



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

**Post-event report for
Education UK schools and colleges exhibition 2014**

**19 October 2014
Hong Kong**

Introduction

Education UK schools and colleges exhibition held on Sunday 19 October attracted almost 900 people at the Lamham Place Hotel in Mongkok. The event brought representatives from 45 UK schools and further education institutions to meet with Hong Kong students and parents, providing them with information on education opportunities, subject and pathway choices, as well as helping them to make applications for the September 2015 semester.

A series of seminars were held on the day with topics including guardianship, how to choose a boarding school in the UK, education pathways available, as well as truths and myths in school/university application..

The topical seminars and large number of school exhibitors also attracted a lot of media interest, with reporters from top mass-circulation newspapers coming to attend the event.

British Council Hong Kong undertook a review of the fair to identify what went well, what did not go well, and the key 'lessons learnt' to inform future activities. With feedbacks from exhibitors and visitors, together with inputs from British Council colleagues, this post-event report presents the results of that review.

This report includes:

This **Introduction** which aims to provide an overview of the report.
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Key **Highlights** of the event including visitors numbers and profile as well as media exposures.
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Details of the **Marketing** channel used to attract potential students, as well as parents to visit the fair.
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Results of the **Visitor Feedback** survey which provide insight into how visitors think about our fair.
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Future Steps which British Council Hong Kong should consider.
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Highlights

There were -
41 BOOTHS, 45 INSTITUTIONS, 2 SPONSORS
900 PARENTS & STUDENTS
attending the exhibition

6 media reporting the event

中產憂佔中 子女提早海外升學

及早認識世界 免留港討論政治

【本報專訊】中產階級家長，不少已將子女送往海外升學，以逃避佔中風潮。家長擔心子女在港升學會受佔中影響，甚至被捲入政治活動。不少家長已將子女送往海外升學，以逃避佔中風潮。家長擔心子女在港升學會受佔中影響，甚至被捲入政治活動。不少家長已將子女送往海外升學，以逃避佔中風潮。家長擔心子女在港升學會受佔中影響，甚至被捲入政治活動。



憂港政治環境亂 提早送子女赴英

【本報專訊】隨著新高中制軟着陸，家長送子女到海外讀高中的數字原本開始下跌，但政改及佔中又再刺激家長「送走」子女。英國文化協會昨日舉行「英國中小學教育展」，多名到場的家長表示，對政改及政府處理佔領事件的手法感到失望，又或擔心一國兩制將滅亡，決定提早送子女到英國留學。



家長憂際聲 急送子女留學

【本報專訊】政府施政不善，社會不公傾生，一國兩制面臨破滅；一場場學生自主的社會運動乘勢而起；有家長坦言，礙於香港政治環境的變化，擔憂下一代會更趨極端而唯唯，希望儘早送他們出國留學，甚至計劃舉家移民美國。這座漸漸被染紅的城市，讓下一代於真正的自由社會見識和學習。

「一國兩制仲唔存在」

英國中小學教育展今年共有41間英國中小學及延續教育學院參展，共吸引近900名家長到場參觀，為子女物色就讀中學。小學、部份學校更提供即時面試。英國文化協會教育及社會項目主任陳淑芬指出，家長一般偏向初中（Year 8-9）送子女出國讀書，讓他們盡早適應及學得一口流利的英語。「家長也應選擇在Year 10或12離開，小朋友便有一年時間準備GCSE（英國普通程度證書）和A-Level（英國高級程度證書）」。

梁先生與太太偕同6歲的兒子到場挑選合地政，並計劃移民。「教育課程太政治化，通識係好，但佢已經識讀英文，睇外國新聞，自由、冇權權」。梁生原計劃將子女送往中學去解決問題，但眼見政府以政治干預教育制度，加上對佔領運動的回應，令佢與太太欲提前離開，「佢哋係用兩制方式去解決問題，已經就設立立場要我哋離佢住個方向，好懷疑一國兩制仲唔存在」。

讀國守學生做好事

兩年前有份參與反國教運動的中三生陳同學，曾與爸爸一起到金鐘佔領區支持會人士。他坦言沒想過離開香港，「警方日日打行動，留嚟成咩嘢係好以前唔安全？」因為「再繼續，陳生更希望儘快送兒子出國，讓佢有機會到自由社會見識和學習，讓社會會有好多嘢嘢公義，政府都唔願意界其社會一啲我哋聽」。他認為留守佔領區的學生「做咩好多好事」，內心非常尊重他們，但也擔憂未來社會會青黃不接，「新一代可能好似我哋家呢班年輕人，可能會更驚而唔敢發聲」。

「有更好搵更好」 留學避文憑試

本港的教育制度向來備受批評，新學制之後，更有不少學生到海外升學。

有44間英國中小學參展的英國中小學教育展，昨日吸引近900人入場，有家長坦言安排子女留學以避開文憑試，希望「有更好搵更好」。

讚英寄宿學校 有系統

從高的盧先生表示，就讀中三的孩子一直想出國讀書，打算在文憑試前送他出國。身為人父，盧先生希望兒子可到英國的傳統學校，並大讚英國寄宿學校有系統，早已計劃送兒子出國。遠送佔中運動，盧先生指不會因政治問題考慮提早安排兒子出國，「不是因為香港教育不好，但有更好的當然搵更好。」

Astrum Education總監Michael Paris

適應文憑試 中六前赴英減少

不過，佔領事件令家長心態改變，陳先生昨日帶同就讀中二的兒子到場參觀。他說，由推行國民教育科開始已對香港的教育制度失去信心，並開始計劃於兒子中六後送他到英國升讀大學。近日的學生適應文憑試，中六前赴英減少。

陳先生表示，本港文憑試學業減少，令英美學生相對下跌。

英國文化協會教育及社會項目主任陳淑芬表示，本港文憑試學業減少，令英美學生相對下跌。

Fall in pupils heading to UK continues

Qi Luo

For the third year in a row, the number of Hong Kong students seeking pre-graduate education in Britain has dropped.

The British Council mainly attributes this to a decline in the local school population and that fewer civil servants can now claim an overseas education allowance for their children.

In the 2013-14 academic year, a total of 4,704 Hong Kong students studied in Britain, an 18 percent drop from 5,732 in 2012-13.

The numbers dropped from 6,064 in 2011-12 after rising for four academic years between 2007 and 2010.

"There has been a decline in the school population," said Sophia Chan-Cornhill, head of education and society at the British Council.

"In addition, fewer and fewer civil servants who are parents can now claim the overseas education allowance."

But Hong Kong remains the top spot for sending children to boarding schools in the UK.

Year 10 student Lam Wai-ching, who goes to Mill Hill School in London, said the education system in Britain does not put pressure on pupils to memorize their knowledge from books.

"There are many sporting activities like hockey and swimming as well as drama and business classes," said the 15-year-old, who stays in a mixed dorm with boys and girls on different floors.

Lam, who says he is not feeling homesick at this point, is studying seven to eight courses this term.

A total of 41 schools participated in the Education UK School and Colleges exhibition yesterday, mostly independent schools that accept students under 19 years old.

Some schools offered on-site admission tests to students.

There has also been a drop over the years in the number of students choosing one-year foundation programs, which provide various subjects prior to the first year of university.

But there is a bright spot for the British education sector. There has been an increasing number of students who chose to study at British universities, with 11,245 in the 2012-13 academic year compared with 9,400 in 2011-12.

A total of 19,332 students from Hong Kong studied in the UK in 2013-14. qi.luo@britaincouncil.org.uk

成自發「催化劑」家長更法斷

佔中嚇怕中產 急送子女出國升學

【本報專訊】佔中風潮令不少中產家長感到不安，不少家長已將子女送往海外升學，以逃避佔中風潮。家長擔心子女在港升學會受佔中影響，甚至被捲入政治活動。不少家長已將子女送往海外升學，以逃避佔中風潮。家長擔心子女在港升學會受佔中影響，甚至被捲入政治活動。

英國中小學留學須知

學費：39,200至294,000元

入學時間：9月

入學要求：大部份學校須入學面試及筆試，部份要求學生提供劍橋英語考試的英文能力證明

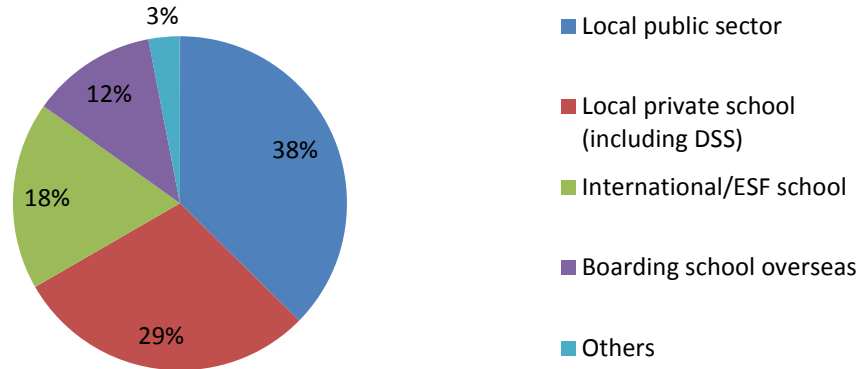
申請日期：10月開始

註：18歲以下的學生需有一位英國公民作監護人，學校也可代為物色

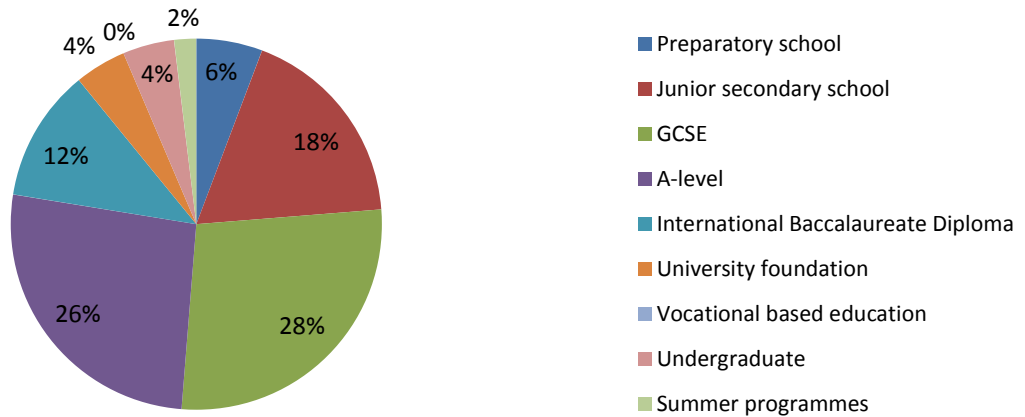
資料來源：英國文化協會

Visitors' profile

What type of school do/does the visitors/ visitors' child attend?

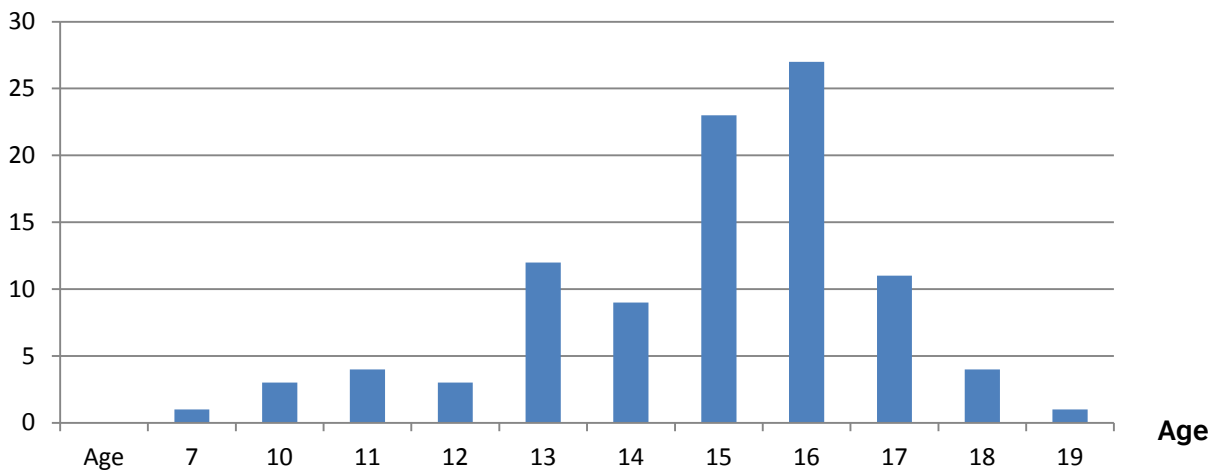


What programme of study are visitors interested in?



How old will the visitors be when he or she potentially leaves to study abroad?

No. of visitors: n = 99 survey responses



Most of the visitors are looking for senior secondary education.

Selection criteria

From the visitors' survey –

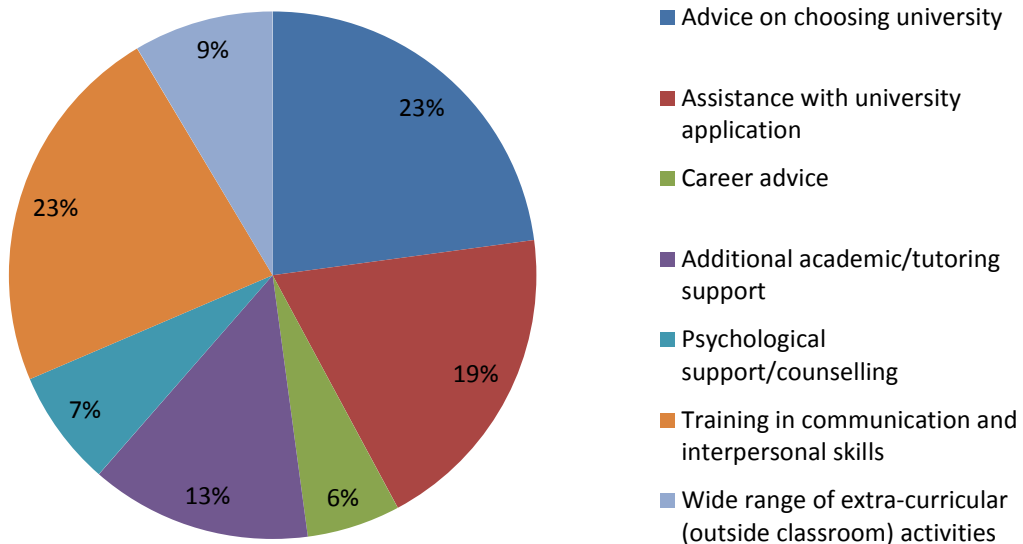
Academic quality

is the most important factor for selecting an overseas education destination.

The most important type of support that students need most is

*Advice on choosing university &
Training in communication and interpersonal skills*

During their study abroad experience, what do you think is the single most important type of support that students need most? Please select ONE option:



Marketing

We spent a total of

HK\$300,000

on promotion

Print advert



Outdoor



Online



Exhibitors' feedback

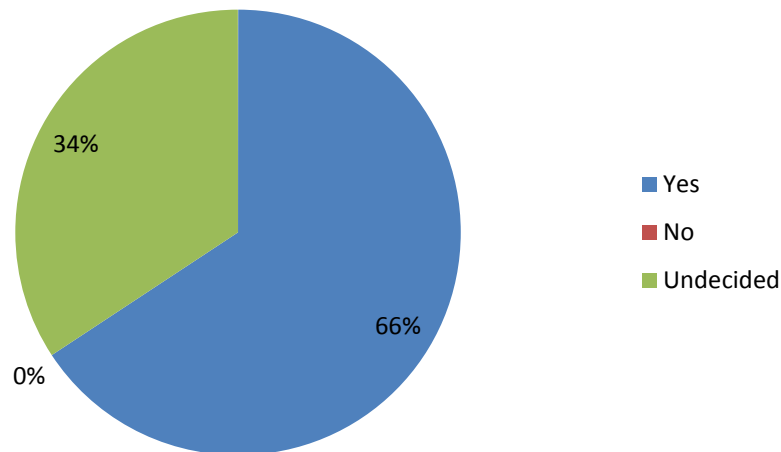
Main compliments

- very well organised and very well attended.
- Good change of location
- Good space and location, generally, a well-run and well-structured event
- Excellent venue and organisation from British Council, lots of good enquiries
- Thank you for splendid organisation and information needed especially transport, logistics

Main complaints

- QR code wasn't very useful, no one from our booth has used it
- Fewer students this year possibly due to the protests
- The system for tracking needs more taught. Too complicated with us having to have a scanner

Will the exhibitors be attending this event next year?



Future steps

There are several areas that both British Council and the UK institutions can work on to improve the overall arrangement and outcomes of the exhibition. The main findings and recommended next steps are outlined below:

British Council

- We will prepare a guide to use the new VRS system and provide alternatives if the exhibitors do not have QR code scanner
- British Council recognises the importance of providing value-added services to the exhibitors, thus we are planning to hold a networking event with local agents, in order to provide a platform for UK institutions and agents to meet up, and identify possible collaboration opportunities.

UK institutions

- Further education colleges should clearly articulate to the audience the subject strengths and sell the benefits of particular courses. Promoting foundation programme or academic routes to higher education would be more effective than vocation route in Hong Kong.
- It would be useful to have at least one Cantonese speaker at the booth, especially for schools and colleges in order to answer enquiries from parents or students who might not be able to communicate fluently in English.
- Institutions should consider localising their school factsheet. It could be a one-pager content about successful alumni stories with university acceptance rates and public examination passing rate.
- The UK institutions, especially for the newcomers of Hong Kong market are recommended to organise other promotional activities leading up to exhibition, which can help to generate more traffic and enquiries during the exhibition.

Appendix: List of exhibitors

- 1 Adcote School For Girls
- 2 Alexanders College
- 3 Ashbourne Independent College
- 4 Astrum Colleges
- 5 Bellerbys College
- 6 Boston College
- 7 Broadway Education UK
- 8 Bromsgrove School
- 8 Caterham School
- 8 Malvern St James Girls' School
- 9 CATS College; Cambridge School of Visual and Performing Arts
- 10 Christ College, Brecon
- 11 City and Islington College
- 12 Cognita Schools Ltd
- 13 Dulwich College
- 14 EF Academy
- 15 Ellesmere College
- 16 Glenalmond College
- 17 Hartpury College
- 18 Hethersett Old Hall School
- 19 Kent International Pathways – University of Kent
- 20 King Edward VI College, Stourbridge
- 21 King William's College
- 22 King's School, Bruton
- 23 King's Hall School
- 23 Roedean School
- 24 The Manchester College
- 25 MPW Schools
- 26 Merchiston Castle School, Edinburgh
- 27 Mill Hill School & Mill Hill International
- 28 Oswestry School
- 29 The Read School
- 30 Rossall School
- 31 The Royal School, Wolverhampton
- 32 Rydal Penrhos School
- 33 Shaftesbury School
- 34 Shrewsbury Sixth Form College
- 35 St Edmund's College
- 36 Strathallan School
- 37 Sunderland College
- 38 Warminster School
- 39 Wellington School
- 40 Westbourne School
- 41 Wrekin College

Parents Abroad Limited