



Spain British Education Fair

(Madrid and Barcelona, 19-21 October 2015)

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1. Event fact file

Spain

Venue	Madrid: Hotel NH Eurobuilding Barcelona: Hotel NH Constanza
Opening hours	Madrid 19 October: 11.00 – 14.00 & 16.00 – 19.00 Madrid 20 October: 10.00 – 13.00 Barcelona 21 October: 10.00 – 14.00 & 16.00 – 19.00
Opened by	Simon Manley , HMA, Spain Andrew MacKay , Director British Council Spain
Stand costs	Madrid: £1,500 Barcelona: £1,200
Sponsors	No sponsors but fourteen collaborating institutions who each sent direct invitations to networks or over 4,000 prospective clients and provided in-kind support and dissemination. These included: Círculo Formación, Expansión & Empleo, IELTS, Mastermanía, VisitBritain, UKTI, Ayuntamiento Madrid, Ayuntamiento Barcelona, Escuelas Católicas, ASEPROCE, Richmond, NABSS, Fundación Hispano Británica and Infojovent are our main “disseminators”.
Unique feature to give added value	<ol style="list-style-type: none"> 1. Pre event market briefing for Exhibitors 2. Wide programme of general information sessions to the public 3. Fair guide (Passport) distributed digitally pre event so that public could prepare visit in advance. 4. Extensive media promotion of the event and UK Education excellence 2 months before the event. 5. Direct marketing to schools and promotion of UK Education through general information sessions throughout the year 6. Integration with additional Shakespeare is GREAT funding to enhance promotion opportunities and dissemination of Fair.
Seminars	<ol style="list-style-type: none"> 1. Spend a year at school in the UK by Alfonso de los Mozos, Sheffield Centre 2. How to apply to a British university by Kathryn Abell, EduKonexion 3. How to choose the right course and right university for YOU by Kathryn Tomos, Swansea University 4. Student finance in the UK for European students by Roshan Walkerly, University of East Anglia 4. All you need to know to apply to a British University by Carolina Jiménez, British Council 5. Levels of English and accreditation by Bernie Maguire, British Council 6. World Class Study in London: Postgraduate information session by Roxanne Cavanagh (King’s College), Jennie Long (Imperial College) y Lesley White (University College London)

2. Background & Framework

This is the fourth British Council Education Fair organised by British Council Spain. The number of Spanish students willing to study abroad continues to increase and the UK remains the most attractive study destination. UK education has an excellent reputation and English remains a highly desirable skill to acquire. The UK and Spain are close culturally and physically and **most importantly, the UK is perceived as able to provide** young people with significant opportunities to access the international job market. The UK remains the preferred country of study but competition from other EU countries is fierce, mainly from Germany whose offer is strong and based on the following key factors: excellent reputation, proximity, good job opportunities and free HE in English. Competing with these new offers is not easy and requires continuity and creative mechanisms of communication to very diverse audiences who are fragmented in 17 autonomous regions, at different stages in the decision making process, awareness levels of international study options, etc. The ratio £/€ is a serious issue at the moment, making the UK a less attractive destination when compared to other EU offers (most teach in English).

This is the only HE Fair dedicated to one single country and we are delighted with the proven interest amongst target audiences. Effective engagement with these audiences is challenging as it requires differentiated messages and channels of communication and our financial resources are limited. Spain is a large country geographically and prospective customers live in 17 autonomous regions. Germany and the USA (the 2nd and 3rd preferred countries of destination for Spanish students) have centralised funds and programmes which they promote via official channels (highly subsidised) to attract students to their countries. In Spain, however, we have managed to generate high levels of awareness and interest in the UK market through important advertising/promotion over the year which also helps maintain awareness and understanding of UK Education opportunities in Spain. Our annual British Education Fair is becoming an event audiences expect although we have serious competitors: British schools organising mini-fairs, international fairs around Spain, a more diverse/competitive & attractive local offer by Spanish Universities.

From analysis of feedback reports provided by both Universities and visitors, we are confident that we have reached the right balance between public, available space and time-table, having moved to two full mornings and one afternoon in Madrid and one day in Barcelona. Feedback from exhibitors, schools and public alike is consistently positive. The Fair Guide (Passport) remains a key asset for schools and visitors although some Universities would prefer a different layout. The main problem this year was the registration system (VRS). While Universities mentioned they would value the facility, we found it impossible to make it work at the necessary speed (30s per student is a huge amount of time when groups are coming 100 at a time). We also noticed that many of the people checked-in were not appearing as such and stopped using the system. It was therefore impossible to count the exact number of visitors other than by the number of bags with materials that were handed out at reception (1736 bags). We must improve the web information

via the VRS as well as facilitate the customer journey (from registration to attendance) which at present is long, cumbersome and has proven ineffective. This is vital in terms of customer engagement.

Overall we continue to value the Fair as a key recruitment tool and an essential awareness raising event for UK Education in Spain. We have some recurrent clients (schools).

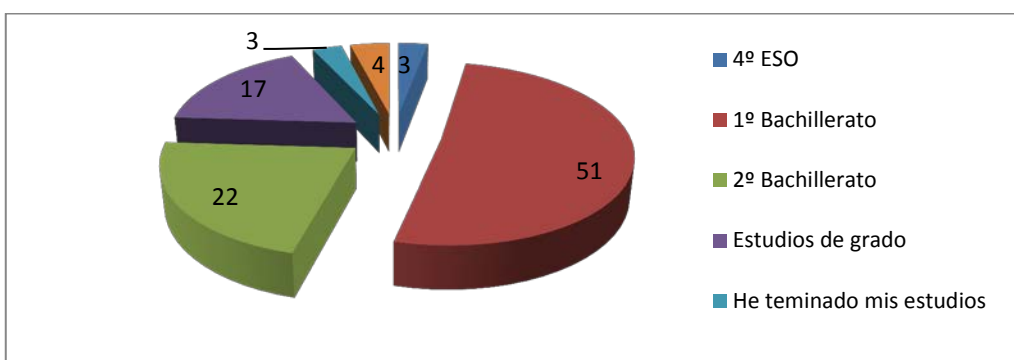
3. Key statistics

Estimated total	1750	We handed out 1736 bags with materials at check in.
Total N° of exhibitors	40	A full list of exhibitors can be found in Appendix 1

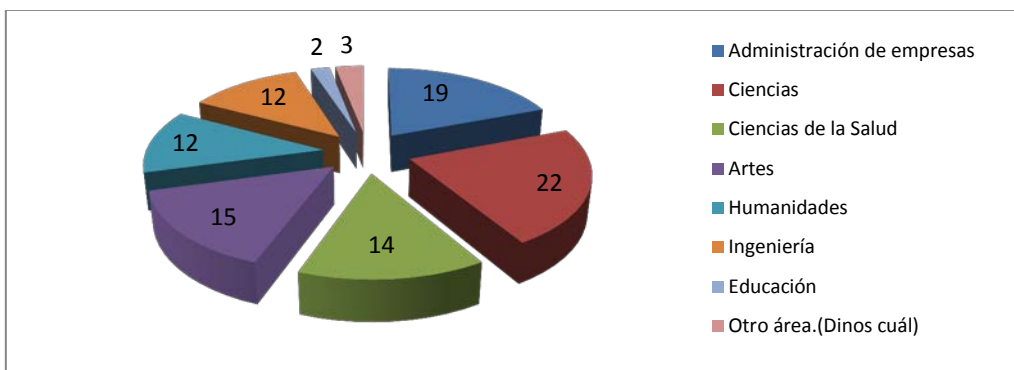
Visitors analysis (feedback questionnaires and pre-registration data)

Note: This is Madrid's data. Barcelona's results are very similar except that there are more parents accompanying students.

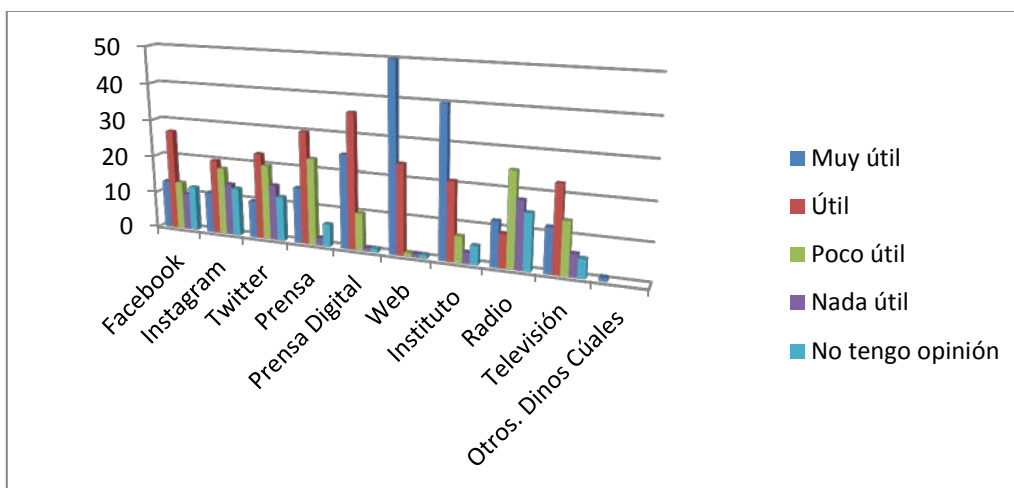
Current studies



What would they like to study, by subject area?



Which media tool/communication tool is most useful



4. Impact of marketing plan (shared for both Madrid & Barcelona)

Marketing actions were differentiated to reach our main target audiences and included:

- **Direct meetings and e-mail marketing:** early meetings with local authorities and information centres, visits to schools, letters addressed to all Public and Concertado schools in Madrid, e-mails to our databases (over 70,000 contacts), e-mails to Public, Concertado and Private schools in June and September, e-mails to academies of English, to teachers of English at Spanish institutions (over 3,000).
- **Multipliers:** we have requested that all Spanish Universities International Relations Units, Chambers of Commerce & Business Associations, British Networks within Spain, publishing agencies and a number of key networks advertise the Fairs on their websites and other communication channels. Those who responded to our request with direct mailings were given a “collaborator” status. Overall this initiative reached over 4,000 targets.
- **Social media campaigns** via twitter and Facebook, including promoted posts and prize giveaways.
- **An exclusive press manager** - working to place non-paid articles in press/radio or on-line media. Key messages: excellence of British Education and/or English learning in the UK. Once again, we proposed several articles to *El País Formación*, *El Mundo*. This year, we managed to feature an article in *El Mundo Formación*. We also organised an event with bloggers at the Ambassador’s residence to link up with key influencers in Spain who used their channels to comment the Fair . This took place two days prior to the Madrid event.
- **Paid publicity:** in Madrid (3 weekends in *El Mundo/Expansión*)
- **Future impact.** Since Oct 2014 we have offered free of charge informative sessions in schools and youth information centres around the country. Madrid City Council, Barcelona CIPAJ, Madrid schools (4), Ciudad Real, Zaragoza & Valencia. We continue to deliver these sessions on request. In November we have had visibility of UK Education through the ShakespeareBUS initiative which toured Spain for 1 month visiting 16 locations in 8 cities). We built a database of over 2,000 contacts interested in UK Education and have attended over 6000 enquiries.

Please see a full media plan and results [Appendix 2](#)

5. Recommendations

These recommendations are based on feedback questionnaires from visitors, exhibitors and schools.

5.1 Key recommendations for exhibitors

1. Perception in Spain (schools and students alike) is that the marks which UK Universities require of Spanish students are much higher than those required from UK students. The effort from students to obtain an average 8 is huge compared to AAA (as that mark is an average of 8 subjects). It may be better to ask for good marks in specific subjects or to use the table used by UCAS mapping bachillerato and A-Levels through assigning them UCAS tariff points. *Note: this table is currently under review. We do not recommend using PAU results.*
2. Apart from business & politics (19%), sciences are very popular (50% if we add engineering, science and health related).
3. Brand awareness in Spain is important. Mastermanía is worth considering as a future media partner as they are competitively priced with high levels of access to students. Individual brands should consider promotion using alumni, validated centres or other partner institutions to increase brand awareness. Building up a brand takes time.
4. Some dissatisfaction was felt about having to queue for some exhibitors. These came mostly from school group participants. As every year, there were also complaints about not having any Scottish Universities present. Having Cambridge with us meant that people commented that we ought to have Oxford too (quite a recurrent comment, included just to amuse you, really 😊).

5.2 Key recommendations for the organisers

- 1.- Doing Barcelona first, an earlier train to Barcelona. As Madrid attracts twice as many visitors than Barcelona and most are school groups, we need to provide two full mornings. This makes it compulsory to start in Madrid.
- 2.- The hotel room was expensive. Yes, we are aware but in Madrid, quality hotels force a minimum number of rooms and they are pricy. We are looking for other alternatives for next year but feel very frustrated at the offer available.
- 3.- One centralised booking system. Booking system is centralised (including all forms). When exhibitors are missing some forms, we remind and pursue by e-mail. This applies to train tickets too, which cannot be offered earlier as Renfe only publishes timetables and allows ticket purchase a few months in advance.
- 4.- Age of visitors. We market the Fair to 16+ students but cannot avoid some schools bringing younger kids.

- 5.- One page per university at the passport instead of organising by subjects. While we agree that this gives a bigger impact of the Universities, the passport is a guide for students. Rather than visiting all Universities, they can look which ones offer the degree they are interested in. It is overwhelmingly successful with students and schools alike, many searching through it on-line before visiting.
- 6.- Organising schools visits pre or post Fair. We realise some Universities visit schools before or after the Fair. We are unable to formalise this into the programme as this would result in the loss of many visitors (school groups). There would be no real incentive for them to attend our Fairs if they have university visits on their own premises. It would also be problematic to decide which Unis or schools would form part of a visit programme.
- 7.- We need to ensure the VRS system works . Indeed. We also need to improve the website advertising the exhibition.
- 8.- Information sessions: Feedback from the information sessions were overwhelmingly positive. We will continue to offer a wide variety of sessions and repeat the most popular ones. We will also continue to offer the general sessions throughout the year in schools, city councils, youth information offices, etc.
- 9.- Market Briefing: Good feedback about market briefing information but we will try to send information about visitors preferences in advance (using pre-registration) to help Universities plan which materials to send.
- 10.- BC information desk & general logistics/organisation. Our desk was busy throughout. Some exhibitors said they were asked too many general questions. We really cannot avoid this, people want to hear from you what we have already told them.
- 11.- Maintain more regular contact to communicate relevant education news in Spain (ie: changes in the education system). When there is news that we consider relevant to UK stakeholders, we publish this on the SIEM website. We strive to keep this information up to date. Please look for information about Spain on the SIEM website.
- 12.- Include alumni involvement We attempted alumni engagement in 2013 and it did not work. We would be happy for suggestions for more successful ways of doing this.
- 13.- Sockets in stands. Some stands (in Barcelona) did not have sockets. Our apologies, this should not have happened. We will make sure this does not happen again.

6 Conclusions and follow up

Overall we are very satisfied with the number and quality of visitors and exhibitors alike. We feel we have managed to find the right balance and will continue limiting the number of exhibitors to a maximum of 40 as we do not believe we have capacity to attract much higher numbers than our current audience. Feedback from visitors is excellent in terms of quality of the organisation, support at the venue and information received both from exhibitors and organisers. Our only real learning point this year was around our VRS implementation. Registration as mentioned was a more complex procedure for visitors and onsite check in did not run as it should. We realised the VRS could not handle large groups and allowed visitors to enter without proper data-collection or established check in (in Madrid). In Barcelona a paper registration system replaced the electronic VRS. Visitors value the general information sessions enormously as the UK/Spain systems are very different and Spanish audiences need to understand and hear about the process once and again. **We hope Universities feel as positive about our Spain Fairs as we do and that our annual event continues well into the future.**

Appendix 1: List of participating institutions

Universities
Bath Spa University
Bournemouth University
University of Cambridge
Canterbury Christ Church University
University of Central Lancashire
City University London
University College London
UCFB
University of Derby
University of East Anglia
Edge Hill University
University of Essex
Goldsmiths, University of London
University of Greenwich
Hult International Business School
IE University
Imperial College
University of Kent
King's College London
University of Leeds
Leeds Trinity University
University of Leicester
University of Lincoln
London Metropolitan University
University of Manchester

[Middlesex University London](#)

[University of Portsmouth](#)

[Queen Mary University of London](#)

[University of Reading](#)

[Sheffield Hallam University](#)

[University of Southampton](#)

[University of South Wales](#)

[University of Sussex](#)

[Swansea University](#)

[University of Westminster](#)

[York St John](#)

Further Education

[Ravensbourne](#)

Agencies

[Edukonexion](#)

[Sheffield Centre](#)

ELT

[Berlitz Manchester](#)

Other

[British Council Exams Services](#)

Appendix 2: Advertising and promotion plan (media plan) – Shared for Madrid & Barcelona

Pre-event:

List of all Actions

Our marketing plan was designed to communicate our Education offer effectively with different target audiences (B2B: Spanish institutions, schools, British schools. B2C: parents, pre-university students, teachers).

Actions included:

- meetings with local educational authorities for their support with our communication to public schools, and with city councils to promote in their websites for “activities in the cities”.
- telephone calls and e-mails to over 500 schools,
- e-mails to language assistants in Spanish institutions (over 3000),
- mailings to 167 schools of English
- mailings to all Spanish Universities International Relations (84),
- a variety of social media campaigns on twitter and facebook – mainly timed from 3 weeks before the event
- direct mailing to our contacts: twice in the newsletter in June and Oct + e-mail direct message (+70,000 contacts)
- 10,000 cards announcing the Fair and distributed via schools, colleges, Universities, EFL schools and BC offices. A large version on our gate (on an important road in centre of Madrid).
- collaboration agreement with “multipliers”/collaborators and others
- paid advertising in Expansión y Empleo (3 weekends before Fair) as well as on-line paid advertising in Madrid and Barcelona
- a press agency dedicated to generating media impact (press releases)

Social Media Actions: Facebook, LinkedIn, Twitter (and follow up through blog)

Facebook campaigns:

- BC facebook site – 11.000 fans.
- 3 facebook promoted posts targeting students geographically, by age group and various campaigns, addressed to different target audiences and reaching over 80,000 people.

Twitter efforts: regular tweets coordinated and integrated with other British Council accounts in Spain (Exams, Comms, Education, Teaching Centres)

Blog: <http://yesstudyintheuk.wordpress.com>

Detail of Press & Media impact (including paid and Agency impact)

PRESS RELEASES:

- 25 August – general Education content
- 24 September – general Education content
- 5 October – UK unis looking for Spanish talent
- 14 de octubre – Gareth Mills Conference & Fair
- 15 de octubre – Highlight date of the Fair
- 19 de octubre – British Education Fair - innauguration
- 20 de octubre – Success balance of first day
- 26 de octubre – Gareth Mills Conference conclusions (and highlight UK Edu)

NEWSPAPERS & MAGAZINES:

- Paid announcement in **Expansión y Empleo** – paper & on-line at the weekend (3 weeks in advance and week previous to event)
- Inclusion of Fair leaflet inside magazine **Magisterio Español** (goes to all schools in Madrid & Barcelona áreas)
- Article at **Cinco Sentidos -Cinco Días**– Interview Carolina Jiménez
- Special feature education article **ABC** about opportunities in the UK + interview Carolina Jiménez
- Article **El Mundo** – General outline of British Education & interview HMA Mr Simon Manley & Carolina Jiménez
- **Expansión** – Interview to Gareth Mills
- **Magisterio Newspaper** - Interview Gareth Mills
- Supplement magazine “**La Buena Vida – El País**”. Interview Gareth Mills (still pending publication but full in-depth article written and approved)
- In depth article in **El País**, including interview with Carolina Jiménez, pending publication but agreed.

RADIOS:

- **RNE- Programa Puntos de Vista**- Interview BC about Fair and the opportunities for students, fees, loan, etc

TV:

- Exhibition scheduled in programme of **TVE (La 2) “Aquí hay trabajo”**

DIGITAL:

- Meeting with bloggers at Ambassador’s residency: 9 bloggers very active with youth and Madrid. Worth highlighting the article written by **Fátima Elidrissi – El Mundo**, the publication by **Madresfera** (with over 30.000 linked blogs) and the Fair being included in blog **Un sereno transitando la ciudad** (7.800 followers) and **Madrid Morena**

- **Over 60 direct mentions through digital media, included below:**

1. http://cincodias.com/cincodias/2015/10/16/sentidos/1445019323_953396.html
2. www.conexpo.com
3. <http://ecoaula.economista.es/campus/noticias/7025725/09/15/La-Feria-de-la-Educacion-Britanica-asesorara-en-Madrid-y-Barcelona-a-estudiantes-que-quieran-formarse-en-Reino-Unido.html>
4. <http://eldia.es/agencias/8267708-British-Council-organiza-IV-edicion-Feria-Educacion-Britanica-asesorar-estudiantes-espanoles>
5. <http://eldigitaldeasturias.com/magazine365/madrid-y-barcelona-acogeran-la-iv-feria-de-educacion-britanica-en-octubre/>
6. <http://es.shafaqna.com/ES/ES/60215>
7. <http://espana-eunic.eu/actividades/feria-educativa-britanica-en-madrid/>
8. <http://iguazunoticias.com/v2011beta/2015/11/en-reino-unido-los-ninos-empiezan-a-estudiar-tecnologia-a-los-5-anos/>
9. <http://ineverycrea.net/comunidad/ineverycrea/recurso/eventos-en-el-mundo-educativo-i-foro-fp-dual-congr/c90e73ea-9573-428e-b1fc-859da73176ea>
10. <http://madridplural.com/idiomas/feria-british-council>
11. <http://news.abomus.com/es/spain/news/top-novosti/la-educacion-inglesa-atrae-adeptos-pese-sus-precios>
12. http://noticias.lainformacion.com/educacion/estudiantes/el-british-council-organiza-la-iv-edicion-de-la-feria-de-educacion-britanica-para-asesorar-a-estudiantes-espanoles_IL6TXLxfiEjNRiR3hNIm61/
13. <http://oblogorienta.blogspot.com.es/p/f.html>
14. <http://pequeheroes.com/blog/iv-jornada-sobre-educacion-britanica>
15. <http://pequelia.es/ninos/la-educacion-britanica-todo-lo-que-debes-saber-sobre-un-modelo-educativo-que-funciona.html>
16. http://rsocial.expansionpro.orbyt.es/epaper/xml_epaper/Expansi%C3%B3n/29_10_2015/pla_3634_Nacional/xml_arts/art_12663984.xml?SHARE=6C23C0F29C6C4F158F7CA6264B4863053F62FAAFC98EF5D94914F942F2711FC5AF5CF0D818AD7DD0C34CCA5FF43242E74E4E915F1A4AFD4A45BDA205A24295F11102B7A26A568B62AD027ABCF4CFD4623CCB9C757CC4ED9BC859A5B73CE9A47C
17. <http://unserenotransitandolaciudad.com/2015/10/19/que-hacer-en-madrid-del-19-al-25-de-octubre/>
18. <http://www.1zip.ru/british-council-organiza-edicion-feria-educacion-britanica-para-asesorar-15082515210813.htm>
19. <http://www.abc.es/familia-educacion/20151019/abci-estudiar-ingles-arruinarse-201510161722.html>
20. <http://www.aldia.cat/gent/noticia-british-council-assessorara-estudiants-espanyols-fira-deducacio-britanica-20150825144750.html>
21. <http://www.aprendemas.com/es/blog/orientacion-academica/las-claves-para-estudiar-en-reino-unido-en-la-feria-educativa-britanica/>
22. <http://www.canarias7.es/articulo.cfm?id=387056>
23. <http://www.diariosigloxxi.com/texto-ep/mostrar/20150825142108/el-british-council-organiza-la-iv-edicion-de-la-feria-de-educacion-britanica-para-asesorar-a-estudiantes-espanoles>
24. <http://www.educaweb.com/evento/7230-feria-educativa-britanica-2015-madrid/>
25. <http://www.elbloginfantil.com/reportaje/iv-jornada-educacion-britanica-british-council-school>
26. <http://www.eldiario.org/2015/10/la-educacion-inglesa-atrae-adeptos-pese-a-sus-precios/>
27. <http://www.economista.es/espana/noticias/6957800/08/15/El-British-Council-organiza-la-IV-edicion-de-La-Feria-de-Educacion-Britanica-para-asesorar-a-estudiantes-espanoles.html>
28. <http://www.elmundo.es/madrid/2015/10/18/56238b7546163f27758b460b.html>
29. <http://www.entornointeligente.com/articulo/7175040/La-educacioacute;n-inglesa-atrae-adeptos-pese-a-sus-precios-19102015>
30. <http://www.europapress.es/campusvivo/actualidad-universitaria/noticia-feria-educacion-britanica-asesorara-becas-universidades-reino-unido-20150924131817.html>

31. <http://www.europapress.es/sociedad/educacion/noticia-british-council-organiza-iv-edicion-feria-educacion-britanica-20150825142108.html>
32. <http://www.europapress.es/turismo/nacional/noticia-iv-feria-educacion-britanica-celebrara-madrid-barcelona-20150825155654.html>
33. <http://www.europapress.es/campusvivo/actualidad-universitaria/noticia-british-council-celebra-feria-educacion-britanica-informar-opciones-estudiar-reino-unido-20151020142905.html>
34. <http://www.eventbrite.com/e/registro-iv-jornada-sobre-educacion-britanica-del-british-council-school-18713293966>
35. <http://www.expansion.com/economia-digital/innovacion/2015/10/30/5630dbaaca47419a208b45ba.html>
36. <http://www.fundacionuniversia.net/actualidad/jornadas/agenda/detalleProgramas-2656.html>
37. https://www.gradomania.net/noticias_universitarias/feria-de-educacion-britanica-2013-en-madrid-y-barcelona-org-2489.html
38. <http://www.gentedigital.es/noticia/1732246/el-british-council-organiza-la-iv-edicion-de-la-feria-de-educacion-britanica-para-asesorar-a-estudiantes-espanoles/>
39. <http://www.iberamerica.net/espana/prensa-generalista/elmundo.es/20151019/noticia.html?id=q629w1W>
40. <http://www.lavanguardia.com/local/madrid/20150825/54436014297/el-british-council-organiza-la-iv-edicion-de-la-feria-de-educacion-britanica-para-asesorar-a.html>
41. <http://www.lavozlibre.com/noticias/ampliar/1116276/el-british-council-organiza-la-iv-edicion-de-la-feria-de-educacion-britanica-para-asesorar-a-estudiantes-espanoles>
42. <http://librozilla.com/doc/958209/programa-iv-feria-de-la-educaci%C3%B3n-brit%C3%A1nica>
43. <http://www.magisnet.com/noticia/21902/en-abierto/exito-de-participacion-en-la-iv-feria-de-educacion-britanica.html>
44. <http://www.noticiasespanolas.es/index.php/477468/la-educaci-n-inglesa-atrae-adeptos-pese-a-sus-precios-5-sentidos/>
45. <http://www.pekekos.com/conoce-las-claves-de-la-educacion-britanica-de-la-mano-del-british-council-school/>
46. <http://www.pequepolis.com/reportaje/british-council-school-aprende-ingles-de-verdad>
47. http://www.portalferias.com/feria-educativa-britanica-2015-barcelona_27428.htm
48. <http://www.radioevangelho.com/portal/artigos/noticias-internacionais/2015/10/18/un-te-con-el-embajador-britanico.html>
49. <http://www.sheffield.es/es/blog/172-feria-british-education-2015>
50. <http://www.sociedadcivil.com/debate-abierto/>
51. http://www.teinteresa.es/educa/British-Council-IV-Educacion-Britanica_0_1418858662.html
52. http://www.telecinco.es/informativos/sociedad/British-Council-IV-Educacion-Britanica_0_2041200274.html
53. <https://es.noticias.yahoo.com/british-council-organiza-iv-edici%C3%B3n-feria-educaci%C3%B3n-brit%C3%A1nica-122108602.html>
54. <https://masmadrid.net/!SilviaBerera/post/2704881>
55. <https://roundtown.com/event/25173974/IV-Jornada-sobre-Educaci%C3%B3n-Brit%C3%A1nica-del-British-Council-School-Madrid-ES>
56. <https://www.facebook.com/Madresfera/posts/711691558933037>
57. https://www.gradomania.com/noticias_universitarias/feria-educativa-britanica-2015-org-3993.html
58. https://www.mastermania.com/noticias_masters/feria-educativa-britanica-2015-org-3993.html
59. http://www.zaragoza.es/ciudad/sectores/jovenes/cipaj/cont/detalle_Noticia?id=178897