

**Post-event report:
Study UK Exhibition Poland
23 – 24 November 2018
Krakow and Warsaw**



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KEY FACTS

Study UK Poland 2018 venues and opening times:

**Andel's by Vienna House Kraków**

ul. Pawia 3

31-154 Kraków

11:00 – 17:30**Warsaw: EXPO XXI**

ul. Prądzyńskiego 12/14

01-222 Warsaw

11:00 – 17:30**Stand cost: £ 1990** (including lunches and train transfer)

The Polish event hosted representatives from **36 UK institutions**, providing prospective students, their parents and teachers with information on educational opportunities and subject choices. The other exhibitors included British Alumni Society (BAS) as well as British Council Teaching Centre and IELTS.

The event attracted around **2000 visitors** thanks to the marketing campaign. Alongside the main exhibition, a series of seminars and workshops were also held, including the following topics:

- Employability and Careers support for International Students
- How to write a personal statement?
- Working and studying in the UK
- Studying media and design in London
- Study Abroad? Think IELTS

More images at <https://www.dropbox.com/sh/qw1nbekq1d9mpwn/AADU1ZPKWDLmksSYZcpv-03Ra?dl=0>

Video from the event with the English subtitles:

<https://www.youtube.com/watch?v=gUHDuxd5ry8&t=0s&index=3&list=PLhHI1G7ZuSQIZNWgvgvgrt00r5rElpgTTq>

List of Exhibitors in alphabetical order

with many thanks for their active involvement and positive attitude 😊

1. Aberystwyth University
2. Anglia Ruskin University
3. Bangor University
4. Coventry University
5. De Montfort University
6. ESCP Europe Business School
7. Falmouth University
8. Goldsmiths, University of London
9. King's College London
10. Lancaster University
11. London Metropolitan University
12. London School of Economics
13. Middlesex University London
14. Newcastle University
15. Northumbria University
16. Ravensbourne University London
17. SOAS University of London
18. Swansea University
19. The University of Manchester
20. The University of Sheffield
21. UCL (University College London)
22. University College Birmingham (UCB)
23. University of Bristol
24. University of Central Lancashire
25. University of East Anglia
26. University of London
27. University of Essex
28. University of Greenwich
29. University of Hertfordshire
30. University of Kent
31. University of Nottingham
32. University of Roehampton
33. University of South Wales
34. University of Sunderland In London
35. University of Westminster
36. UWE Bristol

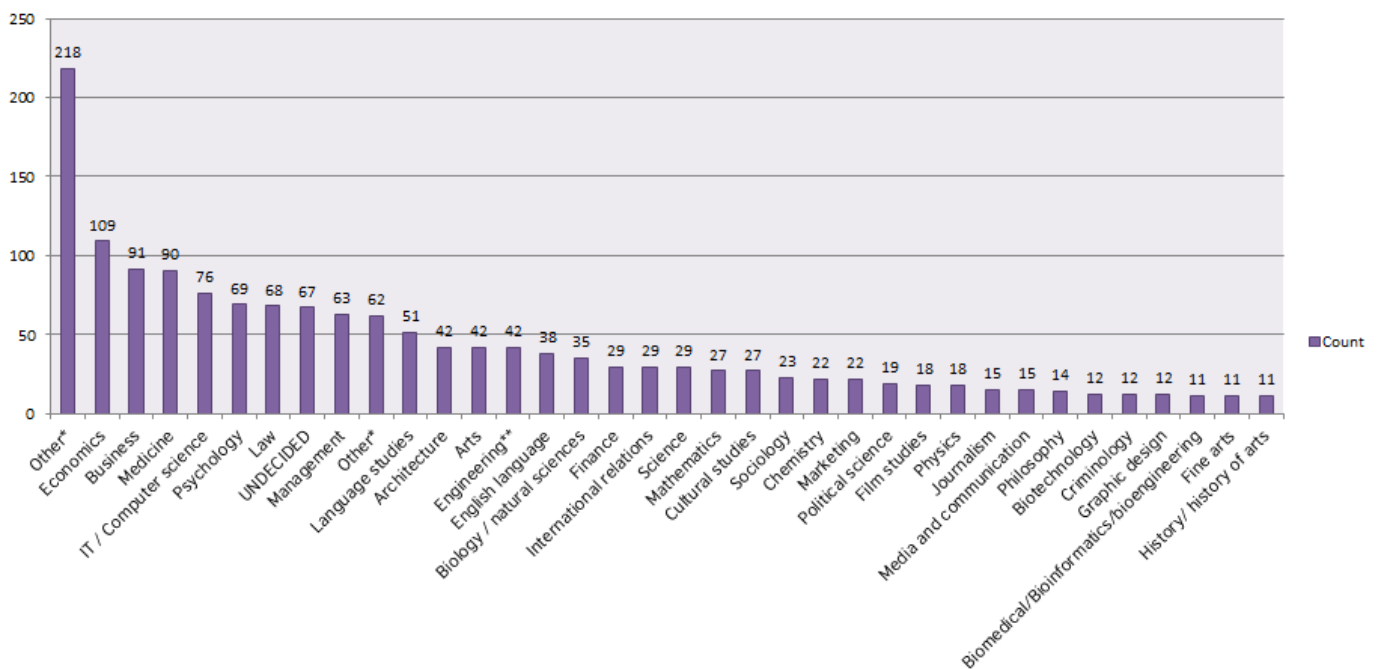
VISITOR'S PROFILE

1275 participants registered for both events in Warsaw and Krakow (students, parents and teachers). Out of the students group (885 participating students), 12.3% (109) declared to be interested in Economics, followed by 10.2% in Business, 10.1% in Medicine, 8.6% in IT/Computer science, 7.8% in psychology and 7.7% in law.

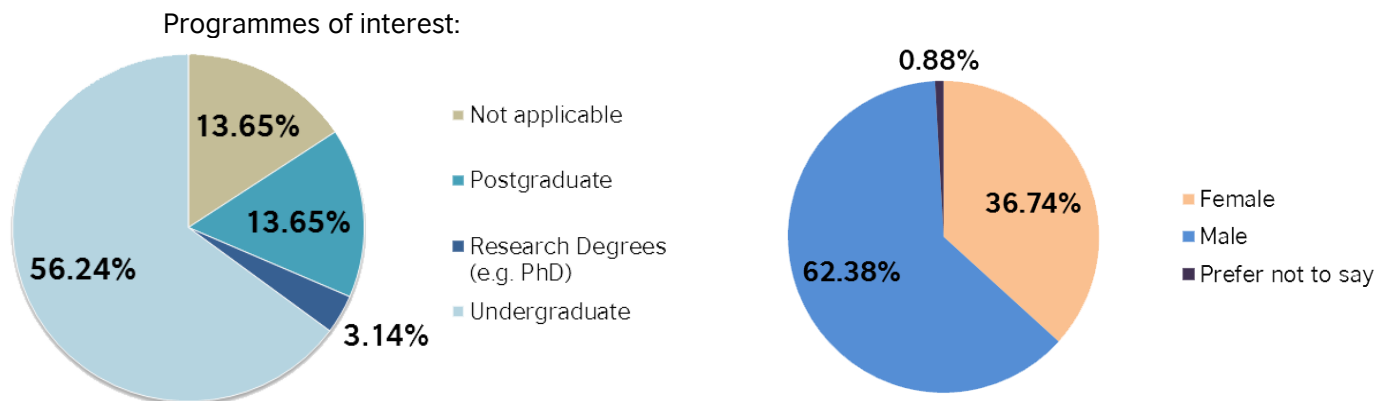
7.6% of registered student-participants were **undecided** at the moment of filling out the registration form – to them Study UK 2018 presented a unique opportunity to determine their future and make the important decision for themselves.

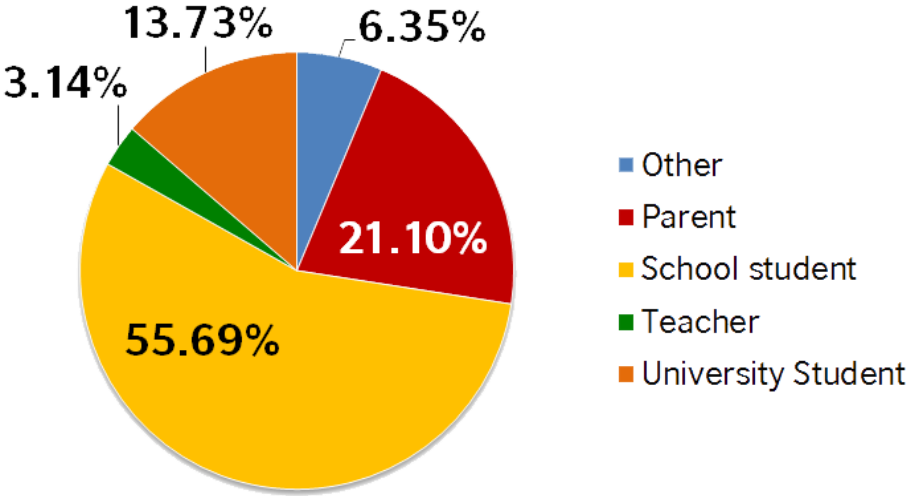
While the figures in this report are based on internal British Council online registration system, the event was open and the actual number of participants has not been recorded. For next year's event a manual registration during the event is recommended to understand the actual attendance.

Fields of study of interest to the participants



Below is some key data about the visitors who registered for the event collated via Eventsforce form.





Visitors at Study UK 2018 originated mainly from Warsaw, Krakow and Slask areas, which is in line with Poland’s population density figures.



MARKETING

A fully integrated marketing campaign was developed based on global Study UK branding. The variety of media channels were used in the campaign in Warsaw, Krakow and Slask area (close to Krakow with large students' community). Media budget exceeded GBP 30.000.

The campaign included the following channels:

- Outdoor posters on bus stops and in city centres
- Public transport communication – videos, including a large digital animation at one of the main underground stations in Warsaw
- Schools and universities videos and posters
- Radio adverts in two radio stations (one targeting students, second students and parents)
- Press including add in popular high-school students magazine and sponsored articles in Wyborcza newspaper (Guardian, Independent equivalent)
- Complex digital campaign including Facebook ads, Google Ads, Adwords was developed
- Additional placements of internet banners and digital animated videos were published on various portals where main target group is a key audience and where education could be perceived as content-related subject

The main audience for the campaign was set to be high school students and students of BA programmes in Poland who potentially would be interesting in further education in the UK. Additionally, we targeted parents of those students.

Exhibitors were offered a chance to advertise with chosen media directly, however a special offer in partnership with British Council was prepared. These meant that media were already selected based on audience type and prices for placements benefited from package prices. Universities were also offered a chance to advertise in those titles where articles about exhibition and wider education in the UK were published.

Public Relations activities secured some coverage in media and an interview in **Polish Radio** that promoted exhibition and was concentrated on UK opportunities for Polish students in the view of Brexit. The main interview was broadcast in Polish but an English shorter version was also recorded and is available at: <http://thenews.pl/1/6/Artykul/398938,How-will-Brexit-affect-Polish-students>

Prior to the main Study UK campaign, the British Council Poland had been communicating actively to both external audiences and media coherent message about the **post-Brexit education in the UK**. Interviews and content publishing developed in partnership with Universities UK International created a positive ground for promotion of UK education sector. We have collected some of the interviews and articles available under the links below.

- Articles in the **Polityka** magazine and on the **Brit it** blog:

<https://britit.blog.polityka.pl/2018/11/20/great-britain-invites-you-to-study-there-equally-after-brexit/>

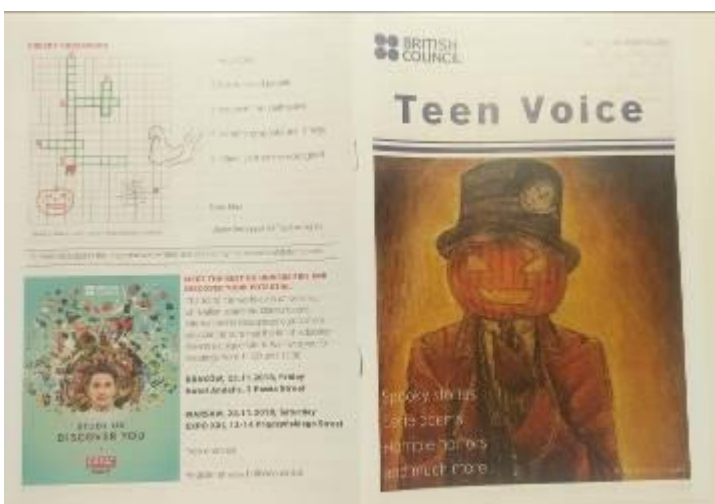
<https://www.polityka.pl/tygodnikpolityka/spoleczenstwo/1771634,1,wielka-brytania-zaprasza-na-studia-takze-po-brexicie.read>

- Interviews in partnership with British Alumni Society

<https://www.youtube.com/watch?v=QZLuK5DRs3w&index=5&list=PLhH1G7ZuSQIZNWgvgstr0Or5rElpgTTg&t=79s>
<https://www.youtube.com/watch?v=mRBThWdRK3I&index=7&list=PLhH1G7ZuSQIZNWgvgstr0Or5rElpgTTg&t=34s>

The campaigns seemed quite effective and the exhibition communication was well seen both in the cities and in digital. The radio interview was also a great chance to talk more about education in the UK and to calm down the general uncertainty around Brexit.

Print media:



Outdoor:



Online:

The digital marketing mix consisted of social media, lead generation, email marketing and some website revamping.

The registration (though not obligatory) was via British Council Poland website, so traffic to website measurement seemed a reasonable performance indicator for the digital channels.

According to Poland Google Analytics data, the recorded volume of traffic was considerably higher than in the same period in the previous year. The number of users from the campaign increased by 1607% (45,518 compared to 2,666 in the previous year), while the number of sessions by 1414% (51,943 in 2018 compared to 3,431 in 2017).



While the generated traffic has been high, there is still room for improvement and optimization of targeting. Bounce rate has been very high across all digital sources/media (89.70%), which may indicate that the value offered by the content of the landing page is not in line with user's expectations. More nuanced targeting with clearly indicated target group within the first image could well contribute to fixing this in future.

The onset of the digital campaign has been recorded as October 31st. While this was more than three weeks before the event, a buzz created prior to the month of November which would highlight the event, could translate into higher event registration. This would require an early delivery of final visuals, ads and promos for the campaign. The team thought cooperation with local graphic designer could be considered to contribute to faster roll out of the campaign

krakow.wyborcza.pl/krakow/0,0.html

Wyborcza.pl Twoja prenumerata jest aktywna do 2019-10-19 (331 dni)

[INTERAKTYWNA MAPA]



Wiadomości z Krakowa

Gzysm oderwał się z balkonu i spadł. A gdyby ktoś przechodził? [LIST]



Wiadomości z Krakowa

Patronka dębu. Ostatni moment, by zgłosić swoje propozycje

■ WIADOMOŚCI Z KRAKOWA



Studia w Wielkiej Brytanii. Jak rozpocząć naukę za granicą?

Dlaczego warto studiować w Wielkiej Brytanii? Jakie warunki trzeba spełnić, żeby się na nie dostać? Jak sfinansować naukę za granicą? Na takie m.in. pytanie będzie można znaleźć odpowiedzi podczas kolejnych Targów Edukacyjnych Brytyjskich Uczelni.

21.11.2018 08:30

The screenshot shows a Facebook event page. On the left is a sidebar with 'Wydarzenia' (Events) and options like 'Wydarzenia', 'Kalendarz', 'Urodziny', 'Odkryj', and 'Organizowane'. The main content area features a video player with a play button and a progress bar. Below the video, the event title is 'Targi uczelni brytyjskich STUDY UK 2018 w Warszawie i Krakowie' with a date of '24 LIS'. It is categorized as 'Publiczne' and organized by 'British Council Polska'. There are buttons for 'Zainteresowana' and 'Napisz wiadomość do organizatora'. At the bottom, there are tabs for 'Informacje' and 'Dyskusja'.

The screenshot shows the top navigation bar of the British Council Poland website. It includes the URL 'http://www.britishcouncil.pl/events/study-uk', a search bar, and navigation links for 'Polski', 'Dla nauczycieli angielskiego', 'Nowości', 'Blog', 'Kontakt', and 'Szkoły'. The British Council logo and 'Polska' are prominently displayed. Below the logo, there are menu items: 'Ucz się angielskiego', 'Zdaj egzamin', 'Ucz się w Wielkiej Brytanii', 'Wydarzenia', and 'Szkola, edukacja, społeczeństwo'.

Targi uczelni brytyjskich STUDY UK 2018 w Warszawie i Krakowie

The poster features the British Council logo at the top left. The main text reads 'ODKRYJ SWÓJ POTENCJAŁ' and 'STUDY UK DISCOVER YOU'. Below this is the 'GREAT POLSKA' logo. The right side of the poster is dominated by a large, colorful, circular collage of various icons representing different fields of study and culture. At the bottom, the event dates are listed as 'Piątek 23 Lis 2018 do Sobota 24 Lis 2018' and the locations as 'Kraków i Warszawa'. A blue button at the bottom says 'Zarejestruj się'.

VISITORS' FEEDBACK

Some examples of quotes from Visitors:

- The Study UK fair opens new opportunities to study in the UK. Graduating from such a school allows one to work in any European country
- Teaching standards in Britain are definitely better than in Poland. In addition, graduates there have better employment prospects
- We are choosing a school for my son. He graduates high-school in 3 years, but we are already making plans.
- I've talked to the representatives of University of Bristol and University of Newcastle. I'm thinking of applying there.
- Thanks to the exhibition I learned a lot about schools I wish to attend
- At the fair, I've found several schools that offer music courses. There are also many institutions present that help students apply to schools in the UK.
- Shame that there are no universities from Scotland.
- It would be helpful to have information on each stand what the university specialises in.

Sources:

1. individual conversations at the event
2. interviews; more in the Study UK 2018 video report:

<https://www.youtube.com/watch?v=gUHDuxd5ry8&t=0s&index=3&list=PLhHI1G7ZuSQIZNWgvgsrt00r5rElpgTTg>

EXHIBITORS' FEEDBACK

Some positive quotes from Exhibitors from the post-event survey:

- Warsaw - good event space and catering.
- Both events were very enjoyable and worthwhile.
- Everything that had been provided by the British Council had met my expectations, from the handbook, to communications which were always quick, the logistical support and the British Council team! It was all run and organized so well.
- Really well organized and thank you to the team.

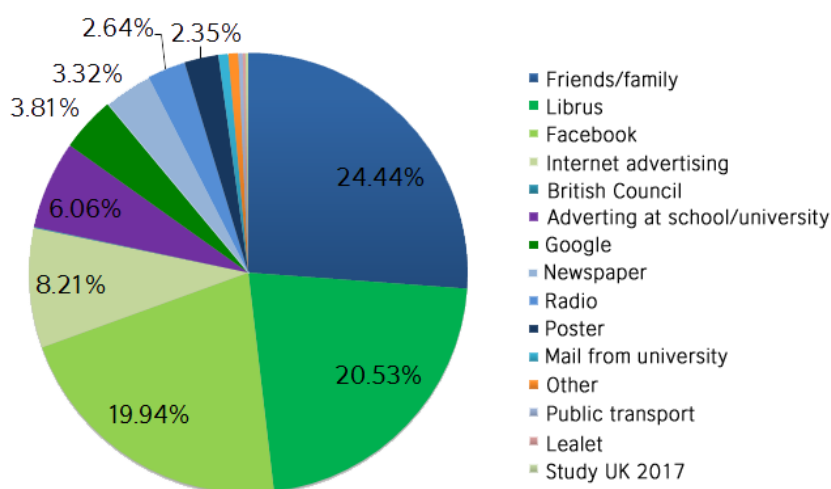
And some negative ones:

- Try to encourage more Postgraduate applicants to attend also.
- The pre-event briefing should be more comprehensive, and with the focus on secondary education and not higher education.
- A shorter event would be beneficial, either providing time for a lunch break before or during.
- The event in Warsaw was hard to get to with public transport so may have been busier if in a more central location

FUTURE STEPS

Key recommendations for British Council include:

- The major change refers to expanding the range of the Study UK in Poland towards the north and reaching the dense population of **Gdansk** along with Gdynia and Sopot (so called Tricity: https://en.wikipedia.org/wiki/Tricity,_Poland; ca 750,000 inhabitants).
- Taking into account the inconvenient location of the recent Warsaw venue, in **Study UK 2019** will take place in a new, central location, in the historical building at Bracka 25 street (photos: <http://bracka25.com/>)
- Considering the reported source of information about Study UK 2018 given below, we foresee a shift in the event communication strategy with more emphasis on the digital campaign.



- The event will take place on working days (Wednesday – Friday) to allow school teachers for organising group visits with their students. Consequently, the promotion will be targeted more strongly at the high school teachers.
- More efforts will be put into attracting prospective candidates for post-graduate courses.

STUDY UK TEAM POLAND

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We hope to see you in 2019 in THREE cities: Gdansk, Warsaw & Krakow!



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www.britishcouncil.pl

www.facebook.com/BritishCouncilPolska | [@plBritish](https://twitter.com/plBritish) | www.youtube.com/BritishCouncilPL