

Agents exhibition: India (May/June 2015)

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1. Event Details

Venue	Cindrella Hotel, Siliguri	AMA, Ahmedabad	GRT Regency, Madurai	Hotel Mansingh, Jaipur
Date	30 May 2015	03 June 2015	05 June 2015	10 June 2015

2. Key statistics

	Siliguri	Ahmedabad	Madurai	Jaipur
Attendance : Visitors	35	327	296	203

Analysis from Visitors registration data	Siliguri	Ahmedabad	Madurai	Jaipur
Level of study (in %)				
Undergraduate degree	25%	31%	33%	28%
Postgraduate degree	60%	63%	52%	58%
PhD	20%	2%	6%	4%

3. Objectives of the agents exhibition

The agent's exhibition is an annual feature and a platform for education agents to showcase the study options and courses offered by UK institutions. The exhibition was organised in second and third tier cities across India.

This year, cities were chosen on the basis of the market assessment done by the British Council in the last two years via the GREAT campaign. The British Council met students in these cities to get an understanding of the existing education market and the demand for an international education.

The British Council enjoys a strong reputation and brand presence across India. This event is an opportunity for agents to explore newer markets under the GREAT umbrella. Through the agent's exhibition we aimed to create awareness about studying in the UK and the varied courses offered by UK institutions across these select second and third tier cities.

Internet penetration is limited in second and third tier cities of India and the youth appreciate face to face interactions as compared to self-searching for information via the internet, we thus chose a direct and face to face format for the programme.

Each agent was chosen on the condition that they represented a minimum of 5 UK institutions. A code of conduct was agreed with all participating agents that they will represent only the UK in all their marketing and promotion material including branding.

The report provides an insight on the student numbers, subject areas of interest, and level of study in these exhibition cities.

4. Marketing Plan

Print media is the most popular promotional platform in tier two and tier three cities in India. While students are definitely exposed to the digital world, print and radio continue to dominate as key marketing media. The exhibition was thus mainly promoted through print adverts and radio campaigns. Email shots were sent to counsellors at schools and local HEI's to promote the agents exhibitions.

City wise promotion:

Siliguri: 7 adverts were released across popular English dailies and in regional newspapers for a period of 5 days prior to the exhibition. The list of newspapers and circulation figures are provided below

Publication Name	Circulation
The Telegraph	24505
The Statesman	23916
Uttar Banga Sambad	136355
Ananda Bazar Patrika	65313
Bartaman	37119
Janpath Samachar	45916
Dainik Jagran	23637

We also ran a radio campaign for over a period of 7 days.

Ahmedabad: 8 adverts were released across 6 newspapers that included English dailies and regional newspapers. E flyers were sent to Ahmedabad library database and to the student database that was collated at the GREAT outreach programmes over last two years. A telecalling activity to promote the exhibition was carried a week before the event. Additionally the team also visited 13 local institutes in order to promote the exhibition.

The list of newspapers that carried the exhibition promotion is as below:

Publication Name	Circulation
TOI	150000
TOI	150000
Ahmedabad Mirror	150000
Education Times	150000
Gujarat Samachar	675000
Sandesh	539000
Divya Bhaskar	540000

Madurai: 9 adverts were released in a combination of English dailies and regional newspapers. The event was also promoted through radio a campaign and scroll adverts on TV. Emailers and Eflyers were sent to the local institution database, IELTS students and local key contacts in Madhurai.

The list of newspapers that carried the exhibition promotion is as below:

Publication Name	Circulation (000's)
The Hindu - Main	60
Dinamalar - Sunday	219
Hindu - Education Plus	60
Dinakaran	141
The Hindu - Main	60
Daily Thanthi	126
Times of India	35
The Hindu - Main	60
Dinamalar	219

Jaipur: 7 adverts were released over a period of one week to promote the exhibition in Jaipur. A radio campaign was carried out on two popular radio stations. Emailers were sent to contacts at local institutions, and IELTS database. The team met key contacts at premium local institutions to promote the exhibition in Jaipur.

The list of newspapers that carried the exhibition promotion is as below:

Publication Name
Education Times (Jaipur)
HT Education (Jaipur)
TOI Main (Jaipur)
Jaipur Times
HT Main (Jaipur)
Rajasthan Patrika
TOI Main (Jaipur)

5. Feedback by agents

- The exhibition in Siliguri did not get the expected footfall of students. Feedback from agents highlighted that the Nepal earthquake had its affects in some parts of North East India. The fear in the mind of local population due to the earthquake led to a temporary move of city by many local families. This led to low turnout at the Siliguri exhibition. Natural calamities are beyond our control; however in the future we shall evaluate the possible impact a natural calamity could have on our planned activities before confirming a public event.
- In Ahmedabad and Madurai, most agents were happy with the footfall and outcome at the exhibition. However some agents felt May would be better month for such exhibitions.
- In Jaipur, it was observed students enquired for 2017 entry. The feedback was to thus deliver more such events in Jaipur in coming years. Feedback revealed that there is potential in the city as students are focussed and are planning much in advance for further education.

6. Recommendations for British Council

- Most agents felt we should continue to deliver such exhibitions in second and third tier cities. The agents felt positive that such activities are an entry point into a new city which helps them understand the level of involvement and effort needed to build the student market as well as identify key markets for UK education promotion.
- Participating agents mentioned British Council exhibitions created a brand presence for the UK in tier two and tier three cities and they felt strongly that such events should continue to be organised in cities across India.

Appendix 1: Snapshot of visitors' feedback

1 - This event / activity met my expectations?				
	Siliguri	Ahmedabad	Jaipur	Madurai
Strongly Agree	33%	12%	43%	20%
Agree	54%	69%	38%	64%
Neither agree or	0%	11%	13%	10%
Strongly Disagree	0%	3%	2%	1%
Disagree	13%	5%	4%	2%
No Response	0%	0%	0%	3%
2 - Overall, this was a high quality event.				
	Siliguri	Ahmedabad	Jaipur	Madurai
Strongly Agree	27%	12%	33%	30%
Agree	67%	66%	44%	54%
Neither agree or	0%	15%	10%	7%
Strongly Disagree	0%	3%	4%	0%
Disagree	0%	4%	6%	3%
No Response	6%	0%	3%	6%
3 - I have acquired new knowledge and/or skills from taking part in this event/ activity				
	Siliguri	Ahmedabad	Jaipur	Madurai
Strongly Agree	33%	16%	40%	33%
Agree	60%	60%	44%	52%
Neither agree or	0%	14%	0%	9%
Strongly Disagree	0%	5%	10%	0%
Disagree	0%	5%	4%	2%
No Response	7%	0%	2%	4%
6 - Your Age Group				
	Siliguri	Ahmedabad	Jaipur	Madurai
16 - 20	53%	56%	48%	47%
21 - 24	34%	32%	44%	29%
25 - 34	13%	7%	4%	11%
34 - 44	0%	2%	4%	5%
45+	0%	3%	0%	7%
No Response	0%	0%	0%	1%

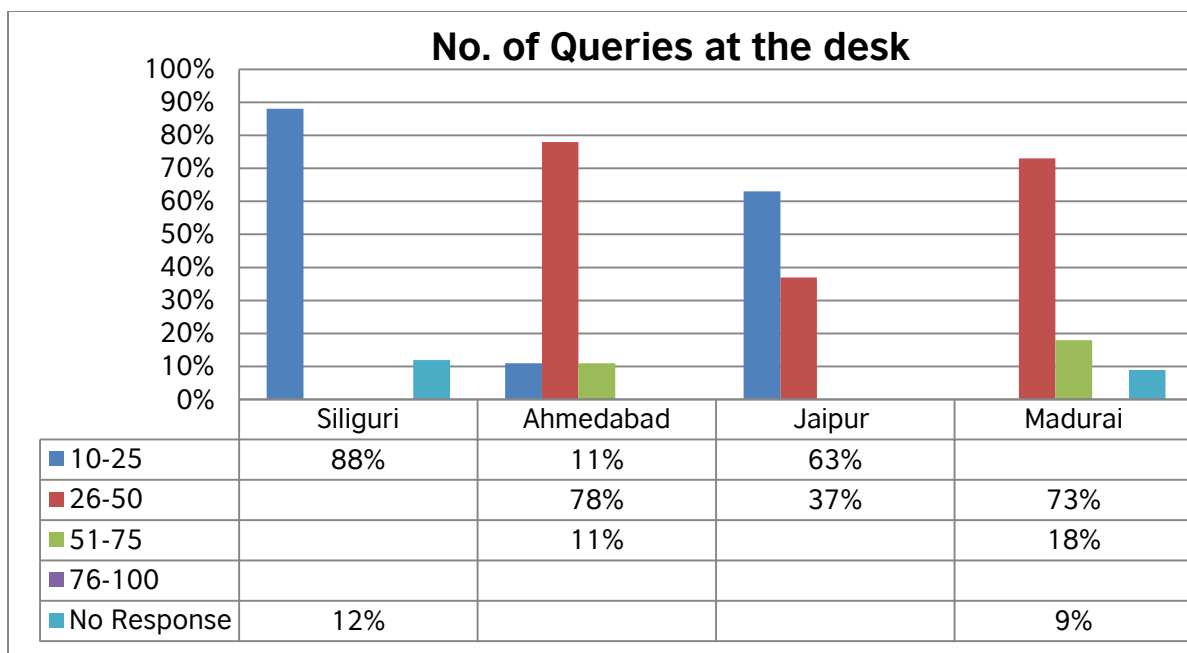
7 - In which ONE of the following countries are you / your child most likely to study abroad?

	Siliguri	Ahmedabad	Jaipur	Madurai
USA	53%	36%	40%	14%
Canada	13%	11%	10%	5%
Australia	13%	4%	6%	8%
UK	53%	66%	33%	72%
NZ	0%	5%	2%	4%
Other	0%	9%	6%	3%
Don't know/ NA	20%	7%	22%	5%
No Response	0%	0%	0%	6%

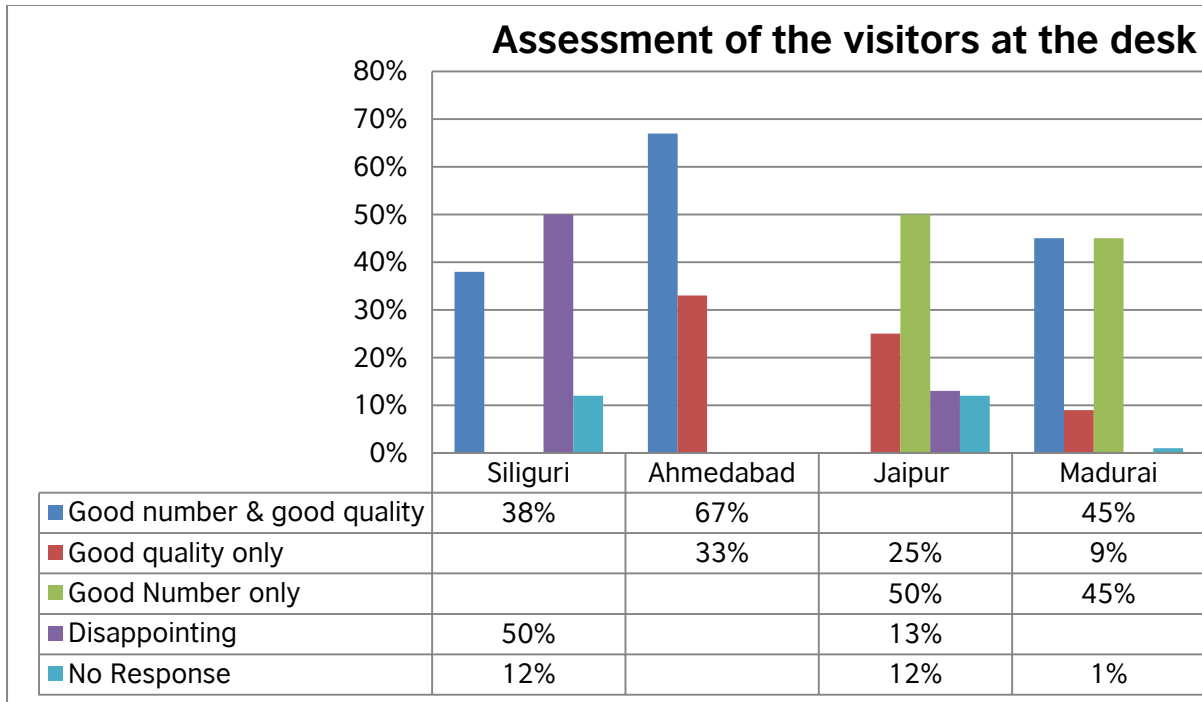
8 - Before attending this event /activity, which ONE of the following phrases best described your preference as regards where to study / your child would study abroad?

	Siliguri	Ahmedabad	Jaipur	Madurai
a) I was considering a no. of countries without having a most likely destination	46%	25%	44%	25%
b) I had a most likely study destination in mind which was not the UK	0%	14%	6%	15%
c) The UK was my most likely study destination	27%	38%	37%	47%
d) Other/ Don't know/ Not applicable	27%	23%	13%	9%
e)No Response	0%	0%	0%	4%

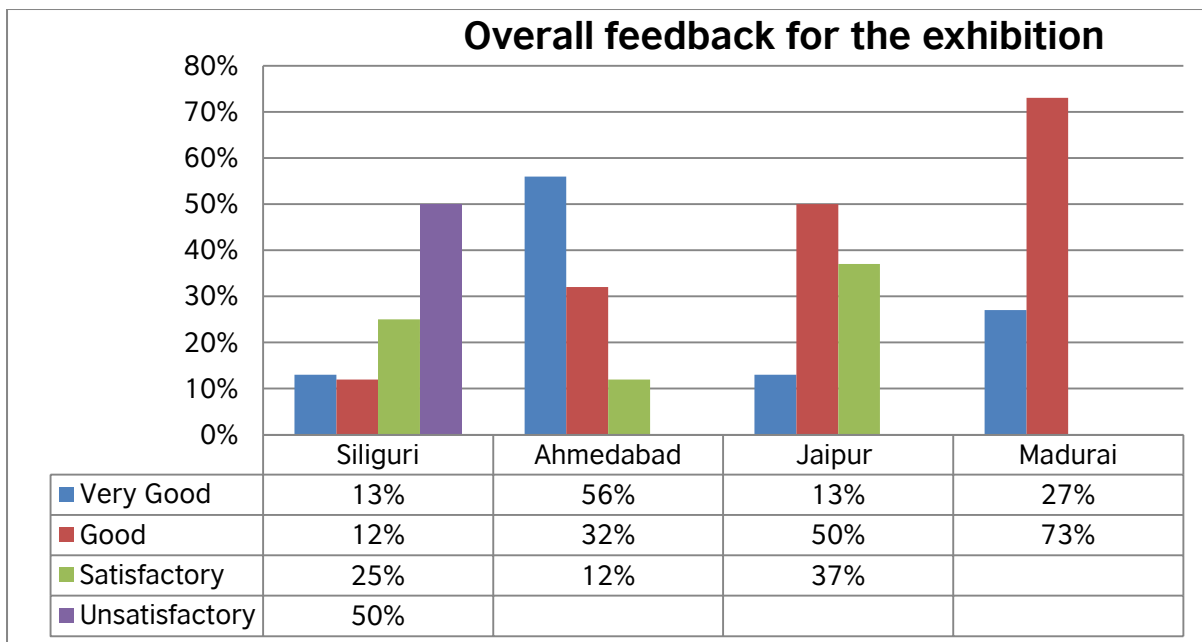
Appendix 2: Snapshot of agents' feedback



The above graph is a representation of the number of queries received at each agent stall in each city. 78% agents in Ahmedabad attended to a range of 26 to 50 queries in the 5 hour event followed by the Madurai event where 73% agents spoke to a good number of students.

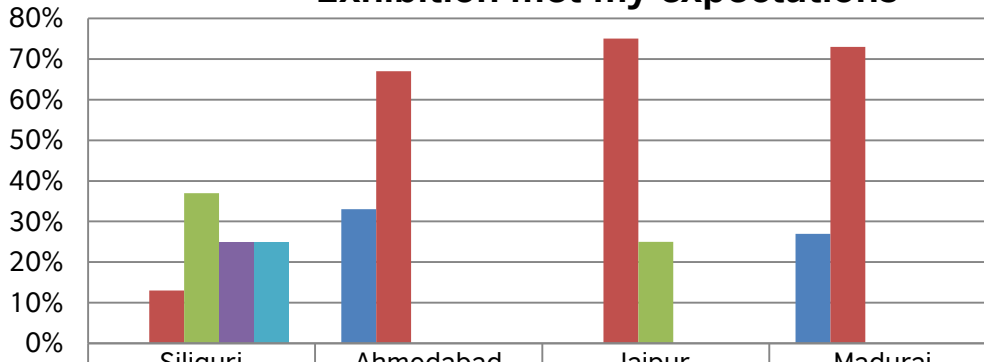


The above graph is a representation of quality and number of students at each exhibition. Agents that participated in Ahmedabad and Madurai met a good mix of students.



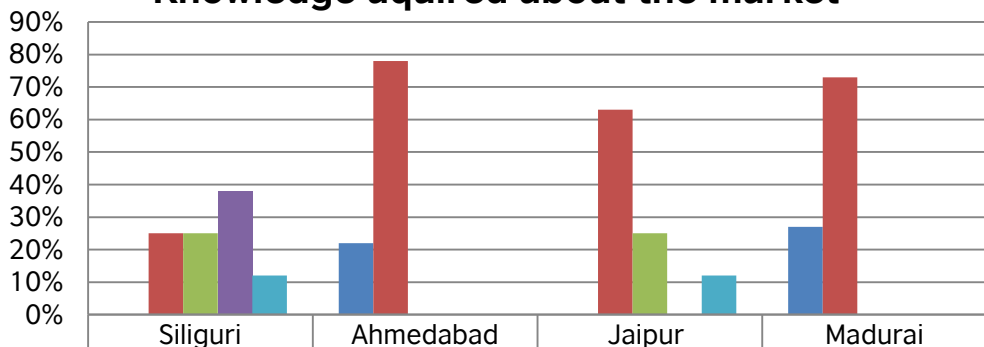
Overall feedback indicates that most agents were satisfied with the events in Ahmedabad, Jaipur and Madurai. Siliguri didn't meet the expectations of agents due to low turnout owing to the natural calamity in Nepal and it's after affects in north east India.

Exhibition met my expectations



■ Agree Strongly		33%		27%
■ Agree	13%	67%	75%	73%
■ Disagree	37%		25%	
■ Strongly Disagree	25%			
■ No Response	25%			

Knowledge aquired about the market



■ Agree Strongly		22%		27%
■ Agree	25%	78%	63%	73%
■ Disagree	25%		25%	
■ Strongly Disagree	38%			
■ No Response	12%		12%	

An average of more than 65% agents remarked they acquired knowledge about the education markets in Ahmedabad, Jaipur and Madurai by participating in the exhibition.