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1. Event fact file

Germany

Venue 1	Tuesday 26 November: Cologne University of Cologne: Foyer of main lecture hall building Universitätsstraße / Albertus-Magnus-Platz, 50923 Cologne
Opening hours	11.00 – 15.00
Venue 2	Wednesday 27 November: Frankfurt am Main Goethe Universität Frankfurt am Main: Foyer of the main lecture hall building Fürstenbergerstr., 60323 Frankfurt am Main
Opening hours	10.30 – 14.30
Venue 3	Thursday 28 November: Munich Ludwig-Maximilians-Universität München: Atrium in main building Geschwister-Scholl-Platz 1, 80539 München
Opening hours	11.00 – 15.00
Stand costs	GBP 1,995.00 plus VAT (for all three events, including train ticket for one delegate between Munich-Frankfurt-Cologne)
Unique feature to give added value	IELTS stand at each venue British Council organises travel and books hotels for participants

2. Key statistics/ facts

Venues

We work together with the host institution to promote the fairs (see appendix 2). If at all possible we select venues that are HEIs and have a large number of students in order to increase the chances of PG students attending, as is the case in all three cities. The universities promote the fairs to their own students and often build other international activities around the British Council fair. Otherwise, we use venues that are central and can easily be reached as German students are less likely to go to a hotel for a fair. Price is a major consideration as large commercial venues in Germany are prohibitively expensive and would increase costs considerably, plus attracting students to an often out of the way commercial venue would require a vastly increased marketing budget.

We feel a tour is the best way to visit a number of cities, in different federal states, and reach people in more areas of this highly federal and devolved country in a cost effective and time efficient way.

Our fairs are the only fairs in Germany for UK universities only.

Visitor numbers and their enquiries:

Due to the set-up of the venues (foyers of university/ education institute buildings with multiple doors and public access) and the nature of the fairs: four hours, only 2 British Council staff accompanying the group, it is not possible to count the total number of people coming through the doors.

The quality of the enquiries count for more than the quantity and so we ask UK institutions how many *serious* enquiries they had in each city. Serious meaning, the student is seriously thinking about coming to study in the UK/ at your institution. The main reason for this is that German students do a great deal of research before coming to a fair and will often have a list of (detailed) questions and will target the one, two or three institutions that they are really interested in rather than talking to all universities present.

Visitor Registration System:

The British Council has introduced a Visitor Registration System in some countries. In Germany we aim to use the online pre-registration function only. There are a few reasons for this:

- As many of you know from the tour, Germans are more reluctant to give personal data or even contact details - even if they want to study at your institutions.
- Obligatory registration is off-putting for German students and our host institutions would not welcome the idea.
- We cannot set up on-site registration until there is a simple, concise, offline, tablet version.
- Printing bar codes to label students with would be culturally difficult in Germany.

We do, however, collect some of the valuable information that the pre-registration collects.

We also have general Study UK information at the British Council / IELTS table and advise students during the fairs. Since the referendum in the UK on membership of the EU we also have the latest information from UniversitiesUK for EU students.

3. Impact of marketing plan

The full list of promotion and advertising is listed in Appendix 2.

Promotion flyers and posters were sent to selected universities, schools, international schools, libraries.

Press advertising was done Germany-wide and in the local press.

This year we again increased the resources we put into digital marketing and ran both Facebook and Google campaigns as well as running Programmatic Advertising for the first time.

4. Conclusions and follow up

4.1 Key recommendations for institutions

- All institutions on this tour have Eduroam. Delegates should bring their own Eduroam log-in details in order to connect to the Wifi.
- Put the events on your institution's website.
We track re-directs from UK institution websites to our Higher Education Fair pages on the British Council Germany webpages. It will make a difference for prospective students if they know you will be visiting Germany, especially for those unable to come to an open day meeting you at one of our fairs in Germany can influence a student's decision.
- There is a wide range of different subject interests, so delegates should expect and be prepared to answer all types of enquiries from UG and PG to PhD level. Most students will come with specific questions about courses they have in mind.
- Hand out your contact details. German students do not always like giving out their contact details but love getting yours ... and will follow up with you when they have questions!

4.2 Key recommendations for the British Council

- We again saw good levels of participation from the international schools and German/ European schools. This brings the benefit of attracting some international students as well.
We are working to increase our contact with the university and college counsellors from the international schools. In the future, we will continue to invite them to the dinners we organise.
- We are currently reviewing the two-tour set-up in Germany. As all three cities visited in November worked well, they would stay if we were to make any changes to our offer.

Appendix 1: List of participating institutions

- 1 University of the Arts London
- 2 Aston University
- 3 University of Bath
- 4 University of Bradford
- 5 University of Bristol
- 6 Cardiff University
- 7 Coventry University
- 8 Goldsmiths, University of London
- 9 University of Greenwich
- 10 University of Hertfordshire
- 11 Hult International Business School
- 12 Imperial College London
- 13 University of Kent
- 14 King's College London
- 15 Leeds Beckett University
- 16 The London School of Economics and Political Science (LSE)
- 17 The University of Manchester
- 18 Middlesex University London
- 19 New College of the Humanities
- 20 Newcastle University London
- 21 University of Nottingham
- 22 Queen Mary University of London
- 23 Regent's University London
- 24 Royal Agricultural University
- 25 Royal Holloway, University of London
- 26 St Mary's University, Twickenham
- 27 University of Stirling
- 28 University of Surrey
- 29 University of Sussex
- 30 Swansea University
- 31 University College London
- 32 University of Warwick

Appendix 2: Advertising and promotion plan (media plan)

Printed promotion:

We produced 9,000 flyers in total and 250 posters per venue, distribution of these was targeted to the three cities Cologne, Frankfurt and Munich as well as surrounding areas within a reasonable distance - up to 2 hours by train- from the host city:

- the host institutions for distribution to their faculties, departments and students
- 57 international and IB schools
- 87 other universities
- 103 European and other schools
- 6 international employment agencies throughout Germany
- 64 libraries in the host cities

Adverts:

Print Media - Publication Date	Where?	Circulation
Friday, 8 November 2019	Süddeutsche Zeitung, special: "Bachelor und Master II"	850,000
Thursday, 14 November 2019	ZEIT Chancen Bildungsmarkt	1.7m
Saturday, 16 November 2019	Süddeutsche Zeitung, education section	850,000

Other promotion:	
British Council e-newsletters	5,000+ contacts (general newsletter + education-specific newsletters to multipliers across Germany)
British Council Facebook page	Regular posts in the month leading up to the fairs. Series of posts on individual UK institutions participating in the fairs, info provided by the UK universities. Reach: approx. 10,000
British Council Twitter	Regular posts in the month leading up to the fairs. Series of posts on individual UK institutions participating in the fairs, info provided by the UK universities. Approx. 27,000 impressions, 460 engagements.
British Council website	Dedicated pages is in English and German with short profiles of participating institutions that provided them. Over 8,300 page views.
British Council IELTS team	Information sent by e-mail to every enquirer/ IELTS candidate from October until the fairs.
Facebook adverts through the British Council Germany Facebook page.	General adverts in both English and German. From mid-October through to November Promoted Facebook events for each individual event + generic posts for the whole tour The reach was: 360,000 impressions and over 900 visits to the events info. 911 event responses for the promoted events
Google Ads	A Google ad campaign ran from mid-October Reach: 47,482 impressions, 689 clicks
Programmatic Advertising Campaign with <i>Deutsche Hochschulwerbung</i>	Programmatic Advertising with keyword-targetting, geo-targetted to specific audience (potential students and their parents), distributed through network of news portals and other websites with high student traffic. 178,869 impressions , above average CTR: 0.18%
<i>Spiegel Online Karriere Portal</i>	Listing on career fairs page that has information on all career, MBA and education fairs taking place in Germany (c. 1,000 unique visitors per month)

Appendix 3: Exhibitor's survey results

18 out of 32 participating universities responded to the survey.

Please rate the following aspects of the fairs

(Scale: 1: Poor to 5: Excellent)

	Average
Quality of visitors	4.5
Quantity of visitors	3.8
Quality of venues	4.4
Length of events	4.8
Level of information and communication provided before the event	4.9
Level of British Council support during the event	4.9

"[The British Council] had arranged everything perfectly and the accommodation and logistics were pretty seamless for such a large group."

Overall assessment of event

(Scale: 1: Poor to 5: Excellent)

16 out of 18 respondents rated this event as "4" or "5" – average: 4.2

"As always, the events were incredibly well organised by the team – big thanks for organising the entire trip."