



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

**Post-event report for
Study UK schools and colleges exhibition**

**13 October 2018
Hong Kong**

Introduction

- The Study UK schools and colleges exhibition was held on Saturday 13 October with 44 institutions exhibiting
- The event was a success with around 920 visitors attending.

This report includes:

Key **highlights** of the event – including visitor numbers and visitor profile
Page 3–4

Details of the **marketing** channel used to attract potential audience to visit the exhibition
Page 5

Results of the **visitor feedback** survey
Page 6

Results of the **exhibitors feedback** survey
Page 7

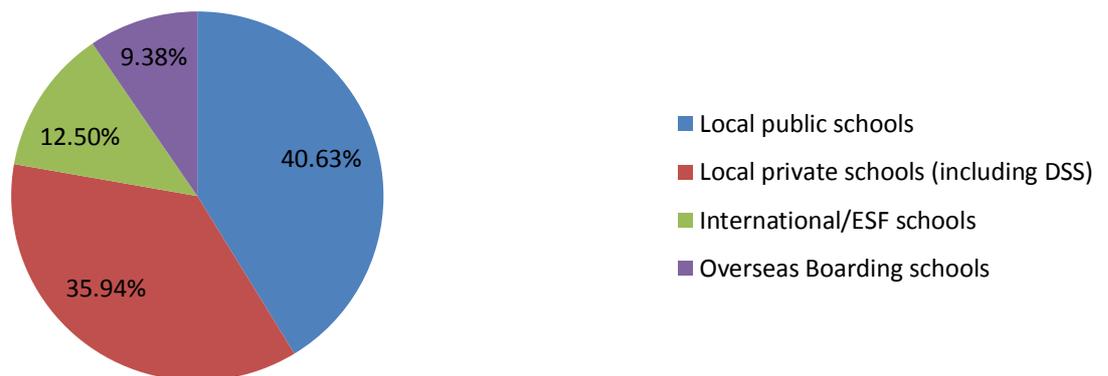
Appendix: **list of exhibitors**
Page 8

Highlights

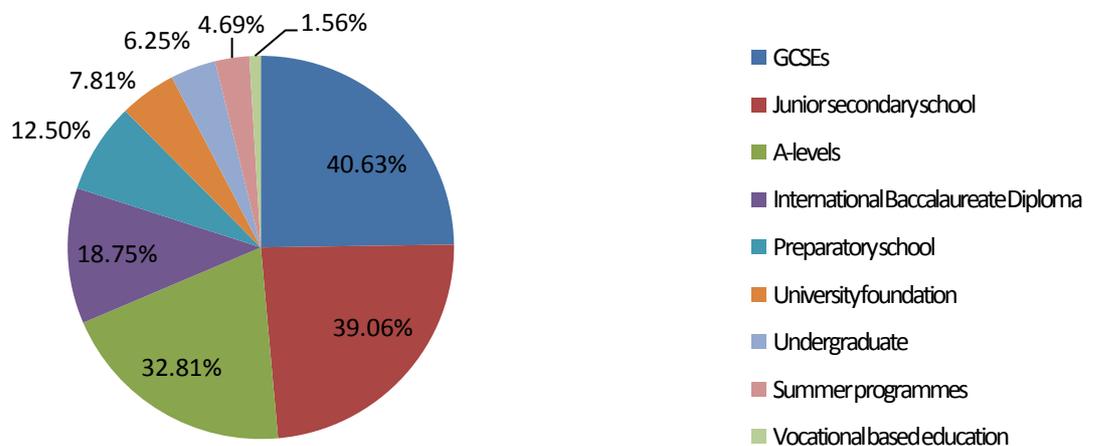
There were –
41 BOOTHS, 44 INSTITUTIONS, 3 SPONSORS
and 920 PARENTS and STUDENTS
 attending the exhibition

Visitor profile

Around two-thirds of visitors attend local public schools or local private schools (including Direct Subsidy Scheme schools):

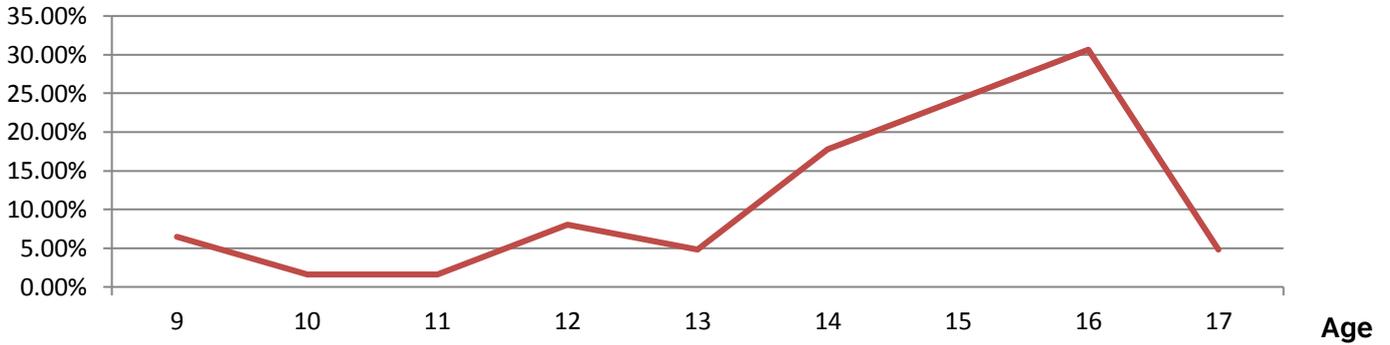


Programmes of study that visitors are interested in:



Q: How old will the visitors be when they leave to study abroad?

No. of visitors



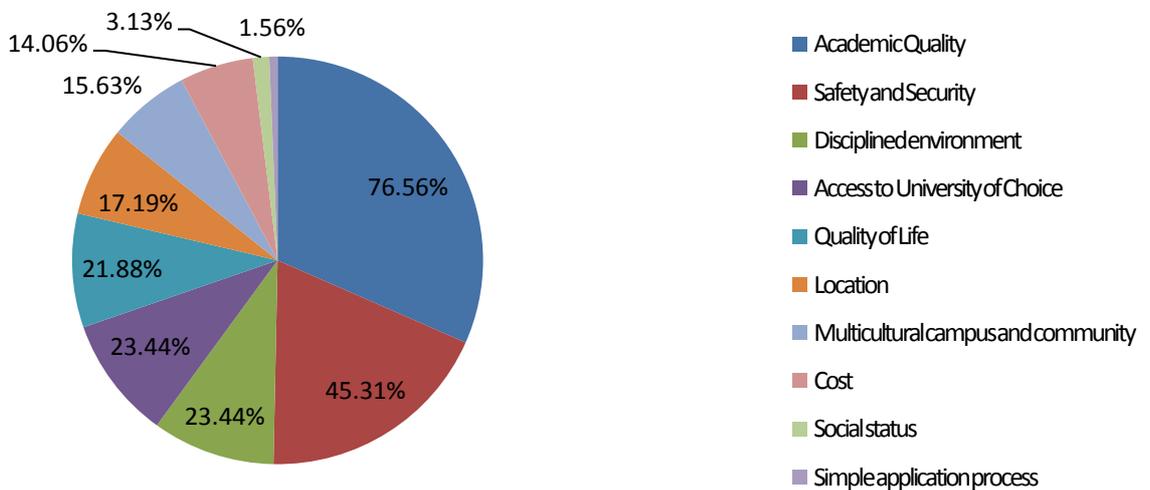
Most of the visitors were looking for senior secondary education.

Visitor preferences

From the visitor survey –

Academic quality

is the most important factor when selecting an overseas education destination.



The types of support that students need most are

**Academic quality
and
safety and security.**

Marketing

We spent around

HK\$240,000

on promotion

MTR promotion



Online

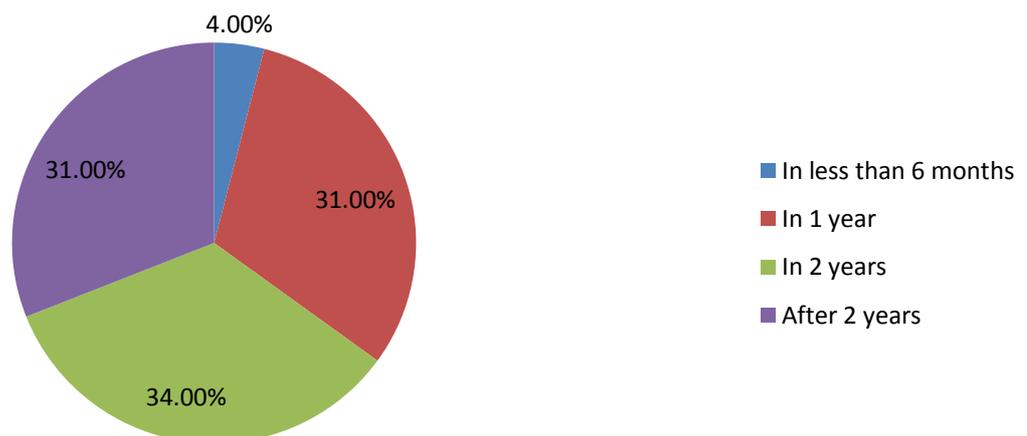


Visitor feedback

Methodology

We distributed printed surveys to the visitors during the exhibition, and each visitor received a souvenir after completing the survey. The questions were designed to gather quantitative statistics as well as qualitative remarks, offering insight into visitor views on our exhibition and on the decision-making process overall.

69% of the visitors were considering studying abroad **within 2 years**



Suggestions from visitors

Requested seminar topics

- How to prepare for entry application
- Boarding school application requirements and procedure
- How to choose the school that matches my personality/academic strengths

Exhibitor feedback

Main compliments

- Well organized event (3 responses)

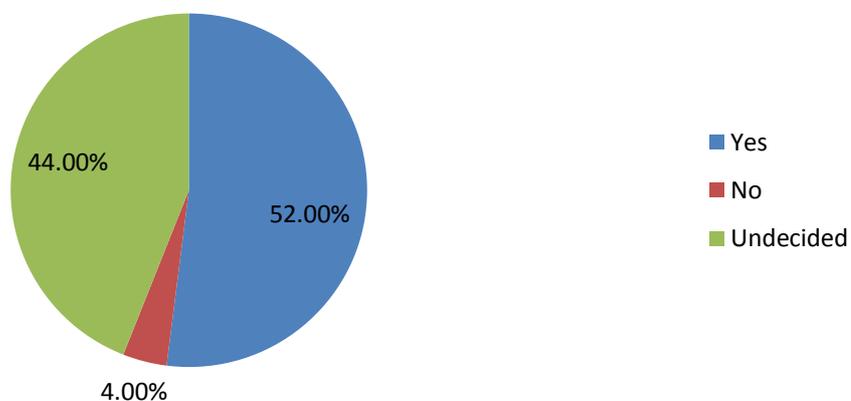
Main recommendations

- Prices are too high (1 response)

What is your assessment of the visitors?



Will the exhibitors be attending this event next year?



Appendix: List of exhibitors

Booth number	Name of institution
1	Abbey DLD Colleges
2	Ackworth School
3	ACS Cobham
4	Ashbourne College, London
5	Bellerbys College
6	Berkhamsted School
6	Chase Grammar School
7	Bishop's Stortford College
8	Bishopstrow College
9	Bloxham School
10	Bosworth Independent college
11	Cardiff Sixth Form College - Dukes Education
12	The Leys School
12	Caterham School
12	The Royal High School, Bath
13	Dulwich College
14	EF Education First - University Preparation
15	Ellesmere College
16	Glenalmond College
17	Hartpury College
18	Kaplan International Pathways- Top UK University Pathway Programmes
19	King Edward's Witley
20	Lincoln Minster School
21	Moreton Hall School and ISC
22	Mount Kelly
23	Norwich School
24	Oxford International College (A-Level)
25	d'Overbroeck's
26	Queen Ethelburga's Collegiate
27	Richard Huish College
28	Rishworth School, Co-educational Boarding and Day
29	Rydal Penrhos School
30	Scarborough College
31	Shaftesbury School
32	St Edmund's College
33	St Lawrence College: For ages 3-18
34	St Margaret's School
35	Strathallan School
36	Tettenhall College
37	Warminster School

38	Westbourne School
39	Woodbridge School
40	Woodhouse Grove School
41	Worksop College