

British Council Germany Higher Education Fairs

25 – 27 January 2016, Bochum, Hannover &
Hamburg

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1. Event fact file

Germany

Venue 1	Monday 25 January 2016: Bochum Ruhr Universität Bochum Veranstaltungszentrum (Event Centre), Hall 2 A Universitätsstraße 150, 44801 Bochum
Opening hours	11.00 – 15.00
Venue 2	Tuesday 26 January 2016: Hannover BIZ (Berufsinformationszentrum), Careers Centre Agentur für Arbeit Hannover Brühlstr. 4, 30169 Hannover
Opening hours	11.00 – 15.00
Venue 3	Wednesday 27 January 2016: Hamburg Medienschule Hamburg Veranstaltungshalle im Forum - ViF, Eulenkamp 46, 22049 Hamburg
Opening hours	11.00 – 15.00
Stand costs	GBP 1800.00 plus VAT
Unique feature to give added value	IELTS stand at each venue

2. Key statistics/ facts

First January tour, three new cities

In order to cover more cities in Germany and address the demand from UK institutions we set up a second tour. The plan is to reorganise the tours to make logistics and travel easier and less time-consuming.

From November 2016/ January 2017 we will move Berlin into the January tour, thus creating a West to South Germany tour including Cologne, Frankfurt and Munich plus another city in November, and an East to West Germany tour including Berlin, Hamburg, Bochum, Hanover in January.

It was challenging to set up a new tour and we have noted a lot of learning points first tour to make improvements.

We feel, and feedback from the UK institutions confirmed, that all three cities and venues have potential to grow.

We will work hard to establish the British Higher Education Fairs January tour in these cities as we have done over the past 16 years for the November tour.

Visitor numbers and their enquiries:

Due to the set-up of the venues (foyers of university/ education institute buildings with multiple doors) and the nature of the fairs: four hours, only 3 British Council staff accompanying the group, it is not possible to count the total number of people coming through the doors.

For us the quality of the enquiries count for more than the quantity and so we ask UK institutions how many *serious* enquiries they had in each city. 'Serious' meaning you are sure that the student is seriously thinking about coming to study at your institution. The main reason for this is that German students do a great deal of research before coming to a fair and will often have a (long) list of (detailed) questions and will target the one, two or three institutions that they are really interested in rather than talking to all universities present.



Visitor Registration System:

The British Council has introduced a new Visitor Registration System in some countries. In Germany we aim to use the online pre-registration function only. There are a few reasons for this:

- As many of you know from the tour, Germans are more reluctant to give personal data or even contact details even if they want to study at your institutions.
- Obligatory registration is off-putting for German students and our host institutions would not welcome the idea.
- We cannot set up on-site registration until there is a simple, concise, offline, tablet version.
- Printing bar codes to label students with would be culturally difficult in Germany.

We do, however, want to collect some of the valuable information that the pre-registration collects and will offer incentives for students to fill it in. A competition to win a free IELTS test – worth €220 in Germany. A revised shorter version of the VRS questionnaire coming in the next year would definitely increase participation.

Other points:

- We have general studying in the UK information at the British Council / IELTS table and advise students during the fairs.
- We have a sign up list for our Education e-newsletter in which UK HEIs can advertise.

3. Impact of marketing plan

The full list of promotion and advertising is listed in Appendix 3.

Promotion flyers and posters were sent to selected universities, schools, international schools, libraries. Press advertising was in a national newspaper, the main Hamburg and Hannover newspapers and a popular listing magazine in Bochum.

We also organised specific postcard/ poster at the university in Bochum.

This year we significantly increased the resources we put into digital marketing and ran both Facebook and Google campaigns from the beginning of October, in order to highlight the fact that there are now two tours and we are covering more cities, so you may not need to come to Berlin from Hamburg to attend a fair.

4. Conclusions and follow up

4.1 Key recommendations for institutions

- One of the institutions provides wifi through edu roam. UK institutions should bring their own edu roam log-in details.
- Put the events on your institutions website.
We can track re-directs from UK institution websites to our Higher Education Fair pages on the British Council Germany webpages. And it really works!
It can make the difference for prospective students if they know you will be visiting Germany, especially for those unable to attend an open day meeting your representative at one of our fairs in Germany can influence a student's decision.
- Institutions need to expect and be prepared to answer all level of enquiries but be aware that most student and PG students in particular will do their research before and talk to a select number of institutions they are interested in, rather than all institutions present.
- Bring lots of business cards! German students may not like giving out their contact details but love getting yours ... and will contact you when they have questions!



4.2 Key recommendations for the British Council

- Work on the revised tour itineraries and advertise both tours on the SIEM website simultaneously.
- Refine marketing plan to establish the second tour as equal to first tour.
- Include learning points in our planning.
- Review the second tour again after January 2017 and make any necessary venue or city changes.
- For both tours, develop a marketing plan to reach more postgraduate students.
The UG/ PG split showed that the majority of enquiries were still UG, as has been the case for many years.
On a positive note each year there is increased participation of International schools and German/ European schools. This can bring benefits of not just EU students but some who are international students.
Feedback showed that there were some serious and focussed PG enquiries.
- Some students came to the January events from cities we had visited in November e.g. from Munich and Berlin travelling up to 7 hours.
- From 2016: use online feedback form for UK institutions after the event, rather than paper forms.
- Use new SIEM subject matrix from November 2016.



Appendix 1: List of participating institutions

1	Anglia Ruskin University
2	Aston University Birmingham
3	BIMM
4	University College Birmingham
5	University of Bradford
6	Buckinghamshire New University
7	Cardiff University
8	Cardiff Metropolitan University
9	University of Chichester
10	University of Cumbria
11	Edge Hill University
12	University of Essex
13	Goldsmiths, University of London
14	University of Greenwich
15	University of Hertfordshire
16	Keele University
17	Lancaster University
18	University of Lincoln
19	London Metropolitan University
20	LSE
21	University of Portsmouth
22	Royal Holloway, University of London
23	University Of Sheffield
24	University of Stirling
25	University Of South Wales
26	Teesside University

Appendix 2: Advertising and promotion plan (media plan)

Printed promotion:

We produced 9,000 flyers in total and 300 posters per venue, distribution of these was targeted to the three cities Bochum, Hanover and Hamburg and surrounding areas within a reasonable distance - up to 2 hours by train- from the host city:

- the 3 host institutions for distribution to their faculties, departments and students
- 17 international and IB schools
- 66 other universities
- 350 European/ German secondary schools
- 6 international employment agencies in the regions
- 15 libraries in the host cities

Adverts:

Print Media - Publication Date	Where?	Circulation
21.12.2015 (runs for 6 weeks)	<i>coolibri</i> (weekly events listing for the whole of the Ruhr area, read by the target audience)	108,000
14.1.2016	<i>Die ZEIT</i> (national weekly newspaper) Chancen – education section	2.2 million
16.1.2016	<i>Hamburger Abendblatt</i> (Hamburg daily newspaper) event announcement in the education section.	474,000
22.1.2016	<i>Hamburger Abendblatt</i> (Hamburg daily newspaper) advert.	474,000
23.1.2016	<i>Hannoversche Allegemeine Zeitung</i> (Hanover daily newspaper)	137,000



Other promotion:	
British Council e-newsletter	8000+ contacts
British Council Education e-newsletter	To just over 1,200 contacts (mainly multipliers at German higher education institutions)
British Council Facebook page	Regular posts in the month leading up to the fairs. Series of 'Fun facts' posts on individual UK institutions participating in the fairs, info provided by the UK universities.
British Council website	Dedicated pages is in English and German https://www.britishcouncil.de/en/study-uk https://www.britishcouncil.de/studium-uk with short profiles of participating institutions that provided them. Over 20,000 unique visitors.
British Council IELTS team	Information sent by e-mail to every enquirer/ IELTS candidate from 14 October until the fairs. Promoted the Higher Education Fairs at 3 events in the three months leading up to the January tour.
Facebook adverts through the British Council Germany Facebook page.	General adverts in both English and German. From 1 October through to January to promote both tours. Promoted Facebook events for each individual event. For the four November cities from 1 October through to the day before each event. The reach was over: 450,000 Response/ share rates for the events were high: 3482 people took action with event posts.
Google Ads	A Google ad campaign ran from November to January. Reach: 102,000
EducationUK Germany site	www.educationuk.org/germany/
Press releases One general for Germany wide distribution and three individual press release for each city	Sent to 1,371 selected contacts from the media or city focussed events portals. We selected contacts interested in Higher Education or local events.

Press coverage:	Reach:
Hannoversche Allgemeine Zeitung (Hanover and region daily newspaper) 26 January 2016 http://www.haz.de/Nachrichten/ZiSH/Hannover-anderswo/Bei-der-Hochschulemesse-des-British-Council-geht-es-ums-Studieren-in-England	98,000 unique visitors (Source: AGOF)



<p>WDR (public-broadcasting institution) Online article: Englische Universitäten werben deutsche Studenten</p>	<p>Online reach: 5.5 million page visits in January 2016.</p>
<p>Hamburger Wochenblatt online local news/ events portal</p>	<p>Online reach: 9,000 page views</p>