

# British Council Germany Higher Education Fairs

23 – 26 January 2017, Bochum, Hanover, Hamburg  
and Berlin

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# 1. Event fact file

## Germany

<b>Venue 1</b>	<b>Monday 23 January 2017: Bochum</b> <a href="#">Ruhr Universität Bochum</a> Veranstaltungszentrum (Event Centre), Hall 2 B Universitätsstraße 150, 44801 Bochum
<b>Opening hours</b>	11.00 – 15.00
<b>Venue 2</b>	<b>Tuesday 24 January 2017: Hanover</b> BIZ (Berufsinformationszentrum), Careers Centre Agentur für Arbeit Hannover Brühlstr. 4, 30169 Hannover
<b>Opening hours</b>	11.00 – 15.00
<b>Venue 3</b>	<b>Wednesday 25 January 2017: Hamburg</b> Staats- und Universitätsbibliothek Hamburg Von-Melle-Park 3, 20416 Hamburg
<b>Opening hours</b>	10.30 – 14.30
<b>Venue 4</b>	<b>Thursday 26 January 2017: Berlin</b> bbw Berlin – Bildungswerk der Wirtschaft in Berlin und Brandenburg Am Schillertheater 2, 10625 Berlin
<b>Opening hours</b>	11.00 – 15.00
<b>Stand costs</b>	GBP 2,275.00 plus VAT
<b>Unique feature to give added value</b>	IELTS stand at each venue

## 2. Key statistics/ facts

### Visitor numbers and their enquiries:


Due to the set-up of the venues (foyers of university/ education institute buildings with multiple doors) and the nature of the fairs: four hours, only 3 British Council staff accompanying the group, it is not possible to count the total number of people coming through the doors.

For us the quality of the enquiries count for more than the quantity and so we ask UK institutions how many *serious* enquiries they had in each city. Serious meaning, the student is seriously thinking about coming to study at your institution. The main reason for this is that German students do a great deal of research before coming to a fair and will often have a (long) list of (detailed) questions and will target the one, two or three institutions that they are really interested in rather than talking to all universities present.

### Visitor Registration System:

The British Council has introduced a Visitor Registration System in some countries. In Germany we aim to use the online pre-registration function only. There are a few reasons for this:

- As many of you know from the tour, Germans are more reluctant to give personal data or even contact details even if they want to study at your institutions.
- Obligatory registration is off-putting for German students and our host institutions would not welcome the idea.
- We cannot set up on-site registration until there is a simple, concise, offline, tablet version.
- Printing bar codes to label students with would be culturally difficult in Germany.



We do, however, want to collect some of the valuable information that the pre-registration collects and have offered incentives for students to fill it in. A competition to win a free IELTS test – worth €220 in Germany.

We also have general studying in the UK information at the British Council / IELTS table and advise students during the fairs.

### **3. Impact of marketing plan**

The full list of promotion and advertising is listed in Appendix 2.

Promotion flyers and posters were sent to selected universities, schools, international schools, libraries.

Press advertising was done Germany wide and local press.

This year we significantly increased the resources we put into digital marketing and ran both Facebook and Google campaigns.

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

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

- Two of four institutions have edu roam. UK institutions should bring their own edu roam log-in details in order to access wifi.
- Put the events on your institutions website.  
We can track re-directs from UK institution websites to our Higher Education Fair pages on the British Council Germany webpages. And it really works!  
It can make the difference for prospective students if they know you will be visiting Germany, especially for those unable to attend an open day meeting your representative at one of our fairs in Germany can influence a student's decision.
- Institutions need to expect and be prepared to answer all level of enquiries but be aware that most student and PG students in particular will do their research before and talk to a select number of institutions they are interested in, rather than all institutions present.
- Bring lots of business cards! German students may not like giving out their contact details but love getting yours ... and will contact you when they have questions!

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

- Each year there is increased participation of International schools and German/ European schools. This can bring benefits of not just EU students but some who are international students.



## Appendix 1: List of participating institutions

- 1 Anglia Ruskin University
- 2 Aston University
- 3 BIMM - British & Irish Modern Music Institute
- 4 Bournemouth University
- 5 Cardiff Metropolitan University
- 6 University of Chichester
- 7 City, University of London
- 8 Coventry University
- 9 University for the Creative Arts
- 10 University of Essex
- 11 Falmouth University
- 12 Goldsmiths, University of London
- 13 University of Hertfordshire
- 14 Keele University
- 15 King's College London
- 16 Lancaster University
- 17 University of Lincoln
- 18 London Metropolitan University
- 19 New College of the Humanities
- 20 Northumbria University
- 21 University of Portsmouth
- 22 University of Roehampton
- 23 Royal Agricultural University
- 24 University of South Wales
- 25 University of Southampton
- 26 Southampton Solent University
- 27 University of Stirling
- 28 Teesside University
- 29 University of Warwick
- 30 University of Westminster

## Appendix 2: Advertising and promotion plan (media plan)

### Printed promotion:

We produced 12,000 flyers in total and 250 posters per venue, distribution of these was targeted to the four cities Bochum, Hanover, Hamburg and Berlin as well as surrounding areas within a reasonable distance - up to 2 hours by train- from the host city:

- the host institutions for distribution to their faculties, departments and students
- 29 international and IB schools
- 176 other universities
- 425 European and other schools
- 8 international employment agencies throughout Germany
- 23 libraries in the host cities

### Adverts:

Print Media - Publication Date	Where?	Circulation
Saturday, 7 January 2017	Tagesspiegel (Berlin daily newspaper, weekend edition)	306,000
Thursday, 12 January 2017	ZEIT Bildungsmarkt (education section in biggest German weekly)	1.7m
Saturday, 14 January 2017 and Sunday, 15 January	Hamburger Abendblatt (Hamburg daily newspaper, weekend edition)	474,000
Saturday, 14 January 2017	Tagesspiegel Terminplaner (Berlin daily newspaper, weekend edition)	306,000
Friday, 20 January 2017	Hamburger Abendblatt (Hamburg daily newspaper, weekend edition)	474,000
Saturday, 21 January 2017	Hannoversche Allgemeine Zeitung (Hanover daily newspaper, weekend edition)	137,000
Saturday, 21 January 2017	Tagesspiegel (Berlin daily newspaper, weekend edition)	306,000



<b>Other promotion:</b>	
<b>British Council e-newsletter</b>	<b>8000+</b> contacts
<b>British Council Facebook page</b>	Regular posts in the month leading up to the fairs. Series of posts on individual UK institutions participating in the fairs, info provided by the UK universities.
<b>British Council website</b>	Dedicated pages is in English and German <a href="https://www.britishcouncil.de/en/study-uk">https://www.britishcouncil.de/en/study-uk</a> <a href="https://www.britishcouncil.de/studium-uk">https://www.britishcouncil.de/studium-uk</a> with short profiles of participating institutions that provided them. Over <b>6,000</b> page views.
<b>British Council IELTS team</b>	Information sent by e-mail to every enquirer/ IELTS candidate from October until the fairs. Promoted the Higher Education Fairs at 1 event in November.
<b>Facebook adverts through the British Council Germany Facebook page.</b>	General adverts in both English and German. From 18 October through to January to promote both tours. Promoted Facebook events for each individual event. For the four January cities from late December through to the day before each event. The reach was: <b>188,000</b> impressions and <b>8,200</b> visits to the events info. Response/ share rates for the events were high: <b>2,045</b> people took action.
<b>Google Ads</b>	A Google ad campaign ran from 12 October Reach: <b>210,000 impressions, 2,419 clicks</b>
<b>EducationUK Germany site</b>	<a href="http://www.educationuk.org/germany/">www.educationuk.org/germany/</a> (now defunct and replaced with <a href="https://study-uk.britishcouncil.org/">https://study-uk.britishcouncil.org/</a> )

<b>Card and Poster campaign - Berlin only</b>		
<b>from 6 Jan (3 weeks)</b>	DINAMIX City Cards	15.000 cards in 150 selected locations (education and other student locations)
<b>From 16 January (2 weeks)</b>	DINAMIX A1 posters	47 posters in Berlin locations (HEIs)

## Appendix 3: Exhibitor's survey results

Bochum										
	1 - Very poor	2	3	4	5	6	7	8	9	10 - Excellent
Quality of visitors	0.00%	0.00%	0.00%	0.00%	5.88%	11.76%	17.65%	35.29%	0.00%	29.41%
"Serious" Enquiries	0.00%	0.00%	0.00%	5.88%	11.76%	23.53%	11.76%	35.29%	0.00%	11.76%
Suitability of venue	0.00%	0.00%	5.88%	0.00%	5.88%	17.65%	11.76%	23.53%	11.76%	23.53%
Duration of event	0.00%	0.00%	0.00%	0.00%	17.65%	0.00%	11.76%	11.76%	29.41%	29.41%
Quality of accomodation	0.00%	0.00%	0.00%	0.00%	0.00%	11.76%	11.76%	29.41%	17.65%	29.41%
Hanover										
	1 - Very poor	2	3	4	5	6	7	8	9	10 - Excellent
Quality of visitors	0.00%	0.00%	0.00%	5.88%	5.88%	0.00%	29.41%	41.18%	0.00%	17.65%
"Serious" Enquiries	0.00%	5.88%	5.88%	5.88%	5.88%	17.65%	17.65%	41.18%	0.00%	0.00%
Suitability of venue	0.00%	0.00%	0.00%	5.88%	5.88%	5.88%	29.41%	35.29%	11.76%	5.88%
Duration of event	0.00%	0.00%	0.00%	0.00%	11.76%	5.88%	11.76%	11.76%	29.41%	29.41%
Quality of accomodation	0.00%	0.00%	0.00%	5.88%	5.88%	5.88%	5.88%	23.53%	23.53%	29.41%



Hamburg										
	1 - Very poor	2	3	4	5	6	7	8	9	10 - Excellent
Quality of visitors	0.00 %	0.00 %	0.00 %	0.00 %	5.88%	11.76 %	23.53 %	35.29 %	5.88%	17.65%
"Serious" Enquiries	0.00 %	0.00 %	0.00 %	0.00 %	11.76 %	29.41 %	17.65 %	29.41 %	11.76 %	0.00%
Suitability of venue	0.00 %	0.00 %	0.00 %	0.00 %	0.00%	5.88%	11.76 %	41.18 %	11.76 %	29.41%
Duration of event	0.00 %	0.00 %	0.00 %	0.00 %	11.76 %	5.88%	11.76 %	17.65 %	29.41 %	23.53%
Quality of accomodation	0.00 %	0.00 %	0.00 %	0.00 %	0.00%	0.00%	0.00%	35.29 %	23.53 %	41.18%

Berlin										
	1 - Very poor	2	3	4	5	6	7	8	9	10 - Excellent
Quality of visitors	0.00 %	0.00 %	0.00 %	0.00 %	0.00%	11.76 %	29.41 %	35.29 %	5.88%	17.65%
"Serious" Enquiries	0.00 %	0.00 %	0.00 %	0.00 %	11.76 %	29.41 %	11.76 %	35.29 %	5.88%	5.88%
Suitability of venue	0.00 %	0.00 %	0.00 %	0.00 %	0.00%	23.53 %	35.29 %	5.88%	17.65 %	17.65%
Duration of event	0.00 %	0.00 %	0.00 %	5.88 %	5.88%	0.00%	11.76 %	23.53 %	35.29 %	17.65%
Quality of accomodation	0.00 %	0.00 %	0.00 %	0.00 %	0.00%	0.00%	0.00%	41.18 %	17.65 %	41.18%

### I mostly received enquiries relating to...

Undergraduate courses	100.00%
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“Good number of Postgraduate enquiries too.”



## Please rate the following aspects of the British Council

	Very Poor (1)	Poor (2)	Average (3)	Good (4)	Excellent (5)	N/A	Mean
Communications	0.00%	0.00%	0.00%	11.76%	88.24%	0.00%	4.88
Quality of handbook	0.00%	0.00%	0.00%	11.76%	88.24%	0.00%	4.88
Logistical support/arrangements	0.00%	0.00%	0.00%	5.88%	88.24%	5.88%	4.94
Professionalism of the team	0.00%	0.00%	0.00%	0.00%	100.00%	0.00%	5.00
Welcome dinner	0.00%	0.00%	0.00%	17.65%	70.59%	11.76%	4.80
Overall value for money	0.00%	0.00%	5.88%	29.41%	64.71%	0.00%	4.59

“Another excellent tour!”

### How was the (day) timing of the event?

The start time was fine	100.00%
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### Have you developed/built on existing relationships during your visit?

Yes - with agents	17.65%
Yes - with local institutions	35.29%
No	47.06%

### How does the British Council event compare to that event

The British Council event was better	50.00%
The British Council event was worse	0.00%
I didn't prefer one event over the other	50.00%

## Are you interested in attending our Germany event again next year?

Yes	82.35%
No	0.00%
Undecided	17.65%

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

Very likely	81.25%
Likely	18.75%
Unlikely	0.00%
Very unlikely	0.00%

## Overall summary

	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree
This event met my expectations	0.00%	11.76%	0.00%	52.94%	35.29%
Overall, this was a high quality event	0.00%	0.00%	0.00%	58.82%	41.18%