

Post-exhibition report

Education Fair in Poznan, Poland
28 February–2 March 2014

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1. Event fact file

Warsaw

Date and venue	28 February–2 March 2014 Międzynarodowe Targi Poznanskie / <i>Poznan International Fair Ltd.</i> ul. Glogowska 14 60-734 Poznan Poland
Opening hours	10:00–18:00
Stand costs	£ 1,110.00 plus VAT (GBP)
Unique feature to give added value	<ul style="list-style-type: none">• The British Council was offered an opportunity to organise Education UK exhibition in a distinctly marked area within the largest Education Fair in Poland gathering over 30000 visitors every year.• The only opportunity for the face to face conversation with the representatives of UK universities and schools in the western part of Poland

2. Key statistics

Attendance UK institutions	Poznan Fair	
	2014	2013
Total number of visitors	About 3000	About 6000
Further Education	1	2
Language Schools	1	1
Higher Education	10	9
IELTS	1	1
BC Poland Teaching Centre	1	1
Total number of exhibitors	14	14

Visitors' primary market objectives	Poznan Fair	
	2014	2013
Undergraduate	75%	77 %
Postgraduate	15%	21,5%
Other	10%	1,5%

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

3. Impact of marketing plan

Although Poznan International Fair organisers did most of the Fair promotion, the British Council decided to launch a much bigger campaign than last year. We involved TV, radio, newspapers and social media.

The audiences targeted included:

- **Secondary and primary school students** aged 6 – 19 interested in challenging and creative learning environment
- **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**, up to 35 years old, interested in enhancing their career with a period of study abroad, including online courses offer

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



4. Conclusions and follow up

This year the number of institutions which registered for Poznan Fair was smaller than expected – 14 for 26 places available. The feedback from participants also indicated that the fair was too long. On the other hand, the organisers set a condition that all institutions should be present for all 3 days.

The total number of visitors to all pavilions is impressive – over 30 000 but our stands were visited by much smaller number of visitors – about 3000 during three days. And even fewer got involved in meaningful discussions with the exhibitors.

Although, Education UK area looked very impressive and professional and much effort and resources were put into various means of promotion, we felt that the UK exhibitors were not fully satisfied. Their feedback questionnaires confirm this.

Also, the dates of the exhibition - March - does not suit most UK institutions.

After careful consideration, we have decided to stop organising Education UK exhibition in Poznań.

Appendix 1: List of participating institutions

No.	Institution
1.	Buckinghamshire New University
2.	Cambridge Language & Activity Courses
3.	Cambridge University Press
4.	IELTS
5.	King's Colleges
6.	Liverpool Hope University
7.	London Metropolitan University
8.	Middlesex University London
9.	Northumbria University
10.	Swansea University
11.	The University of Law
12.	University of Kent
13.	University of Westminster
14.	British Council Poland Teaching Centre

Appendix 2: Visitors' 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. Your responses will remain anonymous.

1. To what extent has this event met your expectations?

Not met at all	Hardly met	Partially met	Met	Exceeded
0	0	0	4	11

2. How would you rate the organisation of this event?

Very bad	Bad	Neither good or bad	Good	Excellent
0	0	0	7	8

3. Please tick one box to indicate the extent to which you agree or disagree with this statement:

- I have acquired new knowledge and/or skills by taking part in this event.

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
0	1	3	5	5

4. 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)

0	1	2	3	4	5	6	7	8	9	10
					1		1	5	3	5

Very unlikely to recommend

Very likely to recommend



5. General comments: What did you like? What do you think should be improved?

Other information:

For statistical purposes, please circle one of the answers

6 – Your age group	0-4 0	5-11 0	12-18 6	19-24 1	25-34 1	35+ 7
7 – Your gender	Female 10		Male 5		Other 0	
8 – Your employment status	Employed in private sector 3	Employed in public sector 4	Employed in an NGO 1	Student 7	Other 0	



Appendix 3: Exhibitors' survey results

How do you evaluate the exhibition venue?

- o Excellent 1
- o Good 9
- o Adequate
- o Poor
- o N/A

How do you evaluate attendance?

- o Excellent 1
- o Good 2
- o Adequate 3
- o Poor 4
- o N/A

Enquiries were mainly about:

- o UG 9
- o PG 1
- o Other
- o N/A

Number of serious enquiries (roughly)

- o UG 313
- o PG 62
- o Other 41
- o N/A



Did *this event* meet your expectations?

- | | |
|---|---|
| o Better than expected | 1 |
| o Exactly as I expected | 3 |
| o Not as good as I expected | 4 |
| o None of the above, I didn't know what to expect | 2 |

Any other comments:

- This should not be a 3 day event for the UK universities. Friday was very slow with very few enquiries. Saturday was the best day, but overall the quality of the applicants meant you had very few serious enquiries over the 3-day period.

The one day event in Warsaw was much better – busy / quality of students. Many students in Poznań have missed the application deadline for this year, or have done no research into potential subject areas of interest or into the UK institutions. Also those who were not IB candidates were sometimes shrugging with their English to communicate what they wanted to enquire about.

- We will probably focus on the Warsaw British Council Fair in the future
- This is our first exhibition in Poznań. We participated in last year's Fair in Warsaw and signed up for Poznań on the success of that one. Unfortunately there were not enough enquiries to justify the cost. We will however do Warsaw again. Thanks for all your help these past 3 days. The support was excellent; as was the food.
- Good event, but perhaps shorter hours and not doing the Sunday would make it better and reduce quiet times.
- Great support from British Council. More advertising the event on social media!
- Pleased with support from the British Council. Thank you.
- Thank you for your support, just a pity the event did not seem to attract the kind of students we are seeking.
- Excellent on Saturday, not as good on Friday and Sunday. A few good enquiries on Sunday.

I realise this is not a British Council's choice, but I find the event too long. Two days 10am – 4pm would be more than enough.



Appendix 4: Advertising and promotion plan (media plan)

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

- Poznan City Council website – big announcement (reach over 1,000,000 people)
- British Council Poland website: 372,777 unique visitors per year
- Facebook: reaching 20,000 fans
- Electronic newsletter (18,000 subscribers) with information on Fairs and possibilities of studying in the UK, including specific offers from individual universities.
- 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, Poznan Television, Poznan Radio Merkury, Gazeta Wyborcza (the largest Polish daily)

There have been **31** media materials (including 6 FB pages). Total reach of articles was **126 136** readers and viewers.

- Electronic media: dyrektorszkoly.com.pl, doradcadyrektora.pl, swiatzabawek.net, dzieckowroliqlownej.pomaturze, zieloneklekcje.pl, odn.poznan.pl, umww.pl, kierunkistudiow.pl, dlastudenta.pl, edukacja.net, studia.net, kierunki.net, uczelnie.net, efekty.net, poznan.studia.net i studenci.net, w elektronicznych publikacjach „Niezbędnik Dyrektora Szkoły”, „Niezbędnik Dyrektora Przedszkola”, „Personel w Oświacie”
- Announcements and articles in professional (educational) magazines: Głos Pedagogiczny, Doradca Dyrektora Szkoły, Doradca Dyrektora Przedszkola, Miesięcznik Dyrektora Szkoły, Miesięcznik Dyrektora Przedszkola, Sygnał. Magazyn Wychowawczy. Świat zabawek, Papierniczy Świat
- Posters and leaflets distributed by the organisers
- Direct mailing done by the organisers, newsletters reaching several thousands of school heads, preschool heads, heads of various educational establishments offering extramural classes.
- Live broadcast from the Fair by Poznan Television.