

Post-event report for

Study UK Spring Exhibition 2019

25 March 2019
Tokyo

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Introduction

The Study UK Spring Exhibition 2019 held in Tokyo on 25th March was attended by 408 visitors, 28 institutions (including boarding schools, universities, colleges and language schools), two government scholarship organisations (JASSO and Tobitate! Ryugaku Japan) and three sponsors (British Airways, IELTS, Tip Japan). Participating institutions were pleased with the number and high quality of enquiries received with many noting strong interest for boarding school, foundation programmes, and undergraduate degrees.

The seminar programme included sessions on UK boarding school education, English language, undergraduate and postgraduate study, as well as information on scholarships, the IELTS exam, visa applications, and a panel discussion with Japanese alumni of UK institutions. All seminars were well attended and well-received by visitors.

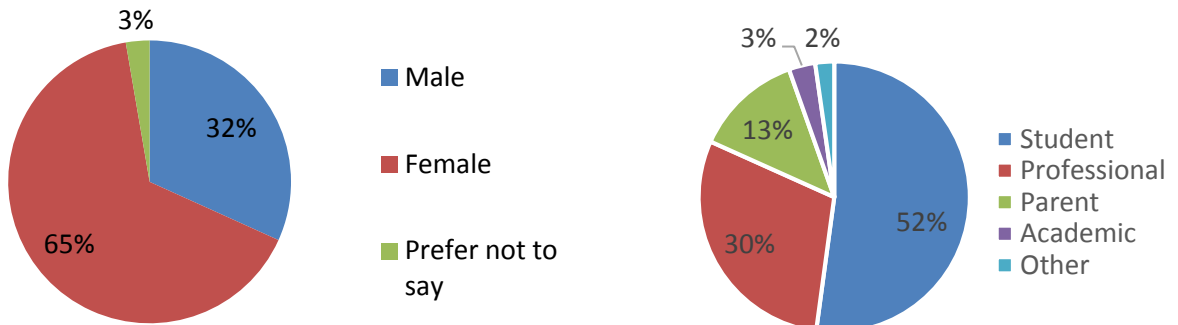
British Council Japan undertook a review of the Exhibition to identify what worked well and the key 'lessons learnt' in order to inform future activities. With feedback from exhibitors and visitors, together with input from British Council colleagues, this post-event report presents the results of that review.

Key Statistics

28 Exhibitors
408 visitors
 (400 pre-registrants)

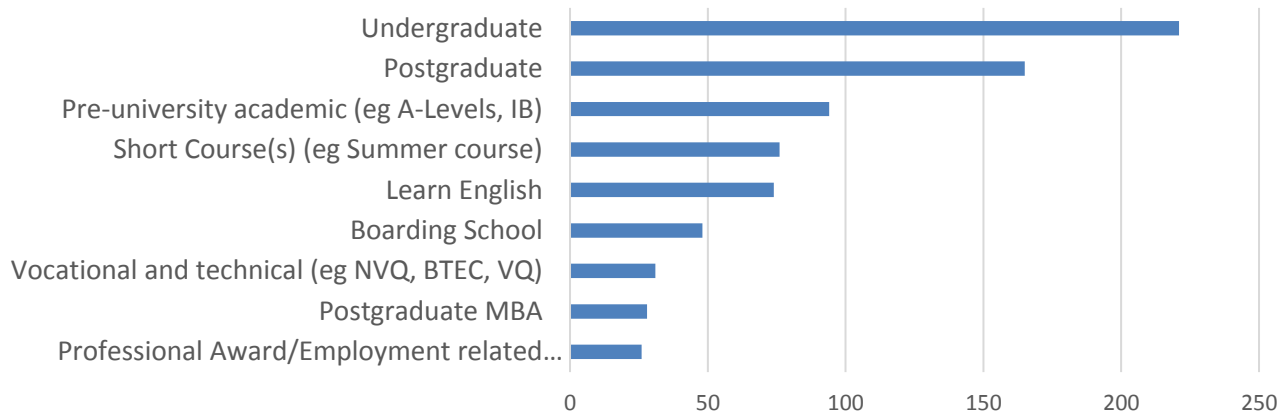
Stand cost: 1,200 GBP

Visitor demographics



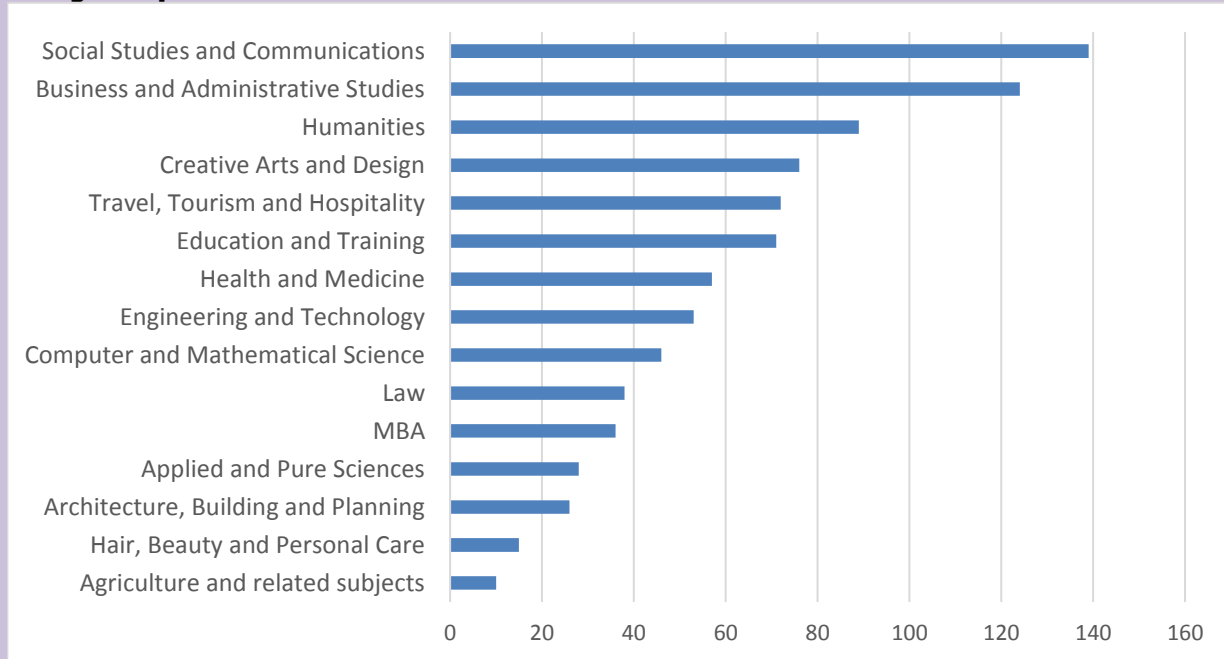
Visitors' preferences

Level of Study



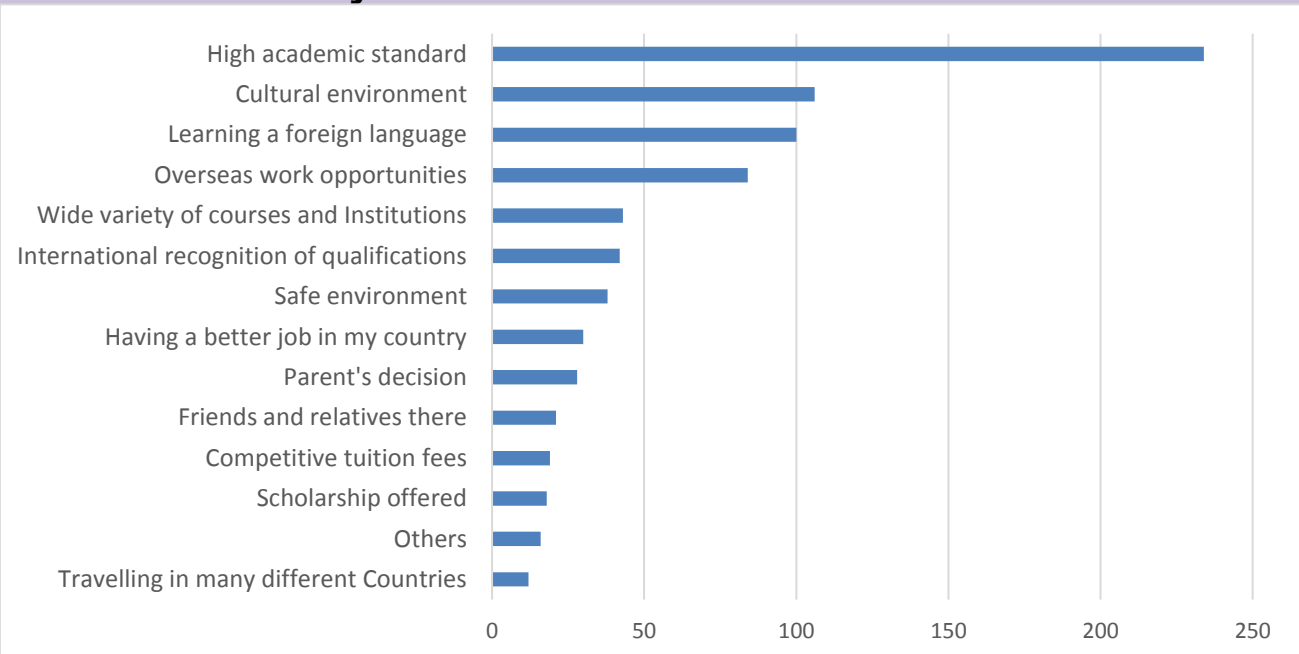
While interest in **UG programmes** and **Pre-university Academic (A-levels, IB)** remains strong, **PG and MBA** enquiries were down on the previous year.

Subject preference



Social Studies and **Business & Administration Studies** remain the most popular subjects by some distance. There was a slight drop in enquiries for **Creative Arts and Design**.

Motivation for study abroad



High academic standard remains the number one draw for students interested in the UK. **Overseas work opportunities** is also a key factor and this reflects the strong (and growing) demand for work opportunities among Japanese students.

Marketing

The Exhibition was promoted widely to the British Council Japan's database of prospective students (+4,700 subscribers) and via the below channels:

DIGITAL



EVENT WEBSITE

Page views: 41k
Unique users: 18k



SOCIAL MEDIA PROMOTION

Impressions: 150k
Engagement: 30k



GOOGLE ADWORDS/DISPLAY ADS

Impressions: 1m+

PRINT



FLYERS

Sent to **1K+** universities, schools, international centres across Japan

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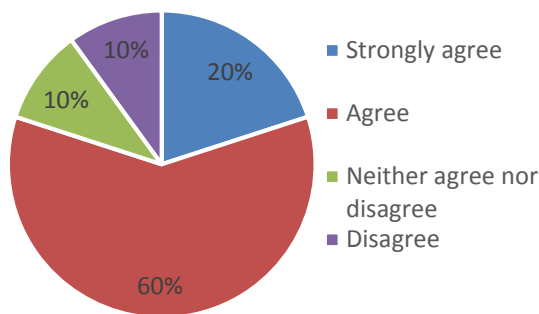
OTHER CHANNELS (non-paid)

The event was also promoted widely through the below channels:

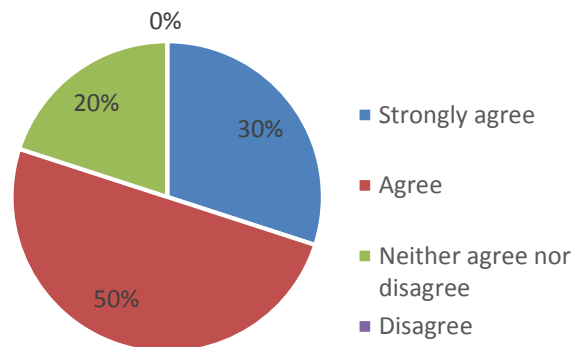
- British Council corporate social media
- British Council study abroad agents newsletter
- British Council Teaching Centre newsletter / social media
- British Council Exams social media
- The British Embassy in Japan social media
- Visit Britain social media
- Tobitate! Ryugaku Japan social media
- Japan Student Services Organisation (JASSO) website
- British Chamber of Commerce in Japan newsletter
- EIKEN Foundation of Japan website
- JAFSA (Japan Association of Overseas Studies) mailing list

Visitor feedback

80% of respondents said it was a **high-quality** event



80% of respondents felt they had **acquired new knowledge** through the event



Feedback from visitors

- The venue was difficult to navigate.
- It would be better if the staff at the scholarship booth could deal with enquiries more efficiently. They spent too much time on each enquiry so the wait time was very long.
- The queue management could have been better at the popular institutions.
- It would have been good if University of Edinburgh, University of Warwick, and UCL could also have attended.
- It would be better to have the alumni talk show earlier in the programme rather than at the end.
- Thanks to the British Council putting on these events, I have been able to make progress with my study abroad plans.
- Thank you for putting on such an informative event and for all your advice.

Exhibitor feedback

Main compliments

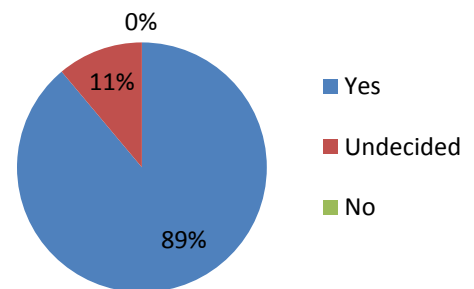
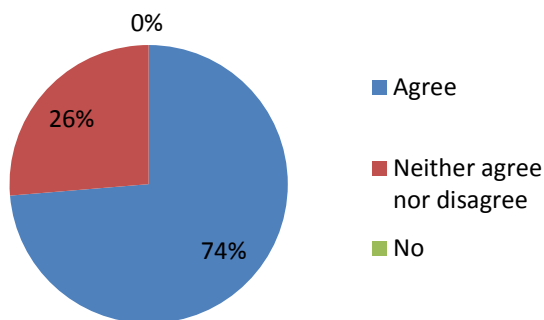
- Very busy from start to finish
- We received an excellent number of enquiries and this event far exceeded our expectations
- Increased interest in Foundation/UG programmes
- Another well-organised and professional event
- The venue was more comfortable this year with fewer exhibitors
- Was very happy to see so many IB students again this year

Main complaints

- It could have ended a little earlier
- Over-priced compared to likely number of student conversions
- The tables were a slightly awkward shape

The number of quality enquiries received made **a good return on the investment** of attending

We are **interested in attending a similar event** in the future



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

- In response to feedback from institutions attending the 2018 exhibition, the start time for this year's event was brought forward an hour to ease congestion at the start of the event. This had the desired effect and the first hour was markedly more comfortable for visitors and institutions alike. We will retain the 4pm start for the 2020 event and will consider ending at 8pm, rather than 9pm, as some institutions noted the final hour was a little quiet.
- Some visitors commented that the venue, which was split over three floors, was not easy to navigate. We recognize the event space is not ideal for an exhibition of this kind and will continue to scope potential external venues with a view to switching locations for future exhibitions. Should we continue to use the British Council in 2020, we will make further adjustments, such as additional staff for guiding visitors/queue management and improved signage to ensure a high-quality customer experience for all attendees.
- While boarding school, ELT and undergraduate enquiries were healthy again this year, some institutions noted a decline in students interested in master's programmes. This is likely a reflection of the general trend of a declining postgraduate market. To help reverse the decline, at future events the British Council will boost promotion targeting working professionals.

UK institutions

- UK institutions are encouraged to note the continued interest in A-levels and the IB. General awareness and recognition of A-levels and the IB is growing in Japan and this is helping to boost interest in overseas institutions offering these qualifications.
- High quality of education is clearly the biggest draw for Japanese students (see p4), but UK institutions should also note the importance of work opportunities. Prospective students are increasingly looking for an all-round experience, one that offers both study and work. UK institutions are encouraged, therefore, to promote any available work experience/internship/volunteering opportunities when counselling students at future events.
- Once again, there was a larger number of children and parents at this year's event. English language education reforms at primary school level, continued government support for high school students, and growing awareness in Japan of the importance of gaining study abroad experience from a younger age are all helping to boost interest from this cohort. Many of these students are interested in boarding schools (particularly one-year programmes) and English language courses so we encourage independent schools and English language schools to join future exhibitions to engage with this audience.
- A number of visitors would have liked more UK universities to attend (notably the University of Edinburgh, University of Warwick, Imperial College London, and UCL). We encourage UK universities to participate in future events as demand for UK degrees, particularly at undergraduate level remains healthy.

We would like to thank all institutions for participating in this exhibition and we hope to see you at our next Study UK Exhibition which is scheduled for 19th October 2019. Please follow the link for further details: <https://education-services.britishcouncil.org/exhibition/study-uk-japan-exhibition-october-2019>

Appendix 1: List of exhibitors

Abbey DId Group of Colleges	Rossall School
Bishopstrow College	Ruthin School
CEG ONCAMPUS Coventry	SOAS University of London
Concord College	St Lawrence College
Coventry University	The University of Liverpool
Ef Education First Japan	The University of Manchester
Ef Academy International Boarding Schools	The University of Nottingham
Goldsmiths, University of London	University of Birmingham
King's College London	University of East Anglia
Mander Portman Woodward	University of Essex
Newcastle University	University of Exeter
Oxford Brookes University	University of Kent
Queen Ethelburga's Collegiate	University of Leeds
Queen Mary University of London	University of St Andrews

Seminar Programme

17.00-17.20	Mastering the English Language - a guide to studying at English language schools in the UK
17.30-17.50	An introduction to studying at UK boarding schools
18.00-18.30	All you need to know about studying at universities in the UK
18.40-19.00	An Introduction to the IELTS English language test
19.10-19.30	Scholarships seminar including information on Japanese government scholarships (JASSO, Tobitate!)
19.40-20.00	All you need to know about student visas and the visa application process. Session delivered by UKVI
20.10-20.40	Alumni panel discussion with Japanese graduates of UK universities

Appendix 2: Selected Event Images



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