

POST EVENT REPORT

EDUCATION UK SCHOOLS AND UNIVERSITIES TOUR COLOMBIA

September 2015



Dear Exhibitor,

British Council Colombia thank you for participating in Education UK Schools and Universities Tours held in Colombia in September 2015 in Bogota and Medellin.

The purpose of this report is to provide you with a summary of the event, including visitor and exhibitor feedback as well as other useful information. We trust that this report will enable you to report return on investment and assist with future decision making.

The event, Education UK Schools and Universities Tours, first of its kind held in Colombia, was aimed at providing opportunities for UK Higher Education, Further Education and English providers the opportunity to meet with potential students. It also gave access to relevant decision makers and influencers within of the 11 campuses visited in both cities with the hope of establishing a connection for future collaboration. The event hosted 19 delegates from 18 UK institutions as listed in Appendix below who engaged with prospective students, visitors and partners, providing audiences with information on education as well as other opportunities that exist in the UK.

The event attracted over **1,784 visitor's** thanks to support from host schools and universities. Alongside the main tour, a series of seminars were also given by delegates, British Council staff and Colfuturo, covering topics such as: Business careers in a changing global environment; Studying in the UK, Loans and Scholarships for Colombians among others. Event was highly successful and generated huge expectations.

British Council and SIEM team in Colombia 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.

Kind Regards,

Rose Williams

Education – SIEM Project Manager, Colombia

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I. Highlights

For the first time in Colombia, this tour was with roaring success and great feedback from host schools, universities and visiting UK institutions.

- 1,784 visitors
- 1,813 registered
- 18 UK participating institutions
- 11 campuses within social economic strata 3-6 were visited in Bogota and Medellin. 3 schools ranked within top 10 in Colombia and others within top 50
- Participation of Colfuturo, UK Embassy (UKTI) and Chevening offering financial advice and opportunities for Colombians wishing to study in the UK
- British week celebration held in honour of our event at Universidad Nacional de Colombia 31 Aug – 4 Sept
- Successful meetings held with Rectors/Heads and faculty members of schools visited as well as opportunities for networking with relevant Vice-Chancellors and relevant members of the universities for future collaborations.

A number of successful seminars were held on the following topics:

- Higher Education in the UK
- Business careers in a changing global environment
- How to get **INTO** a Top University in the UK
- How to speed up your application process with TOP Universities in the UK
- Politics and International Relations
- How to create the perfect portfolio in Art, Design and Creative subjects
- IELTS

This tour was held on the following campuses

Date	Time	Campus	City
31 Aug 2015	08.00 -12.30	Montessori British School	Bogota
	13.30 – 16.40	Universidad Externado de Colombia	
1 Sept 2015	08.30 – 12.15	Gimnasio Moderno + 1 visiting sister school (Nuevo Gimnasio)	Bogota
	14.00 – 17.30	Universidad Nacional de Colombia	

2 Sept 2015	08.00 – 11.30	Gimnasio Colombo Británico + 2 sister schools (Gimnasio Colombo Americano & Gimnasio Colombo Gales)	Bogota
	12.30 – 15.30	Universidad Sergio Arboleda	
3 Sept 2015	07.40 – 10.45	Colegio Montessori Medellín	Medellin
	11.00 – 13.30	Colegio Los Pinares	
	14.00 – 17.00	Universidad de Antioquia	
4 Sept 2015	07.30 – 12.00	Gimnasio Los Alcazares	Medellin
	13.30 – 17.00	Universidad Nacional de Colombia , Medellin Campus	

Institution	Description	City
Montessori British School	<p>MBS is a private school opened to different cultures and creeds. Part of their student population is of foreign origin.</p> <p>Meets all the requirements of the Colombian government in education, approved by resolutions 4057, 2004 and 138 908 2007, it has been accredited by the Cambridge International Examinations. (CIE) in the curricula of primary, (Cambridge International Primary Program) and secondary low LSP (Lower Secondary Program) in January 2010 for the Media (grades 10 y11º) the International General Certificate of Secondary Education (IGCSE).</p> <p>The school is mixed (girls and boys) and belongs to calendar B, structured according to the following academic sections: preschool, primary and secondary.</p>	Bogotá

	<p>Teaches four languages: English, French, Mandarin and Spanish at academic and social level. Giving all instruction in English except for Spanish classes, French, Mandarin, Ethics, and some kinds of gymnastics, Music and Dance.</p> <p>Classes are from 8:45am to 3:45pm.</p> <p>Number of students: 950</p> <p>ICFES level: Very high</p> <p>CIE International Bilingual School: International and academic</p> <p>Monthly fee: \$900,001 to \$1,100,000</p> <p>Estrato (socioeconomic level): 5 (high)</p>	
<p><u>Universidad Externado de Colombia</u></p>	<p>The Externado University of Colombia is located in the eastern limit of the district of the Calendaria of Bogota. It was born on February 15 of 1886. The institution grants 4 and 5 year primary (Licenciados) and professional degrees, as well as advanced two-year Magister degrees. Instruction is primarily in Spanish.</p> <p>The Externado University of Colombia has agreements for the academic formation of professors; interchange of professors and students; investigations and bibliographical material with international institutions. It is considered a highly prestigious institution nationally and has been known for producing graduates which include high-profile lawyers, academics, judges, financiers as well as senior government officials and politicians.</p> <p>The Universidad Externado obtained from the National Council of Accreditation of Colombia the accreditation of high quality for the University in general as one educational institutional body. As well as for individual programs such as: Law, Finance and International Relations, Government and International Relations, Accounting, Economy, and Business Administration. It also has obtained recognition from international agencies and institutions like the European Quality Improvement System for its school of management.</p>	<p>Bogotá</p>
<p><u>Gimnasio Moderno</u></p>	<p>Gimnasio Moderno is a private all-male traditional and catholic school located in Bogotá. It was founded in 1914 by various prestigious Colombians.</p> <p>Notable alumni of the school include, former Colombian Presidents Ernesto Samper and Alfonso Lopez Michelsen, Former House representatives Nicolás Uribe, NASA scientist Rodolfo Llinas and businessman Julio Mario Santo Domingo.</p> <p>The school program is divided in four sections. First</p>	<p>Bogotá</p>

	<p>section includes 1 and 2 grades. The second section includes 3, 4 and 5 grades. The third section includes 6, 7, 8 and 9 grades. And the last section, the fourth section, includes 10 and 11 grades.</p> <p>Most of the classes are taught in English and French. School year begins for primary in July and for high school in September (Calendar A).</p> <p>The present enrolment is 1018 students.</p> <p>Monthly Fee: \$500,001 – \$700,000</p> <p>Estrato (socioeconomic level): 5 (high)</p>	
<u>Universidad Nacional de Colombia</u>	<p>The National University has been the centre of the research and academic tradition in Colombia. With a history spanning 140 years, a staff of nearly 3000 professors, and over 46000 students (38000 undergraduate and 8000 graduate), it is the largest university in the country.</p> <p>The university offers over 400 academic programmes of which 95 are undergraduate, 51 Doctoral, 134 Master’s and 125 Specialization which are in all the subject areas (Business, Administration Arts, Agricultural Sciences, Basic and Earth Sciences, Engineering, Health Sciences, Human and Social Sciences, Sciences).</p>	Bogotá and Medellín
<u>Gimnasio Colombo Británico</u>	<p>Gimnasio Colombo Británico is a private catholic school located in Bogotá, funded in 1988.</p> <p>School year follows Calendar A. Classes are from 07:20am to 3:15pm.</p> <p>The present enrolment is 1300 students (boys and girls).</p> <p>The school is fully bilingual. All classes are taught in English except Spanish.</p> <p>CIE International Bilingual School and IB World School.</p> <p>Monthly fee: \$1.000.000 y \$1.500.000</p> <p>Estrato (socioeconomic level): 5 (high)</p>	Bogotá
<u>Universidad Sergio Arboleda</u>	<p>Colombian private university, founded in 1985. Its headquarters are located in Bogotá and has extensions in Santa Marta and Madrid. It offers programs in undergraduate majors, masters and doctoral degrees. Sergio Arboleda University is a university with high quality accreditation (since 2015). Offers UG, PG and PhD programs. It has seven schools including the Schools of Business, Marketing and Management. It offers 22</p>	Bogotá

	<p>undergraduate programs, 28 majors, 8 masters and 1 doctorate, for a total of 37 programs.</p> <p>The exchange program for international students allows the international student to take a maximum of 7 subjects in the University during the January to May or July to November periods in the Bogota or Santa Marta branch. The student enrolment range is: 5,000-5,999</p> <p>Cost of UG Program in Management: \$7.035.000 and Business \$ 8.500.000 per semester</p>	
<p><u>Colegio Montessori Medellín</u></p>	<p>The Montessori School is a PK-12 institution in Medellín, Colombia, funded in 1976.</p> <p>With over thirty years of experience, The Montessori School is a catholic, private education institution which strives to educate students to their fullest potential. Classes are taught in three languages: Spanish, English and French.</p> <p>School year programme follows calendar A and classes are from 07:30am to 03:30pm.</p> <p>Among the awards received by the school are: Certification ISO-9001 2000 since 2004, Membership since 2009 to the Cambridge Primary International program, by Cambridge International Examinations (CIE), and ICFES (very high).</p> <p>CIE International Bilingual School</p> <p>The present enrolment is 1040 students (girls and boys)</p> <p>Monthly fee: \$900,001 to \$1,100,000</p> <p>Estrato (socioeconomic level): 5-6 (very high)</p>	<p>Medellín</p>
<p><u>Colegio Los Pinares</u></p>	<p>Colegio Los Pinares is a female catholic and private school funded 50 years ago. It is bilingual in English and is associated with the University of Cambridge, with international approval to offer educational programs and teaching qualifications, which is why students can graduate with CIE diploma.</p> <p>Students in higher grades study Portuguese in their curriculum, allowing us to train them as trilingual students.</p> <p>School year programme follows Calendar A and classes are from 07:30am to 03:15pm.</p> <p>The present enrolment is 800 students.</p>	<p>Medellín</p>

	<p>Accredited by ICFES with very high level since 15 years ago.</p> <p>CIE International Bilingual School.</p> <p>Monthly Fee: \$501,000 and \$700,000</p> <p>Estrato (socioeconomic level): 5 (high)</p>	
<p><u>Universidad de Antioquia</u></p>	<p>Established in 1803, Universidad de Antioquia is a government-run public university based in Medellín, Colombia.</p> <p>Over its more than 200 years of existence, Universidad de Antioquia (otherwise known as UdeA), has played a key role in the fields of medicine and law. It has also been a key actor in the rise of the Colombian industry and engineering, as well as an environmental leader and pioneer in research.</p> <p>With 80 undergraduate programs and more than 180 graduate programs including 11 doctoral programs, the University currently boasts a student body of nearly 36,000 undergraduate and graduate students.</p> <p>Academic Programs include Law, Health Sciences, Nursing, Medicine, and Civil Engineering, Business Administration, Pharmacy and Food Science, Political Science, Education. It has approximately 228 research groups.</p>	<p>Medellín</p>
<p><u>Gimnasio Los Alcazares</u></p>	<p>ASPAEN Gimnasio Los Alcazares is a private catholic bilingual school located in Medellín and funded in 1967.</p> <p>The school aims to develop skills and competencies needed for a globalized world: Bilingualism, International Diploma, Technology,, sports, arts, among others.</p> <p>The present enrolment is 543 students.</p> <p>School year programme follows Calendar A (January-November) and classes are from 07:00am to 03:15pm.</p> <p>Accredited by ICFES with very high level. Certified by Cambridge, IBO and Santillana.</p> <p>CIE International Bilingual School and IB World School..</p> <p>Monthly fee: \$800.001 - \$1.000.000</p> <p>Estrato (socioeconomic level): 5-6 (very high)</p>	<p>Medellín</p>

II. Visitors Profile

1. Gender

a) Bogotá

Education UK Schools and Universities Tour - Bogotá (31 August to 02 September 2015)



	407 (31.26%)		358 (27.5%)		1 (0.08%)
	8 (0.61%)		528 (40.55%)		

b) Medellín

Education UK Schools and Universities Tour - Medellín (03 to 04 September 2015)



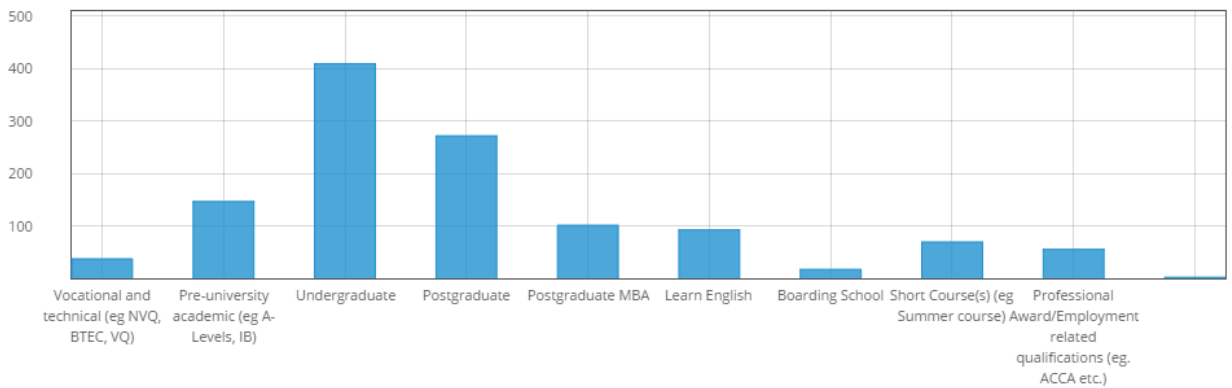
	95 (18.59%)		143 (27.98%)		2 (0.39%)
	1 (0.2%)		270 (52.84%)		

2. Levels of education sought in the UK

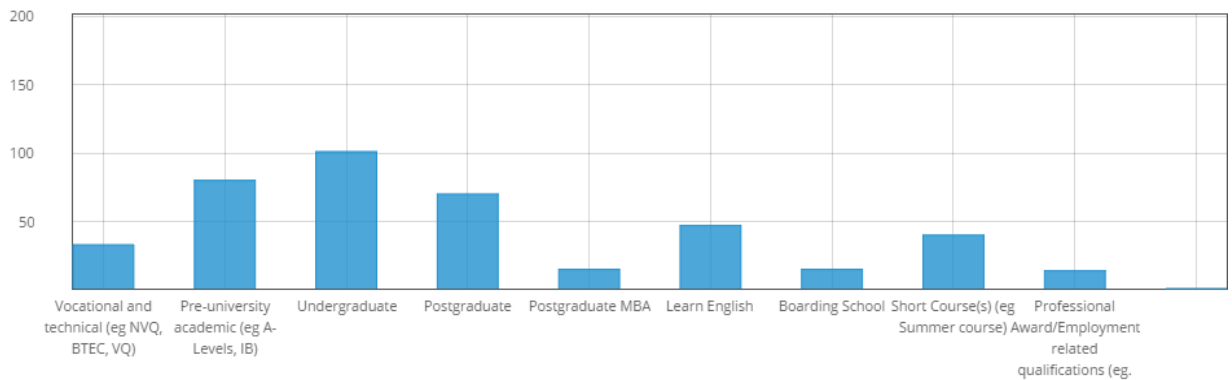
Summary of visitor interest in both cities:

- **58.14%** - undergraduate programs
- **51.4 %** - post graduate course including MBAs
- **31.4%** - pre-university programs (A-Levels, IB, Foundation/Access programs)
- **19%** - English courses

a) Bogotá



b) Medellín



3. Subject area of interest

Summary of areas of interest in both cities:

28.18% - Engineering and Technology

23.46% - Business and Administration

21.57% - Health and Medicine

18.65% - Creative Arts and Design

17.61% - Humanities

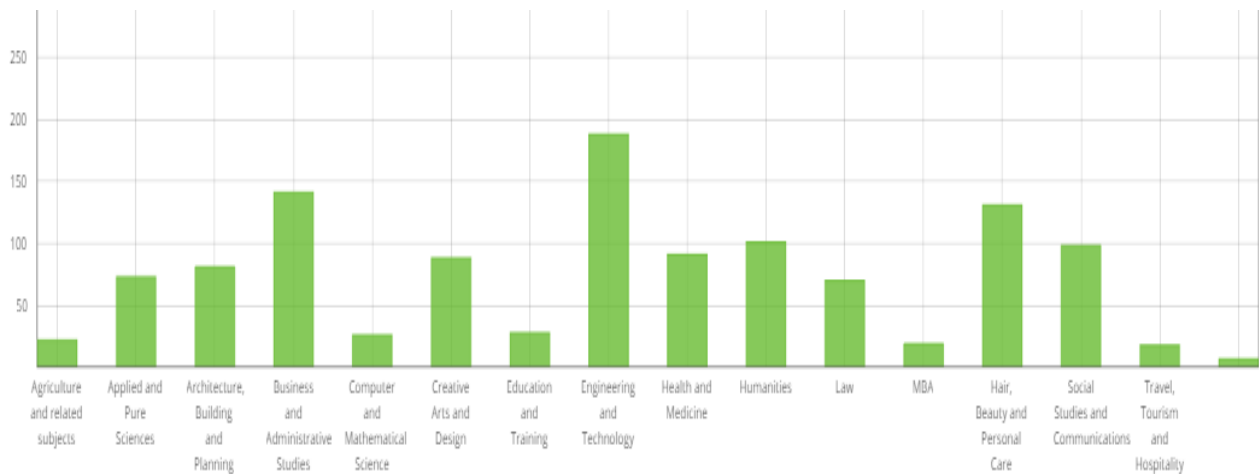
14.96% - Social Studies and Communications

12.55% - Architecture, Building and Planning

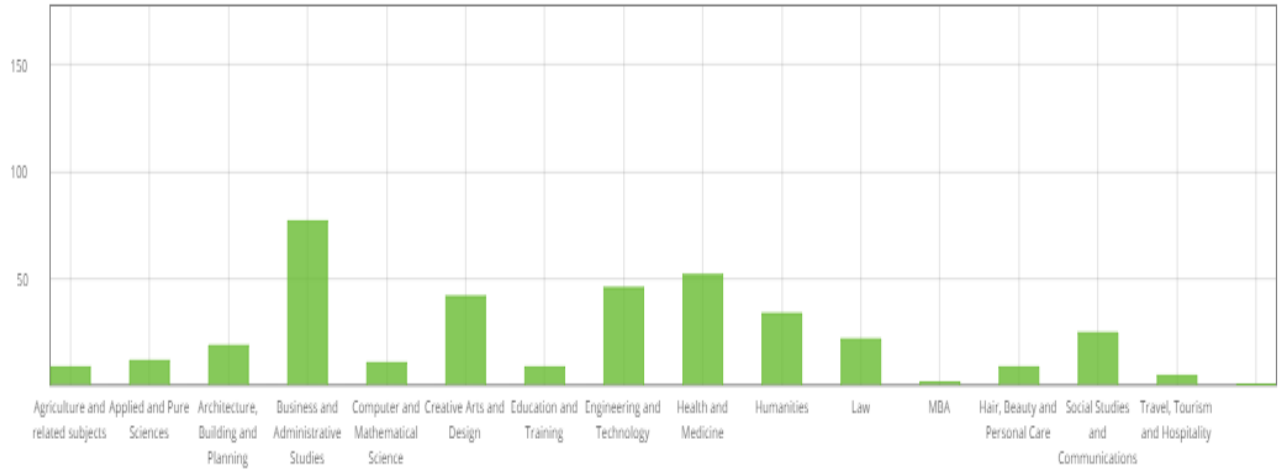
11.79% - Law

New interest in Bogota for Health, Beauty and Personal Care

a) Bogotá area of interest



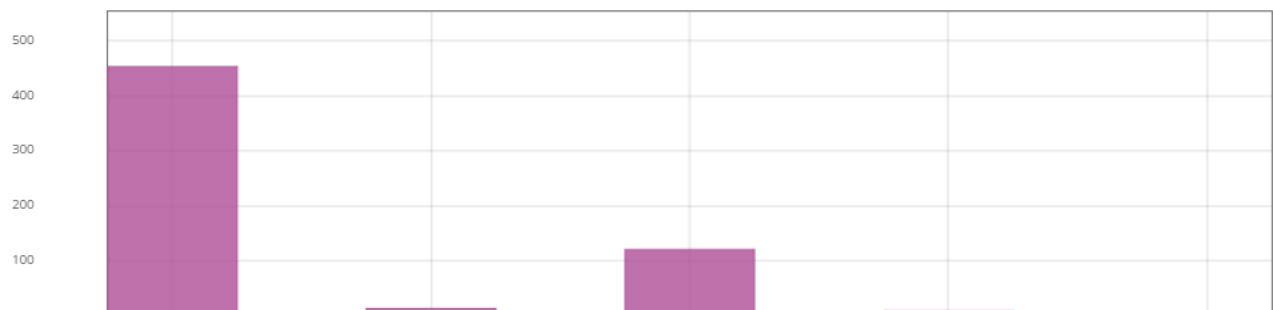
b) Medellín area of interest



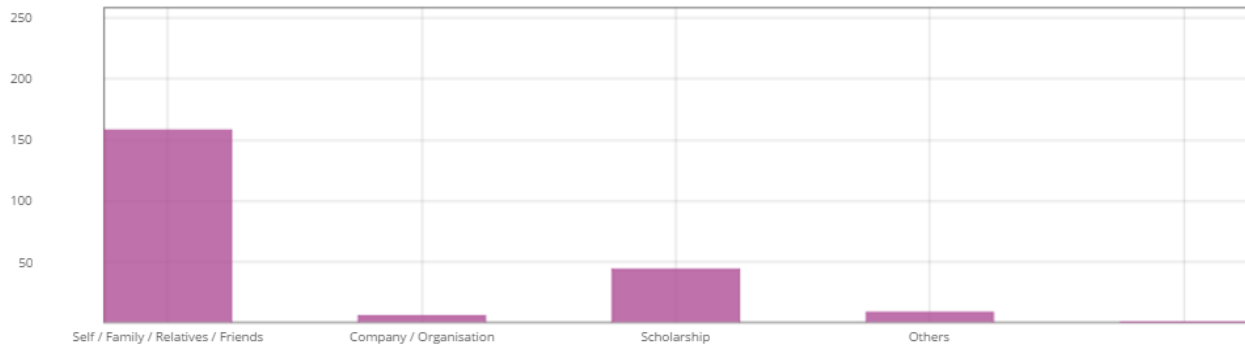
4. Source of funding for education in the UK

An overwhelming majority of the visitors indicated that their **sources of funding** for studying in the UK will come from either their **personal savings** or **from relatives**.

a) Bogotá source of funding



b) Medellín source of funding



III. Event Feedback

Host Campuses in Bogota and Medellin

- Very good initiative by the British Council
- It was very useful to have opportunities for students who are in the process of determining their route for higher education and professional development
- We look forward to having more of these events in the future.
- We are happy to have the opportunity to network and establish relationships for future collaborations.

Key Recommendations for the British Council

- A separate evening event to allow increased participation of parents
- Shorter periods within campuses
- Keep UK group smaller to allow for longer meetings instead of quick networking activities
- Some venues on University campuses too cold due to its outdoor-indoor nature.

Exhibitor Feedback

When exhibitors were asked if they will sign up for a similar event again 100% of exhibitors answered **YES**.

When exhibitors were asked how they will rate the event in general:

- 23.08% in Medellin and 42.86% in Bogota rated it very good
- 53.85% in Medellin and 35.71% in Bogota rated it good
- 23.8% in Medellin and 23.45% in Bogota rated it fair.

Some positive Quotes from Exhibitors

“Just wanted to say how great it was to meet you and the BC gang and to say thank you for all your hard work and for looking after us so well. Thanks especially for organising veggie food for me. Natalie and I loved our first experience of Colombia. I'm definitely going to start learning Spanish and I will certainly volunteer for future events with you guys.”

“Thank you, thank you, thank you! It was a pleasure to meet you and the others...”

“Just wanted to say a big thank you to you and your team for all your hard work, assistance during the week and putting up with us all!”

“I'd like to second Chloe's comments that the trip was excellent and we really appreciate the hard work that you did, and that your team did to make the event run so smoothly.”

“Just a quick note to say thanks again for all your help, effort, and organisation last week! You were all superb hosts and always had smiles aplenty to keep everyone upbeat and inline 😊”

IV. Next Steps

There are several areas that both British Council and the UK institutions can work on to improve the overall arrangement and outcomes of events of this sort. The main findings and recommended next steps are outlined below:

British Council

- We understand the importance of having a space and time to talk to parents of potential students and will take that into consideration, planning for a separate event, scheduled to allow their attendance.
- Having tours of this sort, places limitations in terms of spaces available since these are on different campuses. We will bear temperature in mind, when reviewing spaces allocated within host campuses.
- Program will be planned to allow for meaningful networking opportunities with relevant members of the local institutions visited, with shorter periods within each campuses.

UK Institutions

- It is suggested that institutions invite their alumni to attend future exhibitions and share tales of their life in UK with the visitors.
- Institutions should consider aim to provide the British Council with a subject matrix prior to the exhibition, to help reduce queues at stalls where institutions don't provide the course.
- Though schools visited fell within socio-economic stratus 4-6 and universities within 3-6, demonstrating capacity to afford UK education, many visitors commented that scholarships opportunities were very low. We recommend institutions to look at ways of providing some sort of scholarship or discount and highlight these during future exhibitions/tours.

The above points, though important, should not detract from what was a hugely successful Tour. Next year's exhibition (Currently Scheduled for **1st Week September 2016**) will build upon the lessons learned and prove even more popular. We hope to see you there!

V. Appendix

List of UK participating Institutions

1. University of Kent	10. Durham University
2. University of Salford	11. University of Leeds
3. Leeds Beckett University	12. Kaplan International
4. INTO University Partnerships	13. Hult International Business School
5. The Bournemouth and Poole College	14. Kings Education
6. BPP University	15. Cardiff Sixth Form College
7. University of Dundee	16. De Montfort University
8. University of the West of Scotland	17. Cambridge Education Group
9. Leeds Becket University	18. Edinburg Napier University

Photos



Gimnasio Moderno, Bogota, Sept 2015



Gimnasio Colombo Británico, Bogota, Sept 215



Gimnasio Los Alcázares, Medellin. Sept 2015



Montessori School, Medellin. Sept 2015



Gimnasio Colombo Británico, Bogota. Sept 2015



Universidad Externado, Bogota. Sept 2015



Gimnasio Los Alcázares, Medellin. Sept 2015



Universidad Nacional Medellin. Sept 2015



Universidad Nacional Bogota. Sept 2015



JW Marriott Hotel Bogota. Sept 2015



Montessori British School Bogota. Sept 2015



Gimnasio Colombo Británico Bogota. Sept 2015



Montessori British School Bogota. Sept 2015



Gimnasio Alcázares, Medellín. Sept 2015



Gimnasio Colombo Británico. Sept 2015



Gimnasio Moderno. Sept 2015



Colegio Montessori Medellín. Sept 2015



Montessori British School, Bogota. Sept 2015