



SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING

Post-event report for
Education UK exhibition 2015
31 October - 1 November 2015
Seoul

Introduction

British Council Korea hosted its 25th Education UK exhibition on both 31st October and 1st November at Hanyang University Olympic Gymnasium, with 29 institutions taking part this year.

683 visitors attended the exhibition, which is a huge drop compared to last year. The following factors might have been the cause of the drop down; change in venue with less accessibility, decrease in total number of participating institutions at the fair, competition with other agent fairs which were held prior to our exhibition, and a sudden drop in temperature on the exhibition day.

Upon request from the UK institutions to change the venue over the past few years, British Council Korea decided to hold the event at a university building this year to attract more students. Unfortunately, holding the event at a university hasn't really worked as the venue was not easy to find on campus. We received negative feedback from participating institutions with some pointed areas which should be improved. British Council Korea undertook a review of the exhibition to identify what did not go well and the key 'lessons learnt' to inform future activities.

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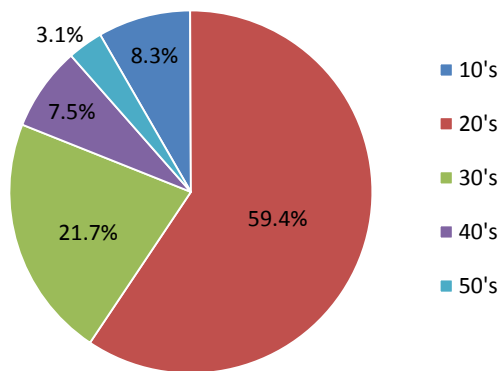
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Visitors' profile

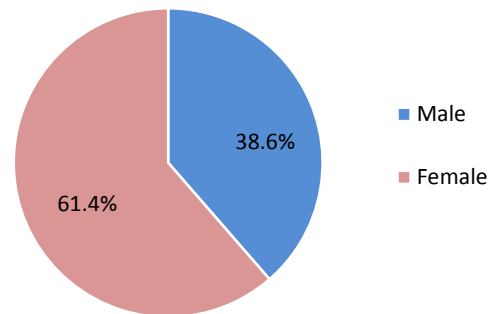
Profile

The visitors' age group and gender distribution were as below. The participants were dominantly female, and more than three quarters of the total population was in their 20's or 30's. (Total number of survey participants: 264)

Age Group

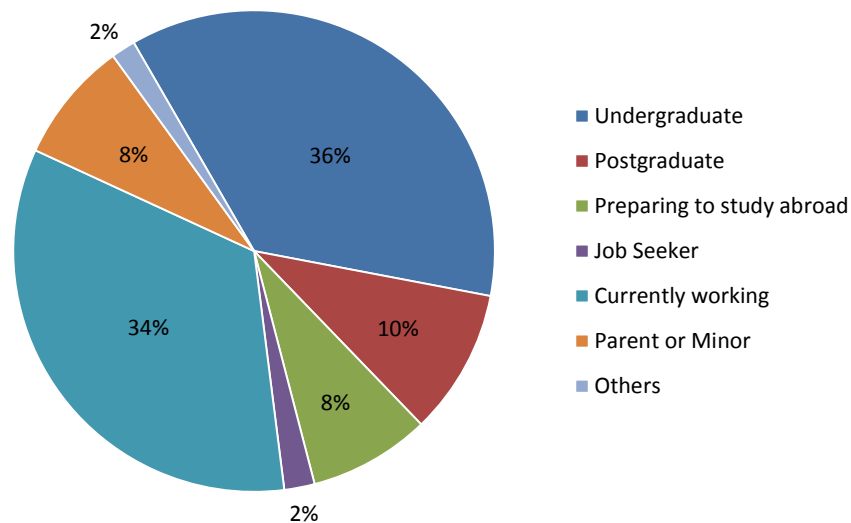


Gender



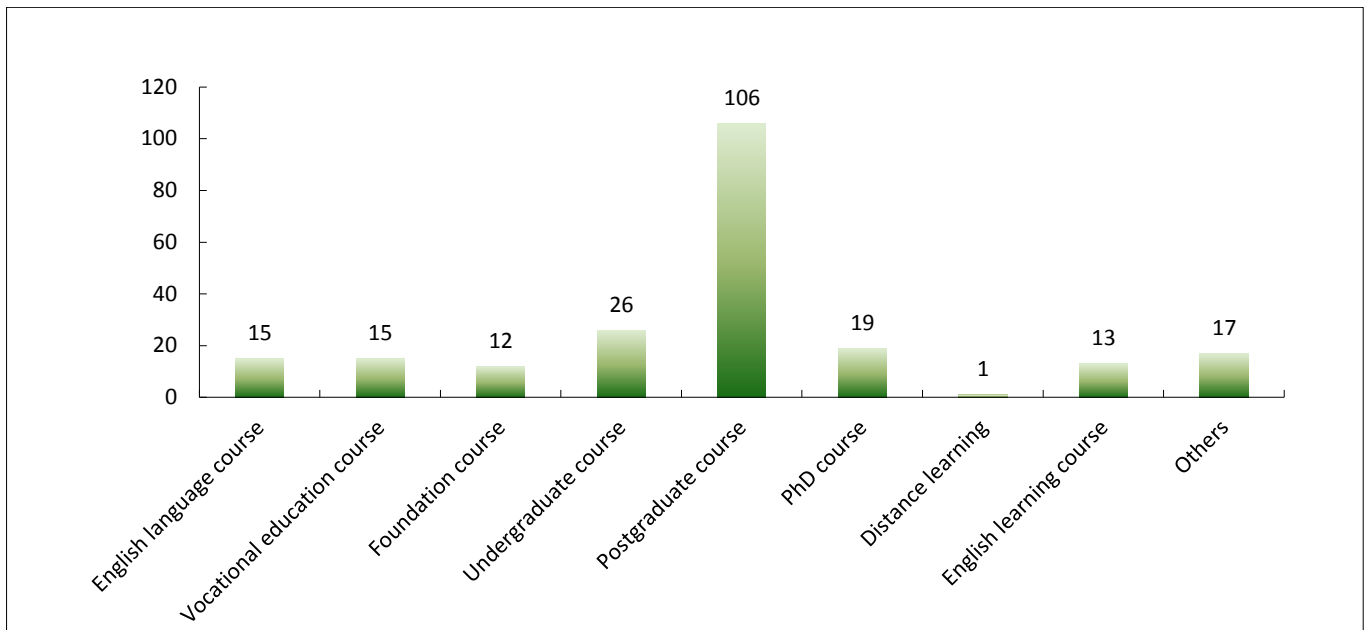
Around 46% of the visitors were students (undergraduate or postgraduate) and 34% of the visitors were currently working. 8% of the visitors answered that they were at the stage of preparing to study abroad.

Employment Status

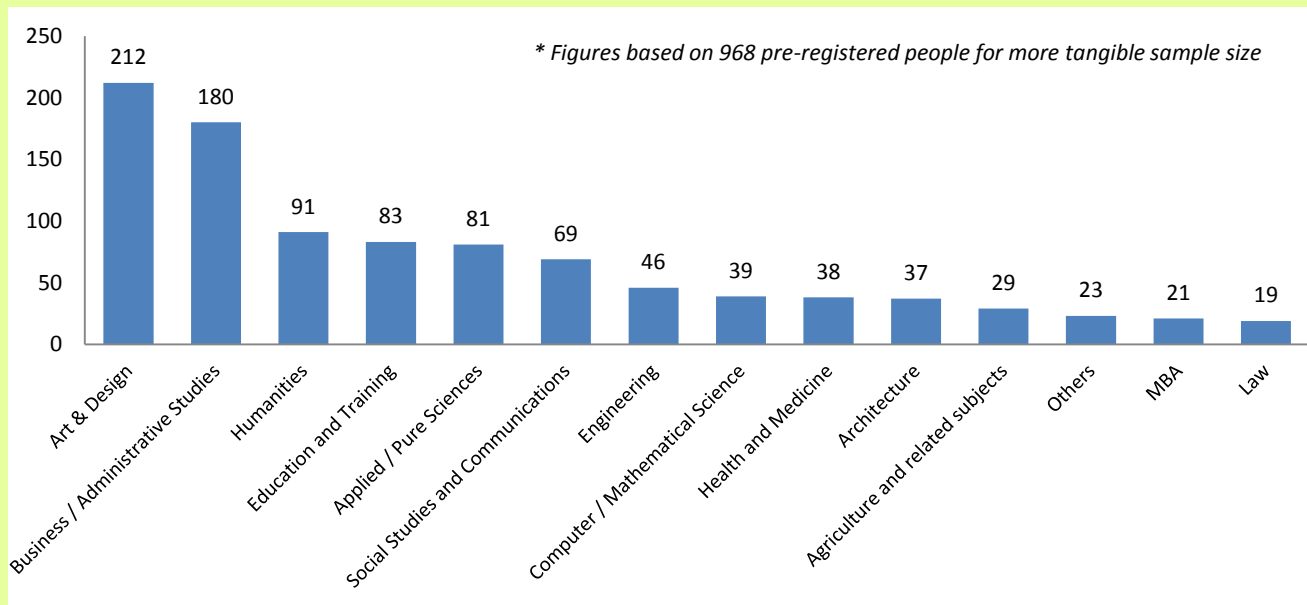


Preference

The majority were looking for postgraduate and undergraduate courses.

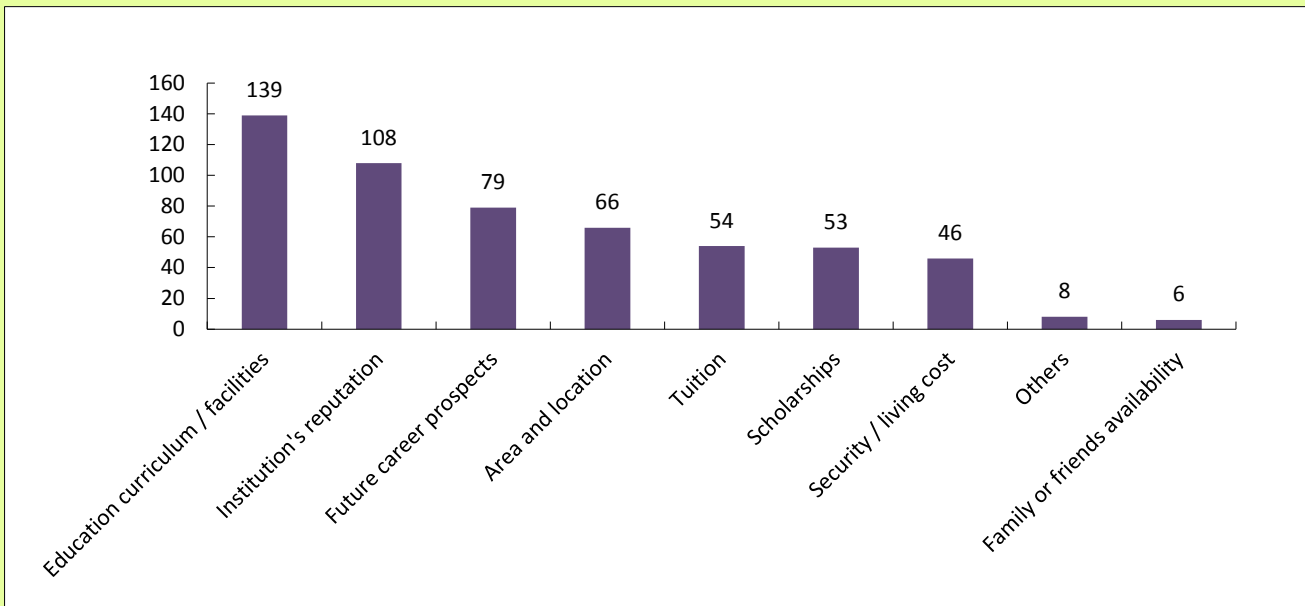


Subject preference



The subject preference remains to be similar to previous years while Business / Administrative Studies became popular this year. Art & Design is still the **number one** subject area of choice.

Factors for consideration



Education curriculum & facilities and institution's reputation are the most important factors when considering to study abroad. Future career prospects are also becoming important which means that a growing number of students are worried about their employment ability and therefore, choose the university or course where they can get a decent job after graduation.

Marketing

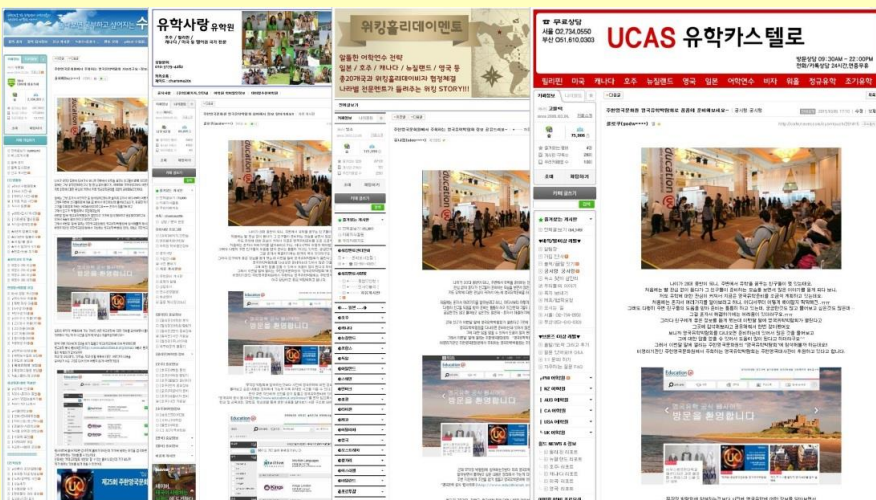
Outdoor



Online banners & DM



Search Keywords & Viral Marketing



Online News Articles

The collage features several news snippets:

- Naver:** Article titled '영국 대학교-어학원 문화원 영국유학박람회' (British Council Education UK Exhibition) dated 2015.10.29.
- ChosunBiz:** Article titled '제25회 주한영국문화원 영국유학박람회' (25th British Council Education UK Exhibition) dated 2015.10.4.
- Daum:** Article titled '영국유학 준비 알차게 하는 방법' (How to prepare for UK study) dated 2015-10-27.

Printed Advertisement & Leaflet

로엔엔터테인먼트 뮤직캠프 개최
 종합음악기업 로엔엔터테인먼트가 '2016 제2회 로엔뮤직캠프'를 연다. 대중음악에 관심과 재능이 있는 14~19세 청소년이라면 홈페이지 (loencamp.iloen.com)에서 신청서를 받아 오는 31일 오후 6시까지 이메일로 지원하면 된다. 캠프는 2016년 1월 13일 14일간 국립평창 청소년수련원에서 열린다.
 ●문의: (033)330-0846

영국유학박람회 31~1일 열려
 제25회 주한영국문화원 영국유학박람회가 10월 31일(토)부터 이틀간 서울 한양대학교 올림픽체육관에서 열린다. 올해로 25주년을 맞은 주한영국문화원 영국유학박람회는 영국 명문대, 영어학교, 사립 초·중등학교 대표가 참여해 개별 상담을 진행한다.
 ●이벤트 등록·문의: (02)3702-0601
 www.educationuk/korea

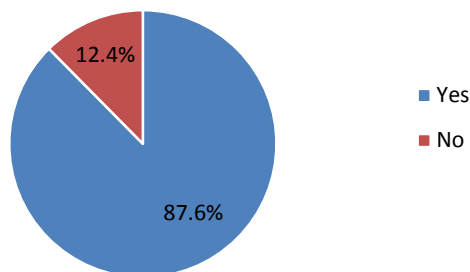


Visitors' feedback

Methodology

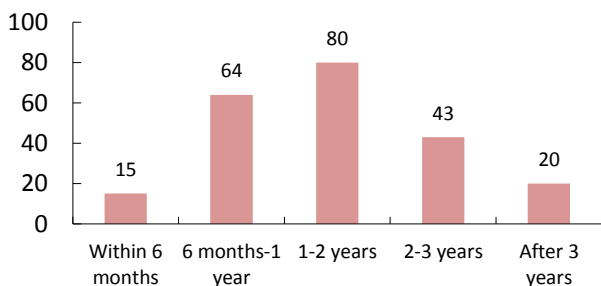
We distributed a printed survey to the visitors during the 2-day exhibition and the visitors who completed the survey were entitled to participate in the lucky draw with various prizes. The questions were designed to gather quantitative statistics as well as qualitative remarks on visitors' reactions to our exhibition and the decision-making process.

Have plan to study abroad

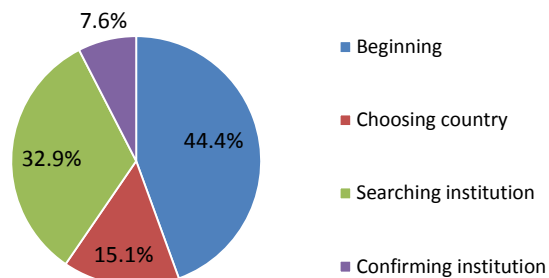


Among them, over 70% answered they plan to study abroad within 2 years, and when they were asked in which cycle they were, more than 32% were in the process of choosing an institution to study at.

When do you plan to study abroad?



Where in the cycle are you?



Key recommendations from visitors

- Venue at better location
- Invite more universities and schools to join the exhibition
- Hope to see a matrix or school types marked for participating institutions

Exhibitors' feedback

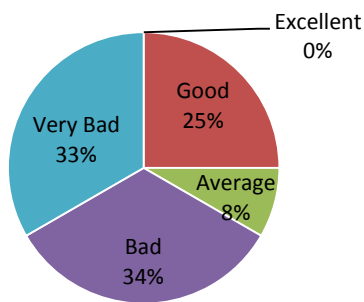
Main compliments

- BC Korea staff were very supportive and helpful
- Reception dinner was a good opportunity to meet local agents and university officers

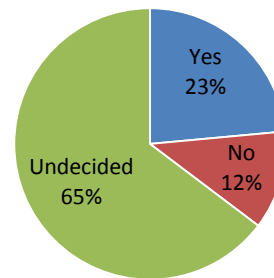
Main complaints

- Low visitor numbers
- Poor location of the venue
- Cost for the exhibition is high

Overall Assessment on this year's exhibition



Will you 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

- Search for new venue with better accessibility
- Consider changing the exhibition structure (maybe to a one-day event) with a lower registration fee
- Introduce other events prior to the exhibition (i.e. school trip, road-show for other regions, etc.) to link up local schools & universities with UK institutions for collaboration development
- More inspiring and practical seminar programmes
- Better publicity and advertising strategy
- New Education team to make every effort to liaise with UK institutions and show that British Council is listening, changing and offering support and insights that agents cannot

UK institutions

- UK delegates, especially the newcomers to the market, should take full-advantage of the market briefing session and 1:1 meeting with the British Council staffs prior and during the exhibition
- UK institutions are recommended to request for other promotional activities (presentation, email shots, etc.) either leading up to the exhibition or straight after the fair, which can help to generate more traffic and enquiries during the exhibition and recruit potential students

Appendix 1: List of exhibitors

Booth No.	Participants
1	Bell Educational Services
2	BPP University
3	Broadway Education
4	Cardiff Sixth Form College
5	Heriot-Watt University
6	Kingston University London
7	Leeds College of Music
8	Loughborough University
9	NCUK The University Consortium
10	Newcastle University
11	Queen Ethelburga's College
12	The Royal Agricultural University
13	RVC, University of London
14	SOAS, University of London
15	Staffordshire University
16	University of Aberdeen
17	University of the Arts London
18	University of Brighton
19	University College Birmingham
20	UCL (University College London)
21	UCL Institute of Education
22	The University of Law
23	The University of Lincoln
24	The University of Liverpool
25	University of Warwick
26	University of the West of Scotland
27	Writtle College
28	ELC Brighton
29	Oxford House College

Appendix 2: Promotion plan

Type Advertisements	Media	Duration	Format(Quantity)
Newspaper Adverts	Short article at weekly educational Newspaper	26 Oct	Short Article
Online/Mobile Adverts	Naver/ Daum Keyword	1 Oct – 1 Nov	Search Keyword related to “Study abroad”, “UK”, “Exhibition” for Web/Mobile
	Online News Article	12, 13, 16, 23, 26, 27, 28, 29, 30, 31 Oct	Articles put up by Chosun.com and other internet news providers
	Facebook Ads	1 Oct – 1 Nov	Reached 1,331,267 impressions and 8,398 clicks
	Mobile App Ads	1 Oct – 1 Nov (2 Pop-up notices - 20, 28 Oct)	Mobile App targeting University/College students reached 37,719 clicks
	Mobile Network Banner Ads (GDN)	1 Oct – 1 Nov	Mobile network banner reached 20,156 clicks
	Viral Promotion	1 Oct – 1 Nov	Blogs (20 contents), Online communities (40 contents), Facebook page postings (4 contents)
	Chosun.com	1 Oct – 1 Nov	Banner adverts (Box banner) generating 1,808 clicks
	University Online Community Ads	1 Oct – 1 Nov	Banner adverts (Box baner) on 5 University communities
	College Online Notice Boards	12 Oct –	Contents uploaded on 14 college online notice boards
	Online news articles	7, 23 October	Chosun Media
	365 event	1 Oct - 31 Oct	Box banner adverts
	365 event Twitter	1 Oct - 31 Oct	40 times within the period
	Direct e-mailing	Chosun.com EDM	20, 26 Oct
Exterior Adverts	University PDP	1 Oct - 31 Oct	400 machines within major Univ. campuses
	Subway Screendoor	1 Oct - 31 Oct	Hanyang University subway station platform (near the venue)
	Subway Platform PDP	1 Oct – 31 Oct	PDP ads on screens within 5 subway station platforms
	External Electronic Display	1 Oct – 31 Oct	Displayed 100 times per day on 5 crowded boulevards
	Flyers/ promotional goods	2 – 4 Oct, 9 – 11 Oct, 29 Oct	1,000 flyers and 800 promotion badges distributed before the exhibition
Non-paid advertisement			

Type Advertisements	Media	Duration	Format(Quantity)
Website	Education UK exhibition website (VRS) open	23 Sep – 1 Nov	
	EducationUK website	23 Sep – 1 Nov	
	BC SOLAS	23 Sep – 1 Nov	Teaser (Front page carousel, event section news)
	BC Blog	8 Oct – 1 Nov	Teaser
	BC Facebook	1 Oct, 12 Oct, 22 Oct, 30 Oct	
	BC Twitter	30 Oct, 31 Oct, 1 Nov	
Others	Visual Display (Posters)	31 Oct – 1 Nov	<ul style="list-style-type: none"> • Within Hanyang Univ.
	SMS	22 Oct	<ul style="list-style-type: none"> • DB of approx. 16,554 Korean prospective students
	BC E-newsletter featured with Exhibition as a main news	6 Oct	<ul style="list-style-type: none"> • Emails sent to the BC & EdUK database
	Education UK e-newsletter	22 Oct	<ul style="list-style-type: none"> • Emails sent to EdUK database