

Contents

1. Event fact file.....	2
2. Key statistics	2
3. Impact of marketing plan	3
4. Conclusions and follow up	3
4.1 Recommendations for UK Institutions	
4.2 Recommendations for British Council	
Appendix 1: List of participating institutions	5
Appendix 2: Advertising and promotion plan (media plan)	6
Appendix 3: Exhibitors' survey results	8

1. Event fact file

Germany

Venue 1	Monday 27 November: Cologne University of Cologne: Foyer of main lecture hall building Universitätsstraße / Albertus-Magnus-Platz, 50923 Cologne
Opening hours	11.00 – 15.00
Venue 2	Tuesday 28 November: Frankfurt am Main Goethe Universität Frankfurt am Main: Foyer of the main lecture hall building Fürstenbergerstr., 60323 Frankfurt am Main
Opening hours	11.00 – 15.00
Venue 3	Wednesday 29 November: Stuttgart Kultur- und Kongresszentrum Liederhalle Stuttgart Silcher-Saal, Berliner Platz 1-3, 70174 Stuttgart
Opening hours	11.00 – 15.00
Venue 4	Thursday 30 November: Munich Ludwig-Maximilians-Universität München: Atrium in main building Geschwister-Scholl-Platz 1, 80539 München
Opening hours	11.00 – 15.00
Stand costs	GBP 2,350.00 plus VAT (for all four events, including train ticket for one delegate between Cologne-Frankfurt-Stuttgart-Munich)
Unique feature to give added value	IELTS stand at each venue British Council organises travel and books hotels for participants

2. Key statistics/ facts

Venues

We work together with the host institution to promote the fairs (see appendix 2). If at all possible we select venues that are HEIs and have a large number of students in order to increase the chances of PG students attending, as is the case in Cologne, Frankfurt and Munich. The universities promote the fairs to their own students and often build other international activities around the British Council fair. Or venues that are central and can easily be reached as German students are less likely to go to a hotel for a fair. Price is a major consideration as large commercial venues in Germany are prohibitively expensive and would increase costs considerably, plus attracting students to an often out of the way commercial venue would require a vastly increased marketing budget.

We feel a tour is the best way to reach a number of cities, in different federal states, reaching people in more areas of this highly federal and devolved country in a cost effective and time efficient way.

Our fairs are the only fairs in Germany for UK universities only.

Visitor numbers and their enquiries:

Due to the set-up of the venues (foyers of university/ education institute buildings with multiple doors and public access) and the nature of the fairs: four hours, only 2 British Council staff accompanying the group, it is not possible to count the total number of people coming through the doors.

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 in the UK/ at your institution. The main reason for this is that German students to 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 over €220 in Germany.

We also have general Study UK information at the British Council / IELTS table and advise students during the fairs. Since the referendum in the UK on membership of the EU we also have the latest information from UniversitiesUK for EU students.

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 in the local press.

This year we again 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! This year, we had referrals from 17 participating institutions to our pages about the fairs.
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

- This year we again saw good levels of participation from the international schools and German/European schools. This brings the benefit of not only attracting EU students but some international students as well.
We are working to increase our contact with the university and college counsellors from the international schools. In the future, we will invite them to the dinners we organise. We have implemented this for our fairs in January 2018.
- Visitor numbers were slightly down this year across the board, but the quality of students and inquiries remained high. One venue, Stuttgart, which is a new venue for us and which we have only been to for the second time this year, unfortunately attracted fewer students than last year. We are reviewing our presence in Stuttgart and will investigate other venues and overhaul the marketing plan if we organise another fair in Stuttgart in November 2018.

Appendix 1: List of participating institutions

- 1 University of Aberdeen
- 2 University of the Arts London
- 3 Aston University
- 4 University of Bristol
- 5 Cardiff University
- 6 City, University of London
- 7 University of East Anglia
- 8 University of Essex
- 9 The Glasgow School of Art
- 10 Goldsmiths, University of London
- 11 Imperial College London
- 12 Keele University
- 13 University of Kent
- 14 King's College London
- 15 University of Lincoln
- 16 London Metropolitan University
- 17 London School of Economics (LSE)
- 18 New College of the Humanities
- 19 The University of Nottingham
- 20 Queen Mary University of London
- 21 University of Reading
- 22 University of Roehampton
- 23 St Mary's University, Twickenham
- 24 University of South Wales
- 25 University of Southampton
- 26 University of Stirling
- 27 University of Surrey
- 28 University of Sussex
- 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
- 50 international and IB schools
- 105 other universities
- 217 European and other schools
- 8 international employment agencies throughout Germany
- 60 libraries in the host cities

Adverts:

Print Media - Publication Date	Where?	Circulation
Thursday, 2 November 2017	ZEIT Chancen Spezial: Internationales Studium	1.7m
Thursday, 9 November 2017	Süddeutsche Zeitung, special: "Bachelor und Master"	850,000
Saturday, 18 November 2017	Süddeutsche Zeitung, education section	850,000
Saturday, 25 January 2017	Stuttgarter Zeitung, education/events section	250,000

Other promotion:	
British Council e-newsletters	5,000+ contacts (general newsletter + education-specific newsletter to multipliers across Germany)
British Council Facebook page	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.
British Council Twitter	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. Over 10,000 impressions, 131 interactions
British Council website	Dedicated pages is in English and German https://www.britishcouncil.de/en/study-uk https://www.britishcouncil.de/studium-uk with short profiles of participating institutions that provided them. Over 8,900 page views.
British Council IELTS team	Information sent by e-mail to every enquirer/ IELTS candidate from October until the fairs.
Facebook adverts through the British Council Germany Facebook page.	General adverts in both English and German. From mid-October through to November Promoted Facebook events for each individual event + generic posts for the whole tour The reach was: 280,000 impressions and 3,300 visits to the events info. 236 event responses for the promoted events
Google Ads	A Google ad campaign ran from mid-October Reach: 170,000 impressions, 1,311 clicks

Appendix 3: Exhibitor's survey results

15 out of 32 participants responded to the survey.

I mostly received enquiries relating to...

Undergraduate courses	73.33%
Postgraduate courses	13.33%
Other	13.33%

"Lots of enquiries for UG, PG and Study Abroad/Exchange"

Please rate the following aspects of the British Council

(Scale: 1: Very poor to 10: Excellent)

	Median
Communications	9.13
Quality of handbook	9.20
Logistical support/arrangements	9.27
Professionalism of the team	9.60
Welcome dinner	9.40
Overall value for money	7.60

"Excellent team and extremely helpful as always"

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

Yes	73.33%
No	0.00%
Undecided	26.67%

Overall summary

“This event met my expectations”: 13 out of 15 respondents answered with “agree” or “strongly agree”.

“Overall, this was a high quality event”: 14 out of 15 respondents answered with “agree” or “strongly agree”.