



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

**Post-event report for
Education UK Exhibition in Bulgaria**

**24 October 2015
Sheraton Sofia Hotel Balkan
Sofia, Bulgaria**

Introduction

Thank you for your participation at the Education UK exhibition in Sofia (Bulgaria) in October 2015.

This report provides a summary of the event, including visitor and exhibitor feedback. We trust that this information will enable you to report return on investment and will assist you with future decision-making.

The event, **targeted at HE market**, hosted representatives from **29 UK institutions** (listed below in Appendix A on page 12) and provided opportunities to engage with **prospective students, visitors and partners**.

For the exhibition in Bulgaria in 2015 we launched the British Council's global online **Visitor Registration System** enabling UK delegates to quickly and easily capture the details of visitors at their stands. Because of this new online system, this year we have changed the way we report the number of visitors. With the new registration system we only count potential applicants (as opposed to total number of visitors who enter the venue) which we believe is a much more useful measure for you. Education UK 2015 attracted over **530 high quality visitors** (out of **930 registrants**) due to the extensive and precisely targeted **marketing campaign**.

We managed to reach even wider audiences through the **live streaming (broadcasting online) of 18 presentations** by UK exhibitors. They were watched by people from across the country and each presentation has had **over 200 views within the first two weeks following the exhibition (some having attracted just over 300 views)**. The **presentations programme** can be found on the British Council Bulgaria website <http://www.britishcouncil.bg/en/study-uk/education-uk/programme>. We will maintain the recordings as online content for one year, so you can come back and revisit the number of views over time on <https://livestream.com/BritishCouncilBulgaria/educationuk-23-october-2015>.

In November 2015 we **pilot a tour of 6 regional cities** in Bulgaria where we delivering presentations to potential applicants in order to promote UK education, the Education UK exhibition and the online presentations. Therefore, we will be monitoring the impact of the tour on the number of views that the presentations have had, and will be considering adding the tour, as an optional benefit, to the exhibition package. In addition during the tour we distribute exhibitors' promotional materials left after the exhibition in Sofia.

At British Council Bulgaria we highly appreciate your support and hope that we can continue to provide valuable marketing services in terms of both our exhibitions and also our range of other targeted activities during the year. We hope to see you again at our next exhibition on **22 October 2016!**

Regards,

Diana Stefanova | Study in the UK adviser, British Council Bulgaria

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Highlights

Venue	Sheraton Sofia Hotel Balkan, Sofia Saturday 24 October 2015
Opening hours	11.00-17.00
Stand costs	£1,135.00 (plus VAT)

The cost included

- Venue hire and refreshments
- Extensive promotional campaign
- **Live streaming** (online broadcast) of presentations by exhibitors
- Market briefing and **welcome dinner** with British Council and UKTI staff
- **Stand assistant** free of charge
- **Left-over materials** displayed at the British Council office
- **Further promotion** at another high-profile British Council event (materials displayed at a dedicated Education UK stand during the **Sofia Science Festival**).

NB In 2015 we will **pilot a British Council tour of 6 regional cities** to promote the Education UK exhibition, including the online presentations, and distribute exhibitors' promotional materials left after the exhibition.

Advantages of live-streaming a presentation

- Reaching larger audiences from across the country through digital channels: **between 206 and 326 views per presentation** as of 9 November 2015
- The presentations are live streamed (broadcast from the British Council office) on the day before the exhibition). Therefore:
 - ➔ No need to leave the stand and miss visitors on exhibition day
 - ➔ Visitors focused on meeting exhibitors, not distracted by a parallel presentation programme at the venue.
- Every presentation and the number of view can be seen on the British Council Bulgaria channel on Livestream.com
<https://livestream.com/BritishCouncilBulgaria/educationuk-23-october-2015>
- Presentations available online for a period of one year after the exhibition

What some of our exhibitors said:

'As always, the planning and execution of this event was excellent.'

'BC Sofia are extremely well organised and this event is no exception. Everything done prior and during the event is really helpful to their exhibitors and visitors alike.'

'The event was brilliant. There were a high number of quality visitors and the exhibition space was very suitable for the event as there was plenty of room. It was clear that there had been a lot of organisation involved.'

'I have really thought about my responses and cannot rate any of the above less than excellent'. (Referring to Quality of visitors, Number of visitors, Suitability of venue, Standard of catering, Promotion of event, duration of event, Interpreters)

We successfully launched the British Council's global Visitor registration system at the exhibition in 2015. This year we changed the way we report the number of visitors. With the new online registration system we only count potential applicants (as opposed to total number of visitors who enter the venue) which we believe is a much more useful measure for you.

Registrants	939
Visitors checked-in	537 (57.19%)

88% of our exhibitors rated the quality of students between 8 and 10 on a scale from 1 to 10, with 10 being Excellent. (Exhibitor's survey, Q1)

41% of our exhibitors strongly agree and another **59% agree** that 'This was a high quality event'. (Exhibitor's survey, Q 16)

Visitor profile

**47% of registrants looking for
Undergraduate courses**

**16% of registrants looking for
Postgraduate courses**

**6% of registrants looking for
MBA's**

**6% of registrants looking for
Professional qualifications**

31% male

68% female

Registrants' preferred level of study

Undergraduate	47%
Postgraduate	16%
Pre-university academic (eg A-Levels, IB)	10%
Learn English	7%
Postgraduate MBA	6%
Professional Award/Employment related qualifications (eg. ACCA etc.)	6%
Short Course(s) (eg Summer course)	5%

Registrants' age

Age	Count
11 – 20	561
21 – 30	160
31 – 40	76
41 – 50	115
<50	20

Registrants' preferred areas of study

Business and Administrative Studies	17%
Social Studies and Communications	11%
Humanities	10%
Creative Arts and Design	10%
Computer and Mathematical Science	9%
Law	7%

Health and Medicine	7%
Engineering and Technology	6%
Travel, Tourism and Hospitality	5%
Architecture, Building and Planning	5%
Applied and Pure Sciences	5%
MBA	4%
Education and Training	3%
Agriculture and related subjects	1%

How registrants heard about the exhibition

Internet	37%
British Council	21%
Friend and relative	17%
Email	11%
Poster	5%
Other	3%
Fliers	2%
University, Teacher	1%
Radio, TV	1%

Marketing

The exhibition was promoted through an integrated marketing campaign leveraging the strength of British Council's digital communication channels in Bulgaria, as well as our extensive local expertise in education programmes and services.

More than 50% the exhibition budget was spent on Marketing.



British Council customers

The exhibition was promoted to all British Council customers such as English students, IELTS and Cambridge exam candidates. They were given exhibition leaflets upon registration or visiting the office and were sent emails.

Social media

We delivered a large scale social media campaign through British Council Bulgaria's very popular fan page on Facebook, with around 30,000 fans. The campaign included both paid advertising and organic reach in combination with enhanced social targeting of potential candidates to study in the UK.

Reach:
600,000 opportunities to view

Google advertising network

The social media promotion was combined with Google ads through various online display networks and using re-marketing techniques.

Reach
**4,500,000 impressions
(opportunities to view)**

16,000 clicks to the website

Radio

Three weeks of radio advertising on Sofia's most listened to radio station (music and news & talk) during morning rush hours.



NJOY Radio
enjoy the music

Outdoor (underground)

16 billboards at 2 of the busiest tube stations for a period of two weeks.



Print

Advertisements in the Study Abroad magazine (and the www.studyabroad.bg website) which is the only Bulgarian publisher specialising in international education.

Schools

Exhibition posters were sent to the best secondary schools in Sofia and the region, where most prospective candidates to study in the UK come from. Additionally, the head masters of these schools were sent letters from the Country Director of British Council Bulgaria.



Visitor's Feedback

An online survey was filled out by **94 visitors** at the exit of the exhibition venue and visitors could win a prize for completing it. The questions were designed to gather quantitative statistics as well as qualitative remarks on reactions to our exhibition. Please see Appendix C for more details.

64% of visitors strongly agree and another **28% agree** that **'this exhibition met my expectations'**.

Some visitors' quotes

'Excellent organisation'

'The exhibition was very well organized and I learnt a lot.'

'Bigger choice of UK universities'

Exhibitor's Feedback

At the exhibition there were **29 UK exhibitors** of whom **17 filled our online exhibitor's feedback survey**.

94% of exhibitors answered with 'Yes' and **6%** were undecided when asked '**Would you consider coming back to the next British Council event in Bulgaria?**' (Exhibitor survey, Q 14)

When asked '**How likely are you to recommend the British Council to your peers and colleagues?**' **65%** of exhibitors answered with '**very likely**' and another **29%** answered with '**likely**'.

Some positive quotes from exhibitors

'BC Sofia are extremely well organised and this event is no exception. Everything done prior and during the event is really helpful to their exhibitors and visitors alike.'

Some negative quotes from exhibitors

'I have really thought about my responses and cannot rate any of the above less than excellent'. (Referring to Quality of visitors, Number of visitors, Suitability of venue, Standard of catering, Promotion of event, duration of event, Interpreters)

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

- We have fed back to the British Council's Visitor Registration System team that exhibitors have requested 'Notes' box to be added to every registrant's details, so that exhibitors can take notes during the conversation.
- We will consider having an organised dinner with UK exhibitors on the evening after the market briefing and before the exhibition day depending on budget constraints. This is a good opportunity for networking between British Council staff, exhibition partners and exhibitors.

UK Institutions

- As the visitors tended to have very specific questions and to have researched the institutions whose stands they visited, it is recommended that exhibitors be well-prepared to answer detailed and quite specific questions on programmes. Also, the enquiries concerned a wide range of subjects and courses.
- It is suggested that university representatives have more information in work/study options and also that they are able to provide clear information on student finance.
- Bulgaria is a cost-sensitive market, therefore exhibitors are advised to be well prepared to answer questions about funding opportunities or scholarships that their institution might be able to offer.

The above points, though important, should not detract from what was a very successful exhibition. Next year's exhibition (**22 October 2016**) will build upon the lessons learned and prove even more popular. We hope to see you there!

Appendix

Appendix A - List of exhibitors (Alphabetical Order)

- 1 University College Birmingham
- 2 University of Birmingham
College of Engineering and Physical Sciences
- 3 BPP University
- 4 Canterbury Christ Church University
- 5 Cardiff University
- 6 University of Chichester
- 7 Coventry University
- 8 University for the Creative Arts
- 9 University of Cumbria
- 10 De Montfort University
- 11 University of East Anglia
- 12 Edinburgh Business School, Heriot Watt University
- 13 University of Essex
- 14 University of Gloucestershire
- 15 Keele University
- 16 University of Kent
- 17 The University of Law / De Broc School of Business
- 18 London South Bank University
- 19 The University of Manchester
- 20 Queen Mary University of London
- 21 University of Reading
- 22 University of Salford, Manchester
- 23 Swansea University
- 24 Teesside University
- 25 UCAS
- 26 UCL (University College London)
- 27 University of Warwick
- 28 University of the West of England, Bristol
- 29 York St John University

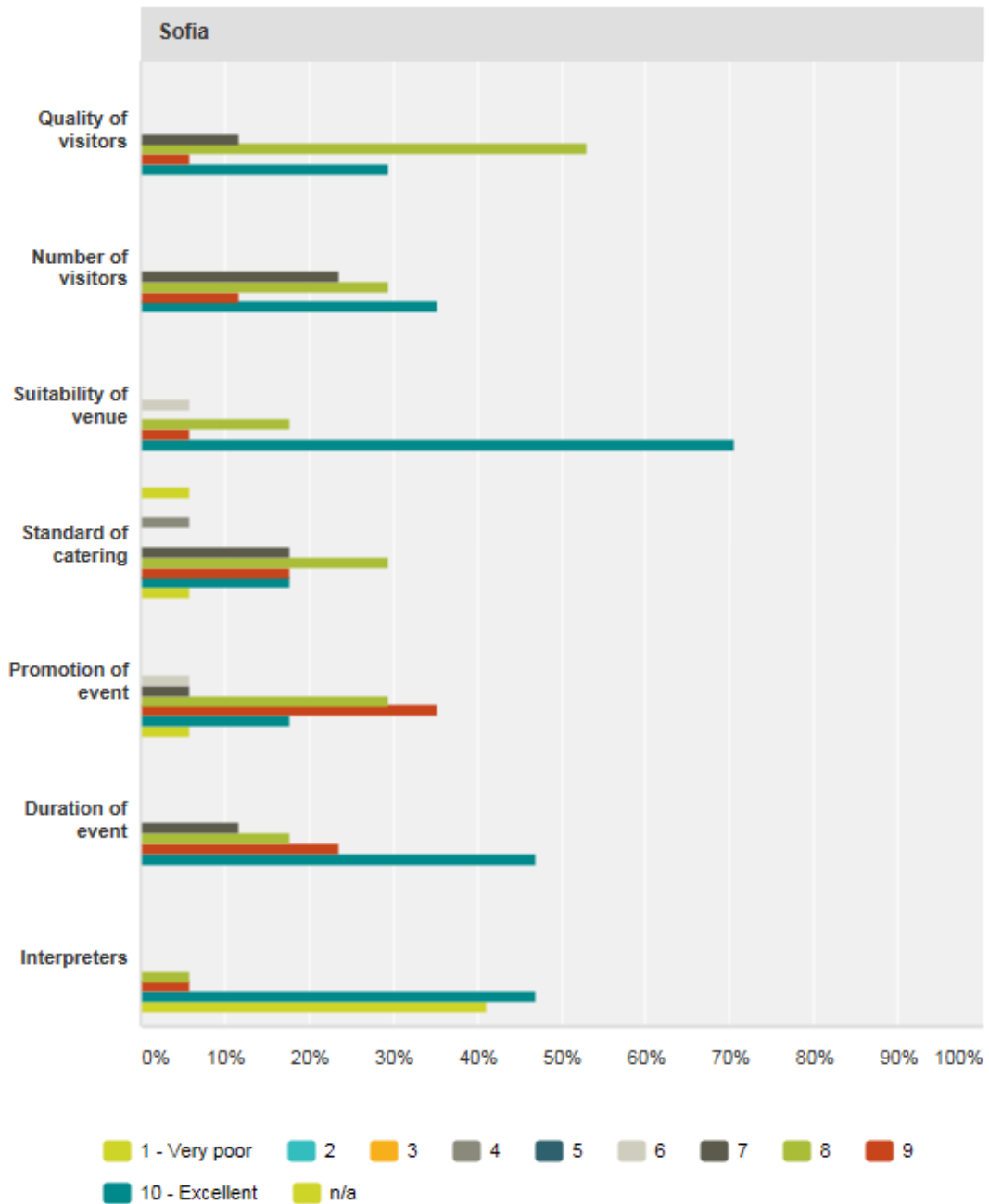
Appendix B - Exhibitor's survey

<https://www.surveymonkey.net/results/SM-SF3PGMYC/>

Q1

Please rate the following aspects of the event(s) that you participated in

Answered: 17 Skipped: 0



Sofia											Total	
	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	0.00% 0	0.00% 0	11.76% 2	52.94% 9	5.88% 1	29.41% 5	0.00% 0	17
Number of visitors	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	23.53% 4	29.41% 5	11.76% 2	35.29% 6	0.00% 0	17
Suitability of venue	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	5.88% 1	0.00% 0	17.65% 3	5.88% 1	70.59% 12	0.00% 0	17
Standard of catering	5.88% 1	0.00% 0	0.00% 0	5.88% 1	0.00% 0	0.00% 0	17.65% 3	29.41% 5	17.65% 3	17.65% 3	5.88% 1	17
Promotion of event	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	5.88% 1	5.88% 1	29.41% 5	35.29% 6	17.65% 3	5.88% 1	17
Duration of event	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	11.76% 2	17.65% 3	23.53% 4	47.06% 8	0.00% 0	17
Interpreters	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	5.88% 1	5.88% 1	47.06% 8	41.18% 7	17

Comments (4)

Hi, I assume the promotion of the event was good as we had a lot of visitors but I was not involved in this so it is hard for me to be able to comment on this. As we were so busy I think we could have been open longer or from earlier although I am not sure we would have been able to talk much longer. I have to also praise the whole team who organized the event and also the student who helped us at the table was fantastic! We were really impressed with everything. Thank you! And should I also mention that I loved the little bit I saw of Sofia. It is a very nice city, I am really glad we came.
11/4/2015 6:27 PM

The event was brilliant. There was a high number of quality visitors and the exhibition space was very suitable for the event as there was plenty of room. It was clear that there had been a lot of organisation involved.
10/30/2015 3:23 PM

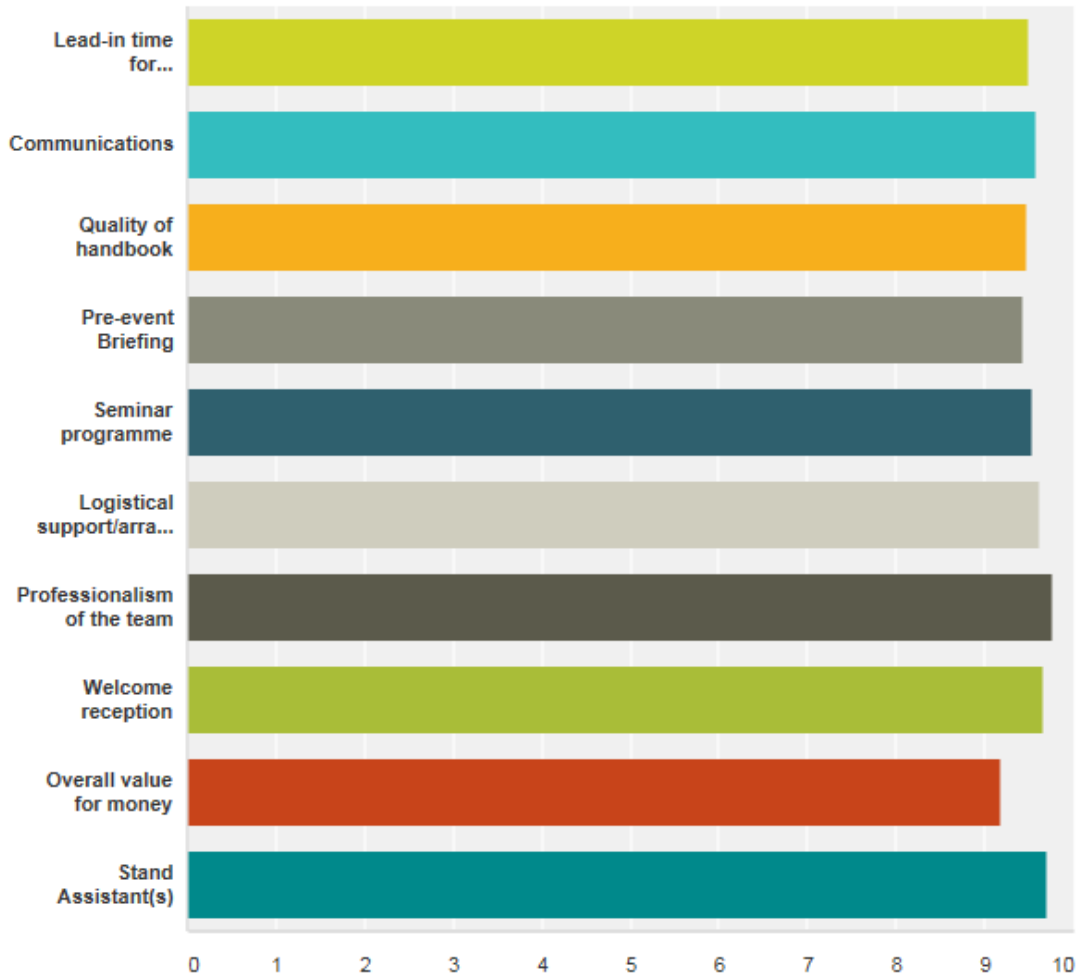
As always, the planning and execution of this event was excellent.
10/28/2015 2:20 PM

I have really thought about my responses and cannot rate any of the above less than excellent.
10/27/2015 4:25 PM

Q2

Please rate the following aspects of the British Council

Answered: 17 Skipped: 0

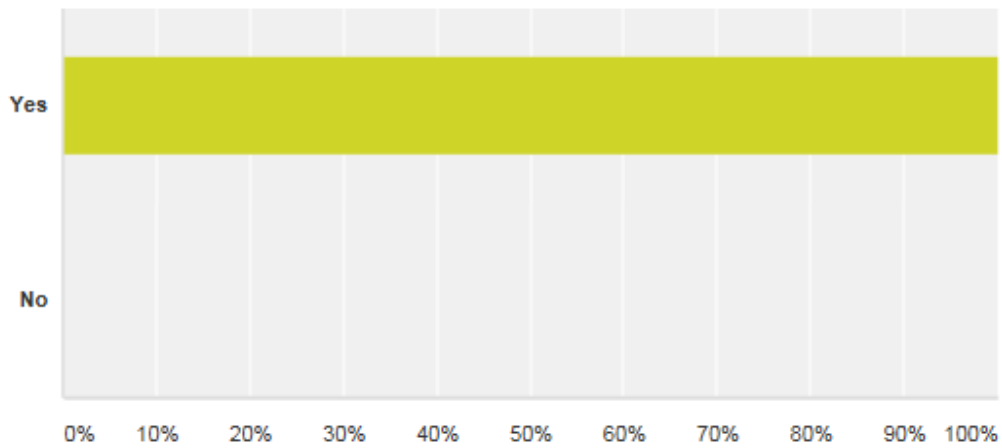


	Very Poor (1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	Excellent (10)	N/A	Total	Weighted Average
Lead-in time for registration	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	5.88% 1	11.76% 2	5.88% 1	70.59% 12	5.88% 1	17	9.50
Communications	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	5.88% 1	11.76% 2	0.00% 0	82.35% 14	0.00% 0	17	9.59
Quality of handbook	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	5.88% 1	5.88% 1	23.53% 4	64.71% 11	0.00% 0	17	9.47
Pre-event Briefing	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	5.88% 1	11.76% 2	11.76% 2	64.71% 11	5.88% 1	17	9.44
Seminar programme	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	11.76% 2	5.88% 1	47.06% 8	35.29% 6	17	9.55
Logistical support/arrangements	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	5.88% 1	5.88% 1	5.88% 1	76.47% 13	5.88% 1	17	9.63
Professionalism of the team	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	11.76% 2	0.00% 0	88.24% 15	0.00% 0	17	9.76
Welcome reception	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	11.76% 2	5.88% 1	70.59% 12	11.76% 2	17	9.67
Overall value for money	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	5.88% 1	5.88% 1	11.76% 2	11.76% 2	58.82% 10	5.88% 1	17	9.19
Stand Assistant(s)	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	5.88% 1	5.88% 1	47.06% 8	41.18% 7	17	9.70
Comments (3)													
please comments above. 11/4/2015 6:27 PM													
Interpreter / assistant very friendly and useful. Excellent with visitors, looked for ways to help on her own initiative, impressive standard of English. (Re: pre event briefing and welcome reception. cannot comment on this as my flight did not arrive in time for me to attend.) 10/27/2015 4:40 PM													
BC Sofia are extremely well organised and this event is no exception. Everything done prior and during the event is really helpful to their exhibitors and visitors alike. 10/27/2015 4:25 PM													

Q3

Was the (calendar) timing of this event right for you?

Answered: 17 Skipped: 0



Answer Choices	Responses
Yes	100.00% 17
No	0.00% 0
Total	17

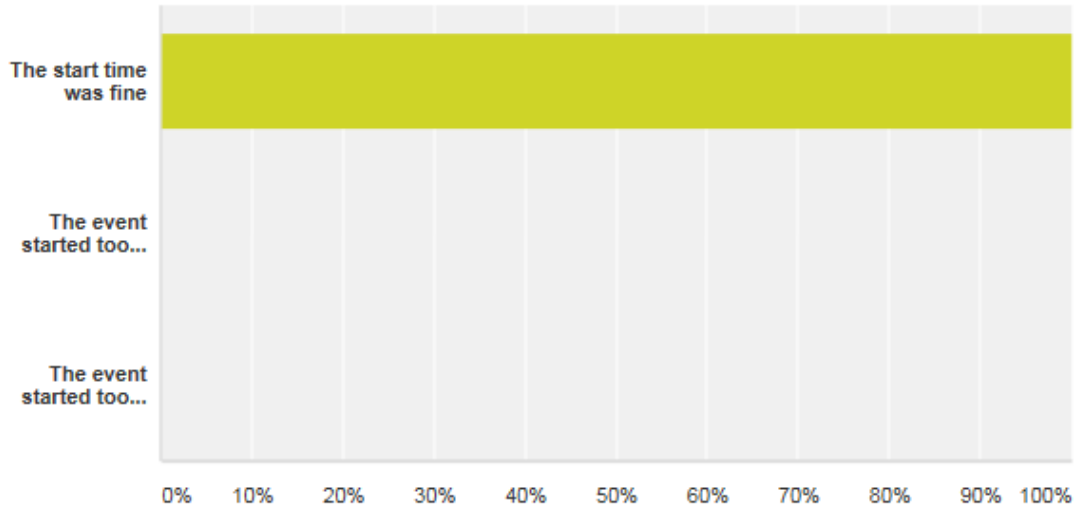
Comments (1)

Later in the year would be hard for us to attend but beginning of October is great.
11/4/2015 6:27 PM

Q4

How was the (day) timing of the event?

Answered: 17 Skipped: 0



Answer Choices	Responses
The start time was fine	100.00% 17
The event started too early	0.00% 0
The event started too late	0.00% 0
Total	17

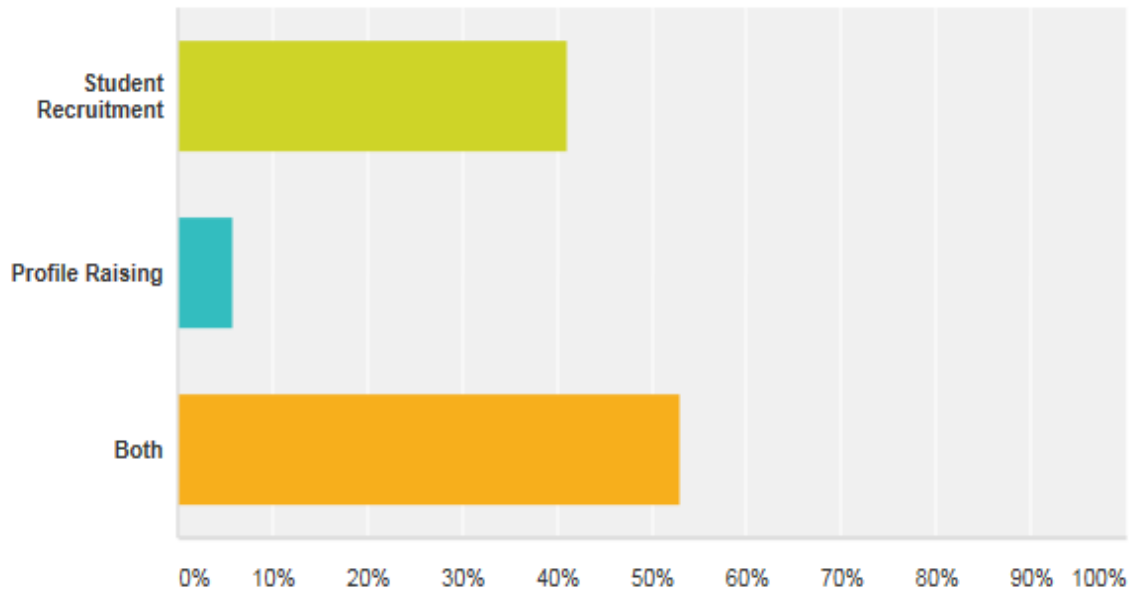
Comments (1)

It was definitely not too early. I think we could have started maybe an hour earlier but I am not sure if visitors would have come too early in the day?
11/4/2015 6:27 PM

Q5

What was your main reason for coming to Bulgaria?

Answered: 17 Skipped: 0



Answer Choices	Responses
Student Recruitment	41.18% 7
Profile Raising	5.88% 1
Both	52.94% 9
Total	17

Comments (2)

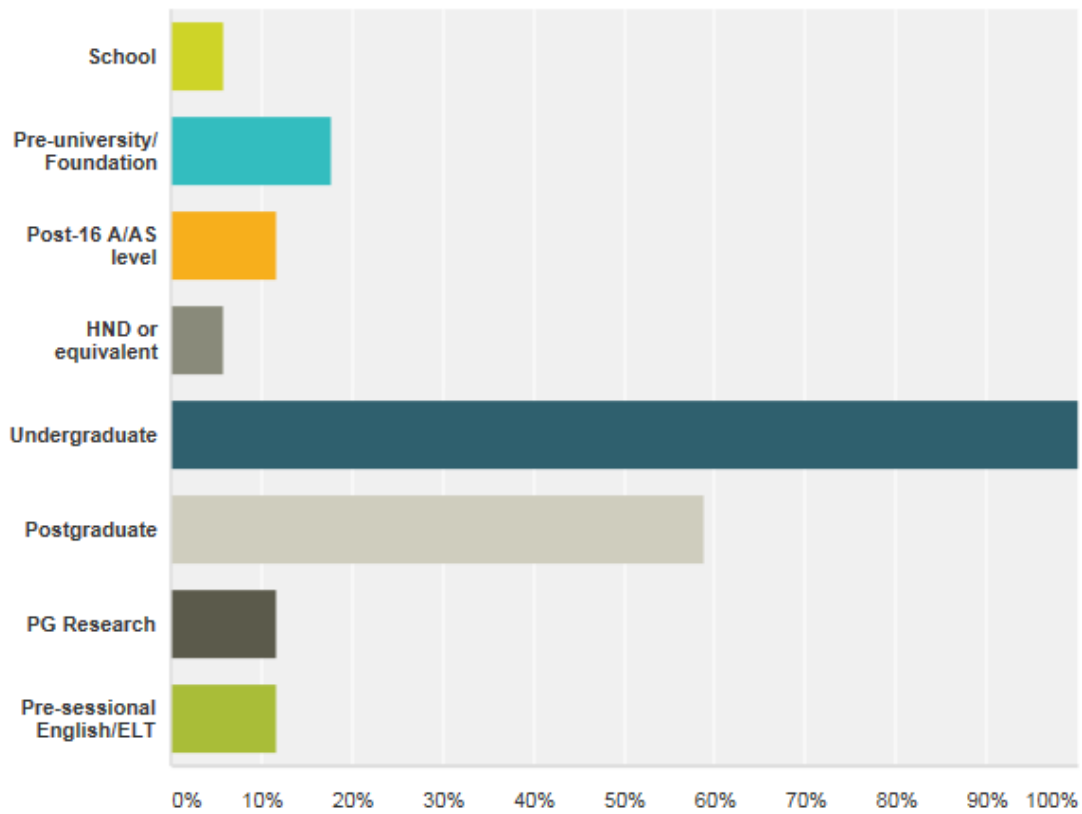
Additionally, institutional partnership development
11/5/2015 12:30 PM

Explaining application process in the UK
10/27/2015 4:25 PM

Q6

What is your primary market interest in this event (tick all that apply)

Answered: 17 Skipped: 0



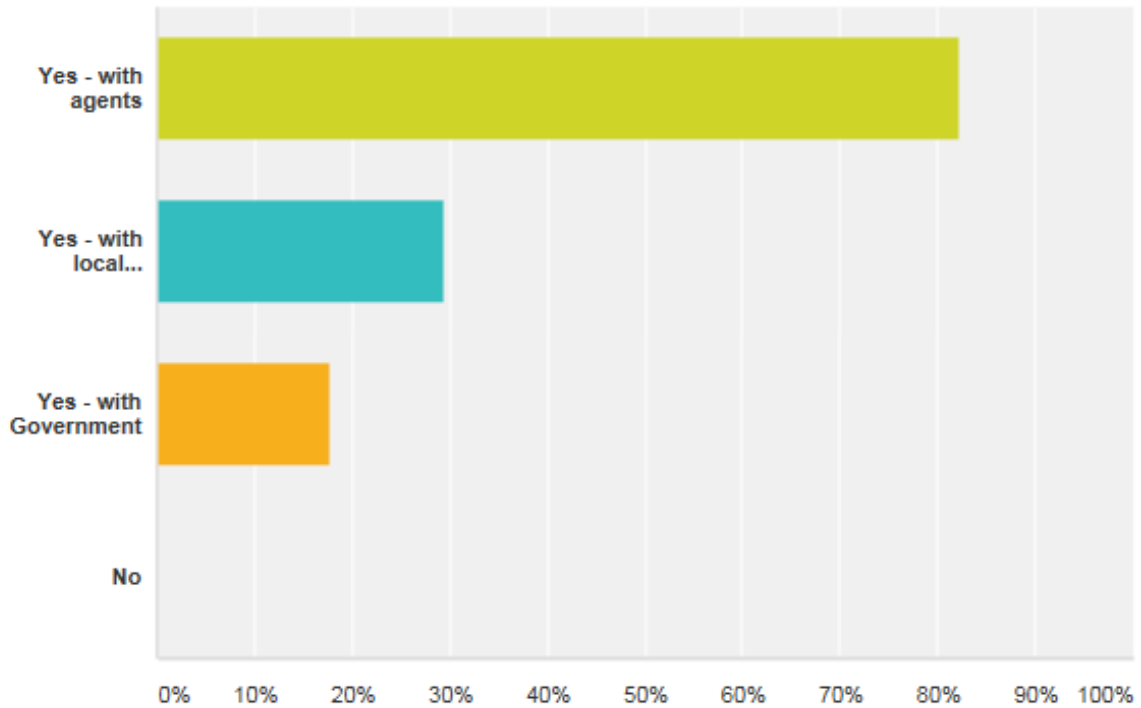
Answer Choices	Responses
School	5.88% 1
Pre-university/Foundation	17.65% 3
Post-16 A/AS level	11.76% 2
HND or equivalent	5.88% 1
Undergraduate	100.00% 17
Postgraduate	58.82% 10
PG Research	11.76% 2
Pre-sessional English/ELT	11.76% 2
Total Respondents: 17	

Comments (0)

Q7

Have you developed/built on existing relationships during your visit?

Answered: 17 Skipped: 0



Answer Choices	Responses	
Yes - with agents	82.35%	14
Yes - with local institutions	29.41%	5
Yes - with Government	17.65%	3
No	0.00%	0
Total Respondents: 17		

Q8

What are the main learning points you have picked up for marketing your institution in Bulgaria, to apply at future events?

Answered: 6 Skipped: 11

The market is very young, many people had 1-3 years until applying.

11/4/2015 6:27 PM

Further market intelligence and popular subjects

10/29/2015 7:18 PM

Primarily a UG focussed market, with growing interest in STEM subjects.

10/28/2015 2:20 PM

Bulgaria is an early market

10/28/2015 1:13 PM

mainly interest surrounding undergraduate study, particularly Business-related programmes.

10/27/2015 6:42 PM

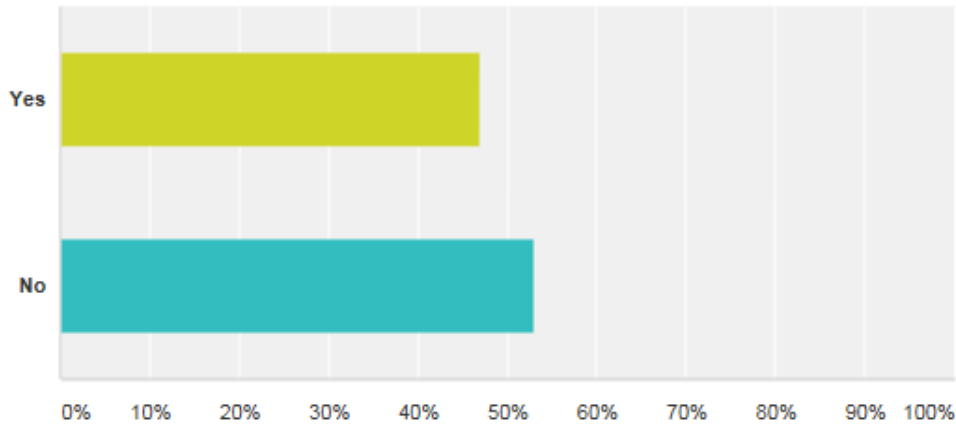
Promote the niche subjects more actively and with degree specific brochures. Emphasise the advantages of being a smaller university - more to parents. (Bring scissors to cut open the materials boxes!)

10/27/2015 4:40 PM

Q9

Have you been to any non-British Council organised events in Bulgaria previously?

Answered: 17 Skipped: 0



Answer Choices	Responses	
Yes	47.06%	8
No	52.94%	9
Total		17

Q10

If you have - who were the organisers?

Answered: 7 Skipped: 10

Edlanta Integral
11/5/2015 12:43 PM

Edlanta and Integral
11/5/2015 12:30 PM

Integral, Edlanta, Vision for Education
11/5/2015 9:45 AM

Edlanta
10/29/2015 7:18 PM

Integral
10/28/2015 2:20 PM

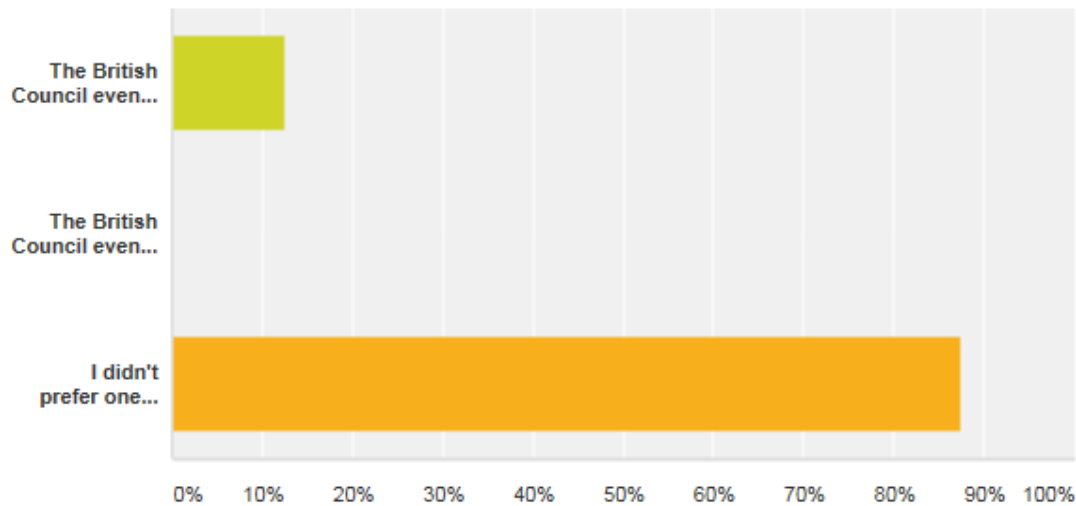
Edlanta
10/27/2015 5:13 PM

Edlanta
10/27/2015 4:17 PM

Q11

How does the British Council event compare to that event

Answered: 8 Skipped: 9



Answer Choices	Responses
The British Council event was better	12.50% 1
The British Council event was worse	0.00% 0
I didn't prefer one event over the other	87.50% 7
Total	8

Q12

What recommendations do you have for events in Bulgaria in future?

Answered: 1 Skipped: 16

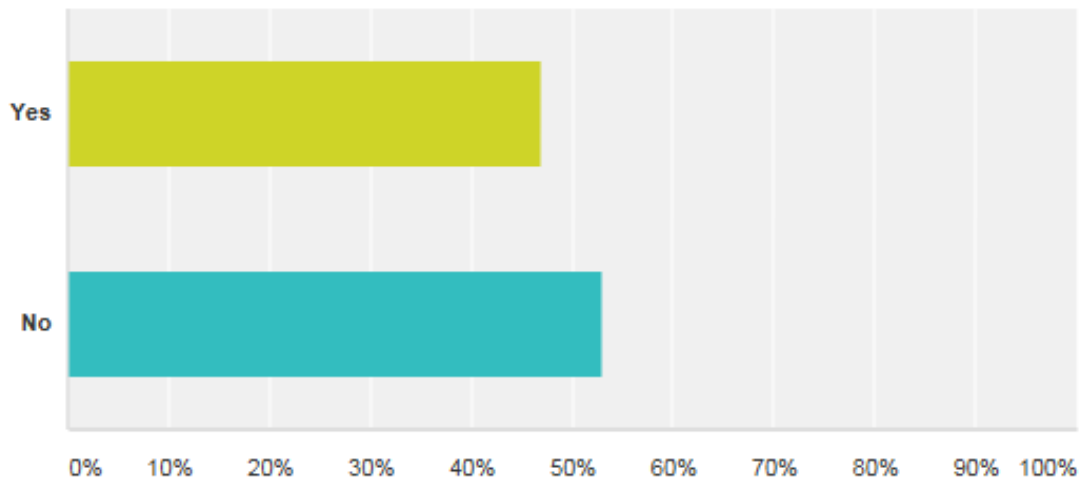
Could I please request that you add a "Notes" box to your electronic system for visitor registration? It is great that we have the information of young people who have registered, however their interests are very wide. With a "Notes" box - it will be very easy to note the particular course/area the student's asked us about. Thank you!

11/5/2015 12:30 PM

Q13

Have you attended events organised by the British Council in Bulgaria previously?

Answered: 17 Skipped: 0

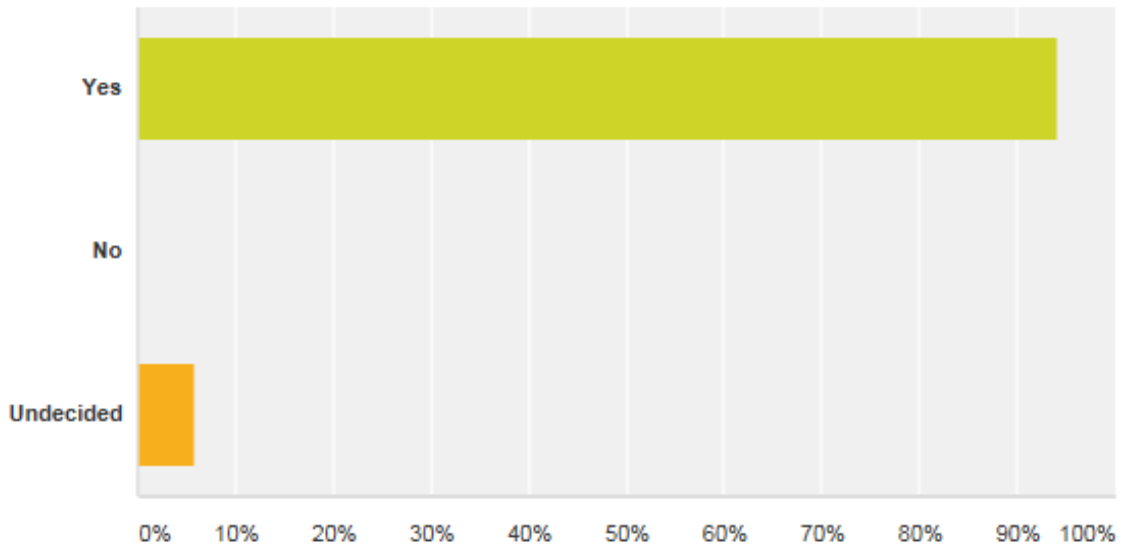


Answer Choices	Responses	
Yes	47.06%	8
No	52.94%	9
Total		17

Q14

Would you consider coming back to the next British Council event in Bulgaria?

Answered: 17 Skipped: 0

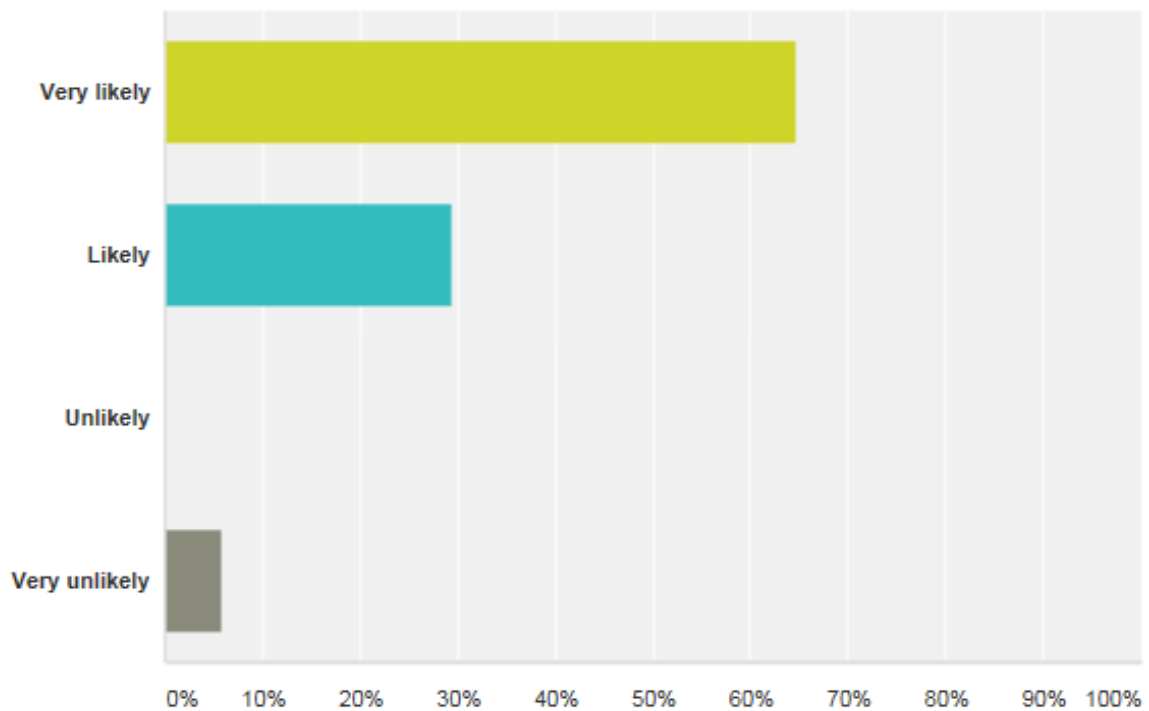


Answer Choices	Responses	
Yes	94.12%	16
No	0.00%	0
Undecided	5.88%	1
Total		17

Q15

How likely are you to recommend the British Council to your peers and colleagues?

Answered: 17 Skipped: 0

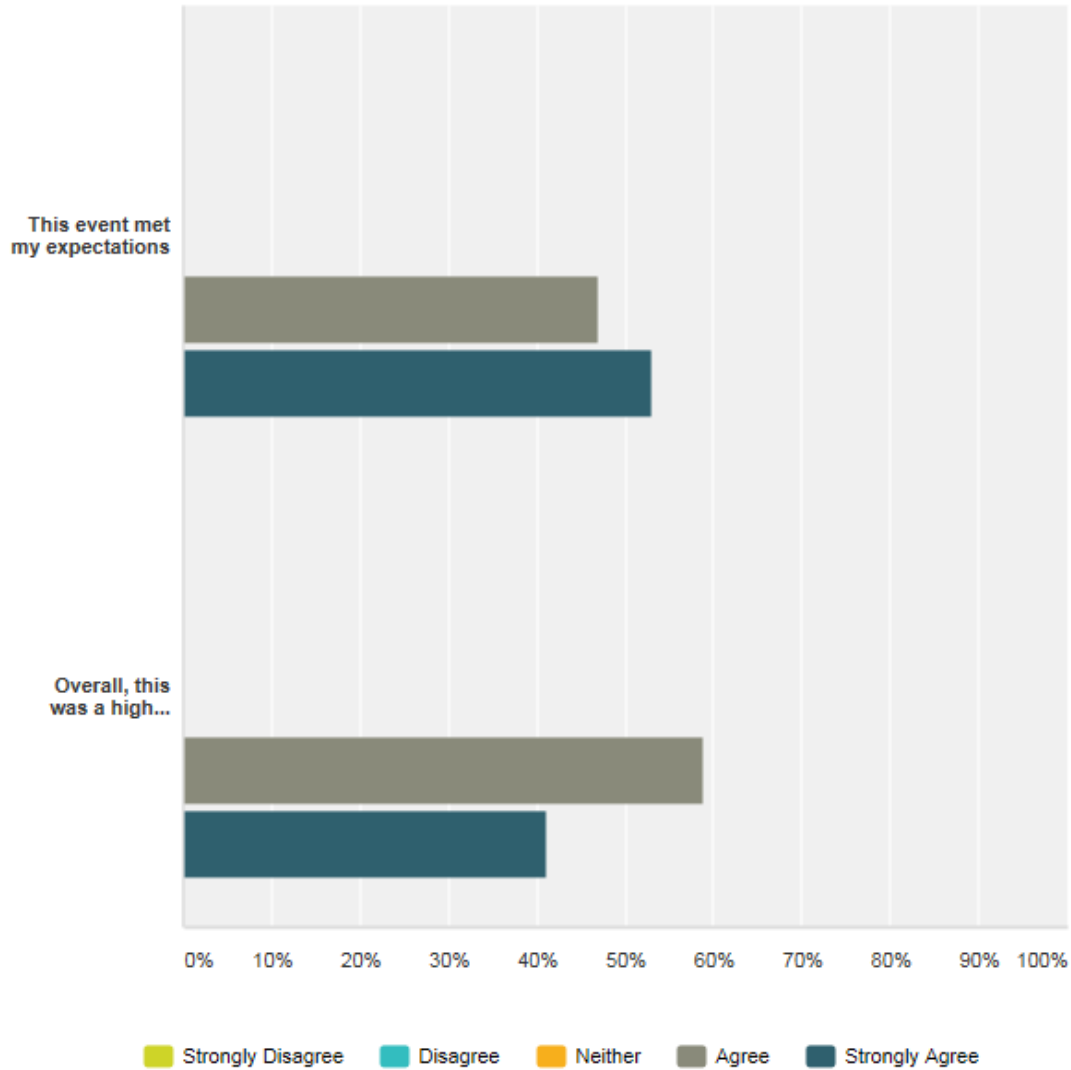


Answer Choices	Responses	
Very likely	64.71%	11
Likely	29.41%	5
Unlikely	0.00%	0
Very unlikely	5.88%	1
Total		17

Q16

Overall summary

Answered: 17 Skipped: 0

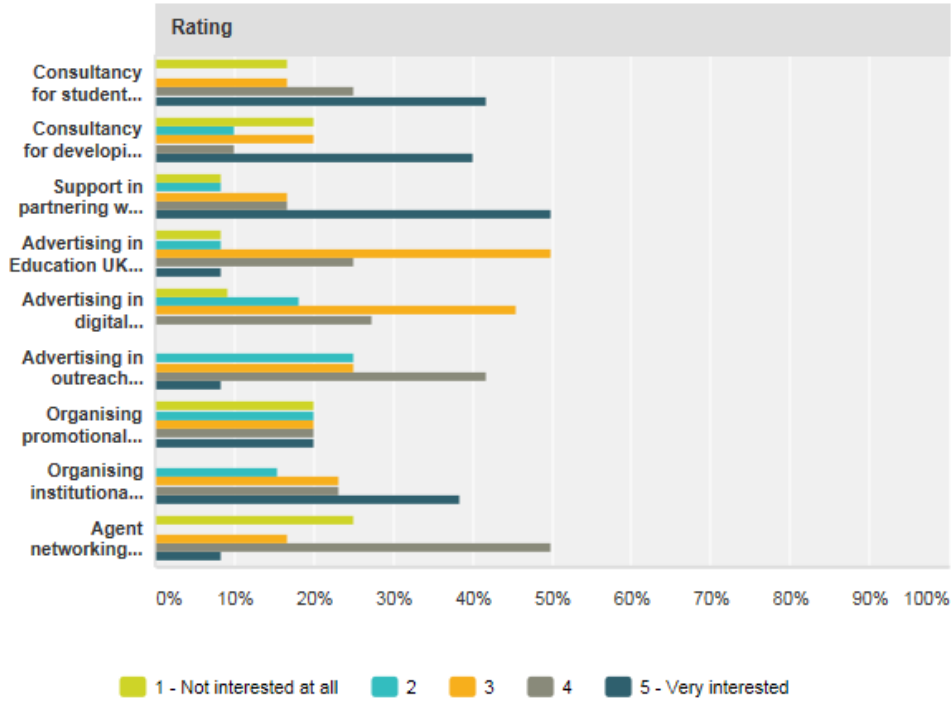


	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree	Total
This event met my expectations	0.00% 0	0.00% 0	0.00% 0	47.06% 8	52.94% 9	17
Overall, this was a high quality event	0.00% 0	0.00% 0	0.00% 0	58.82% 10	41.18% 7	17

Q17

What other services would interest you for Bulgaria in future?

Answered: 13 Skipped: 4



Rating						
	1 - Not interested at all	2	3	4	5 - Very interested	Total
Consultancy for student recruitment purposes	16.67% 2	0.00% 0	16.67% 2	25.00% 3	41.67% 5	12
Consultancy for developing partnership/TNE programmes	20.00% 2	10.00% 1	20.00% 2	10.00% 1	40.00% 4	10
Support in partnering with local institutions	8.33% 1	8.33% 1	16.67% 2	16.67% 2	50.00% 6	12
Advertising in Education UK – branded publications	8.33% 1	8.33% 1	50.00% 6	25.00% 3	8.33% 1	12
Advertising in digital marketing programmes	9.09% 1	18.18% 2	45.45% 5	27.27% 3	0.00% 0	11
Advertising in outreach marketing programmes for profile raising purpose	0.00% 0	25.00% 3	25.00% 3	41.67% 5	8.33% 1	12
Organising promotional public events	20.00% 2	20.00% 2	20.00% 2	20.00% 2	20.00% 2	10
Organising institutional promotional events at local schools & universities	0.00% 0	15.38% 2	23.08% 3	23.08% 3	38.46% 5	13
Agent networking activities	25.00% 3	0.00% 0	16.67% 2	50.00% 6	8.33% 1	12

Comments (2)

We would be interested in attending Science and Engineering based events.

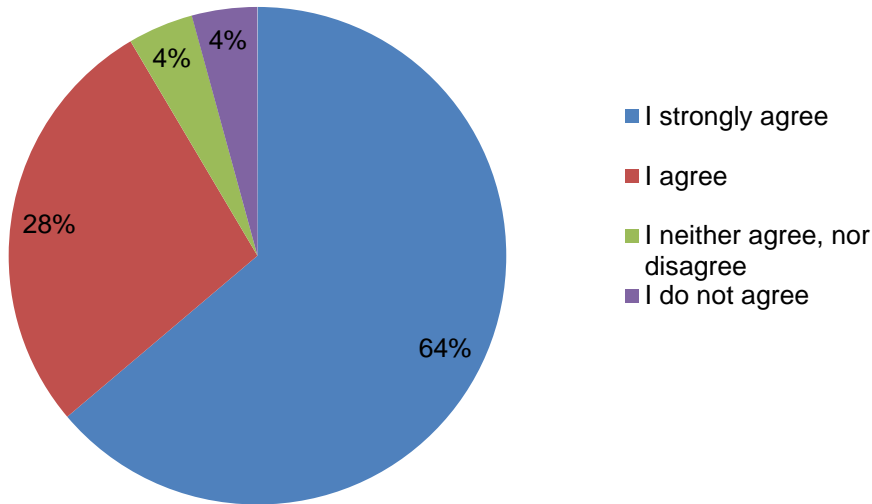
11/4/2015 6:27 PM

Online training for agents and centres

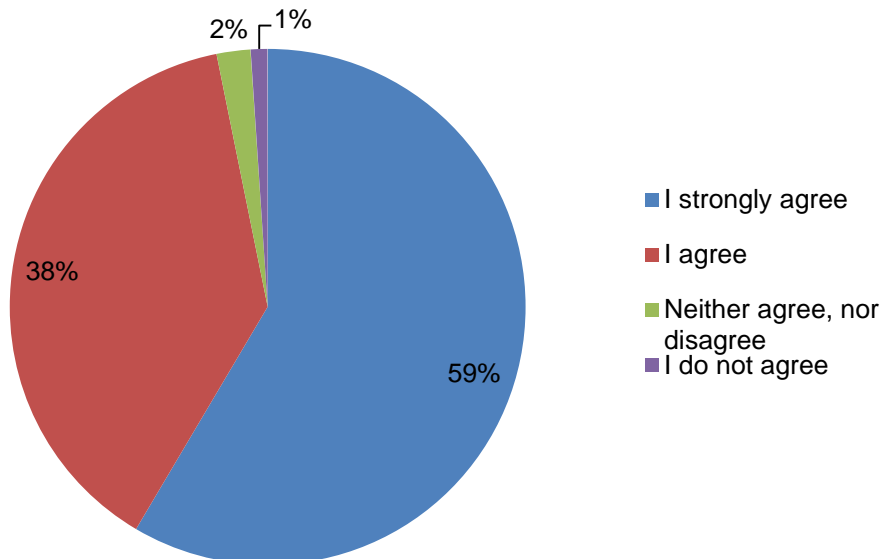
10/27/2015 4:25 PM

- Appendix C - Visitor survey

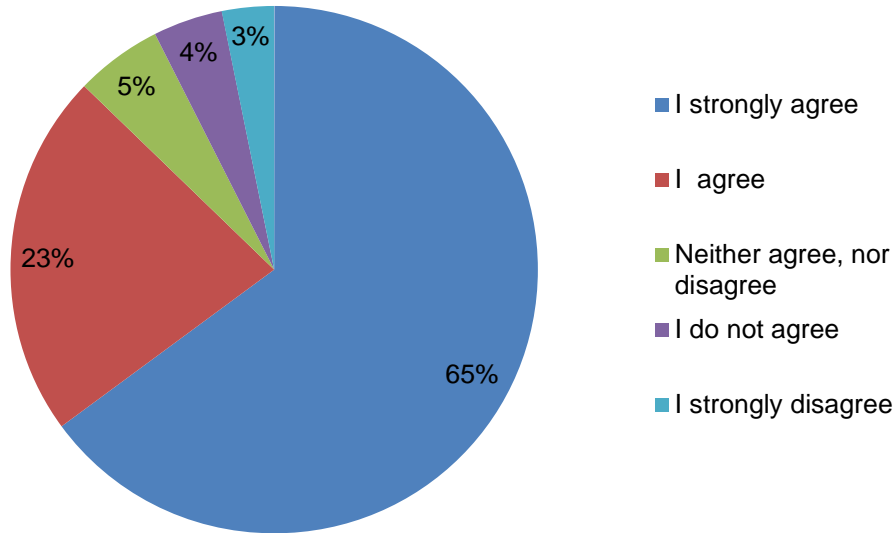
To what extent do you agree that this exhibition met your expectations?



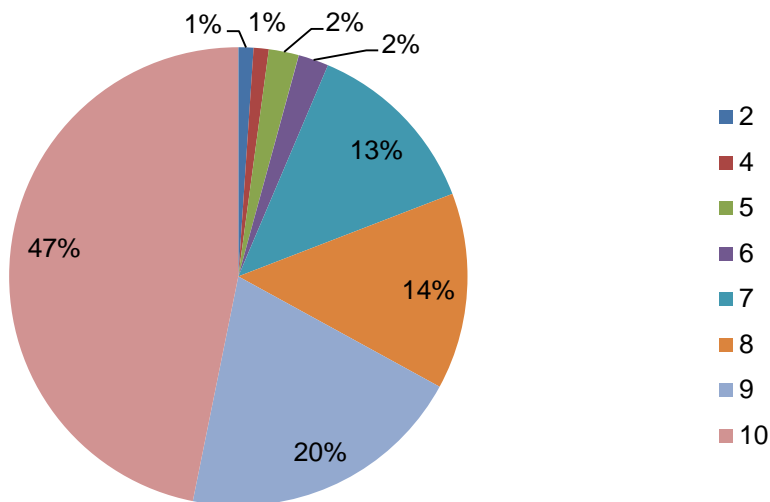
To what extent do you agree that this was a high quality exhibition?



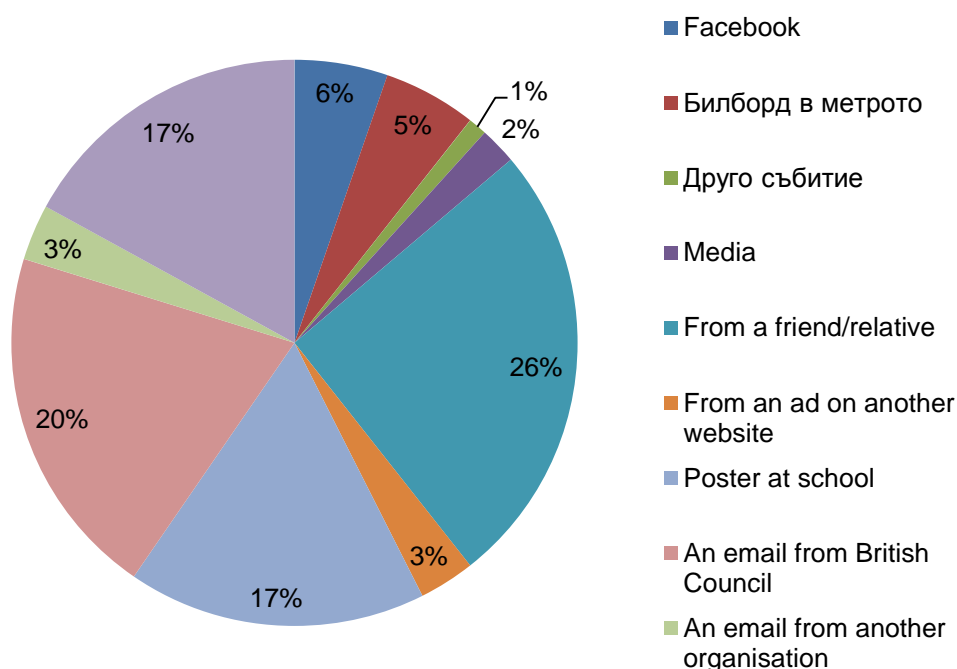
To what extent do you agree that you learnt something new?



To what extent is it likely that you will recommend British Council to a friend or colleague (10=very likely; 0=very unlikely)?



How did you hear about the exhibition?



Appendix D - Advertising and promotion plan

Activity		Media/ Marketing Channel/ Company						
Type	Details		June	July	August	September	October	
1	PRINT	Distribution of event leaflets - to all BC customers registering for exams and courses	BC Customer Service Centre	X	X	X	X	X
2	PRINT	Distribution of event leaflets - all offices of Orange Education (BC partner) across the country	BC partner network				X	X
3	OUTDOOR	Targeted distribution of posters - at and around 120 schools and 40 universities and faculties	BG Plakat				X	X
4	OUTDOOR	Ads on central tube stations	Metroreklama					X
5	DIGITAL	Web banners	dnevnik.bg/ karieri.bg				X	X
6	DIGITAL	Facebook social ads	Facebook			X	X	X

7	DIGITAL	Facebook organic posts campaign	Facebook			X	X	X
8	DIGITAL	Facebook promoted posts	Facebook				X	X
9	DIGITAL	Google ads - remarketing campaign	Google				X	X
10	DIRECT MAILING	BC monthly newsletter (BC mailing list - 11,000+ contacts)	Newsletter		X	X	X	X
11	DIRECT MAILING	through partner networks	email					X
12	DIRECT MAILING	Special newsletter (BC mailing list - 11,000+ contacts)	Newsletter					X
13	RADIO	Radio ads	bTV radio					X
14	DIRECT MAILING	BC teacher contacts	Email				X	
15	PR	Press release sent to the media	Press					X
16	PR	PR text in specialised media	Study Abroad Magazine				X	X
17	PRINT	Study Abroad Magazine ad (media partnership)	Study Abroad Magazine				X	X
18	ONLINE	Study Abroad Magazine web banner and news item (media partnership)	Study Abroad Magazine				X	X

End of Report