

A Bright Future

Education UK Exhibition

16 & 17 November 2013

The Plaza Hotel

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1. Event fact file

Seoul

Venue	The Plaza Hotel, Seoul	
Opening hours	1300 -1800 hrs on 16 & 17 November	
Opened by	British Council Director, British Ambassador, two prominent UK Alumni guests	
Stand costs	£2,838	
Sponsors	Official sponsors via annual contract : Hana Bank (in-kind sponsorship) Lufthansa (in-kind sponsorship) Ad-hoc basis : 6 free 4 week English language study in the UK from each participating agent	
Unique feature to give added value	<p>This year's exhibition also marked the 40th anniversary of the British Council Korea, the opening ceremony was inaugurated by the British Council Director, British Ambassador, and two prominent UK Alumni guests.</p> <p>High engagement with UK alumni: Student counselling was carried out for two days by two sets of alumni volunteers who were specialists in their areas. The alumni were selected on the basis of their UK institutions in attendance at the exhibition.</p> <p>The Photo Exhibition Panel: 14 of the best UK-related photos were selected and displayed with the Great Britain images. Overall the panel was eye-catching and added-value to the exhibition – something cultural on top of education. Lucky draw events took place in front of the panel and all winners posed for the camera with their gifts.</p> <p>This year again six BC trained agents attended with their partner EFL schools. This initiative was piloted at the 2012 exhibition to see the degree of interest by agents to engage with us at the exhibition and also to meet the public demand for private EFL school. Positive feedback was received and so the initiative was introduced again this year.</p>	
Seminars	16 November	17 November
	Access/Foundation Courses UK Degree Courses :UG & PG inc PhD Art & Design IELTS	Foundation Courses UK Degree Courses :UG & PG inc PhD UK Visas Art & Design

2. Key statistics

Attendance	Seoul	
	2013	2012
Visitors		
Saturday	1619	1483
Sunday	1002	922
Total number of visitors	2,621	2,405

Exhibitors*		
Further Education	0	0
Higher Education	48	43
Independent college	4	6
Independent school	2	5
Others	8	1
Total number of exhibitors	62	55

Visitors' primary market objectives	Seoul	
	2013	2012
Level of study		
Degree (UG & PG)	69.1%	70.5%
English learning course & English language course	12.3%	5.2%
Foundation	7.9%	7.7%
Secondary school	4.7%	3.7%
FE	4.6%	1.5%
Main subjects of interest		
Art & Design	20.0%	20.3%
English learning course & English language course	12.3%	0.9%
Business & Economics	13.0%	12.6%
Humanities	16.8%	11.9%

Demographics of visitors	Seoul	
	2013	2012
Gender		
Male	29.5%	34.3%
Female	70.5%	65.7%
Age		
10's	11.9%	9.9%
20's	49.0%	54.1%
30's	23.5%	23.2%
40's	10.6%	9.4%

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



3. Impact of marketing plan

In Korea this year, it was clear to see that autumn was the season of education fairs with events taking place from mid September to the fourth weekend of November. Most events were held by individual countries, agents or fair companies. Nowadays not to mention UK, Australia and Canada, who were major exhibitors, many other countries and agents have jumped into the exhibition market, thus making it very competitive.

In terms of UK focused fairs, our event was the last, which could have meant that our trained agents already attracted people to their events. We, therefore, used a wide range of marketing means to reach as many people as possible in every corner across the nation.

To begin the promotion of the exhibition early, we hired a popular webtoon writer to produce a series of webtoons with 12 issues, covering different areas of the UK. The webtoons managed to receive 2,650,147 unique viewers. The webtoons were produced to a booklet and distributed to visitors who filled in the visitor questionnaire at the fair.

A photo competition was run throughout October, which was intended to promote the UK incorporating the education as well as to celebrate the 40th anniversary of British Council Korea. The event was to submit UK-related photos taken by people who studied, travelled or took / are taking English courses at the BC Teaching Centre. Amongst 886 photos taken, only 14 were selected and displayed on the panel with the Great Britain images.


This year was the first time we ran our own pre-registration system on the British Council website in order to gauge the degree of interest in our exhibition. We expected to get thousands of registrations, but the result didn't meet our original expectation, with 1,954 signing up. During the pre-registration, we received a number of reports about the registration system not working correctly. The system was supposed to be available to various web browsers on PC and mobile, which people use, but some users may have experienced incompatibility between browses. We will investigate the issue and ensure that pre-registration is working correctly for the next exhibition. Despite the registration problems, we actually attracted more people than those on the pre-registration.

Taking into account the ages of visitors based on the statistics of visitor questionnaires, 20's and 30's take up to 70 per cent and are, heavily dependent on internet, so we distributed the ratio of online to offline promotion to 6:4.

More specifically for university students, intramural promotions were carried out like the distribution of leaflets in busy streets near Shinchon & Hongdae and Gangnam, which are called the streets of youth, full of students, and PDP promotion. Rather than conventional ways like banners, we went digital with the universities. PDP promotion was done on 400 machines at universities campuses, where many students gather such as student unions, shops, student advice /employment centres etc.

For underground and bus commuters, we publicised the exhibition inside the trains of the major subway line 2 passing by many universities. We also put promotional sticky posters on buses covering from north to south and from east to west Seoul.

Considering those who still prefer paper-based advertisement, we scrutinised paper-media with higher readership and reached them via the paper channels. In particular, we considered education-driven parents, so we chose a specific section named Matgong and Haengbok Plus of Chosun Daily and Joongang Daily as well.



We also used external electronic displays and also promoted the event via Hana Bank (BC sponsor) through their digital signage at the branch offices.

To activate our DB, we used e-newsletters, SMS, direct mailings and also sent out e-DM to those registering with Chosun.com who we outsourced for the fair publicity. More details can be found in Appendix 4.

With seamless promotions we succeeded in attracting more visitors than that of last year. Overall more people came, however exhibitors did not respond as favourably this year. Some reported that Saturday was slow, while Sunday was much better. It was mentioned that the quieter Saturday could have resulted from the protest in front of City Hall. The protest was non-violent in a small scale, so it wasn't considered as an affective factor. More people came on Saturday, but many more were spotted to go straight to seminars and leave the venue. It is suspected that these visitors had already gathered information from previous events, so they might only pop in for the seminars.

We believe this could be the drawback of holding an event at the end of the season of exhibitions. Reflecting on this, we have decided to hold the 2014 exhibition as early as possible in consideration of delegates' Asia tour.

4. Conclusions and follow up

4.1 Key recommendations for institutions

Visitors mentioned possible improvements which could be made for the next year's exhibition. They are quite similar to those mentioned last year.


- More UK institutions are required to participate in the fair :
 - more EFL schools are encouraged to participate.
 - more good universities are required to attend, which is particular this year.
 - a few more secondary schools are required to attend.
 - a few more FE colleges are required to attend, who provide practical courses.
- UK institutions are required to give more substantial and in-depth explanations about courses, programmes, etc.
- Popular institutions are required to have more delegates on the stand in order to reduce students' waiting time.

As indicated in the visitor questionnaires, 44.5 per cent of visitors are at the level of searching for an institution, so they come to the exhibition to look for an institution which is likely to suit their needs most and to bring them a value for money. For this they want more choice of institution so they can find the right one among many options.

Particularly, so called "good universities" who used to attend every year didn't come this year. People felt discouraged when they found out the absence of these institutions.

EFL sector is still in demand. Those who do not intend to progress onto a degree course tend to prefer to study at a private EFL school. On top of six EFL schools' participation, people want more schools in order to have a variety of schools to choose from. Thus, more private EFL schools are encouraged to participate in our exhibition with agents or independently.

There was an increase in demand for secondary school sector compared to 2012, with 4.7 per cent of the visitors now looking for schools. Parents would like to offer their children the opportunity of exposure to an



English speaking environment at any English learning stage or the opportunity of growth abroad out of highly competitive academic environment nationwide.

This year, one significant increase of demand is vocational courses. In previous years the demand for the FE sector has been on the decline. It, however, seemed to touch the bottom last year and now seems to be picking up again with the increase of demand by 3.1%. To meet the demand, FE colleges are advised to participate in our exhibition and furthermore those who offer practical / prospective courses rather than general ones are much preferred. For the promotion of their participation beforehand, it is advisable to work with agents – ask them to promote targeted courses, and/or to work with British Council Korea to increase your profile, e.g. via our blog and so on.

The above 44.5 per cent who are in search of an institution and the 11.8 per cent that are at the stage of confirming an institution tend to have considerable knowledge through research and intend to juggle one institution over the others after visits to individual stands. To satisfy these 56.3 per cent, delegates might need to do some study prior to the exhibition. Unless you are a new comer, you can refer to enquiries received at the previous fairs and prepare for f2f counselling for the next year. If an institution promises to reply to an unanswered enquiry on return to the UK, it is advised that they promptly do so, otherwise this is an important chance missed.

People do not want a stand to be manned by an agent only, but they like an agent to assist at the stand. This year, there were some positive comments about agents' assistance at the booth. Apart from this, people would like to get UK alumni's vivid experience at the stand as well.

For those new comers particularly, competition in Korea for an overseas education is fierce. If you are not worldwide reputable institution, please be aware that one time participation never brings you harvest. It is just seed-sewing, so you need to take care by watering and putting them in the sun, which requires time, effort and patience. This is the process of exposing yourself to our market, and the more time you are exposed to people, the better known you are to them. Therefore, even if your first time participation didn't meet your expectation, you are advised to continue to come and build your reputation, and then your investment will bear fruit.

4.2 Key recommendations for the British Council

4.2.1 From UK Institutions


22 out of 48 respondents made comments. Only comments made by more than two institutions are mentioned in this section, while other comments can be referred to in the appendix 3.

- More promotion is preferred.

Even though we actually attracted more people than last year, there were UK institutions who have reported some disappointment. The reason for this is unlikely to be from less promotion but more likely from the timing of the exhibition and may be due to the institution being less well known in the market. We strived to reach people in every corner nationwide by spending much more than half of the total expenditure, we believe that increased promotion is not the issue here however we will evaluate the methods used to ensure we have the right mix next year.

Two of our trained agents held their own joint fair 4 weeks ahead with good number of institutions. An analysis between our event and theirs is that:

1) timing-wise, prior to ours there were many education exhibitions which included UK elements or had UK focus. Our exhibition was the last UK specific event of the year. Apart from other fairs, specifically our trained agents' fair attracted students beforehand. There are also many who still think the agents' event is held by British Council. Then, why was the third weekend chosen? This was because ① unlike agents, we have to consider our competitors' events. Around the same time as British Council last year, Australia and Canada were trying to fix the dates for 2013 between the last weekend of October and first/second weekend of November. To avoid the clashes, we decided on the third weekend of November,



as we have always been affected. ② October is a tricky timing, as the dates excluding the first and last weekend have been regarded as the mid-term exam related period. ③ For many years, even if we are derailed from delegates' linear Asian tour, this hasn't affect the recruitment of UK institutions. Korea is an important market to them.

2) In terms of participating institutions, 16 attended both events while 12 didn't come to our fair, who previously have been loyal to our exhibition and are considered as good institutions or well-known to our students. This was commented on even by students. The better known institutions come, the more students and the better quality of the exhibition. This shouldn't be interpreted as that we prefer good or well-known institutions only. When we have more institutions as such, that will help to bring more students and also help to generate benefit for new entrants in the market.

Until last year we used walls of the underpass to display exhibition posters, so we thought it could help to attract passers-by to the event. This year we, however, were told from the hotel that the City Hall told the hotel that the walls are part of civic facilities so it should be used for public interest not for an organisation's private purpose. Thus, we had no choice but to obey the regulation.

- One-day event is preferred with the extended hours for the cheaper cost.

In terms of the extended hours, until mid 2000 we started the exhibition earlier than 13:00, but the number of visitors was not very good at an earlier time, so delegates were not happy and advised us to open a bit later and thus the fair commenced at 13:00. As for the one-day event, if this is for the cost reduction, it doesn't actually help the cost to be reduced – 1) Korea is marketing conscious, so the more marketing there is the more successful the exhibition will be. Reflecting on this, more than a half of the total budget is spent on publicity and regardless of the number of days, publicity costs should be kept the same. If the fair is held one day only with the same amount for the publicity, it does not represent as good value for money. 2) The cost for the second day is not enough for its reduction to be substantially recognised – the majority is the venue & equipment rental. If you rent only for one day, you have to pay for the actual amount, but if more than two days, negotiation for reduction may work.

- Other venue is preferred.


Around this time last year when we set the dates, we booked COEX, which we thought very fortunate, but soon after COEX informed that from late December last year until the end of next year they would enter into refurbishment of the underground places (A popular area for the youth). We couldn't go ahead as we didn't assure at the expense of higher costs how many people would go there in the circumstance where they have little things to do, thus we returned to the Plaza (Australia also cancelled the booking with COEX).

For the next year we contacted COEX, but all rooms have already been fully booked. We have no choice but to stay in the north river area (Gangbuk). For 2015, we will try to book COEX even though we can't guarantee, since in Korean saying booking COEX is like catching a star in the sky for a relatively smaller event like ours. That much it is a hugely tough job due to the highest level of competition among lots of event organisers nationwide. The drawback for its reservation is that you can't choose the dates or rooms, but you only can be chosen by the availability of rooms.

COEX actually costs more than the Plaza, as we have to rent everything such as tables, chairs, rooms without any discounts and so on, while with the Plaza we can use as many tables and chairs as we want, both rent event rooms and food for reception & refreshments during the fair at a considerably discounted rate. Rooms for delegates were also given at the discounted rate.

- Lower cost with a smaller reception is preferred:

We provide business opportunity through the medium of the reception for three parties - UK delegates, Korean counterparts and agents. In case of established relationships, they can strengthen the existing



ties. If unknown, they can build relationships, about which some mentioned positive comments. Also this is a unique feature that only we can do, Agents are unable to offer this and so we feel it is a missed opportunity if we don't offer the reception.

The reception is not just an event where people are wined and dined, however we would like to make our guests feel well-treated in a cosy atmosphere. The success can be achieved when the event forms a good and open-minded mood, so people are keen to build or further business relations, thus gaining something tangible at the end of the day.

People might think the reception costs a lot due to its nice food and wine at a five star hotel. If it were just a single event, it will cost a lot. However, it is part of the exhibition and also considering the relations with the hotel, we are given advantages – tailor-made menu, discounted rates for food and provision of more without extra charge, bringing wine bought from outside to the event, paying corkage charge only for wine and so on.

It is not easy to find a venue which simultaneously satisfies things like easy access, accommodation for more than 130 people, cosy atmosphere, immediate extra services for requests and discounts. Even if an alternative is found, unless it is a hotel, we have to pay for the venue rent, for catering and for other items as well, which would cost quite similar or even more. If another hotel, it would definitely be much more expensive.

A recent tendency is that numerous agents from an agency attend the reception. This is because many of the staff members come to say hello to delegates working with them in order to strengthen relationships, which is understandable. However, we also understand that delegates would like to meet various agents from different agencies, so we will request each agency to send maximum two staff members to the reception from next year.

4.2.2 From visitors

- We received positive responses regarding the venue this year with 75.9 per cent of visitors rated the quality of venue either good or very good, while 17.2 per cent responded average. This positive feedback about the venue attributes to easy access via public transport to the central location.. Only 6.9 per cent reported negative feedback that the venue was not spacious enough to have many seats for studying brochures. Compared to the last year, the negativity decreased by 3.1%, which results from the change of booth layout that made extra spaces for more chairs like around big pillars and between stands. More thought will be put into the booth layout for more seats again next year.
- Some mentioned that the order of booth numbers was confusing. The same method for ordering the booths was used last year but no comments were received. People are thought to focus on the important word. For example, in case of University of Bristol, we put them in 'U' series as it starts with U. However, people give a meaning to Bristol, so it should be in 'B' series.
- Some commented that more seminar sessions were needed. BC Exam and UK Visas are given a stand each, so people can visit them when they have enquiries. Therefore, all eight seminar slots will be given to UK institutions in order for people to gain required information from the sessions.
- Another minor comment was that people needed a place to fill in the visitor questionnaires. We could have arranged a place for it, but no space due to the photo exhibition and an extra table for Hana Bank next to the visitor survey table. This will be reflected when the overall layout of the fair is considered.

In summary we will sincerely consider the valuable comments given by delegates and students and aim to put them into practice for the 2014 exhibition.

Appendix 1: List of participating institutions

	Participants
1	Arts University Bournemouth & Bournemouth University
2	Astrum Education
3	Bangor University
4	BPP University
5	Cambridge Education Group
6	Cardiff Sixth Form College
7	City University London
8	Coventry University
9	De Montfort University
10	Durham University
11	Epsom College in Malaysia
12	Falmouth University
13	Goldsmiths, University of London
14	Heriot-Watt University
15	Institute of Education, University of London
16	Kingston University London
17	Le Cordon Bleu London
18	Leeds Metropolitan University
19	Liverpool Hope University
20	London Metropolitan University
21	Loughborough University
22	NCUK-The University Consortium
23	Newcastle University
24	Northumbria University (Newcastle)
25	Pearson Edexcel Qualifications
26	Ravensbourne, London
27	Regent's University London
28	Royal Holloway, University of London
29	Rydal Penrhos School
30	SOAS, University of London
31	Teesside University
32	University of the Arts London
33	The University of Birmingham
34	University of Brighton
35	University of Bristol
36	University for the Creative Arts
37	University College Birmingham
38	UCL-University College London
39	University of East Anglia (UEA)
40	University of Exeter
41	University of Glasgow
42	University of Kent



43	University of Leeds
44	University of Leicester
45	The University of Manchester
46	The University of Nottingham
47	University of Reading
48	University of Southampton
49	University of St Andrews
50	University of Sunderland
51	University of Surrey
52	University of Warwick
53	University of the West of Scotland
54	University of York
55	Writtle College(A partner of the University of Essex)
56	Concorde International
57	EC English Language Centres
58	English in Chester
59	London School of English
60	Oxford House College
61	Stafford House School of English

Appendix 2: Visitors' survey results

Visitor Demographics		
Gender		
Male	195	29.5%
Female	467	70.5%
Age		
Under 20	74	11.9%
20-29	304	49.0%
30-39	146	23.5%
40-49	66	10.6%
Over 49	30	4.8%
Employment		
Undergraduate	134	21.1%
Postgraduate	36	5.7%
Preparing to study abroad	163	25.7%
Job Seeker	16	2.5%
Currently working	227	35.7%
Parent	58	9.1%
Others	1	0.2%

Study options		
Are you planning to study abroad?		
Yes	582	87.1%
No	86	12.9%
Where in the cycle are you?		
Searching institution	264	44.5%
Beginning	173	29.2%
Choosing country	86	14.5%
Confirming institution	70	11.8%
When do you plan to study abroad?		
within 6 months	84	14.1%
6-12 months	219	36.8%
1-2 years	188	31.6%
2-3 years	63	10.6%
after 3 years	41	6.9%
Which programme of study are you interested in?		
Postgraduate course	265	44.8%
Undergraduate course	110	18.6%
Foundation course	47	7.9%
English learning course	45	7.6%

PhD course	34	5.7%
Primary & secondary school	28	4.7%
English Language course	28	4.7%
Vocational education course	27	4.6%
Other	6	1.0%
Distance learning	2	0.3%
Which subject are you interested in studying?		
Art & Design	117	20.0%
Humanities	98	16.8%
Economics/Accounting/Finance	76	13.0%
Teaching English (+ English language course)	72	12.3%
Social Science	54	9.2%
Other	43	7.4%
Engineering	36	6.2%
Science	26	4.5%
MBA	22	3.8%
Law	15	2.6%
Architecture	13	2.2%
Music/ Dance	12	2.1%
What do you consider most important, when you consider studying abroad?		
Education curriculum/ Facilities	364	27.0%
Institution's reputation	269	19.9%
Area and location of the institution	207	15.3%
Tuition	137	10.1%
Future career prospects	132	9.8%
Scholarships	128	9.5%
Residential environment (security/ living cost)	99	7.3%
Other	9	0.7%
Family or friends availability	5	0.4%
Which information do you most need when considering studying abroad?		
Specialised education course for individual institutions	466	32.5%
Admission requirement and application information	398	27.8%
Information on faculty teaching staff	262	18.3%
Local climate and living conditions	92	6.4%
Visa and flight information	81	5.7%
Leisure and culture	62	4.3%
Financial information	39	2.7%
Korean community	24	1.7%
Other	8	0.6%

Information

When planning to study in UK, where do you get useful information from?		
British Council Homepage/ e-newsletter	275	22.7%
Portal website	223	18.4%
Online community (Café/ Blog)	176	14.5%
Agency	138	11.4%
Education UK website	136	11.2%
Acquaintance (Friend/Senior/Professor)	101	8.3%
Publications and promotional materials	71	5.9%
British Council SNS	68	5.6%
Other	23	1.9%
Have you ever visited the following events?		
British Council Education Exhibition	185	32.1%
Coex Fair	98	17.0%
Education fair hosted by agencies	57	9.9%
Other	7	1.2%
None from above	229	39.8%
Have you participated in any of the following activities organised by the British Council in the last year?		
English Language Course	113	16.5%
Education Exhibition	64	9.4%
IELTS	66	9.6%
University Presentation	38	5.6%
Academic Lecture (UK University)	18	2.6%
Other	6	0.9%
BULATS	2	0.3%
None from above	377	55.1%
How familiar is the phrase 'Education UK'?		
Very familiar	79	12.0%
Familiar	201	30.5%
Average	261	39.6%
Unfamiliar	92	14.0%
Very unfamiliar	26	3.9%
Why do you feel unfamiliar with Education UK?		
Never heard it before	141	57.8%
Hard to understand the meaning	25	10.2%
Have no idea	65	26.6%
Other	13	5.3%
How well informed do you feel about education in the UK?		
Very well informed	93	14.1%
Well informed	254	38.6%
Average	250	38.0%
Uninformed	59	9.0%

Very uninformed	2	0.3%
What do you feel are the barriers to studying in the UK?		
Cost to study abroad	86	32.8%
Difference in Education system/course	78	29.8%
Future career prospect	44	16.8%
Geographical accessibility	28	10.7%
Cultural difference	26	9.9%
How did Education UK Exhibition 2012 affect your perspective of the British education as a whole?		
Very positive	187	28.9%
Fairly positive	414	63.9%
No change	35	5.4%
Negative	8	1.2%
Very negative	4	0.6%
How did you find out about the exhibition?		
British Council website	371	49.2%
Education UK website	68	9.0%
Other	68	9.0%
Online article/Research	67	8.9%
Online community (Café/ Blog etc)	48	6.4%
Education UK Exhibition website	36	4.8%
British Council Blog	34	4.5%
Agent website/ Local University website	30	4.0%
British Council Facebook	22	2.9%
British Council Twitter	8	1.1%
British Council Cyworld	2	0.3%
Online advertising		
Other	64	40.3%
Chosun.com	54	34.0%
e-DM	27	17.0%
365 event	14	8.8%
Newspaper/Magazine advertisement		
Other	42	37.8%
Chosun Newspaper	39	35.1%
Joongang Newspaper	30	17.0%
What did you Expect from EDUK Korea 2013? (top 5 answers)		
Other	260	49.8%
General information on study in the UK	75	14.4%
Detailed information on each institutions	75	14.4%
Entry requirements	60	11.5%
Information on Master's degree courses	26	5.0%
Education Curriculum	26	5.0%

How satisfied with the exhibition are you?		
Very satisfied	83	12.8%
Satisfied	312	48.3%
Partially satisfied	233	36.1%
Hardly satisfied	12	1.9%
Not satisfied at all	6	0.9%
What suggestions do you have for future exhibitions? (top 5 answers)		
Other	112	61.9%
Verious type of institution	21	11.6%
More space	17	9.4%
More insitution	14	7.7%
Detailed explanation on courses	9	5.0%
Brief explanation on the exhibition	8	4.4%

Please rate the following, with 1 being very bad and 5 being excellent.		
Quality of the exhibition		
1) Very bad	8	1.3%
2) Bad	16	2.6%
3) Average	162	26.8%
4) Good	231	38.2%
5) Very good	187	31.0%
Average	3.95	
Quality of the venue		
1) Very bad	13	2.1%
2) Bad	29	4.8%
3) Average	104	17.2%
4) Good	201	33.2%
5) Very good	259	42.7%
Average	4.2	
Help/support from British Council staff		
1) Very bad	19	3.2%
2) Bad	44	7.3%
3) Average	186	30.8%
4) Good	181	30.0%
5) Very good	173	28.7%
Average	3.74	
Quality of UK institutions		
1) Very bad	4	0.7%
2) Bad	28	4.7%
3) Average	176	29.2%
4) Good	222	36.9%

5) Very good	172	28.6%
Average	3.88	
Range of learning opportunities in the UK		
1) Very bad	6	1.0%
2) Bad	31	5.2%
3) Average	177	29.6%
4) Good	225	37.6%
5) Very good	159	26.6%
Average	3.84	
Education UK exhibition's online & offline events		
1) Very bad	15	2.5%
2) Bad	47	8.0%
3) Average	210	35.6%
4) Good	181	30.7%
5) Very good	137	23.2%
Average	3.64	
Seminars at the exhibition		
1) Very bad	12	2.1%
2) Bad	49	8.6%
3) Average	210	36.6%
4) Good	172	30.0%
5) Very good	130	22.7%
Average	3.63	
UK alumni consultation at the exhibition		
1) Very bad	20	3.8%
2) Bad	52	9.8%
3) Average	209	39.2%
4) Good	133	25.0%
5) Very good	119	22.3%
Average	3.52	

Appendix 3: Exhibitors' survey results

1. Has your institution attended this exhibition before?	
Yes	No
36	12

2. What was your main aim in coming?		
Recruitment	Profile raising	Both
10	3	35

3. What is your primary market interest in this event? (please indicate)	
Undergraduate	34
Postgraduate taught	38
Postgraduate research	16
Higher national diploma and equivalent	2
Pre-university foundation courses	6
Foundation	13
Post-16 A-level	1
Pre-sessional English School	8
Primary/Secondary	3

4. What is your assessment of the visitors?			
Good number and quality	Good quality only	Good number	Disappointing
8	18	4	17

5. Have you developed new or built on existing feeder or agent relationships by coming?	
Yes	No
34	13

6. How likely are you to recommend the British Council to colleagues?			
Very likely	Likely	Unlikely	Very unlikely
13	27	8	0

7. Please give your overall assessment of the exhibition					
1. Very bad	2. Bad	3. Average	4. Good	5. Excellent	Average
0	3	25	18	2	3.40

8. How does this year's exhibition compare to last year?					
Much better	Better	About the same	Worse	Much worse	Didn't attend last year
0	5	9	7	0	25

9. Will you be attending this event this time next year?		
Yes	No	Undecided
13	3	32

10. Please rate the following, with 1 being very bad and 5 being excellent:					
1. Very bad	2. Bad	3. Average	4. Good	5. Excellent	Average
a. Pre- exhibition event – Market Briefing					
0	2	9	17	7	3.83
b. Pre- exhibition event – Welcome Dinner Reception					
0	1	5	13	16	4.26
c. Level of British Council support before the exhibition					



0	1	6	17	18	4.24
d. Level of British Council support during the exhibition					
0	1	7	17	17	4.20
e. Quality of the venue					
0	0	8	20	15	4.16
f. Quality of the accommodation					
0	0	2	16	13	4.35
g. Length of the exhibition					
1	1	8	14	19	4.14
h. Value for money					
1	17	9	10	3	2.93

What recommendations have you got for the future of this particular event for British Council?

- More promotion for younger students / Better advertising for the event / Generate more awareness for more visitors. / Maybe the BC could think about marketing outside the box. Perhaps some other channels? Are we really reaching targeting group by this traditional approach? / I didn't notice many university and school groups of friends + year cohorts. I am not sure that universities and schools were aware, maybe more direct canvassing (leaflets +flyers) at universities & schools.
- A bit slow / not so many students attended / Although some of the enquiries were quite serious there were very few visitors on Saturday even well-known universities were not busy / Disappointing numbers / The footfall to the event was disappointing. Maybe the following can be looked at and improved.
- Condense into one longer day / perhaps one day event to decrease costs / to be one day only
- Lower cost / Expensive event. Cheaper price with a smaller reception (1 or 2 staff per agency only)
- Other venues / consider a different Hotel? / Hope to so the event to be held at the Gangnam area (e.g COEX centre) / Could the venue be somewhere more exciting /creative – so that it's an attraction in itself? Somewhere younger? (museum/gallery /etc) / Also venue is good and central but no visible external signs of the exhibition to attract passing students.
- Presentation on UK vs AUS vs US / Seminars on professional Qualifications / guest seminars from industry
- Arrange meetings with other top agents in Seoul / Universities visit or conferences special event for Arts & Design
- Possibly after Japan exhibition early April or after OCSC Thailand for regional travel convenience / other exhibitions in Seoul take place in October. It's sometimes easier to hold the exhibitions in the same period. So institutions can attend them within the same week. This is what happens in Japan. / The timing of the event (seems this was too late)
- This fabulous fair. / None. I was very impressed with the event. / None, works well / Well organised / Greater engagement with Korean higher education institutions – Friday networking event was excellent and high value
- Focuses on undergraduate & English language institutions and I recommend for upcoming fairs to recruit more vocational & professional education providers to attend so that this would be more competitive against any other local fairs and events

- Bring more bottled water for representatives during the exhibition / provide more food

What learning points have you picked up for your institution?


- More signage in Korean / Need Korean speaking companion
- First time to enter this market. Purpose of visit has been exploratory to gain understanding of opportunities design school which we received good enquiries for.
- Good undergraduate demand + wide range of subjects / More UG / Increased interest in UG study
- Need 3 barriers, not 2
- We need to make our graduate successes and case more prominent to compensate for our rankings in the general lists.
- That we need to expand post-graduate courses
- More concise info on scholarships
- Need to work with cool agents to recruit students / It was good to network with other institution and agents / Need to build school links for UG recruitment
- Good awareness of need for foundation
- More Korean students are looking into higher education sector
- More prominent banners with ranking information
- High quality of teaching, flexible learning
- More non art & design enquiries for us
- Most visitors are very focused on education in UK
- Distance/online learning, visa issues
- Competition is getting tough
- It's coins to be a touch a year

What market developments have you noticed from this exhibition?

- Government investment in regional universities
- Decline in interest in our institution
- Building up the partnerships and agent network / Agents, hagwon looking at diversity -> looking for new opportunity
- Increasing global competition
- English(IELTS) plus package development to be more attractive to visitor
- Increasing interest in UG study / Higher education (undergraduate) / Increased interest in UG+PG / More enquires relating to foundation/UG than last year
- Good number of students/parents enquiring early.
- Tendency for art/design and media type programmes
- More students planning far ahead for 2015-2016 entry
- Trend towards parents accompanying younger pupils to stay with them for primary education.
- Not sure as this is our first participation
- No real change / Limited with little difference from last year
- Wide range of subjects

Any additional comments and/or suggestions?

- Excellent location for the event. First time for me to meet BC Seoul staff. Thank you for a good exhibition and for your hospitality
- The organisation of the event was excellent and same good quality applicants. However the quantity was very disappointing on the first day. It would be useful to receive feedback from the British Council



as to why they think the numbers were so low this year. We have attended this event for a number of years. However we will need to assess attendance for next year. We recently attended a great exhibition which was much busier so it would be interesting to hear from the BC what they feel the challenges were this year. Venue is excellent, wifi works very well and organisation is fantastic.

- I attended the BC fair two years ago, but compared to that the number of visitors seemed much less. Not sure if that is only for our institution, but it was a bit disappointing. It was however a well organised event and thank you for all your effort.
- It had been very well organized. But the number of students had attended has been below an expectation.
- Good quality, we just need more students to make the visit financially viable
- Event much busier later in afternoon could we start later and go on into evening? Met a few students from same schools could we have a schools only session perhaps before the main event opens (Saturday morning maybe?) / Consideration for presentations from specialist institutions offering unique programmes. We would love to deliver a 30min Floristry theory and practical demonstration.
- Disappointing event, but not the BC's fault. More Theresa may and maybe school slide. So may much better than Saturday – maybe look and see why? (protest? Other events?)
- Has BC thought about change of venue to make it more accessible to the public who might be walking around, not necessarily heard about it previously? E.g Gangnam area? Would this help with increasing the visitor's numbers? Is it possible to have biggest tables?
- The event is very expensive for what is delivered? Suggest less food at reception, not providing sandwiches. Also location- it's not exactly where students hang-out? Organisation exception and good attendance at welcome reception.
- There's nothing about the exhibition that sends the message that the UK is an exciting/ innovative place to study- very standard exhibition set-up/format.
- I noticed in the brochure which students have (which is in Korean) Southampton profile is not up to date. (logo, some of the ranking were taken from 2010 which makes us look outdated). I don't remember giving you the information for the profile, so am wondering where you've got the information from. I would appreciate it next time I am asked to provide information. Thank you.
- We would be grateful if BC could send us the list of agents & universities who attended the welcome reception. We also would like to promote our Korea Country scholarship scheme through BC, Please send us the details. Thank you.

Appendix 4: Advertising and promotion plan (media plan)

Type	Media	Duration	Format(Quantity)
Advertisements			
Newspaper Adverts	Joongang	13 Nov	Advert
	Chosun Daily- Matgong	12 Nov	Article
	Chosun Daily- Haengbok Plus	12 Nov	Advert
Online Adverts	Chosun.com	16 Oct- 15 Nov	Banner adverts (Shape pop-up banner, Box banner)
		6, 14, 15 Nov	Section article
	Newsis.com	13 Nov	Online article
	365 event	16 Oct – 15 Nov	Banner
	365 event Twitter	16 Oct – 15 Nov	21 times within the period
	Mobile keyword	16 Oct – 15 Nov	
	Ad-to-paper	28 Oct – 15 Nov	Reminder on the 15 Nov using the collected DB
	Viral promotion	16 Oct – 15 Nov	Blogs (4 contents), Keyword (3 contents)
	Naver/ Daum Keyword	16 Oct – 15 Nov	Search
Direct e-mailing	Chosun.com EDM	28 Oct, 7 Nov	
Exterior	University PDP	16 Oct – 15 Nov	400 machines within Univ. campus
	External Electronic Display	16 Oct – 15 Nov	2 crowded boulevards
	Digital Signage	29 Oct~	Hana Bank
	Flyers	1-11 Nov 16,17 Nov	4,000 flyers distributed before the exhibition and 4,000 flyers distributed on the exhibition day
	Bus	16 Oct – 15 Nov	8 buses covering main areas in Seoul/ 2 buses for Gyeonggi area
Underground Advert	Advert within the train	16 Oct – 15 Nov	Advert within line 2

Non-paid media

Website	Education UK exhibition website open (within Solas)	7 Oct~	Banner, event section news, EdUK section
	EducationUK website	10 Oct~	Teaser
	BC Twitter	10 Oct, 24 Oct, 13 Nov	
	BC Blog	11 Oct~	
	BC Facebook	11 Oct, 28 Oct, 13 Nov	
	BC Korea Art Facebook	11 Oct	
	BC Cyworld	10 Oct	
Others	Local press		- News 1Korea: 31 Oct, 17 Nov - Segye.com: 4 Nov - Hankyung.com: 5 Nov
	Visual Display (Posters, leaflets)	14 Oct ~	4 notice boards+ 18 classrooms @ BC + SNUE centres+ leaflets placed at the 'Hot places' linked with TC/Exams
	SMS	10 Oct, 07 Nov, 14 Nov	DB of approx. 9,319 Korean prospective students
	Direct mailing	28 Oct, 15 Nov	Email sent out to Foreign schools based in Seoul/ Gyeonggi-Do area(24), Direct contact to language institutes(33)
	BC E-newsletter featured with Exhibition as a main news	1 Oct, 5 Nov	Emails sent to the BC database
	Education UK e-newsletter	28 Oct, 8 Nov	Emails sent to EdUK database