

## **Post-event report for**

### **Study UK Exhibition in Romania**

**Date of event 3 - 4 November 2017**

**Sheraton Bucharest Hotel  
Bucharest, Romania**

## Introduction

*Thank you for your participation at the Study UK exhibition in **Romania in November / 2017** at the **Sheraton Hotel in Bucharest**.*

*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 HE market, hosted representatives from 11 UK institutions (Listed below in Appendix), that positively engaged with prospective students, providing the audience with information on “educational opportunities/subject choices” etc.*

*Our Study UK exhibition has been enhanced with a Schools tour offering to attending UK universities the opportunity to visit three of the best international schools in the country. The exhibition attracted over 400 visitors thanks in part to the marketing campaign. Nearly 300 students interested in study in the UK visited the mini-fair style events organised within [International British School of Bucharest](#), [International School of Bucharest](#), and [British School of Bucharest](#). Alongside the main exhibition and the schools tour, marketing briefing events, student counselling workshop, and truly successful Transnational Education Partnerships meeting organised with support from local universities were also held around in Bucharest around the Study UK weekend. HMA Ambassador to Bucharest, Paul Brummel hosted a reception with the occasion of our events.*

*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.*

*Regards,*

**Gabriel Ivan** | Project Manager, Romania

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## Highlights

<b>Venue(s)</b>	Schools tour: International British School of Bucharest, International School of Bucharest, British School of Bucharest
<b>Date</b>	03 November 2017
<b>Opening hours</b>	09:00-16:00
<b>Stand costs</b>	£400

<b>Venue(s)</b>	Sheraton Hotel, Bucharest
<b>Date</b>	04 November 2017
<b>Opening hours</b>	09:00-16:00
<b>Stand costs</b>	£1,400

We have managed to attract the same number of visitors as in previous year main exhibition event (400) and almost double the number of visitors since last year Schools tour though the number of universities attending was lower.

	2016	2017
<b>Attendance main exhibition at Sheraton Hotel</b>	400	400
<b>Attendance Intl Schools tour Bucharest</b>	200	300

***“The British Council Team and the student helpers were the best thing about the event, everyone was super friendly and helpful and I really felt at home.”***

Charlotte Evans, The University of Manchester

***“The overall organisation of the event was very good, and the quality of students at both the schools visited and who came to visit at the fair was excellent. The vast majority were already aware of our institution, the requirements for the course and were very engaged when in conversation.”***

Rachael Bannister, University of Warwick

***“I would like to congratulate the British Council team in Bucharest. Organisation was excellent and I look forward to attending future event.”***

Ovidiu Bagdasar, University of Derby

***“The schools visits were good, the TNE event was a really good idea and I hope that something comes out of this. A great idea to combine these events.”***

Lorraine Kirby- University of the West of England, Bristol

## Visitors' profile

Of the total visitor number **70% were female, 30% were male,**

**73% of visitors were students**

Of the total visitor number **40% were in the 11 – 20 age group.**

**29% of visitors indicated the Postgraduate level MBA's / MSC's/ PHD's etc.**

**31% of visitors were interested in Undergraduate Higher Education**

### Preferred areas of studies are:

- **14% Social Studies and Communications**
- **13% Business and Administrative Studies**
- **10% Humanities**
- **9% Computer and Mathematical Science**
- **8% Creative Arts and Design**
- **7.5% Health and Medicine**
- **7% Law**
- **6% Engineering and Technology**

Of the total visitor number **47%** stated that he or she potentially leaves to study in **1 year** and intended period of stay for **57%** of visitors was **more than 3 yrs.**

Visitors by country preferences and how they count with regard to preferred mode of delivery:

in the UK	<b><u>65%</u></b>
in my home country	<b><u>11%</u></b>
in another country (not UK or home)	<b><u>15%</u></b>
online/distance learning	<b><u>9%</u></b>

With regard to finance **61%** of visitors stated Self / Family as found source.

**27%** of visitors indicated scholarship as potential source of funding.

Top motivators for visitors to study abroad were ranked as follows:

1. High academic standard - **29%**
2. Cultural environment - **12%**
3. International recognition of qualifications - **11%**
4. Wide variety of courses and Institutions - **11%**

**38%** of visitors found out about the exhibition from the British Council.

**17%** of visitors heard about the event from friends or relatives

## Marketing

**Our marketing reached an estimated audience of 300,000 people**

**Our Corporate partners (eg: League of Romanian Students Abroad, TAROM) helped attract a further 500,000.**

- We ran an integrated marketing campaign using our biggest strength in attracting our visitors: existing data-base and corporate relationships marketing.
- Our B2B relationships mainly included Student Associations (LSRS, VIP, etc.), educational agents and Romania's National Airline Company – TAROM.
- We had a strong focus on digital platforms. As a result we have managed to attract the same number of visitors as in previous year main exhibition event (400) and almost double the number of visitors since last year Schools tour, though the number of universities attending was lower.
- B2C: We ran a digital campaign (E-mail, Facebook mainly) with Facebook live videos being very successful as well as promotion of the event via a display banner at one of the busiest metro stations in Bucharest close to the Old Town, which guaranteed a high number of people seeing the add.
- We also maintained press communication campaign around the event which resulted in high-quality media coverage: one of the main TV channels (DIGI TV) broadcast a news story with interviews at the event and the main national radio station covered also the event.

**Examples of the marketing include:**

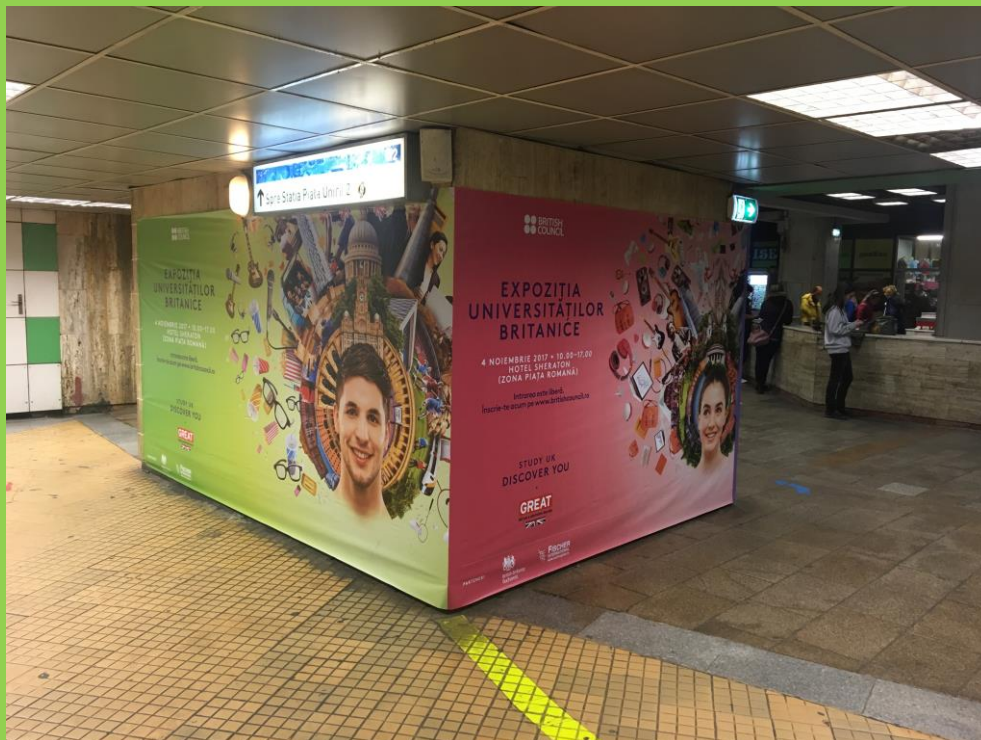
### Print:







Outdoor:



## Visitor's Feedback

A printed survey was distributed during the exhibition. Visitors could win prizes awarded by British Council Teaching Centre and IELTS for completing it. The questions were designed to gather quantitative statistics as well as qualitative remarks on reactions to our exhibition and the decision making process. Nearly 150 visitors filled in the feedback questionnaires.

When the visitors were asked “Will you be applying to a UK institution following the exhibition” **80% said yes, 10% said no, 10% maybe.**

- **Over 85%** of respondents rated UK institutions representatives, information provided by British Council prior to the event, support received from organisers throughout the exhibition as excellent.
- **75%** of the respondents felt the seminars delivered by exhibitors, local agents and British Council staff were excellent.
- Of the total visitor number **over 65%** thought the quality of institutions present within the exhibition was good.
- **Nearly 20%** of respondents rated the venue as not good enough

#### Some examples of quotes from visitors following the exhibition:

- That was a great exhibition
- Queues were too long, but the information was helpful
- The venue was too small for the size of the crowd
- Great facilities and opportunity, but how about more Institutions
- Loved the session on “How to take your first steps as a UK student or... the British Council’s guide to life in the UK Live” – Very helpful
- Found everything I needed at the exhibition – Thanks!

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

- Invite more Institutions and hold the event in larger venue
- Run more events with UK unis in the future
- Increase the number of seminars in the exhibition agenda and focus on topics that improve general knowledge on learning and living in the UK and help to the personal development of prospective students rather than on conducting marketing presentations



## Exhibitor's Feedback

When exhibitors were asked about the quality of visitors they gave the following marks:

- ✓ 10 – Excellent – **29%**
- ✓ 9 – **29%**
- ✓ 8 – **14%**
- ✓ 5– **14%**
- ✓ n/a – **14%**

When exhibitors were asked about the number of visitors they gave the following marks:

- ✓ 10 – Excellent – **29%**
- ✓ 9 – **43%**
- ✓ 8 – **14%**

When exhibitors were asked if they developed/built on existing relationships during your visit

- **43% said yes - with agents,**
- **86% said yes - with local agents,**
- **14% said no.**

When exhibitors were asked “Would you consider coming back to the next British Council event in Romania?”

- ✓ **86% said yes,**
- ✓ **14% said maybe**

When exhibitors were asked “if this event met their expectations?”

- **29% strongly agreed,**
- **71% agreed**

**100% of exhibitors** that “overall, this was a high quality event”.

**Some negative quotes from exhibitors:**

“I would appreciate warning in advance of a film crew being present for Romanian TV AND had permission granted by myself in advance for the filming.”

“Good innovations this year with the 'talking head' presentation before we arrived, and the live interview on the day although this was a little off putting at the time, especially when trying to talk to students at the same time.”

## 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**

- For next year's exhibition, we will evaluate the cost effectiveness and the feasibility of moving to a larger venue.
- British Council understands the importance of providing value-added services to the exhibitors, thus we are planning to provide every exhibitor the opportunity having her or his 30 minute session filmed and broadcasted in a quasi-live format on our online channels after the event.
- We will continue the long-lasting collaboration with British schools and other top quality high schools in Bucharest who teach most of their classes in English for organizing our Schools tour one day before the opening of the main exhibition event to enable exhibitors to maximize their time and budget in a single trip.
- Going forward, British Council Romania will better coordinate our schedule with the region and tie-in our own exhibition with other regional countries' events.

### **UK Institutions**

- It is suggested that institutions invite their alumni to attend future exhibitions and share tales of their life in UK with the visitors.
- Institutions should consider aim to provide the BC with a subject matrix prior to the exhibition, to help reduce queues at stalls where institutions don't provide the course.
- Many visitors commented that in the aftermath of Brexit, UK institutions should look at ways of providing some sort of scholarship or discount and highlight these during future exhibitions.

In spite of uncertainties brought about by Brexit studying with the UK HE institutions has remained unexpectedly popular among many young Romanians.

According latest available statistics from HESA, in 2016-2017, Romania continued to be one of the leading markets in the EU with 12.4% (7.4K to 8.3K) along with Poland with 14.6% increase (and Italy – 10.6%). More interestingly, Romania has become the absolute leader in relative growth on the Postgraduate taught segment of the market (34%, corresponding to a growth by 225 students, from 660 to 885). This is the first time since Romania's accession to UE that growth rate at Masters level has surpassed the increase in the number of 1<sup>st</sup> degree students.

Next year's exhibition currently scheduled for November, 2018, will build upon the lessons learned and prove even more popular. We hope to see you there!

Appendix

List of exhibitors (Alphabetical Order)

No.	Institution	Schools Tour	Study UK Exhibition
1	Cardiff University		
2	De Montfort University		
3	King's College London		
4	Teesside University		
5	The University of Manchester		
6	The University of Bolton		
7	University of Essex		
8	University of Hertfordshire		
9	University of the West of England, Bristol		
10	University of Warwick		
11	University of Derby		

