



British Education Fair Spain

(Madrid - 23 October 2014)

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1. Event fact file

Spain

Venue	Hotel Melia Princesa, Madrid – 23 October 2014
Opening hours	Madrid: 10.00 – 14.00 & 16.00 – 19.00
Opened by	Rod Pryde , Director British Council Spain
Visited by	Simon Manley , HMA, Spain
Stand costs	Madrid: £1,300
Sponsors	<p>No sponsors but a good number of collaborating institutions. Each of these sent direct invitations to networks exceeding 4000 possible clients or offered in-kind sponsorships. Many others collaborated with dissemination but with smaller quantities of clients:</p> <p>Círculo de Formación, Educación & Empleo, IELTS, Mastermanía, VisitBritain, UKTI, Ayuntamiento Madrid, Ayuntamiento Barcelona, Escuelas Católicas, ASEPROCE, Richmond, NABSS Association, Fundación Hispano Británica and Inforjovent are our main “disseminators”.</p>
Unique feature to give added value	<ol style="list-style-type: none"> 1. Market Briefing for Exhibitors 2. Wide programme of general information sessions to the public 3. British Passport distributed on-line before arrival so that people prepared in advance. 4. Extensive media promotion of the event and UK Education excellence 2 months before the event. 5. Direct invitations to schools and promotion of UK Education through general information sessions throughout the year (over 20 talks since last year fair)
Seminars	<p>How to prepare a UCAS application by Begoña González, Campus International</p> <p>All you need to know to apply to a British university by Carolina Jiménez, British Council Spain</p> <p>Spend a year at school in the UK by Alfonso de los Mozos, Sheffield Centre</p> <p>All you need to know to apply to a British university by Missy White, Bath Spa University</p> <p>Levels of English and accreditation by Bernie Maguire, British Council Spain</p> <p>Choosing a course and a university by Roshan Walkerly, University of East Anglia</p> <p>Discover the benefits of studying in London by Laura Ellis (King’s College), Catherine Eames (Imperial College) y Penny Kossifos (University College London)</p>

2. Background & Framework

This is the third British Council Education Fair organised by British Council Spain. The number of Spanish students willing to study abroad is growing fast and the UK is an attractive market. It has an excellent reputation, it is the country of English, it is close culturally and physically and recently, it is perceived as a country able to provide young people with the opportunities they need to enter an international job market since the crisis in Spain created large groups of highly educated unemployed. The UK remains the preferred country of study but competition from other EU countries is fierce, mainly from Germany (they offer excellent reputation, closeness, good job opportunities and free HE in English). Competing with these new markets is not easy and requires continuity and creative mechanisms of communication to very different audiences that are highly spread out in 17 autonomous regions, in different group ages, with different subject interests, etc.

The key challenge is therefore around finding methods and channels of communication that reach many of these different audiences with limited financial resources. To our knowledge, this is the only HE Fair that showcases **only** one country and we are delighted with the acceptance in public and visitors. Germany and the USA (the 2nd and 3rd preferred countries of destination for Spanish students) have agencies in Spain and spend larger amounts of money to promote their educational offers. Over the last three years we appreciate a small increase of return to our efforts to attract general schools to the fair and slowly a bit better understanding of the key differences between the Spanish and British systems. Our aim is that the British Education Fair becomes an annual expectation for exhibitors and public alike and we believe this is starting to happen.

In 2013 we tried to join efforts with UKTI so that a full educational offer is included at the Fair (schools, colleges, UG and PG as well as English Academies). Unfortunately, it did not work. Our audience was primarily looking for UG followed by PG and English. To give a reply to those looking for school year in the UK, we invited two agencies to attend. We have also reduced the timing in Madrid although maybe we need a few more hours to comfortably cover the amount of visitors. Feedback from exhibitors, schools and public alike is quite positive this year with some small areas for improvement which we will take care of. The Passport has been incredibly well received by the schools, as that allowed them to prepare their visits with the students. Having analysed the results and feedback, we continue to value the Fair as a good method for recruitment, for branding within Spain and for promotion of UK Education in general.

There are lots of key learning points for both the organisers and exhibitors alike.

3. Key statistics

On-line registrations	913	
Registrations at the Fair	801	
Estimated total	1400	<i>We collected 1173 registrations at the entrance but estimate more came in as at ppeak times we could not control everyone filled or delivered a form, given the little space at the reception table.</i>
Total N° of exhibitors	37	A full list of exhibitors can be found in Appendix 1

Visitors primary market objectives (1178 registration sheets analysed)

- UG studies 67.48%
- PG studies 19.35%
- UK Schools 19.78%
- English 18.59%
- VET/College 6.53%

3. Impact of marketing plan (shared for both Madrid & Barcelona)

Marketing actions were many, varied and aiming to cover the different target audiences. These included:

- **Direct meetings and messages:** early meetings with local authorities and information centres, calls on schools, post letters to all Public and Concertado schools in Madrid, e-mails to our data-bases (over 70,000 contacts), e-mails to Public, Concertado and Private schools, e-mails to academies of English, VET schools, teachers of English within Spanish institutions (over 3,000), e-mails to literature teachers at Universities (over 800) and articles in our various English and Exams newsletters in June and October.
- **Multipliers:** we have asked all Spanish Universities International Relations Units, Chambers of Commerce & Business Associations, British Networks within Spain, publishing agencies and a number of key networks to announce the fair on their websites, their newsletters and by other means. Those who did direct mailings to over 4,000 contacts were given a “collaborator” status.
- **Social media campaigns** via twitter and Facebook, including prize announcements.
- **An exclusive press manager** - working to place non-paid articles in press/radio or on-line media. Key messages: excellence of British Education and/or English learning in the UK (see list of articles which have been written due to this effort in the media impact report, annex 4). El País Formación, which

belongs to the most read newspaper in Spain, placed an article on HE which was opened by over 60,000 unique visitors within a week. At the time of writing this report, it is still in the front page as the most visited article of El País Formación.

- **Paid publicity:** in Madrid (3 weekends in *El Mundo/Expansión*)
- **Future impact.** Since Oct 2013 we have given over 20 information sessions in schools and youth information centres around the country, in Madrid, Barcelona, Málaga, Zaragoza, Ciudad Real, Toledo, Murcia, etc. We will continue with these sessions as a means for promoting UK Education. 1,376 people have received information about UK Education through these sessions.

Please see a full media plan and results analysis including info on visitors data, pre-registration system and findings from evaluation and observation of the exhibitions in [Appendix 2](#) & [Appendix 4](#).

4. Recommendations

4.1 Key recommendations for exhibitors

- Review your entry requirements for Spanish students. Remember Bachillerato marks are an average of 8-11 compulsory subjects. Getting an average 8 is a huge achievement. It does not compare equally to AAA. A good student in Spain will have a 6.5-7.5 average mark. Use UCAS comparative tables to see how UK-Spain Naric agreed marks between UK & Spain compare.
- Engineering, architecture, business & politics/international studies seem very attractive
- Branding in Spain is important. A media such as Mastermanía is worth considering as they are reasonable priced and have lots of access to students.
- Apart from coming to the fair itself, exhibitors who want to build a market in Spain (and are not yet well-known) need to continue actions throughout the year. Building up a brand takes time.
- There was also some dissatisfaction about having to queue for some exhibitors. These came mostly from school group participants.
- Many Spanish parents are looking for a short-term placement in schools (one term)

5.2 Key recommendations for the organisers

- One extra morning in Madrid. This will avoid the crowds.
- Ensure exhibitors can access the space while it is closed to the public during lunch time.
- Allow one day between venues
- The Hotel in Madrid well located (very central) but not easy to manage. Review venue.

- Feedback from the information sessions was overwhelmingly good. We will continue offering a wide variety of sessions and repeating the most successful several times. We will also continue offering the general sessions throughout the year in schools, city councils, youth information offices, etc.
- Re-introduce a session with agents (maybe at lunch time?) or even a session for school-counsellors.
- Market briefing well received. A lot of interest in the UCAS chart. BC will work out a comprehensive explanation of all the different marks in Spain (and studies) and send to exhibitors.
- The general information table was busy throughout the fair; we will continue to have this. Some exhibitors said they were asked too many general questions. We really cannot avoid this; people want to hear from you what we have already told them.
- We need to find a way to collect the pack for schools that is less disrupting.
- When promoting the event, we will ask exhibitors for their wish list of contacts

6. Conclusions and follow up

The event was very busy and the majority of exhibitors expressed happiness with the overall results (number and quality of visitors at the Fair). One exhibitor mentioned that more PG would be needed. Year on year we do every possible effort to reach PG students (nearly 20% of the visitors), but it is important to understand that the mornings will always be primarily UG as the main interest in the Fair comes from Schools. Schools really appreciate the “pack” which was prepared for them. Feedback from the public is excellent in terms of quality of the organisation, support at the venue and information received both from exhibitors and organisers. They highly value the variety on offer, the support received at the entrance to respond to general questions and the information sessions offered. **Overall we are very satisfied with the results of this Fair.**

Appendix 1: List of participating institutions

Nº	Universities
1	Aberystwyth University
2	Anglia Ruskin University
3	University Of The Arts London
4	Bath Spa University
5	University Of Bedfordshire
6	Bournemouth University
7	Brunel University
8	UCFB
9	City University London
10	University College London
11	University Of East Anglia
12	Edge Hill University
13	University Of Essex
14	Goldsmiths, University Of London
15	IE University
16	Imperial College London
17	University Of Kent
18	King's College London
19	University of Leeds
20	University of Leicester
21	London South Bank University
22	Middlesex University
23	Queen Mary, University of London
24	University of Reading (Madrid only)
25	Sheffield Hallam University
26	University Of South Wales
27	University Of Southampton
28	Southampton Solent University
29	University Of Sussex
30	University Of Westminster

Nº	Agencies
1	Campus International (Madrid only)
2	Sheffield Centre
3	The Student World
Nº	ELT
1	Anglo-Continental School of English
2	OISE Group

Appendix 2: Visitors' survey results

The total number of on-line individual registrations was 913 plus **666** in 15 school groups (2 international, 9 British Schools & 6 Spanish). The total number of visitors was around **1,400**. It is normal in Spain that 30-40% of people registered at an event do not turn up (for free activities). Luckily it is also normal that a similar amount of people does turn up at the gate and did not register. Overall we are very happy with the number of visitors for the number of institutions at the Fair and will keep the maximum number of exhibitors at 40, with some spaces allocated to ELT, Colleges and Agents (3 of each).

Registration Data Analysis

Impact of media & communication actions in terms of attendance:

➤ BC Web or direct mailing/newsletter	25.89%
➤ School/University:	47.11%
➤ Friends or Family:	17.49%
➤ Press, Facebook, Twitter:	9.50%
➤ Not interested in UG/PG	10.02%

Press, Facebook and Twitter campaign have comparatively low return rates given the efforts we place in sending and repeating campaigns. But we feel they are worth sending out as they reach lots of readers and raise the profile of British Education as a whole.

Preferences as outlined in their registration forms (1178 registration sheets analysed)

➤ UG studies	67.48%
➤ PG studies	19.35%
➤ UK Schools	19.78%
➤ English	18.59%
➤ VET/College	6.53%

By sectors:

➤ Communication or Humanities	34.38%
➤ Sciences or Technology/Engineering	40.32%
➤ Business/Mgt/Politics or Int. Relations	32.17%
➤ Arts related studies	16.89%
➤ Health Sciences	9.42%

Feedback forms

General public

We have analysed 67 feedback forms. The feedback received is excellent with some especially good comments from people that feel this gives them the reassurance to enter into the adventure to go to the UK to study (mostly parents). A few complaints about large queues (not many) but a huge majority would recommend the event to friends and the event exceeded their expectations for a huge majority (96%). The most successful areas are information sessions, general overall support and the Passport.

- Some visitors felt they had to queue for the information and comment they would prefer information given in Spanish (admittedly, not many).
- A common negative comment continues to be the lack of Scottish Universities (or Oxbridge). This probably explains why to the question of quality of institutions the results are 50% 4 and 50% 5 (where 5 is best).

Schools

In general schools are happy with the event and highly appreciate the effort to engage with them before the event, the information received at the event and very specifically the Passport/guide book. They all really appreciated the box received with info about all institutions at the Fair. We will continue to provide this in the future.

Exhibitors

Out of 28 feedback forms, 94% (25) of exhibitors thought the Fairs (Madrid & Barcelona) had good numbers and quality visitors, 7% (2 exhibitors) felt only good numbers and 2% (one exhibitor) expressed it was disappointing. The majority were looking for UG and recruitment but branding and PG is also an important market for a good number of exhibitors. 89% of the exhibitors expressed BC support was excellent or good. The length of the Fair was felt right for most exhibitors although some expressed in the comments that a longer time would be necessary in Madrid. You can have all statistics on <https://raquelmontes.typeform.com/report/PJtEfK/QZKb>

Some comments received from exhibitors which may be of interest to all:

- Spain has lots of potential for partnerships (Erasmus in particular but also for Top-ups after VET)
- Lots of applications are received but they then do not convert on recruits. I feel there is a cultural clash here. If this happens, please get in touch and let's analyse what is happening. It could well be the marks required are far too high or that students cannot fulfil some of the criteria (3 weeks practice in schools for a PGCE, for example), or other. We can work with your recruitment agency to identify where the issue is.
- Keeping in touch with networks in country pre-Fair (Erasmus partners or other) increases the number of visitors to stand

Appendix 4: Advertising and promotion plan (media plan) – Shared for Madrid & Barcelona

Pre-event:

List of all Actions

Given that our exhibitors included a wide variety in offer, aiming at different target audiences, our marketing plan was designed to be wide in scope. The direct marketing actions were many, varied and aiming to cover all targeted audiences.

Actions included:

- meetings with local educational authorities for their support with our communication to public schools, and with city councils to promote in their websites for “activities in the cities”.
- telephone calls and e-mails to over 500 schools,
- e-mails to language assistants in Spanish institutions (over 3000),
- mailings to 167 schools of English
- to all Spanish Universities International Relations (84),
- a variety of social media campaigns on twitter and facebook
- direct mailing to our contacts: twice in the newsletter in June and Oct + e-mail direct message (+70,000 contacts)
- 10,000 cards announcing the Fair and distributed via schools, colleges, Universities, EFL schools and BC offices. A large version on our gate (on an important road in centre of Madrid).
- collaboration agreement with “multipliers”/collaborators and others
- paid advertising in Expansión y Empleo (3 weekends before Fair) as well as on-line paid advertising in Madrid and Barcelona
- a press agency dedicated to getting media impact (press releases)
- social media campaigning, specially 3 weeks before the event

Social Media Actions: Facebook, LinkedIn, Twitter (and follow up through blog)

Facebook campaigns:

- BC facebook site – 11.000 fans.
- 3 facebook ads and various campaigns, addressed to different target audiences and reaching over 80,000 people.

Twitter efforts: lots of tweets coordinated with other teams at BC (Exams, Comms, Education, TCs)

Blog: <http://yesstudyintheuk.wordpress.com>

Detail of Press & Media impact (including paid and Agency impact)

Radio

- RADIO: Direct Connection with “Buenos Días Madrid” from the event on 23rd October
- RADIO: “Puntos de Vista” – RNE (Radio Nacional de España). Interview with C. Jiménez (a week before the event)

Press releases

- 16 Sept: To monthly papers and Education Specials
- 23 Sept: Media breakfast with main Spanish newspapers
- 1 Oct: General press & Education & specialist media
- 16 Oct: Focus on sessions to general and specialist media
- 18 Oct: to general media
- 20 Oct: Detailed info on Fair opening
- 21 Oct: Remind of note press

Printed Press

- Supplement *Emprendedores y Empleo en El Mundo* – special article + paid ads (two weekends before the event)
- Interview for El País – Carolina Jiménez
- Interview for ABC – Mick Watters

Digital Media

1. <http://www.gradomania.com/noticias universitarias/feria de educacion britanica en madrid y barcelon a-org-3180.html>
2. http://economia.elpais.com/economia/2014/10/21/actualidad/1413914172_646953.html
3. http://agenda.lavanguardia.com/?post_type=event&p=48338
4. <http://www.esmadrid.com/agenda/iii-feria-de-la-educacion-britanica-melia-madrid-princesa/>
5. <http://www.elle.es/moda/consejos-de-moda/shopping-is-great>
6. <http://www.aprendemas.com/Breves/DetalleBreve.asp?Breve=21052>
7. <http://www.portalferias.com/ferias-educacion-y-formacion-madrid/s42;c1/>
8. <http://www.iformados.es/noticias/universidades-y-centros-britanicos-en-busca-de-estudiantes-espanoles>
9. <http://www.cuadernosdepedagogia.com/Content/Agenda.aspx?params=H4sIAAAAAAEAO29B2AcSZYIi9ty nt/SvVK1+B0oQiAYBMk2JBAEOzBiM3mkuwdaUcjKasggcplVmVdZhZAzO2dvPfee++999577733ujudTif33/8/XG ZkAWz2zkrayZ4hgKrlHz9+fB8/lorZ7LPT33sHz4N7Owe7v/Ayr5uiWn72k8VFvmzzXzhdFZ8Vi5f13u9+L+Of9MnM fnJWf5J9ckwtZ9n/AxhL7mhKAAAWE>
10. http://w110.bcn.cat/portal/site/Joves/menuitem.b73e9b19483655297ca47ca4a2ef8a0c/?vgnextoid=c76875 59b3978410VgnVCM1000001947900aRCRD&vgnnextchannel=c9f5a3d545ba6310VgnVCM10000072fea8c0RC RD&vgnnextfmt=formatDetall&lang=es_ES
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12. <http://www.cursosingles.com/ofertas-reportajes/ferias-de-educacion-britanica-en-madrid-y-barcelona- 35296.html>
13. <http://www.sanferjoven.org/blog/index.php/3>
14. <http://www.educaciontrespuntocero.com/convocatorias/agenda>
15. <http://rinconjoventorres.blogspot.com.es/>

16. <http://www.britishchamberspain.com/component/events/72-otros-eventos/485-madird-a-barcelona-feria-de-educacion-britanica->
17. <http://www.20minutos.es/noticia/2273404/0/iii-feria-educacion-britanica/punto-encuentro/futuros-estudiantes/>
18. <http://www.rtve.es/alcarta/audios/programa/punto-enlace-reino-unido-asesora-universitarios-espanoles-22-10-14/2822795/>
19. <http://www.eliberico.com/la-iii-feria-de-educacion-britanica-llega-espana.html>
20. http://www.mastermania.com/noticias_masters/feria_de_educacion_britanica_en_madrid_y_barcelona-org-3180.html
21. <http://www.forfree.cat/artes-escenicas/event.php?pageid=9&id=14404>
22. http://www.madrid.org/cs/Satellite?cid=1354373112653&language=es&pageid=1142338257949&pagename=PortalJoven%2FJUVE_Generico_FA%2FJUVE_generico
23. <http://www.europapress.es/epsocial/agenda-00314/noticia-avance-agenda-informativa-europa-press-sociedad-manana-20141021194237.html>
24. <http://www.elplural.com/2014/10/24/por-que-en-espana-es-tan-cara-la-universidad-y-en-escocia-es-gratuita/>
25. <http://ecodiario.eleconomista.es/espana/noticias/6179937/10/14/Mas-de-40-universidades-del-Reino-Unido-a-estudiantes-de-Madrid-y-Barcelona-sobre-como-acceder-a-sus-estudios.html#.Kku8LikoLaqim4I>
26. <http://ecoaula.eleconomista.es/campus/noticias/6186259/10/14/Comienza-la-III-Feria-de-la-educacion-britanica.html>
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28. <http://www.astexcursoescolar.com/feria-de-la-educacion-britanica-en-madrid-y-barcelona>
29. <http://www.europapress.es/madrid/noticia-mas-40-universidades-reino-unido-estudiantes-madrid-barcelona-acceder-estudios-20141022165528.html>
30. <http://www.escuelapais.org/escuela-pais/noticias/2127-guia-para-estudiar-un-grado-en-reino-unido.html>
31. <http://sri.ua.es/>
32. http://www.cursosparati.com/III_Feria_de_la_Educacion_Britanica_punto_de_encuentro_para_futuros_estudiantes-noticias-ver----2359.html
33. <http://www.lavanguardia.com/local/madrid/20141022/54417406923/mas-de-40-universidades-del-reino-unido-a-estudiantes-de-madrid-y-barcelona-sobre-como-acceder-a.html>
34. <http://www.sekcatbatxillerat.blogsek.es/page/2/>
35. <http://www.rschoollgroup.org/es/news/?s=feria+de+educaci%C3%B3n+brit%C3%A1nica>
36. <http://www.finanzas.com/noticias-001/familia/20141023/clases-pueden-durar-minutos-2787005.html>
37. <http://www.scoop.it/t/contenidos-educativos-online-en-espanol-y-gratuitos/p/4030455250/2014/10/25/mick-waters-la-escuela-debe-ser-flexible-las-clases-pueden-durar-5-minutos-o-todo-el-dia>
38. <http://www.abc.es/familia-educacion/20141023/abci-educacion-british-council-mick-waters-201410221638.html>
39. <http://www.iberamerica.net/espana/prensa-generalista/abc.es/20141028/noticia.html?id=267EB3E>
40. <http://www.waece.org/inicio.html>
41. <https://www.aprendemas.com/Breves/DetalleBreve.asp?Breve=21052>
42. <http://www.fevivida.com/blog/2014/10/entrevista-con-el-responsable-de-la-educacion-en-el-reino-unido/>

43. <http://www.serpadres.es/1-2anos/educacion-y-desarrollo/161370-conoce-las-claves-de-la-educacion-britanica.html>
44. <http://www.sapoyprincesas.com/reportajes-destacados/innovacion-en-la-educacion/>
45. http://www.telecinco.es/informativos/sociedad/educacion-Mick-Waters-destaca-importante_0_1884225409.html
46. <http://salamancartvaldia.es/not/60021/el-heroe-de-los-profesores->
47. http://article.wn.com/view/2014/10/23/Mick_Waters_La_escuela_debe_ser_flexible_Las_clases_pueden_d/
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50. http://www.teinteresa.es/educa/educacion-Mick-Waters-destaca-importante_0_1239477440.html