



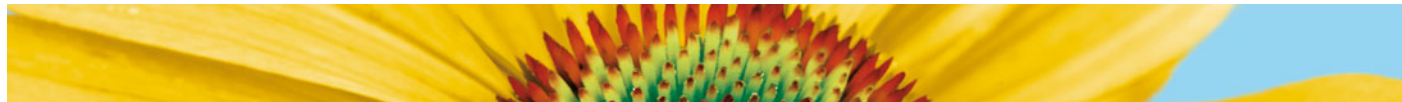
The seeds of success

Education UK Exhibition, Spain

November 2012

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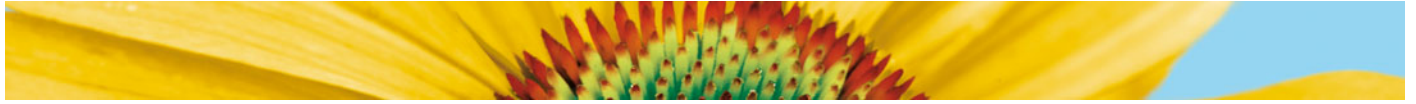
1. Event fact file

Spain

Venue	Paseo de la Castellana 99, 28046 Madrid - 21 November 2012 St George's International School of Málaga - 23 November 2012
Opening hours	Madrid - 1000–2000 Malaga - 1000–1330
Stand costs	Madrid only – £1,100 plus Malaga - £1,512
Activities	<ul style="list-style-type: none"> • Information 45m sessions on: <ol style="list-style-type: none"> 1. Market Briefing (for exhibitors) 2. Student Life in UK 3. Making an application (when, how, where) 4. Financial help for my studies (grants and loans) 5. Examinations (IELTs) • An alumni reception • A publication outlining the key elements people need to know to apply to UK Universities (including list of grants). In collaboration with TC Barcelona, English and Exams at BC.
Hospitality/Director's presence & engagement of other BC teams	<p>Opening and Alumni reception</p> <p>Ambassador to host Alumni reception</p> <p>E. Aguirre to host the Alumni reception</p> <p>Close collaboration with Exams team and lots of support from BC staff during the event.</p>

2. Background – Framework

The British Universities Fair is the 2nd Universities Fair organised by British Council Spain and the first one under SIEM (using UK promotion tools to announce the fair to stakeholders, Noida invoicing, etc). Venues: Madrid and Málaga.



3. Objectives

1. **Market introduction into HE Fairs in Spain:**

There are many Education (both PG and UG) fairs in Spain, a good number of them international. At the same time, the market is not keen on attending Fairs.

2. **Reach 1000 visitors:**

Excluding Aula (the only fair supported by Ministry of Education and attracting thousands of students coming in groups from schools all over Spain), the average number of visitors to these fairs in Madrid are around 700-800. We hope to reach a minimum of 1000 visitors in Madrid and over 300 in Málaga. We want to collect data for the initiation of an Education data-base.

3. **Sufficient number of exhibitors to cover our costs:**

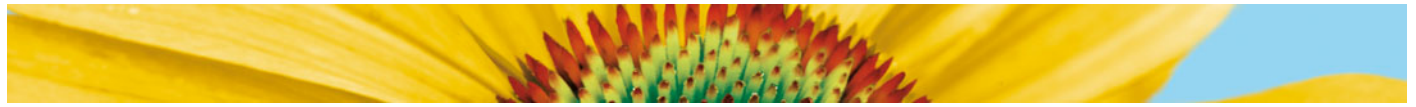
The event has been calculated to run even at 33 exhibitors in Madrid – 20 in Málaga.

4. **Media impact:**

Apart from advertising, we hope that over 10 education-related articles are placed in educational and general press and 3-5 radio interviews. Through a local contact in Málaga we hope to feature in local TV.

5. **Education UK – information sessions:**

Raise awareness about UK Education and briefly explain the particularities of UK education.



4. Impact of marketing plan

Partners/Sponsors/Collaborators

We hope to get partnerships and collaboration to increase media impact and dissemination of information. Círculo de Formación, Expansión & Empleo and UKTI are already in conversations with us but we hope to get many more collaborating institutions, associations and websites (see below).

Publicity – pre event

Expansión y Empleo (announcements 3 weekends before the Fair on Saturday and Sunday)

UKinSpain (website – a month before)

Our website (events and linked from main page and exams pages)

Our Social Media forums (announcements twice before the Fair)

Womentalia (announcements)

MadridFree (announced in their website)

NABSS page (announced in main page)

UKAN Spain (announced in website)

Aula organisers (announced in their social media platforms)

ASEPROCE (announced to their members)

ELT Newsletter BC Spain (included in latest Newsletter)

Exams Newsletter to BC data-base (include in latest Newsletter)

A media agency working 2 months before the event to produce press releases, negotiate interviews and articles. Press strategy based on:

- Excellence of UK education
- English
- Financial support available

Branding

Short booklet branded *EducationUK* and BC

Lots of banners at the event with BC logo on display

BC mentioned in press and publicity

Leaflet posted to parents in Bilingual and private schools in the area (via schools in individual envelopes)

E-mail marketing (using constant contact)

A comprehensive list of branding during the activity

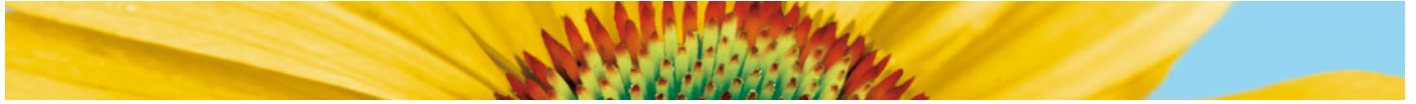
Education UK materials at the event

Operational Costs and Income

Around £20,000 operational costs (venue, catering, travel, publicity are main costs)

Income £23,000

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5. Evaluation

OBJECTIVES - Has the project met the original objectives?

1. **Market introduction:** *OBJECTIVE MET.*

We think we need to continue offering the service but believe that the event was a break through to our position as Education UK reps in Spain, which had stopped a few years ago. But we will need to continue working on this route for a number of years until our Fair is “expected” by the public as a regular event.

2. **Reach 1000 visitors:** *HIGHLY EXCEEDED.*

Numbers in Madrid exceeded 1200 (as we run out of registration forms). In Malaga numbers were well above 350. The mixture was good as it included school groups and general public/interested parents. Interest was mainly about UG but some universities in Madrid reported 80% of PG questions in the afternoon. We collected over 1500 contacts for the data-base.

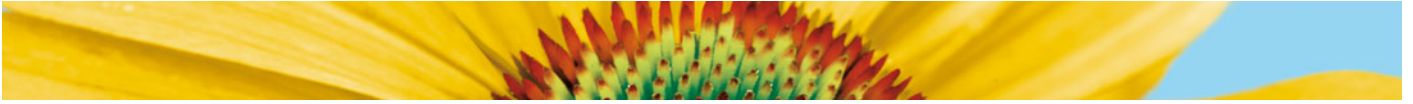
3. **Sufficient number of exhibitors to cover our costs:** *NOT MET.*

We are unable to explain why we could only recruit 20 exhibitors in spite of announcements by SIEM on many occasions. We opened to local providers (agencies) to make it 22 but we did not reach our income target.

4. **Media impact:** *HIGHLY EXCEEDED.*

This was, by far, **our largest success**. Not only we had wide cover on press and radio the month before the event but were covered in Telediario at 13,15 & 20h (TV1) and Telemadrid (see media report attached). It is difficult to measure impact to BC Spain but the TD is watched by nearly 3 million people every day. A very brief summary:

- **PRESS:** 37 articles/mentions before the activity in educational & general papers, on-line and printed
Audience numbers: over 4,000,000 readers (see below for details)
- **PAID ANNOUNCEMENTS ON PRESS:** around 1,000,000 readers
- **RADIO:** 6 radio interviews in different programmes
Audience numbers: (pending analysis)
- **TV:** Telediario (TV1) at 13-15 & 20h + Telemadrid.
Audience numbers: **2.279.000 + 560.000 = 2.839.000 people (see below for details)**



TOTAL ESTIMATED MEDIA IMPACT: around 7,000,000

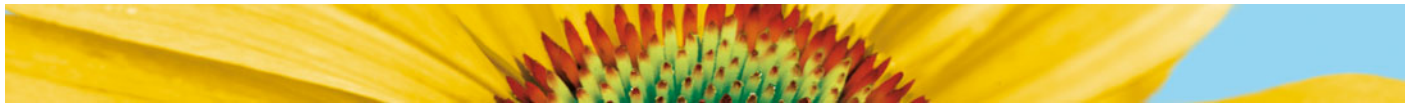
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<http://www.telemadrid.es/?q=programas/cazatalentos-universitarios>

5. **Education UK general introduction:** HIGHLY EXCEEDED.

The second biggest success of the Fair were the information sessions. We were building them as an add-on and they became the main attraction of the Fair. There were well over 100 attendants in each of the 5 sessions given in the afternoon. The demand was such that we had to create a data-base to collect e-mail of people interested (and unable to participate due to limited space). We have programmed general information sessions which will be given regularly and set up a waiting list. Some schools have requested sessions for their students and parents.

PARTNERS AND SPONSORS, relationships – Any comments?

One of the real factors for our success has been the relationship with Círculo de Formación early in the year. They have been key in our success as they have advised throughout on all logistical matters. They have also negotiated the partnership of Educación & Empleo which has been instrumental in our capacity to attract public to the event. We have been approached by other institutions (ie Aula), but I am convinced that the personal treatment and quality of relationships maintained with Círculo has been one of the driving forces of our success.



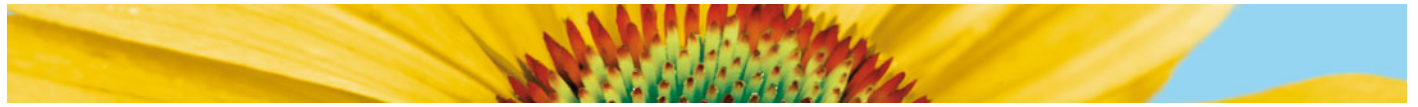
6. Learning Points

Although we are overall very happy with the event there are a number of key areas for improvement:

- We need to extend the duration of the Fair to two days (to avoid crowds) and should not mix school groups with general public. We must include a Saturday.
- We need to ask Universities to bring more materials and those that are more successful to bring more reps as the queues on their stands were too long
- Market briefing to Universities and any hospitality better the night before and not after the event
- Information sessions were extremely successful, they need to be repeated during the event, which will be possible if we extend to two working days, including a Saturday
- We should link our Fair to British Education, opening up to Schools, colleges and EFL. This would guarantee larger number of exhibitors and, at the same time, would bring a very distinctive element
- We must reconsider venue in Málaga. It may be wiser to do the Fair in Barcelona and organise mini roadshows in Málaga
- We have to manage the students expectations better, there were some unrealistic expectations judging from some of the comments we received in the evaluation forms. Such as students wishing to speak with admissions staff rather than recruitment, as they had more targeted queries, and the nature and volume of materials brought.
- Equally, we need to re-stress to Universities that our main public is UG.
- We need to continue to develop our staff in-country so that they feel confident in their own abilities to deliver on a wider range of education products and services available in the UK.

7. Follow up

- Apply learning points and organise a British Education Fair in 2013.
- Start as early as possible in the new year for a Fair in October 2013.
- Build up a team including TC Barcelona, Schools, Exams and Education



Appendix 1: List of participating institutions

1	Bournemouth University
2	Bournville College
3	Cardiff University
4	Ealing, Hammersmith & West London College
5	Imperial College London
6	Kings College London
7	Lancaster University
8	Liverpool Hope University
9	London Metropolitan University
10	London South Bank University
11	Manchester Metropolitan University
12	Queen Mary, University of London
13	Swansea University
14	The University of Reading
15	University College London
16	University of Central Lancashire
17	University of Essex
18	University of Kent
19	University of Southampton
20	University of Sussex