



# Where great journeys begin

Vietnam Pathways to UK Universities – March 2014

Event report

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## 1. Event fact file

Venue	Hanoi	HCMC	Danang
<b>Date</b>	01 March 2014	02 March 2014	04 March 2014
<b>Opening hours</b>	14:00 – 17:30	14:00 – 17:30	08:50 – 11:15 (LeQuyDon high school) 14:00 – 17:00 (CPHUD)
<b>Stand costs</b>	GBP 1,117 (excluding VAT)	GBP 1,024 (excluding VAT)	GBP 402 (excluding VAT)
<b>Seminars &amp; Career Orientation Workshops</b>	<p><b>Hanoi:</b></p> <ul style="list-style-type: none"> <li>- Enjoy your GREAT future with ‘Art &amp; Design’</li> <li>- Enjoy your GREAT future with ‘Education’</li> <li>- Application process and tips to win scholarships</li> </ul> <p><b>HCMC:</b></p> <ul style="list-style-type: none"> <li>- Enjoy your GREAT future with ‘Business’</li> <li>- Enjoy your GREAT future with ‘Tourism &amp; Hospitality’</li> <li>- Visa application for the UK</li> </ul> <p><b>Danang</b></p> <ul style="list-style-type: none"> <li>- Enjoy your GREAT future with ‘Business’</li> </ul>		
<b>Unique features to give added value</b>	<p>The overall aim of the event was to provide career orientation advice to high school students who were usually unclear about what they would learn with their chosen subject at university. This was done through two main career-oriented activities which were:</p> <p><b>1. Career Orientation Workshops</b></p> <p>The workshops were organised to provide high school students with an overview of future prospects in Art &amp; Design, Education, Business, Tourism and Hospitality. These subject areas were selected based on the interest of students visiting previous Education UK Exhibitions.</p> <p><b>2. Career Zone</b></p> <p>The Career Zone was managed by a number of UK alumni who majored in the subjects above at university. The activity brought a great chance for students and parents to discuss with the alumni about the strengths of these subject areas in the UK as well as career prospects after graduation.</p>		



## 2. Key statistics

Exhibitors	Hanoi	HCMC	Danang
Schools & colleges	22	21	9
Universities	12	7	1
Local TNE providers	1	0	0
<b>Total number of exhibitors</b>	<b>35</b>	<b>28</b>	<b>10</b>

List of participating exhibitors can be found in **Appendix 1**

Visitors	Hanoi	HCMC	Danang Le Quy Don high school	Danang CPHUD
<b>Total number of visitors</b>	<b>520</b>	<b>248</b>	<b>260</b>	<b>90</b>
- High school students	394	142	260	49
- Parents	47	39		24
- Others	73	61		7

## 3. Impact of marketing plan

### 3.1 Marketing effort summary

- The exhibition had a dedicated website that profiled all participating exhibitors (<http://duhocanh.eduk.vn>), and included essential information about unique features of the event, scholarship opportunities from participating institutions, background knowledge about Pre-university courses in the UK, etc. The website was launched 1 month before the event;
- The whole event was advertised to targeted high school students through Social Media, Digital Marketing, Printed Ads and 'Out Of Home' channels, with Social Media and Digital Marketing being focused more in the whole advertising campaign for the event;
- Facebook ('UK in my eyes' Facebook being the main one), and British Council's websites proved to be the most popular sources of information for visitors in the two main markets of Hanoi and Ho Chi Minh City respectively;
- The event's news was widely spread on 10 key online newspapers for high school students;
- 'Out-of-home' channels which included banners (on the streets and at local high schools), fliers and posters were maximised to reach more potential students and parents;
- Printed advertisements were also placed in key newspapers and magazines targeted at high school students and parents;



**Appendix 4** will give an idea about the popularity of these marketing channels amongst exhibition visitors.

Please note that the whole marketing campaign was presented in the Pre-event briefing. Please contact [Phi.Phan@britishcouncil.org.vn](mailto:Phi.Phan@britishcouncil.org.vn) should you wish to have a copy.

## 3.2 Impact of marketing plan

- **Visitor number:** the events attracted 1,118 visitors in total.
- **Quality of visitors:**
  - + Hanoi and HCMC: 94 percent of exhibitors in Hanoi and 100 percent of exhibitors in HCMC commented visitor's quality as 'Good,' 'Very good,' and 'Excellent';
  - + Danang: 100 percent of exhibitors gave 'Good' to 'Excellent' ratings to the visitors' quality in the Le Quy Don School event, while 89 percent of them gave these ratings to the public event at CPHUD;
- **Exhibitors' comments against previous year's event:** for exhibitors who also participated in the similar event in 2013, 88 and 93 percent of them said that the event was either 'Better than previous year,' or 'Good, consistent with previous year's event' in Hanoi and HCMC respectively.
- **Exhibitors' overall assessment of the exhibition:** 97 percent of exhibitors in Hanoi and HCMC and 89 percent in Danang were 'Satisfied' or 'Highly satisfied' with the event as a whole.
- **Visitors' comment:** over 80 per cent of visitors in all cities said that the event met their expectation

Further details about Exhibitors' and Visitors' feedback can be found in **Appendix 2** and **Appendix 3** accordingly.

## 4. Conclusions and follow up

### 4.1 Key recommendations for institutions

- 42, 54 and 34 percent of visitors in Hanoi, Ho Chi Minh City and Danang respectively said that they had planned to study overseas in the next 6 months or 1 year. This implies the necessity in regular follow-up with the students to turn these enquiries into applications;
- 'Scholarships are good to attract students;' 'Scholarships are important in this market;' 'Scholarships are very important to many potential students,' etc. as commented by a number of exhibitors. This is truly important for the Vietnam market where students often need partial financial support, and also like to have the pride and prestige of obtaining a scholarship to study in the UK;
- Frequent exposure to the market will help raise brand awareness amongst potential students. Therefore, all exhibitors are encouraged to keep in touch with the market and potential students frequently, possibly through e-news and promotional visits to the country;



## 4.2 Key recommendations for the British Council

- The 'Career Orientation' theme received very positive feedback from students and parents attending the event. This initiative might be replicated in future exhibitions with Career Orientation Workshops focusing on more variety of subject areas;
- Clash of exhibition: while the British Council had done its best in communication with peer organisations to avoid direct clashes, we were unable to avoid a clash with exhibitions organised by education agents. However, the British Council will work closely with hotels to minimise the chance of two exhibitions of different countries taking place in the same venue at the same time.
- Venue in HCMC may have to be reconsidered given that the parking was not convenient for visitors.

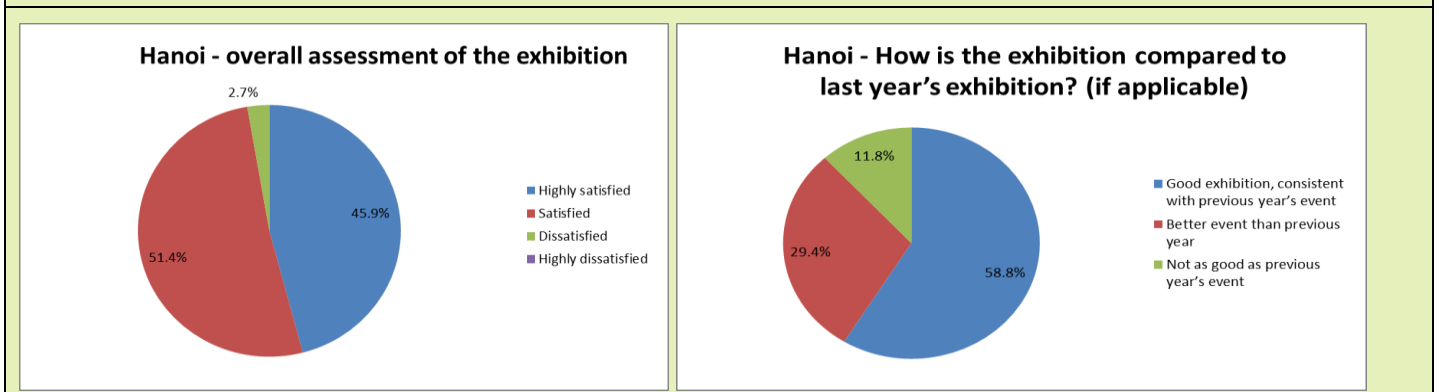
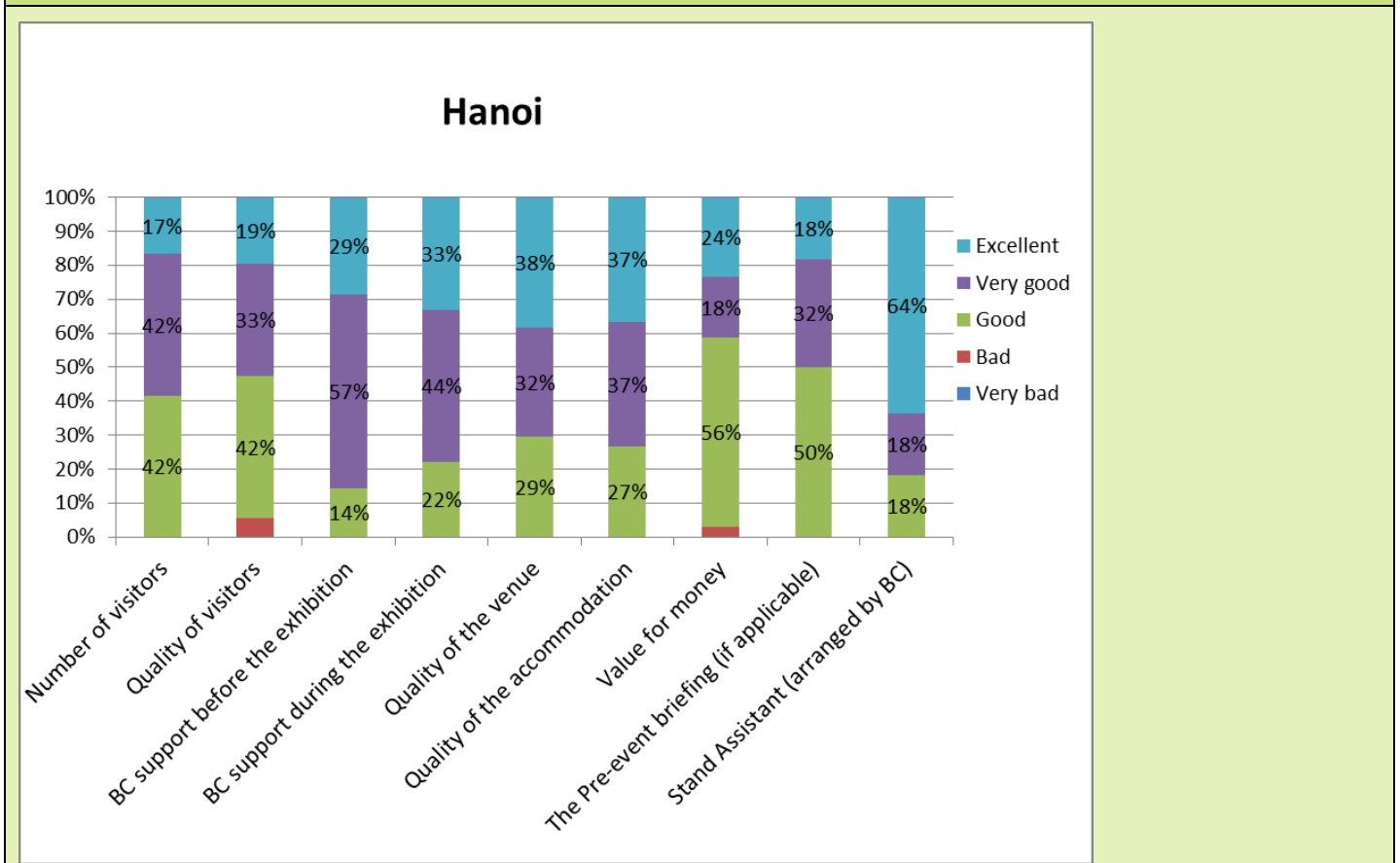
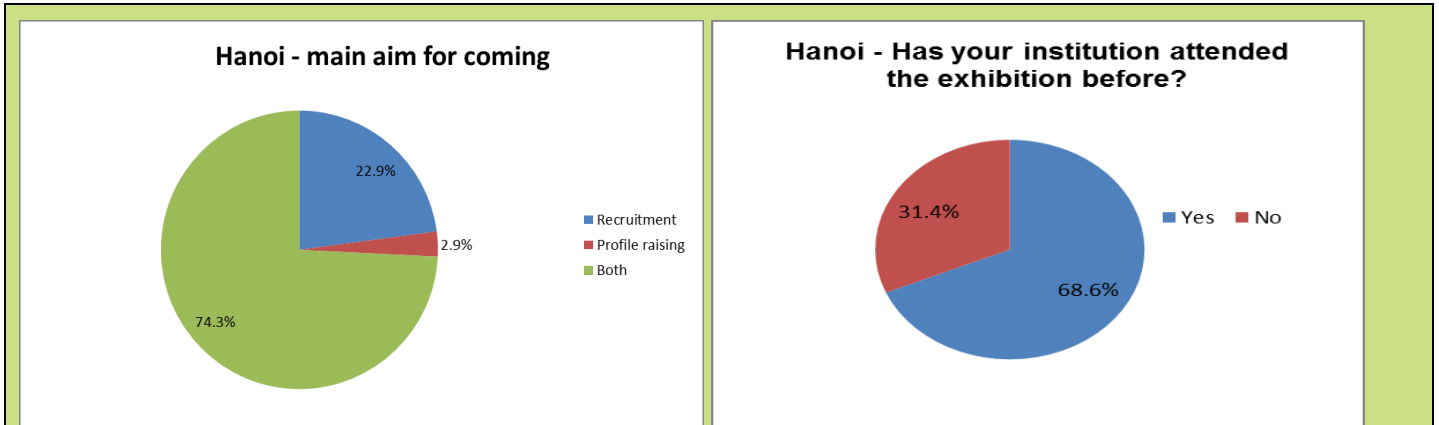


## Appendix 1: List of participating exhibitors

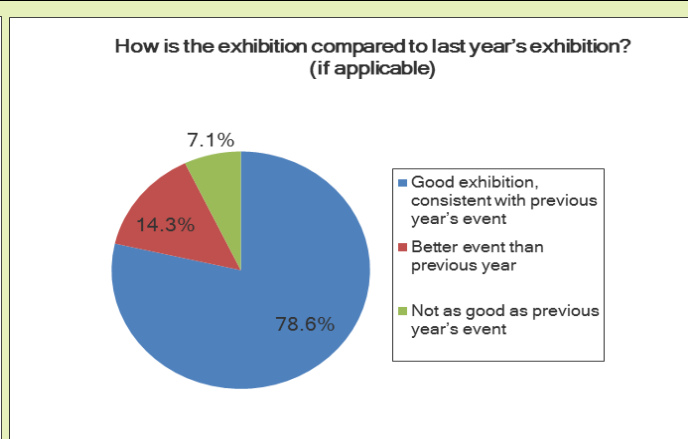
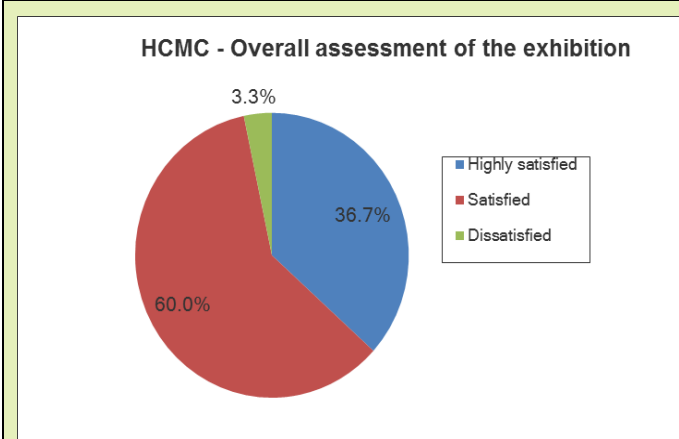
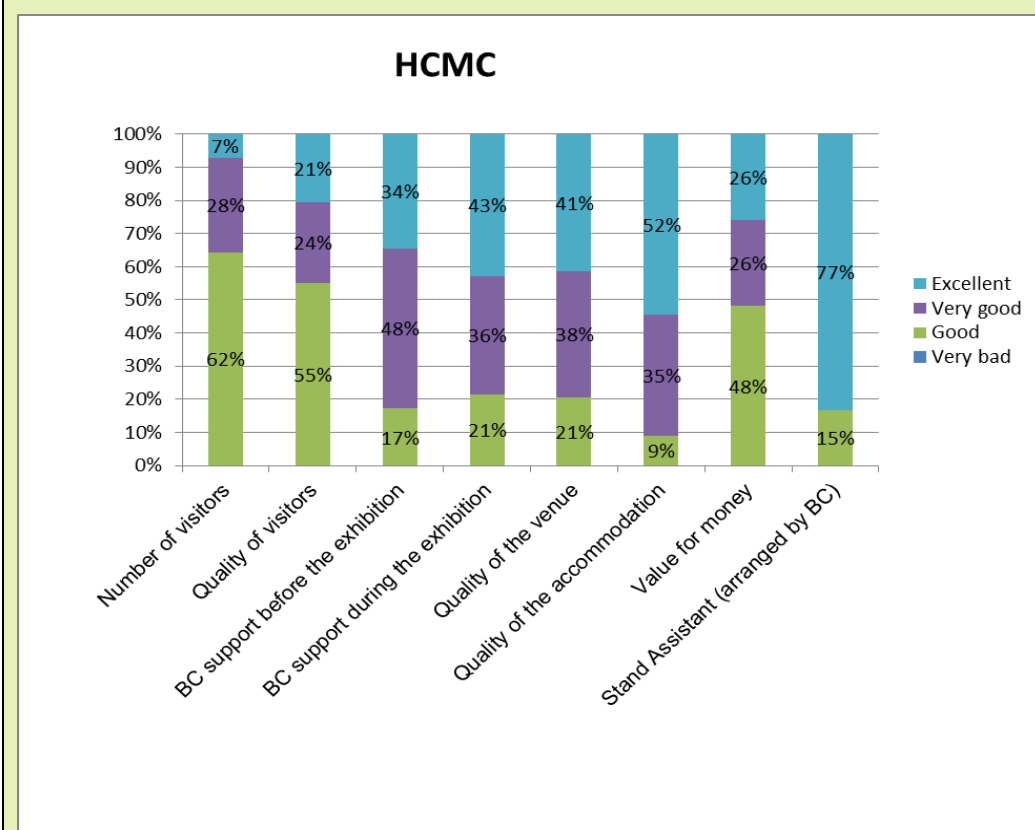
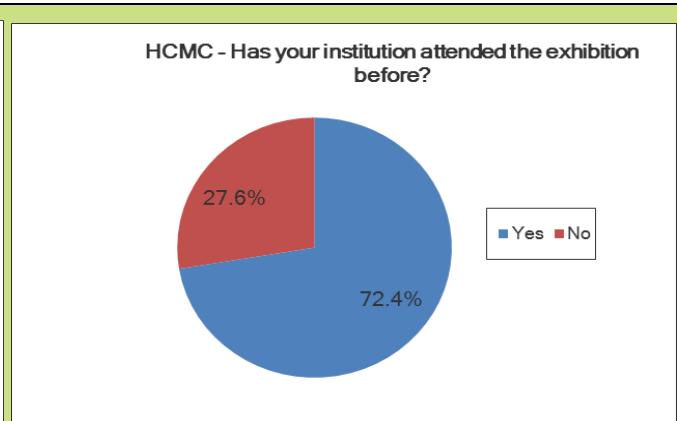
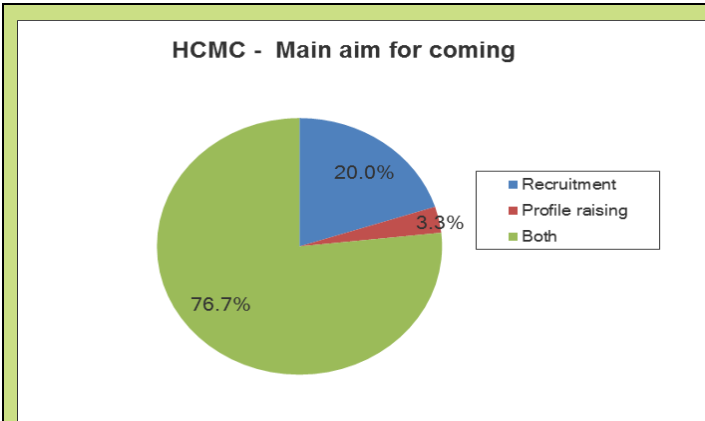
No.	Name of institutions
1	Bellerbys College
2	Bexhill College
3	University College Birmingham
4	Boston College of Further Education
5	The Bournemouth and Poole College
6	Guildford College of Further & Higher Education
7	Brockenhurst College
8	Broadway Education
9	Cardiff University
10	Cambridge Education Group
11	Cambridge Tutors College
12	Canterbury Christ Church University
13	Cardiff Sixth Form College
14	City And Islington College
15	City College Plymouth
16	University Of Essex
17	Gower College Swansea
18	Institute of Education, University of London
19	International Study Centres UK
20	Kaplan International Colleges
21	University of Kent
22	Kings College
23	Leeds Metropolitan University
24	Llandrillo Menai International
25	The Manchester College
26	Newcastle College
27	The University Of Northampton
28	The University of Reading
29	The Royal Wolverhampton School
30	University of South Wales
31	Wakefield College
32	University of Warwick
33	University of West London
34	Wiltshire College
35	London College for Fashion Studies (Hanoi)



## Appendix 2: Exhibitors' feedback

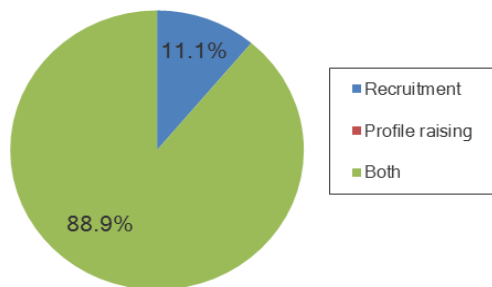




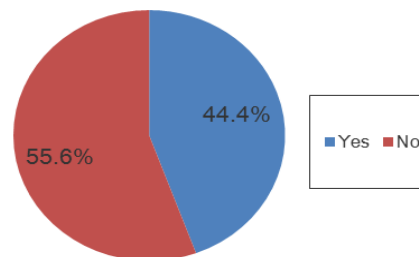




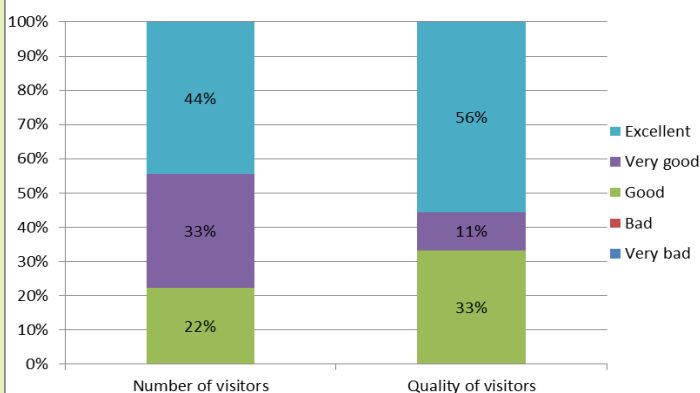
### Danang - Main aim for coming



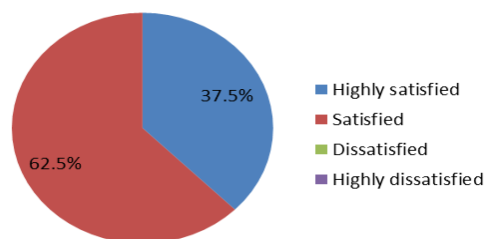
### Danang - Has your institution attended the exhibition in Danang before?



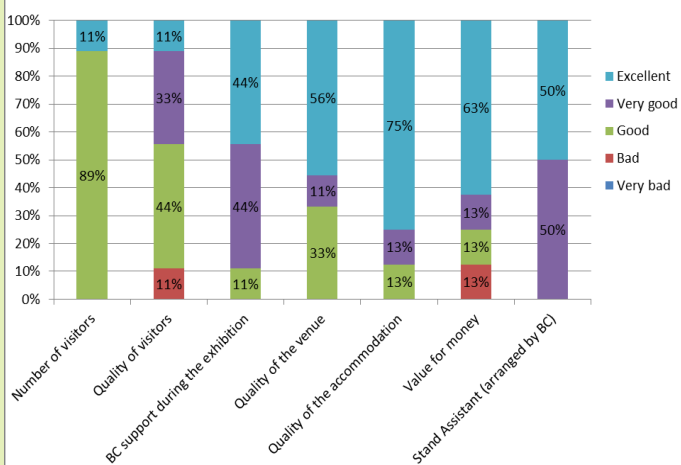
### Road show to Le Quy Don high school



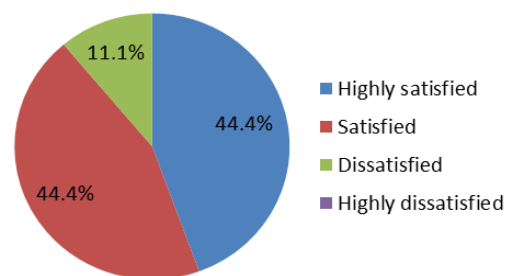
### Road show to Le Quy Don high school - Overall assessment



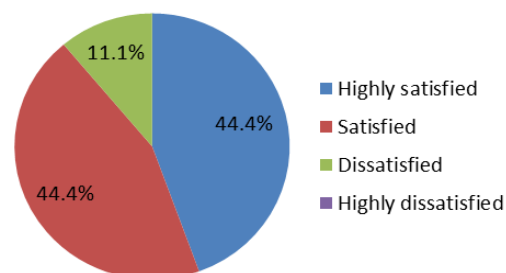
### Education UK Exhibition @ CPHUD



### Danang - Overall assessment of the exhibition

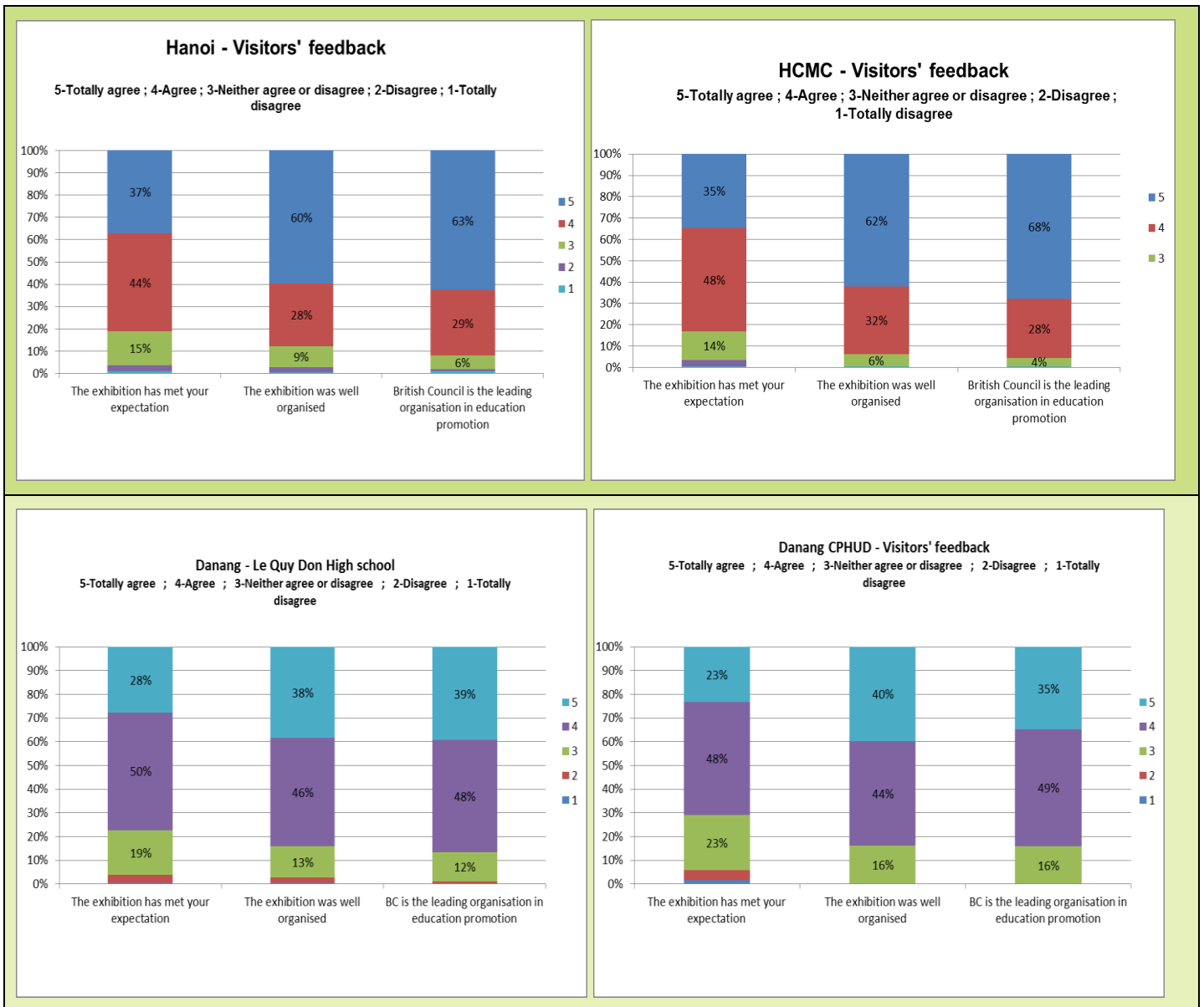


### Danang - Overall assessment of the exhibition





## Appendix 3: Visitors' feedback





## Appendix 4: Popularity of marketing channels

