

# Education Fair in Warsaw Poland 7 December 2013

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## 1. Event fact file

### Warsaw

<b>Venue and date</b>	7 December 2013  <a href="#">Stadion Narodowy/ The National Stadium</a> Al. Księcia J. Poniatowskiego 1 03-901 Warsaw Polska / Poland
<b>Opening hours</b>	11:00–18:00
<b>Stand costs</b>	£1,035 plus VAT (£1,242.00 incl. VAT)
<b>Sponsors</b>	Polish Radio RDC, PWN Publishing House
<b>Unique feature to give added value</b>	<ul style="list-style-type: none"> <li>• An opportunity for face to face discussion with representatives of UK institutions and Polish graduates of UK schools and universities</li> <li>• Nine interesting seminars and presentations plus Skype connection with Polish students in UK moderated by well-known Polish journalist and British Alumni Society members</li> <li>• Country brief for UK exhibitors on 6 December evening attended by most representatives despite severe weather conditions.</li> <li>• An opportunity to meet British Council Professional Development Manager for Education Agents</li> </ul>

## 2. Key statistics

Attendance UK institutions	Warsaw Fair	
	2013	2012
<b>Total number of visitors</b>	Over 1000	500
Further Education	1	3
Boarding Schools	4	0
Higher Education	25	19
IELTS	1	1
BC Poland Teaching Centre	1	0
BAS (British Alumni Society)	1	1
<b>Total number of exhibitors</b>	32	24

Visitors' primary market objectives	Warsaw Fair	
	2013	2012
Undergraduate	76 %	34%
Postgraduate	14%	5%
Secondary/boarding	5,7%	-
Language courses	3,3%	-
other	1%	0,5%

For the first time we introduced pre-registration system on our website before Warsaw Exhibition. Sign up was 141 visitors. We do not run on-site registration.

\*A full list of exhibitors can be found in [Appendix 1](#)

### 3. Impact of marketing plan

To have an overview of the Exhibition please have a look at:

<https://www.youtube.com/watch?v=OrDWHC-5UbE>

The audiences which the Fairs targeted included:

**Secondary school students** aged 15 – 19 interested in undergraduate studies in challenging and creative learning environment, interested in studying in boarding schools and English courses in UK.

**Parents of school age children**, medium to high income, with international outlook and strong focus on increasing their kids' educational opportunities.

**Undergraduate students** aged 19 - 22, with interest to increase their educational opportunities and competitiveness on the labour market through postgraduate (masters and doctoral) studies in Poland and abroad.

**Graduates and young professionals** interested in enhancing their career with a period of study abroad, including online courses offer.

A big promotional campaign was also launched in various media.

\* A full media plan can be found in [Appendix 4](#)



## 4. Conclusions and follow up

### 4.1 Recommendations for institutions

- To send the titles and summaries of seminars/presentations well in advance to enable proper planning and printing of information (at least one month in advance)

### 4.2 Recommendations for British Council

- The National Stadium is very large. It is advised to enhance visibility of the whole Education UK area by arranging additional signs and screens
- To hire bigger space for next year
- To review a date for next year. Current one too close to UCAS deadline
- To announce the start of seminars through loud speakers

## Appendix 1 List of participating institutions

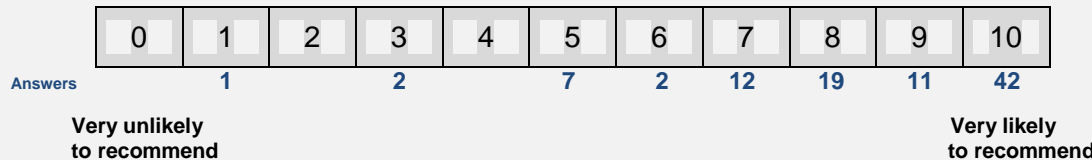
No.	Institutions
1.	Adcote School For Girls
2.	Badminton School
3.	Bangor University
4.	Bosworth Independent College
5.	BPP University
6.	Buckinghamshire New University / UCFB
7.	Cardiff University
8.	City University London
9.	Cranfield University
10.	D'Overbroeck's College
11.	King's College London
12.	London International Study Centre
13.	London Metropolitan University
14.	London South Bank University
15.	Middlesex University
16.	Northumbria University
17.	Nottingham Trent University / Nottingham Law School
18.	Queen Mary, University Of London
19.	Swansea University
20.	The University of Law
21.	The University of Northampton
22.	University College London
23.	University Of Derby
24.	University Of Gloucestershire / Into University Of Gloucestershire
25.	University Of Greenwich
26.	University of Huddersfield
27.	University of Kent
28.	University of St Andrews
29.	University of The West of England
30.	University of West London
31.	IELTS and British Council Poland Teaching Centre
32.	British Alumni Society BAS

## Appendix 2 Visitor's survey results

We are constantly trying to improve the quality of the work we do and we place great importance on the views of the people we work with. Please help us to improve and develop our services further by completing this brief questionnaire.

### 1. How likely is it that you would recommend the British Council to a friend or colleague?

Circle **one** number on a scale between **0 and 10** where - 0 = Very unlikely to recommend; 10 = Very likely to recommend



### 2. What benefit did you expect to gain from taking part in this event?

- To get information on studying conditions in UK
- To get information on requirements and description of studies.
- To get information on UK universities
- To get prospectuses
- To get as much Information as possible
- To find out more about entry requirements
- To get to know UK universities' offer and how to fulfil entry requirements it was difficult to choose, I thought there would be more basic info.
- To find out how does the UK Education system works
- To find out more about education in secondary schools in UK and studying abroad, get to know the offers and entry requirements and possibilities after graduating from the secondary school
- To find out more about less-known universities in UK and tuition fee
- To find out more about courses offer at various universities, tuition fees, scholarships etc .
- To find out more about post-graduate studies in UK
- To get Information on Education in UK (secondary schools and universities) and possibilities of learning English at the highest level in Poland
- To get practical information
- To get to know the prospectuses of UK universities, find a course for myself, and to learn about UK Education system
- To meet representatives of schools to organize English summer courses
- To learn something new, get answers for my questions
- To clarify the recruitment procedure
- To find out more on MA/MSC courses
- To learn about tuition fees and courses
- There were few universities missing, but all in all it fulfilled my expectations
- To get to know the universities' offer and learn about entry requirements
- To find out more on possibilities of educating myself in my field of studies: working with antiques
- To find out more on tuition fees, scholarships, costs of living
- To get information on IELTS test
- To find out more about PHD studies in UK
- To collect Information on universities
- To find out more on diversified systems and available courses and what is more profitable at the secondary school level

- I wanted to find out more about studying in UK, scholarships, and available studies
- To expand my knowledge on Education system
- To meet people connected or working for schools and universities
- I wanted to learn about possibilities that UK universities offer. I found out what I wanted to and in addition I learnt about application procedure
- I wanted to find out what are the chances to get into the UK university
- To know how to apply and to gain information
- I wanted to find out what are the job opportunities after graduating from certain universities
- To compare education systems
- I wanted to find out what universities should I take into consideration in terms of getting job after graduation and prestige
- I wanted to find out what is needed to study in the UK and how it works
- I am happy that the Education agent was present
- To find out more about studying science in England
- I wanted to find out what I need to do to get admitted at the UK University; what it's like to live in the UK, how to prepare for it and which university would be the best for me. All my expectations were fulfilled


**Please tick one box to indicate the extent to which you agree or disagree with each of the following statements**

	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neither agree nor disagree</b>	<b>Disagree</b>	<b>Strongly disagree</b>
<b>3. The event met my expectations</b>	25	53	8	8	4
<b>4. Overall, this was high quality event</b>	28	40	14	11	5
<b>5. I have acquired new knowledge and/or skills by taking part in this event.</b>	29	49	6	7	7

**6. Please comment on how well we did or did not meet your expectations and the quality of service you received.**

- My expectations have been met in 100%. I received a lot of interesting Information which will help me in choosing university.
- My expectations have been completely met. I've got answers to all my questions. Generally the quality of Fair was very high; it was organized at a quite high level.
- Event was organised at very high level, interesting seminars, very nice representatives of universities and other people.
- Very well organised in 80%, a lot of useful information
- Not enough diversity among universities
- Some universities were not there
- I've learned a lot of useful information and got prospectuses
- Not enough room, but good quality
- In 70 % I've learned about entry requirements of UK universities. I listened to interesting lectures. I've learned about the rules at leading UK universities.
- Average
- I achieved my goal: received lots of leaflets with Information and learned about the education system
- I've learned about A level and IB, also about Education not only in UK. The quality is satisfying.
- Too crowded
- All expectations met, amazing
- Well done
- 8,5/10
- This event have met my expectations
- Most popular universities were not there, stands weren't well organized (there was more space in the corridor)
- Only few universities had an offer which I am interested in
- It was my first time at the Education UK fair. It is a valuable initiative.
- Poor organization, crowdie. Representatives were very helpful
- Not many schools, but representatives were friendly and helpful.
- Event was well organised. There were universities with offer meeting my needs
- This event has met my expectations. It was an interesting experience for me.
- My expectations have been definitely met – I've got lots of valuable Information and got in touch with representatives of chosen universities
- I've learned about the offers of many universities; now I know more about their courses. Unfortunately it took me some time to wait in line, but it was worth it.
- I've met with 3 representatives of Schools offering summer courses – I expected there will be more of them
- Atmosphere of the event was helpful in gaining knowledge
- It's great, but you need to develop your offer and materials for parents!
- Expectations met, but there weren't some universities I expected. For example there was only one from Scotland.
- I've learned about 1 university from a leaflet as there was no present representative
- I've learned about available universities
- It met my expectations in 90%, I'd give 8/10
- The space was too small, long lines, crowd, smell of food was irritating.
- The event was well organized but some information on Post Graduate studies was missing



- 
- At the beginning I was a bit lost, there should be more people managing this chaos, but I've learned a lot.
  - I've got lots of useful Information and will come next year for sure
  - I've got enough Information. Presentations were very interesting.
  - When it comes to the information and contacts my expectation were met.
  - It was generally all right. More or less I've learned what I needed.
  - The idea is wonderful, but the event could have been organized better.
  - 8/10 waiting in a line was bothering
  - Cool, interesting Schools, a bit too crowdie
  - We have received a lot of information shared in friendly and useful way.
  - Very good quality apart from some small problems in communication. I've learned some new things and heard some things I've known already.

#### **7. Do you have any suggestions as to how we could similar events in the future?**

- More space, leaflet with timetable and map of the location would be needed.
- To invite representatives of Oxford and Cambridge Universities
- More seminars
- To invite more universities for example with specialized or artistic offers
- All was OK – don't improve
- Invite more people to talk with
- Free drinks, it's hot here
- More people who could introduce us into this chaos
- A stand with information on which schools and courses are the best
- More food and places to rest
- To divide study offer into specific courses
- Organize a booth with drinks
- It was all right
- Advertise more
- To have a Pole and a foreigner at each stand
- There should be more recognizable and better (scientifically) institutions
- Some seminars overlap and I couldn't take part in all
- More advertising in media/Schools/universities all over Poland!
- To make presentations available in a folder or in any other way
- To invite more schools from Scotland
- To inform better about accompanying institutions
- To improve organization and the quality of seminars
- To organize such events regularly. There are many people interested.
- To place stands in larger space
- Provide access to water and coffee
- To send information about the event much in advance
- I think that each university should present one seminar
- There should be more general information on opportunities to study abroad (for example to inform that Poles can study in Scotland for free)
- There should be a Polish speaker at each stand



<b>Your age group</b>	16-20	21-24	25-34	35-44	45+
	64	11	5	5	4

<b>Your gender</b>	Female	Male
	56	23

<b>Your professional status</b>	Employed or self-employed	Student at university	Student at school or college	Other	
	10	18	54	2	
<b>If employed, the sector in which you work</b>	Government	Business /Industry	School /College	NGO	Other
	2	7	20	1	7

## Appendix 3 Exhibitors' Survey results

How do you evaluate the exhibition venue?	
o Excellent	11
o Good	13
o Adequate	3
o Poor	0
o N/A	0

How do you evaluate attendance?	
o Excellent	18
o Good	5
o Adequate	3
o Poor	0
o N/A	0


Enquiries were mainly about:	
o UG	18
o PG	5
o Other	3
o N/A	0

Number of serious enquiries (roughly)	
o UG	More than 1000
o PG	141
o Secondary/Boarding	57
o Language learning	0
o Other (doctoral etc)	10

Did this event meet your expectations?	
<input type="radio"/> Better than expected	13
<input type="radio"/> Exactly as I expected	7
<input type="radio"/> Not as good as I expected	2
<input type="radio"/> None of the above/I didn't know what to expect	5

**Any other comments:**

- Thank you ever so much for a very well organised event. The quality of enquirers has been really good and lots of talented young people with excellent language skills have attended the fair. I shall return! Keep up your good work. Thank you
- Will really depend on number of applications received and a number of students who will study with us. Looking for quality students not quantity.
- Most visitors were looking at university entrance not school. Those who were interested tended to be too old to start in 2015 (we have already recruited for 2014 students)
- Thank you for all your help at and before the exhibitions; very helpful indeed. Best wishes, Andrew
- I understand last year was very quiet, I believe this year the fair was better than previously.
- Would be great to be more centrally located next time
- Well done, I'll come again!
- Bottled water at table please as no time to get glass! Review time of year as for many students it's close to the UCAS deadline.
- Would have been useful to have a larger room- very crowded around my stand.
- Lovely lunch
- Very helpful and friendly staff at the British Council
- If possible, a little more space between the stands would help.
- Much better holding it on a weekend so more people can come. Thank you
- The market briefing could have had more detailed information relating to qualifications e.g. % of students who score 90%+, 80% etc. What is important to Polish students- rankings? 6st? Is the British Council educating students about the different tuition fees in Wales, England and Scotland? Briefing spent too much time on logistics and venue.

- 
- Signposting outside of venue would have been better-nothing until immediately outside entrance.
  - Registration numbers + subjects of interest of registrants would have been useful before the event. This would be useful afterwards also.
  - Announcements when presentations are due to start.
  - An even larger room would be more comfortable.
  - Very different to last year a marked improvement
  - A little bit more space around stands and apart from that very good event.
  - The layout of the stands was my major concern as my stand was right next to UCL which had queues all day that were covering my table and students had to battle their way through when they wanted to speak to me. I think such popular institutions as UCL should be located somewhere where they don't cause obstruction to other stands as I felt this has impacted on the number of students making enquiries. Logistics were very good (wifi, electricity, refreshments, lunch) and in fact better than expected.
  - Many visitors are not aware that we are a postgraduate only university.
  - Either, they are asking undergraduate courses, which we were not offering or they do not stop to ask even they are looking for PG courses. IF there were some brief introductions of these universities, it will help, the event more efficient.
  - Small bottle of water on the tables would help as we could not easily leave the stand Tables were a very good size. Good overall fair. Good length of day. Thank you for all your organizing.
  - Really well organised, good flow of students, good locations, good catering, except for run out of water.
  - The room was rather crowded (visitors checking for neighbours were blocking access to my stand at times).



## Appendix 4 Advertising and promotion (media plan)

In order to reach the target groups the organisers and British Council focused on a variety of promotional methods:

- British Council Poland website: 372,777 unique visitors per year
- Facebook: reaching 20,000 fans
- Electronic newsletter with information on Fairs and possibilities of studying in the UK, including specific offers from individual universities.
  - Reach: 17,500 subscribers.
- Targeted mailing by BC to 1700 secondary schools in Poland
- Targeted mailing to International Cooperation Offices (136) and Career Offices (174) in Polish universities; Libraries (199) and Language Schools (150)
- BAS (British Alumni Society) website about 3000 visits per week and Facebook (275 fans)
- Wide media coverage: Polish Radio, Polish Press Agency, Gazeta Wyborcza (the largest Polish daily)
- Facebook ads campaign
- E-mailing campaigns (LIBRUS and WP.pl, together reaching 92,837 e-mail accounts)
- Banner campaigns on wp.pl
- Posters and leaflets distributed in schools and displayed all around the city

### From promotional point of view the fairs went very well.

We've had six media patrons: PAP Nauka w Polsce, Warsaw Voice, Radio dla Ciebie, PURPOSE, dlastudenta.pl, dlamaturzysty.pl. They have provided different promotional activities (sending e-newsletters, online promotion, promotion on Facebook).

We've had 35 media mentions, mostly in the Internet (including Gazeta Wyborcza), Polish Press Agency, some press (Metro), radio and TV, together reaching 27 million users (numbers of total reach for internet and TV, not possible to verify real engagement), with 19,542 PLN AVE (Advertising Value Equivalency).

We can provide on request a [Summary of Media mentions](#) and a [Detailed Media report](#)

### Promotional activities included also:

1. Cooperation with Saatchi & Saatchi, including:
  - an [application on Facebook](#) – reaching 120 people
  - a selection of 'character stands' in 14 schools in Warsaw
2. Study tour for journalists in November (daily newspaper, information agency, TV station, radio) resulting in media mentions and a set of films to be used on our YouTube channels etc.
3. IELTS promotional application and [competition on Facebook](#)

