



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

**Post-event report for
Education UK Spring Exhibition 2016**

**28 March 2016
Tokyo**

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Introduction

The Education UK Spring Exhibition 2016 held in Tokyo on 28th March was attended by 320 visitors, 36 institutions (including universities, colleges and pathway providers) and three sponsors. Feedback from the participant institutions was largely positive with the majority reporting a good number of high quality enquiries. Seminars on related topics, including a guide to the basics on studying in the UK, a session on scholarship opportunities and a panel discussion with alumni, were held during the exhibition. All seminars were well attended and well-received by visitors.

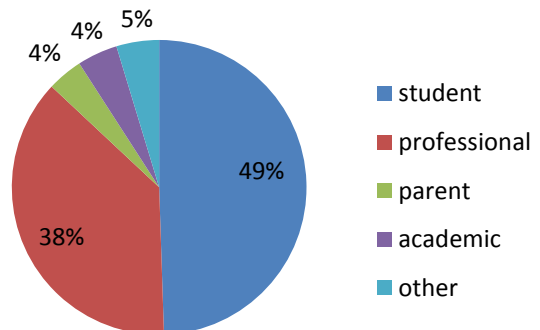
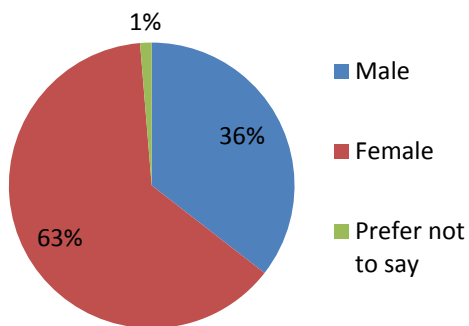
British Council Japan undertook a review of the Exhibition to identify what worked well and the key 'lessons learnt' in order to inform future activities. With feedback from exhibitors and visitors, together with input from British Council colleagues, this post-event report presents the results of that review.

Key Statistics

36 Exhibitors
270 registrants
320 visitors

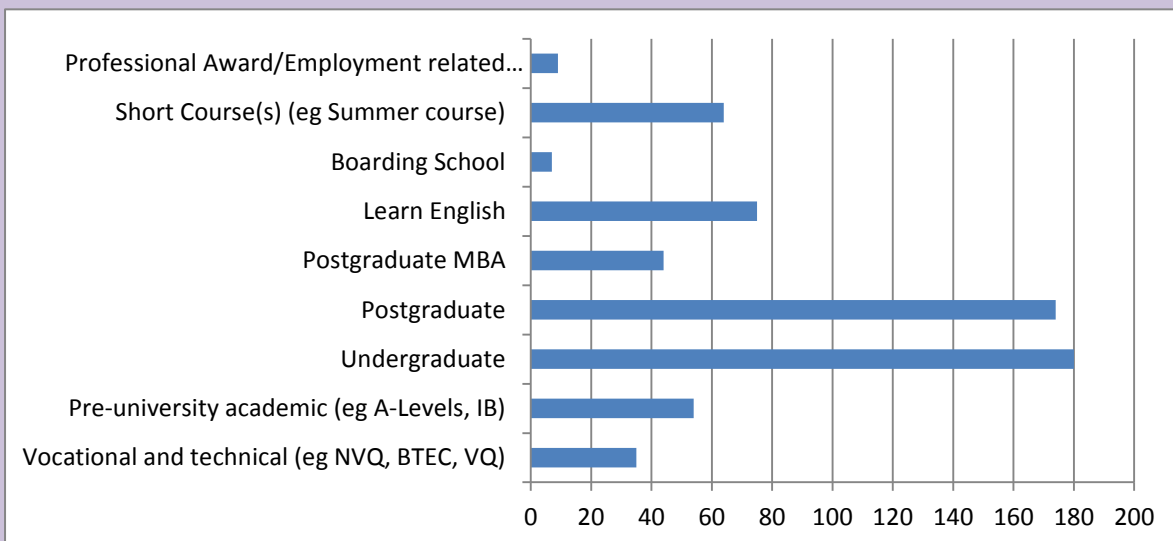
Stand cost: 850.00 GBP

Visitor demographics



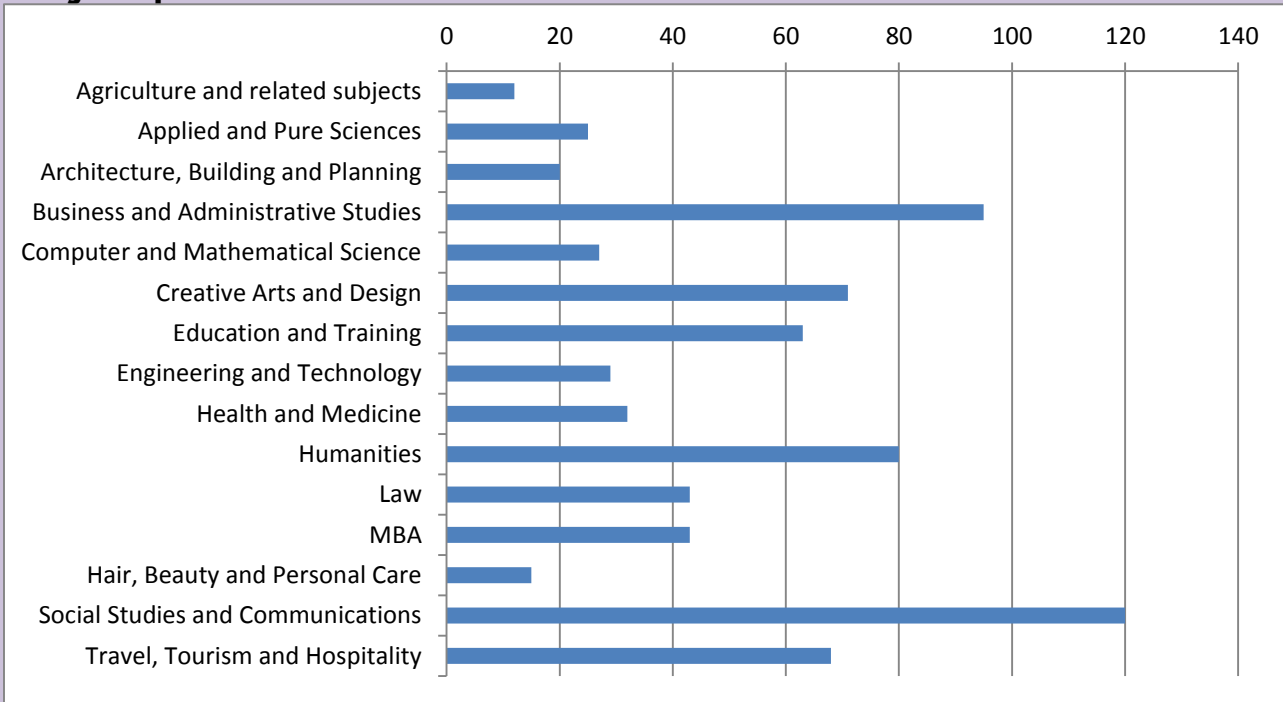
Visitors' preferences

Level of Study



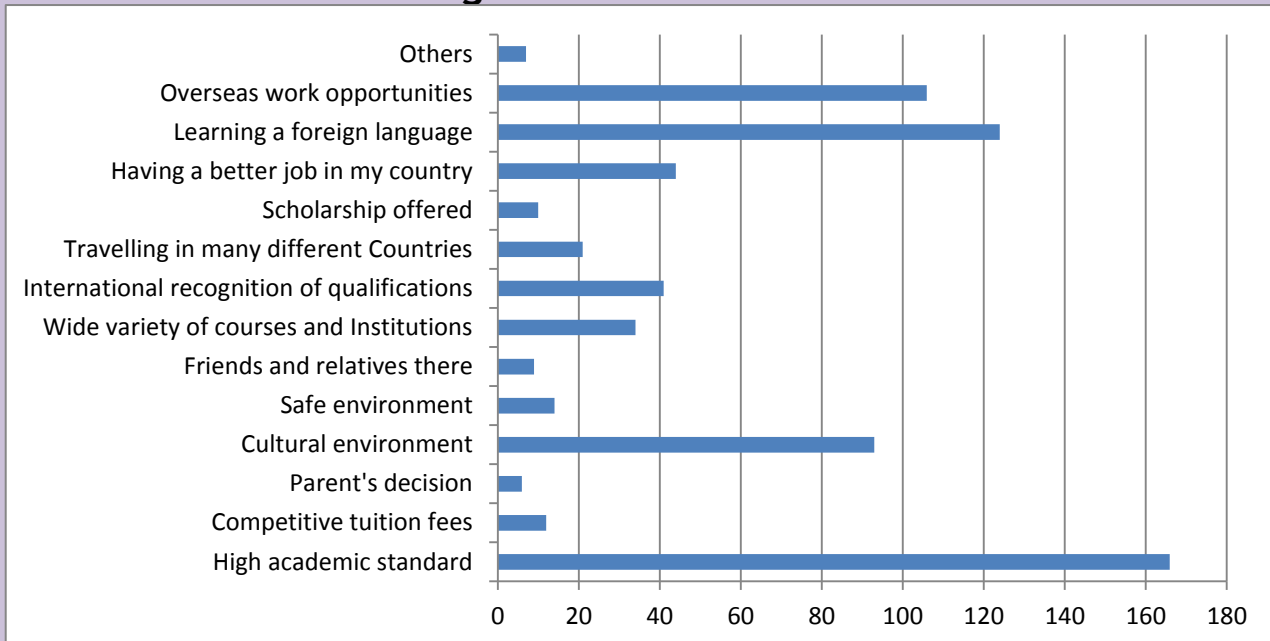
There were enquiries for **all levels of study**. Interest in pre-university academic, boarding school, and english language courses increased on 2015.

Subject preference



Social Studies, Business & Administration, and Humanities remain the most popular subject areas. There was a notable increase in interest in **Travel Tourism and Hospitality** for the second year running.

Motivation for considering UK education



Academic quality remains the major motivating factor but ‘overseas work opportunities’ and ‘learning a foreign language’ are increasingly important for prospective students.

Marketing

In addition to promoting on the Education UK Japan website (40,000 PV/month) and our monthly e-newsletter (+5,700 subscribers) we advertised the exhibition through the following channels:

Print

Asahi: 4.2m readers
Mainichi Weekly: 48,000



Flyer/posters

Sent to 2,700 schools and universities in Kanto region and major cities



Press release

Picked up by +20 major websites including:



Social media

Two rounds of paid promotion helped us reach over 250,000 people



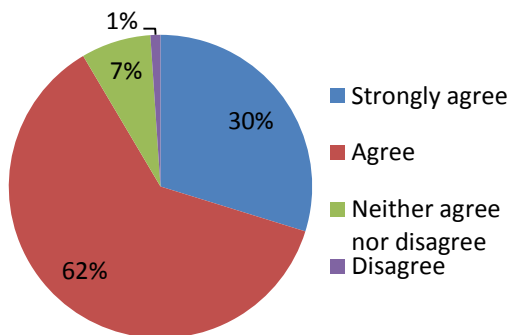
+250,000

Visitor feedback

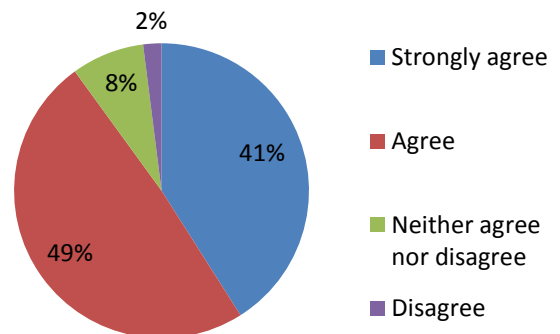
Methodology

All visitors received a printed questionnaire, which they were encouraged to complete before leaving in return for a free GREAT campaign clear file. Questions were designed to gather quantitative statistics as well as qualitative remarks on visitor reactions to the exhibition and the decision making process. Response rate: 31%

92% of respondents said it was a **high quality** event



90% of respondents felt they had **acquired new knowledge** through the event



Feedback from visitors

- I was able to get a good idea of the 'study abroad process' through this event
- It would be better to hold this in a larger space as there wasn't much room at the booths
- It would be great if you could hold this event in the Kansai region as well
- Overall a great experience but it would be better if it started earlier
- Could have more institutions attending, especially language schools

Exhibitor feedback

Responses from 25 institutions

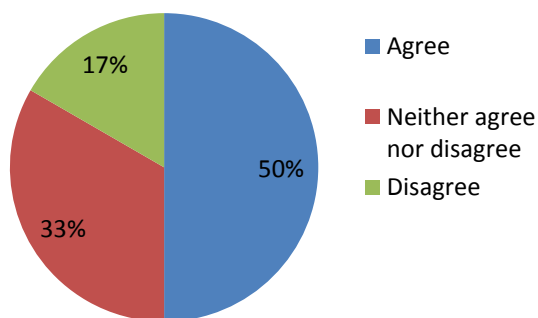
Main compliments

- The market briefing was very informative and useful
- Better than last year, as layout was better planned
- The British Council staff were very supportive and friendly
- We had a lot of enquiries this year

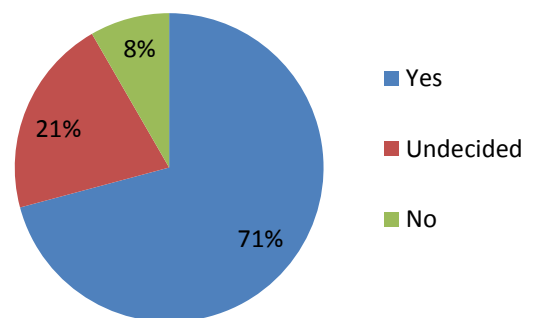
Main complaints

- BC premises are not ideal for an event of this size
- The rooms are unfortunately too small. This event should be held in a hall
- A 4:30pm start would be better as we had a lot of enquiries
- A general session before the event would have been useful to give students an overview of the participating institutions and how to best make use of the fair

The number of quality enquiries received made **a good return on the investment** of attending



We are **interested in attending a similar event** in the future



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

- Considering pre-registrant numbers were up by 40% on the 2015 exhibition, the final attendance of 320 was a little disappointing, though this did represent a 5% increase on the previous year. This event follows two large agent fairs which offer a similar line up of exhibitors and it is likely that many potential visitors chose to attend one of the agent fairs instead. That said, the increase in participants on 2015 is certainly encouraging and is evidence that the market continues to recover.
- The feedback received from participating institutions and visitors was generally positive, though there were a small number of complaints regarding the lack of space. Following similar feedback last year, we endeavored to make the venue more comfortable by reducing the number of booths. While this had some effect we acknowledge that the British Council is by no means ideal for an event of this nature. We are, therefore, now scoping potential external venues with a view to switching locations for the 2017 exhibition.
- The Visitor Registration System (VRS) including the QR scanning feature was used in full at our spring exhibition for the first time. It was pleasing to see exhibitors make use of the VRS by accessing visitor demographics both before and after the event, and by scanning visitor QR codes to receive visitor contact details. We will continue to encourage exhibitors to use the VRS as it can be an extremely useful tool for providing an insight into the Japan market and for analyzing trends among prospective students.
- A small number of institutions suggested the event could start earlier to allow more visitors to attend. Logistics permitting we will bring forward the start time for the 2017 exhibition.

UK institutions

- A number of visitors said that they would like to have received more information on English language courses offered by English language schools and universities. We would like to involve more EFL providers at future events and we encourage participating universities with English language centres to actively promote their courses to visitors given the upturn in the EFL market in Japan.
- The number of visitors interested in short-term study opportunities at universities increased again this year. This is a reflection of the strong continuous growth in the short-term study abroad market (according to the **Japan Student Services Organisation** the number of Japanese short-term students studying in the UK as exchange or visiting students through MOU/individual applications grew by 5% in 2014-15). With the increase in government scholarships for short-term study abroad at the university level we can expect this market

segment to continue to grow in the coming years. UK institutions are, therefore, advised to promote their short-term study options including summer courses and study year abroad programmes to prospective students in Japan bearing in mind that a positive experience on a short-term programme can often stimulate students to return to the same institution for longer-term undergraduate or post-graduate study in the future.

- This year's event welcomed a higher proportion of visitors interested in boarding school and pre-university academic courses (e.g. A-levels, IB) than the previous year. This is likely to be due to an increased awareness in Japan of the importance of gaining study abroad experience at a young age. Increased interest in the IB may also be a result of a raised awareness of this qualification in Japan more generally (the IB has received much media attention since the government announced its ambitious target of increasing the number of schools in Japan providing the IB to 200 by 2018). Independent schools in particular should note that, while Japan remains a relatively small market, there are signs of growth (there was an 8% increase in the number of Japanese students studying at independent schools in the UK in 2014) and participating in British Council exhibitions can be an effective way of raising your profile in Japan and directly engaging with the target market.

Appendix 1: List of exhibitors

Participating Institutions	
Aberystwyth University	University for the Creative Arts
Alpha Omega College (?)	University of Birmingham
Aston University	University of Bradford
Bellerby's College	University of Brighton
EF Education First	University of East Anglia
Kaplan International Colleges	University of Essex
King's College London	University of Exeter
Manchester Business School	University of Kent
Mander Portman Woodward	University of Leeds
Newcastle University	University of Oxford
Sheffield Hallam University	University of South Wales
SOAS, University of London	University of Southampton
Southampton Solent University	University of Stirling
Staffordshire University	University of Sunderland
The University of Sheffield (SS)	University of the Arts London
Trinity Laban Conservatoire of Music & Dance	University of the West of Scotland
UCL Institute of Education	University of Warwick (SS)
University College Birmingham	University of West London

Seminar Programme	
17:10 – 17:30	Mastering the English Language – a guide to studying at English language schools in the UK
17:40 – 18:20	All you need to know about studying at universities in the UK – a comprehensive guide
18:30 – 18:50	Scholarships seminar – delivered by representative of JASSO
19:00 – 19:50	IELTS Seminar – Introduction to the IELTS English language test and demo lesson on IELTS skills
20:00 – 20:30	Alumni Talk Show - Discussion with Japanese graduates of UK universities

Appendix 2: Breakdown of marketing plan

Flyer distribution prior to the event – 15,000 flyers distributed

15,000 flyers were distributed to 2,700 schools, international schools, universities, other key local institutions, agents, and international centres. Flyers were also distributed at related events and to students studying English at the British Council ahead of the exhibition.

E-mails to registered enquirers – Approximately 5,700 subscribers

Details of the event were e-mailed to approximately 5,700 individuals registered on the Education UK e-mail database of the British Council. Event details were also sent to the Japan Network for International Education's mailing list of +300 member institutions.

Education UK website – 40,000 page views/month

The exhibition was promoted through a special event page contained within the Education UK website. Promotion ran from early January 2016 to the day of the event.

E-flyer – 14,000 readers

The British Council's e-flyer electronic newsletter, containing details of the event, was distributed to over 14,000 subscribers.

Social media

The event was publicized regularly through the British Council Japan Facebook page (13,600 likes), British Council Arts Facebook page (2,400 likes), British Council IELTS Facebook page (4,400 likes) and through the British Council Japan Twitter account (12,200 followers) and British Council Japan Arts Twitter account (7,700 followers). The Ministry of Foreign Affairs and the British Embassy in Japan, Visit Britain, and a large number of Japanese universities also promoted the event through their respective social media channels.

Two rounds of paid promotion through Facebook and Twitter combined with free promotion through the above accounts generated a total reach of over 250,000.