



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

**Post-event report for
Study UK August fair 2017**

**19 August 2017
Hong Kong**

Introduction

- The Study UK August fair was held on 19 August in order to coincide with UCAS clearing, with 52 institutions exhibiting
- During the day 900 visitors attended, similar numbers as last year.

This report includes:

Key **Highlights** of the event including visitors numbers and profile
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Details of the **Marketing** channels used to attract potential audience to visit the exhibition
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Results of the **Visitor Feedback** survey
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Results of the **Exhibitors Feedback** survey
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Highlights

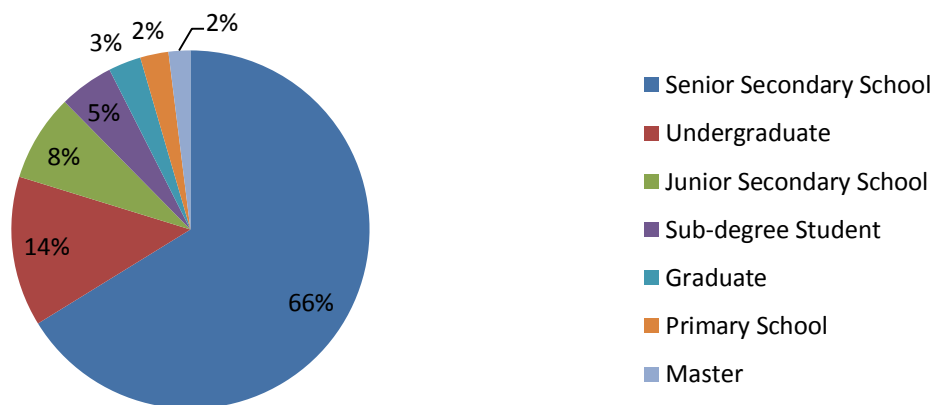
There were -

**52 BOOTHS, 52 INSTITUTIONS
900 PARENTS & STUDENTS**

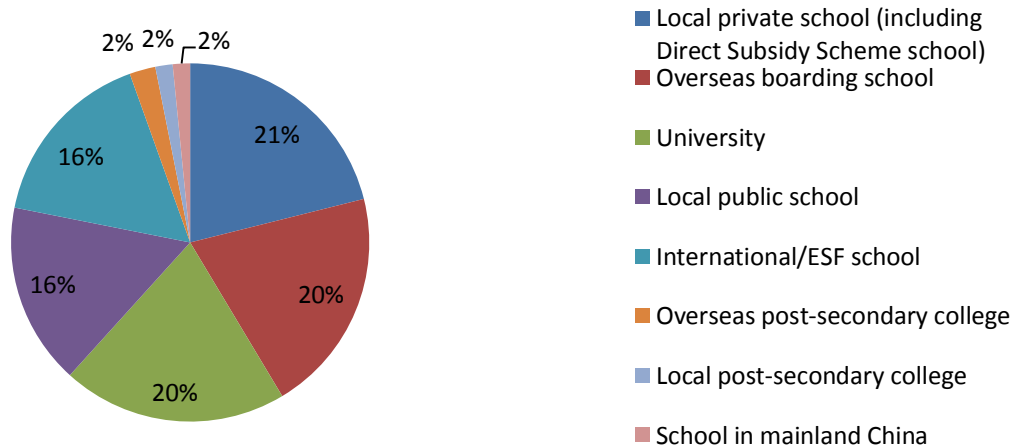
attending the exhibition

Visitors' profile

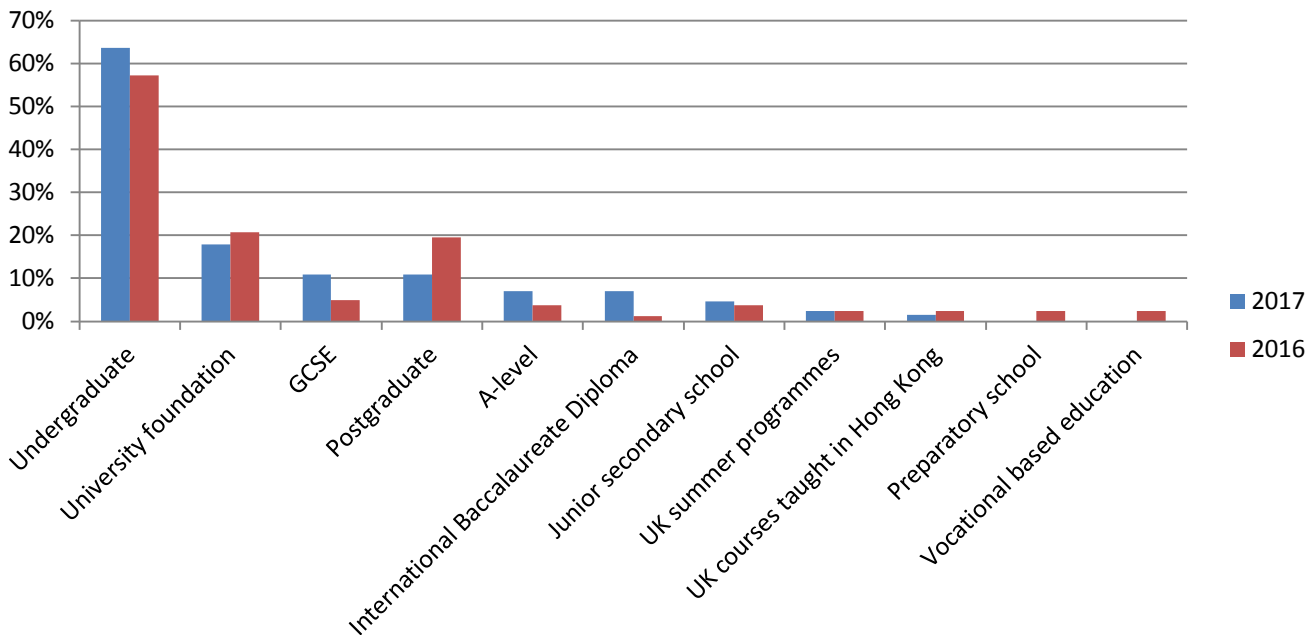
The visitors or visitors' child were mainly from senior secondary school –



More than half of them attend Local private school (including DSS school) or University or overseas boarding school now:



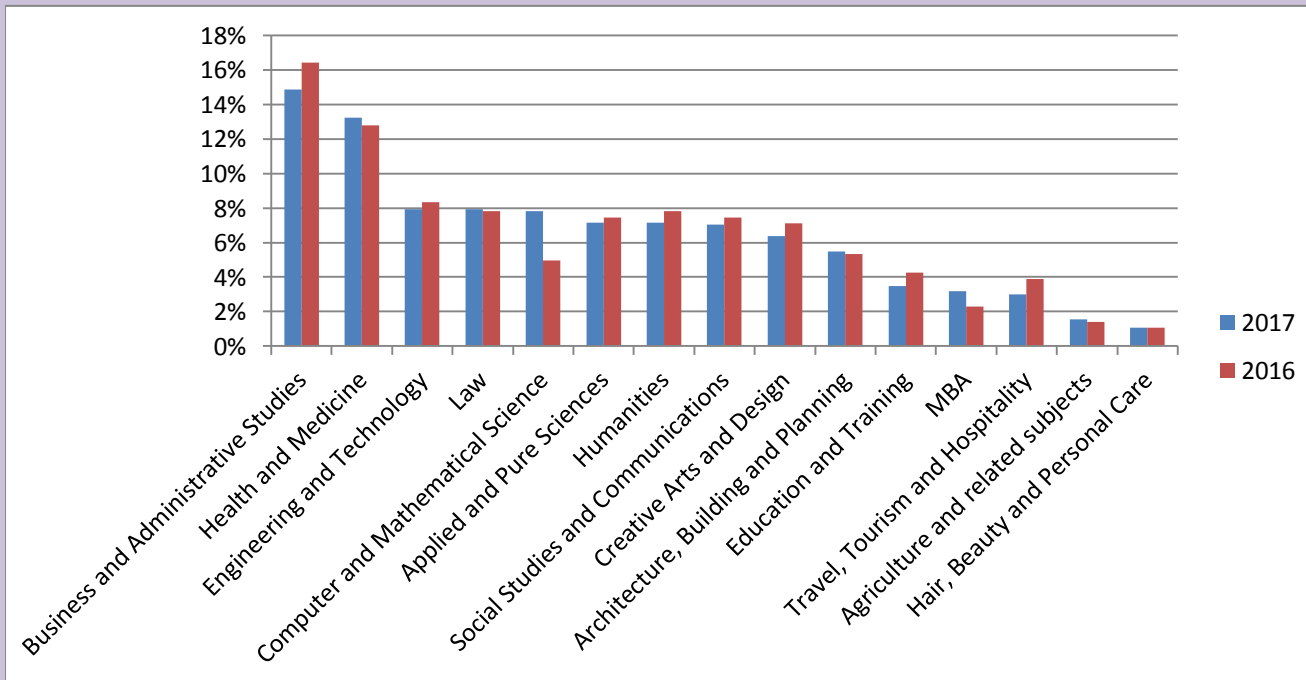
Visitors' preferences



Majority were looking for undergraduate in both 2016 and 2017 and there is a slightly increase of interest in undergraduate and a sharp decrease of interest in Postgraduate.in 2017.

Subject preference

No. of response in 2016: 667
No. of response in 2017: 631



Business and administrative studies is still the number one subject area of choice but slightly decrease in interest, Computer and Mathematical Science is showing a significant increase in enquiries compare with last year.

Marketing

We spent over

HK\$230,000

on promotion

MTR promotion



Print advert



Online

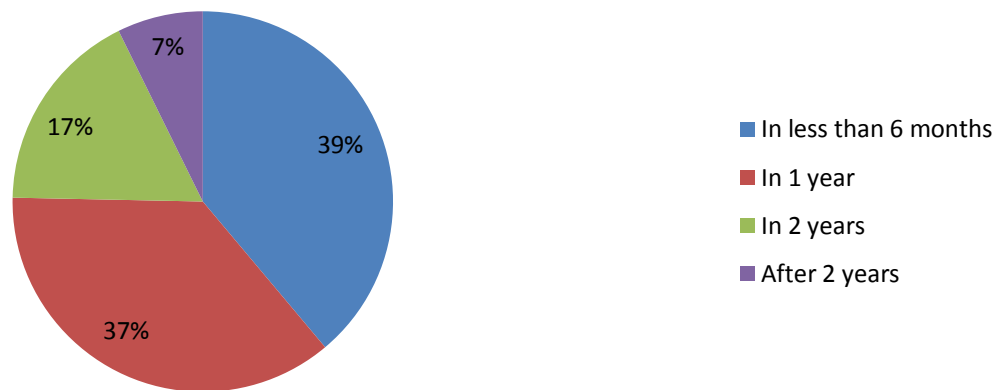


Visitors' feedback

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.

93% of the visitors considering to study abroad **within 2 years**



Suggestions from visitors

Requested seminar topics

- How to prepare for interview
- UCAS application
- Study UK Life
- UK secondary education systems

Exhibitors' feedback

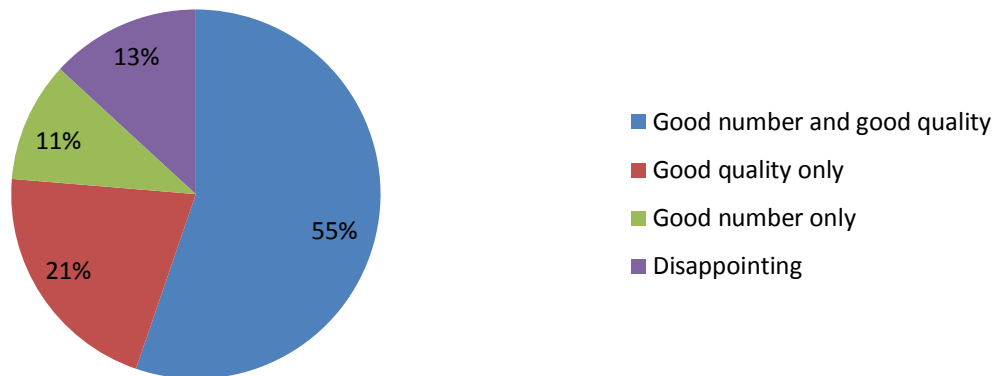
Main compliments

- Thanks and well organised event (4 responses)

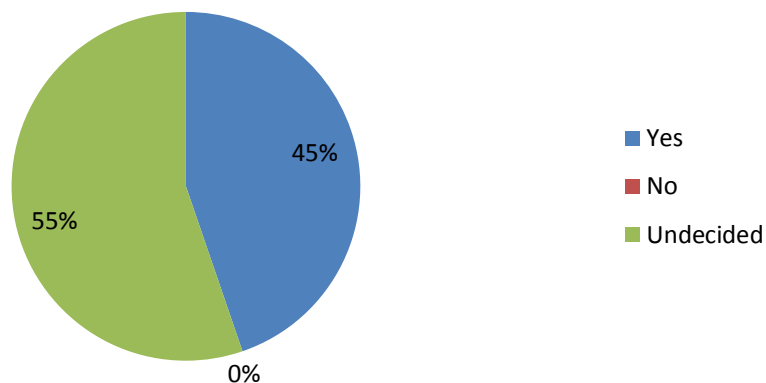
Main recommendations

- Cut one exhibition in July and August (2 responses)
- Leave more space for exhibitors (2 responses)

What is your assessment of the visitors?



Will the exhibitors be attending this event next year?



Appendix: List of exhibitors

Booth no.	Name of institution	Geographical Location
3	Ashbourne College, London (GCSE & A Level)	L
4	Bell – your Pathway to University	EE
5	Bellerbys College UK	SEE
12	CATS College	EE, L, SEE
14	Chelsea Independent College & Kensington Park School	L
41	Oxford International College	SEE
44	Queen Ethelburga's Collegiate	NE
31	Le Cordon Bleu London	L
1	Anglia Ruskin University	EE
2	University of the Arts London	L
6	Birmingham City University	CE
7	University College Birmingham	CE
8	University of Birmingham	CE
9	BPP University	CE, L, NE, SWE
10	Brunel University London	L
11	Cardiff University	W
13	University of Central Lancashire	NE
15	City, University of London	L
16	Coventry University	CE
17	Cranfield University	EE
18	De Montfort University	CE
19	University of Derby	CE
20	University of East Anglia	EE
21	Edinburgh Napier University	S
22	EF Education First – University Preparation Abroad	CE, EE, L
23	University of Essex	EE
24	University of Exeter	SWE
25	University of Greenwich	L
26	INTO University Partnerships	EE, L, NE, NI, S, SWE
27	Kaplan- University Foundation, International Year One and Pre-Master	CE, EE, L, NE, S
28	Keele University, Staffordshire	CE
29	University of Kent	SEE
30	The University of Law	CE, EE, L, NE
32	University of Leeds	NE
33	Liverpool Hope University	NE
34	Liverpool John Moores University	NE
35	University of London	L
36	Navitas UK – University Foundation, International Year One and Pre-Master	CE, EE, L, S, SWE, W
37	NCUK – Your best route to university	CE, L, NE, NI
38	Nottingham Trent University	CE

39	University of Nottingham	CE
40	Oxford Brookes University	SEE
42	Oxford International Education Group – International Year One, International Year Zero, A Levels, GCSE	CE, L, S, W
45	Queen's University Belfast	NI
46	University of Reading	SEE
47	Robert Gordon University	S
48	University of Southampton	SEE
49	St Mary's University, Twickenham, London	L
50	Staffordshire University	CE
51	Swansea University	W
52	University pathway - International Study Centres	CE, EE, L, NE, NI, S, SEE, SWE
Other organisations		
43	Pearson BTEC Edexcel IAL PTE LCCI	
A	The Bank of East Asia, Limited	
B	Jardine Lloyd Thompson Ltd	
C	STUDENT.COM	