



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

Education UK July exhibition 2016

REPORT

9 July 2016

Bangkok, Thailand

Introduction

Thailand is one of the top ten non-EU countries sending students to the UK for higher education. (HESA) and is one of the biggest markets in East Asia for ELT. The Education UK July exhibition in July 2016 was attended by 2,300 prospective students and parents, 88% of the visitors said it was a high-quality event and 84% of them said the event delivered met their expectation.

This report is aimed to give an overview on visitors' profiles to the exhibition, how successful it is, and some key learning points. In addition to providing key statistics and information for exhibitors, the report will be useful for institutions which are considering attending the exhibition next year and for the British Council to do a self-assessment and to find the best ways to improve the next exhibition.

This report includes:

This **Introduction** which aims to provide an overview of the report.
Page 2

Key **Highlights** of the event including visitors numbers and profiles as well as media exposure.
Page 3 - 7

Details of the **Marketing** channel used to attract potential students, as well as parents visiting the fair.
Page 8 - 17

Results of the **Visitor Feedback** survey which provide insight into how visitors think about our fair.
Page 18 - 25

Appendix: **List of exhibitors and partners**
Page 27 - 28

Highlights

There were -

**45 BOOTHS,
2,700 PARENTS* & STUDENTS and 3 partners**

attending the exhibition

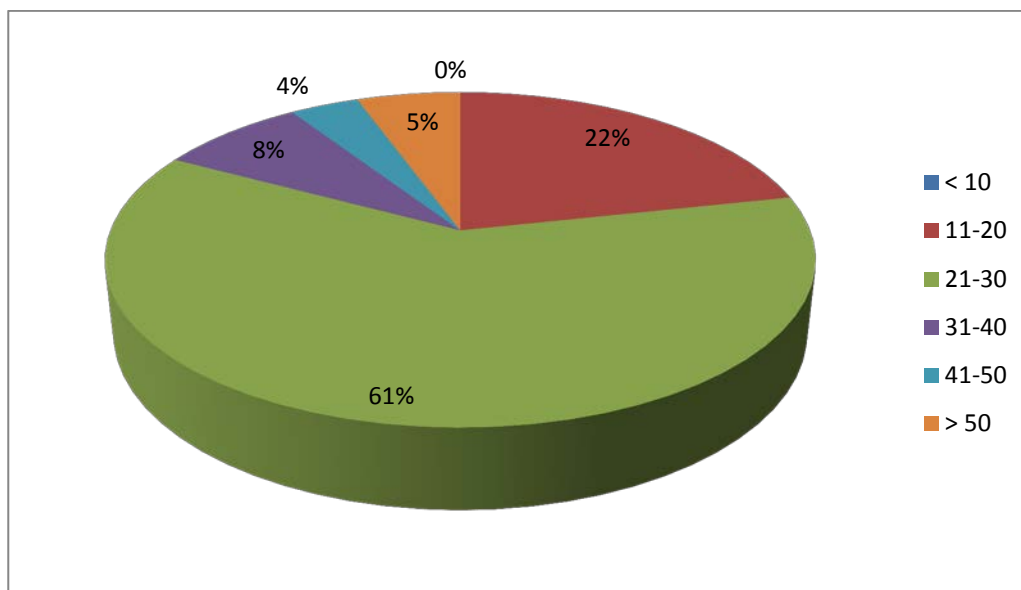
The peak time with the highest number of visitors is from
2 PM- 4 PM

*The figure is from the automatic counting machine being set up at the entrance of the July exhibition area.

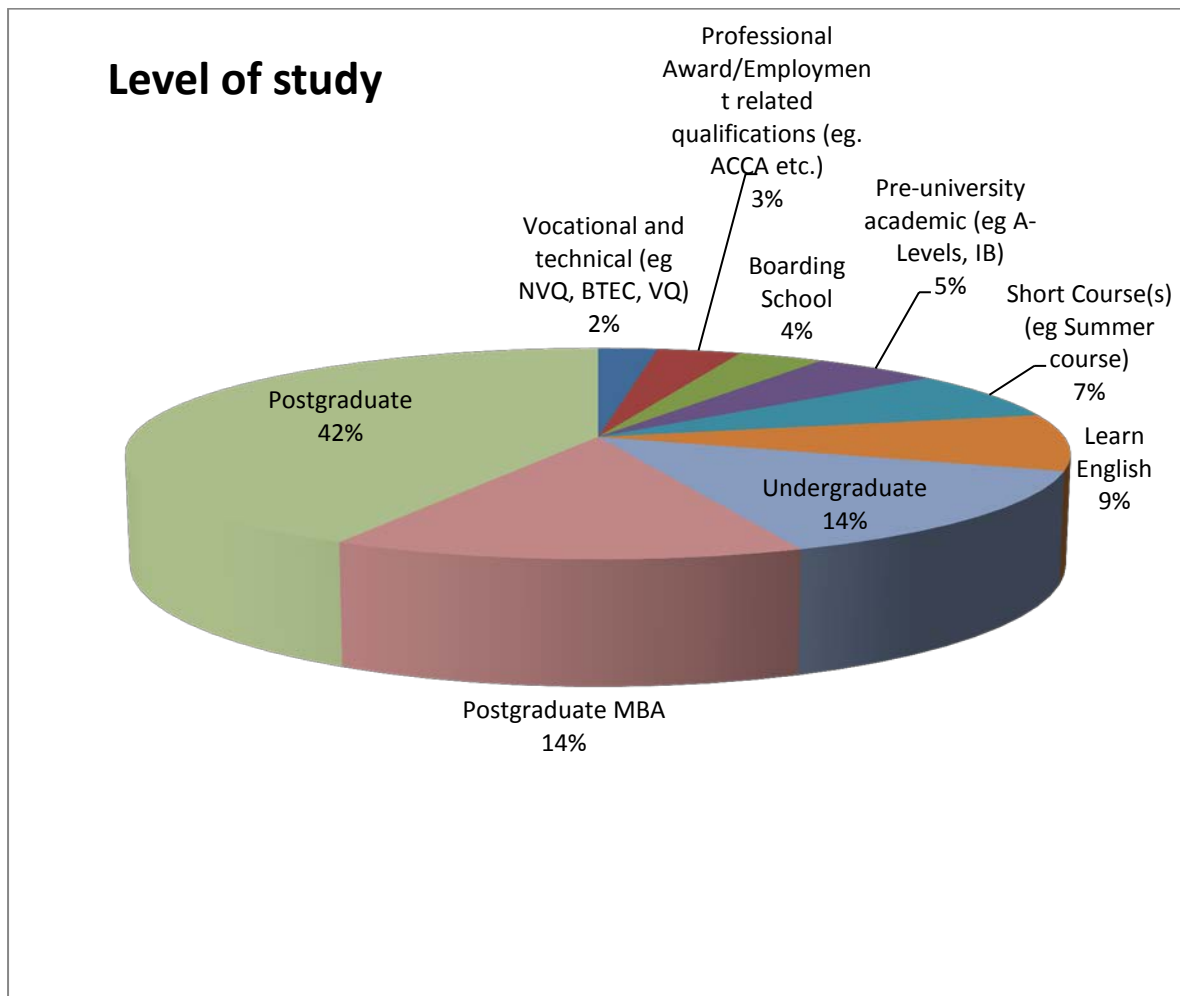
Visitors' profile

There are 979 visitors completing the registration forms provided at the registration areas. 591 people completed the paper forms at the fair and 388 of them completed the on-line registration form.

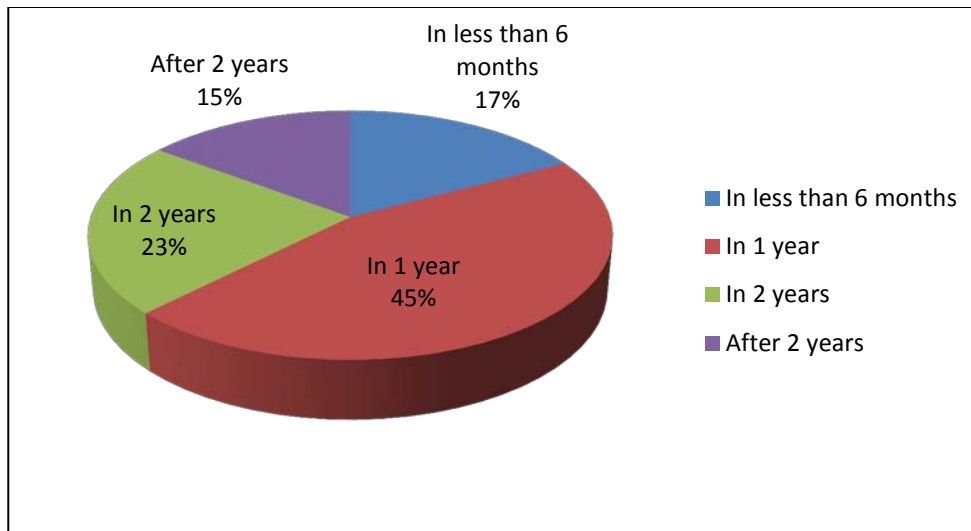
From the 979 registrants, majority of visitors were 21 – 30 years old.



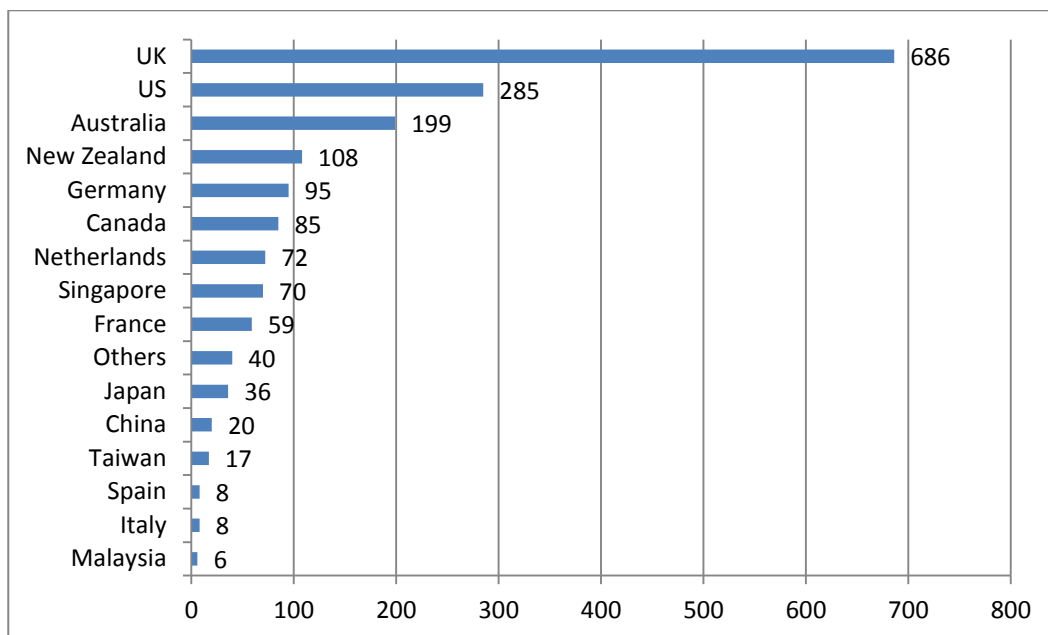
Majority of visitors **were looking for Master's degree**. A lot of them were also looking for **undergraduate courses or short courses**.



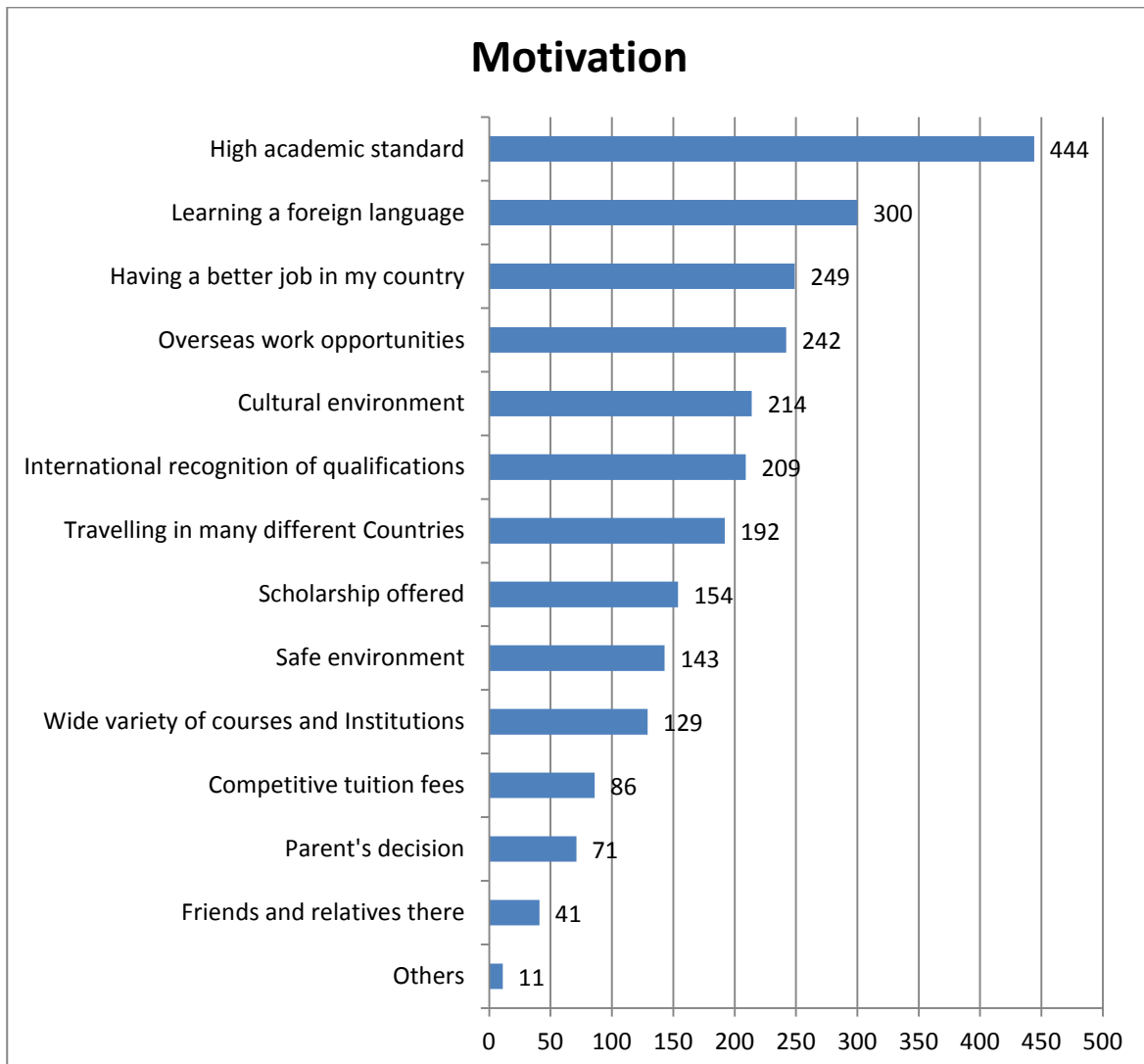
45% of visitors were considering studying abroad within 1 year



The UK is the number one country of choice.

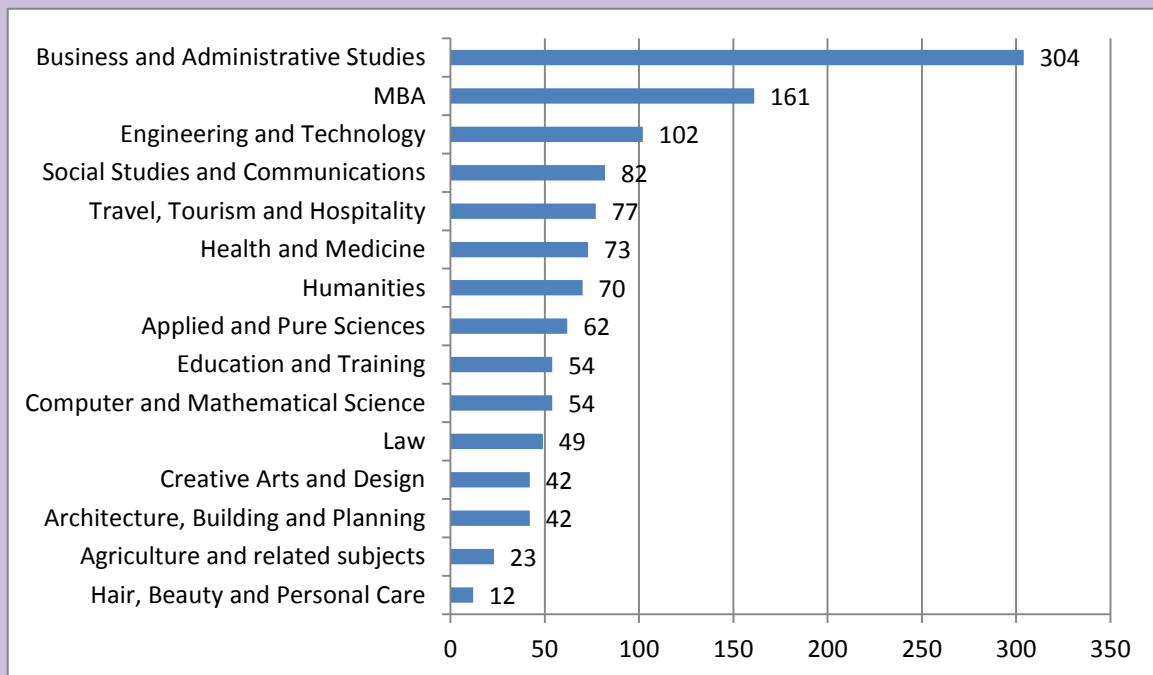


High academic standard is the number one motivation. Majority of the visitors said they expect studying abroad will give them a chance to study a foreign language, to experience different culture, and to earn an international recognition of qualifications.



Visitors' preferences

Subject preference



Business and Management related courses have always been the top subject areas of choice. **Engineering and Technology, Social Studies and Communications, and Travel, Tourism and Hospitality** are also popular among Thai students.

Marketing

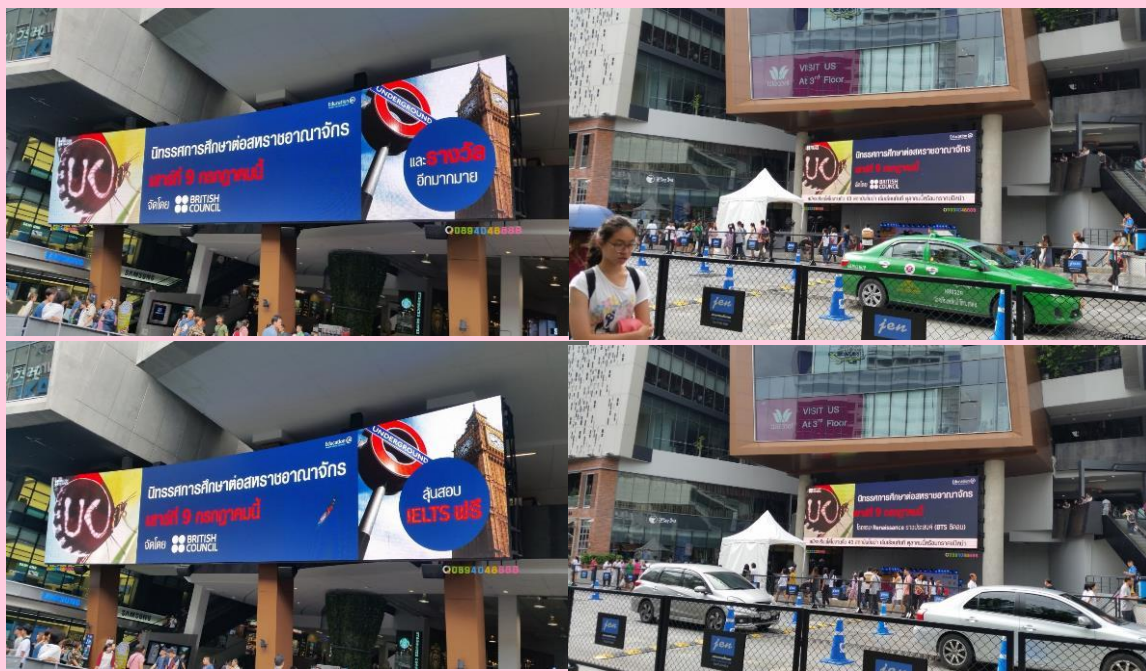
We spent more than

THB 1.6 million Baht

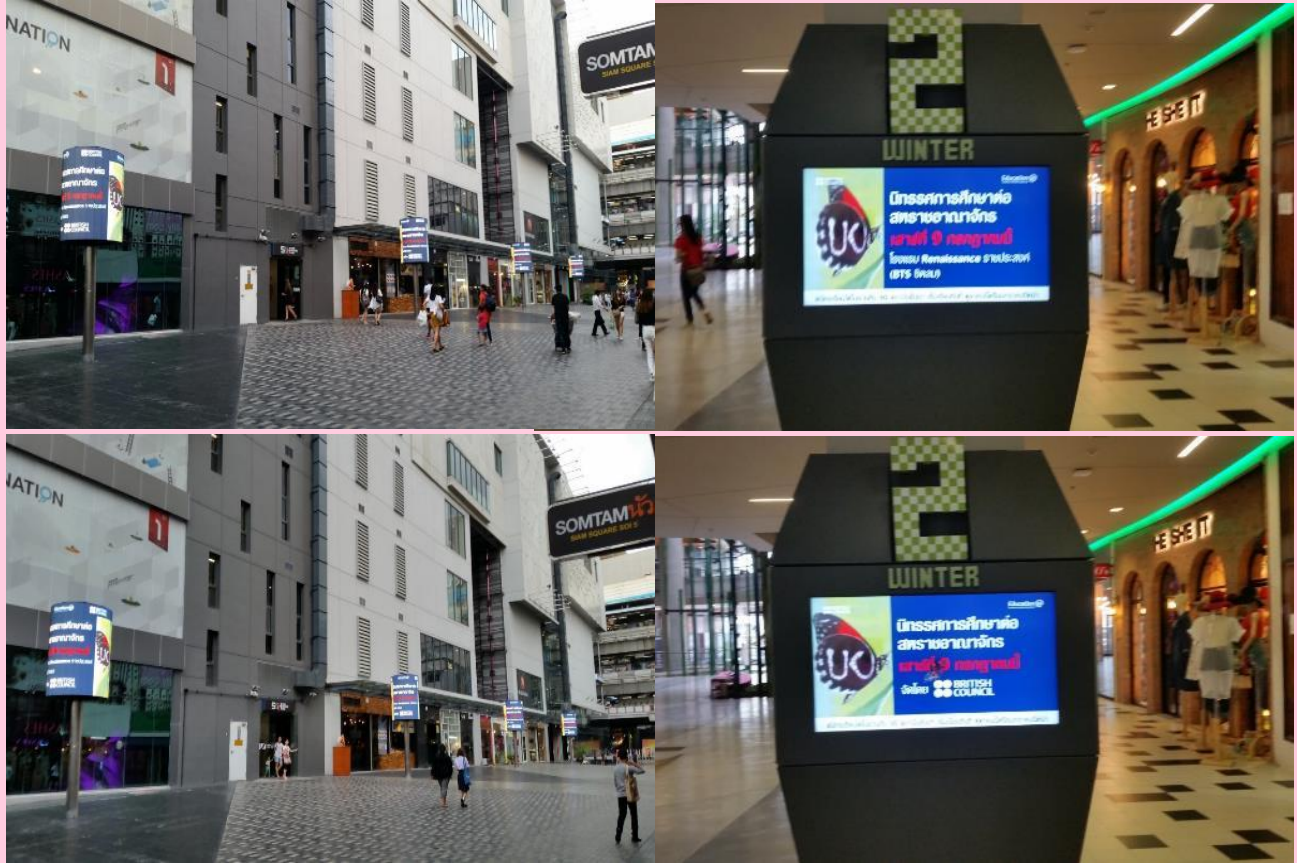
on promotion

Outdoor & Indoor Out of Home Media: advertising on SQ1 LED screens, Cylinder LED, Directory Screen, and Street LED at key streets in Central Bangkok from 26 June – 9 Jul 2016. The media was located in the middle of Siam Square, the largest and most popular shopping area in Bangkok and received an eye ball from traffic average 6,800,000/day and an eye ball in the shopping mall at average 500,000/day.

Advertising on SQ1 LED screens



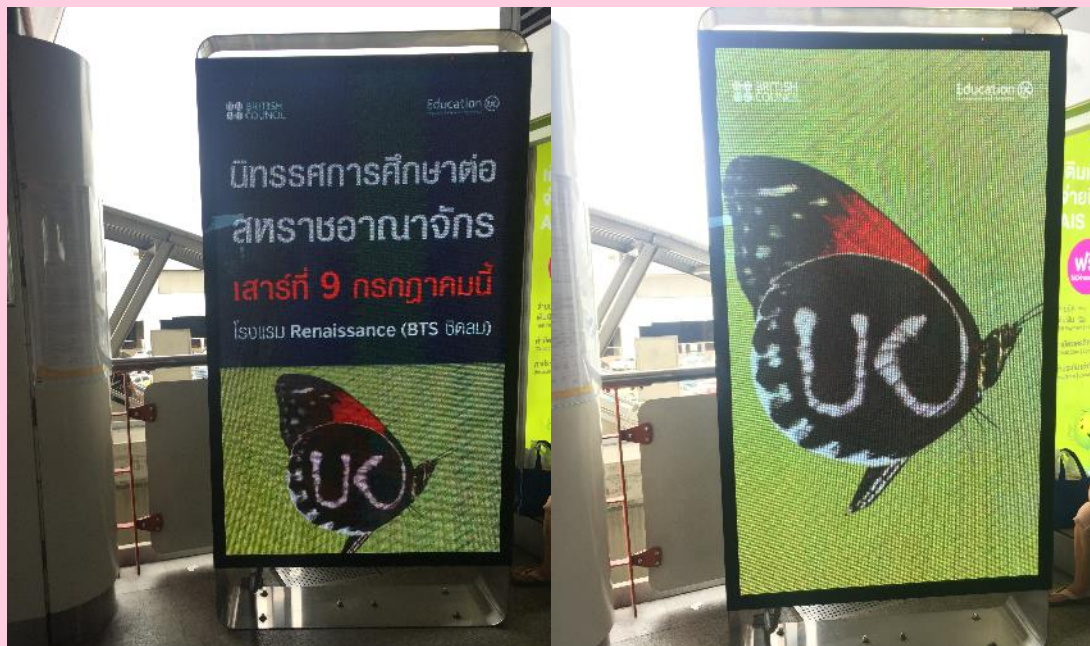
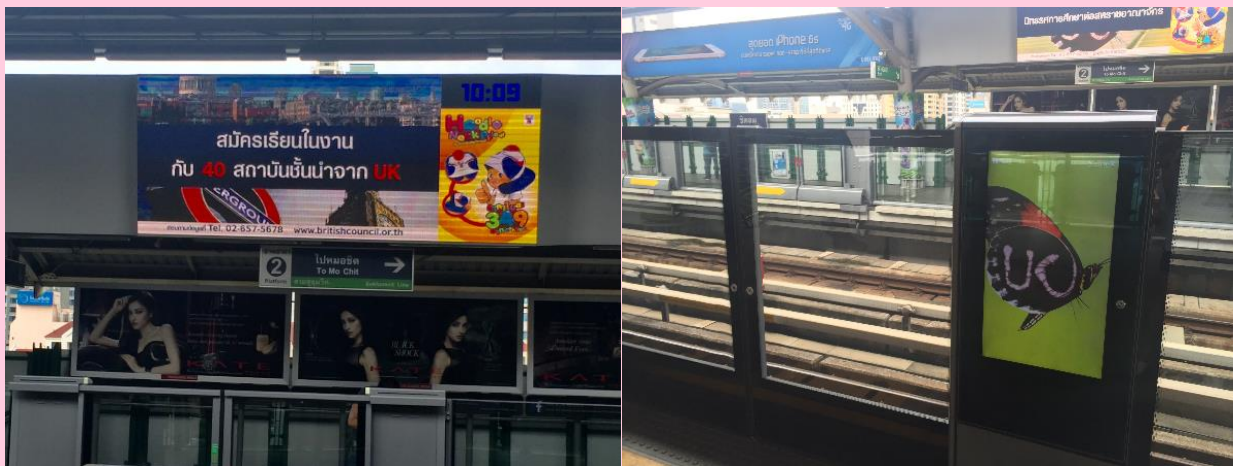
Cylinder LED, Directory Screen



Street LED (25 Screens), received an eye ball from traffic average 4,500,000/day.



Media on BTS Sky trains: LED platform displays on BTS stations, which was an outdoor digital LED screen located in the middle of Siam Square, one of the busiest station and other 25 stations across Bangkok. There are 1,200,000 passengers per a day to use a BTS sky train.



TV adverts on, Ruang Lao Chao Nee and Ruang Lao Sao Artit Thailand's highest ranking news programmes



Advertising on Krungthep Turakij newspaper, Thailand's number one business daily newspaper

British Council **Education UK**
Innovative. Individual. Inspirational.

นิทรรศการศึกษาศอสหราชอาณาจักร
เสาร์ที่ 9 กรกฎาคมนี้
โรงแรมเรเนซองส์ กรุงเทพฯ ราชประสงค์ (BTS ชิดลม)
12.00 – 17.00 น. พบ 46 สกานับขึ้นนำ
และข้อมูลทุนการศึกษามากมาย
โทร. 02 657 5678
www.britishcouncil.or.th

UNDERGROUND
ดูสอบ IELTS ฟรี!

British Council e-news: The e-news was sent to 87,189 students and parents in our contact

BRITISH COUNCIL **Education UK**
Innovative. Individual. Inspirational.

รายชื่อสถาบันที่เข้าร่วมงาน

ระดับอุดมศึกษา
University of Aberdeen
Anglia Ruskin University
University of the Arts London
Bath Spa University
University of Birmingham
Birmingham City University
Bournemouth University
BPP University
University of Bristol
Brunel University London
University of Central Lancashire
Cass Business School, City University
Coventry University
Edinburgh Napier University
University of Exeter
Glasgow Caledonian University
University of Greenwich
Hult International Business School
University of Kent
Leeds Beckett University
University of London International Programmes
London South Bank University
Newcastle University
The University of Northampton
Northumbria University Newcastle
The University of Nottingham Ningbo China
The University of Reading
Regent's University London
Royal Holloway, University of London
Sheffield Hallam University
University of South Wales
Staffordshire University
University of Sunderland
Teesside University
University of West London
University of the West of Scotland
University of Westminster
York St John University
โรงเรียน หลักสูตรกอมปิวตูดาวี และสถาบันสอนภาษาอังกฤษ
Abbey DLD Group of Colleges
Astrum Colleges - Study in London
Bell Educational Services
EC Language Centres - UK (London, Cambridge, Oxford, Brighton, Bristol, Manchester)
INTO University Partnerships
Myddelton College
Queen Ethelburga's College

The seeds of success
Education UK July exhibition 2016

เสาร์ที่ 9 กรกฎาคม 2559
12.00 น. - 17.00 น.
โรงแรมเรเนซองส์ (BTS ชิดลม)

พบกับเสาร์นี้ที่ โรงแรมเรเนซองส์ ราชประสงค์ ตั้งแต่เวลาเที่ยงถึงห้าโมงเย็น

- พบกับ **46 สถาบันชั้นนำ** จากสหราชอาณาจักรพร้อมข้อมูลหลักสูตรมากมาย และยื่นใบสมัครได้ในงาน
- เชิญเข้าร่วมสัมมนาเทคนิคที่ติดสอบ IELTS และการเขียน Statement of Purpose โดยผู้เชี่ยวชาญ **ตารางสัมมนา คลิกที่นี่**

ลงทะเบียนเข้างานล่วงหน้า
เข้างานฟรี

On-line: We place online ads on Facebook.com from 24 June – 8 July 2016 and received 322,703 views

The image displays four Facebook sponsored advertisements for the Education UK July 2016 exhibition. Each ad is from the 'British Council Thailand' page and includes a 'Learn More' button and the website 'www.britishcouncil.or.th'.

- Top Left Ad:** Headline: 'ฟรี!เวิร์คชอป IELTS เตรียมความพร้อมก่อนลงสนามสอบ เสาร์ที่ 9 ก.ค. นี้ โรงแรม Renaissance ราชประสงค์'. Image: A woman writing in a notebook. Text: 'FREE IELTS Workshop 9 ก.ค. นี้ที่ ดินสอการศึกษาต่อ UK'.
- Top Right Ad:** Headline: 'อยากเรียนต่ออังกฤษมาเจอกันที่งาน Education UK July Exhibition เสาร์ที่ 9 ก.ค. นี้ โรงแรม Renaissance ราชประสงค์'. Image: Two men looking at a book. Text: 'สนใจเรียนต่อ UK? พบกันที่งาน Education UK July Exhibition'.
- Bottom Left Ad:** Headline: 'ข่าวดีสำหรับคนอยากเรียนต่อแต่ไม่อยากรอถึงปีการศึกษาหน้า เจอกันที่งานนิทรรศการศึกษาต่อสหราชอาณาจักร เสาร์ที่ 9 ก.ค. นี้'. Image: A watch with 'UK' on the face. Text: 'นิทรรศการศึกษาต่อสหราชอาณาจักร เสาร์ที่ 9 ก.ค. นี้ โรงแรมเรเนซองส์'.
- Bottom Right Ad:** Headline: 'รับข้อมูลทุนเรียนต่ออังกฤษ เสาร์ที่ 9 ก.ค. นี้ โรงแรม Renaissance ราชประสงค์'. Image: A cityscape with a play button overlay. Text: 'นิทรรศการศึกษาต่อสหราชอาณาจักร'.

British Council website: The front page banner



British Council website: The event calendar page



A big display board inside the British Council Siam Square



Glass Wall wrap outside the British Council Siam Square



Leaflet were disseminated to more than 3,000 students and parents in our contact and available at all British Council Thailand offices



BRITISH COUNCIL Education UK

สอนตามชื่อคุณพี่นั่น
โทร 02 657 5678
ลงทะเบียนงานล่วงหน้าที่นี่
www.britishcouncil.or.th

The seeds of success
Education UK July exhibition 2016
เสาร์ที่ 9 กรกฎาคม 2559 เวลา 12.00 - 17.00 น.
โรตริอเนอซองส์ กรุงเทพฯ ชั้นประทาย (BTS สีลม)

รับข้อมูล
การศึกษานานาชาติ
ฟรี!
สมัครรับชมฟรี!
สมัครรับชมฟรี!
สมัครรับชมฟรี!

พบกับอาจารย์ผู้ทรงคุณวุฒิจาก
มหาวิทยาลัยชั้นนำของอังกฤษ
Workshop พิเศษเตรียมสอบ IELTS
และสอบ Personal Statement

เดินทางฟรี
จาก BTS สีลม

www.britishcouncil.or.th



สถาบันการศึกษาที่เข้าร่วมงาน

เอเชียตะวันออกเฉียงใต้

- University of Aberdeen
- Anglia Ruskin University
- University of the Arts London
- Bath Spa University
- University of Birmingham
- Birmingham City University
- Bournemouth University
- BPP University
- University of Bristol
- Brunel University London
- University of Central Lancashire
- City University
- Coventry University
- Edinburgh Napier University
- The University College of Estate Management
- University of Exeter
- University of Greenwich
- Hult International Business School
- University of Kent
- Leeds Beckett University
- London South Bank University
- Newcastle University
- The University of Northampton
- Northumbria University Newcastle
- The University of Nottingham Ningbo China

ยุโรป

- The University of Reading
- Regent's University London
- Royal Holloway, University of London
- Sheffield Hallam University
- University of South Wales
- Staffordshire University
- University of Sunderland
- Teeside University
- University of West London
- University of the West of Scotland
- University of Westminster
- York St John University

ไต้หวัน หลักสูตรเตรียมความพร้อม
สมัครเรียนต่อมหาวิทยาลัย

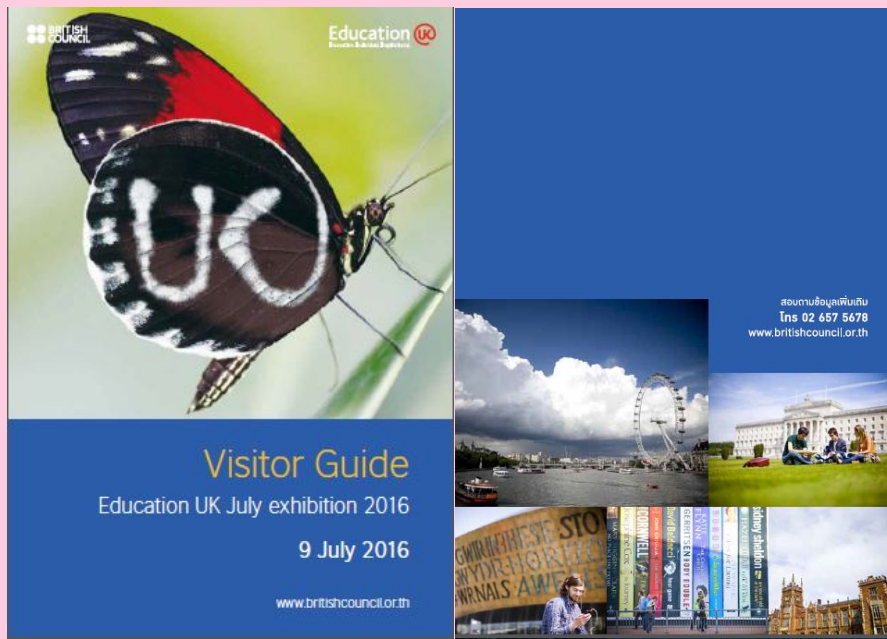
- Abbot DLD Group of Colleges
- Astrum Colleges - Study in London
- Bell Educational Services
- EC Language Centres - UK (London, Cambridge, Oxford, Brighton, Bristol, Manchester)
- INTO University Partnerships
- Queen Ethelburga's College
- Study Group UK (Billerby College and International Study Centres)

ตารางวันงาน

เวลา	หัวข้อ
11.00-11.50	IELTS Workshop - Speaking Skill (สำหรับ IELTS - ฝึกพูด)
12.00-12.50	Study your Master's Degree in Business with Academic and Career Skills (สำหรับผู้ที่เรียนต่อปริญญาโท สาขาบริหารธุรกิจ)
12.00-13.50	How to Write an Effective Personal Statement (สำหรับผู้ที่เรียนต่อปริญญาโท สาขาบริหารธุรกิจ)
14.00-14.50	Computing / Computer Science (สำหรับผู้ที่เรียนต่อปริญญาโท สาขาบริหารธุรกิจ)
15.00-15.50	How to build a successful career after graduation (สำหรับผู้ที่เรียนต่อปริญญาโท สาขาบริหารธุรกิจ)
16.00-16.50	IELTS Workshop - Reading Skill (สำหรับ IELTS - ฝึกอ่าน)




Visitor Guide were disseminated to visitors during the event

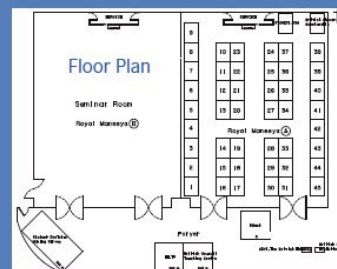


Seminar Programmes

Time	Topics
11.00-11.50	IELTS Workshop - Speaking Skill
12.00-12.50	Study your Master's Degree in Business with Academic and Career Skills Learn how to choose the right course that will give you both academic and career skills
13.00-13.50	How to Write an Effective Personal Statement Guidance and support with writing a personal statement for application at both undergraduate and post-graduate levels.
14.00-14.50	Computing/Computer Science Computing – Web design and Application within the computing discipline
15.00-15.50	How to build a successful career after graduation This is a dynamic workshop that will guide you how to write an impressive CV and Resume
16.00-16.50	IELTS Workshop – Listening Skill

No. UK institutions

1	ABBEY DLD GROUP OF COLLEGES	23	UNIVERSITY OF KENT
2	UNIVERSITY OF ABERDEEN	24	LEEDS BECKETT UNIVERSITY
3	GLASGOW CALEDONIAN UNIVERSITY	25	PROGRAMMES OF LONDON INTERNATIONAL
4	ANGLIA RUSKIN UNIVERSITY	26	LONDON SOUTH BANK UNIVERSITY
5	CAMBRIDGE & CHELMSFORD	27	MYDDLETON COLLEGE
6	UNIVERSITY OF ARTS LONDON	28	NEWCASTLE UNIVERSITY
7	ASTRUM COLLEGES, LONDON	29	THE UNIVERSITY OF NORTHAMPTON
8	BATH SPA UNIVERSITY	30	NORTHUMBRIA UNIVERSITY, NEWCASTLE
9	BELL - YOUR PATHWAY TO UNIVERSITY	31	THE UNIVERSITY OF NOTTINGHAM
10	UNIVERSITY OF BIRMINGHAM	32	QUEEN ETHELBURGA'S
11	BIRMINGHAM CITY UNIVERSITY	33	UNIVERSITY OF READING
12	BOURNEMOUTH UNIVERSITY	34	REGENTS UNIVERSITY LONDON
13	BPP UNIVERSITY	35	ROYAL HOLLOWAY, UNIVERSITY OF LONDON
14	UNIVERSITY OF BRISTOL	36	SHEFFIELD HALLAM UNIVERSITY
15	BRINEL UNIVERSITY LONDON	37	UNIVERSITY OF SOUTH WALES
16	CASS BUSINESS SCHOOL, CITY UNIVERSITY	38	STAFFORDSHIRE UNIVERSITY
17	UNIVERSITY OF CENTRAL LANCASHIRE	39	STUDY GROUP UK (BELLERBY'S COLLEGE AND INTERNATIONAL STUDY CENTRES)
18	COVENTRY UNIVERSITY	40	UNIVERSITY OF SUNDERLAND
19	EC UK - LONDON, CAMBRIDGE, OXFORD, BRIGHTON, BRISTOL, MANCHESTER	41	TEESSIDE UNIVERSITY
20	EDINBURGH NAPIER UNIVERSITY	42	UNIVERSITY OF WEST LONDON
21	UNIVERSITY OF EXETER	43	UNIVERSITY OF THE WEST OF SCOTLAND
22	UNIVERSITY OF GREENWICH (LONDON)	44	UNIVERSITY OF WESTMINSTER
	HULT INTERNATIONAL BUSINESS SCHOOL	45	YORK ST JOHN UNIVERSITY
	INTO UNIVERSITY PARTNERSHIPS		



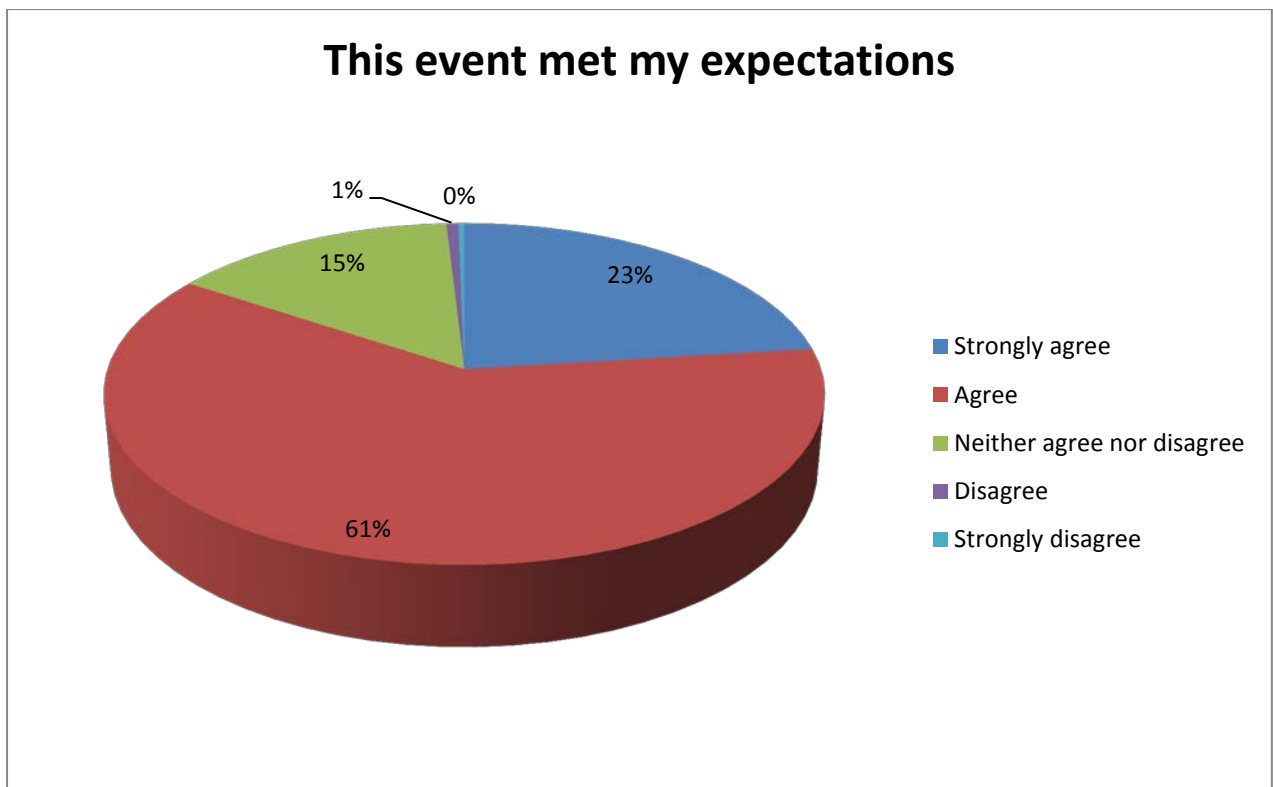
Sponsors / partners
 - British Council Teaching Centres
 - The British Embassy Bangkok
 - IELTS
 - Eastern Bank
 - STUDYUK.COM

Visitors' feedback

Methodology

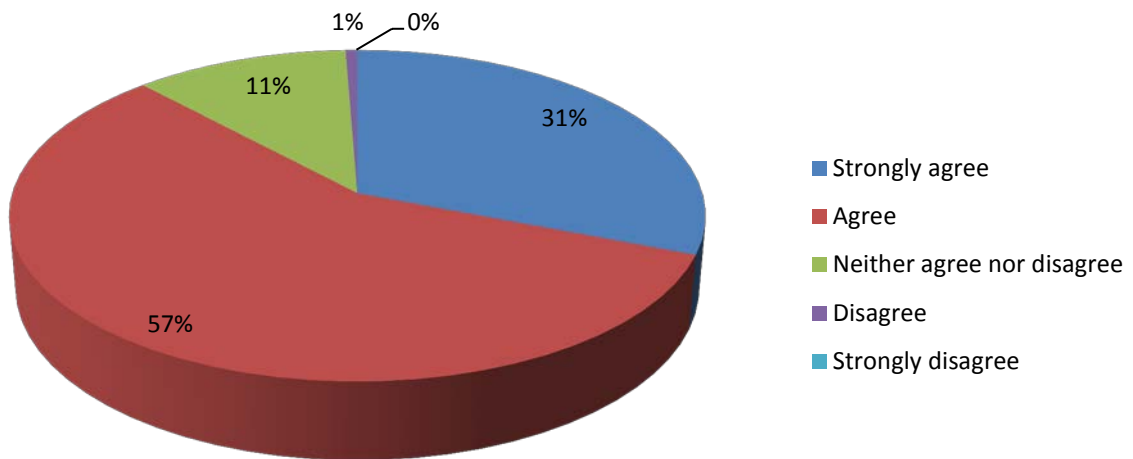
We distributed a printed survey to visitors during the exhibition. The questions were designed to gather quantitative statistics as well as qualitative remarks on visitors reactions to our exhibition.

84% of visitors agreed that the event was delivered accordingly to their expectation



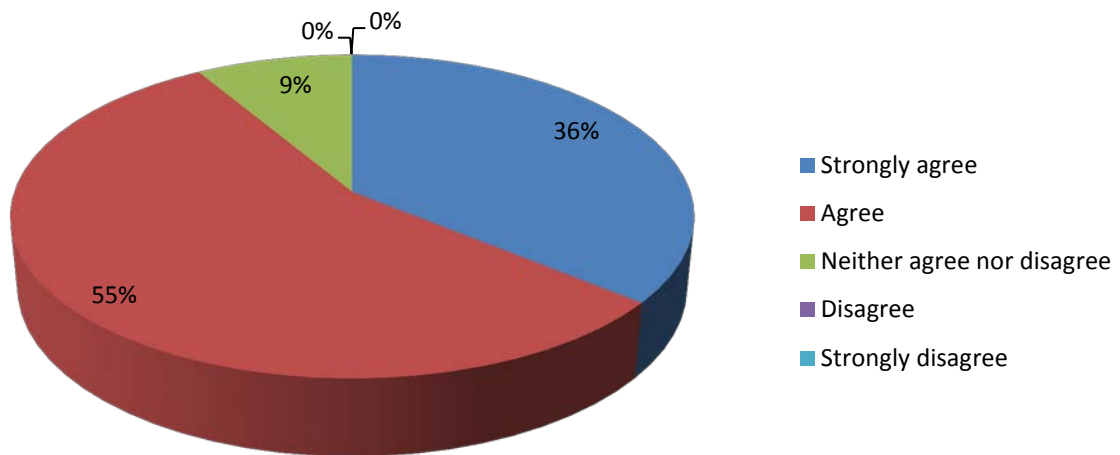
88% of visitors said it was **a high-quality event**

Overall, this was a high quality event



91% of visitors agreed that **British Council Thailand** was a Leading **Organisation**.

The British Council is among the leading organisations in education and cultural relations



Suggestions from visitors

Suggestions for upcoming exhibitions

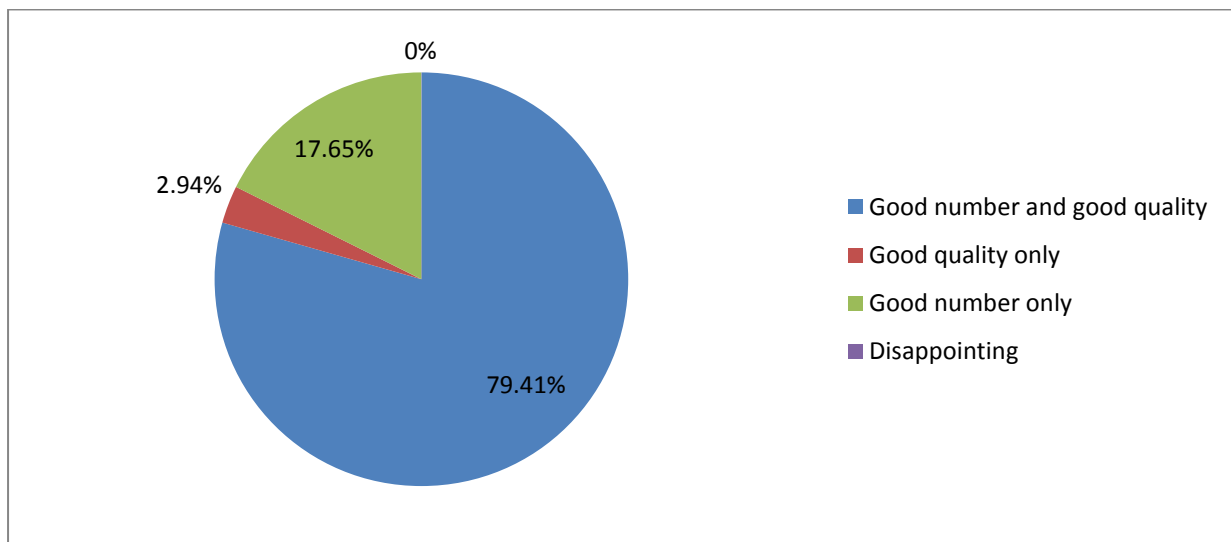
- The exhibition hall was too small
- To have more universities joining the event
- To have more universities in medical and science study
- Bigger venue is preferable, also it should be held on multiple dates / Great selection of universities, but should have more information about postgraduate degrees
- It was a great exhibition because there were several universities here that provided me good information about studying abroad.
- To provide more tables and chairs
- The event was beneficial in acquiring info on studying abroad. I could gather a lot of information
- More information about primary schools would be great
- To have more staff and translators in the booth
- To have more time for seminar
- More signage at registration point
- Need more information about the scholarship
- Good hotel choice, it was convenient and easy to access. But the venue was a bit too small, and having more staff to provide information would have been better/excellent.
- Ensure that sufficient amount of drinking water be prepared for all attendants.
- Air-condition was too cold
- IELTS workshop on speaking skill and listening skill should be held together

Feedbacks from exhibitors

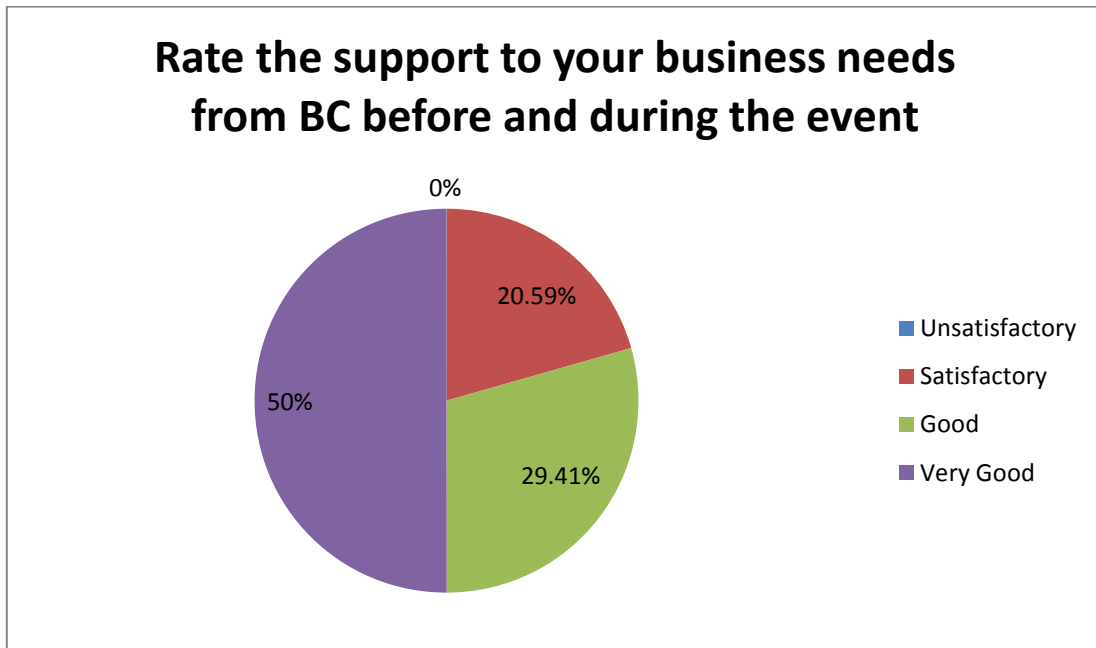
Methodology

We distributed a printed survey to exhibitors during the exhibition. The questions were designed to gather quantitative statistics as well as qualitative remarks on exhibitor's satisfaction to our exhibition. This will help to inform our market intelligence, improve our service, and planning for the next exhibition.

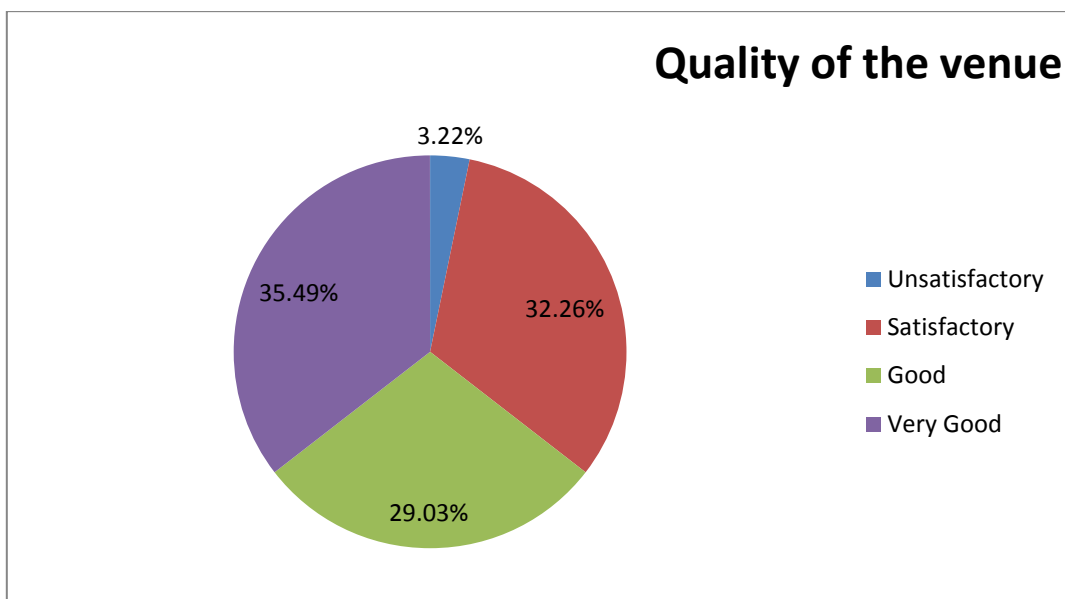
Approximately 80% of exhibitors said it was good number and good quality of visitors.



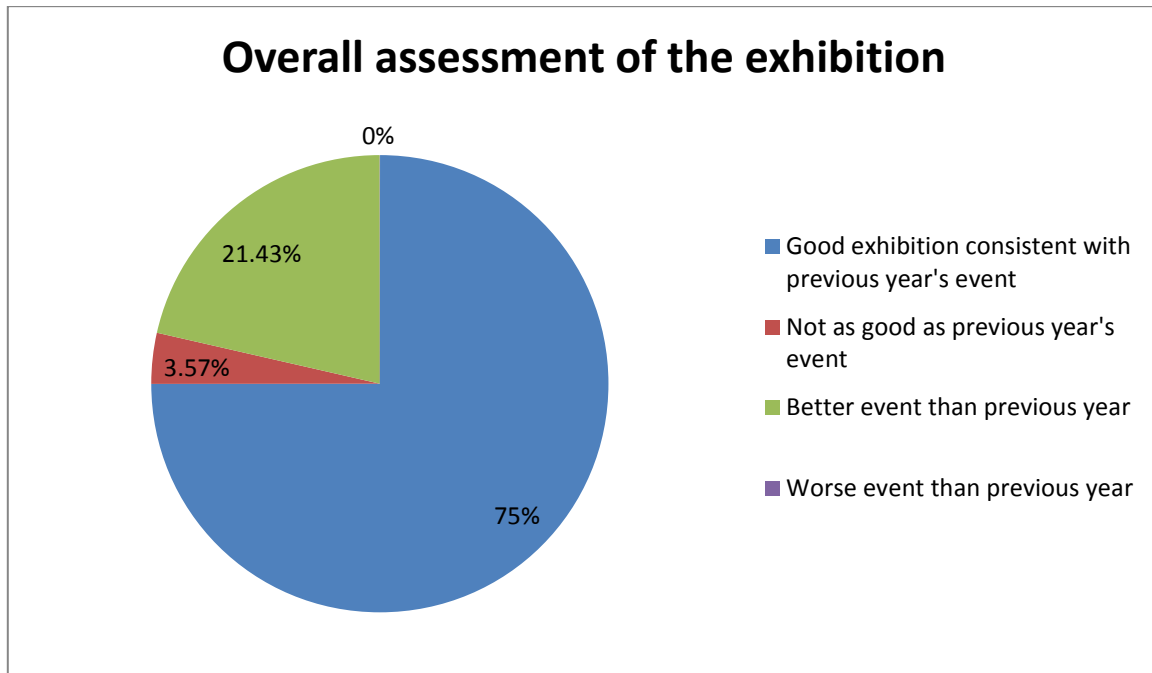
100% of exhibitors were satisfied with British Council support to their business needs.



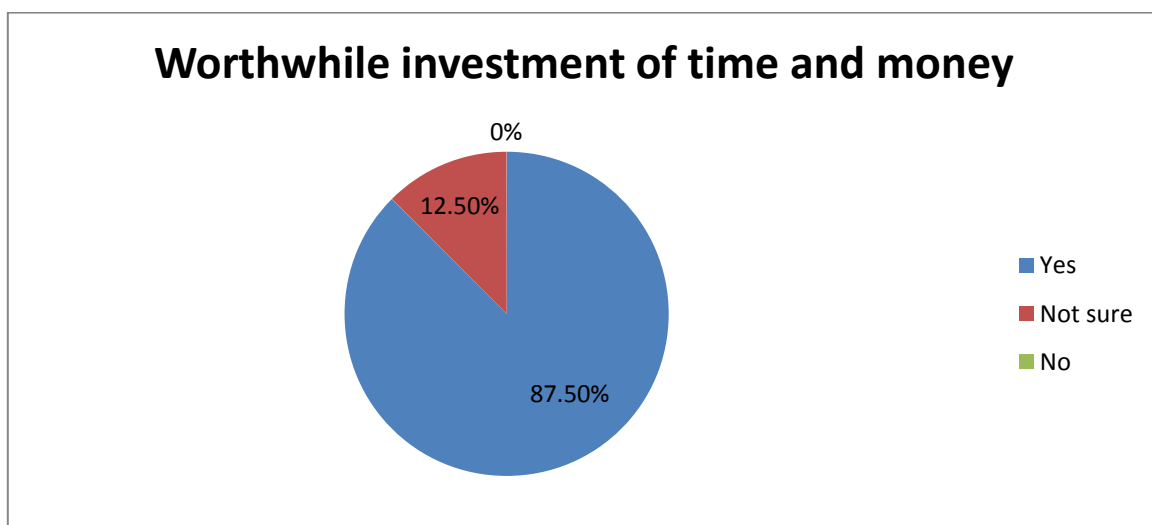
Almost 100% of exhibitors were satisfied with quality of the venue.



Almost 100% of exhibitors agreed that it was a good exhibition consistent or better event than previous year.



Almost 90% of exhibitors agreed that our event was a worthwhile investment of time and money.



Recommendations and comments from the exhibitors

- The venue was rather small for this number of institutions
- Putting A-Level providers/High School in one area so visitors can easily find the booths
- Separating Universities & Colleges, Less advertising at Scholarships
- Excellent organisation as usual. Great food!
- Thanks to the team for hard work. Good event

Future steps

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

- To review the seminar slots and other activities in the exhibition to see if the slots are adequate and meet the needs of visitors.
- To review the venue in terms of location and size of the exhibition hall
- To keep the promotional and marketing campaign the same to this year in order to keep attracting a good number and high quality visitors.

Appendix: List of exhibitors

Number	Institution
1	ABBAY DLD GROUP OF COLLEGES
2	UNIVERSITY OF ABERDEEN
	GLASGOW CALEDONIAN UNIVERSITY
3	ANGLIA RUSKIN UNIVERSITY, CAMBRIDGE & CHELMSFORD
4	UNIVERSITY OF ARTS LONDON
5	ASTRUM COLLEGES, LONDON
6	BATH SPA UNIVERSITY
7	BELL - YOUR PATHWAY TO UNIVERSITY
8	UNIVERSITY OF BIRMINGHAM
9	BIRMINGHAM CITY UNIVERSITY
10	BOURNEMOUTH UNIVERSITY
11	BPP UNIVERSITY
12	UNIVERSITY OF BRISTOL
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20	UNIVERSITY OF GREENWICH (LONDON)
21	HULT INTERNATIONAL BUSINESS SCHOOL
22	INTO UNIVERSITY PARTNERSHIPS
23	UNIVERSITY OF KENT
24	LEEDS BECKETT UNIVERSITY

25	UNIVERSITY OF LONDON INTERNATIONAL PROGRAMMES
26	LONDON SOUTH BANK UNIVERSITY
27	MYDDELTON COLLEGE
28	NEWCASTLE UNIVERSITY
29	THE UNIVERSITY OF NORTHAMPTON
30	NORTHUMBRIA UNIVERSITY, NEWCASTLE
31	THE UNIVERSITY OF NOTTINGHAM NINGBO CHINA
32	QUEEN ETHELBURGA'S
33	UNIVERSITY OF READING
34	REGENT'S UNIVERSITY LONDON
35	ROYAL HOLLOWAY, UNIVERSITY OF LONDON
36	SHEFFIELD HALLAM UNIVERSITY
37	UNIVERSITY OF SOUTH WALES
38	STAFFORDSHIRE UNIVERSITY
39	STUDY GROUP UK (BELLERBYS COLLEGE AND INTERNATIONAL STUDY CENTRES)
40	UNIVERSITY OF SUNDERLAND
41	TEESSIDE UNIVERSITY
42	UNIVERSITY OF WEST LONDON
43	UNIVERSITY OF THE WEST OF SCOTLAND
44	UNIVERISTY OF WESTMINSTER
45	YORK ST JOHN UNIVERSITY

Business partners

1. **Kasikorn Bank**
2. **Student.com**
3. **Chevening Scholarship, The British Embassy**
4. **UKVI, The British Embassy**