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## 1. Event fact file

<b>Venue</b>	Hyatt Regency Hotel, Yekaterinburg, 5 October 2016
<b>Opening hours</b>	15.00 – 20.00
<b>Opened by</b>	Martin Fenner, HM Consul General
<b>Stand costs</b>	£ 1,800.00 Inc. VAT
<b>Unique feature to give added value*</b>	<ul style="list-style-type: none"> <li>• Global Education Programme presentation at 15:15 – 15:45</li> <li>• Chevening scholarship programme of the British Embassy at 18:20 – 19:00</li> <li>• Alumni Talks at 17:40 – 18:10</li> <li>• Various competitions were run to attract interest of the audience</li> <li>• Seminar hall with presentation program</li> </ul>
<b>Seminars</b>	7 seminars were conducted

\* Detailed information through the link <http://www.britishcouncil.ru/en/expo/ekaterinburg>

## 2. Objectives of the event

- To position the UK as the first choice for Russian students planning to study abroad
- To influence the quality of the student experience by providing a positive perception of the UK
- To enter the new high-potential market and establish British Council as a premier authority in UK education
- To showcase the variety of opportunities within the UK's education system
- To support participating institutions' recruitment in the Russian market

## 3. Key statistics

Attendance	Yekaterinburg	Yekaterinburg
	2015	2016
<b>Total number of visitors</b>	630	510
<b>Exhibitors</b>		
Secondary Institutions	5	0

HE and FE Zone	9	8
ELT sector	2	2
Visa section	0	0
<b>Total number of exhibitors</b>	<b>16</b>	<b>10</b>

Visitors' primary market objectives	2015		2016	
	number	%	number	%
<b>Level of Study</b>				
Vocational and technical (eg NVQ, BTEC, VQ)	35	5.54	13	4,22
Pre-university academic (eg A-Levels, IB)	42	6.61	29	9,42
Boarding School	20	3.2	9	2,92
MBA	n/a	n/a	26	8,44
Undergraduate	105	16.63	71	23,05
Professional Award/Employment related qualifications (eg. ACCA etc.)	48	7.68	27	8,77
Short Course(s) (eg Summer course)	83	13.22	39	12,66
Postgraduate	129	20.47	44	14,29
Learn English	n/a	n/a	50	16,23
<b>Total</b>	<b>462</b>	<b>100%</b>	<b>308</b>	<b>100%</b>
<b>Main Subjects of Interest</b>				
Business and Administrative Studies	97	15.42	36	11,46
Humanities	61	9.75	60	19,11
Creative Arts and Design	43	6.8	38	12,1
Social Studies and Communications	67	10.66	36	11,46
Education and Training	61	9.75	30	9,55
Travel, Tourism and Hospitality	40	6.35	25	7,96
MBA	27	4.31	16	5,1
Computer and Mathematical Science	44	7.03	20	6,37
Law	23	3.63	9	2,87
Applied and Pure Sciences	39	6.12	12	3,82



Architecture, Building and Planning	31	4.99	6	1,91
Engineering and Technology	46	7.26	9	2,87
Hair, Beauty and Personal Care	11	1.81	6	1,91
Agriculture and related subjects	13	2.04	0	0
<b>Total</b>	<b>603</b>	<b>100%</b>	<b>303</b>	<b>100%</b>
<b>Demographics of visitors</b>	<b>Yekaterinburg</b>		<b>Yekaterinburg</b>	
	<b>2015</b>		<b>2016</b>	
Male	68.95%		41 (30,6%)	
Female	30.59%		92 (68,66%)	
Prefer not to say	0.46%		1 (0,75%)	
<b>Age (2015)</b>	<b>number</b>	<b>%</b>	<b>number</b>	<b>%</b>
11-20	81	12.79	58	44
21-30	230	36.53	49	40
31-40	95	15.07	13	9
41-50	86	13.7	9	6
50+	138	21.92	5	1
<b>Total</b>	<b>630</b>	<b>100%</b>	<b>134</b>	<b>100%</b>

\*A full list of exhibitors can be found in Appendix 1

#### 4. Seminars

The seminars proved to be a very popular activity during the exhibition, showing students the variety of study options available for them in the UK and also giving a positive impression of the whole international student experience.

Various institutions worked together to deliver a total of 7 seminars over the course of the event.

All the seminars were well attended. Visitors remarked on the quality of the workshops and noted that they had acquired a good overview of education in the UK, from choosing a suitable programme and details of the application process to funding options and day-to-day life as a student in Britain.

One of the most visited sessions was Global Education scholarship presentation. Maria Shvirkova, counsellor of the Global Education Programme, a federal scholarship initiative, spoke about the universities and specialisations that are in the programme list, about conditions and criteria that should be considered in the application.



Alumni Talks was popular as well, it was held in the format of a talk-show. Visitors commented that this was a very important seminar for them, because they want more “insider” and personal information, something that one cannot find on the official website of the institution.

Chevening scholarship programme was popular seminar. Representative of the British Embassy spoke about opportunity for international students to study for a one-year Masters degree at any UK university with all related expenses paid.

The observations and verbal feedback received on the day from the visitors was extremely positive. They found the seminar programme very interesting and the content to be informative and well presented.

Presentations were advertised on the exhibition website and through the app Education UK Exhibition well in advance, providing not only a timetable but also the description of each session as well as information about the speaker. This allowed visitors to plan their visit to the exhibition efficiently.

## 5. Market developments

The Education UK Exhibition was held in Yekaterinburg for the second time. As a result of a promo campaign, the event was very much anticipated by prospective students, educational agencies and representatives of educational institutions of the Urals region who are keen to build links with UK institutions — a considerable number of them visited the exhibition to make personal contacts with representatives of the UK institutions.

Despite political and economic situation the demand for internationally recognised higher education is growing. The ‘educated’ versus ‘non-educated’ salary differentials are expected to rise, thus placing greater emphasis on tertiary education and presenting an opportunity for overseas institutes of higher education. International education offers access to skills relevant to Russia's growing professional class; qualifications that can be relied on by employers and, consequently, enhance career prospects.

Yekaterinburg and Urals region represent the third, after Moscow and St Petersburg, largest market for educational programmes, with a marked interest in the UK as a study destination. The quality of school-leavers and graduates from prestigious institutions in the area is a major attraction for international student recruiters.

Exhibitors noticed the following market developments based on enquiries:

**BPP University:** Advanced preparation for studying abroad, scholarship enquiries

**Lewis School of English:** Growing demand from individuals rather than groups.

Humanities, Creative Arts and Design and Business and Administrative Studies were of high interest to the visitors; Education and Training and Travel, Tourism and Hospitality were also very popular.

A full report of visitors’ subjects of interest can be found in Appendix 2.



## 6. Key internal and external influencers on the Exhibition

This year, 10 institutions have been presented on the Exhibition, including 2 ELTs.

The media plan focused on digital promotion which was complemented by traditional advertising, including promotion of the competitions on a popular morning show on the local “Channel 4” radio as well as on three other radio stations «Europa+» (Ekaterinburg), «HitFM» (Ekaterinburg).

The media campaign has proved successful in attracting the right audience to the exhibition —75% and 75% of exhibitors found that there was good number and good quality of students respectively.

## 7. Visitor survey analysis

- Online registration was set up for the exhibition. The total number of Visitor Registrations completed online was 704. The total number of visitors, 510, was estimated on the basis of mechanical counter at the entrance.
- 95% of visitors were satisfied with the quality of event and felt that event was either in line with or exceeded their expectations.
- Most visitors were interested in Undergraduate and Postgraduate programmes, English courses. There was also a substantial interest in short/summer courses.
- According to the visitor enquiries made to the British Council stand, a lot of people were asking for English language programmes, scholarship programmes, and advice on how to choose schools and also for information on specific subjects (economics, architecture, art etc.)
- Most of the visitors found out about the exhibition through various online sources.
- Some comments from visitors include:
  - “Lovely atmosphere, everything was at a high level”.
  - “Communication with native speakers was very useful. In general, everything was at a high level and well organized”.
  - “Good variety of institutions”.

More detailed information on visitor survey can be found in Appendix 2.

## 8. Exhibitor survey analysis

- The total number of Exhibitor Surveys completed was 8, out of 10 exhibitors overall.
- Most of the institutions came to the fair both for recruitment and for profile-raising purposes.
- 75% of the exhibitors rated the exhibition as excellent or good overall.



- 57,2% of the exhibitors rated the British Council support before the exhibition as 4 and 5 (out of five) 75% of the exhibitors rated the British Council support during the exhibition as 4 and 5 (out of five)

Some of the specific comments received:

- **University of Greenwich (London):** Thank you! It was fantastic for us to be represented here

100% of the exhibitors rated the length of exhibition as 4 and 5 (out of five)

More detailed information on exhibitors' survey can be found in Appendix 3.

## 9. Impact of marketing plan

### 9.1. Objectives of the advertising campaign

Based on the analysis of the result of the previous exhibition in 2015, region-specific market reports and feedback from exhibitors, partners and visitors, the following tasks and objectives were set:

- to increase the high quality of the target audience;
- to broaden the target audience interested in short-term courses such as holiday programs for school children, summer courses at universities for students, English language courses for adults.

Target audience:

- School leavers and their parents for Bachelor programs;
- Students for universities with Bachelor's and Master's programs;
- Young professionals for Master's and MBA programs;
- Businessmen and entrepreneurs as parents for boarding schools and as students — for MBA programs.

For each group, we selected the corresponding media and tools. Thus, to promote the exhibition to future graduates and their parents, we used online guides (Studyabroad.ru and Education Index).

To promote the exhibition to the most numerous and active audience of students and young professionals, we used a combination of PR tools and Internet advertising: we used paid advertising campaign (placing banners on KudaGo and Adme.ru), we concentrated on attracting to information sponsorship more popular job search portals for young professionals (HH.ru, Profirost.ru). To promote the exhibition via the resources listed





above, we used a whole range of tools: mailings – invitations to the exhibition, announcements, ad banners.

To attract attention to the exhibition in Ekaterinburg, we promoted competitions on a popular morning show on the local “Channel 4” radio as well as on three other radio stations «Europa+» (Ekaterinburg), «HitFM» (Ekaterinburg).

Also, we used such popular Internet resources as LiveJournal, Dnevnik.ru, Ria.ru (Social Navigator) — the resources that have the biggest Internet audiences, which allowed us to attract attention of the prospective audience (according to target demographics and financial characteristics) to the exhibition and stimulate transfer from passive interest in the British education to actions (visiting the exhibition, in our case). Traditionally, we paid considerable attention to PR placements on the websites dedicated to foreign education (Ubo.ru, Education Index).

Key messages:

For parents of schoolchildren and students: ‘Direct communication with educational institutions’

For students: ‘Unique”, “must-visit” events within the business agenda’.

For young professionals, businessmen and entrepreneurs: ‘Education for you and your children’, ‘Complete and reliable information on British education in one place’;

## 9.2. Tools, Solutions, Results

We decided to use various tools and methods to implement each of the tasks set. In order to increase the traffic, we invited more educational media as partners. In addition, we engaged with such information partner as LiveJournal, the resource that has the biggest Internet audiences.

To maintain the quality of the audience, we invited to partnership the media that proved their effectiveness during the previous year promo-campaign. We held a round of negotiations aimed at broadening the range of the exhibition promotion opportunities particularly on these resources. Correspondingly, the resources were given a higher partnership status.

**The communications tools used were appropriate for delivering this message to the audience and included:**

- Advertising: advertising modules in the printed media, e-mails, contest on the radio and TV, advertising banners on Internet resources, context advertising, promotion via search engines.
- Public relations: announcements in the event calendar, contests, social networks.



- Direct and digital marketing: mailings to subscribers of information partners, placing internet banners and texts in the news.

**Most effective ways to deliver key messages were:**

- Promotion of the exhibition by context advertising
- Internet banners and text announcements on Internet resources, mailings of the exhibition partners.

**High integration level of all the elements of the promotion was achieved with the help of:**

- Use of unified visual images, but different text messages for different target audiences and resources.
- Gradual increase of intensity “general to specific”, which allowed us to keep the audience interested in the project for several weeks (primary announcement of the exhibition date, detailed announcement of the business agenda with the accent on the interest of the given audience segment, placement of advertising modules and news mailing, contests).
- Regular publishing of the exhibition news on the BC resources and in social networks.

High integration level of all the elements of the promotion campaign allowed us to successfully perform the objectives of the campaign with comparatively low use of financial.

To measure the effectiveness of the campaign, we used the following tools:

- Questionnaire included in the online registration: receiving registrations prior to the event enabled us to measure the impact of every stage of the promotion.
- Surveys as a part of registration process in the offline mode. Combined analysis of all the measurement tools allowed us to receive a true picture of the campaign and tools effectiveness.

After speaking to the exhibitors and through general observations, the overall quality of visitors was considered to be good. They seemed to know their choice(s) of subject, which indicate that the media plan attracted a more targeted audience.



### 9.3. Information support

The approach to creating the pool of information partners was determined by clear segmentation of the audience. We had a task to create several independent media plans for each segment:

<b>Education/Education abroad:</b>	
1	Studyabroad.ru
2	Education Index
3	Moeobrazovanie.ru
<b>Publications for parents</b>	
4	Kidsreview.ru
5	Dnevnik.ru
<b>Students/young professionals/expats</b>	
6	Profyrost.ru
7	Risskii reporter magazine (expert.ru)
<b>Business education \business and mass market media</b>	
8	Ubo.ru
9	HH.ru
<b>General public</b>	
10	Newtonew
11	Channel 4 (Ekaterinburg)
12	Hit FM (Ekaterinburg)
13	Europa _ (Ekaterinburg)
14	Macmillan
15	Livejournal
16	Ria novosty /socialnii navigator
17	It's My City

Advertising banners on the main page of a website and on the issue-related pages (upon request) 7 banners in total.

Live interviews with British Council representative show on TV. Commercials 82 issues on radio.



Minimum 1 mailings via subscriber/registered user databases, in total – 15 mailings to 302010 addressees.

Analyzing the exhibition traffic statistics and feedback from the exponents, we can say that the pool of information partners had been formed correctly and the promotion campaign was successful. As a result of this promotion strategy, the audience was proportionally distributed among the exhibitors presenting different education levels: universities language courses.

The effect was highly estimated by the information sponsors as well as exhibitors.

#### 9.4. Partners of the Exhibition

Partners: Macmillan, Hello London!, Cambridge University Press.

As a result, the British Council received the following value for Moscow, Saint Petersburg and Yekaterinburg:

Name	Presents	Cost
Macmillan	32 books	507 GBP
Cambridge University Press	23 books	1 105 GBP
Hello London!	34 prizes	350 GBP
<b>Total value GBP</b>		<b>1 962 GBP</b>

The partners highly appreciated the work of the British Council and the effectiveness of participation in the Education UK exhibition.

#### 9.5. Advertising Budget

The advertising budget was formed on the basis of the following principles:

##### 1. To pay for advertising only if:

- The resource is irreplaceable (search engines of the Internet)
- The resource attracts new audience for the exhibition in our case –business audience
- The resource is specialized and has proven its effectiveness in the past

Detailed planning of the advertising and PR campaign allowed us to perform high-scale advertising support of the exhibition without increasing the budget.

	Name	URL	Format	Cost	Period
1	AdMe	adme.ru	banner	12	19.09.16-



			300x500	489,12	04.10.16
2	Kudago	Kudago.com/msk	Top announcement	14 042	28.09.16-04.10.16
	Mobile app	Mobile app	Fullscreen, banner 320x50, 300x250, 320x480, 480x320, 768x1024, 1024x768	18 585	26.09.16-04.10.16
	Slon.ru, Tvrain.ru, Meduza.io, Diletant.media	Slon.ru, Tvrain.ru, Meduza.io, Diletant.media	Banner 100x240	21 809,65	07.09.16-04.10.16
	E1	E1.ru	Banner 1200x90	53 772,60	28.09.16-04.10.16
	<b>Total RUB</b>			<b>120 698,37</b>	
	<b>Total GBP</b>			<b>1 520,5</b>	

## 9.6. Social media marketing

During the preparations for the exhibition we attracted 2734 users to the communities in the social networks (VK and Facebook). 1951 users were attracted on VK, 783 users were attracted on Facebook.

Promoting the fair we attracted the targeted audience to the pages and managed to increase the users' feedback. Particularly, we used such tools as:

- Targeted ads and page boosting on Facebook
- Post marketplaces (reposting in the large relevant communities)
- Sending invitations to the targeted audience (using the button: invite to the community)
- Sending private messages with invitations to the targeted audience
- E-mail sending
- Contests

The most effective tools for user attraction to VK were sending private messaging and invitations to the targeted audience. As for Facebook, the impact was primarily reached due to targeted ads and page boosting. Furthermore, the fast rising of subscribers was a result of e-mail sending to the targeted audience.



The most effective tools for engaging users on VK and Facebook were post marketplaces (reposting in relevant communities) and contests.

## 9.7. PR and Advertising value

Detailed planning of the advertising and PR campaign allowed us to achieve a high response to advertising for the exhibition without a major increase in the budget. The PR and advertising responses demonstrated that the selected channels and types of promotion were correct as well as confirming the effectiveness of the advertising campaign in general.

## 9.8. Conclusions and Recommendations

The advertising campaign was quite successful. Lots of different online and offline messages and resources provided good information coverage.

**Basing on the exhibition experience, we have certain recommendations in terms of improvement of future promotion campaigns:**

- To broaden cooperation with professional media in order to further differentiate the audience sources by specialization.
- To broaden cooperation with the most effective resources.
- To broaden the pool of general Internet resources with wide coverage (business and news portals, social federal media, professional networks).
- To expand the number of exhibitors and diversify seminar program;
- Plain advance special events in business program on professional topics, about design, economy, finance and marketing.

## 10. Budget analysis

The exhibition's value for money was rated as 4 on a one to five scale by 100% of the exhibitors.

We have managed to negotiate good terms with the venue, and we also saved on construction choosing the table and chairs format. We also actively promoted the exhibition through partners instead of paid advertising where possible.

## 11. Conclusions and follow up

### 11.1. Extent to which the objectives were met

- **To position the UK as the first choice for international students:** Based on the visitor survey analysis, most of them agreed that a UK qualification is of high quality, recognised worldwide and that it brought good career prospects upon graduation.
- **To influence the quality of the student experience by providing a positive perception of the UK:** Visitor feedback reflects the high level of satisfaction with the event in terms of information provided, the level of organisation, the attitude,

professionalism and willingness to help of BC staff and volunteers, interactions with exhibitors. Moreover, visitors frequently asked whether the event is to be repeated in future, which could also be regarded as a mark success.

- **To showcase the variety of opportunities within the UK's education system:** Based on most exhibitors' comments, the visitors were a good mix of visitors looking for UG and PG programmes, as well as those interested in short or summer courses. This fact is also confirmed by the online registration results.
- **To support participating institutions' recruitment in the Russia market:** This objective was met according to the feedback from exhibitors but more time is required for detailed analysis.

### 11.2. Key recommendations for institutions

- Exhibitors need to be encouraged to send all forms at once to meet the deadlines;
- Undertake profile-raising activities in Russia throughout the year;
- Provide more information on English language courses and short/summer programs;
- To send materials (brochures and catalogues) at least 4 weeks before to the exhibition via freight.

### 11.3. Key recommendations for the British Council

- According to the feedback from the exhibitors, most of them were very happy with the date of the fair, so most likely the next exhibition will take place in early October 2017.
- The quality of venue was quite high, with 100% of the exhibitors and 96,7% of visitors rating it at 4 or 5 out of five; however several minor issues were raised by both sides, including lighting and access to internet.





## Appendix 1: List of participating institutions (10)

### Universities

- [BPP University](#)
- [University of Central Lancashire](#)
- [University of Portsmouth](#)
- EF Education First
- [University of Glasgow](#)
- [University of Greenwich \(London\)](#)
- [INTO University Partnerships](#)
- [Sheffield Hallam University](#)

### Language schools

- [Lewis School of English](#)
- [Swansea University](#)



## Appendix 2: Visitors' survey results

<b>Would you recommend British Council to your friends and colleagues?</b>		
rate	Number of answers	%
10	157	89.7
9	2	1.1
8	6	3.4
7	7	4.0
6	2	1.1
5	1	0.6
4	0	0.0
3	0	0.0
2	0	0.0
1	0	0.0
Total	175	100

<b>My expectations of visiting this exhibition were fully met</b>		
answers	Number of answers	%
Absolutely agree	32	53.3
agree	25	41.7
Don't know	2	3.3
disagree	1	1.7
Absolutely disagree	0	0.0
Total	60	100

<b>Exhibition was of high quality</b>		
answer	Number of answers	%
Absolutely agree	35	58.3
agree	22	36.7



Don't know	3	5.0
disagree	0	0.0
Absolutely disagree	0	0.0
Total	60	100

### British Council is one of the leading organisations in cultural relations

answer	Number of answers	%
Absolutely agree	28	47.5
agree	19	32.2
Don't know	12	20.3
disagree	0	0.0
Absolutely disagree	0	0.0
Total	59	100

### Diversity of education programmes offer

rate	Number of answers	%
5	43	70.5
4	16	26.2
3	2	3.3
2	0	0.0
1	0	0.0
Total	61	100

### Quality of seminar programme

rate	Number of answers	%
5	49	80.3
4	12	19.7
3	0	0.0
2	0	0.0



1	0	0.0
Total	61	100

### Quality of exhibition venue

rate	Number of answers	%
5	51	83.6
4	8	13.1
3	2	3.3
2	0	0.0
1	0	0.0
Total	61	100

### Information available before the event

rate	Number of answers	%
5	38	62.3
4	18	29.5
3	4	6.6
2	1	1.6
1	0	0.0
Total	61	100

### British Council staff support

rate	Number of answers	%
5	0	0.0
4	10	83.3
3	2	16.7
2	0	0.0
1	0	0.0
Total	12	100

### Source of information about the event



<b>resource</b>	<b>Number of answers</b>	<b>%</b>
Flyers, posters	1	1.5
Newspapers, magazines	0	0.0
Radio, TV	0	0.0
Internet	33	50.0
Friends, colleagues	32	48.5
<b>Total</b>	<b>66</b>	<b>100</b>

**Did you participate in competitions?**

<b>Answer</b>	<b>Number of answers</b>	<b>%</b>
<b>Yes</b>	2	5.1
<b>No</b>	37	94.9
<b>Total</b>	<b>39</b>	<b>100</b>



### Appendix 3: Exhibitors' survey results

<b>Has your institution attended this exhibition before?</b>		
Answers	Number of answers	%
YES	5	62.5
NO	3	37.5
Total	8	100

<b>What was your main aim in coming?</b>		
Answers	Number of answers	%
Recruitment	3	37.5
Profile raising	0	0.0
Both	5	62.5
Total	8	100

<b>What is your primary market interest in this event?</b>		
Answers	Number of answers	%
Undergraduate	4	17.4
Postgraduate taught	6	26.1
Postgraduate research	0	0.0
Higher diploma and equivalent	0	0.0
Pre-university foundation courses	2	8.7
Foundation	2	8.7
Post-16 A-level	1	4.3





Pre-sessional English School	3	13.0
Secondary education	1	4.3
Summer courses	4	17.4
Total	23	100

### What is your assessment of the visitors?

Answers	Number of answers	%
Number of the visitors		
Good	4	50.0
Average	2	25.0
Disappointing	2	25.0
Total	8	100
"Quality" of the visitors		
Good	3	37.5
Average	3	37.5
Disappointing	2	25.0
Total	8	100

### Have you developed new links or built on existing feeder or agent relationships by coming?

Answers	Number of answers	%
YES	6	75.0
NO	2	25.0
Total	8	100

### Please give your overall assessment of the exhibition

Answers	Number of answers	%
Excellent	1	12.5



Good	5	62.5
Average	2	25.0
Bad	0	0.0
Very bad	0	0.0
Total	8	100

### How does this year's exhibition compare to last year's?

Rate	Number of answers	%
Much better	0	0.0
Better	1	12.5
About the same	3	37.5
Worse	1	12.5
Much worse	0	0.0
Didn't attend last year	3	37.5
Total	8	100

### Level of British Council support before the exhibition

Rate	Number of answers	%
5	3	42.9
4	1	14.3
3	2	28.6
2	1	14.3
1	0	0.0
Total	7	100

### Level of British Council support during the exhibition

Rate	Number of answers	%
5	4	50.0
4	2	25.0



3	2	25.0
2	0	0.0
1	0	0.0
Total	8	100

### Quality of the venue

Rate	Number of answers	%
5	7	87.5
4	1	12.5
3	0	0.0
2	0	0.0
1	0	0.0
Total	8	100

### Quality of the accommodation

Rate	Number of answers	%
5	6	100.0
4	0	0.0
3	0	0.0
2	0	0.0
1	0	0.0
Total	6	100

### Length of the exhibition

Rate	Number of answers	%
5	6	75.0
4	2	25.0
3	0	0.0
2	0	0.0



1	0	0.0
Total	8	100

### Value for money

Rate	Number of answers	%
5	0	0.0
4	3	100.0
3	0	0.0
2	0	0.0
1	0	0.0
Total	3	100

### What would be your preferred date for this event next year?

Rate	Number of answers	%
Same as this year	7	87.5
Earlier than this year	0	0.0
Later than this year	1	12.5
Total	8	100

### How likely are you to recommend the British Council to colleagues?

Rate	Number of answers	%
Very likely	4	57.1
Likely	3	42.9
Unlikely	0	0.0
Very unlikely	0	0.0
Total	7	100



## **Appendix 4: Advertising and promotion plan (media plan)**

### **Context advertising**

**Final Report on the advertisement campaign in Google Adwords and Yandex Direct (05.09.16 – 10.10.16)**

### **Report Yandex Direct**

#### **Comments on the advertising campaign "Main PK\_search\_Ekaterinburg"**

1. 1279 show and total 5 transition
2. Average CTR 0.39 %.
3. Average price for click 14.09 RUB
4. Average expense per day 2.35 RUB
5. Total expenditure 70.45 RUB

#### **Comments on the advertising campaign "Development to the main PK\_search\_Ekaterinburg "**

1. 1055 show and total 13 transition
2. Average CTR 1.23 %.
3. Average price for click 30.03 RUB.
4. Average expense per day 13.46 RUB.
5. Total expenditure 390.45 RUB

#### **Comments on the advertising campaign "Guide PK\_search\_Ekaterinburg "**

1. 1658 show and total 2 transition.
2. Average CTR 0.12 %.
3. Average price for click 38.64 RUB.
4. Average expense per day 2.58 RUB.



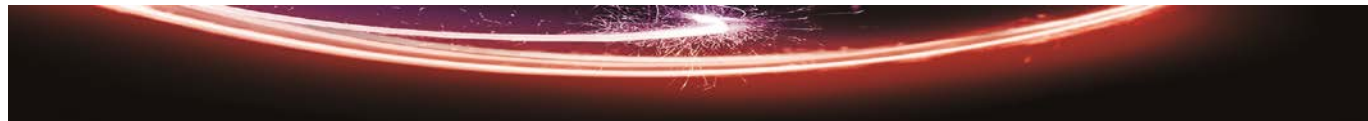
5. Total expenditure 77.29 RUB.

**Comments on the advertising campaign "PK\_subject\_Ekaterinburg "**

1. 632 651 show and total 525 transition.
2. Average CTR 0.08 %.
3. Average price for click 35.10 RUB.
4. Average expense per day 614.33RUB.
5. Total expenditure 18 430.04 RUB

**Report in Google Adwords numbers**

Campaign	Number of show	Interaction	Interaction Types	Interaction rate	Average price (RUB)	Price (RUB).
<b>Ekaterinburg and region - Search</b>	5223	53	Clicks	1,01 %	21,47	1 138,05
<b>Ekaterinburg and region - KMS</b>	1656015	6456	Clicks	0,39 %	2,39	15 431,36
<b>Total</b>	<b>1661238</b>	<b>6509</b>	--	<b>1,4</b>		<b>16569,41</b>





## Media Plan (Ekaterinburg)

No	Name	Description	Target Audience	Circulation / Resource Traffic, per month	Mailing / Addresses	Advertising Package	Period	Coverage / People	PR Value
1	Channel 4 (Yekaterinburg)	TV	General public	33,000		live interviews with British Council representative show "Utrenniy Exspress"; contest; Social network.	28 September - 05 October	33,000	125,000
2	Europe Plus (Yekaterinburg)	Radio	General public	506,000		commercials (82 issues)	26 September - 05 October	100,000	293,872
3	HitFM (Ekaterinburg)	Radio	General public	485,000		Contest; commercials (20 issues)	26 September - 05 October	327,000	150,000
4	It`s My City	Information Portal	General public	45,000		Exhibition news release ; banner	September	45,000	40,000



6	Studyabroad.ru (http://www.studyabroad.ru)	Information Portal	Students, middle and top managers	100,000	24,000	Exhibition news release; 4 email delivery	September	112,000	45,000
7	HH.ru (www.ekaterinburg.hh.ru)	Information portal on career	General public	5,000		banner	September	5,000	35,000
8	Ruskii reporter magazine (expert.ru)	Magazine	Business me; general public	67,760		2x 1\2 advertising module; Social network	September	67,760	61,360
9	Macmillan	UK Publishing House	those learning foreign languages	80,000	560	Exhibition news Release; banner ; mail deliver; contest prizes	September	80,000	50,000
10	Livejournal.com	Information Portal	General public	200,000		Banner; Exhibition news release	September	200,000	800,000
11	Kidsreview.ru	Information Portal (parents)	Schoolchildren's parents	5,000		Exhibition news release	September	5,000	1,500

12	Education Index	Information Portal	Students, professionals of the educational sphere	23,202	21,000	Exhibition news release; banner; Social network	September	44,202	200,658
13	Moe obrazovanie (www.moeobrazovanie.ru)	Educational Portal	Schoolchildren's parents, students	55,400		Exhibition news release	September	55,400	18,500
14	Profyrost.ru	Information Portal (career for students)	Students, young professionals	25,490	23,000	Exhibition news release; Social network; mail deliver	September	48,490	43,600
15	Ubo.ru	Information Portal	General public	125,000	10,000	Exhibition news release; Banner; 4mail deliver	August, September	135,000	24,000
18	ria.ru/socialnii navigator	Information Portal	General public	3,600,000	150,000	Exhibition news release; Banner; Interview; 2 e-mail deliver	September	3,600,000	187,500
20	Dnevnik.ru	School Information Portal	schoolchildren, Schoolchildren's parents	80,320	36,050	Exhibition news release; Social network; interview	September	116,370	70,000



22	Newtonew (www.newtonew.ru)	Information portal	Schoolchildren's parents, students, professionals of the educational sphere	4,300,000	37,400	Exhibition news release	September	4,300,000	18,000
				<b>9,736,172</b>	<b>302,010</b>			<b>People (media coverage) 9,274,222</b>	<b>2,163,990 rub</b>
	<b>Total advertising value, GBP</b>								<b>27,132 GBP</b>



