

# POST EVENT REPORT STUDY UK EXHIBITION

Bogota, COLOMBIA

24 – 25 February, 2018



## Introduction

Thank you for your participation at the Study UK exhibition in **Colombia** in **February 2018** at the **AR Centro de Convenciones** in **Bogota**.

The purpose of this report is to provide you with a summary of the event, including visitor and exhibitor feedback as well as other useful information. We trust that this report will enable you to report return on investment and assist with future decision making.

The event, targeted at the Access/Foundation, Summer Courses, Undergraduate, Postgraduate and English Language market, hosted representatives from **19 UK institutions** (Listed below in the Exhibitor's feedback section), that positively engaged with **prospective students/visitors/partners**, providing the audience with information on the available academic offer in the UK.

The event attracted approximately **1,200 visitors**, thanks in part to the marketing campaign and digital promotion strategies used to promote the exhibition (Details listed below in the Marketing section). Alongside the main exhibition, a series of seminars were also held, with topics covered including Tier 4 Visa, Chevening and Colfuturo Scholarships, IELTS preparation, Alumni experiences, among other interesting and relevant topics of interest for visitors looking for opportunities of studies in the UK.

At British Council we highly appreciate your support, and hope that we can continue to provide valuable marketing services in terms of both our exhibitions and also our range of other targeted activities during the year. We hope to see you again at our next exhibition scheduled for late September 2018. We will be sharing information on this as soon as it is available.

Regards,

**Bárbara De Castro** | Tertiary Education Lead, Colombia

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## Highlights

This exhibition was held at the following venue/time/date

<b>Venue(s)</b>	AR Centro de Convenciones, Bogota – 24-25 February 2018
<b>Opening hours</b>	24 February 2018 14:00 – 19:30 25 February 2018 14:00 – 18:00
<b>Stand costs</b>	£2,650

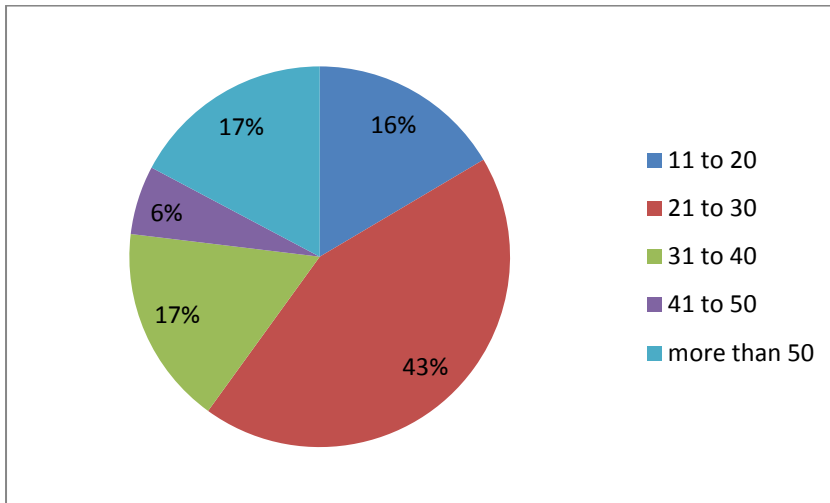
### The following successful seminars were held:

- What it's really like to study in the UK: Colombian alumni share their experiences
- Why Scotland (and St. Andrews) offer a different degree experience
- Study in Wales
- Chevening Scholarship Programmes
- General Student Visa (Tier 4)
- Colfuturo – Scholarship-loan scheme for postgraduate studies abroad
- Applying to scholarships and universities in the UK
- Study at Strathclyde: opportunities to study Business, Engineering, Humanities and Sciences at the award-winning university in Glasgow, Scotland
- Start your journey abroad with the help of IELTS
- How to get work experience for 1 year in the UK
- Life and Study Experiences in the UK Alumni Panel
- Preparatory programmes for studying at a UK University

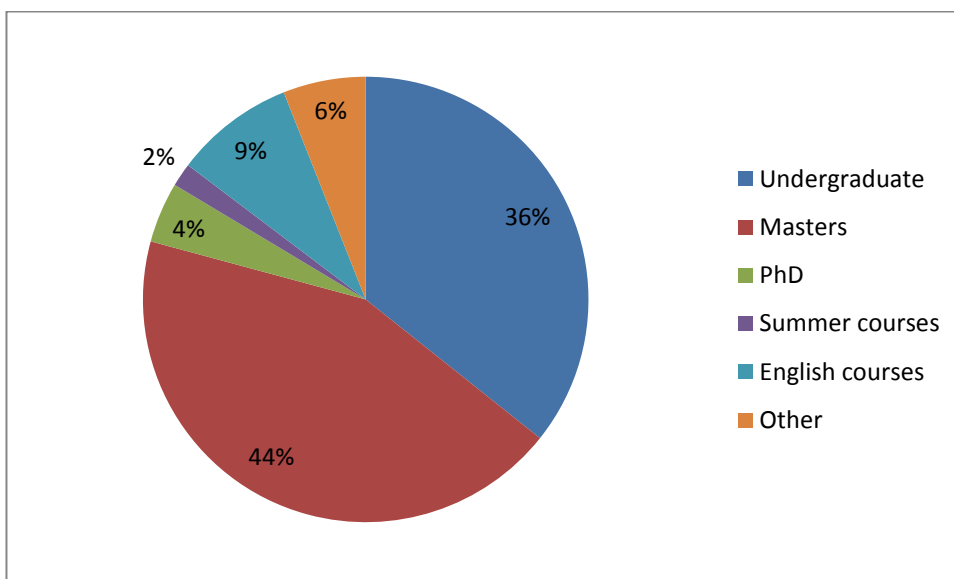
## Visitor's profile

We gathered information using the Visitor Registration System (VRS) data from the 2,256 people who registered/pre-registered for the exhibition, as well as the Feedback forms filled out during the event from 115 visitors. The following headings and graphs summarize the general profile of visitors and people interested in attending our event.

### Visitor Age Group

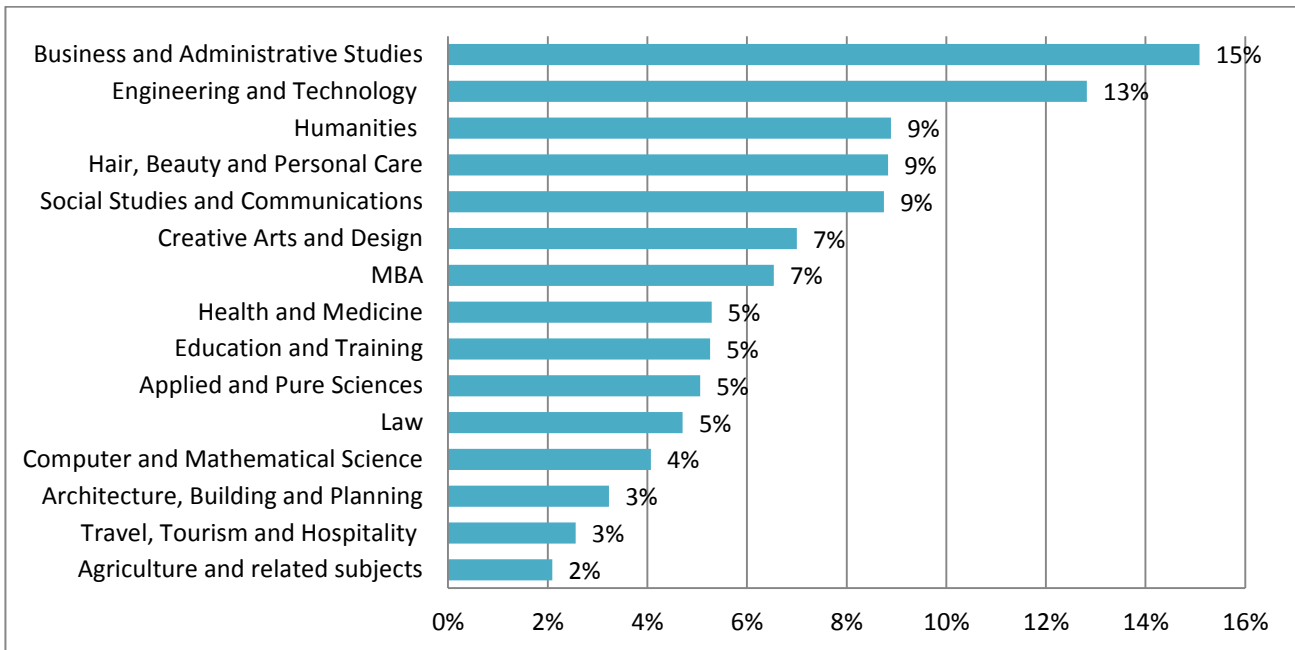


**Scorecard information revealed main interest of studies in undergraduate (36%) and master's programmes (44%)**

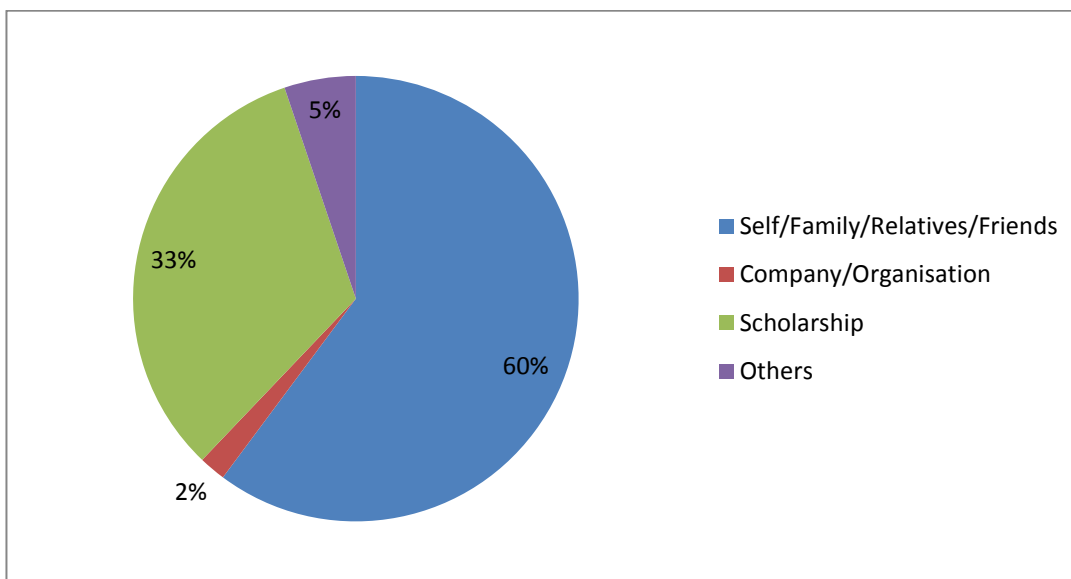


**According to VRS data, the top 3 subject areas of interest are:**

- Business and Administrative Studies
- Engineering and Technology
- Humanities



**VRS data revealed 60% of registrants indicated Self/Family/Relative/Friends would be their main source of funding**



## Marketing

The exhibition was promoted via different channels, including the following:

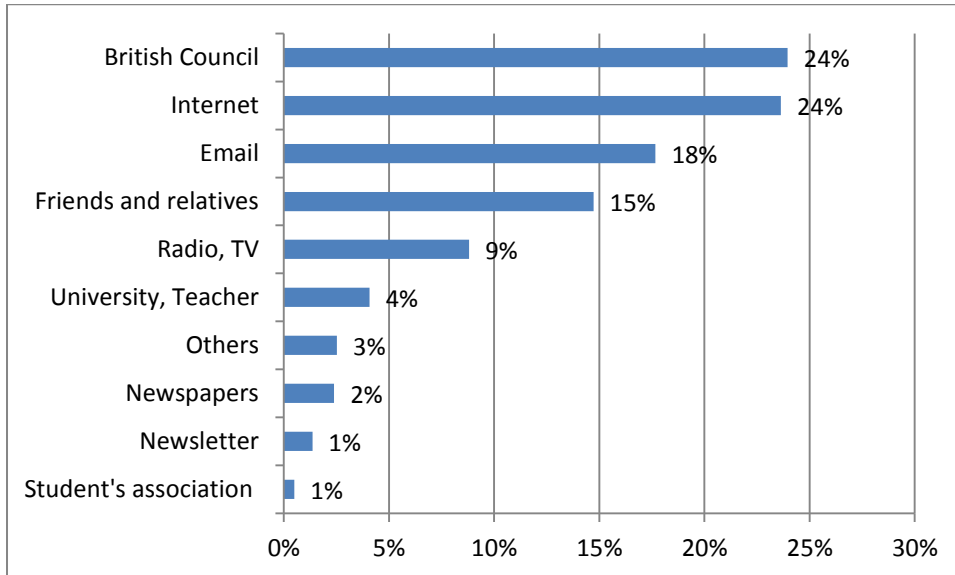
- Print media in the following newspapers:
  - ADN
  - Publimetro
  - Portafolio
- Digital
  - British Council Facebook and Twitter page
  - Google (SEM, GDN)
  - Audience Premium
  - Tap Tap
- Radio broadcasting
  - La X: shows *Mañanas X*, *One2Five* and *Mañanas X Weekend* targeting 470.000 listeners
  - La FM: show *Los Originales* targeting 230,000 listeners
  - Radioactiva: show *El Gallo* targeting 467.600 listeners
- British Council mailings: our database reaches over 110,000 subscribers
- Press Release shared with local media contacts from the British Council and the British Embassy
- Local educational institution networks including
  - Colfuturo, one of the main funding bodies for postgraduate studies abroad
  - Consejería Académica or Academic Counselling programme by ICETEX providing advice to potential students interested in pursuing postgraduate studies abroad
  - Local universities
  - Local schools and counsellors
  - RedBrit, Network of British Universities' Alumni in Colombia

Below are some key figures on our marketing campaign:

**Approximately £9,000 were spent on Marketing and communications for this exhibition**

**Our marketing reached an estimated audience of 3.5 Million people**

Our marketing reached an estimated audience of 3.5 Million people



Examples of the marketing include (more information available in the annex):

Print:





Email shots:



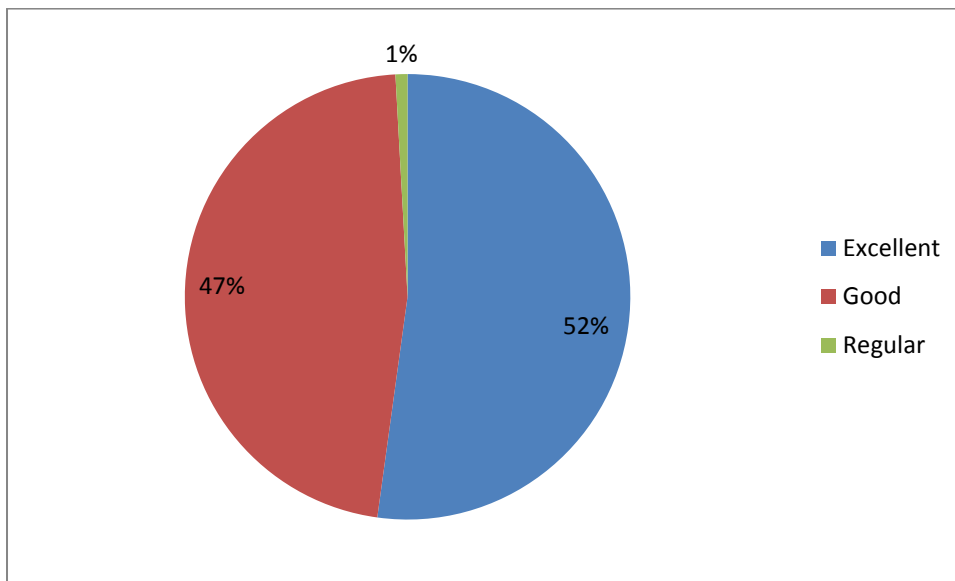
Online:



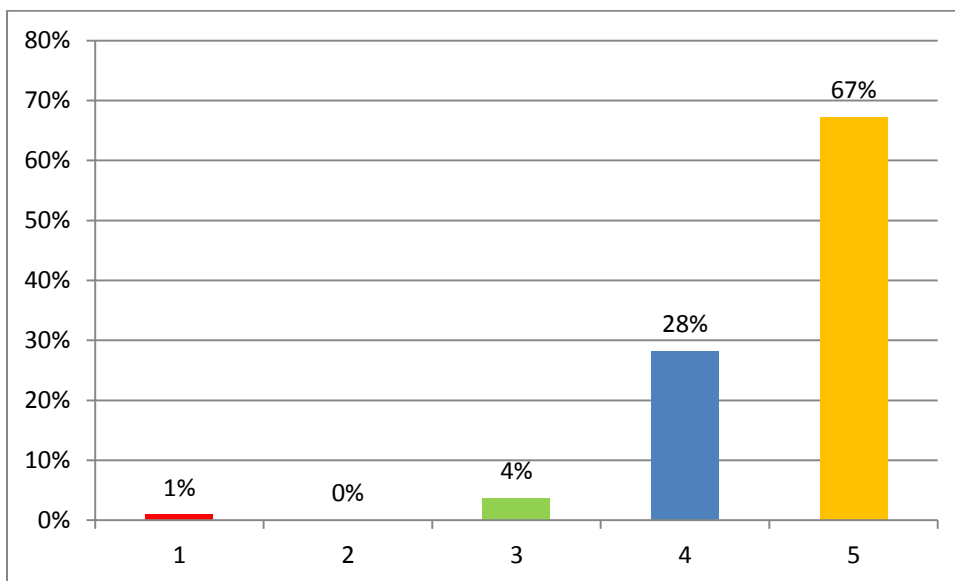
## Visitor's Feedback

Logistics staff walked around the venue to collect feedback on scorecards uploaded on tablets. As mentioned above, 115 visitors answered the digital survey. The questions were designed to gather quantitative statistics as well as qualitative remarks on reactions to our exhibition and the decision making process.

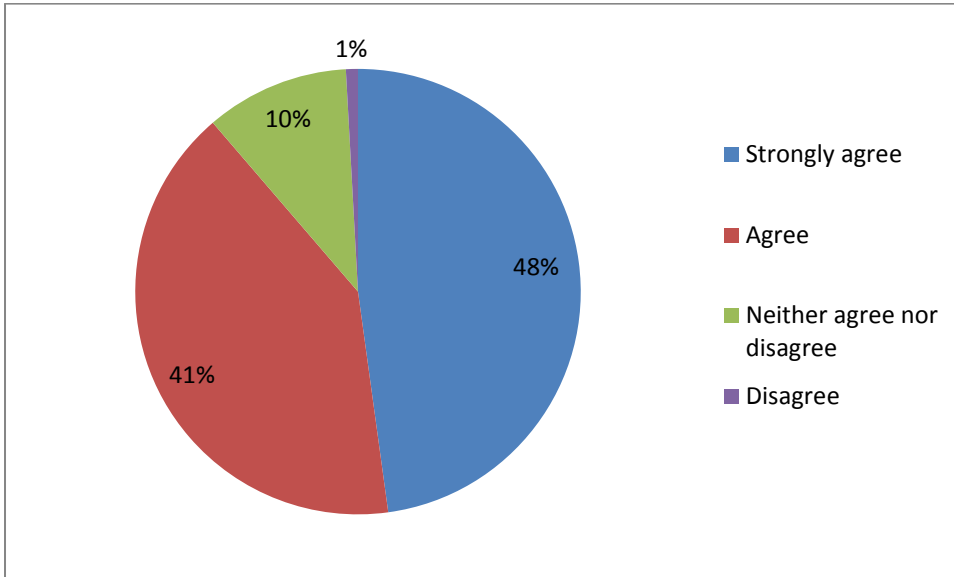
### General feedback on the event



### When visitors were asked to rate the information they received from universities and colleges (1 Bad – 5 Excellent)...



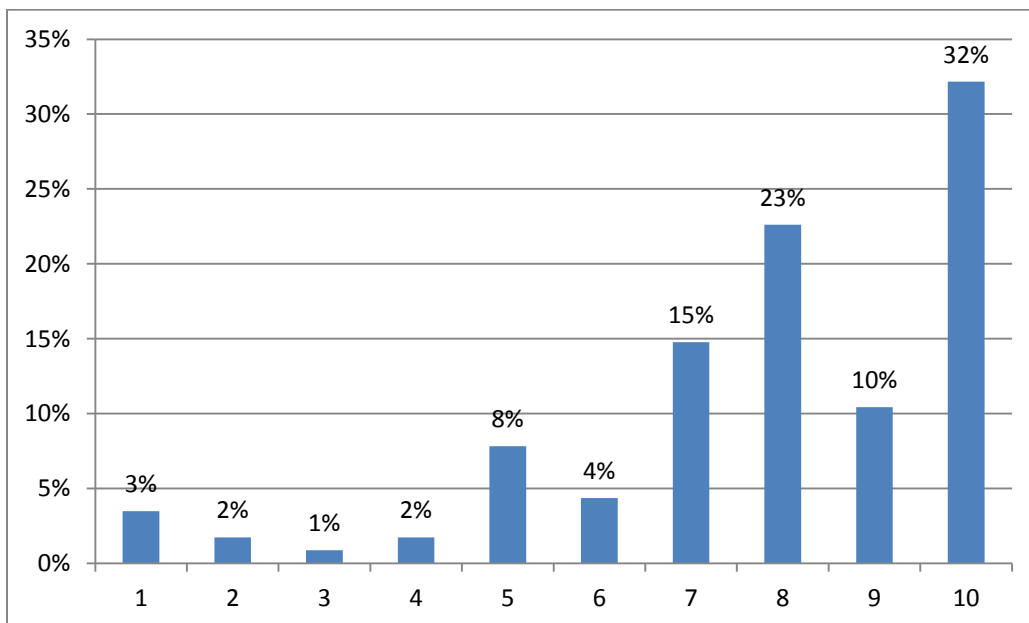
When visitors were asked if the event met their expectations...



**Key Recommendations for the British Council include:**

- Longer seminars
- More stand assistants and Spanish speaking personnel
- Live broadcasting of seminars
- Larger venue

When visitors were asked if they will be applying to a UK institution following the exhibition (1 not likely at all – 10 very likely)...



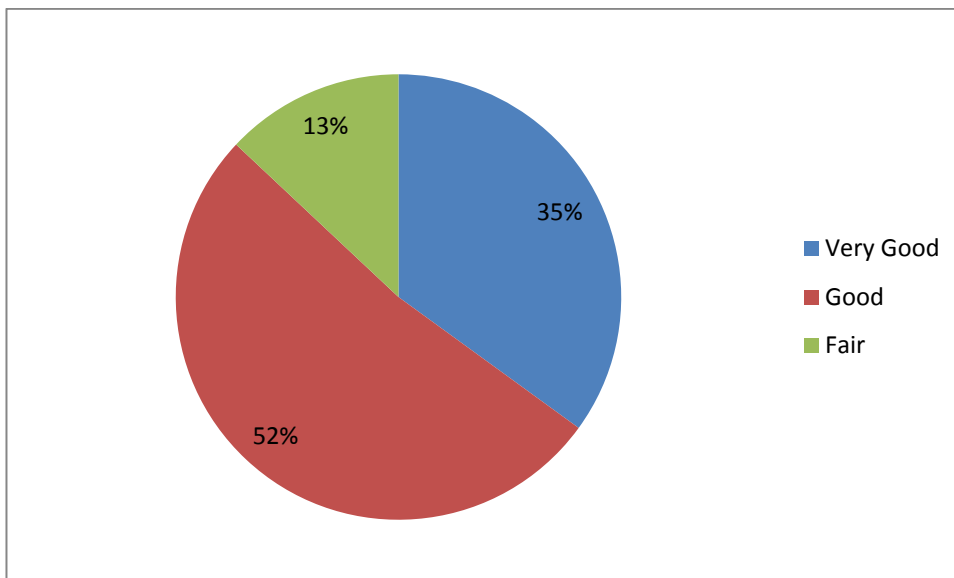
## Exhibitor's Feedback

At the exhibition there were **19 unique exhibitors** from UK education institutions; representing a steady number of exhibitors compared to our last events. Almost **60%** of the institutions had also participated in last year's edition.

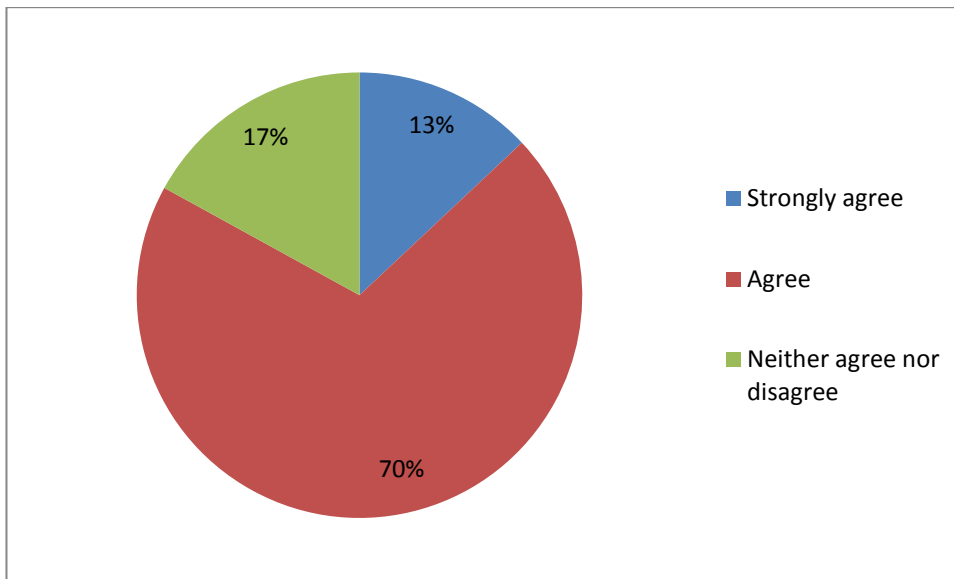
Exhibitor Attendance	Bogotá	
	2017	2018
February Exhibitions	19	19

When exhibitors were asked “Would you sign up for another Study UK event organised by the British Council Colombia?” **18 said yes, 1 said no.**

When exhibitors were asked how they would rate the event in general...



When exhibitors were asked if the event met their expectations....



### Some positive quotes from exhibitors:

- *Thank you for your support!*
- *1st time attending, very satisfied*
- *Support from BC team was great.*
- *I wish we had known we had more space for banners but it's been a good event in general.*

### Some negative quotes from exhibitors:

- *There were fewer students compared to last year's exhibition.*
- *Sponsors should have been in the second room so that more UK universities could be showcased.*
- *Catering needs improvement. No milk for coffee and tea.*
- *I would prefer the afternoon coffee break would be served in the break room.*

**List of Exhibitors (Alphabetical Order):**

1	Bangor University	11	University of Bradford
2	Bosworth Independent College	12	University of East Anglia
3	Brunel University London	13	University of Essex
4	Liverpool John Moores University	14	University of Hertfordshire
5	NCUK	15	University of Salford
6	St Mary's University, Twickenham	16	University of Southampton
7	Swansea University	17	University of St Andrews
8	UCL	18	University of Strathclyde
9	Ulster University	19	University of Westminster
10	University College Birmingham		

## Future steps

There are several areas that both British Council and the UK institutions can work on to improve the overall arrangement and outcomes of the exhibition. The main findings and recommended next steps are outlined below:

### British Council

- Following recommendations from the institutions, we will go back to planning a **one-day** exhibition. For next year's exhibition, we will evaluate the cost effectiveness and try to identify ways in which we reduce expenses to guarantee a better cost-benefit for exhibitors.
- We will take into account recommendation for improvement in the catering services. We will also aim to serve breaks in lunch boxes as we are aware representatives would rather take a break in the exhibitor's break room, but others might be too busy to leave their stands.
- Representatives indicated too many students interested in undergraduate studies require foundation degrees and lack knowledge of this. We've identified this as a weakness from previous exhibitions and school tours. Within the British Council, we are trying to work more closely with schools to provide more information about how

the UK education system works. We will think of other strategies in order to have more information available to the public to explain this.

### UK Institutions

- Institutions should consider having more support from local agents or alumni to attend future exhibitions in order to provide more information. It's also important to consider stand support in Spanish.
- As in previous year, we highly recommend exhibitors to provide more information on scholarships and financial aid available for Colombian and highlight these during future exhibitions, especially since competing markets such as USA, Australia and Germany among others are offering these resources for Colombians. Financing from the main funding bodies is limited but nevertheless, a steady appetite for UK education in Colombia remains an opportunity for recruitment.

The above points, though important, should not detract from what was a successful exhibition. Our upcoming exhibition currently is scheduled to take place the last week of September (information soon to be available on the SIEM website!) as part of the LATAM Tour 2018. We will build upon the lessons learned and prove even more popular.

Please see in the following [link](#) a short video with highlights of this event.

We hope to see you in the autumn!

## Appendix

## Newspapers Paid Ads



## Radio Paid Mentions

## LA FM

PROGRAMA	HORARIO	DÍA DE PAUTA	19	20	21	22	23	24	25	TOTAL
			l	m	mi	j	v	s	d	
LOS ORIGINALES	5:00 a 8:00pm	LUNES A VIERNES	3	3	4	3	3	-	-	16
										16

## LA X

PROGRAMA	HORARIO	DÍA DE PAUTA	19	20	21	22	23	24	25	TOTAL
			l	m	mi	j	v	s	d	
MAÑANAS X	6:00 a 10:00am	LUNES A VIERNES	3	3	3	2	2	-	-	13
ONE2FIVE	1:00 a 5:00pm	LUNES A VIERNES	2	3	2	3	3	-	-	13
MAÑANAS X WEEKEND	6:00am a 12:00m	SÁBADO	-	-	-	-	-	1	-	1
										27

## RADIOACKTIVA

PROGRAMA	HORARIO	DÍA DE PAUTA	19	20	21	22	23	24	25	TOTAL
			l	m	mi	j	v	s	d	
EL GALLO	5:00 a 10:00am	LUNES A VIERNES	2	2	2	2	2	-	-	10
										10



Digital Campaign

Facebook



Link clicks: 9,063  
 Reach: 97,483  
 Impressions: 392,023  
 Unique link clicks: 6,980  
 Button clicks: 80  
 Page visits: 1,726



Page visits: 2,989  
 Reach: 91,548  
 Impressions: 475,628  
 Unique link clicks: 6,916  
 Button clicks: 10



Page visits: 2,606  
 Reach: 86,366  
 Impressions: 245,438  
 Unique link clicks: 4,664  
 Button clicks: 40



Interactions: 1,957  
 Reach: 3,269  
 Impressions: 3,505  
 Link clicks: 2



Interactions: 676  
 Reach: 1,243  
 Reactions: 1  
 Link clicks: 2



Interactions: 1,957  
 Reach: 3,269  
 Impressions: 3,505  
 Button clicks: 80  
 Reactions: 1,726  
 Link clicks: 106

**British Council Colombia** is with Noel Perdomo · 21 February · 🌐

Infórmate en nuestra feria acerca del programa de becas Chevening que ofrece el Gobierno del Reino Unido y descubre sus beneficios. Te esperamos el próximo 24 y 25 de febrero. #StudyUKColombia Regístrate: [bit.ly/StudyUK18](http://bit.ly/StudyUK18)



**British Council Colombia**  
Language school

Rose Williams and 346 others · 3 Comments · 16 Shares

**Performance for your post**

**14,495** People Reached

**382** Likes, Comments & Shares 📊

<b>359</b> Likes	<b>356</b> On Post	<b>3</b> On Shares
<b>5</b> Comments	<b>5</b> On Post	<b>0</b> On Shares
<b>18</b> Shares	<b>18</b> On Post	<b>0</b> On Shares

**178** Post Clicks

<b>79</b> Photo views	<b>35</b> Link clicks	<b>64</b> Other Clicks 📊
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**NEGATIVE FEEDBACK**

<b>0</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Insights activity is reported in the Pacific time zone. Ad activity is reported in the time zone of your ad account.

**British Council Colombia** · Published by Maria Carvajal · 23 February at 11:29 · 🌐

¿Quieres ganar un examen IELTS?

Regístrate a nuestra feria #StudyUKColombia → [bit.ly/StudyUK18](http://bit.ly/StudyUK18), conoce lo mejor de la oferta educativa británica y abre las puertas a un mundo de oportunidades con IELTS. ¡No te quedes sin asistir! #StudyUKColombiaIELTS

Términos y condiciones del concurso:  
[www.britishcouncil.co.uk/stud-agana-un-ielts-en-nuestra-feria](http://www.britishcouncil.co.uk/stud-agana-un-ielts-en-nuestra-feria)



**1. Regístrate en nuestra feria Study UK Exhibition 2018.**

**Gana un examen IELTS con #StudyUKColombia**

**14,825** people reached

Boost Unavailable

**Performance for your post**

**14,829** People Reached

**6,435** Video Views

**2,303** Likes, Comments & Shares 📊

<b>994</b> Likes	<b>797</b> On Post	<b>197</b> On Shares
<b>1,117</b> Comments	<b>587</b> On Post	<b>530</b> On Shares
<b>192</b> Shares	<b>87</b> On Post	<b>105</b> On Shares

**2,697** Post Clicks

<b>1,485</b> Clicks to Play 📊	<b>41</b> Link clicks	<b>1,171</b> Other Clicks 📊
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**NEGATIVE FEEDBACK**

<b>0</b> Hide Post	<b>0</b> Hide All Posts
<b>2</b> Report as Spam	<b>0</b> Unlike Page

Insights activity is reported in the Pacific time zone. Ad activity is reported in the time zone of your ad account.

Post Details 10159961376375133

Reported stats may be delayed from what appears on posts.

**British Council Colombia** Like Page

21 February · @

Como visitante de la feria, tendrás la oportunidad de recibir información sobre el trámite de la visa de estudiante. ¡Pregunta en el stand de UK in Colombia! #StudyUKColombia. Regístrate: [bit.ly/StudyUK18](http://bit.ly/StudyUK18)



**British Council Colombia**  
Language school Learn More

Performance for your post

32,015 People Reached

541 Likes, Comments & Shares

447 Likes 408 On Post 9 On Shares

18 Comments 11 On Post 7 On Shares

76 Shares 76 On Post 0 On Shares

406 Post Clicks

166 Photo views 87 Link clicks 153 Other Clicks

NEGATIVE FEEDBACK

1 Hide Post 1 Hide All Posts  
0 Report as Spam 0 Unlike Page

Insights activity is reported in the Pacific time zone. Ad activity is reported in the time zone of your ad account.

Post Details 10159951043260133

Reported stats may be delayed from what appears on posts.

**British Council Colombia** is with Martha Sánchez. Like Page

21 February · @

En el stand del British Council le brindaremos la información que necesitas para aprender inglés en el Reino Unido. ¡Te esperamos! #StudyUKColombia. Regístrate: [bit.ly/StudyUK18](http://bit.ly/StudyUK18)



**British Council Colombia**  
Language school Learn More

Rose Williams and 513 others 5 Comments 60 Shares

Performance for your post

24,294 People Reached

603 Likes, Comments & Shares

529 Likes 524 On Post 5 On Shares

5 Comments 5 On Post 0 On Shares

69 Shares 68 On Post 1 On Shares

329 Post Clicks

154 Photo Views 52 Link clicks 123 Other Clicks

NEGATIVE FEEDBACK

1 Hide Post 0 Hide All Posts  
0 Report as Spam 0 Unlike Page

Insights activity is reported in the Pacific time zone. Ad activity is reported in the time zone of your ad account.



Post Details 10159914632975133

Reported stats may be delayed from what appears on posts

Performance for your post

2,237 People Reached

9 Likes, Comments & Shares

5 Likes: 5 On Post, 0 On Shares

0 Comments: 0 On Post, 0 On Shares

4 Shares: 4 On Post, 0 On Shares

13 Post Clicks

5 Photo views, 3 Link clicks, 5 Other Clicks

NEGATIVE FEEDBACK

2 Hide Post, 1 Hide All Posts, 0 Report as Spam, 0 Unlike Page

Reported stats may be delayed from what appears on posts

Banner displays



Clicks: 10,083  
Impressions: 860,418  
CTR: 1.17%

Total clicks: 30,162  
Impressions: 3,968,922  
CTR: 0.75%



Clicks: 12,752  
Impressions: 2,408,025  
CTR: 0.53%

Google SEM

¿Cómo estudiar en Londres? - Asesórate con los mejores  
[Anuncio] co.edukexhibition.org/Feria/Study\_UK

La Mejor Forma de Avanzar en tu Carrera Profesional.  
Inicia un Doctorado en UK  
Envío gratuito • 24 horas • Devolución gratuita •  
Coincidencia de precios

Requisitos para estudiar en UK - British Council  
Te Asesora  
[Anuncio] co.edukexhibition.org/Feria/Study\_UK

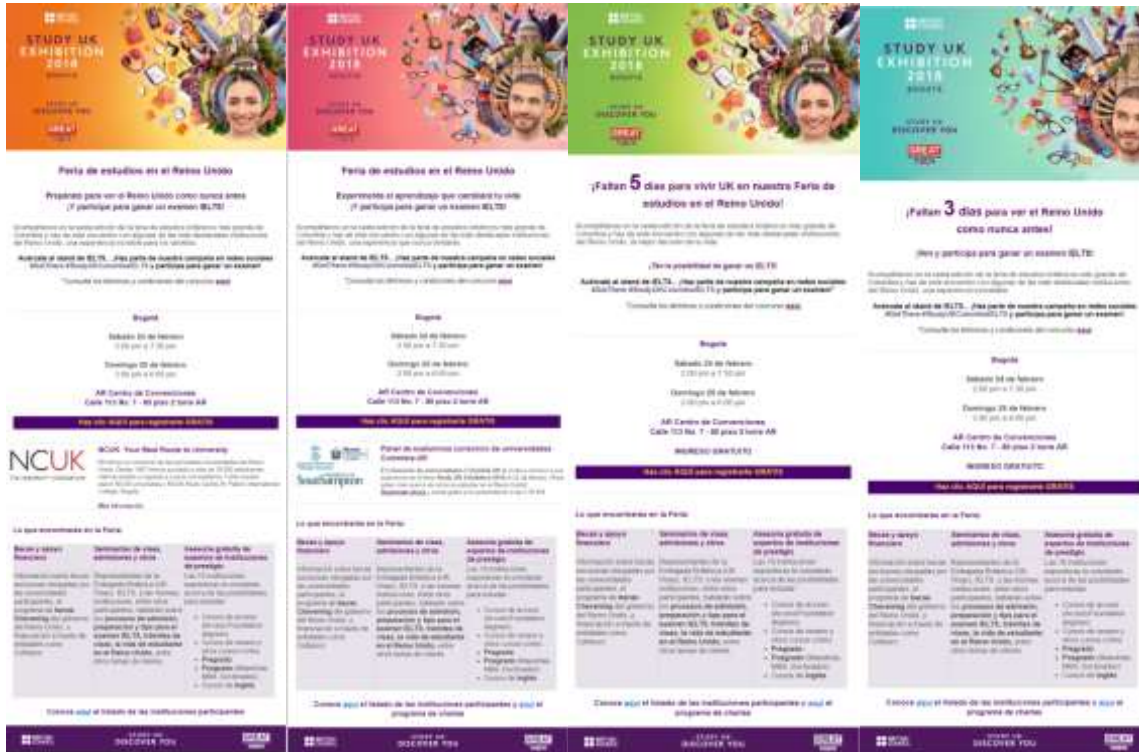
Conéctate con las Mejores Universidades de El Reino Unido ¡Regístrate Ya!  
Envío gratuito • 24 horas • Devolución gratuita •  
Coincidencia de precios

Total clicks: 15  
Impressions: 148  
CTR: 10%

Total clicks: 34  
Impressions: 624  
CTR: 5.4%

Mailing samples

Through our Mailing marketing campaign we reached out more than 110,000 potential students via our British Council mailing channel, getting a 30% of open rate/each (avg. 15,000 contacts)



British Council Colombia Website Promo

<https://www.britishcouncil.co/events/study-uk-exhibition-2018>

**Study UK Exhibition 2018**

**Sábado, 24 de Febrero de 2018 14:00 a Domingo, 25 de Febrero de 2018 18:30**

¡Ven a la feria y participa para ganar un examen IELTS

[¡Inscríbete aquí!](#)

Este año el British Council organiza la sexta edición de la Feria del Colaborar en el Reino Unido: **Study UK Exhibition 2018**. El evento más importante de estudio de pregrado y posgrado que se lleva a cabo en el país y trae a las mejores universidades del extranjero. Escala, calidad e innovación en la educación.

Apoyado por expertos en el campo viene en contacto directo con los oficiales de admisión y representantes de las instituciones británicas participantes. Las universidades y colleges te asesorarán como visitantes expertos de primera mano permitiéndote hacer bromas amigables y preguntas informadas sobre los programas de estudio, procesos de admisión, fees y requisitos de documentación.

Además, como visitante de la feria, tendrás la oportunidad de recibir información sobre el idioma de inglés, IELTS y el examen IELTS, participando en los talleres gratuitos que ofrecemos como la *Workshop Inglés a 10 Vistas*, *COFFITURED*, *Series Listening* y *IELTS presentando*.

**INGRESO GRATUITO**

Ciudad	Fecha	Lugar	Hora
BOGOTÁ	SÁBADO 24 DE FEBRERO DE 2018	AL CENTRO DE CONVENCIONES	2:00 PM - 7:30 PM
	DOMINGO 25 DE FEBRERO DE 2018	Calle 112 No. 7 - 60 (Cerca al Centro del Comercio)	2:00 PM - 6:00 PM

**Instituciones participantes**

- Bangor University
- Birmingham City University
- Brighton University
- University of Birmingham
- University of Bolton
- University of Bradford
- University of Central Lancashire
- University of Derby
- University of East Anglia
- University of Exeter
- University of Gloucestershire
- University of Huddersfield
- University of Lincoln
- University of Northampton
- University of Northumbria
- University of Plymouth
- University of Reading
- University of Southampton
- University of Stirling
- University of Sunderland
- University of Warwick
- University of West of England
- University of York

¡Ven a nuestra feria y participa para ganar un examen IELTS. Consulta los términos y condiciones del concurso.

Descarga nuestra aplicación móvil **Study UK Exhibitions** para ayudarte a planificar tu visita.

Apple Store | Google Play

Documentos

Programa de Idiomas Prácticos Study UK Exhibition 2018 (Adobe PDF 123KB)

<https://www.britishcouncil.co/events/study-uk-exhibition-2018/gana-un-ielts-en-nuestra-feria>

**Gana un IELTS en nuestra feria Study UK Exhibition 2018**

Disfrutamos un examen IELTS módulo Académico estándar certificado en COP\$18.000 o un IELTS UKVI valorado en COP\$794.000. Es más fácil acercarte a lo que quieres cuando abres tus alas... Toma IELTS para el Reino Unido #GetThere

**Concurso "Gana un examen IELTS en Study UK Exhibition"**

¿Quieres participar? ¡Ánimo y mucha suerte!

1. Regístrate en nuestra feria [Study UK Exhibition 2018](#) aquí.
2. Actívala al nivel de IELTS.
3. Tómate una foto en el escenario que tenemos para ti en nuestro stand.
4. Etiqueta tu foto con #GetThere y #StudyUKColombiaIELTS y sébrele como comentario en nuestro post de concurso, que será publicado el **20 de febrero de 2018**.
5. Un (1) ganador será seleccionado con base en la mayor cantidad de reacciones en Facebook a su fotografía.

Con más de 3 millones de pruebas anuales, IELTS es la prueba de inglés más popular en el mundo para la educación superior y la migración global. Más de 10.000 instituciones - a través de 140 distintos países aceptan IELTS incluyendo las mejores universidades y colegios en el Reino Unido.

**Recuerda que si te registras para IELTS con el British Council tendrás 20 horas gratuitas de preparación en línea.**

[Términos y condiciones del concurso](#)

Facebook: 211, Twitter: 3, LinkedIn: 91

British Council Colombia Visitor Registration System Landing page

<https://co.edukexhibition.org/es-co/exhibition/28>

**Study UK Exhibition 2018 Bogotá**

Centro de Convenciones AM  
Calle 113 No. 7-80 Torre el Pinar 2  
Del 20 February 2018  
9:00 am to 5:00 pm

**Etiquetas**  
British Council Colombia  
Exhibición de Feb. 18 a Feb. 19 2018

¡Regístrate! [Ver más detalles](#)

[www.britishcouncil.org/siem](http://www.britishcouncil.org/siem)



Photos





**Video** (click the image to play)



End of Report