

International Agents Fair for further education colleges 2015

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Cardiff and Vale College event

1. Event fact file

The British Council International Agents Fair for Further Education Colleges 2015 was a business to business event which aimed to provide UK FE colleges with a cost-effective way to access a range of high quality education agents from all over the world. The event ran from 5-10 October and featured two fairs as well as a series of familiarisation trips for the agents.

At each of the fairs, the colleges in attendance hosted an exhibition table, and pre-booked appointments with their preferred agents using an online system. There were a total of 16 appointment slots in the day.

Fair 1 – Cardiff and Vale College 6th October 2015

Venue	Cardiff and Vale College, Cardiff
Opening hours	0800-1800
Stand costs	£600 per institution (excluding VAT) Fee entitles institutions to bring two representatives and includes one pass to the networking dinner

Fair 2 – Harrow College, Harrow 8th October 2015

Venue	Harrow College, Harrow
Opening hours	0800-1800
Stand costs	£600 per institution (excluding VAT) Fee entitles institutions to bring two representatives and includes one pass to the networking dinner

Colleges visited during the week:

- Hartpury College
- Gower College, Swansea
- Cardiff and Vale College
- Coleg y Cymoedd
- Harrow College
- Kingston College

2. Key statistics

Attendance	
Agents participating	16
Colleges attending fairs	26

*A full list of agents and school exhibitors can be found in Appendices 1 and 2.



Harrow College Event

3. Conclusions and follow up

3.1 Key recommendations for institutions

Agents enjoyed familiarisation trips where:

- Staff were friendly and helpful
- There were practical things to see like sports facilities, engineering workshops and kitchens rather than just libraries, IT suites and classrooms.
- The catering was provided by the college students to showcase their skills, where appropriate

Agents didn't like:

- Being rushed around large campuses
- Spending too much time on the coach
- Not having the college's presentations in advance of the visit, so not having time to spend on the tour.

3.2 Key recommendations for the British Council

- A third of all agents and a third of all colleges would have liked more information about the other parties attending. This will be addressed in future registration forms.
- 95 per cent of colleges found it 'easy' or 'very easy' to book appointments with agents using the online system. We will continue to use this system where possible in future.
- It was identified that the quality of the hotels was not ideal. A more definitive set of requirements will be sent out to future hosts in order to address this.
- One or two agents felt that the pace of the event was too fast and time spent on the coach was too much. We will look at the location of future events to avoid too much travel.
- 100 per cent of agents and 100 per cent of colleges stated that the Agents Fair was 'very important' or 'somewhat important' to their work, and most would consider attending again. Following this positive feedback the British Council will look to continue providing this kind of event where possible.
- 94% of Colleges found the agents selected to be of excellent or very good quality and 100% thought that the markets represented were the right ones although they would have liked to have seen more agents from the Latin America, South East Asia and EU countries. We will try to address this in future

Appendix 1: List of participating agents

Name	Agency	Countries recruited from
Angela Taylor	Atava Limited	Saudi Arabia, Libya, UAE
Ogechi Onyemem	Bellaz Education Services & Training	Nigeria
Pham Thi Kim Oanh	ELINK JSC	Vietnam
Valentina Ozmidova	Geotek College	Russia
Ta Huy Hoang	GLN International Education (Gia Linh Nguyen Co. Ltd)	Vietnam
Ilalokhoin Kenneth Odion	Global Networks Educational Services	Nigeria
David Chin	ioi Consulting Ltd	China, South East Asia, Middle East
Mohamed Bashir	KCSC Al-Athary Al-Ahli Institute	Kuwait, Saudi Arabia, Egypt, Jordan, Lebanon, Syria
Solange Da Silva	Laisra Ltd.	Brazil
Andriy Velhosh	New Horizons Relocation Ltd.	Russia, Ukraine, Belarus
Sergey Aleshin	Petro-Lingua	Russia
Bouda Vosough Ahmadi	SAM Education Ltd.	Iran, UAE, Turkey, China
Orion Judge	SI-UK Education Council	Middle East, China, Africa, CIS, Japan, Thailand, Turkey, Latin America, the EU
Mohammad Zainul Abedin	Student Connect Ltd.	Bangladesh, India, Sri Lanka, Nepal, Pakistan, China, Eastern Europe, Russia
Adriana Litwinczuk	Studynet Group Ltd.	Azerbaijan, CIS countries, the EU
Kemal Tatar	United Towers	Turkey, Cyprus, Azerbaijan, Philippines, Indonesia

Appendix 2: List of participating colleges

College	First Name	Family Name	Attending
Cardiff and Vale College	Huw	Hughes	
Central Bedfordshire College	Richard	Harrison	Tuesday 6 October, Cardiff and Vale College
Coleg Cambria	Natalie	Roberts	Tuesday 6 October, Cardiff and Vale College
Coleg y Cymoedd	Elaine	Rees	Tuesday 6 October, Cardiff and Vale College
Gower College Swansea	Kieran	Keogh	Tuesday 6 October, Cardiff and Vale College
Llandrillo Menai International	Christine	Evans	Tuesday 6 October, Cardiff and Vale College
NPTC Group	Steve	Rhodes	Tuesday 6 October, Cardiff and Vale College
South Lanarkshire College	Lucy	Flynn	Tuesday 6 October, Cardiff and Vale College
The Isle of Wight College	Pat	Suttman	Tuesday 6 October, Cardiff and Vale College
Loughborough College	Yan	Wang	Tuesday 6 October, Cardiff and Vale College
Walsall College	Melanie	Jarman	Tuesday 6 October, Cardiff and Vale College
Harrow College	Admira	Kijac	
Activate Learning, Reading College	Hannah	Zoller	Thursday 8 October, Harrow College
Ashbourne College	Shaheena	Teeluck	Thursday 8 October, Harrow College
Bexhill College	Katie	Binns	Thursday 8 October, Harrow College
Brockenhurst College	Paul	Spanner	Thursday 8 October, Harrow College
Central College Nottingham	Shaf	Hussain	Thursday 8 October, Harrow College
City and Islington College	Rohini	Bhattacharya	Thursday 8 October, Harrow College
City College Brighton and Hove	Helen	Kellar	Thursday 8 October, Harrow College
Kingston College	Wendy	Miles	Thursday 8 October, Harrow College
Milton Keynes College	Amy	Lim	Thursday 8 October, Harrow College
Lincoln College	Peter	Murray	Thursday 8 October, Harrow College
Peterborough Regional College	Moira	Clarke	Thursday 8 October, Harrow College
Sussex Coast College Hastings	Jeremy	Oughton	Thursday 8 October, Harrow College
Sussex Downs College	Jonathan	Harris-Gibbins	Thursday 8 October, Harrow College
Warwickshire College	Gary	Marston	Thursday 8 October, Harrow College

Appendix 3: Survey Results – agents survey

Pre-event communications

	Excellent	Good	Satisfactory	Poor	N/A
Level of information provided pre-event	78.57%	21.43%			
Information provided about colleges	71.43%	28.57%			
Speed and accuracy of response to enquiries	85.71%	14.29%			

Support during the event

	Excellent	Good	Satisfactory	Poor	N/A
Information provided during the Event	78.57%	21.43%			
Interactions with British Council staff	85.7%	14.3%			
Overall organisation of the event	57.14%	42.86%			

Colleges

	Excellent	Good	Satisfactory	Poor	N/A
Number of colleges	35.71%	50%	14.29%	0.0% (0)	0.0% (0)
Perceived quality of colleges	35.71%	57.14%	7.14%	4.8% (1)	0.0% (0)
Variety of colleges represented	57.14%	35.71%	7.14%	0.0% (0)	0.0% (0)
Variety/number of colleges visited on fam trips	42.86%	50%	7.14%	0.00%	0.0% (0)

Do you envisage working with any of the colleges who attended the fair in the near future?	Yes	100%	14
	No	0%	0

How important is the Agents Fair in your wider work with colleges?	Very Important	90.91%	10
	Somewhat Important	9.09%	1

Please rate this year's Agents Fair event overall:	Excellent	63.64%	7
	Good	36.36%	4

Would you consider attending a future British Council Agents Fair?	Yes	100%	11
	No	0%	0



Harrow College Fair

Appendix 4: Survey Results – colleges survey

Pre-event communications

	Excellent	Good	Satisfactory
Level of information provided pre-event	50%	35.71%	14.29%
Information provided about colleges	64.29%	28.57%	7.14
Speed and accuracy of response to enquiries	71.43%	7.14%	21.43%

Support during the event

	Excellent	Good	Satisfactory
Information provided during the Event	71.43%	14.29%	14.29%
Interactions with British Council staff	64.29%	35.71%	0.0% (0)
Overall organisation of the event	64.29%	28.57%	7.14%

Venue

	<u>Excellent</u>	<u>Good</u>	<u>Satisfactory</u>	<u>Poor</u>	<u>N/A</u>
Location of venues	50%	35.71%	7.14%		7.14%
Spaciousness of venues	21.43%	50%	21.43%		7.14%
Quality of venues	50%	42.86%	14.29%	14.29%	7.14%

Agents

	<u>Excellent</u>	<u>Good</u>	<u>Satisfactory</u>
Number of Agents	57.14%	35.71%	7.14%
Perceived quality of Agents	35.71%	57.14%	7.14%
Variety of countries represented	50%	50%	

How important is the agents fair to your international recruitment?	Very Important	42.86%	6
	Somewhat Important	57.14%	8

Please rate this year's Agents Fair event overall:	Excellent	42.86%	6
	Good	50%	7
	Satisfactory	7.14%	1

Would you consider attending a future British Council Agents Fair?	Yes	92.86%	13
	No	7.14%	1

Cardiff and Vale Catering Suite, students and staff.

