

Introduction

Thank you for your participation at the **Study UK fair in Russia in February 2019 at The Ritz-Carlton Hotel in Moscow.**

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.

The event, targeted at the **HE, FE, Secondary Education and ELT market**, hosted representatives from **49 UK institutions** with a separate zone of music institutions – because of The UK-Russia Year of Music 2019 - and of ELT-providers, **8 British educational partners** and **9 Russian partners** (Listed below in section below, p.22), that positively engaged with **prospective students, visitors and partners**, providing the audience with information on **educational opportunities, subject choices, available programmes, scholarships etc.**

For all the participants of the exhibition we provide a huge promotion in target Russian media and social media free of charge to both increase institutions' brand awareness and to attract target visitors to the event. Thus, the event attracted **1,800 target visitors** thanks in part to the broad **media and marketing campaign with more than 53 publications in target media and social media (Details listed below in the Appendix 3)** for a total **media outreach of 22 406 404**. This year for the first time we were able to invite Russian institutions that provide **TNE programmes with UK universities** and also **arranged B2B session / Reception with Russian educational institutions and educational agencies**. The reception was visited by **18 educational institutions and more than 30 educational agents** from different Russian cities.

Alongside the main exhibition, a series of **seminars** were also held that is a great change for institutions to be presented as real professionals and experts. During the exhibition there were **37 seminar sessions** arranged, including alumni talks. Thanks to these sessions, visitors got relevant information about UK education as well as the answers on the most vital questions about British education e.g. university rankings, creative portfolio, developing fluency in English language, Medicine and Healthcare career, IELTS preparation, visa assistance etc. Because of The UK-Russia Year of Music a special series of seminars was dedicated to music. The seminars covered topics interesting to both a wide audience and professionals in this sphere e.g. how to become a successful musician, music influence on development of a personality, how to get prepared for a professional career in music,

We highly support institutions' aims to be promoted and to have more Russian students, that's why our main objectives are:

- To provide a positive perception of the UK and to position the UK as the first choice for Russian students planning to study abroad
- To showcase the variety of opportunities within British educational system available for Russian students
- To support participating institutions' recruitment on the Russian market

At the Cultural and Education Section of the British Embassy in Moscow and official Study UK fair partner ECM agency we highly appreciate your support, and hope that we can continue to provide valuable marketing services regarding both fairs and a wide range of others target activities during the year. We hope to see you again at our next Study UK fair in Moscow and St. Petersburg on the 5-6 October 2019 (we have reduced the price!)

Regards,
Daria Lavrentieva, Education Manager
[International Education Services](#) | Russia

Contents

Contents3

1. Highlights and event fact file4

3. Visitor’s Profile.....5

4. Seminars8

5. Media and marketing campaign.....9

6. Examples of media outcomes.....13

7. Visitors feedback29

8. Exhibitor feedback31

9. List of Exhibitors and Partners33

10. Objectives assessment and Future steps35

11. Highlights and tendencies of the Russian market.....36

Appendix 1: Visitors’ feedback and survey results39

Appendix 1: Exhibitors’ feedback and survey results46

Appendix 3: Media and marketing campaign results (list of outcomes).....50

Appendix 4: Seminar programme54

Highlights

In February 2019 The Cultural and Education Section of the British Embassy in Moscow and the official partner of the fairs – ECM agency – arranged the 20th anniversary Study UK: Discover You fairs in Russia.

Although Council fairs were arranged for years, but in March 2018 the British Council was instructed by the Ministry of Foreign Affairs of the Russian Federation to cease activity in Russia. **Now the British Council Russia is operating as the Cultural and Education Section of the British Embassy in Moscow**, and all the projects are implemented as usual, but it took us several months to recover our work, so the last fair was arranged on the 2-3 February 2019 in Moscow and on the 5th of February in St. Petersburg, after 1 year and 4 months of break.

Being arranged for years it has won a reputation of the best educational exhibition in Russia. It is the only one single-destination educational exhibition in Russia, dedicated to UK education only, and the most profound media support is arranged for its participants.

Event fact file

Venue	The Ritz-Carlton Hotel, Moscow – 02-03 February 2019
Opening hours	12:00-18:00
Opened by	Michael Bird OBE Cultural Counsellor, British Embassy Moscow
Costs in 2017	£2 430 (Plus VAT)
	ELT Providers - £990 (Plus VAT)
Unique feature to give added value*	<ul style="list-style-type: none"> • Alumni Talks • Chevening scholarship programme of the British Embassy • Various competitions were run to attract audience interest • 2 seminar halls for workshops • B2B session and Reception
Seminars	37 (!) seminars were conducted* <i>The full seminar programme you may find on page 10 and in the Appendix 4</i>

The number of exhibitors:

Attendance – Moscow, February 2019	1800 visitors
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The number of exhibitors:

Types of exhibitors	Numbers
Secondary Institutions	8
HE and FE Zone	24
ELT sector	8
Musical educational institutions	7
Universities provided TNE programmes	2

Partners (educational services, consultancy, guardianship)	1
Total number of exhibitors	50

What visitors said:

- “Excellent organization, everything was managed in a very professional way”
- “Very effective - absolutely worth visiting!”
- “Wonderful event, very much enjoyed!”
- «Thank you, I loved it»
- «Very well organized»
- «Represents the market and shows how much potential it has – good event for recruitment»

Visitors' profile

Using VRS data and Feedback forms, we sum up the market/audience that visited the exhibition.

98,7 % of visitors said they would recommend Study UK fair to their friends and colleagues

97,3 % of visitors said the exhibition met their expectations

97,4 % of visitors said the exhibition was arranged on a very high level

97,1 % of visitors highly rated the quality and variety of seminars

Visitors' primary market objectives 2019

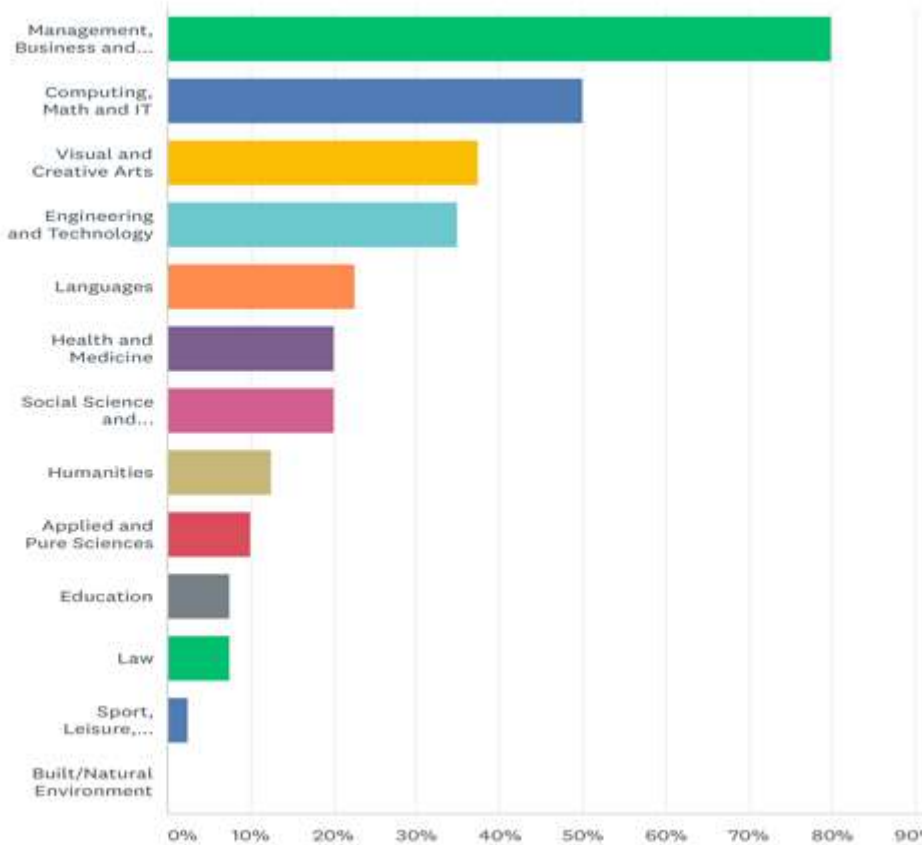
Level of study	%
Postgraduate	18 %
Undergraduate	17 %
Learning English	15 %
Short Courses (e.g. Summer course)	14 %
Boarding Schools	12 %

Pre-university academic (e.g. A-Levels, IB)	11 %
MBA	6 %
Professional Award/Employment related qualifications (e.g. ACCA etc.)	6 %
Vocational and technical (e.g. NVQ, BTEC, VQ)	1 %

Main Subjects of Interest in the Russian market 2016-2017

Subjects	%
Business and Administrative Studies	14
Humanities	14
Creative Arts and Design	11
Social Studies and Communications	9
Education and Training	9
Engineering and Technology	8
MBA	7
Computer and Mathematical Science	6
Applied and Pure Sciences	5
Travel, Tourism and Hospitality	4
Law	4
Architecture, Building and Planning	4
Health and Medicine	3
Hair, Beauty and Personal Care	1
Agriculture and related subjects	1

Did preferences change in 2019 compared to 2018 on the Russian market? According to the recent educational agent's survey the interest has increased for the following subjects:

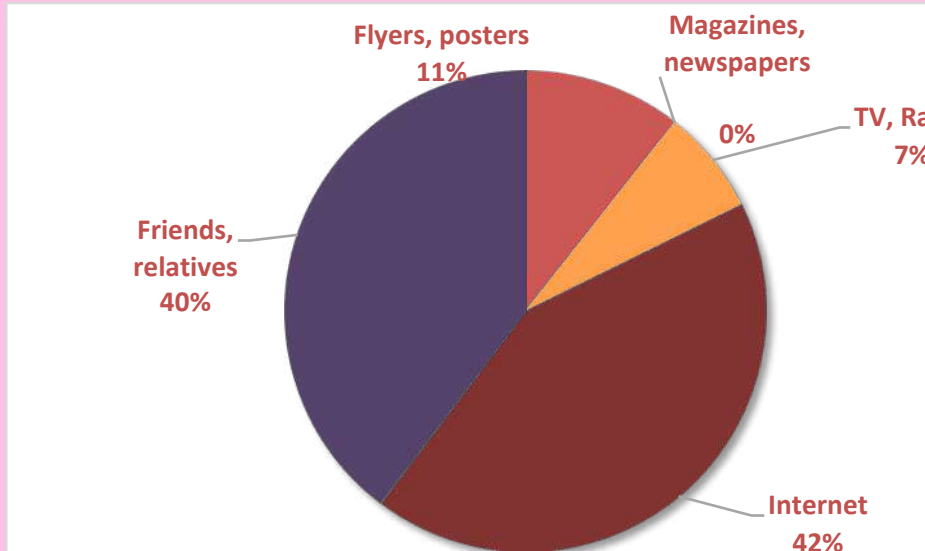


Age of visitors	%
11-20	31
21-30	37
31-40	18
41-50	9
50+	5

- On-line registration was set up for the exhibition. The total number of people registered for the event - 2466. The total number of visitors - 1800, was estimated on the basis of mechanical counter at the entrance;
- 97% of visitors were satisfied with the quality of event and received what they expected from the exhibition;
- Most visitors were interested in, Postgraduate, Undergraduate, Learning English and Summer courses. There was also a substantial interest in MBA, and an interest in boarding schools and Pre-university academic (e.g. A-Levels, IB) increased compared to the last year.
- According to the visitor' survey there is a high interest in rankings of UK universities, quality assurance, scholarship programmes, and advice on how to choose boarding schools and ELT courses, and also for information on specific subjects and where it's better to study them (engineering, science, medicine, art etc.). A lot of questions were also dedicated to safety.
- The majority of visitors found out about the exhibition through various online sources (media, partners' banners, social media etc);
- Some comments from visitors include:
 - "The event is unique, compared to many others I visited – a huge variety of institutions and I got very useful information, especially from seminars"
 - "I found out a lot of details about how to get scholarships – that's very helpful"

- “Seminar programme is a great advantage of the exhibition”
- “Alumni talks is a great advantage – I can ask real people about their real experience”
- “Outstanding organization!”

How did you find out about the exhibition? *



94% of visitors said the fair increased their interest in the UK culture and stimulated their wish to study/ travel/ work in the UK

* The survey based on 300 visitors’ responses

Seminars

The seminars proved to be a very popular activity during the exhibition, showing students the variety of study options available for them in the UK and also giving a positive impression of the whole international student experience.

Various institutions worked together to deliver a total of 37 seminars over two days. All the seminars were very well attended. Some visitors have asked to increase the time allowed for seminars next time.

One of the most visited sessions on 2th and 3th February was Alumni Talks which was held in the format of a talk-show. 12 alumni were invited to share their real experience. Visitors highly appreciated the personal touch and commented that this was a very important seminar for them, because they want more “insider” and personal information, something that one cannot find on the official website of the institution.

Among presentations that were of great interest among visitors were Chevening scholarship presentation, seminars on art, music, IELTS preparation and tips of writing motivation letter. The observations and verbal feedback received on the day from the visitors was extremely positive. They found the seminar programme very interesting and the content to be informative and well presented.

Seminar sessions were advertised on the Study UK fair’s official website that was specially created several months before the fair, providing not only a timetable but also the description of each session as well as information about the speaker.

A single set of sessions was dedicated to Music because of The UK-Russia Year of Music 2019.

This information provided allowed visitors to plan their visit to the exhibition efficiently

37 successful seminars were held, covering such topics as:

- Classic music education
- Chevening other scholarships
- IELTS preparation
- A Levels or Foundation programmes?
- University application process for undergraduates
- How to write a great personal statement
- Benefits of British Boarding
- Summer school experience to improve English beyond the classroom
- Studying Art and Design in the UK: summer courses and professional courses
- Creative portfolio: tips to apply to the UK university
- Future career of graduates
- Business Degree abroad – making the right choice
- How to get into a top medical school

and many others

The detailed seminar programme is available in the **Annex 4** or via the link below:

<http://studyukrussia.ru/moscow/>

Media and marketing campaign

The scale of media and marketing campaign in 2019 aimed to:

- attract attention to Study UK fair after 1,5 years gap, occurred because The British Council was instructed by the Ministry of Foreign Affairs of the Russian Federation to cease activity in Russia
- attract target audience to the Study UK fair in Moscow
- attract relevant partners interested into collaboration with UK institutions
- attract attention to The UK-Russia Year of Music 2019

A total reach of outcomes in target media – **22 406 404** – **25% increase of media reach compared to 2017.**

- **2 competitions** were arranged in Moscow
- 11 influencers and bloggers were involved in the PR campaign
- Radio, print, online media, banner advert and social media – all kinds of channels were used in promo campaign
- A special series of open lectures was arranged in target and popular venues – Letovo School and Moscow Music School – before the event

Special project with partner – **Rock.fm** – a popular online resource about city life and events held in Moscow with more than 1,7 mln unique users in Moscow only (78,6% of audience under 18 - 34 yo) – was arranged as a part of the promo campaign of the fair before the event.

A series of pre-events dedicated to Music within the UK-Russia Year of Music 2019

One of the partners – Moscow Music School – announced a series of open lectures for broad audience with

- Social media 4 000 on Facebook and 2 137 on VKontakte
- Website – 20 000 unique visitors / month
- F2F visitors – 80 target students

A total reach of outcomes in target media - 22 406 404 – that is 25% increase of media reach compared to 2017

Competition "Musical English" with ROCK FM outcomes:

Duration: 1 month (January 21 to January 31)

To participate, it was necessary to correctly answer the question that sounded in the morning drive Time show. The winners were selected 1 day before the event, the selection process was arranged live at Rock FM

Scope of support and placement:

1. Daily 30 seconds Study UK fair announcements with a mentioning of Wimbledon School of English partner during 9 days
2. 45 announcements of the competition live
3. Announcement of the competition and Study UK fair itself at Rock FM website with <https://www.rockfm.ru/2019/02/music-english-itogi/>
4. Live broadcast on the Rock FM official website <https://www.rockfm.ru/2019/02/music-english-itogi/>
5. Announcement of the competition and Study UK fair in Rock FM group in VK social media (173 305 subscribers) and Facebook (10 805 subscribers):

Live broadcast of VK - 1 472 live views https://vk.com/rockfm?z=video-17655734_456239375%2Fvideos-17655734%2Fpl_-17655734_-2

Media Impressions:

Radio audience (Life broadcast and Advertising): **514 000** daily

Rock FM website: **193 311** unique visitors per month

Social media: **184 110** subscribers

Competition Baumana Moscow State Technical University outcomes:

Media Impressions:

University's Official Website **921 436** unique visitors per month

Social media: **42 800** subscribers

Leaflets distributions – 2 000

Media promo campaign outcomes:

A total **number of outcomes** (radio, print and online) - **34**

- **9 announcements** of Study UK fair **on the radio** with media impressions of **4 626 000**
- **1 print outcome** with Study UK announcements in target media with media impressions of **66 000**
- **34 online publications** with a total number of media impressions – **17 964 404**

All the publications dedicated to or with British educational institutions mentions were published **free of charge!**

Social media tools used:

- Announcements of Study UK fair
- Announcements of contests

- Bloggers' announcements
- Publishing stories in social media
- Working with alumni
- Attracting attention to exhibitors - UK institutions - by writing single posts about educational institutions
- Context advertising
- Targeted ads and a page boosting on Facebook
- Post marketplaces (reposting in the large relevant communities)
- Sending invitations to the targeted audience
- Email distribution

Social target reach is more than **1 900 000**

Advertising campaign

- 11 advertising banner placements on target websites
- native advertising with more than 25 000 clicks
- Email distribution (The Cultural and Education Section of the British Embassy in Moscow and partners' databases) – more than 3 mln contacts
- Banners placement with media impressions of 2 827 283
- Number of clicks – more than 5 521 clicks

Offline campaign

- Leaflets placement in partner organisations (universities, cafes, bookshops, LUSH, cultural venues, Glambox and Glambag (2 editions) etc.)

A total reach of outcomes in target media only - 22 406 404 – that is 25% increase of media reach compared to 2017

Social media target audience 1 881 472 people

More than 20 partners involved in the promotion in Moscow

2 competitions arranged with partners with a total reach of 6 mln

Objectives of the media and marketing campaign:

- to increase the brand awareness of the British educational institutions – Study UK 2019 exhibitors
- to increase a prestige of the British education, an interest to UK culture
- to increase interest to Study UK fair after 1.5 years gap
- to show the vast variety of opportunities and British education gives
- to increase the number of interested in education in the UK as well as the high quality of the target audience among the visitors of the exhibition – potential students

- to broaden the target audience by attracting business audience (Master's and MBA programmes)
- to increase the percentage of schoolchildren's parents interested in high quality education
- In addition, we concentrated on deepening channel differentiation for different audience segments in terms of specialization
- to reflect how welcoming the UK is despite of political tension

The target audience of the campaign:

Primary:

- Parents of schoolchildren for boarding schools and Foundation programs;
- School-leavers and their parents for Bachelor programs;
- Students for universities with Bachelor's and Master's programs;
- Young professionals for Master's and MBA programs;
- Businessmen and entrepreneurs as parents for boarding schools and as students - for MBA programs;

Secondary:

- Educational agencies
- International departments of schools and universities
- Partners interested in cooperation with UK institutions

The implementation of the campaign

For each group, we selected the corresponding media and tools. This year a special attention was paid to the education in music because **2019 was officially announced as the UK-Russia Year of Music**.

Russian audience is very **digitally involved**. That's why to promote the exhibition to the most numerous and active audience of school-leavers, students and young professionals, we used a **combination of PR tools, Internet advertising and social media** and worked with the target resources with the hugest audience to attract the most prospective audience to the exhibition and to stimulate transfer from passive interest to the British education to actions

We used a whole range of tools: mailings – **announcements, editorials, long-read articles, interviews, ad banners, posts in social media, email distribution etc.** For each segment of the target audience, we developed texts that coincide with the needs and interests of each particular segment.

Traditionally, we paid much attention to PR placements in media dedicated to education abroad, and this year paid a special attention to business audience, parental media, education and music media by collaborating with 6 media partners: Lenta.ru, Afisha.Daily, T&P, KudaGo, Mel, Mixmag.

We used Rock FM radio channels and partnerships with one of the leading universities to arrange competitions in order to attract an interest to UK culture and science.

We used 11 opinion leaders – target bloggers, UK universities alumni and academics – to attract attention to the UK education, show its high quality of teaching and possible ways for making careers.

In order to increase the traffic, we invited more **than 20 target online resources and offline companies as partners**. We invited to partnership those partners that proved their effectiveness during the promo-campaign previously and that can stimulate the target audience' interest in studying in the UK.

Results

High integration level of all the elements of the promotion campaign allowed us to **successfully perform the objectives of the campaign**.

**73% from registered visited the fair.
There were 1800 high-quality visitors after 1,5 year gap (because of the events that took place in March 2018)**

Successful results were achieved thanks to the approach that includes:

- Use of unified visual images and different key messages for different target audiences and resources.
- Gradual increase of intensity “general to specific”, which allowed us to keep the audience interested in the project for several weeks
- Use different types of PR and marketing tools
- Regular publishing of the exhibition news on Study UK social media that wasn't active for half a year before the campaign.

Detailed planning of the advertising and PR campaign allowed us to achieve a high response to advertising for the exhibition.

The advertising campaign was successful. Lots of online and offline messages and resources provided good information coverage and secured good quality visitors attendance to the exhibition (the quality of visitors increased compared to the last year according to the survey). This is an indicator of the effective work of the project marketing team.

** The list of partners and more details you may find in the Appendix below*

Examples of media outcomes

Print



В ЛОНДОН ЗА ЗНАНИЯМИ
2 и 3 февраля в отеле Ritz-Carlton пройдет 20-я выставка британского образования «Study UK: Discover You».



Представители более 45 ведущих университетов, языковых школ, школ-пансионов и колледжей приедут в Москву на выставку посольства Великобритании, чтобы ответить на самые актуальные вопросы студентов и родителей и представить свои программы обучения по искусству и дизайну, бизнесу и финансам, IT и инновациям, инженерингу, медицине, лингвистике и другим направлениям.

Посетители пройдут тестирование по английскому языку, примут участие в семинарах по подготовке портфолио, мотивационного письма, а также узнают правила подачи заявок на стипендии и гранты. В рамках Года музыки Великобритании и России-2019 отдельная программа воркшопов будет посвящена образованию в сфере музыкальной индустрии.

Регистрация на сайте studyukrussia.timepad.ru.



Online

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3 ПЕРЕМЕНА СЕМЬЯ ПРОФЕССИИ БУДУЩЕГО ПОДРОСТКИ БЛОГИ

Выставка британского образования Study UK: Discover You в Москве и Санкт-Петербурге

Время чтения: 3 мин

2 и 5 февраля 2019 года в Москве в отеле The Ritz-Carlton состоится 20-я выставка британского образования Study UK: Discover You. 5 февраля выставка пройдет в Санкт-Петербурге в отеле Corinthia.

Ведущие британские университеты, колледжи, школы и языковые центры представят свои образовательные программы. Посетители выставки смогут познакомиться с программами среднего и высшего образования, бизнес-программами ведущих университетов Великобритании, а также летними программами и краткосрочными языковыми курсами для детей и взрослых.

Отдельная зона будет посвящена университетам, которые предлагают возможность получения двойных дипломов с британскими образовательными учреждениями. В выставке примут участие более 30-ти учебных заведений Великобритании, среди которых University College London, The University of Manchester, University of Westminster, Hult International Business School, University of Essex и многие другие.

Вход свободный. Для участия нужно зарегистрироваться [здесь](#).



ДО ШКОЛЫ ШКОЛА ВУЗ ПЕРЕМЕНА СЕМЬЯ ПРОФЕССИИ БУДУЩЕГО ПОДРОСТКИ БЛОГИ



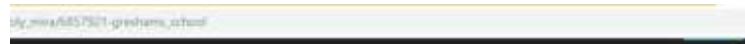
Реальные учебные заведения, где снимались сцены в Хогвартсе

И те, которые легко могли бы стать декорациями фильма



Только представьте, что где-то ученики делятся ланчем в классе профессора Флитвика, берут книги в Запретной

АКТИВНОСТИ EVIT
Почему американцы предпочитают колледж



Как устроена английская школа-пансион, которой больше 450 лет



Татьяна Шатрова

Публикации

Тема по теме

Если вы так и не дождались [школы из Лондона](#), то и появится возможность попутить в одну из величайших школ-пансионов: и вы также есть есть делегаты (как Профандор), система баллов и возможность поступить в лучшие университеты Великобритании; и выставка британского образования Study UK: Discover You рассказывает о школе [Oxsham](#) в Норфолке, которая существует уже почти 500 лет.

у-mira/2843196-british_universities



ДО ШКОЛЫ ШКОЛА ВУЗ ПЕРЕМЕНА СЕМЬЯ ПРОФЕССИИ БУДУЩЕГО ПОДРОСТКИ БЛОГИ



Не только Оксфорд и Кембридж: 3 британских университета, где ждут российских студентов

Колледж для спортсменов, университет с собственной юридической клиникой и идеальный вуз для музыкантов

Время чтения: 7 мин



Татьяна Шатрова

Публикации

Можно даже спорить про преимущества британского или американского образования, но Великобритания как минимум ближе к России географически. Так что поступить в вуз в этой стране, вы сможете чаще летать к семье и друзьям. Совместно с выставкой британского образования Study UK: Discover You рассказываем, в каких университетах легче всего получить образование



theoryandpractice.ru/seminars/134819-20-ya-vystavka-britanskogo-obrazovaniya-study-uk-discover-you

THEORY & PRACTICE

События Курсы Грамоты Статьи Видео 🔍

Участники (4)

Продвижение анонса

Описание встречи

2 и 3 февраля 2019 года в отеле The Ritz-Carlton состоится 20-я выставка британского образования Study UK: Discover You. В 2016 году выставка пройдет в рамках Года Музыки Великобритании и России, поэтому специальная программа будет посвящена британскому образованию в сфере музыкальной индустрии.

На выставке ведущие британские университеты, колледжи, школы и языковые центры представят свои образовательные программы по таким направлениям, как искусство и дизайн, бизнес и финансы, менеджмент, IT и инновации, инженерия, медицина, психология, английский язык и многим другим.

Посетители выставки смогут познакомиться с программами среднего и высшего образования, бизнес-программами ведущих университетов Великобритании, а также летними программами и краткосрочными языковыми курсами для детей и взрослых. Отдельная зона будет посвящена университетам, которые предлагают возможность получения двойных дипломов с британскими образовательными учреждениями.

Посещение выставки Study UK: Discover You — это шанс узнать самую актуальную информацию о британском образовании из первых уст от представителей таких институтов, как University of Goldsmith, University of Edinburgh, University of St Andrews, University College London, University of the Arts London.

Регистрация на сайте организатора

Организатор

2

20-я Выставка британского образования Study UK: Discover You
20-я Выставка британского образования Study UK: Discover You

[Получить билет](#) [Создать или редактировать](#)

ya-vystavka-britanskogo-obrazovaniya-study-uk-discover-you-proydet-v-moskve/

Новости Города Кино Еда Мозг Красота Инфорно Музыка Отношения

Юбилейная выставка британского образования «Study UK: Discover You» пройдет в Москве

Представители ведущих британских университетов, колледжей, школ пансионов и языковых школ расскажут об особенностях и перспективах образования в Великобритании. Уже 20-я по счету выставка «Study UK: Discover You» пройдет сначала в Москве, а затем и в Петербурге.

Столичная часть образовательной выставки будет базироваться в отеле Ritz-Carlton и продлится со 2 по 3 февраля 2019 года. Организаторами «Study UK: Discover You» выступят агентство ECM и отдел культуры и образования посольства Великобритании в Москве. Уже 5 февраля выставка переедет в петербургский отель Corinthia.

В юбилейных мероприятиях примут участие около 30 учебных заведений Великобритании, включая университеты Манчестера, Лондона, Вестминстера, Эссекса и другие. Посетителям выставки расскажут о программах среднего и высшего образования, бизнес-программах, а также летних программах и краткосрочных языковых курсах для детей и взрослых. Отдельная зона будет посвящена университетам, которые предлагают возможность получения двойных дипломов с британскими образовательными учреждениями.

В рамках совместной программы Года музыки Великобритании и России (2019 год) на выставке будет работать специальная секция, посвященная британским музыкальным образовательным учреждениям и университетам. Среди участников этой площадки — университеты Хартфордшира и Глазго. Вход на «Study UK: Discover You» бесплатный по предварительной регистрации: в [Москве](#) и [Петербурге](#).

theoryandpractice.ru/posts/17214-vleed-za-makkuinom-kak-postupit-v-central-saint-martins

THEORY & PRACTICE

События Курсы Грамоты Статьи Видео 🔍

Учеба за границей

Публикация / учеба за границей / фото



Учеба за границей

Вслед за Маккуином: как поступить в Central Saint Martins

izny/puteshestviya/vse-chto-vy-hoteli-znat-ob-obrazovanii-v-velikobritanii-46604218/?fbclid=IwAR113zIM2VF428Z7M-



Все, что вы хотели знать об образовании в Великобритании

Гид по лучшим образовательным учреждениям Англии и подробная инструкция, как поступить



В преддверии крупнейшей в России выставки британского образования «Study UK: Discover Your», которая пройдет 2-3 декабря в Москве (отель The Ritz-Carlton) и 5 декабря в Екатеринбурге (отель «Коринт»), ELLE составил свой гид по школам, колледжам и университетам страны.



Ак
Чит
те

e.ru/stars/story/86307-gde-uchilsya-samye-populyarnye-gollivudskie-aktery/?fbclid=IwAR3XPdFFY5y6Mgkcl_pc2G8

ЗВЕЗДЫ / ПОРТРЕТ

Где учились самые популярные голливудские актеры

Выяснили, какое образование получили зарубежные знаменитости: от Джаррода Барнера до Пирса Броснана.

НОВОЕ НА САЙТЕ

- Как выжить в кино, когда на свете не выжив?
- Как изменила жизнь режиссер Динеску Адамеску Динеску?
- Великие театральные подвиги Кэти Голланд и Динеску Динеску?
- Итальянский сериал: много ли есть?
- Экранизация Мачетты: почему, что для барменности означает действие?
- Куда бы улетела ваша страна в Instagram?
- Мари Пюрибон: режиссерка, как прошла первая Дня Влюбленных в Барселоне?
- Идеи сериалов имеют исторические корни?
- Как Динеску Тору подарили Эммануэль Динеску и Динеску Динеску?
- Теперь вы знаете о Мели Мери?

ГОРЯЧИЕ НОВОСТИ

no | workingmama.ru/www/2019/01/24/vystavka-britanskogo-obrazovaniya-s-detskoy-programmoy/

24 января 2019 ОБРАЗОВАНИЕ February 2019

Выставка британского образования с детской программой

Специальная программа ждет детей на выставке Study UK Discover You, которая пройдет 1 и 3 февраля в Москве / или же The Ritz-Carlton и 5 февраля в Петербурге / или же Corsetika.



Понравилось Поделиться Подписаться Подписаться

Для маленьких гостей выставки будет организована детская зона от самого популярного британского магазина игрушек Hamleys с творческими мастер-классами, играми и викторинами с призами, красочным

https://rb.ru/opinion/nuzhno-velikobritaniya/


RUSBASE Новости Бизнес Технологии Карьера Лайфстайл Rusbase TV #УслугиБизнесу

АВТОРСКИЕ КОЛОНКИ

Хочу учиться в Великобритании. Какой вуз выбрать?

🕒 15:25, 1 февраля 2019



 **Вера Пушкина**
Представитель агентства культурных коммуникаций KK BURD

Если у вас есть желание получить диплом магистра наук по специальности «Космические технологии и инженерное дело» или «Генетика болезней человека», то эта подборка британских вузов – для вас.

/music/11166-lokiboi-o-tom-kak-vyzhit-v-mire-elektronnoy-muzyki-esli-vy-didzhey-ili-hotite-im-stat/

[Новости](#)
[Города](#)
[Кино](#)
[Еда](#)
[Мода](#)
[Красота](#)
[История](#)
[Музыка](#)
[Отношения](#)

Lokiboi — о том, как выжить в мире электронной музыки, если вы диджей или хотите им стать

Евгений Мухомов 21 февраля 18:00



В начале февраля в Москве и Петербурге пройдет выставка «Study UK: Discover You». В этом году ее специальная программа будет посвящена британскому музыкальному образованию. Накануне выставки мы попросили Lokiboi, который родился в России, но учился и стал звездой электронной музыки в Лондоне, рассказать о том, что нужно знать начинающему музыканту.



ОБРАЗОВАНИЕ МОСКВА 2-3 ФЕВРАЛЯ 2019 САНКТ - ПЕТЕРБУРГ 5 ФЕВРАЛЯ 2019 STUDY UK DISCOVER YOU			
ДАТА	ВРЕМЯ	МЕСТО	ЭНДО
2 ФЕВРАЛЯ С ПЯТНИЦА	С 12:00 ДО 18:00	RITZ-CARLTON	

Study UK: Discover You

ЛАЙНАП:

Организаторы о мероприятии:

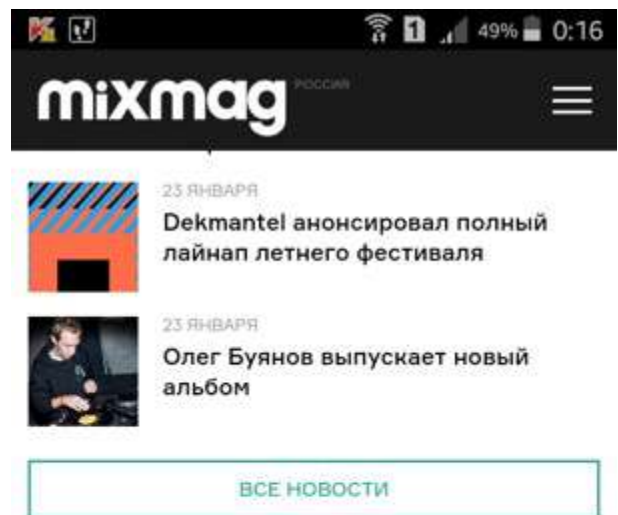
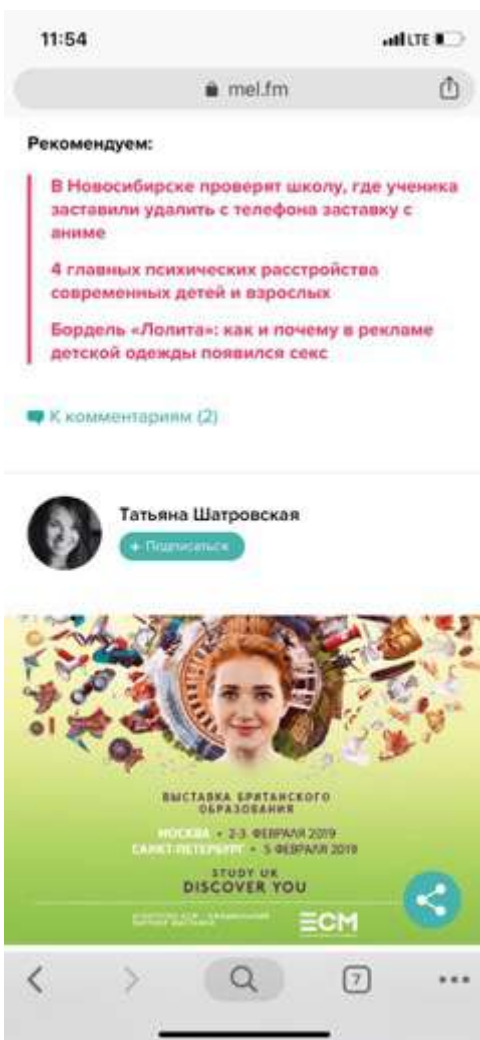
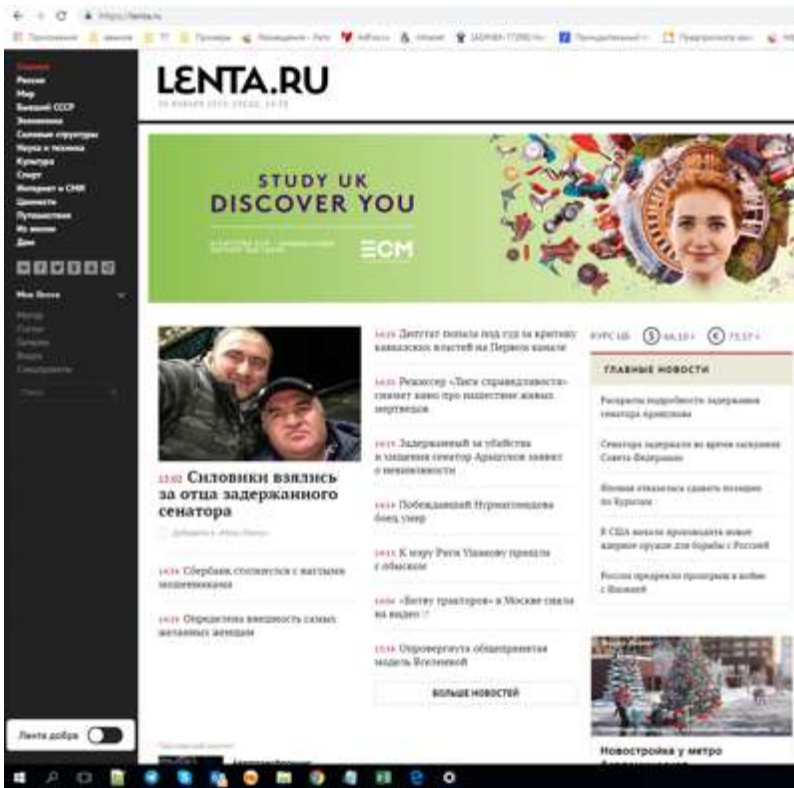
На выставке Study UK: Discover You расскажут о трендах в музыкальном образовании.

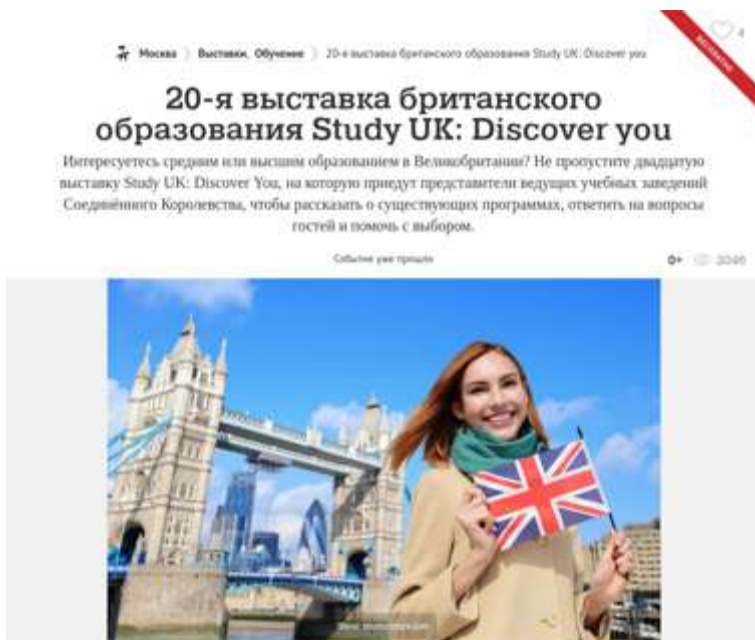
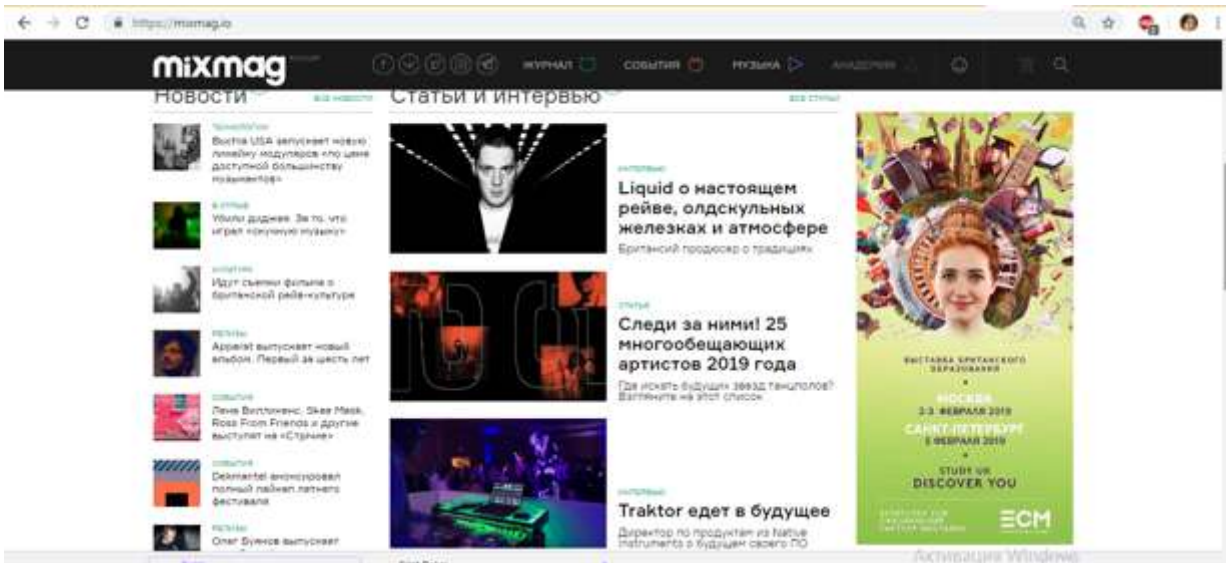
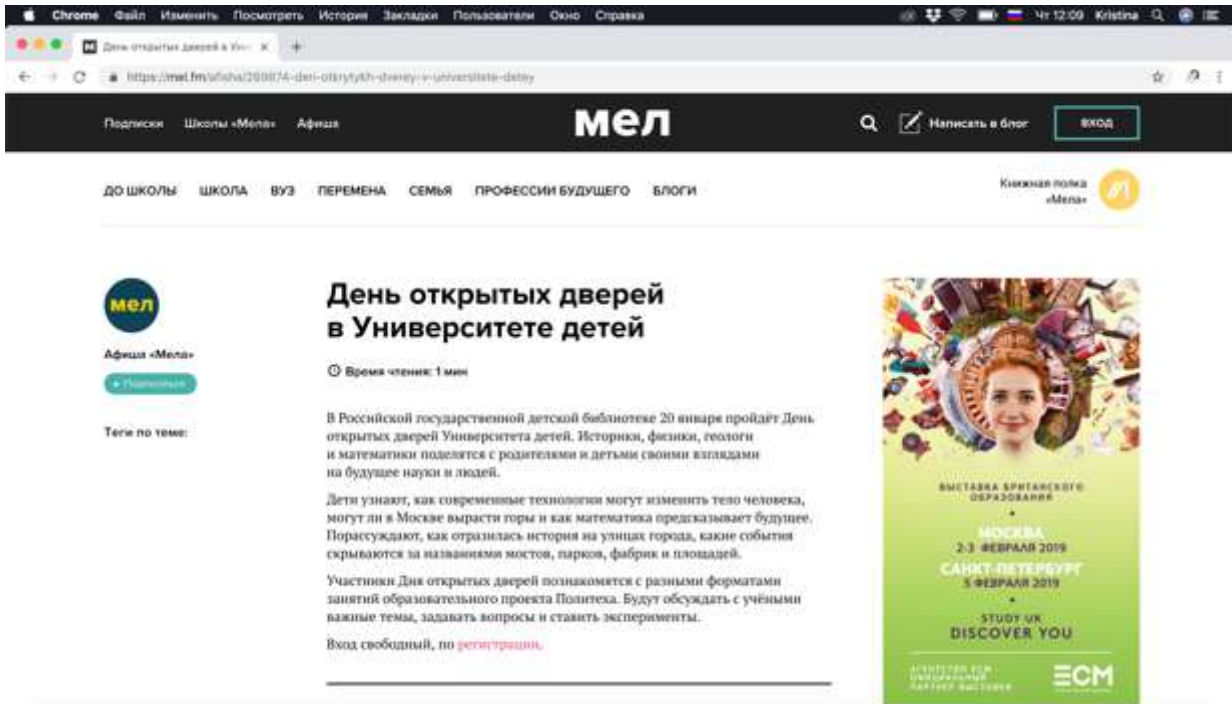
20-я Выставка британского образования Study UK: Discover You представит специальную программу в рамках Года Музыки Великобритании и России. Узнать все самое актуальное про образование в сфере музыки можно будет 2 и 3 февраля в отеле The Ritz-Carlton в Москве и 5 февраля в отеле Corinthia в Санкт-Петербурге. Известные деятели музыкальной индустрии проведут в рамках выставки семинары и мастер-классы, на которых поделятся своими рецептами успеха.

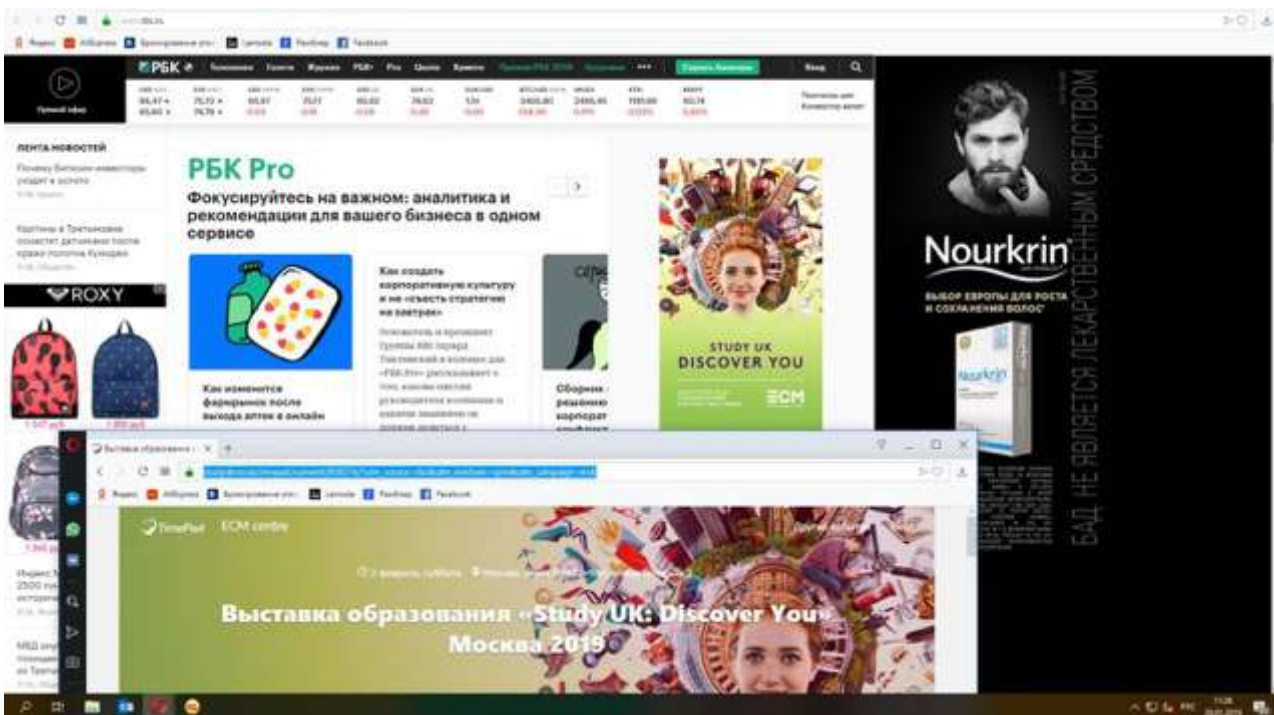
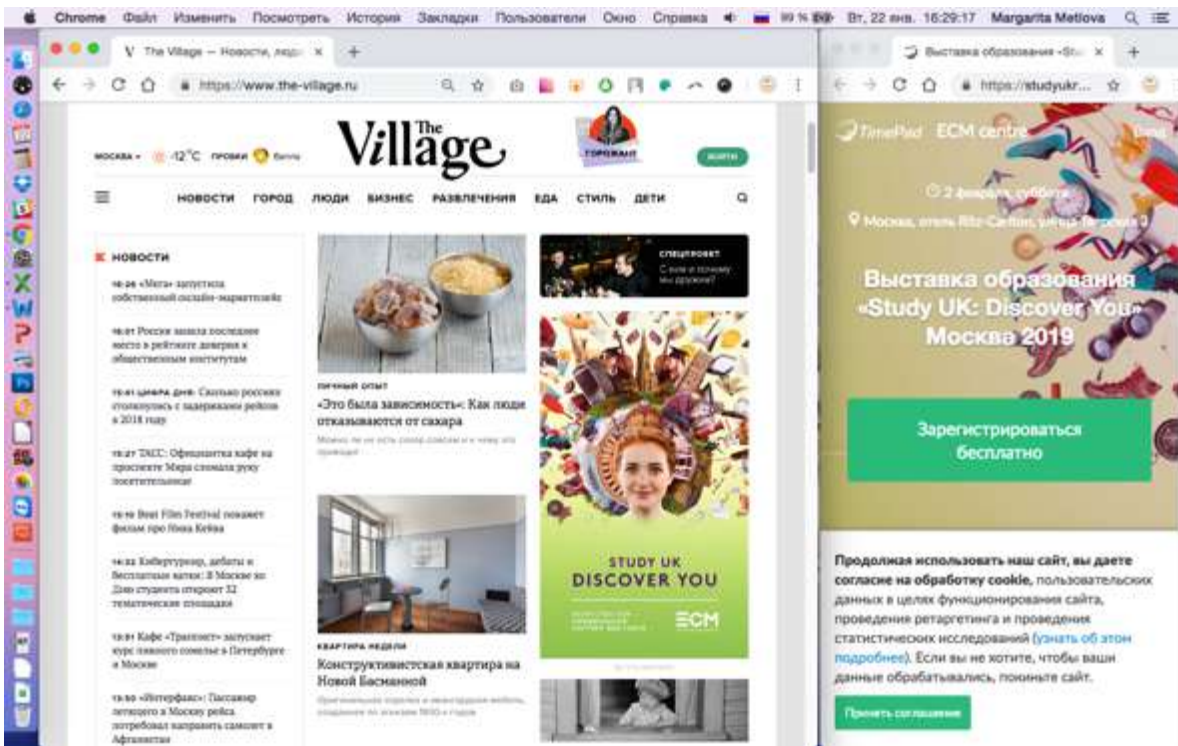
Royal Holloway, University of London, Trinity Laban Conservatoire of Music and Dance, University of Huddersfield, The University of West London, London College of Music и другие вузы расскажут о направлениях подготовки, связанных как с классической, так и современной музыкой. Среди них: создание песен (songwriting), работа с композицией музыкального произведения, эстрадно-джазовый вокал, музыкальные технологии, сведение и мастеринг, музыкальное продюсирование и обучение музыкальной педагогике.

У гостей выставки Study UK: Discover You будет возможность напрямую пообщаться с представителями учебных заведений и подробно узнать о вступительных экзаменах, программах и методах обучения, подготовке портфолио и стажировках в крупнейших музыкальных лейблах. На мероприятии также расскажут, как подавать документы на британскую визу, подать заявку на грант или получить стипендию.

Banners Adverts







Partners' support print screens

Language Link (6.3K Instagram, 7K FB + Newsletter)



From: LanguageLink [mailto:marketing@languagelink.ru]
 Sent: Wednesday, January 30, 2019 7:15 PM
 To: Elena Rumyantseva <ERumyantseva@languagelink.ru>
 Subject: приглашаем на выставку британского образования 2-3 февраля

Уважаемые студенты Language Link!
 Как информационный партнер Language Link приглашает Вас на 20-ю Выставку британского образования **Study UK: Discover You**, которая пройдет в отеле The Ritz-Carlton (Тверская ул., 3) 2 и 3 февраля 2019 г.

2019 год объявлен Годом Музыки Великобритании и России, поэтому специальная секция и программа выставки будет посвящена британским музыкальным образовательным учреждениям и университетам, предлагающим обучение по программам, связанным с музыкой.

Посетители выставки смогут:
 - познакомиться с программами среднего и высшего образования по различным специальностям и бизнес-программами ведущих университетов Великобритании;

GlamBag Russia (39.2K Instagram)

glambagrussia • Подписаться

;) Одна из крупнейших образовательных выставок в России - 20-я Выставка британского образования Study UK: Discover You - пройдет в Москве 2-3 февраля и в Санкт-Петербурге 5 февраля 2019 года.

Посещение выставки Study UK: Discover You - это шанс узнать самую актуальную информацию о британском образовании из первых уст.

Представители более 45 ведущих университетов, языковых и летних школ, школ-пансионов и колледжей ответят на самые важные вопросы студентов и их родителей и представят свои программы обучения по искусству и дизайну, бизнесу и финансам, IT и инновациям, инженерингу, медицине, лингвистике, английскому языку и другим

Нравится a_masha и ещё 65

1 ФЕВРАЛЯ

Добавьте комментарий...

Glambox Russia (98.5K Instagram)

glamboxrussia • Подписаться

glamboxrussia Такое нельзя пропустить! :) Одна из крупнейших образовательных выставок в России - 20-я Выставка британского образования Study UK: Discover You - пройдёт в Москве 2-3 февраля и в Санкт-Петербурге 5 февраля 2019 года.

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❤️ 💬 📌

Нравится a_tasha и ещё 156

26 февраля

Добавьте комментарий...

SKYENG (96K Facebook + 58K VKontakte + 2 newsletters 200K subscribers)

10-я Выставка британского образования Study UK: Discover You

Представители ведущих университетов и колледжей, лучших школ-пансионов и языковых школ приехали в Россию, чтобы рассказать все об образовании в Великобритании.

— 2 и 3 февраля в Москве и 5 февраля в Санкт-Петербурге, 45 образовательных учреждений представят свои программы высшего, среднего и бизнес-образования, а также летние и языковые курсы для детей и взрослых.

— Участие бесплатное. Регистрация уже открыта!

Регистрация в Москве - <https://studyukrussia.com/ru/ven/88674/>
Регистрация в Санкт-Петербурге - <https://studyukrussia.com/ru/ven/88798/>

ВЫСТАВКА БРИТАНСКОГО ОБРАЗОВАНИЯ
МОСКВА • 2-3 ФЕВРАЛЯ 2019
САНКТ-ПЕТЕРБУРГ • 5 ФЕВРАЛЯ 2019
STUDY UK DISCOVER YOU
ECM

ВЫСТАВКА БРИТАНСКОГО ОБРАЗОВАНИЯ
МОСКВА • 2-3 ФЕВРАЛЯ 2019
САНКТ-ПЕТЕРБУРГ • 5 ФЕВРАЛЯ 2019
STUDY UK DISCOVER YOU
ECM

#анонсы нвших друзей

Выставка британского образования

С Выставка Study UK: Discover You пройдет в Москве 2 и 3 февраля. Более 45 образовательных учреждений представят свои программы высшего, среднего и бизнес-образования и языковые курсы для детей и взрослых. Участие бесплатное. [Регистрация уже открыта.](#)



Выставка британского образования

Представители ведущих университетов, колледжей и языковых школ расскажут все об образовании в Великобритании для детей и взрослых. Зарегистрируйтесь, чтобы посетить выставку 2-3 февраля в Москве или 5 февраля в Санкт-Петербурге.



Skyeng: онлайн-школа английского языка

Like Page

February 1 at 12:07 PM

10-я Выставка британского образования Study UK: Discover You.

Представители ведущих университетов и колледжей, лучших школ-пансионов и языковых школ приехали в Россию, чтобы рассказать все об образовании в Великобритании.

— 2 и 3 февраля в Москве и 5 февраля в Санкт-Петербурге.

45 образовательных учреждений представят свои программы высшего, среднего и бизнес-образования, а также летние и языковые курсы для детей и взрослых.

— Участие бесплатное. Регистрация уже открыта!

Регистрация в Москве -

<https://studyukrussia.timepad.ru/event/858574/>

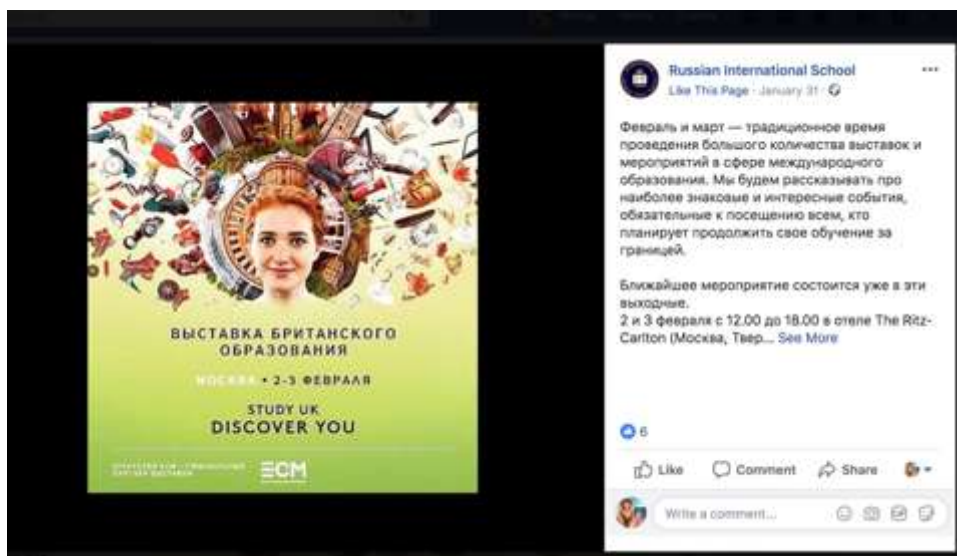
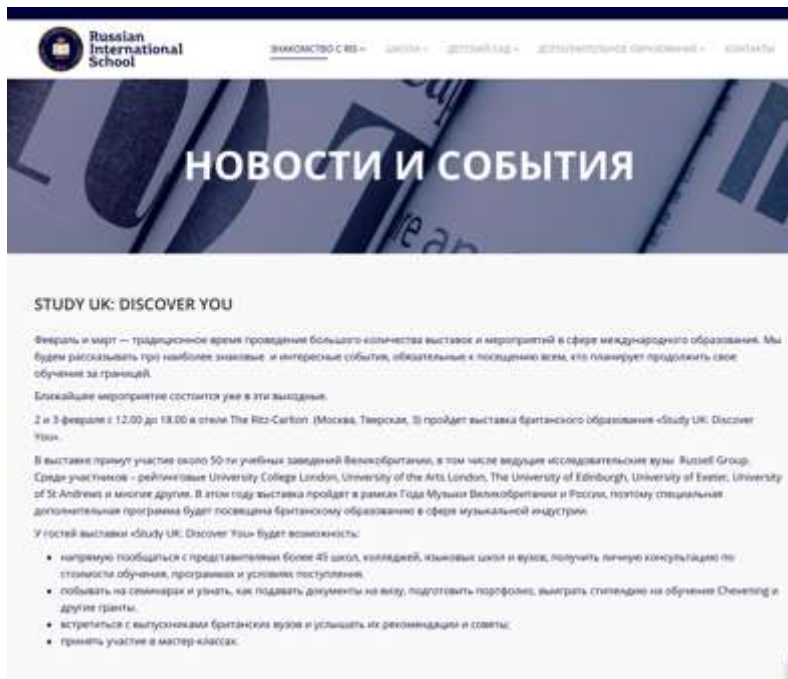
Регистрация в Санкт-Петербурге -

<https://studyukrussia.timepad.ru/event/857960/>



i&epa=SERP_TAB#

RIS School
(FB + IG + info on the website)




Britannia Холдинг
(FB)

Britannia Moscow
January 23 at 7:06 AM · 🌐

Дорогие друзья!

Приглашаем Вас принять участие в 20-й Выставке британского образования Study UK: Discover You, которая совсем скоро пройдет в Москве и Санкт-Петербурге.

Представители ведущих университетов и колледжей, лучших школ-пансионов и языковых школ расскажут об особенностях и перспективах образования в Великобритании.... [See More](#)



STUDYUKRUSSIA.TIMEPAD.RU

Bloggers outcomes':

Instagram

Поиск



moscowlondon

Подписки



2 859 публикаций

17,7тыс. подписчиков

Подписки: 1 795

Константин Пинаев Гид Лондон

☀️ Гид по настоящему и живому Лондону 📍

👤 Основатель #ВокругЛондонаЗа40Шагов 📋

✉️ kp@londopolia.com 👉

👣 Пешие туры по Лондону в ближайшее время 📌

londopolia.com/tours-schedule

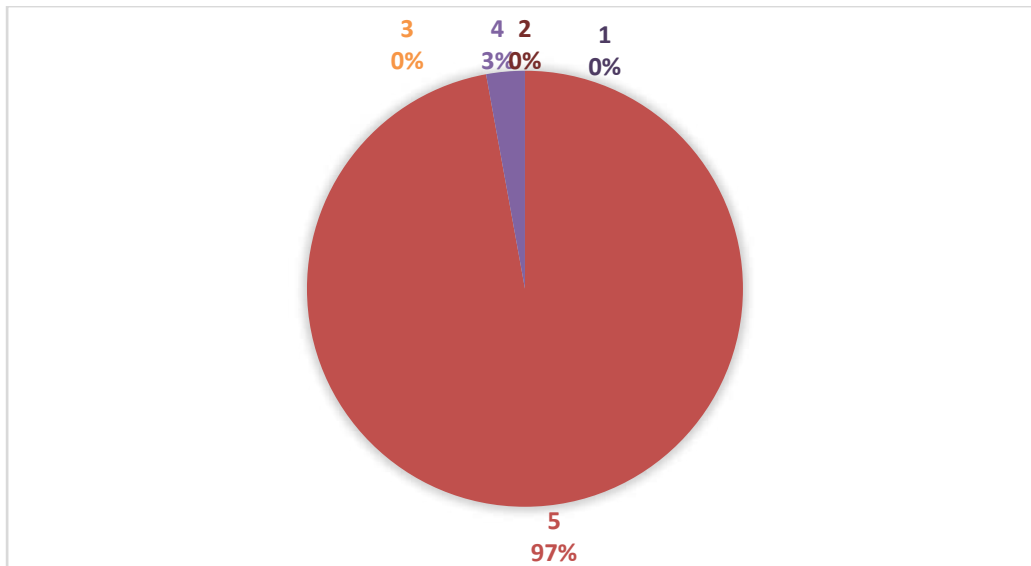
Visitor's Feedback

97,7% of visitors said the exhibition was arranged on the highest level

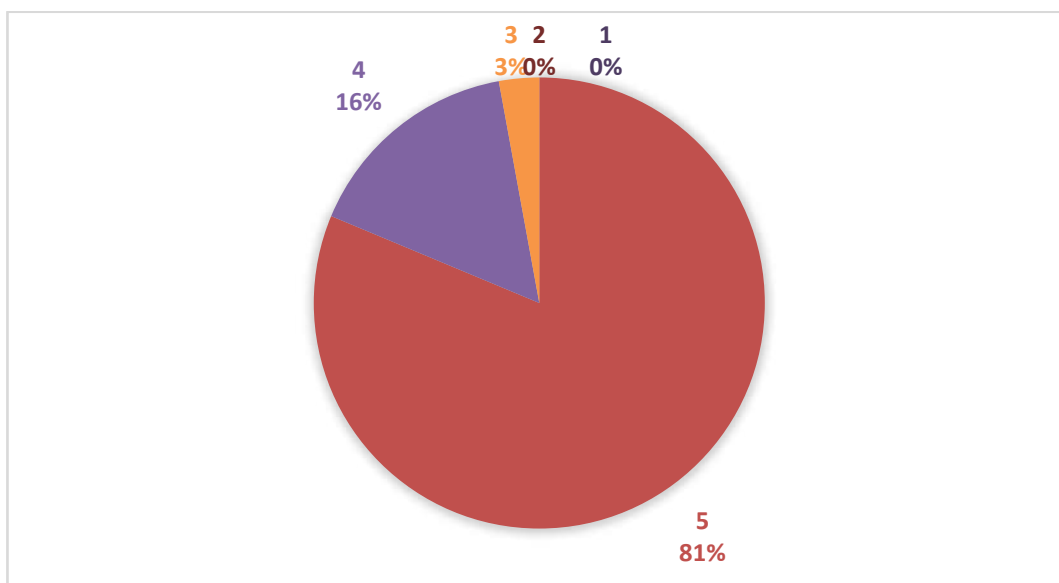
93% of visitors confirmed that after the exhibition their impressions about the UK has become more various and positive

94% of visitors confirmed that the exhibition increased their interest to the UK culture and stimulated their wish to study/ travel/ work in the UK

The variety of programmes offered at the exhibition was estimated as:



Seminar programme was estimated as:



97,1 % of visitors highly rated the quality and variety of seminars

A printed survey was distributed during the exhibition to the 180 visitors. The questions were designed to gather quantitative statistics as well as qualitative remarks on reactions to our exhibition and the decision making process

When the visitors were asked “Will you be applying to a UK institution following the exhibition” 90% said yes, 5% said no, 5% maybe.

When the visitors were asked “Did you receive all the Information required to make an informed choice” 92% said yes

How do you rate the support of The Cultural and Education Section of the British Embassy in Moscow, 97% said excellent

Visitors’ quotes following the exhibition:

- A great exhibition, I visited a lot of different ones, and this one is brilliant
- The best exhibition of the British education compared to others, very informative!
- A great opportunity to meet so many universities and talk to them f2f
- Friendly organizers, great venue, informative lectures
- Great atmosphere! A lot of programmes available!
- Very helpful seminars, great variety of educational programmes
- Excellent organization, superb atmosphere, positive staff
- Good quality of participants, perfect variety of institutions
- I sure I will send my child to the UK this summer, and the fair helped me to make a choice
- The location is perfect! I loved the fair!

Recommendations for The Cultural and Education Section of the British Embassy in Moscow and ECM Agency include:

- Invite more Institutions
- Arrange more places in seminar halls
- Arrange an exhibition twice a year
- Arrange a food court for visitors

Exhibitor's Feedback

At the exhibition there were **50 exhibitors** from UK educational institutions and **9 partners** of the fair

87% gave a **positive overall assessment** of the exhibition

More than 40% of exhibitors participated **for the first time**

More than 90% of participants noticed high potential of the Russian market and that it is worth investing

84% estimated the **quality of visitors** as “good”

90% estimated the **quantity of visitors** as “good” or “excellent”

Some positive quotes from exhibitors:

- Many thanks for all your support and hard work making the event go so well.
- Excellent organisation, well done!
- Very much appreciate the ongoing support of The Embassy and ECM agency the very useful info provided in the briefing
- More children and parents among visitors – good for ELT programmes
- Interest in boarding schools has increased, many high-quality students
- Very good organised event, I loved it! I wish that other exhibitions could provide the same level of support
- The Russians seem very family-oriented – good for boarding schools. Striking interest in summer schools as well
- More interest in UG programmes than before, good market
- Good level of English of Russian students – the numbers of English speaking students has increased along with fluency
- The event was very well organised, and the support provided by The Cultural and Education Section of the British Embassy in Moscow and ECM agency was excellent and the market briefing and networking event were welcome additions
- Good IELTS level. Many queries about funding, scholarships. Well prepared those interested in PG studies. Students are interested in Masters' degree more
- Thank you for your support and in particular support with media promotion of our university
- Families are looking for immediate and future studies
- Many thanks for excellent translation support and a brilliant interpreter
- Thank you for making my first ever international event so straight-forward!
- The Cultural and Education Section of the British Embassy in Moscow and ECM agency is a very professional team.

Exhibitor's feedback example

This was my first experience in Russia and I was overwhelmed by the organizers' hospitality, thoughtfulness and care.

I was thoroughly impressed by the quality of students, parents who attended. I felt their passion for education which gives me great hope to work with Russian students and families going forward. I met a lot of agents and 5-6 universities which was great!

Some negative quotes from exhibitors:

- An opportunity to take away cups for tea and coffee (not always was to have a break as was very busy)
- Need to be clearer that not everyone can give a seminar
- Lunch should continue until 4 pm please. It can be difficult to step away from the stand during the first couple of hours
- The agent reception is a great idea, but it would be better to get it more organised and to allow exhibitors to book short meetings with the agents and representatives of institutions

88% consider that the event is overall **value for its money**

**37 seminar sessions and
29 target partners of the exhibition***

** The list of partners and more details you may find in the Appendix below*

92% exhibitors said they developed new links or built on existing feeder or agent relationships by coming

98% gave a positive overall support of The Cultural and Education Section of the British Embassy in Moscow before and / or during the exhibition

100% exhibitors either likely or very likely recommend The Cultural and Education Section of the British Embassy in Moscow and ECM agency to colleagues!

Universities

Arts University Bournemouth
BPP University
Coventry University
ESCP Europe Business School
Goldsmiths, University of London
HSBC Business School – Peking University
Hult International Business School
Institute of Chartered Accountants in England and Wales (ICAEW)
INTO University Partnerships
Manchester Metropolitan University
Newcastle University
Queen's University Belfast
The University of Edinburgh
University College London
University of East Anglia
University of Essex
University of Exeter
University of Glasgow
University of Hertfordshire
University of Southampton
University of St Andrews
University of the Arts London
University of Westminster

Musical Institutions

Chetham's School of Music
London College of Music – University of West London
Millfield School
Royal Holloway: University of London
Trinity Laban Conservatoire of Music
University of Huddersfield
Wells Cathedral School

Schools, colleges and education centres

Ashbourne College
Cardiff Sixth Form College
Christ's Hospital School
King's College Taunton
Lucton School
Education First Academy Boarding School
Ruthin School

ELT

ABLE Manchester
British Study Centres
Concord College Summer School
Edge Hill University Summer School
EF Education First Russia

International House London
St Clare's Oxford Summer School

Partners of the Exhibition

UK Educational Partners

King's College London
British Higher School of Art & Design
Central Film School
CES
High School of Economics / London School of Economics
and Political Science
Bishopstrow College
Padworth College
Oswestry School

Other partners*

BKC-IH
British Embassy/ Chevening
Cambridge University Press
Cambridge Assessment English
Education Index
Language Link
Skyeng
Hamleys
"Moscow" book shop

**LUSH, Tony&Guy, Glambox, Glambag, Galla Dance, Respublica bookshop, Letovo School, RIS school, ROCK FM, Bauman University, Moscow Music School were offline partners*

Objectives assessment and Future steps

Extent to which the objectives were met:

To position the UK as the first choice for international students: Based on the visitor survey analysis, most of them agreed that a UK qualification is of high quality, recognised worldwide and that it brought good career prospects upon graduation.

To showcase the variety of opportunities within the UK's education system: Based on most exhibitors' comment, the visitors were a good mix of undergraduate, postgraduate and those seeking A-level/Foundation. This fact is also confirmed by the online registration results.

To support participating institutions' recruitment in the Russia market: This objective was met according to the feedback from exhibitors but we need more time in order to evaluate it properly.

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:

The Cultural and Education Section of the British Embassy in Moscow and ECM agency

- For October 2019 fair we will increase the number of powerful and target informational partners on a complementary and barter basis and will broaden cooperation with the most effective resources with a huge cover only to increase the audience coverage and impact duration. We will continue actively promoting the exhibition through partners and social media
- We will make an emphasis on working with the channels that showed its effectiveness
- We will broaden the pool of general Internet resources with wide coverage (business and news portals, social federal media, professional networks).
- We will promote the exhibition on the websites of the educational agencies specialized on the British education.
- We will work with bloggers and opinion leaders closely and will arrange a special project that will increase the interest of the target audience and number of quality visitors
- We will consider having more people for the navigation on the venue and arranging a training for the staff and interpreters about the British system of education and institutions they will be working with
- The Cultural and Education Section of the British Embassy in Moscow and ECM agency understand the importance of providing value-added services to the exhibitors **and will reduce the duration of the fair in Moscow and decrease the participation fee**
- The Cultural and Education Section of the British Embassy in Moscow will continue to support The UK-Russia Year of Music 2019 and will broaden the promotion of the excellence of music education in the UK
- We will better coordinate our schedule with the region and tie-in our own exhibition with other regional countries' events, to enable exhibitors to maximize their time and budget in a single trip.
- Following the success of the last year we will arrange a webinar about the Russian market several months before the event and will organise market briefing on the first day of the event.
- We will consider the recommendations from institutions – exhibitors of February exhibition.

The dates of the next Study UK fair in Russia 2019 are the following:

- **Moscow – 2 October (Saturday)**
- **St. Petersburg – 3 October (Sunday)**

- The registration is already open and you are very welcome to come! To register please follow the link: <https://education-services.britishcouncil.org/exhibition/study-uk-exhibition-russia-october-2019>

UK Institutions

- It is suggested that institutions continue inviting their alumni to attend future exhibitions and share tales of their life in UK with the visitors.
- Institutions should consider aim to provide the organizers with a subject matrix prior to the exhibition, to help reduce queues at stalls where institutions don't provide the course.
- Many visitors commented that scholarships opportunities were very low. We recommend institutions to look at ways of providing some sort of scholarship or discount and highlight these during future exhibitions.
- We recommend institutions to participate more actively in the promo campaign to help the organizers with the information beforehand in order we could initiate and arrange more publications in target media (participating in the promo campaign is free of charge for exhibitors).
- We also recommend institutions to undertake profile-raising activities in Russia throughout the year.
- Exhibitors need to be encouraged to send all forms at once to meet the deadlines.
- Provide more information on English language courses and short/summer programs
- Have more materials in Russian at the exhibition as parents (who are decision-makers) may not speak English
- To send materials (brochures and catalogues) at least 4 weeks before to the exhibition via freight, and to use a single delivery opportunity with the help of DJG company.

The above points, though important, should not detract from what was a successful exhibition. Next year's exhibition on 2-3 October 2019 in Moscow and St.Petersburg will build upon the lessons learned and prove even more popular. We hope to see you there!

Highlights and tendencies of the Russian market

Study UK Fair has been held in Moscow for the past twenty years. It is an annual event, very much anticipated by prospective students, educational agencies and representatives of Russian educational institutions who are keen to build links with UK institutions and who visit the Fair to make personal contacts with representatives of UK institutions, and to negotiate possible areas for collaboration. Although the last fair had to be moved from October 2018 to February 2019, the next fair will be held in October 2019 as usual.

Education has always been treated as an important part of domestic policy in Russia, with close attention paid to both secondary and higher education sectors, and it is of the highest importance for Russians. Education is a symbol of high social status and social mobility and Russians have a reputation for being highly educated and cultured. As **education in Russia is considered a good investment**, according to HSE recent survey, a hard-to-believe 41% share of the adult Russian population is willing to invest up to 15% of the income into education – either their own or of their children

British education is considered to be the most tempting for Russian students because of its prestige, traditionally high level of education, international multicultural experience, different approach to studying process, great variety of programmes, connections with the industry and excellent facilities. In 2018 the UK was the most popular destination for Russian language students (followed by Malta and Ireland)

Russia's interest in international education is NOT limited to higher education. ELT schools, independent schools and further education institutions are also in demand. The most popular educational product is

English language courses (incl. summer language schools) and there has been a recent increase in the number of Russians travelling to the UK to study at short-term courses (for students aged 10 to 15). Bachelors and Masters programmes are in a high demand for years, especially from students from Moscow and St. Petersburg – the cities with highest income

Despite political and economic situation the demand for internationally recognised higher education is growing and information in media in spring 2018 didn't affect the interest in studying in the UK – UK is still one of the top priorities of Russian students and parents. International education offers access to skills relevant to Russia's growing professional class; qualifications that can be relied on by employers and, consequently, enhance career prospects.

In 2017 **the total number of student visas** for Russians **doubled compared to 2016**. The number of Tier 4 visas also increased, but the number of short-term visas doubled in each quarter during 2017. The numbers stayed stable despite the political difficulties.

Recent survey of Russian educational agents shows that if we compare the data in 2018 and 2017, **60%** of agents underlined the **increase** of demand for UK education among Russian students starting from summer 2018, and 10% noticed the significant increase compared to the last year. The biggest increase was for short-term courses and summer schools (98% compared to the same time in 2017), boarding schools and preparation programmes, although the demand for UG and PG programmes remains stably high.

Number of Russians studying at boarding schools rose steadily between 2015 and 2017 and in 2017 comprised 3000 students. In **2015** Russians were the third-largest group of international recruits and **made 6% of non-British students**. In 2018 the demand for boarding schools increased on 20% compared to the same time in 2017.

The greatest concentration of Russia's population is in the Moscow region and more than 60% of demand for the UK education is concentrated in the capital.

Exhibitors noticed the following market developments based on enquiries:

“Interest in summer programmes is still very high, there's an increase in short-term adult course interest compared to last year”

“Much more interest in PhD programmes that we had expected”

“ More visitors with children. Looking ahead for summer courses, GCSE and A Level”

“Increasing confidence in sending students to the UK, Russian market is improving”

“ A lot of interest from summer schools programmes + English courses. But also good interest for boarding school education”

“Good IELTS level, many queries about funding, scholarships. Well prepared those interested in PG studies”

“Very diverse choice of subjects and good quality of students”

“High level of English from students, very good quality applications”

“Equal interest in Business management, engineering and Visual Arts. Also surprisingly large numbers of PhD queries”

“Number of English speaking students has increased along with fluency”

“Demand for Foundation”

“More requests for PG than UG”

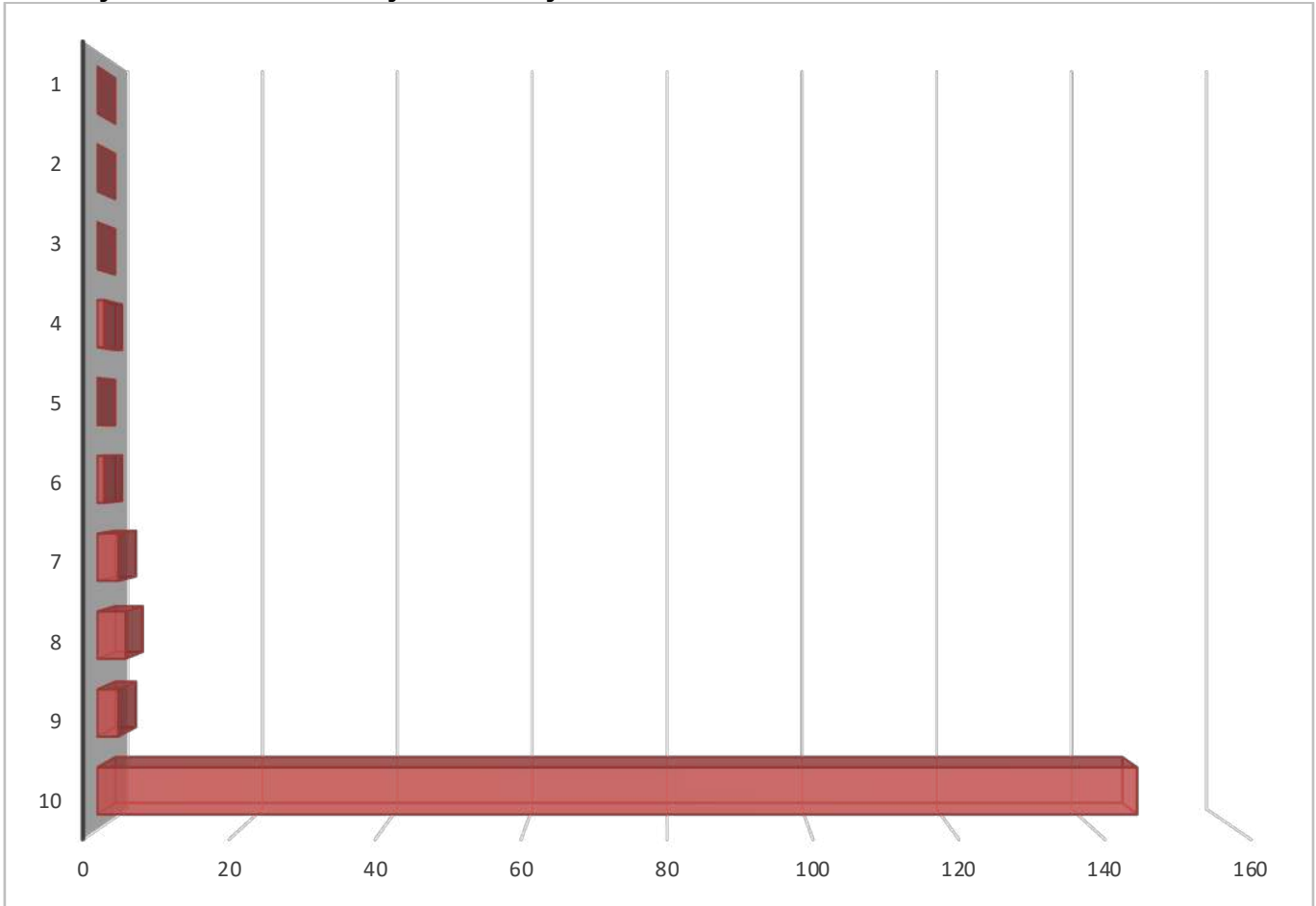
A full report of visitors’ subjects of interest can be found in Appendix below.

End of Report

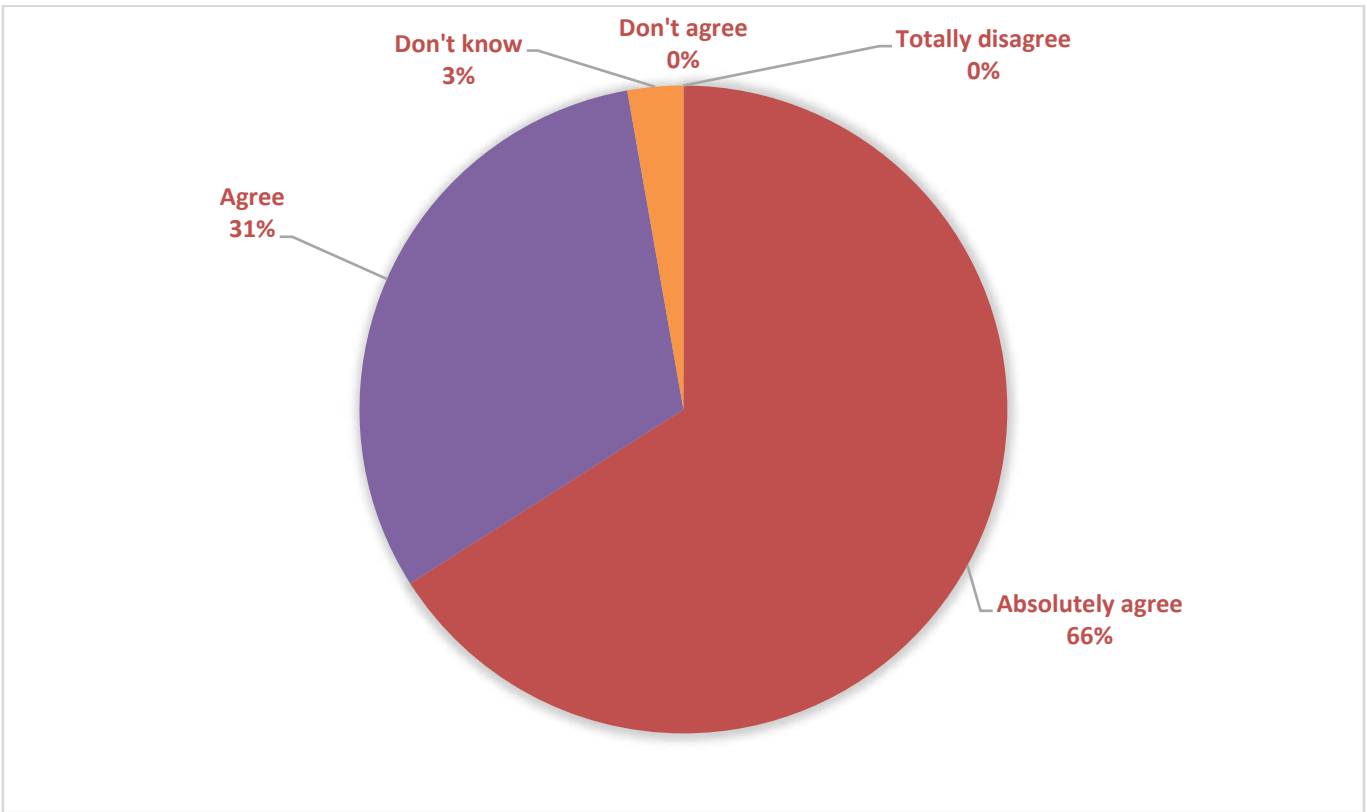
If you have any questions or requests please don't hesitate to contact
lavrentieva@ecmcentre.com
or elizaveta.utolina@britishcouncil.ru

Appendix 1 - Visitors' feedback and survey results

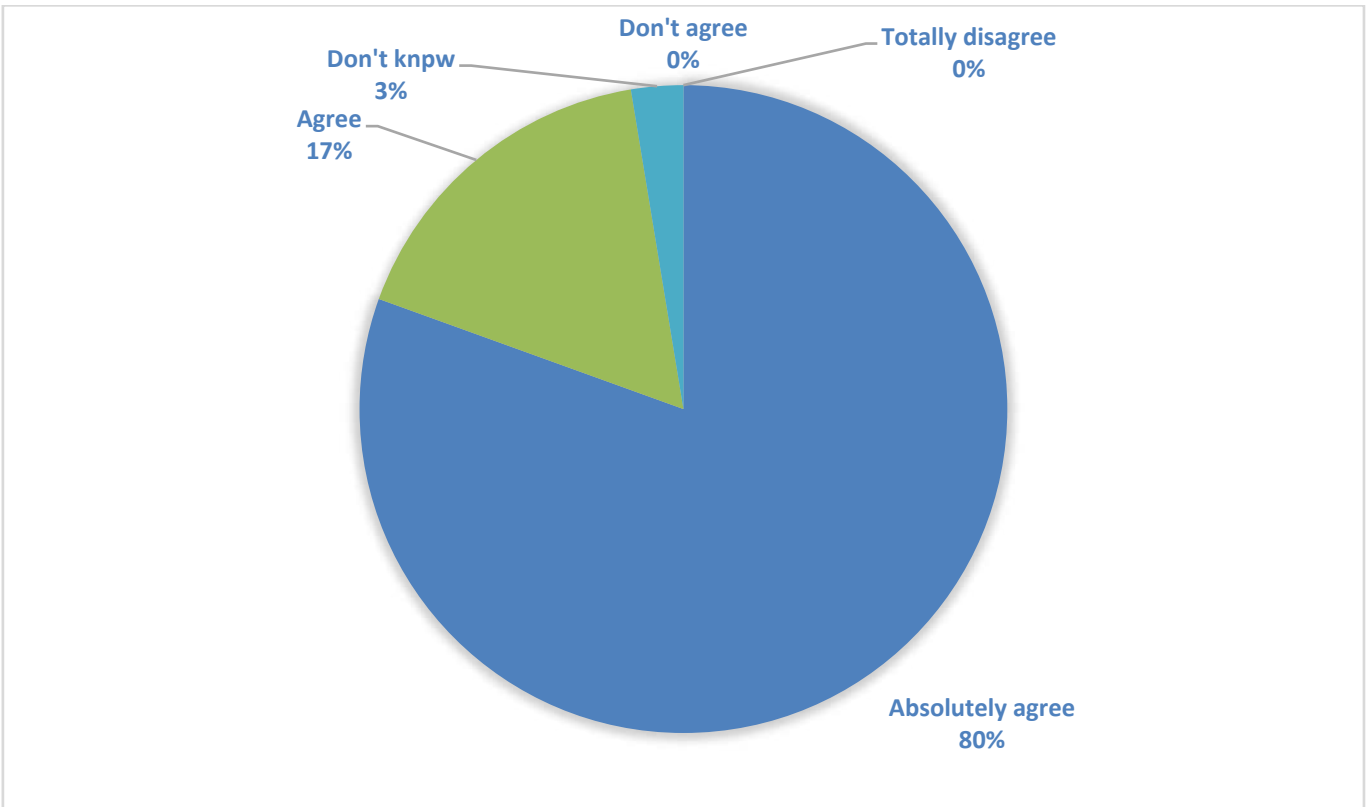
Would you recommend Study UK fair to your friends and relatives?



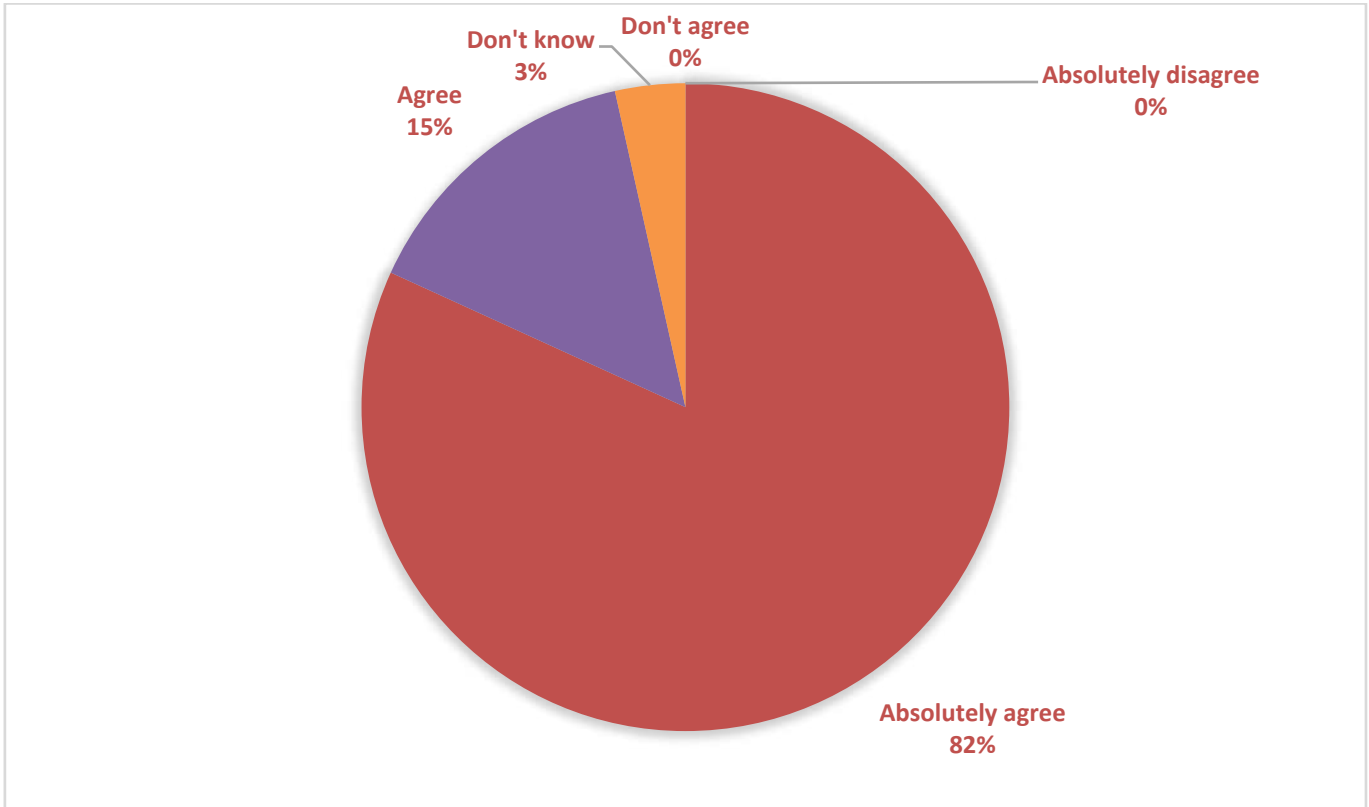
The exhibition met my expectations



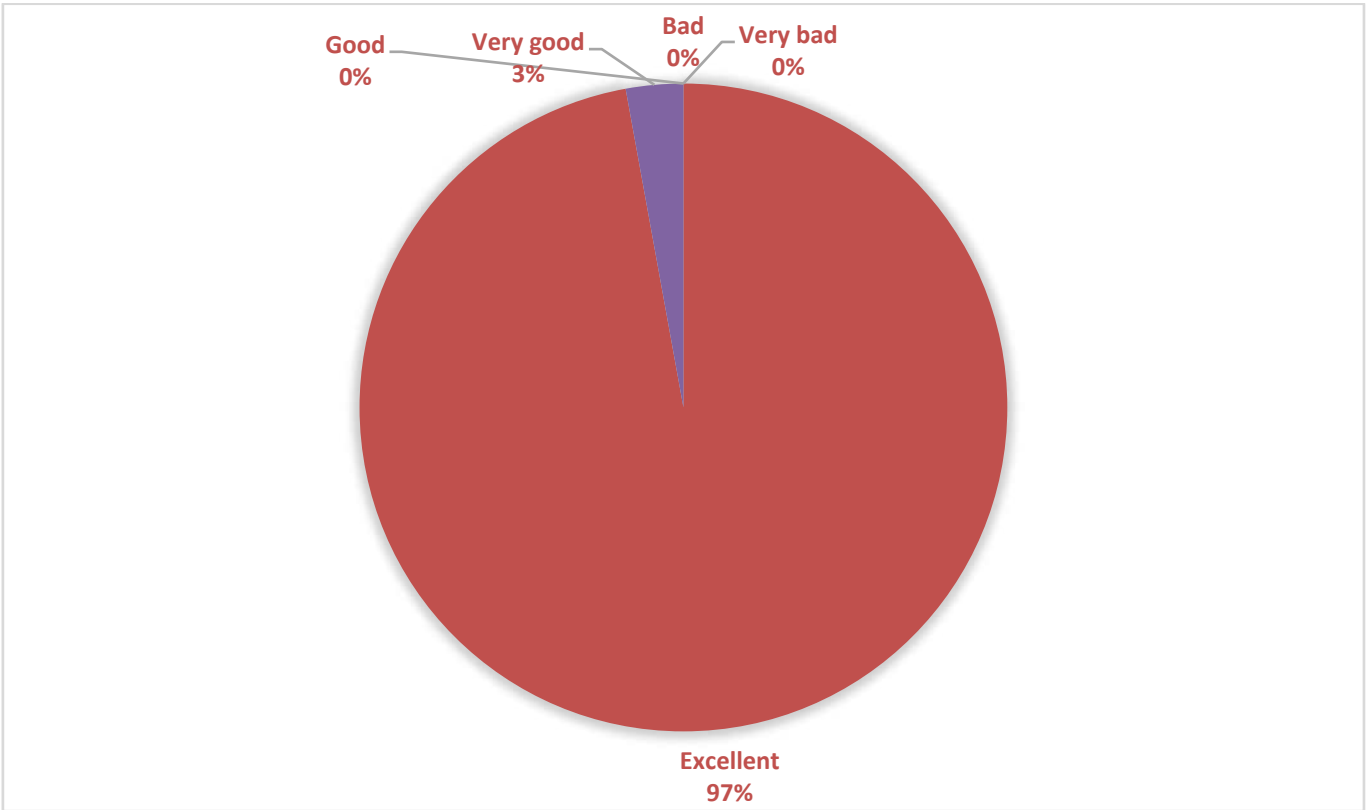
Overall the exhibition was arranged on the highest level



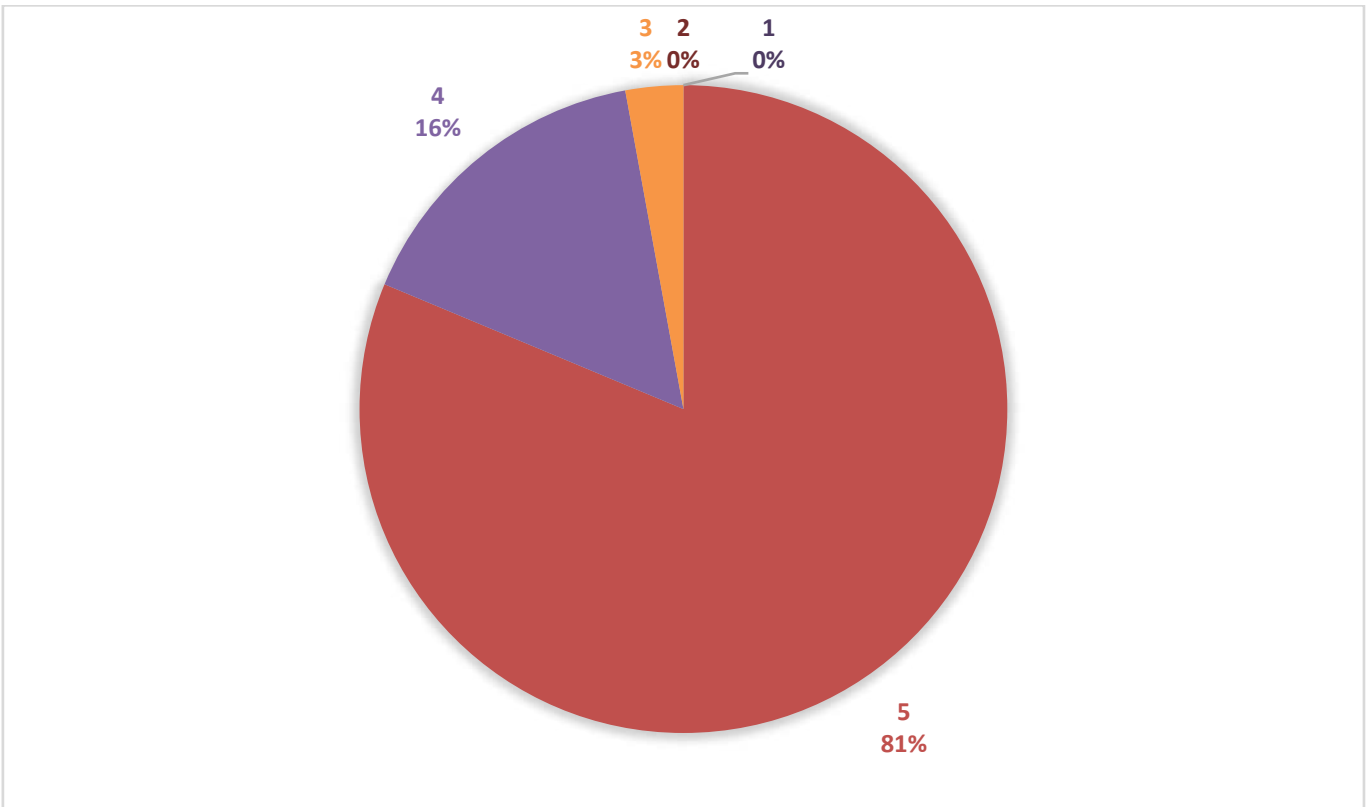
The Cultural and Education Section of the British Embassy in Moscow and ECM agency are one of the leading organisations in its profile area



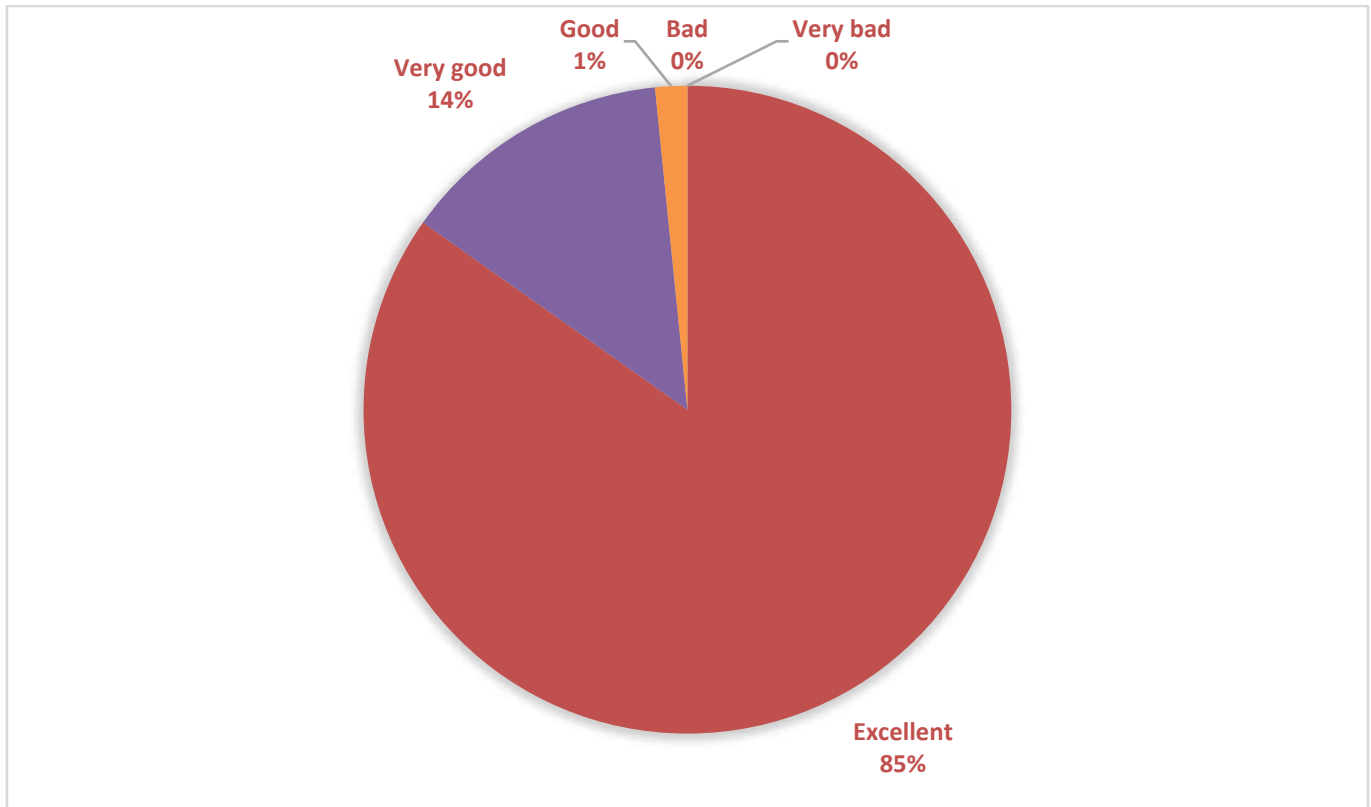
The variety of programmes offered at the exhibition



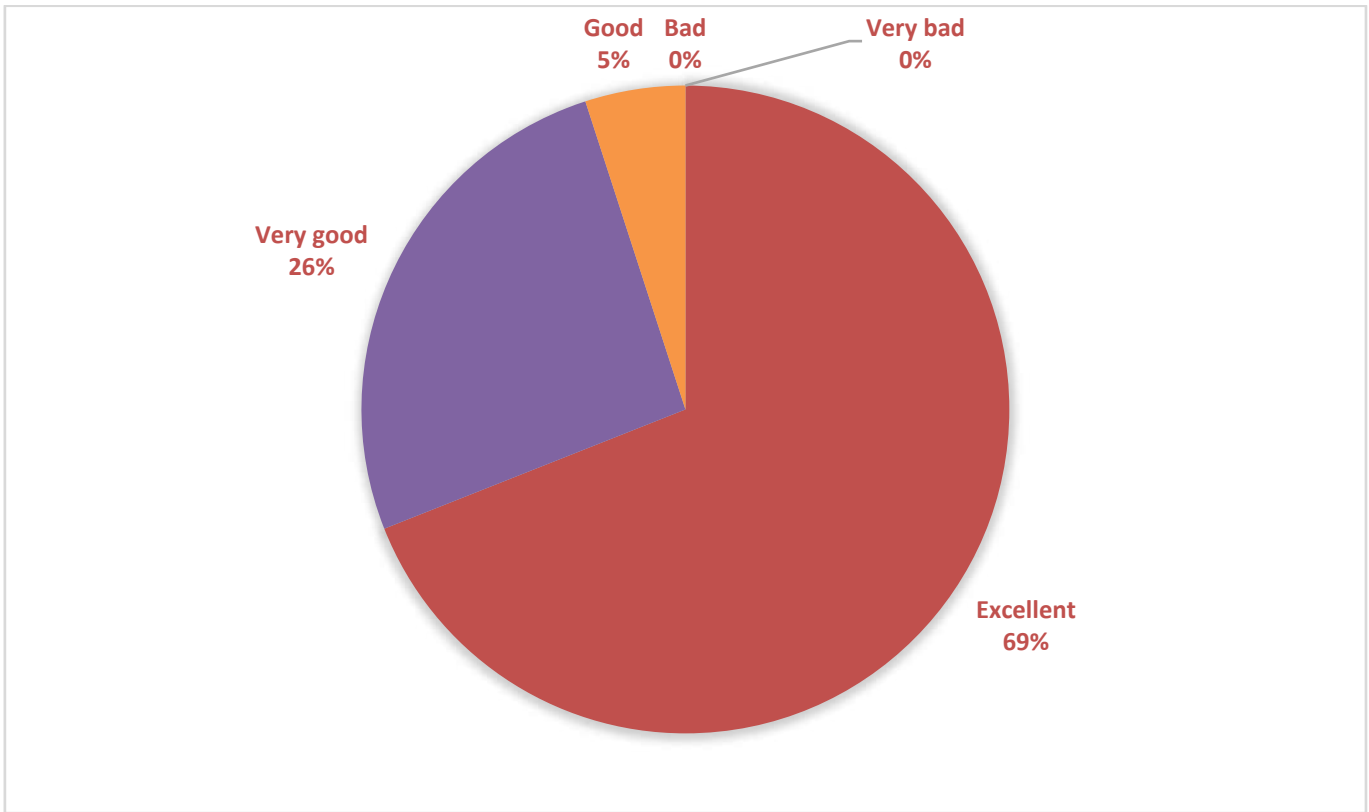
The quality and variety of the seminar programme



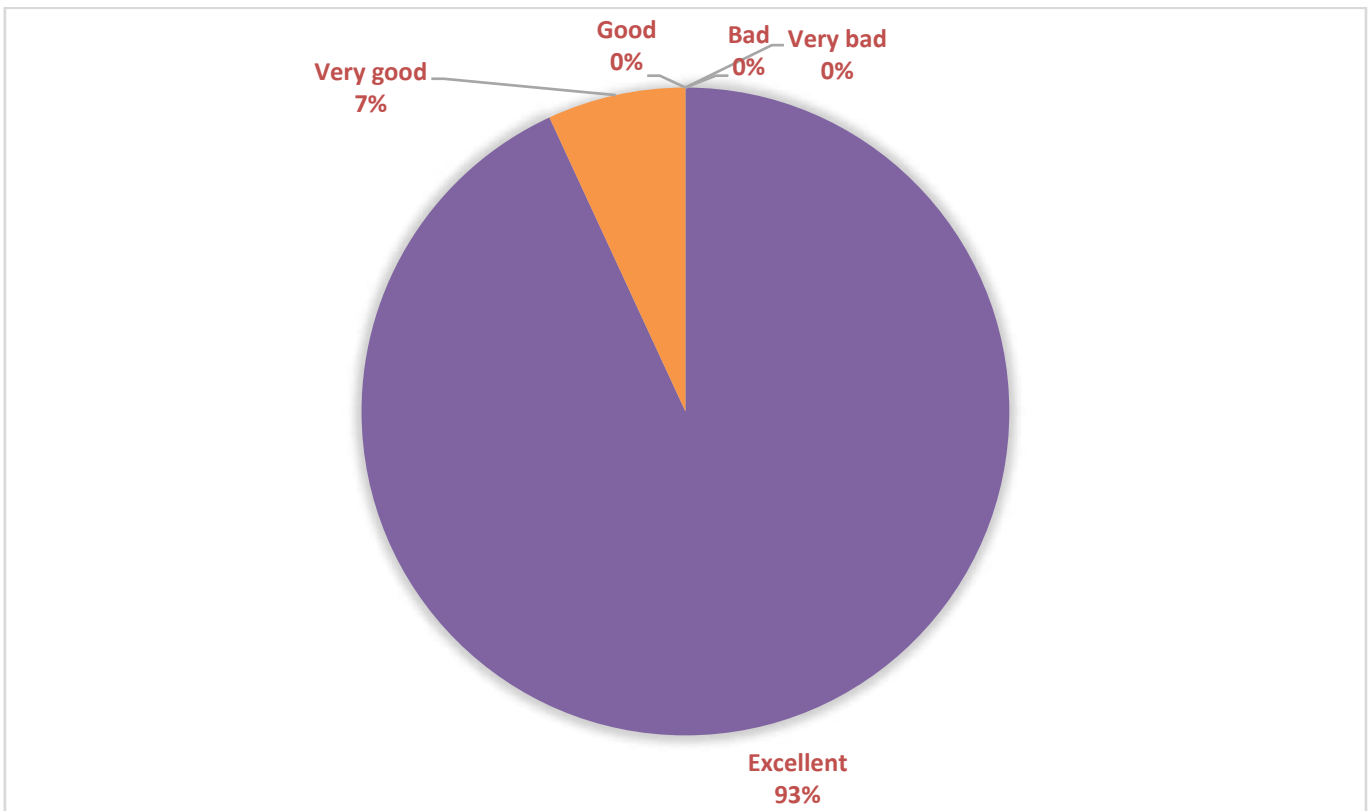
The quality of the venue



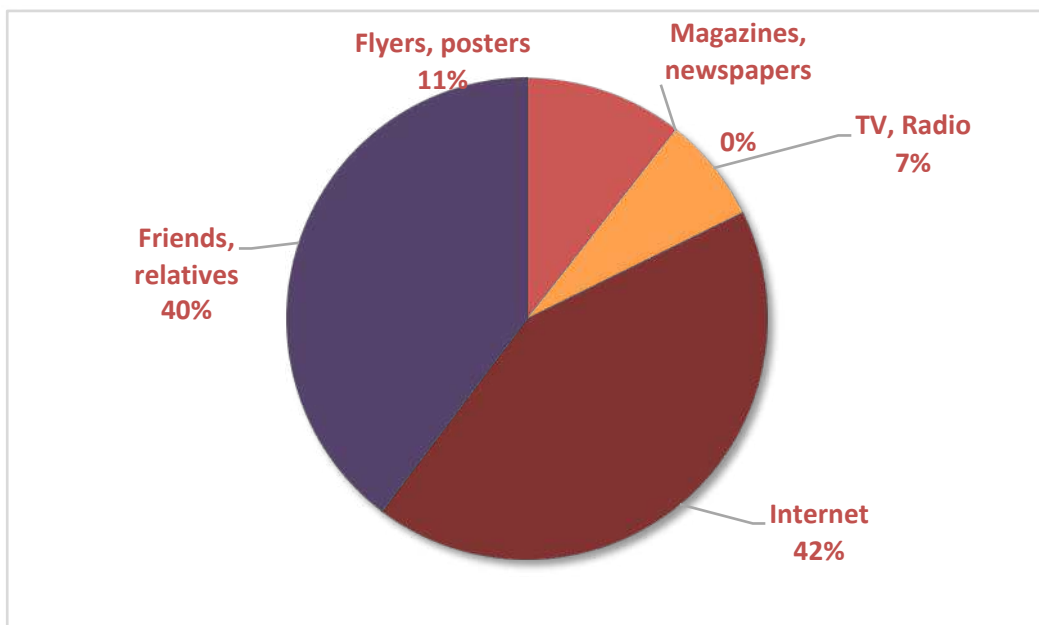
Information provided before the event



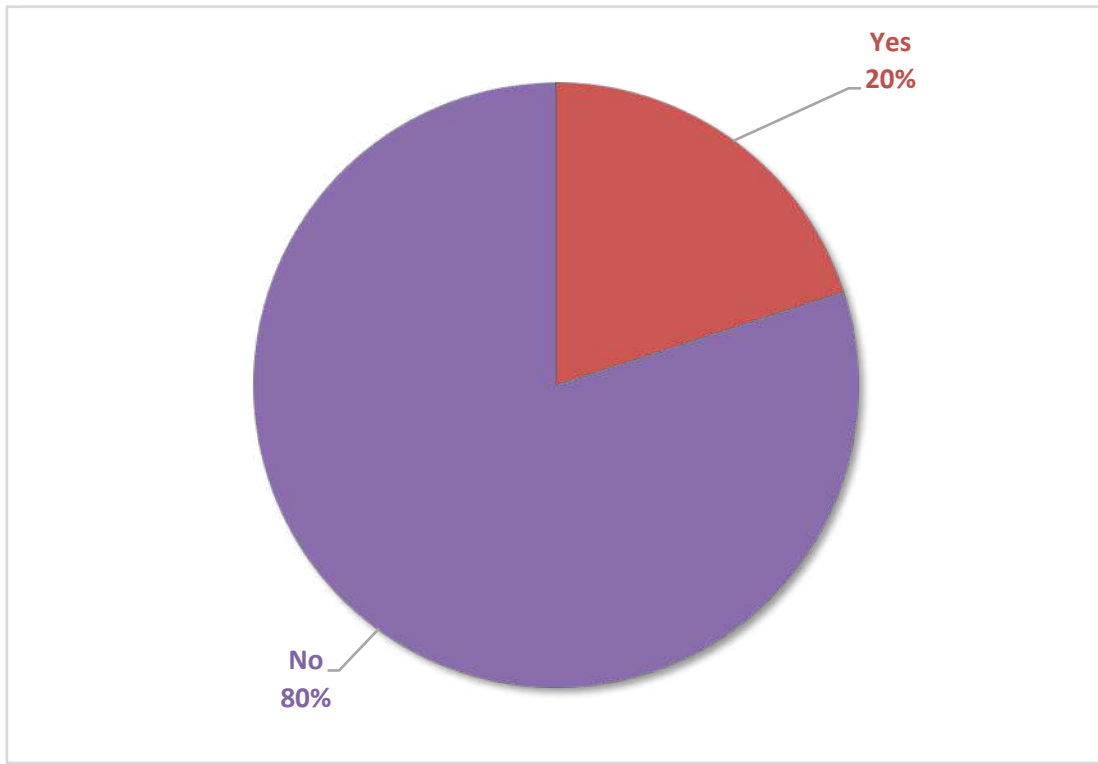
The assistance of the The Cultural and Education Section of the British Embassy in Moscow and ECM agency staff during the event



How did you find out about the exhibition?



Did you participate in the competitions?



Appendix 2 - Exhibitors' feedback and survey results

Has your institution attended this exhibition before?		
Answers	Number of answers	%
YES	30	60,0
NO	20	40,0
Total	50	100

What was your main aim in coming?		
Answers	Number of answers	%
Recruitment	17	34,0
Profile raising	7	14,0
Both	26	52,0
Total	50	100

What is your primary market interest in this event?

Answers	Number of answers	%
Undergraduate	17	22,1
Postgraduate taught	15	19,5
Postgraduate research	7	9,1
Higher national diploma and equivalent	3	3,9
Pre-university foundation courses	7	9,1
Foundation	7	9,1
Post-16 A-level	8	10,4
Pre-sessional English School	5	6,5
Secondary education	7	9,1
Summer courses	1	1,3
Total	77	100

What is your assessment of the visitors?

Answers	Number of answers	%
Number of the visitors		
Good	20	40,0
Average	25	50,0
Disappointing	5	10,0
Total	50	100
"Quality" of the visitors		
Good	42	84,0
Average	8	16,0
Disappointing	0	0,0
Total	50	100

Have you developed new links or built on existing feeder or agent relationships by coming?

Answers	Number of answers	%
YES	46	92,0
NO	4	8,0
Total	50	100

Please give your overall assessment of the exhibition

Answers	Number of answers	%
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Excellent	9	18,0
Good	33	66,0
Average	7	14,0
Bad	1	2,0
Very bad	0	0,0
Total	50	100

Level of British Council support before the exhibition		
Rate	Number of answers	%
5	32	64,0
4	17	34,0
3	1	2,0
2	0	0,0
1	0	0,0
Total	50	100

Level of British Council support during the exhibition		
Rate	Number of answers	%
5	24	48,0
4	25	50,0
3	1	2,0
2	0	0,0
1	0	0,0
Total	50	100

Quality of the venue		
Rate	Number of answers	%
5	43	86,0
4	7	14,0
3	0	0,0
2	0	0,0
1	0	0,0
Total	50	100

Quality of the accommodation		
Rate	Number of answers	%
5	31	100,0

4	0	0,0
3	0	0,0
2	0	0,0
1	0	0,0
Total	31	100

Length of the exhibition

Rate	Number of answers	%
5	17	34,0
4	25	50,0
3	8	16,0
2	0	0,0
1	0	0,0
Total	50	100

Value for money

Rate	Number of answers	%
5	18	36,0
4	26	52,0
3	6	12,0
2	0	0,0
1	0	0,0
Total	50	100

What would be your preferred date for this event next year?

Rate	Number of answers	%
Same as this year	3	6,0
Earlier than this year	45	90,0
Later than this year	2	4,0
Total	50	100

How likely are you to recommend the British Council to colleagues?

Rate	Number of answers	%
Very likely	34	68,0
Likely	16	32,0

Unlikely	0	0,0
Very unlikely	0	0,0
Total	50	100

Appendix 3 - Media and marketing campaign results (selected list of outcomes)

Media	Media Type	Publication/ Issue Type
Rock FM	Radio	Advert and competition announcement during the morning broadcast
Na Rublevke	Print	Announcement
LENTA.RU	Online	Announcement
LENTA.RU	Online	Article
MEL.FM	Online	Announcement
MEL.FM	Online	Article
THEORYANDPRACTICE.RU	Online	Announcement
DAILY.AFISHA.RU	Online	Announcement
ELLE.RU	Online	Article
OK-MAGAZINE.RU	Online	Article
HOBSTA.COM	Online	Announcement
VKALENDARE.COM	Online	Announcement
WORKINGMAMA.RU	Online	Announcement
MOSCOW-SITE.COM	Online	Announcement
PROFM.RU	Online	Announcement
VMOST.RU	Online	Announcement
GORODZOVET.RU	Online	Announcement
NEWS.SPUTNIK.RU	online	Announcement
WAPTU.RU	online	Announcement

SURFINGBIRD.RU	online	Announcement
FAIR.RU	online	Announcement
RU-24.RU	online	Announcement
VMESTE.EU	online	Announcement
FOIZ.RU	online	Announcement
LENTKA.COM	online	Announcement
MEROPRIYATIYA-V.RU	online	Announcement
MEL.FM	online	Article
MEL.FM	online	Article
DAILY.AFISHA.RU	online	Interview
MIXMAG.IO	online	Announcement
MIXMAG.IO	online	Announcement
THEORYANDPRACTICE.RU	online	Article
RB.RU	online	Interview
FORBES.RU	online	Article
Educationindex.ru	online	Announcement
Gov.uk	online	Announcement
Studentsinter.ru	online	Announcement
StudyUKRussia	online	Competition announcement
bmstu.ru/	online	Competition announcement
rockfm	online	Competition announcement
Kudago.ru	online	Announcement
Kudago.ru	online	Competition announcement
Social media outcomes – partners and media		

Name of media	Type of media	Number of followers
Rusbace	Special interest media	42 626
OK magazine	Glossy, lifestyle media	10 775
Forbes Life	Glossy, lifestyle media	16 284
Afisha	City media	243 189
The Village News	News, City media	330 146
The Village News	News, City media	1 361
Educationindex	Educational media	6242
Educationindex	Educational media	6242
Educationindex	Educational media	3960
Educationindex	Educational media	3960
Mel	Educational media	80 602
Mel	Educational media	80 602
Mel	Educational media	59 606
Mel	Educational media	59 606
LanguageLink	Educational partner	6 300
LanguageLink	Educational partner	7 000
Glambag	Partner	40 000
Glambox	Partner	98 500
Hamleys	Partner	8 400
Hamleys	Partner	12 900
Skyeng	Partner	96 000
Skyeng	Partner	58 000
Skyeng	Partner	200 000

Skyeng	Partner	200 000
RIS School	Partner	15 000
Britannia Holding	Partner	3 336
Toni & Guy	Partner	12 227
Ad (Banners) placement		
Media	Numbers of shows	Coverage
AdSmart Business Mck	400 009	442 919
The Village Mck	199 964	116 960
РБК Mck	300 234	167 569
Relap Mck	1 427 076	820 011
Media	Shown	Type of media
LENTA.RU	250,000	online
MEL.FM	200,000	online
MIXMAG.IO	50,000	online
KudaGo.ru	200 000	online

Seminars

2 February, Saturday	
WASHINGTON HALL	
12:15-12:45	Speaker: Maria Quero Arts University Bournemouth
	Art and design: summer schools and courses for professionals

12:50-13:20	Speaker: Alex Cann, British Study Centres
	How to learn English through personal experience
13:25-13:55	Speaker: Irina Scherbakova, INTO
	Foundation or A-Level - how to choose the right program for you?
14:00-14:30	Speaker: Sarah Hicklin, Oswestry School
	Benefits of British Boarding
14:35-15:05	Speaker: Matthew Sheather. University of the Arts London
	How to prepare a creative portfolio for applying to creative universities in the UK
15:10-15:40	Speaker: Rory Curley, Central Film School
	How to become a film Director in London
15:45-16:15	Speaker: Sofie Fuller, Trinity Laban Conservatoire of Music and Dance
	Outstanding female composers. Venus in music.
16:20-16:50	Speaker: Daniel DeWitt, an expert in preparation for admission to top universities, UCL alumni
	How to get an offer from Oxbridge
16:55-17:25	Speaker: Lyudmila Gorodetskaya, Cambridge University Press
	How to learn English on your own to prepare for applying to a British university
2 February, Saturday MOSCOW HALL	
12:10-12:40	Speaker: Alicja Golub, ABLE Manchester
	How to prepare for the IELTS exam
12:45-13:15	Speaker: Mark Stringer, Wells Cathedral School
	Achieving perfection in music or how to become a professional musician?

13:20-13:50	Speaker: Neil Pocket, King's College Taunton
	Tips for successful admission to top British universities
13:55-14:25	Speaker: Brad Fallow, University of East Anglia
	Secrets of writing a successful motivation letter
14:30-15:00	Speaker: British Embassy in Moscow
	How to win Chevening scholarship
15:05-15:50	Alumni Talks
	Recent graduates of the top UK universities talk about their experiences, answer questions on student life in the UK and share tried and tested life hacks.
15:55-16:25	Speaker: Donna Haynes, University of Southampton
	How a University can help build a career in the UK
16:30-17:00	Speaker: Katie Cattell, Royal Holloway, University of London
	Contemporary music in the UK - a look at Opera, Orchestra and Musical theatre

3 February, Sunday	
WASHINGTON HALL	
12:15-12:45	Speaker: Varvara Tyurina, BKC-IH IELTS Centre IELTS tips: Effective strategies for the IELTS exam
12:50-13:20	Speaker: Tatiana Starikova, blogger Where to find a non-boring English
13:25-13:55	Speaker: Mark Jeynes, Bishopstrow College How to prepare for admission to boarding school in the UK
14:00-14:30	Speaker: Izabela Kaczmarek, Manchester Metropolitan University Studying Art and Design in the UK – employability focus
14:35-15:05	Speaker: Ulrike Wegner, English First Undergraduate study in the UK and university application process
15:10-15:40	Speaker: Elena Minkova, BPP University How to become a successful lawyer in the UK
15:45-16:15	Speaker: Ellina Rozhkova, Hult International Business School Business, Finance and Management: Business Degree abroad – making the right choice
16:20-16:50	Speaker: Tim Simmons, British Higher School of Art & Design British approach to creative studies: key principles
16:55-17:25	Speaker: Gareth Collier, Cardiff Sixth Form College How to get into a top medical school
17:30-18:00	Speaker: David Osborn, The University of West London - London College of Music How to prepare for a career in the music business? Directions and trends of the 21st century in the creative industry

3 February, Sunday	
MOSCOW HALL	
12:15-12:45	Speaker: Matthew Cook, Millfield School
	Classical music education on the verge of extinction? New perspective
12:50-13:20	Speaker: Kari Quant, Concord College
	How to make the most of a summer school experience to improve English beyond the classroom
13:25-13:55	Speaker: Andrew Rattue, St Clares Oxford
	Foundation or A-Level - how to choose the right program for you?
14:00-14:30	Speaker: Jane Magee, University of St Andrews
	Access to Undergraduate Programmes at top UK Universities - Foundation Programmes and Summer Schools
14:35-15:05	Speaker: Toby Belfield, Ruthin School How to gain access to Top Ranking Universities?
	How to prepare a creative portfolio for applying to creative universities in the UK
15:10-15:40	Speaker: Viktoria Golubeva, Cambridge Assessment English
	How to choose an international English exam for your child: a detailed guide for parents
15:45-16:15	Speaker: Emma Cunliffe, Chetham's School of Music)
	Music classes and comprehensive development of personality
16:20-16:50	Speaker: Anna Borne, The Institute of Chartered Accountants in England and Wales (ICAEW)
	Keys to Global Career Success "The best way to predict the future is to create it." (Abraham Lincoln)
16:55-17:25	Speaker: Rachel Cowgill, University of Huddersfield
	Musician of the XXI century: necessary skills and unique opportunities

17:30-18:00	Speaker: Tim Blinko , University of Hertfordshire
	Inspiring you as a creative and opening your way into the UK and world music industries

If you have any questions or requests please don't hesitate to contact lavrentieva@ecmcentre.com or dlavrentieva@yandex.ru and Elizaveta.Utolina@britishcouncil.org