



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

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

**14-15 August 2015
Hong Kong**

Introduction

- The Education UK exhibition was held on August 14th and 15th in order to coincide with UCAS clearing, with over 60 institutions exhibiting
- During the two days over 4,000 visitors attended
- The event attracted extensive media coverage. It was reported in six newspapers and ten online articles. Most of the coverage highlighted the stories about our students ambassador and the benefits of studying in the UK.

This report includes:

Key **Highlights** of the event including visitors numbers and profile as well as media exposures.
Page 3 – 5

Details of the **Marketing** channels used to attract potential students, as well as parents to visit the fair.
Page 6

Results of the **Visitor Feedback** survey which provides insight into how visitors think about our fair.
Page 7

Results of the **Exhibitors Feedback** survey which provides comments and ideas for what went well, what did not go well, and opportunities for improvement.
Page 8

Future Steps which British Council Hong Kong should consider.
Page 9

Appendix: **List of exhibitors**
Page 10 – 12

Highlights

There were - **62 BOOTHS, 64 INSTITUTIONS, 4,000 PARENTS & STUDENTS** attending the exhibition

6 media reporting the event

文憑試考生減報英升學跌6%

【本報訊】英國文化協會昨日舉行英國教育展，吸引大批學生及家長到場。主辦機構指，家長和學生已掌握文憑試(DSE)的模式，故傾向完成高中課程，才考慮到海外升學。有即將升讀中六的學生認為，雖有意到海外升學，尚現在「跳船」，需花時間重新適應當地學制，故決定考畢文憑試才決定是否赴英升學。

英國文化協會昨日一連兩日舉行英國教育展，近七十間中小學及大學參展，協會公布英國大學及院校招生事務處(UCAS)港生申請數字，截至六月三十日，共收到六千二百一十份申請，較去年同期下跌百分之六。協會區域業務發展經理高士德(圖圖)估計，申請數字下跌主要受本文憑試考生人數減少影響。另外，根據UCAS去年的申請數據，最受赴英港生歡迎的科目依次為工商管理、法律及工程學。

【本報訊】香港大學入學委員會主席李卓人昨日在英國教育展上表示，港生升學應以文憑試為主要參考，不應盲目追求海外升學。他認為，文憑試是港生升學的主要途徑，也是港生升學的主要標準。他呼籲家長和學生應以文憑試為主要參考，不應盲目追求海外升學。

【本報訊】英國文化協會昨日舉行英國教育展，吸引大批學生及家長到場。主辦機構指，家長和學生已掌握文憑試(DSE)的模式，故傾向完成高中課程，才考慮到海外升學。有即將升讀中六的學生認為，雖有意到海外升學，尚現在「跳船」，需花時間重新適應當地學制，故決定考畢文憑試才決定是否赴英升學。

港生漸適應DSE 推遲考慮海外升學

【本報訊】大學資助學額增多減少，海外升學是不少學生圓大學夢的途徑之一。有教育機構昨舉辦英國教育展，吸引大批學生及家長到場。主辦機構指，家長和學生已掌握文憑試(DSE)的模式，故傾向完成高中課程，才考慮到海外升學。有即將升讀中六的學生認為，雖有意到海外升學，尚現在「跳船」，需花時間重新適應當地學制，故決定考畢文憑試才決定是否赴英升學。

赴英攻讀 工管最受歡迎

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失意聯招文憑試生 獲英十院校取錄

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工管法律最熱門 創意藝術人數增 今年料6700負笈英倫

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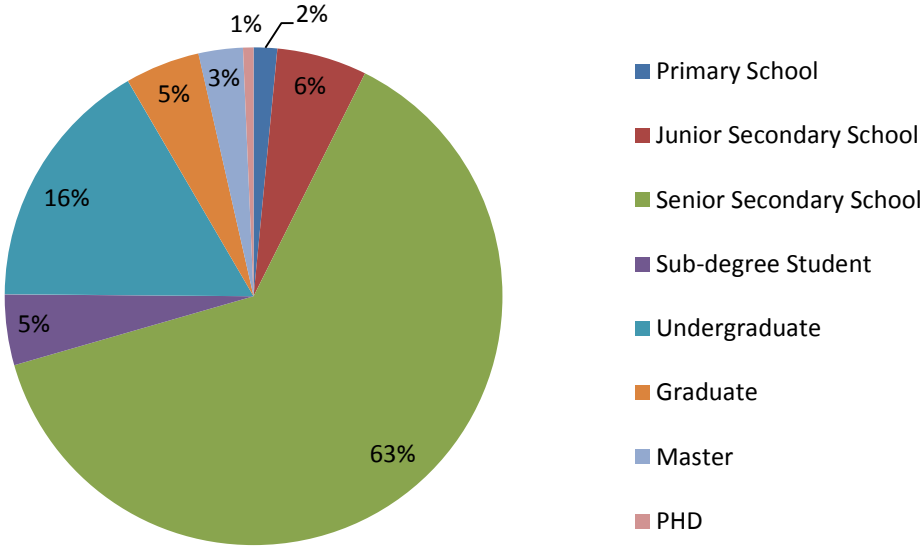
留學生看重分數 情緒易受困

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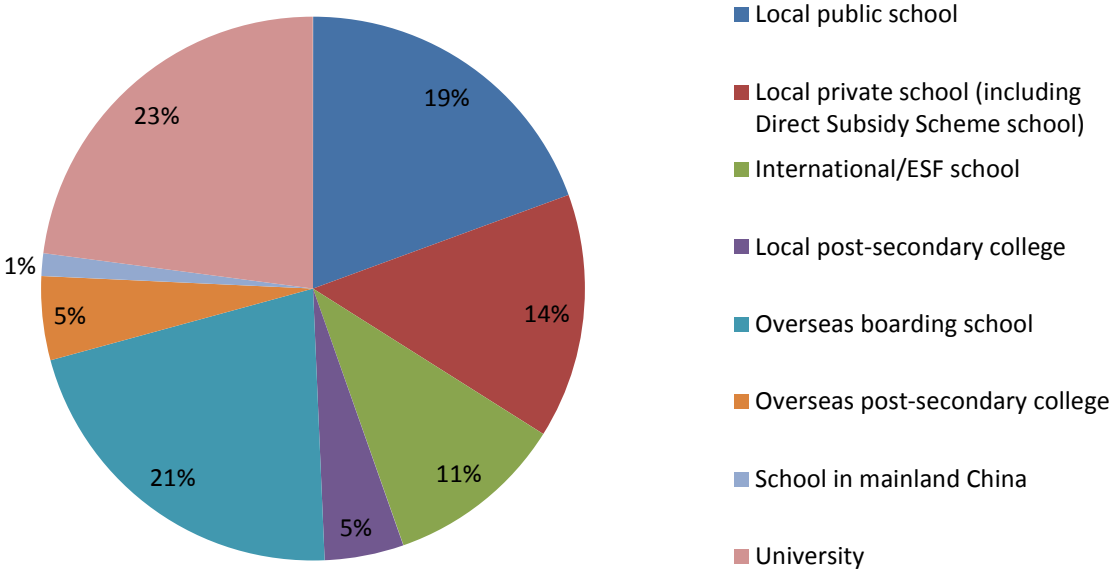
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Visitors' profile

The visitors or visitors' child were mainly from senior secondary school –

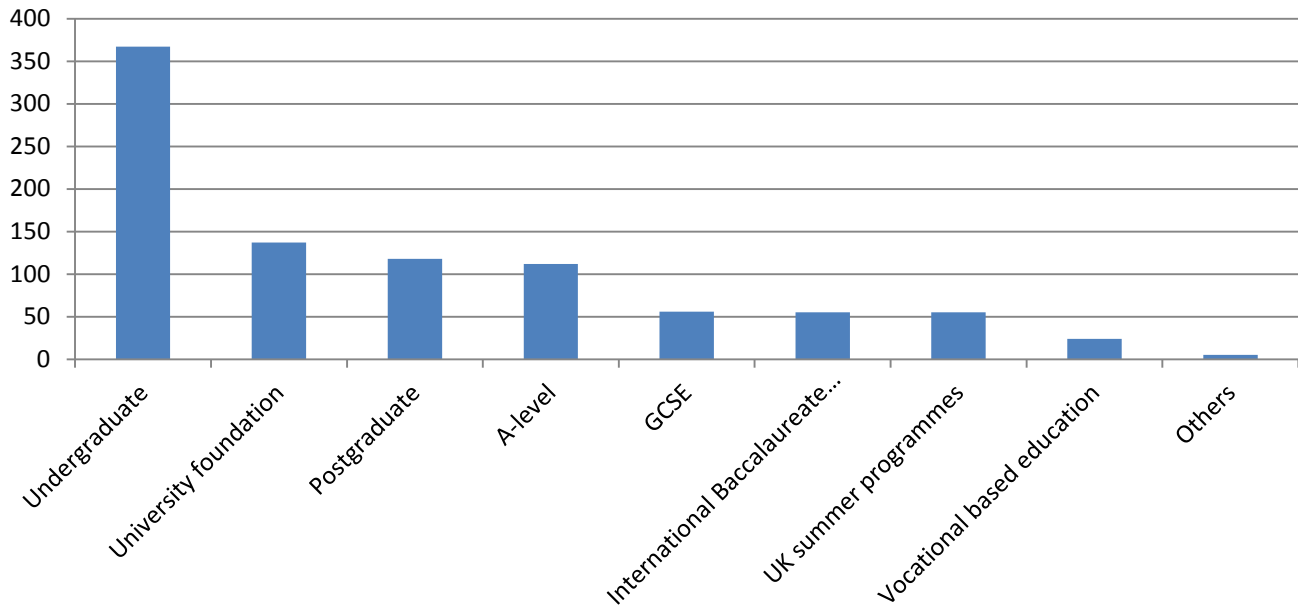


Around half of them attend University or Overseas boarding school now:



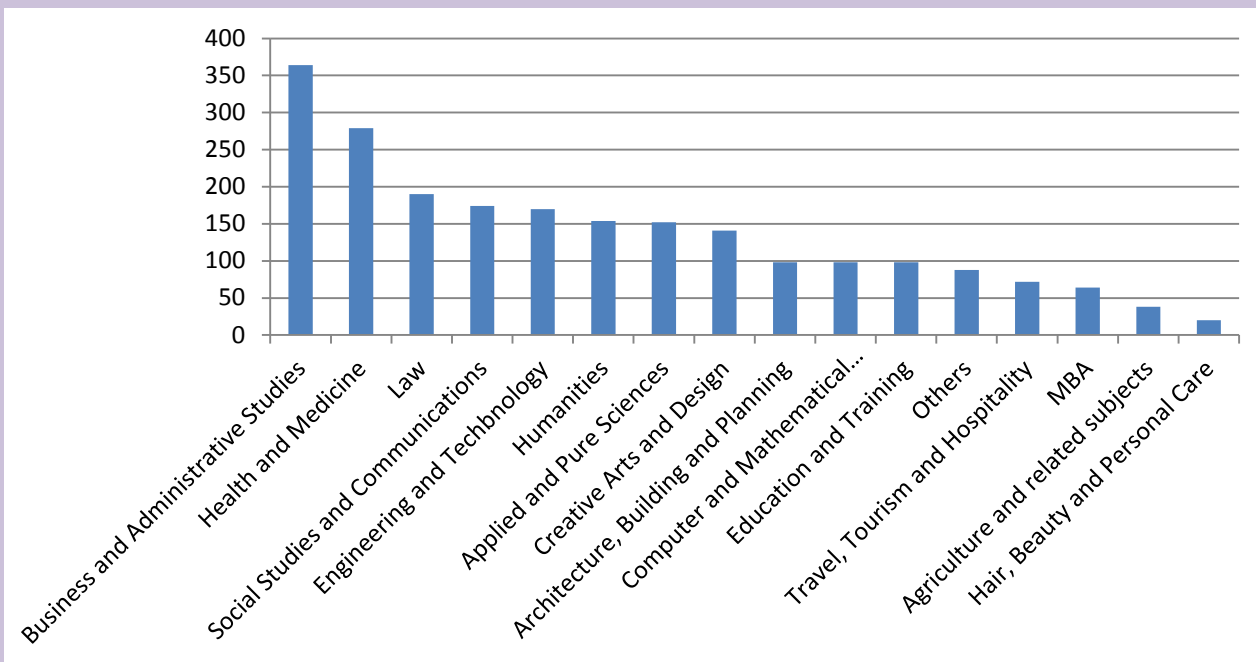
Visitors' preferences

Many of them **were looking for undergraduate programme:**



Subject preference

No. of visitors: n = 1348 survey responses



While business is still the number one subject area of choice, the gap appears to have significantly narrowed to others subjects like health & medicine, Law and social studies.

Marketing

We spent more than

HK\$1.5 million

on promotion

MTR promotion



Print advert



Online



www.britishcouncil.org/siem

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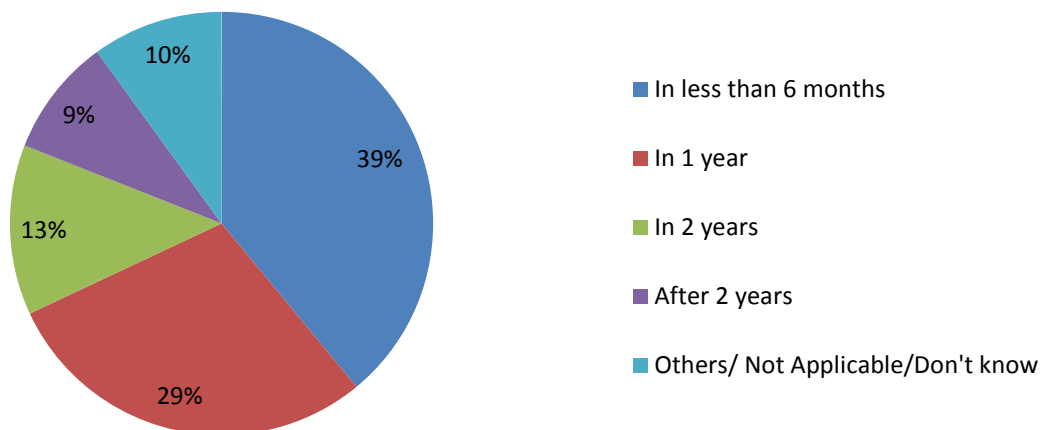
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Visitors' feedback

Methodology

We distributed an online or printed survey to the visitors during the exhibition and the visitors could get a souvenir after completing the survey. The questions were designed to gather quantitative statistics as well as qualitative remarks on visitors reactions to our exhibition and the decision making process.

81% of the visitors considering to study abroad within 2 years



Suggestions from visitors

Requested seminar topics

- Accommodations & expenses
- Subject related topic: e.g. Art, architecture, engineering, computer, law, health and medicine
- How DSE articulate to UG programs in UK
- Boarding school life and experience
- Talks on foundation courses and course requirements
- Visa and UCAS application

Key recommendations from visitors

- Many universities do not prepare enough info / booklet for visitors to check up
- Wait too long for the confirmation as School representatives cannot confirm applicants on spot
- The venue is too small and expand the number of institutions
- Provide food and drinks services

Exhibitors' feedback

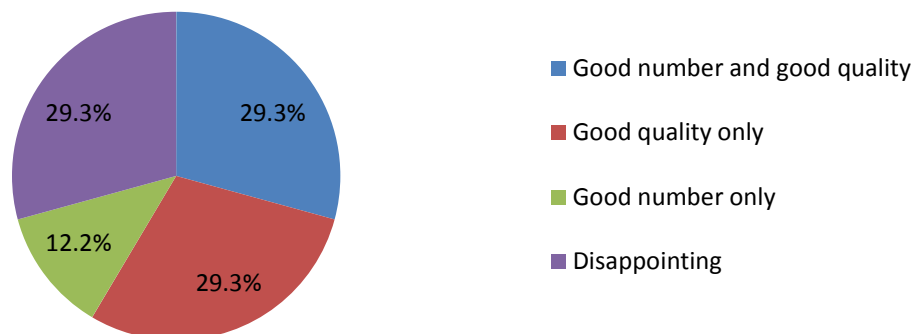
Main compliments

- Good environment, well organised, especially set up and seminar room, plus receipt of all materials.
- Event support and organisation was very good
- Excellent pre-event support and information
- The event itself is very good - great organisation, lots of students already knows which universities they wanted to speak to.

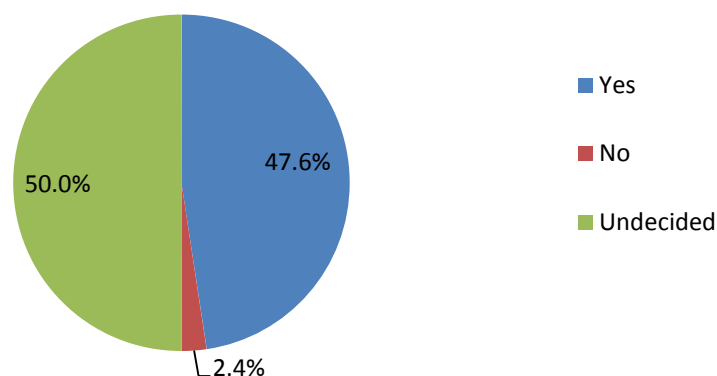
Main complaints (*responses following page*)

- Poor internet access
- The only disappointment is the number of students
- Venue layout was a little bit messy

What is your assessment of the visitors?



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

- If we choose the same venue for August exhibition next year, we will review the layout of the exhibition and ensure the traffic will go around all booths and no exhibitor will be overlooked.
- We will discuss with our IT colleagues to see how we can get a fixed IP address for UCAS web link, so that the UK institutions could access to the UCAS system smoothly during the exhibition.

UK institutions

- According to the visitors' survey, many universities did not prepare enough information booklets for visitors. So, it is suggested that institutions should bring enough prospectus and programme leaflet for the exhibition.
- Institutions could consider providing more information about 'subject strengths' based on objective measures such as the National Students Survey/ Destinations of Leavers from Higher Education survey from Unistats. Many visitors commented they wanted to see more 'high-ranking institutions' or advice to help them short-list universities. Though our messaging is on the importance of an all-rounded approach to selecting courses and institutions, the public mindset is still heavily focused on league-tables. We could meet some of these needs by collating subject-focused information and disseminate them at the event.

Appendix: List of exhibitors

Booth No.	Institute Name	Geographical Location
Independent schools and colleges		
4	Astrum Colleges	London
7	Bellerbys College	South East England
13	Cambridge Centre for Sixth-form Studies	Eastern England
14	CATS College	Eastern England, London, South East England
22	EF University Preparation Abroad	Central England, Hong Kong, London
37	LISC Independent Tutorial College	London
45	Moir House Girls' School	South East England
Further education colleges		
14	Cambridge School of Visual & Performing Arts	Eastern England
24	Unicentres	South East England
Higher education institutions		
1	Aberystwyth University	South West England, Wales
2	University of The Arts London	London
3	Aston University, Birmingham	Central England
5	Bangor University	Wales
6	Bath Spa University	South West England
8	University College Birmingham	Central England
9	University of Birmingham	Central England
10	BPP University	Central England, Hong Kong, London
11	University of Brighton	South East England
12	Brunel University London	London
15	Cardiff University	Wales

Booth No.	Institute Name	Geographical Location
16	University of Chester	Northern England
17	Coventry University	Central England
17	ONCAMPUS Coventry	Central England
18	University for the Creative Arts	South East England
19	De Montfort University	Central England
20	University of Dundee	Scotland
21	University of East Anglia	Eastern England
23	University of Essex	South East England
25	University of Exeter	South West England
26	Goldsmiths, University of London	London
27	University of Greenwich	London
28	University of Hull	Northern England
29	INTO University Partnerships (Foundation / Diploma / Graduate Diploma / Undergraduate / Postgraduate)	Central England, Eastern England, London, Northern England, Northern Ireland, Scotland, South West England
30	Keele University	Central England
31	University of Kent	South East England
32	Lancaster University	Northern England
33	Leeds Beckett University	Northern England
34	University of Leeds	Northern England
35	University of Leicester	Central England
36	University of Lincoln	Central England
38	Liverpool Hope University	Northern England
39	Liverpool John Moores University	Northern England
40	University of Liverpool	Northern England
41	Loughborough University	Central England
42	Manchester Metropolitan University	Northern England

Booth No.	Institute Name	Geographical Location
43	The University of Manchester	Northern England
44	Middlesex University, London	London
46	Newcastle University/ Newcastle University London	London, Northern England
47	Northumbria University	Northern England
48	The University of Nottingham	Central England
50	Queen's University Belfast	North Ireland
51	University of Reading	South East England
52	University of Salford	Northern England
53	The University of Sheffield	Northern England
54	University of Southampton	South East England
55	Staffordshire University	Central England
56	University of Strathclyde Glasgow	Scotland
57	University of Sunderland	Northern England
58	University of Surrey	South East England
59	Swansea University	Wales
60	University of Wales Trinity Saint David	London, Wales
61	University of Warwick	Central England
62	University of the West of Scotland	Scotland
Other organisations		
49	Pearson Academic Qualifications @ ITS Education Asia	
Marsh (Hong Kong) Limited		
The Bank of East Asia		
Emirates Airline		
Overseas Student Living		
IELTS registration / enquiries		
Main counter		
UCAS		