



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

**Post-event report for
Education UK exhibition 2016**

**23-24 January 2016
Hong Kong**

Introduction

- The Education UK exhibition was held on January 23rd and 24th, with over 109 institutions exhibiting
- During the two days over 6,200 visitors attended
- The event attracted extensive media coverage. It was reported in five newspapers and nine online articles. Most of the coverage highlighted the stories about our Education UK Alumni Award finalists and the benefits of studying in the UK.

This report includes:

Key **Highlights** of the event including visitors numbers and profile as well as media exposure.
Page 3 – 5

Details of the **Marketing** channels used to attract potential students and parents Page 6

Results of the **Visitor Feedback** survey which provide insight into how visitors think about our fair.
Page 7

Results of the **Exhibitors Feedback** survey which provides comments and ideas for what went well, what did not go well, and opportunities for improvement.
Page 8

Appendix: **List of exhibitors**
Page 9 – 12

Highlights

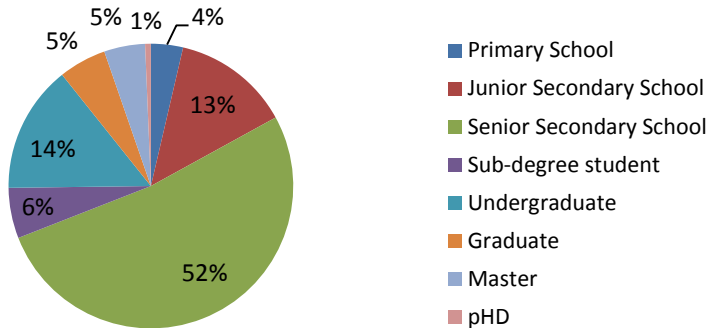
There were -
103 BOOTHS, 109 INSTITUTIONS, 4 SPONSORS
6,200 PARENTS & STUDENTS
attending the exhibition

14 media reporting the event

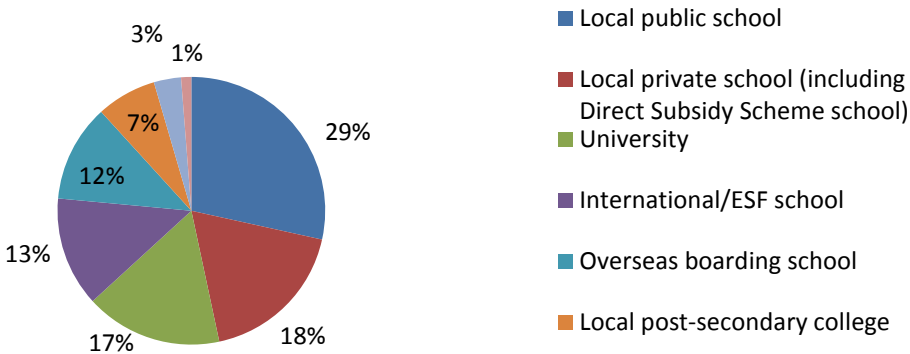


Visitors' profile

The visitors or visitors' child were mainly from senior secondary school –

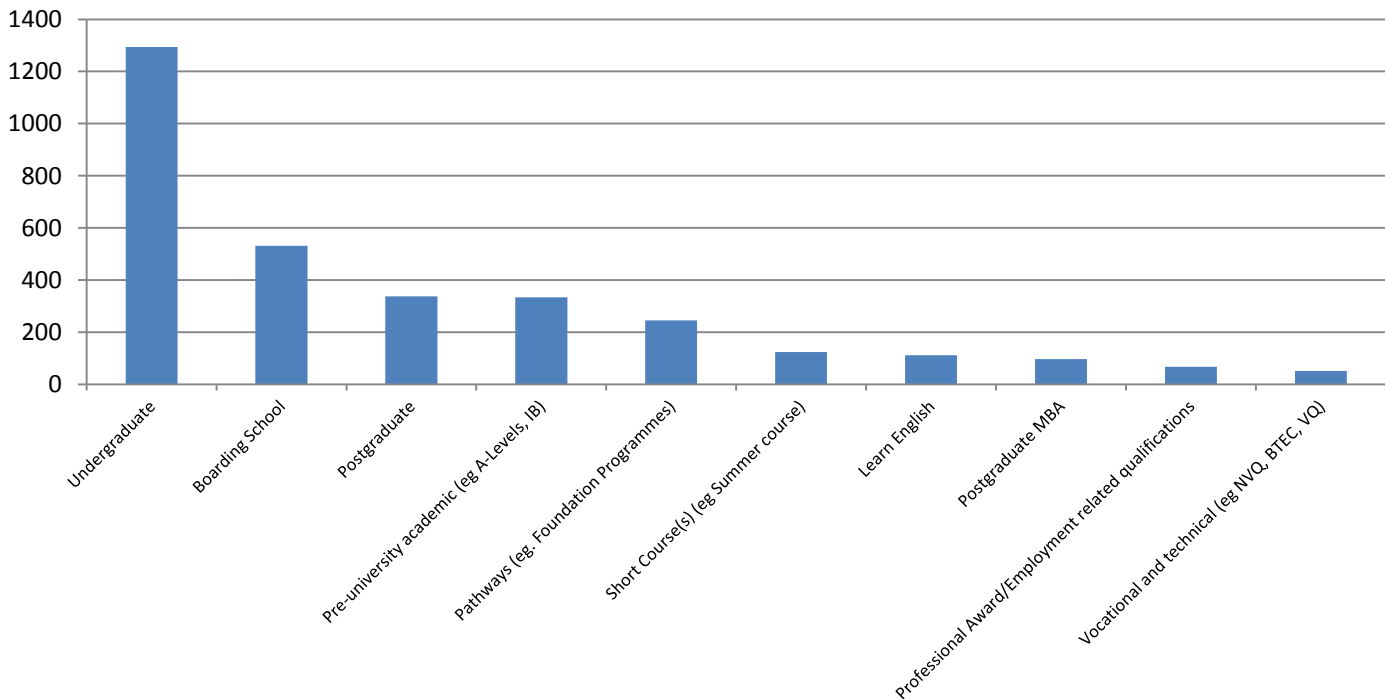


Around half of them attend local public school or local private school (including Direct Subsidy Scheme school) now:



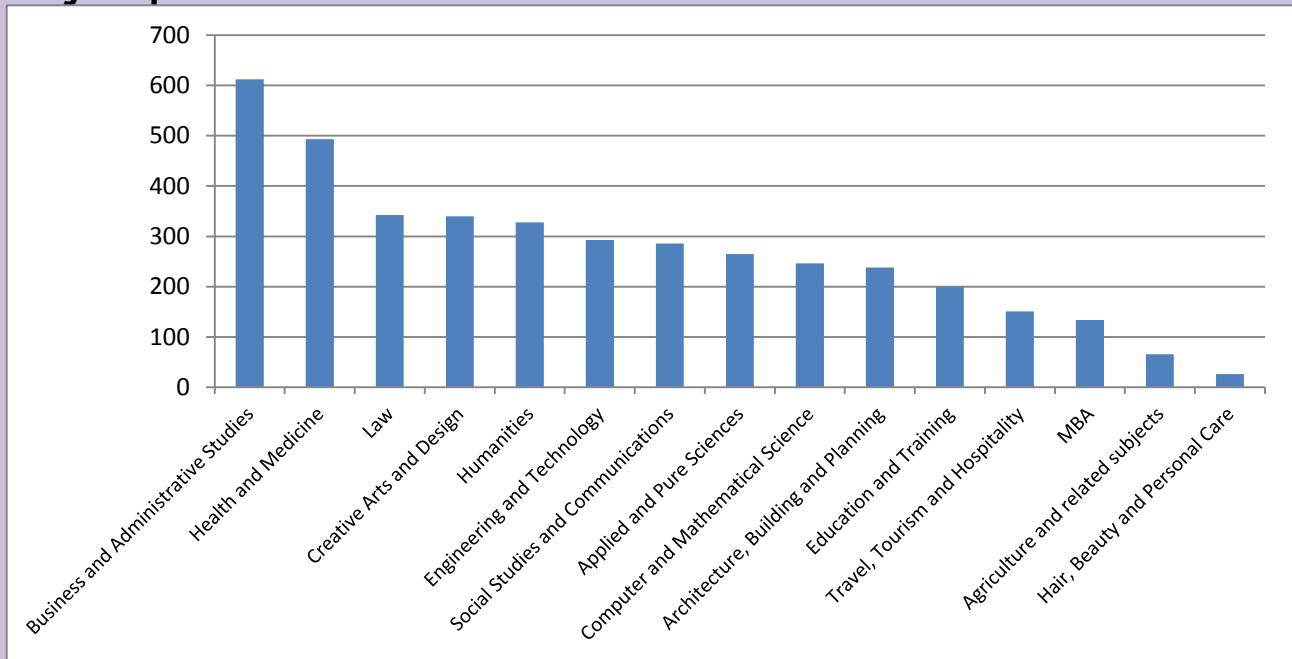
Many of them were looking for undergraduate and boarding school:

No. of visitors: n = 2,401 survey responses



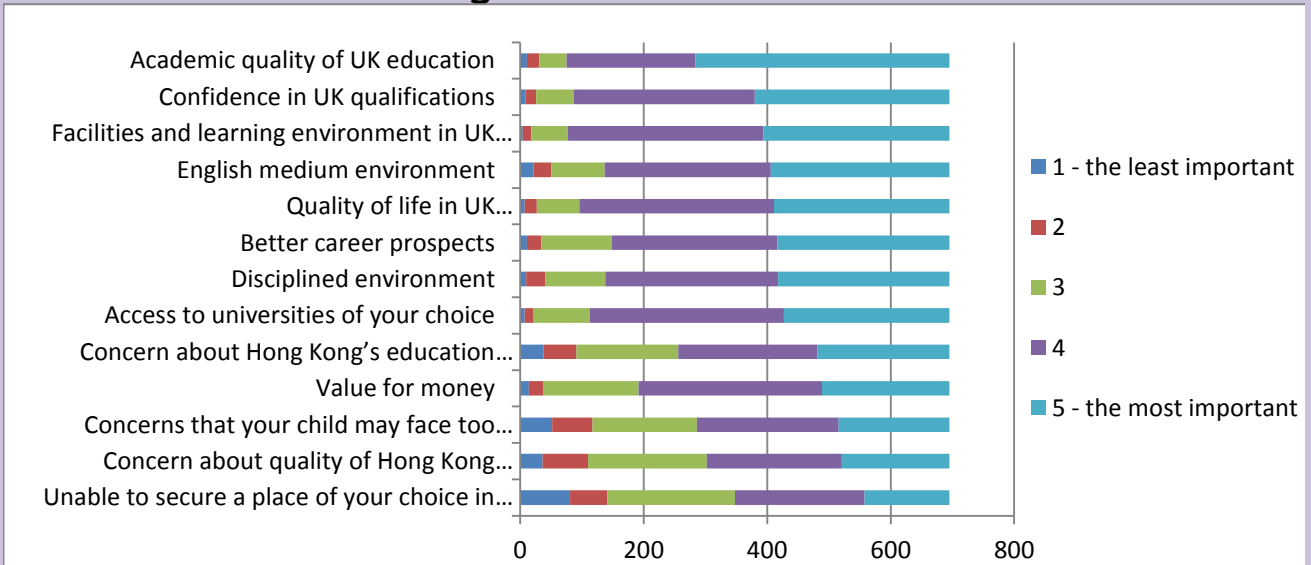
Visitors' preferences

Subject preference



While business is still the number one subject area of choice, the gap appears to have significantly narrowed to health & medicine, with other areas in Law, Creative Arts and Design and Humanities showing an increase in enquiries.

Motivation for considering UK education



Academic quality is the most important factor for considering UK education.

Marketing

We spent more than

HK\$1.5 million

on promotion

MTR promotion



Print advert

Online

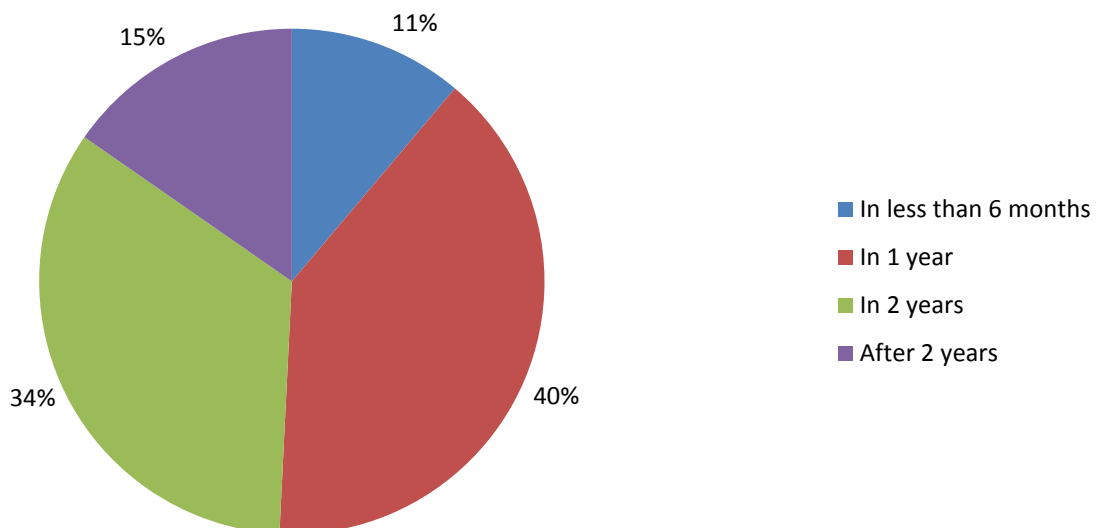


Visitors' feedback

Methodology

We distributed an online or printed survey to the visitors during the exhibition and the visitors could get a souvenir after completing the survey. The questions were designed to gather quantitative statistics as well as qualitative remarks on visitors reactions to our exhibition and the decision making process.

85% of the visitors considering to study abroad **within 2 years**



Exhibitors' feedback

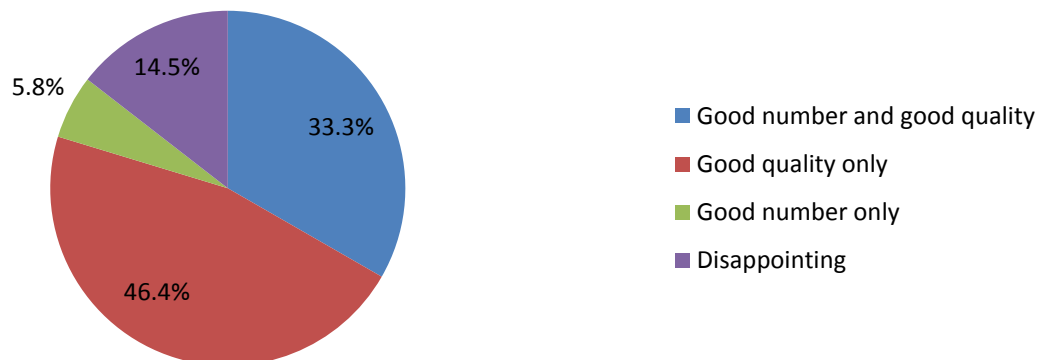
Main compliments

- The staff is always helpful and friendly as well as professional. Keep up the good work!!
- The team is very helpful & informative, very well organised!
- Alumni corner is a good idea - suggest repeating

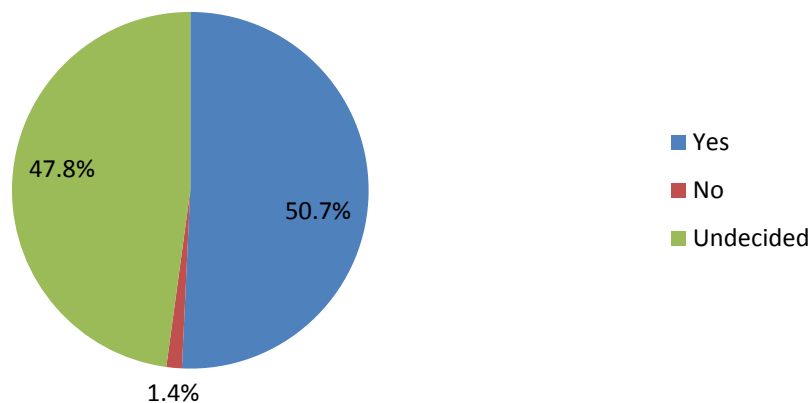
Main complaints (*responses following page*)

- "The Fair is expensive"
- Duration: 1-6pm would be sufficient
- "Please get the scanning system sorted"

What is your assessment of the visitors?



Will the exhibitors be attending this event next year?



Appendix: List of exhibitors

Booth No.	Institute Display Name	Geographical Location
Independent schools and colleges		
3	ACS Cobham International School	L
6	Astrum Colleges	L
9	Bell - your Pathway to University	EE
10	Bellerbys College	SEE
18	Broadway Education	CE
21	CATS College	EE, L, SEE
22	Cardiff Sixth Form College	W
24	Caterham School	SEE
24	King Edward VI College, Stourbirdge	CE
24	Kingswood School	SWE
24	The Royal High School, Bath	SWE
26	Concord College	CE
29	d'Overbroeck's College (Oxford & London)	L, SEE
30	Dulwich College	L
34	EF Academy	CE, SWE
46	International Schools Partnership	EE, L
48	Kaplan International Colleges	CE, EE, L, NE, NI, S, SEE, SWE
50	Kings Colleges	L, SEE
51	King's College Taunton, King's Hall School	SWE
58	Lingfield Notre Dame School	SEE
61	Longridge Towers School	NE
66	MPW Schools & Colleges	CE, EE, HK, L
70	Norwich School	EE
70	QEH School	SWE
76	Princess Helena College	SEE
77	Queen Ethelburga's Collegiate	NE
84	Ruthin School	W
87	Scarborough College	NE
92	St Edmund's College	L
Further education colleges		
42	Hartpury College and University Centre	SWE

Higher education institutions		
1	University of Aberdeen	S
2	Aberystwyth University	W
4	Anglia Ruskin University	CE, EE
5	University of the Arts London	L
7	Bangor University	W
8	University of Bath	SWE
11	Birmingham City University	CE
12	University College Birmingham	CE
13	University of Birmingham	CE
14	BPP University	CE, L, HK
15	University of Brighton	SEE
16	University of Bristol	SWE
17	University of the West of England, Bristol	SWE
19	Brunel University London	L
20	The University of Buckingham	SEE
21	Cambridge School of Visual & Performing Arts	EE
23	Cardiff University	W
25	City University London	L
27	Coventry University	CE
28	University for the Creative Arts	SEE
31	University of Dundee	S
32	Durham University	NE
33	University of East Anglia	SEE
35	EF Education First	CE, EE, L
36	University of Essex	SEE
37	University of Exeter	SWE
38	Falmouth University	SWE
39	The University of Glasgow	S
40	Goldsmiths, University of London	L
41	University of Greenwich, London	L
42	Hartpury College and University Centre	SWE
43	Heriot-Watt University	S
44	University of Hull	NE
45	Hult International Business School	L

47	INTO (Foundation / International Year One / Graduate Diploma / Undergraduate /Postgraduate)	CE, EE, L, NE, NI, S, SWE
49	University of Kent	SEE
52	The University of Law / De Broc School of Business	CE, EE, L, NE
53	Leeds Beckett University	NE
54	Leeds College of Art	NE
55	Leeds College of Music	NE
56	University of Leeds	NE
57	University of Leicester	CE
59	Liverpool Hope University	NE
60	University of Liverpool	NE
62	Loughborough University	CE
63	Manchester Metropolitan University	NE
64	The University of Manchester	NE
65	Middlesex University, London	L
67	New College of the Humanities	L
68	Newcastle University/ Newcastle University London	L, NE
69	Northumbria University, Newcastle	NE
71	Norwich University of the Arts	EE
72	Nottingham Trent University	CE
73	University of Nottingham	CE
74	Plymouth University	SWE
75	University of Portsmouth	SEE
78	Queen Margaret University, Edinburgh	S
79	Queen Mary University of London	L
80	Queen's University Belfast	NI
81	University of Reading	SEE
82	Robert Gordon University	S
83	Royal Holloway, University of London	SEE
85	RVC, University of London	L
86	University of Salford Manchester	NE
88	Sheffield Hallam University	NE
89	The University of Sheffield	NE
90	University of Southampton	SEE
91	University of St Andrews	S
93	St George's, University of London Medical School	L

94	Staffordshire University	CE
95	University of Strathclyde Glasgow	S
96	University of Sunderland	NE
97	University of Surrey	SEE
98	University of Sussex	EE
99	Swansea University	W
100	UCL Institute of Education	L
101	University of Warwick	CE
102	University of Westminster	L
103	University of York	NE
Other organisations		
A	The Bank of East Asia, Limited	
B	Emirates Airline	
C	Jardine Lloyd Thompson Ltd	
D	IELTS registration/ enquiries	
Main Booth	UCAS	