



Expanding your horizons

Education UK exhibition Hong Kong,

17 – 18 August 2012

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1. Event fact file

Hong Kong

Venue	Rotunda 3, Kowloonbay International Trade and Exhibition Centre, Kowloon Bay, Hong Kong, 17-18 August 2012
Opening hours	1300 – 1900
Stand costs	9 sqm = £3,724.95 12 sqm = £4,221.54 15 sqm = £5,276.67
Sponsors	Marsh (Hong Kong) Ltd Virgin Atlantic Airways Ltd IELTS
Unique feature to give added value	UCAS IELTS registration/ enquiries
Seminars	17 August
	Finding a last-minute university place for 2012
	The right course and the right university: How to choose?
	Clearing and adjustment 2012
	Articulation between Hong Kong new education system and UK education
	How to choose the right subjects for GCSE and A-level?
	Higher National Diploma (HND), a pathway leading to the award of British university degrees
	Preparing for the IELTS test
	18 August
	Employability: How UK universities and colleges prepare you for career success
	The UCAS applicant journey (2013 entry)
	How to create a great portfolio
	A-level, International Baccalaureate (IB), National Diploma or pre-university foundation - Which is right for my child?
	Preparing for the IELTS test
	Pre-departure briefing

2. Key statistics

Attendance	Hong Kong	
	2012	2011
Sat 21 August	3,000	4,000
Sun 22 August	3,200	3,700
Total number of visitors	6,200	7,700
Schools	7	8
Further Education institutions	6	4
Higher Education institutions	58	47
UCAS	Yes	Yes
Visa	Yes on Saturday (answer visa-related enquiries at British Council counter)	Yes (answer visa-related enquiries at British Council counter)
Others	Edexcel Academic Summer Ltd Marsh (HK) Ltd Virgin Atlantic Airways	Edexcel Lloyds TSB Offshore Limited Virgin Atlantic Airways
Total number of exhibitors	75	62

*A full list of exhibitors can be found in Appendix 1



Visitors' primary market interests	Hong Kong	
	2012	2011
Preparatory school	1.6%	0.9%
Junior secondary school	4.0%	5.5%
GCSE	4.0%	5.2%
A-Level	7.7%	10.2%
International Baccalaureate Diploma	4.0%	4.8%
University Foundation	13.3%	14.6%
Vocational based education	2.0%	2.1%
Undergraduate	45.4%	38.9%
Postgraduate	11.7%	11.5%
UK courses taught in Hong Kong	2.6%	2.6%
UK summer programmes	2.9%	3.4%
Others, please specify:	0.9%	0.4%
Total school/post – 16 sector	36.4%	43.3%
Total higher education	57.1%	50.4%
Total (rebased to number of responses, not number of respondents as each respondent may answer more than one of the above)	741 responses	651 responses

Demographics of visitors	Hong Kong	
	2012	2011
Parent	31.7%	39.2%
School student (please state Form/Grade):	19.6%	19.4%
Form Five/Year Eleven school leaver	8.2%	8.6%
Form Seven/Year Thirteen school leaver	14.2%	9.7%
Sub-degree student, please state Associate Degree/Higher Diploma:	5.5%	3.4%
Undergraduate student	11.9%	8.9%
Postgraduate student	2.8%	2.5%
Recent graduate	6.1%	8.4%



3. Impact of marketing plan

The promotional budget was slightly increased compared with previous years due to the additional funding from GREAT campaign. We maximised the return on this investment through a strategically-targeted and increasingly integrated campaign. For the 14-24 year old student market, we increased our digital promotion, direct mail and made use of social media. For parents, we expanded our poster campaign and outdoor promotion.

Print advertisement

- Supplement articles/advertorials and advertisements in mass-circulation newspapers, which is the most popular source of education news for parents. In particular, advertorials allowed us to include more information, including the benefits of UK education, alumni stories, scholarship opportunities, and institution advertisements as well as event details and seminar programmes. Around 88 per cent of responses cited print advertisements/ supplement articles in newspapers as a source of finding out about the exhibition.

Online promotion


- We focused our on-line promotion on internal and external channels. We achieved high impact by placing more content and in more prominent spacing on the British Council and Education UK websites, e-newsletters and mail shots compared with last year. Our e-newsletters accounted for 15% of our visitors. Over 600 people completed online registration and the fast track created buzz for the event.

Outdoor promotion

- We increased our spending on the Mass Transit Railway (MTR), the most popular form of public transport, with a daily footfall of over 4 million people. We paired up our exhibition 4-sheet posters with Knowledge is GREAT poster which uncovered our key message in a noticeable and engaging way. We also wrapped the train body with our event stickers and our event details flashed (over 116,000 times per day) on the digital platform screens in the run up to the event. This became the largest single source of awareness (47%) after our print and on-line promotion activities.
- We also used tram body to promote our event and placed bus shelter advert in high-traffic student area to maximise impact. They accounted for 5% of the event awareness.

Others

- We maximised our internal promotions with posters and leaflets throughout the teaching centre, and large-scale wall displays and video on the first floor of the BC building.
- Our press releases successfully leveraged the media interest in the local education reforms and the event received coverage from 6 mass-media newspapers and one on-line video channel after the first day of the event.
- We held an Education UK information day for Post-16 students, on 27 June, 14 July and 5 August, to capture the students who had just received their results from the Hong Kong Advanced Level examinations (HKALE) and Hong Kong Diploma of Secondary Education (HKDSE). A mass invitation was sent to UK institutions across schools to higher education sectors, and institutions could sign up to any one of the sessions to give generic seminars about UK education opportunities in their respective sectors. At the end of each session, the exhibition was promoted. The three events attracted over 1,000 participants in total.
- We sent out promotion material like posters and leaflets to our database of agent contacts, and held an information session before the event in order to brief them



more thoroughly about different issues related to UK education, particularly about the visa updates, so that they were better prepared to answer visitor enquiries at the event.

4. Conclusions and follow up

4.1 Key recommendations for institutions

- The articulation of the HKDSE to UK higher education and implications of Hong Kong's new education system for studying in the UK will clearly continue to be focal points for this market for the next few years. Institutions, as well as the British Council, will need to be able to clearly articulate to students and parents the entry requirements from the new qualification, and be able to provide advice on pathways available to them at different stages of education. Institutions should state entrance requirements on their websites and on their promotion materials at the exhibitions.
- Knowledge of curricula at international schools: There were enquires from students studying various overseas curricula in local international schools (e.g. Canadian International School, American International School, Australian International School, etc, as well as the ESF Advanced Diploma involving IB certificate and BTEC courses). Apart from being able to tell students the entry requirements to their courses in terms of the HKDSE, exhibitors will also need to be familiar with the different qualifications pursued by international school students in Hong Kong, in order to advise them their respective entry requirements.
- Students are looking increasingly for specialist subject information and their areas of interest are diversifying from the traditional business management subjects. It should be acknowledged that schools in Hong Kong, particularly those in the international and independent sectors, are becoming more sophisticated in the higher education counselling that they provide to students, as reflected in the higher quality visitors and the in-depth enquiries that they make. Exhibitors should therefore be prepared to provide in-depth information about courses and subjects offered by their institutions as well as general information about admissions.
- The UK institutions, especially for the newcomers of Hong Kong market are recommended to organise other promotional activities leading up to exhibition, which can help to generate more traffic and enquiries during the exhibition.

Other learning points picked up by institutions are as follows:

General

- Many students don't have IELTS or equivalent, needs more promotion about IELTS. Benchmarking HKDSE English with IELTS will help
- Swift response on enquiries. Improve on admission efficiency in market delivery of English language support programme
- Perhaps our entry requirements are a little high for the clearing market
- Ask students if they are in clearing before giving advice
- To accept DSE English 5 instead of IELTS
- I think we have to be much more focused on smaller events promoting FE
- HK Diploma outcomes
- More hospitality enquiries than we anticipated

Promotion-related

- Need better marketing materials
- Do more work promotion to event to raise profile and generate traffic/enquiries



4.2 Key recommendations for the British Council

Below is a summary of areas commented on by institutions, and our response in terms of follow-up actions. Suggestions and comments received from institutions are listed in full in Appendix 4:

Venue/Internet access

- Many institutions commented that KITEC is not as convenient as HKCEC in Wanchai and it was suggested that the central location at Hong Kong Island would have been better. Unfortunately, HKCEC cannot secure our booking (even in 2014 summer) before they can accommodate all the concurrent events. The possibility of having our August exhibition at HKCEC is not great as one of the largest exhibitions in Hong Kong - Hong Kong Food Expo is normally held in Mid August, which is at the Clearing weekend. Besides, the exhibition hall at Wanchai China Resources Building has been closed since last year, so there are very limited exhibition venue choices in HK. In fact, KITEC is near to the residential area in Hong Kong. With reference to the Information Services Department, HKSAR Government, Kowloon accounts for 30% of the total population in Hong Kong, while Hong Kong Island just account for 18% of the total¹.

Despite the difficulties in finding a suitable venue, we will keep looking for any alternatives and hope to have a venue in place as soon as possible. If KITEC is the only choice for our August exhibition, we will:

- 1) increase number of signage between public transport and venue
 - 2) recruit more helpers to assist with directing visitors to venue
 - 3) investigate the feasibility of providing exclusive transport to visitors.
- Some institutions commented that the internet access was not stable and slow. We have conducted a detailed post-event briefing with the venue provider and IT vendor, and found out that one of our broadband lines had been disconnected. They have fixed the line immediately when they discovered the problem. In future, we will prepare USB wifi connection for contingency and we will review the service quality of our current IT vendor, and will explore other alternatives for our future events.

Timing of the event

- This was the first time this event was held on a Friday and Saturday, due to venue availability for the clearing weekend as well as the suggestions from last year's exhibitors - *The event should take place on Friday and Saturday so as to maximise clearing opportunities*. This year, several institutions commented that to attract more potential students the event should take place on Saturday and Sunday. We will review the timing for next year, and will work with the venue provider to secure the exhibition hall during the clearing weekend in 2013.

Market Intelligence/Briefing

- We are pleased that we continue to receive positive feedbacks for the exhibitors' briefing at this event. We will continue to improve the content of our briefing and will try to keep better timing of the sessions in order to allow exhibitors sufficient time afterwards to set up their booths.

¹ Information Services Department, HKSAR Government - <http://www.gov.hk/en/about/abouthk/factsheets/docs/population.pdf>



Appendix 1: List of participating institutions

Booth No.	Institution	Geographical Location
Independent schools and colleges		
3	The Royal High School, Bath	South West England
9	Bellerbys College	South East England
17	Brooke House College	Central England
19	Cambridge Education Group	South East England
28	EF International Academy	South East England
29	EF University Preparation	England
48	Moira House Girls School Eastbourne	South East England
Further education colleges		
8	Wiltshire College	South West England
12	Birmingham Metropolitan College	Central England
14	Boston College	Eastern England
20	Cambridge Regional College	Eastern England
34	Highbury College	South East England
50	Nottingham College International	Central England
Higher education institutions		
1	University of Aberdeen	Scotland
2	Aberystwyth University	Wales
4	Anglia Ruskin University, Cambridge & Chelmsford	Eastern England
5	University of the Arts London	London
6	Aston University	Central England
7	Bangor University	Wales
8	University of Bath	South West England
10	Birmingham City University	Central England
11	University College Birmingham	Central England
13	University of Birmingham	Central England
15	University of Bradford	Northern England
16	University of Brighton	South East England
18	Brunel University, London	London
19	University of Sunderland	Northern England



21	University of Central Lancashire	Northern England
22	The College of Law	London
23	Coventry University	Central England
24	De Montfort University	Central England
25	University of East Anglia	Eastern England
27	Edge Hill University	Northern England
30	University of Essex	South East England
31	University of Glamorgan	Wales
32	University of Gloucestershire	South West England
33	Goldsmiths, University of London	London
35	University of Hull	Northern England
36	Keele University	Central England
37	University of Kent	South East England
38	Leeds Metropolitan University	Northern England
39	University of Leeds	Northern England
40	University of Leicester	Central England
41	University of Lincoln	Central England
42	University of Liverpool	Northern England
43	London Metropolitan University	London
44	Loughborough University	Central England
45	Manchester Metropolitan University	Northern England
46	The University of Manchester	Northern England
47	Middlesex University	London
49	Northumbria University, Newcastle	Northern England
51	Nottingham Trent University	Eastern England
52	The University of Nottingham	Central England
53	School of Oriental & African Studies, University of London	London
54	Plymouth University	South West England
55	Queen's University Belfast	Northern Ireland
56	University of Reading	South East England
57	Richmond, The American International University in London	London
58	Robert Gordon University	Scotland
59	Royal Holloway, University of London	South West England



60	Sheffield Hallam University	Northern England
61	The University of Sheffield	Northern England
62	University of Southampton	South East England
63	St Mary's University College, London	London
64	Staffordshire University	Central England
65	The University of Surrey	South East England
66	Swansea University	Wales
67	University of Wales, Newport	Wales
68	University of West London	London
69	University of Worcester	Central England
70	York St John University	Northern England
Other organisations		
3	Academic Summer Ltd	
26	Edexcel BTEC, GCSE& GCE A levels	
A	Marsh (Hong Kong) Limited	
B	Virgin Atlantic Airways	
C	IELTS registration / enquiries	
Main counter	UCAS	

Appendix 2: Visitors' survey results

1. Are you currently:		
Parent of primary school pupil	15	2%
Parent of Form One/Year Seven student	12	2%
Parent of Form Two/Year Eight student	8	1%
Parent of Form Three/Year Nine student	6	1%
Parent of Form Four/Year Ten student	24	3%
Parent of Form Five/Year Eleven student	36	5%
Parent of Form Six/Year Twelve student	66	9%
Parent of Form Seven/Year Thirteen student	68	9%
Primary school pupil	9	1%
Form One/Year Seven student	0	0%
Form Two/Year Eight student	7	1%
Form Three/Year Nine student	8	1%
Form Four/Year Ten student	14	2%
Form Five/Year Eleven student	61	8%
Form Six/Year Twelve student	107	14%
Form Seven/Year Thirteen student	105	14%
Associate Degree student	15	2%
Higher Diploma student	26	4%
Undergraduate student	88	12%
Postgraduate student	21	3%
Recent graduate	45	6%
Total	741	100%

2. Are you male or female?		
Male	366	49%
Female	375	51%
Total	741	100%

3. What is your nationality?		
HKSAR/BNO Passport Holder	546	74%
People's Republic of China (PRC) Passport Holder	31	4%
British Passport Holder	133	18%
Other, please specify:	31	4%
Total	741	100%

4. Are you a:		
Hong Kong permanent resident	696	94%
Hong Kong resident	31	4%
Visitor to Hong Kong from Mainland China	8	1%
Visitor to Hong Kong from elsewhere (please specify):	6	1%
Total	741	100%



5. If you are school student, or are parent of a school student, what type of school do you/your child attend now?

Local public school	234	32%
Local private school (including Direct Subsidy Scheme school)	92	12%
International/ESF school	55	7%
Local post-secondary college	35	5%
Overseas boarding school	114	15%
Overseas post-secondary college	47	6%
School in mainland China	7	1%
University	140	19%
Other, please specify:	17	2%
Total	741	100%

6. What programme of study are you interested in?

Preparatory school	15	2%
Junior secondary school	38	5%
GCSE	38	5%
A-Level	74	10%
International Baccalaureate Diploma	38	5%
University foundation	127	17%
Vocational based education	19	3%
Undergraduate	435	59%
Postgraduate	112	15%
UK courses taught in Hong Kong	25	3%
UK summer programmes	28	4%
Others, please specify:	9	1%
Total	741	129%

7. Which subject(s) do you / your child wish to study for your qualification?

Applied and pure sciences	111	15%
Built and natural environment	57	8%
Computing, maths and IT	61	8%
Engineering and technology	73	10%
Health and medicine	125	17%
Humanities	59	8%
Law	80	11%
Management, business and finance	215	29%
Social sciences and communications	75	10%
Sport, leisure, hospitality and tourism	36	5%
Visual and creative arts	72	10%
Others, please specify:	44	6%
Total	741	136%



8. What media channel do you usually use to search for education information? (You can choose more than one)		
Apple Daily	143	19%
Oriental Daily	60	8%
HK Economic Times	38	5%
HK Economic Journal	22	3%
Mingpao	81	11%
Sing Tao	89	12%
Metro	32	4%
Headline	69	9%
AM 730	41	6%
South China Morning Post (SCMP)	55	7%
The Standard	26	4%
Online newspaper	159	21%
Online discussion forum	125	17%
Radio	36	5%
Friend/relative	121	16%
British Council	327	44%
Your school	134	18%
Education agent	125	17%
Others, please specify:	40	5%
Total	741	233%

9. How did you find out about this Education UK exhibition? (You can choose more than one)		
Apple Daily	83	11%
Oriental Daily	32	4%
HK Economic Times	18	2%
HK Economic Journal	10	1%
Mingpao	32	4%
Sing Tao	47	6%
Metro	22	3%
Headline	53	7%
AM 730	30	4%
Online newspaper	61	8%
Online discussion forum	36	5%
British Council website	157	21%
MTR information display	111	15%
MTR posters	194	26%
MTR train stickers	48	6%
Hok Yau Club Guidebook	19	3%
Bus shelter posters	28	4%
Tram car promotion	11	1%
Friend/relative	152	21%
British Council Facebook page / British Council e-flyer	108	15%
Your school	44	6%
Education agent	59	8%
Others, please specify:	21	3%
Total	741	186%



10. What is the best way for us to communicate with you? (choose one only)		
E-mail newsletter	206	28%
Face-to-face activity such as seminar, workshop, open day	90	12%
E-mail notifications	254	34%
Facebook	111	15%
Mobile/ SMS	70	9%
Other, please specify:	10	1%
Total	741	100%

11. Have you ever browsed or used the British Council's Education UK Facebook page?		
Yes	256	35%
No	485	65%
Total	741	100%

12. Which types of entries listed below will be useful for you to obtain from the British Council's Education UK Facebook page?		
Activities (seminars and individual consultations) organised by UK institutions	214	29%
Activities (seminars and exhibitions) organised by the British Council	188	25%
Information about UK institutions	308	42%
Information about UK courses / subjects	290	39%
General news about UK education	118	16%
News about UK visa application	80	11%
News about living in the UK and UK culture	79	11%
Answers to your specific questions	79	11%
Other, please specify:	34	5%
Total	741	188%

13. If you would like more information please let us know what you would like:

- Cost of living, tuition fees of university or institutes of higher education
- The time of applying universities in UK through GCE in Hong Kong
- Updated HKDSE requirements
- University information in UK
- UK boarding schools
- law courses for graduate study
- More variety of UK universities that is specifically divided into interest courses e.g. psychology
- I want to know more information about degree jewellery design
- more about high school
- Can I take the GCE A-level exams in HK? If yes, where can I apply and attend the exam?
- About the Music Schools in UK
- What School is famous for biology?
- Foundation
- Master programme in Civil Engineering Online
- Ranking of British universities



14. Will you be making an application to the UK now?		
Yes	430	58%
No	311	42%
Total	741	100%

15. When do you plan to study in the UK? (In how many year(s)) :		
1 year	83	27%
2 years	59	19%
3 years	24	8%
In 4 years or more	18	6%
Uncertain	127	41%
Total	311	100%

16. We would like to understand your motivation for considering a UK education for you/your child. Please indicate, on a scale of 1-5, the importance of the following, with 1 the least important:										
	1 (Least important)		2		3		4		5 (Most important)	
Academic quality of UK education	13	2%	14	2%	64	9%	300	40%	350	47%
Quality of life in UK schools/colleges/universities	8	1%	10	1%	108	15%	385	52%	230	31%
Facilities and learning environment in UK schools/colleges/universities	10	1%	12	2%	87	12%	367	50%	265	36%
Disciplined environment	16	2%	34	5%	139	19%	322	43%	230	31%
Confidence in UK qualifications	11	1%	14	2%	81	11%	329	44%	306	41%
Access to universities of your choice	14	2%	13	2%	118	16%	319	43%	277	37%
Value for money	23	3%	51	7%	219	30%	267	36%	181	24%
Unable to secure a place of your choice in Hong Kong	77	11%	74	11%	205	31%	165	25%	150	22%
Concern about quality of Hong Kong education	43	6%	80	11%	191	26%	223	30%	204	28%
Concerns that your child may face too much pressure in Hong Kong	65	9%	73	10%	204	28%	247	33%	152	21%
Desire for high quality English medium environment	27	4%	17	2%	92	12%	301	41%	304	41%
Better career prospects	18	2%	19	3%	103	14%	312	42%	289	39%
Concern about Hong Kong's education reforms	37	5%	27	4%	158	21%	281	38%	238	32%
Other reason(s) for choosing a UK education, please specify below:	131	18%	45	6%	156	21%	210	28%	199	27%

17. Do you think the quality of Hong Kong education has improved over the last five years?		
Yes	102	14%
No	407	55%
Not sure	232	31%
Total	741	100%



18. Are you confident that the new Hong Kong Diploma of Secondary Education will be internationally recognised for university access?

Yes	137	18%
No	319	43%
Not sure	285	38%
Total	741	100%

19. Are you confident that the new Hong Kong Diploma of Secondary Education will be suitable for your child?

Yes	115	16%
No	315	43%
Not sure	311	42%
Total	741	100%

20. Will the 4-year undergraduate degree courses in Hong Kong make you more or less likely to choose 3-year courses offered by the UK universities?

More likely	304	41%
Less likely	65	9%
No impact	207	28%
Not sure	165	22%
Total	741	100%

21. Based upon the answer to the above question, please specify your reason (if possible)

- I am a new Hong Kong Diploma of Secondary Education student
- Early entry into industry
- I am looking at doing a postgraduate degree, so no impact
- The DSE programme is too new. It requires a few more years of educational experience for us to analyse its quality of education.
- I think HK education system is quite rubbish, most graduated students from HK University, they don't know what they do for the society, only focus on money and benefit.
- As UK universities also have courses which span for 4 years. Therefore the length of the time which spent studying cannot be basis of judgement for choosing a university in UK or HK purely based on the aspect of time length.
- not most of the teachers in Hong Kong know the materials well, and they do not have enough experience to imply knowledge under the new school system
- a shorter course means you can get a head start on getting a job or internship placement

22. Did you attend any seminar sessions on Friday 17 August 2012?

Yes	88	12%
No	653	88%
Total	741	100%



23. Did you find the content of the sessions on Friday 17 August 2012 useful?					
	Yes		No		Total # of responses
Finding a last-minute university place for 2012	39	44%	17	19%	56
The right course and the right university: How to choose?	34	39%	23	26%	57
UCAS Clearing and adjustment 2012	34	39%	19	22%	53
Articulation between Hong Kong new education system and UK education	34	39%	20	23%	54
How to choose the right subject for GCSE and A-level?	24	27%	23	26%	47
Higher National Diploma (HND) a pathway leading to the award of British university degrees	26	30%	24	27%	50
Preparing for the IELTS test	39	44%	18	20%	57

24. Did you attend any seminar sessions on Saturday 18 August 2012?		
Yes	120	16%
No	621	84%
Total	741	100%

25. Did you find the content of the sessions on Sunday 26 February 2012 useful?					
	Yes		No		Total # of responses
Employability: How UK universities and colleges prepare you for career success	40	33%	15	13%	55
The UCAS applicant journey (2013 entry)	48	40%	18	15%	66
How to create a great portfolio	38	32%	22	18%	60
A-level, International Baccalaureate (IB), National Diploma or pre-university foundation - Which is right for my child?	42	35%	11	9%	53
Preparing for the IELTS test	54	45%	17	14%	71
Pre-departure briefing	56	47%	14	12%	70

26. Please suggest seminar topic(s) about UK education that you are interested in for our future reference:

- seminar on professional topic such as pharmacy, psychology
- school environment, city environment
- Studying Medicine in the UK.
- Talk more about international career opportunities
- budget/costing to study in the UK and also some example of prospect of UK university students
- Your child doesn't have a place in university due to poor result; what would you recommend him or her to do.
- seminar or workshop for postgraduate students
- personal statement
- conversion of grades between HKDSE and UK GCSE
- Provide information about what university specialises in subject/s.
- The actual differences between the universities, e.g. quality and the teaching facilities



- career seminar regarding after graduation
- Through GCE or IB to get in universities in HK or UK.
- IELTS tips
- Homestay vs Boarding
- Visa
- how to apply UCAS; things to prepare before studying in UK
- Maths sciences
- Art
- extra curricular activities

27. Have you taken part in any of the following activities organised by the British Council in the last 12 months? (You can choose more than one)

No	369	50%
English language course	91	12%
Education UK exhibition	184	25%
UK education seminar	110	15%
IELTS	128	17%
BULATS	12	2%
Others, please specify:	1	0%
Total	741	121%

28. How would you rate the quality of service you have received (from British Council staff)?

Excellent	195	26%
Good	428	58%
Average	107	14%
Bad	6	1%
Very bad	5	1%
Total	741	100%

29. How would you rate the quality of service you have received (from the exhibitors)?

Excellent	190	26%
Good	431	58%
Average	105	14%
Bad	9	1%
Very bad	6	1%
Total	741	100%

30. How likely is it that you would recommend British Council events to a friend or colleague?

Please select one number on a scale between 0 and 10 where: 0 = Very unlikely to recommend; 10 = Very likely to recommend

0	1	2	3	4	5	6	7	8	9	10	Total
14	7	8	13	34	75	110	165	159	88	68	741
2%	1%	1%	2%	5%	10%	15%	22%	21%	12%	9%	100%



31 For the below questions, please tick one box to indicate the extent to which you agree or disagree with each of the following statements

	Strongly agree		Agree in general		Neither agree nor disagree		Disagree in general		Strongly disagree		Total	
This event met my expectations	115	16%	472	64%	123	17%	21	3%	10	1%	741	100%
Overall, this was a high quality exhibition	125	17%	477	64%	115	16%	17	2%	7	1%	741	100%
I have acquired new knowledge and/or skills from taking part in this event/activity	112	15%	398	54%	184	25%	35	5%	12	2%	741	100%

Appendix 3: Exhibitors' survey results

<i>Have you attended this country event before?</i>		
Yes	35	76%
No	11	24%
Total	46	100%

<i>What was your main aim for coming?</i>		
Recruitment	13	27%
Profile raising	0	0%
Both	35	73%
Total	48	100%

<i>What is your primary market interest in this event? (please indicate)</i>		
Undergraduate	37	37%
Postgraduate taught	16	16%
Postgraduate research	5	5%
Higher national diploma or equivalent	4	4%
Pre-university foundation courses	15	15%
Foundation	7	7%
Post-16 A-level	8	8%
Pre-sessional English	5	5%
School	5	5%
UK courses taught in Hong Kong (including Distance-learning)	1	1%
Total	103	100%

<i>Does the cost of participating in this event represent value for money to your institution?</i>		
Yes	27	63%
No	13	30%
Unsure	3	7%
Total	43	100%

What recommendations have you got for the future of this particular event for British Council?

Event timing/duration

- Saturday and Sunday is better timings
- The first day was a bit quiet, maybe can do both of the days during the weekend
- Hold the event Sat & Sun, and don't return to KITEC venue - Too far out and a little strange!
- Do a purely weekend event

Venue

- Central location - More accessible to preferable students.
- Would prefer to have it back at the convention centre!
- Run it in the HKCEC, the old venue
- Hold the event at the Convention Centre in Wanchai if possible
- HK international exhibition centre if available
- Better location next time
- Location - Back on HK Island (If possible)
- Previous event last year seemed busier. Perhaps Wanchai location is better
- The location of the venue should be closer to the centre



- Venue loss out of the way - more than 1 hr from Wanchai. No one would choose to stay close to KITEC - LONG walk through shopping mall to shuttle bus
- It is better to return to Wanchai venue as it is more convenient for visitors
- More accessible venue, e.g. close to MTR station and perhaps 1 or 2 days after HK result dates
- Nearer venue (near to city centre)
- Go back to the Exhibition Centre in Wanchai
- Better venue
- I think the HKCEC is a better venue if it is possible to book there next year.
- Better to hold in Wanchai
- To return to the previous venue
- I think that the location of this year's event was not proved as attractive to potential customers as HKCEC
- Location was not ideal
- Quieter than expected, not sure if the venue affected this

Others

- None, it was very well organized.
- Better internet!
- Do not give out the TNE book for visitors - some students were using it as a guide - misleading and unfair for universities not in HK
- I think there should be separate events focusing on FE sector - we struggle to attract students in the current format
- Improve wireless service
- Please circulate pdf of handbook to exhibitors. Online pages difficult to print. Thanks for emailing it to me!
- More advance information on calibre of students and likely interests
- List subjects on front of stand?

What market developments have you noticed by coming?

Subject/course interest

- Law
- Architecture, Physics, OT
- Highly competitive. Diversified interests of subject areas
- Fewer students interested in foundation programmes. HKDSE students fewer than expected. Perhaps they have all got HK University places?
- AL graduates cannot join foundation courses
- We have been surprised by the relative lack of interest in foundation courses

Others

- High competition
- Double cohort effect
- Good HKDSE results
- Lincoln Profile increased
- Strong competition from local universities
- DSE is obviously the major development. Seen a few of these students as well as A-level
- Students very focussed and even some enquiries for 2014 entry
- More OK A-level students than before
- Clearing was not as popular as anticipated

What learning points have you picked up for marketing your institution?

General

- Many students don't have IELTS or equivalent, needs more promotion about IELTS. Benchmarking HKDSE English with IELTS will help
- Swift response on enquiries. Improve on admission efficiency in market delivery of English language support programme
- Perhaps our entry requirements are a little high for the clearing market
- Ask students if they are in clearing before giving advice
- To accept DSE English 5 instead of IELTS
- I think we have to be much more focused on smaller events promoting FE

- HK Diploma outcomes
- More hospitality enquiries than we anticipated

Promotion-related

- Need better marketing materials
- Do more work promotion to event to raise profile and generate traffic/enquiries

What is your assessment of the visitors?		
Good number and good quality	21	45%
Good quality only	10	21%
Good number only	4	9%
Disappointing	12	25%
Total	47	100%

Have you developed new or built on existing feeder or agent relationships by coming?		
Yes	29	62%
No	18	38%
Total	47	100%

Have you developed other links by coming?		
Yes	22	46%
No	26	54%
Total	48	100%

How was the support to your business needs from British Council before and during the event?		
Unsatisfactory	0	0%
Satisfactory	16	33%
Good	32	67%
Total	48	100%

How do you rate the quality of actual event management, logistical arrangements, venues and any ceremonies, receptions or other functions?		
Unsatisfactory	2	4%
Satisfactory	13	28%
Good	31	68%
Total	46	100%

Please comment on how this year's event compares to previous years.		
Same, worth coming	19	56%
Same, not worth coming	0	0%
More worthwhile	5	15%
Less worthwhile	10	29%
Total	34	100%



Finally, will you be attending this event this time next year?		
Yes	26	54%
No	3	6%
Undecided	19	40%
Total	48	100%

Additional comments:

- Thank you!
- Very well organised - not sure why the hotel selected was so far away but other than that very well put together. Sadly for us being at the back of the room and with a low profile here in HK the event wasn't massively successful.
- Where were the students with DSE's? A comparison with last year's numbers needed.
- Coffee rather strong and bitter
- Do we really have to be invoiced for £4.50 for photocopying?! Especially when so much is paid for the event!
- Saturday was much better. Genuine interest A Level and access to Higher Education. Thought it might be only beneficial for university entrants but achieving quite good for FE sector.
- While most comments were made to help established or high ranking universities, very little was done to promote modern institutions or new comers.
- Good catering. Air con too cold
- Well organised events. Helpful staff. Reasonable good number of enquiries from student overall, worth trying and attending this year
- Thank you for your support.
- Internet was slow!! Refreshments and food were good
- Very difficult website for exhibition info. SLOW - took almost 40 mins to go through opening each page separately because of the way the website was setup. Very frustrating to use.
- Internet has been unstable
- Would be better held Saturday and Sunday in a large hotel ballroom or similar - centrally located! The briefing by BC was excellent - the marketing presentation was superb.
- It is unlikely we will attend this week next time - the focus is much more on HE at these events and offers relatively little for us. We had expected more interest than we actually got and received fewer enquiries than at the same event in February.
- Thanks very much for everything, especially the regular and useful typhoon updates!
- I think that opening the event on Saturday and Sunday rather than on Friday and Saturday would attract more potential clients for the school IFE sector

Appendix 4: Advertising and promotion plan (media plan)

	Media	Format (number of insertions)	Duration
Print	Chinese newspapers	Print advertisement (13)	2 August – 16 August
		Full page supplement (3)	31 July - 14, August
	Chinese Magazine	Print advertisement (2)	28 June & 24 July
Outdoor	MTR	4-sheet light box (245)	4 – 17 August
		Train body stickers (216)	26 July – 8 August
		InfoPanel Network	2 – 8 August
	MTR – Taikoo	Escalator Crown Bank (14)	3 – 16 August
	MTR - KIn Tong	Escalator Crown Bank (14)	3 – 16 August
	Bus Shelter	Premiere Panel (1)	3 – 16 August
	Tram	Tramcar promotion (1)	23 July – 19 August
Promotion items	Posters and leaflets	10,000 copies distributed at the British Council and sent to 500+ secondary schools, tertiary institutions and agent contacts.	Early July
Online	Apple Daily online	Online banner at Local News Homepage	2 – 15 August
	Discuss.com	Online banner at local forum	29 July – 18 August
	eDM	Direct mailing campaign to 10,000 members of local discussion forums	7 August, 14 August
	Yahoo.com	Yahoo Keyword search	5 – 18 August
	Online pre-registration	E-mail for fast track to the exhibition and the seminars, with a chance to win London Olympics 2012 Routemaster bus model	July – August
	Facebook	Event promotion on our BC and Education UK Facebook	July – August
	Websites	Exhibition information posted to Education UK and BC websites, plus public event sites e.g. HK Events, Eventful HK etc.	July – August



Print advertisement



Online promotion



Outdoor promotion





Outdoor promotion



Others



