



## Post-Event Report

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## 1. Event fact file

### Manila

**Venue** Manila Peninsula Hotel,  
Makati City

**Date** 15 October 2013

**Opening hours** 10 am to 8pm

#### Seminars

| Start   | Presentation                                                       |
|---------|--------------------------------------------------------------------|
| 1:00 PM | EU-Philippines: Sustaining Academic Excellence and Mobility        |
| 1:30 PM | Study in the Czech Republic                                        |
| 2:00 PM | Choose France and an Introduction to Alliance Française de Manille |
| 2:30 PM | Study in Germany and DAAD Scholarships                             |
| 3:00 PM | Study in the Central European University, Hungary                  |
| 3:30 PM | Education in Ireland                                               |
| 4:00 PM | Study in Italy                                                     |
| 4:30 PM | Welcome to the Netherlands!                                        |
| 5:00 PM | Study in Spain                                                     |
| 5:30 PM | Studying in Sweden                                                 |
| 6:00 PM | Study in the United Kingdom                                        |
| 6:30 PM | Erasmus Mundus Alumni Session                                      |

## 2. Key statistics

| Attendance                 | Manila<br>Nov 2012 | Manila<br>Oct 2013 |
|----------------------------|--------------------|--------------------|
| Total number of visitors   | 1622*              | 1468*              |
| Total number of exhibitors | 22                 | 32                 |

*\*Numbers indicate student visitors. This does not include siblings, parents or friends that went along with the student. Total visitors were estimated at 2,000 in 2012 and 1,576 in 2013.*

| <b>Visitors' primary market objectives</b> | <b>Manila<br/>Nov 2012</b> | <b>Manila<br/>Oct 2013</b> |
|--------------------------------------------|----------------------------|----------------------------|
| Bachelors                                  | 335                        | 316                        |
| Masters                                    | 1011                       | 935                        |
| PhD                                        | 208                        | 150                        |
| Summer Courses                             | 237                        | 339                        |
| Certificate/non-deg/NVQ                    | 258                        | 328                        |
| Foundation                                 | 38                         | 41                         |
| <b>Demographics of visitors</b>            | <b>Manila<br/>Nov 2012</b> | <b>Manila<br/>Oct 2013</b> |
| Male                                       | 560                        | 506                        |
| Female                                     | 1039                       | 952                        |

| <b>Subject of Study</b>       | <b>Manila<br/>Nov 2012</b> | <b>Manila<br/>Oct 2013</b> |
|-------------------------------|----------------------------|----------------------------|
| Architecture/Urban Planning   | 101                        | 104                        |
| Art/Culture                   | <b>306</b>                 | <b>330</b>                 |
| Business/Economics/Management | <b>445</b>                 | <b>486</b>                 |
| Computer Science/IT           | 112                        | 133                        |
| Culinary arts                 | -                          | 131                        |
| Education                     | 168                        | 180                        |
| Engineering                   | 130                        | 114                        |
| Environment/Natural Resources | 147                        | 138                        |
| Fashion/Design                | 168                        | 170                        |
| Humanities/Social Sciences    | <b>365</b>                 | <b>346</b>                 |
| Language/Literature           | <b>284</b>                 | <b>297</b>                 |
| Law                           | 108                        | 121                        |
| Media Communications          | <b>244</b>                 | <b>263</b>                 |
| Medicine/Health               | 191                        | 167                        |
| Political Science             | 153                        | 197                        |
| Psychology                    | 147                        | 154                        |
| Science                       | 187                        | 177                        |
| Tourism and Hotel Management  | 110                        | 139                        |

### 3. Impact of marketing plan

As with last year's EHEF, we relied heavily on social media. However, we invested as well in more newspaper advertisements in the 3 national dailies and in a free tabloid distributed in all metro and train stations in Manila. Posters and fliers were distributed to universities as well as to international and private schools in Metro Manila.

The former Facebook page ([Facebook.com/EHEFManila2012](https://www.facebook.com/EHEFManila2012)) was revived and renamed EHEFPhilippines ([Facebook.com/EHEFPhilippines](https://www.facebook.com/EHEFPhilippines)). The fan base was increased from 2500 to more than 12000 by the time of the event. This was supported by Twitter and Instagram accounts of the same name. Promotion in these platforms began a month before the event and interest was sustained through regular postings of information about the participating institutions.

A more appealing website ([www.EHEF-Philippines.org](http://www.EHEF-Philippines.org)) was established to host information about the event as well as facilitate registration of visitors.

Radio plugs and TV news coverage prior to the event assisted in promoting information about the Fair.

Visitor numbers decreased compared to last year even though the Fair hours were extended. However, returning exhibitors noticed that the visitors were more informed and came with the right questions to the representatives. The social media campaign and the availability of information on the website was partly the reason for the turnout.

The venue was more spacious this year compared to last year as the organizer already anticipated the (still) huge interest.

### 4. Conclusions and follow up

#### 4.1 Key recommendations for institutions

Typical of the Philippine market, it was noted that visitors still look for scholarship information when approaching institutions. It is suggested that subsequent exhibitors have ready information or fliers about this to be handed to visitors.

Subjects of interests indicated above (Section 2) should be noted.

Information about European systems and institutions should still be kept available to sustain interest in the market, particularly for the next EHEF in 2014.

#### 4.2 Key recommendations for the European Delegation

The long Fair hours were highlighted by most exhibitors. It is recommended to shorten the Fair hours to cover peak times, like 1:00 pm to 8:00 pm for example. Having cocktails at the end of the event was a welcome respite after a long day.

As the quality of visitors has improved, the same promotion strategy will be employed next year. More information will be made available online.

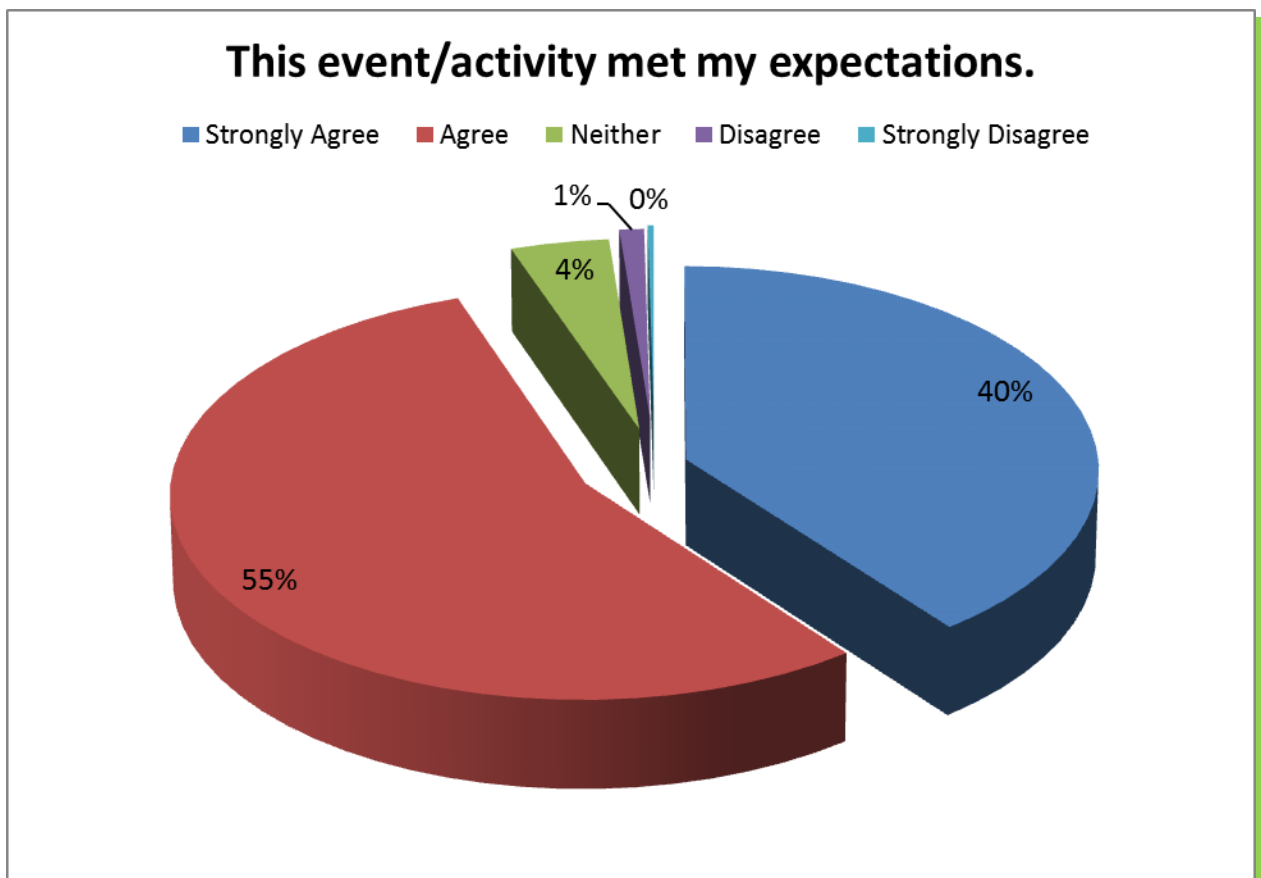
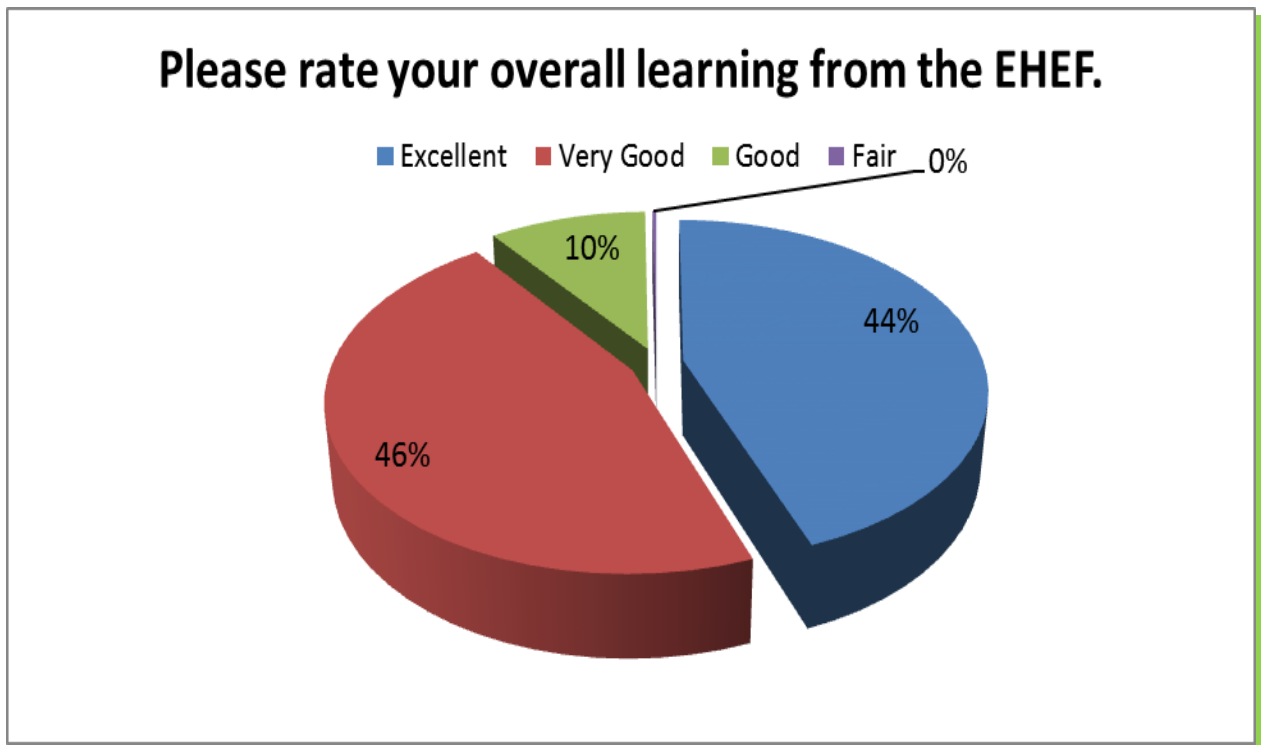
Scheduling should also be considered. Some exhibitors recommend that Indonesia, Philippines and Taiwan work together to set their dates next to each other so not to inconvenience the exhibitors from Europe.

As the exhibitor numbers are expected to increase, there is a need to secure a bigger venue earlier.

## Appendix 1: List of participating institutions

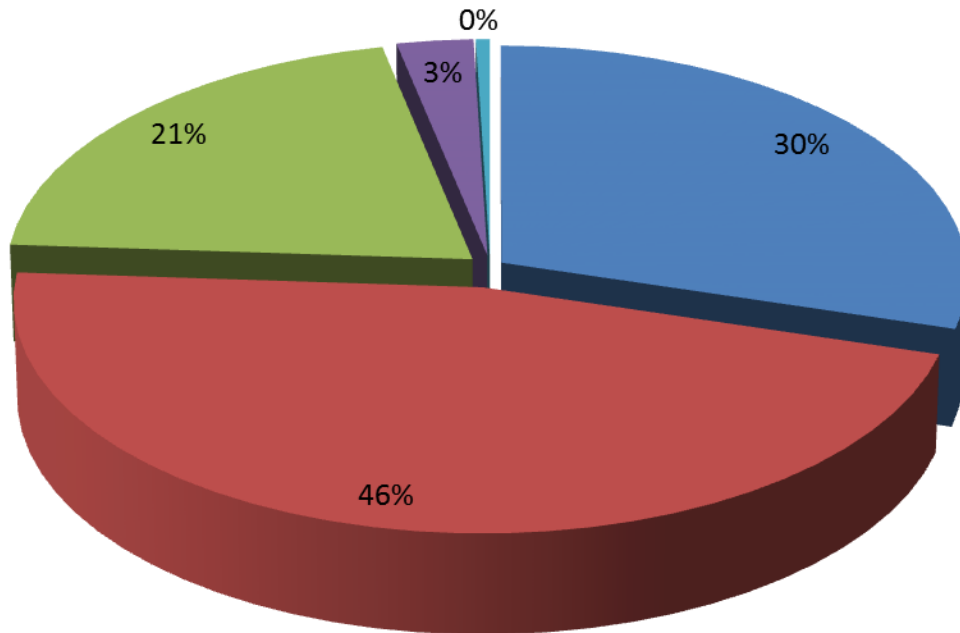
|    | Country        | Institution                                                                                 |
|----|----------------|---------------------------------------------------------------------------------------------|
| 1  | Czech Republic | Tomas Bata University in Zlin                                                               |
| 2  | Czech Republic | University of Veterinary and Pharmaceutical Sciences Brno                                   |
| 3  | France         | Audencia Nantes School of Management                                                        |
| 4  | France         | ESC Montpellier (Groupe Sup de Co Montpellier Business School)                              |
| 5  | France         | ESSCA School of Management                                                                  |
| 6  | France         | Groupe ISA Lille (IHE-ISA-ISEN)                                                             |
| 7  | France         | N+I Engineering Institutes                                                                  |
| 8  | France         | Toulouse Business School                                                                    |
| 9  | France         | Sorbonne Assas International Law Schools                                                    |
| 10 | Germany        | Rheinland Institut                                                                          |
| 11 | Hungary        | Central European University                                                                 |
| 12 | Ireland        | Griffith College                                                                            |
| 13 | Ireland        | Royal College of Surgeons in Ireland and University College Dublin (Penang Medical College) |
| 14 | Italy          | ICIF – Italian Culinary Institute for Foreigners                                            |
| 15 | Italy          | Istituto Marangoni                                                                          |
| 16 | Italy          | University of Genoa                                                                         |
| 17 | Netherlands    | Amsterdam Foundation Campus                                                                 |
| 18 | Spain          | IE Business School / IE University                                                          |
| 19 | Spain          | Universidad de Oviedo                                                                       |
| 20 | Spain          | Universidad Catolica San Antonio de Murcia                                                  |
| 21 | Sweden         | KTH Royal Institute of Technology                                                           |
| 22 | Sweden         | Lund University                                                                             |
| 23 | UK             | Anglia Ruskin University                                                                    |
| 24 | UK             | Cambridge Education Group                                                                   |
| 25 | UK             | Hult International Business School                                                          |
| 26 | UK             | Northumbria University                                                                      |
| 27 | UK             | The University Of Northampton                                                               |
| 28 | UK             | The University Of Nottingham                                                                |
| 29 | UK             | University Of South Wales                                                                   |
| 30 | UK             | University Of The Arts London                                                               |
| 31 | UK             | University Of West London                                                                   |
| 32 | UK             | Newcastle University                                                                        |

## Appendix 2: Visitors' survey results



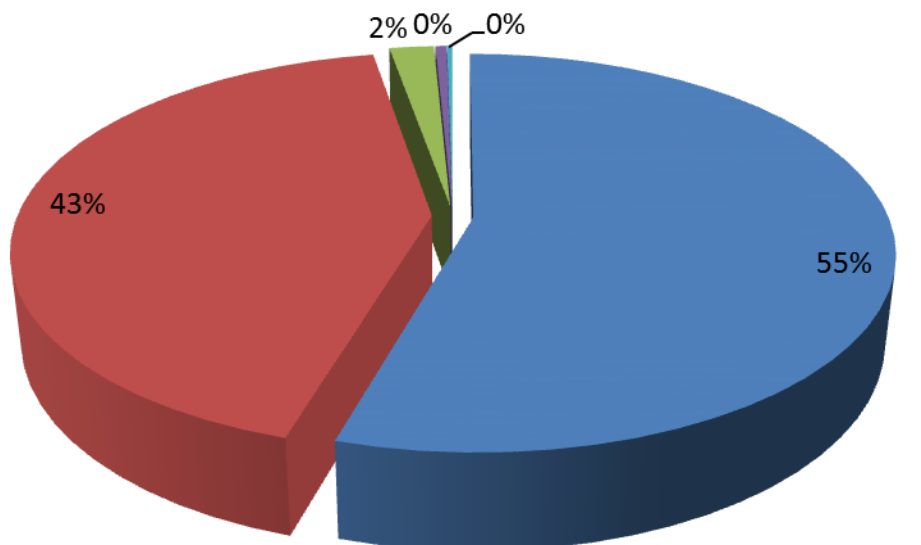
### I acquired new knowledge through this event/activity.

■ Strongly Agree ■ Agree ■ Neither ■ Disagree ■ Strongly Disagree

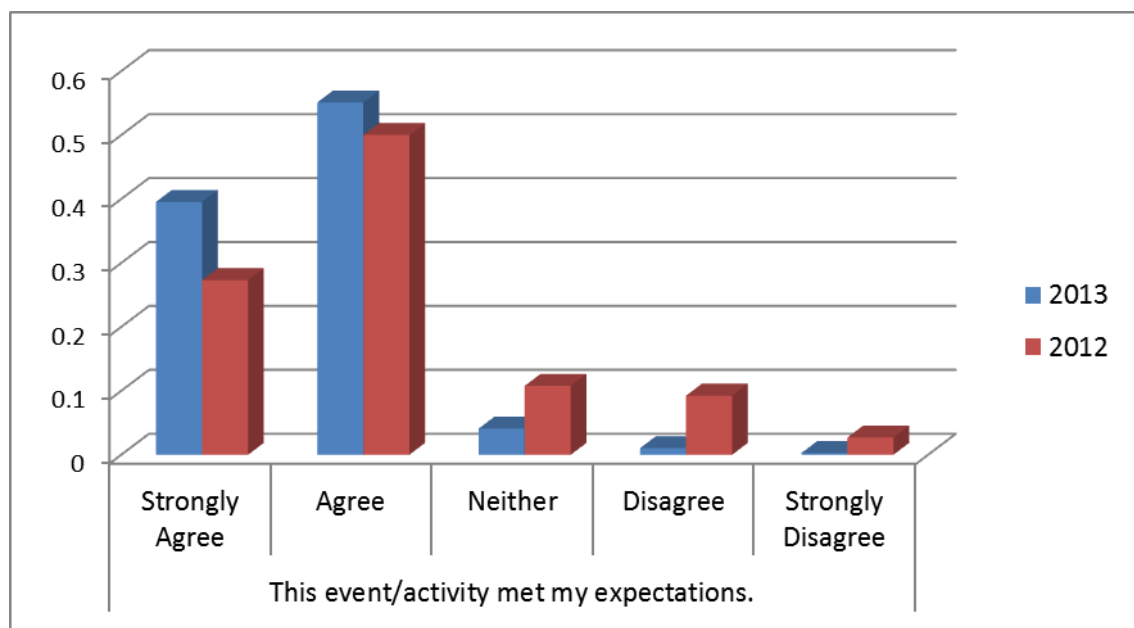
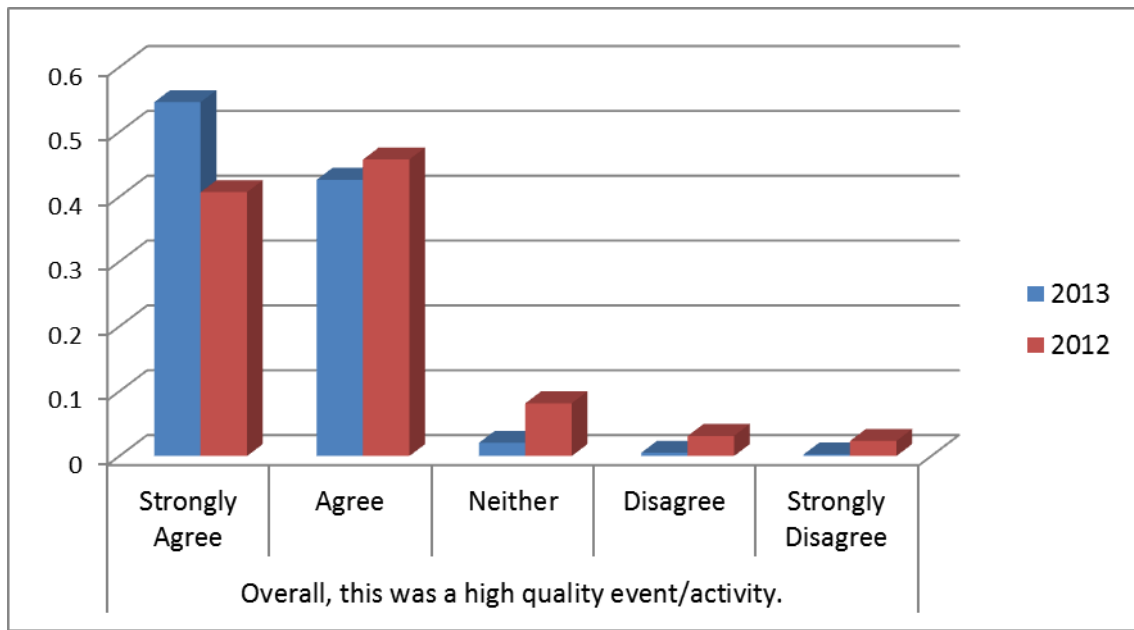


### Overall, this was a high quality event/activity.

■ Strongly Agree ■ Agree ■ Neither ■ Disagree ■ Strongly Disagree

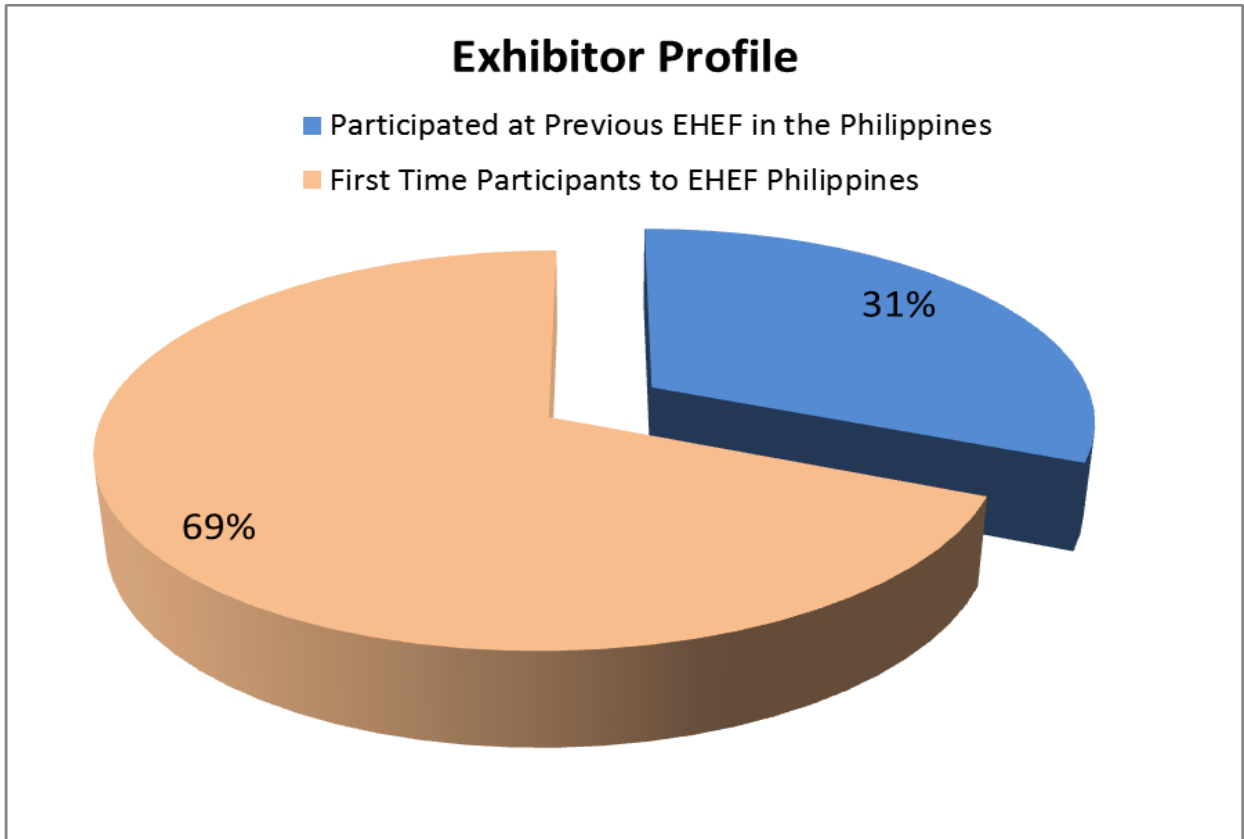


### Comparing 2012 and 2013 Visitor Feedback



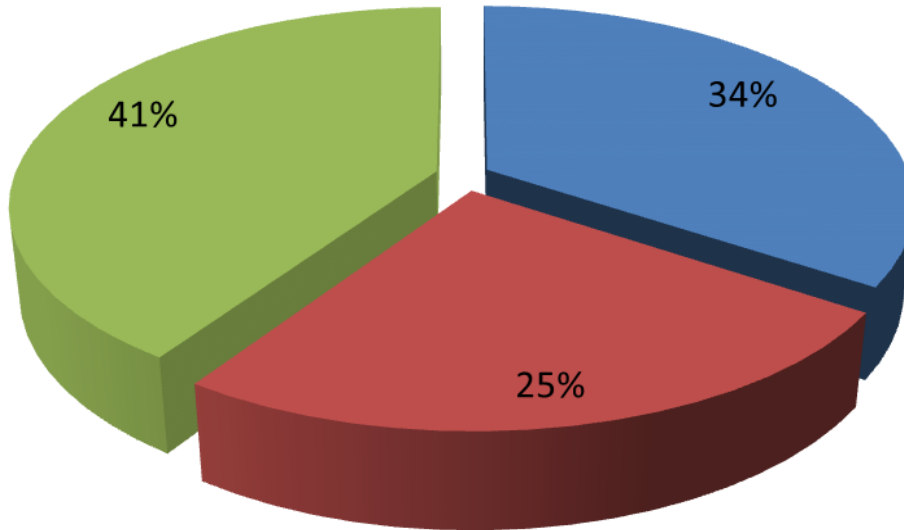


### Appendix 3: Exhibitors' survey results



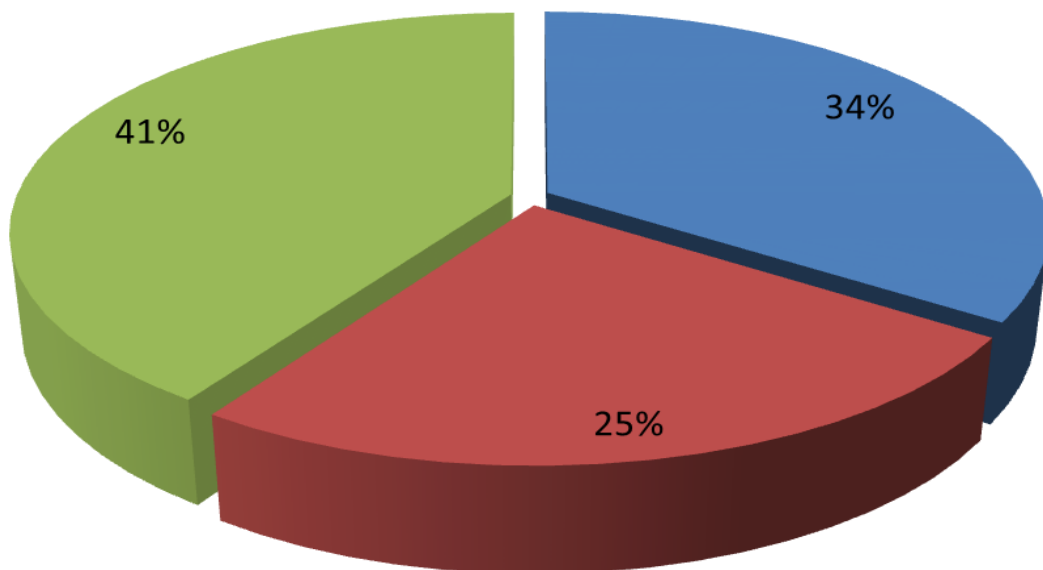
## Evaluation of Support Provided by Organiser

■ Very Good ■ Good ■ No answer



## Plans of Attending EHEF Phils 2014

■ Yes ■ Undecided ■ No answer



## Recommendations

|                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| QR codes while sharing contacts with participants and exhibitors. (No need of business cards, immediate list of students' email contacts who are interested in a particular university)                                                                                                                                                                                                                                                                     |
| Would be appreciated if we could have more decorations for our booths back wall.                                                                                                                                                                                                                                                                                                                                                                            |
| I was very happy with the organization of this event.                                                                                                                                                                                                                                                                                                                                                                                                       |
| Timing. We could finish one hour before.                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Duration of the event is too long form 8:00am to 8:00pm. Perhaps to have it over 2 days. Preferably on a weekend/public holiday like Tuesday as many visitors are working adults looking for post graduate courses.                                                                                                                                                                                                                                         |
| To include students from international schools                                                                                                                                                                                                                                                                                                                                                                                                              |
| The quantity of visitors should be improved.                                                                                                                                                                                                                                                                                                                                                                                                                |
| The organization of the fair was very good, got lots of information beforehand which was useful. It was good that it was on a public holiday which means more visitors but the opening times could be shorter than now.                                                                                                                                                                                                                                     |
| Duration was too long. Probably 5-6 hours in sufficient. Longer is not better as it dilutes the impression of having a good fair.                                                                                                                                                                                                                                                                                                                           |
| The day was too long. The last couple of hours there was not so many visitors. Maybe 10 am – 6 pm would be better                                                                                                                                                                                                                                                                                                                                           |
| Have the fairs over 2 days compare to 1 long day                                                                                                                                                                                                                                                                                                                                                                                                            |
| Unsurprisingly, make it shorter!                                                                                                                                                                                                                                                                                                                                                                                                                            |
| The format of the exhibition layout, we ended up 50% under the Newcastle univeristy banner which caused some confusion with the audience.                                                                                                                                                                                                                                                                                                                   |
| Shorter Exhibition hours. 10 hours is TOO LONG!                                                                                                                                                                                                                                                                                                                                                                                                             |
| It is clear that scholarships are very important to Filipino students and many of the 1st questions asked was "do you offer schoalrship" rather than "what is your university known for/good at?" or "do you offer XXX course?" I am not sure if students were given a crib sheet detailing the scholarships on offer from each institution when they registered for the event but if not, perhaps this is something you can look to do for the next event. |
| The exhibition opening hours are too long, normally fair in other countries will be around 5-6 hours. Make it like 10 hours are no efficient.                                                                                                                                                                                                                                                                                                               |

## Overall Assessment

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Very well prepared and organized                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Very beneficial and professionally organized. Thanks to Mike and all the team                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| Excellent in all respects                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Need press release and advertising before the event. Good fair and great location.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| The venue is amazing! I'm sure that can contribute to the great success of the event. All praises to the team for their fantastic work. As it was our first participation, we didn't know what to expect. It was a great surprise to see the huge interest by Filipino students. Thank you for the presentation slot, we hope to be able to repeat it next year too. One recommendation, a lady came to assist me from the EU booth in the afternoon for a short while. Unfortunately, she left later. It would be great if we could get an assistant for the whole day. The first half of the day was incredibly busy and if there is an assistant at the beginning, I could brief her/him about the university and we could work all day together. Perhaps you could hire students from Universities and offer this option to universities at a daily rate. I was wondering if it was possible to reach out to all students who came to the fair. If they have agreed upon registration to receiving emails about study opportunities, it would be great if unis could approach them directly. Or do you have a newsletter you send to your database? If so, would it be possible to place an AD in it? Would you be able to send a PDF copy of the fair catalogue? |
| The exhibition is a success as it managed to provide a platform for the locals to gather information on education in Europe. It was also managed well with the food and lodging provided to the exhibitors within the same building.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |

|                                                                                                                                                                                                                                                                                                           |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Satisfactory                                                                                                                                                                                                                                                                                              |
| 8 on a scale from 1-10                                                                                                                                                                                                                                                                                    |
| Great fair, a lot of interest but too long hours                                                                                                                                                                                                                                                          |
| Good                                                                                                                                                                                                                                                                                                      |
| Good arrangement                                                                                                                                                                                                                                                                                          |
| The hours are too long and also the quality of students are not as good.                                                                                                                                                                                                                                  |
| Very good, very busy and the marketing of the event clearly very successful.                                                                                                                                                                                                                              |
| Given the length of the opening hours, I was pleasantly surprised at the number of interested applicants sustained throughout the day.                                                                                                                                                                    |
| Wonderful service by BC! Good exhibition though scholarships available is still the most asked questions.                                                                                                                                                                                                 |
| The information leading up to the event as well as during the event was great - couldn't have asked for more from BC staff. The event was very good value for money, the student numbers and the quality of students were higher than expected and I would definitely book onto this event in the future. |
| Very Successful                                                                                                                                                                                                                                                                                           |

## Appendix 4: Budget Breakdown

