



**SERVICES FOR  
INTERNATIONAL  
EDUCATION  
MARKETING**

**Post-event report for  
International School Roadshow**

**12-15 January 2016  
Vietnam**

# Introduction

Thank you very much for your participation in the International School Roadshow – Vietnam January 2016.

For the first year, the International School Roadshow took its tour to 9 international schools in Ho Chi Minh City and Hanoi over 4 days from 12 - 15 January. This event had the participation of delegates from 13 UK universities who took this opportunity to meet prospective students, build up relationship and strengthen links with international schools in Vietnam.

The roadshow reached 890 students studying GCSE, A Levels, IB, bi-lingual programmes at 9 international schools. They had face-to-face counselling with representatives from UK universities and attended subject-focused seminars.

The roadshow also opened for engagement with more international schools, which did not have opportunity to host the roadshow this year, through a networking event organised in Ho Chi Minh City. Head of Schools and Career Guidance Counsellors from 9 international schools and bi-lingual schools came to the networking and had fruitful conversation with UK representatives.

This report is to provide you with brief summary of the event, including student information and exhibitor feedback. We trust that this report will enable you to report the return on investment benefits and assist with future decision making.

Finally, we highly appreciate your support, and look forward to working more closely with you in coming roadshow and a wide range of other educational promotion activities during the year.

Best regards,

Phuong Pham | Education Marketing Manager

## **This report includes:**

**Programme** of the roadshow  
Page 3

**Student's information & student's comments**  
Page 5

Results of the **Exhibitor's feedback**  
Page 7

**Future Steps** which British Council Vietnam should consider  
Page 10

**Photos** of the roadshow  
Page 10

List of exhibitors  
Page 11

## Programme

City	Date
Ho Chi Minh City	12 & 13 January 2016
Hanoi	14 & 15 January 2016

### Detailed programme

Ho Chi Minh City			
Date	Time	Venue	Activity
12 January 2016	08.15 - 08.45	<b>British Council HCMC</b>	<ul style="list-style-type: none"> <li>Welcome &amp; Logistic briefing</li> </ul>
	08.45 - 09.20	Transfer to ABC International School	
	09.20 - 12.30	<b>ABC International School</b>	<ul style="list-style-type: none"> <li>09.40 - 12.30: Student counselling</li> <li>10.00 - 10.20: Seminar 1</li> <li>10.00 - 10.35: Seminar 2</li> <li>11.45 - 12.15: Seminar 3</li> <li>12.00 - 12.20: Seminar 4</li> </ul>
	12.30 - 13.20	Transfer to British International School	
	13.20 - 16.00	<b>British International School</b>	<ul style="list-style-type: none"> <li>13.30 - 16.00: Student counselling</li> </ul>
	16.00 - 17.00	Travel to the networking event at Ly Club	
	17.00 - 18.30	<b>Networking Event</b>	<ul style="list-style-type: none"> <li>17.00 - 17.10: Welcome speech</li> <li>17.10 - 17.20: Presentation</li> <li>17.20 - 17.40: International School Counsellor briefly introduce their schools</li> <li>17.40 - 18.30: Free to networking with international school counsellor</li> <li>18.30: Closing</li> </ul>

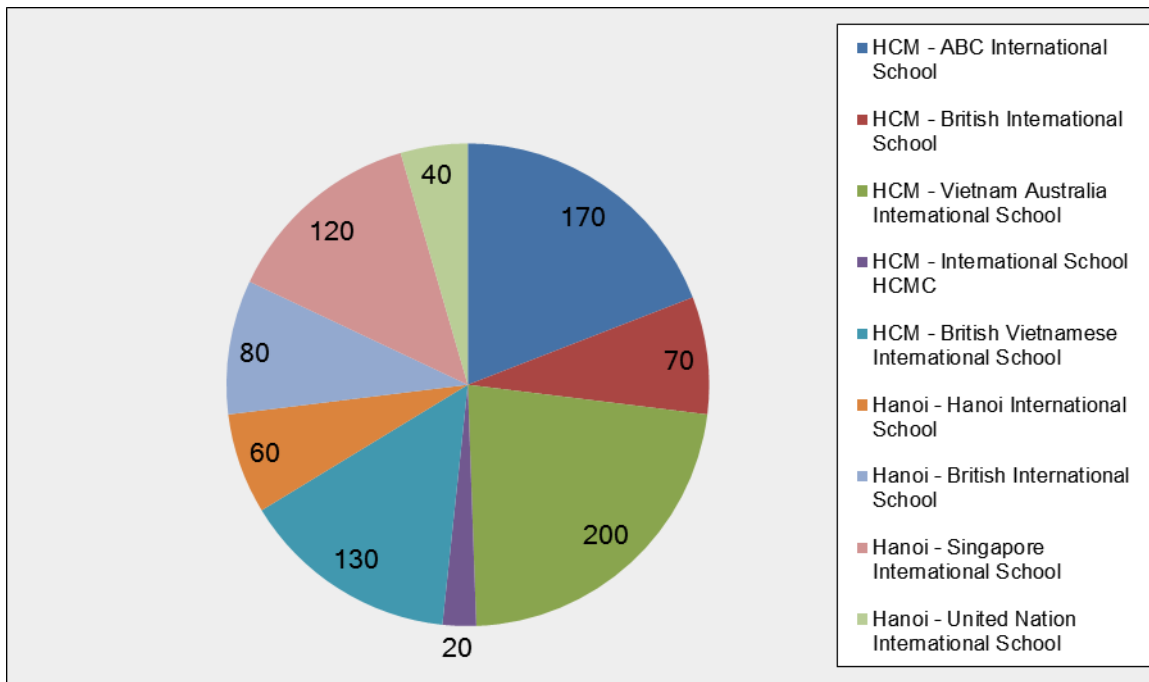
<b>13 January 2016</b>	07.15 - 07.50	Transfer to Vietnam Australian International School	
	07.50 - 10.00	<b>Vietnam Australian International School</b>	<ul style="list-style-type: none"> <li>• 08.00 - 09.00: Student counselling for Group 1</li> <li>• 09.00 - 10.00: Student counselling for Group 2</li> <li>• 08.15 - 09.00: Seminar 1</li> <li>• 09.15 - 10.00: Seminar 2</li> </ul>
	10.00 - 11.00	Transfer to International School HCMC	
	11.00 - 12.30	<b>International School HCMC (ISHCMC)</b>	<ul style="list-style-type: none"> <li>• 11.10 - 12.00: Student counselling</li> </ul>
	12.30 - 13.45	Transfer to British Vietnamese International School	
	13.45 - 16.00	<b>British Vietnamese International School</b>	<ul style="list-style-type: none"> <li>• 14.00 - 16.00: Student counselling</li> <li>• 14.30 - 15.00: Seminar</li> </ul>
	16.00 - 17.30	Transfer to Tan Son Nhat Airport to depart for Hanoi	

<b>Hanoi</b>			
<b>Date</b>	<b>Time</b>	<b>Venue</b>	<b>Activity</b>
<b>14 January 2016</b>	11.00 - 13.15	<b>Hanoi International School (HIS)</b>	<ul style="list-style-type: none"> <li>• 11.15 - 12.45: Student counselling</li> <li>• 11.30 - 12.00: Seminar</li> <li>• 12.45 - 13.15: Quick lunch at HIS</li> </ul>
	13.15 - 14.00	Transfer to British International School (BIS)	
	14.00 - 15.45	<b>British International School</b>	<ul style="list-style-type: none"> <li>• 14.15 - 15.45: Student counselling</li> <li>• 14.30 - 15.00: Seminar</li> </ul>
	15.45 - 16.30	Return to British Council office	
<b>15 January 2016</b>	07.45 - 08.30	Transfer to Singapore International School (SIS)	
	08.30 - 10.10	<b>Singapore International School (SIS)</b>	<ul style="list-style-type: none"> <li>• 08.40 - 10.10: Student counselling</li> <li>• 09.00 - 10.00: Seminar</li> </ul>
	10.10 - 11.10	Transfer to United Nation International School (UNIS)	

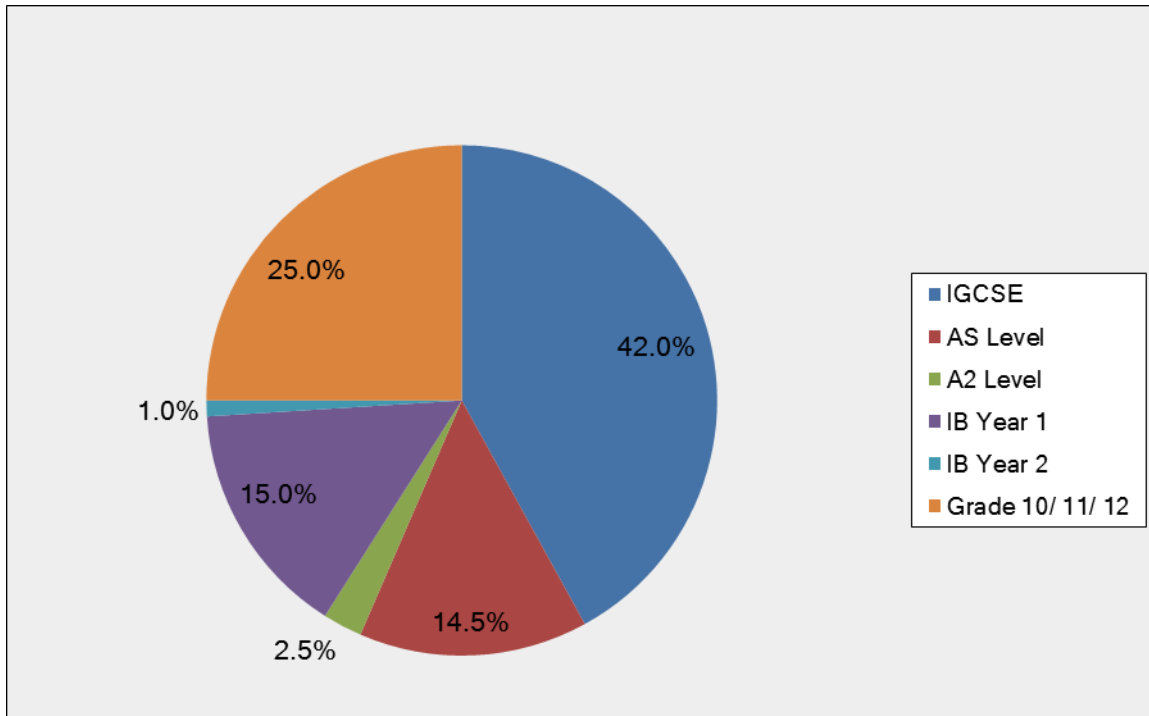
	11.10 - 14.00	<b>United Nation International School (UNIS)</b>	<ul style="list-style-type: none"> <li>• 11.20 - 11.45: Free time to see the campus and set up counselling areas</li> <li>• 11.45 - 12.30: Quick lunch at UNIS</li> <li>• 12.40 - 13.20: Introduce participating university</li> <li>• 13.20 - 14.00: Student counselling</li> </ul>
	14.00 - 14.30	Return to British Council office	

## Student's information

There were close to **890 students** from **9 international schools in HCMC and Hanoi**. Here's the break down to number of students from each school:

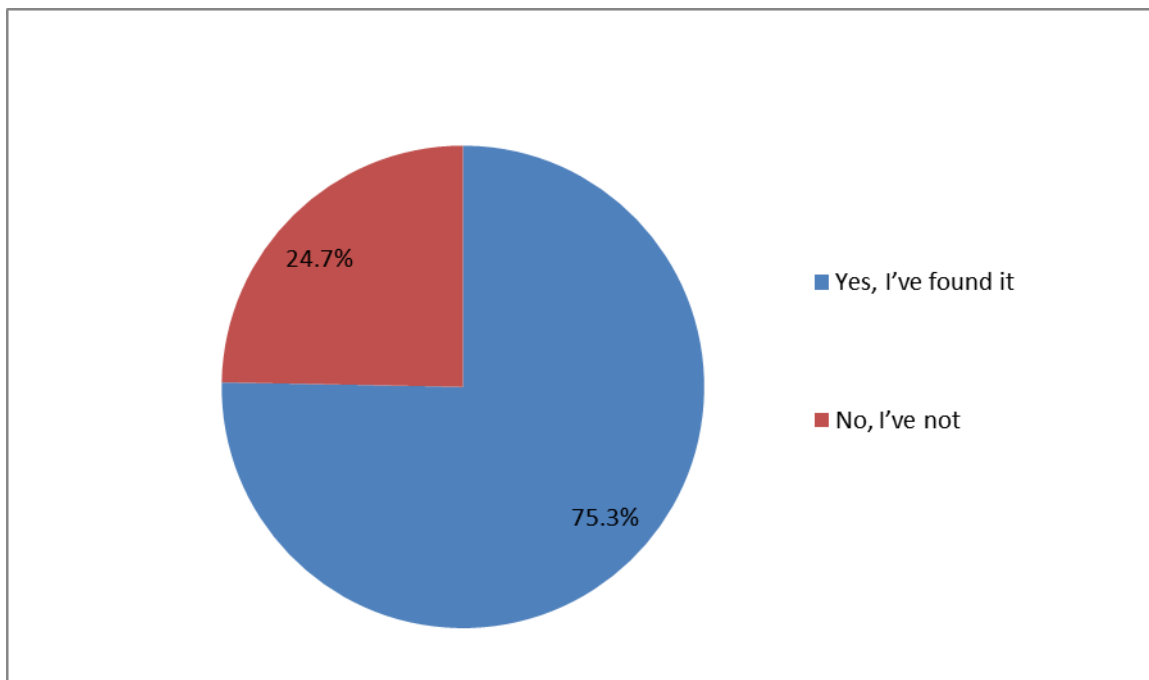


Details about students' grade and curriculum are:



(n = 521 survey responses collected from information sheet)

After the event, **75.3% of students** who completed the survey form said that they **have found the courses that met their expectation**:



## Student's comments

- This event is really worth my time, love it!!!
- More universities which provide medicine courses participating in the event would be good
- Put more emphasis on universities for performing arts please

## Exhibitor's feedback

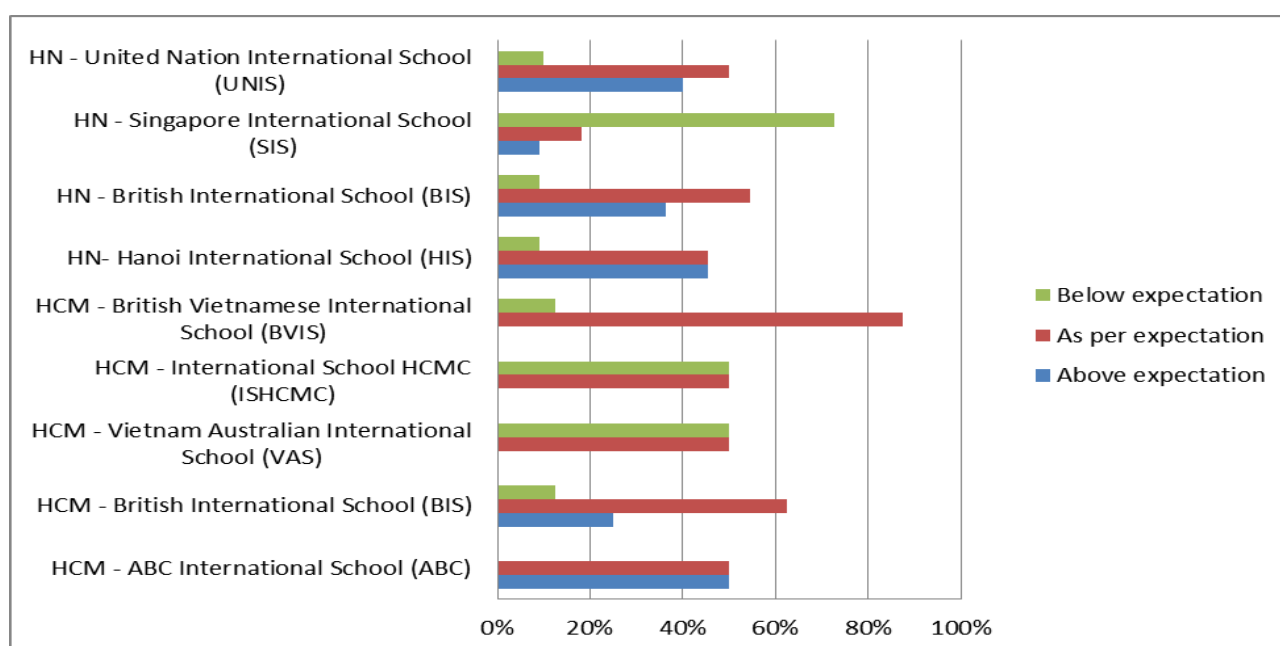
### Main compliments

- Creates awareness and helps understand the market
- We couldn't have met so many potential students without this event. We also established relationships with school counsellors which's great!
- A very worthwhile first school tour in Vietnam. A great opportunity for UK Universities

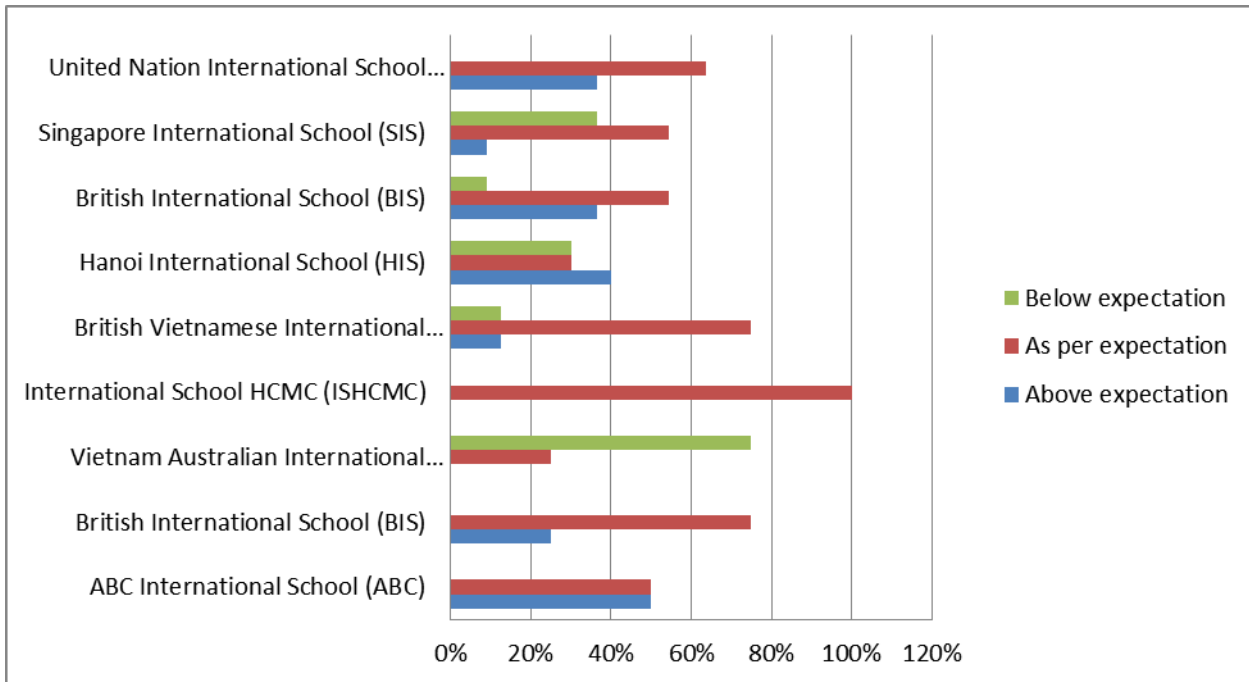
### Recommendations for future event

- Combined with October fair when exhibitors can join and good timing for international students have results and decide where to go.
- Presentations help create awareness of the institutions. I would recommend presentation sessions for the future events.
- Earlier confirmation of presenters and presentation topics would have been helpful.
- To extend the timings, have more time in each schools + travel

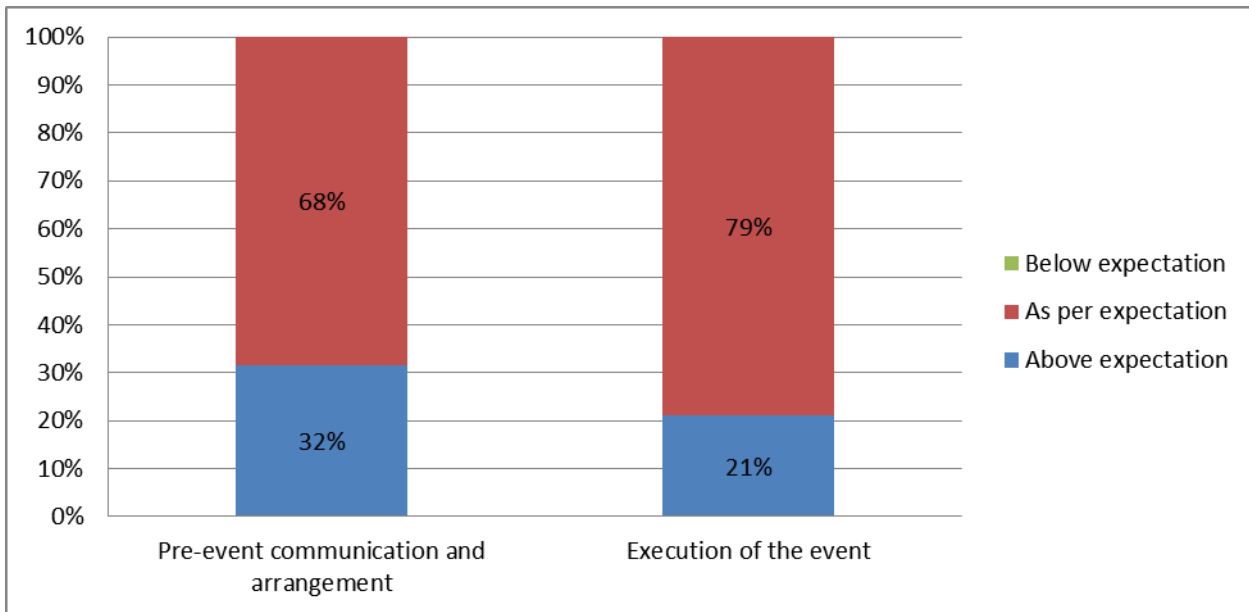
### What is exhibitor's assessment of student NUMBER for schools?



**What is exhibitor's assessment of student QUALITY for schools?**

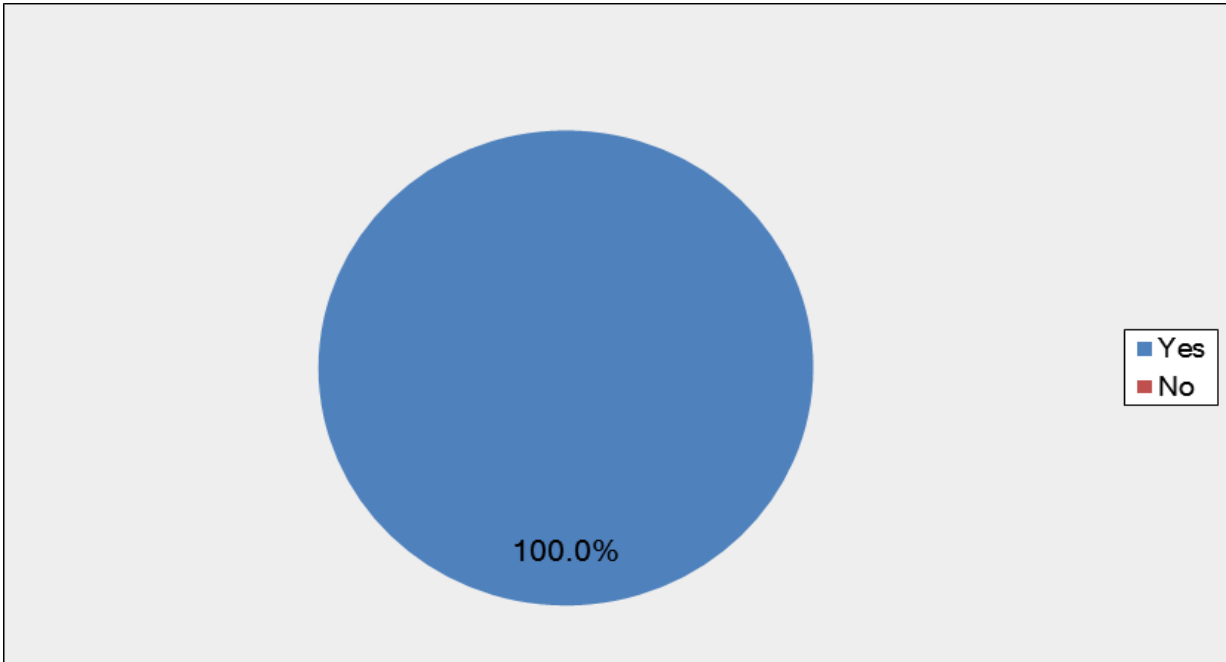


**In terms of event management, how do exhibitors rate the quality of each activity below?**

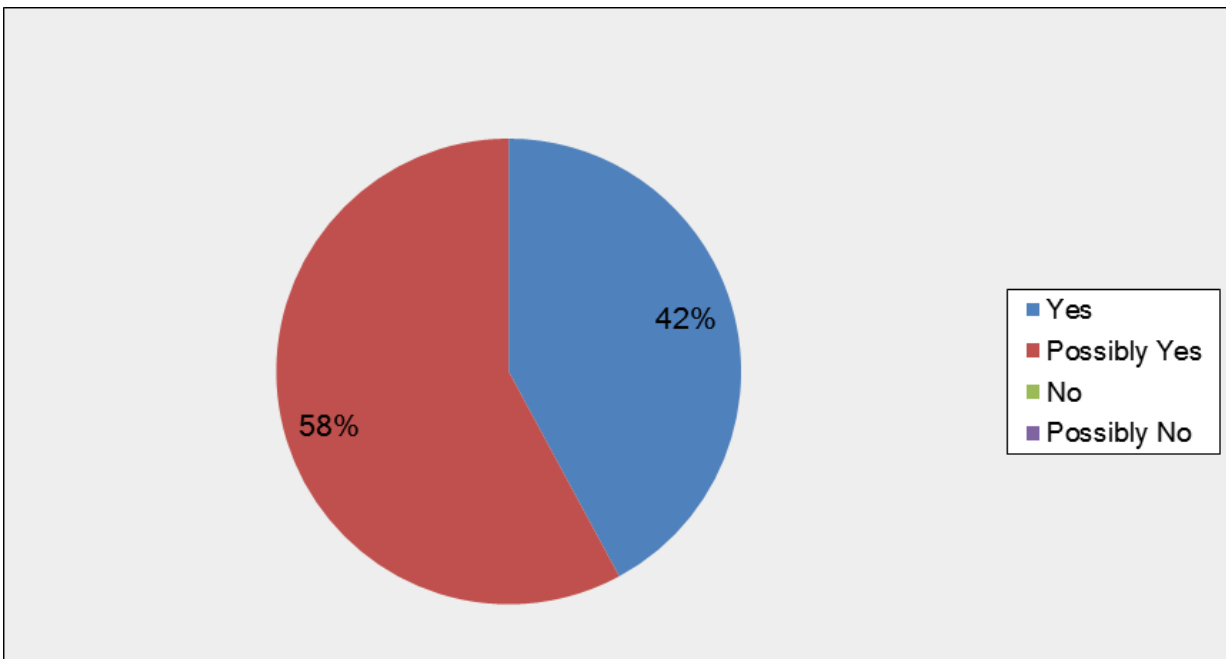




Did you find this event worth attending?



Will you be attending this event this time next year?



## Future steps for British Council

- **Event timing:** Given that October is a good timing for international students having result and making decision, we will organise the next international school roadshow in October 2016. This event will also connect with the Education UK Exhibition which makes it more convenient for exhibitors in planning for their trips.
- **Event communication:** To improve communication about event arrangements, we will work with schools more closely to agree on programme two months in advance. This will speed up communication about logistic arrangements with exhibitors better.
- **Working with more international schools:** we will continue to work with schools that were rated good in this year's event, meanwhile extend partnership with other potential and better-targeting international schools, especially in HCMC, in the next event.

## Photos of the roadshow





## List of exhibitors

#	Institution	#	Institution
1	University of the Arts London	8	Nottingham Trent University
2	BPP University	9	Sheffield Hallam University
3	University of East Anglia	10	Staffordshire University
4	University of Essex	11	Teesside University
5	Glasgow Caledonian University	12	University of Warwick
6	Gloucestershire University	13	University of Westminster
7	Leeds Beckett University		