

Post-event report for

Study UK Spain

Madrid 17 and 18 October 2018
Barcelona 19 October 2018

Introduction

Thank you for your participation at the Education UK exhibition in Spain in October 2018 at the Hotel Courtyard in Madrid.

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 on our upcoming events.

The event, targeted the HE market, hosting representatives from 40 UK institutions (listed in Appendix) and positively engaged with prospective students and their families, providing them with information on educational opportunities, subject choice as well as specific talks on a range of themes to help support their decision making (eg student finance, writing personal statements, careers in STEM and the creative industries)

*The event attracted over **3,000 visitors** largely due to the integrated marketing campaign implemented this year (details listed below in Marketing section), complementing the B2B marketing with schools.*

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,

Maureen McAlinden, Education, British Council Spain.



Highlights

Event basics

Venue(s)	Hotel Courtyard Princesa	Hotel NH Constanza
Opening hours	17.10.18: 11.00 – 14.00 16.00 – 19.00 18.10.18: 10.00 -13.30	19.10.18: 10.00 – 14.00 16.00 – 19.00
Stand costs	£1,700.	£1,300

There was a 65% increase in visitors from last year's exhibition...

Attendance	MADRID	
	2017	2018
Public and school groups	2,300	3,500

Exhibitor feedback:

Really well attended , good quality students and brilliant venue with great food. Would be eager to come back next year too. (Madrid)

Thank you for coordinating another successful event. I spoke to many parents which is fantastic as they are so important in the decision making process. (Madrid)

The event was much busier than last year (BCN)

Everything was excellent (BCN)

100% of exhibitors would recommend or strongly recommend the fairs in Spain as a recruitment opportunity

100% agree or strongly agree that the fairs are value for money

The Spanish market is a high priority for 94% of exhibitors.

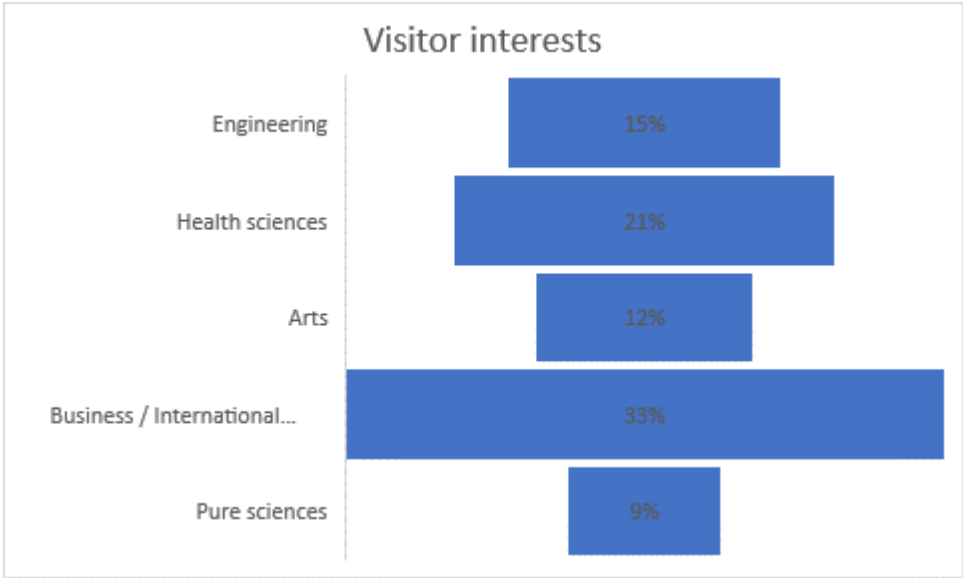
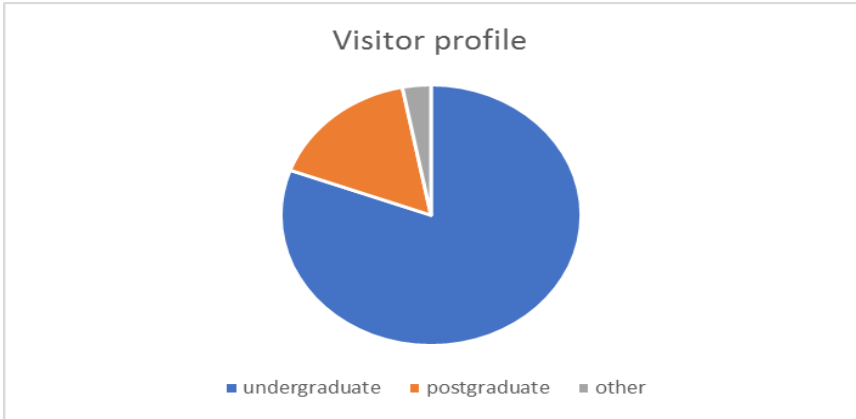
Partners



HMA Simon Manley CMG included Study UK Madrid in his agenda and gave radio interview and EFE interview.

Visitor Analysis

The visitors are majority **undergraduate**, key area of interest remain stable with **Business, International Relations, Health Sciences and Engineering** disciplines the main areas of interest. **Note:** increasing interest in study options in the Arts.



Marketing

We have continued to innovate in our **integrated marketing campaign** which has proven successful to date.

1. **B2B:** we maximise impact from the strong relationship which British Council Spain has with British Schools in Spain (129) and the Association of British Schools in Spain (directly representing 75 schools and 34,000 students) and focus efforts on extending our direct contacts with schools, attracting an increasing number of International schools as well as bilingual State Schools in the Madrid Region.
2. **B2C:** highly targeted campaign via direct **mailing campaigns** in collaboration with Education communication leaders – Gradomania and Mastermania, Grupo Siena, FERE-CECA as well as funding a specific **display ad campaign** with external media impact consultancy group (48% of visitors acknowledged that they found out about the event via social media channels.)
3. British Council enabled a specific **campaign page** as well as a **dedicated microsite** to promote the fair from June 2018. Our extensive networks in teaching English and Exams also promoted the fair via newsletters to their networks.
4. **Venue:** we moved to a more centrally located hotel in Madrid this year which has proved to be a critical success factor in increasing visitors.

Our display ad campaign achieved very high visibility and click through rates:

5 million page impressions
16,716 clicks to campaign page
48% of visitors found out about the fairs via social media

Outdoor: Poster promotions in 40 Madrid university residences and faculties.



Print: Distribution of 10,000 promotional programmes in Magisterio newspaper within Madrid region. Paid for colour ads also included in El Mundo and Expansion and Empleo.



Como hace 50 años

El Madrid, máximo favorito, persigue el reto de repetir título, algo que no logra desde 1959 / Isaac: «No creo que la plantilla sea peor sin Donato»

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CALENDARIO

Próximas jornadas: Hoy, 22 de mayo, en el Hotel Marriott Marquis y el Hotel Ritz. Mañana, 23 de mayo, en el Hotel Marriott Marquis y el Hotel Ritz. El día 24 de mayo, en el Hotel Marriott Marquis y el Hotel Ritz.

¿Qué te ofrecen las ferias universitarias del British Council?

- Información sobre estudios de grado finalizados o casi finalizados.
- La ocasión de hablar con universidades entre los top 100 de los rankings internacionales, con una oferta caracterizada por su diversidad, excelencia académica y grandes perspectivas de futuro.
- Múltiples ofertas para explicar las opciones de financiación, requisitos de acceso e cómo y cuándo obtener la visado.

FERIAS: FRANCISCO RELEVA A LEO FRANCO

FRANCO, la Sociedad Española de Francés, continúa con el ciclo de conferencias que organiza en colaboración con el Ministerio de Educación y el Ministerio de Empleo y Seguridad Social. En esta ocasión, el ciclo de conferencias se celebrará en el Hotel Marriott Marquis y el Hotel Ritz.

FERIAS: PINOT SIPIERA A VALVERDE EN LA MELAN TUSIN

TUSIN, el ciclo de conferencias que organiza el Ministerio de Educación y el Ministerio de Empleo y Seguridad Social, continúa con el ciclo de conferencias que organiza en colaboración con el Ministerio de Educación y el Ministerio de Empleo y Seguridad Social.

FERIAS: BELGICA, GRAN REDADA POR AMAMOS

AMAMOS, la feria de empleo que organiza el Ministerio de Empleo y Seguridad Social, continúa con el ciclo de conferencias que organiza en colaboración con el Ministerio de Educación y el Ministerio de Empleo y Seguridad Social.

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B2B: Schools.

MADRID: Direct e-mailing and liaison with 210 schools in Spain attracted a total of 28 schools to the event this year. 18 of these schools attended previously and there were 10 new schools this year.

Teacher feedback (Madrid) reported:

- 100% of teachers feel that their students' choice of university is influenced by attending the fair.
- 100% are like to recommend the event to a colleague
- 100% are likely to return in 2019

BARCELONA: Direct e-mailing to 1200 schools in Catalunya. Direct liaison with 60 schools. 19 schools attended and 4 were new.

Teacher feedback (BCN) reported:

- 100% of the teachers said they would return to the fair.
- 100% of teachers believe the quality of the information provided by the exhibitors to be very good.
- 80% of teachers believe that the fair influences the students decisions

Media mentions: (See appendix)

	Total press	online	Total
Number of mentions	8	15	23
Audience	140,455	8,111,111	8,251,566
Equivalent value in Euros	14,548	48,496	63,044

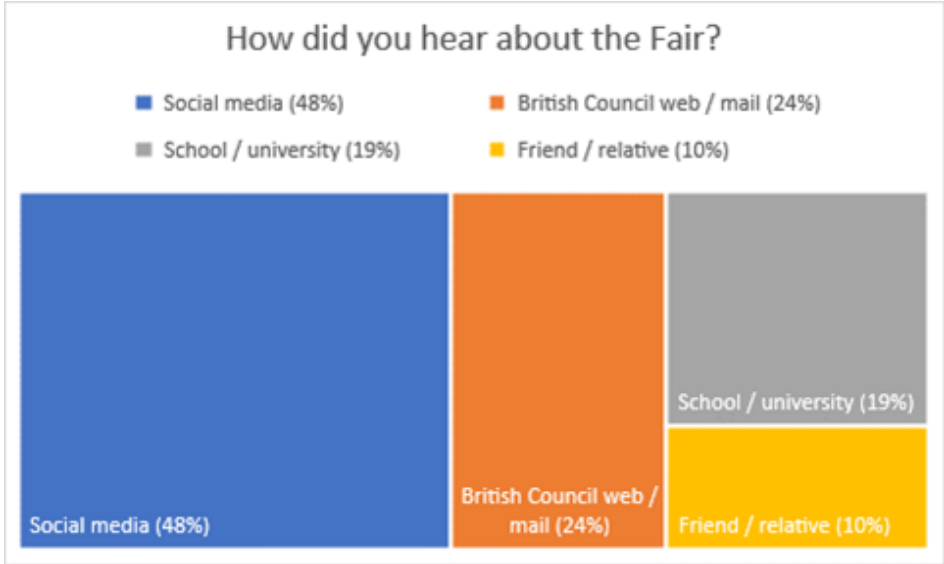
<https://education-services.britishcouncil.org>

Visitor perception and feedback

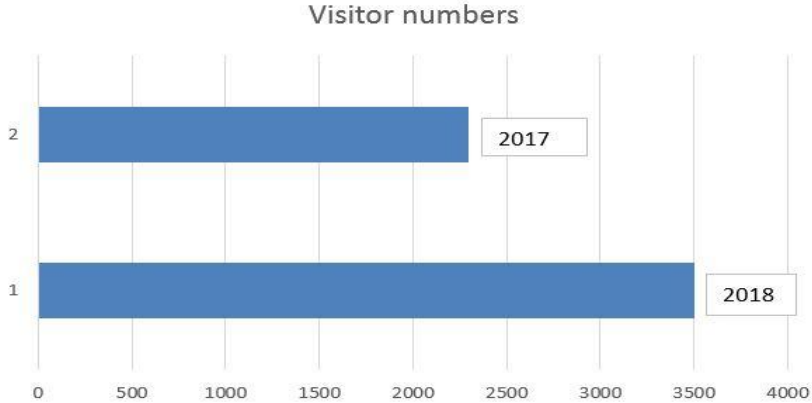
Visitor perception of the event remains extremely favorable and importantly visitors recognize the **quality** of the event and value the contribution it makes to their decision making. Feedback this year to worth highlighting:

- **84% agreed or strongly agreed that they better understand their options for studying at a UK university**
- **81% agreed or strongly agreed that the fair was a high quality event**
- **75% would highly recommend the Fair to a colleague or friend**

It is clear that our audiences in Spain are engaging digitally with our messaging. 75% of visitors heard about the event via a digital channel.



Audience target of 3,000 was exceeded. This year’s event attracted approximately 3,500 visitors with Barcelona in particular seeing an important rise.



Feedback confirms that the fair provides students and parents with a valuable opportunity to access knowledge and information about UK HE opportunities.

- 84% agreed or strongly agreed that they better understand their options for studying at a UK university
- 90% of teachers said that their students' choice of university was influenced by attending the fairs
- 75% of teachers said that the number of students applying to UK universities was increasing annually

Seminar topics proved very useful to visitors and there was standing room only in all of the scheduled talks. Next year bigger space will be provided both for exhibitions hall and talks in Madrid!

When a message was sent to provide the link for presentations on-line, the opening rate exceeded 50% and the follow up to link was of 49%

All negative comments from visitors referred to queues, lack of space, need for more exhibitors. See below some examples:

- seminar room was too small
- too many people
- more universities please
- better information about what each university has to offer
- more staff should be available at the universities tables to reduce queues

Exhibitor feedback

Some positives from exhibitors:

- It was very well attended with good quality students. Thank you for organising and looking after us.
- Thank you for a great Fair. Large, interesting attendance.
- I cannot fault the organisation, Great communication from British Council
- Really well attended , good quality students and brilliant venue with great food. Would be eager to come back next year too.

Some suggestions from exhibitors:

- Some parents might need more ample opening hours
- Consider the postgraduate audience, however not essential

Key statistics from exhibitor feedback:

- **100%** of exhibitors would recommend or strongly recommend the Madrid fair as a recruitment opportunity
- **100%** agree or strongly agree that the fair is value for money
- **100%** are likely or highly likely to return to Madrid / Barcelona next year

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

- We will explore possibilities of extending the exhibition and seminar spaces within the same venue as we felt the central location is a positive factor in attracting audience beyond the B2B cohorts in Madrid.
- We will reschedule the opening times to better meet the needs of the additional growth in visitor numbers. Lunch hour will be reduced.
- To ensure sustained brand visibility for Study UK amongst audiences in Spain, British Council (Spain) will put forward a bid for GREAT funds for campaigning (for activity up to March 2019). We will also continue offering “for free” talks at schools and youth centres.
- We plan on requesting a subject matrix in 2019 to support pre-event marketing and communications and to improve visitor experience at the event.
- To cater for the higher numbers of visitors in Madrid and Barcelona, we plan on increasing the number of exhibition spaces to 50 in Madrid and 45 in Barcelona.

UK Institutions

- We will download subject matrix from IES website and will ask exhibitors to share important USP information about their offer (eg specific scholarships, employability rates, student satisfaction). This information can be incorporated into our event marketing campaign from June 2019.
- Many visitors commented that exhibitors did not provide sufficient material and information - given the numbers of public at the Fairs we recommend that material is shipped accordingly. Furthermore to reduce queues universities should consider sending 2 reps per stand, ask for an agency to support or bring an alumnus.
- Exhibitors should remember that this is an undergraduate fair. Institutions interested in promoting PG offer, should consider attending FUTURA in Barcelona (March each year) or ask BC Spain about FIEP fairs around Spain.

The above points, though important, should not detract from what was a highly successful exhibition. Next year’s exhibition (Currently Scheduled for October 2019) will aim to incorporate Malaga prior to Madrid and Barcelona, thus extending the geographical reach of our Study UK Fairs in Spain. We hope to see you there!

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

Appendix

List of exhibitors (Alphabetical Order)

Institution	City	Institution	City
University Academy 92	Barcelona	University of Kent	Mad & Barc
Anglia Ruskin	Mad & Barc	King's College London	Mad & Barc
University of the Arts London	Mad & Barc	Lancaster University	Madrid
Bournemouth University	Mad & Barc	University of Lincoln	Mad & Barc
University of Bradford	Barcelona	London Metropolitan University	Mad & Barc
University of Bristol	Mad & Barc	University of Manchester	Mad & Barc
Canterbury Christ University	Madrid	Middlesex University London	Madrid
Cardiff University	Mad & Barc	Northumbria University	Mad & Barc
University of Central Lancashire	Mad & Barc	The University of Nottingham	Mad & Barc
City, University of London	Mad & Barc	Queen Mary University of London	Mad & Barc
University College London	Madrid Barcelona	The University of Reading	Madrid
Coventry University	Madrid	Regent's University London	Mad & Barc
University of East Anglia	Mad & Barc	Richmond, the American International University in London	Mad & Barc
ESCP Europe Business School	Madrid	University of Roehampton	Mad & Barc
University of Essex	Mad & Barc	University of Southampton	Mad & Barc
Falmouth University	Barcelona	Southampton Solent University	Mad & Barc
Goldsmiths, University of London	Mad & Barc	St Mary's University, Twickenham	Mad & Barc
University of Greenwich	Barcelona	University of Surrey	Mad & Barc
Hult International Business School	Mad & Barc	University of Suffolk	Barcelona
IE University	Mad & Barc	University of Sussex	Mad & Barc
Imperial College	Mad & Barc	Swansea University	Barcelona
Istituto Marangoni	Barcelona	University of Warwick	Mad & Barc
		University of Westminster	Mad & Barc

Online media mentions:

Fecha	Hora	Medio	Heading	Audiencia
20/10/18	01:03	SIGLO XXI	El Gobierno Británico asegura mantener las condiciones actuales a futuros estudiantes europeos en el Reino Unido	5555
19/10/18	04:55	Faro de Vigo	El Gobierno británico mantendrá las condiciones a los alumnos españoles en Reino Unido	108699
18/10/18	20:23	Yahoo! España	El Gobierno británico mantendrá las condiciones a los alumnos españoles en Reino Unido	1384993
18/10/18	19:20	El Huffington Post	El Gobierno británico mantendrá las condiciones a los alumnos españoles en Reino Unido	385778
18/10/18	19:17	El Confidencial	Gobierno británico mantendrá condiciones a alumnos españoles en Reino Unido	1248641
18/10/18	18:27	Vozpopuli	Reino Unido mantendrá los precios y ayudas a los alumnos españoles	141428
18/10/18	18:25	La Rioja	Gobierno británico mantendrá condiciones a alumnos españoles en Reino Unido	52664
18/10/18	18:25	Hoy.es	Gobierno británico mantendrá condiciones a alumnos españoles en Reino Unido	99437
18/10/18	18:16	Cope	Gobierno británico mantendrá condiciones a alumnos españoles en Reino Unido	192581
18/10/18	18:13	Diario Vasco	Gobierno británico mantendrá condiciones a alumnos españoles en Reino Unido	115672
18/10/18	18:12	La Vanguardia	Gobierno británico mantendrá condiciones a alumnos españoles en Reino Unido	1465735
15/10/18	02:52	El Mundo	'Expats' o migrantes	2906348
26/09/18	20:57	Plan Alfa.es	FERIA EDUCATIVA BRITÁNICA	309
03/09/18	17:35	MasterMania.com	La Feria Estudiar en el Reino Unido de British Council vuelve a Madrid y Barcelona	2655
03/09/18	17:12	GradoMania.com	La Feria Estudiar en el Reino Unido de British Council vuelve a Madrid y Barcelona	616

Print media mentions:

Medio	Procedencia	Lectores
El Mundo (Ed. País Vasco)	EUSKADI	10300
El Mundo (Ed. Ibiza y Formentera)	BALEARES	1140
El Mundo (Ed. El Día de Baleares)	BALEARES	17908
El Mundo (Ed. Castellón al Día)	VALENCIA	4512
El Mundo (Ed. Andalucía)	ANDALUCIA	26776
El Mundo (Ed. Alicante)	VALENCIA	10336
El Mundo	MADRID	689000
Faro de Vigo	GALICIA	258000