



SERVICES FOR
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Post-event report for

Study UK Exhibition 2017

21 October 2017
Tokyo

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Introduction

The Study UK Exhibition 2017 was held in Tokyo on 21st October and, despite the inclement weather brought by a typhoon, the event attracted 773 visitors, which was a 3% increase on the 2016 exhibition. There were 46 participating institutions, including universities, pathway providers, language schools, and independent schools, and three event sponsors (British Airways, Sony Bank, Tip Japan). Feedback from participating institutions and visitors was largely positive. Institutions were pleased with the large number and high quality of enquiries received. Many exhibitors reported an upturn in enquiries from secondary school students (and their parents) interested in undergraduate study in 3-5 years' time which suggests prospective students are starting planning for study abroad at an earlier stage.

The seminar programme included sessions on UK boarding school education, English language, undergraduate and postgraduate study in the UK, as well as information on scholarships, the IELTS exam, and a panel discussion with Japanese alumni of UK institutions. All seminars were well attended and well-received by visitors.

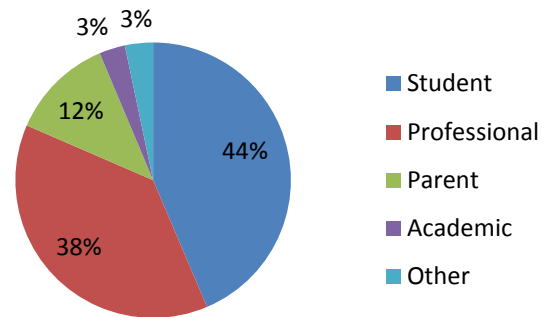
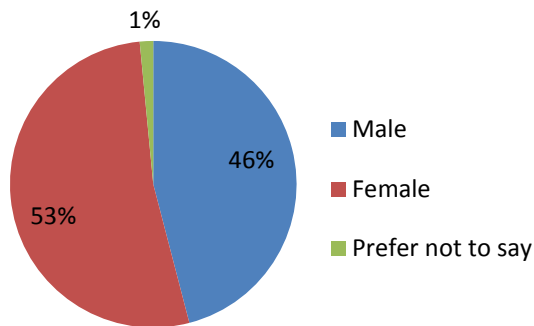
British Council Japan undertook a review of the Exhibition to identify what worked well and the key 'lessons learnt' in order to inform future activities. With feedback from exhibitors and visitors, together with input from British Council colleagues, this post-event report presents the results of that review.

Key Statistics

46 Exhibitors
773 visitors
 (678 pre-registrants)

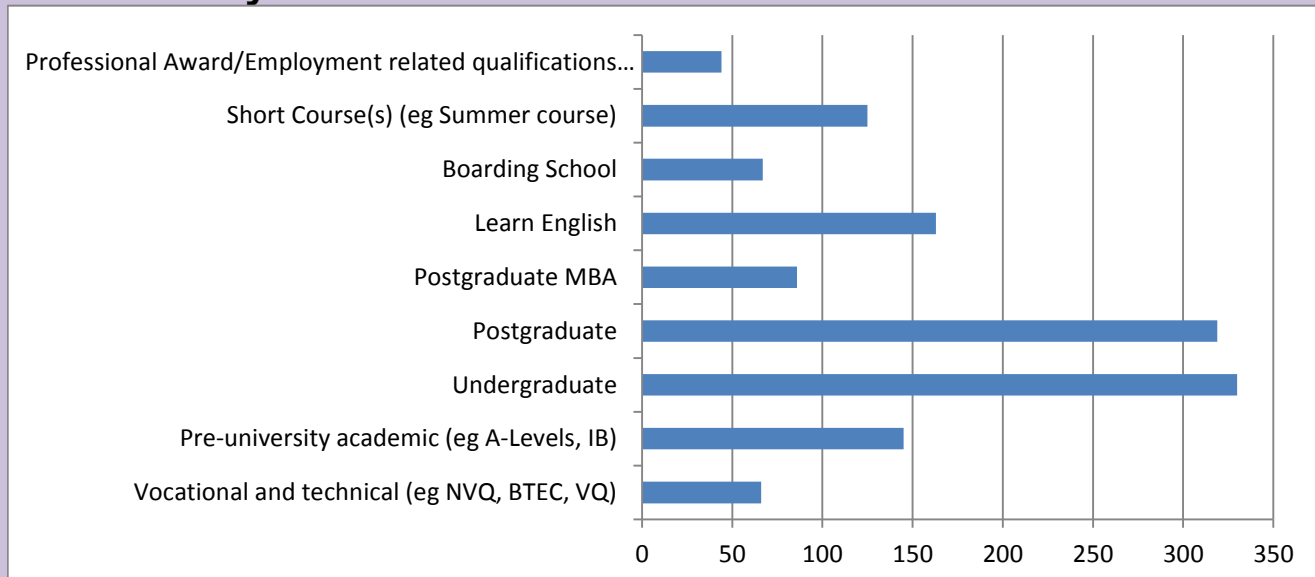
Stand cost: 2,070 GBP

Visitor demographics



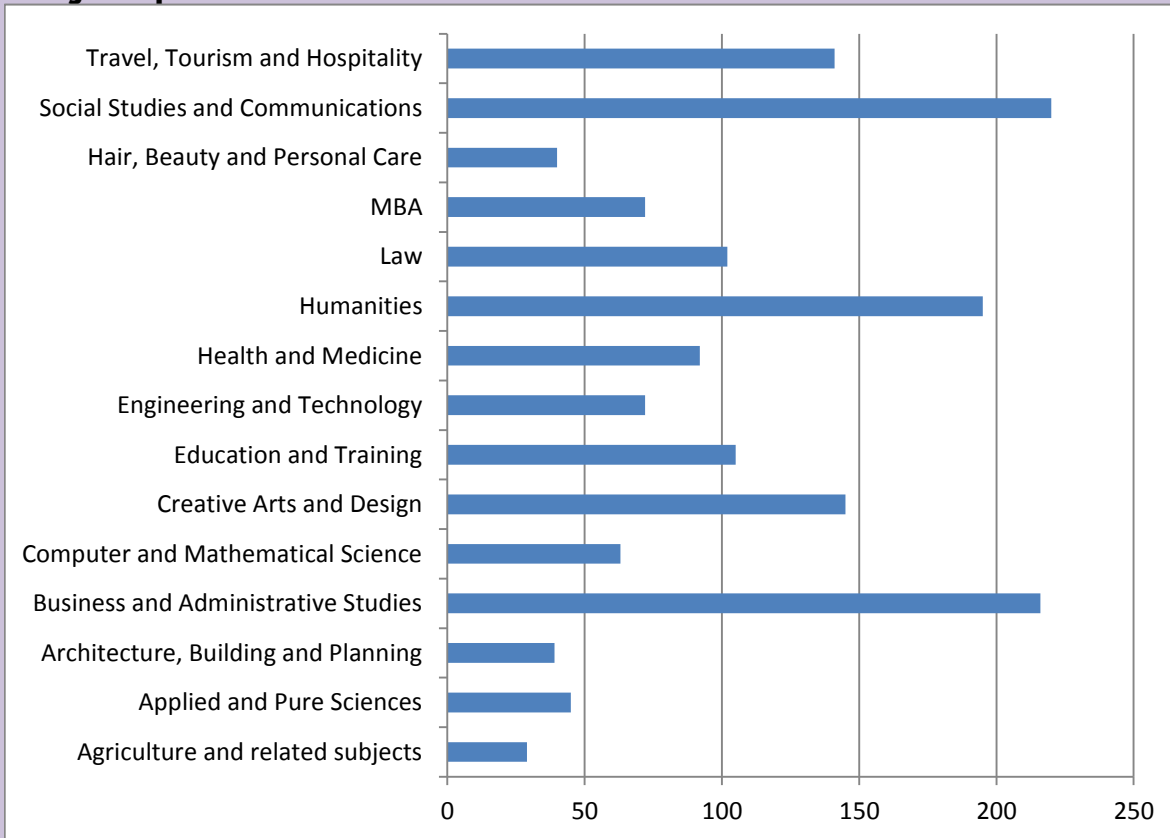
Visitors' preferences

Level of Study



There were enquiries for **all levels of study**. Interest in **boarding schools and pre-university academic courses** was up on previous years. Interest in **short courses** (mainly university level) remains strong.

Subject preference



Business & Administration Studies and **Social Studies** remain the most popular subjects while interest in **Humanities** increased on the previous year. With the recent tourism boom in Japan and the 2019 Rugby World Cup/2020 Olympic and Paralympic Games approaching interest in **Travel, Tourism and Hospitality** remains high.

Marketing

The Exhibition was promoted widely to the British Council Japan's database of prospective students (+3,200 subscribers) and via the below channels:

DIGITAL



EVENT WEBSITE

Page views: 53K+

Unique users: 27K+ (2016: 12,000)



SOCIAL MEDIA

Reach: 1m+

Engagement: 100K



VIDEO MESSAGE FROM BRITISH AMBASSADOR TO JAPAN

Reach: 10K+



GOOGLE ADWORDS/DISPLAY ADS

Reach: 2m+



RESEMOM WEBSITE DISPLAY AD

(education information website targeting parents of primary and secondary school students)

Impressions: 200K+

PRINT



FLYERS / POSTERS

Sent to **1.5K+** universities, schools, international centres across Japan



RYUGAKU JOURNAL MAGAZINE

(the premier study abroad magazine in Japan)

Readership: **50K+**

THE YOMIURI SHIMBUN

読売新聞

PRESS RELEASE

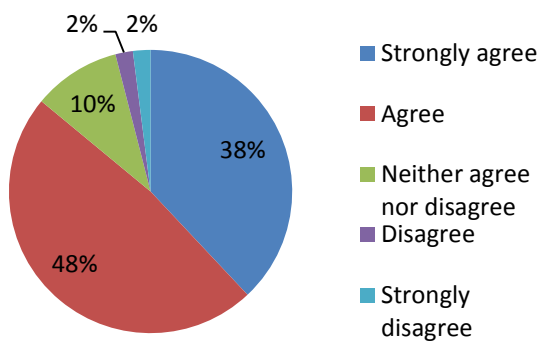
Leading to mentions on +10 major websites and an article in Japan's leading daily newspaper the **Yomiuri Shimbun** (readership: 9.5m)

Visitor feedback

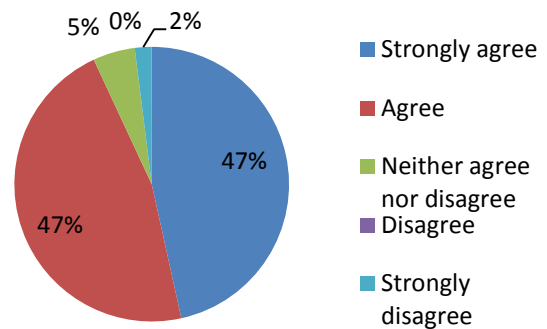
Methodology

Visitors were encouraged to provide feedback via an online questionnaire. Questions were designed to gather quantitative statistics as well as qualitative remarks on visitors reactions to the exhibition and the decision making process.

86% of respondents said it was a **high quality** event



94% of respondents felt they had **acquired new knowledge** through the event



Feedback from visitors

- I genuinely express my gratitude to the British Council, your staff and to the exhibitors for providing such a precious opportunity. Thank you very much indeed
- There were no further education colleges attending...I was really disappointed
- There was some confusion as to which line was for which booth
- Some institutions spent too long talking with visitors...It would be good if you could introduce a ticketing system.
- The seminars were so popular that I had to stand at the back. Perhaps you should introduce a booking system.
- The venue felt a little cramped but it has excellent access
- The institutions didn't seem to be using the QR code system and were instead taking people's contact details by paper, which in turn took up time and increased the wait for those in the queue.
- It was really helpful to have Japanese speaking staff at the booths

Exhibitor feedback

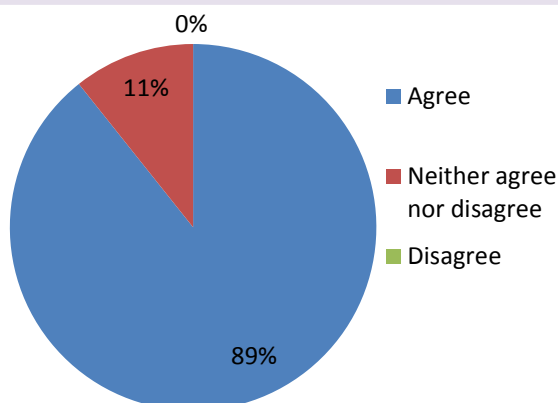
Main compliments

- Very well-organised exhibition. There was a good number of students despite the weather and the quality seemed higher than last year.
- Once again, a pleasure to have been here with a very good turnout.
- Thank you – good number and good quality of students.
- I appreciate all the help from the British Council. The staff are friendly, helpful and kind. It is very pleasant to work with them. Thank you very much!
- British Council staff are excellent: professional, informative, well-organised.

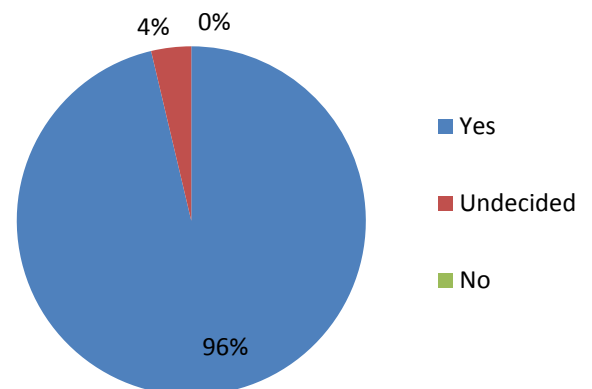
Main complaints

- Very well organized but would suggest having the market briefing right before the fair
- A bit pricey compared to agent fairs in Japan
- Would prefer an additional hour
- Tables are a too small
- It was cold in the main hall

The number of quality enquiries received made **a good return on the investment** of attending



We are **interested in attending a similar event** in the future



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

- Feedback regarding the venue was generally positive, though some visitors felt the main hall was a little cramped for space. We will look at alternative layouts for the 2018 event that provide more room in the main thoroughfares.
- A number of the seminars were over capacity this year meaning many visitors had to stand at the back of the room. We will remove tables from the seminar room next year which will increase the capacity to 200.
- While feedback from institutions regarding the event as a whole was extremely positive, a few institutions mentioned that the participation fee is comparatively high. In response to this, we will endeavor to reduce expenses where possible for the 2018 exhibition to ensure we offer a competitively priced event.
- Some visitors were confused about which line was for which booth. To avoid a similar scenario next year, we will assign more staff to manage queues at the busier stands.

UK institutions

- There was a noticeable increase in the number of secondary school students (and their parents) at this year's event. This is a reflection both of a growing awareness in Japan of the importance of gaining study abroad experience from a younger age, and a general trend towards planning for future study abroad at an earlier stage. We encourage UK institutions, particularly higher education institutions, to be prepared for an increase in enquiries from younger cohorts who are planning to study abroad in 3-5 years' time.
- A few visitors were disappointed by the lack of further education colleges this year. We encourage further education colleges to participate at future events as interest in A-levels and foundation programmes is growing and interest in vocational courses remains healthy.
- A number of visitors commented that the wait time for certain booths was very long. We would encourage institutions, particularly those that receive a large amount of visitors, to limit the time spent with each enquiry. This will ensure that institutions don't miss any prospective students.

We would like to thank all institutions for participating in this exhibition and we hope to see you at our spring exhibition next year (scheduled for 26th March 2018).

Appendix 1: List of exhibitors

Participating Institutions	
Abbey Dld Group of Colleges	SOAS University of London
Ackworth School	St Lawrence College
Arts University Bournemouth	Staffordshire University
Ashbourne College	The University of Liverpool
Birkbeck, University of London	The University of Manchester
Bishopstrow College	The University of Nottingham
Cambridge Education Group	The University of Sheffield
Cardiff University	University of the Arts London
Celtic English Academy	University of Birmingham
Concord College	University of Bristol
Coventry University	University of Cambridge
Edge Hill University	University College Birmingham
EF Academy	University College London
EF Education First Japan	University of East Anglia
Goldsmiths, University of London	University of Essex
King's College London	University of Exeter
Mander Portman Woodward	University of Kent
NCUK	University of Leeds
Newcastle University	University of Southampton
Oxford Brookes University	University of St Andrews
Queen Mary University of London	University of Warwick
Royal Holloway, University of London	University of York
Ruthin School	Writtle University College

Seminar Programme

Seminar Programme	
13:20 - 13:50	Mastering the English Language – a guide to studying at English language schools in the UK
14:00 - 14:20	An introduction to studying at UK boarding schools
14:30 - 15:10	All you need to know about studying at universities in the UK
15:20 - 15:35	Scholarships seminar including information on Japanese government scholarships
15:45 - 16:25	Alumni Talk Show - Discussion with Japanese graduates of UK universities
16:35 - 16:55	From studying in the UK to working at an international organisation - how to develop your career after studying abroad. Session delivered by the Ministry of Foreign Affairs
17:05 - 17:25	An Introduction to the IELTS English language test
17:25 - 17:45	Preparing for IELTS with the British Council

Appendix 2: Event Images

