



Your journey begins here

Education UK Exhibition Japan

Tokyo, 19 October 2013

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1. Event fact file

[Tokyo]

Venue	Belle Salle Kudan, Tokyo, 19 October 2013
Opening hours	13:00 – 18:00
Stand costs	£1,882.71
Seminars	<p>13:10 – 14:00 ‘All you need to know about study in the UK’ – a guide to the basics on studying at English schools and universities in the UK</p> <p>14:10 – 15:00 ‘Ask the Ambassador’ – British Ambassador to Japan Tim Hitchens will answer questions about the UK collected in advance of the event from students.*</p> <p>15:10 – 16:30 IELTS Seminar – Introduction to the IELTS English language test and a demo lesson on IELTS skills by a British Council English teacher.</p> <p>16:40 – 17:30 Alumni Talk Show - Discussion with Japanese graduates of UK universities</p>
Unique feature to give added value	<p>This year’s event was jointly branded by Education UK and the Britain is GREAT campaign being promoted by the UK government. The GREAT campaign is designed to generate interest and ultimately business for the UK. The campaign was used in our communications in advance of the event and also on the day of the exhibition, in the form of a large screen showing the campaign video, GREAT banners, a guest talk from the British Ambassador to promote life in the UK, as well as GREAT branded gifts and prizes for visitors.</p>



2. Key statistics


* Full feedback can be seen in Appendix 1.

Attendance	Tokyo	
	2012	2013
Total number of visitors	740	868
Total number of exhibitors	41	55
Visitors' primary market objectives		
Primary/High school	3%	2.6%
FE College	7%	4.1%
University preparation course	12%	7.5%
Art	13%	7.1%
UG degree	33%	23.9%
Short term UG programme	13%	12.5%
PG degree	50%	28.6%
English course	16%	12.3%
Transnational course	1%	1.5%
Demographics of visitors		
Male	40%	33.3%
Female	60%	66.7%

3. Impact of marketing plan

This year's event was managed by a company that specializes in the publication of education materials and has an extensive database of schools and university contacts. The main focus of our marketing plan was on direct mails to their database of contacts in addition to e-mails to the British Council's database of prospective students and general customers. Paid publicity involved promotion on Tokyo underground and overground train lines.

- Two versions of the event flyer were sent in June and September to a database of 1,500 educational institutions, including 360 universities, 200 junior colleges, 100 vocational colleges, 100 junior high schools, 600 senior high schools, 60 English language schools, 60 international centres and 20 boards of education.
- The British Council regularly promoted the event to its database of 3,000 prospective students, as well as well as the 12,000 customers registered to the monthly E-Flyer.
- This year we offered participating institutions a chance to have their institution highlighted in two exhibition-specific promotional mailshots to be sent in the weeks leading up to the event. Eight institutions signed up for this service and the feedback from our readership was very positive, with several students commenting that they would like to have received similar detailed information for the other participating institutions.

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- A pre-registration system encouraged students to pre-register for the event in order to receive a gift on the day. 394 students pre-registered for the event.
 - A selection of prizes were prepared for people who took part in the exhibition and were promoted in advance of the event as incentives to take part. All visitors to the event were entered into a prize draw to win return flight tickets from Japan to the UK. Visitors who went to the British Council English language school booth could receive discounts on English courses. Visitors who went to the IELTS booth could receive an IELTS note pad. Also, visitors who completed the event questionnaire were able to receive GREAT branded clear files.
 - Adverts were placed on the Hanzomon underground line in Tokyo, which passes through the station nearest to the event venue and is popular with students. Adverts were also placed at stations on the overground JR central line which passes through the centre of Tokyo and has stations which serve several major Japanese universities.
 - Press release resulted in free mentions in four newspapers with a total readership of 8,940,135, as well as mentions on a variety of different study abroad related websites.
 - 43 per cent of questionnaire respondents said that they attended the event as a result of finding information on one of the British Council websites.

4. Conclusions and follow up

This year's event built on the success of the 2012 exhibition and saw an increase in attendance for the second successive year. This upturn follows several years of declining visitor numbers: in 2007 we received an attendance of 2,000 but by 2011 it had fallen to as low as 580. This trend was bucked in 2012, with the number of visitors rising 28 per cent from the previous year and this year's event has seen a further increase of 17 per cent, taking the total number of visitors to 868. This increase reflects the various government and university initiatives to encourage more young people to spend time abroad. It also reflects the increased number of institutions in attendance at the event (from 41 in 2012 to 55 in 2013). Clearly UK institutions have registered the upturn in the study abroad market in Japan and are attending exhibitions in greater numbers.

4.1 Key recommendations for institutions

The visitors' questionnaire highlighted the following recommendations for institutions:

- There were calls for more information on study abroad opportunities for high schools students and English language programmes.
- There were several requests for more information on the participating institutions' short-term programmes from high-school students, university students and professionals. Short-term courses tend to be from 1 week to 3 months in length and are usually offered during the spring and summer months. Courses that combine English with global career skills are in particular demand in Japan at present.
- A number of visitors asked for institutions to limit the time they spend speaking with each booth visitor to avoid lengthy queues.

4.2 Key recommendations for the British Council

The feedback received from participating institutions and visitors was largely positive. Institutions were pleased with the large number of visitors and enquiries received, although some indicated that they would have preferred a more spacious venue. Visitors were grateful for a wider selection of participating institutions than in previous years. Suggestions for improvements were received in the questionnaires for participating institutions and visitors and are summarized as follows:



- Feedback from institutions and visitors with regard to opening times differed. While the majority felt that the opening hours were appropriate there were some that felt it could have been longer given the high attendance. A decision on the opening hours for future events will be taken based on a review of the feedback received.
- Several visitors came all the way from West Japan to take part in the event and there were requests to stage the exhibition in Osaka in the future. The British Council used to stage the exhibition in Osaka but stopped the event due to declining numbers. If the number of visitors continues to rise at future events we would like to consider the possibility of staging the exhibition in Osaka once again.
- A number of visitors suggested having a booking system for the institution booths to avoid long queues. This is something that we will consider implementing from next year.
- A number of visitors said that they would like to have received more information on English language and high school study abroad programmes.
- Several visitors commented that the venue was cramped. We plan on changing to a venue with more space for next year's exhibition.

Appendix 1: List of participating institutions

Participating Institutions	
Anglia Ruskin University	University of Leeds
University of the Arts London	Leeds Metropolitan University
Bangor University	Liverpool John Moores University
The University of Bath	London Metropolitan University
Bath Spa University	Loughborough University
The University of Birmingham	The University of Manchester
University College Birmingham	Middlesex University, London
Birmingham City University	Newcastle University
Arts University Bournemouth	Northern Consortium of United Kingdom Universities (NCUK)
University of Bradford	Norwich University of the Arts
University of Brighton	Oxford Brookes University
University of Bristol	Queen Mary, University of London
Cambridge Education Group	University of Reading
Canterbury Christ Church University	Royal Holloway, University of London
City University London	School of Oriental & African Studies (SOAS), University of London
University for the Creative Arts	The University of Sheffield
De Montfort University	University of Southampton
University of East Anglia	University of St Andrews
EF Education First Japan	The University of Stirling
University of Essex	University College London
University of Exeter	

Appendix 2: Visitors' survey results

Education UK Fair Tokyo October 2013 Number of participants - 868 (Male: 289 / Female: 578)		Number of responses	Percentage
Residence			
Tokyo, Kanagawa, Saitama, Chiba		293	86%
Other		44	13%
No response		4	1%
Age			
Under 15		11	3%
16~18		50	15%
19~23		108	32%
24~29		53	16%
30~35		25	7%
36~40		15	4%
41~45		27	8%
46 or over		47	14%
No response		5	1%
Student/professional			
Student			
	<i>PG</i>	12	4%
	<i>UG</i>	115	34%
	<i>Junior College</i>	1	0.3%
	<i>Vocational College</i>	2	0.6%
	<i>Senior High</i>	39	11%
	<i>Elementary/junior high</i>	6	2%
Professional			
	<i>1-4 years of employment</i>	39	11%
	<i>5-10 years of employment</i>	36	11%
	<i>10 years or more of employment</i>	68	20%
	<i>Other</i>	22	6%
No response		1	0.3%
Why did you participate in the event?			
I am interested in UK culture		147	18%
I wanted to speak with alumni		23	3%
I wanted more detailed information on study in the UK		231	29%
I wanted to speak directly with the visiting universities		103	13%
I was interested in the event seminar programme*		70	9%
Other		16	2%
*(Which seminars were you interested in?)			
Student Life in the UK		99	12%
IELTS Seminar		64	8%
Guest Talk		35	4%
Alumni Talk Show		21	3%
What kind of study abroad programme are you interested in?			
Primary/High school		12	3%
FE College		19	4%
University preparation course		35	8%



Art	33	7%
UG degree	111	24%
Short term UG programme	58	12%
PG degree	133	29%
English course	57	12%
Transnational course	7	2%

How did you find out about the event?

Through the British Council		
Visit to the British Council	35	4%
British Council homepage	251	31%
British Council Facebook page	14	2%
Exhibition website	92	11%
Education UK Newsletter	48	6%
Paid publicity		
Tokyo Underground	66	8%
Flyer		
Received at school	89	11%
Received at the British Council	19	2%
Other		
Word of mouth	81	10%
School	63	8%
Media	7	1%
Other	58	7%

Appendix 3: Exhibitors' survey results

Questionnaires were completed by 12 participants, a response rate of 22 per cent.

5 = high rating/strongly agree, 1 = low rating/strongly disagree

Question	5	4	3	2	1
1. Pre-event					
a. I received all the pre-event information and support that I needed, and in good time	9 75%	1 8%	2 16%	0 0%	0 0%
Comments:	<ul style="list-style-type: none"> • Good organisation and pre-event planning. • Please send details (presentation slides) 				
b. The pre-event briefing is an integral part of the event and I felt informed by it	2 16%	3 25%	0 0%	0 0%	0 0%
Comments:	<ul style="list-style-type: none"> • Unable to attend as it clashed with Osaka exhibitions. Perhaps reconsider timing. • Didn't attend. Was in Osaka for an exhibition, • Did not attend • Not able to attend • The pre-event briefing was very useful and a good opportunity to meet the other UK reps. 				
2. The event					
a. The overall length of the event was appropriate	9 75%	1 8%	2 16%	0 0%	0 0%
Comments:	<ul style="list-style-type: none"> • We were busy all day. • A bit short. An additional 2 hours would be better. 				
b. The opening hours were appropriate	7 58%	3 25%	2 16%	0 0%	0 0%
Comments:	<ul style="list-style-type: none"> • It went very quickly • An additional 2 hours would be better. 				
c. The venue was appropriate for the event and comfortable for the period of time spent in it	7 58%	4 33%	1 8%	0 0%	0 0%
Comments:	<ul style="list-style-type: none"> • Much better than the one attended in 2011. This one is more central and more conducive to this type of exhibition. 				
d. The stand and furniture were appropriate for the market in which they were being used	5 42%	6 50%	1 8%	0 0%	0 0%
Comments:	<ul style="list-style-type: none"> • Although a little cramped I think it was good overall. 				



e. The number of quality enquiries I received made a good return on the investment of attending the event	1 8%	3 25%	7 58%	1 8%	0 0%
Comments:	<ul style="list-style-type: none"> Received no enquiries so difficult to justify future attendance. I have nothing to compare this event to. First time at a BC fair in Tokyo. Good enquiries, but few of them. Not sure yet but a positive feeling. Yes definitely happy with the number and quality of enquiries. 				
3. General issues					
a. Any accommodation or travel arrangements made by the British Council were efficient and suitable	2 16%	1 8%	0 0%	0 0%	0 0%
Comments:	<ul style="list-style-type: none"> Would be good to have a coach back after the event. Better instructions on finding the venue and BC office in future. 				
b. Use of the Education UK brand gave the event a clear identity.	5 42%	6 50%	1 8%	0 0%	0 0%
Comments:					
c. The event overall represented a good showcase for UK education in a professional environment	6 50%	5 42%	1 8%	0 0%	0 0%
Comments:					
d. The cost of the event was appropriate considering the market and the overall value of participation	2 16%	5 42%	4 33%	1 8%	0 0%
Comments:	<ul style="list-style-type: none"> Still quite expensive for redeveloping market 				
e. I am interested in attending a similar event in the future	6 50%	3 25%	3 25%	0 0%	0 0%
Comments:	<ul style="list-style-type: none"> Please keep me informed on future events in Japan 				
f. How would you rate the overall quality of service you received	9 75%	2 16%	0 0%	1 8%	0 0%
Comments:	<ul style="list-style-type: none"> Very well organised. Large number of people attending so was obviously well promoted Well organised and I really appreciate the lunch and refreshments. It makes all the difference. I hope other Japanese exhibition organisers take note and follow suit. 				
g. What benefit did you expect to get from participation in this event:	<ul style="list-style-type: none"> Market info and student recruiting. To gain answers and potentially recruit students. Recruitment possibilities, profile raising. 				



	<ul style="list-style-type: none"> • Brand awareness. • I was expecting to have more interest from qualified candidates. • Raise profile, meet potential students. • Hopefully Japanese students. • Market knowledge to raise profile in Japan. • Pool of recruitment opportunities. New face reputation. • Good quality enquiries and profile raising. Some contact with relevant institutions. 				
i. To what extent has this expectation been met?	2 16%	6 50%	3 25%	0 0%	0 0%
Comments:					
j. Do you expect to have definite applications as a direct result of attending this event	Yes 6 50%	Possibly 5 42%	No 0 0%		
Comments:	<ul style="list-style-type: none"> • Difficult to know at this stage. • Strong enquiries, well researched enquiries. I'll definitely be following up on these. 				
Additional comments on any part of the exhibition and the service around it:					
<ul style="list-style-type: none"> • Excellent bento lunches and very friendly and knowledgeable staff • To reiterate, aside from the good organisation, promotion and quality of enquiries, having lunch (including plenty of vegetarian options) plus coffee, etc and a quiet room is really, very much appreciated. We have hectic schedules. It really helps us to give a better service to enquirers. 					



Appendix 4: Advertising and promotion plan (media plan)

Paid Publicity

1) Posters on the Hanzomon Underground Line

380 promotional posters were placed on various carriages of trains on the Hanzomon Underground Line. The line is popular with students and passes through the station nearest the event venue. The poster campaign lasted for one month from mid-September to mid-October.

2) Posters on the JR Central Line

11 promotional posters were placed at 11 different stations on the JR Central Line which passes through the centre of Tokyo. The stations selected for promotion serve several major universities. The campaign lasted for two weeks in early October.

Free Publicity

Press releases were sent to a total of 160 targeted bodies. These resulted in free mentions in the following media:

- Yomiuri Shimbun Tokyo (6,071,899 readers)
- Yomiuri Shimbun Osaka (2,536,446 readers)
- Nihon Kyoiku Shimbun (239,774 readers)
- Asahi Weekly (92,016 readers)

The event was also mentioned on several different websites, including Yahoo News, Asahi Online and Yomiuri Online.

Details of British Council promotion

Flyer distribution prior to the event – 30,000 flyers distributed

30,000 flyers were distributed in June and September (15,000 in either month) to over 1,500 selected schools, international schools, universities, other key local institutions, agents, and international centres. Flyers were also distributed at related events.

E-mails to registered enquirers – Approximately 3,000 subscribers

Details of the event were e-mailed to approximately 3,000 individuals registered on the Education UK e-mail database of the British Council.

Education UK Exhibitions website – 34,325 page views, 5,690 unique users

The Education UK Exhibition website recorded the access figures above for the duration of the site (20th August 2013 – 19th October 2013). The majority of users were being redirected from British Council



websites, while the remaining users were accessing the site directly. 92 people came to the exhibition having seen the information on the event website.

E-flyer – 12,000 readers

The British Council's e-flyer electronic newsletter, containing details of the event, was distributed to around 12,000 subscribers

British Council Japan Facebook Page

The event was publicised on the British Council Japan Facebook page.