



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

**Post-event report for
Education UK schools and colleges exhibition 2016**

**15 October 2016
Bangkok, Thailand**

Introduction

The Education UK schools and colleges exhibition was held on Saturday 15 October 2016, and attracted more than 700 students and parents at InterContinental Hotel Bangkok. The event brought representatives from 30 UK schools and colleges to meet with prospective Thai students, providing them with information on education opportunities as well as helping them with application preparation. A series of seminars were held on the day with topics including 'Choosing the right subjects for A level, The Benefits of Boarding Schools, How to choose the right school for your child, Q&A sessions for parents and Inspire Scholarship 2016'.

This year, the fair took place two days after the passing of King Bhumibol Adulyadej of Thailand which was a hugely depressing event of the country and Thai people. British Council Thailand would like to express its appreciation on the understanding and support from exhibitors. For example, all exhibitors dressed in sombre colour after receiving the e-mail from British Council on Friday, just one day before the event.

In this report, British Council Thailand undertook a review of the exhibitions strength and weakness as well as opportunities for improvement by analysing feedback from exhibitors and visitors.

This report includes:

This **Introduction** which aims to provide an overview of the report.
Page 2

Key **Highlights** of the event including visitors numbers and profiles as well as media exposure.
Page 3 – 5

Details of the **Marketing** channels used to attract potential students, as well as parents visiting the fair.
Page 6 - 9

Results of the **Visitor Feedback** survey which provide insight into how visitors think about our fair.
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Results of the **Exhibitors Feedback** which provides comments and ideas for what went well, what did not go well, and opportunities for improvement.
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Future Steps which British Council Thailand should consider.
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Appendix: **List of exhibitors and partners**
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Highlights

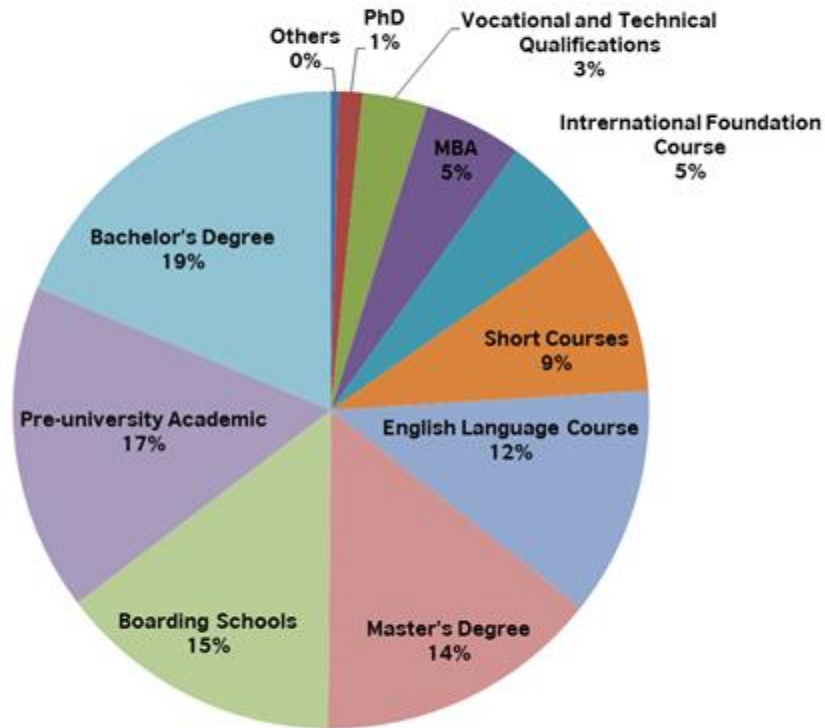
There were -

**30 BOOTHS, 30 INSTITUTIONS,
4 BUSINESS PARTNERS
725* PARENTS & STUDENTS**

attending the exhibition

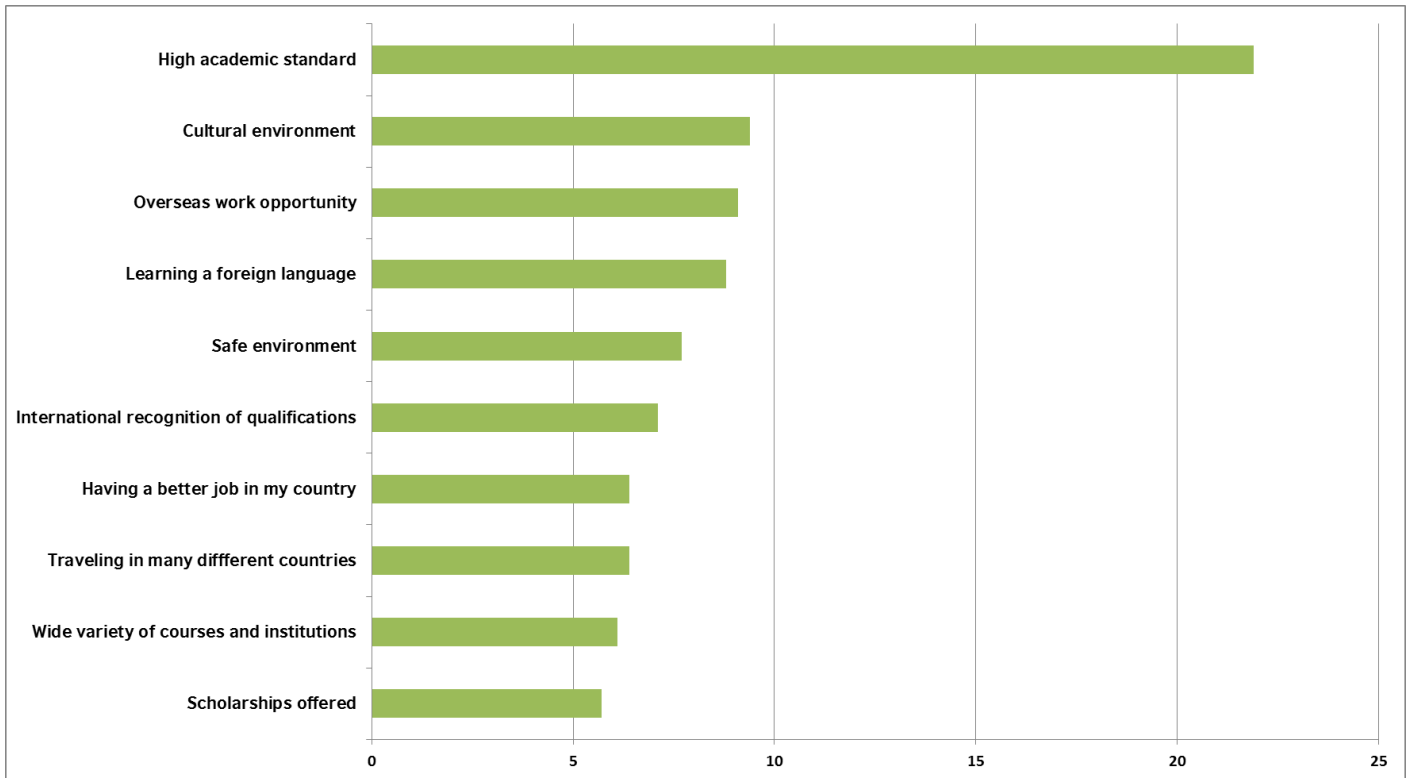
* According to the automatic counting machine set at the entrance of the area of the fair.

Visitors' profile

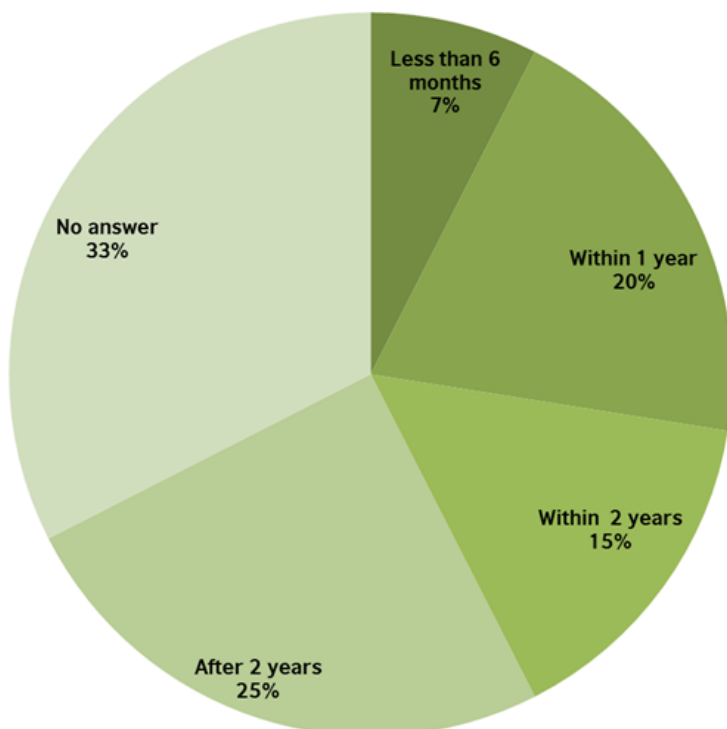


Many of our visitors, at early **40%**, were looking for boarding schools, pre-university academic courses, and International Foundation Courses. Nearly 20% and 12% are interested in Bachelor's Degree and English Language Course respectively.

The top 10 reasons Thai students to study abroad



High academic standard is the most important reason making Thai students consider studying abroad



20% of the visitors were considering studying abroad **within 1 year**

Marketing

We spent

More than £20,000

on promotion

As the target audience is very specific, we carefully selected the media that would reach the right target audience.

Direct marketing

- Invitation letters and leaflets to students and parents
- Invitation letters to International schools
- Glass wall stickers on British Council office
- E-news to British Council Thailand's news subscribers targeting to those interested in pre-university courses and English courses.

TV, On-line, and Print

- Television tie-in PR in Rueng Lao Chao Nee and Rueng Den Yen Nee, Thailand's No.1 news programme to mainly reach parents
- Posting on British Council Thailand's website and Facebook fan page and post boosting in order to reach the right target audience
- An advertisement on the cover page of Bangkok Biz newspaper, the daily newspaper to reach parents who are business people or senior management of companies

Facebook

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See Translation



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สนใจโรงเรียนประจำในอังกฤษ
งานเขียนลงในโรงเรียนประจำและวิทยาลัยในอังกฤษ เสาที่ 31 ต.ค. นี้ ฟรีโดยไม่มี ค่าหนังสือ
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เขียนปริญญาตรีที่อังกฤษ
ศึกษาปริญญาตรีที่อังกฤษในสถาบันชั้นนำ เสาที่ 31 ต.ค. นี้ ฟรีโดยไม่มี ค่าหนังสือ
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Leaflets



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ขอเชิญร่วมงานนิทรรศการศึกษาดูใจในโรงเรียนประจำ และวิทยาลัยในสหราชอาณาจักร

เสาที่ 15 ตุลาคม 2559 เวลา 13.00-18.00 น.
โรงแรม อินเทอร์เน็ตคอนติเนนตัล (BTS ชิดลม)

สถาบันที่เข้าร่วมงาน

- Abbey DLD Group of Colleges
- Ackworth School
- Bellerbys College
- Bishopstrow College
- CATS College
- Cardiff Sixth Form College
- d'Overbroeck's
- EC Language Centres - UK (London, Cambridge, Oxford, Brighton, Bristol, Manchester)
- EF Education First
- Ellesmere College
- Exeter College
- INTO UEA Newton A-levels
- John Leggott College
- Kensington and Chelsea College
- Kings Colleges
- Language Studies International
- Mander Portman Woodward
- Mayfield School
- Moreton Hall School
- Oswestry School
- Queen Ethelburga's College
- South Cheshire College
- University of South Wales
- St Edmund's College
- St Michael's School
- Stamford Endowed Schools
- Strathallan School
- Tettenhall College
- Truro School
- Warwick International College
- College Guardians

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Bangkok Biz Newspaper



นิทรรศการศึกษาดูในโรงเรียนประจำและวิทยาลัย
ในสหราชอาณาจักร

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13.00 – 18.00 น.

โทร. 02 657 5678

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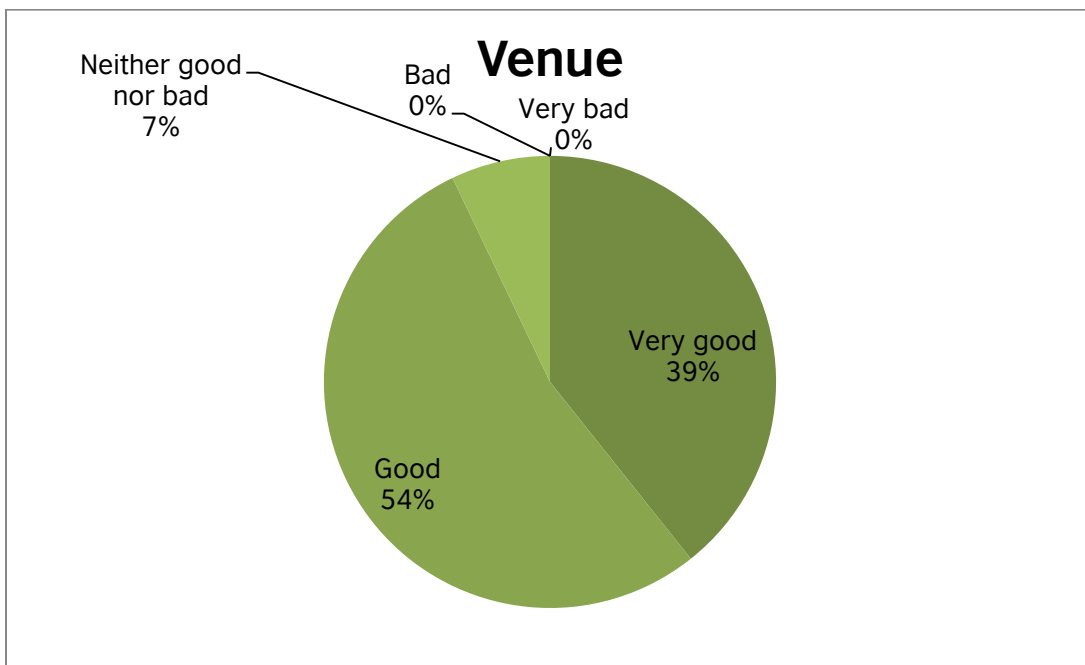
TV PR-tie in on the most popular news programme



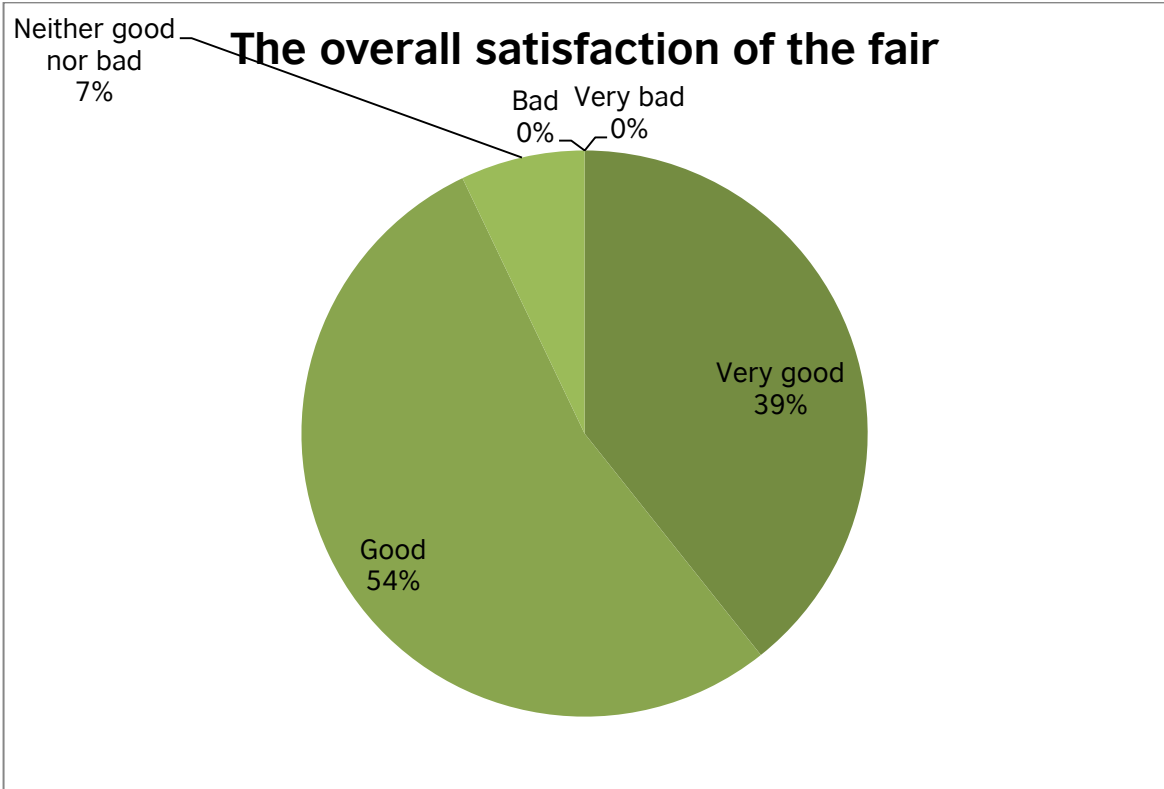
Visitors' feedback

Methodology

We distributed a printed survey to visitors during the exhibition. The questions were designed to gather quantitative statistics as well as qualitative remarks on visitors reactions to our exhibition and the decision making process.



Over 90% of visitors are satisfied with the venue.



Over 90% of visitors are satisfied with the fair

Exhibitors' feedback

Exhibitors are satisfied with quality of visitors and how the event was organised. Following are quotes from exhibitors.

“Many thanks to you and your team for organising a successful Exhibition today, given the clearly difficult circumstances. As you are aware, this is the first time that we have attended a British Council event and we were pleased with the level of interest from the families visiting.”

“Sorry we did not get to meet, but no problem sure we can meet next time. It was a good event, well organized.”

“The day was well organised and ran very smoothly and the level of interest from students/parents was really very encouraging. I look forward to further work with the staff at the BC in Thailand.”

Future steps

There are several areas that both British Council can work on to improve the overall arrangement and outcomes of the exhibition. The main findings and recommended next steps are outlined below:

- We will continue using the same venue because it was proved satisfied by visitors.
- We will consider providing market briefing as part of the event to give exhibitors information on market trends.
- We ran a series of seminar in parallel with the fair. Most of the topics were well attended, so we would continue using the similar topics next time.
- The agent one to one meeting which was organized prior to the fair and was found useful both by agents and exhibitors, the session would be remained next time.

Appendix: List of exhibitors and partners

Booth no.	Name of Institution
1	Abbey DLD Group of Colleges
2	Ackworth School
3	Bellerbys College
4	Bishopstrow College
5	CATS College
6	Cardiff Sixth Form College
7	d'Overbroeck's
8	EC Language Centres - UK (London, Cambridge, Oxford, Brighton, Bristol, Manchester)
9	EF Education First
10	Ellesmere College
11	Exeter College
12	INTO UEA Newton A-levels
13	John Leggott College
14	Kensington and Chelsea College
15	Kings Colleges
16	Language Studies International
17	Mander Portman Woodward
18	Mayfield School
19	Moreton Hall School
20	Oswestry School
21	Queen Ethelburga's College
22	South Cheshire College
23	University of South Wales
24	St Edmund's College
25	St Michael's School
26	Stamford Endowed Schools
27	Strathallan School
28	Tettenhall College
29	Truro School
30	Warwick International College

Partners

1. British Council Examinations
2. College Guardians
3. Kasikorn Bank
4. UKVI, the British Embassy Bangkok