

# Education UK School Roadshow

23-24 February 2016, Yangon  
26-27 February 2016, Mandalay

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# 1. Event fact file

## Education UK Summer School Roadshow

<b>Venue</b>	23-24 February 2016, Yangon
<b>Opening hours</b>	23 <sup>rd</sup> February 2016 09.30 – 12.00 hrs – Pride International School Myanmar 14.00 – 17.00 hrs – Myanmar International School Yangon 24 <sup>th</sup> February 2016 09.30 – 12.00 hrs – Lumbini Academy Private High School 14.30 – 18.00 hrs – Network International School
<b>Stand costs</b>	950 GBP excluding VAT
<b>Unique feature to give added value</b>	The event is open not only to the students at these schools, it is open to all. Promotion has been reached out to audience that are not from these host schools hence it has wider reach.
<b>Seminars</b>	N/A

<b>Venue</b>	26-27 February 2016, Yangon
<b>Opening hours</b>	26 <sup>rd</sup> February 2016 10.00 – 13.00 hrs – Pride International School Myanmar (PISM) 15.00 – 17.00 hrs – Windsor International School 27 <sup>th</sup> February 2016 10.00 – 12.00 hrs – Myanmar International Academy (MIA)
<b>Stand costs</b>	750 GBP excluding VAT
<b>Unique feature to give added value</b>	The event is open not only to the students at these schools, it is open to all. Promotion has been reached out to audience that are not from these host schools hence it has wider reach.  There is also a presentation session delivered by British Council staff prior to the event on information on the UK Summer School Programmes at one host school.
<b>Seminars</b>	In Mandalay right before the event at PISM and MIA

## 2. Key statistics

Attendance	Yangon	
	2016	2015
Yangon	1427	1300
Mandalay	131	N/A
<b>Total number of visitors</b>	1558	

Exhibitor Attendance	Yangon & Mandalay
	2016
Yangon	6
Mandalay	5

## 3. Impact of marketing plan

Our media plan for the event is mainly through sending email shots to targeted audience from our database, and through intensive follow-ups and pre-meetings we had with key contacts from the host schools to reach out to their students and parents located at these schools on the event day. Flyers and posters were printed and distributed to students and parents through teachers and principals at host schools. Given that the audience we targeted is under 17, to be able to bring parents to the event is of high importance. We manage to do it through close liaising and following-up with the teachers and principals at these schools to encourage students and parents to come to the event. This presents as an effective way in reaching out to parents but this cannot be done without the pre-existing good relationship we build up with these schools.

Online and other offline promotion through Facebook (Both British Council's and paid promo) and inserting journal adverts at local newspaper were other channels to reach out to outside audience.

We also sent out press release to the media outlets and some local journals include the news of the event. Some of these provided free appearance of the event as part of the education news. Although online registration channel is open to public, the number is low and mostly by students that are not from host schools.

Most of the students registered online found out about the event through Facebook. Flyers distribution among the host schools is effective as it serves as reference flyer for parents for more information.

In Mandalay, which is a new market, British Council staff delivered a presentation to both students and parents before the event to give them background information about UK summer school programmes.

## 4. Conclusions and follow up

### 4.1 Key recommendations for institutions

When organizing the roadshow, we set the dates for the event a week followed by the Summer School roadshow in February (one of the largest school roadshows in Thailand) so that most of the UK Summer School providers do not need to make a separate journey to Myanmar. Given that Myanmar market for Summer School is small, we need to choose the time that could be of convenient for the UK participants while time for best catching the availability the audience.

Ideal time for recruitment activities in Myanmar would be either in beginning of November or late January to get undivided interest from Myanmar audience and get the highest coverage of potential students.

Also given that the concept of summer school is new to Myanmar students, awareness raising presentations at the host schools in advance to jolt their interest can be a bonus.

If the UK institution offers short courses in Easter that could be a plus as public school academic year runs from June till February leaving March till end of May a time for them to spend some time overseas. Due to the conflict of the two academic years, currently the UK Summer School time only allow the Myanmar students from international schools that has same academic year or private schools who are running national curriculum but can be flexible with their school schedule. Having programmes offered in Easter can also widen our audience.

English plus sports, English plus arts or English plus social activities are the programmes that could draw the interest of audience here other than selling English only summer programmes. Also academic short courses that could supplement the studies and art classes that could guide students who want to pursue arts in preparing portfolio for applying arts schools could be on demand. The number for these courses might be small but in need for the students who would like to pursue arts.

This year event timing is slightly off as it becomes close to the final exams of the private schools. Hence we suggest the next roadshow should be either around early November or late January to get maximum interest and attendance.

## 4.2 Key recommendations for the British Council

Thank you for those who completed feedback survey to us which gives us an idea on the services we offered and impact. It gives us an idea of what we should be working on to make the next event even better.

We need to relook at marketing strategy to be able to reach students that are not from host schools.

13 students, from this event enrolled at the UK summer school providers that are part of this event.

## Appendix 1: List of participating institutions

Yangon	Mandalay
Brooke House College	Brooke House College
Cardiff Sixth Form College	Cardiff Sixth Form College
Discovery Summer	Discovery Summer
Skola Group of Schools – Alexanders College	Skola Group of Schools – Alexanders College
St Edmund's College	Wimbledon School of English
Wimbledon School of English	

## Appendix 2

### Exhibitors' Survey Results

Total number of respondents : 3

Questions	Respondent 1	Respondent 2	Respondent 3
Which cities did you engage?	Yangon and Mandalay	Yangon	
How do you rate the following attributes of the applicable service			
Understanding of my needs	Very Good	Good on Market Support	Good on Market Support
Ability to offer relevant solution	Very Good	Very Good on Event Support	Good on Event Support
Quality of audience reached	Very Good	Good	Good
How do you rate your overall satisfaction from our service?	Higher satisfied	Satisfied	Satisfied

<b>Any comments?</b>	Everything was very well organized. The pre arrival information was very comprehensive. On the ground, the arrangements were excellent.		We were given very useful and detailed information on every aspect of our stay, plus help with travel such as purchasing internal airtickets. However it would be good to receive the confirmation on the event plus information a little
<b>Do you expect to have solid incomes (recruitment) as a direct result of this activity/ service?</b>	Possibly Yes	Possibly Yes	Possibly Yes
<b>How does this outcome compare to your expectation?</b>	As per expectation	As per expectation	As per expectation
<b>How do you rate the service offered in comparison with service delivered by British Council in other countries?</b>	Don't know N/A	Similar	Similar
<b>Please give us any suggestions as to how we could further improve our services or what could be done differently.</b>	It was particularly interesting to meet the wider group of people at dinner on the first evening in Yangon. Maybe this could be arranged in Mandalay next time? Secondly a central hotel is preferable to one in the suburbs.	Weekend event to include parents	Given that English Language study abroad is a new concept for parents and students from Myanmar, I suggest that the BC runs a brief session with a photographic presentation, flier & possible input from alumni in each school to be visited at least a week before the roadshow
<b>Is there anything you would like us to follow up with you on</b>	Will be in contact with BC Yangon		