



European Union

European Higher
Education Fair Philippines 2014

EXPANDING HORIZONS

STUDY IN EUROPE

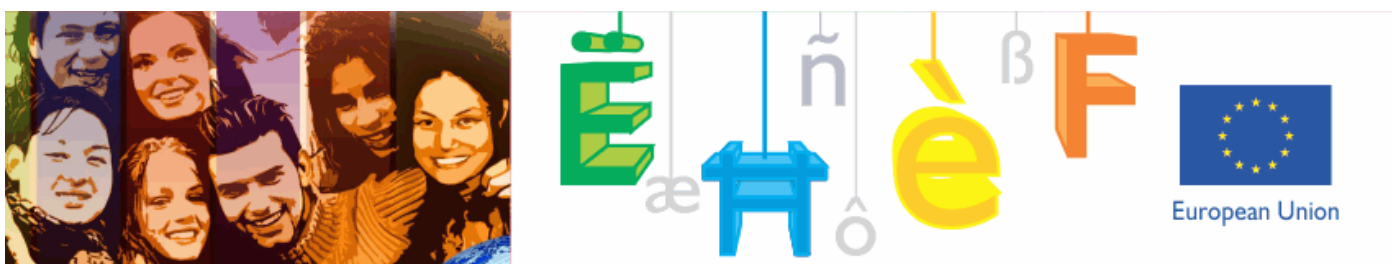
Saturday, 11 am to 5pm

Intercon Hotel Makati

15
NOV

2014

Fair Report



Post-Event Report

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1. EVENT FACT FILE

Venue Intercontinental Hotel
Makati City

Date 15 November 2014

Opening hours 11am to 6pm

Country presentations

TIME	SESSION
11:30 AM	Erasmus+ Presentation
12:00 NN	Study in Austria
12:30 PM	Study in Belgium: University of Antwerp Presentation
1:00 PM	Study in the Czech Republic
1:30 PM	Study in Denmark
2:00 PM	Choose France: Getting into the top destination for international students in mainland Europe!
2:30 PM	Study in Tuition-free Germany After the last federal state of Germany abandoned tuition fees at Universities, international students have become more interested in Germany. Tuition is free – but how about the living costs? Is your degree from the Philippines recognized at your desired German university? How do you apply in the first place? Get to know more about the German Academic Exchange Service (DAAD) for the Philippines and find out if there is a DAAD scholarship program for you!
3:00 PM	Study in Hungary: Central European University and the University of Debrecen Presentation
3:30 PM	Study in Italy
4:00 PM	Studying in Ireland at Griffith College Come learn about Ireland and see what awaits you in one of the friendliest countries in the world. Ireland, while famed for its welcoming nature, is also a global hub for ICT, Pharmaceuticals, Financial Services, Medical Devices and much more. Studying in Ireland with Griffith College provides students with a world class education linked to industry. Graduates from Griffith College have access to the Graduate Employment Scheme which provides students with an opportunity to gain professional experience with major multinational and local companies in Ireland.
4:30 PM	Study in the Netherlands: VHL University of Applied Sciences and Holland International Study Centre Presentation
5:00 PM	Study in Spain
5:30 PM	Information Session on Postgraduate Studies in the UK

Language sessions

TIME	SESSION
12:30 PM	British Council IELTS Orientation for Students
1:15 PM	Istituto Dante Alighieri Italian Language Session
2:00 PM	Instituto Cervantes Spanish Language Session
2:45 PM	Embassy of the Czech Republic Czech Language Session
3:30 PM	Goethe Institut German Language Session
4:15 PM	Philippine Italian Association Italian Language Session
5:00 PM	Alliance Francaise French Language Session

2. EVENT NARRATIVE

The European Higher Education Fair 2104 is the third time the event is delivered in Manila by the European Delegation with the support of the various EU Member State Embassies and Cultural Institutes. There has been a growing interest for the EHEF both from EU higher education institutions as well as potential local students.

Exhibitors have increased to 44 from 32 last year; representing 12 EU member states this year, up from 10 last year. Belgium and Denmark, which recently opened an embassy in Manila, are the newest participants in the EHEF in the Philippines.

A total of 1,746 visitors went to the Fair, including 1,530 potential students. This number is up from 1,468 last year. Surprisingly, online pre-registration was more than 3,000 a day before the event when it was just 2400 at the same time last year. Returning exhibitors noticed that the visitors were of a much better quality, though queries about scholarships are still abundant.

This year, in addition to the main fair and the country presentations that have been regular features of the event, we have included language sessions to highlight the language proficiency services offered by the different cultural institutes. This highlights the language preparation programmes for students who plan to study in the European Union. These cultural institutes were also provided booth spaces in the Fair to promote their services. Also, we have included an ethnic musical presentation in the opening programme this year.

The majority of enquiries were still on postgraduate studies. There was very little interest in undergraduate programmes but there were registered queries in relation to summer courses and specialized studies. Financial support offered by institutions is still one of the factors local students consider in pursuing studies abroad.

The top subjects are still business/management and social sciences. There is a rising interest in the sciences, media/communications and languages/literature, too.

At the country presentations, the session of Germany, which highlighted the recent development in relation to tuition fees at public universities, had the most participants. The more popular countries are still Italy, United Kingdom, France and Spain. For the language sessions, the various institutes delivered activities and presentations that were widely appreciated by the visitors. Three events happening simultaneously—language sessions, country presentations, and fair, were quite too much for some students. Still, most were very satisfied with their experience and they attest to having a very educating experience at the event.

The venue was cramped though floor space was wider compared to the venue last year. It is just we had a lot of booths this year—55 in total.

2.1 Visitor Demographics

If previous Fairs were an indication, more and more women come to attend the Fair. This year, 70% of the visitors were women, up from 65% last year. Almost half of all those who came to the Fair this year were fresh college graduates or young professionals, aged between 21 to 30 years old.

Almost all the visitors are either in university or have completed an undergraduate degree. There was also a significant number of visitors who are currently taking masters or doctoral degrees. (See Appendix 2)

2.2 Country of Destination

In terms of the country of preference, the United Kingdom tops the list followed by Europe (Other). The programmes delivered in English are perhaps the main reasons why students are drawn to the UK, in addition to the various prestigious institutions as well as tourist sites there. Europe (Other) most likely includes Switzerland, which is not an EU member state and is not represented in the Fair.

France and Germany figure well in the ranking, next to USA and above Australia, the top two destinations for Filipinos. Paris and the eloquence of the French language attract students while the top science and

engineering programmes in Germany could be the reason behind the interest registered by the visitors. The Netherlands and Spain also did well among the visitors, surpassing Canada, the fourth top destination among Filipino international students. Italy is slightly behind Canada, driven by the allure of its fashion and culinary institutions.

2.3 Popular Subjects

Among the subject options, the broad range of the Social Sciences field attracts students to Europe. This field includes Political Science, International Relations and Development. Business and Economics programmes rank next among the visitors to the EHEF; although this is the top subject area for Filipinos in general. A lot of Filipinos pursue MBA programmes overseas in addition to masters degrees in Management, Finance and Business Strategy. Medicine and Health, Media and Communications, and Tourism and Hospitality round up the top five choice subject areas of those who came to the Fair.

Still, most are looking for masters degrees and bachelor degrees. It is likely that those who indicated bachelor degrees are looking to shift from their local degrees to EU undergraduate programmes or enlist in another undergraduate degree after completing their local college degree.

2.3 Visitor and Exhibitor Feedback

On feedback, visitors were generally very satisfied with the event in all aspects—quality, learning and meeting expectations. Some even recommended extending the event to two days. Exhibitors, on the other hand, found the event too long and recommended shorter hours. Perhaps the busy event, with exhibitors speaking to visitors continuously without any time for meal and bathroom breaks, was too exhausting for the exhibitors.

Visitors preferred to have all the events on the same floor. However, the arrangements at the venue this year made this impossible. Even returning exhibitors found the event venue last year better than the one this year. Even so, the exhibitors are generally satisfied and more than 60% would like to come again next year.

Exhibitors are more satisfied this year versus last year. We have registered more interest for them to return again next year compared to the uncertainty from most of the exhibitors last year.

Although the exhibitors would have preferred shorter fair hours, they found the visitors were of very good quality. On the third year of the EHEF, the market has been educated of what to expect from EU institutions and the Fair in general. Scholarship queries will be a regular feature of the Fair here in the Philippines. Students generally look for scholarships and this is a main motivation for them.

Comparing this year's feedback from last year's EHEF, it is generally more positive. Other than the slight decrease in the satisfaction in meeting the visitors' expectations, everything else is very good. The reduced satisfaction in this area would probably have to do with more new visitors coming to the EHEF for the first time. These visitors perhaps expected to be able to speak with most exhibitors but were not able to do so due to the numerous other people trying to speak with the representatives.

3. IMPACT OF MARKETING PLAN

Capitalizing on the Philippine market's strong internet orientation, we have implemented paid promotion initiatives on Facebook and, for the first time, on websites via Google ads. We have also bought 30-day ad spaces inside trains at two of the three metro rail lines—LRT 1 and LRT 2. LRT 1 caters primarily to university students at institutions along its route in Manila. LRT2 similarly ferries university students from the eastern part of Mega Manila enrolled at institutions in other areas of Manila. The other rail line, the MRT, is the main line that carries young professionals to the Makati and Ortigas Business Districts along EDSA. The current legal status of MRT prohibits ad placements in their trains. To reach the young professionals on the MRT route, we have placed paid advertisements daily for two weeks on the free news tabloid ***Inquirer LIBRE***. With a daily circulation of 20,000, this tabloid is distributed for free at all railway lines, including the Philippine National Railways, during weekday mornings.

In addition, we have also placed ads on the three national dailies—***Philippine Daily Inquirer***, ***Philippine Star*** and the ***Manila Bulletin*** also for two weeks immediately prior to the Fair. A partnership with the top business newspaper (***Business World***) provided two opportunities to place ads on the two Mondays before the event.

One thousand (1,000) posters and three thousand (3,000) fliers were distributed at about two weeks before the event to 120 state and private universities, and international and private schools in Metro Manila. These were primarily sent to the offices of student affairs. Additional sets were sent to about 85 student organizations in the top four universities, including 3 other private universities in Metro Manila. Copies were also sent to 80 English Language Schools in Luzon that cater to Korean students.

Digital copies of the press release was distributed to 60 university student publications in Metro Manila, in addition to media contacts, immediately after the press briefing that happened on October 29.

The event Facebook page ([Facebook.com/EHEFPhilippines](https://www.facebook.com/EHEFPhilippines)) was activated two months before the event with posts about the universities and the various countries represented at the Fair. Enticing photos along with relevant information were posted on social media channels. These gathered 'likes' from the followers. The related Instagram and Twitter accounts (EHEFPhilippines) were likewise activated. Engagement on the social media channels were limited to 'likes,' which averaged between 4 and 12 for every post. Sharing of social media content was limited. The posts that had the most responses were those that displayed the layout of the Fair, and the schedules for the language sessions and country presentations.

The EHEF website (www.EHEF-Philippines.org) was also updated with information of the universities and the event. It also facilitated registration of visitors.

Radio plugs were also aired on ***DZRX (RX93.1)*** for two weeks. This is the top FM station for the young professional market.

3.1 Source of Information

Reviewing the data on how the visitors found out about the Fair (Appendix 3), we can see the impact of the various promotional initiatives. Most got their information from friends and relatives (35%). This implies that word of mouth advertising, passing on information, works well in the Philippine market. It is possible that the relatives found our ads on the LRT, newspapers or social media or even heard them over the radio and then passed the information on to their younger relatives. The ones who initially found the information may not have gone to the Fair, as this may not be their area of interest. This could also apply to students who have found our online ads as well as posters in universities and have tagged their friends along.

The internet is also another big source of information for the Fair (25%). Radio ads do not count much in terms of those who came to the Fair. Then again, we would not know if the friends or relatives who heard our radio spiel advised their other relatives and friends.

3.2 Online Ads

Feedback from our third party supplier indicates a huge number of impressions on both ads placed on Facebook and through Google Ads. The top cities where our online ads on both avenues were seen are Quezon City, Manila and Makati. Clickthroughs to the website were also very impressive—more than 5,000 for Facebook and more than 10,000 for our Google Ads. Only Google Ads can trace the number of those who clicked on the ads and registered on our registration portal. We had 95 who registered from Google. It is probable that Facebook ads generated more registrations but Facebook does not have a mechanism to trace these at the moment.

In terms of websites, ads that appeared on **YouTube** had the most impressions and an impressive number of clickthroughs. Ads on job listings and the website **workabroad.ph** generated good impressions and clickthroughs, too. This is reflective of the generation or group that would be more interested with our event—young people and those looking for jobs overseas.

3.3 Analysis of Social Media Interaction

We have presence in three socialmedia channels—Facebook, Twitter and Instagram. In Facebook, we have close to 16,000 fans. We also have close to 2,000 followers on twitter and 175 fans on Instagram. Most of our initiatives are on Facebook and these are retweeted on Twitter, too. Photos that have been posted on Facebook are also reposted on Instagram.

We began activity on Facebook on October 10. Engagement peaked on November 2 with a paid posting reaching 58,000 people. This is followed by another paid post on October 30 reaching 46,000 people and then by the same boosted post on October 31, reaching 45,000 people.

Excluding boosted or paid posts, there are several posts that generated interaction with the page followers. One is when we posted that people can begin pre-registering on October 15. An article indicating that Finland, Sweden and Denmark have ranked as the top three European countries for international student satisfaction had one of the most 'likes.' Another post on November 6 indicating the ranking of French institution Audencia Nantes School of Management had one of the top interactions as well. These imply that rankings are important among those who plan to study overseas.

On the week of the event, posts providing information about things that will happen on event day received top interactions. These include posts about the number of institutions, floor lay-out and the schedules of both the language sessions and country presentations. Of these, the subject matrix had the most 'likes' and 'shares.' Photos still have the most engagement while videos do not generate any. Perhaps this had something to do with download speeds and the length of the videos.

Generally, messages and comments on Facebook were inquisitive, seeking clarification and more information about the event. Common concerns were what to wear, and what to bring. Most comments on posts include 'tags' of friends and positive comments of excitement and enthusiasm for the event.

The same type of engagement was also reflected on Twitter and Instagram.

4. CONCLUSIONS AND FOLLOW-UP

4.1 Key recommendations for institutions

Despite efforts to manage expectations about scholarships, students still inquired about these. Having this information ready in brochures or in the back panels facilitated conversations and the flow of students.

Subjects of interest indicated below (Appendix 2) should be noted. There is minimal interest in undergraduate (UG) programmes, as noted by some exhibitors. This is partly because our current basic education system does not qualify us to enter UG programmes immediately after graduation. Also, the main market for the Philippines is postgraduate studies (PG) and these are primarily fuelled by the desire of young professionals to boost their careers by securing an internationally recognized degree.

In case the universities would like to meet and visit other local universities, it is recommended that they coordinate with their embassies for support in relation to this.

First time exhibitors commented that they ran out of materials and brochures halfway through the event. It is recommended that more brochures should be prepared for future events.

4.2 Key recommendations for the European Delegation

As expected, the long Fair hours were highlighted by some exhibitors, though this has been reduced from ten hours last year. It is recommended to shorten the Fair hours to cover peak times, like 1:00 pm to 6:00 pm for example. Having cocktails at the end of the event was a welcome respite after a long day. However, this did not cater well to networking with local universities. It is recommended to have the networking event on the evening before the Fair.

As the quality of visitors had improved, the same promotion strategy will be employed in future events with more information made available online. In addition, perhaps a roadshow that will include visits to top universities, and international and private schools could be arranged a week or two before the Fair to promote the event and drum up interest.

The schedule this year coincided with the EHEF in Vietnam. Although all efforts were made to arrange the Philippine date next to that of Indonesia and Taiwan, Vietnam did not have any indication of their event when plans were made in early 2014. This should be seriously considered in future events.

As the exhibitor and visitor numbers are anticipated to increase, there will be a need to secure a bigger venue for future events. Additional locations for the event can be explored to bring the Fair outside Manila.

APPENDIX 1: LIST OF PARTICIPATING INSTITUTIONS

#	Country	Institution
1	Austria	MCI Management Center Innsbruck
2	Austria	University of Innsbruck
3	Belgium	University of Antwerp
4	Czech Republic	Charles University
5	Czech Republic	Masaryk University Brno
6	Czech Republic	Mendel University in Brno
7	Czech Republic	Tomas Bata University in Zlin
8	Czech Republic	University of Veterinary and Pharmaceutical Sciences Brno
9	Denmark	Zealand Institute of Business and Technology
10	France	Audencia Nantes School of Management
11	France	ESSCA - School of Management
12	France	ESSEC Business School
13	France	Montpellier Business School
14	France	Sorbonne Assas International Law School
15	France	Toulouse Business School
16	Germany	Jacobs University Bremen
17	Germany	Rheinland Institut
18	Germany	WHU – Otto Beisheim School of Management
19	Hungary	Central European University
20	Hungary	University of Debrecen
21	Ireland	Griffith College
22	Italy	Universita Cattolica del Sacro Cuore
23	Italy	University of Sannio
24	Netherlands	Holland International Study Centre
25	Netherlands	VHL University of Applied Sciences
26	Spain	IE Business School
27	Spain	Universidad Católica San Antonio de Murcia
28	Spain	Universidad de Alcalá
29	Spain	Universidad de Málaga
30	Spain	Universidad de Oviedo
31	United Kingdom	Bath Spa University
32	United Kingdom	BPP University
33	United Kingdom	Cardiff University
34	United Kingdom	Coventry University
35	United Kingdom	Glasgow Caledonian University
36	United Kingdom	Hult International Business School
37	United Kingdom	Istituto Marangoni, London
38	United Kingdom	London College of Contemporary Arts
39	United Kingdom	Northumbria University
40	United Kingdom	Queen Mary University Of London
41	United Kingdom	Richmond, the American International University
42	United Kingdom	University of Kent
43	United Kingdom	The University of Nottingham
44	United Kingdom	University of the Arts London

Additional Exhibitors

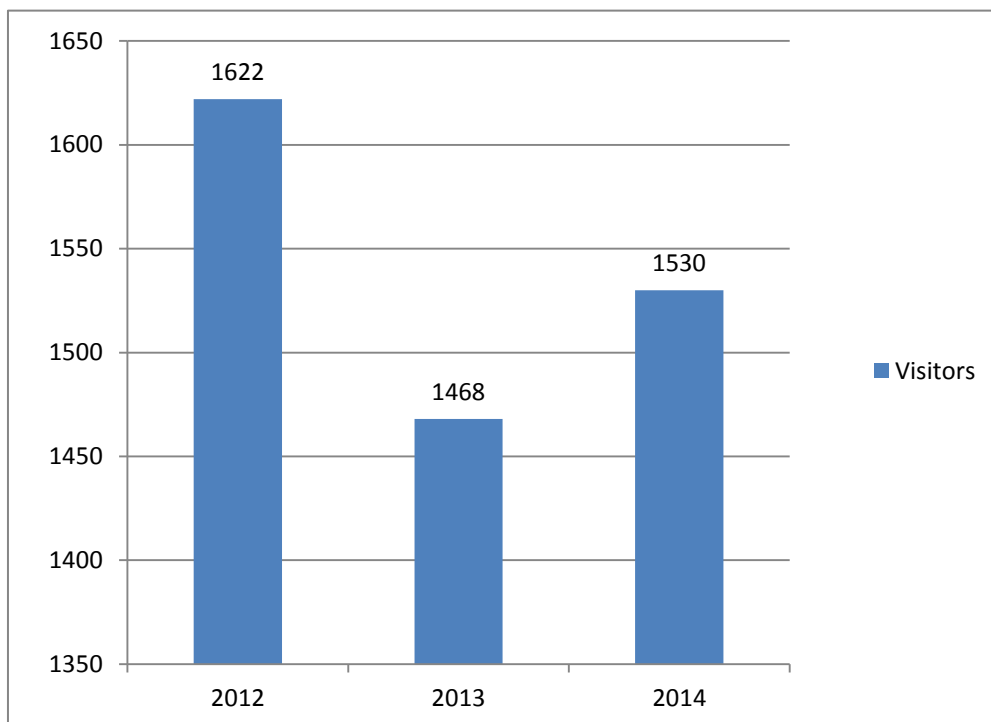
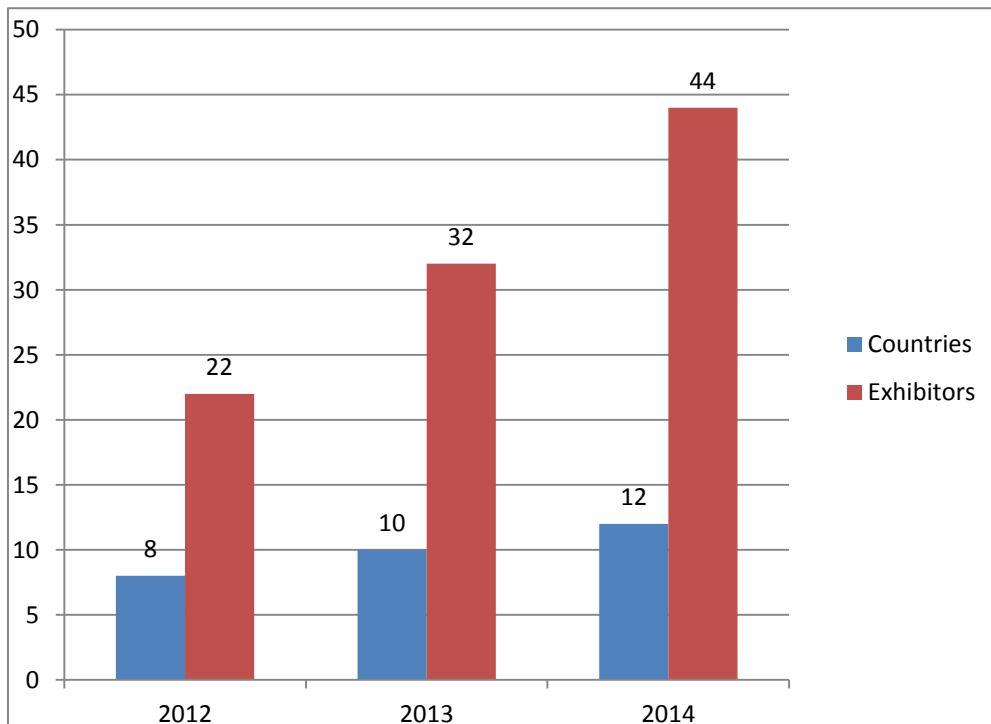
France	Alliance Francaise
Germany	Goethe Institut
Italy	Philippine Italian Association
Italy	Societa Dante Alighieri
Spain	Instituto Cervantes

APPENDIX 2: KEY STATISTICS

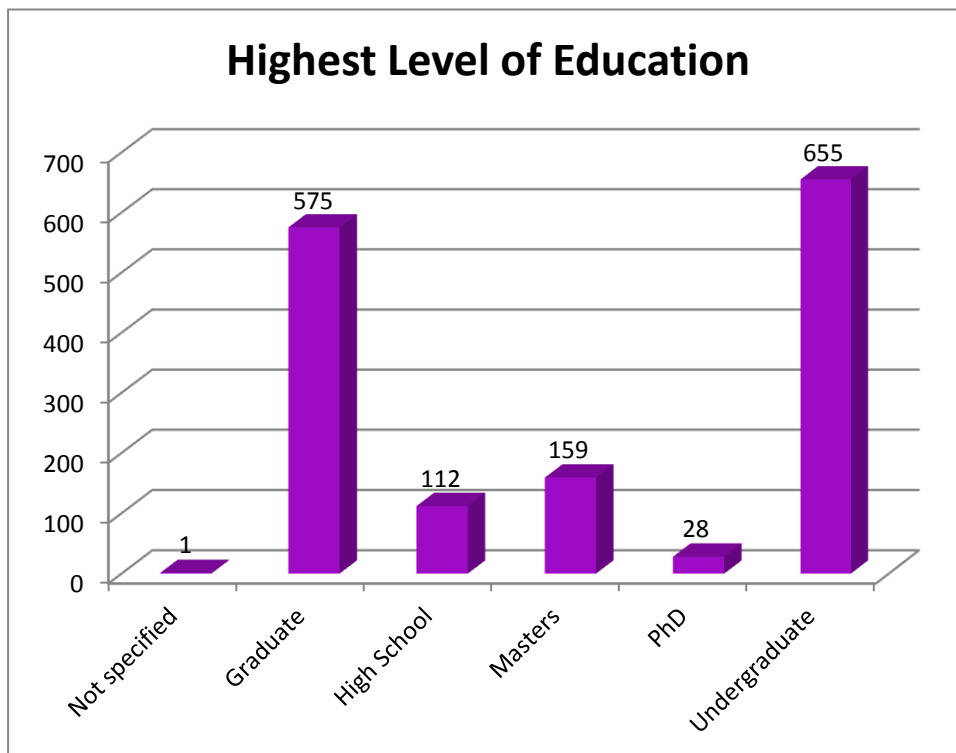
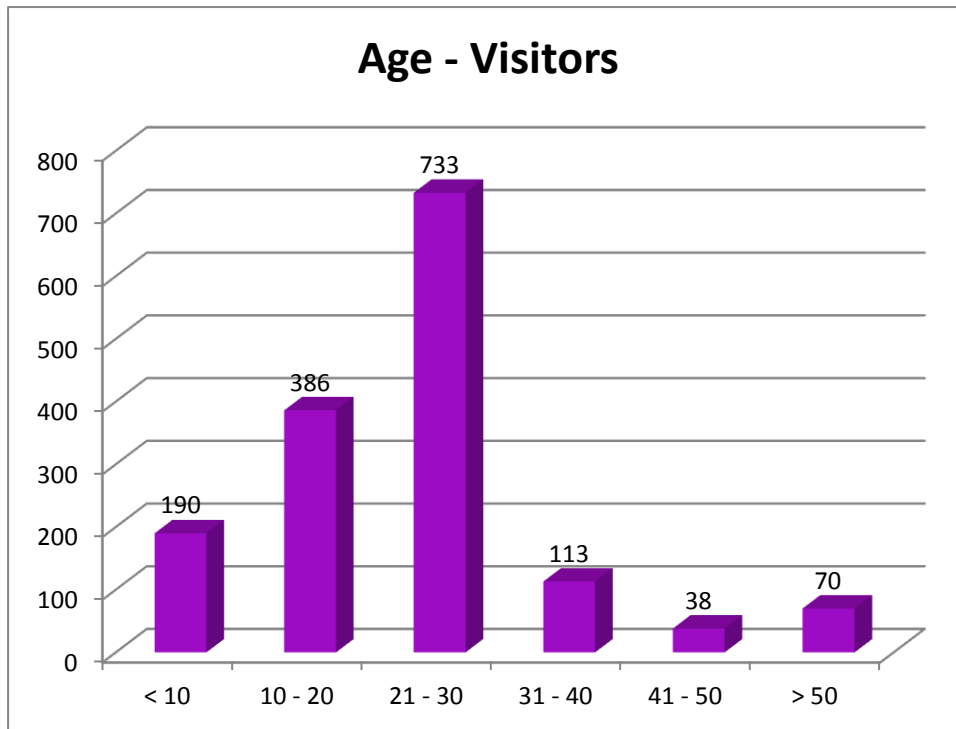
ATTENDANCE	MANILA OCT 2013	MANILA NOV 2014
Total number of visitors	1,468	1,530
Total number of exhibitors	32	44

**The numbers indicate students who went through the registration system.*

This does not include parents and other companions. Total visitors were estimated at 2,000 in 2012 and 1,576 in 2013 and 1,746 in 2014.



DEMOGRAPHICS	MANILA OCT 2013	MANILA NOV 2014
Male	506	493
Female	952	1037

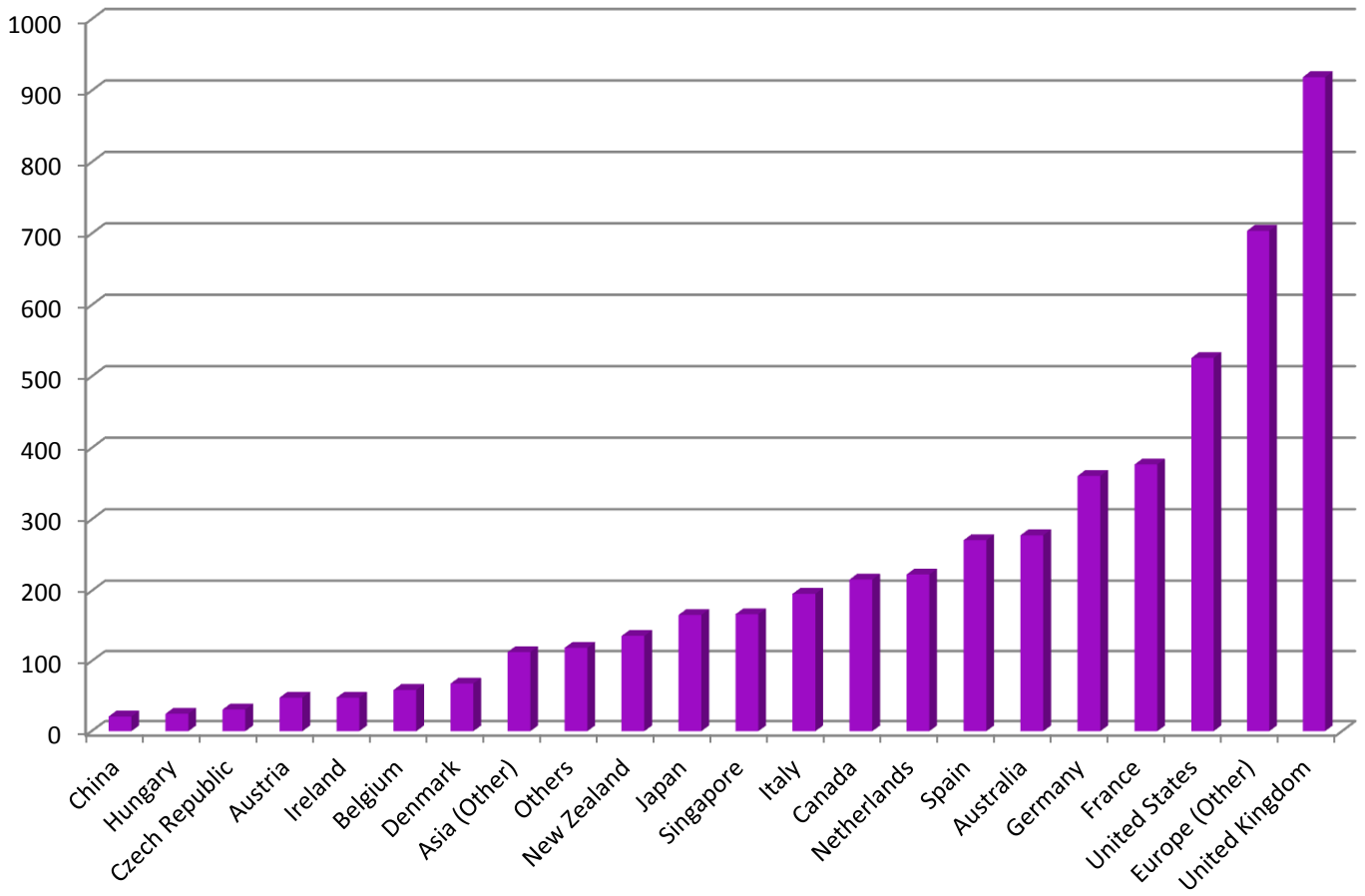


PRIMARY OBJECTIVES	MANILA OCT 2013	MANILA NOV 2014
Bachelors	316	185
Masters	935	761
PhD	150	134
Summer Courses	339	160
Tech-Voc/ Certificate/ Non-degree Courses	328	138
Foundation/ Pre-University Course	41	23
High School	-	8
Language Courses	-	94
Pre-master's Course	-	64
Specialized Studies	-	183

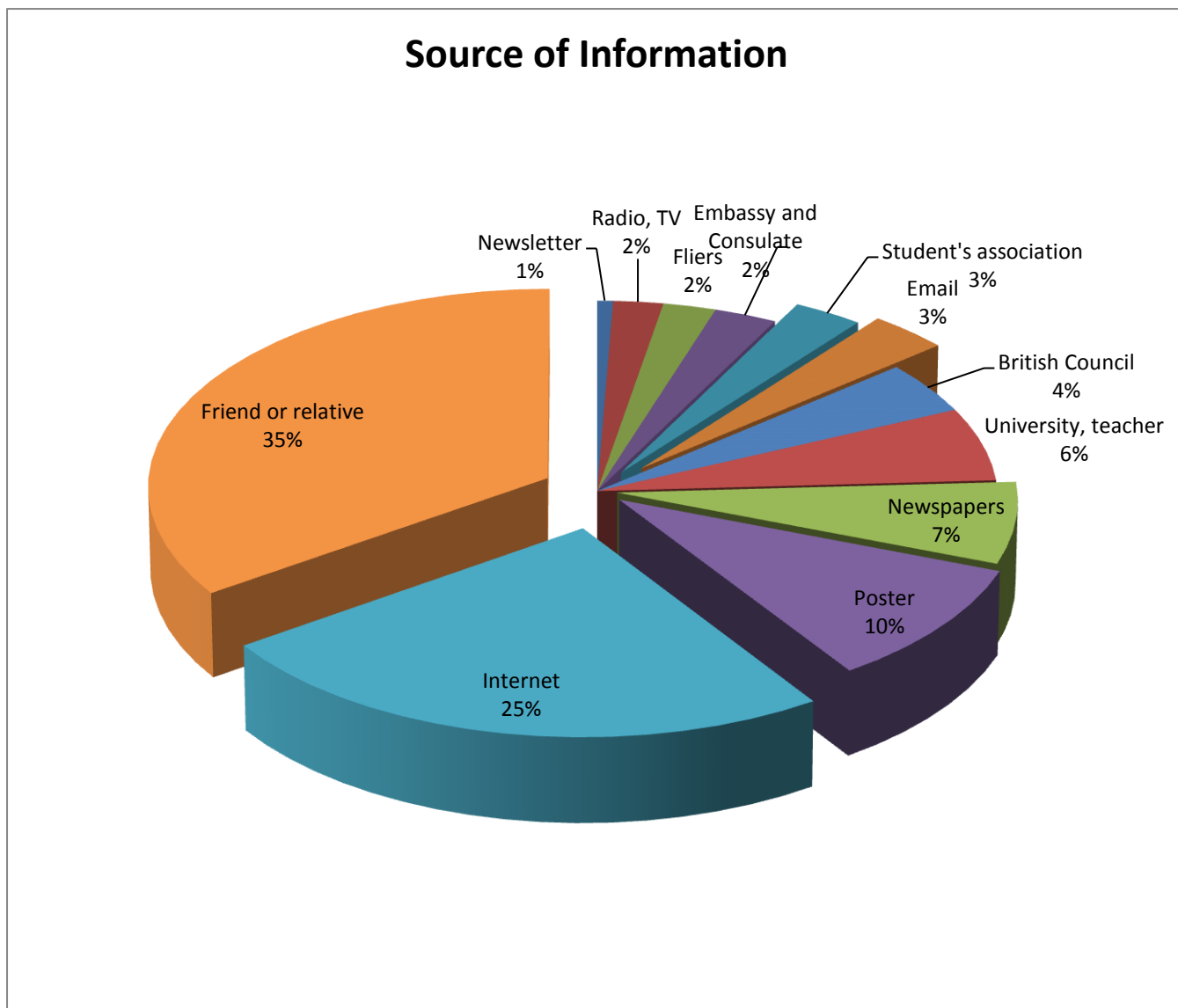
SUBJECT OF STUDY	MANILA OCT 2013	MANILA NOV 2014
Architecture/Urban Planning	104	45
Business/Economics/Management	486	273
Computer Science/IT	133	60
Design	-	68
Education	180	74
Engineering	114	91
Environment/Natural Resources	147	64
Fashion		39
Fine Art	-	75
Language/Literature/Translation	297	158
Law	121	79
Media/Communications	263	150
Medicine/Health	167	117
Psychology	154	94
Science	177	179
Social Sciences	-	289
Tourism and Hotel Management	139	105
Pre-University/Foundation	-	5

**We have modified the subject choices in 2014 to reflect the subjects that are more in demand locally.*

Country of Study



APPENDIX 3: SOURCE OF INFORMATION



APPENDIX 4: IMPACT OF ONLINE ADS

Google Ads

Total Number of Impressions	4,441,173
Total Number of Clicks	10,207

Facebook Ads

Total Number of Reach	1,437,299
Total Number of Facebook Clicks	5,520
Total Number of Website Clicks	1,561
Total Number of Page Likes	903
Total Number of Event Responses	160
Total Number of Post Likes and Photo Views	1,129

Top locations where ads were seen

Facebook	Google Ads
Makati	Quezon City
Manila	Manila
Quezon City	Makati
Cavite	Pasay
Laguna	Pasig

Top 5 Websites based on Impressions on Google Ads

youtube.com	213,940
dota2lounge.com	205,648
anonymous.google	189,256
mangafox.me	134,076
workabroad.ph	109,784

Ads were seen in **544,250** web pages and mobile pages/apps!

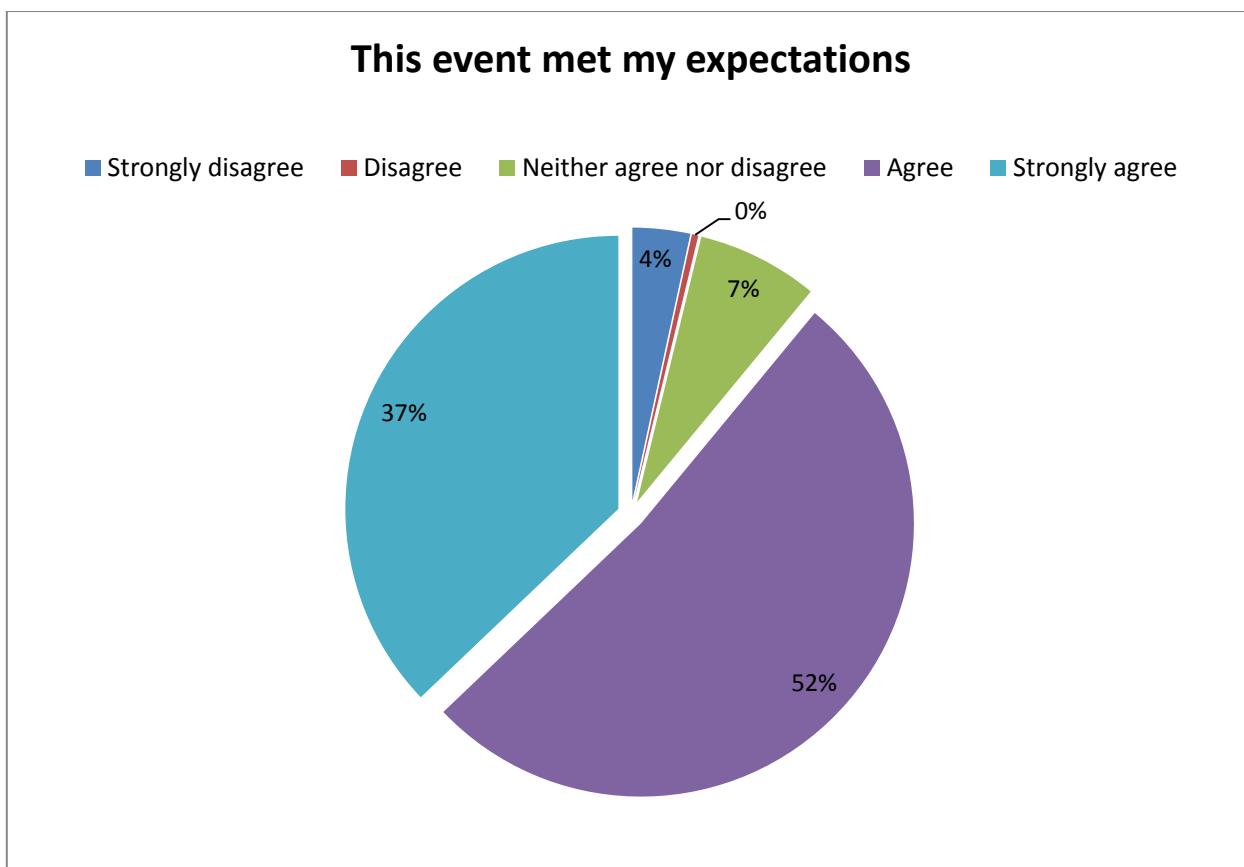
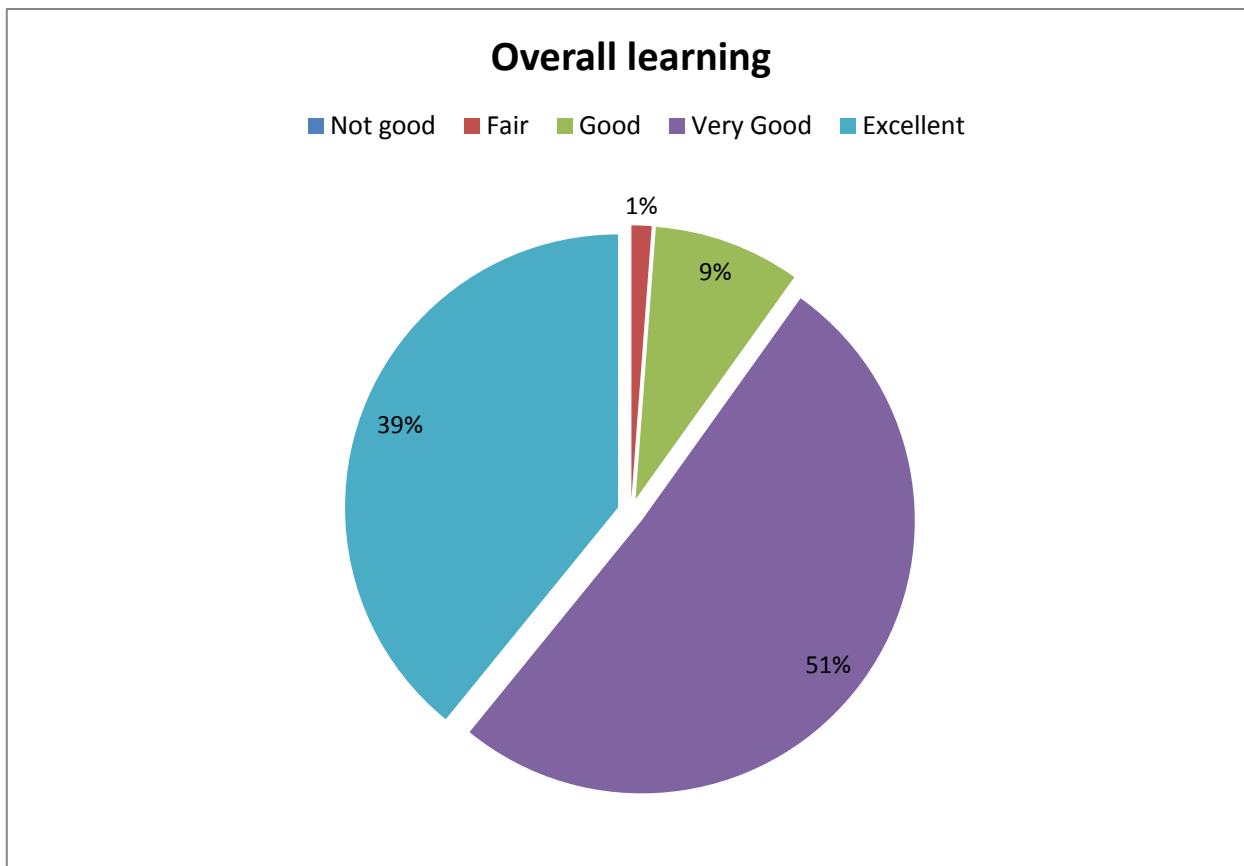
Top 5 Websites based on Clicks on Google Ads

tagged.com	444
workabroad.ph	281
youtube.com	242
Mobile app: chikka	235
blogspot.com	205

Top 5 Topics/Genre where Impressions and Clicks were generated

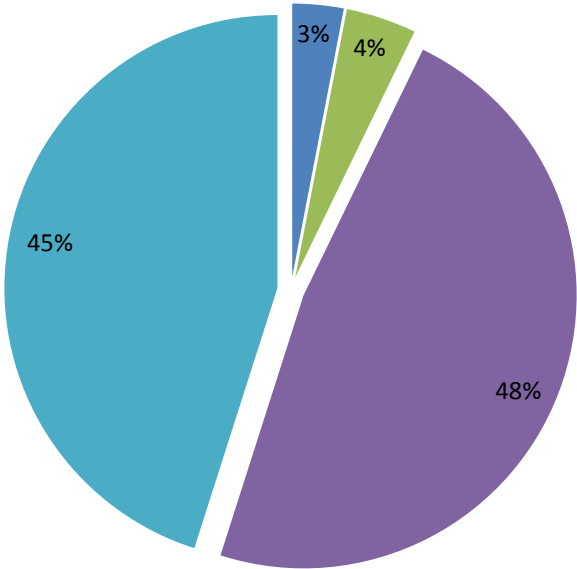
Topics	Clicks	Impressions
Arts & Entertainment	2,903	1,970,029
Sports News	80	89,533
Job Listings	122	81,101
Technology News	17	30,748
Politics	30	20,961

APPENDIX 5: VISITORS' SURVEY RESULTS



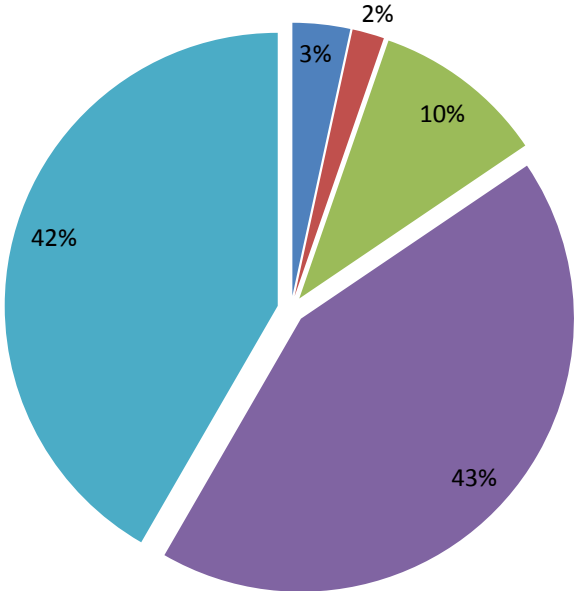
This was a quality event

Strongly disagree Disagree Neither agree nor disagree Agree Strongly agree



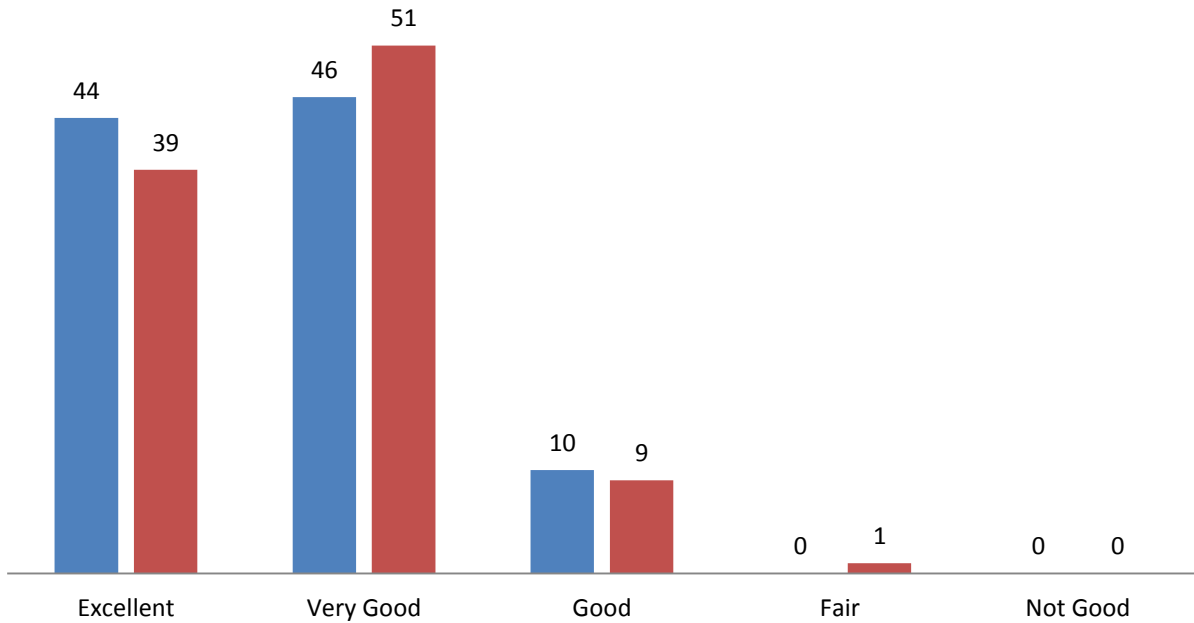
I have acquired new knowledge through the event

Strongly disagree Disagree Neither agree nor disagree Agree Strongly agree



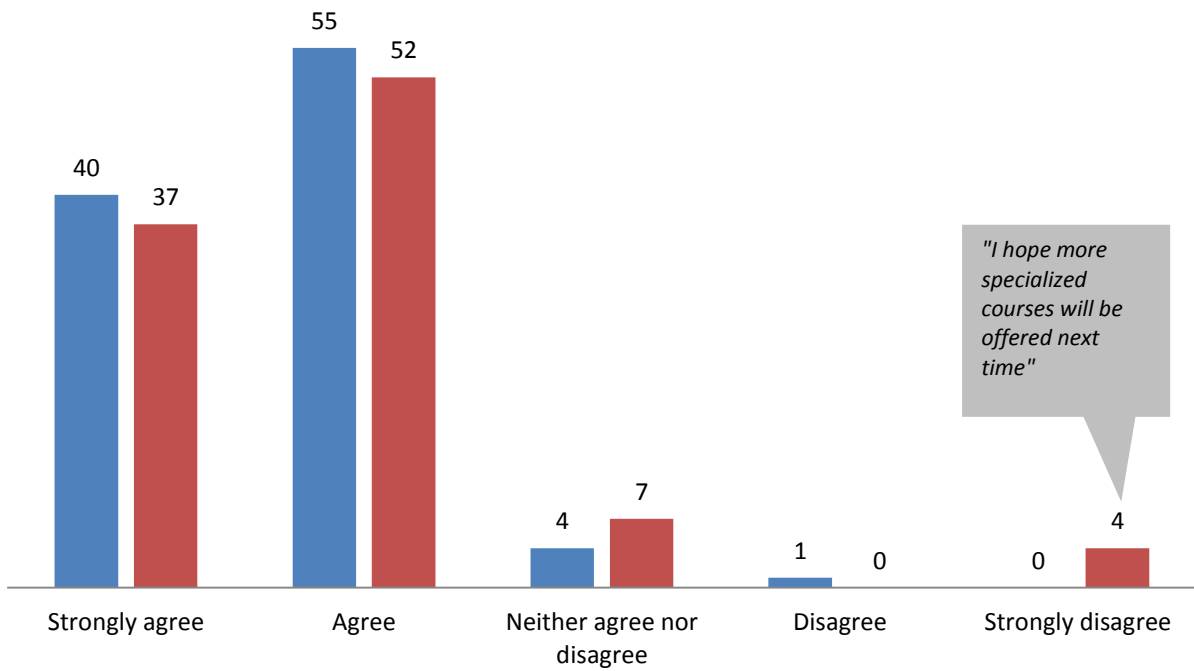
Overall learning: 2013 and 2014

■ 2013 ■ 2014

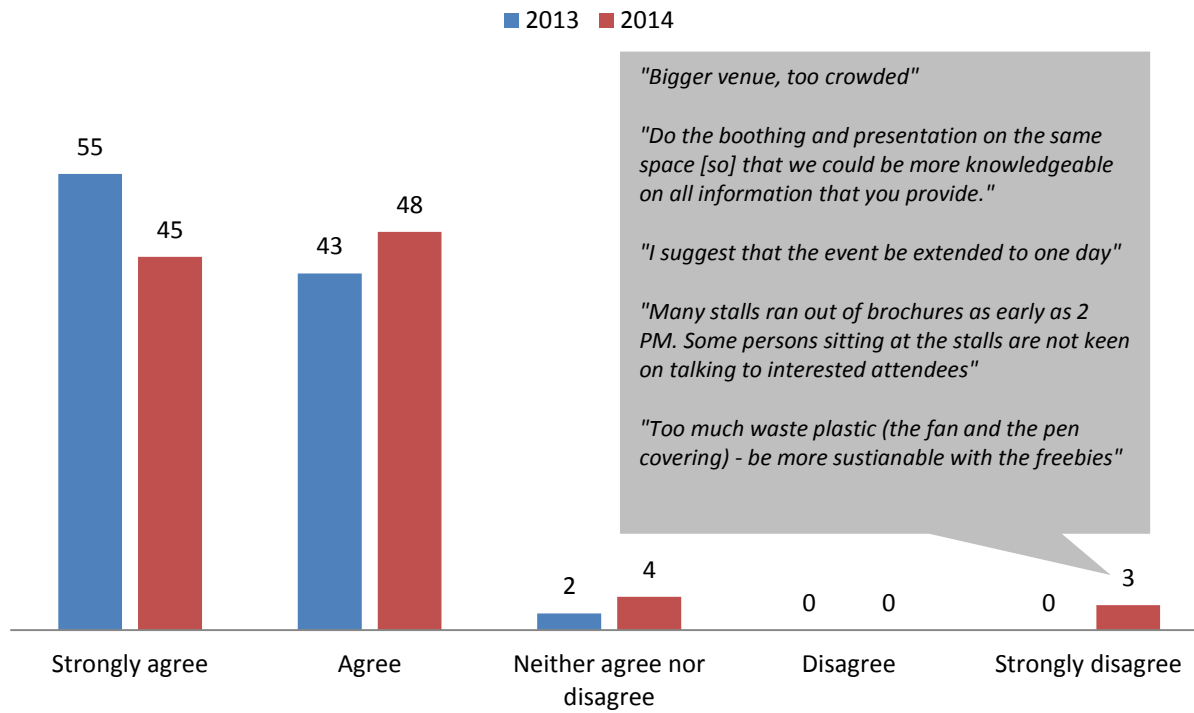


This event met my expectations: 2013 and 2014

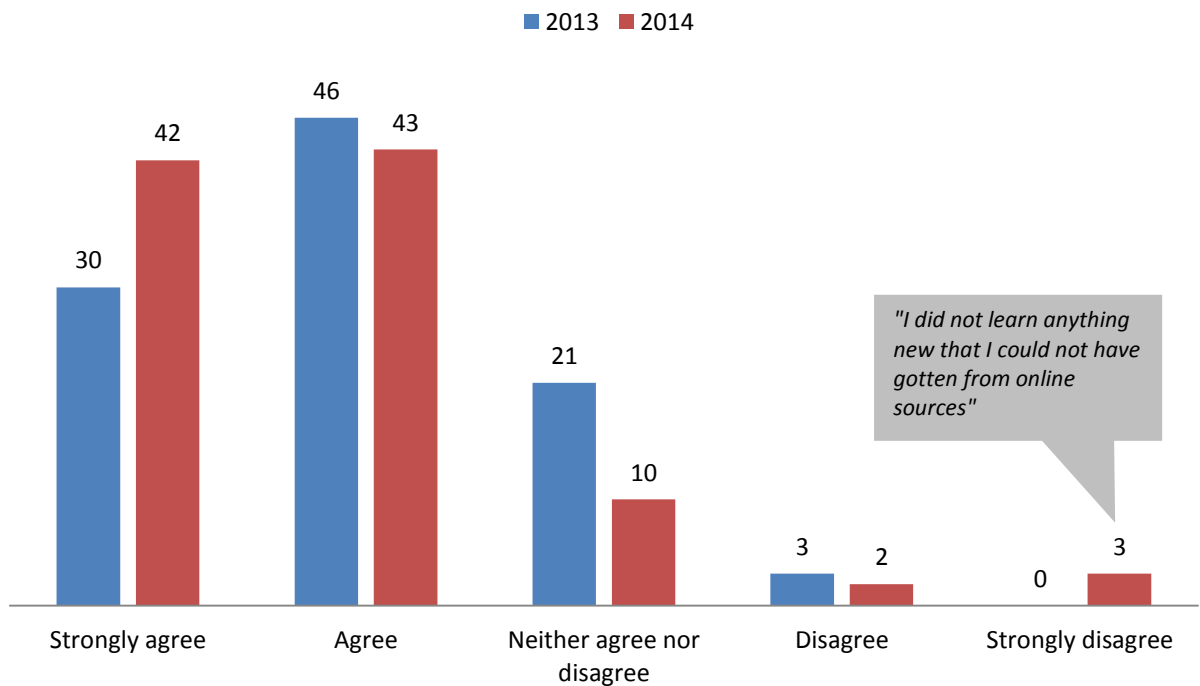
■ 2013 ■ 2014



This was a quality event: 2013 and 2014



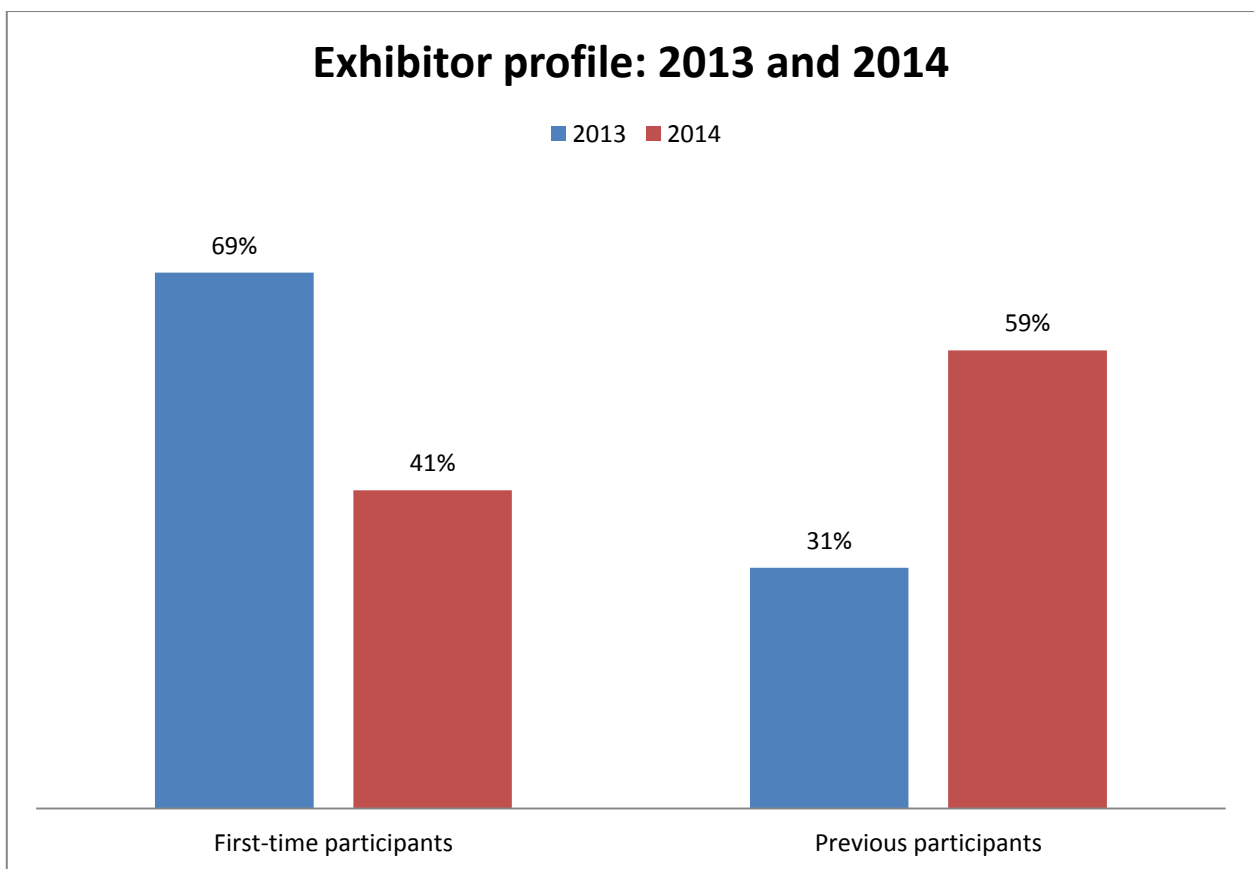
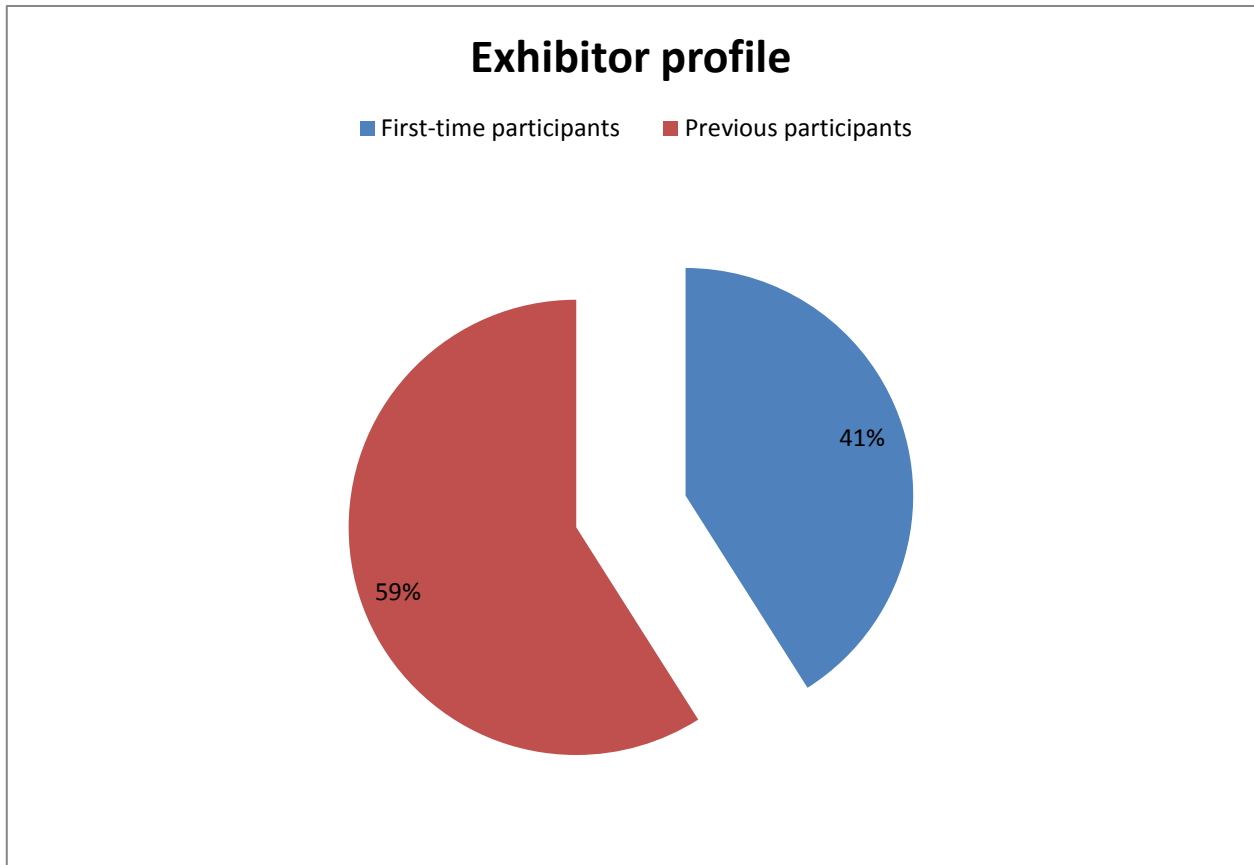
I have acquired new knowledge through the event : 2013 and 2014



Visitors' Recommendations

Place is too small/crowded
More universities
More countries
More talks/info about scholarships
More universities with scholarships/more scholarship programmes
Increase number of days
More promotional activities (TV, newspaper, etc)
Free/more food
More freebies (brochures, flyers, etc)
More universities offering arts programmes
More representatives
More engaging activities (including cultural presentations, presentation on the university campus and facilities, etc.)
Start earlier in the morning and end later in the evening
More courses
Presentation should be done in the booth
On-site application and interview (including scholarship application)
More Scandinavian universities
More programmes in science
More undergrad programs
More medical universities/programmes
More organized fair/managing flow of people
Provide seminars in schools to reach more students
Separate booths just for scholarship questions
Venue should all be in one floor
Have a more accessible venue (like SMX)
Break time during the fair
More information on the website (what to expect and what to bring)
Online university brochures/prospectus for download
More accessible information on tuition fees
Student assessment if qualified
Include work opportunities
More universities offering short courses
More summer school programmes
Seminar specifically on post-graduate application
Publish programme/schedule online

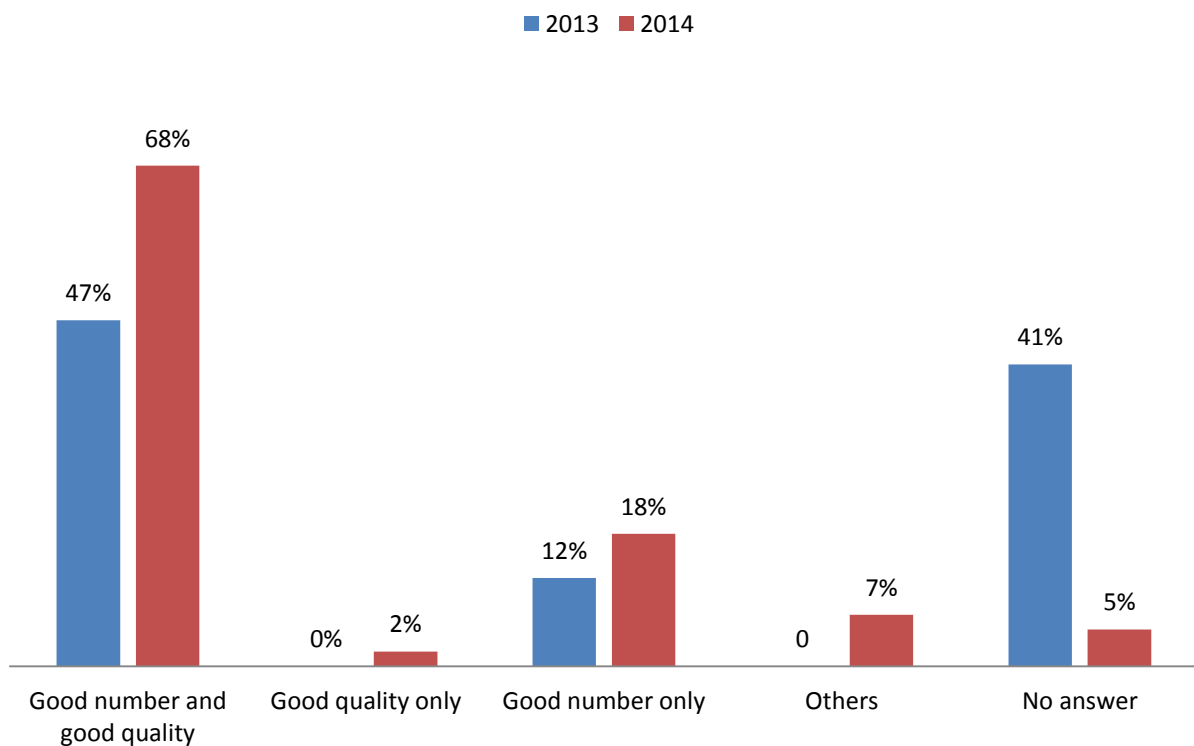
APPENDIX 6: EXHIBITORS' SURVEY RESULTS



Assessment of visitors

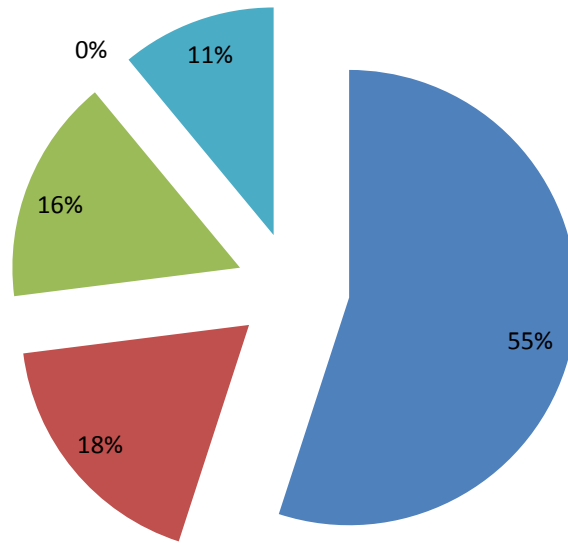


Assessment of visitors: 2013 and 2014



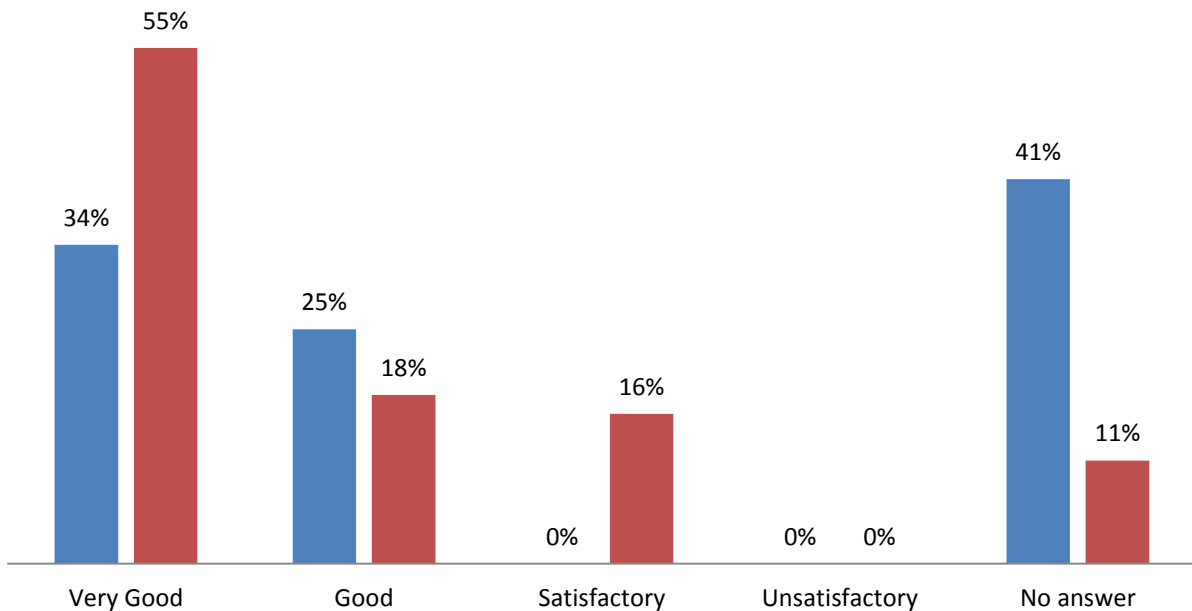
Evaluation of support provided by the organiser

■ Very Good ■ Good ■ Satisfactory ■ Unsatisfactory ■ No Answer



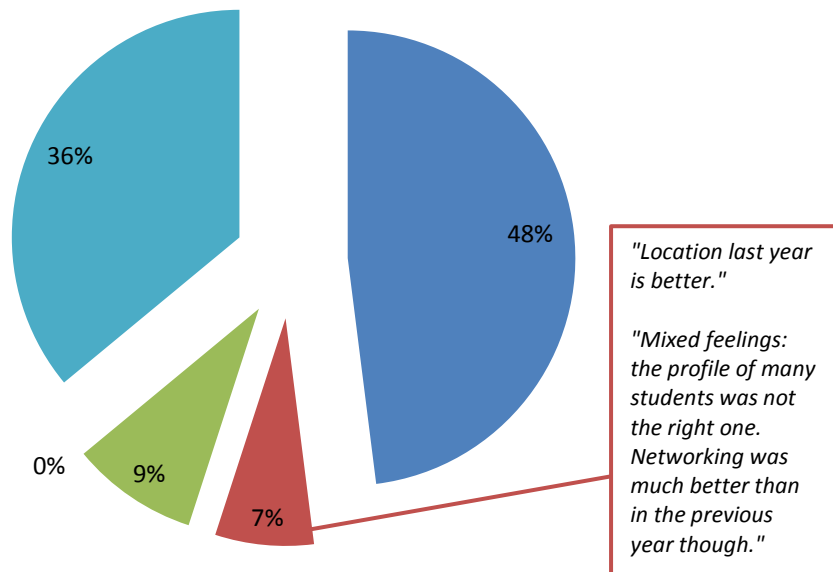
Evaluation of support provided by the organiser: 2013 and 2014

■ 2013 ■ 2014



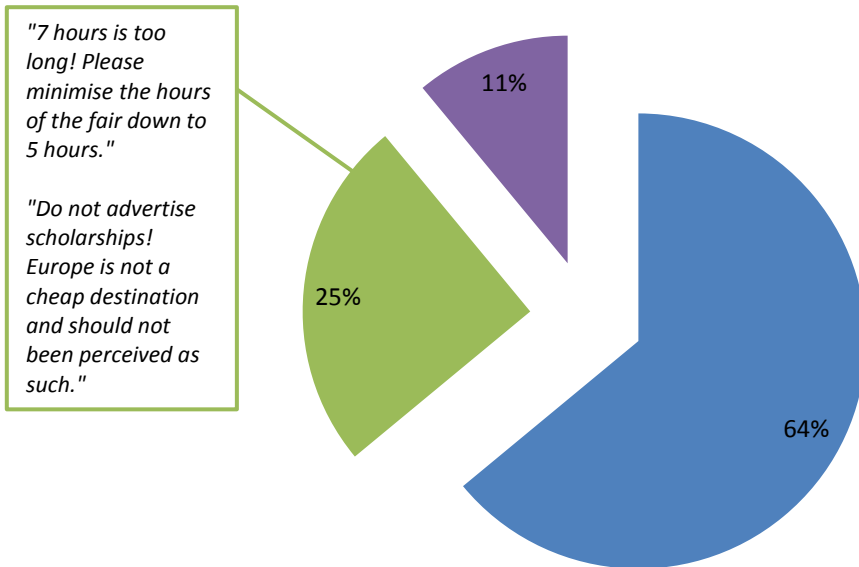
Overall assessment

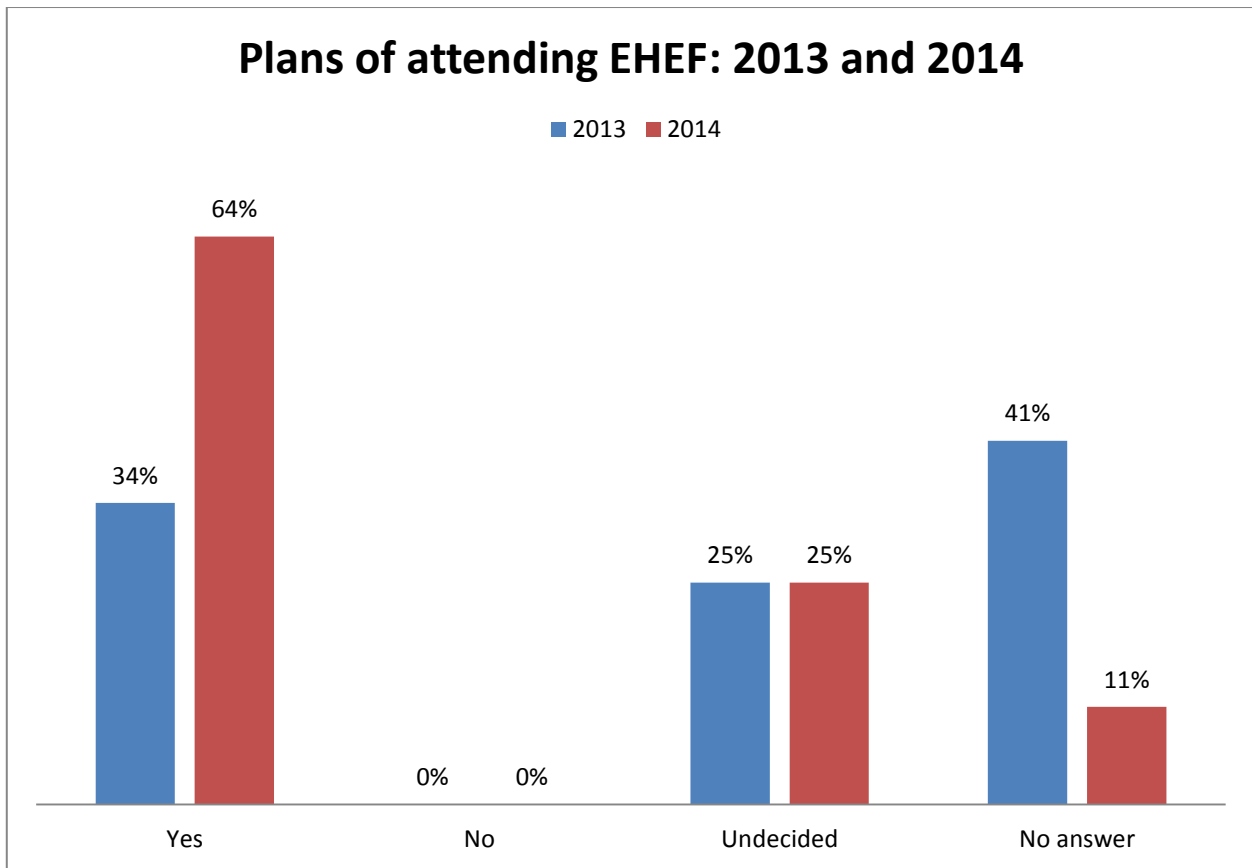
■ As good as 2013
 ■ Not as good as 2013
 ■ Better than 2013
 ■ Worse than 2013
 ■ No answer



Plans of attending EHEF 2015

■ Yes
 ■ No
 ■ Undecided
 ■ No answer





Exhibitor's Comments

- The issue of scholarship is inevitably paramount but as a private business school with no state income this is problematic for us
- Only few representatives of local universities and agencies attended. I hope more partnership buildings
- I wonder if there is a potential market for undergraduate studies
- I do not prefer the "through walking" style, I'd like if three applicants can take a seat and discuss longer
- Offer background
- Scholarship corner
- University match making session (local and international)
- Pre-briefing on the market
- 7 hours is too long! Please minimize the hours of the fair down to 5 hours.
- Back panel
- Do not advertise scholarships! Europe is not a cheap destination and should not be perceived as such
- Discussion on which HEI join the event - Germany (only private HEI?)
- Mixed feelings: the profile of many students was not the right one. Networking was much better than in the previous year though
- Location last year is better
- Personally did not like the location too much - I think last year's venue was more inviting

Exhibitor's Recommendations

- Prepare enough brochure/materials for the visitor
- Target better the students
- To bring more brochures
- Networking cocktail before student fair or inform before please. Thanks!
- More engagement with international schools?
- Not only Saturday. Maybe 2 days.
- WHU is a private business school and the presentation in the plenary does not cover private schools. Instead, it emphasises "tuition free" while we emphasise that you have to pay tuition, but you can expect things that public schools cannot provide.
- There are huge amounts of students. Please have an ID number for students.
- Wide propagation to reach undergraduate applicants, and local university managers and local agencies.
- Pre-registration and vetting of visitors. Like to see more parents with students - can they be targeted. They are key decision makers as financiers.
- Consult with institutions on their profile before the event. More specific information about institutions offering the programmes ticked in Q3.
- Maybe organize a scheduled/pre-matched session
- To avoid sound announcements as are very annoying to communicate with the visitors. Always will be nice to inform to talk smooth to get better atmosphere. Thanks
- Keep the backdrops. Makes a big difference.
- The event was very long - 12 to 5 would have been perfect
- Please provide bottles water at our booth as it is too busy for us to leave booth. Thank you.
- Back panel to be printed on time
- Too many requests for scholarships. This is not our target of students.
- Staff to assist to help get food/drinks/ask if we need help
- Need a helper, more promotional material and social media coverage
- Serve brunch earlier before start of exhibition