



Make a Really Smart Move

Education UK Exhibition – Nepal

25 to 28 February 2014

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1. Event fact file

Kathmandu

Venue	The Everest Hotel, Kathmandu, 25 and 26 February 2014
Opening hours	11:00 to 17:00
Opened by	Secretary Mr. Narayan Gopal Malego, Ministry of Education and Charge D' Affairs Mr. Guy Harrison, British High Commission
Stand costs	£1,025
Unique feature to give added value	Lucky draw door prizes, UKVI to give visa information and Media presence to cover participated university coverage.
Seminars	<ul style="list-style-type: none">• Education UK presentation by Education Officer, British Council• Visa and pre-departure briefing by UKVI, British High Commission

Pokhara

Venue	Hotel Pokhara Grande, Pokhara, 28 February 2014
Opening hours	11:00 to 17:00
Opened by	District Education Officer Mr. Dilli Ram Luintel
Stand costs	£695
Unique feature to give added value	Lucky draw door prizes, UKVI to give visa information
Seminars	<ul style="list-style-type: none">• Education UK presentation by Education Officer, British Council• Visa and pre-departure briefing by UKVI, British High Commission• Seminar by Bucks University about Undergraduate in UK

2. Key statistics

Attendance: Visitors	Kathmandu		Pokhara	
	2013	2014	2013	2014
Day 1	1193	1950	-	575
Day 2	2406	2370	-	-
Total number of visitors	3599	4320	-	575

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Attendance: Exhibitors	Kathmandu		Pokhara	
	2013	2014	2013	2014
Further Education	2	1	-	1
Higher Education	22	23	-	10
Sixth Form College	0	1	-	1
Total number of exhibitors	24	25	-	12

Main Subject of Interest (in %)	Kathmandu	Pokhara
Business & Management/ Finance/ Accounts/ MBA	30.4	20
IT/computer Science	13.6	3
Engineering	9.6	17
General Science	10	17
Public Health	8	0
Medical related subjects	4.4	17
Social sciences/Humanities/Art	4.8	6
English Language	4.4	8
Others	14.4	9

Visitors primary market objectives	Kathmandu	Pokhara
Level of Study (in %)		
A Level/GCE	6	14
Foundation/Access/Diploma	4	14
Undergraduate Degree	42	49
Postgraduate Degree	39.2	18
PhD	2	0
Others	6.8	5
Main Subject of Interest (in %)		
Business & Management/ Finance/ Accounts/ MBA	30.4	20
IT/computer Science	13.6	3
Engineering	9.6	17
General Science	10	17
Public Health	8	0
Medical related subjects	4.4	17
Social sciences/Humanities/Art	4.8	6

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English Language	4.4	8
Others	14.4	9

Demographics of Visitors (in %)	Kathmandu	Pokhara
Gender		
Male	71.6	62
Female	28.4	38

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

3. Impact of marketing plan

Our Marketing plan for 2014 exhibition was very effective and it had a huge impact on increasing the numbers of quality visitors at the event. To bring increased effectiveness to our media coverage we used as a **media partner Kantipur Publication**, one of Nepal's most popular media organizations, to help with the event. As a result, the media coverage was excellent. Many other media channels such as Republica, Rajdhani, Edusanjal also covered the event.

This year, Reader magazines February edition was dedicated to the exhibition and covered the events facts and figure with the participating universities. As this was an added feature however we couldn't control all the content of that magazine. As a result some of the content in that magazine was not acceptable to the delegates.

For the first time, Nepal introduced other methods to promotion the event such as use of **FM radio and TV**. However, the effectiveness of both is lessened since only 0.8 per cent of students attended as a direct result of Radio and TV. The learning from this is to either use these media in a more effective way or to focus on other tools. For our next exhibition, we will analyse those media in advance and decide whether to use it or not.

A full Media plan can be found in Appendix 4.

Facebook: The British Council Facebook page, which has more than 30,000 followers, was also used for education UK promotion. Posts and comments in Facebook became very effective, since more than 7,000 users interacted with us through it.

Volunteers networking: We used volunteers networking with students for this event. All volunteers were actively encouraged to promote our exhibition. We recorded 300 students at the exhibition who directly attended because of a volunteers' invitation.

SMS campaign: SMS campaign targeted 4,000 students who were interested for education UK.

Bunting campaign: We placed bunting in all 'A level' schools (24) in Nepal. It was seemingly effective since we have recorded large numbers of visitors from 'A level' schools for undergraduate market.

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Kathmandu

At Kathmandu, referrals were the most effective promotional method since 37.5 percent visitors were there on a referral basis. Bunting in schools, standees and banners in busy places and volunteers networking helped boost the referral process. Similarly, the British Council itself was another important source of information for visitors. Thanks to British Council branded posters, hoarding boards and flyers, the statistics reflected that 25.2 percent of visitors were attracted to the exhibition by the British Council. Similarly, holding pre-release a week before the event also helped a lot for the Kathmandu exhibition. Other effective marketing included Newspaper adverts and Facebook.

Pokhara

For Pokhara, the main source of promotional information was the British Council, where we mobilized an event Management Company and key contacts to promote the exhibition which subsequently became quite successful with 34 percent of visitors were guided by British Council team. We used similar strategies to Kathmandu to promote the event in A-level schools and using our volunteer's network. 31 percent of visitors were based on recommendation basis. Similarly posters, flyers and newspaper advertisements proved effective. We placed around 14 different insertions in 3 main newspapers and it pulled about 10 per cent of students alongside our Facebook promotion which helped to pull in 9 per cent of visitors.

4. Conclusions and follow up

4.1 Key recommendations for institutions

- At least one delegate representing your institution at the exhibition itself should be a UK National. Local students have stated that they prefer to see UK delegates at the event, over local agents and other partners. In addition, if universities could invite alumni to their stall to share experiences with local students that would be a huge positive, more informative and provide insight about the university.
- It would be great if delegates could demonstrate future career opportunities after study in the UK such as post student work opportunities and/or employability in the global market. We are trying to build brand in this market and attempting to convey the message that UK education does provide both quality and a bright future. Thus, if delegates can showcase future opportunities after study with your institution, it will be much easier to attract more students towards the UK Market.
- Universities are advised to send a full list of scholarships information to the British Council in advance of the event. Scholarships and bursaries are the major factors in decision making for the Nepali market.
- Institutions are advised to send information about the delegates participating at the exhibitions by the deadline stated in the exhibition handbook. A fully completed, detailed form submitted prior to the deadline will help enable a smoother, more effective process.
- The undergraduate market in Nepal is growing rapidly, as is the trend of studying outside of Nepal after higher secondary or A-level degree. Thus, it is recommended that institutions should focus on the undergraduate market, in addition to postgraduate market in Nepal.

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4.2 Key recommendations for the British Council

- Most of the delegates were disappointed with the magazine and its content, which was solely dedicated for the Education UK exhibition. We will not necessarily produce this magazine again for the 2015 exhibition, unless we have complete control over its production and design.
- Some delegates complained that they would not attend the school mission, (held shortly after the exhibition), since the audience will be repeated and the value for money is debatable. We have considered this, and propose that a school mission will occur in September 2014 while the main exhibitions timing and date will be same (February 2015).
- Other feedback which we have taken on board, relates to improvements in the quality of booth construction. Some delegates were disappointed with the quality of the booths, describing them as “*dirty and damaged*”. We will ensure a higher standard of booth for future exhibitions.
- Many suggested that it would be beneficial if the exhibition was to be combined with an evening event, where people could freely network with more regional institutions/corporates/businesses to further explore new opportunities. We shall be looking to host a networking dinner with corporates and agents at next year’s exhibition. We are also exploring the possibility of an employability fair to be held at some point (ideally) in 2014. We will come to conclusion after a regional team discussion as to whether to host a separate fair or combine with future exhibitions.

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Appendix 1: List of participating institutions (Alphabetical Order)

	Institutions
1	ACCA
2	Bangor University
3	Bournemouth University
4	Bradford College
5	Buckinghamshire New University
6	Cambridge Education Group
7	Cardiff Sixth Form College
8	Coventry University
9	De Montfort University
10	Leeds Trinity University
11	Liverpool Hope University
12	Liverpool John Moores University
13	London South Bank University
14	Middlesex University
15	Sheffield Hallam University
16	The University Of Bolton
17	The University Of Nottingham
18	University Of Bedfordshire
19	University Of Greenwich
20	University Of Hertfordshire
21	University Of Leeds
22	University Of Plymouth
23	University Of The West Of England
24	University Of Warwick
25	University Of West London
26	University Of Wolverhampton

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Appendix 2: Visitors' survey results

February 2014 - Visitors Feedback Analysis (in %)			
		Kathmandu	Pokhara
1	Did this Exhibition Provide you with the Information you were looking for?		
	Yes	92.5	75
	No	5.5	20
	Blank	2	5
2	Will you be making application to study in the UK?		
	Yes	86	90
	No	9	7
	Blank	5	3
3	When do you plan to study in the UK?		
	In One Year	28	18
	In Two Year	23	23
	In Three Year	15	24
	Uncertain	34	35
4	How did you find out about this exhibition?		
	British council	25.2	34
	Newspaper	24	10
	Poster/flyers	4.5	14
	TV / Radio	0.8	2
	Internet/Facebook	8	9
	Recommendation/friends/family/School	37.5	31
4	Have you taken part in any of the following activities organised by the British Council in the last 12 months?		
	English Language Course	4.4	0
	Education Exhibition	9.6	11
	IELTS	14.8	10
	Others	3.2	6
	Blank/None	68	73
5	Are your perceptions of UK education now more positive as a result of this exhibition?		
	Yes	91.2	86
	No	3.2	9
	Blank	5.6	5

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February 2014 - Visitors Feedback Analysis (in %)		Kathmandu	Pokhara
6	To what extent of the degree do you agree or disagree with each of the following statements		
A	Quality of the exhibitors		
	Excellent (5)	26.4	41
	Good (4)	42	29
	Fair (3)	22.4	20
	Poor (2)	7.2	8
	Very Bad (1)	2	2
B	Quality of Venue		
	Excellent (5)	36.8	45
	Good (4)	36.4	39
	Fair (3)	16.4	11
	Poor (2)	7.6	2
C	Information Provided before the event		
	Excellent (5)	25.2	35
	Good (4)	26.4	18
	Fair (3)	29.2	23
	Poor (2)	12.4	9
D	Help/Support from British Council Staff		
	Excellent (5)	30.6	38
	Good (4)	37	28
	Fair (3)	18	21
	Poor (2)	10	10
E	Quality of UK Institutions		
	Excellent (5)	38	45
	Good (4)	40	39
	Fair (3)	15	9
	Poor (2)	4.4	6
F	Range of learning opportunities in the UK		
	Excellent (5)	35	30
	Good (4)	34	36
	Fair (3)	21	23
	Poor (2)	6	9
	Very Bad (1)	4	2

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Demographics of Visitors (in %) Age Group	Kathmandu	Pokhara
Below 11	0.8	0
12-19	43.2	75
20-23	36.8	9
24-35	18.4	15
Over 35	0.8	1

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Appendix 3: Exhibitors' survey results

Exhibitors Feedback Analysis - February 2014 (in %)			
		Kathmandu	Pokhara
1	Has your institution attended this exhibition Before		
	Yes	32	0
	No	36	100
	Blank	32	0
2	What was your main aim in coming?		
	Recruitment	11.7	0
	Profile Raising	5.8	0
	Both	82.5	100
	Blank	0	0
3	What is your assessment of the visitors?		
	Good number and good quality	47	36.4
	Good quality only	23.6	9
	Good number only	29.4	45.6
	Disappointing	0	9
	Blank	0	0
4	Have you developed new links or built relationship with agents?		
	Yes	52.9	91
	No	47.1	9
	Blank	0	0
5	How likely are you to recommend the British Council to colleagues?		
	Very Likely	23.5	45.4
	Likely	64.8	54.6
	Unlikely	0	0
	Very Unlikely	0	0
	Blank	11.7	0
6	Please Give your overall assessment of the exhibition		
	Excellent	5.9	27.3
	Good	76.5	54.5
	Average	17.6	9.1
	Bad	0	0
	Very bad	0	0
	Blank	0	9.1

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		Kathmandu	Pokhara
7	How does this year's exhibition compare to last year?		
	Much Better	5.8	0
	Better	11.9	0
	About the same	17.6	0
	Worse	0	0
	Much Worse	0	0
	Didn't attend last year	58.9	63.6
	Blank	5.8	36.4
8	Will you be attending this event this time next year?		
	Yes	23.6	54.6
	No	5.8	0
	Undecided	70.6	45.4
	Blank	0	0
9	The extent to which you agree or disagree with each of the following statements		
A	Level of British Council support before the exhibition		
	Excellent (5)	17.7	18.2
	Good (4)	47	72.7
	Fair (3)	35.3	9.1
	Poor (2)	0	0
	Very Bad (1)	0	0
B	Level of British Council support during the exhibition		
	Excellent (5)	23.6	63.5
	Good (4)	58.8	36.5
	Fair (3)	17.6	0
	Poor (2)	0	0
	Very Bad (1)	0	0
C	Quality of the venue		
	Excellent (5)	5.8	18.2
	Good (4)	35.5	63.6
	Fair (3)	47.1	18.2
	Poor (2)	5.8	0
	Very Bad (1)	5.8	0
D	Quality of accommodation		
	Excellent (5)	5.8	27.3
	Good (4)	35.5	45.4
	Fair (3)	47.1	27.3
	Poor (2)	5.8	0

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	Very Bad (1)	5.8	0
E Length of the exhibition			
	Excellent (5)	17.7	45.4
	Good (4)	52.9	36.4
	Fair (3)	11.8	9.1
	Poor (2)	5.8	9.1
	Very Bad (1)	11.8	0
F Value for money			
	Excellent (5)	17.7	9.1
	Good (4)	47.1	54.5
	Fair (3)	29.4	36.4
	Poor (2)	5.8	0
	Very Bad (1)	0	0

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Appendix 4: Advertising and promotion plan (media plan)

Type	Media	Duration	Format (Quantity and circulation figures for newspapers)
Print	Newspaper Advertising		
	Kathmandu: Total of 14 adverts were released in main issues and supplements	Two weeks	Kantipur Daily: 250,000 copies circulation per day throughout the country Kathmandu Post Daily, English: 25000 copies circulation.
	Kathmandu: 3 Insertions for event Coverage	Month of Feb	Both Kantipur and Kathmandu Post for event coverage: 1. Press Release and pre event coverage 2. During event coverage 3. Post event Media co
	Kathmandu: Entire magazine called Reader is dedicated for education UK exhibition	Entire month of February	The Reader Magazine: 5000 copies circulation in education related organisation such as colleges, schools, and university.
	Pokhara: 14 adverts were released in issues and supplements	Entire month of February	Adarsha Samaj Daily: 10,000 copies per day throughout the Pokhara City Pokhara Patra: 10,000 copies circulation within Pokhara City Pokhara Hotline: 10,000 copies circulation within Pokhara City
On-line	Web-Advertising		
	Kathmandu: Facebook and British council Corporate website	one month	Facebook Fans were more than 30K for BC page British Council web visitors are 50K per month.
	Pokhara: thikthank.com Jukson.com	one month	www.thikthank.com and jukson.com are popular website for youngster.
Outdoors	Hoarding		Kathmandu: Hoarding was placed in overhead bridge of hearth of Kathmandu and 4 others in very busy places like shopping mall, movie hall and department stores. Besides, One in British Council office. Pokhara: 2 main hoarding boards in centrally located places, other 3 are in shopping mall, Venue of exhibition and Parking.
	Bunting		Kathmandu: buntings were placed in all A level schools in Kathmandu. Pokhara: bunting and promotional visits were done in 3 A level schools, and some important colleges.

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	Flyers		5000 copies of flyers were distributed in Kathmandu and Pokhara to prospective students which were also used as entry coupon for this exhibition.
	Sajha Bus Branding	one week	In Kathmandu, Sajha Bus is now popular and inexpensive local transportation means and it was used to brand education UK during exhibition. In the display board of buses, education UK advert were played for a week.
	Radio	15 days	Kathmandu: Hits FM was used to promote education UK exhibition in Kathmandu. It played our advert 10 times in a day for 15 days. Hits FM is popular English Listeners FM in Nepal Pokhara: Big FM and Annapurna FM were used to promote exhibition in Pokhara for 15 days. They covered education UK with talk shows and forum discussion in the Radio.
	TV	10 days	For education UK exhibition in Kathmandu, Saujanya Media was used to promote the event. Saujanya Media runs education programme in four different TV channels and they covered event, figures and fact, country director interview during event.
Others	Mobile	1 time	Send SMS to 5000 students of collected database during IELTS registration and education UK face to face counselling
	E-mail	1 time	Send mail to 30000 students from the database of British Council page subscriber to invite in the event

End of Report

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