



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

**Post-event report for
Study UK August fair 2018**

**18 August 2018
Hong Kong**

Introduction

- The Study UK August fair was held on 18 August in order to coincide with UCAS clearing, with 46 institutions exhibiting
- During the day 1,030 visitors attended, compared to 900 visitors last year.

This report includes:

Key **Highlights** of the event including visitors numbers and profile
Page 3 – 4

Details of the **Marketing** channels 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 – 9

Highlights

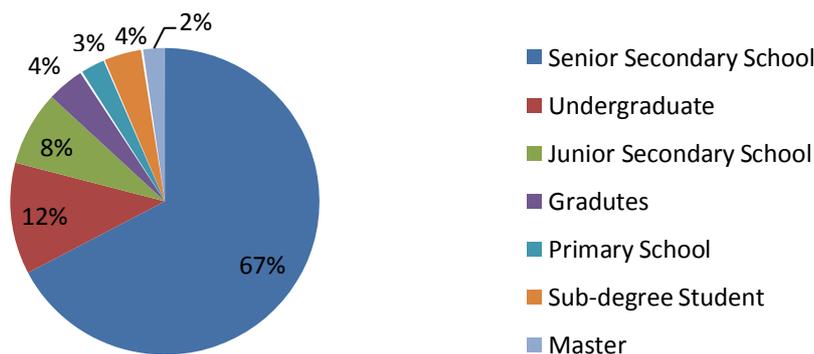
There were -

**45 BOOTHS, 45 INSTITUTIONS
900 PARENTS & STUDENTS**

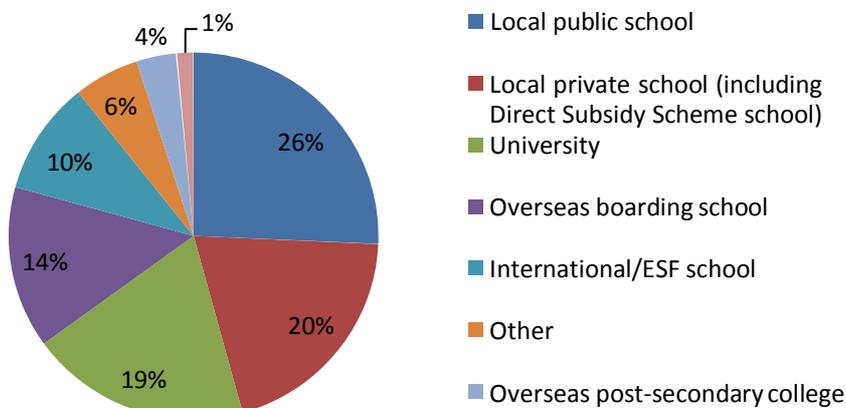
attending the exhibition

Visitors' profile

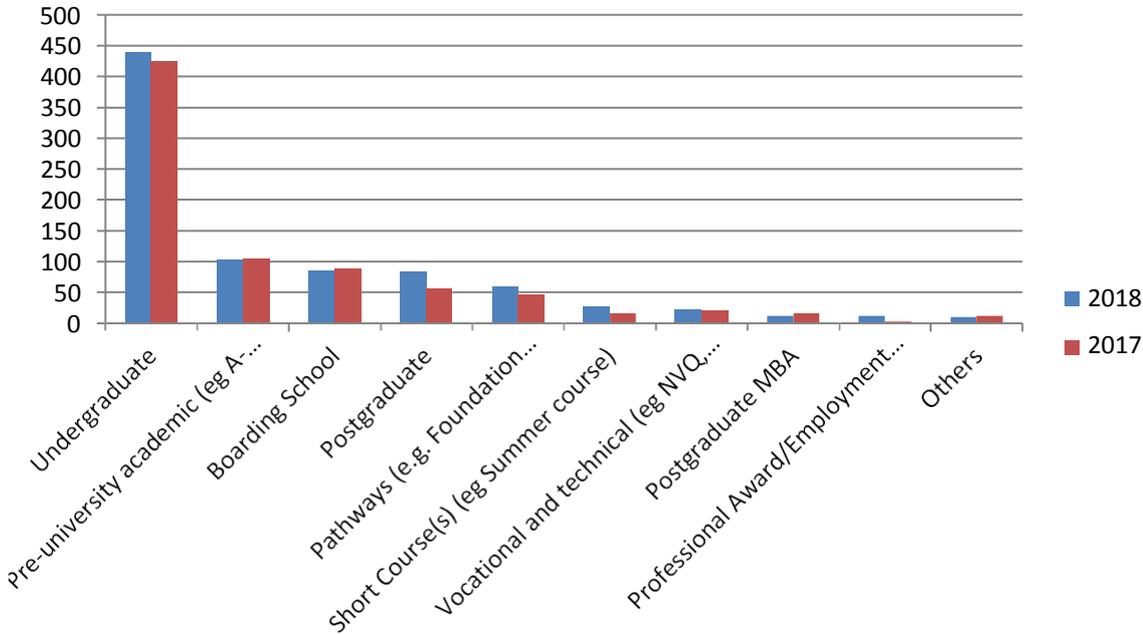
The visitors or visitors' child were mainly from senior secondary school –



More than half of them attend Local public school or Local private school (including Direct Subsidy Scheme school) or University now:



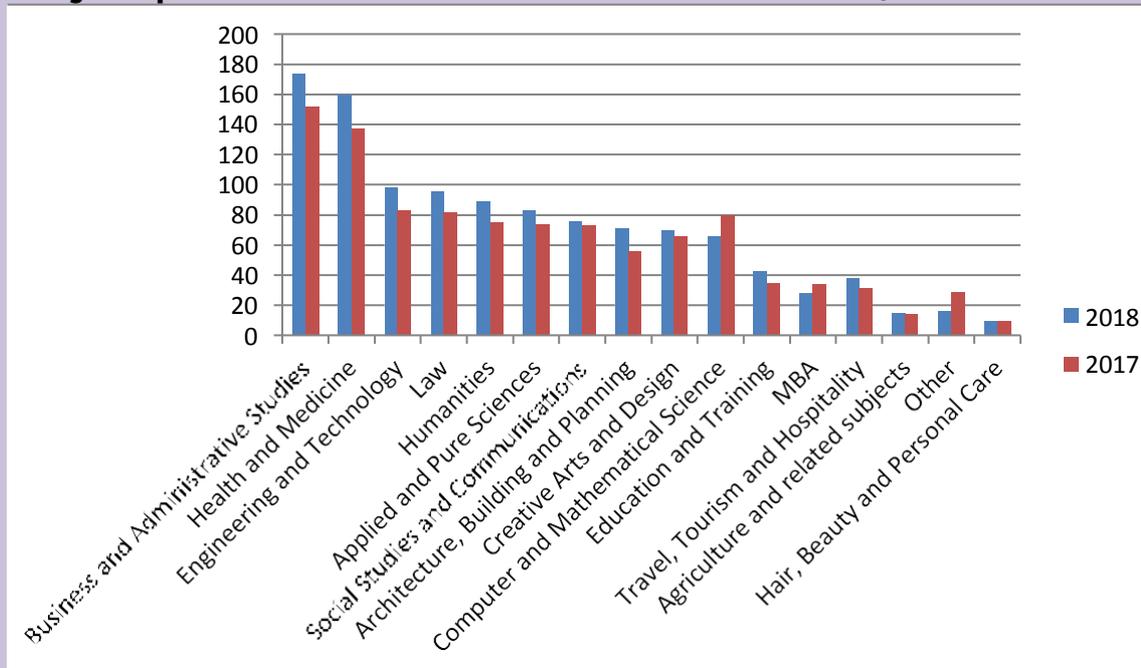
Visitors' preferences



Majority were looking for undergraduate in both 2017 and 2018 and there is a slightly increase of interest in undergraduate and a slightly decrease of interest in postgraduate in 2018.

Subject preference

No. of response in 2017: 1,031
No. of response in 2018: 1,133



Business and administrative studies is still the number one subject area of choice with slightly increase in interest, Health and Medicine is showing a significant increase in enquiries compare with last year.

Marketing

We spent over

HK\$230,000

on promotion

MTR promotion



Print advert



Online

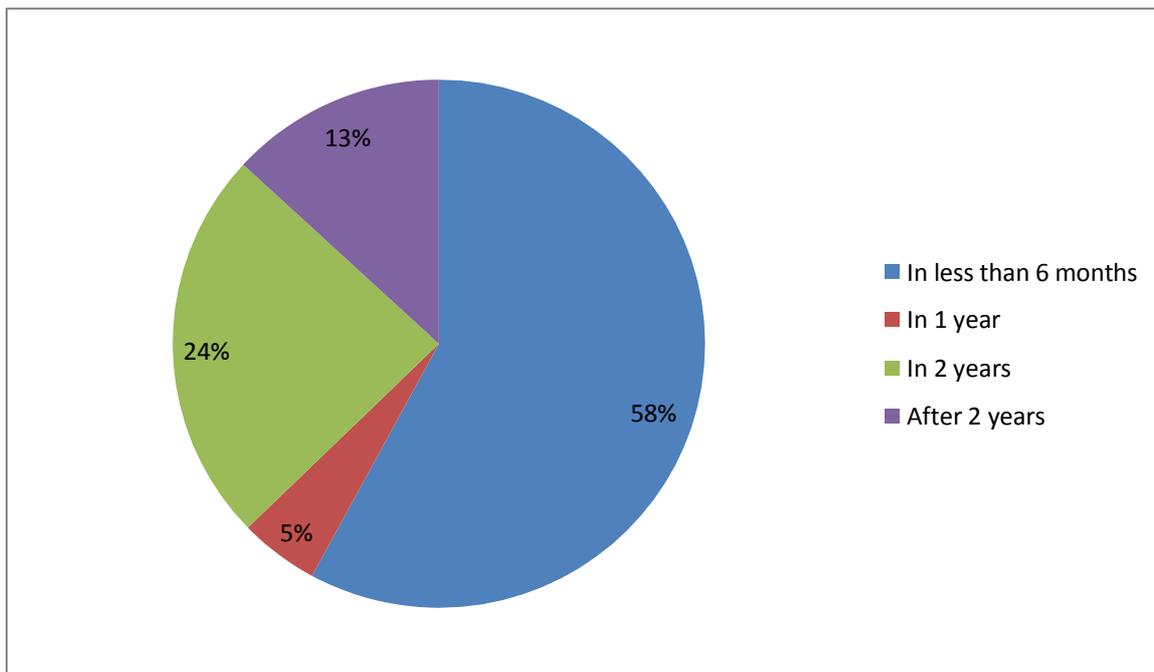


Visitors' feedback

Methodology

We distributed an online or printed survey to the visitors during the exhibition and the visitors could get a souvenir after completing the survey. The questions were designed to gather quantitative statistics as well as qualitative remarks on visitors reactions to our exhibition and the decision making process.

87% of the visitors considering to study abroad **within 2 years**



Suggestions from visitors

Requested seminar topics

- Foundation courses
- Universities introductions
- Part time jobs and job opportunities
- More on VISA applications

Exhibitors' feedback

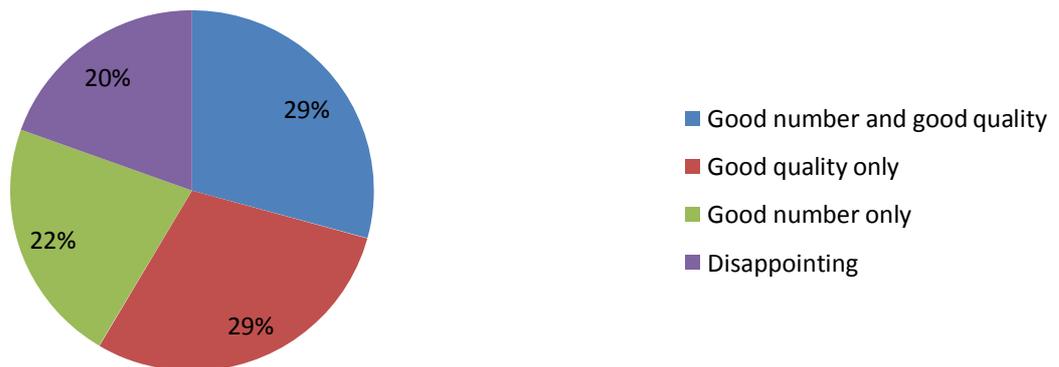
Main compliments

- Thanks and well organised event (5 responses)

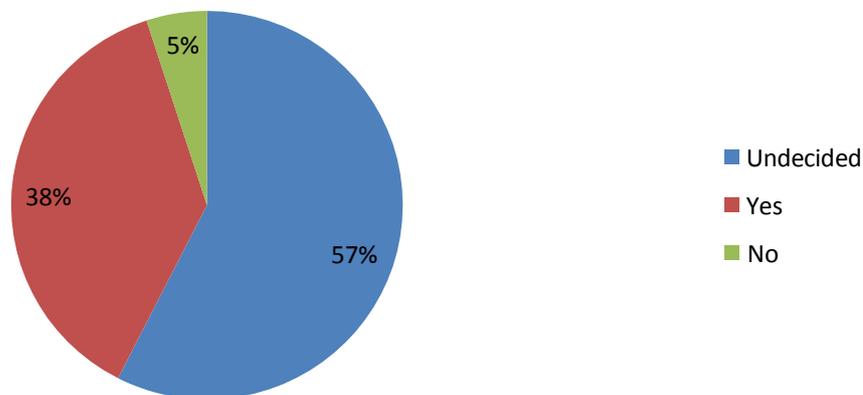
Main recommendations

- Arrange event on the HKDSE/JUPAS/GCE A-Level Results Day (4 responses)
- Better location (2 responses)

What is your assessment of the visitors?



Will the exhibitors be attending this event next year?



Appendix: List of exhibitors

Booth number	Institution	Institute type
1	University of the Arts London	Higher education
2	Bellerbys College	Independent school/college
3	University College Birmingham	Higher education
4	University of Birmingham	Higher education
5	Bishop's Stortford College	Independent school/college
6	BPP University	Higher education
7	Brighton College	Independent school/college
8	British Study Centres	Higher education
9	Brunel University London	Higher education
10	Cardiff University	Higher education
11	University of Central Lancashire	Higher education
12	Coventry University	Higher education
13	De Montfort University	Higher education
14	University of East London	Higher education
15	University of East Anglia	Higher education
16	EF University Preparation	Higher education
17	University of Essex	Higher education
18	University of Exeter	Higher education
19	University of Gloucestershire	Higher education
19	INTO University of Gloucestershire	Higher education
20	International Study Centres	Higher education
21	INTO (Foundation / International Year One / Graduate Diploma / Undergraduate / Postgraduate)	Higher education
22	Kaplan International Pathways	Higher education
23	Keele University	Higher education
24	University of Kent	Higher education
25	Lancaster University	Higher education
26	University of Law	Higher education
27	Leeds Beckett University	Higher education
28	University of Leeds	Higher education
29	University of Lincoln, UK	Higher education
30	University of Liverpool	Higher education
31	University of London	Higher education
32	The University of Manchester	Higher education
33	Nottingham Trent University	Higher education
34	The University of Nottingham	Higher education
35	Oxford International Education Group (International Year Zero / International Year One / Pre-masters / GCSE / A Levels)	Higher education
36	University of Plymouth	Higher education
37	University of Portsmouth	Higher education

38	Queen Ethelburga's Collegiate	Independent school/college
39	Queen's University Belfast	Higher education
40	University of Reading	Higher education

