



SERVICES FOR
INTERNATIONAL
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MARKETING

Post-event report for

Study UK

Study in the UK, Counsellors Open Class Series
March 2nd 2018, Toronto, ON

Thank you for your participation at the Study UK Information Session held in Toronto on March 2nd 2018.

Introduction

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 “**Study Health Sciences or Law in the UK – Counsellors Information Session**”, hosted representatives from **16 UK institutions** (listed below in the Exhibitors’ Feedback section), who engaged with **guidance counsellors from private and public high schools in Toronto**, providing the audience with information on the Studying opportunities in the UK (Undergraduate programmes, admissions, funding, and the Canadian Accreditation process to practice Law in Ontario with a UK degree)*

The event helped to build brand awareness of the Study UK and the UK universities who took part in the events, thanks in part to the direct marketing and social media campaign (details listed below in the Marketing section). Alongside the main event, a presentation was delivered by representatives from the Law Society of Ontario and National Committee on Accreditation and Law School Programs, who provided information on the process of validating a UK Law degree to practice in Ontario.

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.

Regards,

Odette Valero | Project Coordinator, Canada

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Highlights

The event was held at the following venue/time/date...

Venue	The Albany Club, Toronto, ON
Date	March 2 nd , 2018
Opening hours	08:30am to 10:30am

The information session was attended by guidance counsellors from private and public high schools in Ontario, guest speakers and UK institutions.

- 37 guidance counsellors
- 16 UK universities participated in this event
- Representatives from the Law Society of Ontario and National Committee on Accreditation and Law School Programs

NOTE: Representatives from The College of Physicians and Surgeons of Ontario were invited to deliver a presentation, though they cancelled their participation two days prior to the event. A copy of their PowerPoint presentation was shared with UK universities after the event.

Two presentations were held, covering the following topics:

- 10 benefits of studying in the UK as a Canadian student
- Practicing Law in Canada and Ontario with a UK degree

Visitors' profile

	Toronto, ON March 2 nd , 2018
Profile	Guidance counselors (private and public high schools)
Online registrations	40  (36 out of 40 attended the event)
At the venue registrants	0
TOTAL attendees	36

Toronto Attendees' profile

90% female, 10% male

Toronto Which subject area your (counsellors) students are interested in?:

50% Law, 40% Health Sciences 10% Others (incl. Business, Engineering)

Marketing

Direct Marketing Strategy:

- Email shots, personalised emails to guidance counselors across Ontario were sent to invite them to the event
- Phone calls to guidance counselors in the downtown areas and closer suburbs were made to invite them to the event and confirm their attendance.

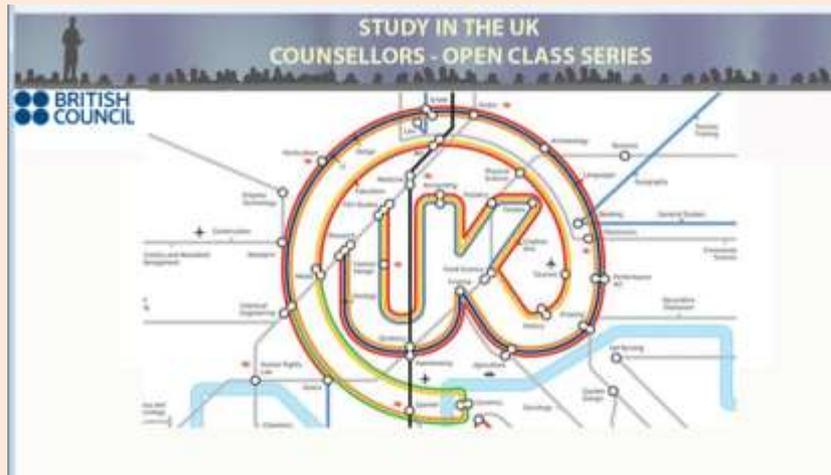
Social Media Strategy:

- Twitter ads

Collateral:

- English marketing collateral (print material on-site, signage) website clips and e-mails were created for the Toronto event

Website clips –British Council Canada and Eventsbrite



Signage



Emails



Visitors' Feedback

Online surveys were sent after the event to all of the attendees in Toronto. The questions were designed to gather quantitative statistics as well as qualitative remarks on reactions to our event and the decision making process.

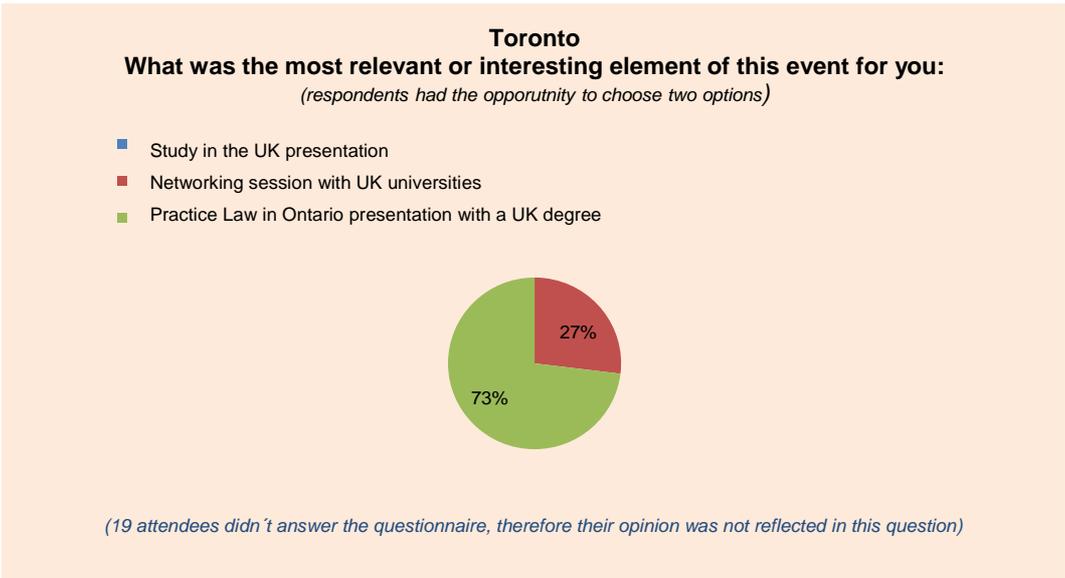
Respondents: guidance counsellors.

Toronto

- Response rate: 18 out of 36 attendees responded our questionnaire

Toronto
When the visitors were asked, the event met your expectations:
 35% strongly agree 60% agree 5% neither agree nor disagree
(18 attendees didn't answer the questionnaire, therefore their opinion was not reflected in this question)

Toronto
When the visitors were asked, how useful was the information you received at the event:
 90% Very useful 10% Useful
(19 attendees didn't answer the questionnaire, therefore their opinion was not reflected in this question)



Toronto
When the visitors were asked, do you have any suggestions as to how we could improve similar events/activities in the future?

*It will be good to know the costs for international students who have a dual citizenship
 (19 attendees didn't answer the questionnaire, therefore their opinion was not reflected in this question)*

Exhibitors' Feedback

16 UK universities attended the event

Response rate of the questionnaires:

- Toronto: 8 out of 16 UK universities responded the questionnaires

Toronto
When exhibitors were asked, the event met my expectations:
 6 agree, 2 neither agree or disagree
(8 UK universities didn't answer the questionnaire, therefore their opinion was not reflected in this question)

Toronto
When exhibitors were asked, I have acquired new knowledge and/or skills from taking part in this event/activity
 7 agree, 1 neither agree or disagree
(8 UK universities didn't answer the questionnaire, therefore their opinion was not reflected in this question)

Toronto
When the exhibitors were asked, what went well and should be repeated:

- A good number of counsellors turned up
- Opportunity to speak to counsellors
- Generally the format was good

(8 UK universities didn't answer the questionnaire, therefore their opinion was not reflected in this question)

Toronto

When the exhibitors were asked, what could have been better or changed:

Counsellors tended to be congregated on several tables; it was difficult for the universities to meet everyone without the counsellors being mobbed! It might be worth considering allocating tables to universities with reserved spaces at the start, to ensure that counsellors spread out at the event.

Presentation about requirements for medical practice in Canada would be helpful. Smaller tables / groups to ensure meeting all Counsellors

Counsellors didn't have their business cards with them. Having to ask counselors to write down their email addresses is a bit un professional.

(8 UK universities didn't answer the questionnaire, therefore their opinion was not reflected in this question)

List of Exhibitors (Alphabetical Order):

No.	Institution
1	BPP University
2	Brunel University of London
3	Imperial College of London
4	Liverpool John Moores University
5	Newcastle University
6	Queen Mary University of London
7	Staffordshire University
8	The University of Manchester
9	Ulster University
10	University of Central Lancashire
11	University of Essex
12	University of Kent
13	University of Leeds
14	University of Leicester
15	University of Southampton
16	University of Strathclyde

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

- British Council understands the importance of providing value-added services to the exhibitors, thus for next year events, we will evaluate the cost effectiveness and the feasibility of choosing another venue to accommodate more people or doing other arrangements.
- As with all our events, British Council will continue asking counsellors for their permission to share their contact information with UK universities attending the event. Though we would also ask UK institutions to consider that it is up to the counsellors discretion to give their consent for this (The *Canadian Privacy Law* does not allow any organization in Canada to share any contact information without the stakeholders' written consent.)

UK Institutions

- We will advise UK universities to consider other options to collect the stakeholders' contact information.
- Many visitors (counsellors) commented that scholarships opportunities were very low. We recommend institutions to look at ways of providing some sort of scholarship or discount and highlight these during future exhibitions.

The above points, though important, should not detract from what was a successful exhibition. Next year's events will build upon the lessons learned in these events. We hope to see you there!

Event Photos



For any enquires please contact:

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