



British Education Fairs 2016

Madrid - 19 y 20 octubre
Calle de Hortaleza, 63

Barcelona - 21 octubre
Carrer Deu i Mata 69-99

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1. Event fact file

Spain

Venue	Madrid: COAM, Hortaleza 63 Barcelona: Hotel NH Collection Barcelona Constanza
Opening hours	Madrid 19 October: 11.00 – 14.00 & 16.00 – 19.00 Madrid 20 October: 10.00 – 13.00 Barcelona 21 October: 10.00 – 14.00 & 16.00 – 19.00
Opened by	Simon Manley , HMA, Spain Andrew MacKay , Director British Council Spain Also, a delegation from Universities UK, ready to talk to press and respond to Brexit questions.
Stand costs	Madrid: £1525 Barcelona: £1210
Press at event	Newspapers: ABC (3 rd largest newspaper), Agencia EFE, Cinco Días Radio: Radio Nacional de España, Radio Exterior (NorthbySouthWest) & Capital Radio
Number of visitors	Total: 2350 students Madrid: 1500 Barcelona: 850
Sponsors	Fourteen institutions sent info to their networks and provided in-kind support and dissemination: Círculo Formación, IELTS, Mastermanía, VisitBritain, UKTrade Ayuntamiento Madrid, Ayuntamiento Barcelona, Escuelas Católicas, ASEPROCE, Richmond, NABSS, Fundación Hispano Británica and Infojuven are our main “disseminators”. <i>Please note that institutions are selected according to how they enhance UK Education reputation, as well as influencer reach.</i>
Unique feature to give added value	<ol style="list-style-type: none"> 1. Pre-event market briefing for Exhibitors 2. Wide programme of general information sessions open to the public 3. Fair guide (Passport) distributed digitally pre event and provided at venue. Schools prepare visit in advance. 4. Extensive media promotion of the event and UK Education excellence 2 months before the event. 5. Direct marketing to schools and promotion of UK Education through general information sessions throughout the year. There are 120 British Schools in Spain, 90 IB schools and over 1,000 private/concertado schools, all invited. 6. Direct mailing to BC database (over 100,000 students) as well as Education contacts (over 8,000 members).
Seminars (provided by exhibitors, BC staff and guest speakers). Many repeated on all dates.	<ol style="list-style-type: none"> 1. Why, when and how to apply to a British University 2. Choosing the right degree and University 3. What is it like to study in Wales? 4. Jobs and work opportunities for students in the UK 5. Student loans for EU students in the UK 6. English level required and accreditation 7. Why, when and how to apply to a British University 8. World Class Study in London: Information session for post-graduate students

2. Background & Framework

This is the fifth British Council Education Fair organised by British Council Spain, an EU growing market for UK Universities. In Spain, the numbers of students going abroad grow year on year and the UK remains the most attractive study destination (20% growth over 4 years) but there is no reason for complacency. Growth in USA and Germany is much greater, doubling in the last few years. Brexit and very specifically national reporting on UK hostility towards foreign visitors (both international students and labour migrants) will have an impact on families and their choice of the UK, even if UK education maintains its excellent reputation and English continues to be the most important desirable skill to acquire.

Our annual British Education Fair is becoming an event audiences expect. The number of school groups in British Education Fairs continues to grow year on year while we have observed, this year, a slight decline in individual visitors. Such decline can only be explained by the negative image of the UK in recent months, as a country which does not welcome foreigners.

Now, more than ever, UK Education (Universities, Schools and Colleges) need to make an effort to present the UK as an open and welcoming country, to promote quality education and present as many positive stories as possible. The UK and Spain are close culturally and geographically and **UK Universities continue to be perceived as enhancing long term career opportunities.** While it is impossible to measure the impact of Brexit or how much of the market will choose German and USA options, the market will continue to be a strong one in a country with the biggest number of English speaking international schools in Europe.

Unlike in the UK, families in Spain expect to cover the costs of university. According to HESA, only 27% of applicants from Spain apply for a UK student loan. The recent economic downturn has reduced the number of grants and government funding for education, while families have increased their contribution.

*“There are a total of 349 schools with as many as 109,000 pupils in English speaking international schools in Spain. **Madrid is the second city in the world with the most English speaking international schools, with Dubai having the largest number**”. Kings Group report.*

With 30% of private universities, a growing number of students with a B2+ level of English and the growing demand for internationalisation, Brexit will be a challenge but should not mean the end of thousands of Spanish students studying in the UK.

Only 27% of applicants from Spain apply for Student Loans (Hesa statistics 2014/15)

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A coordinated and high profile branding exercise should take place to counteract negative perceptions of the UK which would reach markets throughout Spain (beyond Madrid and Barcelona). Universities UK, British Council, British Embassy and Education institutions would all be required to contribute.

The post-graduate market in Spain is growing as is the number of PG students to the UK. For the coming year, the exchange rate £/€ makes the UK prices more competitive in Spain for students who will pay between 3,500 and 25,000 euros in Spain per PG course. At the moment, with a loan of up to £10,000 a year and prices not massively different to the home offer, the UK has a value proposition which few other countries can match.

Spain is a large country geographically and prospective customers live in 17 autonomous regions. There are different forums on internet, economic press and targeted PG Fairs where UK exhibitors should be present for recruitment as well as branding purposes. Germany and the USA (the 2nd and 3rd preferred countries of destination for Spanish students) have centralised funds and programmes which they promote via official channels (highly subsidised) to attract students to their countries. For example, all international fairs include a representative from each of these countries. It is common that there are also representatives from UK Universities but, unlike Germans or USA, they only represent their institution, rather than the UK HE sector.

In 2014 and 2015 we piloted AULA and FUTURA fairs with large groups of universities from the UK. Return on investment (i.e. recruitment opportunities) were not high. This year we are taking a different approach, a very small group of UK universities at targeted international fairs around Spain and Portugal. We limit UK institutions to 3 (FIEP) and 5 per day at FUTURA to ensure that these events are effective recruitment opportunities while at the same time raising awareness amongst wider audiences in Spain of the UK Education brand.

3. Impact of marketing plan (shared for both Madrid & Barcelona)

Overall we reached **34 million** potential readers through **268 media mentions**. Please see a full media details on [Appendix 3](#)

Marketing actions were integrated, targeting segmented audiences. These included:

- **Direct meetings and e-mail marketing:** early meetings with local authorities and information centres, visits to schools, e-mails to our data-bases (over 100,000 contacts), e-mails to Public, Concertado and Private schools in June and September, e-mails to academies of English, to teachers of English at Spanish institutions (over 3,000).
- **Multipliers:** we have requested that all Spanish Universities International Relations Units, Chambers of Commerce & Business Associations, British Networks within Spain, publishing agencies and a number of key networks advertise the Fairs on their websites and other communication channels. Those who responded to our request for direct mailings and other means of dissemination which guaranteed reaching over 4,000 prospective students were given a “collaborator” status.
- **Social media campaigns** via twitter and facebook, including promoted posts and prize giveaways.
- **An exclusive press manager** - working to place non-paid articles in press/radio or on-line media. Key messages: excellence of British Education, quality and opportunity. Once again, we sent several articles to *El País Formación*, *El Mundo*, *Expansión* and *Magisterio Español*.
- **Paid publicity:** in Madrid (3 weekends in *El Mundo/Expansión*) and invitation dissemination in *Magisterio Español*
- **Future impact.** Since Oct 2015 we have offered informative sessions free of charge in schools and youth information centres around the country. Madrid City Council, Barcelona Youth information centres, 3 schools in Madrid, 1 in Oviedo, 2 in Coruña, 1 in Palma, 2 in Tarragona and 2 in Valencia. We will continue to deliver these sessions on request. Through these presentations we continue to present UK education to new markets in provinces where the general knowledge about the UK education system is minimal but the perception is good and families are starting to consider sending their young children abroad.

4. Key statistics about visitors

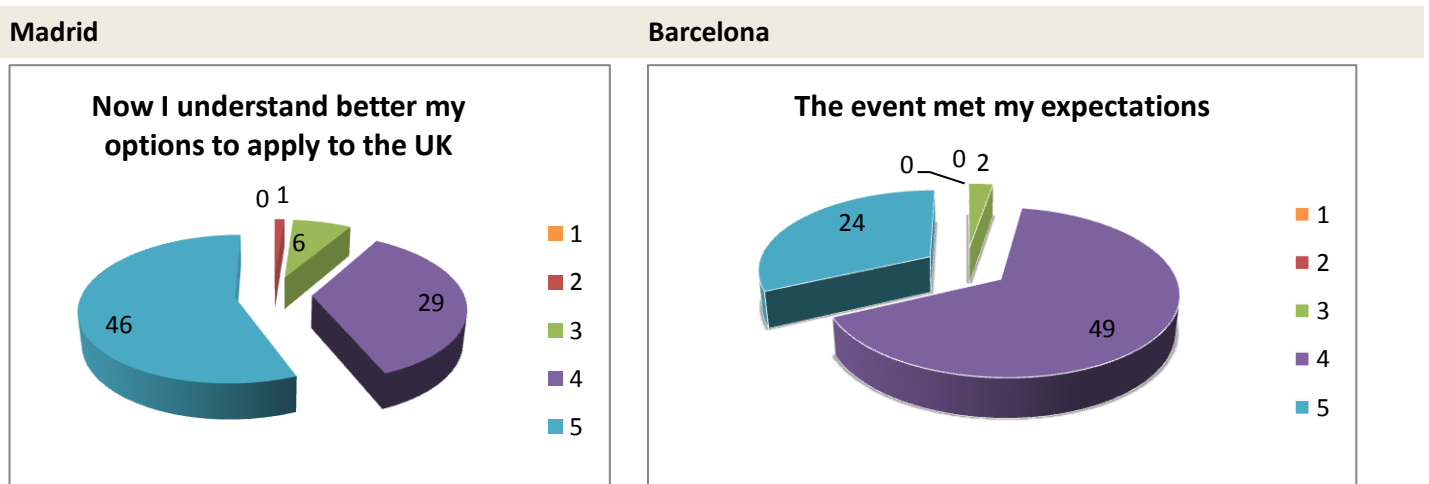
From analysis of feedback reports provided by both universities and visitors, we can claim that this year we had two very successful events. Feedback from exhibitors, schools and public alike is consistently positive. We must improve the web information via the VRS as well as simplify the customer journey (from registration to attendance) which at present is too complex a process for visitors. The feedback received from school teachers is particularly important for us. The biggest success factor is that the majority repeat year on year and overall school numbers keep growing. See full analysis at the end of this report.

Visitor numbers were on target even though the number of individual visitors both in Madrid and Barcelona was down. This was offset by an increase in visitors from schools (more students from more schools). As highlighted previously this downturn may be explained as a reaction to daily negative press of the UK after Brexit and concerns with welfare, recognition and fees.

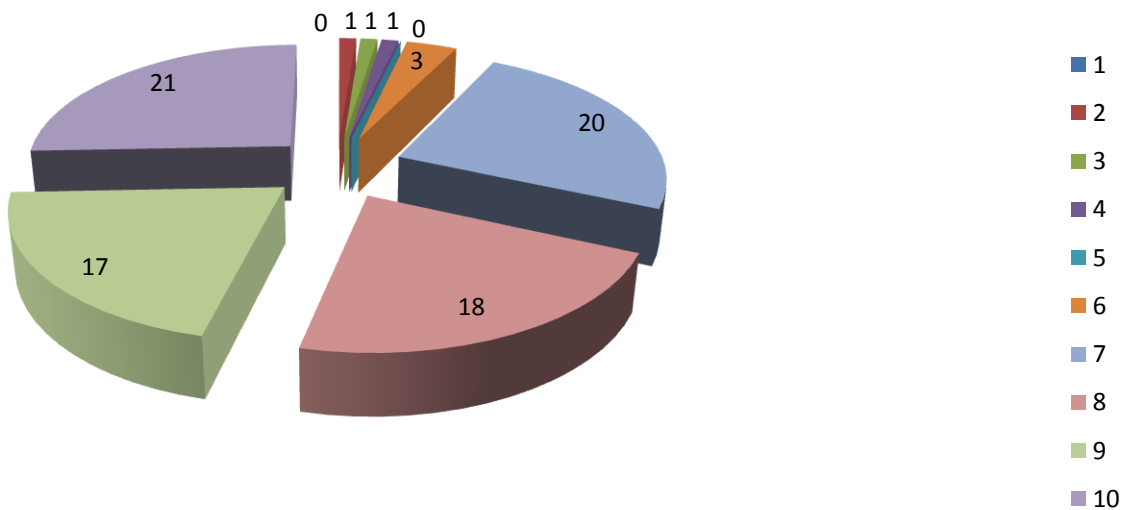
School teachers report that this year they are sending more applications to the UK than ever before and that interest keeps growing (this comment is repeated in all international schools and many concertado and public schools) in spite of Brexit.

Total no of visitors	2300	<i>We handed out 1432 bags with materials at check in (Madrid) and 828 in Barcelona</i>
Total N° of exhibitors	43	A full list of exhibitors can be found in Appendix 1

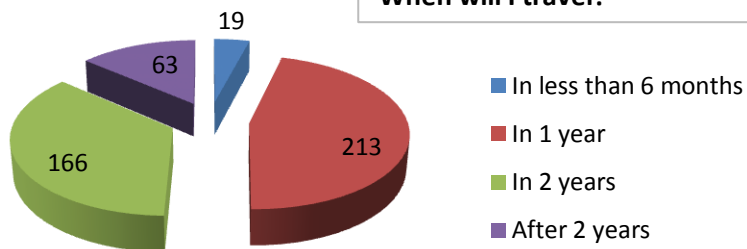
Key messages on feedback questionnaires (5= strongly agree, 1 = strongly disagree)



**How likely are you to recommend the Fair to a friend?
(10 = very likely. 1 = very unlikely)**



When will I travel?



65% of respondents said they would not apply or they do not know whether they would apply to the UK if the country leaves the UK and fees are not maintained.

5. Brexit – anything to learn?

We included a question about Brexit in feedback questionnaires and a summary of key concerns per audience as outlined as follows:

Questions from the press

- a) Will students continue to receive fees and funding?
- b) What will happen after 2018?
- c) Concerns about recognition of qualifications
- d) Concerns about being welcomed and personal safety / well-being

Not surprisingly, the key questions from press, parents and teachers/students mostly coincide.

- Will fees and funding continue?
- What will happen after 2018?
- Will qualifications be recognised?
- Will students feel welcome?

Questions from the audiences – especially at presentations and main desk

- e) Will students continue to receive fees and funding?
- f) What will happen after 2018?
- g) Concerns about recognition of qualifications

Questions from teachers

- h) Will students continue to receive fees and funding after 2018
- i) Concerns about recognition of qualifications
- j) Expressed some parents are concerned about the UK being hostile

While there is a clear repetition of the same type of questions from all and these are not unexpected, we did not observe massive concerns. Visitors asked polite questions which did not have a too strong reaction when we were unable to respond (what after 2018). Yet, uncertainty and negative coverage of the UK's changing relationship with Europe will most likely have an impact on 2018 recruitment figures.

Will you go to the UK should it exit the EU?

35% responded Yes

65% responded No or I do not know

Out of 19 teachers, 10 replied that choosing to study in the UK would not be affected by Brexit.

6. Feedback from exhibitors/visitors & recommendations

Appendix 1 gives you a full record of comments received. Here you have responses and recommendations for exhibitors and organisers, based on this feedback.

6.1 Key recommendations for the organisers with actions/comments:

We have received comments and suggestions from exhibitors on the following areas:

- Venue in Madrid (a bit dark and noisy when full). We have already booked a new hotel for next year. It is a pity but the fantastic Eurobuilding is now unavailable for us as a pre-condition for booking is to reserve 150 rooms! The teachers from schools also mentioned they preferred the hotel with better access for schools.
- Flow of students: We agree and always try to group students to manage peak and slow flows but it is not that straightforward. Either a group calls at last minute with a big group (and we have to fit them – or reject the group) or when no school is interested in late evening and we are totally dependent on general public.
- Lunch in Madrid on day one a bit slow (or not good enough). We remedied for day two. Quality around the neighbourhood was best possible for such a big group. Lunch in Barcelona should include more options for vegetarians. We will make sure of this next year.
- Hotel Les Corts was sub-standard: point taken, the Constanza was unavailable and we thought Les Corts was convenient (very close). Group booking already taken for next year.
- Wifi did not work in Barcelona. We were aware and requested that this was solved asap. Apologies for that, completely beyond our control.
- Age of visitors – not enough PG. We market the Fair to 16+ students but cannot avoid some schools bringing younger kids. While we market the fair to PG as well as UG, this is primarily an UG fair. According to registration forms, we had xxx visitors interested in PG, 1 in XXX of all visitors.
- Can we locate all Universities from Wales together? I am not sure. I will check with BC HQ as the rule is that we locate exhibitors in alphabetical order.
- Information sessions: Not as well attended on day two. Feedback from visitors about the information sessions were overwhelmingly positive. For us this is an extra and it is not our objective that they are full but that they help those who do not know the UK model/system. We will continue to offer a wide variety of sessions and repeat the most popular ones. We will also continue to offer the general sessions throughout the year in schools, city councils, youth information offices, etc.
- Students still ask for general info (UCAS, personal statement) to universities. Not only we had 2 sessions each day, our information desk is there to provide this information. Whenever students ask for this, please direct them to the BC main desk. I am afraid that we really cannot avoid visitors asking you the same questions which have already been responded.
- Market Briefing and pre-arrival information earlier: Good feedback about market briefing information but several require information to be sent earlier. The handbook, with all essential information was sent in July,

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September (drafts) and a fully-finished version 10 days before the event. The market briefing was sent on Monday evening (2 days before the event). I am afraid we were still putting this together over the weekend as it includes a lot of information (media impact and analysis of pre-registration) which needs to wait to the last minute to be extracted, analysed and formatted for the event. We will do our best to send it a bit earlier next year.

6.2. Key recommendations from teachers/students for exhibitors and BC

The recommendations below are based on what visitors told us:

1. They highly valued the fact that exhibitors brought alumni members and stated that this is an excellent way to learn first-hand what life is like at university.
2. They did not like that sometimes some booths were not staffed (sorry, they are hard to please ☹)
3. Overall satisfaction was excellent but they wanted more unis (and named them: Scottish, Kings, Oxford, Cambridge, LSE...), more venues (other than Madrid and Barcelona), more info on PG (?) as well as more information about Brexit.

Some students required reassurance that current conditions for EU students remain after Brexit, a dedicated desk to support them with this and the request that exhibitors are organised according to reputation or disciplines, which is not possible for obvious reasons. We will send a message to all visitors to reassure them that British Council, all exhibitors and Universities UK are working hard to achieve this.

Finally, some recommendations and feedback from British Council colleagues in Spain.

1. **If interested in a PG market in Spain**, please have a look at our exhibitions in SIEM in February/March (<https://siem.britishcouncil.org/exhibition/education-uk-spain-postgraduate-fairs-march-2017-fiep-futura>). New and wider audiences and brand awareness. Any questions, please write to Carolina.jmenez@britishcouncil.es.
 - FIEP Lisbon – one place left (9 March);
 - FIEP Madrid (23 Feb) – one space left;
 - FIEP Santiago – 3 places left (15 Feb) &
 - FUTURA Barcelona – 3 spaces on day one and 2 on day 2.
2. If at all possible, avoid asking for PAU exam marks. This exam is about to be eliminated (june 2017). Also, rather than an overall average mark, you may ask marks in specific subjects. When you talk to students, stress that Spanish bachillerato is accepted all over the UK.
3. If you have been approached by **e-Magister**, be aware that, unlike Mastermania, they are an education portal which includes reputed and non-reputed institutions alike, regulated and non-regulated institutions. Consider reputation as well as impact when you contract with them.

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4. We thank you for sending two delegates; we feel this has reduced the queues and allowed for a better student flow, especially during peak times.
5. We want to reiterate our thanks for choosing to come to Spain this year and highlight the agreed messages for our audiences: UK is the second strongest university system in the world by a significant margin. Students are in charge of their learning, content and competence based, where tutors and personalised advice/learning is key. The UK provides all its students with magnificent international opportunities during and after they finish their studies (employability rate).

7. Conclusions and follow up

Overall we are very satisfied with the number and quality of visitors and exhibitors at our Education Fairs. We believe our audience allows for one and a half days in Madrid and one full day in Barcelona for a maximum of 40 exhibitors. Feedback received from visitors is excellent in terms of quality of the organisation, support at the venue and information received both from exhibitors and organisers, with some interesting suggestions and little areas for improvement which we will take into consideration. The British Council registration system continues to be a real area of concern to schools and BC Spain as we think the amount of information required is excessive. We note only one exhibitor used the VRS system during the event.

As an attempt to try to recruit for PG and having tried AULA and FUTURA, we will aim for diversification by hosting a reduced number of exhibitors at 5 different events. BC Spain has no capacity for a PG British Fair similar to the October UG Fair. We hope to be able to attract 3 exhibitors for each of FIEP Fairs (Lisbon, Madrid, Santiago) and 5 for each of the two days in Barcelona.

We hope universities feel as positive about our Spain Fairs as we do and that our annual event continues well into the future.

HUGE THANKS FOR YOUR SUPPORT OVER LAST FEW DAYS (AND YEARS). LOOK FORWARD TO SEEING YOU AGAIN NEXT YEAR.

Maureen McAlinden, Raquel Fernandez-Montes, Isabella Petith, Fernando Mínguez & Carolina Jiménez, **British Education Team, British Council Spain**

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Appendix 1: Exhibitors and participants comments

EXHIBITORS' FEEDBACK

POSITIVE FEEDBACK	ROOM FOR IMPROVEMENT
The event in Madrid was close to perfection	Venue had a couple of problems - lights, very noisy when full. Lighting was distracting during the fair but this was hard to foresee.
Transportation was organised really well - well done	More info before fair (2). More info on grading system
Thank you for organising the fair for your help and support	Lunch was slow but you really helped rectify this on the second day
Great work	Better refreshments (English tea would be much appreciated) and service was slow
high quality students, well organised	Can we have a Wales section next year please ie put the Welsh unis together (2)
I'm very happy with a general fair set up and assistance provided by the BC Spain	Passport had the wrong courses for us, not sure if this was down to us or not (2). Food could have been better
As per Barcelona feedback - Excellent.	The only additional thing I would add is i would have liked to talk to more PG students.
Really helpful staff and very welcoming, friendly. I thought i had lost my materials and Raquel was very helpful in helping me. I had a great fair it was very well organised. Thank you.	It would be useful if there could be a printed guide on applying and personal statements for students so that we can focus on questions on the institution - particularly useful when queues are long. The venue in 2015 was better - COAM was good but acoustically very load so difficult to talk
It was perfect, thank you.	The Thursday morning was very busy, perhaps the schools need to be more spread out across the event, keep some big groups with smaller ones rather than big groups together. Spread students morning and afternoon
Thank you to Raquel, Caroline and all the team - as always, personable, professional and amazingly well organised! The venue was excellent and the flow of students around the hall much smoother and more manageable than last year. The briefing was informative and the "home truths" about perceptions of the UK were difficult to hear but so useful.	Presentations on the second day not as well attended as on first day
Great service. Muchas gracias.	I don't think I can say whether it has value for money / whether we would return until we have undertaken follow up activities and see if we receive an applications going forward.
I do think it has been a well organised and well attended exhibition	Wifi in Barcelona was a problem (3)
The whole event was excellent	Do not use Les Corts, it is sub-standard
Venue very good (Barcelona)	Ask students or give them 3 questions they should ask
Excellent service (4)	Slow last 90 minutes (Barcelona)
Thankful for event (3)	

TEACHERS' FEEDBACK

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Facilities: Refreshments for staff were very limited - only coffee or tea yet next table had pastry and juice etc for another event (Barcelona). No facilities for refreshments for students. While the new venue this year was lovely, it was inconvenient as far as transportation by coach is concerned. The teachers did not have any room to use. No coffee was provided, only for exhibitors. This has been the worst venue ever (note – we don't understand this comment as teachers had sofas and tea/coffee/biscuits in Madrid and in Barcelona same as always...). It would have been nice for the students if there had been a working vending machine for water, drinks and snacks.

Content/information: The pupils were very impressed by the information talks and the chats they had with the universities. They returned full of enthusiasm. It was a great event. The students were very happy to attend the fair. They had the opportunity to talk to different universities and get information about how to apply. Thank you for organizing this event. It helps students tremendously!

Registration system: This year all my students spent time before doing the check in as I told them this would make the process of giving their personal information shorter and they still had to do it every time they sat.

General: The best Madrid fair yet! It was a great event.

OTHER: It would be nice to have a list of participating institutions in advance and also the opportunity to suggest which universities attend/be invited.

VISITORS' FEEDBACK

More-other Unis: I would like more Universities (6). I would like LSE to be here (3). I would like Cambridge & Oxford (9). I would like Bath, Bristol & Durham. I would like UAL and Leeds University. Bring some Scottish Unis

Facilities: I would like a wider space. Areas for relaxation/sitting area for visitors. Free food for students

Information: A support desk specific to support students to deal with Brexit. More info about conferences. It would be very useful to have a map to locate each University. More info on PG and Máster. I think it is excellent student information but I would like more info about level of English and job opportunities

Venues: Bring the Fair to other areas in Spain (apart from Madrid and Barcelona)

BREXIT:

I would like that the student loans and fees are not increased. I hope you can fight to guarantee current conditions for EU in the future

Comments and suggestions: Separate stands by reputation on areas of knowledge. Sometimes the booths were empty

Appendix 2: List of participating institutions

UNIVERSITIES	
Anglia Ruskin University	University of Kent
Bath Spa University	Lancaster University (Madrid only)
BIMM British & Irish Modern Music Institute	Leeds Trinity University
Bournemouth University	University of Leicester
University of Bradford (Barcelona only)	University of Lincoln
Buckinghamshire New University	London Metropolitan University
Canterbury Christ Church University	The University of Manchester
Universities in Cardiff Cardiff University / Cardiff Metropolitan University	Middlesex University
City University London	The University of Northampton
University College Birmingham (Madrid only)	Northumbria University (Madrid only)
University College London	The University of Nottingham (Barcelona only)
Coventry University	University of Portsmouth
University for the Creative Arts	Richmond, The American International University in London (Barcelona only)
University of Derby	Royal Holloway, University of London
University of East Anglia	University of Southampton
ESCP Europe Business School (Madrid only)	Southampton Solent University
University of Essex	University of South Wales
Goldsmiths, University of London	St Mary's University, Twickenham (Madrid only)
Imperial College	University of Sussex
Istituto Marangoni London	Swansea University
Keele University	University of Warwick
	University of Westminster
Others	
British Council Exams Services	AGENCY - International Education Consultants IEC
TNE Spain - IE University	AGENCY – The Lemon Tree Education (Barcelona only)

Appendix 3: Advertising and promotion plan (media plan) – Shared for Madrid & Barcelona

Pre-event:

List of all Actions

Our marketing plan was designed to communicate effectively with different target audiences (B2B: Spanish institutions, schools, British schools. B2C: parents, pre-university students, teachers).

Direct promotion actions by BC:

- meetings with local educational authorities for their support with our communication to public schools, and with city councils to promote in their websites for “activities in the cities”.
- telephone calls and e-mails to over 500 schools,
- e-mails to language assistants in Spanish institutions (over 3000),
- mailings to 167 schools of English
- mailings to all Spanish Universities International Relations (84),
- a variety of social media campaigns on twitter and facebook – mainly timed from 3 weeks before the event
- direct mailing to our contacts: twice in the newsletter in June and Oct + e-mail direct message (+70,000 contacts)
- 10,000 invitation cards announcing the Fair and distributed via schools, colleges, Universities, EFL schools and BC offices. A large version on our gate (on an important road in centre of Madrid).
- 5,000 invitation cards distributed through education newspaper (inside the plastic used for mailing)
- collaboration agreement with “multipliers”/collaborators and others (all partners)
- paid advertising in Expansión y Empleo (3 weekends before Fair) as well as on-line paid advertising in Madrid and Barcelona
- contract a press agency dedicated to generating media impact

Social Media Actions: Facebook, LinkedIn, Twitter (and blog)

Facebook campaigns:

- BC facebook site – 29.000 fans.
- 4 facebook promoted posts targeting students geographically, by age group and various campaigns, addressed to different target audiences and reaching over 120,000 people.

Twitter efforts: regular tweets coordinated and integrated with other British Council accounts in Spain (Exams, Comms, Education, Teaching Centres)

Blog: <http://yesstudyintheuk.wordpress.com>

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Detail of Press & Media impact (including paid and Agency impact)

PRESS RELEASES:

- 4 July: Jo Johnson communication about 2016/17 fee maintenance
- 15 September: Activities advance notice (talks and Fair)
- 5 October: General Press Release stating the UK is a welcome country for students worldwide
- 10 October: Promotion of the collaboration agreement BC/SIENA (media Agency) for dissemination of Fair and schools Fair 2016 (Feb)
- 11 October: UK will maintain loans and fees for 2017/18 students
- 17 October: Press Call – Fair inauguration details
- 21 October: Press Call – Andy Buck (school leadership expert) – to showcase the UK's expertise in an area where Spain is lacking (provides reputation and impact)
- 25 October: Conclusions Conference Andy Buck

OTHER MEDIA ACTIONS:

This year the agency had to underline the issue of Brexit as this was in the news every day and impact was bound to increase. Press impact 4 times higher than previous editions. The press call during the inauguration also attracted extra media impact as we had visitors from UUK (Paul O'Prie and Dr Manning as well as the Ambassador, Simon Manley and Director British Council, Andy Mackay)

NEWSPAPERS/MAGAZINES/DIGITAL:

Apart from paid announcement in Educación y Empleo – paper & on-line at the weekend (3 weeks in advance and week previous to event) and 5,000 invitations through Magisterio Español distribution channels in Madrid and Barcelona, we reached 34 million potential readers through 268 media mentions. This included:

RADIO: (listen below if you wish)

- http://capitalradio.es/universidades-brexit/?doing_wp_cron=1476960701.7589049339294433593750
- https://www.ivoox.com/universidades-britanicas-suspenden-al-brexit-audios-mp3_rf_13385680_1.html
- <http://www.rtve.es/alacarta/audios/el-canto-del-grillo/canto-del-grillo-becas-reino-unido-18-10-16/3760739/>
- <http://www.rtve.es/radio/radio-exterior/>
- <http://rtve.es/a/3762635>

262 written media:

- 10 mentions by Europa Press
- 175 Digital media articles (links below)
- 53 general newspapers on-line coverage (links below)
- 22 Press cover/articles in newspapers or magazines
- 2 articles in special supplements

Links to Digital media coverage and radio interviews:

http://capitalradio.es/universidades-brexif/?doing_wp_cron=1476960701.7589049339294433593750
https://www.ivoox.com/universidades-britanicas-suspenden-al-brexif-audios-mp3_rf_13385680_1.html
<http://www.rtve.es/alacarta/audios/el-canto-del-grillo/canto-del-grillo-becas-reino-unido-18-10-16/3760739/>
<http://www.rtve.es/radio/radio-exterior/>
<http://rtve.es/a/3762635>
https://www.mastermania.com/noticias_masters/ferias-de-educacion-britanica-2016-en-madrid-y-barcelona-org-4340.html
<http://elquiosco.net/350821-%ABno-habra-marcha-atras-en-el-brexif%BB.html>
http://sevilla.abc.es/internacional/abci-embajador-reino-unido-espana-no-habra-marcha-atras-brexif-201610211820_noticia.html
http://www.abc.es/internacional/abci-embajador-reino-unido-espana-no-habra-marcha-atras-brexif-201610211820_noticia.html
<http://www.eliberico.com/estudiantes-europeos-ante-el-brexif.html>
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