

**Post-event report for
Study UK fair St.Petersburg
6 October 2019
(The Astoria Hotel, St.Petersburg)**

Introduction

Thank you for your participation at the **Study UK fair in Russia in October 2019 at The Astoria Hotel in St.Petersburg!**

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 **24 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 **34 Russian partners (30% increase in number of partners** - Listed below in section below), 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 **one-day event** attracted **1,300+ target visitors (that is a 100% increase compared to February fair)** thanks in part to the broad **media and marketing campaign with more than 143 publications in target media and social media (Details listed below in the Appendix 3)** for a total **media outreach of 21 126 002**. The numbers of publications increased on **170%** compared to February, that affected significantly on the effectiveness of the marketing campaign and showed good results - the numbers of registrations for a one-day event were 2100+, **the numbers of visitors doubled!** Also for the first time the fair in St. Petersburg was arranged on Sunday instead of a weekday, what also contributed to the numbers of visitors.

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 **10 seminar sessions** arranged, including alumni talks. Thanks to these sessions, visitors got relevant information about UK education and application process, e.g. IELTS exam preparation, Chevening scholarship, creative portfolio preparation etc. Although because of The UK-Russia Year of Music the main emphasis of the seminar programme was made on 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

Contents

Contents..... 3

1. Highlights and event fact file..... 4

3. Visitor’s Profile 5

4. Seminars..... 8

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

6. Examples of media outcomes 13

7. Visitors feedback..... 38

8. Exhibitor feedback..... 40

9. List of Exhibitors and Partners..... 42

10. Objectives assessment and Future steps 44

11. Highlights and tendencies of the Russian market..... 45

Appendix 1: Visitors’ feedback and survey results..... 48

Appendix 1: Exhibitors’ feedback and survey results..... 54

Appendix 3: Media and marketing campaign results (list of outcomes)..... 59

Appendix 4: Seminar programme 64

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 21st 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

Venue	The Astoria Hotel, St Petersburg– 6 October 2019 (Sunday)
Opening hours	12:00-18:00
Opened by	Michael Bird OBE Cultural Counsellor, British Embassy Moscow
Costs in 2017	£1 352 (Plus VAT)
	ELT Providers - £550 (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 • A seminar hall for workshops • A 'closed' meeting with music academics
Seminars	10 seminars were conducted* <i>The full seminar programme you may find in the Appendix 4</i>

The number of exhibitors:

Attendance – St Petersburg, 6 October 2019	1,300+ target visitors
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The number of exhibitors:

Types of exhibitors	Numbers
Secondary Institutions	4
HE and FE Zone	11
ELT sector	2
Musical educational institutions	7
Partners (educational services, consultancy, guardianship)	2
Russian target of high-quality English brands	14
Total number of exhibitors	40

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.

95 % of visitors said they would recommend Study UK fair to their friends and colleagues

98 % of visitors said the exhibition met their expectations

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

Visitors’ primary market objectives 2019

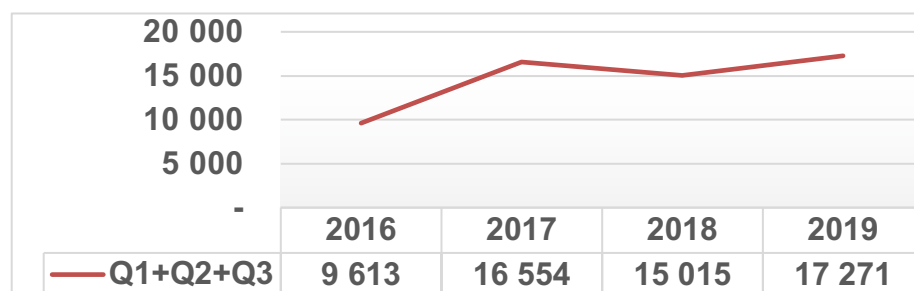
Level of study	%
Postgraduate	18 %
Undergraduate	17 %
Learning English	15 %
Short Courses (e.g. Summer course)	14 %
Boarding Schools	12 %

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
Managemet, Business and Administrative Studies
IT ad 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



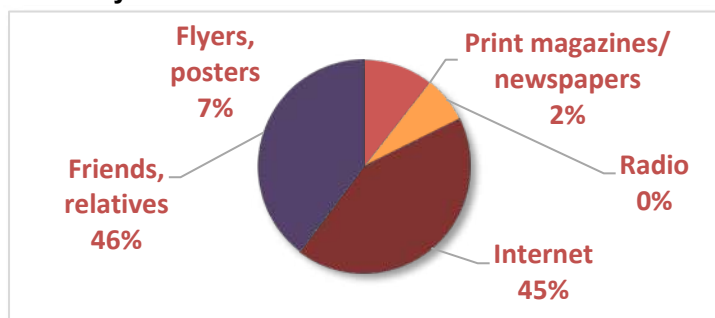
For Higher Educational institutions: whom do Russian parents/ students trust in choosing an institution?

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 – 3100+. The total number of visitors – 1300+, 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!"

92% of visitors said the fair increased their interest in the UK culture and stimulated their wish to study/ travel/ work in the UK

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 10 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. 4 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. Along with general topics dedicated to UK education, because of The UK-Russia Year of Music 2019 an emphasis in seminar session was made on music.

The sessions very popular and in average 60+ people visited each session. A 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 updated several months before the fair, providing not only a timetable but also the description of each session as well as information about the speaker.

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

10 successful seminars were held, covering such topics as:

- How to effectively pass IELTS test
- Steps to follow to apply to a top UK university: instructions for parents and students
- Future professions that are in demand
- Successful creative portfolio: tips to apply to the UK university
- How to win a Chevening scholarship
- Alumni talks
- Importance of the theory of music
- Role of social media in music industry
- How to become successful in music
- Music as a peacekeeper

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

<https://studyukrussia.ru/petersburg/petersburg-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 St.Petersburg
- 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 – 21 126 002

A total number of outcomes is 143 that is 170% more than it was last time

Highlights of the online PR campaign

- Emphasis on cross-promo partnerships and bloggers
- 26 cross promo partnerships with 306 467 reach
- 23 bloggers' publications with Study UK announcements
- 7 informational and 18 advertising partners
- 7 outcomes **in print** of UK education excellence with Study UK announcements
- 3 print longreads articles
- 143 online outcomes with a total number of media impressions – **21 126 002**
- 53 announcements in partners' social media
- 1 competition with Vkontakte – the leading social media in Russia
- 19 advert banners placements 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 competition
- 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 **1 550 000**

Bloggers campaign

- Quantity of bloggers' outcomes: 23
- Circulation: 307 000
- Likes & Comments: 1 018

- Coverage: 66 300
- Views: 62 700

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

Offline campaign

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

To promote UK as a number one destination to study English and to attract attention to Study UK fair in St.Petersburg, several competitions were arranged with online (eg Panorama TV) and print (eg Metro newspaper) media.

Competition with Metro print newspaper outcomes:

Metro is one of the most popular newspapers in St.Petersburg.

- The total coverage – 1 050 000+
- More than 100 participants
- To support the competition an article was published in print with students' experience to study English in the UK.

The UK-Russia Year of Music PR Campaign

Competition "VKTalents" with Vkontakte outcomes:

- A special series of open lectures was arranged in target and popular venues – Coworking "Yasnaya Polyana" and St. Petersburg academic Philharmonic named after D. D. Shostakovich. Shostakovich – before the event

Special project with partner – **Vkontakte** – one of the most popular social media in Russia – analogue of Facebook – was arranged as a part of the promo campaign of the fair before the event. We arranged a PR campaign with audio announcements of free lectures on music with 300 000+ reach and a competition in a target creative Vkontake group VKTalents of 880K subscribers. The competition involved 334K participants. The winner got a two-weeks course of English in Glasgow ELT school. Also 10 winners were selected to meet UK music academics for a 1-hour 'closed' Q&A session, arranged during the fair.

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:

- Coworking "Yasnaya Polyana": 6.5 K
- St. Petersburg academic Philharmonic named after D. D. Shostakovich: 5 K
- F2F visitors of music lectures is 400+ target students
- Reach of PR Music campaign in St Petersburg in social media (Instagram, Facebook, Vkontake)– over 40 K
- 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

Leaflets distribution to music institutions and partners – 1000

A total reach of outcomes in target media - 21 126 002

Social media target audience over 6 mln people

40+ partners were involved in the promotion in St.Petersburg

2 competition was arranged with a total reach of 1 600 000+

- 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 7 informational partners: Vkontakte, TimeOut, Metro, ZIMA, Petersburg 2, Panorama, Cosmo.ru.

We used Vkontakte partnerships to arrange one competition in order to attract an interest to British music and The UK-Russia Year of Music lectures. The second competition was arranged in partnership with a popular newspaper METRO.

We used 23 target bloggers and 4 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 40 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**.

**Over 3 100 registrations for a one-day event.
Over 1 300 visitors that is
100% increase compared to February fair**

- Use of unified visual images and different key messages for different target audiences and resources.
- Use of target cross-promo partnerships
- Use of target bloggers and opinion leaders
- Use of social media channels with proper audience settings
- 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.

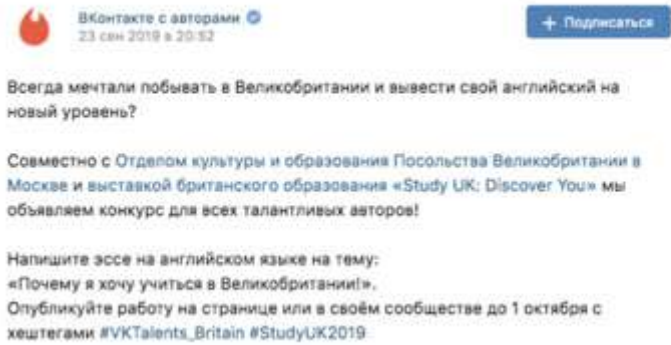
The advertising campaign was successful. Lots of online and offline messages and resources provided good information coverage and secured good quality visitors attendance to the exhibition. This is an indicator of the effective work of the project marketing team.

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

Examples of media outcomes

Online

Vkontakte



ВКонтакте с авторами
23 сен 2019 в 20:52

Подписаться

Всегда мечтали побывать в Великобритании и вывести свой английский на новый уровень?

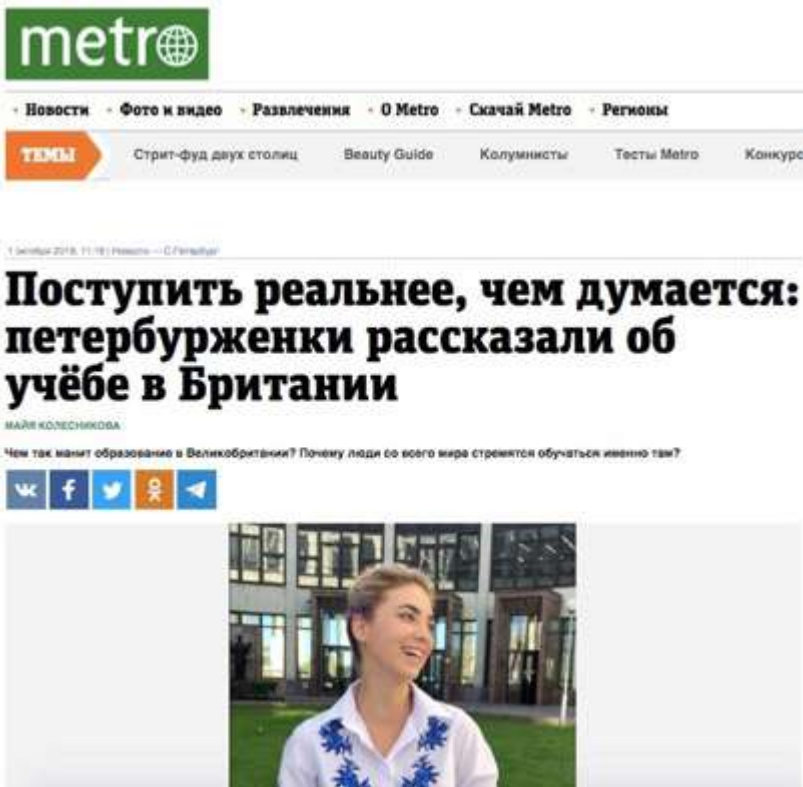
Совместно с Отделом культуры и образования Посольства Великобритании в Москве и выставкой британского образования «Study UK: Discover You» мы объявляем конкурс для всех талантливых авторов!

Напишите эссе на английском языке на тему: «Почему я хочу учиться в Великобритании!».

Опубликуйте работу на странице или в своём сообществе до 1 октября с хештегами #VKTalents_Britain #StudyUK2019



Metro magazine



metro

Новости · Фото и видео · Развлечения · О Metro · Скачай Metro · Регионы

ТЕНДЕНЦИИ · Стриг-фуд двух столиц · Beauty Guide · Колумнисты · Тесты Metro · Конкурсы


1 сентября 2019, 11:19 | Новости — О Петербурге

Поступить реальнее, чем думается: петербурженки рассказали об учёбе в Британии

МАЙЯ КОЛЕСНИКОВА

Чем так манит образование в Великобритании? Почему люди со всего мира стремятся обучаться именно там?

VK · f · t · o · <



Fashion Mama



This collage includes several elements:

- A green box with the text 'КОЛОДКА РЕДАКТОРА' and a short article snippet.
- A photo of a woman in a white blouse sitting on a tree.
- A photo of the Big Ben clock tower in London.
- A photo of three people looking at a smartphone.
- A poster for the 'ВЫСТАВКА БРИТАНСКОГО ОБРАЗОВАНИЯ Study UK: Discover You' exhibition, featuring a man's face surrounded by colorful icons.
- Text blocks providing information about the exhibition, including dates (October 5-6) and locations (Moscow and St. Petersburg).

Kp.ru

The screenshot shows a news article on the Kp.ru website. The main headline is 'Выставка британского образования Study UK: Discover You пройдёт в Москве и Санкт-Петербурге 5 и 6 октября'. The article text mentions that representatives of leading universities and colleges will discuss opportunities for education abroad. The website header includes 'КОМСОМЛЬСКАЯ ПРАВДА' and 'Федеральный выпуск'.

Peterburg 2



Выставка британского образования 2019

Выставка британского образования 2019

Дата: 5 октября 2019 г. 12:00
Место: Гостиница Астория
 СПб, ул. Большая Морская, д. 39
 Небольшой пропуск 114 км. пропуск
 Гостевой двор (14 км. пропуск)
 Адмиралтейская (14 км. пропуск)
 Центральный район

Вход: свободный

Событие пройдет
 Подпишитесь на Асторию
 получите отзывы и много...

Карта | Панорама улицы | Описание



peterburg2 • Подписаться
 Астория

На мероприятии будут представлены лучшие учебные заведения Соединенного Королевства, предлагающие образование по направлениям: искусство, дизайн и креативные индустрии, бизнес-образование и финансы, менеджмент, IT и инновации, инженеринг, медицина, английский язык и многим другим.

Вход свободный (по предварительной регистрации).

Когда: 5 октября
Где: гостиница Астория
 #astoriapb #englishpb

4 нед...

Нравится turner_jakhtinskaya и ещё 16
 19 сентября

Добавить комментарий... Опубликовать

Interfax

интерфакс
Образование

НОВОСТИ РЕЙТИНГИ ИНТЕРВЬЮ СОБЫТИЯ АНАЛИТИКА РЕПОРТАЖИ

Главная События

Выставка британского образования пройдет в Москве и Петербурге
 25 сентября 2019, 15:55

Москва. 25 сентября. ИНТЕРФАКС - Представители ведущих университетов и колледжей, языковых и летних школ Великобритании расскажут о возможностях и перспективах образования за рубежом жителям Москвы и Санкт-Петербурга, сообщают организаторы.

*Выставка пройдет 5 октября в Москве (адрес: Рязанский, ул. Лермонков, 2) и 6 октября в Санкт-Петербурге (адрес: ...)

TimeOut

Выставка британского образования Study UK: Discover You пройдет в Петербурге

The screenshot shows a web page from TimeOut. At the top, there are navigation tabs: "О мероприятии", "Как проехать", and "Расписание". Below this is a header with the title "Выставка британского образования Study UK: Discover You пройдет в Петербурге". The main article title is "5 причин посетить выставку британского образования Study UK: Discover You`19", dated "20 октября 2019". The article features a large photo of a group of young women cheering and holding shopping bags with the Study UK logo. To the right, there is a sidebar with the TimeOut logo and the text "Новые места Маршруты Секреты города Жизнь горожан". Below the sidebar, there is a section titled "Спецпроект" with a photo of modern skyscrapers.

InStyle online lifestyle magazine

The screenshot shows the header of the InStyle online lifestyle magazine. The main navigation bar includes "InStyle" and categories: "МОДА", "КРАСОТА", "ЗВЕЗДЫ", "СТИЛЬ ЖИЗНИ", "ГОРОСКОПЫ", "ШОПИНГ", "ВИДЕО". Below the navigation bar, there are three featured articles: "ОДНА АКУТ" with a photo of a couple, "Кейт Миддлтон ВЫГЛЯДИТ воспитательно в полупрозрачном платье и украшениях за \$ долларов" with a photo of a woman, and "Тренд сезона: как носить колготки этой осенью" with a photo of a woman.

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.



Panorama TV

PANORAMA TV
30 сен 2019 в 22:00

[+ Подписаться](#)

#ПОЛЕ_ЧУДЕС

Итак, настал день подведения итогов нашего конкурса на знание Великобритании.

Верные ответы:

1. Артур Конан Дойл и Шерлок Холмс
2. Темза
3. Памятная табличка синего цвета, которую устанавливают на стену дома, где жила знаменитость.
4. Beadies- приаратники торговых галерей.

5. Мы имели ввиду Марка Львовича Макферсона и Балтийский завод. Именно его император Николай I оставил в Петербурге своей волей.

Поздравляем Юлию Корниенко с выигрышем в игре!



Cosmopolitan online– cosmo.ru

COSMOPOLITAN | НОВОСТИ | КОНКУРСЫ | ВИДЕО | COSMOSHOP | МОДА | КРАСОТА | ЗВЕЗДЫ | СЕКС | ФОРУМ

Образование за рубежом: в Питере пройдет выставка Study UK: Discover You



21-я выставка «Study UK: Discover You» пройдет в Санкт-Петербурге 6 октября. В рамках «Дней образования Великобритании в России 2019» будет представлена специальная программа, посвященная образованию в музыкальной сфере. Представители ведущих университетов и колледжей, лучших школ пансионатов, языковых и летних школ Великобритании расскажут о возможностях и перспективах образования за рубежом.



Blog Fiesta

The screenshot shows the 'BLOG Fiesta' website interface. At the top, there is a navigation menu with links for 'Новости', 'Места', 'Афиша', 'Акции', 'Образование', 'Маршруты', and 'Обзоры'. The main article is titled 'Выставка британского образования Study UK: Discover You'. Below the title, there is a short paragraph in Russian describing the event, mentioning that it will feature representatives from leading universities and colleges, as well as language and boarding schools from the UK. A yellow button labeled 'В календарь +' is positioned below the text. The article is accompanied by a large image of the Big Ben clock tower in London. On the right side of the page, there is a vertical list of smaller images, likely representing other featured content or related events.

Visit St.Petersburg

The screenshot shows the 'Visit Petersburg' website interface. At the top, there is a logo for 'Visit Petersburg' with the text 'Официальный туристский информационный портал Санкт-Петербурга'. Below the logo, there is a navigation menu with a link for 'С календарем'. The main content area features an event listing for 'Выставка британского образования Study UK: Discover You'. The event is scheduled for '06 ОКТЯБРЬ, Воскресенье, 12:00'. The event listing is accompanied by a large image of the Big Ben clock tower in London, with a red circular sign in the foreground that reads 'Study UK: Discover You'.

Where St.Petersburg

where

МАГАЗИНЫ | УСЛУГИ | ЕДА | МУЗЕИ | КЛУБЫ | ГАЛЕРИ

Санкт-Петербург

Искать

У метро

Study UK: Discover You

01.10.2019



Фото предоставлено пресс-службой мероприятия

Выставка британского образования Study UK: Discover You пройдет Санкт-Петербурге 6 октября.

Представители ведущих университетов и колледжей, лучших школ-пансионов, языковых и летних школ Великобритании расскажут о возможностях и перспективах образования за рубежом. В рамках Года музыки Великобритании и России 2019 будет представлена специальная программа.

Выставка пройдет 6 октября в Санкт-Петербурге (гостиница "Астория", Большая Морская, 39) при поддержке Отдела культуры и образования Посольства Великобритании в Москве и официального

Zavtra v Pitere

Завтра в Питере [Главная](#) [Мероприятия](#) [Бесплатно](#) [Для детей](#) [Места](#) [Жизнь](#) [Хобби](#) [Коллекции](#)

Бесплатный Петербург: 100 мест куда сходить

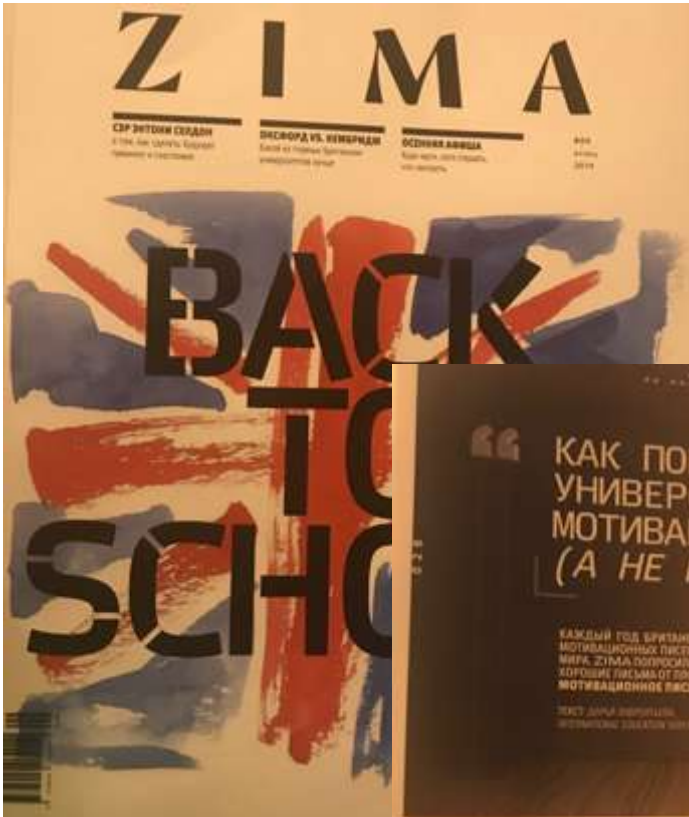
Интересные места Петербурга: сотни мест, куда сходить

100 адресов, куда сходить с детьми в Санкт-Петербурге

Выставка британского образования Study UK: Discover You

ВЫСТАВКА БРИТАНСКОГО ОБРАЗОВАНИЯ

ZIMA magazine



ОК ПАДДИНГТОН – НА МОНЕТАХ



Студенты стали меньше пить

Англия (Стандарт), республиканский и консервативный партии Дэвид... количество не только... в возрасте от 18 до 24 лет... и 2017 году. Другие исследования... University of York (UY), обнаружили, что каждый пятый британский студент является... в академическом развитии... в Великобритании.



Banners Adverts

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 входила в десятку самых востребованных российских туристических направлений. Например, в прошлом году Грузии посетили почти полтора миллиона российских граждан – это чуть больше 20% общего турпотока, а доходы по статистике «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 потеря страны за время действия запрета на воздушное сообщение между Грузией и Россией составила примерно 60 млн долларов. На 10% сократился пассажиропоток на международных аэропортах Тбилиси и Батуми. И это только за июль. В целом же за 2019 год экономика Грузии, как заявила на недавней пресс-конференции **Мария Карвицидзе**, глава Национальной администрации туризма, может потерять до

ВАШ БАНК

«Эксперт» №38 (1132) 1 сентября 2019

ВТБ ПОШЕЛ ВА - БАНК

Education Expert print magazine advert

ВЫСТАВКА БРИТАНСКОГО ОБРАЗОВАНИЯ

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

STUDYUKRUSSIA.RU

STUDY UK - DISCOVER YOU

Ваше будущее начинается здесь. Мы приглашаем вас на выставку британского образования, где вы сможете узнать о лучших практиках британской системы образования, о современных тенденциях в сфере образования, о лучших практиках британской системы образования, о лучших практиках британской системы образования.

ПРИМЕРЯМ ШКОЛУ БУДУЩЕГО

Технологии, инновации, новые подходы к обучению – все это ждет вас на выставке британского образования. Мы приглашаем вас на выставку британского образования, где вы сможете узнать о лучших практиках британской системы образования, о лучших практиках британской системы образования.

Vneshkolnik education magazine - print – advert

ИЗДАНИЕ «ВНЕШКОЛНИК» РОССИИ И ЗАРУБЕЖЬ

Ваша книга, Ваше будущее. Выберите свой путь.

Содержание выпуска «ВНЕШКОЛНИК» посвящено теме «Ваша книга, Ваше будущее». В этом номере мы расскажем о том, как выбрать свой путь, как выбрать свой университет, как выбрать свой язык. Мы расскажем о том, как выбрать свой путь, как выбрать свой университет, как выбрать свой язык. Мы расскажем о том, как выбрать свой путь, как выбрать свой университет, как выбрать свой язык.

Мировые новости России

Мирская литература. Новая интерпретация романа «Гордость и предубеждение».

Роман «Гордость и предубеждение» — один из самых известных романов в истории английской литературы. Он был написан Джейн Остин в 1813 году. В этом номере мы расскажем о том, как выбрать свой путь, как выбрать свой университет, как выбрать свой язык.

Дополнительно

Английский язык. Как выбрать свой язык.

Английский язык — один из самых популярных языков в мире. В этом номере мы расскажем о том, как выбрать свой путь, как выбрать свой университет, как выбрать свой язык.

Мировые новости

Ваша книга, Ваше будущее. Выберите свой путь.

Содержание выпуска «ВНЕШКОЛНИК» посвящено теме «Ваша книга, Ваше будущее». В этом номере мы расскажем о том, как выбрать свой путь, как выбрать свой университет, как выбрать свой язык. Мы расскажем о том, как выбрать свой путь, как выбрать свой университет, как выбрать свой язык.

Мировые новости

Английский язык. Как выбрать свой язык.

Английский язык — один из самых популярных языков в мире. В этом номере мы расскажем о том, как выбрать свой путь, как выбрать свой университет, как выбрать свой язык.

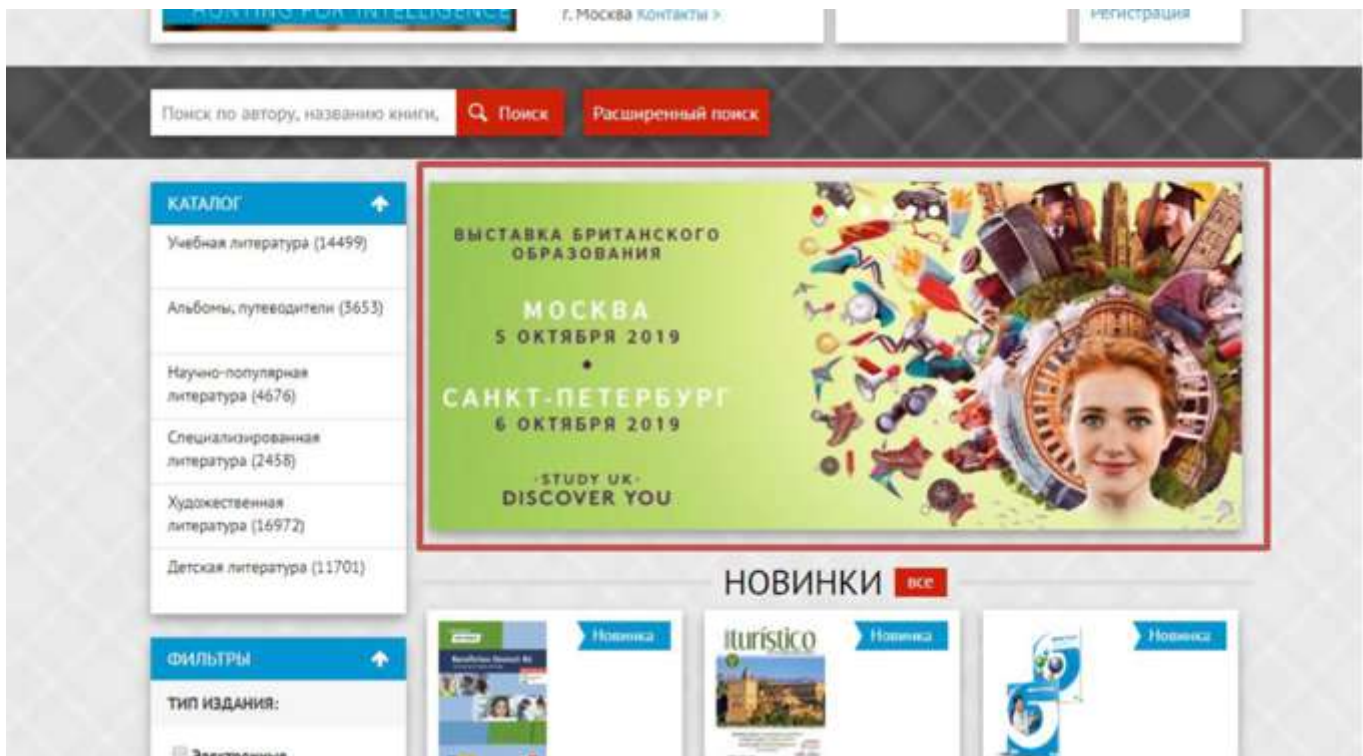
Мировые новости

Ваша книга, Ваше будущее. Выберите свой путь.

Содержание выпуска «ВНЕШКОЛНИК» посвящено теме «Ваша книга, Ваше будущее». В этом номере мы расскажем о том, как выбрать свой путь, как выбрать свой университет, как выбрать свой язык. Мы расскажем о том, как выбрать свой путь, как выбрать свой университет, как выбрать свой язык.



Bookhunter



BKC-IH IELTS Test Centre

IELTS
Official Test Centre

+7 (495) 255-02-36
+7 (977) 819-04-05

Об IELTS Подписка к IELTS IELTS в регионах ИТ

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

АССОЦИИРОВАННЫЙ ПАРТНЕР ВЫСТАВКИ 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, инженерия, медицина, лингвистика, английский и многие другие направления будут представлены на выставке **Study UK: Discover You**.

The-Village

МОСКВА +13°C ПЯТОК 10:00

The Village курсы мвбв \$ 64.39 € 70.34

ЛЕЧЕНИЯ ЕДА СТИЛЬ ДЕТИ МОСКВИЧЕСКИ

ИСТИ ГОРОД ЛЮДИ БИЗНЕС РАЗВЛЕЧЕНИЯ ЕДА СТИЛЬ ДЕТИ МОСКВИЧЕСКИ

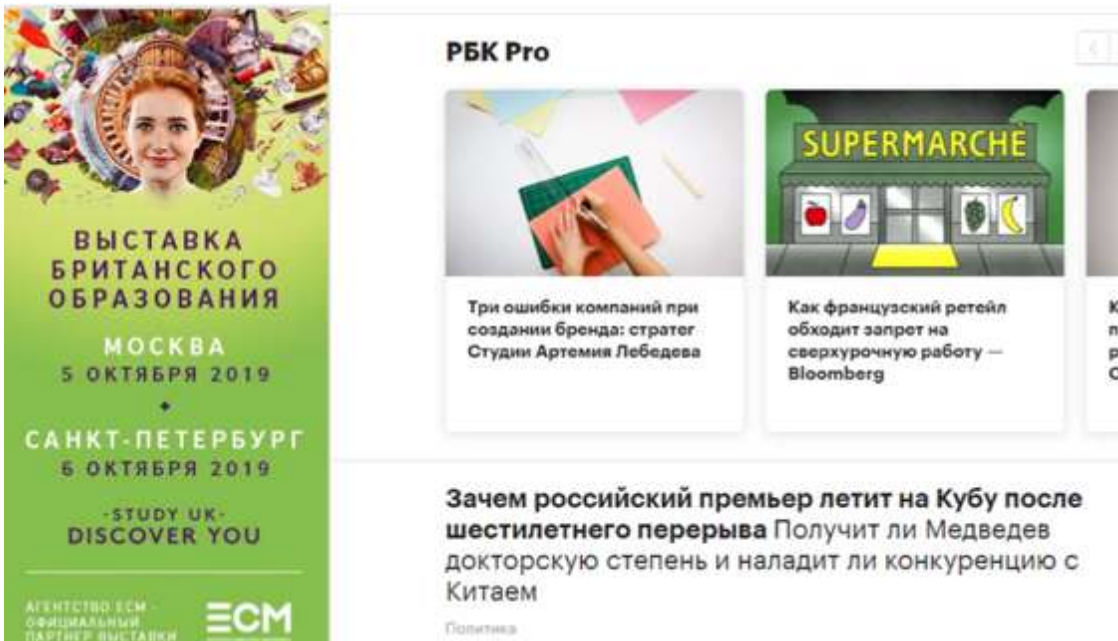
Гид по далекому и опасному району Гольяново

«Суперпланеты»: Как быстро запомнить иностранные слова

ЦИКЛ МУЗЫКАЛЬНЫХ ЛЕКЦИЙ
САНКТ-ПЕТЕРБУРГ
6-7 ОКТЯБРЯ 2019
ВХОД БЕСПЛАТНЫЙ
STUDY UK: DISCOVER YOU

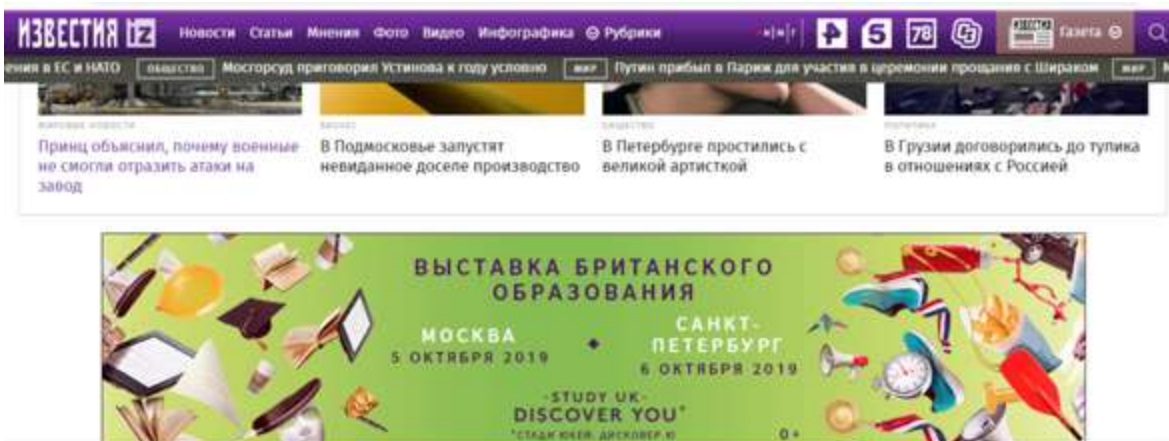
ВЫСТАВКА БРИТАНСКОГО ОБРАЗОВАНИЯ
МОСКВА
5 ОКТЯБРЯ 2019
САНКТ-ПЕТЕРБУРГ
6 ОКТЯБРЯ 2019
STUDY UK: DISCOVER YOU

RBC business recourse



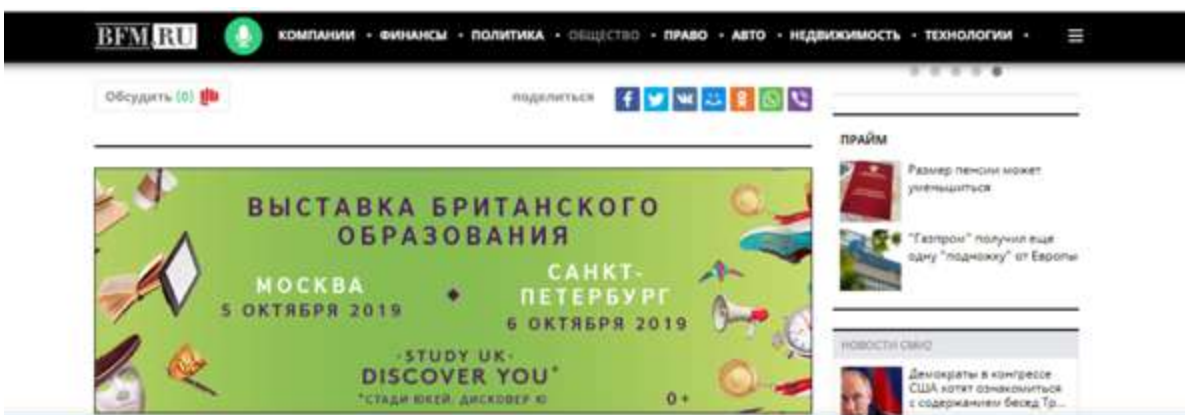
The screenshot shows the RBC Pro website interface. On the left, there are two exhibition posters for 'ВЫСТАВКА БРИТАНСКОГО ОБРАЗОВАНИЯ' (British Education Exhibition) in Moscow (5 October 2019) and Saint-Petersburg (6 October 2019). The posters include the text 'STUDY UK - DISCOVER YOU' and the logo for 'АГЕНТСТВО ECM - ОФИЦИАЛЬНЫЙ ПАРТНЕР ВЫСТАВКИ' (ECM Agency - Official Partner of the Exhibition). The main content area features a grid of articles. The first article is titled 'Три ошибки компаний при создании бренда: стратег Студии Артемия Лебедева' (Three mistakes companies make when creating a brand: strategy of Artemiy Lebedev's studio). The second article is 'Как французский ритейл обходит запрет на сверхурочную работу — Bloomberg' (How French retail bypasses overtime ban — Bloomberg). Below these is a large article titled 'Зачем российский премьер летит на Кубу после шестилетнего перерыва' (Why 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 establish competition with China?).

Izvestia online newspaper



The screenshot shows the Izvestia online newspaper website. The top navigation bar includes 'ИЗВЕСТИЯ' and various menu items like 'Новости', 'Статьи', 'Мнения', 'Фото', 'Видео', 'Инфографика', and 'Рубрики'. Below the navigation bar, there are several news headlines with accompanying images. The main content area features a large banner for the 'ВЫСТАВКА БРИТАНСКОГО ОБРАЗОВАНИЯ' (British Education Exhibition) in Moscow (5 October 2019) and Saint-Petersburg (6 October 2019). The banner includes the text 'STUDY UK - DISCOVER YOU' and the logo for 'АГЕНТСТВО ECM - ОФИЦИАЛЬНЫЙ ПАРТНЕР ВЫСТАВКИ' (ECM Agency - Official Partner of the Exhibition).

Business FM website



The screenshot shows the Business FM website interface. The top navigation bar includes 'BFM.RU' and various menu items like 'КОМПАНИИ', 'ФИНАНСЫ', 'ПОЛИТИКА', 'ОБЩЕСТВО', 'ПРАВО', 'АВТО', 'НЕДВИЖИМОСТЬ', and 'ТЕХНОЛОГИИ'. Below the navigation bar, there are several news headlines with accompanying images. The main content area features a large banner for the 'ВЫСТАВКА БРИТАНСКОГО ОБРАЗОВАНИЯ' (British Education Exhibition) in Moscow (5 October 2019) and Saint-Petersburg (6 October 2019). The banner includes the text 'STUDY UK - DISCOVER YOU' and the logo for 'АГЕНТСТВО ECM - ОФИЦИАЛЬНЫЙ ПАРТНЕР ВЫСТАВКИ' (ECM Agency - Official Partner of the Exhibition).

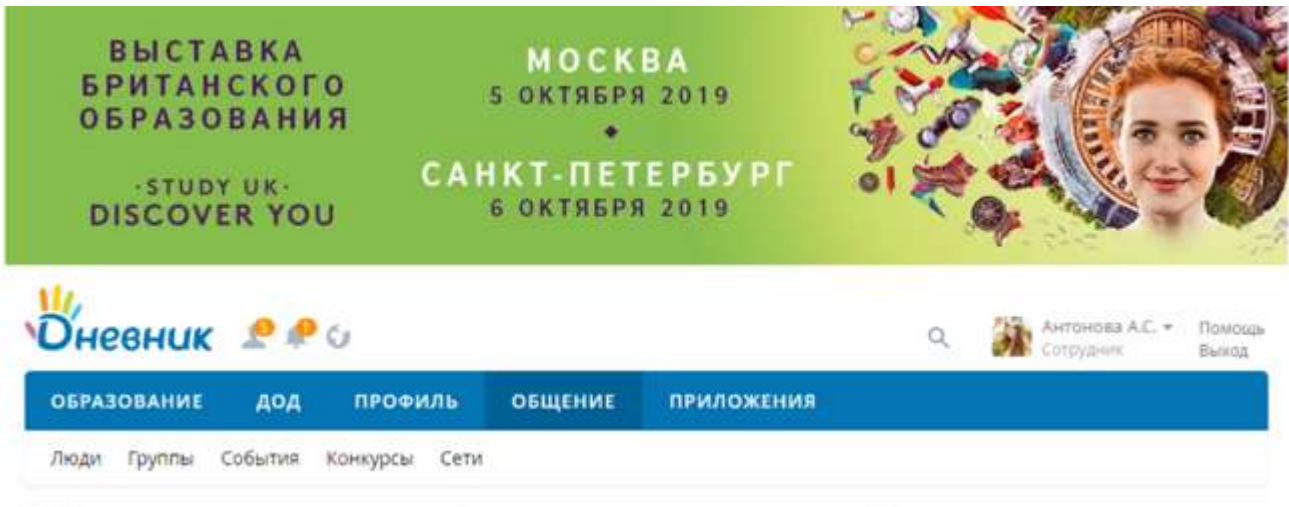
Forbes magazine website

The screenshot shows the Forbes website interface. At the top, the 'Forbes' logo is centered, with navigation icons on the right. Below the logo, the text 'ФИНАНСЫ И ИНВЕСТИЦИИ / ЗОЛОТО' and the date '30.09.2019 07:04' are visible. The main article headline reads 'Вложились в слитки: зачем ВТБ собрал рекордные запасы золота'. Below the headline is a small profile picture of Людмила Петухова and her name. A large image of gold bars is featured below the text. On the right side, there is a green promotional poster for the 'Выставка Британского образования' (British Education Exhibition) in Moscow (5 October 2019) and St. Petersburg (6 October 2019). The poster includes the text 'STUDY UK - DISCOVER YOU' and the logo for 'АГЕНТСТВО ECM ОФИЦИАЛЬНЫЙ ПАРТНЕР ВЫСТАВКИ'.

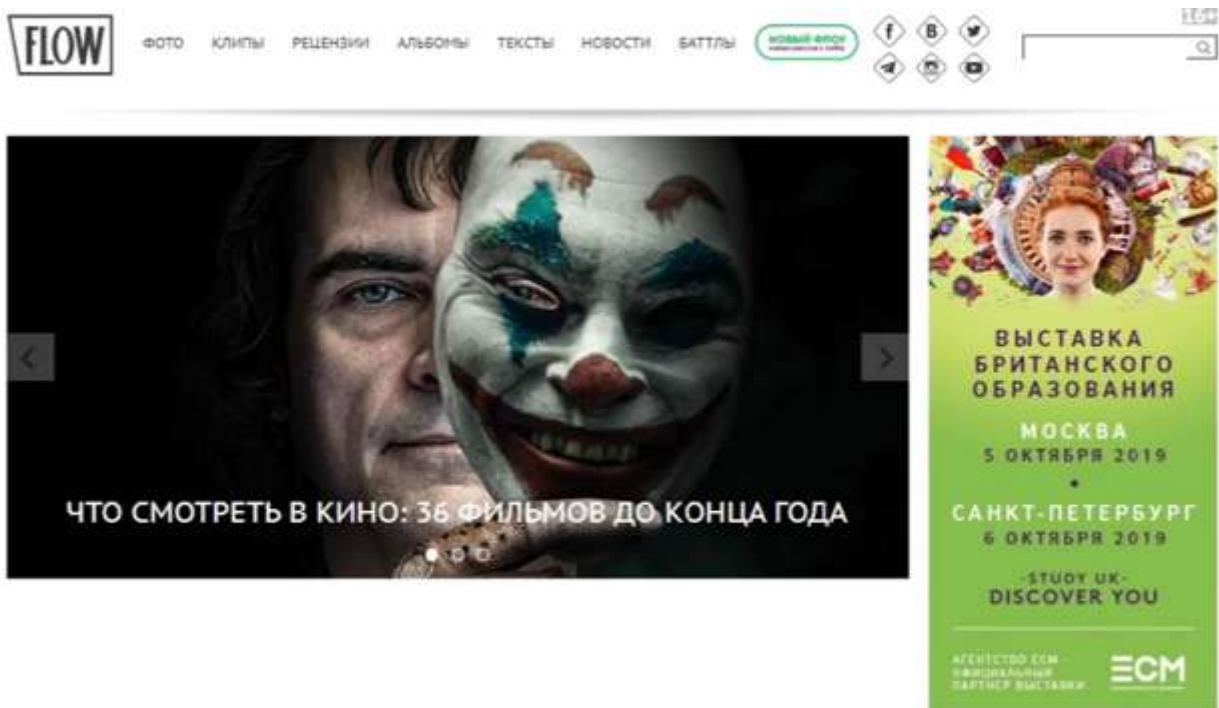
Lenta.ru online newspaper

The screenshot shows the Lenta.ru website interface. On the left, there is a dark sidebar with navigation links for 'Россия', 'Мир', 'Бывший СССР', 'Экономика', 'Наука и техника', 'Культура', 'Спорт', 'Интернет и СМИ', 'Ценности', 'Путешествия', 'Из жизни', and 'Дом'. Below these are social media icons and a search bar. The main content area features several news snippets: '01:07 Пенсионер неожиданно унаследовал богатства знаменитого шпона', '01:08 Назван лучший смартфон года', '18:43 Disney и Sony примерились ради еще одного фильма о Человеке-пауке', and '01:11 В России потушили все лесные пожары'. A 'БОЛЬШЕ НОВОСТЕЙ' button is located below these snippets. Below the button, there are two promotional banners: 'Новый Е-Класс в АВИЛОН! Только 5 дней - «Мерседес-Бенц» Е-Класс с преимуществом от 25 614 р...' and 'Уникальный смартфон LandRover Titan! Мощный смартфон 23000 mAh. Пылевонепроницаемый, ударопрочный...'. At the bottom, there is a large image of a man playing an electric guitar, with the headline 'Самый главный Босс' and a sub-headline 'Классик, перфекционист и секс-символ рабочего класса: чем крут Брюс Спрингстин'. On the right side, there is a green promotional poster for the 'Выставка Британского образования' (British Education Exhibition) in Moscow (5 October 2019) and St. Petersburg (6 October 2019). The poster includes the text 'ВХОД НА ВЫСТАВКУ СВОБОДНЫЙ 0+' and 'STUDY UK - DISCOVER YOU'.

Dnevnik.ru students' portal



Flow music website



Partners' support print screens

MEL

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




Education Index

Newsletter 10K, Vkontakte 6.5K, Facebook 4K

Цикл бесплатных музыкальных лекций


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

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



Education Index info@educationindex.ru
 Email: info@educationindex.ru | Сайт: educationindex.ru
 Адрес: ул. Мясницкая, 10/12 | Контакт: +7 495 740 0000

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



Можно ли получить стипендию на обучение? Как правильно написать мотивационное письмо в университет? Как подготовиться к сдаче IELTS?

Если вас интересует хотя бы один из этих вопросов, то следующая информация специально для вас!

Event Web 24

LanguageLink

Newsletter 30K, Facebook 7K, Vkontakte 6K

Language Link - курсы английского языка в Москве и России

18 сентября в 12:00

Можно ли получить стипендию на годовое обучение? Как правильно написать мотивационное письмо в университет? Как подготовиться к сдаче IELTS?

Если вас интересует хотя бы один из этих вопросов, то можно сказать, что Крупнейшая Выставка британского образования Study UK: Discover You, Москва, Петербург, организованная Отделом культуры и образования Посольства Великобритании, специально для вас!

На ней вы сможете пообщаться с выпускниками прошлых лет, задать вопросы представителям вузов — в общем, сделаете все необходимое для того, чтобы быть во всеоружии при поступлении. Приходите 5 октября в Москве и 6 октября в Санкт-Петербурге. Вход свободный по предварительной регистрации — <https://click.ru/twRzN>

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

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

Друзья!

ВЫСТАВКА БРИТАНСКОГО ОБРАЗОВАНИЯ
МОСКВА
5 ОКТЯБРЯ 2019
•
САНКТ-ПЕТЕРБУРГ
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ОФИЦИАЛЬНЫЙ ПАРТНЕР ВЫСТАВКИ

Приглашаем на выставку британского образования Study UK: Discover You, которая пройдет в Москве 5 октября в отеле Ритц-Карлтон (ул.Тверская, 3).

Вход свободный по предварительной регистрации;

[Зарегистрироваться!](#)

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

Glambox Russia - Instagram 100K

glamboxrussia

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Нравится: 178

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

Hamleys
Instagram 30K



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

Нравится: 27

hamleysrussia Выходные вместе с Hamleys! 🐻

5 и 6 октября Легендарный магазин... ещё

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.

Comedy Club Санкт-Петербург
5 окт в 15:07

Новости наших партнёров

От Санкт-Петербурга до Великобритании 2 954 760 шагов.
Сделай первый шаг навстречу учёбе в британском вузе. Регистрируйся на выставку «Study UK: Discover You» прямо сейчас: <https://click.ru/HRGM>

Сама выставка состоится уже завтра, 6 октября, в гостинице Астория (Санкт-Петербург, ул.Большая Морская, 39).

На целый день ты сможешь окунуться в атмосферу Великобритании:

- ✔ получать лайфхаки по обучению и получить скидку
- ✔ слушать лекции британских академиков
- ✔ протестировать свой английский, а еще - подготовиться к IELTS и получить полезные советы от Hecsen IELTS Test Centre.

Приходи, чтобы узнать, как учиться в Великобритании бесплатно и получить стипендию, а еще выиграть классные призы от партнеров выставки: SkyEng, MINI АВТОДОМ, Подписные издания, Jingle, Паруса, Охта-Парк и др.

#StudyUK2019 #StudyUKDiscoverYou



Study UK Russia

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986 3 837 1
Публикации Подписчики Подписки

РЕСПУБЛИКА*СПБ
Книжный магазин
Сеть магазинов РЕСПУБЛИКА* в
#respublica_spb
РЕГИСТРАЦИЯ НА PUBLIC TALK 2
respublica.timepad.ru/event/10961
Nevsky 22, Saint Petersburg, Russia

Подписаться Написать

R*UNIVERS... R*НОВИНКА R*ПУБЛИКА




В эти выходные 🤗
ВЫСТАВКА БРИТАНСКОГО ОБРАЗОВАНИЯ
САНКТ-ПЕТЕРБУРГ
6 ОКТЯБРЯ 2019
ГОСТИНИЦА АСТОРИЯ
(БОЛЬШАЯ МОРСКАЯ, 39)
ВХОД СВОБОДНЫЙ
ПО ПРЕДВАРИТЕЛЬНОЙ РЕГИСТРАЦИИ
STUDYUKRUSSIA.RU

Podpisnie Izdaniya bookstore



Creative mornings
Instagram – 6 500



Selected bloggers outcomes':

Instagram blogger: Uliana

@ulianagrushina

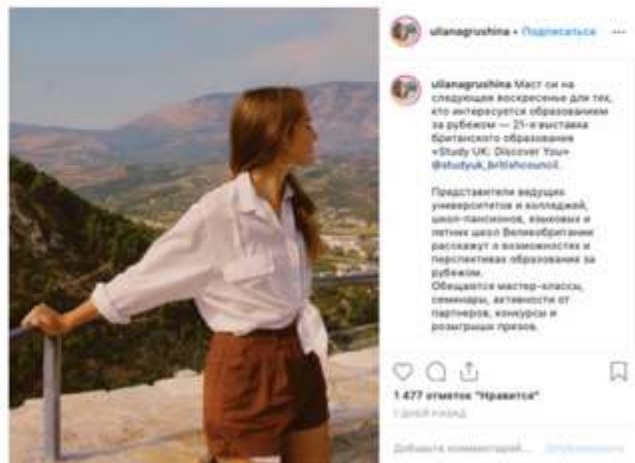
Link:

<https://www.instagram.com/p/B3CBc2nHpaV/>

Quantity of followers: 46,9 k

Quantity of posts: 1

Coverage: 10 000



Instagram blogger: Karina

@carinamilk

Link:

<https://www.instagram.com/p/B2t4jLUoHln/>

Quantity of followers: 28,3 k

Quantity of posts: 1

Coverage: 6 000



Instagram blogger: Karina @carinamilk
Link: <https://www.instagram.com/carinamilk/>
Quantity of followers: 28,3 k
Quantity of stories: : 4
Views: 7 000



Instagram blogger: Elena @lena_vogue
Link: https://www.instagram.com/lena_vogue/

Quantity of followers: 21,4 k
Quantity of stories: 1
Views: 12 000



Instagram blogger: Anna

[@ozeroanna](https://www.instagram.com/ozeroanna)

Link:

<https://www.instagram.com/p/B3EfDiinFHV/>

Quantity of followers: 22,9 k

Quantity of posts: 1

Coverage: 11 000



Instagram blogger: Daria

[@galagan_darya](https://www.instagram.com/galagan_darya/)

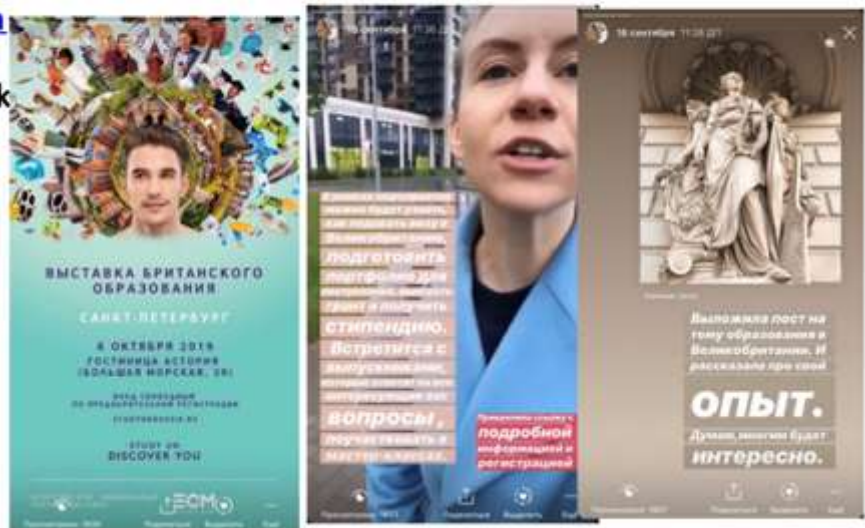
Link:

https://www.instagram.com/galagan_darya/

Quantity of followers: 15,6 k

Quantity of stories: : 3

Views: 4 500



Instagram blogger: Fari @fari.iam

Link:

<https://www.instagram.com/fari.iam/>

Quantity of followers: 8,7 k

Quantity of stories: 1

Views: 1 100



Offline campaign

PIK Cinema

- Movie promo – 30 days - 8 cinema halls – 30 sec Study UK official advert before every movie
- Poster in the cinema hall - 8 monitors
- Coverage: 95 500





MINI Avtodom

Study UK logo Branded car near Astoria hotel to attract attention to the fair on the day of the event

Newsletter, social media – 13K



АВТОДОМ ПЕРВЫЙ ОФИЦИАЛЬНЫЙ ДИЛЕР MINI

МОСКВА +7 (495) 127-86-96 И САНКТ-ПЕТЕРБУРГ +7 (812) 210-19-42

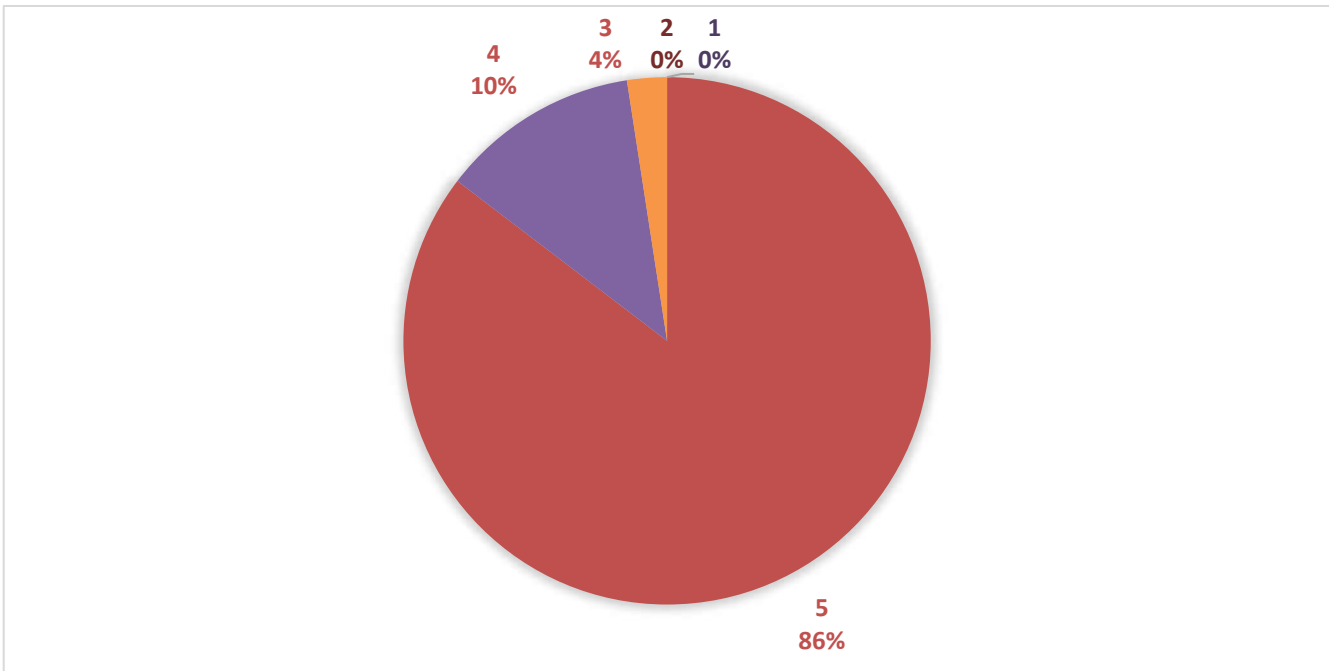
«STUDY UK: DISCOVER YOU»
 ВЫСТАВКА БРИТАНСКОГО ОБРАЗОВАНИЯ В САНКТ-ПЕТЕРБУРГЕ.

MINI АВТОДОМ ОФИЦИАЛЬНЫЙ ПАРТНЕР.
 ВЫСТАВКА БРИТАНСКОГО ОБРАЗОВАНИЯ STUDY UK: DISCOVER YOU.

числ в Великобритании
 так студентом британского вуза.
 регистрируйся на выставку прямо сейчас: <https://click.ru/BRGm>

октябрь в Санкт-Петербурге состоится 21-я Выставка британского образования «Study UK: Discover you», организованная Отделом культуры и образования Посольства Великобритании в Москве и финансовым партнером - агентством BSM.

96% of visitors said they were glad with the information they receive about the fair before the event



Visitor's Feedback

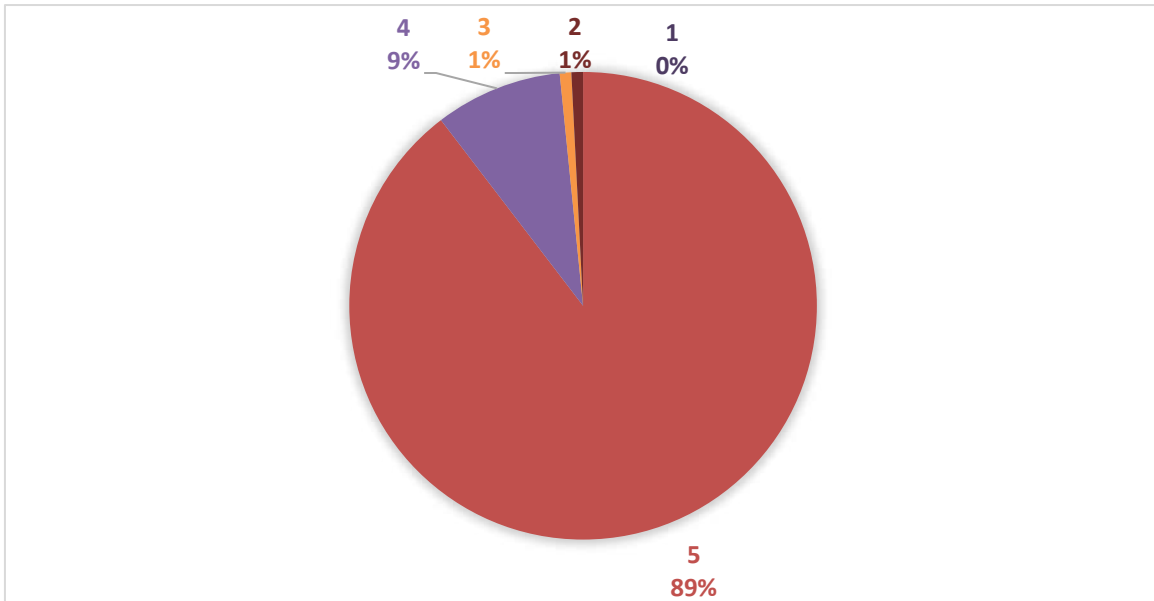
Study UK fair in St. Petersburg in October was visited **by 1300+ for 1 day!**

98% of visitors said the exhibition was arranged on the highest level

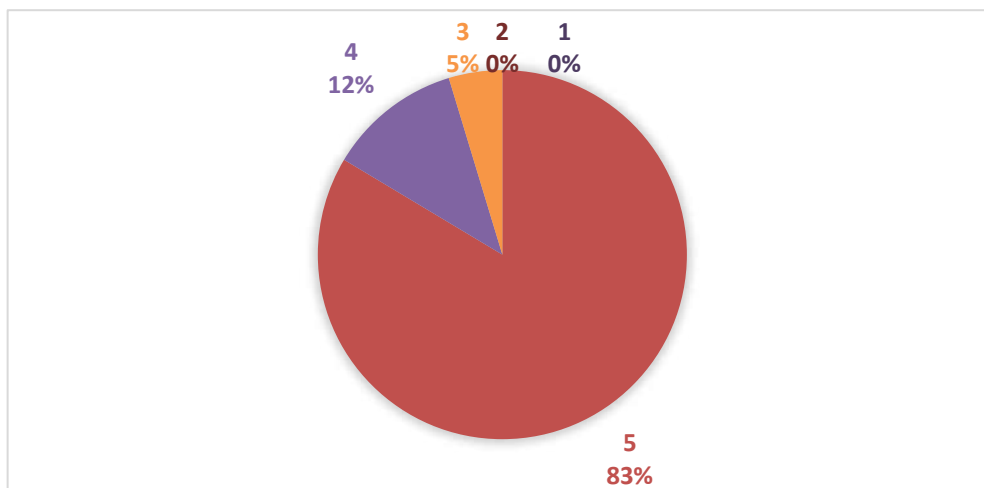
92% of visitors confirmed that after the exhibition their impressions about the UK has become more various and positive

92% 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 130+ 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” 92% said yes

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

How do you rate the support of The Cultural and Education Section of the British Embassy in Moscow, 100% said good or 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!
- Great chance to check your English knowledge for free

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

- Improve the sound
- Arrange an exhibition twice a year
- Arrange a food court and a water for visitors

Exhibitor's Feedback

91% gave a positive overall assessment of the exhibition

75% 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

25% of institutions participated in the fair for the first time

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

86% estimated the quality of visitors as "good"

79% estimated the quantity of visitors as "good"

Some positive quotes from exhibitors:

- Many thanks for all your support and hard work making the event go so well.
- Brilliant and professional event. Excellent organization!
- 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:

- To make lunch an additional option to pay for
- Better navigation for lunch
- Reconsider more accommodation alternatives with more affordable costs - The Ritz was fully booked 3 weeks before the event already
- Use a big glass bottle of water + paper cups for each table, don't waste so much plastic
- Please arrange a later start or reduce the length of the event
- Have less posh venues
- Don't mix boarding schools and universities
- Have a second hall that more institutions could give a seminar

95% consider that the event is overall value for its money

76% 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
INTO University Partnerships
Northumbria University
The University of Northampton
University of Greenwich
University of St Andrews
University of the Arts London
University of Warwick
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

King's College Taunton
Lucton School
Newcastle College English
Queen Ethelburga's College
The London School of English
Westbourne School

UK Educational Partners

The international education centre Summit
Centre of English Studies

Other partners*

AIIESEC
Autodom MINI - official dealer
British Bakery
Cambridge Assessment English
Chevening
Galla Dance
Hamleys

Language Link
Parusa on the roof restaurant
Parusa restaurant
Umnie Kanikuly children studio
Tennis Club
Zima

**LUSH, Glambox, Glambag, Coworking Yasnaya Polyana, St Petersburg Filarmony named by Shostakovih, Creative Mornings St Petersburg, Facecontrol clinic, Freedom, Chasnaya shkola Shostakovichy Private school, PIK cinema, Podpisnie Izdaniya bookshop, Respublica bookshop, Sailing Academy and many more 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. Adults are interested in short courses, that's good for us as we are not doing juniors”

“Many students / parents want summer schools prior to full-year secondary education. Several mothers want to come to the UK with their children, so that children can be day-students”

“Many would like to come for Open days- Bespoke visits are useful to advertise”

“A lot of international opportunities. Specialist courses are required”

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

“Interest in UG programmes for business, although demand for PG also increased”

“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”

“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

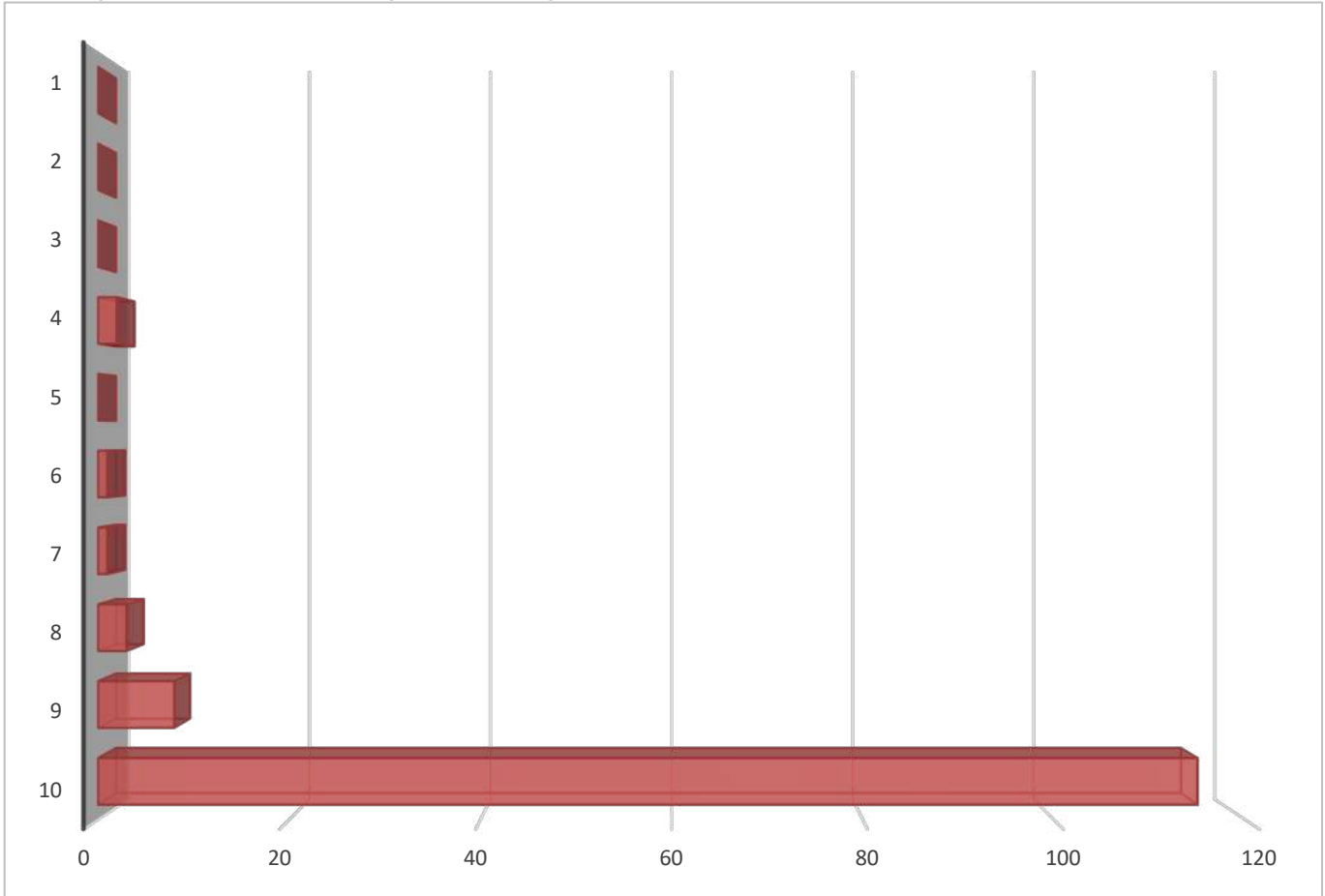
If you have any questions or requests please don’t hesitate to contact

lavrentieva@ecmcentre.com

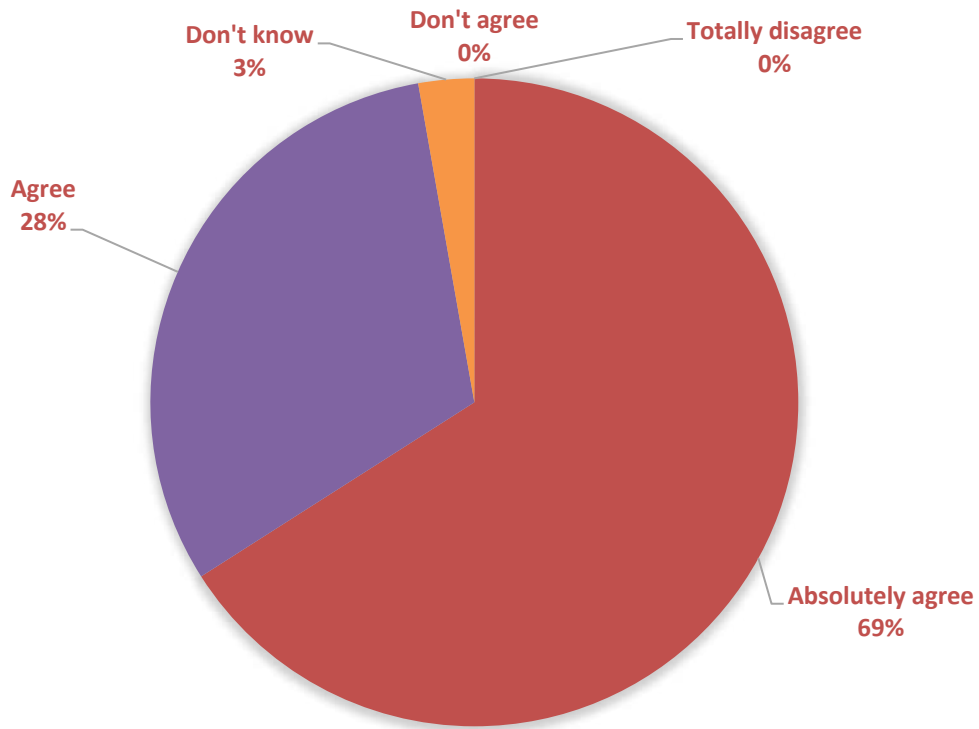
or Elizaveta.Utolina@britishcouncil.org

Appendix 1 - Visitors' feedback and survey results

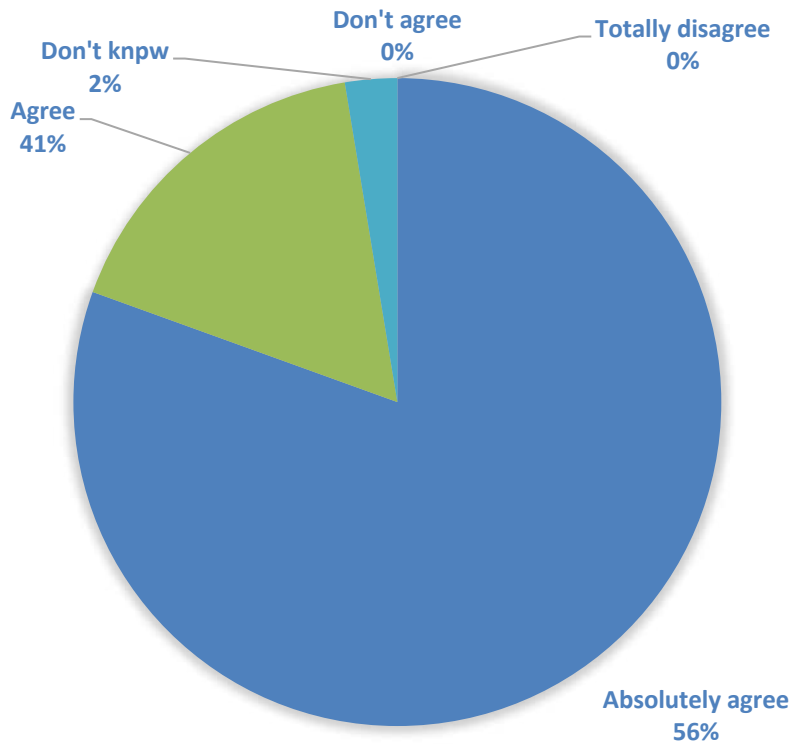
Would you recommend Study UK fair to your friends and relatives?



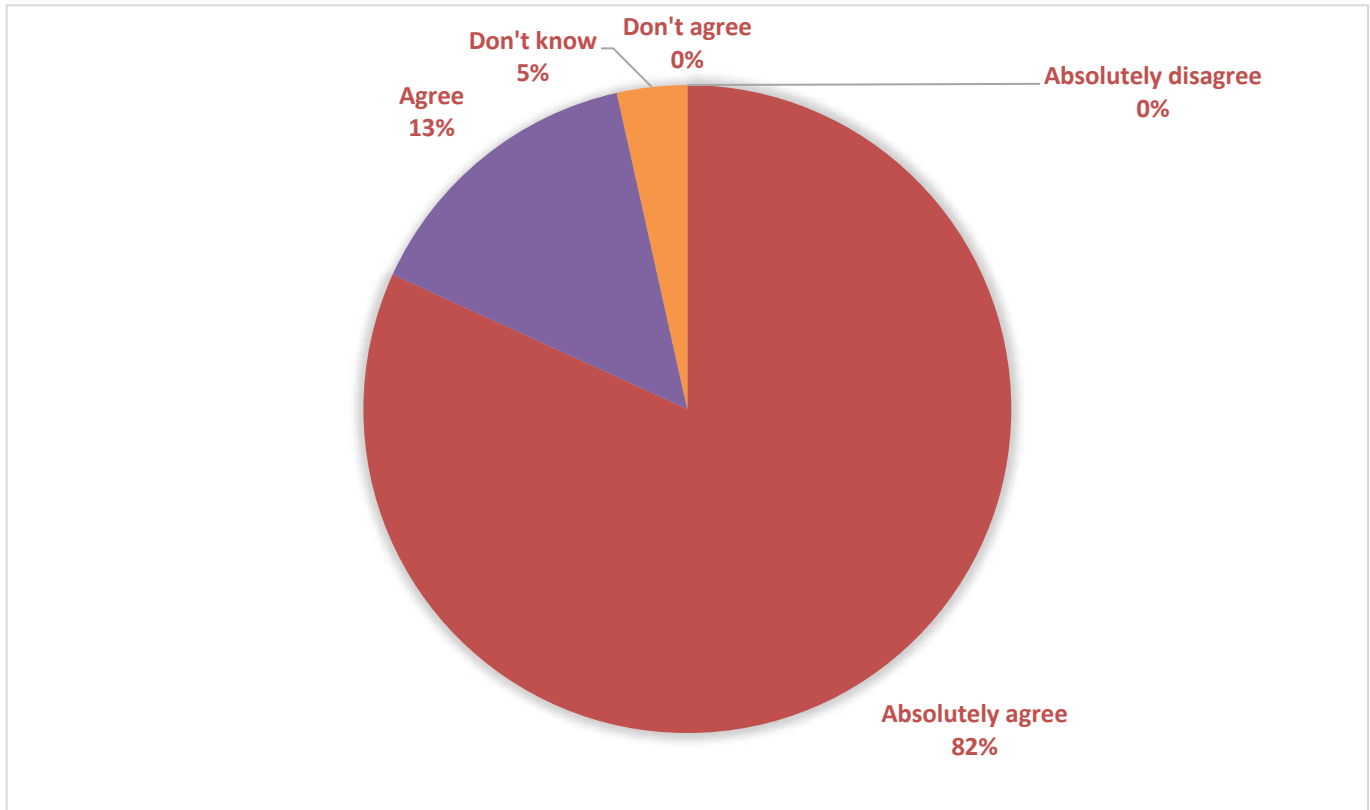
The exhibition met my expectations



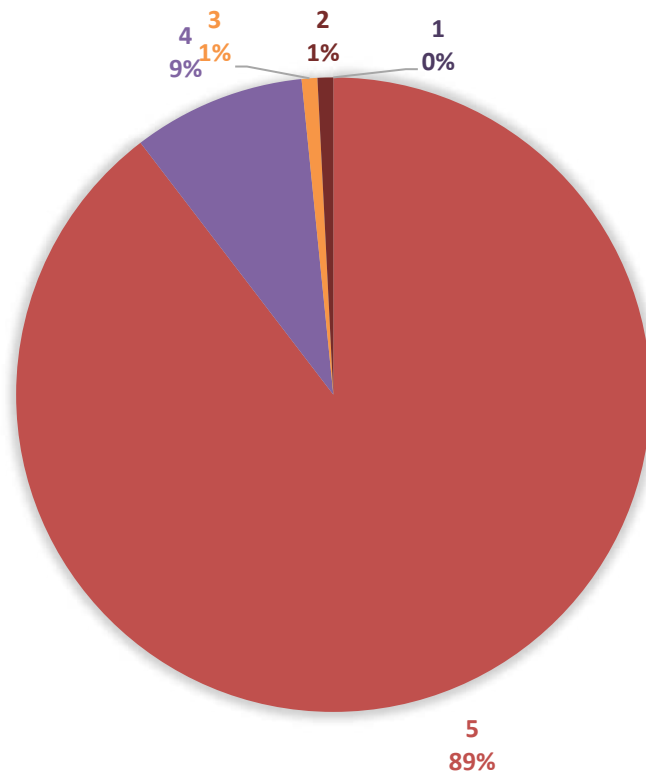
Overall the exhibition was arranged on the highest level



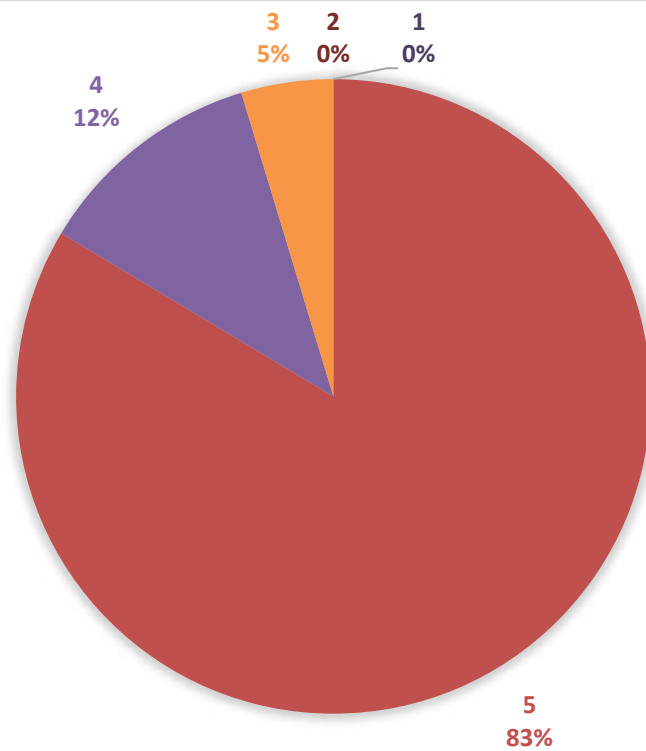
The Cultural and Education Section of the British Embassy in Moscow and ECM agency are one of the leading organisations in its profile area



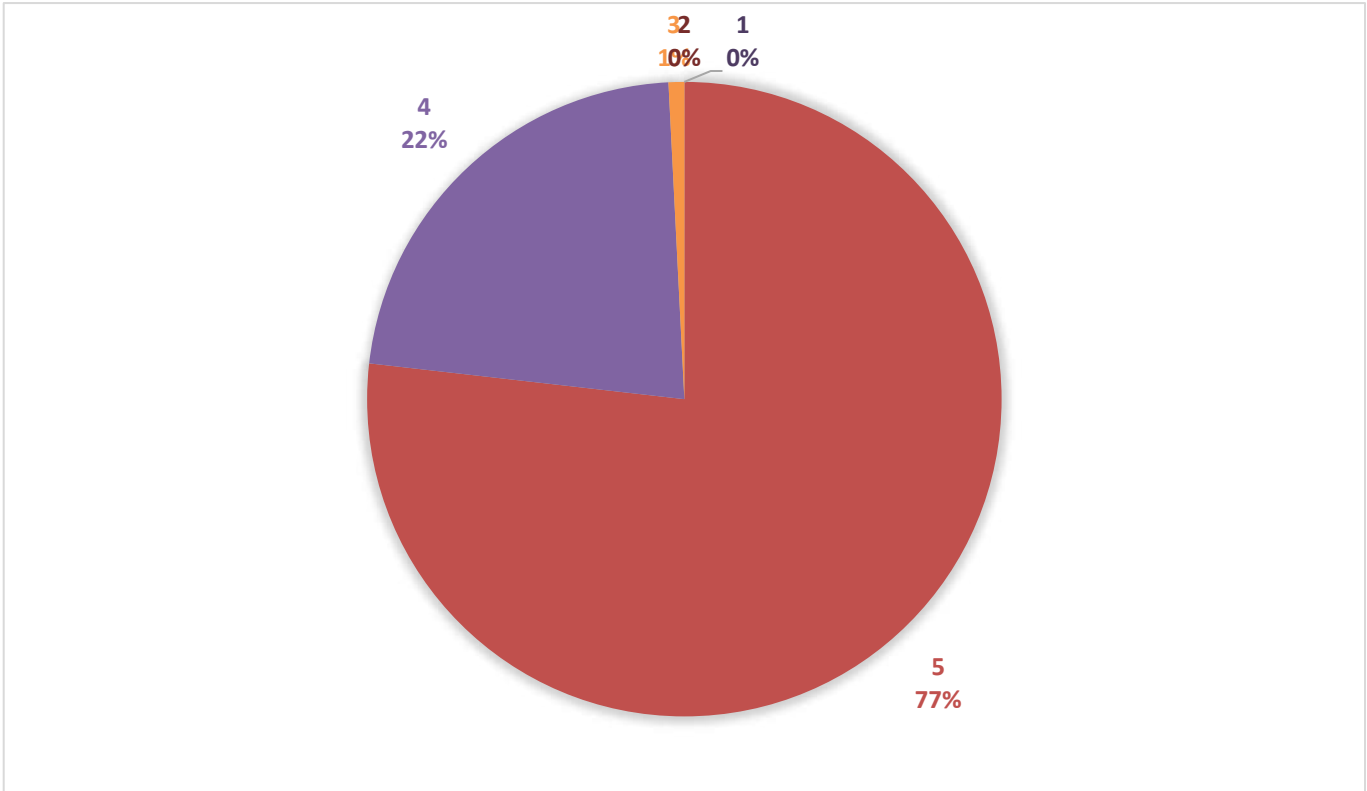
The variety of programmes offered at the exhibition



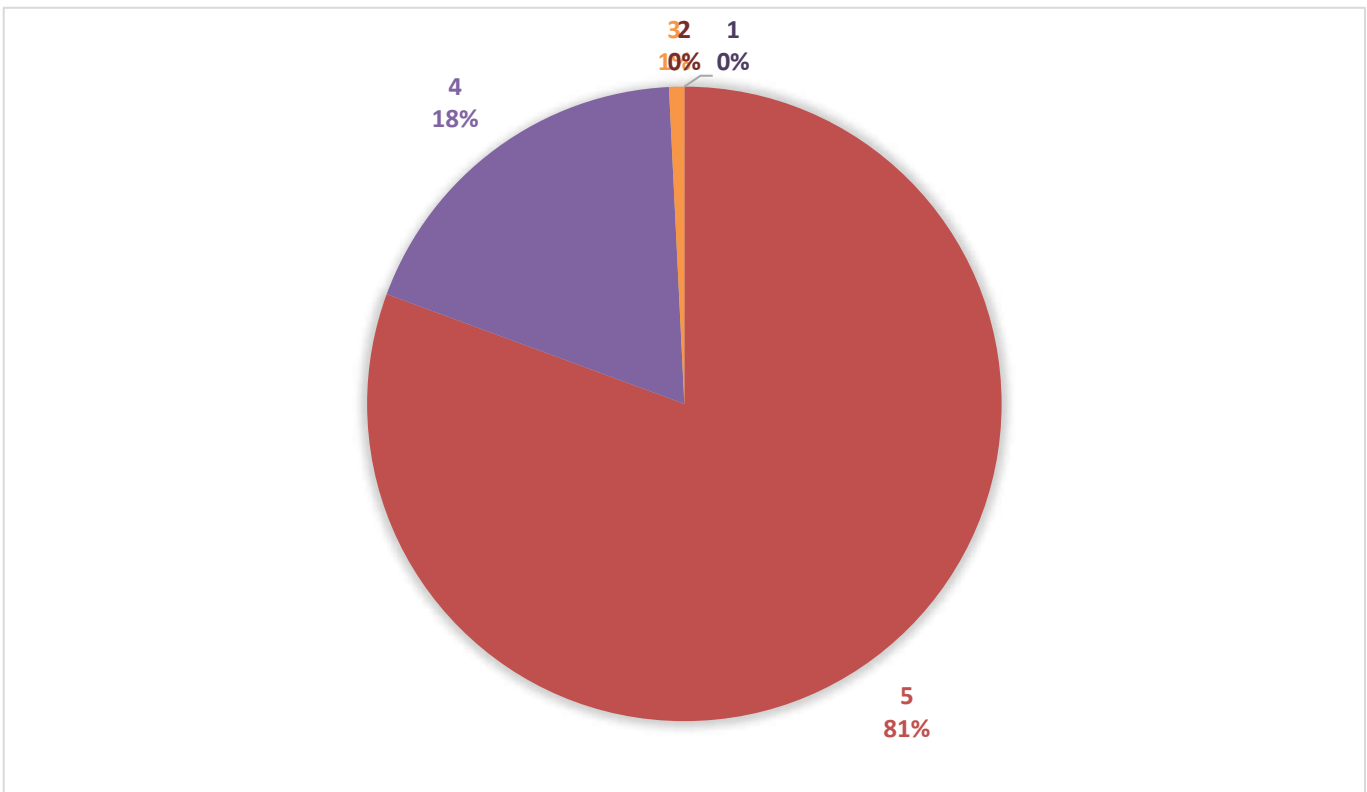
The quality and variety of the seminar programme



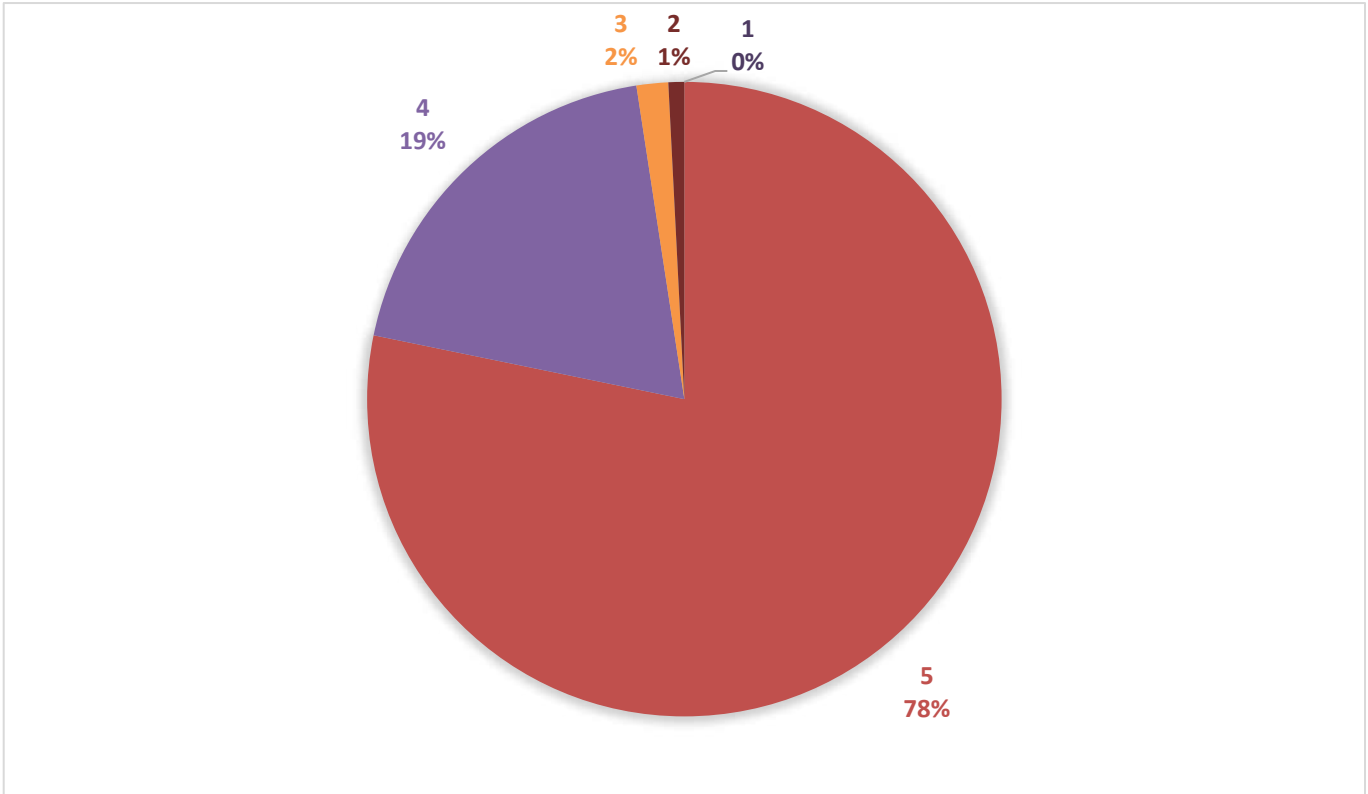
The quality of the venue



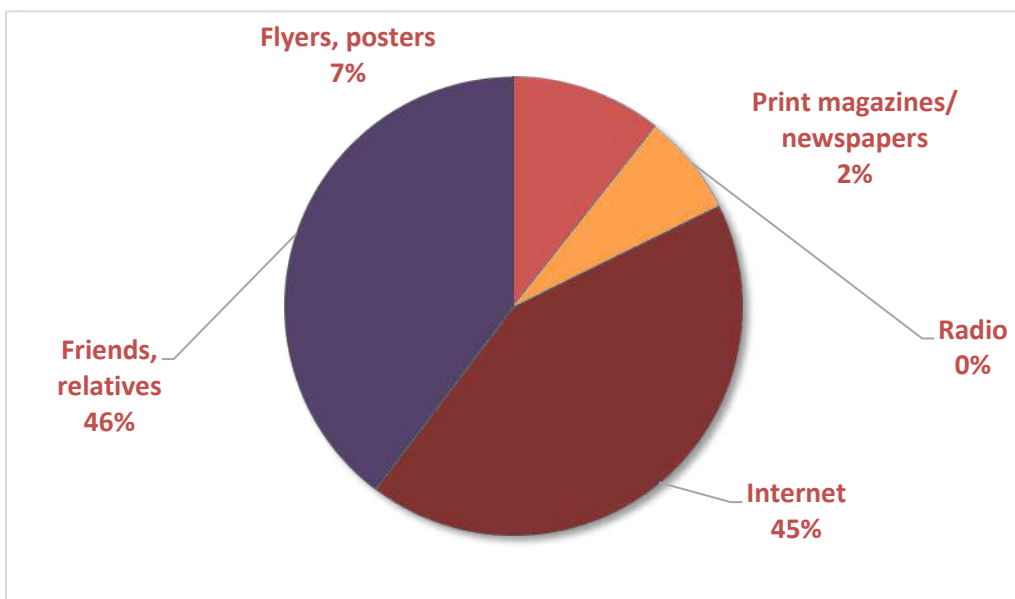
Information provided before the event



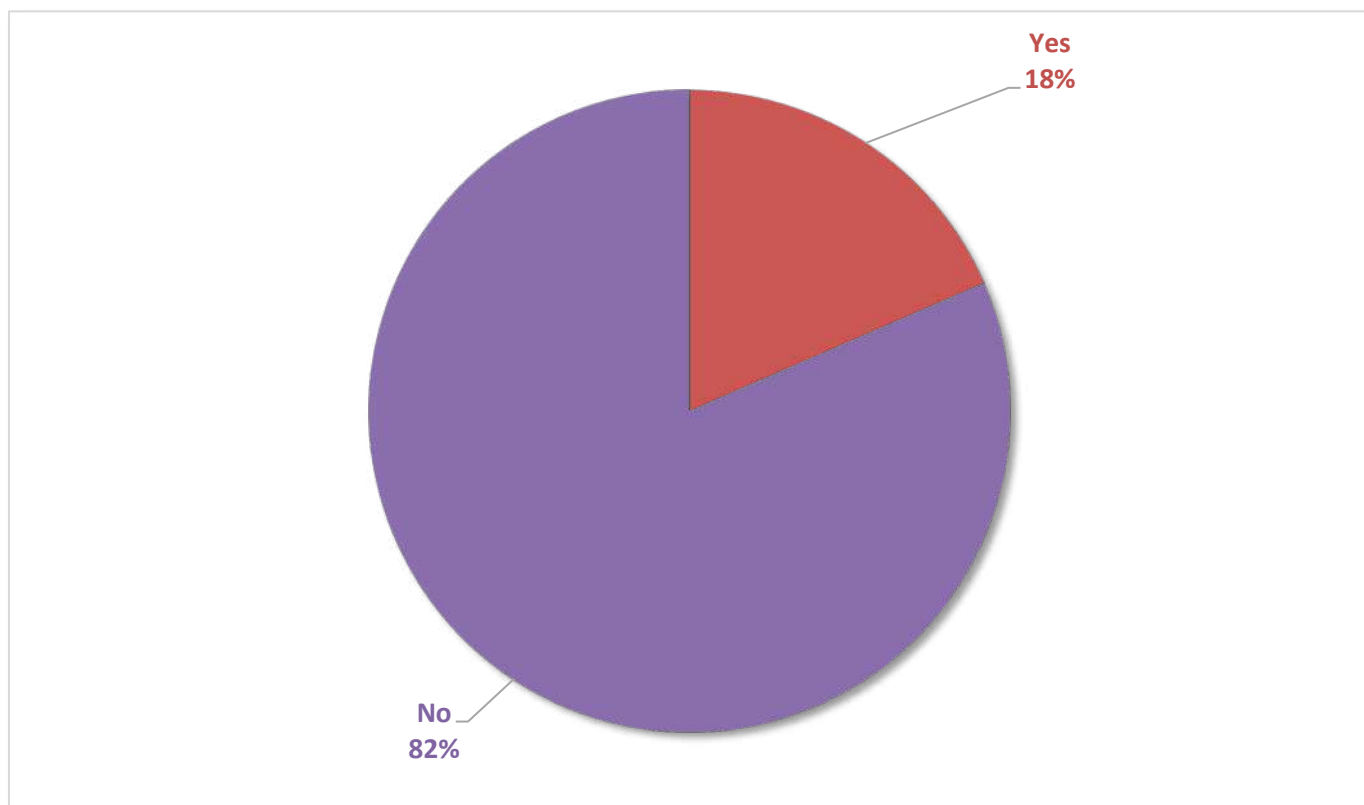
The assistance of the The Cultural and Education Section of the British Embassy in Moscow and ECM agency staff during the event



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	17	81,0
NO	4	19,0
Total	21	100

What was your main aim in coming?		
Answers	Number of answers	%
Recruitment	4	19,0
Profile raising	0	0,0
Both	17	81,0
Total	21	100

What is your primary market interest in this event?

Answers	Number of answers	%
Undergraduate	11	25,6
Postgraduate taught	10	23,3
Postgraduate research	4	9,3
Higher national diploma and equivalent	0	0,0
Pre-university foundation courses	0	0,0
Foundation	4	9,3
Post-16 A-level	4	9,3
Pre-sessional English School	3	7,0
Secondary education	1	2,3
Summer courses	6	14,0
Total	43	100

What is your assessment of the visitors?

Answers	Number of answers	%
Number of the visitors		
Good	18	85,7
Average	3	14,3
Disappointing	0	0,0
Total	21	100
"Quality" of the visitors		
Good	15	78,9
Average	4	21,1
Disappointing	0	0,0
Total	19	100

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

Answers	Number of answers	%
YES	16	76,2
NO	5	23,8
Total	21	100

Please give your overall assessment of the exhibition

Answers	Number of answers	%
Excellent	10	47,6
Good	9	42,9
Average	2	9,5
Bad	0	0,0
Very bad	0	0,0
Total	21	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	17	81,0
4	4	19,0
3	0	0,0
2	0	0,0
1	0	0,0
Total	21	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	18	90,0
4	2	10,0
3	0	0,0
2	0	0,0
1	0	0,0
Total	20	100

Quality of the venue

Rate	Number of answers	%
5	20	95,2
4	1	4,8
3	0	0,0
2	0	0,0
1	0	0,0

Total	21	100
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Quality of the accommodation		
Rate	Number of answers	%
5	12	92,3
4	1	7,7
3	0	0,0
2	0	0,0
1	0	0,0
Total	13	100

Length of the exhibition		
Rate	Number of answers	%
5	17	81,0
4	3	14,3
3	1	4,8
2	0	0,0
1	0	0,0
Total	21	100

Value for money		
Rate	Number of answers	%
5	15	71,4
4	5	23,8
3	1	4,8
2	0	0,0
1	0	0,0
Total	21	100

What would be your preferred date for this event next year?		
Rate	Number of answers	%
Same as this year	19	90,5
Earlier than this year	2	9,5
Later than this year	0	0,0
Total	21	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	15	71,4
Likely	6	28,6
Unlikely	0	0,0
Very unlikely	0	0,0
Total	21	100

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

Much better	Number of answers	%
Rate	2	25
Better	4	50,0
About the same	2	25,0
Worse	0	0,0
Much worse	0	0,0
Didn't attend last year	9	32,1
Total	8	75

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

Media	Media Type	Publication/ Issue Type
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
Metro	Print	Competition and announcement
Fashion mama	Print	Article, advert placement and announcement
Educationindex.ru	Online	Announcement
Expert	Online	Announcement
Expert	Online	Advert Placement
InStyle	Online	Article
Interfax	Online	Announcement
Komsomolskaya Pravda	Online	Announcement
RBCC.ru	Online	Announcement
TimeOut	Online	Article
TimeOut	Online	Announcement
Ucheba.ru	Online	Announcement
Metro	Online media	Article
Petersburg 2	Online media	Announcement

Panorama TV	Online media	Competition and Study UK announcement
Cosmo.ru	Online media	Announcement
Blog Fiesta	Online media	Announcement
Visit Petersburg	Online media	Announcement
Where	Online media	Announcement
All events	Online media	Announcement
Gorod zovet	Online media	Announcement
Binokl	Online media	Announcement
Zavtra v Pitere	Online media	Announcement
Zima	Online media	Advert placement
Social media selected outcomes – partners and media		
Name of media	Type of media	Number of followers
TimeOut	City media	243 189
Education index	Educational media	6 500
Education index	Educational media	4 000
Education index	Educational media	10 000
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

VK_authors	Media Partner	862 005
Metro	Media Partner	63 344
Petersburg2	Media Partner	108 079
Petersburg2	Media Partner	108 079
Petersburg2	Media Partner	20 601
Petersburg2	Media Partner	34 000
PanoramaTV	Media Partner	13 827
PanoramaTV	Media Partner	13 827
PanoramaTV	Media Partner	13 827
PanoramaTV	Media Partner	13 827
PanoramaTV	Media Partner	13 827
PanoramaTV	Media Partner	13 827
PanoramaTV	Media Partner	13 827
PanoramaTV	Media Partner	13 827
Blog_Fiesta	Media Partner	749 043
Binocle	Media Partner	6 757
Education 2.0	Media Partner	587 698
English Language	Partner	1 351 629
Interesting events in St.Petersburg	Media Partner	749 045
Podslushano in St.Petersburg	Media Partner	3 291
Tomorrow in St.Petersburg	Media Partner	40 063
Where to go in St.Petersburg	Media Partner	130 666
Current events guide	Media Partner	232 308
Gastrobar Company	Partner	16 400
Jungle Café	Partner	18 600

Mini_avtodom	Partner	8 498
Mini_avtodom	Partner	8 498
Federation «Mrs. St. Petersburg»	Partner	8 970
Federation «Mrs. St. Petersburg»	Partner	8 970
Federation «Mrs. St. Petersburg»	Partner	6 933
TRK Admiral	Partner	3 578
TRK PIK	Partner	4 328
COMEDY Petersburg	Partner	97 061
Respublica	Partner	3 837
Podpisnye izdania	Partner	48 600
Tennis Group	Partner	6 489
Creative Morning	Partner	4 127
Hop&Scotch	Partner	7 947
British Bakery	Partner	5 590
British Bakery	Partner	16 400
Cambridge International School	Partner	4 983
Smart Holidays	Partner	5 156
Social media selected outcomes – bloggers and opinion leaders		
Link to bloggers' account	Media resource	Number of followers
https://www.instagram.com/ulianagrushina/	Instagram	46 700
https://www.instagram.com/carinamilk/	Instagram	28 300
https://www.instagram.com/nika_bukreeva/	Instagram	40 200
https://www.instagram.com/carinamilk/	Instagram	28 300
https://www.instagram.com/lena_vogue/	Instagram	21 400
https://www.instagram.com/lena_vogue/	Instagram	21 400
https://www.instagram.com/vkus.kakao/	Instagram	18 400

https://www.instagram.com/ozerovaaanna/	Instagram	22 900
https://www.instagram.com/galagan_darya/	Instagram	16 700
https://www.instagram.com/galagan_darya/	Instagram	16 700
https://www.instagram.com/anita.m_t/	Instagram	10 000
https://www.instagram.com/anita.m_t/	Instagram	10 000
https://www.instagram.com/alinalitviinova/	Instagram	10 700
https://www.instagram.com/lovecampari/	Instagram	10 900
https://www.instagram.com/lamiya_fromspb/	Instagram	9 519
https://www.instagram.com/lamiya_fromspb/	Instagram	9 800
https://www.instagram.com/fari.iam/	Instagram	8 700
https://www.instagram.com/_carolinator/	Instagram	8 570
https://www.instagram.com/julietta.piter/	Instagram	6 983
https://www.instagram.com/n.tretiakowski/	Instagram	9 400
https://www.instagram.com/n.tretiakowski/	Instagram	9 572
https://www.instagram.com/juliadamon/	Instagram	10 900
https://www.instagram.com/daria_zak/	Instagram	10 000
https://www.instagram.com/daria_zak/	Instagram	10 000
Ad (Banners) placement		
Media	Numbers of shows	Coverage
AdSmart Business: BFM.ru Ria.ru (business) Iz.ru (business) Rg.ru Expert.ru Snob.ru Dp.ru Finanz.ru 1Prime.ru Investcafe.ru Ideanomics.ru Rusprofile.ru	300 007	Advert placement

Vestifinance.ru Finmarket.ru Finrussia.ru		
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

Appendix 4 – Seminar programme

6 October, Sunday	
WINTER GARDEN HALL	
12:10-12:40	Speaker: Alexandra Gasimova, Herzen IELTS Test Centre IELTS tips: Effective methods of passing the exam successfully
12:45-13:15	Speaker: Uliana Bogomolova-Isselman, International Centre “Summit” Ten steps that parents need to follow now to increase their children chances to apply to leading UK universities
13:20-13:50	Speaker: Dagina Wetherill, INTO City University London Professions of the future
14:00-14:30	Speaker: Christopher Brown, University of the Arts London How to make a successful creative portfolio
14:35-15:05	Speaker: British Embassy in Moscow

	How to win Chevening scholarship. Tips and Advice from alumni
15:10-15:40	Speaker: Tim France, University of Salford, Manchester
	The importance of studying music theory in the era of technology
15:45-16:15	Alumni talks: meetings with British universities alumni 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.
16:20-16:50	Speaker: Martin James, Solent University Southampton
	Role of social media in music industry
16:55-17:25	Speaker: Yan Mack, BIMM Institute London
	How to become a successful musician
17:30-18:00	Speaker: Maria Nemtsova, Trinity Laban – Conservatoire of Music and Dance
	Music as a peacekeeper

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