



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

**Post-event report for
Education UK Exhibition 2016**

**08 - 11 October 2016
Vietnam**

Introduction

Thank you very much for your participation in the Education UK Exhibition - Vietnam October 2016.

The exhibition was held in Ho Chi Minh City, Hanoi and Da Nang on 08, 09 & 11 October respectively with participation of 69 UK institutions, 2 UK Qualification providers and 6 local Trans-National Education (TNE) providers.

The Education UK Exhibition was the greatest opportunity in the year for students to explore studying in the UK. The event attracted 2,258 visitors over the three days, targeted at parents, students and young professionals looking for diverse pathways to university, undergraduate and postgraduate programmes.

Alongside the main exhibition, an Agent Networking event and a road-show to Le Quy Don High School were held in HCMC and Danang. Following our PR campaign of promoting 'Employability' of UK Education, many wrap-around activities including seminar programmes were organised to provide visitors an in-depth understanding about UK institutions' efforts and initiatives in enhancing employment prospects of graduates.

This report will provide you with a summary of the event, including visitor and exhibitor feedback and other useful information. We trust that this report will enable you to report the return on investment benefits and assist you with future decision making.

Finally, we highly appreciate your support, and look forward to working more closely with you in coming exhibitions and other educational promotion activities during the year.

Best regards,

Phuong Pham | Education Marketing Manager

This report includes:

Key **Highlights** of the event including visitors numbers and profile as well as media exposures.

Page 3

Details of the **Marketing** channel used to attract potential students, as well as parents to visit the fair.

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

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Results of the **Exhibitors Feedback** survey which provide comments and ideas for what went well, what did not go well, and opportunities for improvement.

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Future Steps which British Council Vietnam should consider.

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Appendix: **List of exhibitors**

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Highlights

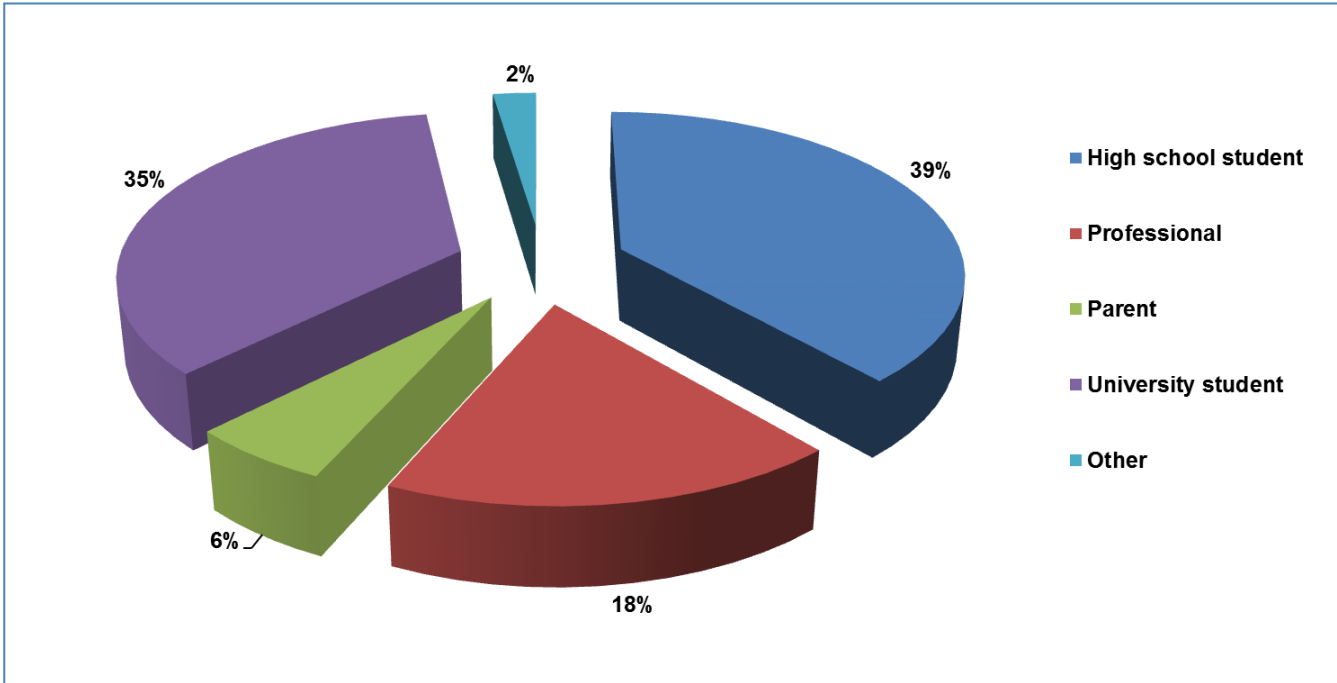
2,258 visitors
69 UK institutions
2 UK qualification providers
6 TNE providers
3 cities

Exhibition programme

Date and opening times of the public exhibition		
Hanoi	08 October 2016	13:30 – 18:00
Ho Chi Minh	09 October 2016	13:30 – 18:00
Da Nang	11 October 2016	09:00 – 11:15 & 14:30 – 18:00

Visitors' profile

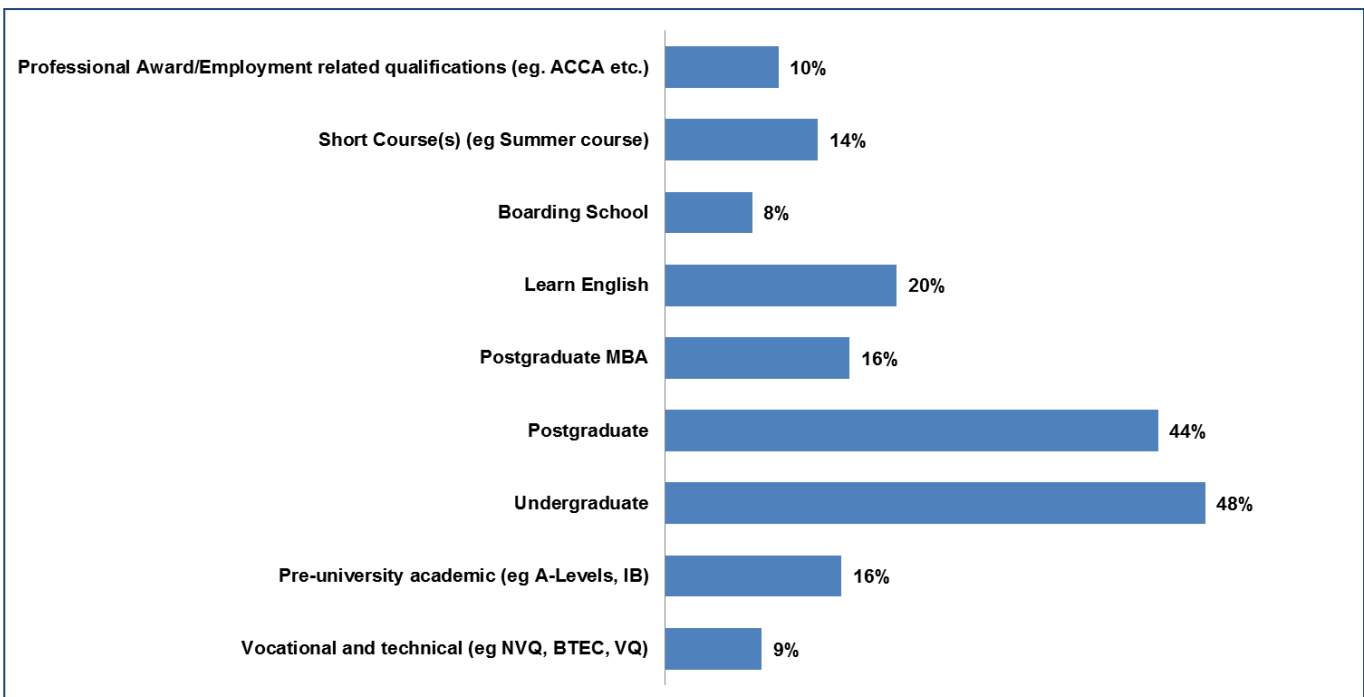
74% of visitors were **high school students** and **university students**



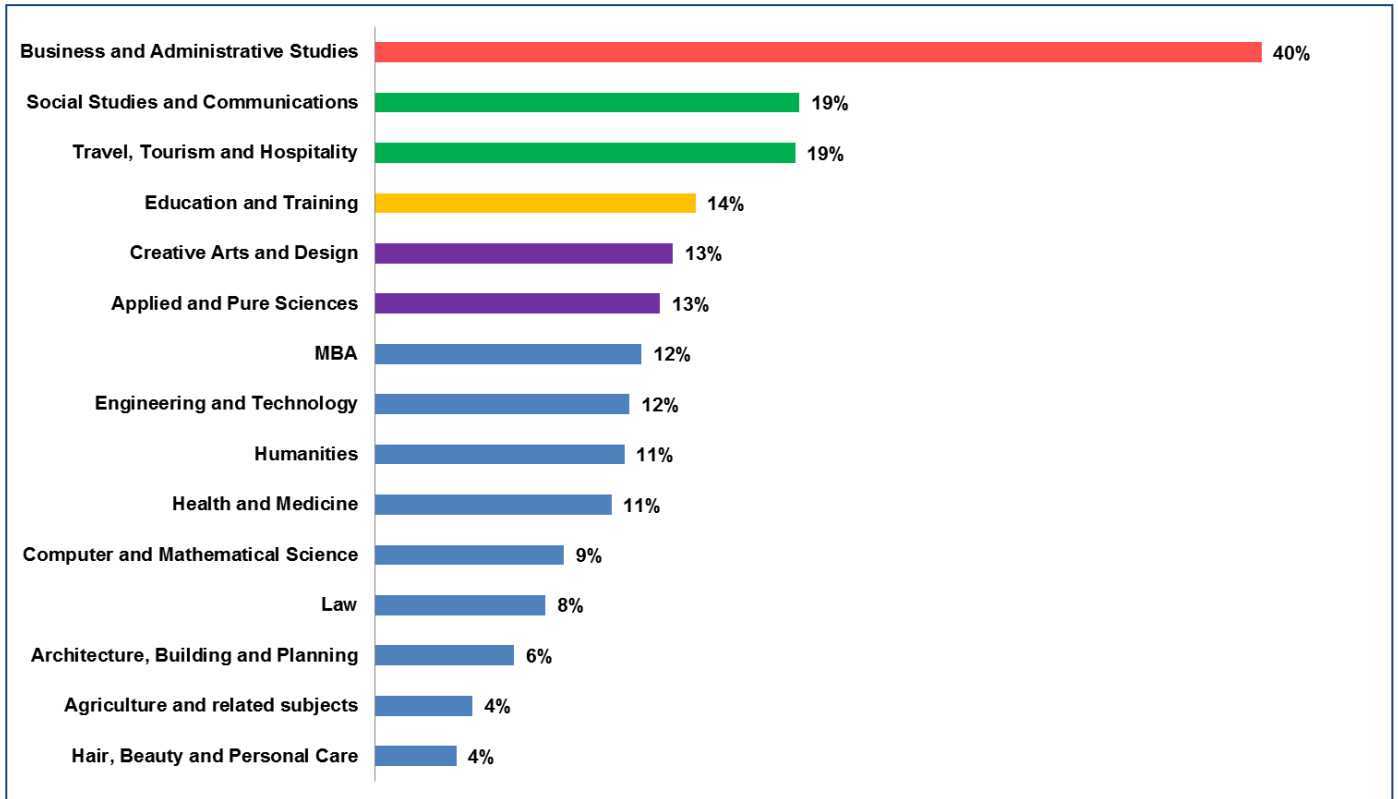
No. of visitors: n = 1,685 survey responses (excluded statistics from Le Quy Don High school in Danang)

Visitors' preference

It was almost a balance demand for undergraduate and postgraduate programmes



Though Business and Administrative Studies was still the most looking-for subjects, demand for Travel, Tourism and Hospitality, Social Studies and Communications, Education and Training, Creative Arts and Design are rising as well



Marketing

We spent

£23,000

on promotion

PR & Advertisement

7 website banners on popular online newspapers

Mobile ads run on 7 online newspapers

11 print ads placed on 4 popular newspapers

Printed materials

20,000 Invitations distributed at local schools/universities/ British Council outreach activities

121 Posters at local schools/universities/ education agents

75 Horizontal banners hung at local schools/universities



Online

- Dedicated event website/ FB campaign started 8 weeks before the event date



Direct marketing

- 2,118 SMS sent to students, parents
- 4 email shot sent to 5,000 emails

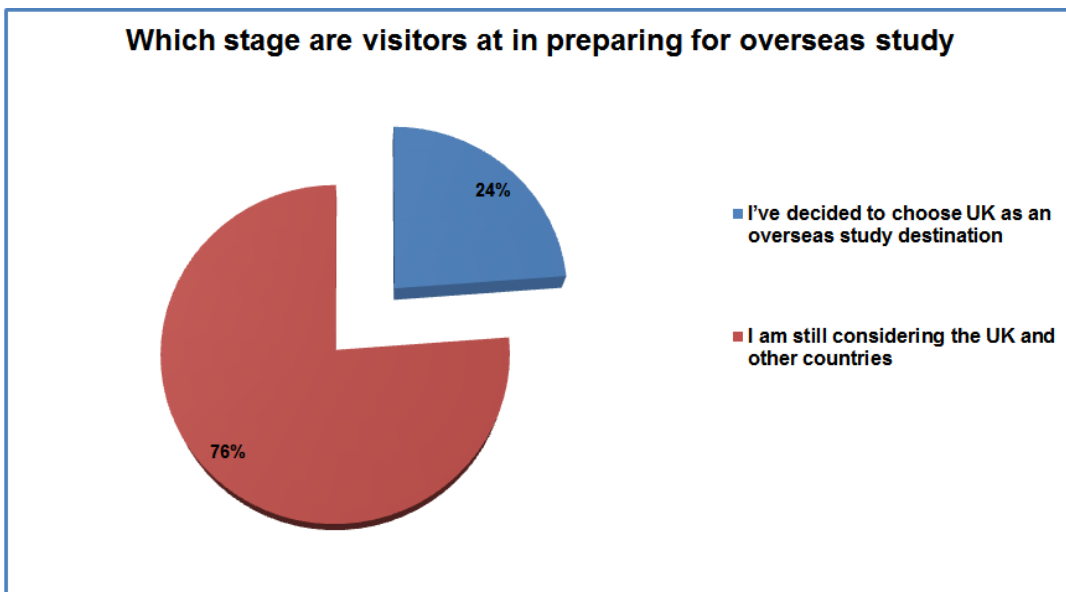


Visitors' feedback

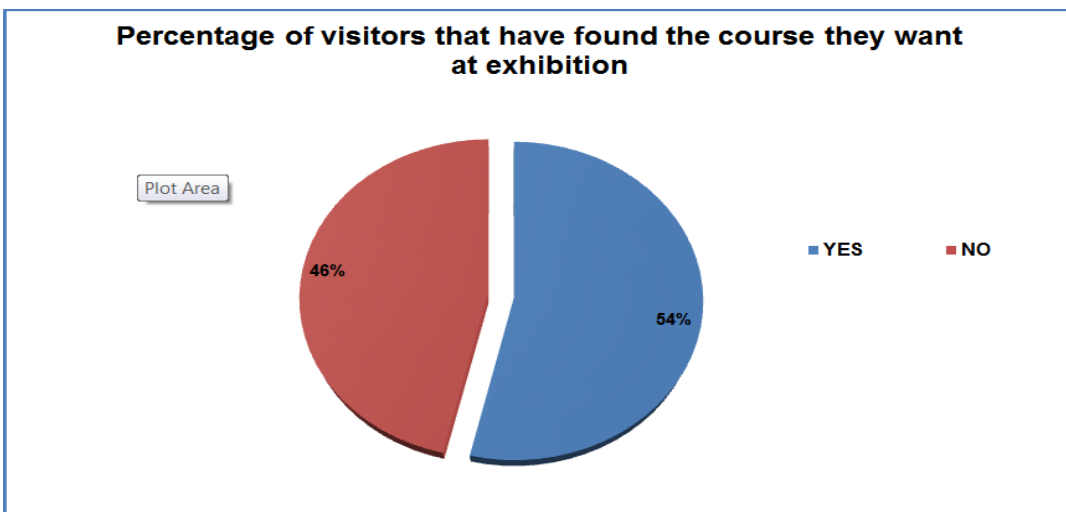
Methodology

We distributed a printed survey to the visitors during the exhibition and the visitors could get a souvenir after completing the survey. The questions were designed to gather quantitative statistics as well as qualitative remarks on visitors reactions to our exhibition and the decision making process.

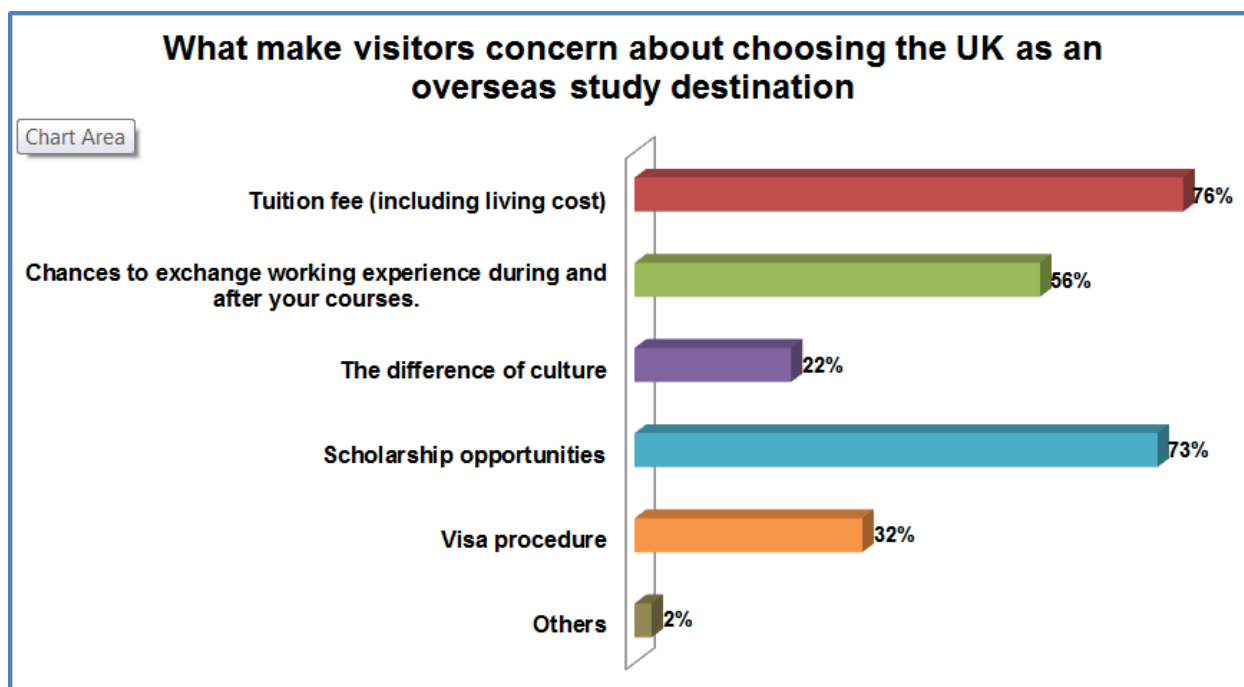
24% of the visitors have already chosen UK as their overseas study destinations
76% of visitors surveyed are still considering UK and other countries



After the exhibition, **54%** of visitors have found the course they want



Tuition fee, scholarship opportunities and chances for student to exchange working experience during and after the course are the top **3** concerns about choosing UK



Suggestions from visitors

Main compliments

- Professional event arrangement and exhibition's scale are very impressive
- I've got a lot useful information & enjoyed enthusiastic consultation of exhibitors
- Event organising team were very supportive
- I enjoyed the warm welcome and informative talk with exhibitors
- UK alumni's sharing was informative and inspiring
- It was really good to have diversified UK institutions participating in the exhibition
- This year, the exhibition has many fresh and interesting features: the check-in process is easier. There has been a gradual improvement in organizing the exhibition each year.
- This time, the exhibition was held much better in terms of location, visitor check-in and study abroad information

Key recommendations from visitors

- The handouts should include schools and universities sorted by subjects and courses so as the visitors can easily choose the suitable schools.
- The talks are wonderful but the volume is a bit small so the audience cannot capture the entire conversation. Furthermore, the organizer should allocate more seats in front of the stage area for the audience as the demand for interacting with the speakers is very high
- There should be more interesting activities so people can learn more about the culture and living in the UK.
- More seats for awaiting visitors should be added
- The basic information of each institution should be provided on a flyer/brochure for the people who cannot visit all the booths under some circumstances.

Exhibitors' feedback

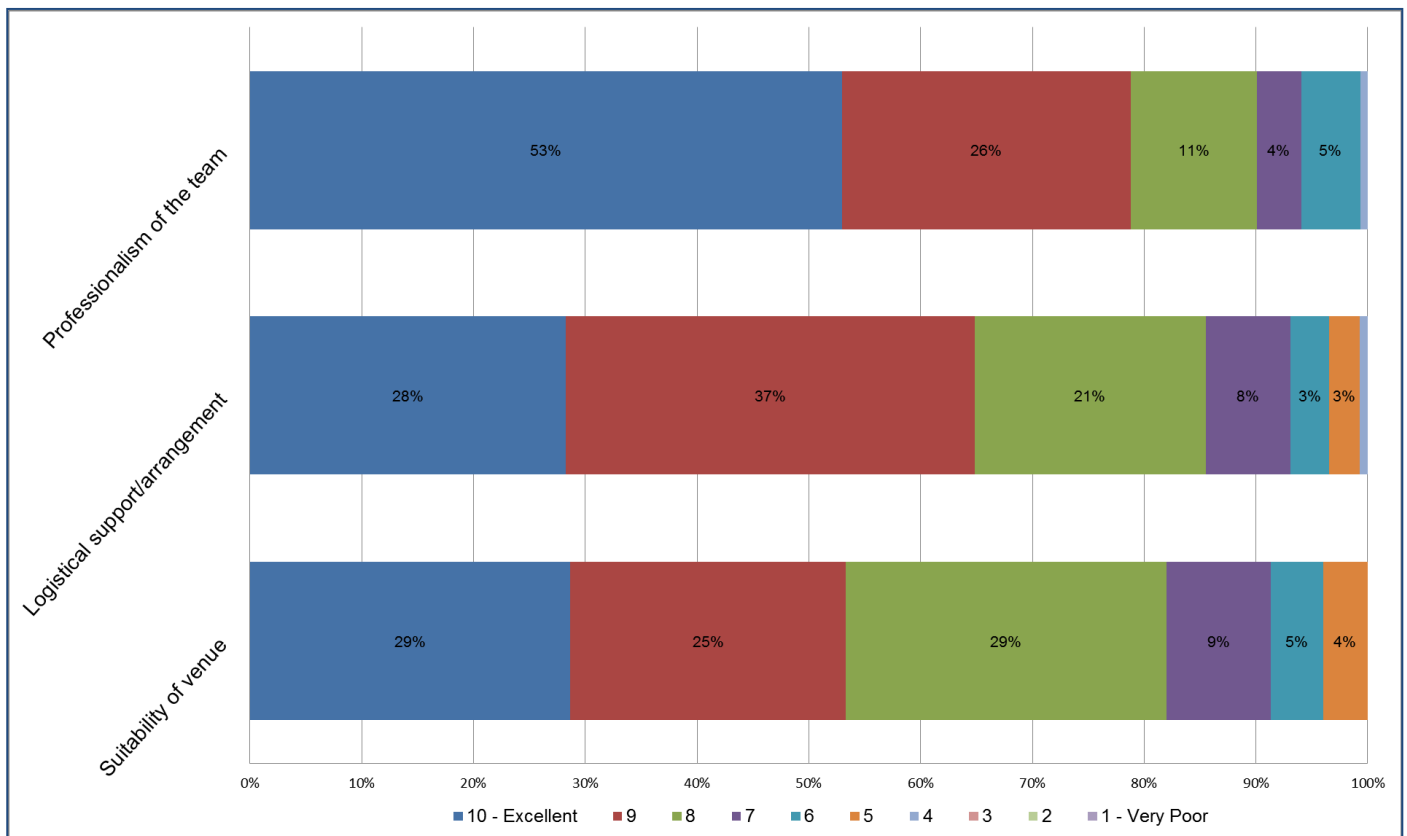
Main compliments

- Very good venue and well organisation
- The BC team was wonderful - a great pleasure to work with
- Thanks to BC team for arranging. Really good event!

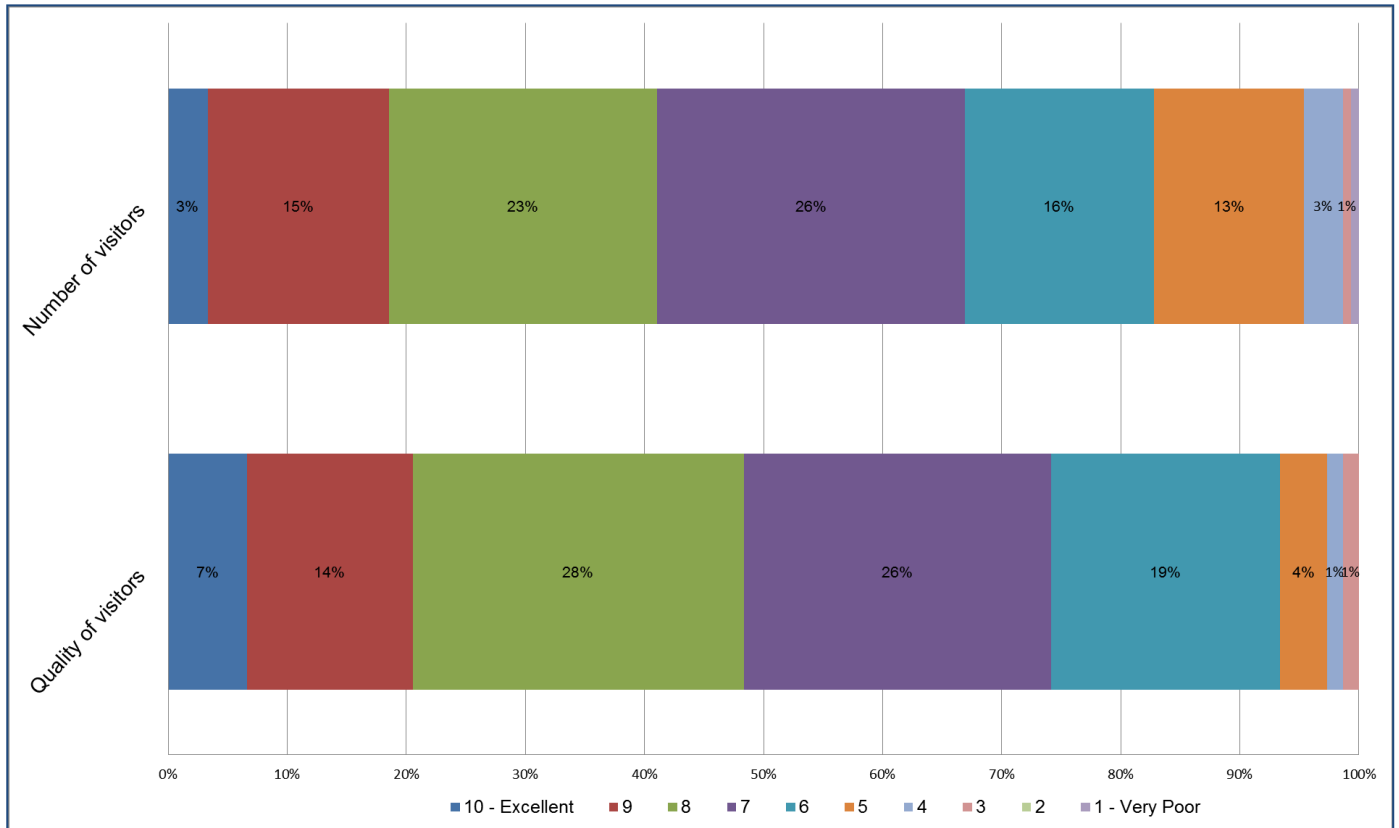
Complaints & recommendations for future event *(responses following page)*

- Too many high school students at the fair. Good for profile raising but does not help with immediate recruitment
- It would be good if possible to avoid mid-term break for schools so we can use Friday/Monday for school visit
- The floor layout in HCMC is rather odd for the one row in the middle
- Standard of catering: No vegetarian options

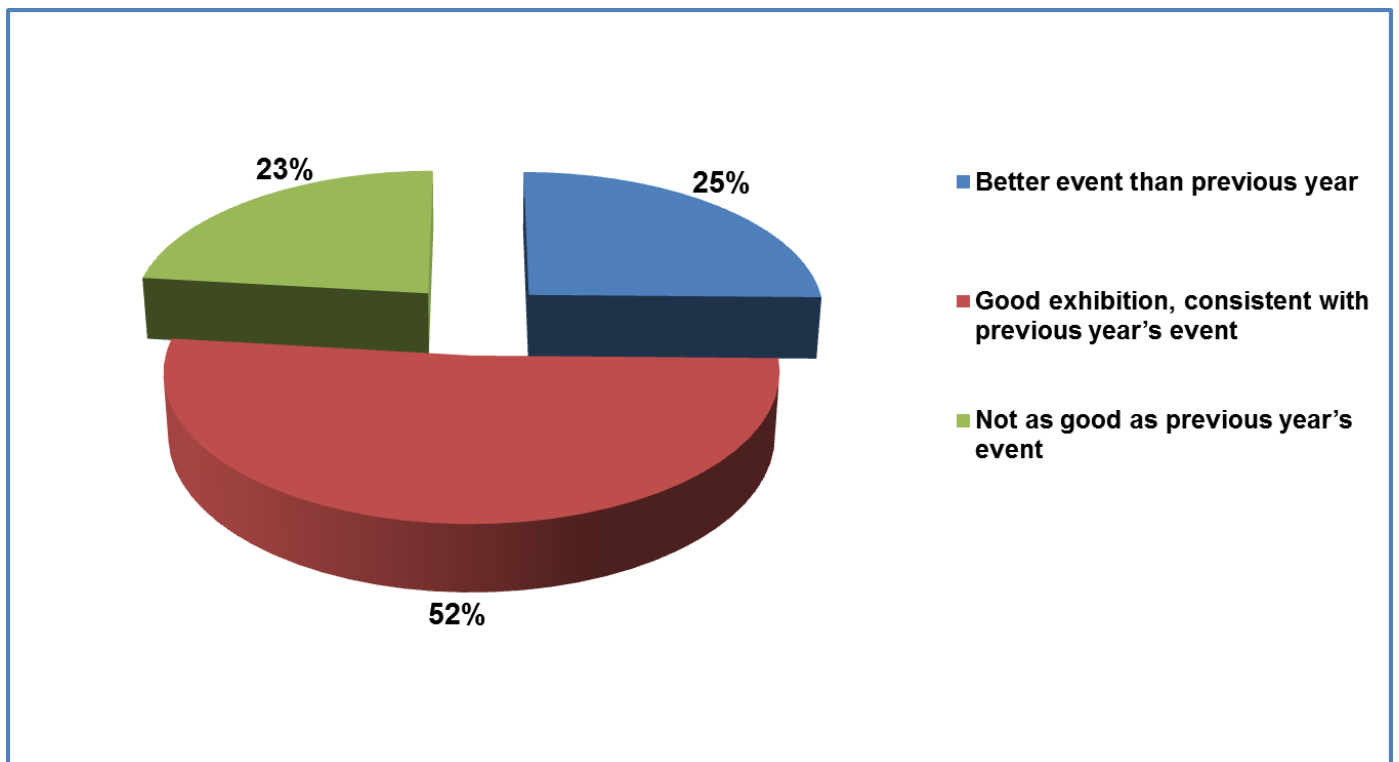
What is exhibitors' assessment of the British Council?



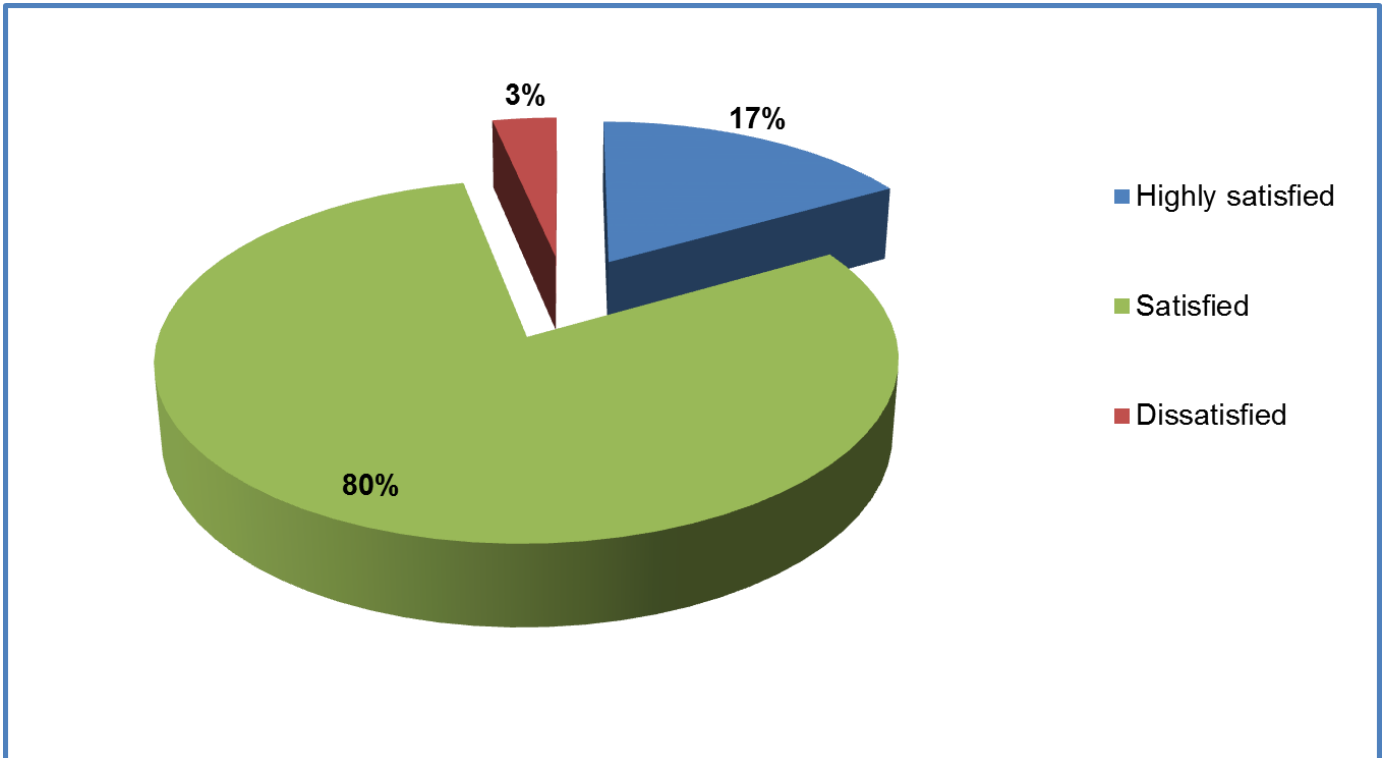
What is exhibitors' assessment of the visitors?



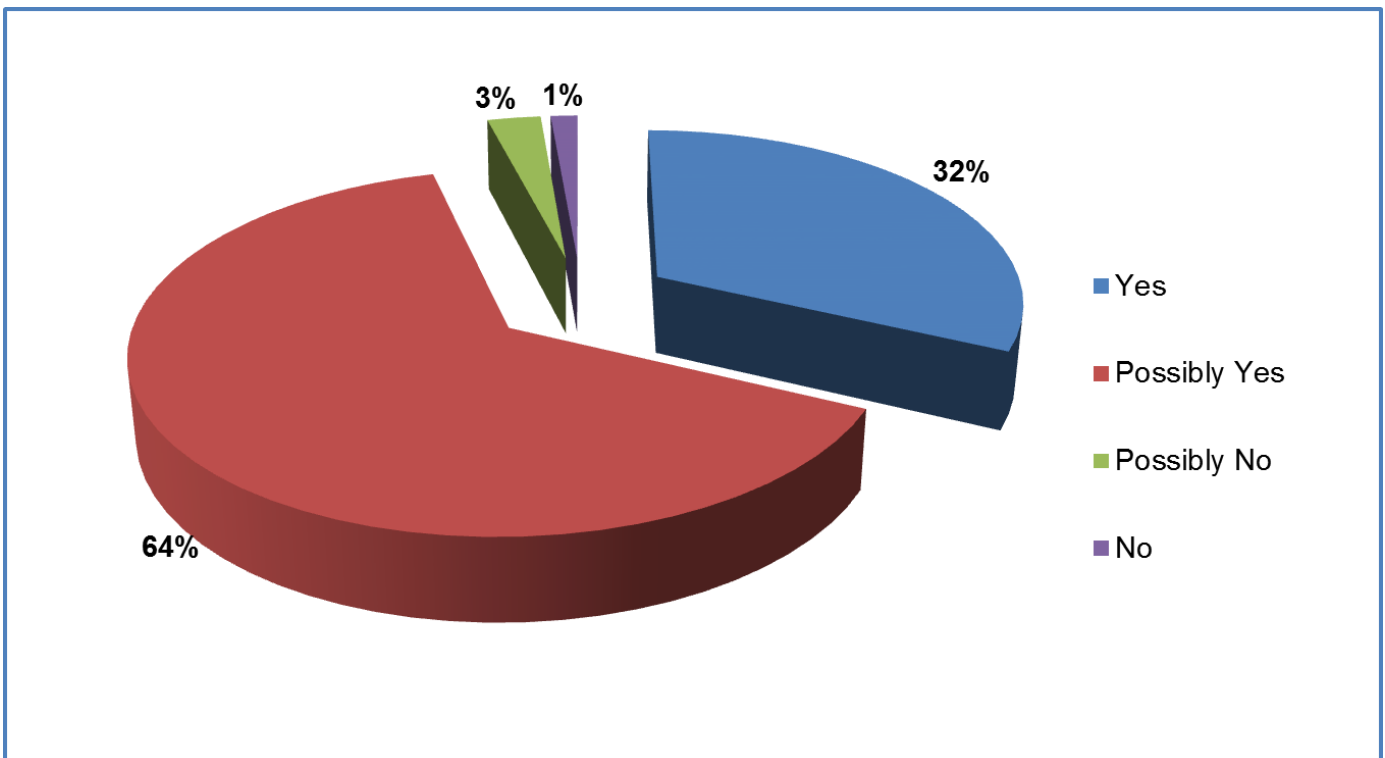
How exhibitors compare the event to last year's exhibition?



Overall exhibitors' assessment of the exhibition in three cities



Will the exhibitors be attending this event next year?



Future steps

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

British Council

- Adjust floor plan and supervise construction supplier more closely to ensure the most appropriate booth allocation and space allocation
- Notice and include vegetarian options in refreshment menu in the process of working with exhibition venue providers
- Customise marketing plan in order to better attract suitable segment of target audience to events.
- Tie the October Exhibition with the International School Roadshow in order to support exhibitors with maximizing their time in Vietnam

Exhibitors

- With reference to the Visitor survey, the top three factors that make students concern when choosing the UK are tuition fee, scholarship opportunities and chances for students to exchange working experience during and after the course. We'd like to recommend institutions to plan your budget for scholarship or bursary and promote these opportunities in future exhibitions. Besides, institutions should highlight to students your institution employability initiatives which students could benefit from while studying and after the course (i.e. Professional training year in sandwich courses, internship schemes, career centre, employability services, recruitment fair, employer visits & employer-led workshops/lectures etc.)
- There's a rising demand for other subjects rather than traditional courses like Business and Finance. Therefore, more promotion on other areas like, Tourism and Hospitality, Marketing, Communications, etc are recommended. Institutions are also recommended to participate in specific sector educational events to give a bigger impact in your marketing effort to promote those subjects.

Appendix: List of exhibitors

#	Institution	#	Institution
1	Anglia Ruskin University	41	The University of Manchester
2	University of the Arts London	42	Navitas UK
3	Aston University	43	Newcastle University
4	Bangor University	44	The University of Northampton
5	Bellerbys College	45	Norwich University of the Arts
6	Birmingham City University	46	The University of Nottingham
7	University of Birmingham	47	Oxford Brookes University
8	University College Birmingham	48	Oxford International Education Group
9	Arts University Bournemouth	49	Plymouth University
10	Bournemouth University	50	University of Portsmouth
11	BPP University	51	Queen Mary University of London
12	University of Brighton	52	Queen's University Belfast
13	Cambridge Tutors College	53	The Royal Agricultural University
14	Cardiff Metropolitan University	54	Sheffield Hallam University
15	Cardiff Sixth Form College	55	University of South Wales
16	Cardiff University	56	University of Southampton
17	CATS College	57	St. Lawrence College
18	Concord College	58	Staffordshire University
19	Coventry University	59	Stamford Endowed Schools
20	De Montfort University	60	University of Sunderland
21	Ealing Independent College	61	University of Surrey

22	University of East Anglia	62	University of Sussex
23	Edge Hill University	63	Swansea University
24	Edinburgh Napier University	64	Teesside University
25	EF Education First	65	University College London
26	University of Essex	66	University of Warwick
27	The Glasgow School of Art	67	University of the West of England
28	University of Glasgow	68	University of West Scotland
29	University of Greenwich	69	University of Worcester
30	University of Hertfordshire	UK Qualification providers	
31	The University of Hull	71	British University Vietnam
32	Hult International Business School	72	London College for Design and Fashion
33	University of Kent	TNE providers	
34	King's College London	1	HCMC Banking University
35	Language Studies International	2	NTT Institute of Education, Nguyen Tat Thanh University
36	Leeds Beckett University	3	International Education Institute, Vietnam National University HCMC
37	University of Lincoln	4	International University, Vietnam National University HCMC
38	Liverpool John Moores University	5	Hanoi Academy of Finance
39	London South Bank University	6	Hanoi University of Technology, Vietnam National University
40	Manchester Metropolitan University		