

Post-event report for

Study UK Spring Exhibition 2018

**26 March 2018
Tokyo**

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Introduction

The Study UK Spring Exhibition 2018 held in Tokyo on 26th March was attended by 431 visitors, 31 institutions (including boarding schools, universities, colleges and language schools) and three sponsors (British Airways, Sony Bank, Tip Japan). Participating institutions were pleased with the large number and high quality of enquiries received. There was noticeable increase in parents and primary/secondary school children attending and an upturn in enquiries for English language and short-term programmes. Institutions also reported longer lead times with prospective students planning for study abroad in 3-5 years' time.

The seminar programme included sessions on UK boarding school education, English language, undergraduate and postgraduate study in the UK, as well as information on scholarships, the IELTS exam, and a panel discussion with Japanese alumni of UK institutions. All seminars were well attended and well-received by visitors.

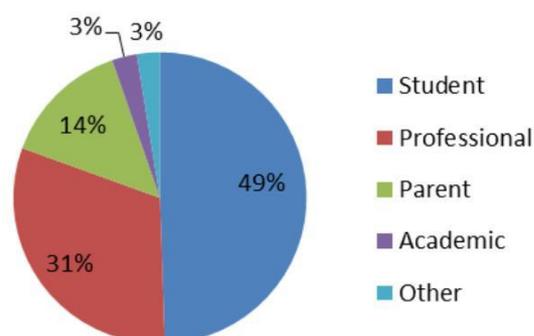
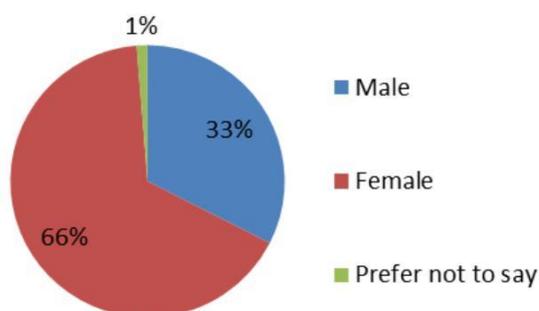
British Council Japan undertook a review of the Exhibition to identify what worked well and the key 'lessons learnt' in order to inform future activities. With feedback from exhibitors and visitors, together with input from British Council colleagues, this post-event report presents the results of that review.

Key Statistics

31 Exhibitors
431 visitors
(406 pre-registrants)

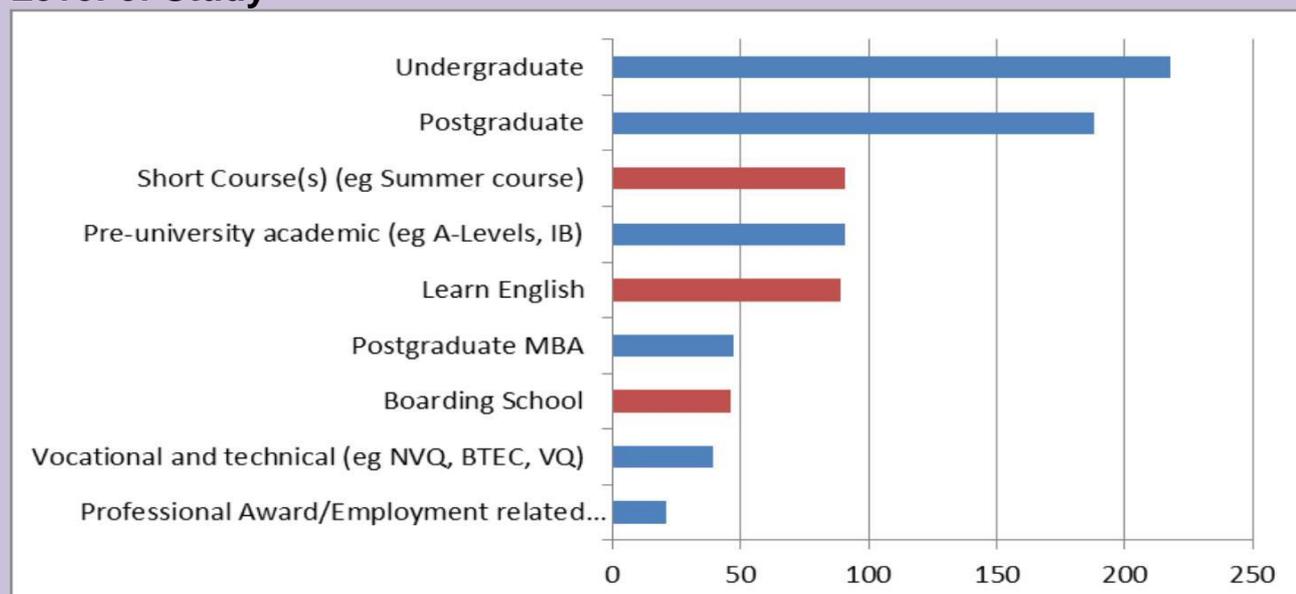
Stand cost: 1,060 GBP

Visitor demographics



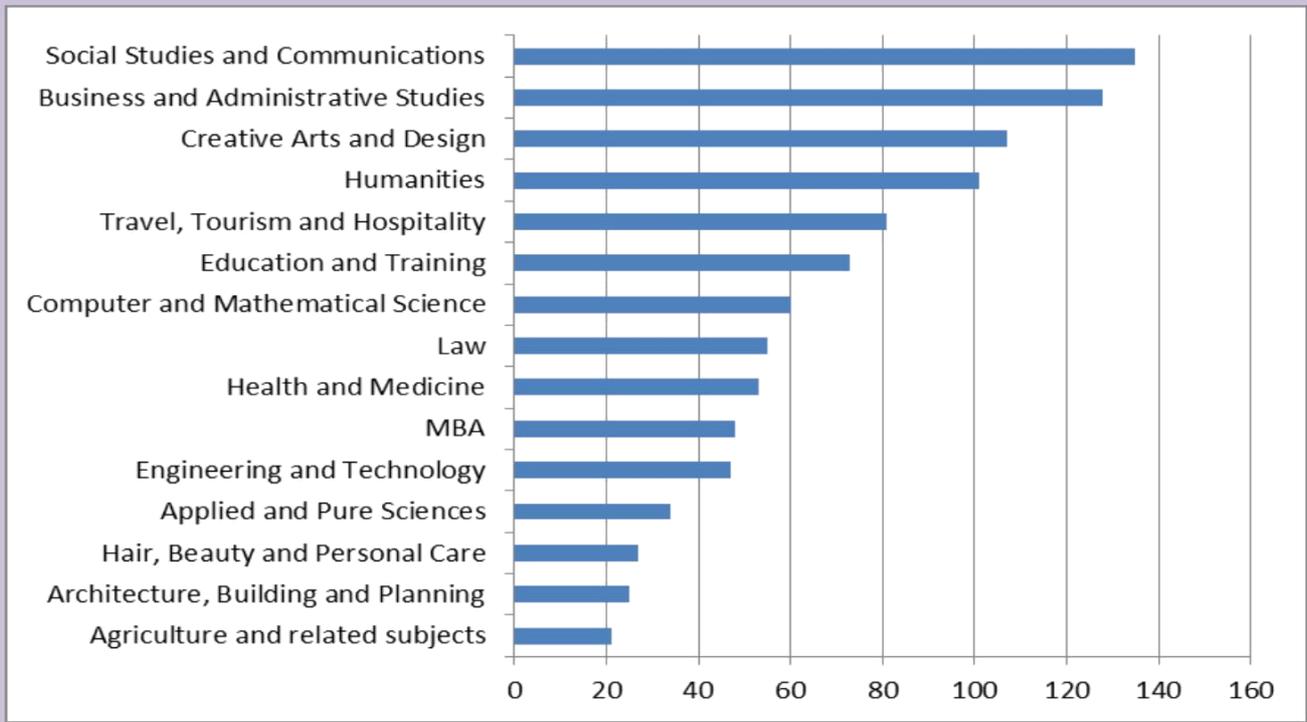
Visitors' preferences

Level of Study



There were enquiries for **all levels of study**. Interest in **boarding schools, English language study, and short courses** increased noticeably as compared to the previous year.

Subject preference



Social Studies and **Business & Administration Studies** remain the most popular subjects. There was a noticeable growth in interest in **Hair Beauty and Personal Care** as compared to the previous year, while interest in **Travel, Tourism and Hospitality** remains high on the back of Japan's tourism boom and the approaching 2020 Olympic and Paralympic Games.

Marketing

The Exhibition was promoted widely to the British Council Japan's database of prospective students (+3,600 subscribers) and via the below channels:

DIGITAL



EVENT WEBSITE

Page views: 172,000 (2017: 48,000)

Unique users: 108,000 (2017: 10,800)



SOCIAL MEDIA PROMOTION

Reach: 2m+



GOOGLE ADWORDS/DISPLAY ADS

Reach: 2m+

PRINT



FLYERS

Sent to **1.5K+** universities, schools, international centres across Japan

<https://education-services.britishcouncil.org>

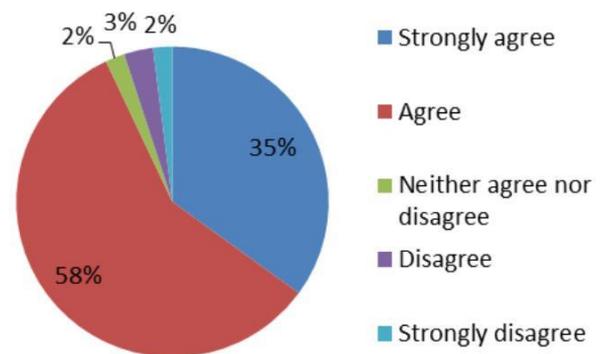
Visitor feedback

Methodology

Visitors were encouraged to provide feedback via an online questionnaire. Questions were designed to gather quantitative statistics as well as qualitative remarks on visitors reactions to the exhibition and the decision making process.

87% of respondents said it was a **high quality** event

93% of respondents felt they had **acquired new knowledge** through the event



Feedback from visitors

- I would like a networking party or workshop with the British Council, institutions and sponsors as it was a little intimidating to go to an institution booth without specific questions.
- I had to wait in queues for a long time so it would be appreciated if the waiting time could be reduced in future.
- Starting the event a little earlier would be appreciated.
- It was confusing which queue to be in. The queues should be better managed.
- It was an informative fair.
- The alumni talk show was very useful and it would be nice to have a similar session in the future.
- The seminar schedule was a little packed but it was very informative.
- There were a lot of institutions, so it was a good opportunity to gather information. I would like to attend similar events in the future.
- I would like an opportunity to speak to institutions who did not take part in the fair.
- I attended the autumn fair as well as this one. I received lots of good information and I expect the same for future exhibitions.

Exhibitor feedback

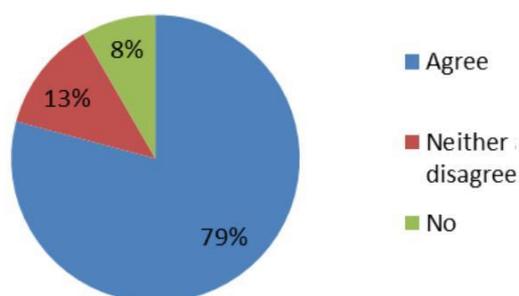
Main compliments

- Great quality event, very well organised and a busy atmosphere. Many thanks.
- Thank you for the translator and the extra support!
- The briefing was extremely enlightening
- Thank you for the busy fair. Our booth was extremely busy and we have seen a couple of applications come in as a direct result of talking to students at the fair

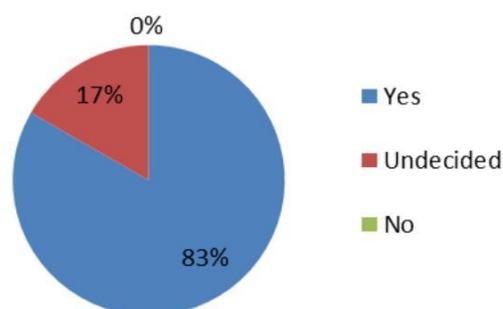
Main complaints

- Considering the event was held at the BC offices, we would have expected the cost to be lower
- The layout was not ideal. Being boxed off in rooms led to less footfall than I would normally expect. My stand's location within the room was also poor in terms visibility, which impounded the footfall issue.
- The venue was a bit cramped but I appreciate use of the BC to keep costs down
- The vast majority of visitors were for 2020 and beyond - very long lead times
- Would have preferred one hour more - starting earlier

The number of quality enquiries received made a **good return on the investment** of attending



We are **interested in attending a similar event** in the future





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

- In response to feedback following the 2017 event, we made a series of adjustments to create as comfortable a space as possible and while this had some effect, we acknowledge that the British Council is by no means ideal for an event of this nature. We will, therefore, continue to scope potential external venues with a view to switching locations for future exhibitions. Should we continue to use the British Council in 2019, we will make further adjustments, such as additional staff for guiding visitors/queue management, to ensure a high quality customer experience for institutions and visitors alike.
- A number of institutions and visitors suggested an earlier start time to help ease congestion. This is something we will introduce in 2019.
- The seminar programme was well-received but there were calls for presentations from participating institutions in addition to the Japanese language presentations delivered by the British Council. This would certainly add value to the event and is something we will aim to introduce in 2019.

UK institutions

- Reflecting wider market trends, there was increased demand for English language courses and short-term programmes at this year's event. We encourage English language schools to attend our exhibitions to tap into this growing market. We also recommend universities proactively promote their summer programmes at future exhibitions as a positive experience on a short-term programme can lead to longer-term study further down the line.
- Once again, there was a marked increase in the number of children and parents at this year's event. English language education reforms at primary school level, continued government support for high school students, and growing awareness in Japan of the importance of gaining study abroad experience from a younger age are all helping to boost interest from this cohort. Many of these students are interested in boarding school study (particularly one-year programmes) and English language courses so we encourage independent schools and English language schools to join future exhibitions to engage with this growing audience.
- Enquiries from secondary school students for university level study were up on the previous year reflecting a general trend towards planning for future study abroad at an earlier stage. Universities should be aware of the longer lead times and are recommended to adjust their recruitment strategy accordingly.

We would like to thank all institutions for participating in this exhibition and we hope to see you at our spring exhibition next year.

Appendix 1: List of exhibitors

Participating Institutions	
Ashbourne College	The University of Nottingham
Bishopstrow College	The University of Sheffield
Chase Grammar School	Ulster University
Edge Hill University	University of the Arts London
EF Academy	University of Birmingham
EF Education First	University of Bristol
Goldsmiths, University of London	University of East Anglia
Imperial College London	University of Essex
King's College London	University of Exeter
Mander Portman Woodward	University of Kent
Newcastle University	University of Leeds
Oxford Brookes University	University of Southampton
Royal Holloway, University of London	University of Warwick
SOAS University of London	Writtle University College
St Lawrence College	York St John University
The University of Manchester	

Seminar Programme

Seminar Programme	
17:20 – 17:40	Mastering the English Language - a guide to studying at English language schools in the UK
17:50 – 18:10	An introduction to studying at UK boarding schools
18:20 – 18:50	All you need to know about studying at universities in the UK
19:00 – 19:15	Scholarships seminar including information on Japanese government scholarships
19:25 – 19:40	All you need to know about student visas and the visa application process. Session delivered in English by UKVI
19:50 – 20:20	Alumni Talk Show - Discussion with Japanese graduates of UK universities
20:30 – 20:50	An Introduction to the IELTS English language test

Appendix 2: Event Images

