the EEFT 2013?</b>				
5 - Excellent	6	11%	1	6%
4 - Good	34	62%	10	59%
3 - Satisfactory	10	18%	4	24%
2 - Fair	3	5%	2	12%
1 - Unsatisfactory	1	2%	0	0%
<b>6. Was the stand design</b>				
Practical	50	91%	15	88%
Not practical	3	5%	2	12%
<b>7. Do you find the direction signage</b>				
Easy to follow	50	91%	n/a	
Not practical	4	7%		
<b>8. Was the institution networking session</b>				
Practical	20	36%	n/a	
Not practical	5	9%		
Not participated, no comments	27	49%		



<b>9. The opening hours were</b>				
Too long	n/a		5	29%
Just right			13	76%
Too short			0	0%
<b>10. Please give your overall assessment of the exhibition.</b>				
5 - Excellent	8	15%	0	0%
4 - Good	31	56%	7	41%
3 - Satisfactory	13	24%	8	47%
2 - Fair	1	2%	2	12%
1 - Unsatisfactory	0	0%	1	6%
<b>11. Will you be attending this event next year?</b>				
Yes	30	55%	5	29%
No	1	2%	1	6%
Undecided	21	38%	12	71%
<b>12. Have you developed any new links or built on existing partners / agent relationships by coming?</b>				
Yes	26	47%	2	12%
No	19	35%	12	71%



# Appendix 5: UK-focused marketing arrangements

Media Type	Description
❖ Online Channels	<ul style="list-style-type: none"> <li>Run for 6 weeks</li> <li>Over 250 share generated</li> <li>FB AD reached 3,781 clicks</li> <li>Post AD and interactive campaign: Love Great Britain</li> </ul> <p><b>Love Great Britain Part 1</b> A teaser for EEFT promotion Promoting the newly published “Inspiration UK 2014” and presentations Encouraging fans to share this post on FB by offering incentives</p> <p><b>Love Great Britain Part 2</b> Online survey: Vote for My UK Education The second implementation of Love Great Britain campaign An online survey composed with five UK education related questions Reached 656 survey participants</p> <div data-bbox="391 846 826 1323"> <p>英國文化協會 British Council Taiwan &lt;留學就愛大不列顛 週末盛大登場&gt;</p> <p>台灣規模最大的歐洲教育展將於10月26、27日(六、日)於台北世貿三館、28日(一)在高雄新光三越左營店盛大登場。今年英國校園將囊括超過50所頂尖英國院校參與，呈現多元優質的英國教育樣貌，有意留學英國的你，絕對要把握瞭解學校和課程的機會。</p> <p>英國校園除了提供教育諮詢、留學講座，還設立Vivienne Westwood英國時尚專區，並可參加「摸問卷、好禮多拿送」，獎品有iPad和Cath Kidston, Neal's Yard Remedies等英國人氣品牌商品哩！更多相關訊息及活動請瀏覽「英國文化協會教育展官網」www.edukex.org.tw 及「歐洲教育展官網」www.eef-taiwan.org.tw</p> <p><b>留學就愛大不列顛</b></p> </div> <div data-bbox="874 846 1348 1323"> <p>英國文化協會 British Council Taiwan &lt;留學英國大調查 9/25-10/2&gt;</p> <p>留學英國大調查 9/25-10/2</p> <p>10月份歐洲教育展即將盛大登場，對英國留學有興趣的你是否已經迫不及待了呢？英國文化協會即日起舉辦「FB留學英國大調查」，將以每週一問的形式，邀請大家投票，選出你心目中最佳的UK Education! 投票將抽出5名投票者，隨機贈送500元通陸禮券、CHEER快樂工作人雜誌、CNA全球中央雜誌、英國留學指南(Experience UK - Inspiration UK)。輕輕點點click滑鼠，就有機會獲得實用好禮，千萬別錯過哩！.....</p> <p>更多</p> <p>你該去英國讀哪種課程? apps.facebook.com</p> <p>Create polls that only your friends can see or public ones that you can share with the wider Facebook community. Create your own polls or test yours on other people's polls!</p> <p>讚、留言、分享 · 約 1 小時前 · 轉</p> </div> <div data-bbox="422 1368 863 1888"> <p>英國文化協會 British Council Taiwan &lt;留學就愛大不列顛 週末盛大登場&gt;</p> <p>10月26、27日(六、日)於台北世貿三館、28日(一)在高雄新光三越左營店、2013歐洲教育展盛大登場。在英國校園現場填問卷，還有好禮多拿送!</p> <ul style="list-style-type: none"> <li>好禮.....</li> <li>更多</li> </ul> <p>讚、留言、分享 · 3 小時前 · 轉</p> <p>53 個人都讚 ·</p> <p>11 個分享</p> </div> <div data-bbox="906 1368 1380 1888"> <p>英國文化協會 British Council Taiwan &lt;留學英國大調查&gt;</p> <p>9/25-10/2 參加 &lt;FB留學英國大調查&gt; <a href="https://www.facebook.com/BritishCouncilTaiwan?sk=app_138079047824&amp;app_data=7423726">https://www.facebook.com/BritishCouncilTaiwan?sk=app_138079047824&amp;app_data=7423726</a></p> <p>投票選出心中最佳的UK Education，即有機會獲得500元通陸禮券、CHEER快樂工作人雜誌、CNA全球中央雜誌、英國留學指南(Experience UK - Inspiration UK)。.....</p> <p>更多</p> <p>收、留、言、分、享 · 約 1 小時前 · 編輯紀錄 · 轉</p> </div>



<p>YouTube</p>	<ul style="list-style-type: none"> <li>• YouTube in video banner and side banner</li> <li>• Run for 4 weeks</li> <li>• Generated 5726 clicks</li> </ul> <div style="display: flex; justify-content: space-around;">   </div>
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❖ Offline Channels

<p>Kaohsiung MRT</p>	<ul style="list-style-type: none"> <li>• Run for one month</li> <li>• In-car poster (30 units) and one full size in-station wall poster</li> </ul> <div style="display: grid; grid-template-columns: 1fr 1fr; gap: 10px;">     </div>
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<p>Bus Panel</p>	<ul style="list-style-type: none"> <li>• Run for one month</li> <li>• Full side 30 bus panels in Taipei</li> <li>• Selective travel route including universities, colleges and city centre</li> </ul>
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Newspaper

- Apple Daily (Taipei & Kaohsiung)
- Metro Newspaper: Upaper (Taipei)



C2  
(screens in food court and cinema)

- 15 seconds video clip
- 112 screens
- 15 locations in TPE and KHH
- The video clip played 11,250 times during 2 weeks



Radio Interview

- Needs Radio conducted an interview session with the Director of Programmes and Resources to discuss education in the UK and to promote the upcoming exhibition.
- The interview was aired on the 9<sup>th</sup>, 12<sup>th</sup> and 13<sup>th</sup> October.