



# Make the UK your chosen destination

European Higher Education Fair, Metro Manila  
10-11 November 2016

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## 1. Event fact file

Venue	<b>10 November</b> 1. Fairmont Makati <b>11 November</b> 2. Chinese International School Manila 3. International School Manila 4. British School Manila 5. Everest School Manila
Opening hours	<b>10 November</b> 1. 10.30 – 17.30 (Exhibition proper) <b>11 November</b> 2. 08.45 – 10.15 (CISM) 3. 10.30 – 12.00 (ISM) 4. 12.40 – 13.30 (BSM) 5. 13.45 – 15.15 (ESM)
Stand costs	£600

## 2. Key statistics

Attendance	
Fairmont Makati	1,500
Chinese International School Manila	42
International School Manila	27
British School Manila	56
Everest School Manila	70

Visitors' primary market objectives* (95 responses)	
Undergraduate	15
Postgraduate	74
PhD	22
Other	3

\* - The results were taken from the third-party organiser's post-event report.



### 3. Impact of marketing plan

- The promotional activities for the European Higher Education Fair were primarily managed by the third-party organiser and the European Union Delegation. Prior to the event, the organiser reached out to the UK exhibitors to request for materials for posting on social media. The EU also had television and radio interviews to promote the event.

The British Council, on the other hand, launched a digital campaign on Facebook that promoted the UK universities attending the exhibition. The posts contained videos taken from the universities' website and YouTube channels. The campaign ran for a month leading up to the event, with each university having two posts for the entire campaign. The EHEF was also promoted via the Education UK e-newsletters.

During the fair and the school visit, a subject matrix for the UK universities was given to the visitors to guide them on which institutions they can approach depending on their interests. Brochures about studying in the UK were also handed out in the British Council booth.

### 4. Conclusions and follow up

#### 4.1 Key recommendations for institutions

- Overall, the exhibitors were satisfactory during the fair. Because of the volume of people and the schedule of the exhibition, universities sending only one representative are recommended to get a stand assistant whether via the British Council or their partner agencies.

#### 4.2 Key recommendations for the British Council

- In the future, the British Council should clarify to the UK exhibitors whom to coordinate with in terms of event preparation. Having information coming from the British Council and the event organiser caused confusion among the exhibitors.

Also, market briefing should be provided at least a day before in a conducive space near the exhibition or accommodation venue.



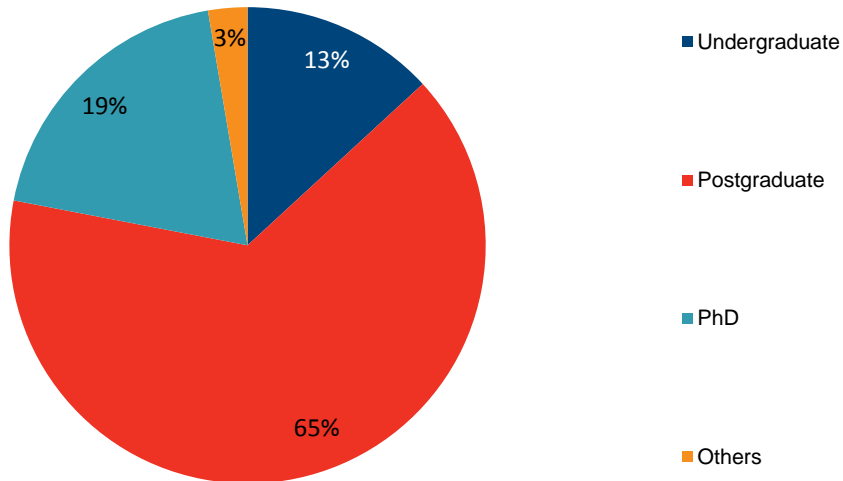
Appendix 1: List of participating institutions

Bucks New University
Hult International Business School
INTO University Partnerships
Istituto Marangoni London
University of Bath
University College London
University of Warwick
University of the West of Scotland

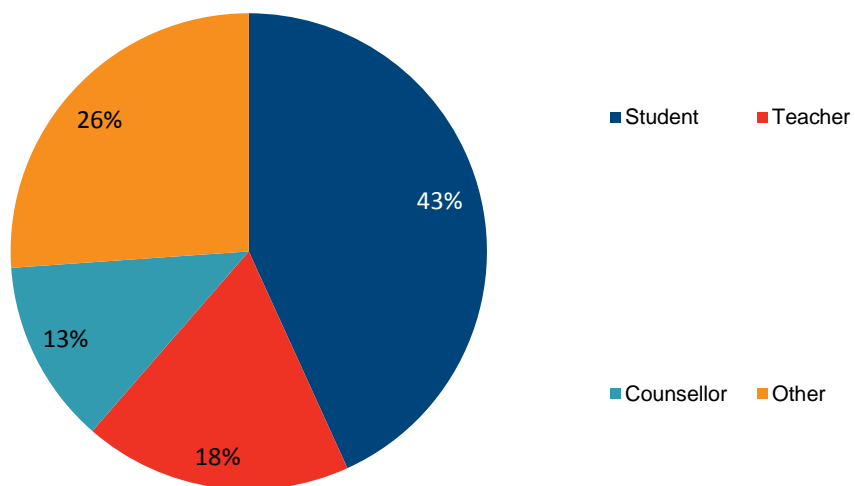


Appendix 2: Profile of visitors (taken from the third-party organiser's report)

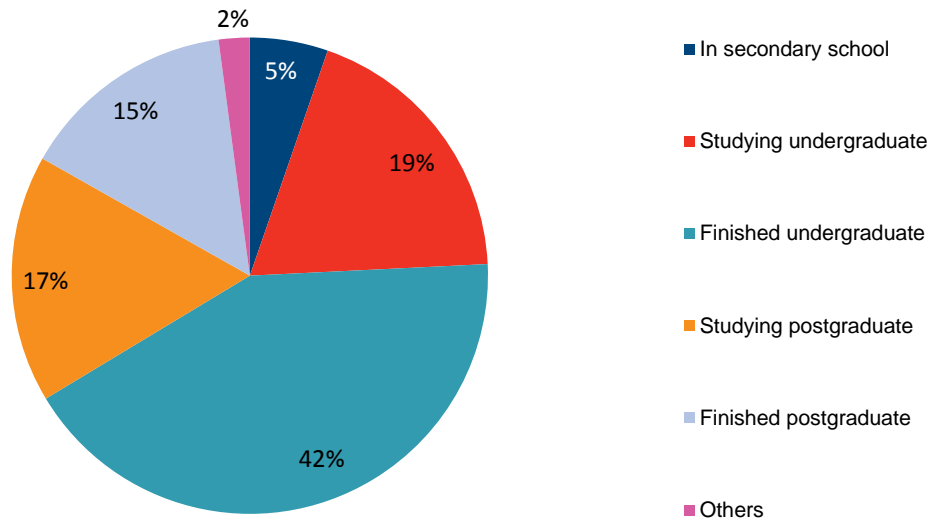
**Level of study interested in (%), out of 95 responses**



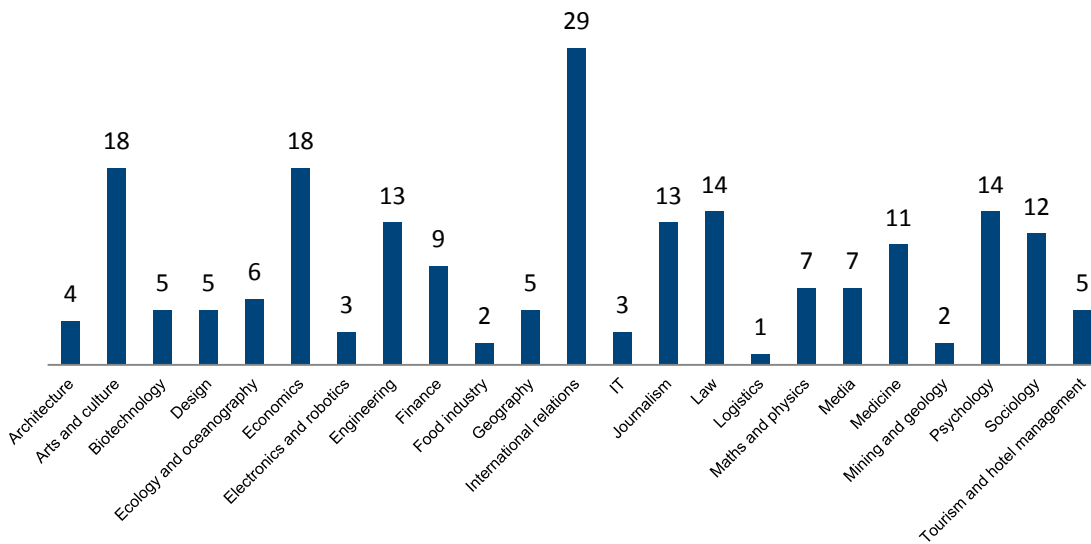
**Current occupation (%), out of 88 responses**



### Stage of education (%), out of 95 responses



### Subjects interested in studying, out of 95 responses

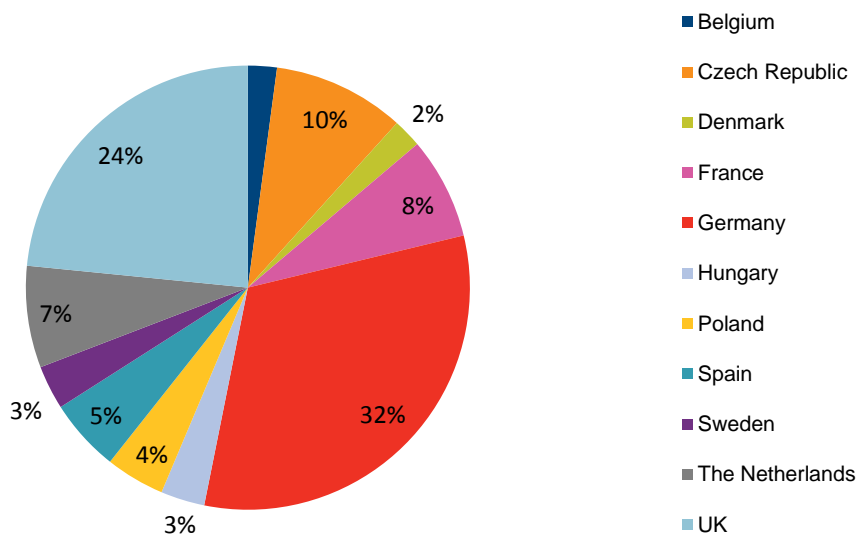


Appendix 3: European countries considered studying in (taken from the third-party organiser's report)

Country	% (out of 92)
Austria	12
Belgium	18.5
Bulgaria	4.3
Croatia	5.4
Cyprus	5.4
Czech Republic	17.4
Denmark	19.6
Estonia	4.3
Finland	7.6
Former Yugoslavia	3.3
France	29.3
Germany	52.2
Greece	5.4
Hungary	12
Iceland	4.3
Ireland	5.4
Italy	14.1

Country	% (out of 92)
Latvia	3.3
Liechtenstein	3.3
Lithuania	5.4
Luxembourg	4.3
Malta	3.3
The Netherlands	19.6
Norway	7.6
Poland	13
Portugal	7.6
Romania	4.3
Slovakia	3.3
Slovenia	5.4
Spain	34.8
Sweden	14.1
Switzerland	15.2
Turkey	4.3
United Kingdom	55.4

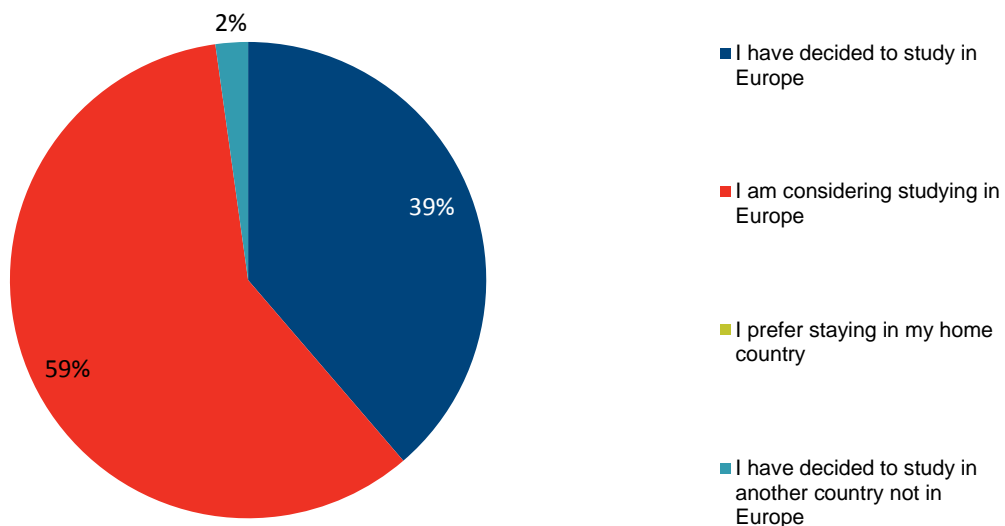
**Countries considered studying in as a result of the fair (%) , out of 94 responses**



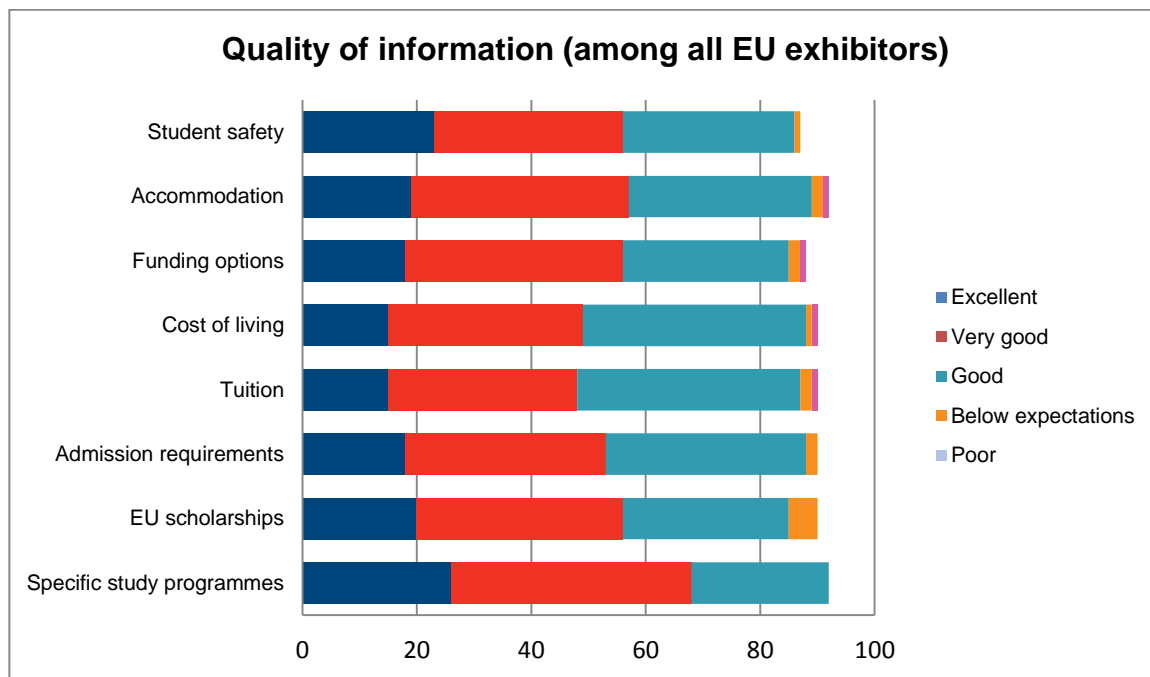


## Appendix 4: Visitors' survey results

### Stage in decision



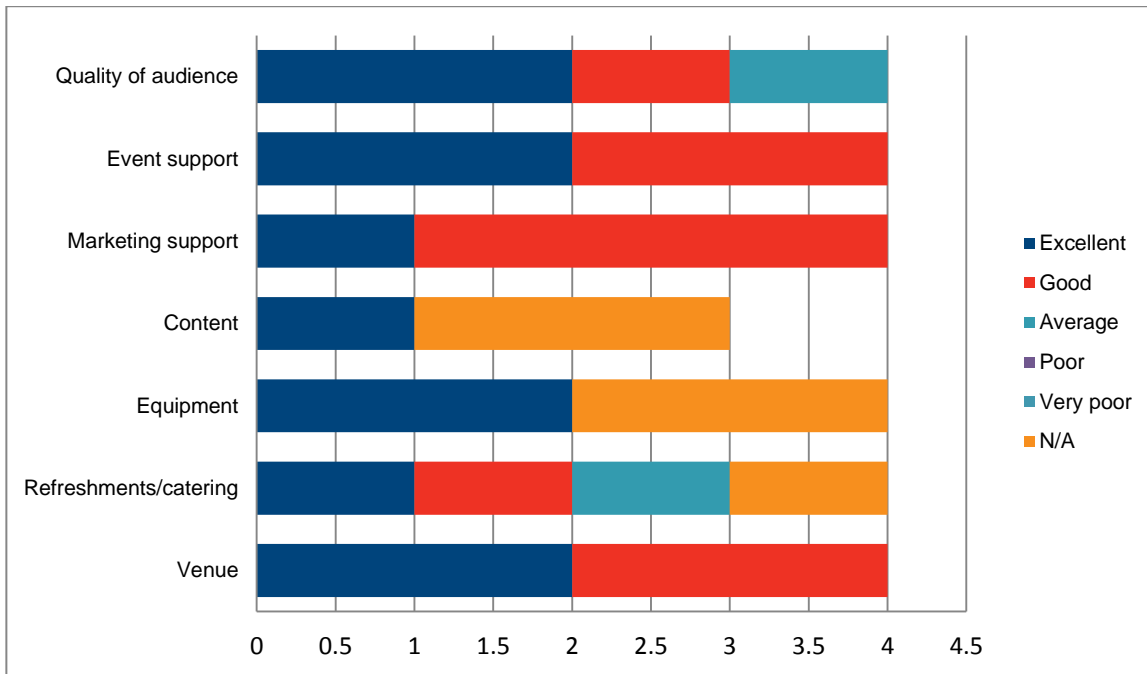
### Quality of information (among all EU exhibitors)





## Appendix 5: Exhibitors' survey results

Only four out of the eight institutions submitted their feedback forms.



### Will you use BC-SIEM again?

