



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

Post-event report for

Autumn Roadshow 2015

**6-11 September 2015
Mexico City and Puebla**

Introduction

Thank you for your participation at the Autumn Roadshow 2015 in Mexico City and Puebla.

The Autumn Roadshow is a one week programme organised by the British Council Mexico to engage prospective students at undergraduate and postgraduate level. The exhibition helped institutions to promote their schools, specific and general courses.

The main objectives of the event were:

- *Present the best and most complete offer of academic programmes from UK universities to Mexican prospective students.*
- *Position the UK as a destination for Mexicans who wants to study abroad.*
- *Consolidate the positive perception and awareness of British educational institutions.*
- *Project the UK as a dynamic destination at the forefront of technological and educational changes worldwide*
- *Provide personalised attention to students through “One-to-one” interviews with the UK institutions of their interest.*

*During this one week exhibition we visited the most prestige colleges and universities in Mexico City and Puebla. We targeted **2, 318** HE students and we hosted 20 UK institutions.*

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.

At British Council Mexico 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,

Denise Valenzuela | Project Coordinator, Mexico.

This report includes:

Introduction - Page 2

Highlights - Page 3 - 6

Marketing - Page 6

Visitor Feedback - Page 8

Exhibitors Feedback - Page 9

Future Steps - Page 11

Appendix: List of exhibitors, survey results, Advertising - Page 12

Highlights

- Are well targeted exhibitions
- Attendee's profile is the correct to study in the UK (English level, background, interest in the UK, etc)
- Most of students have done a proper research about the UK institutions and have specific questions related to courses and programmes
- Around 30% of the total students reached during the Autumn Roadshow, attend to the mini fairs

IB profile:

- All the colleges we visit during the Autumn Roadshow are IB schools
- Quality students
- British Council has access to specific institutions which have a strong data protection to students

High Profile Universities:

- All universities visited during the Roadshow have a strong profile
- Universities promote the internationalisation within students

British Council Mini Fairs

| City | Number of attendees |
|--------------------|---------------------|
| Mexico City | 538 |
| Puebla | 130 |

British Council Mini Fair in Mexico City had a 20% increase in visitors from last year's exhibition...

| City | CITY | |
|-------------|------|------|
| | 2014 | 2015 |
| Mexico City | 450 | 538 |

IB schools and Universities visited during the Autumn Roadshow:

1. Peterson School
2. The Edron Academy
3. Tomás Alva Edison
4. Universidad La Salle
5. Universidad Iberoamericana
6. UDLAP
7. Universidad de Londres

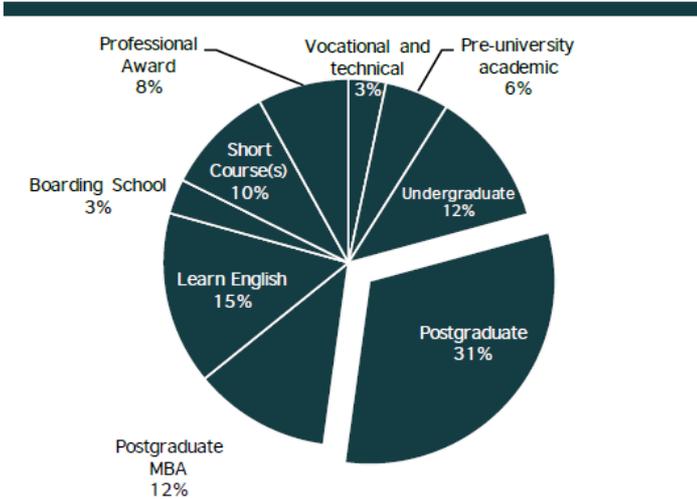
Visitors' profile

British Council Mini Fair in Mexico City

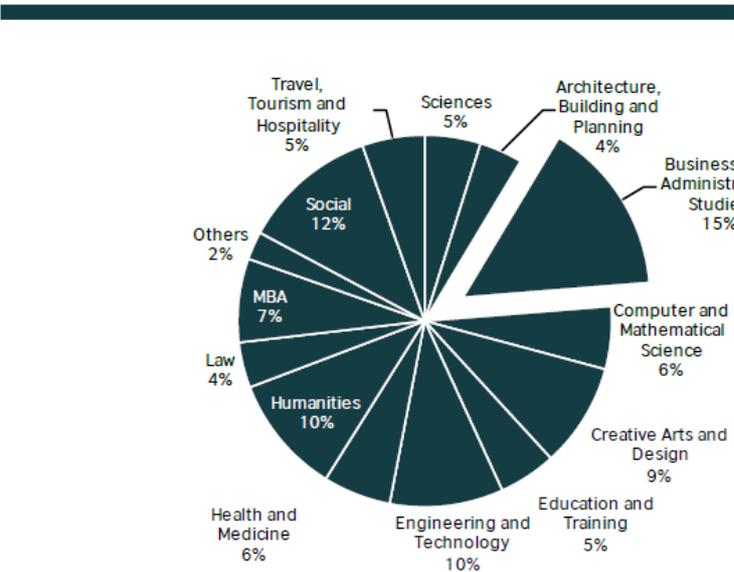
Key facts:

- 43% of our attendees are interested in Postgraduate studies.
- Administrative areas are the strongest courses that students are looking for
- Follow by engineering in different subjects

Level intended to study



Main interest

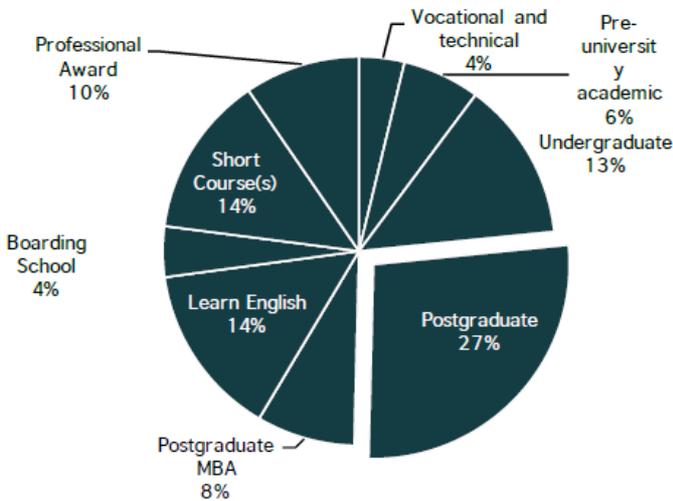


British Council Mini Fair in Puebla

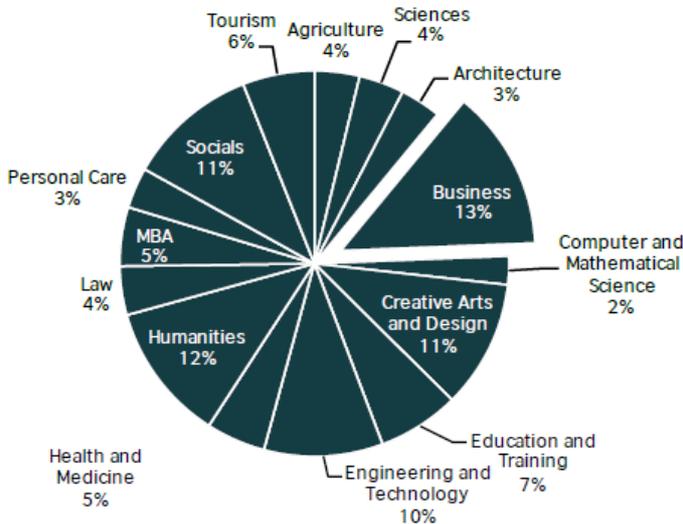
Key facts:

- 35% of students in Puebla are interested in a postgraduate course
- In Puebla the strongest area is Creative Industries
- Follow by Engineering

Level intended to study

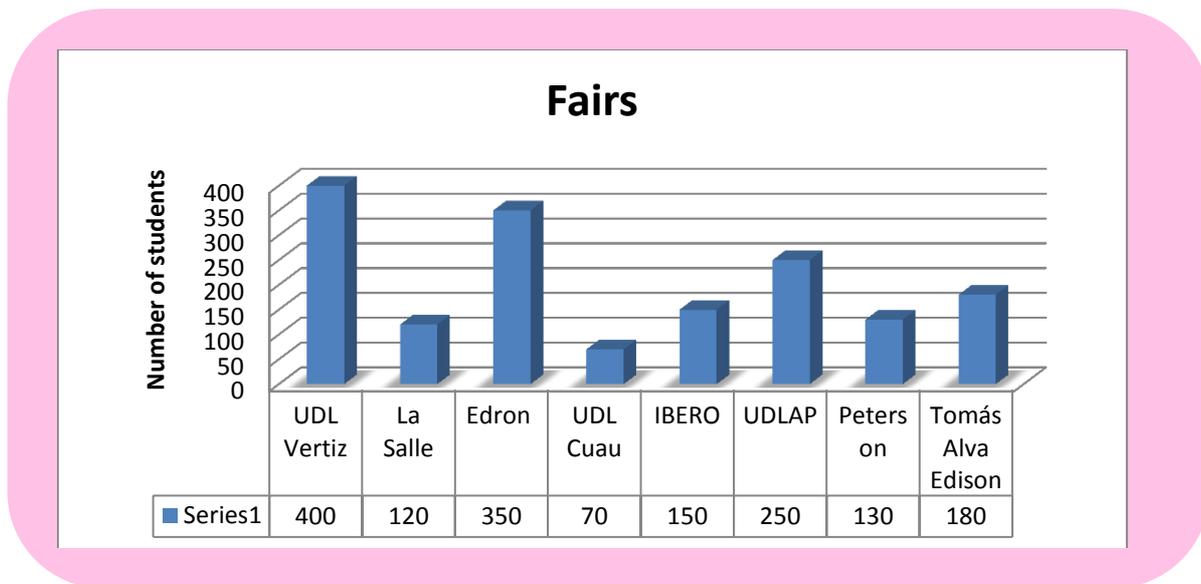


Main interest



Schools and universities visit

We reached 2,318 students during the whole Autumn Roadshow, from them, 1,950 were targeted during the fairs inside the Mexican institutions:



Marketing

Our promotion and marketing activities were focus on digital campaigns run by:

- Facebook campaigns in Education UK Mexico
- Facebook adverts in British Council Mexico
- We created a new branded Education UK with the slogan: “MexUKan”
- **MexUKan** campaign was a success in social media





British Council Mexico website



México D.F. - Feria de instituciones británicas 2015

Contáctanos
Envíanos un mensaje en línea
o llama a nuestras oficinas



Dirección

Calle Morelos 67
Col. Juárez
Del. Cuauhtémoc
México Distrito Federal 06600



Visitor's Feedback



"Everyone is so kind"

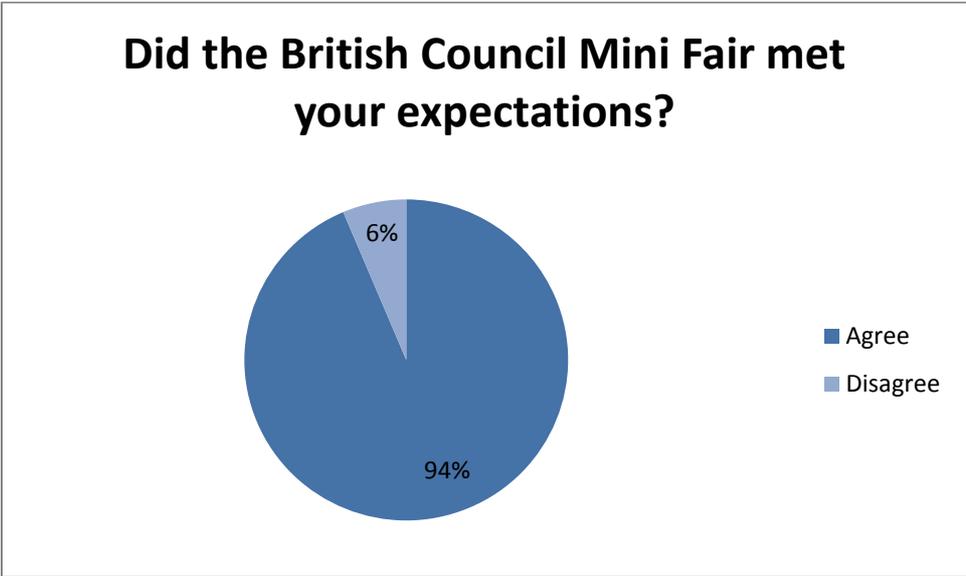
"I received all the information I needed"

"The attention from universities was so good"

"I reached some universities and the representatives were not informed about the different courses"

"I would like to receive more information from each university about the process and documentation needed for my application"

In order to receive quality feedback about our exhibitions, we create a contest to win Apple gadgets. This helps us to get as much information as possible about our exhibition and to engage students with our events.



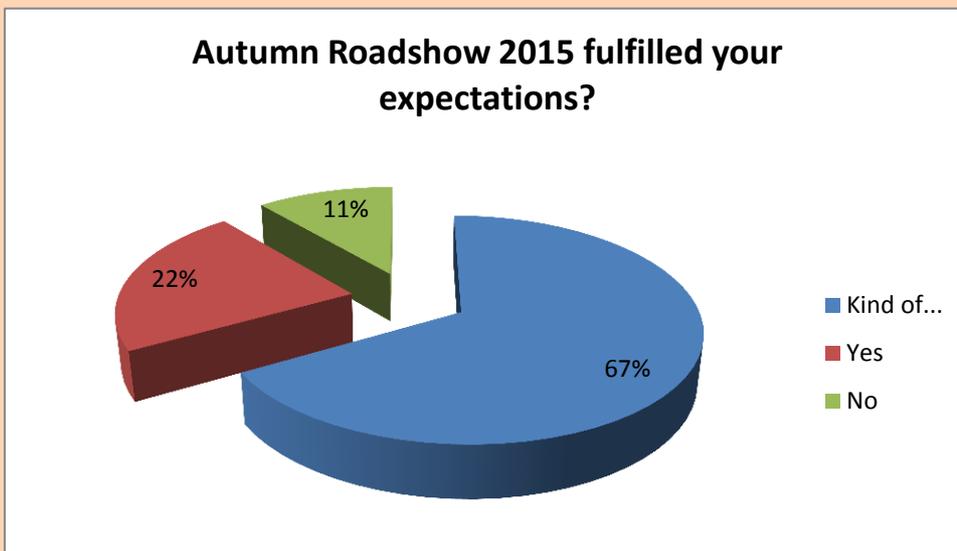
More than 90% of attendees mentioned that British Council Mini Fair was a quality event and felt very satisfied with the information received

Key Recommendations for the British Council include:

- Creation of printed materials with more information about the process to study in the UK
- Suggest to UK institutions to give more details about their courses to their local representatives in order to help students
- Share more information about local scholarships and loan organisations

Exhibitor's Feedback

Expectations were met...



33% of the exhibitors rated the Autumn Roadshow as a good exhibition

78% of exhibitors are undecided to come next year to the Autumn Roadshow. British Council needs to improve the programme and services to over expect customer needs

Some positive quotes from exhibitors:

89% of exhibitors classified the British Council support as very good.

- Thank-you to the Mexico BC team- your help is really appreciated!
- Great team at the BC and the logistics team too.
- Good company as well as organising a good event
- As always the organisation and particularly the logistics support provided by Denise, Omar and Alexis was fantastic

Some negative quotes from exhibitors:

- It was very disappointing that we couldn't get to Greengates this time and it would be good to ensure that next year the roadshow does go there next year. No coffee and tea provided
- The choice of universities in Mexico City could have been better
- Travel times between institutions were significant and this is fine if there is value in the events but coupled with very poor student attendance and interest it further added to a sense of wasted time and effort.
- The number of students at most events was disappointing; I don't know how well the fairs were advertised in universities/schools?

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

- Try to visit well targeted universities during the week. Sometimes universities don't prefer a packed schedule. It is not bad to leave some blank hours in order they can arrange personal visits to local schools
- Try to be part of the colleges fair, where Greengates is one of the host colleges
- We should create more promotion about our events inside the schools and universities. We should speak with the main contacts in order to get a promotion strategy
- The institutions would like to have an extra activity with funding bodies such as CONACYT
- Try to avoid long day events, avoid 12 hours events
- We should start seeking local schools and universities at least 6 months in advanced, in order to avoid last minute cancellations
- If we don't have a strong partner, it's better to leave a blanket space in the schedule rather than attending low profile institutions

UK Institutions

- If the direct representative from the UK institutions is not coming, suggest them to give a proper training about their institution and courses to their local agents. There were some complains from students that felt representatives were not confident and didn't share enough information with them.
- It would help if institutions are not feeling good with the programme, to approach BC staff to share these comments. Even we send a survey, it is not the same as personal feedback to British Council staff

The above points, though important, should not detract from what was a successful exhibition. Next year's exhibition in September 2016, will build upon the lessons learned and prove even more popular.

We hope to see you in our Autumn Roadshow 2016!

Appendix

List of exhibitors (Alphabetical Order)

| |
|-----------------------------------|
| University Of Southampton |
| University Of St Andrews |
| University Of Kent |
| University Of Bristol |
| The University Of Liverpool |
| Kaplan International |
| University Of The West Of England |
| University Of Salford |
| Brunel University London |
| Leeds Beckett University |
| University Of Essex |
| The University Of Sheffield |
| University Of Westminster |
| The Glasgow School Of Art |
| De Montfort University |
| Cardiff Metropolitan University |
| University Of Lincoln |
| Northumbria University |
| University Of York |
| Queen Mary University Of London |