

Post-event report:
Study UK Exhibition Poland
20-22 November 2019
Gdansk-Warsaw-Krakow



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KEY FACTS

Study UK Poland 2019 venues and opening times:



Zieleniak Business Centre Gdansk

Waly Piastowskie 1

80-958 Gdansk

10.30-16.30

Jablkowski Brothers

Bracka 25

00-028 Warsaw

10:30 – 16:30



Andel's by Vienna House Kraków

Pawia 3

31-154 Kraków

10.30-16.30

Stand cost: £ 2,300 (including lunches and train transfer)

The Polish event hosted representatives from **29 UK institutions**, providing prospective students, their parents and teachers with information on educational opportunities and subject choices. The other exhibitors included British Alumni Society (BAS) as well as British Council Teaching Centre and IELTS.

The event attracted around **1350 visitors** thanks to the marketing campaign. Alongside the main exhibition, a series of seminars and workshops were also held, including the following topics:

- Employability and Careers support for International Students
- How to write a personal statement?
- Working and studying in the UK
- Studying media and design in London
- Study Abroad? Think IELTS

LIST OF EXHIBITORS

with many thanks for their active involvement and positive attitude 😊

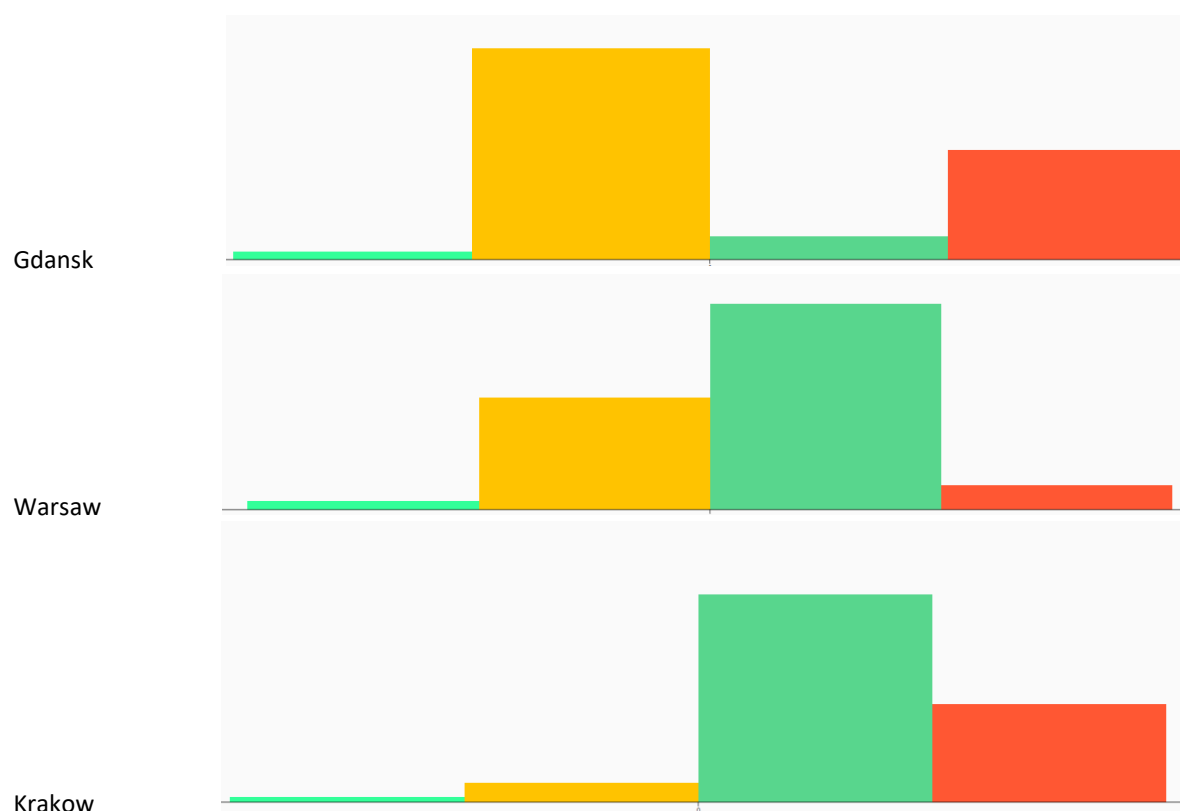
- | | |
|--------------------------------------------------|----------------------------------|
| 1. University of Nottingham | 15. University of Warwick |
| 2. The University of Sheffield | 16. Bangor University (Wales) |
| 3. Anglia Ruskin University | 17. Swansea University |
| 4. Falmouth University | 18. Cardiff University |
| 5. University of Central Lancashire | 19. Middlesex University, London |
| 6. The University of Law | 20. University of Worcester |
| 7. Newcastle University | 21. University of Portsmouth |
| 8. Liverpool Hope University | 22. University of Westminster |
| 9. University of the West of England,
Bristol | 23. De Montfort University |
| 10. Coventry University | 24. Lancaster University |
| 11. University of Kent | 25. The University of Manchester |
| 12. University of Bradford | 26. University of South Wales |
| 13. University of Essex | 27. Imperial College London |
| 14. University of Bristol | 28. King's College London |
| | 29. University College London |

VISITOR'S PROFILE

According to the British Council online registration system at <https://pl.registration.study-uk.britishcouncil.org/>, **2201** people registered for all three events in Gansk, Warsaw and Krakow (students, parents and teachers). While the number of people who checked in at the venues was, 1350, the figures below represent all registrants' gender profile and interests in terms of the academic areas (the highest numbers in red).

Gender – key:





Subject area	Gdansk	Warsaw	Krakow
<i>Total number of registrants</i>	575	1049	577
Humanities	97 (16.87%)	204 (19.45%)	109 (18.89%)
Education & training	69 (12%)	86 (8.2%)	54 (9.36%)
Law	69 (12%)	134 (12.77%)	82 (14.21%)
Applied & pure sciences	68 (11.83%)	107 (10.2%)	66 (11.44%)
Hair, beauty & personal care	46 (8%)	54 (5.15%)	35 (6.07%)
MBA	32 (5.57%)	74 (7.05%)	33 (5.72%)
Agriculture and related subjects	26 (4.52%)	34 (3.24%)	18 (3.12%)
Creative arts & design	168 (29.22%)	254 (24.21%)	158 (27.38%)
Social studies & communications	151 (26.26%)	293 (27.93%)	157 (27.21%)
Business & administrative studies	139 (24.17%)	297 (28.31%)	143 (24.78%)
English as a foreign language (EFL)	128 (22.26%)	152 (14.49%)	113 (19.58%)
Engineering & technology	118 (20.52%)	165 (15.73%)	90 (15.6%)
Computer & mathematical science	117 (20.35%)	196 (18.68%)	120 (20.8%)
Health & Medicine	110 (19.13%)	210 (20.02%)	115 (19.93%)
Travel, tourism & hospitality	108 (18.78%)	124 (11.82%)	83 (14.38%)
Architecture, building & planning	103 (17.91%)	138 (13.16%)	77 (13.34%)

MARKETING

A fully integrated marketing campaign was developed based on global Study UK branding. It was targeted at young people interested in higher education in the UK: university students, young graduates and high school students as well as at their teachers and parents.

The event took place Warsaw, Kraków and in new location – Gdańsk. The campaign was mainly targeted at participants from these locations. Media budget exceeded GBP 22000.

The following channels were included:

ONLINE MEDIA

- Branded article in Agora online platform (three Study UK locations).
- Branded article in regional Polskapress online titles (three Study UK locations).
- Desktop and mobile campaign with Agora.
- Social media targeted campaign by Agora.
- Display ad (double billboard) in Polskapress online titles.
- Branded post in Polskapress social media (regionally e.g. Dziennik Bałtycki, Gazeta Krakowska).
- Paid online campaign – Google Ads; Facebook; Youtube
- Librus – posts published in the global system used by schools for grading students and communication between parents and teachers: top double billboards, half-page, publication in app native timeline message (geographically and audience-wise targeted).
- Mailing to all schools inviting teachers and their students to the fairs (resulted in teachers gathering their classes and coming as a group, even from really distant cities).
- Facebook events (separate for each city).

OFFLINE MEDIA

press:

Extensive print article on the event in three locations (Gazeta Wyborcza Gdańsk, Gazeta Wyborcza Warszawa, Gazeta Wyborcza Kraków)

Press ads in Polskapress regional print titles (e.g. Dziennik Bałtycki, Gazeta Krakowska, Indeks Warszawski, Salon Maturzystów).

posters:

in high schools and in universities

posters in local trains in Gdansk (new location), which is one of main ways of transportation in the city agglomeration

Posters in Warsaw Metro (inside the metro cars).

digital signage:

spots displayed in public transport in two locations: trams - Warsaw, busses - Kraków

outdoor:

Citylights in all 3 locations (including main railway station in our new location and places near universities and in dense traffic locations):

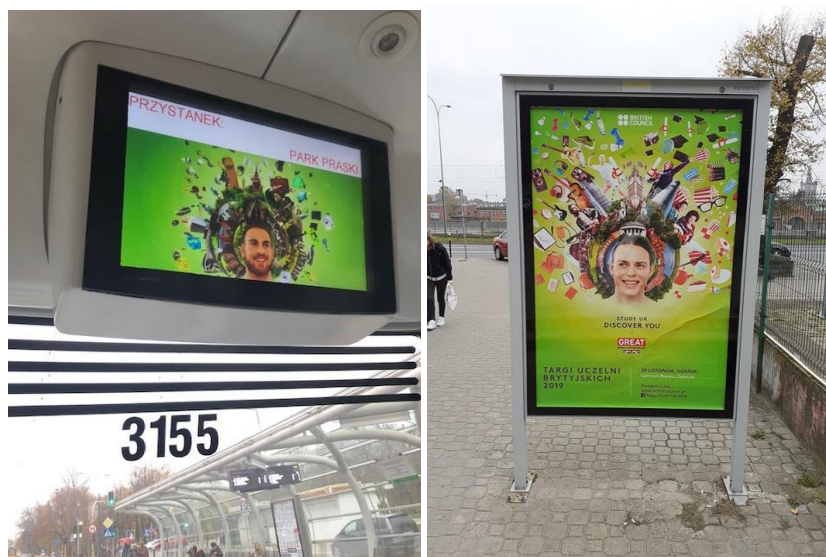
Transit ads (at the back of busses) in new location Gdansk

OTHER:

We cooperated with a school. The students delivered artwork to decorate the venue and supported us with volunteers and in return they promoted the event.

All partners and vendors involved in Study UK were encouraged by us to also share the information on the event.

We also did an online survey that showed a good return on recognition when it comes to online campaign.

**Press release send out resulted in several publications, to name a few:**

<https://warszawa.naszemiasto.pl/british-council-polska-i-uniwerytety-z-wielkiej-brytanii/ar/c5-7397168>

<https://krakow.wyborcza.pl/krakow/7,44425,25386374,targi-uczelnibrytyjskich-gdzie-i-co-studowac-co-moze-zmienic.html>

<https://trojmiasto.wyborcza.pl/trojmiasto/7,35612,25389910,poznaj-oferte-brytyjskich-uczelnibrytyjskich-gdzie-i-co-studowac-co.html>

<http://ilo.gda.pl/pl/aktualnosci/targi%20uczelnibrytyjskich>

<http://witrynawiejska.org.pl/component/k2/item/51804-targi-uczelnibrytyjskich-study-uk-2019-w-gdansk-warszawie-i-krakowie>

<http://www.eurodesk.pl/prosto-z-polski/study-uk-targi-uczelnibrytyjskich-2>

<http://pckziu-puck.pl/index.php/1497-targi-uczelnibrytyjskich-study-uk-2019-w-gdansk>

<http://bk.us.edu.pl/targi-uczelnibrytyjskich-study-uk>

<http://cogito.com.pl/targi-uczelnibrytyjskich-study-uk-2018/>

<https://www.ateneum.edu.pl/aktualnosci/targi-study-uk-2019/>

<https://warszawa.wyborcza.pl/warszawa/7,54420,25389126,targi-uczelnibrytyjskich-gdzie-i-co-studowac-co-moze.html>

<https://www.facebook.com/ukinpoland/photos/a.205476846134029/2979208102094209/?type=3&theater>

<http://biurokarier.ka.edu.pl/targi-uczelnibrytyjskich>

<http://www.sobieski.krakow.pl/2017/10/targi-uczelnibrytyjskich-w-krakowie-zaproszenie/>

https://twitter.com/biurokarier_uw

VISITORS' FEEDBACK

Some examples of quotes from Visitors:

- I liked that here was a lot of different universities, so I definitely find something for myself.
- I liked the possibility to talk to the representatives in both languages (English and Polish), seminars about personal statement and scholarships.
- Being able to talk with people that are already studying abroad showed me that going to study in the UK is really possible and not just a dream. Thanks to the exhibition I learned a lot about schools I wish to attend.
- I think this event gave me an incredible opportunity to learn about UK universities that I would not be able to learn anywhere else.
- Everything was organised in order, not chaotic, each university had its own stall.
- I would like some of the representatives to be more prepared.
- I would definitely add more universities such as Oxford or Cambridge.
- I would only prepare more seatings because the interest of the event was so high that during one lecture there wasn't enough place.

EXHIBITORS' FEEDBACK & RECOMMENDATIONS

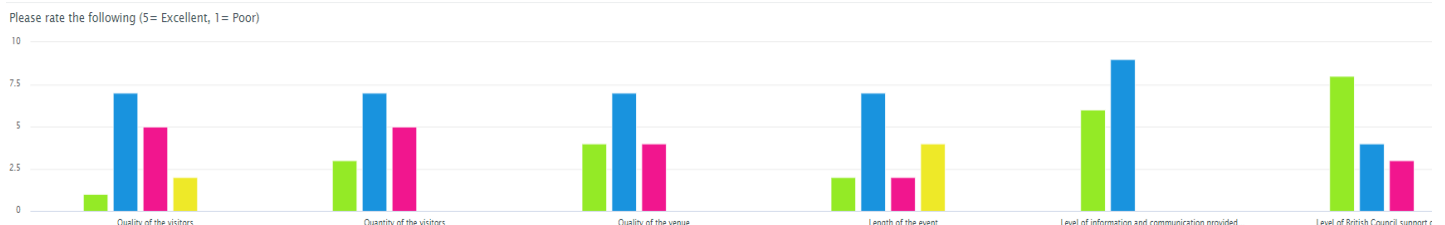
Some quotes from Exhibitors' post-event survey (15 submissions):

- Fair length could be shortened slightly - final hour or so very quiet across all events.
- Try to encourage more school groups to sign on in Warsaw and Krakow as this worked really well in Gdansk.

Also earlier trains, it's better to get to the net city at 7ish and then find dinner rather than the later trains.

- Focus on getting final year students. Students in Poland sometimes don't apply to come to the UK until May/June, November isn't too late for them to come to the fairs. Krakow was fairly good for speaking to students for 2020 but their were hardly any final year students in Gdansk and Warsaw.

- All staff were brilliant! Thank you for putting this together!



STUDY UK TEAM POLAND

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We are looking forward to seeing you in 2020!

4 November - Gdansk
5 November - Warsaw
6 November - Krakow



Fundacja British Council

Koszykowa 54 | 00-675 Warsaw | Poland

www.britishcouncil.pl

www.facebook.com/BritishCouncilPolska | [@plBritish](https://twitter.com/plBritish) | www.youtube.com/BritishCouncilPL