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1. Event fact file

Germany

Venue 1	Monday 22 January: Düsseldorf Hochschule Düsseldorf, Münsterstr. 156, 40476 Düsseldorf
Opening hours	11.00 – 15.00
Venue 2	Tuesday 23 January: Hannover Berufsinformationszentrum (BiZ) Agentur für Arbeit Hannover Brühlstr. 4, 30169 Hannover
Opening hours	11.00 – 15.00
Venue 3	Wednesday 24 January: Hamburg Staats- und Universitätsbibliothek Hamburg, Von-Melle-Park 3, 20146 Hamburg
Opening hours	11.00 – 15.00
Venue 4	Thursday 25 January: Berlin Bildungswerk der Wirtschaft in Berlin und Brandenburg, Am Schillertheater 2, 10625 Berlin
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 Düsseldorf and Hamburg. The universities promote the fairs to their own students. Or we use 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.

German students do 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 various 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 the four host institutions have edu roam. UK institutions should bring their own edu roam log-in details in order to access wifi. In the other two cities the venues have normal wifi access with pre-ordered passwords.
- Do 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 40 participating institutions to our pages about the fairs.
It can really 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

- Change of city – moving the fair to Dusseldorf resulted in a good level of participation for a first year, already better than the previous venue in Bochum. It definitely shows promise and we will work on developing the fair in Dusseldorf further next year.
- 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.

After one cancellation due to illness, two college counsellors came to the welcome dinner in Dusseldorf and two joined us for dinner in Berlin. Next year we will invite all counsellors in our first cities to the welcome dinners for both tours.

- Visitor numbers were slightly down this year across the board, but the quality of students and inquiries remained high.
- There is a lot of uncertainty among (prospective) students in Germany around their status in the UK after the UK leaves the EU. Until there are any new messages, this will likely continue to affect them.

Appendix 1: List of participating institutions

- 1 Aston University
- 2 University of Brighton
- 3 Cardiff Metropolitan
- 4 Cardiff University
- 5 University of Chester
- 6 University of Chichester
- 7 Coventry University
- 8 Durham University
- 9 University of East London
- 10 University of Essex
- 11 Goldsmiths, University of London
- 12 University of Hertfordshire
- 13 Lancaster University
- 14 Leeds Beckett University
- 15 London Metropolitan University
- 16 The University of Manchester
- 17 Middlesex University London
- 18 New College of the Humanities
- 19 University of Portsmouth
- 20 Queen Mary University of London
- 21 The Royal Agricultural University
- 22 Royal Holloway, University of London
- 23 School of Oriental and African Studies (SOAS)
- 24 University of South Wales
- 25 Southampton Solent University
- 26 St Mary's University, Twickenham
- 27 University of Stirling
- 28 Teesside University
- 29 University College London (UCL)
- 30 The University of Warwick

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
- 37 international and IB schools
- 92 other universities
- 418 European and other schools
- 11 international employment agencies throughout Germany
- 25 libraries in the host cities

Adverts:

Print Media - Publication Date	Where?	Circulation
Thursday, 2 November 2017	ZEIT Chancen Spezial: Internationales Studium (national weekly newspaper)	1.7m
Saturday/Sunday, 30/31 December 2017	Tagesspiegel Terminplaner (Berlin daily newspaper, weekend editions)	306.000
Saturday, 6 January 2018	Tagesspiegel (Berlin daily newspaper, weekend edition)	306.000
Saturday/Sunday, 13/14 January 2018	Tagesspiegel Terminplaner (Berlin daily newspaper, weekend editions)	306.000
Saturday, 13 January 2018	Hamburger Abendblatt (Hamburg daily newspaper, weekend edition)	474,000
Thursday, 18 January 2018	ZEIT: Bildungsmarkt (national weekly newspaper)	1.7m
Friday, 19 January 2018	Hamburger Abendblatt (Hamburg daily newspaper, weekend edition)	474,000
Saturday, 20 January 2018	Tagesspiegel (Berlin daily newspaper, weekend edition)	306.000
Saturday, 20 January 2018	Hannoversche Allgemeine Zeitung (Hanover daily newspaper, weekend edition)	137,000

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. Plus a 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 7,500 impressions, 65 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 11,000 unique 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 The reach was: 195,000 people. There were 2,644 visits to the events info. 725 event responses for the promoted events
Google Ads	A Google ad campaign ran from November Reach: 370,000 impressions, 2,940 clicks

Card and Poster campaign - Berlin only		
3 weeks	DINAMIX City Cards	12,000 cards in 100 selected locations (student bars etc.)
2 weeks	DINAMIX posters in HEIs and student bars	137
3 weeks	British Council Flyers in HEIs	2,000 flyers in 50 outlets

Appendix 3: Exhibitor's survey results

20 out of 32 participants responded to the survey.

Please rate the following aspects of the British Council

(Scale: 1: Very poor to 5: Excellent)

	Median
Communications	4.85
Quality of handbook	4.85
Logistical support/arrangements	4.89
Professionalism of the team	4.95
Welcome dinner	4.69
Overall value for money	4.10

"Welcome dinner was a nice touch. Very good group of people, easy to get along with. Thanks to the team for making sure all transport was dealt with smoothly."

"Fantastic arrangements and planning from BC Germany. Sabine and Martin were brilliant and everything ran like clockwork."

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

Yes	80%
No	5%
Undecided	15%



Overall summary

“This event met my expectations”: 15 out of 20 respondents answered with “agree” or “strongly agree”.

“Overall, this was a high quality event”: 16 out of 20 respondents answered with “agree” or “strongly agree”.