



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

**Post-event report for
European Education Fair Taiwan 2016**

**14-16 October 2016
Taiwan**

Introduction

The majority of exhibitors were satisfied with the turnout in Taichung, where the exhibition was first held successfully. However the three-day event did show a decline by 8 per cent in terms of visitor numbers (7,956 as opposed to 8,677 last year).

It was pointed out that the event on Friday could be replaced with school visits, be held in a university campus or opened at a later time to serve different purposes. Apart from the Friday, exhibitors (70 per cent Taipei, 74 per cent Taichung) were positive about the foot traffic on the Saturday and Sunday.

Interest in undergraduate studies has been captured in the exhibition as well as by the visitor registration, which overtook language courses as the second most popular qualification that visitors were interested in. In terms of subject areas, exhibitors found there was interest in a variety of subjects, in addition to business and arts.

Further details on visitors and exhibitors' survey results can be found on the following pages.

This report covers:

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Highlights

There were -

124 BOOTHS, 45 UK INSTITUTIONS
7,956 visitors (Taipei: 5,815; Taichung: 2,141)

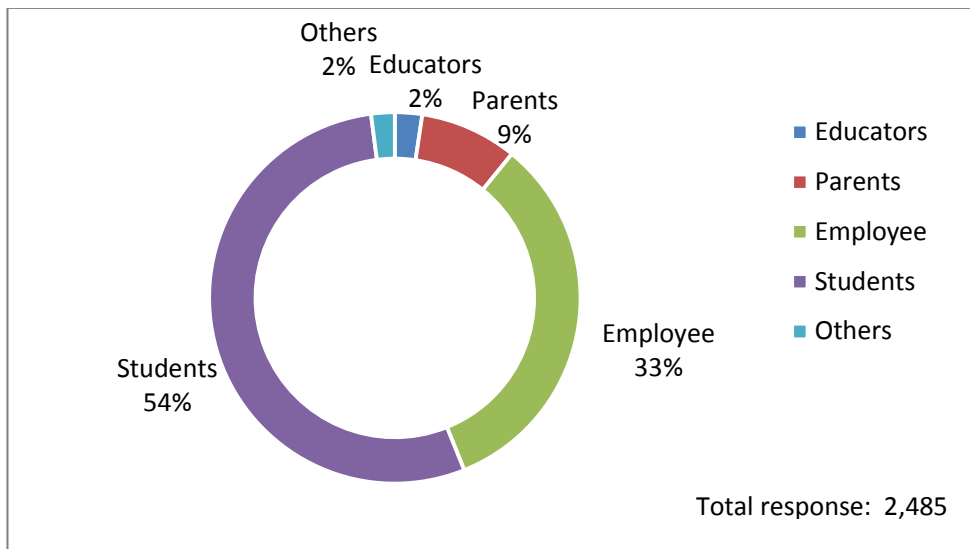
attending the exhibition

Event photos

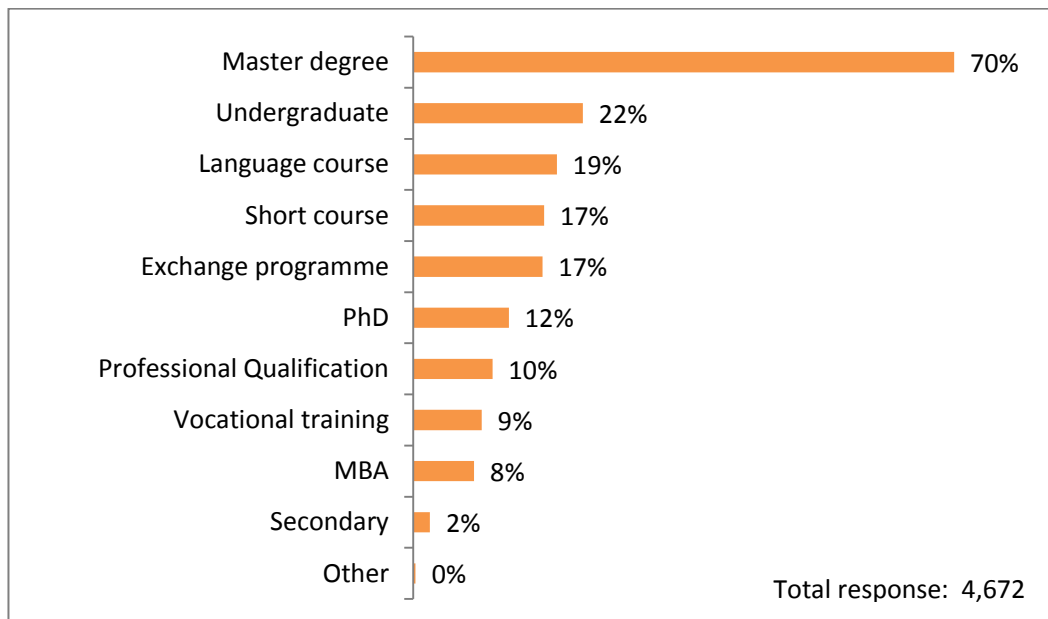


Visitors' profile

Visitor demographics indicated in the report include Taipei and Taichung, comprising predominantly of the age group of 18 to 25 (56 per cent) followed by 26 to 35 (22 per cent). It matches the occupations as shown below, showing the market remains postgraduate focused, albeit with growing interest and demands for studying a first degree overseas. Both exhibitors and the event organiser received more parents' visits in Taichung, hence a mild increase in the percentage of this cohort (6 per cent last year).



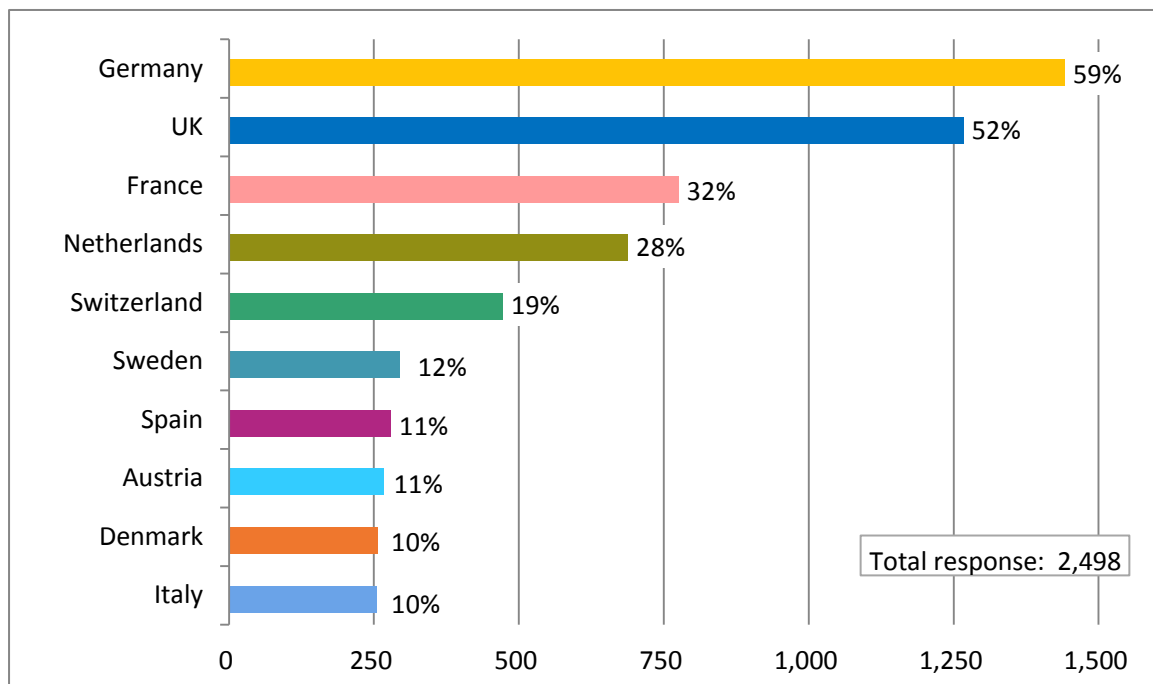
Undergraduate for the first time overtook language courses due to local education contexts concerning 12-year education admission routes, which coincides with Taiwan's government statistics on overseas university enrolments and agents' feedback. With increasing numbers of study options offered through exchange programmes, overseas internships and short courses, recruiting fee-paying students from Taiwan may turn out to be more challenging. **(Please note that visitors could choose more than one interested study option, hence the percentage may not add up to 100 per cent)**



Visitors' profile (cont.)

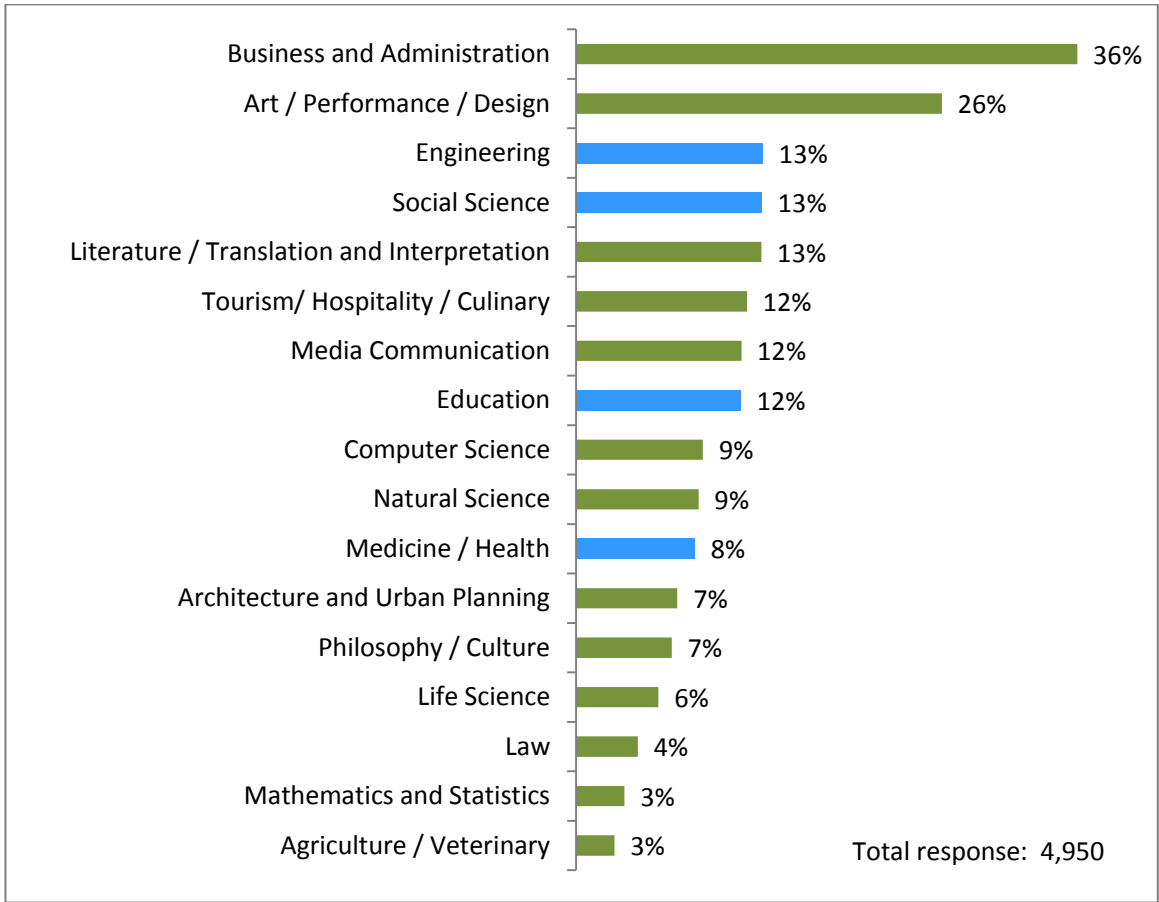
The gap between Germany and the UK widened in terms of visitors' preference for study destination, which was driven mostly by Germany's tuition-free policy. Following low/no tuition fees was the scholarship opportunities that Germany has to offer, which together made the country a strong preference, with presence of a few top-ranked universities in the exhibition.

All recruiters marketed high quality education with a plus benefit to learn a second language (not necessarily English) whilst studying – the UK seemed to be losing ground in this but it remains in a leading position amongst participating EU nations with outstanding student services, alumni network and employability that have greater influence in the study abroad market.



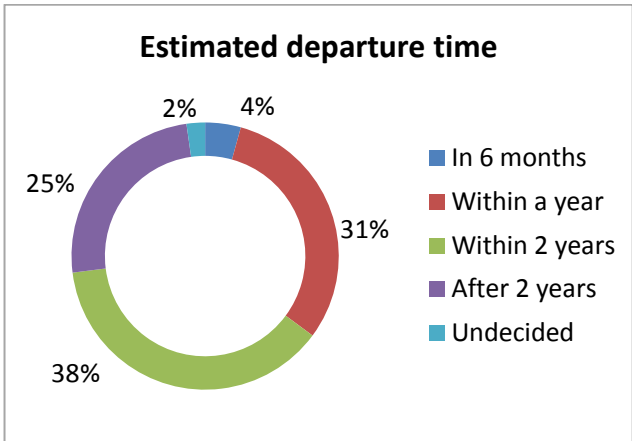
While business and arts related studies continued to dominate subjects of interest, others shifted in order. Engineering and social science surpassed translation / interpretation and tourism / hospitality that suggest a change in association with local market development needs (engineering, IT, economic development, politics and international relations). Education, however, signalled qualification holders are in oversupply as a result of the shrinking student population in Taiwan.

Preventive medicine and health care have been predicted to be a thriving sector for the future with huge demands driven by Taiwan's ageing society. It may be expected that there will be more interest in studying relevant subjects but motivation to study abroad is uncertain - generally students on such courses go directly to work locally right after graduation. Recognition of overseas qualifications may also be a concern that dilutes interest in medicine and health. **(For this question multiple choices are allowed)**



The charts below refer to the estimated timeframe that one intends to take before studying overseas. Overall the percentage did not change significantly from last year, meaning institutions should bear in mind that it could take longer than expected recruiting students from Taiwan. (No. of responses: 2,550)

It was mentioned by an exhibitor that students wishing to study a postgraduate degree have a better chance to be converted to enrolment than those with interest in undergraduate studies. Although it is down to institutions' judgement to gauge whether it is worth investing in recruiting Taiwanese students for undergraduate or pre-university education, competitors such as Germany and French have been working proactively with local schools and universities and had success in boosting enrolment numbers.



Marketing

We spent

NTD\$ 2.6M

on promotion (EETF and UK-focused campaign)



Visitors' feedback

The feedback was collected through a paper-based survey carried out at the EEFT 2016, aiming to evaluate the quality of the event. The survey is rated five-scale, 5 being 'excellent' and 1 being 'not at all satisfied'.

No. of visitors' survey collected in Taipei / Taichung: 1,256 / 267

Taipei	5	4	3	2	1
Information provided by exhibitors	47%	50%	2%	0%	0%
Information received through seminars	41%	53%	6%	0%	0%
Information and services provided by event organisers	48%	50%	3%	0%	0%
Services and assistance received from event staff members	54%	40%	5%	0%	0%
Overall assessment of the venue (TWTC Hall 3)	40%	54%	6%	0%	0%
Overall assessment of the European Education Fair	43%	54%	2%	0%	0%

Taichung	5	4	3	2	1
Information provided by exhibitors	46%	51%	3%	0%	0%
Information received through seminars	40%	55%	4%	0%	0%
Information and services provided by event organisers	46%	52%	2%	0%	0%
Services and assistance received from event staff members	54%	41%	4%	0%	0%
Overall assessment of the venue (Taichung City Hall)	40%	53%	6%	0%	0%
Overall assessment of the European Education Fair	42%	54%	2%	1%	0%

Suggestions from visitors

- Big seminar rooms and seats for visitors please.
- Make signposts much clear for direction to institution stands.
- Extend a few more hours in Taipei.
- More institutions to visit Taichung.
- Air-conditioning was not satisfactory in Taichung.

Exhibitors' feedback

The following survey results were generated by the questionnaires that the British Council collected in both cities. (No. of exhibitors' survey collected in Taipei/Taichung: 44/19)

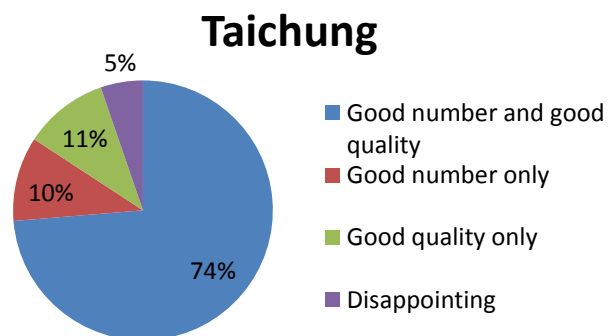
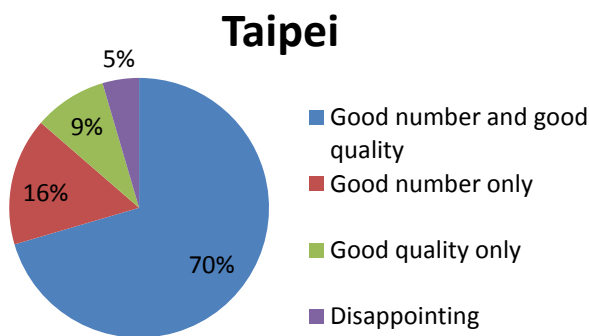
Main compliments

- Good number and good quality of visitors on Saturday in Taipei and Sunday in Taichung.
- Foot traffic in Taichung exceeded our expectations.

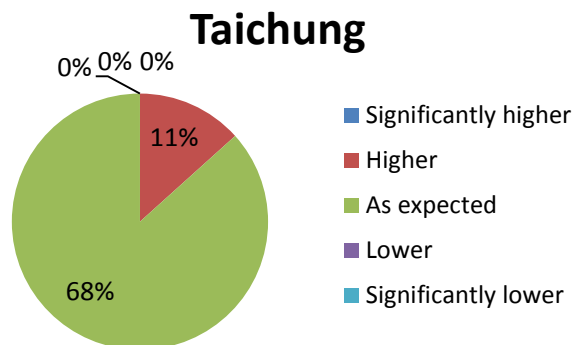
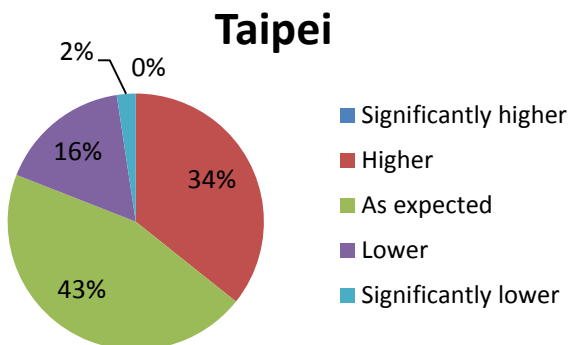
Main complaints (responses on following page)

- It was very quiet on Friday.
- Intermittent access to WiFi and loud speakers.
- Poor air conditioning in Taichung.

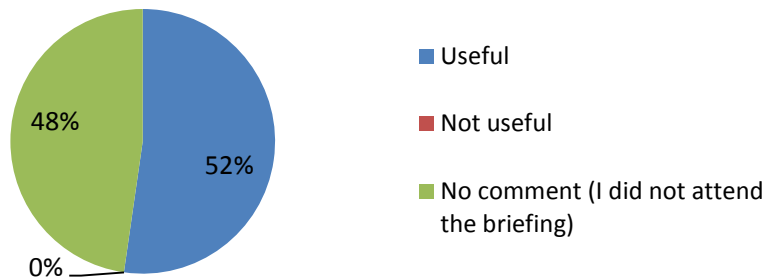
Overall assessment of the visitors:



Did the cost to attend the event meet your expectations?



Was the market briefing useful?



Future steps

Suggestions made by exhibitors and responses from the British Council in terms of event improvements are as follows:

British Council

- **Day/time:** Exhibitors replied the event on a Friday afternoon with a small turnout means it would be difficult for them to justify the cost. Visiting local schools in daytime and following a public-facing event in the evening has been advised, which the British Council will be taking forward with for the exhibition next year.
- **Venue and facility:** Exhibitors were very positive about Taichung City Hall, although the air conditioning there was not satisfactory. TWTC Hall in Taipei was generally acceptable, with a few exhibitors preferring the venue in National Taiwan University that was used in 2015. Complaints over venue facilities have been addressed to event service providers, improvements can be expected in the future.

UK institutions

- Although the market briefing was deemed useful to exhibitors who presented, nearly half indicated their absence. The market briefing not only provides the information on student mobility but also an opportunity to get local intelligence / networking with the British Council team and external speakers were invited. Where possible, exhibitors are encouraged to attend the briefing (which we have avoided doing early in the morning, as per previous feedback received) and we look forward to seeing more exhibitors attending in the future.
- There was an institution which reported loss of freights despite following the instruction indicated in the exhibition handbook. We advise that, in addition to bringing a few copies of promotional materials in your personal luggage, exhibitors are suggested to noting down your freight tracking number and contact information with the courier service provider in order for the British Council to assist and to try and identify whether your freight has been misplaced/held.

Appendix: List of exhibitors

Taipei Stand No.	Taichung Stand No.	Institution
1	1	Abbey DLD Group of Colleges
2	2	University of the Arts London
3	3	Astrum Education
4		Bath Spa University
5		Bellerbys College
6		University of Birmingham
7	4	University College Birmingham
8	5	Bournemouth University
9	6	University of Bristol
10		Brunel University London
11	7	City, University of London
12		Birmingham City University
13		University College London
14		Coventry University
15		Cranfield University
16	8	University for the Creative Arts
17		De Montfort University
18	9	University of Dundee
19		University of Exeter
20		University of Glasgow & The Glasgow School of Art
21		Heriot-Watt University
22	10	University of Kent
23		Kingston University
24	11	Language Studies International
25		University of Leeds
26		University of Leicester
27		University of Lincoln
	12	Liverpool John Moores University
28	13	London South Bank University
29	14	The University of Manchester
30		Newcastle University
31		Northumbria University
32	15	Nottingham Trent University
33		University of Plymouth
34	16	University of Portsmouth
35		Queen Margaret University
36	17	SBC - British Degree in Shanghai
37	18	The University of Sheffield
38		Sheffield Hallam University
39		SOAS, University of London
40		University of Southampton
41		University of Surrey
42		Swansea University
43	19	University of Warwick
44		York St John University