



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

**Post-event report for
Education UK August fair 2016**

**20 August 2016
Hong Kong**

Introduction

- The Education UK August fair was held on 20th August in order to coincide with UCAS clearing, with 55 institutions exhibiting
- During the day 900 visitors attended

This report includes:

Key **Highlights** of the event including visitors numbers and profile
Page 3 – 4

Details of the **Marketing** channels used to attract potential audience to visit the exhibition
Page 5

Results of the **Visitor Feedback** survey
Page 6

Results of the **Exhibitors Feedback** survey
Page 7

Appendix: **List of exhibitors**
Page 8 – 9

Highlights

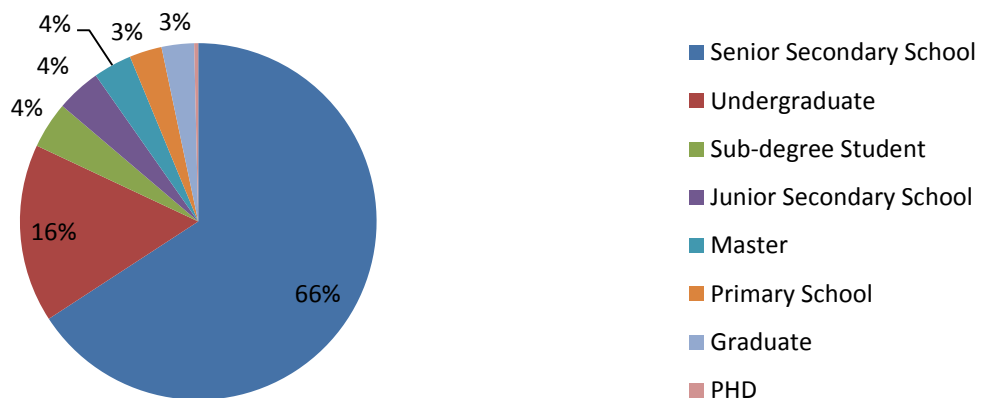
There were -

**54 BOOTHS, 55 INSTITUTIONS
900 PARENTS & STUDENTS**

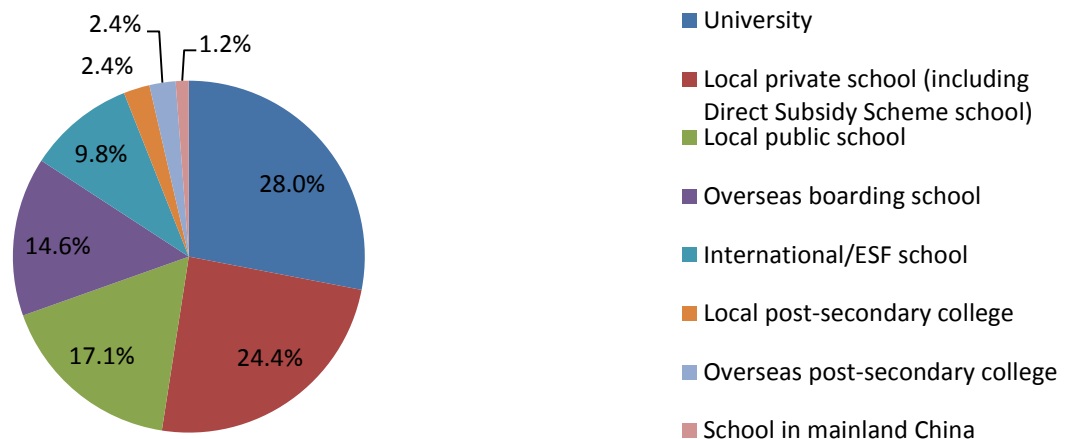
attending the exhibition

Visitors' profile

The visitors or visitors' child were mainly from senior secondary school -

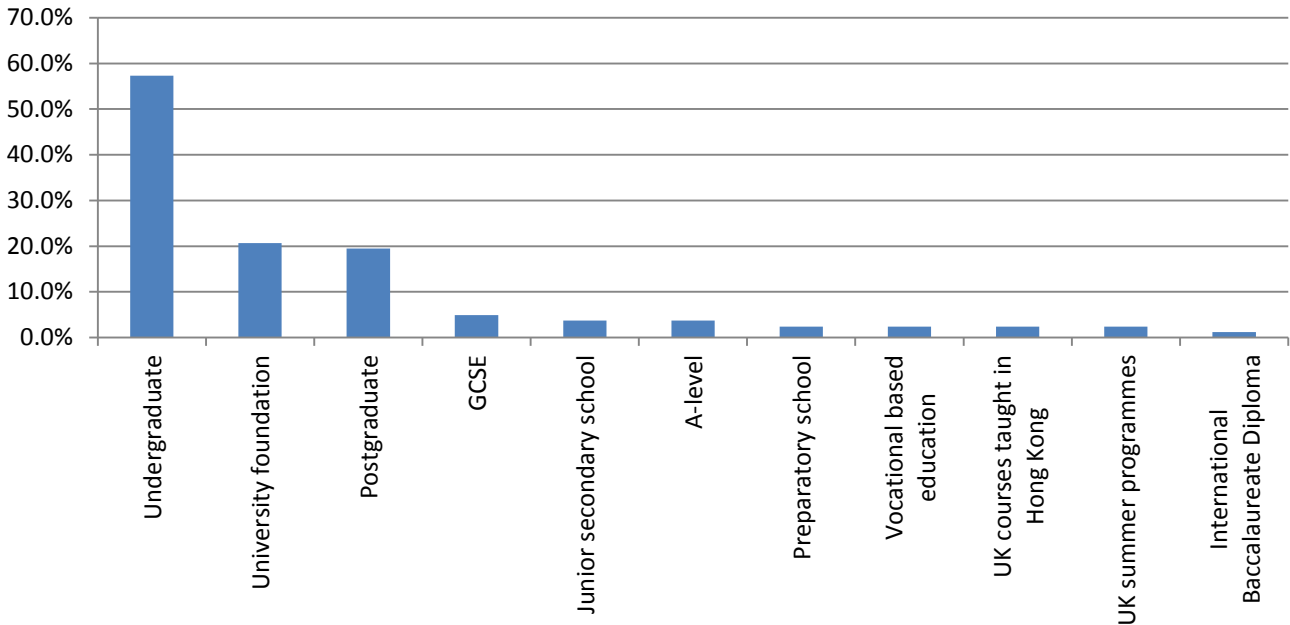


More than half of them attend University or Local private school (including DSS school) now:



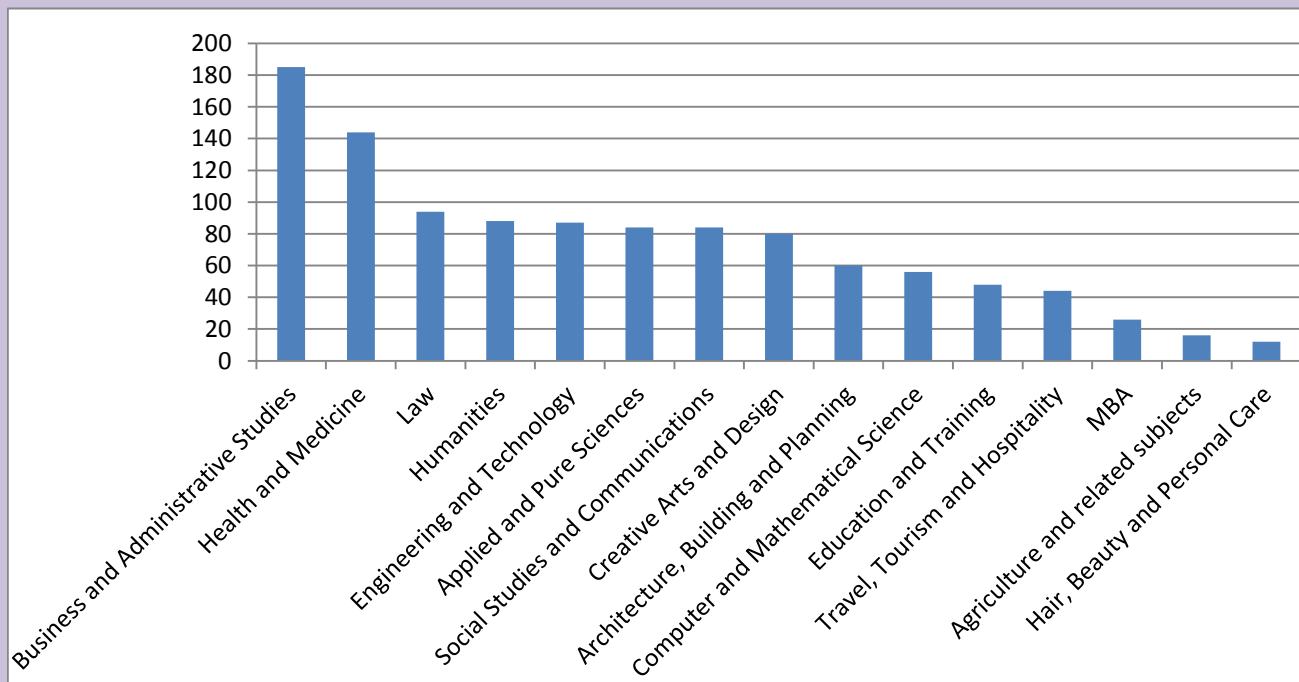
Visitors' preferences

Majority were looking for undergraduate programme:



Subject preference

No. of visitors: n = 667 survey responses



Business and administrative studies is still the number one subject area of choice, Health and medicine and Law are the next preferences.

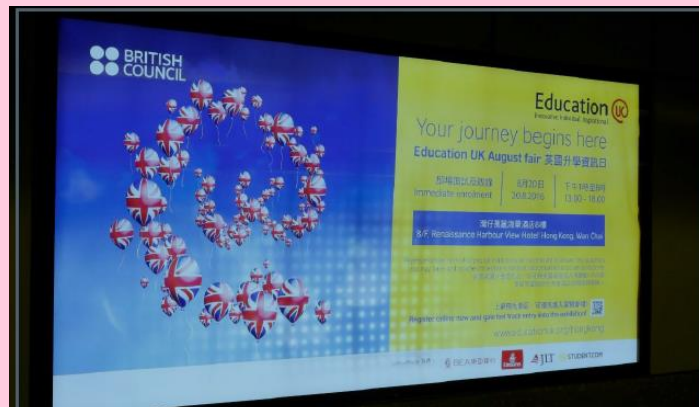
Marketing

We spent over

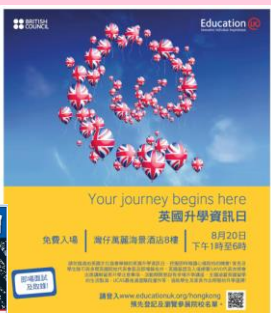
HK\$250,000

on promotion

MTR promotion



Print advert



Online

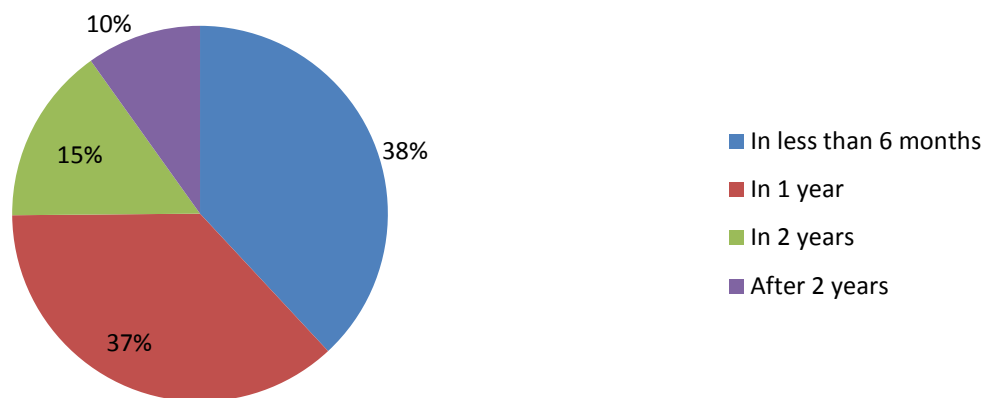


Visitors' feedback

Methodology

We distributed an online or 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.

90% of the visitors considering to study abroad **within 2 years**



Suggestions from visitors

Requested seminar topics

- Boarding schools in the UK
- Universities admission requirement
- How to psychologically manage for going abroad at young age
- Career prospects
- UK secondary education systems

Exhibitors' feedback

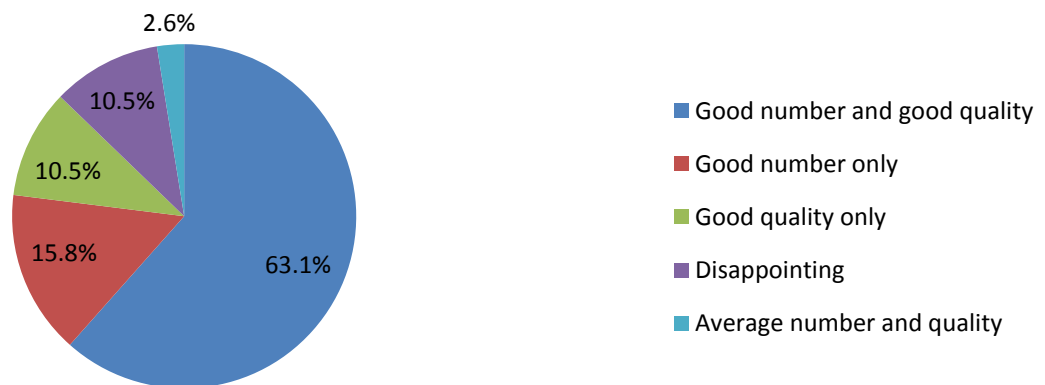
Main compliments

- Good number of interest and potential students for 2017/18 entry (3 responses)

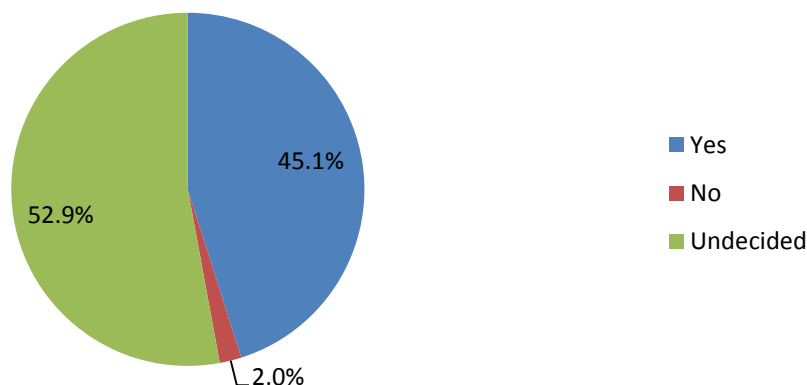
Main recommendations

- Bigger venue (4 responses)
- Better wifi access for multiple devices (3 responses)

What is your assessment of the visitors?



Will the exhibitors be attending this event next year?



Appendix: List of exhibitors

Booth No.	Institution Name
1	University of Aberdeen
2	Anglia Ruskin University
3	University of the Arts London
4	Aston University, Birmingham
5	Astrum Colleges
6	Bath Spa University
7	Bell - your Pathway to University
8	Bellerbys College
9	University of Birmingham
10	Bishop Grosseteste University
11	BPP University
12	University of Brighton
13	Brunel University London
14	Cardiff University
15	University of Central Lancashire
16	University Of Chester
17	ONCAMPUS Coventry
17	Coventry University
18	De Montfort University UK
19	University of East Anglia
20	University of Essex
21	University of Exeter
22	Falmouth University
23	University of Hertfordshire
24	International Study Centres UK
25	INTO (Foundation / International Year One / Graduate Diploma / Undergraduate /Postgraduate)
26	Kaplan International Colleges
27	Keele University
28	University of Kent
29	Kings Colleges

30	Lancaster University
31	University of Leeds
32	Leeds Beckett University
33	University of Leicester
34	Liverpool Hope University
35	Liverpool John Moores University
36	London South Bank University
37	Loughborough University
38	Manchester Metropolitan University
39	Middlesex University, London
40	MPW Schools & Colleges
41	University of Nottingham
42	Nottingham Trent University
43	University of Portsmouth
44	Queen Ethelburga's Collegiate
45	Queen's University Belfast
46	University of Reading
47	Robert Gordon University
48	University of Salford Manchester
49	Sino-British College Shanghai
50	University of Southampton
51	University of Sunderland, HK & UK Campuses
52	Swansea University
53	Ulster University
54	University of Warwick