



**SERVICES FOR  
INTERNATIONAL  
EDUCATION  
MARKETING**

**Post-event report for  
Education UK exhibition 2015  
31 January – 1 February 2015  
Thailand**

# Introduction

The Education UK exhibition 2015 was attended by over 15,000 visitors over the two days. It is the largest Education UK exhibition in Thailand with 114 UK institutions taking part. In addition, the Exhibition offered seminars in different interesting topics and workshops on IELTS. One of the sessions has been honourably attended by famous UK alumni and the British Ambassador to Thailand. All the seminars session and other activities were fully attended. The exhibition hall was full of prospective parents and students. Feedbacks from exhibitors are very positive.

British Council Thailand 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.  
Page 2

Key **Highlights** of the event including visitors numbers and profile as well as media exposures.  
Page 3 – 6

Details of the **Marketing** channel used to attract potential students, as well as parents to visit the fair.  
Page 7

Results of the **Visitor Feedback** survey which provide insight into how visitors think about our fair.  
Page 8-11

Results of the **Exhibitors Feedback** which provide comments and ideas for what went well, what did not go well, and opportunities for improvement.  
Page 12-13

**Future Steps** which British Council Thailand should consider.  
Page 14

Appendix: **List of exhibitors**  
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# Highlights

There were -

**122 BOOTHS, 114 INSTITUTIONS,  
8 BUSINESS PARTNERS  
15,000 PARENTS & STUDENTS**  
attending the exhibition

## 6 media reporting the event

### GET Schooled

Those who are planning to further their studies in the UK can meet representatives from more than 100 leading schools, colleges and universities at Education UK Exhibition [Jan 31-Feb 1, noon-6pm. Royal Paragon Hall, 5/F, Siam Paragon, 02-657-5678, [www.britishcouncil.or.th](http://www.britishcouncil.or.th)]. The two-day education fair will get you prepared with information and guidance in a variety of programmes, courses and scholarships while seminars will share useful tips about visa application, IELTS and statement of purpose.

#### นิทรรศการศึกษาศาสตร์อังกฤษ

นิทรรศการศึกษาศาสตร์สหราชอาณาจักร 2558 31 มกราคม-1 กุมภาพันธ์ 2558 เวลา 12.00-18.00 น. สถานที่รอยัล พารากอน ฮอลล์ ชั้น 5 ศูนย์การค้าสยามพารากอน (BTS สยาม) พบสถาบันการศึกษาชั้นนำจากสหราชอาณาจักรกว่า 110 สถาบัน ทั้งสัมมนาในหลากหลายหัวข้อ การเขียน Statement of Purpose การขอวีซ่าสหราชอาณาจักร คำแนะนำการสมัครเรียนต่อ และหัวข้อที่มีประโยชน์อื่นๆ อีกมากมาย เว็กรีวิวพิเศษเคล็ดลับพิชิต IELTS ทั้ง 4 ทักษะ ฟัง พูด อ่าน เขียน พบปะพูดคุยกับศิษย์เก่าสหราชอาณาจักร รับฟังคำแนะนำจากผู้มีประสบการณ์ตรงที่ UK Alumni Corner เปิดตัวทุนการศึกษาจากสถาบันการศึกษาในสหราชอาณาจักร ด่วนรับรางวัลมากมายทุกๆ ชั่วโมงตลอดงาน! ลงทะเบียน สอบถามข้อมูลเพิ่มเติม โทร. 0-2657-5678 หรือ [educationuk@britishcouncil.or.th](mailto:educationuk@britishcouncil.or.th)

#### • ศึกษาต่อสหราชอาณาจักร

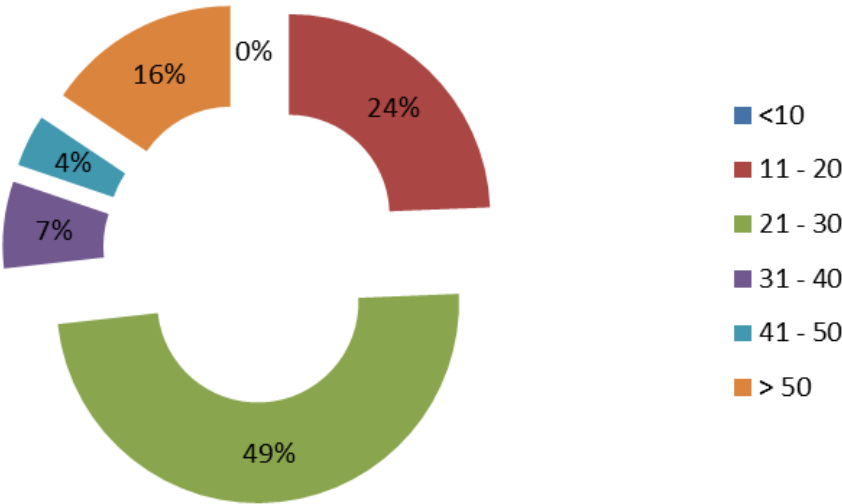
บริติช เคานซิล และสถานเอกอัครราชทูตอังกฤษประจำประเทศไทย ขอเชิญชวนผู้สนใจเข้าร่วมงาน “นิทรรศการศึกษาศาสตร์สหราชอาณาจักร 2558” วันเสาร์ที่ 31 ม.ค. และอาทิตย์ที่ 1 ก.พ. ณ รอยัล พารากอน ฮอลล์ สยามพารากอน พบตัวแทนจากกว่า 110 สถาบันการศึกษาชั้นนำจากสหราชอาณาจักรและพบปะศิษย์เก่าอังกฤษและนักเรียนทุนอังกฤษพร้อมฟังเคล็ดลับการสมัครทุนและศึกษาต่อ สอบถามข้อมูลเพิ่มเติมโทร.0-2657-5678 หรือ [educationuk@britishcouncil.or.th](mailto:educationuk@britishcouncil.or.th)

Our event was mentioned in both top-tier newspapers and online media

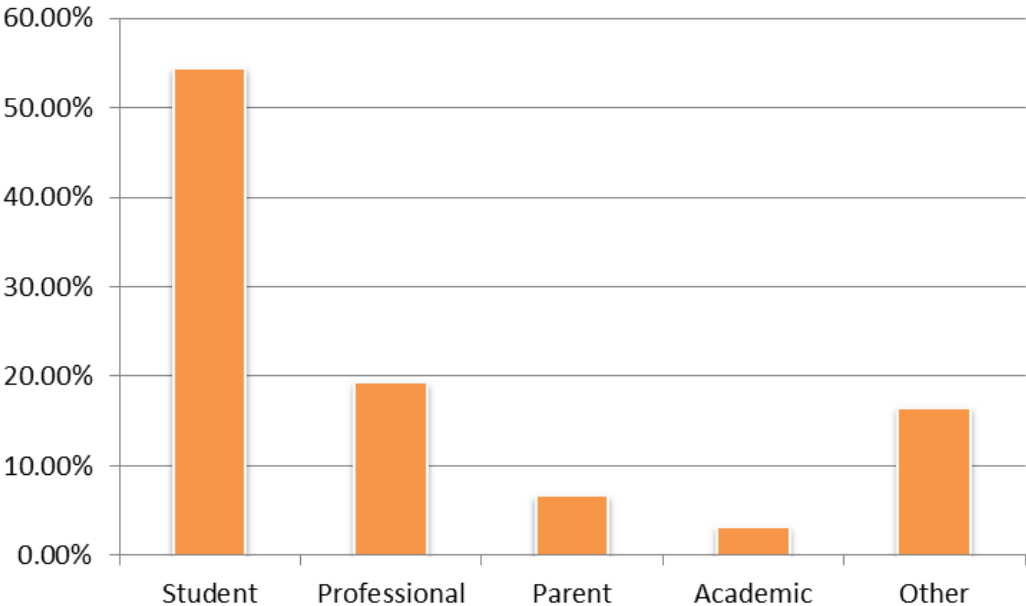


**Visitors' profile**

About 50% of visitors are at the age of 21–30:

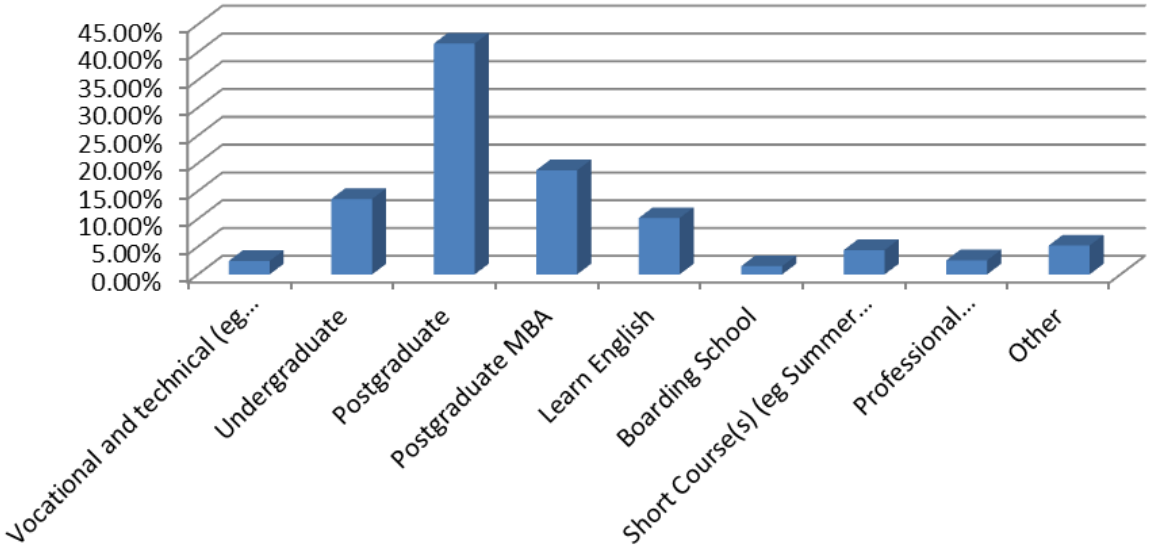


Over 50% of visitors are high school and university students:



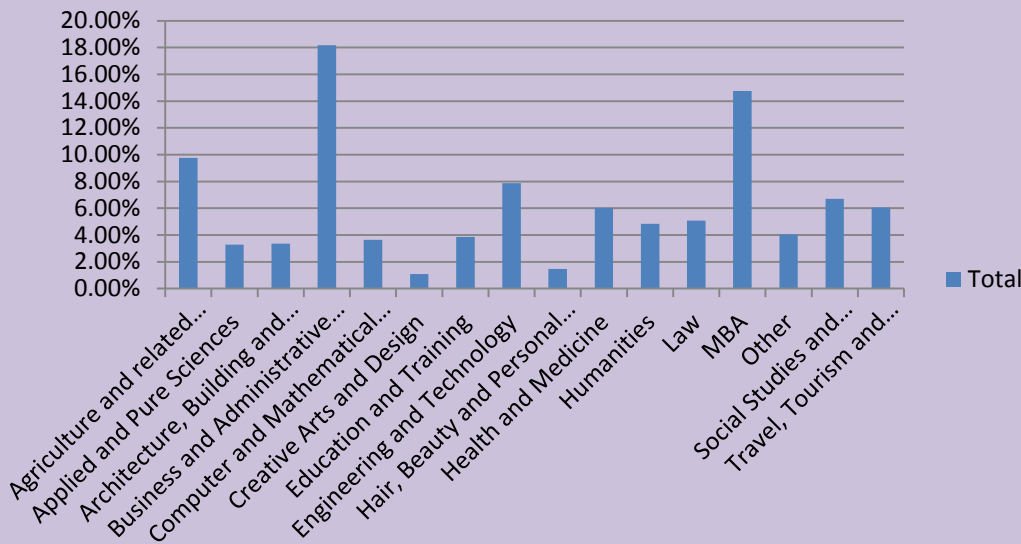
© The British Council 2015  
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 British Council Malaysia is a branch (995232-A) of the British Council registered as a charity in England and Wales (209131) and Scotland (SCO37733)

Many of them were looking for postgraduate and MBA:



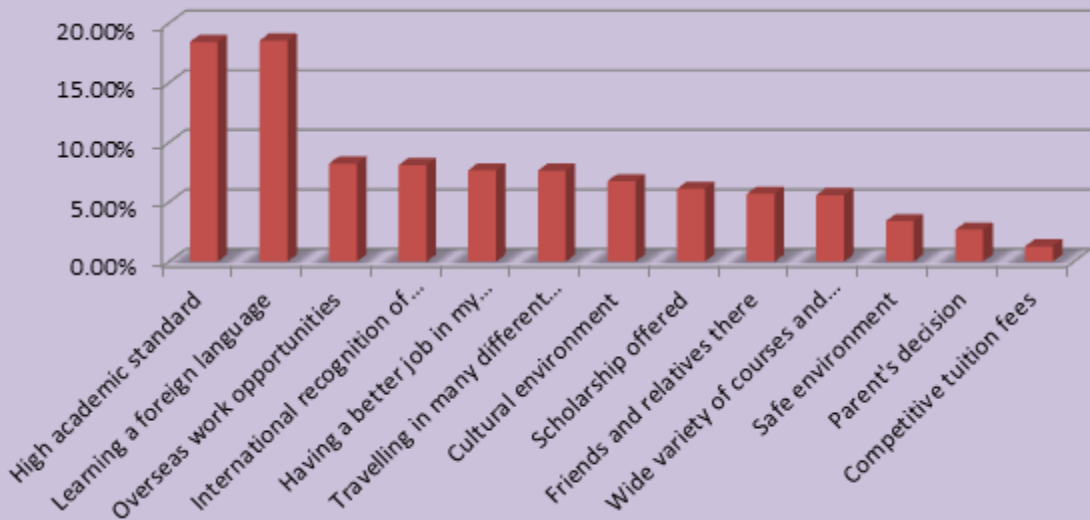
Visitors' preferences

Subject preference



Business and MBA are still the most popular subject area of choice.

Motivation for considering UK education



**Academic quality and Learning language** are the most important factor for considering UK education.

# Marketing

We spent more than

## THB 7 million

on promotion



We placed tie-in PR news in Ruang Lao Chao Nee, Thailand's No.1 News programme broadcasted on Channel 3. The news programme reaches over 5 million households nationwide.

อยากเป็นนักเรียนอังกฤษแบบผม  
คลิก "LIKE" แล้วไปงานศึกษาต่อ  
อังกฤษจัดโดย BRITISH COUNCIL

แล้วพบกันที่งาน...  
กิจกรรมการศึกษาต่อสหราชอาณาจักร  
31 ม.ค. - 1 ก.พ. นี้ ที่ Siam Paragon



We engaged students through social media campaign utilizing British Council Thailand's Facebook page that has more than 100,000 subscribers.



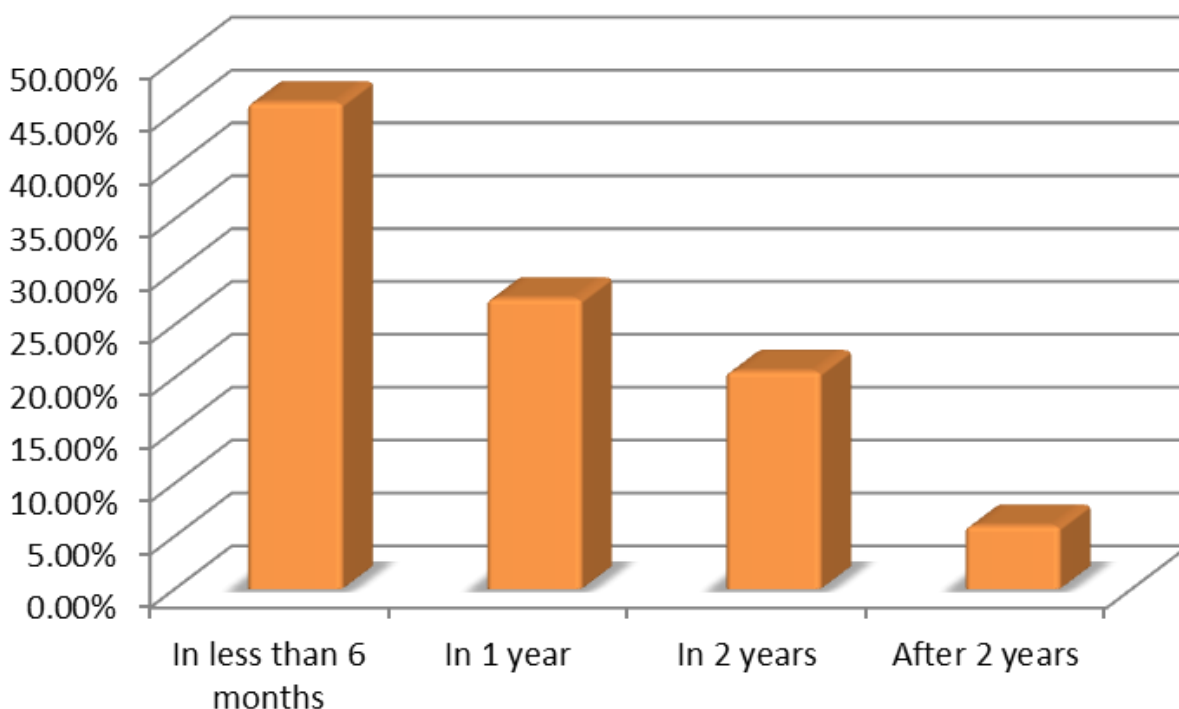
Adding more coverage from traditional media such as newspaper, magazine, and radio, we placed ads in out-of-home media such as BTS skytrain and LED screens in major areas in Bangkok such as Parc Paragon, SSQ1, and Asoke Junction.

# Visitors' feedback

## Methodology

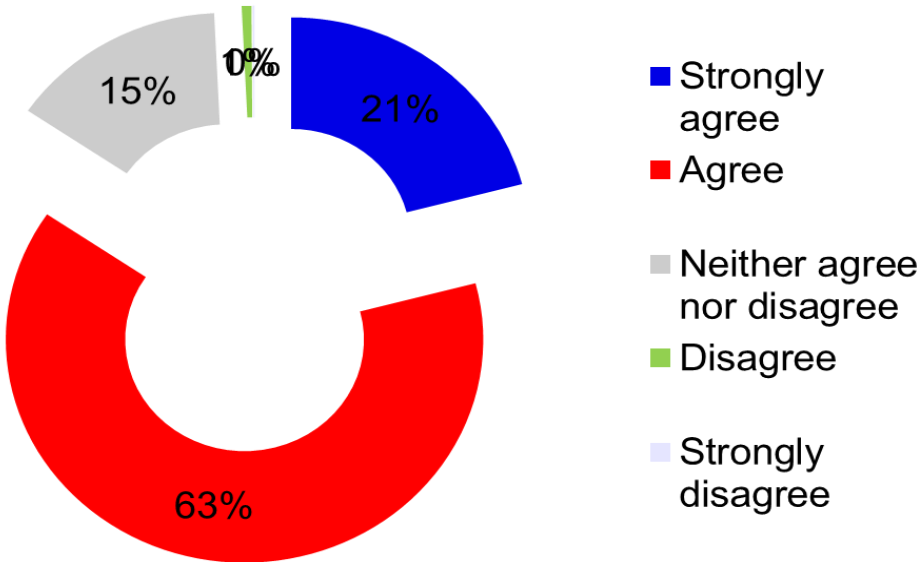
We distributed a printed survey to the visitors during the exhibition. Visitors returning the completed survey and check in to the exhibition on their Facebook to further promote the exhibition to their friends will be given a chance to enter a prize draw for souvenirs from the exhibition. The questions were designed to gather quantitative statistics as well as qualitative remarks on visitors reactions to our exhibition and the decision making process.

**45%** of the visitors had planned to leave country  
for studying in less than 6 months:

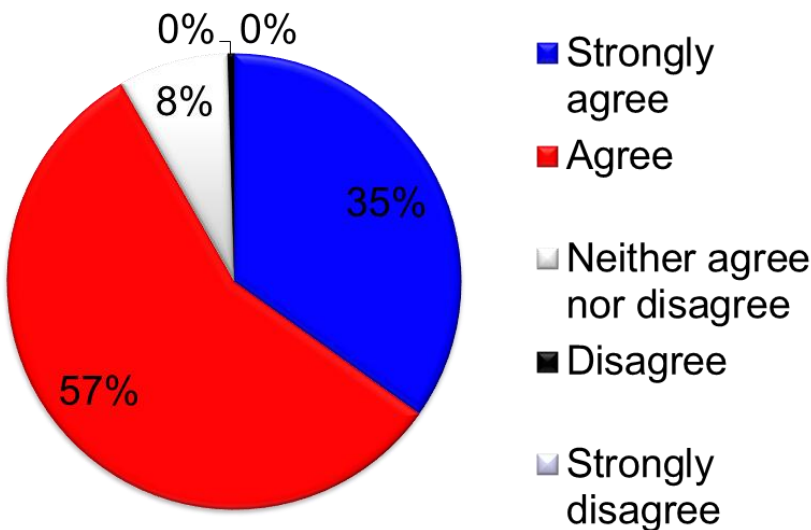




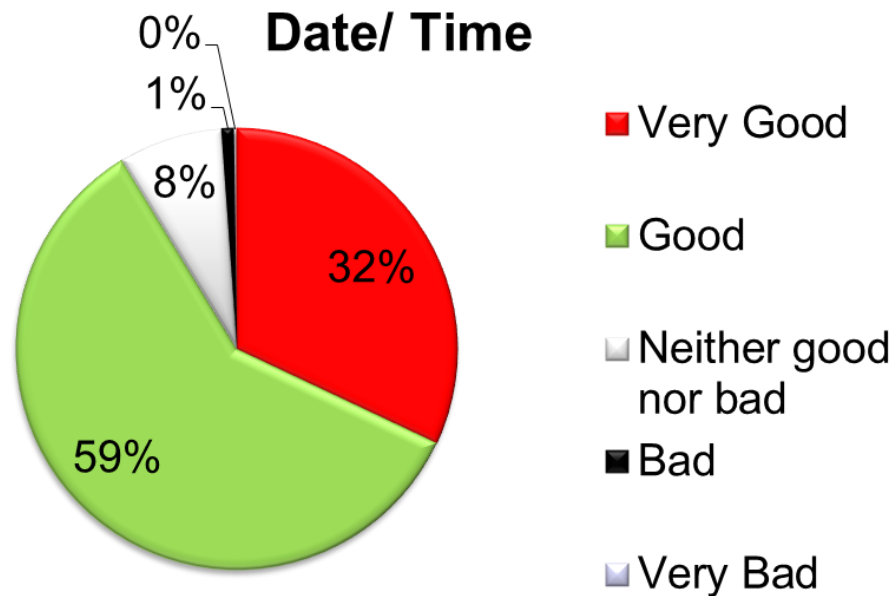
**84%** of the visitors said the event had **met their expectation**



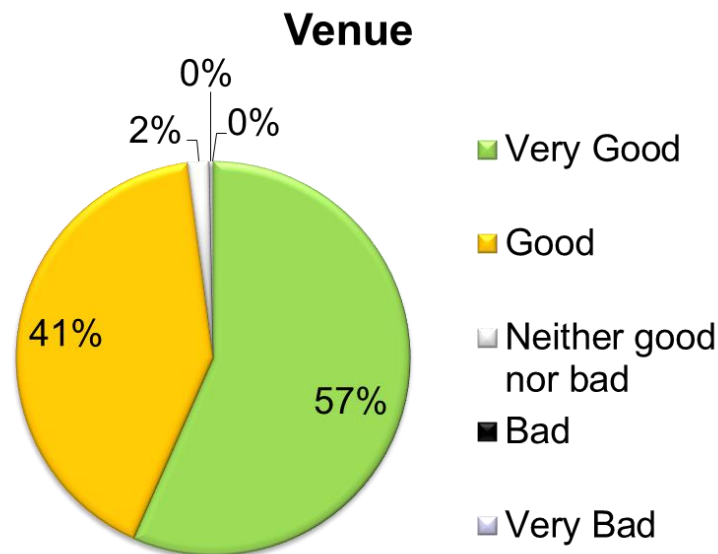
**92%** of the visitors agreed that the event has **a good quality**



**91%** of the visitors agreed that the event was held on  
**the right date and time**



**98%** of the visitors agreed that we have selected  
**the right venue** for this event



## Suggestions from visitors

### Key Recommendations about the exhibition

- The exhibition time is too limited. It should have been extended.
- There should have been more UK institutions attending.
- There should have been more information desk.
- The registration process takes long time.
- More IELTS free sample test and a booth for SOP checking

### Key recommendations for exhibitors

- The academic team should be there to provide course details
- There should have been Alumni at each booth
- More representatives from university to answer queries

### Key recommendations about the seminar

- Better quality of LED screen
- More sessions of IELTS workshops
- There should have been a handout for each seminar

# Exhibitors' feedback

The on-line exhibitor survey has been sent to all exhibitors in order to collect feedbacks and recommendations from exhibitors to improve the quality of the exhibition to best meet the business needs of clients.

**79 responses** were received and the following is the key finding from the exhibitor's feedback.

## Main compliments

- Professionalism of the team
- Promotion of events
- Quality of visitors

## Main recommendations (responses following page)

- The new VRS system and QR code are well received by many exhibitors. However, the main concerns and comments are the clear guideline in using the system in advance of the events both for exhibitors and visitors. This is to ensure all visitors have the QR code to be scanned. Many are concerned if the information on VRS is as detailed as they expect.
- Other wrap around events to compliment the exhibition and provide more opportunities for exhibitors in terms of networking with local universities or visit local schools

Following is the details of feedbacks provided by exhibitors in the survey. Most exhibitors are highly satisfied with the quality of the events and services provided in the exhibition.

	1 - Very poor	2	3	4	5	6	7	8	9	10 Excellent	n/a
Quality of visitors	0.00% 0	0.00% 0	0.00% 0	0.00% 0	2.53% 2	5.06% 4	26.58% 21	43.04% 34	12.66% 10	10.13% 8	0.00% 0
Number of visitors	0.00% 0	0.00% 0	0.00% 0	0.00% 0	2.53% 2	7.59% 6	29.11% 23	21.52% 17	20.25% 16	18.99% 15	0.00% 0
Suitability of venue	0.00% 0	0.00% 0	0.00% 0	0.00% 0	1.27% 1	1.27% 1	8.86% 7	18.99% 15	27.85% 22	41.77% 33	0.00% 0
Standard of catering	0.00% 0	0.00% 0	5.06% 4	1.27% 1	1.27% 1	12.66% 10	16.46% 13	22.78% 18	18.99% 15	16.46% 13	5.06% 4
Promotion of event	0.00% 0	0.00% 0	0.00% 0	1.27% 1	0.00% 0	2.53% 2	8.86% 7	26.58% 21	27.85% 22	32.91% 26	0.00% 0

	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree
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	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree
This event met my expectations	0.00% 0	1.35% 1	2.70% 2	71.62% 53	24.32% 18
Overall, this was a high quality event	0.00% 0	1.32% 1	3.95% 3	68.42% 52	26.32% 20

	Weighted Average
Lead-in time for registration	8.21
Communications	8.13
Quality of handbook	8.43
Pre-event Briefing	7.92
Logistical support/arrangements	8.40
Professionalism of the team	8.61
Overall value for money	7.73
Alumni Event (Saturday evening)	6.70

# Future steps

There are some 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

- To review the seminar slots and other activities in the exhibition to see if the slots are adequate and meet the needs of visitors.
- To explore other business opportunities for exhibitors e.g. networking events with local universities and school tour to make the visit to Bangkok most worthwhile and value for money.
- The visitor registration system is a new global initiative. It is currently undergoing continuous improvement. Feedbacks and suggestions gathered from the survey will be used in developing the products to ensure that the system will meet the business needs of clients as much as possible.

## UK institutions

- According to exhibitors' survey on the points they have learnt from the exhibition, the increase in enquiries in Undergraduate programme, International Foundation programme and more variety of subject areas apart from traditional subject areas e.g. marketing were mentioned. It is worth considering to have more promotional brochures or activities in these areas.
- To ensure they have sufficient number of staff to help answer queries during the exhibition especially during the peak time.
- According to visitor's survey, it might be worthwhile to have an alumni or an academic to help give information at the booth.

## Appendix: List of exhibitors

No	Institutions
1	Abbey DLD Group of Colleges
2	University of Aberdeen
3	Aberystwyth University
4	Anglia Ruskin University
5	Anglo-Continental School of English
6	University of The Arts London
7	Aston University Birmingham
8	Astrum Colleges - Study In London
9	Bangor University
10	Bath Spa University
11	The University of Bath
12	Bell International
13	Birkbeck, University of London
14	Birmingham City University
15	University College Birmingham
16	The University of Birmingham
17	Bournemouth University
18	Arts University Bournemouth
19	BPP University
20	University of Bradford
21	University of Brighton
22	University of Bristol
23	Bristol University of The West of England
24	Brooke House College
25	Brunel University London
26	Cambridge Education Group
27	Cardiff Sixth Form College
28	Cardiff University
29	University of Central Lancashire (UCLAN)
30–31	EF Education First
32	City University London
33	Coventry University
34	University for The Creative Arts
35	De Montfort University, Leicester
36	The University of Dundee
37	University of East Anglia (UEA)
38	University of Essex
39	University of Exeter
40	Falmouth University
41	University of Glasgow
42	Goldsmiths, University of London
43	University of Greenwich (London)
44	Heriot-Watt University

45	University of Hertfordshire
46	University of Huddersfield
47	University of Hull
48	Hult International Business School
49	INTO University Partnerships
50	The Isle of Wight College
51	Istituto Marangoni: The Schools Of Fashion And Design
52	University of Kent
53	Kingston University London
54	Lancaster University
55	Leeds Beckett University
56	University of Leeds
57	University of Leicester
58	University of Lincoln
59	Liverpool John Moores University
60	University of Liverpool
61	Llandrillo Menai International
62	London Metropolitan University
63	Loughborough University
64	Manchester Metropolitan University
65	The University of Manchester
66	Middlesex University, London
67	The Mount, Mill Hill International, London
68	Newcastle University
69	The University of Northampton
70	Northumbria University, Newcastle
71	Nottingham Trent University
72	The University of Nottingham
73	Oxford Brookes University
74	Plymouth University
75	University of Portsmouth
76	Queen Ethelburga's Boarding School UK
77	Queen Mary University of London
78	Queen's University Belfast
79	University of Reading
80	Regent's University London
81	University of Roehampton, London
82	Royal Holloway, University of London
83	Ruthin School
84	Sheffield Hallam University
85	The University of Sheffield
86	Sherborne International School
87	University of South Wales
88	University of Southampton
89	The University of St Andrews
90	Staffordshire University
91	University of Stirling
92	University of Strathclyde
93	Study Group



94	University of Sunderland
95	University of Surrey
96	University of Sussex
97	Swansea University
98	Teesside University
99	UCFB Wembley
100	UCL Institute of Education
101	University of Warwick
102	WLC - Heriot-Watt University London Campus
103	University of West London
104	University of The West Of Scotland
105	University of Westminster
106	Writtle College
107	Xi'an Jiaotong- Liverpool University
108	York St John University
109	University of York
110	Kaplan International Colleges & English

No	Study English in the UK Zone
E1	Centre of English Studies
E2	EC Language Centres
E3	Edinburgh College
E4	The Language Gallery (TLG)
E5	Oxford International Education Group

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