

**Post-event report for  
Study UK fair Moscow  
5 October 2019  
(The Ritz-Carlton Hotel, Moscow)**

## Introduction

Thank you for your participation at the **Study UK fair in Russia in October 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 **35 UK institutions** with a separate zone of music institutions – because of The UK-Russia Year of Music 2019 - and of boarding schools / colleges and ELT providers, **2 British educational partners** and **13 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. Following the success of the previous fair, we invited Russian institutions that provide **TNE programmes with UK universities, and IB schools**.

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 **one-day event attracted 2,100+ target visitors (that is a 15% increase compared to two-days February fairs)** thanks in part to the broad **media and marketing campaign with more than 180 publications in target media and social media (Details listed below in the Appendix 3) for a total media outreach of 21 538 602**. The numbers of registrations for a one-day event were 5000+.

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 one-day exhibition there were **21 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. preparation for applying to top UK universities, university rankings, personal statement, creative portfolio, professions that are in demand, choosing a university, IELTS and Cambridge exams preparation, Chevening scholarship 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 and music development, using music technology in composition, role of social media in music industry and others.

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
- To underline UK excellence in music because of The UK-Russia Year of Music 2019.

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 Russia in 2020.

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

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## Highlights

In October 2019 The Cultural and Education Section of the British Embassy in Moscow and the official partner for implementing IES projects – ECM agency – arranged the 21<sup>st</sup> Study UK: Discover You fairs in Russia. For a better efficiency of the fairs in both cities we decided to reduce the duration of the fair in Moscow to one day, and to move both fairs on a single weekend. Also the participation fees were reduced on 20% for all kinds of institutions.

*Since March 2018 the British Council Russia is operating as the Cultural and Education Section of the British Embassy in Moscow, now all the projects are implemented as usual.*

Being arranged for over 20 years it has won a reputation of the biggest and 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

<b>Venue</b>	The Ritz-Carlton Hotel, Moscow – 5 October 2019 (Saturday)
<b>Opening hours</b>	12:00-18:00
Opened by	Michael Bird OBE Cultural Counsellor, British Embassy Moscow
<b>Costs in 2017</b>	£1 986 (Plus VAT)
	ELT Providers - £790 (Plus VAT)
<b>Unique feature to give added value*</b>	<ul style="list-style-type: none"> <li>• Alumni Talks</li> <li>• Chevening scholarship programme of the British Embassy</li> <li>• Various competitions were run to attract audience interest</li> <li>• 2 seminar halls for workshops</li> <li>•</li> </ul>
<b>Seminars</b>	21 seminars were conducted* <i>The full seminar programme you may find on page 10 and in the Appendix 4</i>

### The number of exhibitors:

<b>Attendance – Moscow, 5 October 2019</b>	<b>2,100+ target visitors</b>
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### The number of exhibitors:

Types of exhibitors	Numbers
Secondary Institutions	7
HE and FE Zone	19
ELT sector	2
Musical educational institutions	7
Institutions provided TNE programmes and IB schools	2
Partners (educational services, consultancy, guardianship)	1
Russian target of high-quality English brands	12

Total number of exhibitors

50

**What exhibitors said:**

- “Very good event, thoroughly enjoyed speaking with all the prospective students, lots of business opportunities”
- “Very effective - absolutely worth visiting!”
- “Wonderful event, very much enjoyed!”
- «I loved it and learned loads about the Russian market»
- «Very well organized»
- «Represents the market and shows how much potential it has – good event for recruitment»
- “The fair was perfect! Continue to promote external links with other quality English brands”
- “The team is fantastic and is doing a great job!”
- “The level of education is high in Russia – very high-quality students”
- “Very focused students who are hungry for British Education. High achievers with strong English”
- “Thank you for your amazing job”

**Visitors’ profile**

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

**100 % of visitors said they would recommend Study UK fair to their friends and colleagues**

**97,8 % of visitors said the exhibition met their expectations**

**97,7 % of visitors said the exhibition was arranged on a very high level**

**97,8 % of visitors highly rated the quality and variety of seminars**

**95,2 % of visitors highly rated the variety of programmes offered**

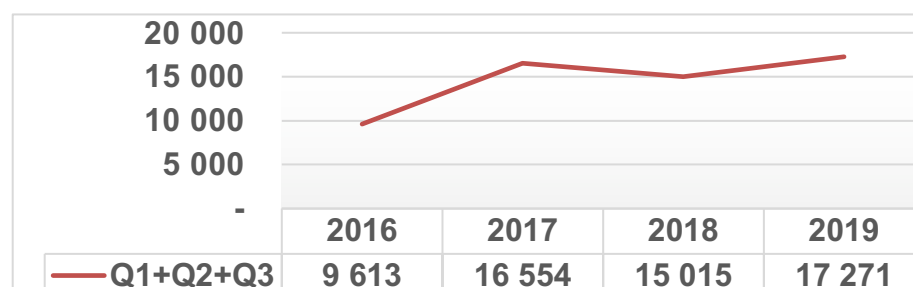
Visitors’ primary market objectives 2019

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 in 2019

Subjects
Management, Business and Administrative Studies
IT and Computing
Creative Arts and Design
Engineering and Technology
Languages
Health and Medicine
Social Studies and Communications
Humanities
Applied and Pure Sciences
Law
Sport, Leisure, Travel and Hospitality
Architecture, Building and Planning

### Russia is a Top-3 market for UK ELT programmes



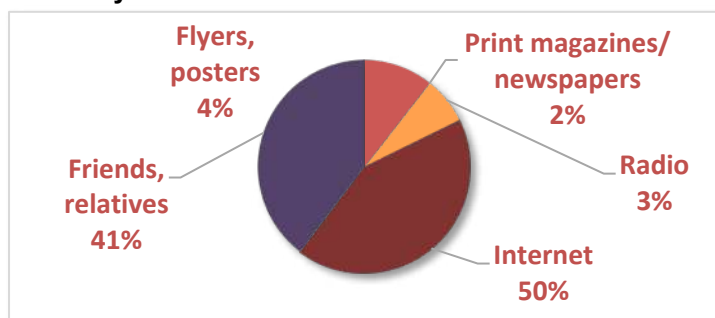
**For Higher Educational institutions: whom do Russian parents/ students trust in choosing an institution?**

Parents/ Students	%
Alumni	43
Teachers	31
UK representative	27
Social media and online reviews	17
Educational agents	7
Media	7

Age of Study UK Fairs visitors	%
11-20	29
21-30	42
31-40	12
41-50	14
50+	3

- On-line registration was set up for the exhibition. The total number of people registered for the event - 5001. The total number of visitors – 2100+ 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 February.
- 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.). Fees and scholarships are becoming more important. Rankings are becoming less important.
- The majority of visitors found out about the exhibition through various online sources (media, partners' banners, social media etc);

**How did you know about the fair?**



**Some comments from visitors:**

- “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, we enjoyed the visit!”

**97% 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 200 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 21 seminars over one day. 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 was Alumni Talks which was held in the format of a talk-show. 6 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

21 successful seminars were held, covering such topics as:

- Chevening scholarship
- How to effectively pass IELTS test
- How to write a great personal statement
- Successful creative portfolio: tips to apply to the UK university
- Benefits of British Boarding
- Future professions that are in demand
- Study in the UK: experience of the blogger
- How to choose a UK university
- Steps to follow to apply to a top UK university: instructions for parents and students
- International music exams in Russia
- Music education differences in the UK and in Russia
- Music, creativity and technology: using music tech in composition
- Role of social media in music industry
- How to become successful in music
- Popular music: style and variety



- World Voice master-class

and many others

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

<https://studyukrussia.ru/moscow/moscow-program/>

## Media and marketing campaign

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

- 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

Online and print media, banner advert and social media – all kinds of effective channels were used in promo campaign

**A total reach of outcomes in target media – 21 538 602**

### Highlights of the online PR campaign

- 37 informational partners
- 4 outcomes **in print** of UK education excellence with Study UK announcements - with media impressions of **66 000**
- 4 online longreads articles
- 3 print longreads articles
- 118 online outcomes with a total number of media impressions – **17 015 155**
- 62 announcements in partners' social media
- 30 partners' and 7 ours newsletter sending out
- 1 competition **on the radio** with **11 announcements** of Study UK fair with media impressions of **3 393 610**
- 1 target blogger was involved in the PR campaign
- 18 advert banners placements' partners with a total reach of 1 167 348

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**

- 19 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 1 167 348
- Number of clicks – more than 5 500 clicks

#### **Offline campaign**

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

### **The UK-Russia Year of Music PR Campaign**

- A special series of open lectures was arranged in target and popular venues – Moscow Music School and Higher School of Economics – The School of Design – before the event

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

Music partners announced a series of open lectures for broad audience via their channels:

- Moscow Music School: 11 K
- Higher School of Economics – The School of Design: 54 K
- Vkontakte audio advert: 300 K
- Vkontakte competition with Study UK and Year of Music announcement – 334K
- F2F visitors of music lectures is 900+ target students
- Reach of PR Music campaign in Moscow social media (Instagram, Facebook, Vkontakte)– over 100K
- The Village special project with a reach of 100 K
- 48 Telegram social media post with Year of Music lectures announcements with reach of 96 K

#### **Competition "Musical English" with ROCK FM outcomes:**

A Special project with partner – **Rock.fm** radio station was arranged before the fair.

Duration: 11 days (23 September – 3 October)

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 45 seconds Study UK fair announcements with a mentioning of Edinburgh School of English
2. 55 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/>
4. Announcement Vkontake social media group 180 270
5. Announcement of the competition and Study UK fair in Rock FM group in VK social media (191 861 subscribers) and Facebook (11 321 subscribers) and Instagram (6 658)
6. Live broadcast of VK – 4 259 live views [https://vk.com/videos-17655734?z=video-17655734\\_456239516%2Fclub17655734%2Fpl\\_-17655734\\_-2](https://vk.com/videos-17655734?z=video-17655734_456239516%2Fclub17655734%2Fpl_-17655734_-2)

**Media Impressions:**

Competition radio audience (Live broadcast and Advertising): **2 986 200**

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

Social media: **214 099**

**Leaflets** distribution to music institutions and partners - 700

**A total reach of outcomes in target media - 21 538 602**

**Social media target audience over 1,5 mln people**

**37 partners were involved in the promotion in Moscow**

**2 competitions arranged with partners with a total reach of 3,75 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 music education in the UK and open lectures with UK music experts
- 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;
- HE students interested in studying music in the UK and enriching their knowledge about music

### 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 15 media partners: MEL, TimeOut Moscow, Changellenge, ZIMA, Vneshkolnik, Interfax, Lenta, Afisha.Daily, InStyle, Ruskiy Reporter, Komsomolskaya Pravda, Rock FM, Optima Study, Bez Granits, Megapolis FM, V Kontakte.

We used Rock FM radio channels and V Kontakte partnerships to arrange two competitions in order to attract an interest to British music and The UK-Russia Year of Music lectures.

We used opinion leaders – target blogger and UK universities alumni – 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.**

**More than 5 000 registrations for a one-day event.**

**More than 2 100 visitors**

**The quality of visitors increased compared to the last event according to the survey**

- 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). 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

#### Online



*С сентября 2019 года иностранные студенты смогут оставаться в Великобритании ещё два года после окончания вуза. Вместе с выставкой британского образования Study UK: Discover You, которая пройдёт в Москве 5 октября, мы попросили выпускницу City UOL Анну Косинскую рассказать, как выглядит студенческая жизнь в Лондоне.*

#### Где живут лондонские студенты?

Студенты, разумеется, живут везде: снимают вместе дом, квартиру или ищут комнату в общежитии. С точки зрения поисков для иностранного студента последний вариант удобнее всего. Во-первых, не понадобятся рекомендации, которые иногда требуют лексдоры. Во-вторых, все вопросы можно решить удалённо.

Английские общежития не привязаны к вузам. Это независимый бизнес, хотя университеты и дают рекомендации из банального логистического удобства: что ближе к вузу, туда и заселяйся. В университете есть специальные консультанты, но я не знаю никого, кому бы они помогли. Комнату нужно искать самому, и лучше это делать заранее — за несколько недель до начала курса.



Лучшие авторы Ещё авторы



**Надя Палудоголо**  
Главный редактор «Мел»





TimeOut

## Выставка британского образования Study UK: Discover You пройдет в Петербурге

Выставка Time Out

О мероприятии

Как посмотреть

Расписание



### Еще по теме



ГОРОД  
Волшебные помощники или опасные зануды: 7 тайяжей продавцов



ГОРОД  
Александр Муратаев, иллюзионист: магия — это то, что мы не можем себе



ГОРОД  
Нобелевские лауреаты до и после Жюльета Алферова: имена и

Чем заняться Сегодня Завтра Эта неделя Следующая неделя Все события и места

## В Москве пройдет выставка британского образования Study UK: Discover You

30 сентября 2019 1 мин



TimeOut  
ГОРОД

Новые места  
Маршруты  
Секреты города  
Жизнь горожан

## 5 причин посетить выставку британского образования Study UK: Discover You`19

30 сентября 2019 1 мин

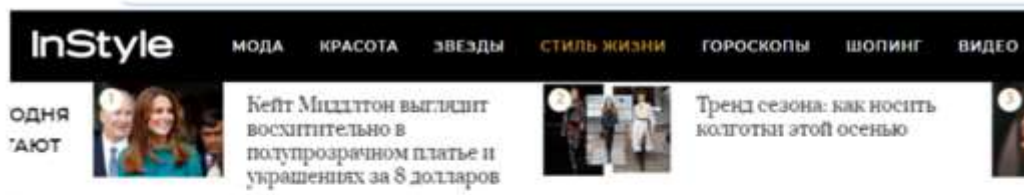


TimeOut  
ГОРОД

Новые места  
Маршруты  
Секреты города  
Жизнь горожан

Спецпроект

InStyle online lifestyle magazine



## Образование

### Выставка британского образования Study UK: Discover You

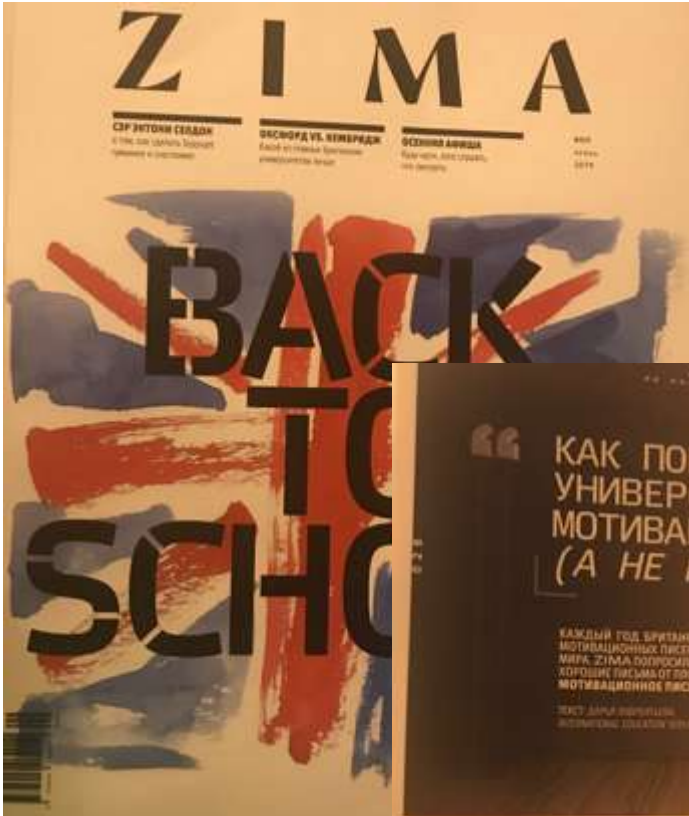
5 и 6 октября в Москве (отель «Ритц-Карлтон», ул. Тверская, 3) и Санкт-Петербурге (отель «Астория», ул. Большая Морская, 39) пройдет выставка британского образования. Представители ведущих университетов и колледжей, лучших школ-пансионов, языковых и летних школ Великобритании расскажут о возможностях и перспективах образования за рубежом, а в рамках Года музыки Великобритании и России будет представлена специальная программа.



Theory &amp; Practice



ZIMA



**ОК ПАДДИНГТОН – НА МОНЕТАХ**



**Студенты стали меньше пить**

Ангелы (Stonemans), расположенный в центре Лондона, был открыт в 2014 году. Это был первый в мире бар, который был открыт в центре Лондона. Это был первый в мире бар, который был открыт в центре Лондона. Это был первый в мире бар, который был открыт в центре Лондона.

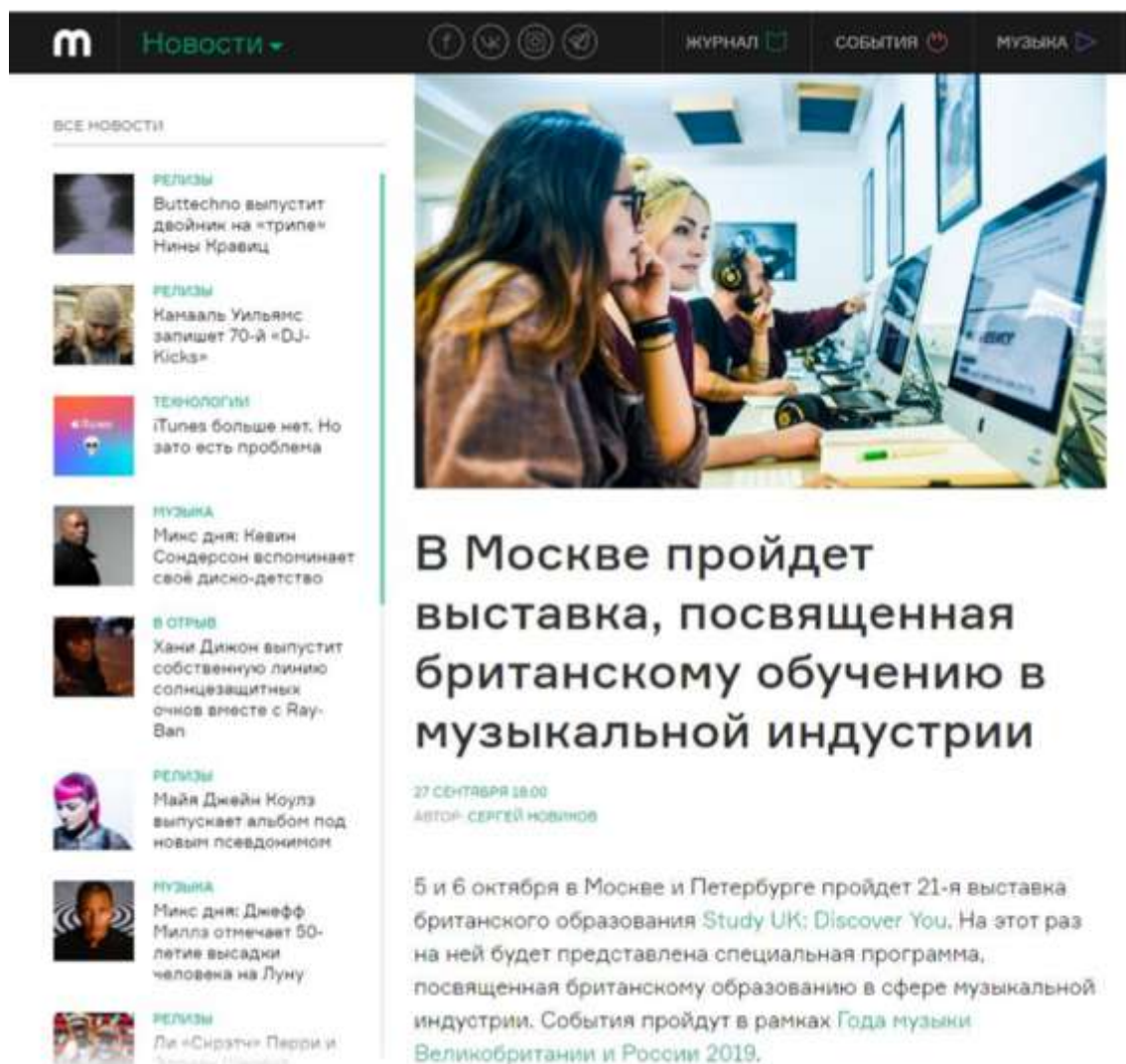


**СИЙСКОГО ФЛАГА**

Официальная версия флага и герба Джамшида Джамшида (Jamshid Jamshid) была открыта в 1960 году. Это был первый в мире флаг, который был открыт в 1960 году. Это был первый в мире флаг, который был открыт в 1960 году.



MixMag



The screenshot shows the MixMag website interface. At the top, there is a navigation bar with the MixMag logo 'm', the word 'Новости' (News) with a dropdown arrow, and social media icons for Facebook, VK, and YouTube. To the right of the navigation bar are links for 'ЖУРНАЛ' (Magazine), 'СОБЫТИЯ' (Events), and 'МУЗЫКА' (Music).

Below the navigation bar, there is a section titled 'ВСЕ НОВОСТИ' (All News). On the left side of this section, there is a vertical list of news items, each with a small thumbnail image and a short headline. The items include:
 

- РЕЛИЗЫ** (Releases): Виттесло выпустит двойник на «трипе» Нины Кравиц (Vitteslo will release a double on Nina Kravits' 'triple').
- РЕЛИЗЫ**: Канальс Уильямс запишет 70-й «DJ-Kicks» (Canals Williams will record the 70th 'DJ-Kicks').
- ТЕХНОЛОГИИ** (Technologies): iTunes больше нет. Но зато есть проблема (iTunes is gone. But there is a problem).
- МУЗЫКА** (Music): Микс дня: Кевин Сондерсон вспоминает свое диско-детство (Mix of the day: Kevin Sondersen remembers his disco childhood).
- В ОТРЫВ** (In snippets): Хани Дикон выпустит собственную линию солнцезащитных очков вместе с Ray-Ban (Hani Dickon will release her own line of sunglasses together with Ray-Ban).
- РЕЛИЗЫ**: Майя Днейн Коулз выпускает альбом под новым псевдонимом (Maya Dneyn Kouls releases an album under a new pseudonym).
- МУЗЫКА**: Микс дня: Джефф Милла отмечает 50-летие высадки человека на Луну (Mix of the day: Jeff Milla celebrates the 50th anniversary of the landing of man on the moon).
- РЕЛИЗЫ**: Ли «Сиратчи» Перри и ... (Lee 'Siratchi' Perry and ...).

The main article on the right features a large image of three people in a modern office or studio setting, looking at computer monitors. Below the image is the article title:
 

## В Москве пройдет выставка, посвященная британскому обучению в музыкальной индустрии

Below the title, the article metadata is displayed:
 

27 СЕНТЯБРЯ 18:00  
 АВТОР: СЕРГЕЙ НОВИЦОВ

The main text of the article begins with:
 

5 и 6 октября в Москве и Петербурге пройдет 21-я выставка британского образования *Study UK: Discover You*. На этот раз на ней будет представлена специальная программа, посвященная британскому образованию в сфере музыкальной индустрии. События пройдут в рамках *Года музыки Великобритании и России 2019*.

Banners Adverts

MEL online education resourse



Анастасия Никушина

Подписчик

С сентября 2019 года иностранные студенты смогут оставаться в Великобритании ещё два года после окончания вуза. Вместе с выставкой британского образования *Study UK: Discover You*, которая пройдёт в Москве 5 октября, мы попросили выпускницу City UOL Анну Косинскую рассказать, как выглядит студенческая жизнь в Лондоне.

Где живут лондонские студенты?

Студенты, разумеется, живут везде: снимают вместе дом, квартиру или ищут комнату в общежитии. С точки зрения поиска для иностранного студента последний вариант удобнее всего. Во-первых, не понадобится рекомендаций, которые иногда требуют лэндлорды. Во-вторых, все вопросы можно решить удалённо.

Английские общежития не привязаны к вузам. Это независимый бизнес, хотя университеты и дают рекомендации из банального



Expert online business magazine

ЭКСПЕРТ ONLINE

зависит от северного соседа, и, хотя мирные отношения с Москвой выгодны грузинскому населению, местная элита не может отказаться от антироссийского курса. И тому есть несколько причин.

Нужны новые гости

Туристический бизнес — существенная статья доходов грузинской экономики. Так, эксперты рейтингового агентства Fitch Ratings отметили, что вклад туризма в ВВП Грузии составляет порядка 7,5%. Сама страна традиционно входит в десятку самых востребованных российских туристических направлений. Например, в прошлом году Грузию посетили почти полтора миллиона российских граждан — это чуть больше 20% общего турпотока, а доходы по статье «туризм» составили около 710 млн долларов. В 2019 году аналитики прогнозировали рост первого показателя на 20%, второго — на 25%. Более того, с 2014 года между двумя странами ежегодно рос и товарооборот — стабильно на 10–15%. Однако эти цифры уже значительно подпорчены последствиями грузинских протестов.

Двенадцатого августа премьер-министр Грузии **Мамука Бахтадзе** на встрече с журналистами заявил, что потери страны за время действия запрета на воздушное сообщение между Грузией и Россией составили примерно 60 млн долларов. На 10% сократился пассажиропоток в международных аэропортах Тбилиси и Батуми. И это только за июль. В целом же за 2019 год экономика Грузии, как заявила на недавней пресс-конференции **Мариям Каринишвили**, глава Национальной администрации туризма, может потерять до



«Эксперт» №98 (1132) 1 сентября 2019  
**ВТБ ПОШЕЛ ВА - БАНК**





Education Expert print magazine advert

**НОВОСТИ**

В России, чтобы получить высшее образование, необходимо сдать ЕГЭ и поступить в вуз. В Великобритании же система образования другая. В статье рассказывается о том, как устроена британская система образования, о том, как поступить в британский вуз, о том, как получить стипендию и о том, как устроиться на работу в Великобритании.

**ПРИМЕРЫ ШКОЛ БУДУЩЕГО**

Узнайте, как устроены школы будущего, которые готовят детей к жизни в мире высоких технологий. В статье рассказывается о том, как устроены школы будущего, которые готовят детей к жизни в мире высоких технологий.

**ВЫСТАВКА БРИТАНСКОГО ОБРАЗОВАНИЯ**

**МОСКВА 5 ОКТЯБРЯ 2019** • **САНКТ-ПЕТЕРБУРГ 6 ОКТЯБРЯ 2019**

[STUDYUKRUSSIA.RU](http://STUDYUKRUSSIA.RU)

**STUDY UK DISCOVER YOU**

ECM

Vneshkolnik education magazine - print – advert

**ЖИЗНЬ ИНОЯЗЫЧНОЙ РОССИИ**

**Михаил Шенк, Наталья Попова, Светлана Федорова**

В статье рассказывается о жизни и учебе иностранных студентов в России. Авторы описывают трудности адаптации, языковые барьеры и возможности для профессионального роста.

**Наталья Попова, Светлана Федорова**

В статье рассказывается о том, как иностранные студенты находят работу в России. Авторы описывают требования работодателей и возможности для карьерного роста.

**Михаил Шенк, Светлана Федорова**

В статье рассказывается о том, как иностранные студенты находят жилье в России. Авторы описывают варианты аренды и особенности российского рынка недвижимости.

**ВЫСТАВКА БРИТАНСКОГО ОБРАЗОВАНИЯ**

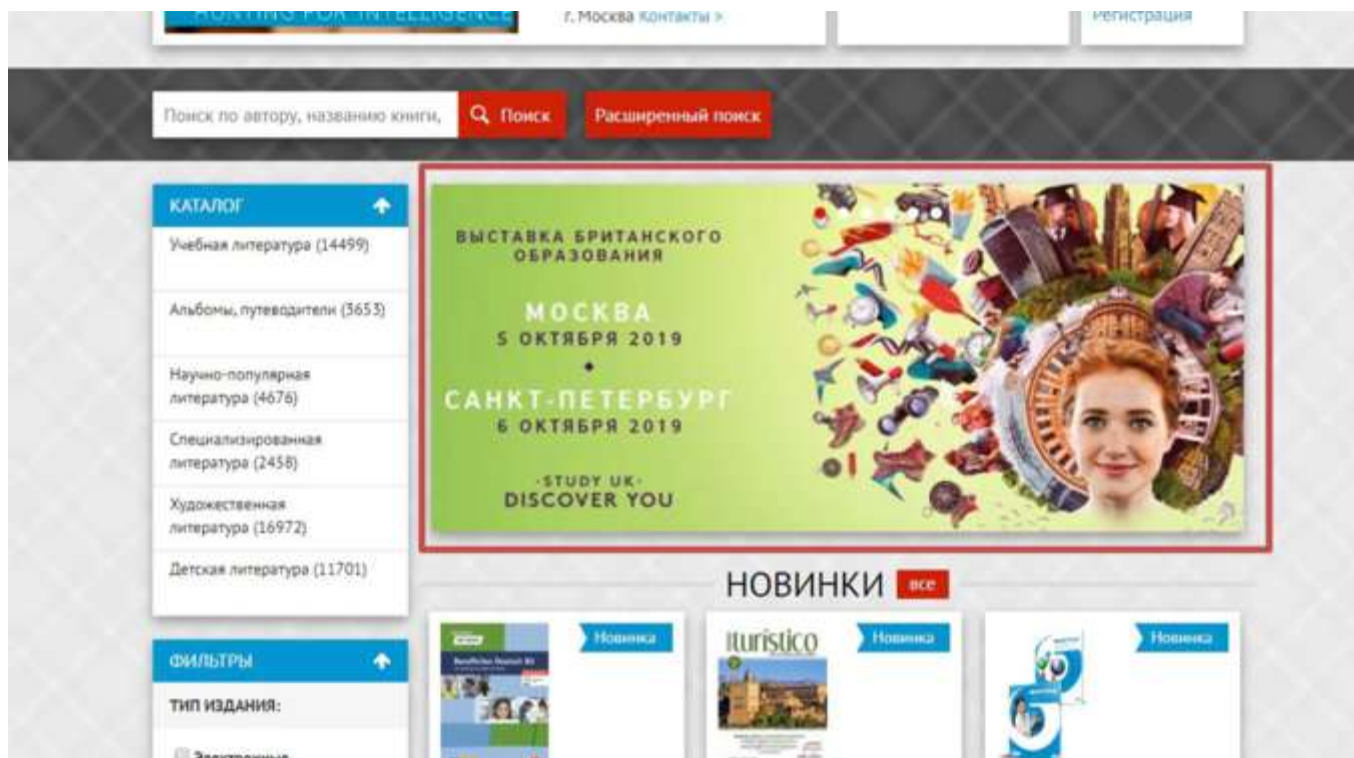
**МОСКВА 5 ОКТЯБРЯ 2019** • **САНКТ-ПЕТЕРБУРГ 6 ОКТЯБРЯ 2019**

[STUDYUKRUSSIA.RU](http://STUDYUKRUSSIA.RU)

**STUDY UK DISCOVER YOU**

ECM

Bookhunter



Mackmillan



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Сдача IELTS | Документы | Место проведения | Online результаты

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

**ВЫСТАВКА БРИТАНСКОГО ОБРАЗОВАНИЯ**  
МОСКВА 5 ОКТЯБРЯ 2019  
САНКТ-ПЕТЕРБУРГ 6 ОКТЯБРЯ 2019  
STUDY UK: DISCOVER YOU

AGENCY FOR INFORMATION PARTNER EXHIBITION ECM

**Выставка пройдет 5 октября в Москве** (отель Ритц-Карлтон, ул. Тверская, 3) при поддержке Отдела культуры и образования Посольства Великобритании в Москве и официального партнера выставки – агентства ECM. Вход свободный по предварительной регистрации.

В выставке примут участие более 30-ти учебных заведений Великобритании, среди которых топовые: University College of London, The University of Glasgow, City, University of London, University of Westminster и многие другие. Искусство и дизайн, бизнес и финансы, менеджмент, IT и инновации, музыка, инжиниринг, медицина, лингвистика, английский и многие другие направления будут представлены на выставке **Study UK: Discover You**.

The-Village

**The Village**

ГОРОД ЛЮДИ БИЗНЕС РАЗВЛЕЧЕНИЯ ЕДА СТИЛЬ ДЕТИ МОСКВИЧESKI

МОСКВА +13°C ЛЮБКИ 10°C

Курсы евро \$ 64.38 € 70.34

Курсы евро \$ 64.7 € 70.75

Круг света: Москва и "Круг света", где смотреть световые шоу

ЦИКЛ МУЗЫКАЛЬНЫХ ЛЕКЦИЙ  
МОСКВА 4-5 ОКТЯБРЯ 2019  
ВХОД БЕСПЛАТНЫЙ  
STUDY UK: DISCOVER YOU

«Крови» и новый ском — в репертуаре

КРУГ СВЕТА: 5 ДНЕЙ В ОГНЕ

**ВЫСТАВКА БРИТАНСКОГО ОБРАЗОВАНИЯ**  
МОСКВА 5 ОКТЯБРЯ 2019  
САНКТ-ПЕТЕРБУРГ 6 ОКТЯБРЯ 2019  
STUDY UK: DISCOVER YOU

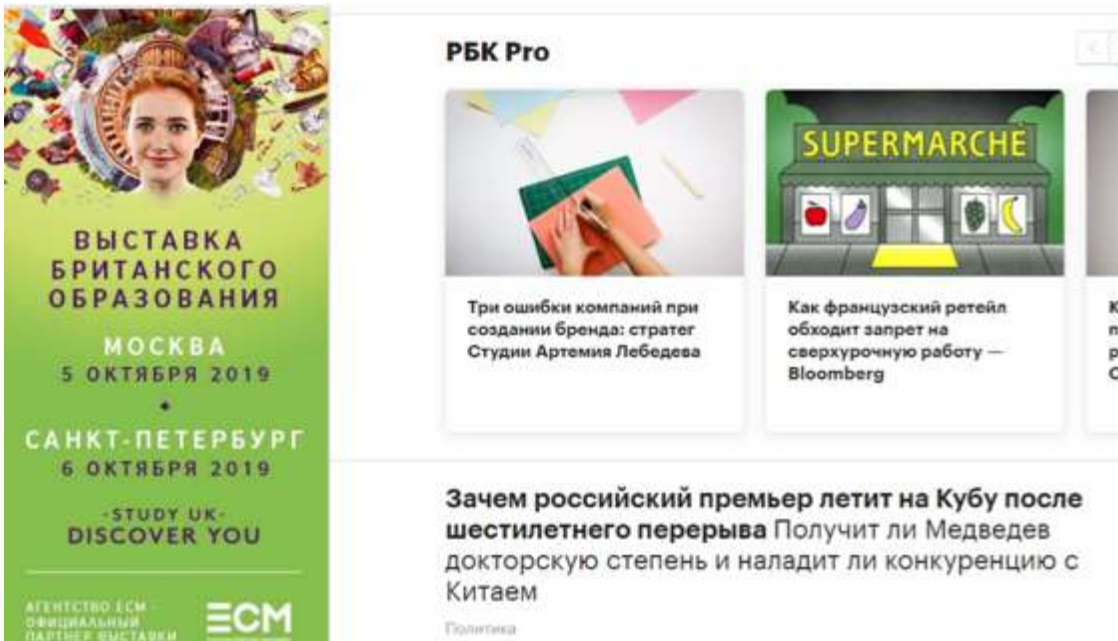
**Супер Память**  
Книга недели «Суперпамять»: Как быстро запомнить иностранные слова

**Лайфхак**  
Рекрутер — о том, как избежать фатальных ошибок в резюме

**Новости**  
10:24 В Москве объявили «краснобычье» уровень опасности из-за ветра. На фоне непогоды в аэропортах задержки  
18:41 Через два дня. Сказка России получит достойный ответ, чтобы жить нормально  
вчера, 19:08 На ВДНХ пройдет масштабная выставка городского дизайна. Там покажут сервизные фарфоровые и керамику  
вчера, 18:28 Реактант: Сказка сервала 90-х по версии Виталия Тютюнника  
вчера, 17:07 Товар дня. Коллекция одежды в поддержку «ОБД Информ-от Братск»  
вчера, 16:21 Галерея. Как правильно читать в поддержку футуризма

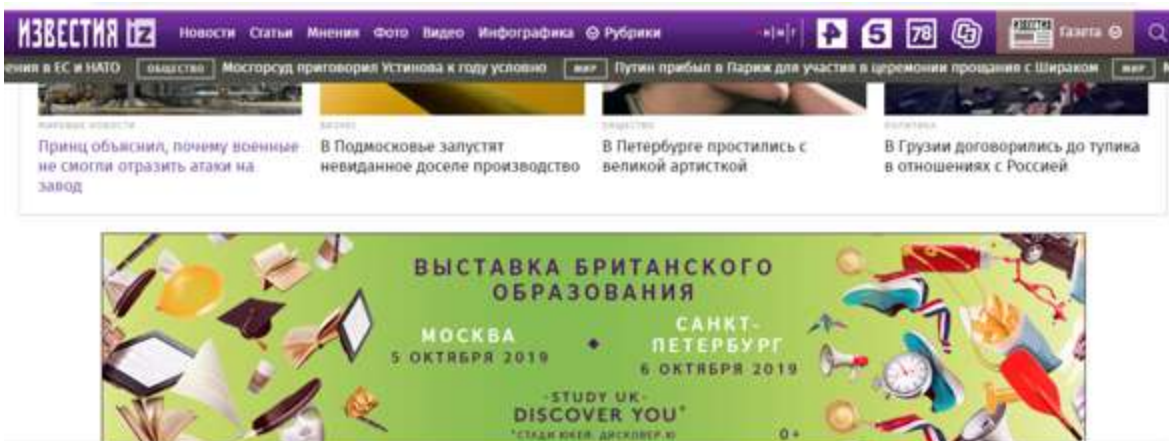


RBC business recourse



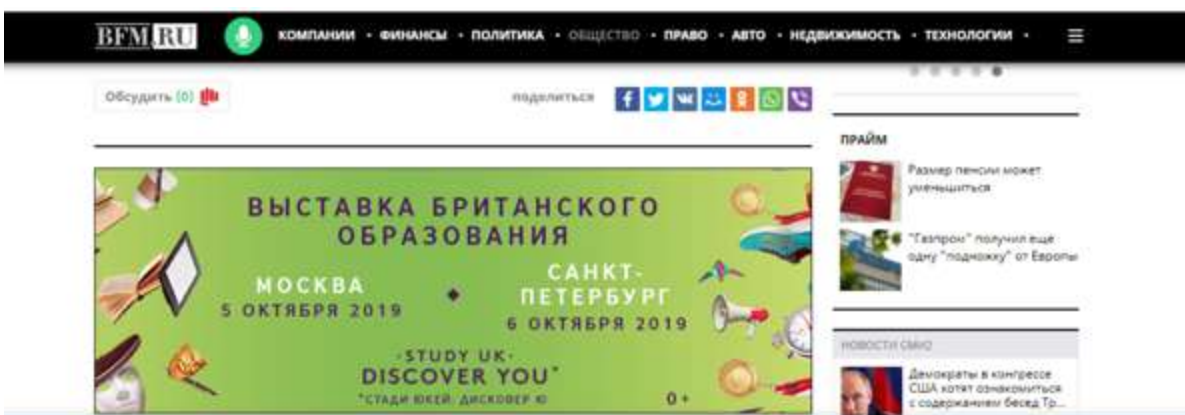
The screenshot shows the RBC Pro website. On the left is a large green poster for the 'ВЫСТАВКА БРИТАНСКОГО ОБРАЗОВАНИЯ' (British Education Exhibition) in Moscow (5 October 2019) and Saint-Petersburg (6 October 2019). The poster includes the text 'STUDY UK - DISCOVER YOU' and the ECM logo. To the right, there are two article thumbnails: one titled 'Три ошибки компаний при создании бренда: стратег Студии Артемия Лебедева' (Three mistakes companies make when creating a brand: strategy from Artemy Lebedev's studio) and another titled 'Как французский ритейл обходит запрет на сверхурочную работу — Bloomberg' (How French retail bypasses overtime ban — Bloomberg). Below these is a main article headline: 'Зачем российский премьер летит на Кубу после шестилетнего перерыва' (Why the Russian prime minister is flying to Cuba after a six-year hiatus) with a sub-headline 'Получит ли Медведев докторскую степень и наладит ли конкуренцию с Китаем' (Will Medvedev get a doctorate and fix competition with China?).

Izvestia online newspaper



The screenshot shows the Izvestia website. The top navigation bar includes 'ИЗВЕСТИЯ' and various news categories. Below the navigation are several news headlines: 'Принц объяснил, почему военные не смогли отразить атаки на завод' (Prince explained why military couldn't repel attacks on factory), 'В Подмоскowie залустят невиданное доселе производство' (In the suburbs of Moscow, an unprecedented production will be launched), 'В Петербурге простились с великой артисткой' (In St. Petersburg, they said goodbye to a great artist), and 'В Грузии договорились до тупика в отношениях с Россией' (In Georgia, they agreed to a stalemate in relations with Russia). At the bottom of the page, there is a large green banner for the 'ВЫСТАВКА БРИТАНСКОГО ОБРАЗОВАНИЯ' exhibition in Moscow and Saint-Petersburg, with the text 'STUDY UK - DISCOVER YOU'.

Business FM website



The screenshot shows the Business FM website. The top navigation bar includes 'BFM.RU' and various news categories. Below the navigation is a large green banner for the 'ВЫСТАВКА БРИТАНСКОГО ОБРАЗОВАНИЯ' exhibition in Moscow and Saint-Petersburg, with the text 'STUDY UK - DISCOVER YOU'. To the right of the banner are several news snippets under the heading 'ПРАЙМ', including 'Размер пенсии может уменьшиться' (Pension size may decrease) and '«Газпром» получил еще одну «подколку» от Европы' (Gazprom received another 'undercut' from Europe).

Forbes magazine website

**Forbes**

ФИНАНСЫ И ИНВЕСТИЦИИ / ЗОЛОТО 30.09.2019 07:04

## Вложились в слитки: зачем ВТБ собрал рекордные запасы золота

Людмила Петухова Forbes Staff

**ВЫСТАВКА БРИТАНСКОГО ОБРАЗОВАНИЯ**  
 МОСКВА 5 ОКТЯБРЯ 2019  
 \*  
 САНКТ-ПЕТЕРБУРГ 6 ОКТЯБРЯ 2019  
 STUDY UK - DISCOVER YOU  
 АГЕНТСТВО ECM ОФИЦИАЛЬНЫЙ ПАРТНЕР ВЫСТАВКИ

Lenta.ru online newspaper

Россия  
 Мир  
 Бывший СССР  
 Экономика  
 Наука и техника  
 Культура  
 Спорт  
 Интернет и СМИ  
 Ценности  
 Путешествия  
 Из жизни  
 Дом

01:02 Пенсионер неожиданно унаследовал богатства знаменитого шпона

01:01 В России потушили все лесные пожары

01:01 Назван лучший смартфон года

18:43 Disney и Sony примерились ради еще одного фильма о Человеке-пауке

Большее новостей

Новый Е-Класс в АВИЛТОН!  
 Только 3 дня! - «Мерседес-Бенц» Е-Класс с преимуществом от 25 614 р...

Уникальный смартфон LandRover Titan!  
 Мощный смартфон 23000 mAh  
 Пылевозонозащитный, ударопрочный...

Реклама volvo-mercedes-avilton.ru Реклама land-rover-titan.ru

Культура 23 сентября 2019

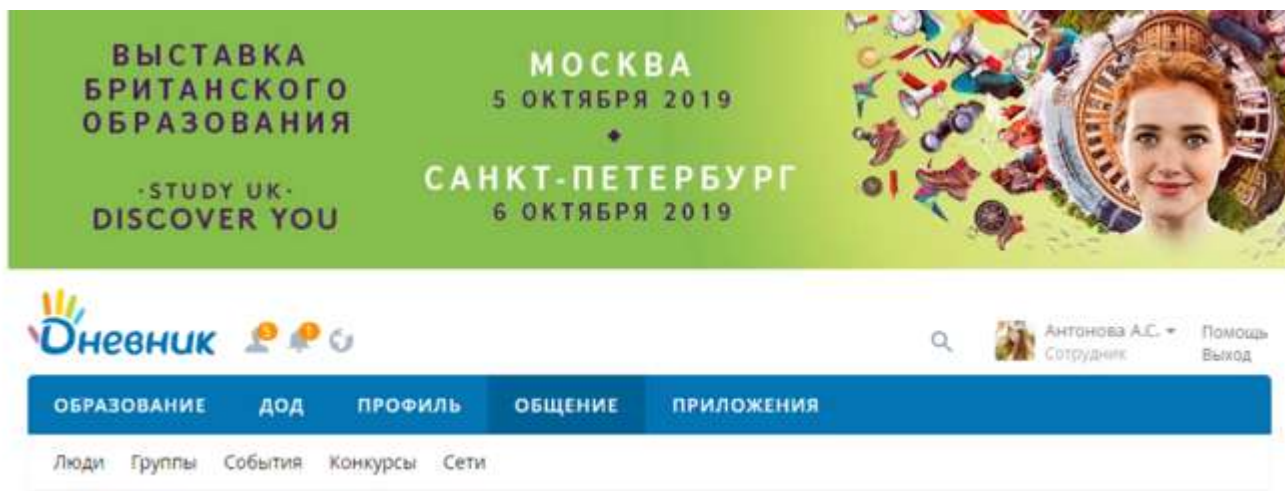
## Самый главный Босс

Классик, перфекционист и секс-символ рабочего класса: чем крут Брюс Спрингстин →

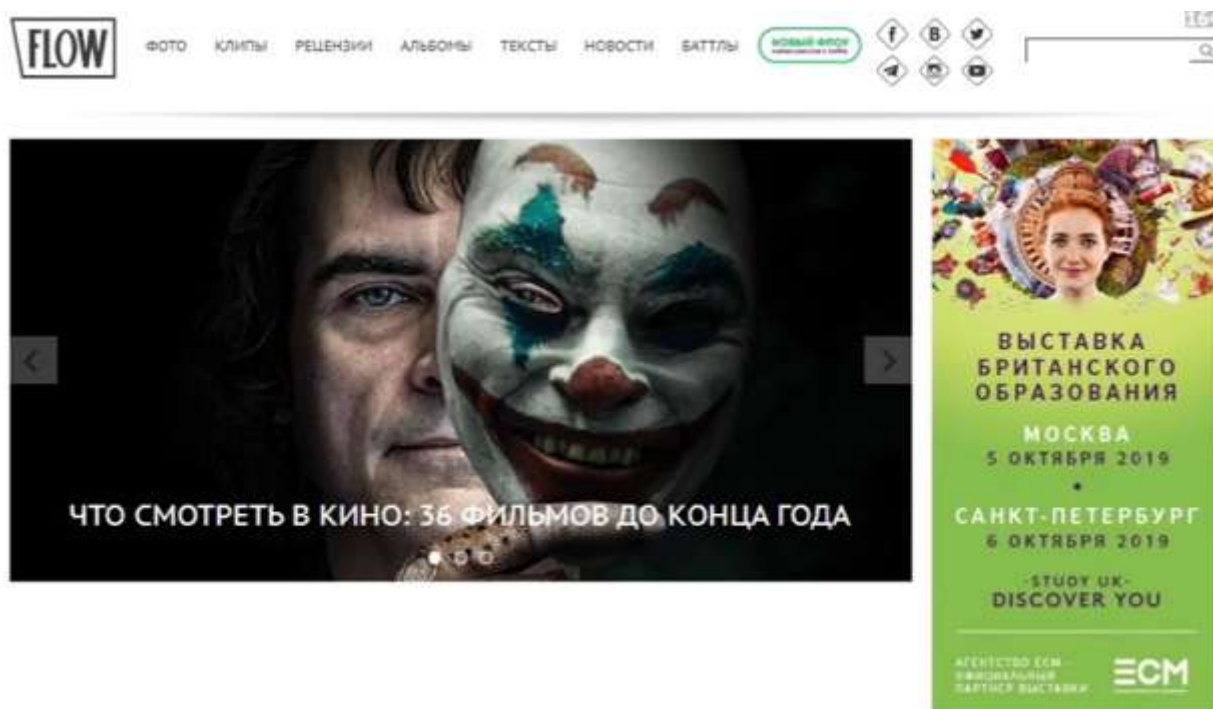
**ВЫСТАВКА БРИТАНСКОГО ОБРАЗОВАНИЯ**  
 МОСКВА 5 ОКТЯБРЯ 2019  
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 ВХОД НА ВЫСТАВКУ СВОБОДНЫЙ 0+  
 STUDY UK - DISCOVER YOU



Dnevnik.ru students' portal



Flow music website



Partners' support print screens

MEL

Facebook - 124 K , Vkontakte – 92K, 60K Newsletter



Kidsreview

Facebook 17K, Vk 3K, Newsletter 10K



OSD

Facebook 9K, Vkontakte 5,8K

**STUDY UK · DISCOVER YOU**

**А ВЫ МЕЧТАЕТЕ ПОСЕТИТЬ ВЕЛИКОБРИТАНИЮ?**

8 октября 2019 года в Москве в отеле Rix-Сити пройдет Выставка британского образования Study UK. Discover You. Москва, Петербург - <http://www.studyukrussia.ru> +78002

Представители ведущих университетов и колледжей, школ-пансионов, языковых и летних школ Великобритании расскажут о возможностях и перспективах образования за рубежом.

В выставке примут участие более 20 учебных заведений Великобритании, среди которых: University of Sussex, The University of Oxford, City University of London, University of Westminister и многие другие. Искусство и дизайн, бизнес и финансы, менеджмент, IT и инновации, инженерия, медицина, лингвистика, английский – основные направления образовательной программы StudyUK Discover You.

Для гостей будет представлена обширная программа лекционных и лекций на самых разных темах.

Для маленьких гостей будет организована специальная программа, где дети смогут увидеть трюк от доброго волшебника Harry и принять участие в веселых конкурсах.

Время проведения: 12:00 – 18:00  
Адрес: Москва, ул. Тверская, д. 3  
Вход на выставку свободный по предварительной регистрации.  
ОК, кто зарегистрируется на выставку онлайн, получит участие в розыгрыше подарков!

Education Index

Newsletter 10K, Vkontakte 6.5K, Facebook 4K

**Цикл бесплатных музыкальных лекций**

Интересуетесь музыкой? Собираетесь строить карьеру в музыкальной индустрии? Мечтаете лично пообщаться с экспертами и и

Тогда приходите на **выставку британского** в Москве (5 октября) и Петербурге (6 октября), а также на **цикл бесплатных** площадках столиц!



Education Index [educationindex.ru/](https://educationindex.ru/)  
www.educationindex.ru  
сентябрь 2017

**Выставка британского образования «Study UK» в Москве и Санкт-Петербурге**



Хотите ли получить удовольствие от обучения? Как это сочетать с работой и увлечениями? Как подобрать место? Если вас интересует хотя бы один из этих вопросов, то следите за обновлениями!

**Учеба за рубежом**  
5 сен в 19:36

Сегодня хотим пригласить вас на мероприятие нашего партнера – крупнейшую Выставку британского образования Study UK: Discover You, организованную Отделом культуры и образования Посольства Великобритании в Москве! Выставка пройдет 5 октября в отеле Ритц Карлтон.

- На выставке вас ждут:
- более 40 ведущих британских университетов, колледжей, школ-пансионов и языковых школ
  - более 3 000 образовательных программ
  - бесплатные лекции и мастер-классы от британских академиков
  - подарки от партнеров: Cambridge Assessment English, Skyeng, LanguageLink, LUSH, Olambok, TotalGo и другие.

Вход бесплатный!  
Необходима регистрация <https://studyukrussia.ru/>



Обучение в Великобритании, 21-ая масштабная выставка среднего, профессионального и высшего образования



LanguageLink

Newsletter 30K, Facebook 7K, Vkontakte 6K

Moscow bookstore

Newsletter 25K, Facebook 16.5K, Vkontakte 32K, Instagram 500

British Higher School of Art and Design  
Facebook 42K, Website 60K, Facebook 42K Newsletter 40K,



Glambox Russia  
Instagram 100K



Нравится: 178

glamboxrussia Ура! Крупнейшая Выставка британского образования Study UK: Discover You пройдёт в Москве и Санкт-Петербурге 5 и 6 октября!



Hamleys  
Instagram 30K



Нравится: 27

hamleysrussia Выходные вместе с Hamleys! 🇬🇧

5 и 6 октября Легендарный магазин... ещё



Нравится: 49

hamleysrussia Hamleys на выставке британского образования Study UK: Discover You 🇬🇧 @studyuk\_russia

Спасибо всем юным гостям, которые заглянули на наш стенд! #HamleysRussia #Hamleys

SKYENG (2 newsletters 200K subscribers)

#анонсы наших друзей

ВЫСТАВКА БРИТАНСКОГО ОБРАЗОВАНИЯ

МОСКВА  
5 ОКТЯБРЯ 2019

•

САНКТ-ПЕТЕРБУРГ  
6 ОКТЯБРЯ 2019

STUDY UK  
DISCOVER YOU

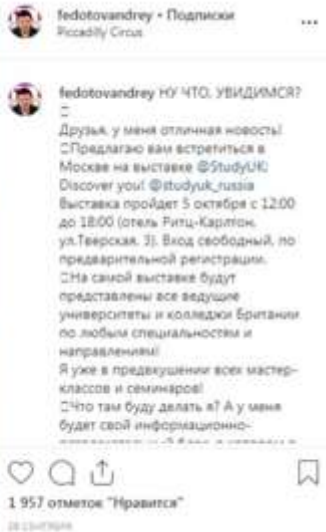
ECM

Как отправить ребенка учиться в Англию? Узнайте об этом на «Study UK: Discover You» — выставке британского образования от Посольства Великобритании и агентства ECM. Вход на мероприятие свободный по предварительной регистрации. Приходите и узнайте о возможностях британского образования для вашего ребенка.

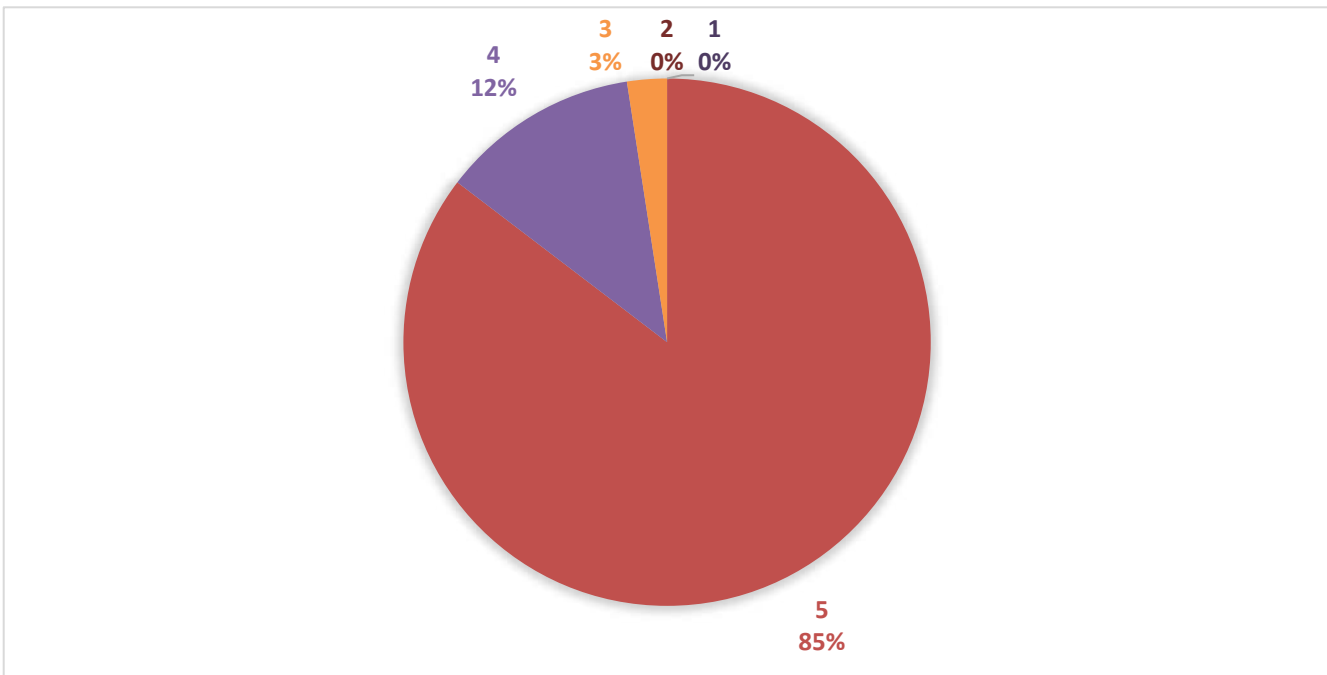
Bloggers outcomes’:

Fedotov Andrey

Instagram 45.5 K



97% of visitors said they were glad with the information they receive about the fair before the event



Visitor's Feedback

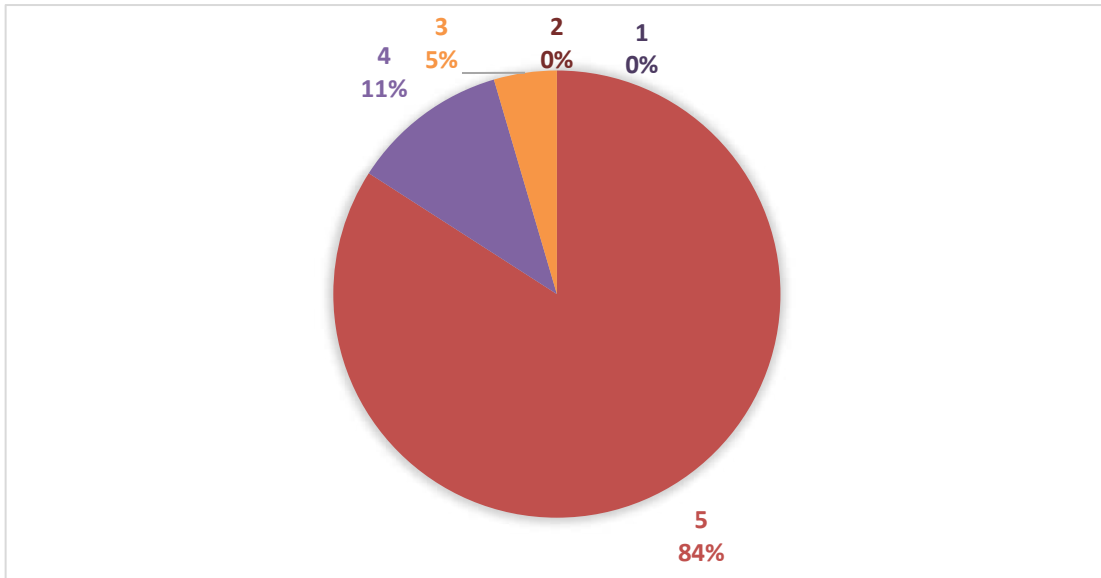
Study UK fair in Moscow in October was visited **by 2100+ for 1 day!**

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

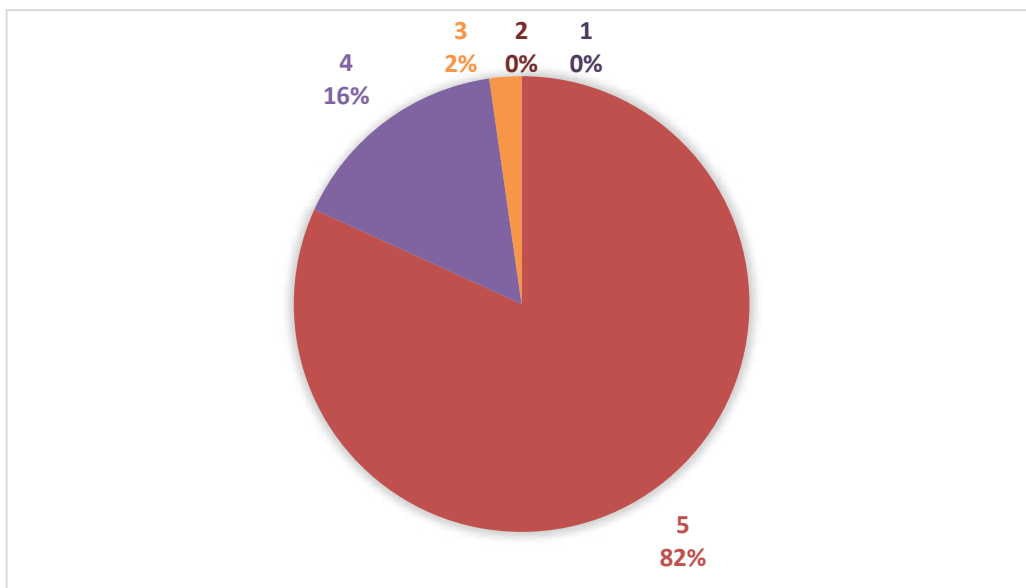
**95% of visitors confirmed that after the exhibition their impressions about the UK has become more various and positive**

**91% 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:





**97,8 % of visitors highly rated the quality and variety of seminars**

A printed survey was distributed during the exhibition to the 200+ 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” 88% said yes, 5% said no, 7% maybe.**

**When the visitors were asked “Did you receive all the Information required to make an informed choice” 97% 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:**

- I visited a lot of different exhibitions, but Study UK is the best one
- Very informative! And great organization! Thank you!
- A great opportunity to meet so many universities and talk to them f2f
- The seminars are very informative! And the atmosphere of the event is great!
- Great atmosphere! Lots of programmes to choose and loads of fun!
- Lots of universities and a great variety of educational programmes
- Excellent organization, positive staff, cool opportunity to talk to institutions' representatives
- Good quality of participants, perfect variety of institutions
- The fairs helped me to make a choice, a great chance to talk to institutions!
- The location is perfect! Highly-organized event! I loved it!

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

- Have a two-days event
- Improve the sound
- Arrange an exhibition twice a year
- Arrange a food court and a water for visitors
- More partners and competitions!
- More bookshops to invite

**95,6% would recommend Study UK fair to their friends and colleagues**

## Exhibitor's Feedback

**96% gave a positive overall assessment of the exhibition**

**60% of UK exhibitors said it was better than the last one in February**

**100% of UK exhibitors supported the 1-day duration of the fair**

**48% of exhibitors participated for the first time in 5 years  
25% of institutions were new**

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

**85% estimated the quality of visitors as "good" - data increased!**

**92% estimated the quantity of visitors as "good" - data increased!**

### Some positive quotes from exhibitors:

- Many thanks for all your support and hard work making the event go so well.
- Excellent organisation, well done!
- The briefing was very useful! Thank you for your support!
- More high-quality children and parents among visitors
- 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
- Very focused students, they are hungry for British Education
- The event was very well organised, thank you for your excellent support! You are a very professional team!
- Good English level. Many queries about funding, scholarships.
- Many thanks for excellent translation support and a brilliant interpreter
- Thank you for making my first ever international event so straight-forward!
- I'm delighted we were able to take part! It was a huge success!
- Summer school interest is very high. Lots of good students!
- Thank you for the briefing - bespoke visits are useful to advertise
- The potential for Russian markets is evident. We need to visit more each year

**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:**

- Lunch should continue until 4 pm please. It can be difficult to step away from the stand during the first couple of hours. Or arrange more staff to remind about lunch.
- Reconsider more accommodation alternatives with more affordable costs - The Ritz was fully booked 3 weeks before the event already
- Try to start educating people that whilst rankings can matter it should only be a subject, not a university
- Changing the venue will bring more institutions as it will make the fees more affordable
- Please arrange a later start
- Need to be clearer that no everyone can give a seminar

**93% consider that the event is overall value for its money**

**75% exhibitors said they developed new links or built on existing feeder or agent relationships by coming**

**100% 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!**

*\* More details you may find in the Appendix below*

## List of Study UK fair exhibitors

### Universities

Abertay University  
City, University of London  
ESCP Europe Business School  
Goldsmiths, University of London  
INTO University Partnerships  
  
Northumbria University  
Oxford Brookes University  
The University of Edinburgh  
The University of Northampton  
The University of Warwick  
University College London  
University of Bristol  
University of Exeter  
University of Glasgow  
University of Greenwich  
University of Nottingham  
University of St Andrews  
University of the Arts London  
University of Westminster

### Music Institutions

BIMM Institute London  
Liverpool Hope University — School of Creative and Performing Arts  
Solent University Southampton  
Trinity Laban Conservatoire of Music and Dance  
University for the Creative Arts - UCA  
University of Portsmouth  
University of Salford's, Manchester

### Schools, colleges and education centres

Ashbourne College  
Cardiff Sixth Form College  
David Game College  
King's College Taunton  
Lucton School  
Newcastle College English  
North West Academy of English  
Queen Ethelburga's College  
Westbourne School

### UK Educational Partners

British Higher School of Art & Design  
Summit International

**Other partners\***

AIESEC

BKC-IH Moscow IELTS Test Centre

British Embassy/ Chevening

Cambridge Assessment English

Cambridge University Press

Changellenge

Education Index

Hamleys

Language Link

Moscow bookstore

SkyEng

The International School of Moscow

Toni&Guy

*\*LUSH, Glambox, Glambag, ROCK FM, Moscow Music School, Higher School of Economics etc were partners that were not presented at the venue*

## 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.

**To underline UK excellence in music because of The UK-Russia Year of Music 2019:**

This objective was successfully achieved, and the knowledge about British music and the way of teaching it in the UK raised.

**Future steps**

There are several areas that both British Council UK / The Cultural and Education Section of the British Embassy in Moscow 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 2020 Study UK 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: social media, newsletters and partnerships with target organisations.
- 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 more lectures and interactive activities with them during the fair to 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 reconsider the venue cost to decrease the participation fee**
- 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 briefing and webinar in June we will arrange a webinar / meeting / activity dedicated to the Russian market several months before the event and will organise market briefing on the first day of the event as well.
- We will consider the recommendations from institutions – exhibitors of the fair.

### The next Study UK fairs in Russia will be held in October 2020

- The registration will be open soon.

### 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 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. Study UK fairs in 2020 will be built 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. Fairs will be planned to be arranged in Octobers 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 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.

Russia is top-3 countries for short-term courses. Tier 4 visas are stable for the last 3 years despite the political difficulties.

According to the recent survey of Russian educational agents **60%** of agents underlined the **increase** of demand for UK education among Russian students in 2019 compared to the last year in all kinds of education. Although interest for summer courses is growing faster.

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. In 2019 the interest for boarding schools was stable as this group was less affected by the economic crisis.

In 2019 US visas are harder to get than UK ones, and it stimulated interest to UK education. Also Brexit if it happened in 2020, won't affect the demand from Russia.

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:

“A lot of interest from summer schools programmes”

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

“Ranking did not appear to be a focus, Business is popular and interest in art seems to have increased”

“Management is still number one. Good knowledge of English and overall quality of students”

“Many queries about funding, scholarships. Well prepared those interested in PG studies”

“Very diverse choice of subjects and good quality of students. Interest in UG has increased compared to the last year”

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

“Equal interest in Business, management and engineering, and large interest in creative industries”

“A lot of interest in the Master / MBA programmes”

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

“Good mix of UG and PG”

“Scholarships are of a great interest. Bespoke visits are useful to advertise”



“PG focus. More varied subject mix than expected although still focus on business/ marketing/ economics degrees. Computing is also popular. Important to have more resources in Russian”

“The market is positively stable”

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

## End of Report

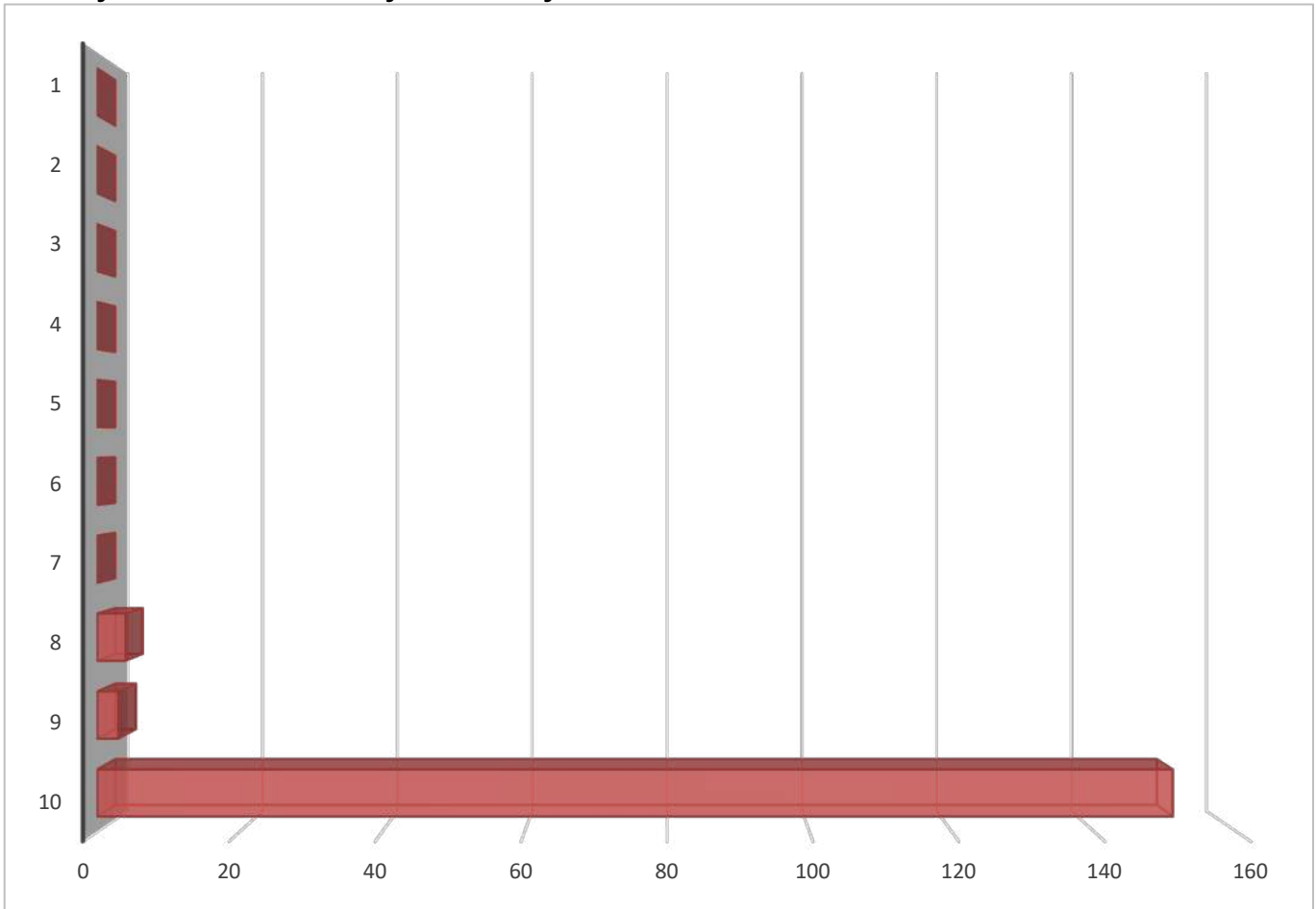
**If you have any questions or requests please don't hesitate to contact**

**[lavrentieva@ecmcentre.com](mailto:lavrentieva@ecmcentre.com)**

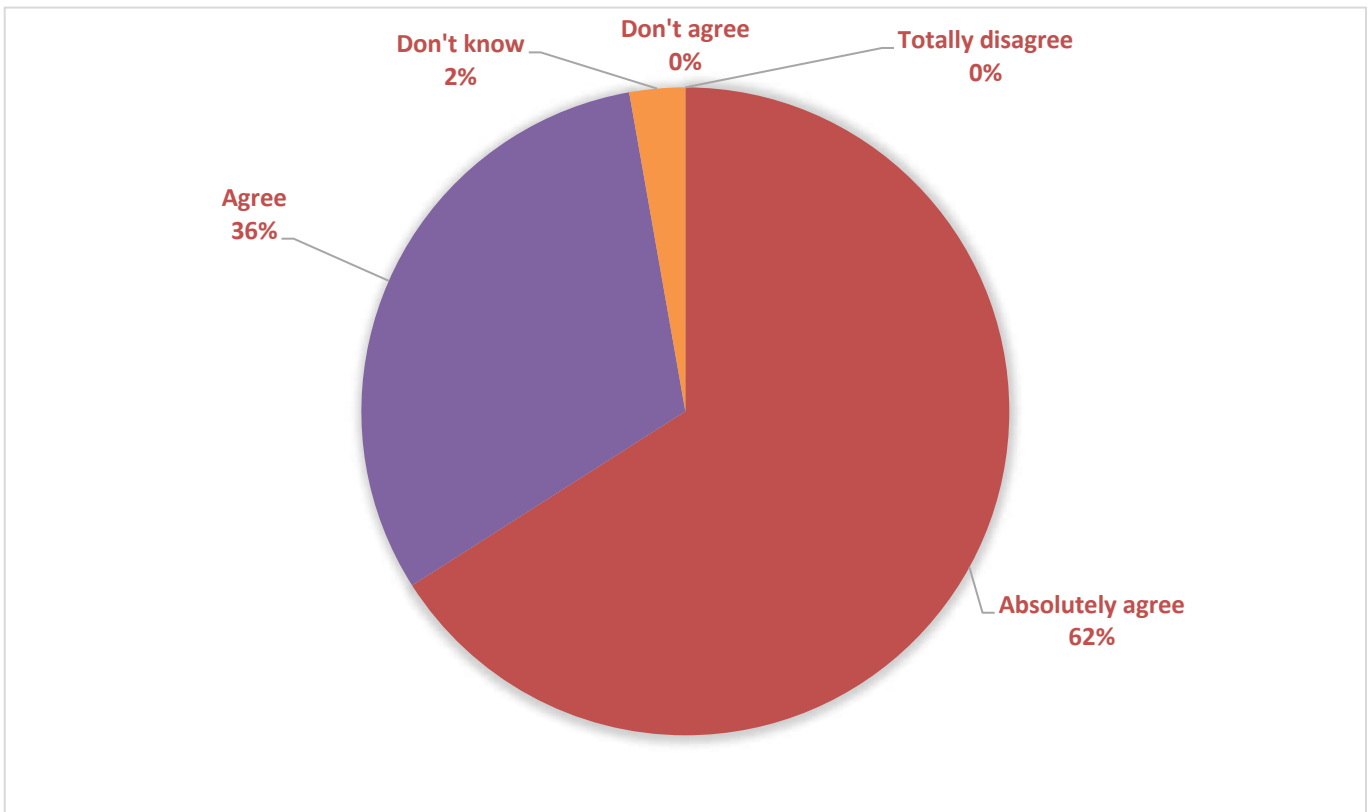
or **[Elizaveta.Utolina@britishcouncil.org](mailto:Elizaveta.Utolina@britishcouncil.org)**

Appendix 1 - Visitors' feedback and survey results

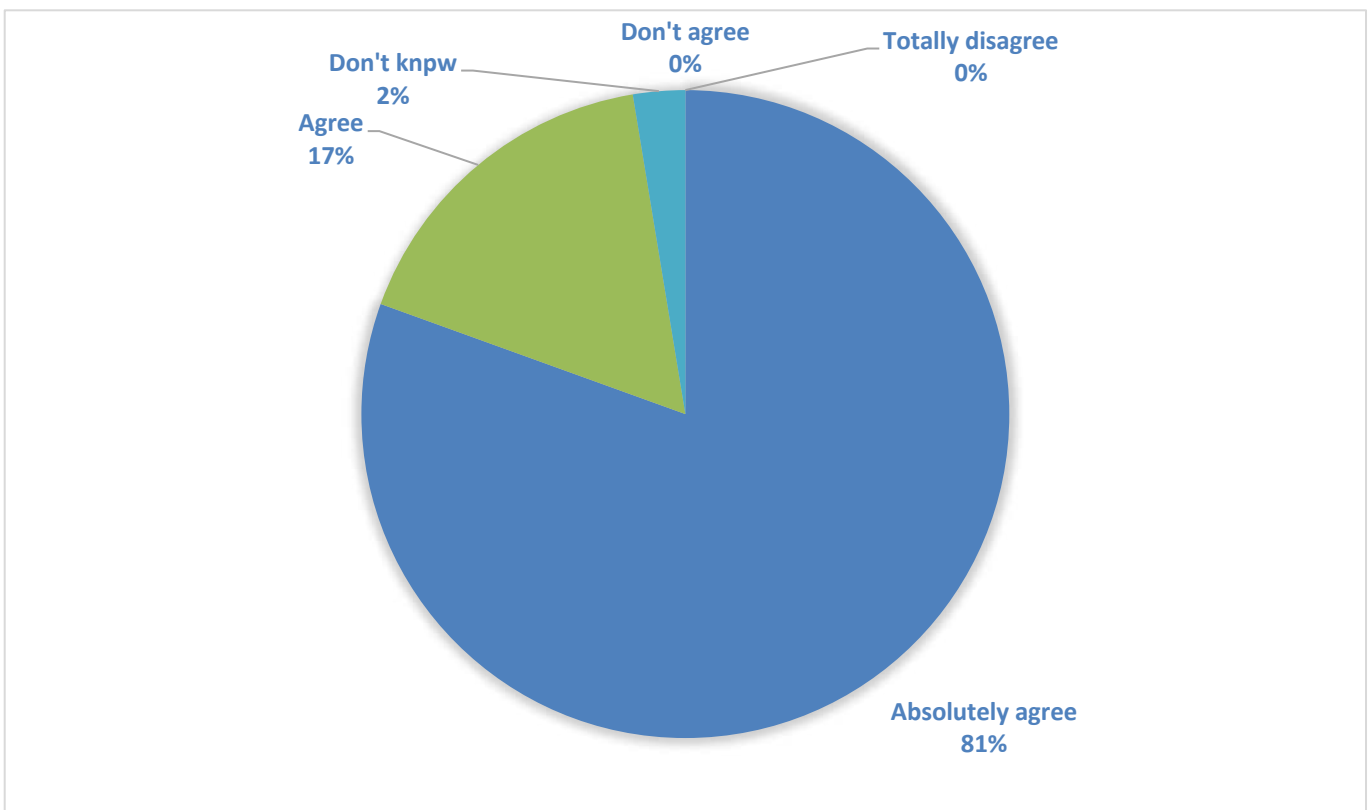
Would you recommend Study UK fair to your friends and relatives?



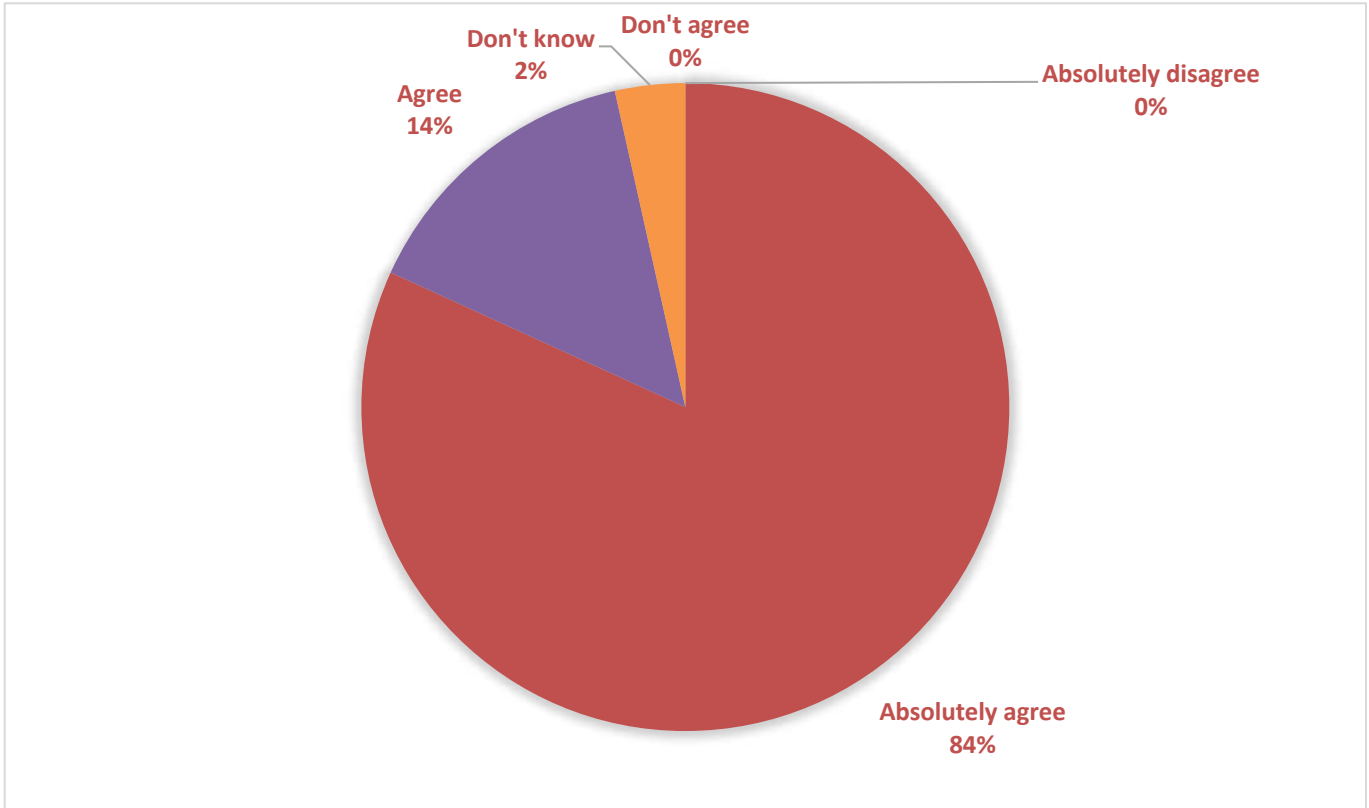
The exhibition met my expectations



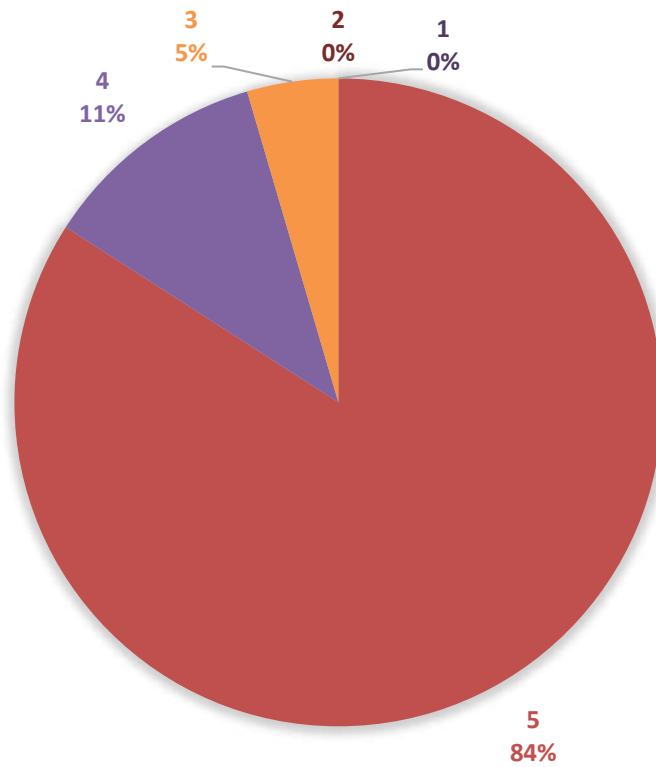
Overall the exhibition was arranged on the highest level



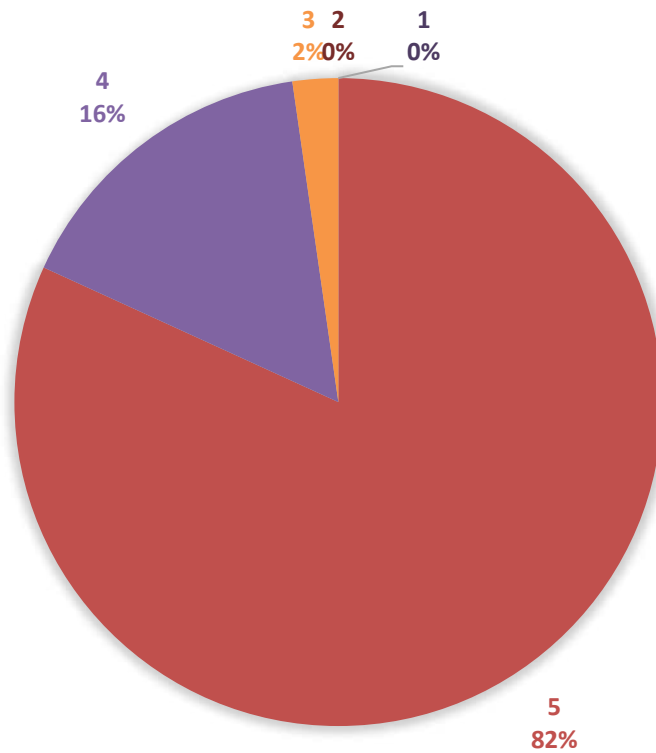
The Cultural and Education Section of the British Embassy in Moscow and ECM agency are one of the leading organisations in its profile area



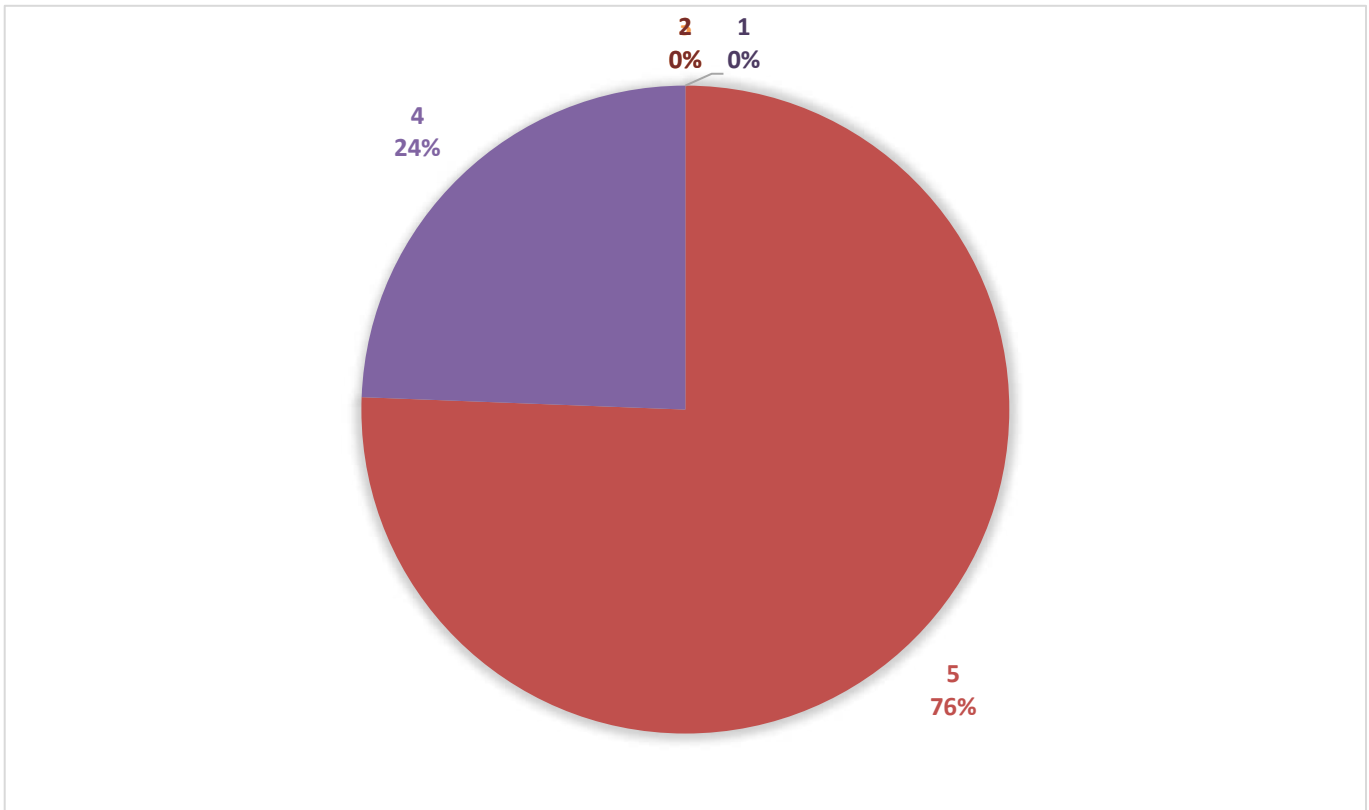
The variety of programmes offered at the exhibition



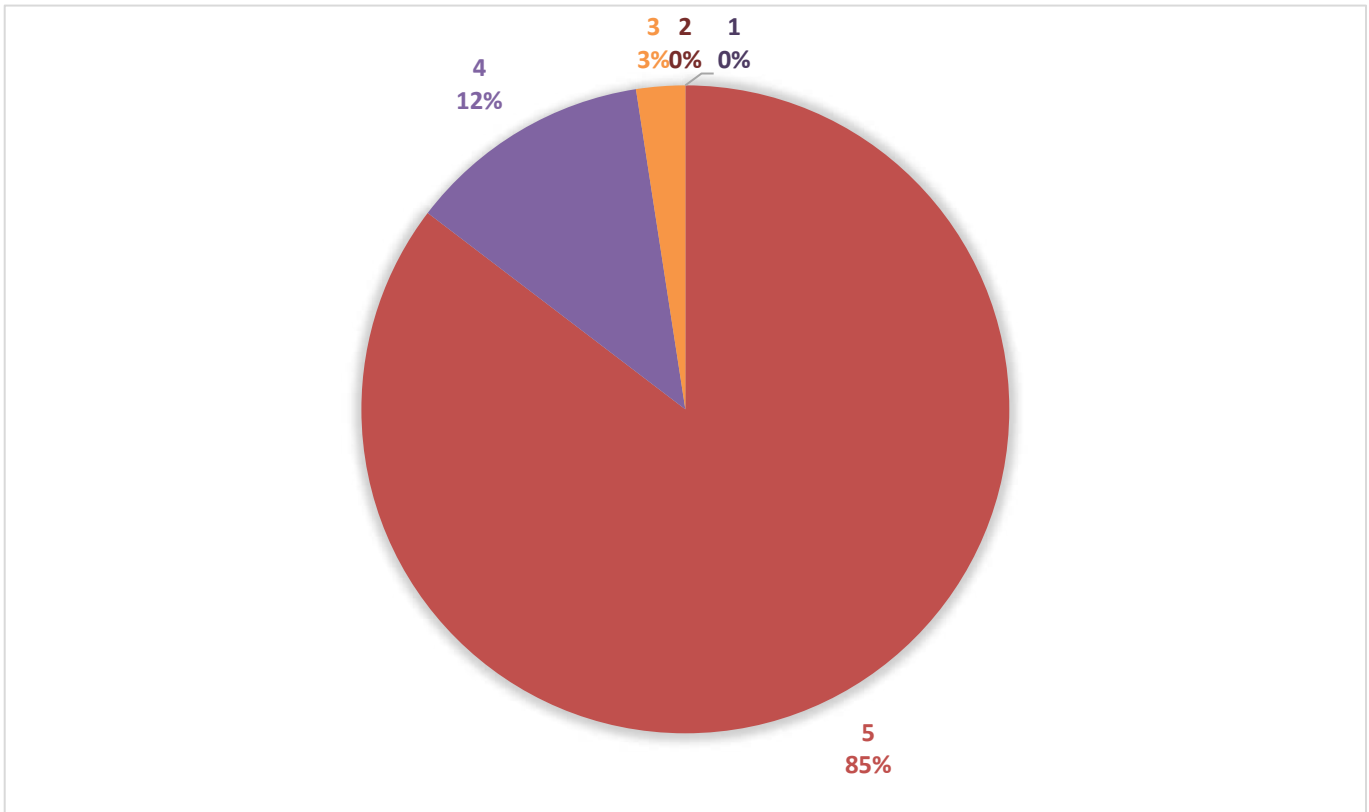
**The quality and variety of the seminar programme**



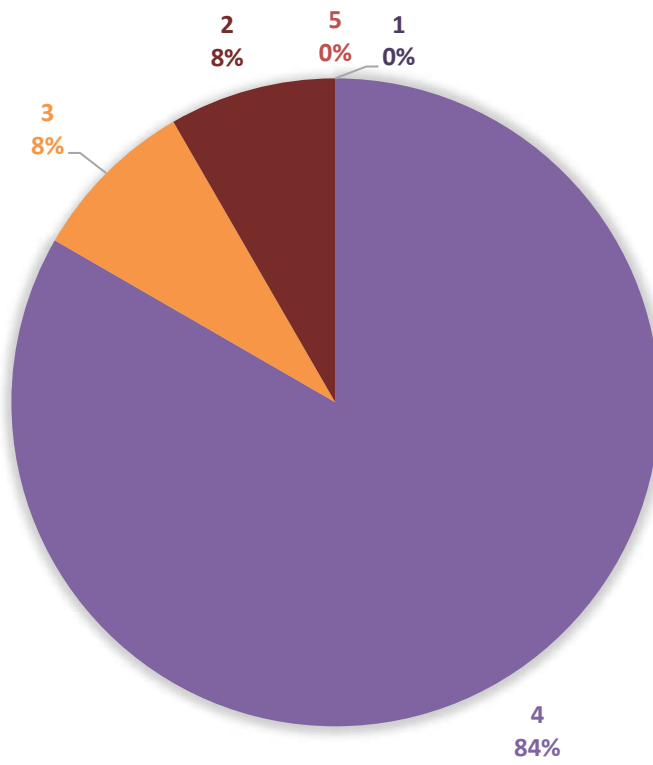
The quality of the venue



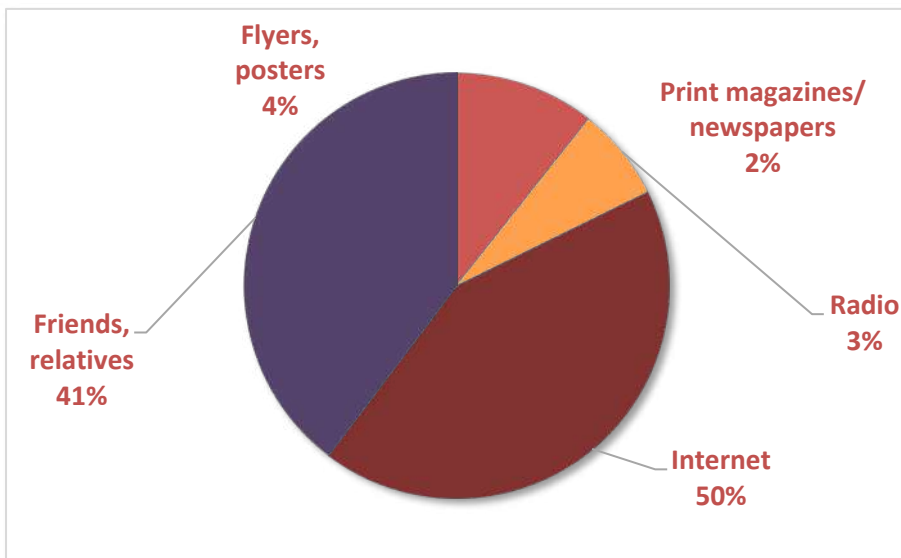
Information provided before the event



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

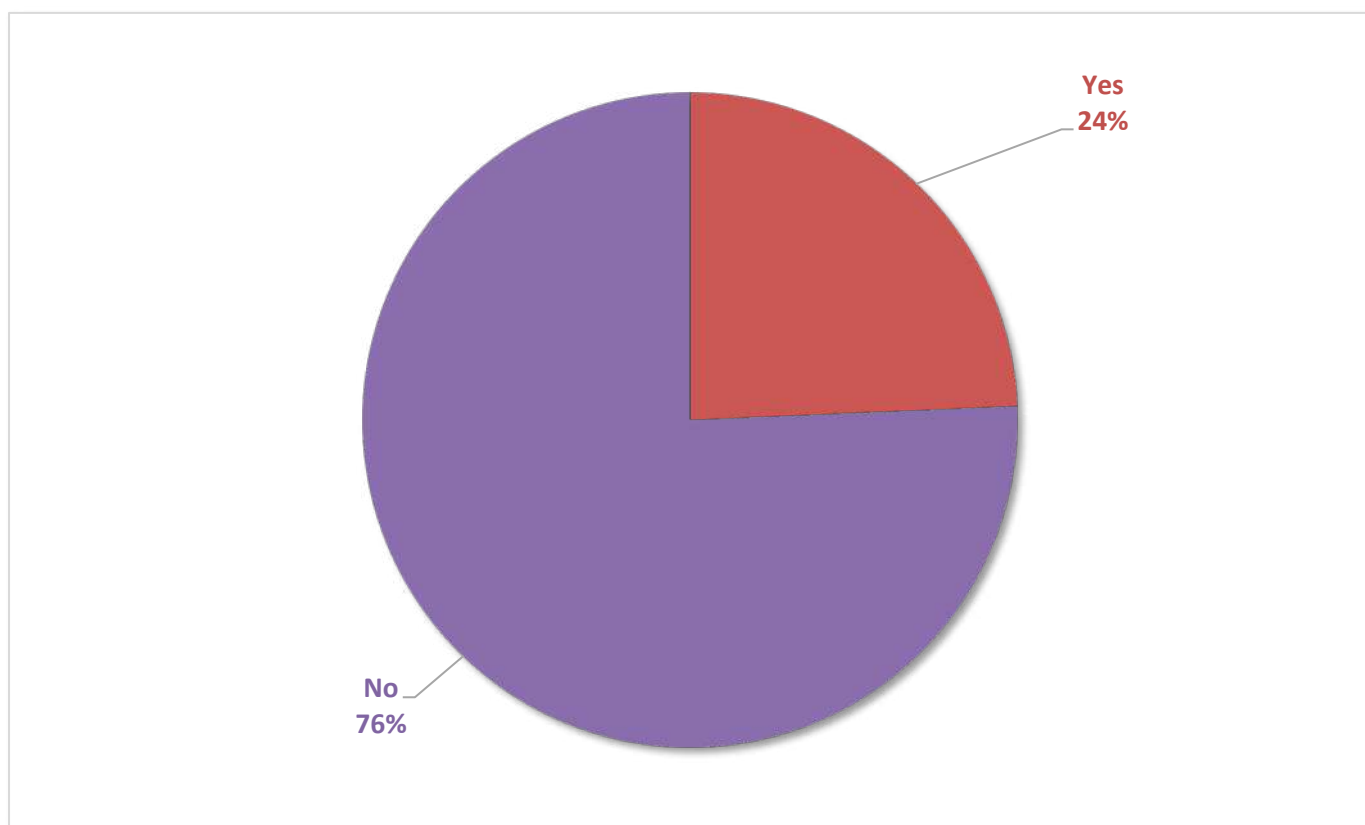


**How did you find out about the exhibition?**



**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	21	75,0
NO	7	25,0
Total	28	100

What was your main aim in coming?		
Answers	Number of answers	%
Recruitment	5	18,5
Profile raising	0	0,0
Both	22	81,5
Total	27	100

**What is your primary market interest in this event?**

Answers	Number of answers	%
Undergraduate	18	24,7
Postgraduate taught	15	20,5
Postgraduate research	5	6,8
Higher national diploma and equivalent	1	1,4
Pre-university foundation courses	5	6,8
Foundation	6	8,2
Post-16 A-level	7	9,6
Pre-sessional English School	2	2,7
Secondary education	5	6,8
Summer courses	9	12,3
Total	73	100

**What is your assessment of the visitors?**

Answers	Number of answers	%
Number of the visitors		
Good	24	85,7
Average	4	14,3
Disappointing	0	0,0
Total	28	100
"Quality" of the visitors		
Good	20	71,4
Average	8	28,6
Disappointing	0	0,0
Total	28	100

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

Answers	Number of answers	%
YES	21	75,0
NO	7	25,0
Total	28	100

**Please give your overall assessment of the exhibition**

Answers	Number of answers	%
Excellent	23	82,1
Good	4	14,3
Average	1	3,6
Bad	0	0,0
Very bad	0	0,0
Total	28	100

**Level of The Cultural and Education Section of the British Embassy in Moscow and ECM agency support before the exhibition**

Rate	Number of answers	%
5	26	92,9
4	2	7,1
3	0	0,0
2	0	0,0
1	0	0,0
Total	28	100

**Level of The Cultural and Education Section of the British Embassy in Moscow and ECM agency support during the exhibition**

Rate	Number of answers	%
5	22	78,6
4	6	21,4
3	0	0,0
2	0	0,0
1	0	0,0
Total	28	100

**Quality of the venue**

Rate	Number of answers	%
5	27	96,4
4	1	3,6
3	0	0,0
2	0	0,0
1	0	0,0

Total	28	100
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Quality of the accommodation		
Rate	Number of answers	%
5	24	85,7
4	4	14,3
3	0	0,0
2	0	0,0
1	0	0,0
Total	28	100

Length of the exhibition		
Rate	Number of answers	%
5	24	85,7
4	4	14,3
3	0	0,0
2	0	0,0
1	0	0,0
Total	28	100

Value for money		
Rate	Number of answers	%
5	10	35,7
4	16	57,1
3	2	7,1
2	0	0,0
1	0	0,0
Total	28	100

What would be your preferred date for this event next year?		
Rate	Number of answers	%
Same as this year	25	89,3
Earlier than this year	3	10,7
Later than this year	0	0,0
Total	28	100

**How likely are you to recommend the The Cultural and Education Section of the British Embassy in Moscow and ECM agency to colleagues?**

Rate	Number of answers	%
Very likely	16	57,1
Likely	12	42,9
Unlikely	0	0,0
Very unlikely	0	0,0
Total	28	100

**How does this year's exhibition compare to last year's?**

Much better	Number of answers	%
Rate	2	20
Better	6	60,0
About the same	2	20,0
Worse	0	0,0
Much worse	0	0,0
Didn't attend last year	18	64,3
Total	10	80

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

<b>Media</b>	<b>Media Type</b>	<b>Publication/ Issue Type</b>
Rock FM	Radio	Advert
Rock FM	Radio	Competition announcement during the morning broadcast
Megapolis FM	Radio	Announcement during the morning broadcast
Vkontakte Music	Online Music	Announcement
Zima magazine	Print	Announcement
Zima magazine	Print	Article
Zima magazine	Print	Article
Zima magazine	Print	Article
Zima magazine	Print	Advert placement
Education Expert	Print	Advert placement
Vneshkolnik	Print	Advert placement
Afisha.Daily	Online	Advert Placement
Educationindex.ru	Online	Announcement
Expert	Online	Announcement
Expert	Online	Advert Placement
InStyle	Online	Article
Interfax	Online	Announcement
KidsReview	Online	Announcement
Komsomolskaya Pravda	Online	Announcement
MEL	Online	Article
MixMag	Online	Article
OSD	Online	Announcement
RBCC.ru	Online	Announcement

RockFM	Online	Competition announcement
Theoryandpractice.ru	Online	Announcement
TimeOut	Online	Announcement
TimeOut	Online	Article
TimeOut	Online	Announcement
Ucheba.ru	Online	Announcement
<b>Social media selected outcomes – partners and media</b>		
<b>Name of media</b>	<b>Type of media</b>	<b>Number of followers</b>
Fedotov Andrey	Blogger	45 000
TimeOut	City media	243 189
British Higher School of Art and Design	Educational / Partner	42 000
British Higher School of Art and Design	Educational / Partner	60 000
British Higher School of Art and Design	Educational / Partner	42 000
British Higher School of Art and Design	Educational / Partner	40 000
Education index	Educational media	6 500
Education index	Educational media	4 000
Education index	Educational media	10 000
HSE School of Art and Design	Educational / Partner	15 200
HSE School of Art and Design	Educational / Partner	21 000
HSE School of Art and Design	Educational / Partner	27 000
Mel	Educational media	124 000
Mel	Educational media	92 000
Moscow bookstore	Partner	25 000
Moscow bookstore	Partner	16 500



Moscow bookstore	Partner	32 000
Moscow Music School	Partner	4 400
Moscow Music School	Partner	15 000
Moscow Music School	Partner	4 800
Moscow Music School	Partner	5 000
LanguageLink	Educational / partner	6 300
LanguageLink	Educational / partner	7 000
LanguageLink	Educational / partner	30 000
Glambox	Partner	100 000
Hamleys	Partner	30 000
Hamleys	Partner	30 000
Skyeng	Partner	200 000
Skyeng	Partner	200 000
The International School of Moscow	Educational / Partner	5 000
Toni & Guy	Partner	12 227
<b>Ad (Banners) placement</b>		
<b>Media</b>	<b>Numbers of shows</b>	<b>Coverage</b>
AdSmart Business	300 007	Advert placement
The Village	300 209	Advert placement
The Village	100 000	Advert placement – Music lectures
RBC	300 057	Advert placement
LENTA.RU	300 075	Advert placement
The Flow	100,000	Advert placement
Dnevnik	20,000	Advert placement
Forbes	250 000	Advert placement

Zima	60 000	Advert placement
TimeOut	200 000	Advert placement

<b>5 October, Saturday</b>	
<b>WASHINGTON HALL</b>	
12:10-12:40	<p><b>Speaker:</b> Natalia Volchugova, Cardiff Sixth Form College</p> <p><b>The path to success: how to decide on your future profession and prepare for admission to top universities in the UK</b></p>
12:45-13:15	<p><b>Speaker:</b> Maria Molashenko, BKC-IH IELTS Centre</p> <p><b>IELTS tips: Effective methods of passing the exam successfully</b></p>
13:20-13:50	<p><b>Speaker:</b> British Embassy in Moscow</p> <p><b>How to win Chevening scholarship. Tips and Advice from alumni</b></p>
13:55-14:25	<p><b>Speaker:</b> Lana Shaugney, The University of Warwick</p> <p><b>How to write a successful Personal Statement</b></p>
14:30-15:00	<p><b>Speaker:</b> Dagina Wetherill, INTO City University London</p> <p><b>Professions of the future</b></p>
15:05-15:35	<p><b>Alumni talks: meetings with british universities alumni</b></p> <p>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.</p>
15:40-16:00	<p><b>Speaker:</b> Andrey Fedotov, blogger</p> <p><b>How much the environment helps you learn. Debunking myths that adults can't learn English</b></p>
16:05-16:35	<p><b>Speaker:</b> Harish Lokhun, The University of Edinburgh</p>

	<b>How to choose a UK university</b>
16:40-17:10	<b>Speaker:</b> Shaun Kay, British Higher School of Art & Design
	<b>British approach to studying creative industries: main principles</b>
17:15-17:45	<b>Speaker:</b> Uliana Bogomolova-Isselman, International Centre "Summit"
	<b>Ten steps that parents need to follow now to increase their children chances to apply to leading UK universities</b>
17:15-17:45	<b>Speaker:</b> Cambridge Assessment English
	<b>How to choose an English international exam – tips for parents and students</b>
<b>5 October, Saturday</b>	
<b>MOSCOW HALL</b>	
12:15-12:45	<b>Speaker:</b> Tim France, University of Salford, Manchester
	The Characteristics of Popular Music: Style & Genre
12:50-13:20	<b>Speaker:</b> Christopher Brown, University of the Arts London
	<b>How to make a successful creative portfolio</b>
13:25-13:55	<b>Speaker:</b> Yan Mack, BIMM Institute London
	<b>How to become a successful musician</b>
14:00-14:30	<b>Speaker:</b> Stephen Davismoon, Liverpool Hope University
	<b>Musical score related to historic heritage</b>
14:35-15:05	<b>Speaker:</b> Mike McNally
	<b>What the music industry can learn from other creative industries</b>
15:10-15:40	<b>Speaker:</b> Martin James
	<b>The role of social media in music industry</b>

15:45-16:15	<b>Speaker:</b> Adrian Hall, University of Portsmouth
	<b>Music, Creativity and Technology: How 'Music Technology' can be used to develop traditional skills in composition, performance and creativity</b>
16:20-16:50	<b>Speaker:</b> Maria Namtsova, Trinity Laban – Conservatoire of Music and Dance
	<b>Russia and UK: the main difference in music education from an alumni perspective</b>
16:55-17:25	<b>Speaker:</b> James Langford, The International School of Moscow
	<b>Launch of international music exams ABRSM in Russia</b>
17:30-18:00	<b>Speaker:</b> Richard Frostik, World Voice
	<b>Masterclass on singing and vocal from an author of World Voice</b>



If you have any questions or requests please don't hesitate to contact  
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