



**SERVICES FOR  
INTERNATIONAL  
EDUCATION  
MARKETING**

**Post-event report for  
Study UK exhibition 2017**

**21-22 January 2017  
Hong Kong**

# Introduction

- The Study UK exhibition was held on January 21st and 22nd, with 104 institutions exhibiting
- **During the two days over 5,100 visitors attended compared to 6,200 visitors last year.**
- The event attracted extensive media coverage. It generated 26 pieces of coverage and the total advertising equivalent value is HK\$665,649. Most of the coverage highlighted the stories about the UK Alumnus – Louisa Mak, Miss Hong Kong 2015 and the benefits of studying in the UK.

## This report includes:

Key **Highlights** of the event including visitors numbers and profile as well as media exposure.  
Page 3 – 6

Details of the **Marketing** channels used to attract potential audiences  
Page 8

Results of the **Visitor Feedback** survey  
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Results of the **Exhibitors Feedback** survey.  
Page 10

Appendix: **List of exhibitors**  
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# Highlights

There were -

## 95 BOOTHS, 104 INSTITUTIONS, 4 SPONSORS 5,100 PARENTS & STUDENTS

### attending the exhibition

## 18 media reporting the event

### 本港學童減 往英升學人數跌

【本報訊】英國是香港學生的海外升學熱點，英國文化協會指去年的有三百八十八人經英國大學聯招系統獲取錄，較前年下跌百分之六。該會教育服務推廣主管高士題解釋，跌勢與本港學童人口下降有關，而本港去年中學文憑試考生數目較前年跌百分之八，相信今年到英國升學的人數將與去年相若。他又指英國即將退出歐盟，帶動英鎊兌港元下跌，期望吸引更多本港家長赴英低價，安排子女到當地升學。

**逾半認為英教學佳助就業**

高士題指，目前香港是英國寄宿學校全球第二大市場，亦是海外學生前往英國升讀本科升學課程的全球第三名。協會去年訪問本港一千二百名中學生及家長，對比澳洲、加拿大、美國、內地和台灣的教育課程，三成九人指在考慮匯率等因素下，到英國升學最物有所值；五成一五人指當地的教學質素最佳；五成一五人指課程最易幫助就業。三題目

### 港生留學英倫未受「脫歐」影響

英國教育展吸引五千餘人

【本報訊】由英國文化協會主辦的「英國教育展」昨日（廿二日）在灣仔會議展覽中心舉行，超過一百間英國學校、包括大、中、小學參展。大會指首日入場人數有二千七百人，預計總入場人數和上屆的六千二百人相若。

**將脫歐 英鎊跌 吸引升學**

於聖士提反女子中學就讀中四陳同學表示，對會計或跳轉相關的大學課程感興趣，她指英國教育制度和就業前景較香港靈活多元化，自己亦有留意英國將脫歐，但她寧願克服可能出現的文化差異和種族歧視，也不願留港升學。另外，盼到英國修讀設計碩士課程的李小姐對好口英歐「工銀」，頗具吸引力。

### 英教育展近3000人「取經」

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**「十優港姐」分享留學體驗**

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### 文憑試生減 英聯招升學跌近2%

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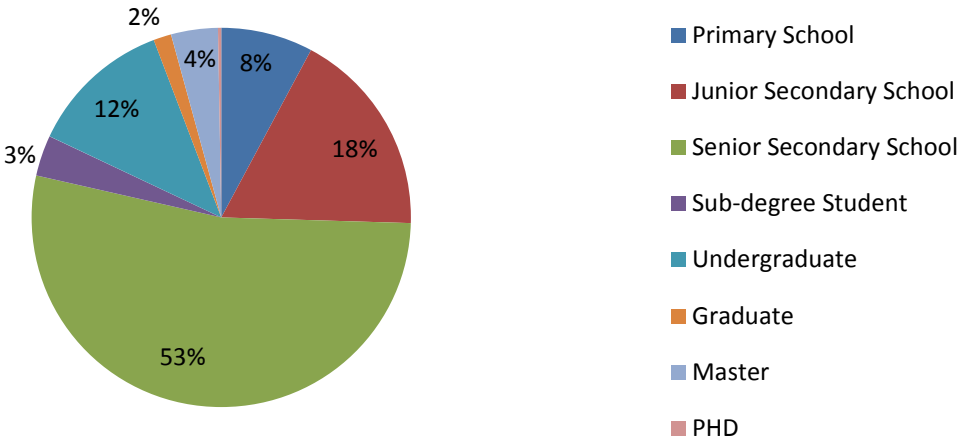
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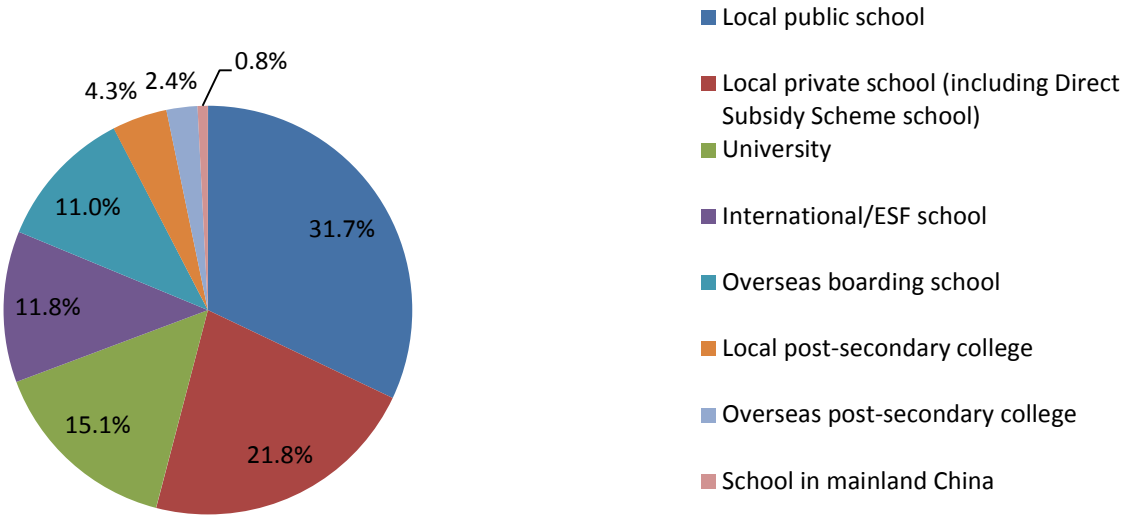
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Visitors' profile

The visitors or visitors' children were mainly from senior secondary school –



Over half of them attend local public school or local private school (including Direct Subsidy Scheme school) in 2017:

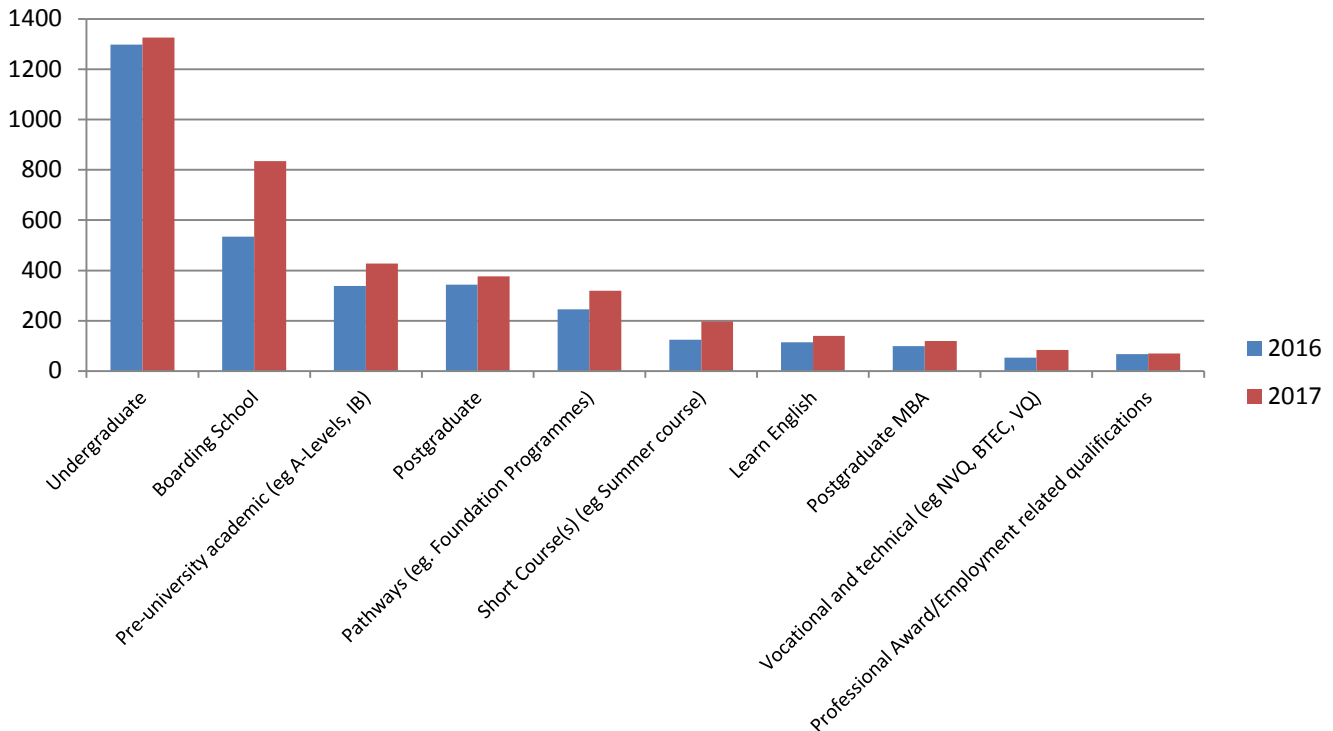


More visitors or visitors' children were from local school compare with last year.

## Visitors' preferences

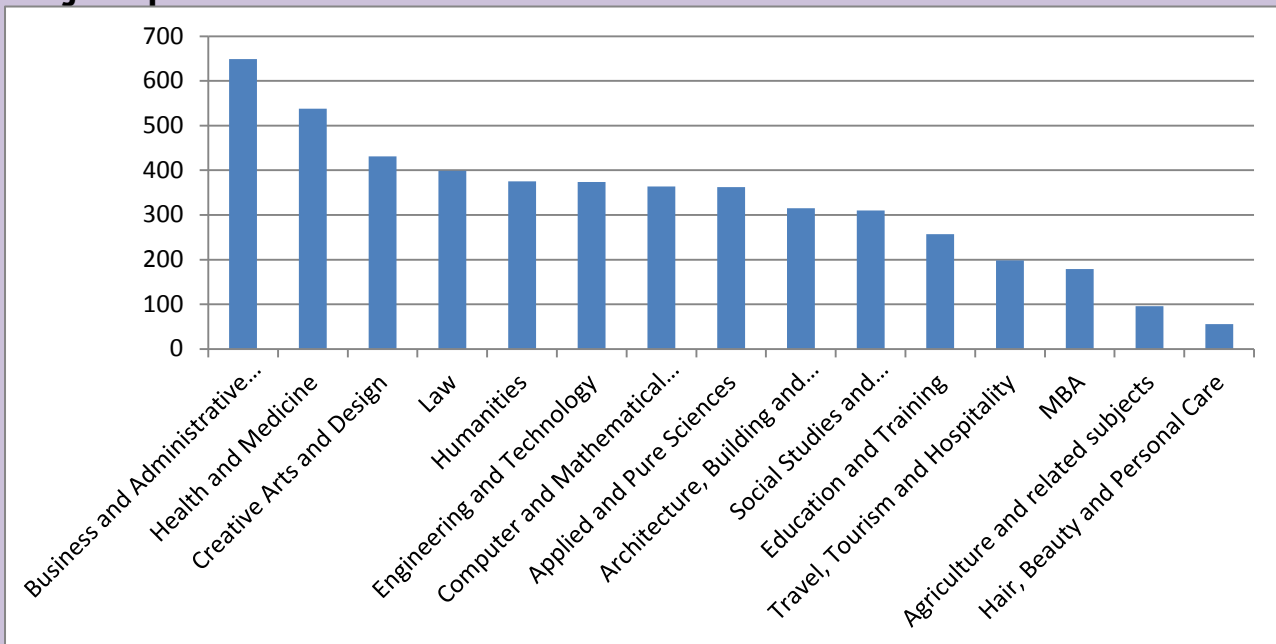
No. of registrants in 2016 : n = 2,401 responses

No. of registrants in 2017 : n = 3,894 responses



Majority were looking for undergraduate and boarding school in both 2016 and 2017 and there is a sharp increase of interest in boarding school in 2017.

## Subject preference



While business is still the number one subject area of choice, the gap appears to have significantly narrowed to health & medicine, with other areas in Creative Arts and Design, Law and Humanities. Engineering and Computer Science were showing an increase in enquiries compare with last year.

# Marketing

We spent more than

# HK\$1.3 million

on promotion

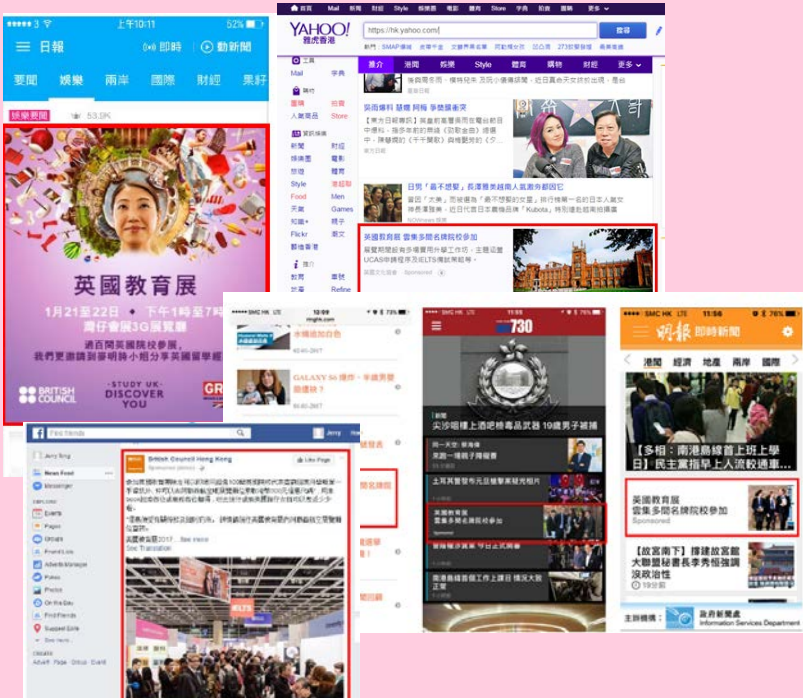
## MTR promotion



## Print advert



## Online

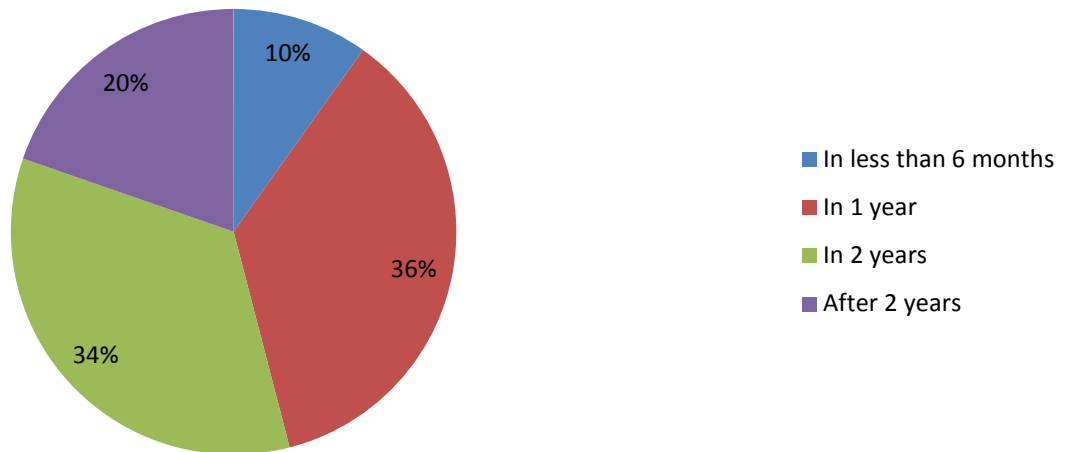


# Visitors' feedback

## Methodology

We distributed an online or printed survey to the visitors during the exhibition and the visitors could get a souvenir after completing the survey. The questions were designed to gather quantitative statistics as well as qualitative remarks on visitors reactions to our exhibition and the decision making process.

80% of the visitors considering to study abroad within 2 years



## Suggestions from visitors

### Requested seminar topics

- Tips on UCAS application
- Preparation to study abroad
- Postgraduate studies in the UK and other countries
- Scholarship information seminar
- Subject specific seminar e.g. science, nutrition, medicine, music, etc.

# Exhibitors' feedback

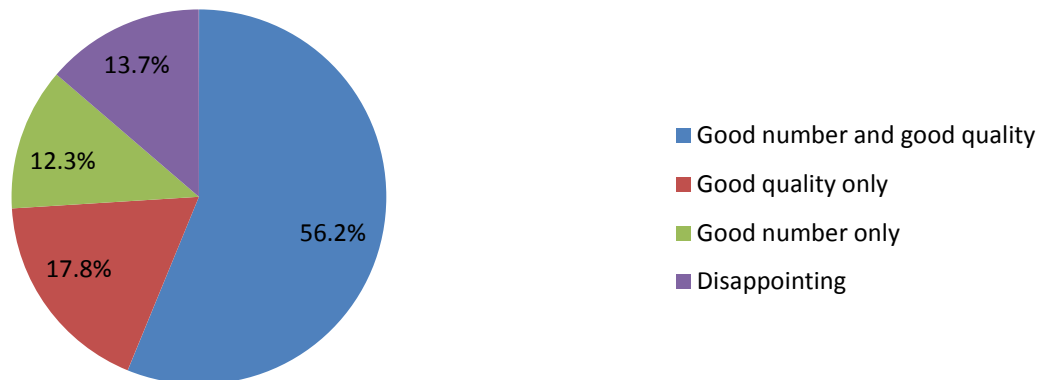
## Main compliments

- Thank you very much to all the logistics & event management team (6 responses)
- Infrastructure & exhibition facilities very satisfactory. (2 responses)

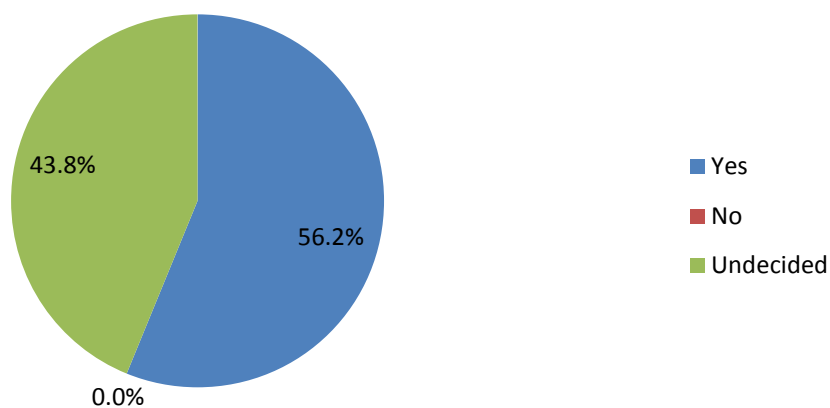
## Main recommendations

- Provide bottle water in the booth (5 responses)
- Better wifi-connections (5 responses)
- Lower the exhibition cost (8 responses)

## What is your assessment of the visitors in 2017?



## Will the exhibitors be attending this event next year?





# Appendix: List of exhibitors

Booth No.	Institute Display Name	Geographical Location
1	Aberystwyth University	W
2	Academic Summer	Hong Kong, L, SWE
3	Anglia Ruskin University	EE
4	University of the Arts London	L
5	Ashbourne College	CE
6	Aston University	CE
7	Bangor University	W
8	University of Bath	SWE
9	Bell - your Pathway to University	EE
10	Bellerbys College	SEE
11	Birmingham City University	CE
12	University College Birmingham	CE
13	University of Birmingham	CE
14	Bishop Grosseteste University	CE, EE
15	Bloxham School, Oxfordshire	CE
16	Bootham School	NE
16	Loughborough Grammar School	CE
16	Ockbrook School	CE
17	Bosworth Independent College	CE
18	BPP University	CE, Hong Kong, L
19	Brighton and Sussex Medical School	SEE
20	University of Brighton	SEE
21	University of Bristol	SWE
22	Caterham School	SEE
22	Malvern St James	CE
22	Brockenhurst College	SWE
23	Brooke House College	CE
24	Brunel University London	L
25	Cardiff Sixth Form College	W
26	Cardiff University	W
27	City, University of London	L
28	Concord College	CE
29	Coventry University	CE

30	University for the Creative Arts	SEE
31	De Montfort University	CE
32	Our World English Schools	
33	University of Dundee	S
34	Durham University	NE
35	University of East Anglia	EE
36	EF boarding High Schools & University Preparations Abroad	CE, EE, L
37	University of Essex	SEE
38	University of Exeter	SWE
39	Falmouth University	SWE
40	Glasgow School of Art	S
40	The University of Glasgow	S
41	Hartpury College and University Centre	SWE
42	Heriot-Watt University	S
43	INTO (Foundation / International Year One / Graduate Diploma / Undergraduate / Postgraduate)	CE, EE, L, NE, NI, S, SWE
44	Kaplan International Colleges	CE, EE, L, NE, NI, S, SEE, SWE
45	University of Kent	SEE
46	Kings Colleges	L, SEE
47	The University of Law / De Broc School of Business	CE, EE, L, NE
48	Leeds College of Music	NE
49	University of Leeds	NE
50	University of Leicester	CE
51	University of Lincoln	CE
52	Lingfield Notre Dame	SEE
53	Liverpool Hope University	NE
54	Liverpool John Moores University	NE
55	University of Liverpool	NE
56	Longridge Towers School	NE
57	Loughborough University	CE
58	Manchester Metropolitan University	NE
59	The University of Manchester	NE
60	Mount Kelly	SWE
60	Plymouth College	SWE
60	Wycliffe College	SWE
61	Middlesex University, London	L

62	MPW Schools & Colleges	CE, EE, Hong Kong, L
63	Northumbria University, Newcastle	NE
64	University of Nottingham	CE
65	The University of Nottingham Ningbo China	CE
66	Nottingham Trent University	CE
67	Oxford International College	SEE
68	Oxford International Education Group	CE, EE, L, SEE, W
69	Plymouth University	SWE
70	University of Portsmouth	SEE
71	Princess Helena College	SEE
72	Norwich School	EE
72	QEH School	SWE
73	Queen Ethelburga's Collegiate	NE
74	Queen Margaret University, Edinburgh	S
75	Queen Mary University of London	L
76	Queen's University Belfast	NI
77	Robert Gordon University	S
78	Rossall School	NE
79	Royal Holloway, University of London	SEE
80	Ruthin School	W
81	RVC, University of London	L
82	Scarborough College	NE
83	Shaftesbury School	SWE
84	The University of Sheffield	NE
85	Sheffield Hallam University	NE
86	St Edmund's College	L
87	St George's, University of London Medical School	L
88	St Mary's University, Twickenham, London	L
89	Staffordshire University	CE
90	University of Strathclyde Glasgow	S
91	University of Sussex	SEE
92	Swansea University	W
93	University of Warwick	CE
94	University of West London	Hong Kong, L
95	University of York	NE