



# Make the UK your chosen destination

Post-event report of Education UK schools and colleges exhibition 2012

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## 1. Event fact file

Hong Kong

|               |  |
|---------------|--|
| Venue         | Regal Hong Kong Hotel, Basement 1 and 2, 88 Yee Wo Street , Causeway Bay<br>Hong Kong, 13 October 2012 |
| Opening hours | 1300 – 1800  |
| Stand costs   | £1327.37   |
| Sponsors      | Bank of East Asia Limited<br>Jones Lang Lasalle  |
| Seminars      | Articulation between Hong Kong new education system and UK education                                   |
|               | Preparing your child for a place at a top-ranking university and medical school                        |
|               | How to choose the right subjects for GCSEs, A-levels and the IB Diploma                                |
|               | Further education colleges: affordable options for academic or vocational study                        |
|               | Boarding school, state college or private college: How to choose?                                      |

## 2. Key statistics

| Attendance                        | Hong Kong  |            |
|-----------------------------------|------------|------------|
|                                   | 2012       | 2011       |
| <b>Total number of visitors</b>   | <b>960</b> | <b>870</b> |
| <b>Total number of exhibitors</b> | <b>36</b>  | <b>24</b>  |

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



| Visitors' primary market interests   | Hong Kong     |               |
|--|---------------|---------------|
|  | 2012          | 2011          |
| Preparatory school   | 2.9%          | 4.8%          |
| Junior secondary school  | 19.6%         | 20.7%         |
| GCSE   | 19.0%         | 16.6%         |
| A-Level  | <b>24.9%</b>  | <b>25.8%</b>  |
| International Baccalaureate Diploma  | 9.9%          | 12.2%         |
| University Foundation  | 9.1%          | 6.3%          |
| Vocational based education   | 0.7%          | 0.0%          |
| Undergraduate  | 8.2%          | 7.4%          |
| UK summer programmes   | 5.1%          | 6.3%          |
| Others, please specify:  | 0.7%          | 0.0%          |
| Total (rebased to number of responses, not number of respondents as each respondent may answer more than one of the above) | 262 responses | 169 responses |

| Demographics of visitors         | Hong Kong    |              |
|----------------------------------|--------------|--------------|
|                                  | 2012         | 2011         |
| Parent of Primary School pupil   | 18.7%        | 9.9%         |
| Parent of Secondary School pupil | <b>56.9%</b> | 30.2%        |
| Parents - others                 | 8.2%         | <b>45.4%</b> |
| Students                         | 11.8%        | 13.0%        |
| Others                           | 0.4%         | 1.5%         |

\*Source: exhibition visitors' survey 2012

### 3. Impact of marketing plan

The promotional budget was increased compare with previous years due to the increase in number of exhibitors. We maximised the return on this investment through a strategically-targeted and increasingly integrated campaign. We expanded our poster campaign and outdoor promotion, as well as having postcard insertions at the targeted parent magazine.

#### Print advertisement

- Supplement articles/advertorials and advertisements in mass-circulation newspapers, which is the most popular source of education news for parents. In particular, advertorials allowed us to include more information, including the benefits of UK education, feature stories and institution advertisements as well as event details and seminar programmes. Around 66 per cent of responses cited print



advertisements/ supplement articles in newspapers as a source of finding out about the exhibition.

#### Online promotion

- We also focused our on-line promotion on internal and external channels. We achieved high impact by placing more content and in more prominent spacing on the British Council and Education UK websites, e-newsletters and mail shots. Our e-newsletters and our website promotion accounted for 36.1% of our visitors.
- We increased our spending on online advertising by purchasing web banners on local popular websites and online newspapers. We also negotiated a special deal with our key media partner, Ming Pao, to place our advertorials online on mingpao.hk. Total internet advertisement accounted for nearly 6.1 per cent of responses on source of awareness.

#### Outdoor promotion

- We increased our spending on the outdoor promotion, and we used East Rail line, the Mass Transit Railway (MTR) 4-sheet poster advert for the first time, which is one of the most popular forms of public transport, with a daily footfall of over 4 million people. They accounted for 14.5% of the event awareness.

#### Others

- We maximised our internal promotions with posters and leaflets throughout the teaching centre, and large-scale wall displays and video on the first floor of the BC building.
- Our press releases successfully leveraged the media interest in the local education reforms and the event received coverage from 3 local newspapers and one magazine after the event.

## **4. Conclusions and follow up**

### **4.1 Key recommendations for institutions**

- Since the launch of the new secondary curriculum in September 2009, the reforms were believed to still play a significant role in motivating parents and students into considering alternatives. When asked on our survey whether they think the quality of Hong Kong schools has improved over the last five years, 89 per cent of the visitors answered 'no' or 'not sure', (compared with 84 per cent in the last survey) and 79 per cent were not confident or not sure that the new Hong Kong Diploma of Secondary Education (HKDSE) will be recognised internationally for university access (compared with 75 per cent in the last survey). So, the articulation of the HKDSE to UK education and implications of Hong Kong's new education system for studying in the UK will clearly continue to be focal points for this market for the next few years. Institutions, as well as the British Council, will need to be able to clearly articulate to students and parents the entry requirements from the new qualification, and be able to provide advice on pathways available to them at different stages of education. Institutions should state entrance requirements and pathways available on their websites and on their promotion materials at the exhibition.
- Apart from the obvious, on-going need for information about the implications of local education reforms on studying in the UK, there is also strong demand for parents and alumni sharing. Visitor responses show that the reason for its popularity is that parents and students are interested in common issues faced by their experienced counterparts in Hong Kong, and value their advice on how to overcome them. So, it is suggested that institutions can invite their alumni to attend the exhibition and share their life in UK with the visitors.



- The UK institutions, especially for the newcomers of Hong Kong market are recommended to organise other promotional activities leading up to exhibition, which can help to generate more traffic and enquiries during the exhibition.

***What learning points have you picked up for marketing your institution?***

**General**

- Bring more literature
- Very informative is required
- Many parents are looking for schools for younger kids. Further Education is not really understood
- Still good interest in coming to the UK for school
- Needed more clarify in banner about being a state 11-18 school
- Popularity of A-levels decreasing - need to think of ways round new education system
- More school hunting
- Highlight our main selling points better: 90% full boarding very low number of overseas pupils (6% from outside Europe)
- There are less British Passports
- Using good agent very important

**Promotion-related**

- Bigger range of more specific marketing materials would be helpful
- Promoting our foundation year in-country would be beneficial for us as there was a lot of interest
- Enhance publicity

## **4.2 Key recommendations for the British Council**

*Below is a summary of areas commented on by institutions, and our response in terms of follow-up actions. Suggestions and comments received from institutions are listed in full in Appendix 4:*

### **Catering**

- Several institutions commented that coffee/ tea and catering are required during the exhibition. We will consider having refreshments for exhibitors next year and providing few bottles of water per booth.

### **Timing and venue of the event**

- Some exhibitors commented on the size of the venue being a bit cramped for the large number of visitors, and some of them suggested extending the length of the exhibition. This is obviously a consideration we will look into for our next event, particularly if it continues to grow in scale. However, moving to a larger venue and extending the length of the exhibition will affect the participation fee for exhibitors, we will evaluate the cost effectiveness of these suggestions before changing the exhibition format.



## Appendix 1: List of participating institutions

| Booth No.                                    | Institution  |
|--|--|
| 1  | Abbey DLD Group of Colleges                              |
| 2  | Adcote School  |
| 3  | Bellerbys College  |
| 4  | Bosworth Independent College                             |
| 5  | Cambridge Education Group - CATS College, CSVPA, LFoC    |
| 6  | Caterham School  |
|  | Queen's College  |
|  | The Royal High School, Bath                              |
| 7  | Dulwich College  |
|  | Roedean School   |
| 8  | EF International Academy                                 |
| 9  | Ellesmere College  |
| 10   | Glenalmond College                                       |
| 11   | Gower College Swansea                                    |
| 12   | The Harefield Academy                                    |
| 13   | Highbury College Portsmouth                              |
| 14   | Howell's School, Denbigh                                 |
| 15   | The University of Hull - International Foundation Course |
| 16   | John Leggott College                                     |
| 17   | University of Kent - International Foundation Programme  |
| 18   | Leweston School  |
| 19   | Lomond School, Helensburgh, Scotland                     |
| 20   | Mander Portman Woodward Schools                          |
| 21   | Moira House Girls School                                 |
| 22   | Newbury Hall School                                      |
| 23   | Pembrokeshire College                                    |
|  | Llandrillo-Menai International                           |
| 24   | Shaftesbury School                                       |
| 25   | St Edmund's College                                      |
| 26   | Study Links International Guardians                      |
| 27   | The Read School  |
| 28   | Trinity School   |
| 29   | Wellington School  |
| 30   | Westbourne School  |
| 31   | Windermere School  |
| 32   | Ashbourne College  |
| <b>Sponsor</b>                               |  |
| The Bank of East Asia                        |  |
| Jones Lang LaSalle, International Properties |  |



## Appendix 2: Visitors' survey results

| 1. Are you currently:                      |            |             |
|--|------------|-------------|
| Parent of primary school pupil             | 49         | 18.7%       |
| Parent of Form One/Year Seven student      | 22         | 8.4%        |
| Parent of Form Two/Year Eight student      | 36         | 13.7%       |
| Parent of Form Three/Year Nine student     | 27         | 10.3%       |
| Parent of Form Four/Year Ten student       | 29         | 11.1%       |
| Parent of Form Five/Year Eleven student    | 27         | 10.3%       |
| Parent of Form Six/Year Twelve student     | 8          | 3.1%        |
| Parent of Form Seven/Year Thirteen student | 0          | 0%          |
| Primary school pupil                       | 1          | 0.4%        |
| Form One/Year Seven student                | 11         | 4.2%        |
| Form Two/Year Eight student                | 3          | 1.1%        |
| Form Three/Year Nine student               | 3          | 1.1%        |
| Form Four/Year Ten student                 | 4          | 1.5%        |
| Form Five/Year Eleven student              | 8          | 3.1%        |
| Form Six/Year Twelve student               | 1          | 0.4%        |
| Form Seven/Year Thirteen student           | 0          | 0%          |
| Associate Degree student                   | 0          | 0%          |
| Higher Diploma student                     | 0          | 0%          |
| Undergraduate student                      | 0          | 0%          |
| Postgraduate student                       | 0          | 0%          |
| Recent graduate                            | 1          | 0.4%        |
| Others                                     | 1          | 0.4%        |
| Not completed                              | 31         | 11.8%       |
| <b>Total</b>                               | <b>262</b> | <b>100%</b> |

| 2. Are you male or female? |            |             |
|----------------------------|------------|-------------|
| Male                       | 112        | 42.7%       |
| Female                     | 150        | 57.3%       |
| <b>Total</b>               | <b>262</b> | <b>100%</b> |

| 3. What is your nationality?                     |            |             |
|--|------------|-------------|
| HKSAR/BNO Passport Holder                        | 165        | 63 %        |
| People's Republic of China (PRC) Passport Holder | 20         | 7.6%        |
| British Passport Holder                          | 63         | 24.0%       |
| Other, please specify:                           | 13         | 5.0%        |
| Not completed                                    | 1          | 0.4         |
| <b>Total</b>                                     | <b>262</b> | <b>100%</b> |



| <b>4. Are you a:</b>                                  |            |             |
|---|------------|-------------|
| Hong Kong permanent resident                          | 234        | 89.3%       |
| Hong Kong resident                                    | 19         | 7.3%        |
| Visitor to Hong Kong from Mainland China              | 1          | 0.4%        |
| Visitor to Hong Kong from elsewhere (please specify): | 3          | 1.1%        |
| Not completed   | 5          | 1.9%        |
| <b>Total</b>  | <b>262</b> | <b>100%</b> |

| <b>5. If you are school student, or are parent of a school student, what type of school do you/your child attend now?</b> |            |             |
|---|------------|-------------|
| Local public school   | 77         | 29.4%       |
| Local private school (including Direct Subsidy Scheme school)   | 104        | 39.7%       |
| International/ESF school  | 37         | 14.1%       |
| Overseas boarding school  | 19         | 7.3%        |
| Not completed   | 25         | 9.5%        |
| <b>Total</b>  | <b>262</b> | <b>100%</b> |

| <b>6. What programme of study are you interested in?</b> |            |             |
|--|------------|-------------|
| Preparatory school                                       | 13         | 2.9%        |
| Junior secondary school                                  | 89         | 19.6%       |
| GCSE   | 86         | 19.0%       |
| A-Level  | 113        | 24.9%       |
| International Baccalaureate Diploma                      | 45         | 9.9%        |
| University foundation                                    | 41         | 9.1%        |
| Vocational based education                               | 3          | 0.7%        |
| Undergraduate  | 37         | 8.2%        |
| Summer programme   | 23         | 5.1%        |
| Others, please specify:                                  | 3          | 0.7%        |
| <b>Total</b>   | <b>453</b> | <b>129%</b> |



| 7. We would like to understand your motivation for considering a UK education for you/your child. Please indicate, on a scale of 1-5, the importance of the following, with 1 the least important: |                     |      |    |      |    |       |            |              |                    |              |
|--|---------------------|------|----|------|----|-------|------------|--------------|--------------------|--------------|
|  | 1 (Least important) |      | 2  |      | 3  |       | 4          |              | 5 (Most important) |              |
| Academic quality of UK education   | 7                   | 2.7% | 7  | 2.7% | 12 | 4.6%  | 67         | 25.6%        | <b>169</b>         | <b>64.5%</b> |
| Quality of life in UK schools/colleges/universities  | 3                   | 1.1% | 9  | 3.4% | 17 | 6.5%  | 109        | 41.6%        | <b>124</b>         | <b>47.3%</b> |
| Facilities and learning environment in UK schools/colleges/universities  | 2                   | 0.8% | 12 | 4.6% | 17 | 6.5%  | 108        | 41.2%        | <b>123</b>         | <b>46.9%</b> |
| Disciplined environment  | 6                   | 2.3% | 7  | 2.7% | 22 | 8.4%  | 110        | 42.0%        | <b>117</b>         | <b>44.7%</b> |
| Confidence in UK qualifications  | 2                   | 0.8% | 12 | 4.6% | 15 | 5.7%  | 94         | 35.9%        | <b>139</b>         | <b>53.1%</b> |
| Access to universities of your choice  | 2                   | 0.8% | 10 | 3.8% | 16 | 6.1   | 98         | 37.4%        | <b>136</b>         | <b>51.9%</b> |
| Value for money  | 1                   | 0.4% | 15 | 5.7% | 66 | 25.2% | <b>103</b> | <b>39.3%</b> | 77                 | 29.4%        |
| Concern about quality of Hong Kong education   | 11                  | 4.2% | 10 | 3.8% | 63 | 24.4% | <b>89</b>  | <b>34.0%</b> | <b>89</b>          | <b>34.0%</b> |
| Concerns that your child may face too much pressure in Hong Kong   | 11                  | 4.2% | 19 | 7.3% | 64 | 24.4% | <b>86</b>  | <b>32.8%</b> | 82                 | 31.3%        |
| Other reason(s) for choosing a UK education, please specify below:   | 1                   | 1.4% | 2  | 2.9% | 10 | 14.3% | 26         | 37.1%        | <b>31</b>          | <b>44.3%</b> |

| 8. Do you think the quality of Hong Kong education has improved over the last five years? |            |              |
|---|------------|--------------|
| Yes   | 30         | 11.5%        |
| No  | <b>162</b> | <b>61.8%</b> |
| Not sure  | 70         | 26.7%        |
| <b>Total</b>  | <b>262</b> | <b>100%</b>  |

| 9. Are you confident that the Hong Kong Diploma of Secondary Education will be recognised internationally for university access? |            |              |
|--|------------|--------------|
| Yes  | 56         | 21.2%        |
| No   | 96         | 36.3%        |
| Not sure   | <b>110</b> | <b>42.5%</b> |
| <b>Total</b>   | <b>262</b> | <b>100%</b>  |

| 10. Are you confident that the new Senior Secondary Curriculum will be suitable for your child? |            |              |
|---|------------|--------------|
| Yes   | 27         | 10.3%        |
| No  | 99         | 37.8%        |
| Not sure  | <b>136</b> | <b>51.9%</b> |
| <b>Total</b>  | <b>262</b> | <b>100%</b>  |



**11. Is the move to four-year undergraduate degree courses in Hong Kong make you more or less likely to choose three-year courses offered by UK universities?**

|               |            |             |
|---------------|------------|-------------|
| More likely   | 86         | 32.8%       |
| Less likely   | 6          | 2.3%        |
| No impact     | 97         | 37.0%       |
| Not sure      | 63         | 24.0%       |
| Not completed | 10         | 3.8%        |
| <b>Total</b>  | <b>262</b> | <b>100%</b> |

**12. Have you now got all the information you need?**

|               |            |             |
|---------------|------------|-------------|
| Yes           | 132        | 50.4%       |
| No            | 123        | 46.9%       |
| Not completed | 7          | 2.7%        |
| <b>Total</b>  | <b>262</b> | <b>100%</b> |

**13. If you would like more information please let us know what you would like:**

- Application and entrance exam
- How to choose UK schools
- Problems that the students met when living in the UK
- High school information and the application process to university
- Challenge found in studying overseas
- It would be good if school representatives host the consultation counters
- Application process and method
- Year 12-13 A-level school
- How to choose boarding schools
- Summer courses in London
- Schools information
- England College information
- How to prepare from HKDSE to GCE A-level and university foundation program
- School name and fee
- State boarding school for 13 year old and 17 year old student
- University requirement
- More information on different independent boarding schools in UK
- Home stay Information
- More information on independent schools
- Foundation course
- Difference in quality of education in state schools and private school
- More seminars on different systems and institutions in UK
- How to choose a suitable school for my kid
- Top 10 Girls' Schools in UK

**14. Will you be making an application to the UK now?**

|               |            |             |
|---------------|------------|-------------|
| Yes           | 166        | 63.4%       |
| No            | 76         | 29.0%       |
| Not completes | 20         | 7.6%        |
| <b>Total</b>  | <b>262</b> | <b>100%</b> |



| 15. Where do you usually go to look for information about overseas study? |            |               |
|---|------------|---------------|
| Newspaper   | 93         | 35.5%         |
| Internet  | 120        | 45.8%         |
| Friend/relative   | 84         | 32.1%         |
| British Council office  | 122        | 46.36%        |
| School where you are studying   | 15         | 5.7%          |
| Education consultant/agent  | 83         | 31.7%         |
| Others  | 8          | 3.1%          |
| <b>Total</b>  | <b>525</b> | <b>200.4%</b> |

| 16. How did you find out about this information day and seminar? (You can choose more than one) |            |               |
|---|------------|---------------|
| Oriental Daily  | 15         | 5.7%          |
| Sing Tao  | 26         | 9.9%          |
| Apple Daily   | 25         | 9.5%          |
| Headline  | 45         | 17.2%         |
| South China Morning Post (SCMP)   | 17         | 6.5%          |
| Ming Pao  | 33         | 12.6%         |
| Metro   | 11         | 4.2%          |
| AM 730  | 10         | 3.8%          |
| Smart Parents   | 25         | 9.5%          |
| KCRC 4-sheet posters  | 38         | 14.5%         |
| Apple Daily Online  | 1          | 0.4%          |
| babykingdom.com   | 10         | 3.8%          |
| Discuss.com   | 2          | 0.8%          |
| mingpao.com   | 3          | 1.1%          |
| British Council website   | 75         | 28.6%         |
| British Council Facebook  | 13         | 5.0%          |
| Friend/relative   | 38         | 14.5%         |
| British Council e-newsletter  | 20         | 7.6%          |
| British Council office  | 21         | 8.0%          |
| facebook  | 5          | 1.9%          |
| Others, please specify:   | 1          | 0.4%          |
| <b>Total</b>  | <b>434</b> | <b>165.6%</b> |

| 17. Did you find the content of the seminar useful?                             |     |       |    |       |                      |
|---|-----|-------|----|-------|----------------------|
|   | Yes |       | No |       | Total # of responses |
|   |     |       |    |       |                      |
| Articulation between Hong Kong new education system and UK education            | 62  | 87.3% | 9  | 12.7% | 71                   |
| Preparing your child for a place at a top-ranking university and medical school | 68  | 90.7% | 7  | 9.3%  | 75                   |
| How to choose the right subjects for GCSEs, A-levels and the IB Diploma         | 60  | 87%   | 9  | 13%   | 69                   |
| Further education colleges: affordable options for academic or vocational study | 24  | 63.2% | 14 | 36.8% | 38                   |
| Boarding school, state college or private college: How to choose?               | 52  | 80%   | 13 | 20%   | 65                   |



### 18. Please suggest seminar topic(s) about UK boarding school for our future reference

- Introduction of selected schools
- Ranking of boarding schools
- UK state and private boarding school list
- Problem the students will face when they live in UK alone
- What factors parents and students could consider in choosing boarding schools
- School information
- Life in UK Boarding School
- Private school introduction
- music, Visual Arts
- Top high schools
- How to prepare for entrance exam
- Subjects available for year 12 - 13
- How to choose major subjects
- GCSE/ A-level course
- Pre school and Senior school
- More school information
- The new system

### 19. Have you taken part in any of the following activities organised by the British Council in the last 12 months?

|                         |            |               |
|-------------------------|------------|---------------|
| English language course | 46         | 17.6%         |
| Education exhibition    | 52         | 19.8%         |
| UK education seminar    | 36         | 13.7%         |
| IELTS                   | 9          | 3.4%          |
| BULATS                  | 1          | 0.4%          |
| Others                  | 0          | 0%            |
| No                      | 147        | 56.1%         |
| <b>Total</b>            | <b>291</b> | <b>111.1%</b> |

### 20. How would you rate the quality of service you have received (from British Council staff)?

|               |            |             |
|---------------|------------|-------------|
| Excellent     | 71         | 27.1%       |
| Good          | 171        | 65.3%       |
| Average       | 15         | 5.7%        |
| Bad           | 0          | 0%          |
| Very bad      | 0          | 0%          |
| Not completed | 5          | 1.9%        |
| <b>Total</b>  | <b>262</b> | <b>100%</b> |



**21. How likely is it that you would recommend British Council events to a friend or colleague?**

Please select one number on a scale between 0 and 10 where: 0 = Very unlikely to recommend; 10 = Very likely to recommend

| 0  | 1    | 2  | 3    | 4    | 5    | 6    | 7     | 8     | 9     | 10    | Total |
|----|------|----|------|------|------|------|-------|-------|-------|-------|-------|
| 0  | 2    | 0  | 2    | 3    | 20   | 19   | 40    | 85    | 34    | 57    | 262   |
| 0% | 0.8% | 0% | 0.8% | 1.1% | 7.6% | 7.3% | 15.3% | 32.4% | 13.0% | 21.8% | 100%  |

**22. For the below questions, please tick one box to indicate the extent to which you agree or disagree with each of the following statements**

|   | Strongly agree |       | Agree in general |       | Neither agree nor disagree |       | Disagree in general |      | Strongly disagree |    | Total |      |
|---|----------------|-------|------------------|-------|----------------------------|-------|---------------------|------|-------------------|----|-------|------|
|   |                |       |                  |       |                            |       |                     |      |                   |    |       |      |
| This event met my expectations  | 35             | 13.4% | 194              | 74.0% | 31                         | 11.8% | 2                   | 0.8% | 0                 | 0% | 262   | 100% |
| Overall, this was a high quality exhibition   | 38             | 14.5% | 196              | 74.8% | 26                         | 9.9%  | 2                   | 0.8% | 0                 | %  | 262   | 100% |
| I have acquired new knowledge and/or skills from taking part in this event/activity | 42             | 16.0% | 180              | 68.7% | 37                         | 14.1% | 3                   | 1.1% | 0                 | %  | 262   | 100% |



## Appendix 3: Exhibitors' survey results

| <b>Have you attended this country event before?</b> |           |             |
|---|-----------|-------------|
| Yes   | 17        | 53.1%       |
| No  | 15        | 46.9%       |
| <b>Total</b>  | <b>32</b> | <b>100%</b> |

| <b>What was your main aim for coming?</b> |           |              |
|---|-----------|--------------|
| Recruitment                               | 13        | 40.6%        |
| Profile raising                           | 1         | 3.1%         |
| <b>Both</b>                               | <b>18</b> | <b>56.3%</b> |
| <b>Total</b>                              | <b>32</b> | <b>100%</b>  |

| <b>What is your primary market interest in this event?<br/>(please indicate)</b> |           |               |
|--|-----------|---------------|
| Vocational qualifications  | 4         | 12.5%         |
| Pre-university foundation course   | 9         | 28.1%         |
| <b>Post-16 A-level or equivalent</b>   | <b>25</b> | <b>78.1%</b>  |
| GCSE or equivalent   | 17        | 53.1%         |
| Junior secondary   | 11        | 34.4%         |
| Primary  | 4         | 12.5%         |
| UK summer programme  | 4         | 12.5%         |
| Guardianship   | 1         | 3.1%          |
| Corporate Branding   | 1         | 3.1%          |
| <b>Total</b>   | <b>76</b> | <b>237.5%</b> |

| <b>Does the cost of participating in this event represent value for money to your institution?</b> |           |             |
|--|-----------|-------------|
| Yes  | 24        | 75.0%       |
| No   | 2         | 6.3%        |
| Unsure   | 6         | 18.8%       |
| <b>Total</b>   | <b>32</b> | <b>100%</b> |

### **What recommendations have you got for the future of this particular event for British Council?**

#### **Event timing/duration**

- Over 2 days - Sat and Sun
- Give more opportunities for schools to run a presentation or workshop during fair hours
- Extend the length of the exhibition
- Start late to allow visitors to come after lunch time

#### **Venue**

- Bottles of water available
- Snacks provided
- More water please otherwise great
- Tea or coffee could be provided
- Offer some food and drink for sure
- Being sat at a table for 5 hours is a challenge, it would have been nice to have been offered water - if not a sandwich
- Cramped area with too little circulation space, Change layout



### **Others**

- Perhaps some awareness of the Scottish Examination system
- Keep it focused just on schools fewer tertiary institutions if possible. Message clearer this way
- Ensure literature about schools is accurate
- More advert in specific topic in the market

### ***What market developments have you noticed by coming?***

#### **Subject/course interest**

- Pre-university courses
- DSE students or parents convinced they'll need to enter university foundation year instead of year 1, still confusion over this
- Much more familiarity with the IB
- 1 year A-level courses
- More popularity in the IB

### **Others**

- Younger age raise
- Students study abroad are now younger (therefore boarding popular) + 1 year foundation
- The market moves to early studies. i.e. growing number of students age 10-12
- Students seem to be looking to come to UK earlier than before and are unsure on whether it is necessary to complete HK high school before coming
- Parents much more aware than the last time, I was here 3 years ago
- Mixed feeling about when to study overseas
- Increase younger age interest
- HKDSE related market changes
- More concerns over HKDSE or UK study

### ***What learning points have you picked up for marketing your institution?***

#### **General**

- Bring more literature
- Very informative is required
- Many parents are looking for schools for younger kids. Further Education is not really understood
- Still good interest in coming to the UK for school
- Needed more clarify in banner about being a state 11-18 school
- Popularity of 2 A-Levels decreasing - need to think of ways round new education system
- More school hunting
- Highlight our main selling points better: 90% full boarding very low number of overseas pupils (6% from outside Europe)
- There are less British Passports
- Using good agent very important

#### **Promotion-related**

- Bigger range of more specific marketing materials would be helpful
- Promoting our foundation year in-country would be beneficial for us as there was a lot of interest
- Enhance publicity

| <b><i>What is your assessment of the visitors?</i></b> |           |             |
|--|-----------|-------------|
| Good number and good quality                           | 22        | 68.8%       |
| Good quality only                                      | 3         | 9.4%        |
| Good number only                                       | 6         | 18.8%       |
| Disappointing  | 1         | 3.1%        |
| <b>Total</b>   | <b>32</b> | <b>100%</b> |



| <b>Have you developed new or built on existing feeder or agent relationships by coming?</b> |           |             |
|---|-----------|-------------|
| Yes   | 22        | 68.8%       |
| No  | 9         | 28.1%       |
| Not completed   | 1         | 3.1%        |
| <b>Total</b>  | <b>32</b> | <b>100%</b> |

| <b>Have you developed other links by coming?</b> |           |             |
|--|-----------|-------------|
| Yes  | 14        | 43.8%       |
| No   | 16        | 50.0%       |
| Not completed                                    | 2         | 6.3%        |
| <b>Total</b>                                     | <b>32</b> | <b>100%</b> |

| <b>How was the support to your business needs from British Council before and during the event?</b> |           |             |
|---|-----------|-------------|
| Unsatisfactory  | 0         | 0%          |
| Satisfactory  | 16        | 50%         |
| Good  | 16        | 50%         |
| <b>Total</b>  | <b>32</b> | <b>100%</b> |

| <b>How do you rate the quality of actual event management, logistical arrangements, venues and any ceremonies, receptions or other functions?</b> |           |             |
|---|-----------|-------------|
| Unsatisfactory  | 0         | 0%          |
| Satisfactory  | 13        | 40.6%       |
| Good  | 19        | 59.4%       |
| <b>Total</b>  | <b>32</b> | <b>100%</b> |

| <b>Please comment on how this year's event compares to previous years.</b> |           |             |
|--|-----------|-------------|
| Same, Worth coming   | 18        | 56.3%       |
| Same, not worth coming   | 2         | 6.3%        |
| More worthwhile  | 5         | 15.6%       |
| Less worthwhile  | 1         | 3.1%        |
| Not completed  | 6         | 18.8%       |
| <b>Total</b>   | <b>26</b> | <b>100%</b> |

| <b>Finally, will you be attending this event this time next year?</b> |           |             |
|---|-----------|-------------|
| Yes   | 15        | 46.9%       |
| No  | 1         | 3.1%        |
| Undecided   | 15        | 46.9%       |
| Not completed   | 1         | 3.1%        |
| <b>Total</b>  | <b>32</b> | <b>100%</b> |

**Additional comments:**

- I have enjoyed this event very much. We have made good contacts today with some serious enquiries which will result in further meetings next week
- Perhaps a followings event might be useful a day or too late specifically for students who would like to know more about specific institutions and for apply to them



- Since event is getting bigger and busier, which is great. I think it's important to have bigger area for the next year event. Very close location of tables to each other and therefore too crowded for customers actually to access the desk and the representative
- More profile and promotion for further education colleges prior to the event
- Better than last year, more 14-18 year old. Last year too many young children, unsuitable for our institution
- It would depend on a corporate point of view what our needs as a department are
- It would be better if we can keep our materials at the hotel for collection after the events
- very pleasing so far - I cannot give you some answers now as I will not know until later
- Good event for fact finding and getting more information about current market situation
- It would depend on the number of schools
- Coffee available? Spread type of schools more evenly to avoid bunching or queuing
- Excellent event
- Thanks for a great location same again on the floor plan next year please
- Very pleased with events Thank you



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

|                        | Media                         | Format (number of insertions)   | Duration                     |
|------------------------|-------------------------------|---|------------------------------|
| <b>Print</b>           | Chinese newspapers            | Print advertisement (8)   | 8 October –<br>12 October    |
|                        |                               | Full page supplement (1)<br>Half page supplement (1)  | 27 September –<br>11 October |
|                        | Chinese Magazine              | Print advertisement (1) +<br>30,000 postcards insertion   | 25 September &<br>3 October  |
| <b>Outdoor</b>         | <b>KCRC</b>                   | 4-sheet light box (85)  | 6 – 12 October               |
|                        | <b>Central Pier Billboard</b> | Billboard (1)   | 7 – 13 October               |
| <b>Promotion items</b> | Posters and leaflets          | 10,000 copies distributed at the British Council and sent to 500+ agent contacts and libraries.             | Early September              |
| <b>Online</b>          | Apple Daily online            | Online banner at Local News Homepage  | 1 – 13 October               |
|                        | Discuss.com                   | Online banner at local forum  | 28 September –<br>12 October |
|                        | Baby Kingdom                  | Online banner at local forum  | 30 September –<br>13 October |
|                        | eDM                           | Direct mailing campaign to 13,000 members of local discussion forums  | 3 October,<br>10 October     |
|                        | Online pre-registration       | E-mail for pre-registration, with a chance to win London Olympics 2012 Routemaster bus modelcinema vouchers | September – October          |
|                        | Facebook                      | Event promotion on our BC and Education UK Facebook   | October                      |
|                        | Websites                      | Exhibition information posted to Education UK and BC websites   | August – October             |



**Print advertisement**

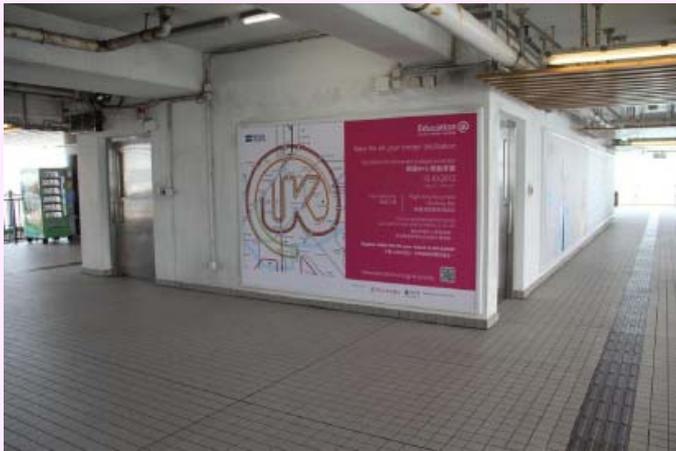
**Online promotion**

**Outdoor promotion**





## Outdoor promotion



## Others

**BRITISH COUNCIL** **Education UK**  
Innovative. Inspiring. Inspiring.

**Make the UK your chosen destination**  
Education UK schools and colleges exhibition  
英國中小學教育展

免費入場 | 銅鑼灣怡和街88號 | 13.10.2012  
Free Admission | 富豪香港酒店地庫一及二樓 | 1.00 - 6.00 p.m.

Find out all you need to know about schooling in the UK. Representatives from over 30 schools and colleges will lead seminars and answer enquiries. Receive expert advice on how to prepare your child for a place at a top-ranking university.

英國是首選的升學地點！  
超過30間來自英國中小學及學院代表，將與家長分享英國中小學教育資訊，並解答家長關心中學升學問題。屆時並有專家分享入讀英國頂尖大學的心得，及主持主題講座，現場更有專家分享入讀英國頂尖大學的心得。

Enquiries 查詢: 2913 5100 enquiries@britishcouncil.org.hk  
www.educationuk.org.hk/events

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**BRITISH COUNCIL** **Education UK**  
Innovative. Inspiring. Inspiring.

英國升學，不二之選！  
Make the UK your chosen destination

英國中小學教育展  
Education UK schools and colleges exhibition

免費入場 | 銅鑼灣富豪香港酒店 | 13.10.2012  
Free Admission | Regal Hong Kong Hotel, Causeway Bay | 1.00 - 6.00 p.m.

如果您有意讓子女升讀英國中小學或預科課程，更不想錯過英國中小學教育資訊，想將英國頂尖學校的代表者邀請為您解答升學問題及主持主題講座，屆時更有專家分享入讀英國頂尖大學的心得。

Visit our exhibition and find out all you need to know about schooling in the UK. Representatives from over 30 schools and colleges will lead seminars and answer enquiries. Receive expert advice on how to prepare your child for a place at a top-ranking university.

上網預先登記，有機會贏取限量版倫敦奧運巴士模型之贈！  
Pre-register online now to win a limited edition London Olympics 2012 Routemaster bus model!

Enquiries 查詢: 2913 5100 enquiries@britishcouncil.org.hk  
www.educationuk.org.hk/events

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