



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

**Post-event report for
Education UK Exhibition Poland
13 – 14 November 2015
Warsaw and Krakow**

Introduction

Thank you for your participation at the Education UK exhibition in **Poland on 13-14 November 2015**.

The purpose of this report is to provide you with a summary of the event, including visitor and exhibitor feedback as well as other useful information. We trust that this report will enable you to report return on investment and assist with future decision making.

The event, targeted at the HE/FE/Schools market, hosted representatives from **34 UK institutions** that positively engaged with prospective students, providing the audience with information on educational opportunities and subject choices.

The event attracted over **4000 visitors** thanks in part to the marketing campaign. Alongside the main exhibition, a series of seminars and workshops were also held, with topics covered including: "Professions of the 21st Century": Preparing for the future;" Polishing your personal statement: How to get 5 offers" and other.

For the first time we used VRS registration system which has enabled us to create a rich database of students interested in UK studies. Most exhibitors also benefitted from scanning the registration codes of students visiting their stands.

At British Council we highly appreciate your support, and hope that we can continue to provide valuable marketing services in terms of both our exhibitions and also our range of other targeted activities during the year. We hope to see you again at our next exhibition.

Regards,

Dorota Kraśniewska | Partnerships and Projects Manager, Poland

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Highlights

This exhibition was held at the following venues:

Venue(s)	<p>Centrum Nauki Kopernik Warsaw ul. Wybrzeże Kościuszkowskie 20 http://www.kopernik.org.pl/</p> <p>and</p> <p>Andel's Hotel Krakow 3 Pawia Street http://andelskrakow.com</p>
Opening hours	10:00 -16:00
Stand costs for the whole package	£1885

There was a 42% increase in visitors from last year's exhibition in Krakow...

Attendance	Kraków	
	2014	2015
	770	1210

...and 140% in Warsaw!

Attendance	Warsaw	
	2014	2015
	1100	2902

78% of visitors were looking for
18% of the visitors preferred
4% of the visitors were interested in

[Undergraduate Higher Education](#)
[Postgraduate Higher Education](#)
[FE Colleges and Boarding Schools](#)

Participants by gender:

68% women
30% men
2% prefer not to say

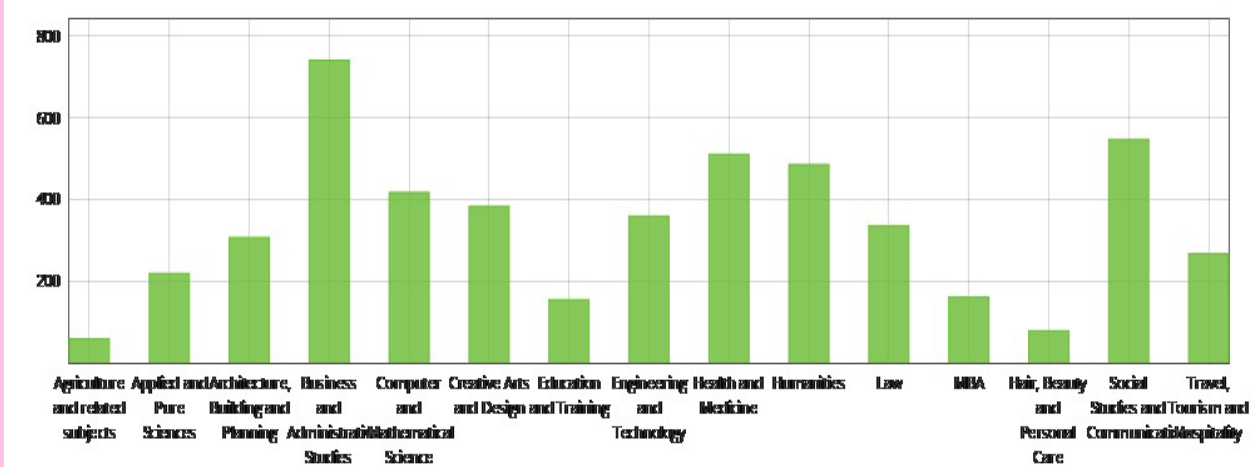
Funding Sources:

67% self/family/relatives/friends
20% scholarships
2% company/organization
11% others

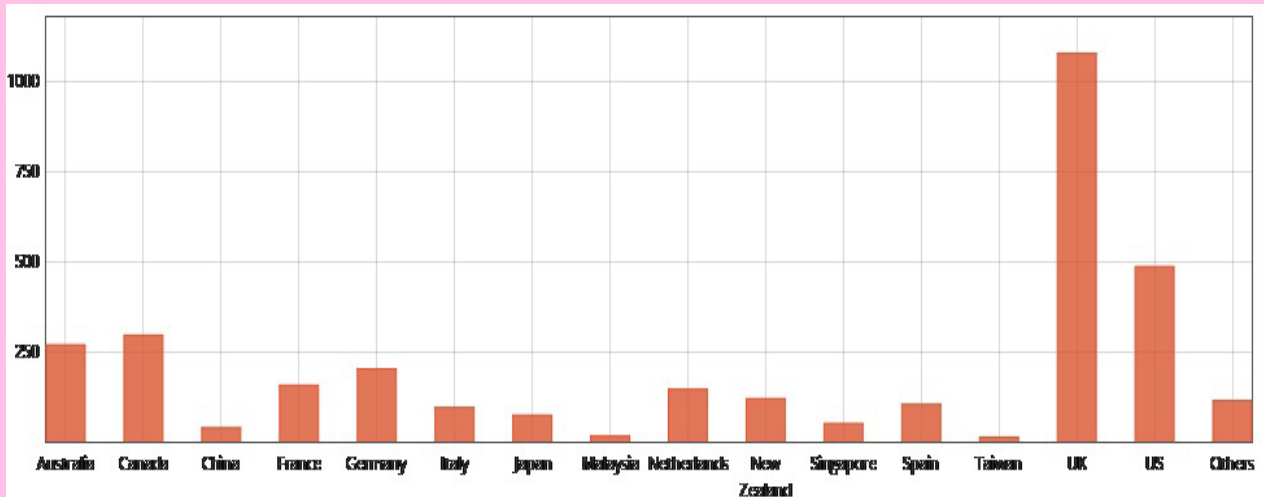
Motivation:

14% High academic standards
14% International recognition of qualifications
13% Overseas work opportunities
12% Learning a foreign language
11% Travelling in many different countries
9% Wide variety of courses and institutions

Subjects of studies marked by registrants

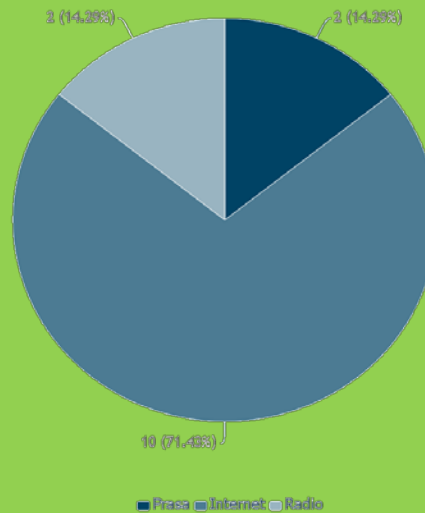


Countries of preferred study destination



Promotion

Information numbers (in per cents) according to the media: press, Internet, radio



Marketing - examples

Online



Outdoor campaign



Print

- Article in the most popular Polish daily "Gazeta Wyborcza"

Studia w Wielkiej Brytanii? "Nie są nieosiągalne dla polskiego nastolatka"



Rozmowa z Dorotą Kraśniewską, kierownikiem projektów edukacyjnych [British Council](#)

Martyna Śmigiel: Młody człowiek, mieszkający w Polsce, wpada na pomysł, by studiować na brytyjskim uniwersytecie. Jak się do tego zabrać? Najpierw trzeba się zastanowić, co chcielibyśmy studiować, później wybrać uniwersytet, który oferuje ten kierunek. Można zajrzeć do internetu, na strony education.uk lub UCAS, gdzie otrzymamy pełen zestaw informacji, od czego trzeba zacząć, oraz na portale polskich agencji edukacyjnych, które przeprowadzą zainteresowanego krok po kroku przez wszystkie etapy rekrutacji.

Wielu ludzi woli jednak osobiście porozmawiać z przedstawicielami uczelni o warunkach studiowania, dlatego organizujemy targi edukacyjne. Wystawia się na nich cały przekrój brytyjskich uczelni. W czasie targów organizujemy też warsztaty i seminaria, m.in. o tym, jak wybrać najlepszy kurs dla siebie i najlepszy uniwersytet, który ten kurs oferuje. To nie zawsze muszą być te najsłynniejsze w Oksfordzie czy Londynie, bo często w pewnych kierunkach specjalizują się małe uniwersytety na wybrzeżu czy w głębi kraju.

Studia w [Wielkiej Brytanii](#) są płatne, to spory wydatek. Skąd wziąć na to pieniądze?

- Wbrew pozorom płatne studia w Anglii wcale nie są nieosiągalne dla polskiego nastolatka. W Wielkiej Brytanii uczy się obecnie około 10 tys. polskich studentów, według UCAS liczba Polaków na brytyjskich uniwersytetach wzrosła w 2014 roku o 17 proc. w porównaniu z 2013 r. To spore zainteresowanie na pewno wiąże się z pożyczkami, których rząd brytyjski udziela na naukę obywatelom Unii Europejskiej. Spłaca się je dopiero po podjęciu pracy po studiach i tylko wtedy, jeśli osiągniemy dość wysoki poziom zarobków.

*Targi odbędą się w piątek 13 listopada w godz. 11-16 w Centrum Nauki "Kopernik".
Wstęp wolny, wymagana rejestracja online na stronie [British Council](#)
(www.britishcouncil.pl).*

Visitor's Feedback

A printed survey was distributed during the exhibitions in both cities. 261 visitors returned completed questionnaires. The questions were designed to gather quantitative statistics as well as qualitative remarks on reactions to our exhibition and the decision making process.

Some examples of quotes from Visitors following the exhibition:

- Wide variety of universities, friendly and competent representatives
- Excellent organisation
- Interesting offers from universities
- Very interesting topics of seminars but rooms too small
- I received all information necessary to make a decision about studies in the UK
- I liked the engagement of most exhibitors and was impressed by their competence

Key Recommendations for the British Council include:

- To provide larger seminar rooms. Not enough space during most seminars to accommodate all visitors interested in attending them.
- To hire larger venues (in both cities).
- The halls were too crowded and the queues to stands too long.
- To extend opening hours
- To invite Scottish universities and more Arts universities
- One representative per stand is not enough. Ideally – one English and one Polish speaker.
- To improve registration system (only Warsaw)

Exhibitor's Feedback

When exhibitors were asked “How do you evaluate attendance?” **64% said excellent, 32% said good, 4% said adequate**

When exhibitors were asked “Did this event meet your expectations?” **76% said better than expected**

Some positive quotes from exhibitors:

- Great exhibition, well organised, lots of good students. Venues + transport all great!
- Thank you for all your support pro, during and post fair. Greatly appreciated!
- Thank you for very nice refreshments – helped a lot! Geographical locations of the venues were very good.
- Fantastic – will be back !
- It was a great event! Thank you very much for organising the exhibition. We were very pleased with how it went and with the number and quality of the enquiries we received.

Some negative quotes from exhibitors:

- The positioning of my stand in the corner of the room had a big impact on the number of students I met, which was very low compared to Warsaw.
- Info on travel from hotel to venue in Warsaw for those who missed the country briefing would have been useful. Otherwise a very good fair.
- Lunch was a challenge at the first venue, but perhaps making it available during the fair for those who wish to eat is better?
- Needed more physical space (especially in Krakow) as the limited area to work in inhibited our making contacts. Needed bigger tables and space.

At the exhibition there were **34 unique exhibitors** from UK HEI/FE and schools. Last year there were 35 institutions.

Exhibitor Attendance	Warsaw/Krakow	
	2014	2015
	35	34

List of Exhibitors (Alphabetical Order):

Schools and Colleges

- 1 Bright Futures Educational Trust
- 2 Cardiff Sixth Form College
- 3 Gloucestershire College
- 4 Shaftesbury School

Universities

- 5 Anglia Ruskin University
- 6 Bangor University
- 7 Birkbeck, University of London
- 8 Bucks New University
- 9 Cardiff University
- 10 City University London
- 11 Coventry University
- 12 De Montfort University
- 13 Edge Hill University
- 14 King's College London
- 15 London Metropolitan University
- 16 Middlesex University
- 17 Newcastle University London
- 18 Northumbria University
- 19 Nottingham Trent University
- 20 SAE Institute
- 21 Swansea University
- 22 The University of Law / De Broc School of Business
- 23 UCFB
- 24 UCL – University College London
- 25 University of Bedfordshire
- 26 University of Bradford
- 27 University of Chichester
- 28 University of East Anglia
- 29 University of Essex
- 30 University of Kent
- 31 University of Northampton
- 32 University of Oxford
- 33 University of Salford
- 34 University of Westminster

Future steps

There are several areas that both British Council and the UK institutions can work on to improve the overall arrangement and outcomes of the exhibition. The main findings and recommended next steps are outlined below:

British Council

- For next year's exhibition, we will evaluate the cost effectiveness and the feasibility of hiring more space in the current venue (Warsaw) or moving to a larger venue (Kraków) and possibly changing the exhibition format itself.
- We will suggest to the UK institutions longer opening hours in both venues.
- We will book bigger seminar rooms

UK Institutions

- It is suggested that institutions invite their alumni/agents to attend future exhibitions and share tales of their life in UK with the visitors. They could also help in translation for parents who often accompany the prospective students.
- Institutions should consider aim to provide the BC with a subject matrix prior to the exhibition, to help reduce queues at stalls where institutions don't provide the course.
- Institutions are requested to provide British Council with seminar subjects and briefs at least six weeks before the exhibition to enable preparation of quality promotional materials.

The above points, though important, should not detract from what was a successful exhibition. Next year's exhibition (Currently Scheduled for **2-3 December 2016**) will build upon the lessons learned and prove even more popular. We hope to see you there!