



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

**Post-event report for
Study UK exhibition 2018**

**27-28 January 2018
Hong Kong**

Introduction

- The Study UK exhibition was held on 27 and 28 January, with 103 institutions exhibiting.
- **During the two days on which the exhibition was held, over 4,800 visitors attended (compared to 5,100 visitors last year).**
- A bomb from the Second World War was discovered on the afternoon of 27 January. A section of road in Wan Chai was cordoned off and this affected visitor numbers slightly. The discovery of the bomb also meant that 1,300 people had to be evacuated from nearby buildings.
- The event attracted media coverage. Most of the coverage highlighted the appetite for studying in the UK among Hong Kong students and the number of student visas issuances between Q1 and Q3.

This report includes:

Highlights of the event, including visitor numbers and profiles.
Page 3–4

Details of the **Marketing** channels used to attract visitors
Page 5

Results of the **Visitor Feedback Survey**
Page 6

Results of the **Exhibitor Feedback Survey**
Page 7

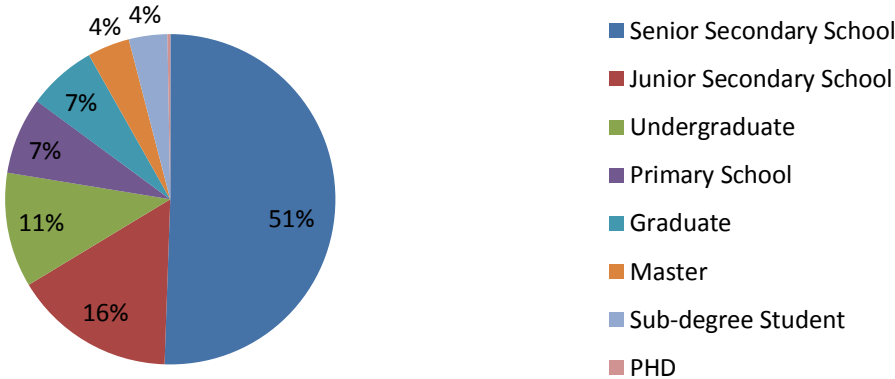
Appendix: **List of exhibitors**
Page 8–11

Highlights

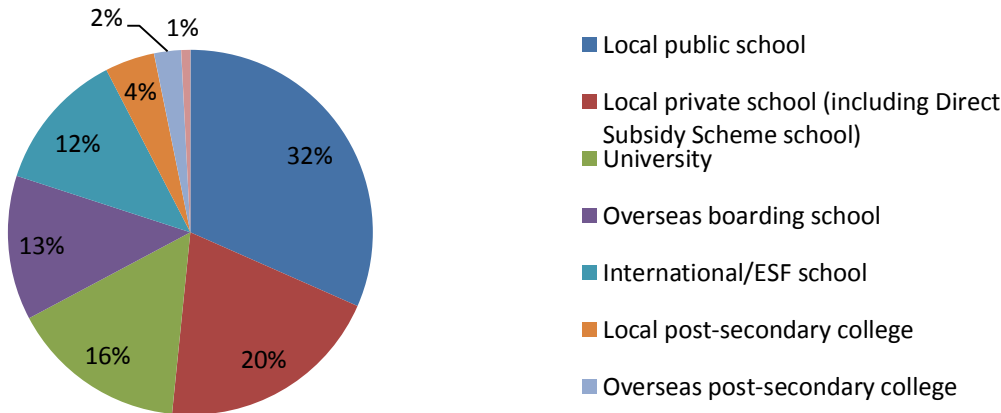
There were **99 BOOTHS, 103 INSTITUTIONS, 3 SPONSORS AND 4,700 PARENTS AND STUDENTS** at the exhibition.

Visitor profile

The visitors were mainly senior secondary students or the parents of senior secondary students.



Over half of the visitors (or the visitors' children) attend a **local public school or a local private school (including Direct Subsidy Scheme schools)**.

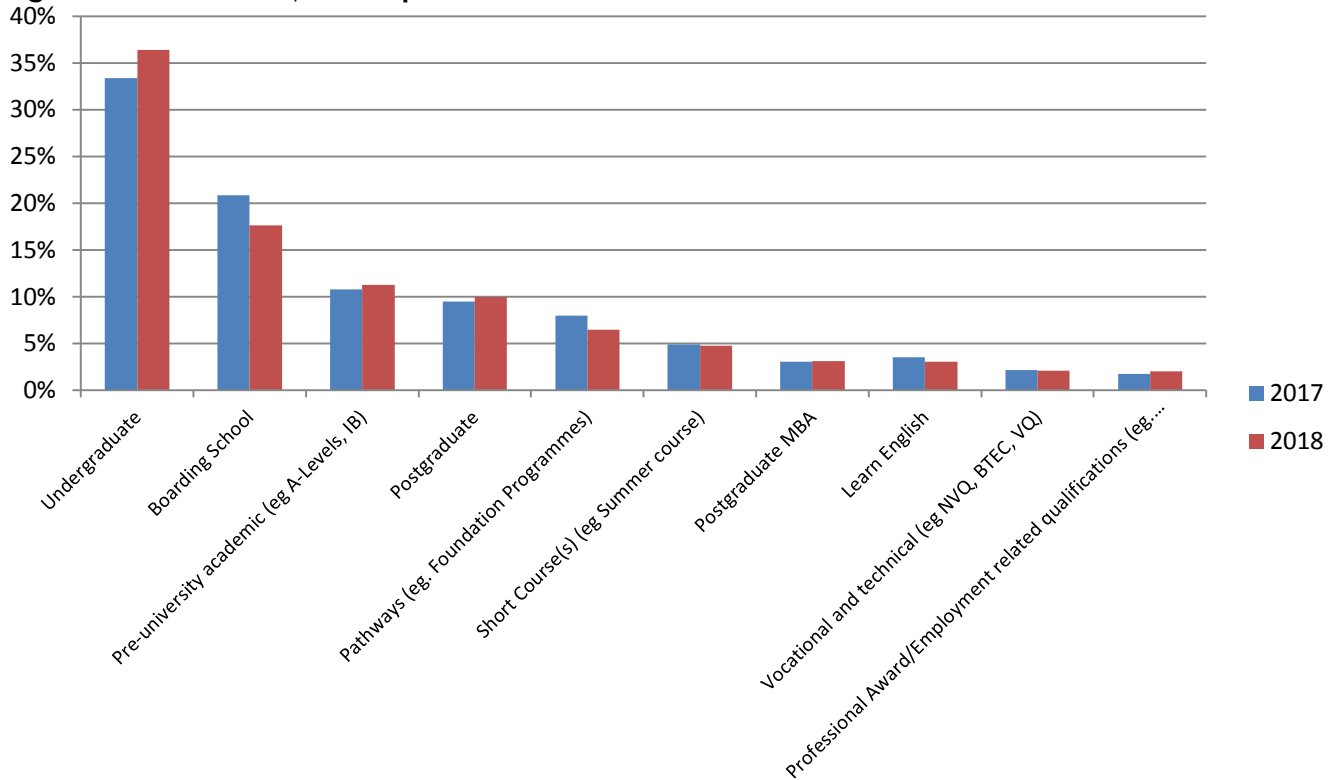


There was an increase in the percentage of visitors (or visitors' children) who were currently studying at an overseas boarding school compare with last year.

Visitor preferences

Registrants in 2017 : 3,894 responses

Registrants in 2018 : 3,547 responses



The majority of visitors, in both 2017 and 2018, were looking for information about boarding school or undergraduate programmes. Interest in undergraduate programmes increased slightly in 2018.

Marketing

We spent more than

HK\$1.3 million

on promotion

MTR promotion



Print advert



Online

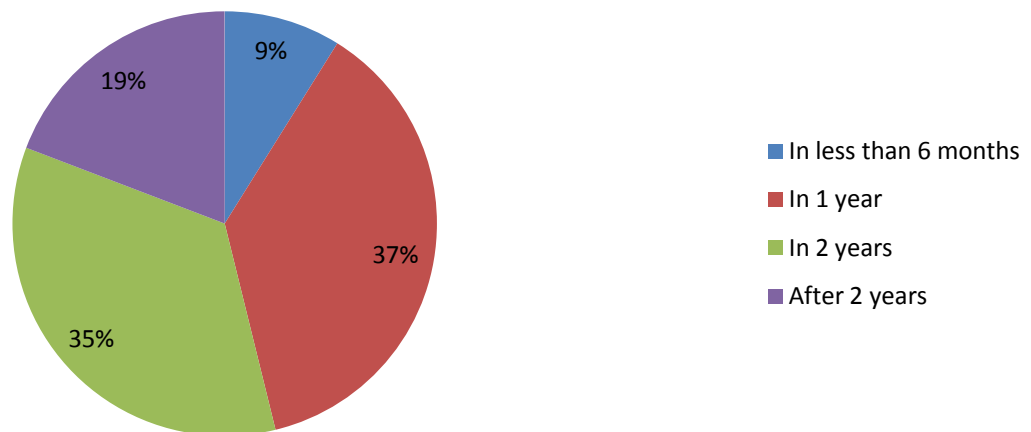


Visitor feedback

Methodology

There was both an online and a printed survey that the visitors could fill in during the exhibition. After completing the survey, the visitors could collect an exhibition souvenir. The questions were designed to gather quantitative data (statistics) and qualitative data (remarks) that would help us understand what visitors thought of the exhibition and the latest market trend.

81% of the visitors were considering studying abroad within 2



Suggestions from visitors

Requested seminar topics

- The impact of Brexit on education in the UK
- Boarding schools in the UK
- Postgraduate studies in the UK and other countries
- Financial planning
- Subject specific seminars e.g. psychology, veterinary medicine, theatre and the performing arts, music, computer science etc.

Exhibitor feedback

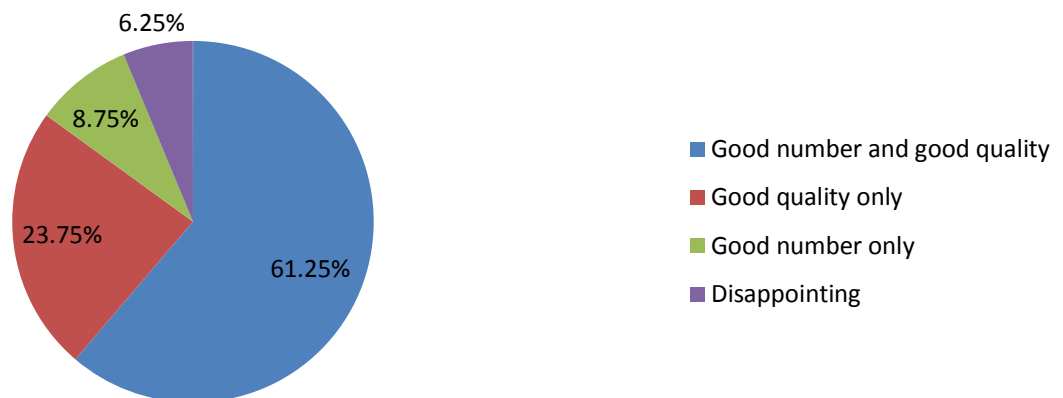
Main compliments

- Thank you for organising the event and for the professional support (3 responses)

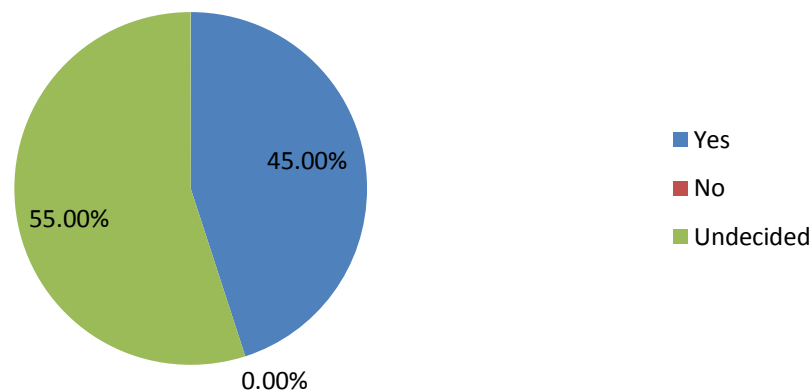
Main recommendations

- More advertising (3 responses)
- Finish exhibition at 6pm (4 responses)
- Lower the cost to exhibitors (7 responses)

What is your assessment of the visitors in 2018?



Will you be attending this event next year?



Appendix: List of exhibitors

Booth No.	Institute Display Name	Geographical Location
Independent schools and colleges		
3	Academic Summer	HK, L, SWE
6	Ashbourne College	CE
9	Bellerbys College	SEE
14	Bosworth Independent College	CE
16	Box Hill School	L, SEE
19	Brooke House College	CE
22	CATS College and Cambridge School of Visual and Performing Arts	CE, L, SEE
23	Cardiff Sixth Form College	W
25	Caterham School	SEE
25	Malvern St James	CE
25	The Leys School	EE
28	Colston's School	SWE
29	Concord College	CE
35	EF boarding High Schools & University Preparations Abroad	CE, EE, L
46	Kings Colleges	L, SEE
51	Lingfield College	SEE
53	Longridge Towers School	NE
57	MPW Schools & Colleges	CE, EE, HK, L
59	Norwich School	EE
63	Our World English Schools	L, SEE
65	Oxford International College	SEE
66	Oxford International Education Group - GCSE / A Levels / International Year Zero / International Year One	CE, L, S, W
69	QEH School	SWE
70	Queen Ethelburga's Collegiate	NE
75	Rendcomb College	SWE
79	Ruthin School	W
80	Scarborough College	NE
81	Shaftesbury School	SWE
85	St Edmund's College	L
86	St Lawrence College	SEE
99	Mount Kelly	SWE

Further education college		
42	Hartpury College and University Centre	SWE
47	Le Cordon Bleu London	L
Higher education		
1	University of Aberdeen	S
2	Aberystwyth University	W
4	Anglia Ruskin University	EE
5	University of the Arts London	L
7	Aston University	CE
8	University of Bath	SWE
10	Birmingham City University	CE
11	University College Birmingham	CE
12	University of Birmingham	CE
13	Bishop Grosseteste University	CE, EE
15	Bournemouth University	SWE
17	BPP University	CE, HK, L
18	University of Bristol	SWE
20	Brunel University London	L
21	Buckinghamshire New University	SEE
22	CATS College and Cambridge School of Visual and Performing Arts	CE, L, SEE
24	Cardiff University	W
26	Central Film School	L
27	City, University of London	L
30	Coventry University	CE, L
31	De Montfort University	CE
32	University of Dundee	S
33	Durham University	NE
34	EF Education First - University Preparation Abroad	CE, SWE
36	University of East Anglia	EE
37	Edge Hill University	NE
38	University of Essex	SEE
39	University of Exeter	SWE
40	Glasgow School of Art	S
40	The University of Glasgow	S
41	Goldsmiths, University of London	L
42	Hartpury College and University Centre	SWE

43	INTO (Foundation / International Year One / Graduate Diploma / Undergraduate / Postgraduate)	CE, EE, L, NE, NI, S, SWE
44	Kaplan International Pathways	CE, EE, L, NE, NI, S, SEE, SWE
45	University of Kent	SEE
48	Leeds College of Music	NE
49	University of Leeds	NE
50	University of Lincoln	CE
52	Liverpool Hope University	NE
54	Loughborough University	CE
55	Manchester Metropolitan University	NE
56	The University of Manchester	NE
58	Northumbria University, Newcastle	NE
60	Norwich University of the Arts	EE
61	Nottingham Trent University	CE
62	University of Nottingham	CE
64	Oxford Brookes University	SEE
67	University of Plymouth	SWE
68	University of Portsmouth	SEE
71	Queen Margaret University, Edinburgh	S
72	Queen Mary University of London	L
73	Queen's University Belfast	NI
74	University of Reading	SEE
76	Robert Gordon University	S
77	Royal Holloway, University of London	SEE
78	RVC, University of London	L
82	Sheffield Hallam University	NE
83	The University of Sheffield	NE
84	University of Southampton	SEE
87	St Mary's University, Twickenham, London	L
88	Staffordshire University	CE
88	University of Surrey	SEE
89	University of Strathclyde Glasgow	S
90	UK International Study Centres	CE, EE, NE, S, SEE, SWE
91	Brighton and Sussex Medical School	SEE
92	University of Sussex	SEE
93	Swansea University	W
94	Ulster University	NI
95	University of Warwick	CE

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96	University of Wolverhampton	CE
97	University of York	NE
98	Teesside University	NE
98	St. George's University	CE, EE, NE