



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

**Post-event report for
Education UK exhibition 2015**

**7 March 2015
Singapore**

Introduction

In 2010, the British Council in Singapore pioneered the hybrid education fair: besides exhibitors from UK colleges and universities, participants also included reputable private education institutions (PEIs) offering UK qualifications in Singapore.

The hybrid model works particularly well in a country like Singapore, where recent years have seen a simultaneous increase in demand from two discrete groups of students: those who opt for a campus experience in the UK, and those who choose instead to remain in Singapore to pursue a UK education.

The most recent figures bear this out: for the 2014 intake, the UK's Universities and Colleges Admissions Services (UCAS) reported 4,340 applicants from Singapore, as compared to 2,884 in 2010 and 1,470 in 2006. This figure has almost tripled over these years.

At the same time, hundreds of thousands of students are now studying for UK degrees without setting foot on British soil. According to Britain's Higher Education Statistics Agency (HESA), in 2013/14 there were more than 630,000 students pursuing UK degrees in their own country, often through local partner institutions. Singapore has a mammoth share of this market, with more than 50,000 students on such transnational education courses. This impressive figure excludes the thousands of others who are taking UK pre-university or professional courses in Singapore.

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.
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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 Singapore should consider.
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Highlights

There were -

63 booths, 50 UK institutions, 6 local education providers and 7 service providers.

More than 4,600 PARENTS & STUDENTS
attended the exhibition

This year, the exhibition was part of the
GREAT British Week (7 to 14 March 2015)

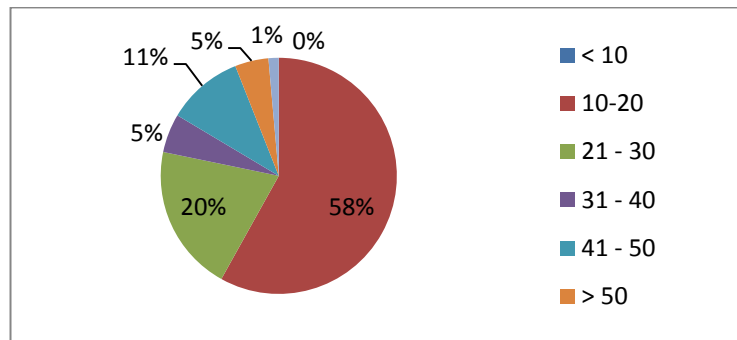
The British High Commission and the British Council hosted a 'Knowledge is GREAT Britain' themed week in Singapore, showcasing the best of British innovation, creativity and education, and the opportunities for continuing collaboration with Singapore in these areas. Held in the SG50 Jubilee year, it presents an outstanding opportunity for companies of both countries, large and small, to create new connections, and for the public to take part in various events. Highlights include the launch of a new Thomas Heatherwick exhibition at National Design Centre; Education UK Exhibition at Marina Bay Sands and the display model of the Bloodhound supersonic car. There was also a range of creativity workshops and an innovation partnership forum throughout the week.



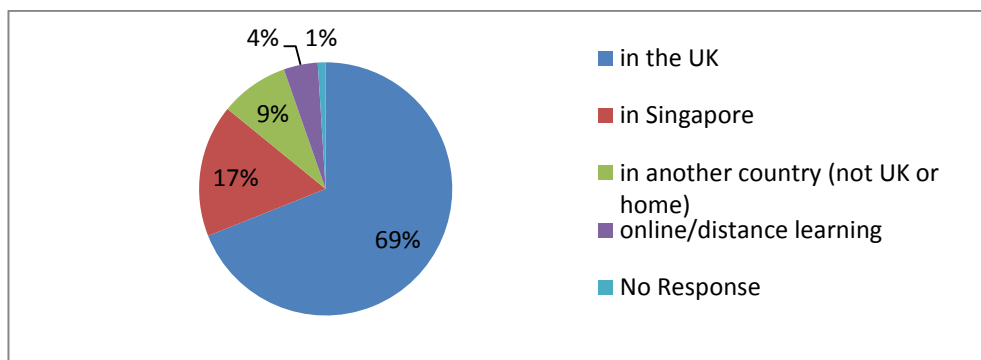
Visitors' profile (based on registration)

Age of the visitors

We can see that approximately 78% of the visitors were students between ages 10 to 30, while the rest may be parents or mature students looking for postgraduate options.



Where do you intend to study for the UK qualification/UK course?



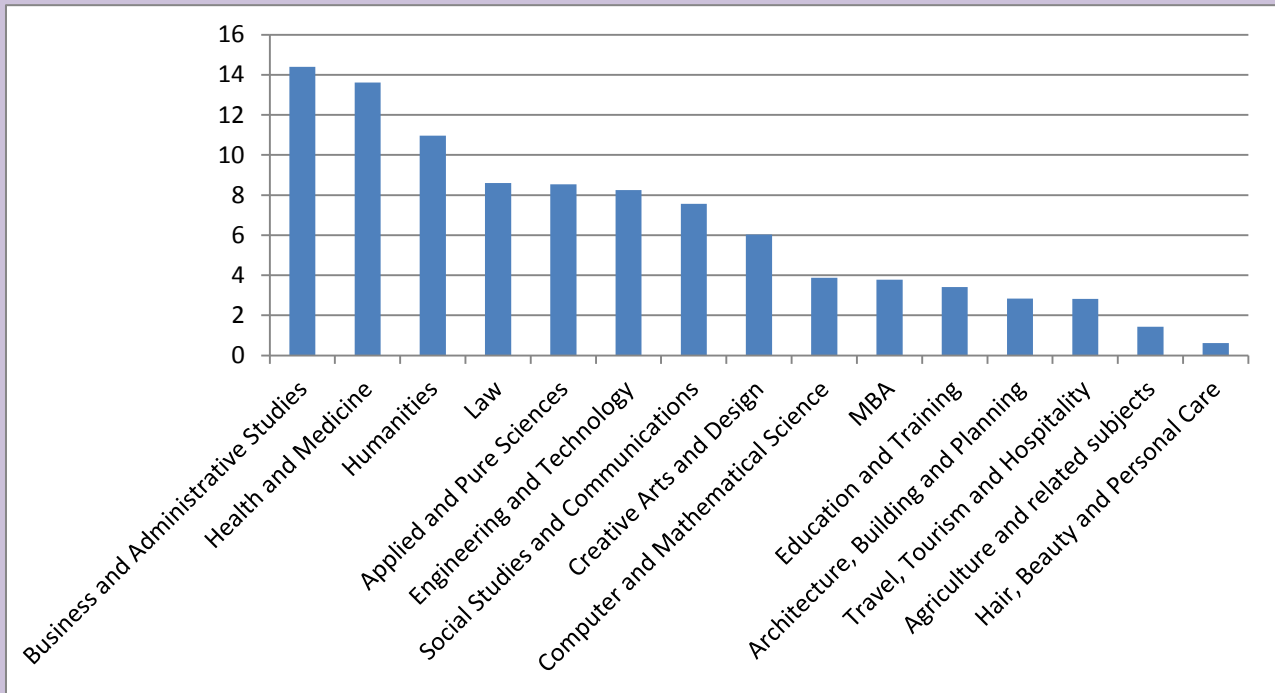
Level of study interested	Percentage
Vocational and technical (eg NVQ, BTEC, VQ)	1.1%
Pre-university academic (eg A-Levels, IB)	6.6%
Undergraduate	60.9%
Postgraduate	16.9%
Postgraduate MBA	5.7%
Learn English	0.5%
Boarding School	1.9%
Short Course(s) (eg Summer course)	2.3%
Professional Award/Employment related qualifications (eg. ACCA etc.)	4.2%

80% of the visitors are looking to start in their UK education within two years.

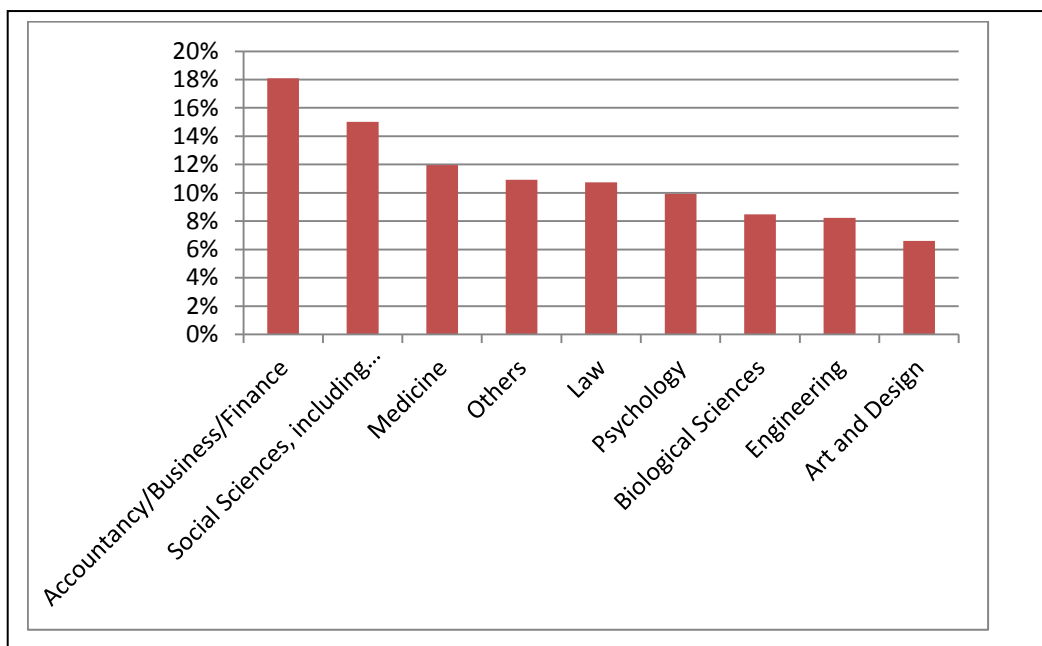
Expect to start	Percentage
In less than 6 months	21.0%
In 1 year	35.8%
In 2 years	23.2%
After 2 years	20.0%

Visitors' profiles

Subject preference



Business remains as the number one subject area of choice. This information is in line with the top five subject areas that are reported in HESA - Business, Engineering, Law, Medicine and Social Sciences



Subject interest of visitors of 2014 Education UK exhibition

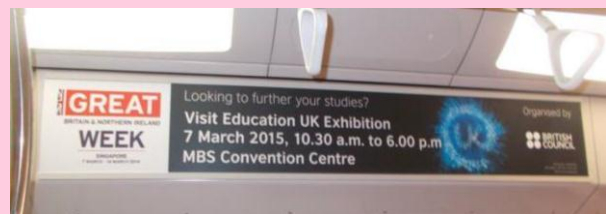
Marketing

We spent more than

SGD\$95,000

on promotion

MRT promotion – 180 in-train panels from 5 Feb to 4 Mar 2015



Print advert

- 5 insertions in The Straits Times and 4 in TODAY



Online

- in addition to Facebook and Google ads, we placed a banner on the top scholarship website in Singapore



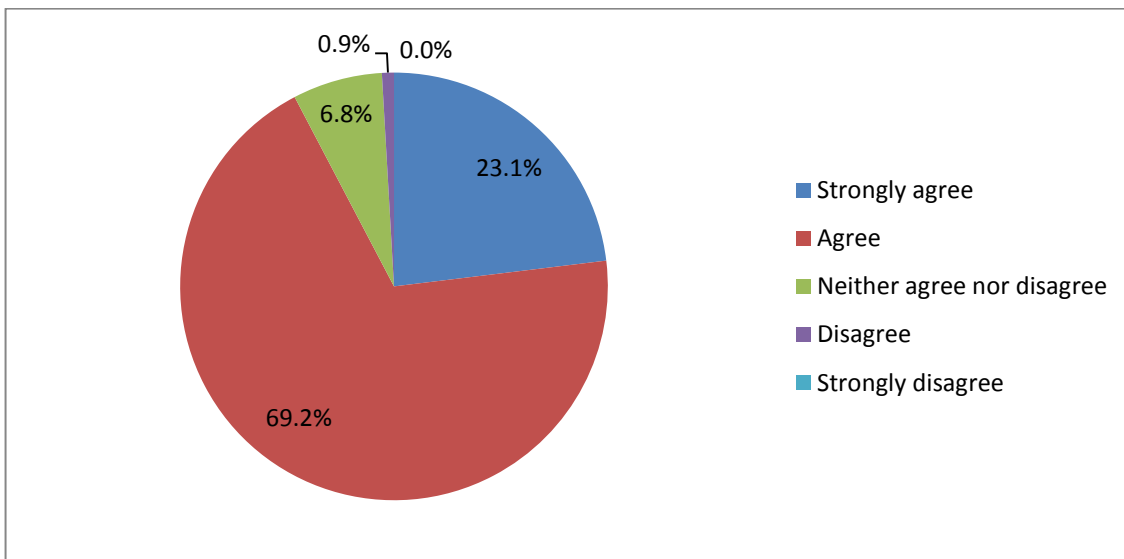
Others include distribution of posters and postcards, radio ads and email blasts.

Visitors' feedback

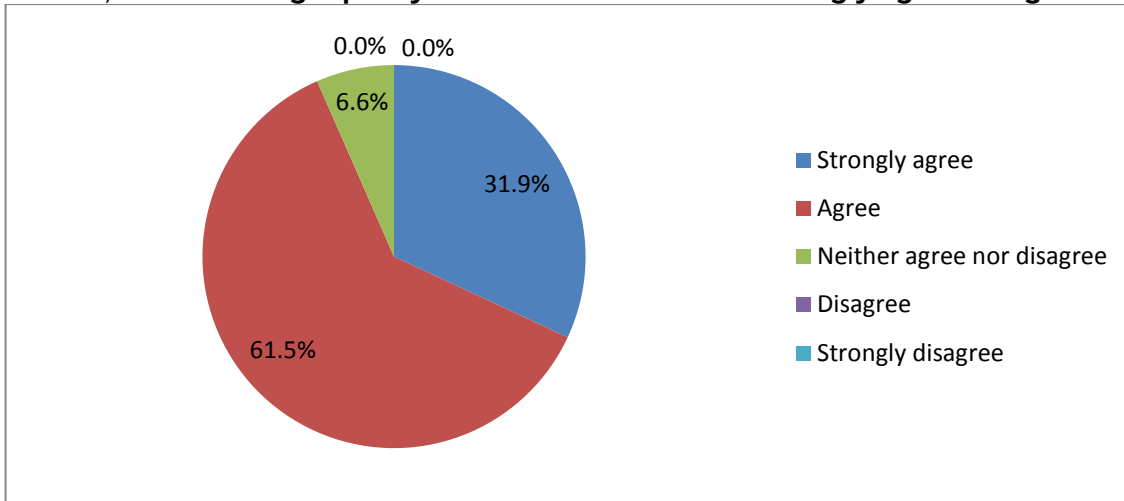
Methodology

We distributed a printed survey to the visitors during the exhibition. The questions were designed to gather quantitative statistics as well as qualitative remarks on visitors reactions to our exhibition and the decision making process.

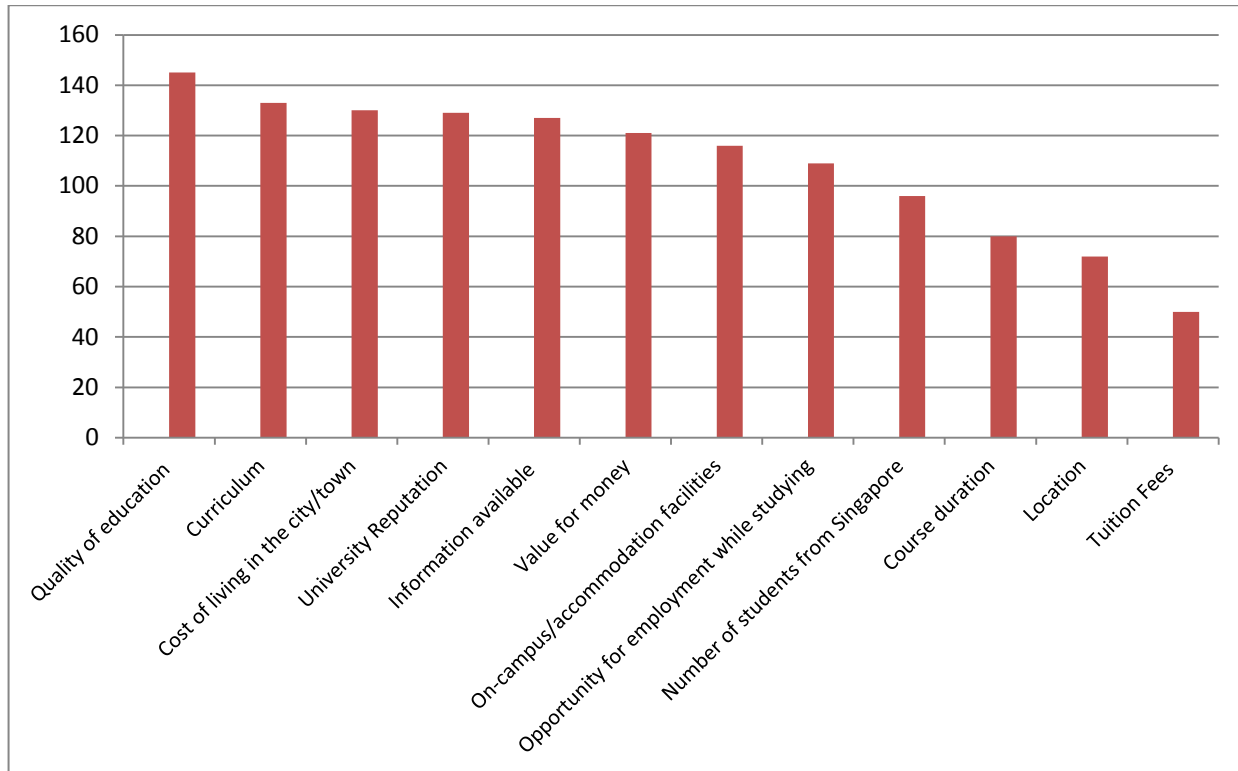
This event has met my expectations. Results – 92.3% strongly agree or agree



Overall, this was a high quality event. Results - 93.4% strongly agree or agree



Considerations when choosing your institution



Suggestions from visitors

Key recommendations from visitors

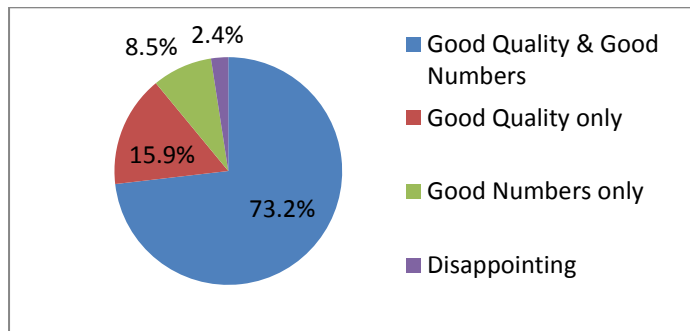
- It would be much better if more universities could be involved
- More information on how to apply
- Better floor plan
- Group similar areas of study together
- More seminars / Repeat seminars (Subject specific ones)
- Host the event at earlier date

Exhibitors' feedback

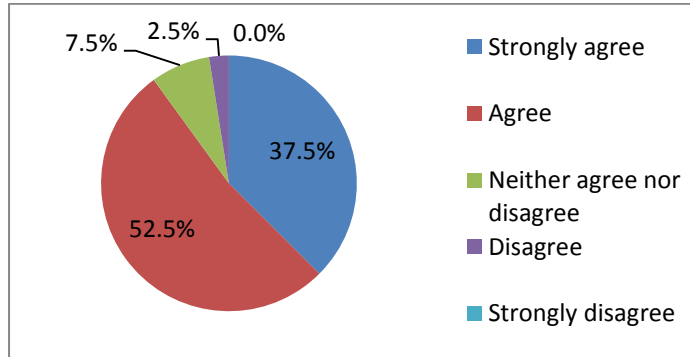
Please rate the following

	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Not Applicable
Overall experience	40.5%	57.1%	2.4%	-	-
Value for money	28.6%	60.7%	8.3%	-	2.4%
Venue	42.9%	50%	4.8%	2.4%	-
Effectiveness of the exhibition	33.3%	57.1%	7.1%	-	2.4%

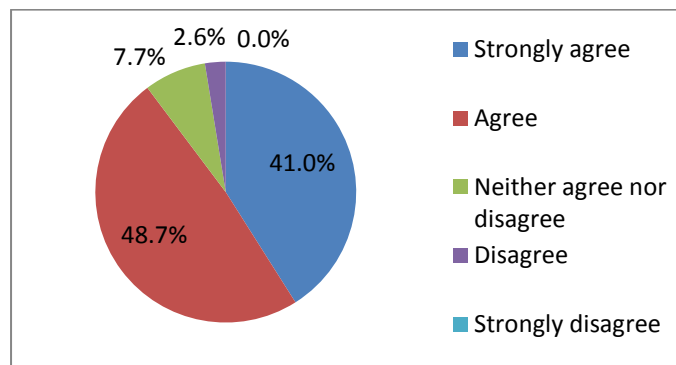
What is your assessment of the visitors at the Exhibition?



This event has met my expectations. Results – 90.0% strongly agree or agree



Overall, this was a high quality event. Results - 89.7% strongly agree or agree



Compliments

- Singapore is not my market but I have been impressed by the number and quality of students
- Better this year to have round table and chairs as well - great for students and staff
- Excellent as always - Susan and Sandra are knowledgeable, attentive and fantastic
- Excellent. Please keep really good layout - mixing up institutions.
- Awesome crowd, nice neighbours, good food
- Good exposure of our programmes and school

Complaints

- Location and layout of venue are bad
- Previous seminar overran - no effort made to start my seminar leaving me very little time. Also entrants for next seminar allowed to come in. Disappointing service for £200.
- Scottish seminar sessions were all one after another - as we all say quite similar things, it would have been better if these were spaced out throughout the day.
- MBS was clearly an expensive venue and while accessible by public transport, not as convenient as Suntec.
- Suntec would be a better venue

Comments and suggestions

- Concern about venue - one big venue; otherwise concern that students cannot find the booths/universities they want
- Should have been placed with the partner university
- Booth construction, as opposed to tables also increases costs but doesn't add value
- Earlier delivery of freight if possible & disposal of rubbish, etc
- The hot meals were a nice idea but mine was stone cold before I had the chance to eat it - maybe a sandwich
- More meals. Our teams are quite large, feed us please!
- Excellent event but my only feedback is that the day is too long. After 8 hours, delegates are not effective!

Future steps

The next Education UK Exhibition in Singapore is likely to take place on **Saturday 5 March 2016**.

Here are our considerations for the next exhibition.

- **Venue:** We have carefully considered the various options in Singapore that may be suitable for our exhibition. Unfortunately due to availability, we are not always able to book Suntec Convention Centre. In fact, as of March 2015, Suntec is no longer available for 5 March 2016. It is likely we will have to consider Marina Bay Sands Convention Centre once again.
- **Layout:** The reason for spanning across two ballrooms is to position the entrance closer to the main lobby. We will take a closer look to explore the various options for the layout.
- **Booth construction:** While it does increase cost, a lot of exhibitors do welcome the panels and the uniform look. The booths also make the whole event more professional looking and neater. We have been and will continue to work to try to maintain the participation cost at a reasonable level. Other suggestions such as larger tables, logos on fascia boards will also be considered.
- **Opening time of the exhibition:** For 2015, the opening hours are from 10.30am to 6pm (7.5 hours). The longer hours allow visitors to choose the time slot that they are available and this will help to ensure interested students will still be able to attend even if they are busy in the afternoon. Having the event over two days will greatly increase the cost and that is why we have chosen to hold a longer one-day event to make it value for money.
- **Refreshments:** We will explore with MBS for other lunch options. The reason for catering lunch is to allow exhibitors with one or two representatives to be able to eat lunch at the booth or at the exhibitors' lounge, without having to leave the venue. If we cater for more sets, the cost may increase. There is also tea and coffee in the exhibitors' lounge.
- **Seminars:** From last year's feedback, we know that exhibitors and visitors wanted more seminar sessions. This is why we have scheduled 22 sessions in the two seminar rooms. This unfortunately reduces the time we have in between the sessions. We will work to find a solution for this for 2016.

Appendix: List of exhibitors

3.1 List of exhibitors

No.	UK Institutions	Booth Number	Seminar	Roadshow Day 1	Roadshow Day 2
1	Aberdeen, University of	53	√	√	√
2	University of the Arts London	41			
3	Aston University, Birmingham	14		√	√
4	Bath, University of	20	√	√	√
5	Bellerbys College	4			
6	Birmingham, University College	49			
7	Birmingham, University of	37	√	√ (2)	√ (2)
8	Bristol, University of	30	√	√ (2)	√ (2)
9	Cardiff Sixth Form College	32			
10	Cardiff University	33		√	√
11	Coventry University	61			
12	Creative Arts, University for the	58	√	√	√
13	Dundee, University of	22	√	√	√
14	East Anglia, University of	52	√	√	√
15	Essex, University of	29			
16	Exeter, University of	38		√	√
17	Falmouth University	34		√	√
18	Glasgow, University of	40	√	√	√
19	Goldsmiths, University of London	11		√	√
20	Gower College Swansea	62			
21	INTO University Partnerships	50			
22	Kent, University of	60		√	√
23	Leeds, University of	39			
24	Leicester, University of	28		√	√
25	Lincoln, University of	26	√	√	
26	Liverpool, University of	63		√	√
27	Manchester, The University of	25		√ (2)	√ (2)
28	Merchiston, Edinburgh	21	√		
29	Newcastle University	18		√	√
30	Northumbria University Newcastle	48			
31	Norwich University of the Arts	47	√	√	√
32	Nottingham, The University of	3		√	√ (2)
33	Plymouth University	57			
34	Queen Margaret University Edinburgh	46			
35	Queen Mary, University of London	10	√	√	√
36	Reading, The University of	51		√	√
37	Royal Holloway, University of London	12		√	√
38	RVC, University of London	9		√	√
39	Ruthin School	23			
40	Sheffield Hallam University	55			
41	Sheffield, University of	43			
42	Southampton, University of	1		√ (2)	√ (2)
43	St George's, University of London	7	√	√	√
44	Study Group UK	56			
45	Sunderland, University of	54			

No.	UK Institutions	Booth Number	Seminar	Roadshow Day 1	Roadshow Day 2
46	Surrey, University of	45		√	√
47	UCAS	6	√ (2)	√	√
48	UCFB Wembley	24	√	√	√
49	UCL Institute of Education	8	√	√	√
50	Warwick, University of	35	√	√ (2)	√ (2)
51	York, The University of	17		√	√

No.	Local Exhibitors	Booth Number	Seminar
1	British Airways	13	
2	British Council IELTS	5	√
3	Cialfo	19	√
4	ICON+ Education Centre	2	√
5	Prep Zone	15	
6	RHB Bank	16	√
	Local Institutions	Booth Number	Seminar
7	Aventis School of Management	31	
8	East Asia Institute of Management (EASB)	59	
9	Informatics Academy	27	
10	PSB Academy	42	
11	SIM Global Education	44	
12	TMC Academy	36	