



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

Post-event report

**Study UK School Tour Taiwan
12-13 October 2017
Taipei, Hsinchu, Taichung**

and

**European Education Fair
14-15 October 2017
Taipei**

Introduction

The European Education Fair Taiwan (EEFT) has been the largest education event since British Council joined in 2010. The event is co-organised by British Council, Campus France/French Office, DAAD, European Economic and Trade Office and supported by local official bodies. The EEFT creates a neutral and trusted platform for institutions from across Europe to meet young professionals, educators, students, parents and agents in Taiwan; it also enables the local audience accessing to education offers available in wider Europe.

The Study UK school tour accommodated 13 institutions, reaching out to five schools in two days. The institutions signed up for the school tour were joined later by another 20 at the EEFT, showcasing the high quality of UK education and its offers in both tertiary and secondary level.

The EEFT attracted over **10,000 visitors** (as opposed to 5,815 in Taipei 2016) and received 7,009 pre-event online registrations. The EEFT visitor registration results suggest **the majority of visitors were interested in postgraduate studies, although a notable growth in undergraduate enquiries was noticed by the UK institutions.**

This report includes:

Introduction - Page 2

Highlights - Page 3

Marketing - Page 5

Visitor Demographic - Page 6

Visitors' Feedback - Page 9

Exhibitors' Feedback - Page 9

Future Steps - Page 10

List of exhibitors, survey results - Page 11

Highlights

The two-day school tour reached out to five schools in North and Central of Taiwan, engaging mixed audiences with different levels of knowledge of UK education. The types of schools included well-established international schools, elite schools and English-medium schools that offer US and IB curriculum. The student body at these hosting schools ranged from 500 to 2,000.

Study UK School Tour 12-13 October 2017



Exhibitors' feedback on the school tour

“This was my first time attending a British Council schools tour. My only comment would be that we were a little tardy with timings, getting to schools on time etc, but otherwise a good profile raising opportunity at those schools where good numbers attended.”

“The service from the British Council for the tour was excellent and the logistics were handled very well. However, most students in schools did not know much about UK study and went to desks randomly or not at all. In order for the event to grow I think more presentation slots would be useful so that different universities can explain UK education, or perhaps do a panel. It would also be good if school counsellors were more involved in asking the students their interests and encouraging them to go to different stands. Or perhaps at the beginning of each session universities could speak for 2 minutes on where they are and what they offer so students know which desk to go to.”

European Education Fair – UK Pavilion 14-15 October 2017



Visitor numbers nearly doubled in Taipei in 2017...

Attendance	Taipei	
	2017	2016
	10,660	5,815

...whilst Exhibitor numbers dropped

Attendance	Taipei	
	2017	2016
All	111	126
UK only	33	44

Marketing

The visitor surveys conducted in previous exhibitions suggest that Social media has been the most effective and engaging way in terms of audience reach. The EEFT thus expanded the marketing budget as well as the duration of social media promotion, in conjunction with other paid media and free promotional channels (libraries, websites and newsletters managed by the event organisers). The success in marketing the EEFT was reported with the following positive outcomes.

- The majority of visitors (55 per cent) indicated Facebook as their source of information
- Over 7,000 pre-event online registrations were received
- The turnout nearly doubled, despite the dreadful weather conditions
- Robust interest in studying, living and working in Europe, increased incentives (flying to Europe by Business class, Study in Europe scholarship) and accessibility of the exhibition venue may be indicative of the success

A total of £50.5K was spent on Marketing for the exhibition

92% visitors were satisfied with the quality of the exhibition

Amongst 90 exhibitors surveyed, online and offline, more than 70% were satisfied with quality and number of visitors, breaking-down by countries representing UK 25%, non-UK 75%





Visitor Demographic

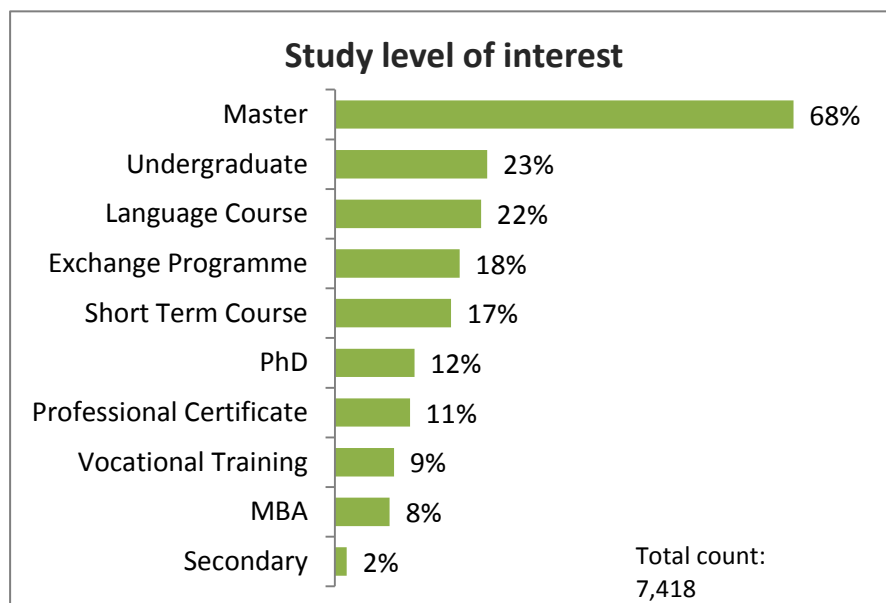
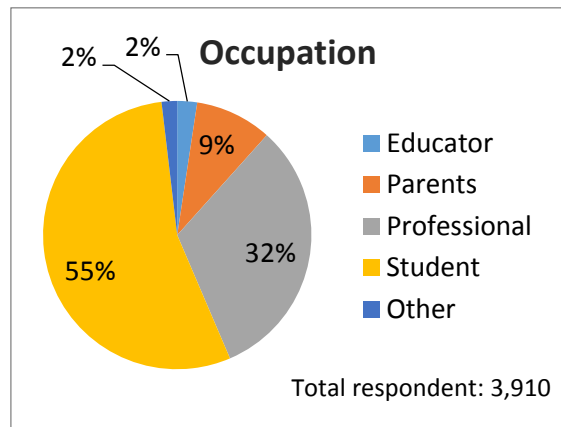
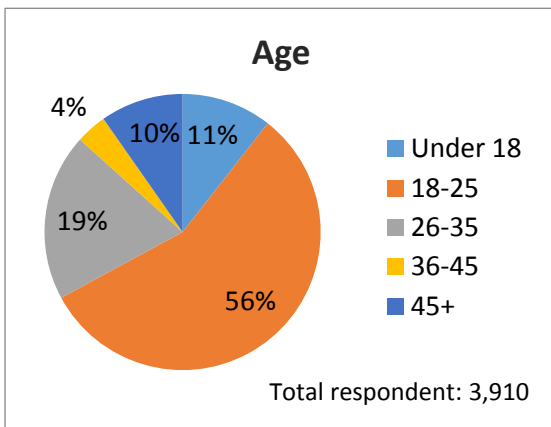
Visitor demographic was recorded through pre-event online registration form and paper-based form. Around 20 to 25 per cent of pre-registered visitors turned up, visitors filling out registration form on site were logged as walk-in visitors. The event also counted visitor numbers manually during the event opening hours for further assessment. Please note that it was not compulsory to register for entry to the event, although visitors without registration details were encouraged to do so.

The following visitor demographic is based on data collected from check-in (pre-registered) and walk-in visitors, which may look slightly different compared with the visitor profiles that the British Council presented in the market briefing session.

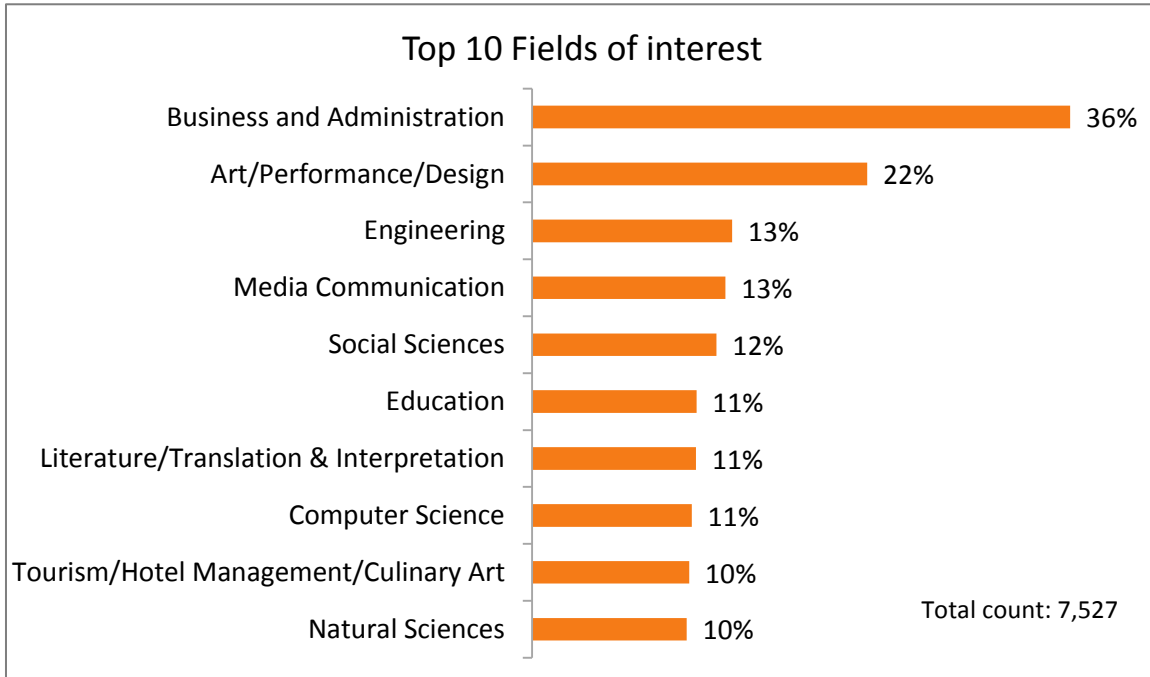
	Taipei		
By registration	Saturday, 14 October	Sunday, 15 October	Total
- Pre-registered	7,009		
- Check-in / Walk-in	2,026	1,897	3,923
By headcount	4,940	5,720	10,660

Visitors' profiles are identical to what was seen last year, except for a modest increase by 3 per cent of the under 18 group, resulting in UK institutions receiving more undergraduate enquiries. In addition to 'who are visitors' as shown below, it was reported that teachers and students visited in groups, which reflects the growing demand for boosting youth outward mobility.

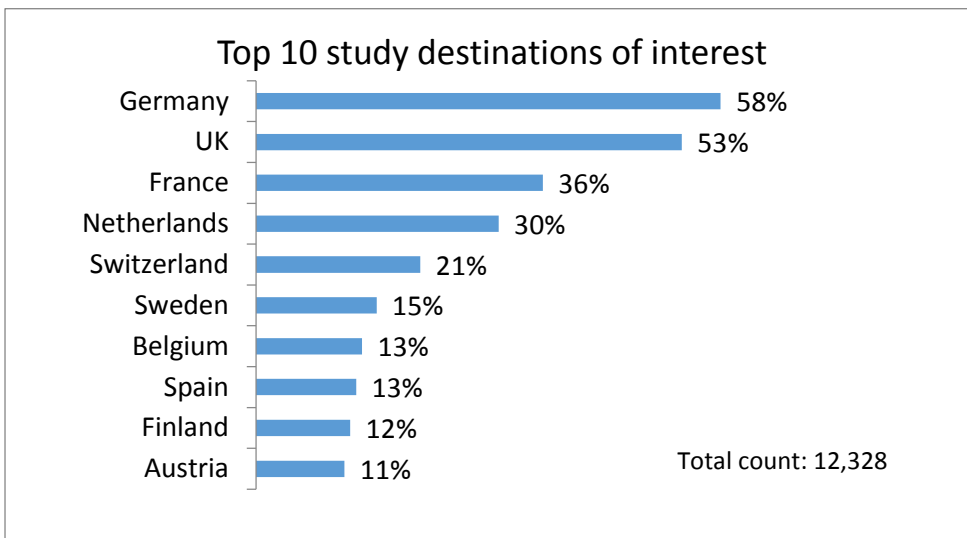
Level of study presents the consistent market trend but shifts in order; interest in both short courses and exchange programmes was on the rise which is likely driven by the desire to gain overseas experience, local institutions that encourage learning cross borders and cost saving rationales (e.g. not being able to afford full-time study overseas in a few years' time).



Apart from Business related studies and Arts and Design, the top subject areas as shown below did not follow entirely the results of pre-event registrations (please refer to Annex 2 on page 12). Tourism, Hospitality and Culinary Arts was ranked fourth but the turnout suggests this cohort did not appear in the numbers expected as opposed to visitors interested in Engineering- this is worth exploring further in the future in terms of marketing approaches would be effective to encourage actual attendance.



Germany continued to lead the chart, mainly due to its tuition charging policy and acceptance of Taiwan’s University and College Entrance Exams results. To close the gap, UK institutions are advised to market scholarship opportunities where available, international student support and pathway programmes that prepare Taiwanese students for their study in the UK.



Visitors' Feedback

On a scale of 1 to 5 (1 being 'Not at all dissatisfied', 5 being 'Extremely satisfied') visitor satisfaction assessment of the exhibition, the average rate is **4.36**, according to 1,109 respondents.

- Seminars were good but seminar rooms were too small
- Information received at the event organisers' stands was very useful
- Hold the event in Taichung please
- The event could start earlier or close later

Some examples of quotes from Visitors following the exhibition:

- A perfect exhibition- schools, seminars, the venue and information provided
- Representatives met are very nice and patient
- Seminar rooms are crowded and noisy
- The exhibition should also be held outside of Taipei

Exhibitors' Feedback

Key Recommendations for the British Council:

- Booth design should take into account the need for institutions to hang banners
- Develop links with local schools to attract more interest in studying in the UK
- Reduce the participation fee where possible

Overall assessment of the visitors met in the EEFT (23 exhibitors surveyed)- **18 said 'good number and good quality', 3 'good number only', 2 'good quality only'.**

"Compared with other events in which you participate, the event is?" **10 said 'significantly better', 6 'slightly better', 5 'at the same level', 2 'first-timer, no comparison'.**

"How likely is it that you will attend the exhibition in Taipei next year?" **10 said 'certain', 8 'very likely', 3 'undecided', 2 'somewhat likely'.**

Future Steps

The main findings and recommended next steps are outlined below:

British Council

- In order to make next year's school tour more effective, British Council (in country) will assess travel time between hosting schools and evaluate the possibility to organise topic-specific briefing sessions for students who are less familiar with the UK education and institutions. It was also suggested by an exhibitor that a pick-up point for transportation should be more easily accessible and which that has an indoor space (lobby area of a hotel, for example).
- British Council will be working to raise awareness of the UK as the first choice of study destination in response to growing interest in undergraduate studies and pathway programmes, with UK institutions' participation where possible.
- In terms of the exhibition, the exhibitors' feedback will be taken into consideration regarding the stand design and lunch arrangement to ensure future improvements.

UK Institutions

- It is suggested that institutions keep British Council well informed prior to the exhibition if there are any changes of contact persons and/or representatives to prevent missing opportunities to give a presentation in the exhibition.
- Institutions should review their profiles periodically (information submitted for SIEM website and Study UK App) to ensure that tuition fees, course offers, images and logos are updated, and that areas of strength such as awards, employability and student support are highlighted.
- Although most Taiwanese students are self-funded, scholarships are still attractive, especially to top students- it is regarded an honour to receive a grant regardless of their financial position.

Annex 1

List of exhibitors by alphabetical order

Participating Institutions
Abbey DLD Group of Colleges
Bath Spa University
Bellerbys College
Cardiff Six Form College (new)
St Johns College, Cardiff (new)
Birmingham City University
Coventry University
De Montfort University
Istituto Marangoni London
Kingston University
NCUK
Nottingham Trent University
Queen Margaret University
Queen's University Belfast
Regent's University London
Sheffield Hallam University
SOAS University of London
Swansea University
The Glasgow School of Art
The University of Reading
The University of Sheffield
University College Birmingham
University College London
University of Birmingham
University of Exeter
University of Kent
University of Leeds
University of Leicester
University of Portsmouth
University of Southampton
University of Surrey
University of the Arts London
University of Warwick

Annex 2

Pre-registration results: Fields of Interest

