



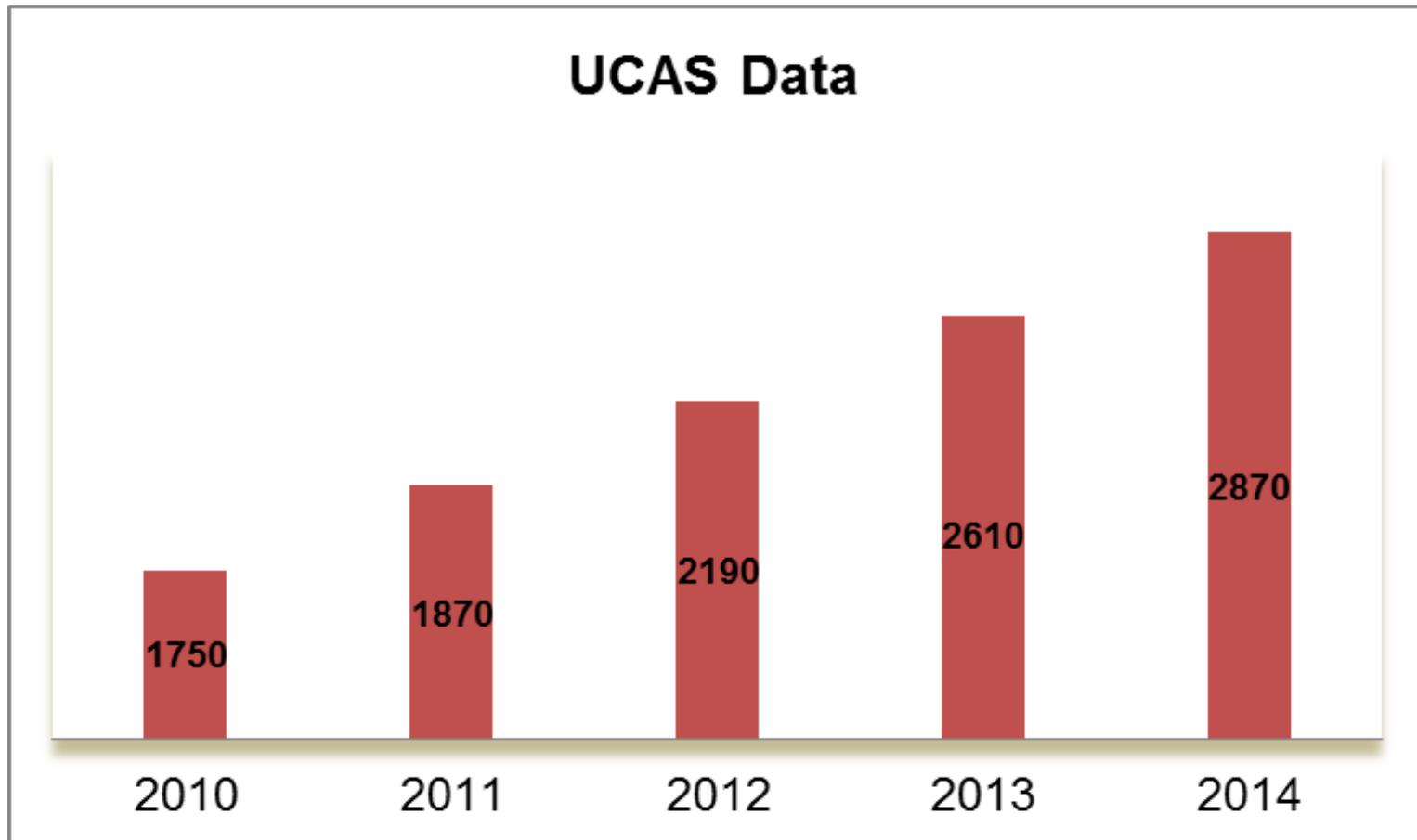
Education UK
Exhibition

3 to 8 February
2014

What's happening in the India Market

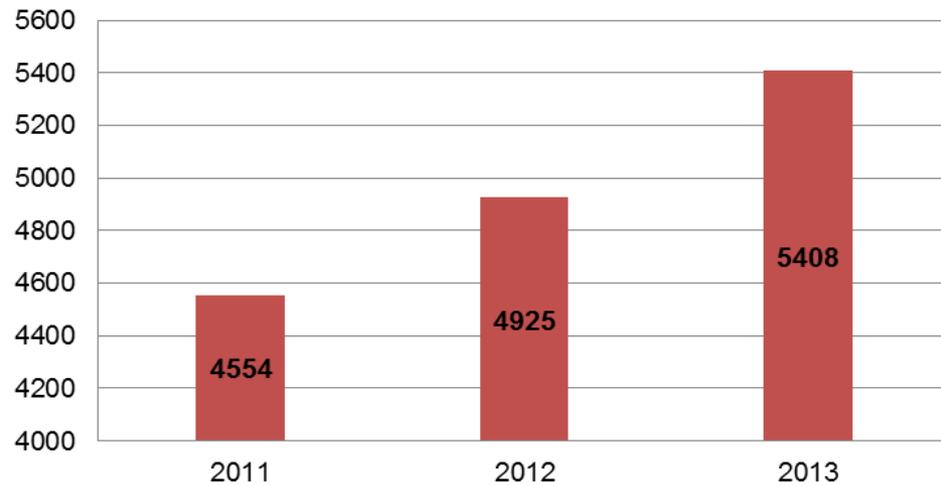
- Six month 'Bridge Course' announced for one year UK masters' recognition
- GREAT Campaign-India (Oct 13-Jan 14)
 - Reached out to 6800 new audiences
 - Print Media reach: 16.5 million
 - Digital Media reach: 70 million
 - www.knowledgeisgreat.in: Unique Visitors: 46,513
 - Generated over 3,000 leads from the GREAT social media campaign
- Inside India report highlights:
 - UK highly rated for quality
 - Costs of studying: India is a price sensitive market
 - Looking for ROI

What's happening in the India Market

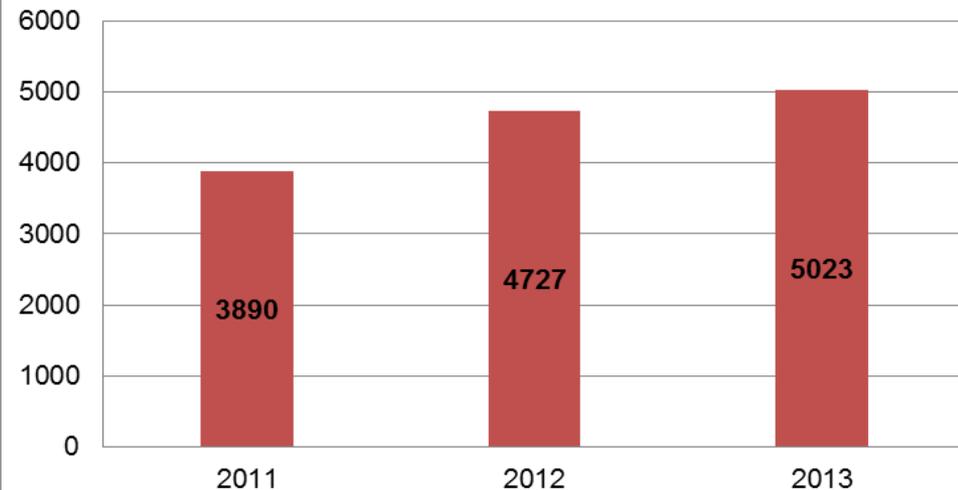


What's happening in the India Market

Footfall at November exhibitions



Footfall at February exhibitions



What's happening in the India Market

- USA: Open door statistics reveal a decline in Indian student enrolments
- Australia student visa numbers on the decline as well
- Canada on the rise, wants double its student numbers by 2020. Most favoured destination at the moment due to its immigration policy
- Germany: Student visas issued from India up by 25% in 2012.
- France very active and aims to increase student numbers very quickly.
- Singapore positioning itself as an education hub: approx 5000 Indians currently
- Ireland small but making inroads

Country	2011-2012	2012-13	% Change
USA	100270	96754	-3.5%
Australia	33764	24808	-26.52%
Canada	12049	13,136	+9.0 2%
Germany	5998	7500	+25%
France	1757	2600	+48%
Ireland	816	1300	+59%

Education UK Exhibition-February 2014 : Publicity

- Pre-exhibition visits made by staff to leading schools, colleges
- Over 50,000 flyers distributed across the four exhibition cities
- More than 2000 posters displayed at schools, colleges
- Radio Campaign in all four exhibition cities
- Outdoor advertising: Bus shelters, Retail outlets, Cinema screens, Hoardings at prime locations
- Advertisements released in leading national and local newspapers

Education UK Exhibition-February 2014 : Publicity

- Web advertising campaign:
 - Promotion on Social media : Facebook, Twitter, Blogging platforms
 - Digital marketing campaign on educational websites, news sites, Google etc.
 - Email marketing (targeted to students who have shown interest in studying abroad)
- E-flyers sent to a large student database across the four cities
- Press mentions in leading dailies
- Profile targeted SMS campaign

Exhibition UK Exhibition - February 2014 : Logistics

- **Exhibition Timings**
 - Chennai, Hyderabad and Pune - 2.00 p.m. to 7.00 p.m.
 - New Delhi – 12.00 noon to 5.00 p.m.
- **Security : Name badges and your valuables**
- **Stand Assistants: optional (nos at stand restricted to 4)**
- **Mission Leaders:**
 - **Hyderabad and Pune:**
 - Robin Reeves, Aston University
 - Contact no: +44 7789295975
- **Chennai and Delhi:**
 - Eleanor Luker, Kingston University
 - Contact no: +44 7979 727578

SIEM India: What can we do for you ?

- Partnering and Consultancy
- Marketing products
- Education Intelligence
- Professional training and development