

Post-event report for

Study UK: Discover You Exhibition India, November 2017

Delhi: 18 November, British Council
Kolkata: 20 November, The Gateway Hotel
Mumbai: 22 November, The Leela
Ahmedabad: 24 November, British Council
Coimbatore: 26 November, Vivanta by Taj

Introduction

Study UK: Discover You exhibitions are held each year in November and February in India to showcase the wide range of study opportunities available in the UK, a glimpse of student life in the UK and career prospects of a UK qualification.

The exhibitions provide UK institutions a platform for recruitment, brand building and also help UK institutions develop and strengthen links with local education providers.

The November leg of the 2017 exhibition was held from 18 to 26 November; travelling to Delhi, Kolkata, Mumbai, Ahmedabad and Coimbatore. The exhibition attracted 4280 visitors across all five cities.

The footfalls at this year's exhibition recorded a increase of 47% in number of attendees.

The exhibition in Mumbai saw a massive 86% increase in spite of university exams being conducted in the city colleges. Mumbai was followed by Delhi with a growth of 65% over last year's numbers.

The exhibition briefing and pre-exhibition reception was successfully delivered at the Delhi British Council office a day before the start of the exhibitions. The evening was graced by over 125 guests that included over 85 delegates and local institutional contacts and education consultants.

Officers from UK Visas and Immigration (UKVI) were present at each exhibition and delivered seminars in Delhi, Mumbai and Kolkata. The UKVI officer addressed first hand queries and spoke to various students at the dedicated UKVI stall at the exhibition cities. Student visa queries are sensitive and requires responses from experts which is why we aim to connect students with visa officers through the exhibition platform.

Additionally there was representation from IELTS and Chevening Scholarship teams across all exhibition cities. The exhibition also showcased the exciting Mix the City offer where visitors could prepare their own music mixes using an interactive online platform.

This report will provide insight on the visitor profile, subject areas of interest, enquiry trends and the marketing activities that were undertaken to promote the exhibitions. The findings of this report will help UK institutions consolidate recruitment opportunities in India.

This report includes:
Introduction - Page 2

Highlights - Page 3

Visitors profile – Page 5

Marketing - Page 8

Exhibitors Feedback - Page 10

Visitors Feedback - Page 13

Appendix: List of exhibitors, city wise advertising - Page 16

Highlights

Summary of the exhibition logistics and number of attendees

Venue	British Council - Delhi 18 November 2017
Opening hours	1300 to 1800 hours
Number of attendees	1530

Venue	The Gateway – Kolkata 20 November 2017
Opening hours	1300 to 1800 hours
Number of attendees	864

Venue	The Leela – Mumbai 22 November 2017
Opening hours	1400 to 1900 hours
Number of attendees	937

Venue	British Council- Ahmedabad 24 November 2017
Opening hours	1300 to 1800 hours
Number of attendees	438

Venue	Vivanta by Taj - Coimbatore 26 November 2017
Opening hours	1300 to 1800 hours
Number of attendees	511

Comparison of visitor numbers from last year's exhibition

2016	2017
2907	4280

A number of seminars were held on various specialised topics, the numbers of attendees for each seminar are listed as below

VENUE	SEMINAR TOPIC	No of attendees
Delhi British Council	A career in Architecture	35
	Courses in Veterinary Studies	14
	Student visas	80
	Business and Management	75
	IELTS	70

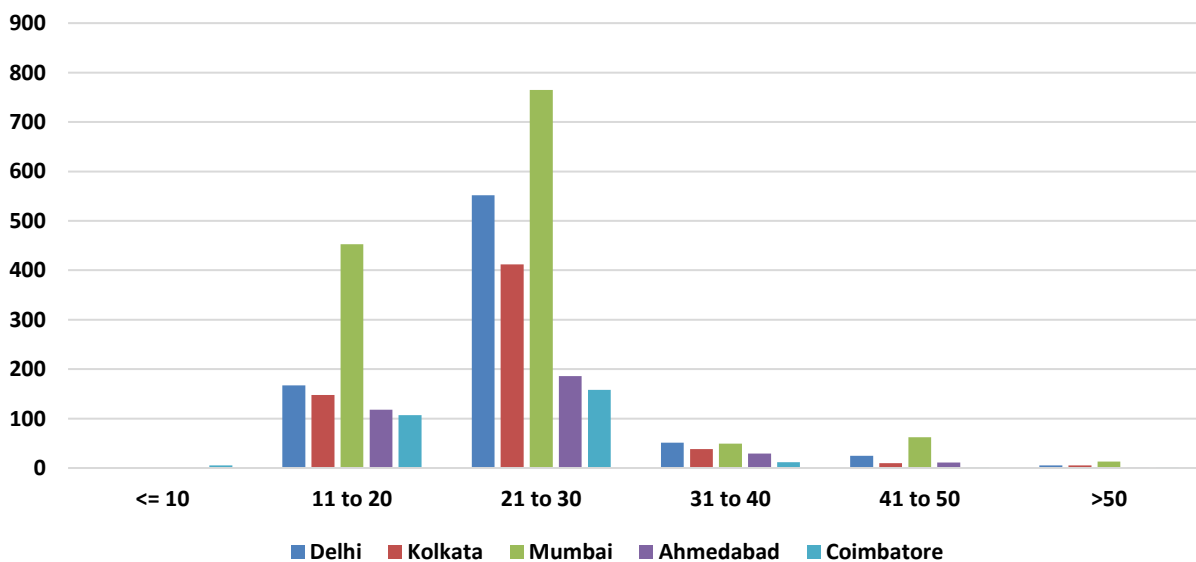
VENUE	SEMINAR TOPIC	No of attendees
Kolkata Gateway Hotel	Studying and living in the UK (including scholarships)	57
	A career in Biosciences	27
	Student visas	30
	Postgraduate studies in the UK	38
	IELTS	35

VENUE	SEMINAR TOPIC	No of attendees
Mumbai The Leela	MBA Your gateway to success	38
	Student visas	47
	Studying and living in the UK (including scholarships)	48
	The importance of innovative teaching methods in engineering and computer science	12
	IELTS	15

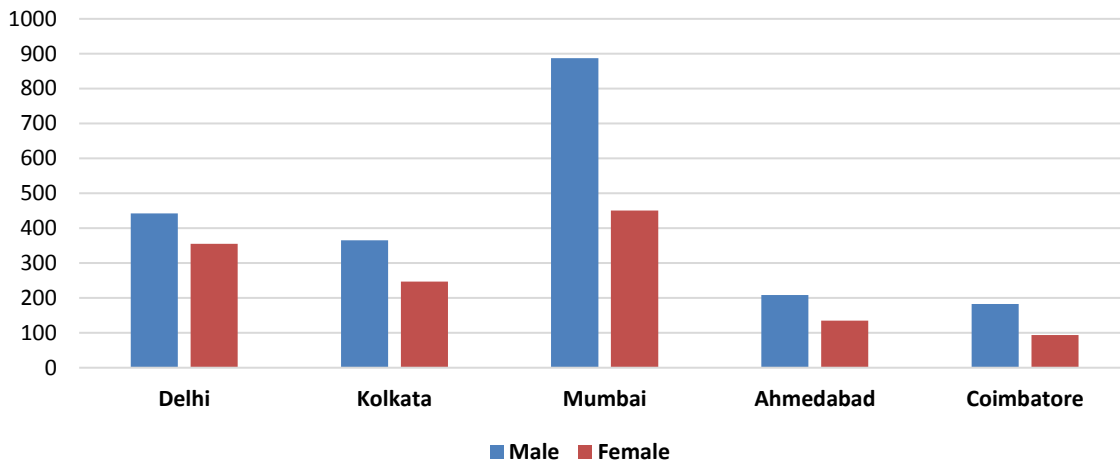
Key highlights and analysis from the visitor registration data:

- At the exhibitions there were more male visitors than female.
- Maximum registrants to the exhibition were in the age range of 21 to 30 years.
- In terms of visitor profile by current occupation – 81% visitors at the Mumbai exhibitions were ‘students’ followed by 80 % visitors in Kolkata, 77% in Coimbatore and 73% in Ahmedabad.
- At the Delhi exhibition 24% visitors were ‘working professionals’ followed by 12.5% visitors’ in Mumbai and 11% in Kolkata. However, Kolkata continued with over 9% registrants looking to study professional qualifications in the UK, similar to the trends observed last year. This could indicate the trend of an increasing demand for professional courses in Kolkata when compared to other cities.
- In Coimbatore, 54% visitors were looking for PG courses followed by Delhi at 48% and Kolkata at 46%. Mumbai had the highest enquiries for MBA courses with 18% visitors enquiring about the same.
- Business and Administrative studies were the most popular subjects across all exhibition cities, with an increased interest observed in enquiries for the subjects areas of ‘Engineering and Technology’ and ‘MBA’ courses.
- Kolkata had the highest enquiries for scholarships with 52% visitors enquiring for the same followed by Delhi with 41%
- Most of the visitor to the exhibition got to know about the event through ‘promotions done on internet’ followed by Newspaper adverts’ and ‘information sent by the British Council’. This shows the increasing use of digital and social media.

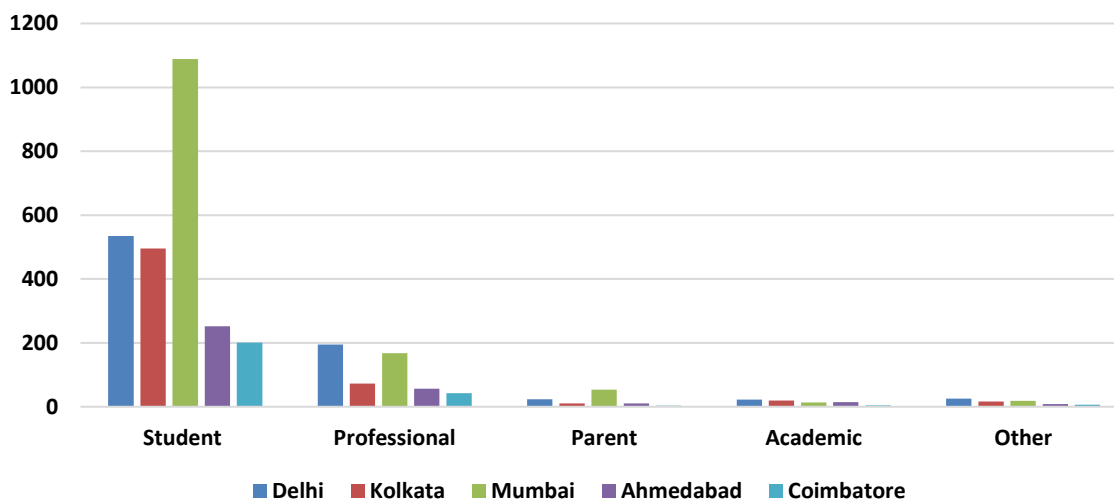
November 2017 - Exhibition registrants by age



November 2017 - Exhibition registrants by gender



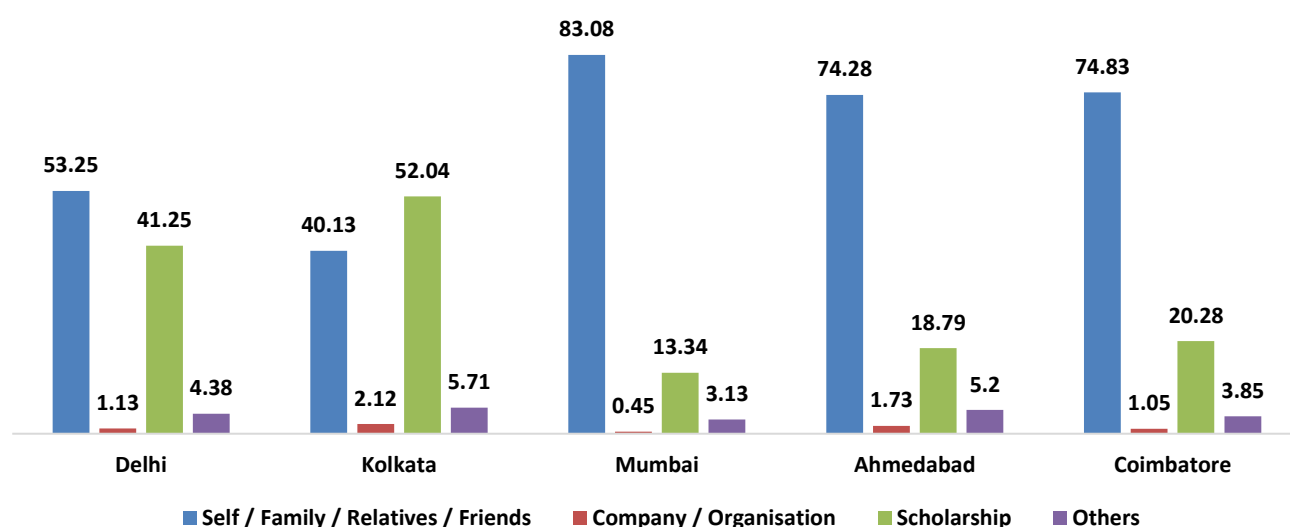
November 2017 - Exhibition registrants by occupation



November 2017 - Exhibition registrants by Level of Study (in %)

	Vocational and technical	Pre-university academic	UG	PG	MBA	Learn English	Boarding School	Short Course	Professional/ Employment qualifications
Delhi	3.51	2.01	13.38	47.91	14.8	2.76	0.17	7.78	7.69
Kolkata	4.06	1.39	13.58	46.1	14.22	3.64	0.21	7.38	9.3
Mumbai	15.46	4.07	15.51	35.81	17.93	1.27	0.66	5.06	4.24
Ahmedabad	4.48	5.46	14.23	41.91	15.2	4.68	1.17	6.82	6.04
Coimbatore	2.85	2.28	15.95	54.42	12.25	1.99	0.28	4.27	3.99

November 2017 - Registrants by Fund Source (in %)



November 2017 - Exhibition registrants by Subject Area (in %)

	Delhi	Kolkata	Mumbai	Ahmedabad	Coimbatore
Agriculture and related subjects	0.9	2.26	10.37	1.18	1.9
Applied and Pure Sciences	5.09	9.42	7.09	5.39	6.23
Architecture, Building and Planning	2.1	1.37	4.11	3.7	4.61
Business and Administrative Studies	14.6	11.87	19.47	18.52	15.18
Computer and Mathematical Science	5.4	8.54	5.48	4.88	7.32
Creative Arts and Design	6.9	5.4	5.77	7.41	5.96
Education and Training	3.6	3.24	2.84	5.05	1.63
Engineering and Technology	8.5	13.54	11.06	11.62	24.39
Health and Medicine	5.3	5.99	3.91	5.56	9.76
Humanities	12.4	10.21	5.48	7.41	1.63
Law	5.02	4.22	3.91	3.37	1.08
MBA	13.11	12.37	10.37	13.47	15.45
Hair, Beauty and Personal Care	0.9	0.49	0.83	0.67	0.27
Social Studies and Communications	10.3	6.67	5.38	6.23	1.9
Travel, Tourism and Hospitality	5.7	4.42	3.86	5.39	2.44

Traditionally Business and Engineering courses have been popular amongst Indian students. However we have observed that the students enquiring for Computer and Mathematical Science and Creative arts and Design is also on the rise.

November 2017 - Exhibition registrants by top 10 preferred countries of study(in%)					
	Delhi	Kolkata	Mumbai	Ahmedabad	Coimbatore
Australia	8.71	7.88	11.92	10.79	11.01
Canada	10.79	9.13	12.22	13.07	10.67
France	6.24	7.2	5.21	5.09	4.43
Germany	8.97	10.18	6.5	6.58	9.65
Italy	3.68	3.98	2.55	2.89	2.84
Netherlands	4.48	3.74	3.14	3.33	3.29
New Zealand	5.28	4.63	4.01	5.79	4.54
Singapore	6.05	5.91	5.18	4.74	7.04
UK	23.86	22.57	26.62	25.61	28.26
US	11.78	2.29	12.61	14.12	10.1

The student visitors that attended the exhibitions chose the UK as the top country of priority for further education followed by other popular choices like the USA, Canada and Australia.

Germany and Singapore seems to have garnered an increase in interest from Indian students.

November 2017 - Exhibition registrants by sources of information about the exhibition (in%)					
	Delhi	Kolkata	Mumbai	Ahmedabad	Coimbatore
Newspapers	5.73	13.28	13.66	22.41	47.28
Internet	45.54	39.71	23.31	26.85	27.16
British Council	25.8	22.79	8.84	14.53	7.99
Radio, TV	0.64	1.3	0.54	1.23	2.24
Email	4.03	4.95	3.62	4.68	1.28
Poster	0.74	1.17	1.54	1.23	1.6
Friend and relative	11.68	7.42	8.04	7.14	8.31
Fliers	0.11	0.26	0.67	0.74	0
Student's association	0.42	0.39	0.2	0.99	0.32
Newsletter	0.21	0.39	0.27	0.99	0.64
University, Teacher	2.34	6.25	2.75	13.79	0.32
Embassy and consulate	0.21	0.26	0.07	0.99	0.32
Others	2.55	1.82	36.5	4.43	2.56

Internet promotion, British Council and Newspaper adverts were the most popular mediums of information for student visitors at the exhibition

Marketing

The Study UK : Discover You November exhibitions were promoted widely to create awareness and generate interest for prospective students to attend the exhibitions and ensure maximum participation from the right audiences.

Promotion was done via print advertising and online engagement.

Print advertising: A total of 49 adverts were released across 30 newspapers (combination of main + supplement) across the five exhibition cities. Details of city wise print media plan and outdoor promotion is available in annexure on page no 18

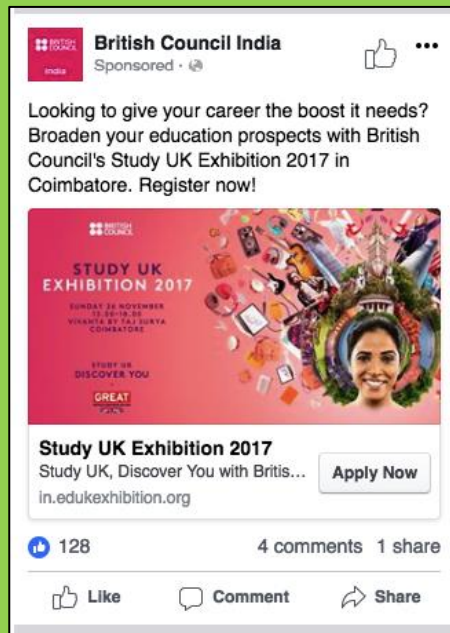


Online Marketing

The exhibition digital promotion started from 22 October and was live till 26 November 2017.

The exhibitions were promoted through Facebook, Twitter, Google Display and Search adverts.

Highlights of the promotion across Facebook and Twitter (paid and organic) are as below:



Highlights of the digital campaign and its reach:

- Over 11.4 million impressions received and nearly 217,564 clicks
- Generic keywords such as 'overseas studies' and 'study in the UK' have performed best
- We generated maximum engagements from 89% men in the age group of 18-24
- Delhi followed by Ahmedabad have performed best in terms of reach. Delhi also outnumbered the rest location by contributing 34% of the total clicks.

Search Engine Marketing (SEM) Overview

Location	Clicks	Impression	CTR	Avg. CPC
Delhi	317	8,886	3.57%	27.28
Mumbai	195	7,095	2.75%	29.23
Ahmedabad	149	4,315	3.45%	32.77
Coimbatore	104	2,015	5.16%	32.87
Kolkata	174	2,961	5.88%	27.02
Total	939	25,272	3.72%	29.13

Exhibitors' Feedback

	Delhi	Kolkata	Mumbai	Ahmedabad	Coimbatore
(Input figures in percentage)					
How would you rate the duration of the event					
Too long	5	4.7	3	44	14
Just right	95	85.7	97	56	79
Too short		4.7			0
Blank		4.7			0
What were your objectives for coming					
Recruitment	33	28.5	9	11	14
Profile raising	2			11	7
Both	60	66.6	86	78	71
Blank	5	4.7	5		7
What is the assessment of the visitors to your desk					
Good number and good quality	55	61.9	69	34	57
Good quality only	13	19.04	11		14
Good number only	27	14.2			7
Disappointing			11	33	0
Blank	5	4.76	3	11	21
Please give your assessment of the exhibition in terms the below					
i. Promotion of the event					
Very Good	25	42.8	31	33	43
Good	47	52.3	52	56	21
Satisfactory	5	4.7	11		7
Unsatisfactory					0
Blank	23		6	11	29
ii. Branding at the event					
Very Good	25	47.6	40	22	36
Good	45	47.6	49	56	29
Satisfactory	7	47.6	11	11	7
Unsatisfactory					0
Blank	23			11	29
iii. Overall exhibition					
Very Good	20	42.8	43	11	36
Good	53	52.3	37	44	29
Satisfactory	7	4.7	14	22	7
Unsatisfactory	2		3		0
Blank	18		3	23	29

	Delhi	Kolkata	Mumbai	Ahmedabad	Coimbatore
(Input figures in percentage)					
How would you rate the support to your business needs provided by the British Council					
i. Before the event					
Very Good	18	33.3	46	33	43
Good	47	52.3	43	67	21
Satisfactory	5	9.5	6		0
Unsatisfactory	7		3		0
Blank	23	4.7	3		36
ii. During the event					
Very Good	15	42.8	40	44	43
Good	47	57.1	51	44	21
Satisfactory	12		6		0
Unsatisfactory	3				0
Blank	23		3	12	36
Did the exhibition meet your expectations					
Agree strongly	17	9.5	34	11	21
Agree	45	76.19	60	22	50
Disagree	15	9.5	3	33	0
Strongly Disagree		4.7	3	22	0
Blank	3				29
Overall, the exhibition was a high quality event					
Agree strongly	25	14.28	34	11	21
Strongly	50	85.7	60	44	50
Disagree	5				0
Strongly Disagree	3		6	22	0
Blank	17				29
I have acquired knowledge about the market from participating at the exhibition					
Agree strongly	10	14.28	20	22	29
Strongly	55	71.42	66	44	36
Disagree	15	9.52			7
Strongly Disagree	2		11	22	0
Blank	18	4.76	3		29

	Delhi	Kolkata	Mumbai	Ahmedabad	Coimbatore
(Input figures in percentage)					
How was this exhibition compared to last year					
Much better	8	9.5	17		14
Better	17	23.8	29		21
Same	30	23.8	20	22	0
Worse	3				0
Much worse				11	0
Didn't attend	20	33.3	29	56	21
Blank	22	9.5	6	11	43
Would your institution consider attending a similar event next year					
Yes	45	76.19	74	22	14
No	3				0
Undecided	27	23.8	26	67	50
Blank	25			11	36

Some key highlights from exhibitors feedback:

- Most exhibitors felt that the exhibition duration was just right across all exhibition cities except in Ahmedabad, wherein 44% exhibitors felt that the exhibition was too long.
- 95.1% delegates agreed that the Kolkata exhibition was a high quality event while 86% delegates have mentioned that they have acquired market knowledge and intelligence about the city by participating at the Kolkata and Mumbai exhibition
- The feedback received for Mumbai and Kolkata exhibition also reflected that more than 70% delegates would like to come back to the city to attend the exhibition next year

Generic comments by delegates:

- 'Excellent market for Engineering and Management courses. Quality of students is top class with good paying capacity. More visits and such exhibitions will help in awareness and recruitment'
- 'Increased interest for UK with UG enquiries going up, with a genuine interest in studying'

Visitors' Feedback

		Delhi	Kolkata	Mumbai	Ahmedabad	Coimbatore
(data in percentages)						
1	Did you get all the information you were seeking					
	Yes	89	89	91	90	93
	No	11	11	9	10	7
	Blank		1			0
2	Will you be making an application to the UK now					
	Yes	62	50	63	43	41
	No	34	46	34	57	55
	Blank	4	4	3		3
3	The Exhibition met my expectations					
	Strongly agree	37	24	39	22	20
	Agree	55	62	50	56	68
	Neither	4	11	9	18	10
	Disagree	3	2		4	1
	Strongly disagree	1	1	1		0
	Blank		0	1		1
4	Overall, the exhibition was a high quality event					
	Strongly agree	38	24	38	24	28
	Agree	56	63	54	52	64
	Neither	3	10	3	16	6
	Disagree	2	1	1	2	0
	Strongly disagree	1	0			1
	Blank		2	4	6	2
5	I have acquired knowledge about UK education from attending the exhibition					
	Strongly agree	42	30	35	27	34
	Agree	44	55	47	53	54
	Neither	10	10	13	12	7
	Disagree	1	2	1	3	2
	Strongly disagree	3	1	1		0
	Blank		2	3	5	2
6	Your understanding of what the UK has to offer as a place to study					
	0	0	2	1		2
	1	1	1	1	7	2
	2	2	0	3	2	2
	3	2	2	3	3	3
	4	5	3	5	5	2
	5	9	10	14	9	11
	6	13	12	15	12	12
	7	18	20	16	22	20
	8	29	26	26	25	23
	9	13	11	8	10	17
	10	8	12	7	5	6
	Blank		1	1		1

		Delhi	Kolkata	Mumbai	Ahmedabad	Coimbatore
7	Your perception of the attractiveness of the UK as a place to study					
	0	1	0	1	1	1
	1	0	1	1	1	3
	2	1	1	1	2	2
	3	1	1	2	1	0
	4	0	4	8	4	6
	5	11	7	14	14	11
	6	9	9	20	6	7
	7	27	18	24	19	15
	8	21	24	14	22	25
	9	14	16	13	18	14
	10	15	19	2	9	16
	Blank		1	1	3	1
8	How likely is it that you would recommend the British Council's Study UK Exhibition to a friend or colleague?					
	0	1	0	1	1	1
	1	1	1	1	2	3
	2	1	0	2	1	3
	3	1	1	3	1	1
	4	2	2	5	3	3
	5	14	6	10	9	7
	6	18	6	13	6	8
	7	26	12	22	16	14
	8	18	19	25	17	23
	9	18	19	15	18	16
	10	11	31	3	18	20
	Blank		2	1	8	2

		Delhi	Kolkata	Mumbai	Ahmedabad	Coimbatore
(data in percentages)						
9	Did you attend any of the subject seminars					
	Yes	62	11	34	NA	NA
	No	38	57	32	NA	NA
	Blank		31	34		
10	Did you find the seminar useful					
	Extremely useful	18	5	7		
	Useful	23	3	6		
	Average	14	2	11		
	Bad	7	2	4		
	Very bad	0		2		
	Blank		32	38		
	Did not attend	38	56	32		
11	Did you attend the students visa seminar					
	Yes	79	33	34	NA	NA
	No	21	41	32	NA	NA
	Blank		26	34		
12	Did you find the seminar useful					
	Extremely useful	33	14	7		
	Useful	18	12	6		
	Average	21	5	11		
	Bad	5	1	4		
	Very bad	2	1	2		
	Blank		26	38		
	Did not attend	21	41	32		
13	Did you meet the officer at the UK Visas and Immigration stall?					
	Yes	67	32	38	43	40
	No	33	59	39	48	50
	Blank		9	23	9	10
14	Did you find the information you received useful					
	Extremely useful	57	9	8	8	12
	Useful	31	26	24	33	30
	Average	9	12	15	14	6
	Bad	3	0	2		0
	Very bad	0	1	5		0
	Blank		52	46	45	52

Appendix

List of Exhibitors (Alphabetical Order):

SI No	Name of the Institution	SI No	Name of the Institution
1	Abertay University	31	The University of Manchester
2	Aston University	32	The University of Sheffield
3	Bath Spa University	33	Ulster University
4	BPP University	34	University College London (UCL)
5	BRIGHTON AND SUSSEX MEDICAL SCHOOL	35	University of Bath
6	Brunel University, London	36	University of Bedfordshire
7	Cardiff University	37	University of Bolton
8	City, University of London	38	University of Bristol
9	Cranfield University	39	University of Central Lancashire
10	Goldsmiths, University of London	40	University of Dundee
11	Heriot Watt University	41	University Of East Anglia
12	King's College London	42	University of Edinburgh
13	Kingston University London	43	University of Essex
14	Liverpool John Moores University	44	University of Glasgow
15	London Metropolitan University	45	University of Kent
16	Newcastle University	46	University of Leeds
17	Northumbria University, Newcastle	47	University of Lincoln
18	Oxford Brookes University	48	University of Northampton
19	Queen Mary University of London	49	University of Nottingham
20	Queen's University Belfast	50	University of Reading
21	Regent's University London	51	University of Southampton
22	Royal Holloway University of London	52	University of St Andrews, UK
23	Ruthin School	53	University of Strathclyde
24	Sheffield Hallam University	54	University of Surrey
25	SOAS University of London	55	University of Sussex
26	St Mary's University, Twickenham, London	56	University of Sussex(BRIGHTON AND SUSSEX MEDICAL SCHOOL)
27	Teesside University, UK	57	University of the Arts London
28	The Glasgow School of Art	58	University of the West of Scotland (UWS)
29	The Royal Agricultural University	59	University of Warwick
30	The University of Hull	60	University of Westminster
		61	University of York

Advertising and promotion plan

The below annexure provides details of the media plan executed to promote each exhibition.

Delhi

Print advertising: 9 newspaper inserts for a duration of 7 days. Details as follows:

Publication	Edition	Language	Circulation (in '000)	No of insertions	Dates of Insertions
Times of India Main	Delhi/NCR	English	1250	2	11 Nov, 15 Nov
HT City	Delhi/NCR	English	1150	3	13 Nov, 15 Nov, 17 Nov
HT Education	Delhi/NCR	English	1150	1	16 Nov
Education Times	Delhi/NCR	English	1250	1	14 Nov
Delhi Times	Delhi/NCR	English	1150	1	17 Nov
Hindustan Times Main	Delhi/NCR	English	1150	1	17 Nov

Radio: Radio Mirchi and Red FM (activity carried out for 5 days with 10 spots per day)

Outdoor: Poster campaigns, Roadshows and leaflet distribution was done outside 40 local institutions

Other: 500 physical posters and 30000 flyers sent across to 200 local schools and 160 colleges

Kolkata

Print advertising: 7 newspapers insert for duration of 7 days. Details as follows:

Publication	Edition	Language	Circulation (in '000)	No of insertions	Dates of Insertions
ANANDA BAZAR PATRIKA	Kolkata	English	857	1	14 Nov 2017
THE TELEGRAPH YOU	Kolkata	English	342	1	15 Nov 2017
T2	Kolkata	English	342	1	16 Nov 2017
CAL TIMES	Kolkata	English	288	1	17 Nov 2017
TIMES OF INDIA	Kolkata	English	288	1	18 Nov 2017

EI SAMAY	Kolkata	English	270	1	19 Nov 2017
BARTAMAN	Kolkata	English	358	1	20 Nov 2017

Radio: 3 Radio channels - Radio Mirchi, Red FM and 91.9 (radio spots - activity carried out over a 10 day period on all three radio channels)

Outdoor: Poster campaigns, Roadshows, one hoarding and leaflet distribution was done outside 50 local institutions. 150 flyers were couriered to schools and local colleges. Post poster distribution of posters and flyers, visits and calls were made to all schools and colleges to promote the exhibitions.

Mumbai

Print advertising: 9 newspaper inserts for duration of 5 days. Details as follows:

Publication	Edition	Language	Circulation (in '000)	No of insertions	Dates of Insertions
Times of India	Mumbai	English	1496	1	21 Nov 2017
Economic Times	Mumbai	English	231	1	18 Nov 2017
Navbharat Times	Mumbai	Hindi	132	1	19 Nov 2017
Maharashtra Times	Mumbai	Marathi	823	1	19 Nov 2017
Mumbai Mirror	Mumbai	English	556	1	22 Nov 2017
Hindustan Times	Mumbai	English	414	1	20 Nov 2017
Education Times	Mumbai	English	524	1	20 Nov 2017
Midday	Mumbai	English	104	1	22 Nov 2017
Gujarat Samachar	Mumbai	Gujarati	230	1	21 Nov 2017

Radio: Radio Mirchi and Red City (radio spots - activity carried out over a 4 day period on both the radio channels)

Outdoor: Poster campaigns, Roadshows and leaflet distribution (200 physical posters and 10000 flyers) by visiting 62 colleges and connecting with 16 school counsellors. Additionally, telecalling activity carried out

Other: E-flyer sent across to 100 local schools and 280 colleges (to be forwarded to their student database internally) and to a database of 3480 Study UK student database.

Ahmedabad

Print advertising: 7 newspaper inserts for duration of 5 days. Details as follows:

Publication	Edition	Language	Circulation (in '000)	No of insertions	Dates of Insertions
Education Times	Ahmedabad , Baroda	English	64	1	20 Nov 2017
Ahmedabad Mirror	Ahmedabad	English	50	1	24 Nov 2017
Sandesh	Ahmedabad	Gujarati	390	1	24 Nov 2017
Times of India	Ahmedabad	English	222	1	23 Nov 2017

	(city run)				
Gujarat Samachar	Ahmedabad , Baroda	Gujarati	730	1	23 Nov 2017
Nav Gujarat Samay	Ahmedabad	Gujarati	75	1	22 Nov 2017
Economic Times	All editions	English	19	1	22 Nov 2017

Radio: Radio Mirchi and Radio City (radio spots - activity carried out over a 4 day period on both the radio channels)

Outdoor: Poster campaigns, Roadshows and leaflet distribution was done outside 50 local institutions 16 institutions visited in Ahmedabad (Schools and Colleges) as part of pre-event promotional activity

Other: 200 physical posters and 10000 flyers sent across to 48 schools and 113 colleges. Eflyer sent across to a database of 13000.

Coimbatore

Print advertising: 9 newspapers insert for duration of 7 days. Details as follows:

Publication	Edition	Language	Circulation (in '000)	No of insertions	Dates of Insertions
The Hindu	Coimbatore	English	79.0	1	26 Nov 2017
Times of India (incl: Madurai & Trichy)	Coimbatore	English	39.1	1	22 Nov 2017
Dinamalar	Coimbatore	Tamil	177.2	1	25 Nov 2017
Daily Thanthi	Coimbatore	Tamil	121.7	1	21 Nov 2017

Radio: Radio Mirchi and Radio City (activity carried out for 5 days with 10 spots per day)

Outdoor: Poster campaigns, Roadshows and leaflet distribution was done outside 30 local institutions 25 institutions visited in Lucknow (Schools and Colleges) as part of pre-event promotional activity

Other: 250 physical posters and 10000 flyers sent across to 30 schools and 40 colleges. Eflyer sent across to 5134 database.

Photographs taken at the exhibitions



Visitors at the Study UK exhibition at British Council Delhi

Students queuing up at the exhibition venue in Kolkata





Students at the Kolkata exhibition



At the exhibition venue in Mumbai





Geoff Wain from the High Commission interacting with the Study UK visitors at the exhibition British Council office in Ahmedabad



Students at the Coimbatore exhibition

End of report