



Your journey begins here

Education UK Exhibition Japan

Tokyo, 13 October 2012

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1. Event fact file

[Tokyo]

Venue	Belle Salle Kudan, Tokyo, 13 October 2012
Opening hours	13:00 – 18:00
Stand costs	£1,982
Seminars	<p>13:10 – 13:50 Student Life in the UK – Tips on saving money and places to shop</p> <p>14:00 – 14:50 Guest Talk – Sports Commentator and English football expert Akihiko Nishioka will talk about his experience of studying in London and the current UK sports scene</p> <p>15:00 – 16:20 IELTS Seminar – Introduction to the IELTS English language test and a demo lesson on IELTS skills by a British Council English teacher.</p> <p>16:30 – 16:40 Prize Draw – Prize draw for Japan-UK plane tickets</p> <p>16:50 – 17:40 Alumni Talk Show - Discussion with Japanese graduates of UK universities</p>
Unique feature to give added value	<p>This year's event was jointly branded by Education UK and the Britain is GREAT campaign being promoted by the UK government. The GREAT campaign, which is designed to promote interest in the UK in the year of the Olympics, was used in our communications in advance of the event and also on the day of the exhibition, in the form of a large screen showing the campaign video, GREAT banners, a guest speaker to promote life in the UK, as well as GREAT branded gifts and prizes for visitors.</p>



2. Key statistics

* Full feedback can be seen in Appendix 1.

Attendance	Tokyo	
	2012	2011
Total number of visitors	740	580
Total number of exhibitors	41	37
Visitors' primary market objectives		
Primary/High school	3%	3.8%
FE College	7%	3.6%
University preparation course	12%	5.5%
Art	13%	12.2%
UG degree	33%	25.9%
Short term UG programme	13%	10.3%
PG degree	50%	25.3%
English course	16%	11.9%
Transnational course	1%	1.5%
Demographics of visitors		
Male	40%	35.4%
Female	60%	64.6%

3. Impact of marketing plan

This year's event was managed by a company that specializes in the publication of education materials and has an extensive database of schools and university contacts. The main focus of our marketing plan was on direct mails to their database of contacts in addition to e-mails to the British Council's database of prospective students and general customers. Paid publicity involved promotion on the Tokyo underground as well as on a popular online English language tool.

- Two versions of the event flyer were sent in June and September to a database of 1,500 educational institutions, including 360 universities, 200 junior colleges, 100 vocational colleges, 100 junior high schools, 600 senior high schools, 60 English language schools, 60 international centres and 20 boards of education.
- The British Council regularly promoted the event to its database of 2,500 prospective students, as well as well as the 12,000 customers registered to the monthly E-Flyer.
- This year we offered participating institutions a chance to have their institution highlighted in two exhibition-specific promotional mailshots to be sent in the weeks leading up to the event. Six institutions signed up for this service and the feedback from our readership was very positive, with several students commenting that they would like to have received similar detailed information for the other participating institutions.

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- A pre-registration system encouraged students to pre-register for the event in order to receive a gift on the day. 300 students pre-registered for the event.
 - A selection of prizes were prepared for people who took part in the exhibition and were promoted in advance of the event as incentives to take part. All visitors to the event were entered into a prize draw to win return flight tickets from Japan to the UK. Visitors who liked the British Council Facebook accounts received a free IELTS study book at the event. Also, visitors who completed the event questionnaire were able to receive GREAT branded note pads and t-shirts.
 - Adverts were placed on the Hanzomon underground line in Tokyo, which passes through the station nearest to the event venue and is popular with students. A flash banner was also placed on the ALC website which is popular with English learners and receives an average of 10,000,000 page views a month.
 - Press release resulted in free mentions in four newspapers with a total readership of 5,198,947, as well as mentions on 35 different websites.
 - 75% of questionnaire respondents that they attended the event as a result of finding information on one of the British Council websites.

4. Conclusions and follow up

This year marked the 25th anniversary of the Education UK Exhibition in Japan. For the past several years the number of visitors to the event had been declining, going from an attendance of just under 2,000 in 2007 to 580 in 2011. This trend was bucked in 2012, with the number of visitors rising 28% from the previous year to 740, higher than the figures from the previous two years. The improvement in the study abroad market, partly brought about by the various government and university initiatives to encourage more young people to spend time abroad, is the key factor in this increase. Another factor is that the number of participating institutions was up on previous years (from 37 in 2011 to 41 in 2012). This was in part due to the reduced institution participation fee which was down by almost £1,000 compared to the previous year. While the British Council had to make various cuts to the event costs (such as moving to a smaller venue) in order to be able to offer a reduced fee, the positive feedback from institutions and visitors (see appendices 2 and 3) indicate that these changes did not impact negatively on the event.

4.1 Key recommendations for institutions

As in previous years, we received a number of enquiries from customers about the role of agents at the event. For example, in advance of the event we received enquiries from some customers wanting to know which booths would not be manned by agents so that they could visit them on the day of the event. While we understand that a large number of institutions depend on the support of agents at these events, we recommend that the booths are manned by UK staff where possible. Furthermore, the visitors' questionnaire highlighted the following points:

- A number of visitors commented that they would have liked to have been able to receive more information on the short-term undergraduate programmes offered by the institutions in attendance.
- Some visitors commented that certain institutions had run out of prospectuses and requested that they bring more for future events.
- A number of visitors came to receive information on studying English in the UK and would have appreciated more information on English courses from the universities with English centres.
- Some students interested in studying art were disappointed that the institutions offering art did not have members of staff in attendance who could offer advice on portfolios.



4.2 Key recommendations for the British Council

The feedback received from participating institutions and visitors was largely positive. The majority of people were happy with the size and location of the new venue. The institutions were pleased with the large number of visitors and enquiries received while the visitors were grateful for a wider selection of participating institutions than in previous years. Suggestions for improvements were received in the questionnaires for participating institutions and visitors and are summarized as follows:

- Feedback from institutions and visitors with regard to opening times differed. While the majority felt that the opening hours were appropriate there were some that felt it could have been longer given the high attendance. A decision on the opening hours for future events will be taken based on a review of the feedback received.
- Feedback on the seminar programme was positive, although there were several requests for a session detailing the basics of study in the UK for students at the initial phase of their study abroad planning. This is something that we are considering including in future events.
- A number of visitors said that they would like to have received more information on English language and high school study abroad programmes. We will consider including a brief session on these areas in next year's seminar programme.
- Some visitors commented that they would have appreciated a rest area where they could sit down and read through the materials they had received. This is something we will consider incorporating into next year's event.
- Encouraged by the increased number of visitors compared to last year's event and the general upturn in the study abroad market, a number of institutions expressed their interest in the small-scale student recruitment event being planned by the British Council to take place next year on 1 April.

Appendix 1: List of participating institutions

Participating Institutions	
University of the Arts London	Leeds Metropolitan University
Aston University	London School of Economics and Political Science
University of Bath	The University of Manchester
The University of Birmingham	Middlesex University
University College Birmingham	NCUK
University of Bradford	Newcastle University
University of Brighton	Queen Mary, University of London
University of Bristol	Oxford Brookes University
The Arts University College at Bournemouth	The University of Reading
Bournemouth University	Royal Holloway
University for the Creative Arts	School of African & Oriental Studies (SOAS)
De Montfort University	University of Southampton
University of East Anglia	University of St. Andrews
EF Education First	University of Stirling
University of Essex	University of Sussex
The Glasgow School of Art	University College London
Goldsmiths, University of London	University of Warwick
University of Glasgow	University of West London
University of Kent	Writtle College
King's College London	The University of York
University of Leeds	

Appendix 2: Visitors' survey results

Education UK Fair Tokyo October 2012 Number of participants - 740 Number of questionnaire respondents - 300		Number of responses	Percentage
Sex			
Male		120	40%
Female		179	60%
Residence			
Tokyo, Kanagawa, Saitama, Chiba		258	86%
Other		33	11%
No response		9	3%
Age			
Under 15		7	2%
16~18		38	13%
19~23		97	32%
24~29		56	19%
30~35		21	7%
36~40		15	5%
41~45		27	9%
46 or over		34	11%
No response		5	5%
Student/professional			
Student			
	<i>PG</i>	10	3%
	<i>UG</i>	87	29%
	<i>Junior College</i>	3	1%
	<i>Vocational College</i>	1	0.30%
	<i>Senior High</i>	28	9%
	<i>Elementary/junior high</i>	4	1%
Professional			
	<i>1-4 years of employment</i>	24	8%
	<i>5-10 years of employment</i>	24	8%
	<i>10 years or more of employment</i>	28	9%
	<i>Other</i>	47	16%
No response		44	15%
Why did you participate in the event?			
I am interested in UK culture		116	39%
I wanted to speak with alumni		15	5%
I wanted more detailed information on study in the UK		210	70%
I wanted to speak directly with the visiting universities		92	31%
I was interested in the event seminar programme*		46	15%
Other		12	4%
*(Which seminars were you interested in?)			
Student Life in the UK		28	9%
IELTS Seminar		51	17%
Guest Talk		19	6%
Alumni Talk Show		40	13%

No response	1	0.30%
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What kind of study abroad programme are you interested in?

Primary/High school	10	3%
FE College	20	7%
University preparation course	35	12%
Art	40	13%
UG degree	98	33%
Short term UG programme	39	13%
PG degree	151	50%
English course	48	16%
Transnational course	3	1%
No response	1	0.30%

How did you find out about the event?

Through the British Council		
Visit to the British Council	33	11%
British Council homepage	117	39%
Education UK Facebook page	19	6%
Exhibition website	91	30%
Education UK Newsletter	20	7%
Paid publicity		
Tokyo Underground	16	5%
Space ALC	13	5%
Flyer		
Received at school	29	10%
Received at the British Council	13	5%
Other		
Word of mouth	34	11%
School	21	7%
Media	9	3%
Other	9	3%

Appendix 3: Exhibitors' survey results

Questionnaires were completed by 30 participants, a response rate of 73 per cent.

5 = high rating/strongly agree, 1 = low rating/strongly disagree

Question	5	4	3	2	1
1. Pre-event					
a. I received all the pre-event information and support that I needed, and in good time	22 73%	5 17%	2 7%	1 3%	0 0%
Comments:					
b. The pre-event briefing is an integral part of the event and I felt informed by it	12 40%	7 23%	1 3%	1 3%	0 0%
Comments:	<ul style="list-style-type: none"> • Was unable to attend. • Didn't attend. • Whilst helpful, if I had been unable to attend I don't think it would have impacted too negatively on my experience. 				
1. The event					
a. The overall length of the event was appropriate	17 57%	10 33%	2 7%	0 0%	0 0%
Comments:	<ul style="list-style-type: none"> • Our university was very busy, therefore would benefit from another day. • Very intensive – did not need to pay attention to the prospective students for a long time. • But could possibly have been Saturday and Sunday. • For cost effectiveness (institutional fee and air travel) it would be good to hold over two days. • It could be longer as it was busy non stop and people maybe gave up waiting for us. 				
b. The opening hours were appropriate	17 57%	12 40%	0 0%	0 0%	0 0%
Comments:	<ul style="list-style-type: none"> • Starting in the afternoon is good as many visitors tend to come to the venue around two. 				
c. The venue was appropriate for the event and comfortable for the period of time spent in it	14 47%	11 37%	2 7%	1 3%	1 3%
Comments:	<ul style="list-style-type: none"> • Could do with more room but nice venue. • Last year's was better, this was a downgrade. • Too crowded when students start queuing up. • Did get a bit full at one stage! • The venue struck me as cramped and not necessarily as 				



	well connected as some near main railway stations.				
	<ul style="list-style-type: none"> • Good, central location. 				
d. The stand and furniture were appropriate for the market in which they were being used	8 27%	19 63%	2 7%	0 0%	1 3%
Comments:	<ul style="list-style-type: none"> • Three chairs are the best! • Used to be a four banner shell scheme to market courses. • Too little room to meet with prospective students in some degree of privacy and comfort. • Fascia hidden by institutions' banners. • It's better to have a power socket near the stand. 				
e. The number of quality enquiries I received made a good return on the investment of attending the event	6 20%	20 67%	1 3%	2 7%	0 0%
Comments:	<ul style="list-style-type: none"> • Around 50% were 'worthwhile' conversations. • Relatively niche market courses. 				
3. General issues					
a. Any accommodation or travel arrangements made by the British Council were efficient and suitable	8 27%	5 17%	2 7%	0 0%	0 0%
Comments:					
b. Use of the Education UK brand gave the event a clear identity.	8 27%	16 53%	2 7%	2 7%	0 0%
Comments:	<ul style="list-style-type: none"> • Perhaps more signs outside the event. • Luckily nobody from Northern Ireland – not GREAT! • Also Great Britain brand which I was not previously aware of. 				
c. The event overall represented a good showcase for UK education in a professional environment	13 43%	13 43%	1 3%	0 0%	0 0%
Comments:					
d. The cost of the event was appropriate considering the market and the overall value of participation	1 3%	4 13%	6 20%	2 7%	0 0%
Comments:	<ul style="list-style-type: none"> • Sorry, I don't know the cost – this is not my market. • It does seem comparatively expensive. • A bit pricey. 				
e. I am interested in attending a similar event in the future	10 33%	13 43%	2 7%	1 3%	0 0%



<p>Comments:</p>	<ul style="list-style-type: none"> • Conversion will play an integral part in deciding whether or not we can justify the expenditure of attending the BC fair. 				
<p>f. How would you rate the overall quality of service you received</p>	<p>14 47%</p>	<p>12 40%</p>	<p>0 0%</p>	<p>1 3%</p>	<p>0 0%</p>
<p>Comments:</p>	<ul style="list-style-type: none"> • Great. • I am always impressed by the British Council in Tokyo and your consistent 'going the extra mile' approach to supporting us. • Service beforehand was good but on the day my alumni helper and myself were besieged by students for over five hours non-stop and not once during this time did anyone ask if we needed anything, not even additional bottles of mini-water. • Food = excellent! 				
<p>g. What benefit did you expect to get from participation in this event:</p>	<ul style="list-style-type: none"> • Raise profile, encourage people to join. • We are the only English language school in this event so it was very valuable for us. Thank you. • To meet prospective students. • Student applications. • Positive leads from good quality applicants; profile raising. • To gain awareness. • Student enrolments and contacts for the future. • Profile raising. • Links with institutions. • Independent, high quality students – possibly more UGs. • Good quality students interested in PG studies. • Develop a relationship with the British Council and meet well qualified applicants and enquirers/raise our profile; pathway for development studies. • Student leads for 2013 and further broad awareness. • Access to prospective graduate students in greater numbers than might otherwise be possible. • Generate applications. • Broad awareness and course applications. • Wider understanding of Japanese market. A feel of levels of interest in our specific programmes. • Opportunity to meet high level enquirers while also raising profile of the university. • Good quality students. 				
<p>i. To what extent has this expectation been met?</p>	<p>6</p>	<p>13</p>	<p>3</p>	<p>0</p>	<p>0</p>



	20%	43%	10%	0%	0%
Comments:	<ul style="list-style-type: none"> • Don't know yet. • Will not know this until later next year. • A targeted, institution specific, event could have had similar results at less expense. 				
j. Do you expect to have definite applications as a direct result of attending this event	Yes 18 60%	Possibly 6 20%	No 0 0%		
Comments:					
Additional comments on any part of the exhibition and the service around it:					
<ul style="list-style-type: none"> • Exhibition all went well. Lunch was excellent thanks. • Quite a wide range of language ability and preparedness as to what they want to study but on the whole good quality students. • From our point of view, perhaps fair could have been longer or 2 days or am + pm as there were people waiting non-stop and we feel that some gave up because of the queue. • Cost is an issue when compare to other fairs by agents! • The announcement of raffle prizes and freight instructions were intrusive and definitely affected our counselling ability. • Great job! Very good fair this year. • Very well organized – thank you. 					



Appendix 4: Advertising and promotion plan (media plan)

Paid Publicity

1) Posters on the Hanzomon Underground Line

380 promotional posters were placed on various carriages of trains on the Hanzomon Underground Line. The line is popular with students and passes through the station nearest the event venue. The poster campaign lasted for one month from 12 September to 12 October 2012.

2) Space ALC (English language study site)

Space ALC is an English language study site commonly used by people who use or are learning English.

A moving image banner promoting the event was located on the top page of the site between 26 September to 2 October 2012.

1,821,123 clicks

2,023 impressions

<http://www.alc.co.jp/>

Free Publicity

Press releases were sent to a total of 160 targeted bodies. These resulted in free mentions in the following media:

- Nihon Keizai Shimbun (3,051,643 readers)
- Asahi Shimbun Tokyo edition (1,992,094 readers)
- Asahi Weekly (92,016 readers)
- Daily Yomiuri (63,194 readers)

The event was also mentioned on 35 different websites, including Yahoo News, Asahi Online and Yomiuri Online.

Details of British Council promotion

Flyer distribution prior to the event – 30,000 flyers distributed

30,000 flyers were distributed in June and September (15,000 in either month) to over 1,500 selected schools, international schools, universities, other key local institutions, agents, and international centres. Flyers were also distributed at related events.

E-mails to registered enquirers – Approximately 2,500 subscribers

Details of the event were e-mailed to approximately 2,500 individuals registered on the Education UK e-mail database of the British Council.



Education UK Exhibitions website – 26,922 page views, 5,697 unique users

The Education UK Exhibition website recorded the access figures above for the duration of the site (20th August 2012 – 13th October 2012). The majority of users were being redirected from British Council websites, while the remaining users were accessing the site directly or from our paid advertising with ALC. 91 people came to the exhibition having seen the information on the event website.

E-flyer – 12,000 readers

The British Council's e-flyer electronic newsletter, containing details of the event, was distributed to around 12,000 subscribers

Education UK Facebook Page

Build up to the event took place on our newly established Education UK Facebook fan page which already has over 936 fans. 19 people came to the exhibition having seen the promotion on the Facebook page.

British Council Japan Facebook Page

The event was publicised on the British Council Japan Facebook page (889 fans).