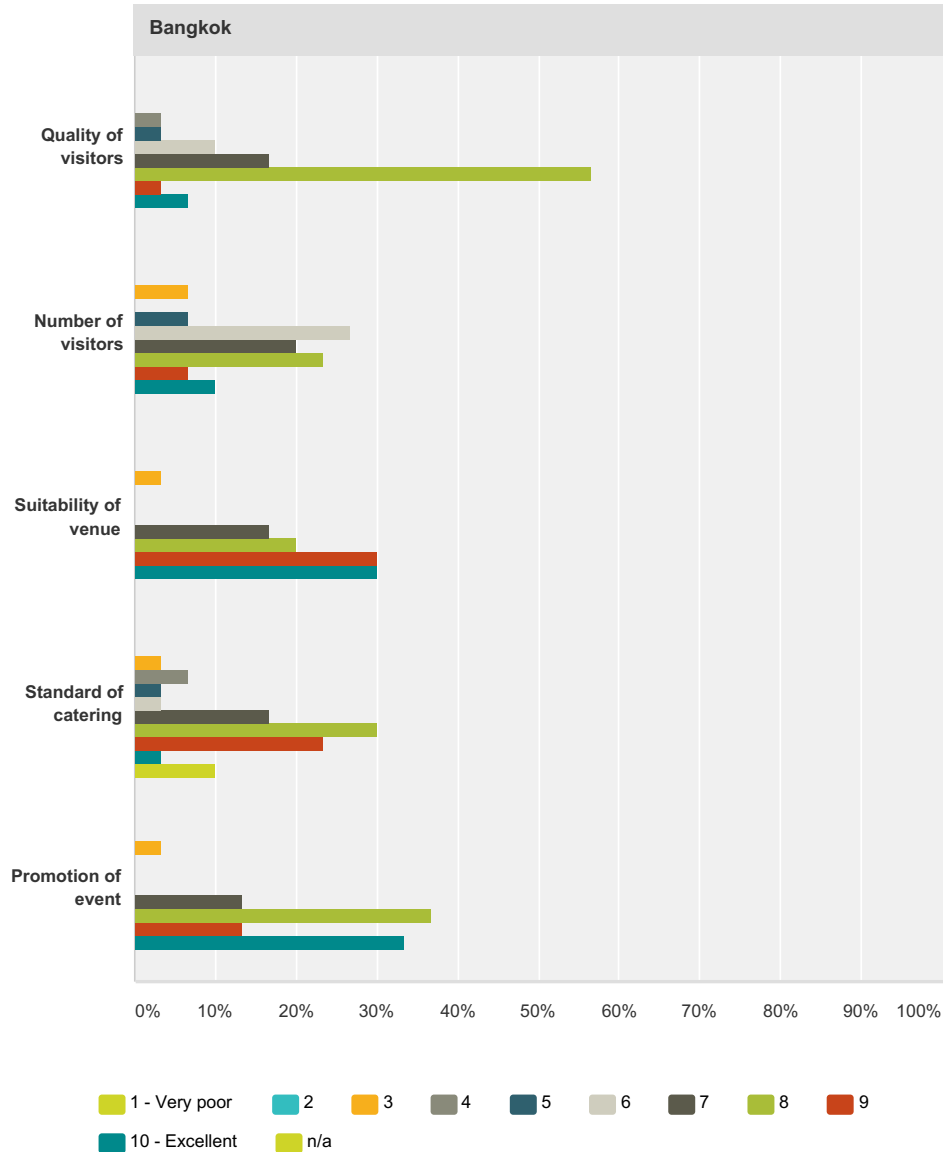


### Q1 Please rate the following aspects of the Bangkok exhibition?

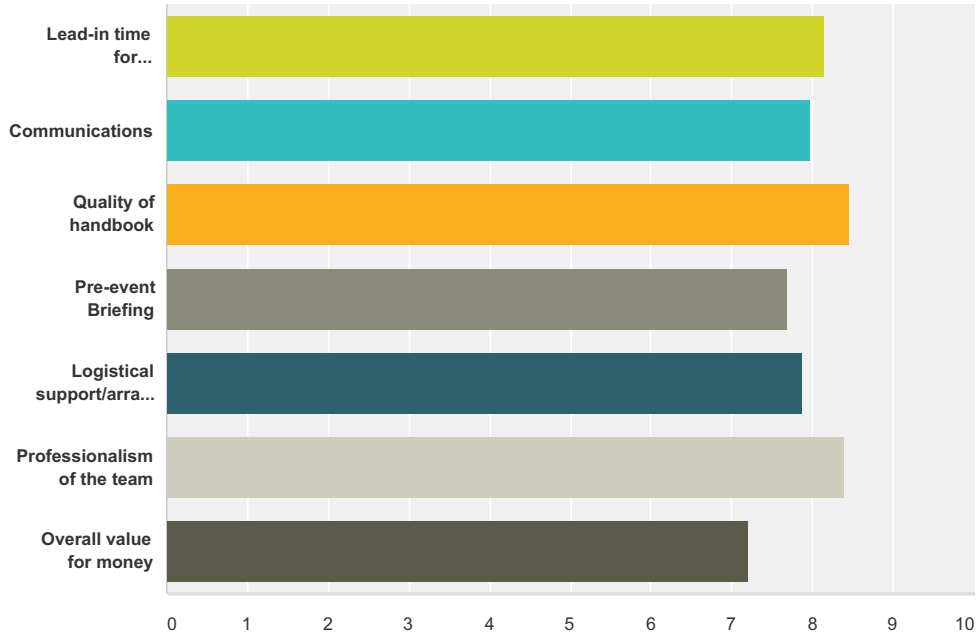
Answered: 30 Skipped: 0



Bangkok												
	1 - Very poor	2	3	4	5	6	7	8	9	10 - Excellent	n/a	Total
Quality of visitors	0.00% 0	0.00% 0	0.00% 0	3.33% 1	3.33% 1	10.00% 3	16.67% 5	56.67% 17	3.33% 1	6.67% 2	0.00% 0	30
Number of visitors	0.00% 0	0.00% 0	6.67% 2	0.00% 0	6.67% 2	26.67% 8	20.00% 6	23.33% 7	6.67% 2	10.00% 3	0.00% 0	30
Suitability of venue	0.00% 0	0.00% 0	3.33% 1	0.00% 0	0.00% 0	0.00% 0	16.67% 5	20.00% 6	30.00% 9	30.00% 9	0.00% 0	30
Standard of catering	0.00% 0	0.00% 0	3.33% 1	6.67% 2	3.33% 1	3.33% 1	16.67% 5	30.00% 9	23.33% 7	3.33% 1	10.00% 3	30
Promotion of event	0.00% 0	0.00% 0	3.33% 1	0.00% 0	0.00% 0	0.00% 0	13.33% 4	36.67% 11	13.33% 4	33.33% 10	0.00% 0	30

## Q2 Please rate the following aspects of the British Council

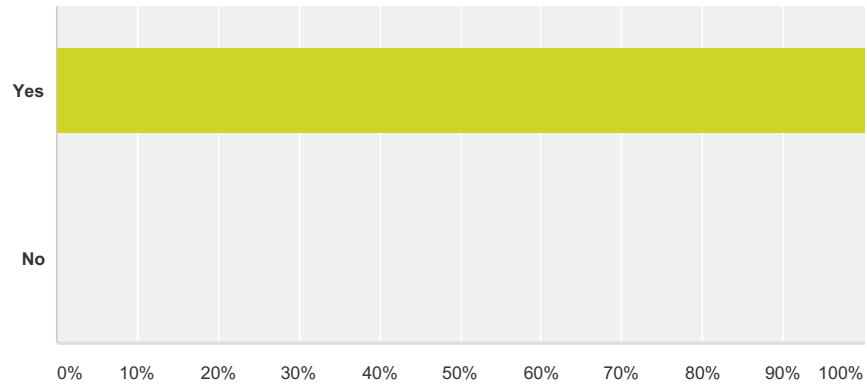
Answered: 30 Skipped: 0



	Very.Poor (1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	Excellent (10)	N/A	Total	Weighted Average
Lead-in time for registration	0.00% 0	0.00% 0	0.00% 0	0.00% 0	3.33% 1	6.67% 2	23.33% 7	23.33% 7	13.33% 4	23.33% 7	6.67% 2	30	8.14
Communications	0.00% 0	0.00% 0	3.33% 1	0.00% 0	6.67% 2	10.00% 3	6.67% 2	36.67% 11	13.33% 4	23.33% 7	0.00% 0	30	7.97
Quality of handbook	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	13.33% 4	46.67% 14	16.67% 5	20.00% 6	3.33% 1	30	8.45
Pre-event Briefing	3.33% 1	0.00% 0	0.00% 0	0.00% 0	3.33% 1	6.67% 2	3.33% 1	33.33% 10	20.00% 6	3.33% 1	26.67% 8	30	7.68
Logistical support/arrangements	0.00% 0	0.00% 0	3.33% 1	3.33% 1	6.67% 2	3.33% 1	6.67% 2	26.67% 8	20.00% 6	16.67% 5	13.33% 4	30	7.88
Professionalism of the team	0.00% 0	0.00% 0	0.00% 0	3.33% 1	3.33% 1	3.33% 1	10.00% 3	23.33% 7	23.33% 7	26.67% 8	6.67% 2	30	8.39
Overall value for money	0.00% 0	0.00% 0	0.00% 0	3.33% 1	13.33% 4	3.33% 1	30.00% 9	36.67% 11	6.67% 2	3.33% 1	3.33% 1	30	7.21

### Q3 Was the (calendar) timing of this event right for you?

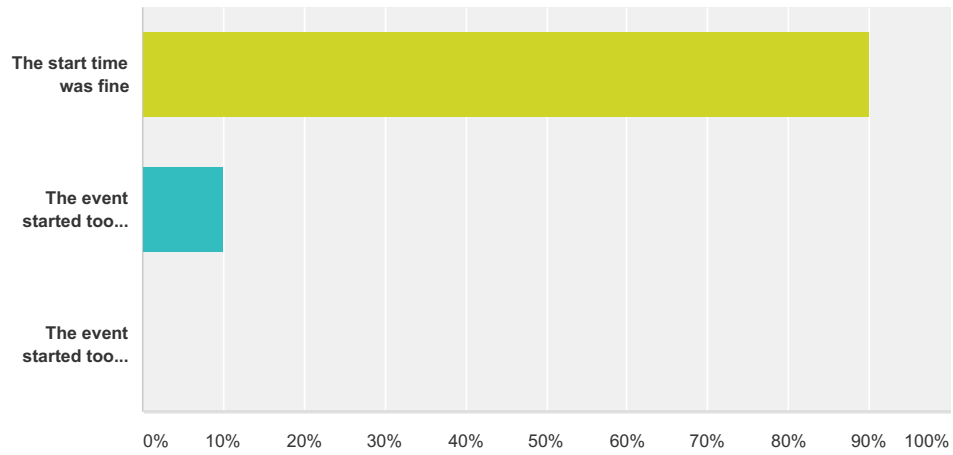
Answered: 30 Skipped: 0



Answer Choices	Responses
Yes	100.00% 30
No	0.00% 0
<b>Total</b>	<b>30</b>

### Q4 How was the (day) timing of the event?

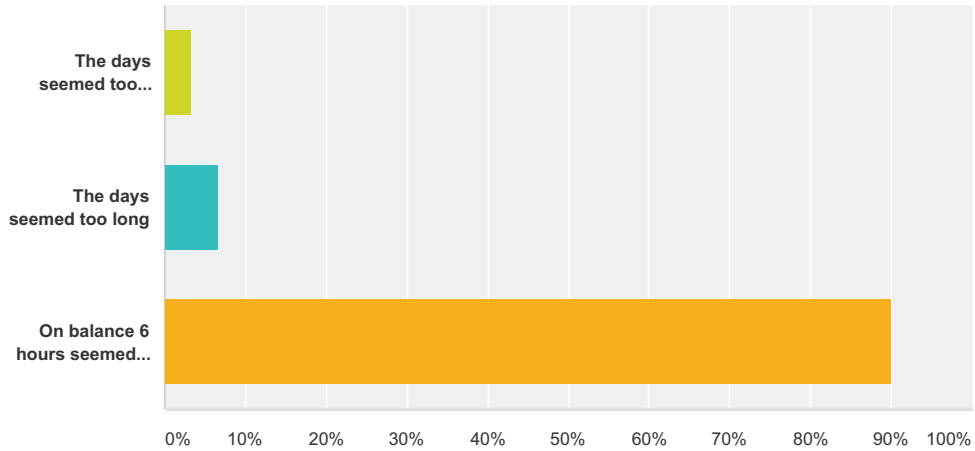
Answered: 30 Skipped: 0



Answer Choices	Responses
The start time was fine	90.00% 27
The event started too early	10.00% 3
The event started too late	0.00% 0
<b>Total</b>	<b>30</b>

**Q5 The main fairs ran from 12.00 until 18.00  
- how do you feel about the length of the  
days?**

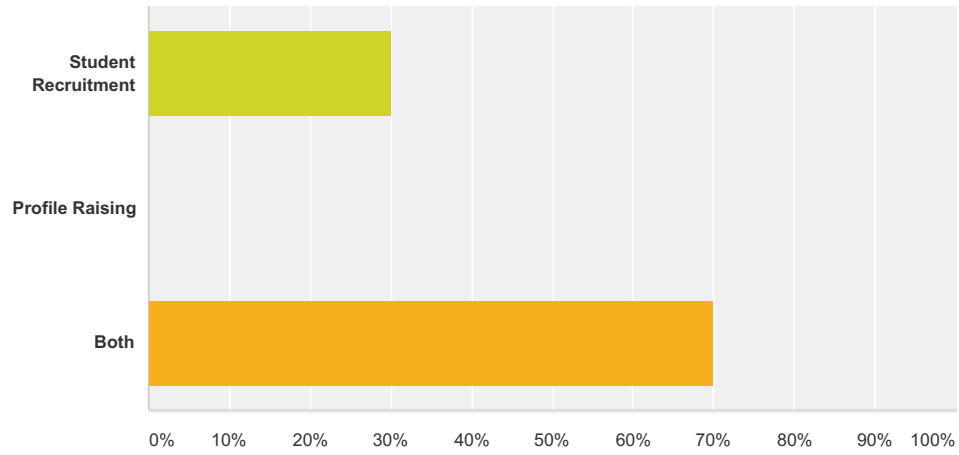
Answered: 30 Skipped: 0



Answer Choices	Responses
The days seemed too short	3.33% 1
The days seemed too long	6.67% 2
On balance 6 hours seemed about right	90.00% 27
<b>Total</b>	<b>30</b>

### Q6 What was your main reason for coming to Thailand?

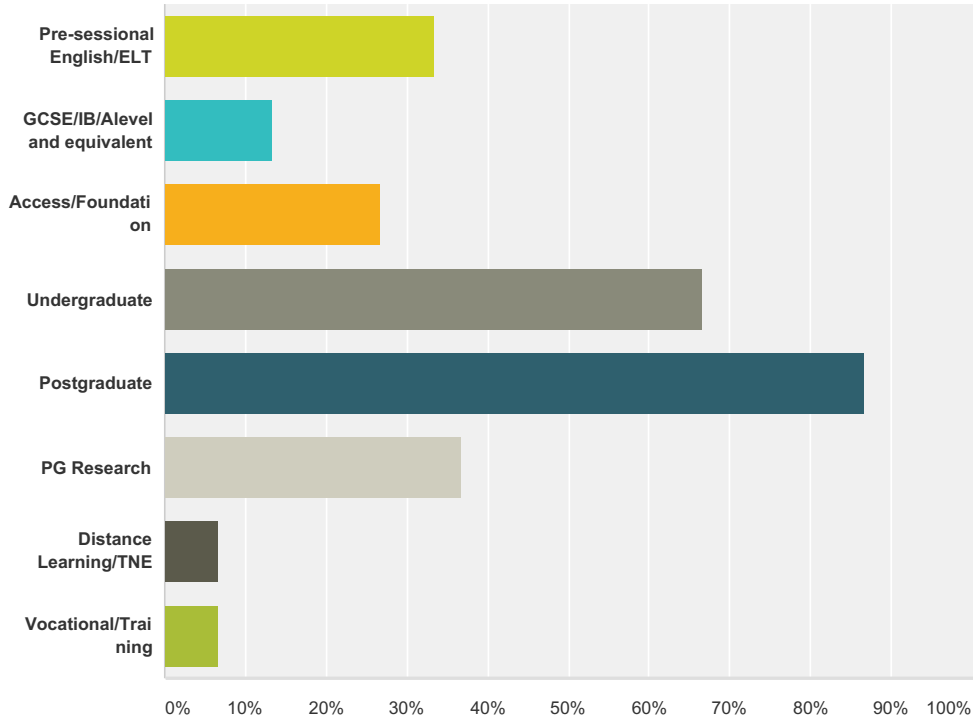
Answered: 30 Skipped: 0



Answer Choices	Responses
Student Recruitment	30.00% 9
Profile Raising	0.00% 0
Both	70.00% 21
<b>Total</b>	<b>30</b>

### Q7 What is your primary market interest in this event (tick all that apply)

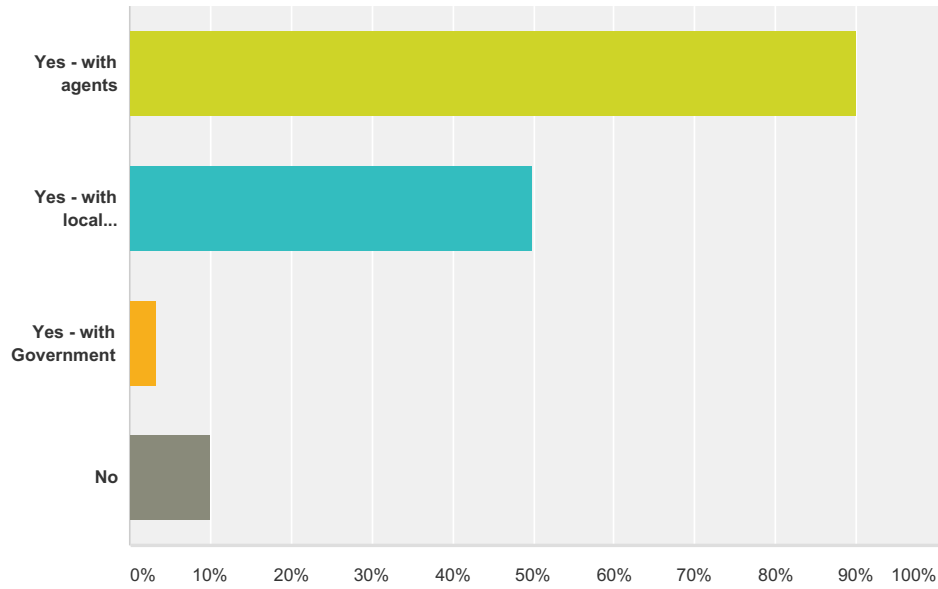
Answered: 30 Skipped: 0



Answer Choices	Responses	
Pre-session English/ELT	33.33%	10
GCSE/IB/Alevel and equivalent	13.33%	4
Access/Foundation	26.67%	8
Undergraduate	66.67%	20
Postgraduate	86.67%	26
PG Research	36.67%	11
Distance Learning/TNE	6.67%	2
Vocational/Training	6.67%	2
<b>Total Respondents: 30</b>		

### Q8 Have you developed/built on existing relationships during your visit?

Answered: 30 Skipped: 0



Answer Choices	Responses
Yes - with agents	90.00% 27
Yes - with local institutions	50.00% 15
Yes - with Government	3.33% 1
No	10.00% 3
<b>Total Respondents: 30</b>	

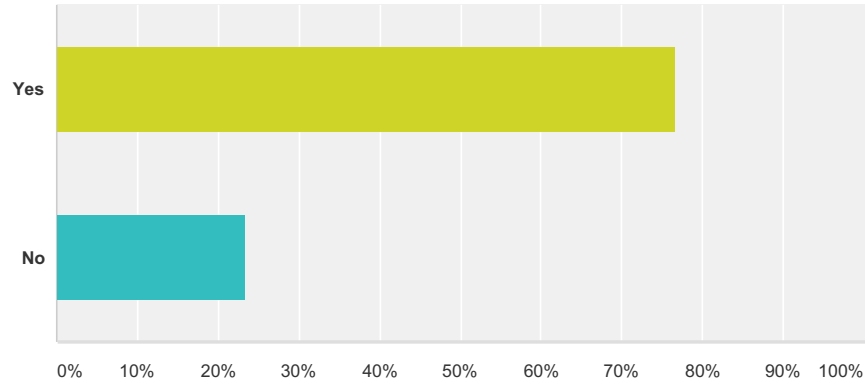


**Q9 What are the main learning points you have picked up for marketing your institution in Thailand in future?**

Answered: 10 Skipped: 20

### Q10 Have you been to any non-British Council organised events in Thailand previously?

Answered: 30 Skipped: 0



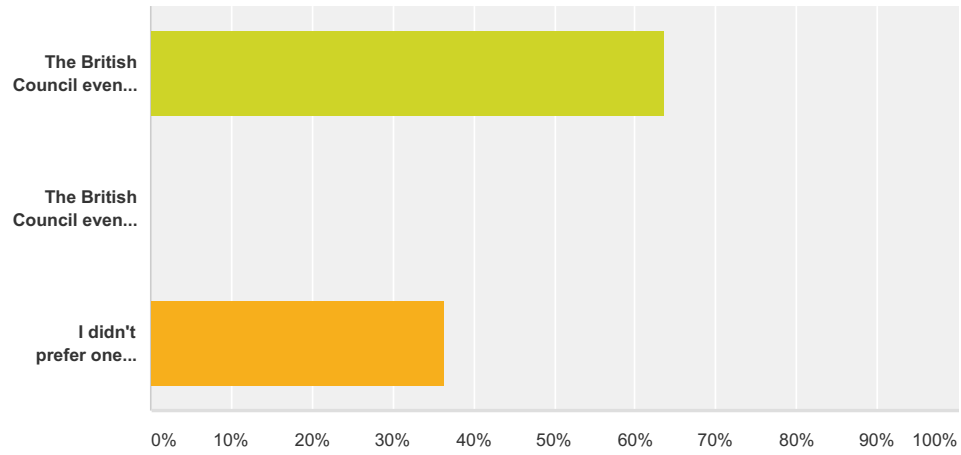
Answer Choices	Responses	
Yes	76.67%	23
No	23.33%	7
<b>Total</b>		<b>30</b>

**Q11 If you have - who were the organisers?**

Answered: 22 Skipped: 8

### Q12 How does the British Council event compare to that event?

Answered: 22 Skipped: 8



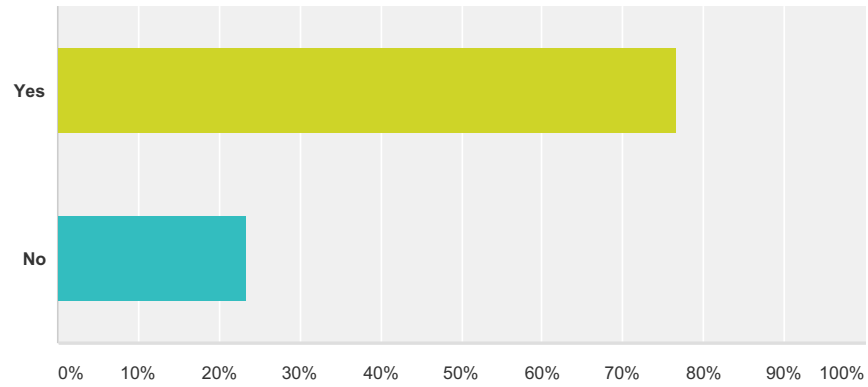
Answer Choices	Responses	
The British Council event was better	63.64%	14
The British Council event was worse	0.00%	0
I didn't prefer one event over the other	36.36%	8
<b>Total</b>		<b>22</b>

**Q13 What recommendations do you have  
for events in Thailand in future?**

Answered: 5 Skipped: 25

### Q14 Have you attended events organised by the British Council in Thailand previously?

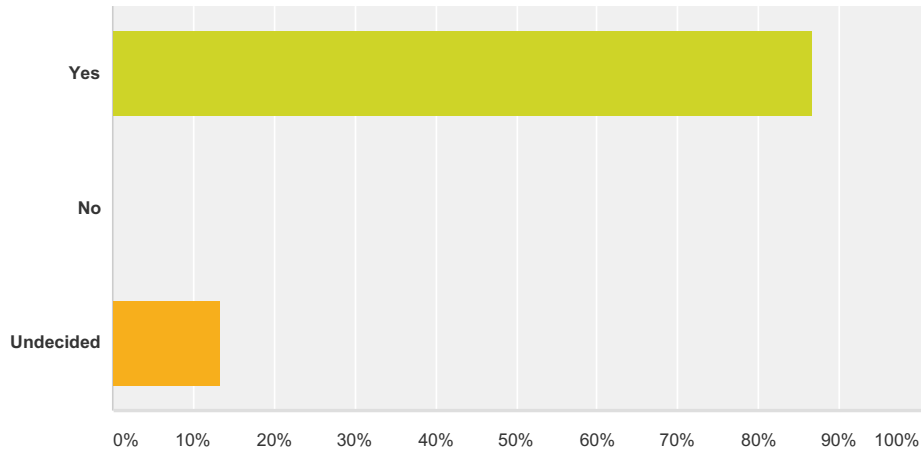
Answered: 30 Skipped: 0



Answer Choices	Responses	
Yes	76.67%	23
No	23.33%	7
<b>Total</b>		<b>30</b>

### Q15 Would you consider coming back to the next British Council event in Thailand?

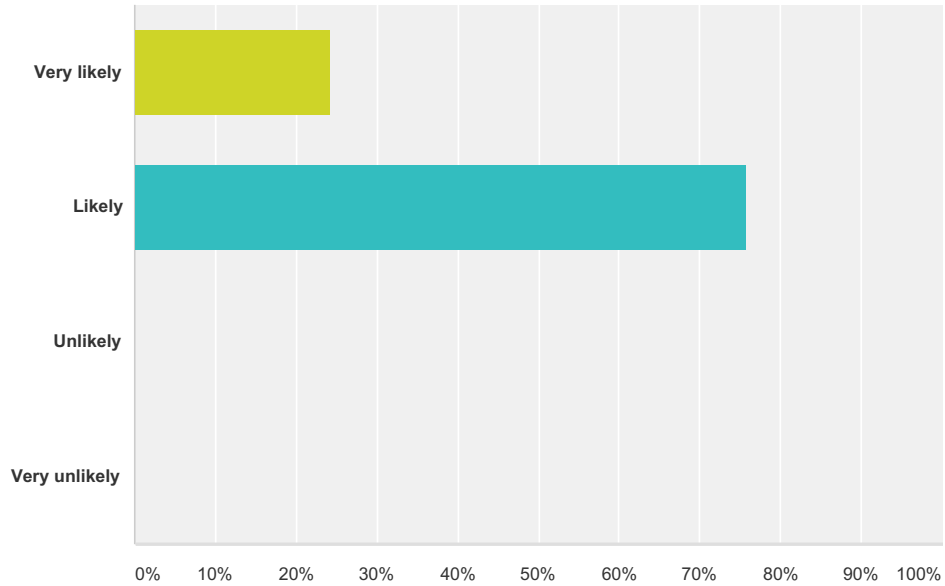
Answered: 30 Skipped: 0



Answer Choices	Responses	
Yes	86.67%	26
No	0.00%	0
Undecided	13.33%	4
<b>Total</b>		<b>30</b>

### Q16 How likely are you to recommend the British Council to your peers and colleagues?

Answered: 29 Skipped: 1



Answer Choices	Responses	
Very likely	24.14%	7
Likely	75.86%	22
Unlikely	0.00%	0
Very unlikely	0.00%	0
<b>Total</b>		<b>29</b>

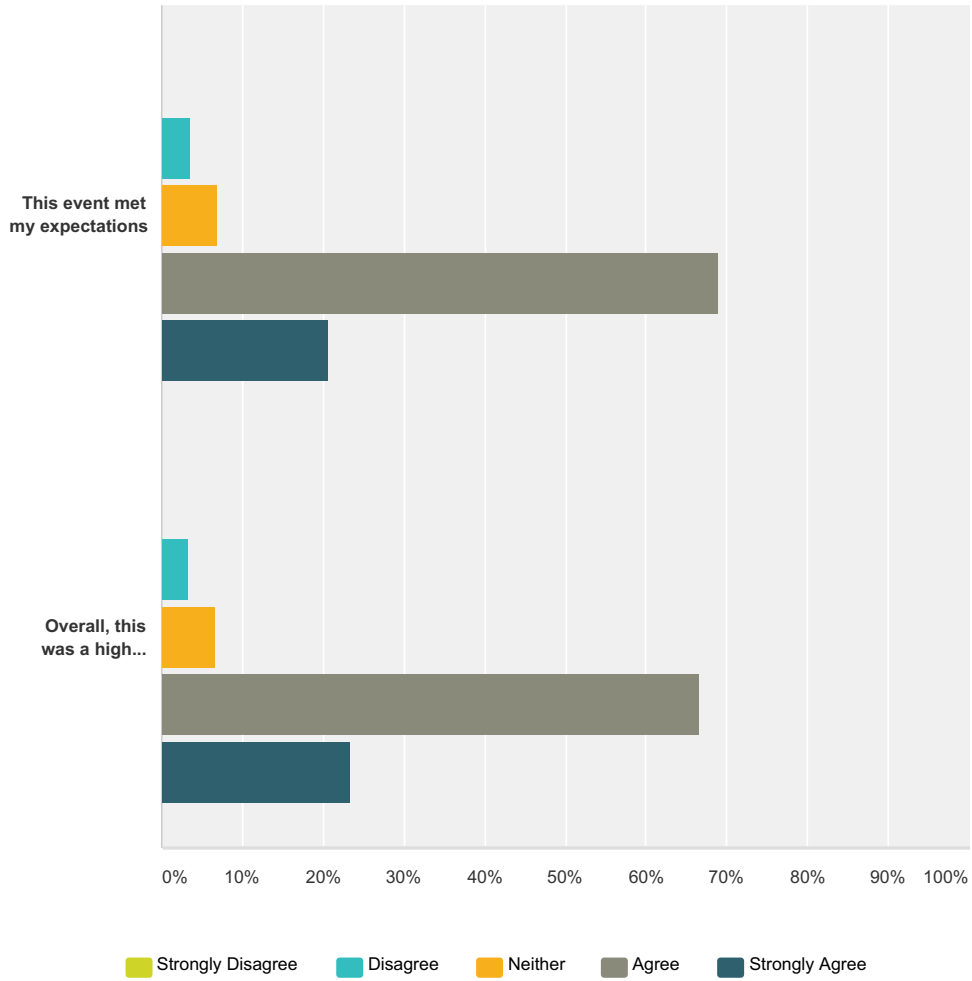


**Q17 Do you have any comments on use of the Global Visitor Registration System? Do you prefer the VRS over your own systems for collecting data?**

Answered: 14 Skipped: 16

### Q18 Overall summary

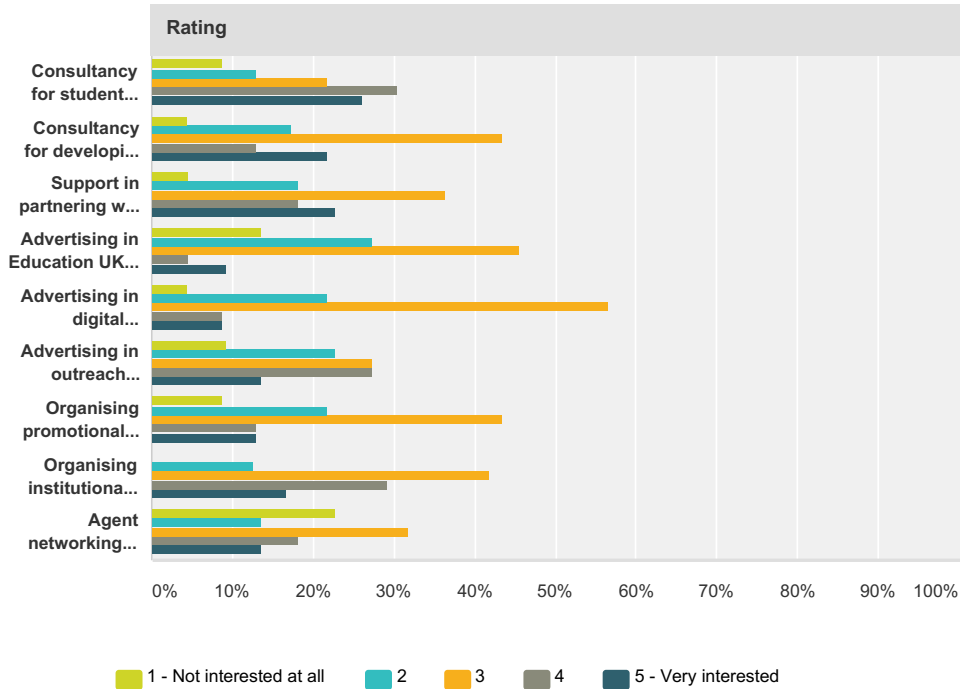
Answered: 30 Skipped: 0



	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree	Total
This event met my expectations	0.00% 0	3.45% 1	6.90% 2	68.97% 20	20.69% 6	29
Overall, this was a high quality event	0.00% 0	3.33% 1	6.67% 2	66.67% 20	23.33% 7	30

### Q19 What other services would interest you for Thailand in future?

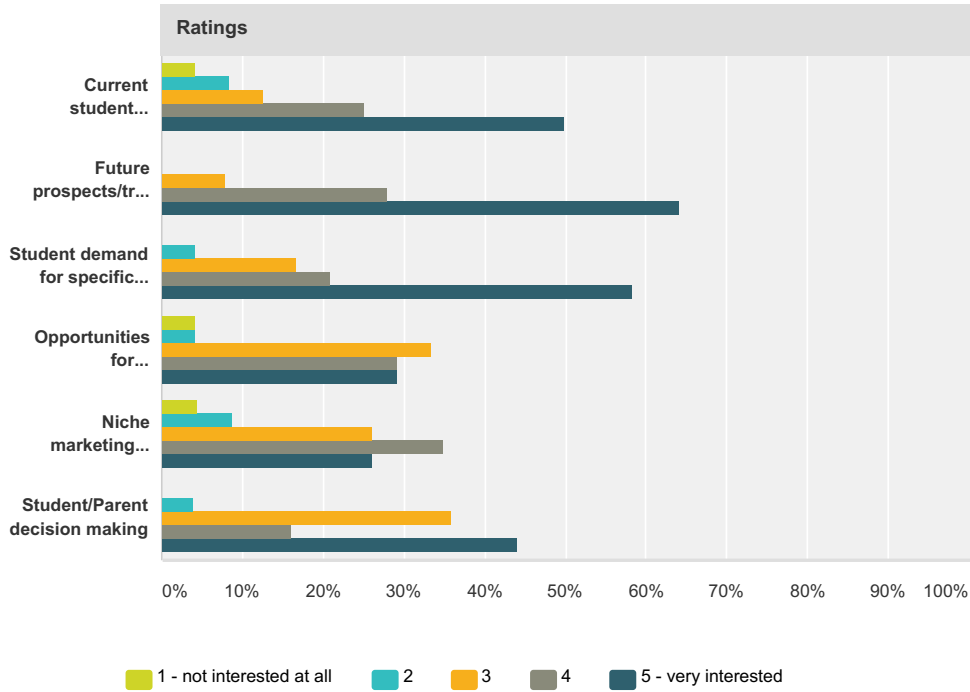
Answered: 25 Skipped: 5



Rating	1 - Not interested at all	2	3	4	5 - Very interested	Total
Consultancy for student recruitment purposes	8.70% 2	13.04% 3	21.74% 5	30.43% 7	26.09% 6	23
Consultancy for developing partnership/TNE programmes	4.35% 1	17.39% 4	43.48% 10	13.04% 3	21.74% 5	23
Support in partnering with local institutions	4.55% 1	18.18% 4	36.36% 8	18.18% 4	22.73% 5	22
Advertising in Education UK – branded publications	13.64% 3	27.27% 6	45.45% 10	4.55% 1	9.09% 2	22
Advertising in digital marketing programmes	4.35% 1	21.74% 5	56.52% 13	8.70% 2	8.70% 2	23
Advertising in outreach marketing programmes for profile raising purpose	9.09% 2	22.73% 5	27.27% 6	27.27% 6	13.64% 3	22
Organising promotional public events	8.70% 2	21.74% 5	43.48% 10	13.04% 3	13.04% 3	23
Organising institutional promotional events at local schools & universities	0.00% 0	12.50% 3	41.67% 10	29.17% 7	16.67% 4	24
Agent networking activities	22.73% 5	13.64% 3	31.82% 7	18.18% 4	13.64% 3	22

### Q20 Please indicate any market intelligence needs you have for this market?

Answered: 26 Skipped: 4



Ratings						
	1 - not interested at all	2	3	4	5 - very interested	Total
Current student mobility trends	4.17% 1	8.33% 2	12.50% 3	25.00% 6	50.00% 12	24
Future prospects/trends for student recruitment	0.00% 0	0.00% 0	8.00% 2	28.00% 7	64.00% 16	25
Student demand for specific subjects/types of study	0.00% 0	4.17% 1	16.67% 4	20.83% 5	58.33% 14	24
Opportunities for partnerships	4.17% 1	4.17% 1	33.33% 8	29.17% 7	29.17% 7	24
Niche marketing channels	4.35% 1	8.70% 2	26.09% 6	34.78% 8	26.09% 6	23
Student/Parent decision making	0.00% 0	4.00% 1	36.00% 9	16.00% 4	44.00% 11	25

**Q21 Do you have any other comments,  
questions, or concerns?**

Answered: 1 Skipped: 29