

Education UK Exhibition

Guadalajara, Hotel Hilton

24 February, 2014

Contents

1. Event fact file.....	2
2. Key statistics	2
3. Impact of marketing plan	3
4. Conclusions and follow up	3
Appendix 1: List of participating institutions.....	4
Appendix 2: Visitors' survey results.....	5
Appendix 3: Exhibitors' survey results	7
Appendix 4: Advertising and promotion plan (media plan).....	12

1. Event fact file

Guadalajara

Venue	Hotel Hilton Guadalajara, Jalisco, México – 24 February, 2014
Opening hours	16.00–21.00hrs.
Opened by	Lena Milosevic, Director British Council México Attendees from SEP
Stand costs	£1,255 (£1,506 Inc. VAT)

2. Key statistics

Attendance	Hotel Hilton Guadalajara
	2014
Tuesday, 26 February	473
Total number of exhibitors	24

Visitors' primary market objectives	Hotel Hilton GDL
	2014
Further Education	4%
Postgraduate	34%
Undergraduate	14%
English course	8%
Other	36%
PhD	4%

Demographics of visitors	Hotel Hilton Guadalajara
	2014
Male	54%
Female	46%

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



3. Impact of marketing plan

- The Education UK exhibition in Mexico had a balanced marketing mix, which included several channels in order to attract prospective students to the event.
- Interviews and media mentions, printed press and Internet. The biggest efforts were made over Social Media campaign. Specifically over Facebook which helped us to reach more than the 53% of the prospectus
- A face-to-face strategy was implemented in Guadalajara where talks to students at local schools were implemented.
- Electronic and printed materials were distributed among key universities and schools in regions around the exhibition venue.
- An email shot campaign was created for the Exhibition targeting 3,000+ contacts in the British Council database for Guadalajara.
- Constant promotion through our British Council Mexico website and through the Education UK Mexico Campaign.

4. Conclusions and follow up

- PG remains as the most popular level of study among students in Guadalajara
- There has been an a significant increase in percentage in demand for UG studies

4.1 Key recommendations for institutions

- Please ensure your exhibition table is set-up within the timing provided.
- Lunch is not provided in Guadalajara because the fair starts after lunch-time, please be ensure that you have eaten beforehand.
- Be sure to follow-up with the freight company if you have sent your consignments separately or directly to hotel – Institutions are reminded that the freight arrangements are between the institution and freight-provider only. We will, of course, help all that we can on the day(s) to locate missing/delayed freight.

4.2 Key recommendations for the British Council

- To be able to use bar code scanning or something similar to access student data
- Offer opportunities for universities to do presentations during exhibitions.

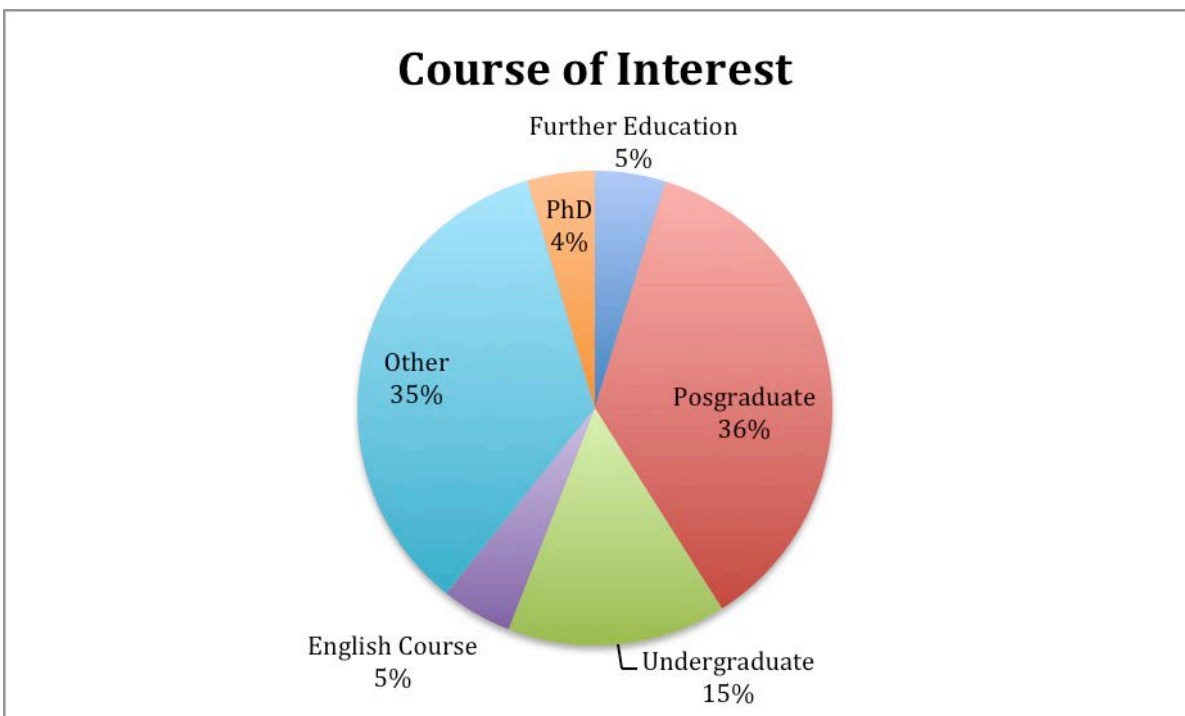
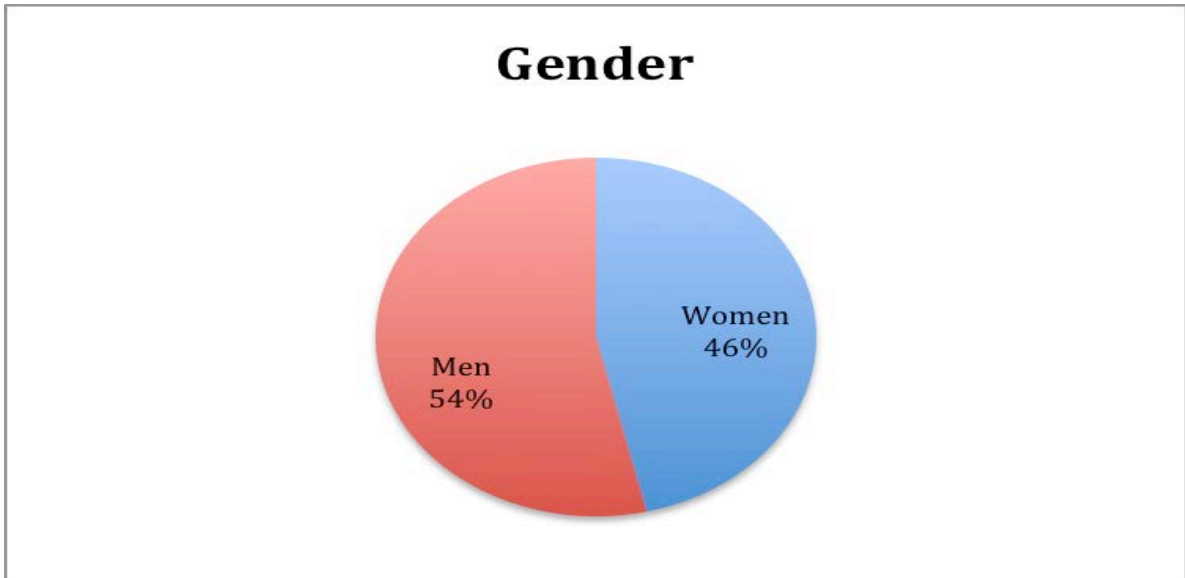


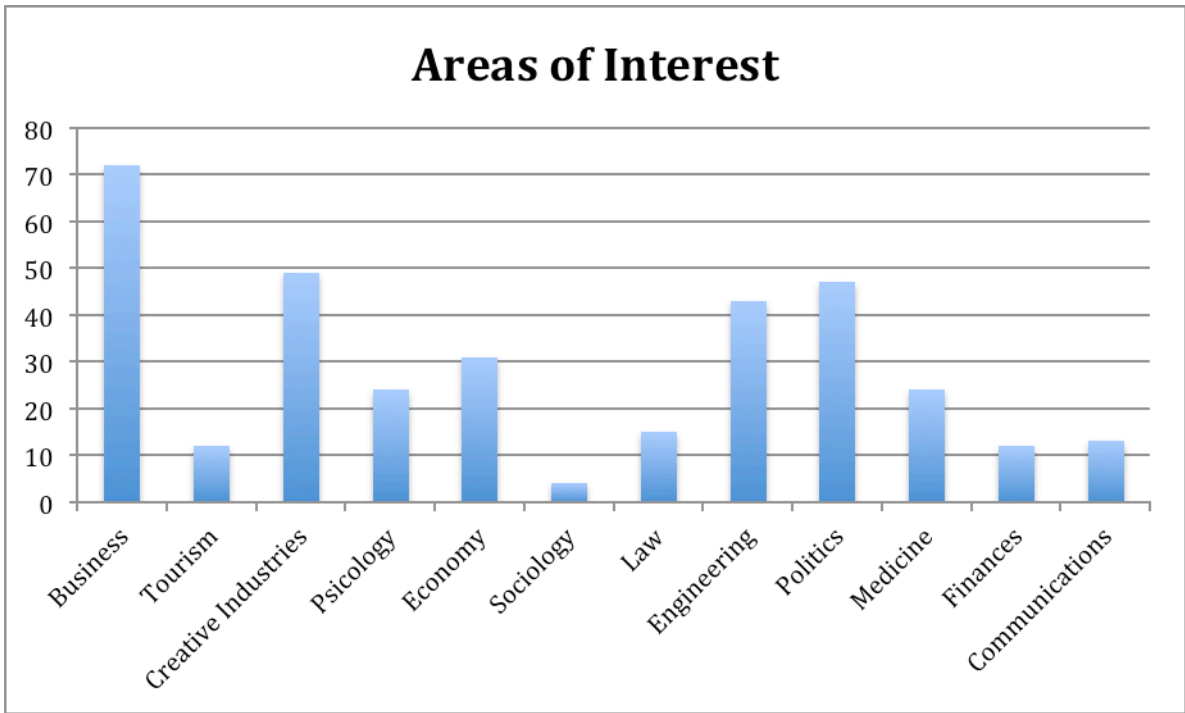
Appendix 1: List of participating institutions

INSTITUTION
Bath Spa University
Concord College
Durham University
Edinburgh Napier University
EF Education First
Hult International Business School
King's College London
Sheffield Hallam University
Swansea University
The University of Reading
UCL (University College London)
University College Birmingham
University of Bristol
University of Essex
University of Glasgow
The Glasgow School of Art
University of Hull
University of Leeds
University of Liverpool
University of Sheffield
University of Southampton
University of South Wales
University of St Andrews
University of the West of England (Bristol)



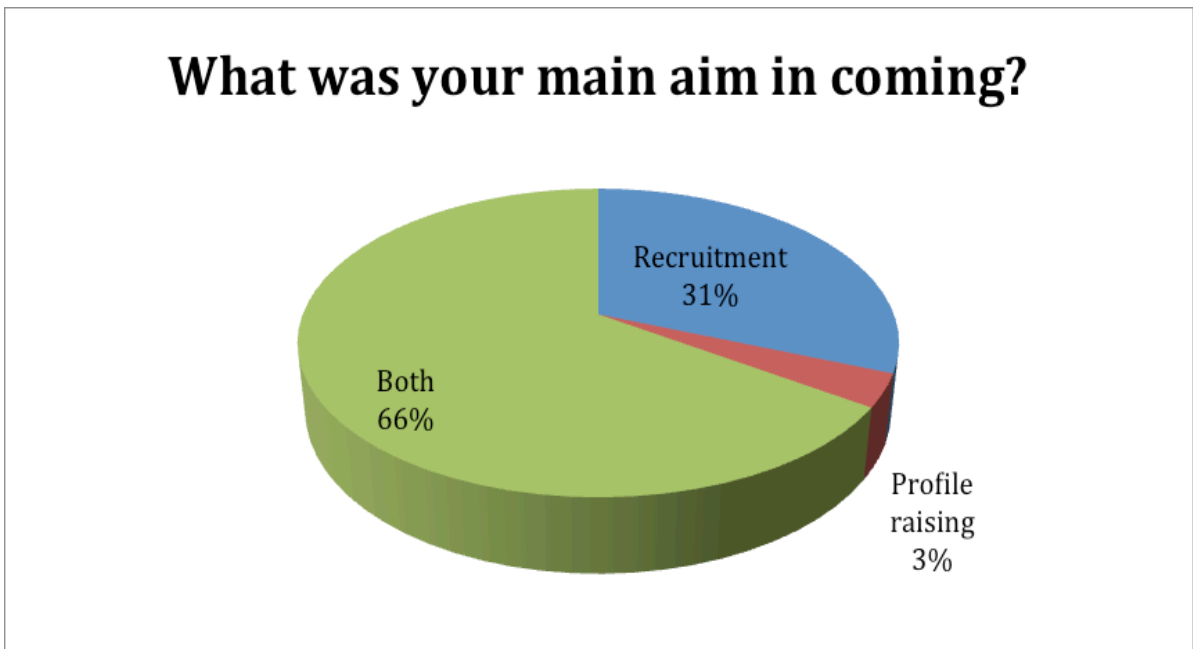
Appendix 2: Visitors' survey results







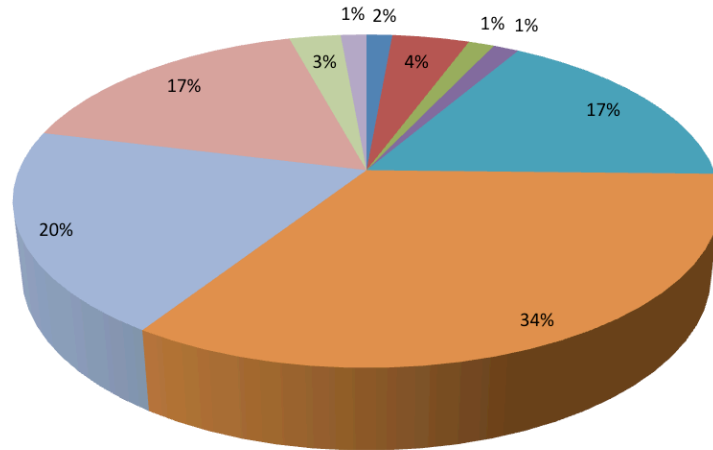
Appendix 3: Exhibitors' survey results



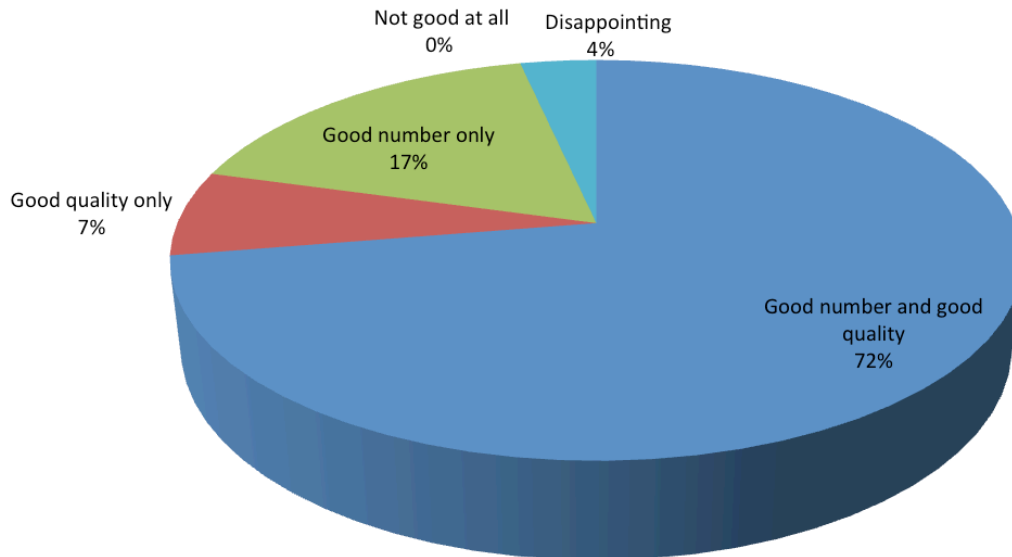


What is your primary market interest in this event?

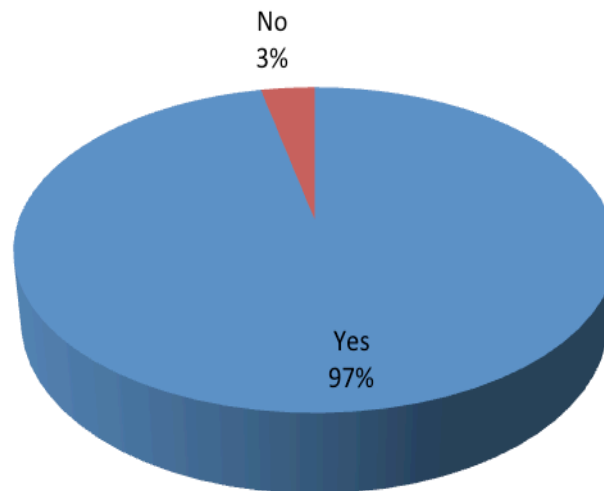
- Higher national diploma and equivalent
- Foundation
- Post - 16 A-level
- Pre-sessional English School
- Undergraduate
- Postgraduate taught
- Postgraduate research
- Ph D programmes
- Study Abroad
- School



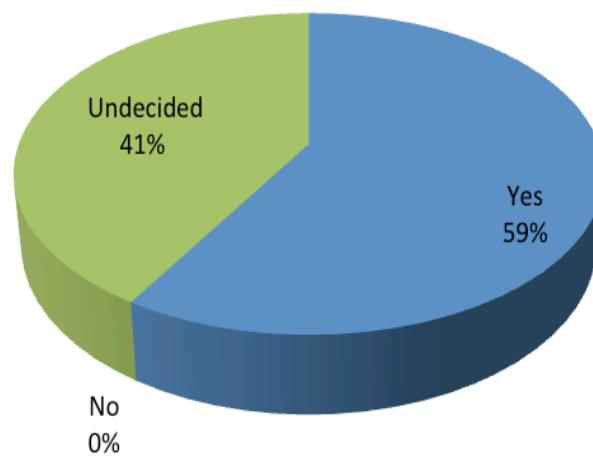
What is your assessment of the Guadalajara students?



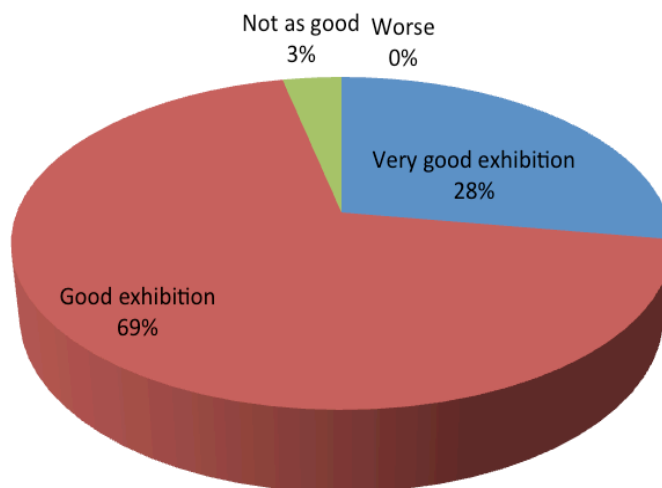
Education UK Exhibition 2014 at Guadalajara City fulfilled your expectations?



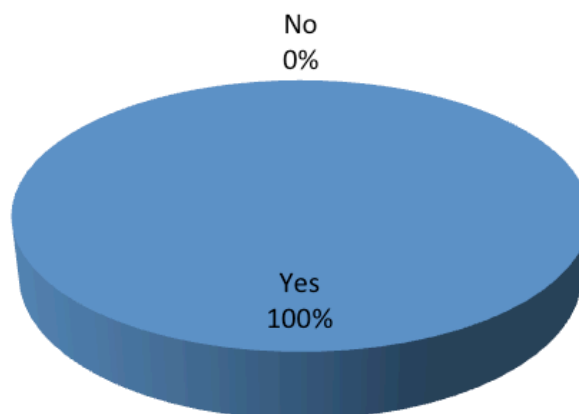
If the next year we include an exhibition at the same city, will you be attending this event?



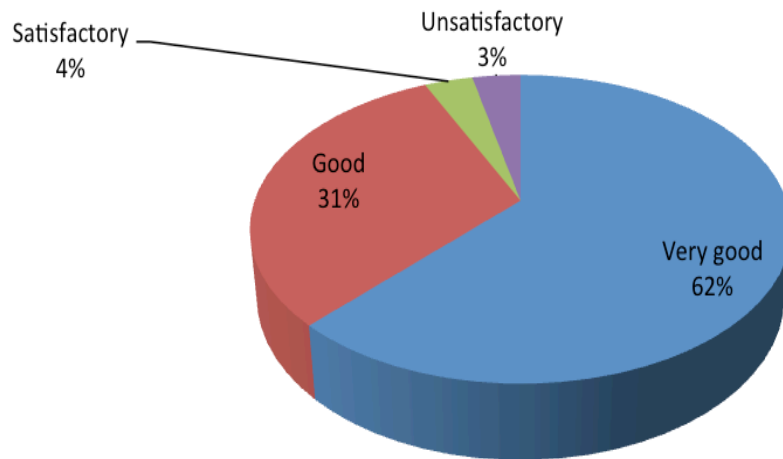
Please give your overall assessment of the Education UK Exhibition at Guadalajara.



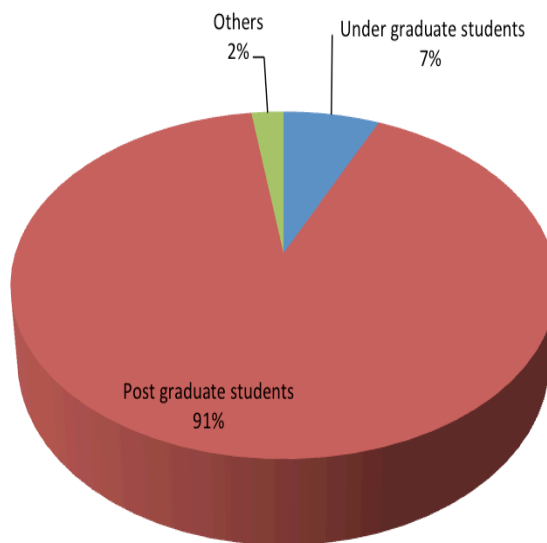
Do you think that it worth to continue having exhibitions at Guadalajara City?



How do you rate the support to your business needs from British Council before and during the event?



Which target was more interested and determined about studying in the UK?





Appendix 4: Advertising and promotion plan (media plan)

E-mail shots at

- 4 weeks before the event
- 3 weeks before the event
- 2 weeks before the event
- 1 week before the event.
- 15 days before the event
- 2 days before the event

Paid advertising

We run simultaneous campaigns over facebook both in the fan page of the British Council and the Education UK fan page. We got the support from 2 different agencies to provide advice over the advertising campaign and we modified and adapted some images of the GREAT campaign.

Facebook campaign	
Start of campaign	6 January, 2014
End of campaign	31 March 2014
# Students registered from Facebook	53% (above 2660 registered users)





ESTE 2014 VOY A

emocionarme en Wembley tanto como lo hago en el Azteca.

KNOWLEDGE IS GREAT




Education UK QUIERE QUE SEAS LA INSPIRACIÓN DE PRÓXIMOS MEXICANOS.

#EstudiaEnReinoUnido

KNOWLEDGE IS GREAT



Estás a un tweet de estudiar en Reino Unido

Sigue a través de nuestras cuentas de twitter y facebook, la plática que tendremos con los alumnos del ITAM el próximo 30 de enero a las 11 de la mañana, en donde te diremos qué hacer para estudiar en Reino Unido.



KNOWLEDGE IS GREAT

@EduUKMexico facebook/EducationUKMexico

