



# Education UK Exhibition Russia Moscow

September 2012

## Contents

1. Event fact file.....	2
2. Objectives of the event .....	2
3. Key statistics .....	3
4. Seminars .....	4
6. Key internal and external influencers on the Exhibition.....	6
7. Visitor survey analysis .....	6
8. Exhibitor survey analysis .....	7
9. Impact of marketing plan .....	7
9.1. Objectives of the advertising campaign.....	7
9.3. Information support .....	10
9.4. Partners of the Exhibition .....	12
9.5. Advertising Budget.....	12
9.6 Coverage of the target audience, PR и Advertising value .....	12
9.7. Conclusions and Recommendations .....	13
10. Budget analysis .....	13
11. Conclusions and follow up .....	13
11.1. Extent to which the objectives were met.....	13
11.2. Key recommendations for institutions.....	14
11.3. Key recommendations for the British Council.....	14
Appendix 1: List of participating institutions .....	15
Appendix 2: Event programme .....	17
Appendix 3: Visitors' survey results .....	21
Appendix 4: Visitor registration data analysis .....	22
Appendix 5: Exhibitors' survey results .....	25
Appendix 6: Full financial report .....	27
Appendix 7: Advertising and promotion plan (media plan) .....	28



## 1. Event fact file

<b>Venue</b>	The Ritz-Carlton Hotel, Moscow, 29-30 September 2012
<b>Opening hours</b>	12.00 – 18.00
<b>Opened by</b>	Mr Tim Barrow, Her Majesty's Ambassador to the Russian Federation
<b>Stand costs</b>	£2470
<b>Sponsors</b>	Blackwood, MacMillan, Education Index, Fortu Family BFM.ru, Коммерсантъ FM 96.6
<b>Unique feature to give added value</b>	<ul style="list-style-type: none"><li>• Alumni Talks were organized at 14.30 on both days of the exhibition</li><li>• Various competitions were run to attract audience interest</li><li>• Two presentation halls, with presentation programs from boarding schools, creative subjects and business education</li></ul>
<b>Seminars</b>	35 seminars were conducted. See details in Appendix 2.

## 2. Objectives of the event

- To position the UK as the first choice for Russian students planning to study abroad
- To provide the visitor attendance level not below that of the year before, through concentrating attention on extra advantages of the exhibition for visitors (opportunity to win prizes, practice English, speak to alumni, specialised seminar programs on boarding schools, creative subjects and business education)
- To influence the quality of the student experience by providing a positive perception of the UK
- To showcase the variety of opportunities within the UK's education system
- To support participating institutions' recruitment in the Russian market

### 3. Key statistics

Attendance	2011	2012
<b>Visitors</b>		
Sat 1	2500	2700
Sun 2	1500	1700
<b>Total No of Visitors</b>	<b>4000</b>	<b>4400</b>
<b>Exhibitors</b>		
Secondary Institutions	13	17
HE and FE Zone	47	56
Visa section	1	1
<b>Total No of Exhibitors</b>	<b>61</b>	<b>73</b>

Visitors Primary Market Objectives	2011	2012
<b>Level of Study</b>		
Language Courses	15%	17.8%
Summer Courses	13%	13%
High School	8%	8.1%
Foundation Course or Pre-University Course	8%	6.8%
Bachelor's Degree	10%	8.9%
Pre-Master's Course	5%	4.6%
Master's Degree	20%	19.15%
PhD	6%	5.7%
Certificate courses / non degree courses / NVQ	6%	6.9%
Specialized studies	9%	8.3%
<b>Main Subjects of Interest</b>		
Business, Economics, Management	20%	18%
Language, Literature, Translation	10%	11.5%
Art, Culture	8%	9 %
Humanities, Social sciences	6%	5.6%
Media, communication	5%	7.4%
Education	7%	8 %
Fashion, Design	5%	5 %
Computer Science, IT, Telecommunication	5%	4 %
Law	5%	4.7%



Tourism and Hotel Management, Gastronomy	5%	4.8%
Engineering	3%	3.2%
Science	3%	2.9%
Political Science	3%	3 %
Architecture, Urban Planning	1%	2.2%
Environment and Natural Resources	2%	1.8%
Psychology	3 %	3.2 %
Medicine, Health	2%	2.3%
Agriculture, Agronomy	1%	0.8%
Cuisine, Culinary	1%	1 %
Physical Education, Recreation & Leisure	1%	1 %
Religion & Theology	1%	0.6%

Demographics of Visitors	2011	2012
<b>Gender</b>		
Male	28%	27%
Female	72%	73%
<b>Age</b>		
11-17	12 %	11 %
18-22	37 %	37.5 %
23-27	22 %	21.5 %
28-35	15 %	14 %
35-59	14 %	16%

\*A full list of exhibitors can be found in Appendix 1.

## 4. 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 organisations and institutions worked together to deliver a total of thirty five seminars over the weekend. A full schedule of the seminars can be found in the Event programme in Appendix 2.

All the seminars were well attended, and, like the last year, there were two parallel seminar programs. Seminars on general topics were translated into Russian. Some visitors have asked to increase the time allowed for seminars next year.

Some of the most visited sessions were the two Alumni Talks which were held in the format of a talk-show. Visitors commented that this was a very important seminar for them, because they want more “insider” information, something that one cannot find on the official website of the institution.



The observations and verbal feedback received on the day from the visitors was extremely positive. They found the seminar programme very interesting and the content to be informative and well presented.

The seminar on visas was also complimented by the visitors, with visas being one of the more important steps on the way to British education. The visa seminar staff noted that there were many enquiries not only on student visas, but also on work visas and visas for visiting parents.

The presentations were advertised on the exhibition website well in advance, providing not only a timetable but also the description of each session as well as information about the speaker. This allowed visitors to plan their visit to the exhibition efficiently.

## 5. Market developments

The Education UK Exhibition has been held in Moscow for the past thirteen 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 Exhibition to make personal contacts with representatives of UK institutions, and to negotiate possible areas for collaboration.

As the Russian economy grows and trade with the rest of the world increases, the demand for internationally recognised higher education also grows. The 'educated' versus 'non-educated' salary differentials are expected to rise, thus placing greater emphasis on tertiary education and presenting an opportunity for overseas institutes of higher education. 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.

The greatest concentration of Russia's population is in the Moscow region and more than 60 percent of demand for the UK education is concentrated in the capital, with the rest distributed in small pockets across Russia (according a student survey, 17% of response come from outside the two major cities (Moscow and St. Petersburg). The quality of school-leavers and graduates from prestigious institutions in Moscow is a major attraction for international student recruiters.

Exhibitors noticed the following market developments based on enquiries:

**University of Abertay Dundee:** Largest number of enquiries for finance, economics and language

**University of the Arts London:** Students are interested in a broad range of art and design subjects

**The University of Manchester:** Students are interested in Economics, Finance, International relations

**Concord College:** Visitors are focused and generally know a great deal about the UK system. There were a lot of enquiries on summer schools and a numerous enquiries from parents thinking 2-3 years ahead for younger (GCSE) students.

**University of Leeds:** There appears to be an increase in the interest in linguistics and translation studies, also good to hear about the progress of Russia Scholarships

**Abbey DLD Colleges:** Sharp increase in the demands for foundation programmes. Younger students for boarding schools – age 13 years

**University of Bath:** It is all about marketing at Postgraduate Masters

**University of Oxford:** Most interest in Business and Finance

**INTO:** Diversity of specialisation and more requests for pre-university programmes

**University for the Creative Arts (UCA):** Great interest in short courses, main areas Architecture/ Film and Graphic Design

**UEA:** High level of pat with broad subject interest but focus on languages, business, law. Media, film, science



**University of Exeter:** There are more postgraduate students this year

**Oxford Brookes University:** More undergraduate enquiries than expected

**University of Roehampton:** More interests in pre-masters. Less questions on rankings and scholarship

**The University of Nottingham:** Students are very subject –focused, not asking about the scholarships straight away. Still looking mostly at London

**Goldsmiths, University of London:** A wide range of interest in creative subjects, social sciences and Media

**King's College London:** More PG students. Mainly management and finance

**John Leggott College:** Interest increasing, Knowledgeable about A-Levels/IB/Foundation.

**Brunel University:** Broader interest in various subject areas. Increasing demand

Business & Finance subjects still received high interest from the visitors. Language, literature, translation, art, culture, social science and humanities are also very popular. A full report of visitors' subjects of interest can be found in Appendix 4.

## 6. Key internal and external influencers on the Exhibition

The number of exhibitors participating in this event increased from the previous year (from 59 to 73), with most of the increase in the university sector. Seven new secondary education institutions and fifteen new higher education establishments which had not previously taken part in prior exhibitions participated in this year's exhibition.

The number of visitors attending this year also increased by 10% compared to last year.

The media plan, focusing more on web promotion and radio, adding value to more traditional ways of advertising via newspaper articles and email distribution, has proved successful in attracting the right audience to the exhibition. The quality of the visitors has been evident through the type of questions asked at the individual exhibitors' stands and through the enquiries received by the British Council staff during the exhibition. 87% of exhibitors found that there was good number and good quality of students.

## 7. Visitor survey analysis

- On-line registration was set up for the exhibition. The total number of Visitor Surveys completed was 3714. This represented 84% of the total number of visitors. The total number of visitors was estimated on the basis of mechanical counter at the entrance, observations of the registration team and the total number of catalogues given out.
- 90% of visitors were satisfied with the quality of event and received what they expected from the exhibition.
- Most visitors were interested in Higher Education, and Master's Degree .There was also a substantial interest towards English language and Summer courses
- According to the visitor enquiries made to the British Council stand, a lot of people were asking for rankings of UK universities, quality assurance, scholarship programmes, and advice on how to choose schools and also for information on specific subjects (medicine, architecture, art etc.)
- Most of the visitors found out about the exhibition through various online sources.
- Some comments from visitors include:  
"Very high level of organisation"



“We found the exhibition very worthwhile for visiting - interesting seminars, friendly atmosphere, great competitions”

“Thanks a lot for the well done job. Your exhibition helped me to understand that the UK is the best destination for study”

“There are a lot of educational establishments! It sounds fantastic! ”

“The exhibition organised in high level and is great opportunity to speak with UK representatives”

More detailed information on visitor survey can be found in Appendices 3 and 4.

## 8. Exhibitor survey analysis

- The total number of Exhibitor Surveys completed was 58. This represented 80% of the total number of exhibitors.
- Most of the institutions came to the fair both for recruitment and for profile-raising purposes.
- 88% of the exhibitors rated the exhibition as excellent and good overall.
- Exhibitors rated the British Council support before and during the exhibition as 4.6 and 4.58 out of five

Some of the specific comments received:

- **Bellerbys College** has been participating in British Council exhibitions in Russia for many years now, and I would like to thank you and your team for this year’s event which was very well organized as usual. What distinguishes British Council exhibitions is the target audience and quality leads that attend the event. It is clear that BC is using smart and appropriate promotion tools that help us all find good students in the end.
- **University of Southampton:** Great Exhibition as usual. Have not got any complaints at all, which is unusual for UK universities. Fully happy, will return next year. Thank you to BC for a wonderful exhibition, food, venue, BC support – all excellent
- **UEA:** Thank you very much for all your hard work and excellent organisation! Excellent work! Very thankful to for all help and support Quality of the venue and quality of accommodation was rated as 4.6 by exhibitors:
- **Abbey DLD Colleges:** Thank you –a well organised fair. Very good organisation of food and coffee. Excellent.

The length of exhibition was rated by exhibitors as **4.5:**

- **University of Essex:** Length of the exhibition is too long
- **King's College London :** Length of exhibition – shorter would be better

More detailed information on exhibitors’ survey can be found in Appendix 5.

## 9. Impact of marketing plan

### 9.1. Objectives of the advertising campaign

Based on the result analysis of the exhibition 2011, the following tasks and objectives were set:

- a) The first objective was to increase the exhibition traffic by 10% while preserving the high quality of the target audience.
- b) Another objective was to broaden the target audience by attracting business audience, interested in continuing their education on Master’s and MBA programs but not attending specialized courses.



- c) Also, we planned to increase the percentage of parents of school children interested in high-quality education, including summer courses.

### **Primary target audience**

- Parents of schoolchildren from 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
- Mothers of schoolchildren and students for boarding schools and Bachelor's programs.

For each group, we selected the corresponding media and tools. Thus, to promote the exhibition to future graduates and their parents, we used printed and online guidebooks.

To attract mothers of schoolchildren and students, we used a paid advertising campaign, placing banners on the main page of one of the major women's portals, contests, and publishing an article and an advertising block in a newspaper. We also used PR opportunities with popular educational sites.

To promote the exhibition to the most numerous and active audience of students and young professionals, we used a combination of PR tools and internet advertising which was mostly concentrated on attracting sponsorship from more popular job search portals for young professionals. To promote the exhibition via these resources, we used a whole range of tools from mailings with invitations to the exhibition, subject articles, announcements, ad banners.

We also used such popular internet resources, such as Live Journal, which have the biggest Internet audience (coverage between four and five million) and paid for advertisement space on the radio. This allowed us to attract the prospective audience based on gender/age and financial status) and to stimulate transfer, from passive interest in the British education, to actions (visiting the exhibition, in our case). Previously we had paid more attention to PR placements on websites dedicated to foreign education.

### **Secondary target audience:**

- Educational agencies
- International departments of universities

To attract the secondary target audience, we issued invitations by courier.

For each segment of the target audience, we developed text adverts corresponding to the needs and interests of each particular segment. We also used various ways of carrying the information: for businessmen – articles in respected business publications; for parents of school children – banners on women's pages and educational resources pages.

### **Key stereotypes:**

For parents of schoolchildren and students: 'Direct communication with educational institutions'

For students: 'Unique', "must-visit" events within the seminar programme'.

For young professionals, businessmen and entrepreneurs: 'Education for you and your children', 'Complete and reliable information on British education in one place over 2 days'; 'Special events on business programmes'.





## 9.2. Tools, Solutions, Results

We decided to use various tools and methods to implement each of the tasks set. In order to increase the traffic, we invited more educational media as partners and included special blocks of presentations and seminars on creative specialities and MBA programs into the business agenda. This allowed us to attract new strategic partners - life-style media oriented on creative people. In addition, we invited such information partners as Live Journal, and the resources that have the biggest Internet audiences (coverage: at least 5, 000, 000 users).

To maintain the quality of the audience, we invited to partnership the media that proved their effectiveness during the previous year's promotion campaign. We held a round of negotiations aimed at broadening the range of the exhibition promotion opportunities particularly on these resources. Correspondingly, the resources were given a higher partnership status.

The campaign budgets were reallocated to the benefit of the resources that proved their effectiveness during the 2011 promotion campaign.

### **The communications tools used were appropriate for delivering this message to the audience and included:**

- Advertising: advertising modules in the printed media, e-mails, contests on the radio and on-line media, advertising banners on Internet resources, context advertising, and promotions via search engines.
- Public relations: announcements in the event calendar, contests, and social networks .
- Direct and digital marketing: mailings to subscribers of information partners, placing internet banners and texts in the news.
- Personal selling: participation at the exhibitions of other companies.

### **Most effective ways to deliver key messages were:**

- Promotion of the exhibition by a context advertising radio contest;
- Internet banners and text announcements on Internet resources, mailings of the exhibition partners.

### **High integration level of all the elements of the promotion was achieved with the help of:**

- Use of united visual images, but different text messages for different target audiences and resources.
- Gradual increase of intensity "general to specific", which allowed us to keep the audience interested in the project for several weeks (primary announcement of the exhibition date, detailed announcement of the business agenda with the accent on the interest of the given audience segment, placement of advertising modules and news mailing, contests).
- Regular publishing of the exhibition news on the BC resources and in social networks.
- Differentiation of messages for different target audiences on different resources.

High integration level of all the elements of the promotion campaign allowed us to successfully perform the objectives of the campaign with comparatively low use of financial and human resources. We received more preliminary online registrations compared to the previous year.



**To measure the effectiveness of the campaign, we used the following tools:**

- Questioning during the on-line registration: receiving registrations prior to the event enabled us to measure the impact of every stage of the promotion.
- Indicators of the exhibition website traffic and analysis of sources of transfer from other information resources gave us reliable information on the effectiveness of both used channels and tools as well as on the effectiveness of the messages and their visual presentation, and interest of the target audience of these resources in the product offered.
- Questioning during the exhibition registration in the offline mode. Combined analysis of all the measurement tools allowed us to receive a true picture of the campaign and tools effectiveness.

After speaking to the exhibitors and through general observations made on the weekend, the overall quality of visitors was considered to be good. They seemed to know their choice(s) of subject and fewer visitors asked about full scholarships, which indicate that the media plan attracted a more targeted audience.

**9.3. Information support**

The approach to creating the pool of information partners was determined by clear segmentation of the audience. We had a task to create several independent media plans for each segment:

№ Resource		№ Resource	
<b>Education/Education abroad:</b>		<b>Business education \business and mass market media</b>	
1	Studyabroad.ru	21	The Expert magazine
2	Za Rubezhom	22	The Moscow Times newspaper
3	LLL club	23	Uralbusinessobrazovanie (www.ubo.ru)
4	Znania.ru	<b>Finance/business</b>	
5	Ucheba.ru	24	BFM.ru
6	Kachestvo Obrazovania	25	Kommersant FM
7	Kuda poity uchitca? magazine	<b>General public:</b>	
8	Kompasgid.ru	26	ABBY.ru
9	Eduabroad.ru	27	The Na Rublevke newspaper
10	Study.ru	28	Adsmart Busines (Kommersant.ru, Gazeta.ru,BFM.ru)
<b>Publications for parents</b>		29	Livejournal.com
11	Eva.ru	30	Macmillan.ru
12	Dnevnik.ru Need to move up	31	The Komsomolskaya Pravda Newspaper (www.kp.ru)



13	Letidor.ru	32	Maximum
<b>Students\young Professionals \Expats</b>		33	Edu.jobsmarket.ru
14	Career.ru	34	Superjob.ru
15	E-graduate	<b>Designers\ decorators</b>	
16	Physcareer.ru	35	Seasons-project.ru
17	Theory & Practice	36	Tatlin magazine
18	ISIC	37	4living.ru
19	Elite Personnel		
20	Careerforum.ru		

Besides segmenting the target audience, all the partners were divided into priority groups to perform various tasks: thus, out of 37 resources, only 22 were invited as information partners, 4 as “Partners”, 1 as “General Media partners”, 1 as “Official radio partners”, 1 as “partner of “English section”.

The rest of the media supported the exhibition in different ways on the basis of personal agreements and strategic partnership without a formal status.

Advertising banners on the main page of a website and on the issue-related pages (upon request) 27 banners in total

Minimum 1 mailings via subscriber/registered user databases, in total – 11 mailings to 5,8 mln addressees

Minimum 2 adverts in the “News”, “Calendar”, “Events” columns, 37 Adverts in total

Minimum ½ page in the printed media, 7 Adverts in total

Analysing the exhibition traffic statistics and feedback from the exponents, we can say that the pool of information partners had been formed correctly and the promotion campaign was successful. As a result of this promotion strategy, the audience was proportionally distributed among the exhibitors presenting different education levels: schools, universities, colleges, summer schools and language courses.

The effect was highly estimated by the information sponsors as well as exhibitors.



### 9.4. Partners of the Exhibition

**Partners:** Macmillan, ABBYY Lingvo, Blackwood, Forty Family, Avesa, Education index

As a result, the British Council received the following value:

Name	Presents	Cost
Macmillan	10 dictionaries	12000
ABBYY	10 dictionaries, 2 toys	10000
Forty Family		70000
Avesa		70000
Education index		50000
British Airways	10 tickets	120 000
<b>Total</b>		<b>332000</b>
<b>Total value GBP</b>		<b>16 775</b>

The partners highly appreciated the work of the British Council and the effectiveness of participation in the Education UK exhibition: 90% rebooked their participation in the next year’s exhibition.

### 9.5. Advertising Budget

The advertising budget was formed on the basis of the following principles:

**1. To pay for advertising only if:**

- The resource is irreplaceable (search engines of the Internet)
- The resource attracts new audience for the exhibition (in our case – mothers of schoolchildren aged 8-15, prospective students of summer language schools – adults and children, prospective young people with passive interest in foreign educational programs).
- The resource is specialized and has proven its effectiveness in the past

**2. To receive maximum possible discount on placing advertisement and placing preferences.**

Analysis of the site attendance and visitors’ questionnaires proved the correctness of the selected tactics of placing paid adverts: Radio Maximum is a leader among sources of going to the exhibition page after search engines.

### 9.6 Coverage of the target audience, PR and Advertising value

Detailed planning of the advertising and PR campaign allowed us to achieve a high response to advertising for the exhibition without an increase in the budget. The PR and advertising responses demonstrated that the selected channels and types of promotion were correct as well as confirming the effectiveness of the advertising campaign in general.



## 9.7. Conclusions and Recommendations

The advertising campaign was successful. More than 100 different online and offline messages and resources provided good information coverage and increased visitor attendance to the exhibition. This is an indicator of the effective work of the project marketing team. Almost 100% rebooking of the partners' and information sponsors' participation in the next event confirms mutual benefits from the cooperation and gives reason to anticipate a wider spectrum of opportunities to promote the exhibition in the next year.

**Basing on the exhibition experience, we have certain recommendations in terms of improvement of future promotion campaigns:**

- to broaden cooperation with professional media in order to further differentiate the audience sources by specialisation (professional media in the spheres of management, media, finance, banking, linguistics), and to include the corresponding event blocks into the business agenda of the exhibition.
- to broaden cooperation with radio stations as one of effective methods of promoting the exhibition.
- to broaden cooperation with the most effective resources, , without increasing the number of information partners. Instead, we recommend to increase the audience coverage and impact duration.
- to broaden the pool of general Internet resources with wide coverage (business and news portals, social federal media, professional networks).
- to promote the exhibition on the websites of the educational agencies, specialising on British education.
- to hold negotiations with representatives of major real estate agencies in order to attract them as financial sponsors for future exhibitions

## 10. Budget analysis

The full breakdown of costs can be found in Annex 6.

The exhibition's value for money was rated by exhibitors as 4.3 on a one to five scale.

We have managed to negotiate good terms with the venue, and we also saved on construction choosing the table and chairs format. We also actively promoted the exhibition through partners instead of paid advertising where possible.

## 11. Conclusions and follow up

### 11.1. 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 provide the visitor attendance level not below that of the year before:** the number of visitors attending the fair increased by 10%

**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.

## 11.2. Key recommendations for institutions

- Exhibitors need to be encouraged to send all forms at once to meet the deadlines.
- Undertake profile-raising activities in Russia throughout the year.
- Provide more information on English language courses and short/summer programs.
- To send materials (brochures and catalogues) at least 4 weeks before to the exhibition via freight.

## 11.3. Key recommendations for the British Council

- According to the feedback from the exhibitors, most of them were very happy with the date of the fair, so most likely the next year's exhibition will take place on 28-29 September 2013.
- Many exhibitors expressed the opinion about Ritz Carlton with 85% thinking that it is the best venue for this kind of event.
- Some of the visitors and exhibitors were not satisfied with the size of the venue, asking for a bigger option for next year. The space for the seminars should be larger to include up to 70-100 visitors. Options of a cafe for visitors at the venue should also be considered.
- Better signage of the lecture halls is needed.
- More water should be provided.
- An agent's networking-event should be considered. This to be held on the Friday prior to the exhibition, with a big seminar for agents (and then speed-dating event afterwards).



## Appendix 1: List of participating institutions

### High Education establishments:

University of Abertay Dundee	University of Leeds
Aberystwyth University	Leeds Metropolitan University
Anglia Ruskin University	London Business School
Arts University Bournemouth	University of Liverpool
University of the Arts London	The University of Manchester
Aston University	Istituto Marangoni London
The University of Bath	Middlesex University London
Bournemouth University	Newcastle University
BPP University College	Northumbria University
Brunel University	The University of Nottingham
Cardiff University	Nottingham Law School, Nottingham Trent University
University of Central Lancashire	University of Oxford
City University London	Oxford Brookes University
Coventry University	University of Portsmouth
University for the Creative Arts	Queen Mary, University of London
The University of Edinburgh	Ravensbourne College
University of Essex	University of Reading
University of East Anglia (UEA)	Robert Gordon University
University of Exeter	University of Roehampton
University of Glasgow	Royal Holloway, University of London
Glasgow Caledonian University	Sheffield Hallam University



Goldsmiths, University of London	University of Southampton
University of Greenwich	University of St Andrews
University of Hertfordshire	University of Strathclyde in Glasgow
University of Kent	University of West London
King's College, London	University of Westminster
Lancaster University	The University of Warwick

**Secondary Institutions:**

Abbey DLD Colleges
Adcote School
Bellerbys College
Concord College
CATS Colleges and CSVPA (Cambridge Education Group)
Carfax Tutorial Establishment
Cardiff Sixth Form College
Education First
INTO University Partnerships, Ltd
John Leggott College
Kaplan International Colleges
Kings Colleges
Mander Portman Woodward
The Northern Consortium of UK Universities /NCUK
Ruthin School
STONAR
Wiltshire College





## Appendix 2: Event programme

Programme for exhibitors: <b>Date</b>	<b>Time</b>	<b>Event</b>
<b>Friday 28 September</b>	1900-1910	Welcome speech by Christian Duncumb, Deputy Director British Council Russia
	1910-1940	Russia Market Briefing for exhibitors by Nikita Shileev, British Council Russia
	1940-2010	Student Visas briefing by UK Border Agency
	2010-2020	Exhibition logistics briefing by Nikita Shileev, British Council Russia
	2020-2030	Questions and Answers
<b>Saturday 29 September</b>	1100-1200	Stand set-up
	1200-1210	Opening Ceremony. Welcome speech by Her Majesty's Ambassador, Mr Tim Barrow
	1200-1800	Education UK Exhibition
	1300-1530	Lunch
	1900-2030	Networking reception with agents and local education contacts
<b>Sunday 30 September</b>	1200-1800	Education UK Exhibition
	1300-1530	Lunch
	1800-1830	Stand dismantling



**Seminars program for visitors at the exhibition:**

The colour highlights workshops on Creative subject areas.

The colour highlights workshops on English language.

The colour highlights workshops on Business and Management.

The colour highlights workshops on general interest subjects.

Saturday, 29 September 2012, Washington hall			
What	When	Who	Speaker
Perfecting Your Portfolio in Art & Design	1230-1300	University for the Creative Arts	Charlotte Maddocks, International Marketing Coordinator
Why London leads on Innovation in Fashion Promotion	1300-1330	Ravensbourne College of Design and Communication	Mr Iain Bromley, Subject Leader MDes, Luxury Brand Management
How a foundation year in Cambridge can lead to a lifetime of creative success	1330-1400	Cambridge School of Visual & Performing Arts (CSVPA)	Miriam Rowe
The role of Journalism in modern Political Affairs	1400-1430	Bournemouth University, Media School	Roman Gerodimos: Senior Lecturer in Journalism
<b>Alumni Talks</b>	<b>1430-1530</b>		
Studying a Business or Management degree in the UK	1545-1615	University of St Andrews	Julie Brooks – Director of Postgraduate Programmes; School of Management, University of St Andrews
MSc vs. MBA- what suits me the best?	1615-1645	University of Reading	Ayjemal Kulhanova, BA, MBA, Regional Officer for Central and South Asia
Variety of postgraduate courses in management: How to choose the right one for your future	1645-1715	University of Warwick	Nadia Golenischeva, Representative for the University of Warwick in Russia
Studying Business – foundation courses and undergraduate study options at The University of Nottingham	1715-1745	The University of Nottingham	Jo Hyde, International Officer for Russia
Foundation Programmes	1745-1815	The Northern Consortium of UK Universities (NCUK)	Programme Co-ordinators: Regina Spirina or Elena Rustova Teacher: Jiles Rees



Saturday, 29 September 2012, Istanbul 1 hall			
What	When	Who	Speaker
Language and culture - preparing for study in the UK	1230-1300	King's College London	Katja Lamping, Marketing Manager (UK/Europe)
MA courses: Preparation for professional interpreting tests (incl UN/EU)	1300-1330	University of Bath	Elena Kidd, Course Director European Stream, MA in Interpreting & Translating
English Language Opportunities	1330-1400	Abbey DLD	Francisco Bustos
Top 5 ways to improve your English with British Council websites	1400-1430	British Council	Olga Barnashova, Senior Projects and Partnerships Manager
<b>Student Visas to the UK</b>	<b>1445-1545</b>	<b>UK Boarding Agency (UKBA)</b>	
Guide to studying in the UK	1545-1615	Aberystwyth University	Murtza Ali Ghaznavi, Russia Development Manager
Challenges facing UK job Market and advising students for Global Careers	1615-1645	Lancaster University Management School	Louise Briggs, Head of Careers, Alumni & Employer Relations
How to write a personal statement	1645-1715	University of East Anglia (UEA)	Sarah Jamieson – International Officer
How to enter a top university	1715-1745	John Leggott College	Maggie Williamson, Head of International Centre
Sunday, 30 September 2012, Washington hall			
What	When	Who	Speaker
London academic offer in the area of Creative Industries	1200-1230	Istituto Marangoni	Fabrizio Tovaglieri, Area Manager
Get creative- studying Art and Design at the University of Central Lancashire	1230-1300	University of Central Lancashire	Fiona Jolley, International Manager
Creative Education Presentation includes Fashion Studies Talk and Portfolio preparation skills	1300-1400	Arts University Bournemouth	Azleen Henry, Senior Lecturer: BA (Hons) Fashion Studies
Developing tourism benefits from mega sports events: Opportunities for Russia	1400-1430	Bournemouth University, School of Tourism	Dr Richard Shipway, Associate Dean: International Engagement
<b>Alumni Talks</b>	<b>1430-1530</b>		



PG: MBA programs speakers!	1545-1615	University of Greenwich, London	Dr Hanna Yakavenka; Programme Director - MBA International Business
Studying Law in the UK	1615-1645	Nottingham Law School, Nottingham Trent University	John Tingle, Reader in Law, Head of International
Studying Business and Management Masters in the UK	1645-1715	The University of Bath	Dr Phil Tomlinson, Lecturer in Business Economics
How to prepare for Oxford and Cambridge: Business	1715-1745	Carfax Tutorial Establishment	Andrew Thompson, Director of Development, Carfax Tutorial Establishment

**Sunday, 30 September 2012, Istanbul 1 hall**

<b>What</b>	<b>When</b>	<b>Who</b>	<b>Speaker</b>
Academic Writing - An Introduction	1215-1245	Education First (EF)	Tim Show
Understanding native speakers - improve your listening skills in English	1245-1330	University of Kent	James Banner
Key success factors for graduate study in the UK: Language skills	1330-1415	University of Oxford	Dr Charles Boyle, Director, British and Cultural Studies, Department for Continuing Education
How to get prepared to IELTS: practical advice to students of English who are unfamiliar with the exam requirements	1415-1445	Cambridge University Press	Liudmila Gorodetskaya, English Language Consultant, Professor of Lomonosov Moscow State University
<b>Student Visas to the UK</b>	<b>1500-1600</b>	<b>UK Boarding Agency (UKBA)</b>	
Living and studying at a boarding school in England	1600-1630	Stonar School	Nicola Kightly, Assistant Head, Boarding & Pastoral Care
Erasmus Mundus: studying and research in the UK	1630-1700	European Union Delegation to Russia	Nicola Scaramuzzo, Education Programmes and Projects EU-Russia Cooperation Section
Applying for scholarships to study in the UK	1700-1730	University of Westminster	Barbara Kelhar, International Officer
Preparation for University Success	1730-1800	Bellerbys College	Nigel Addison, Bellerbys College Brighton principal/ Will Maciver, Study Group Regional Directo



### Appendix 3: Visitors' survey results

1. I would recommend BC to my friends (on the scale of 1-10, where 1 is NO and 10 is YES)

10	9	8	7	6	5	4	3	2	1
60%	22%	7%	5%	1%	2.5%	0.8	0.4	-	-

2. Event met my expectations:

Strongly agree	Agree	Neither	Disagree	Strongly disagree
46%	44%	6%	2.5	0.5

3. It was a high quality event:

Strongly agree	Agree	Neither	Disagree	Strongly disagree
46%	44%	6%	2.5	0.5



# Appendix 4: Visitor registration data analysis

1. Gender:

Male	Female
27%	73%

2. Age:

11 – 17	18 – 22	23 – 27	28 – 35	35 - 59
11%	37.5%	21.5%	14%	16%

3. What are you interested in?

Language Courses	17.8%
Summer Courses	13%
High School	8.1%
Foundation Course or Pre-University Course	6.8%
Bachelor's Degree	8.9%
Pre-Master's Course	4.6%
Master's Degree	19.15%
PhD	5.7%
Certificate courses / non-degree courses / NVQ	6.9%
Specialized studies	8.3%

4. What subjects are you interested in?

Business, Economics, Management	18%
Language, Literature, Translation	11.5%
Art, Culture	9 %
Humanities, Social sciences	5.6%
Media, communication	7.4%
Education	8 %
Fashion, Design	5 %
Computer Science, IT, Telecommunication	4 %
Law	4.7%
Tourism and Hotel Management, Gastronomy	4.8%
Engineering	3.2%



Science	<b>2.9%</b>
Political Science	<b>3 %</b>
Architecture, Urban Planning	<b>2.2%</b>
Environment and Natural Resources	<b>1.8%</b>
Psychology	<b>3.2 %</b>
Medicine, Health	<b>2.3%</b>
Agriculture, Agronomy	<b>0.8%</b>
Cuisine, Culinary	<b>1 %</b>
Physical Education, Recreation & Leisure	<b>1 %</b>
Religion & Theology	<b>0.6%</b>

5. How did you find out about the exhibition? (top 10)

www.britishcouncil.ru	<b>46%</b>
www.educationuk.ru	<b>10%</b>
Twitter	<b>4.5%</b>
Facebook	<b>6%</b>
Vkontackte	<b>15.5%</b>
British Council newsletter	<b>7%</b>
Flier/Posters	<b>3%</b>
On other fairs	<b>10%</b>
Friend/relatives	<b>27%</b>
Internet	<b>6%</b>

6. Motivations to study:

<b>High academic standard</b>	<b>Competitive tuition fees</b>	<b>Parents' decision</b>	<b>Cultural environment</b>	<b>Safe environment</b>	<b>Friends and relatives there</b>
17%	1.5%	1%	11%	3%	1.5%



<b>Wide variety of courses and Institutions</b>	<b>International recognition of qualifications</b>	<b>Travelling in many different Countries</b>	<b>Scholarship offered</b>	<b>Having a better job in my country</b>	<b>Learning a foreign language</b>	<b>Overseas work opportunities</b>
6%	11.3%	9%	4%	10%	14%	9.5%

7. Source of funding

<b>Self / Family / Relatives / Friends</b>	<b>Company / Organization</b>	<b>Scholarship</b>	<b>Others</b>
73.5%	2.5%	20%	3.7%





## Appendix 5: Exhibitors' survey results

Total number of exhibitors: **73**

Total number of received feedback questionnaires: **58**

### 1. Has your institution attended this exhibition before?

Yes	78%
No	22%

### 2. What was your main aim in coming?

Recruitment	28%
Profile raising	15%
Both	43%

### 3. What is your primary market interest in this event?

Undergraduate	71%
Postgraduate taught	76%
Postgraduate research	41%
Higher national diploma and equivalent	2%
Pre-university foundation courses	38%
Foundation	66%
Post-16 A-level	19%
Pre-sessional English School	24%
GSCE/7-18 years	3 %

### 4. What is your assessment of the visitors?

Good number and good quality	87%
Good quality only	2%
Good number only	3%
Disappointing	3%

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

Yes	67%
No	22%

### 6. Please give your overall assessment of the exhibition.

Excellent	48%
Good	40%
Average	3%
Bad	2%
Very bad	0%



**7. How does this year’s exhibition compare to last year (%)?**

Much better	0 %
Better	31%
About the same	24%
Worse	2%
Much worse	0%
Didn't attend last year	29%

**8. Please rate the following, with 1 being very bad and 5 being excellent:**

British Council support before the exhibition	4.6
British Council support during the exhibition	4.6
Quality of the venue	4.5
Quality of the accommodation	4.5
Length of the exhibition	4.3
Value for money	4.3
Seminars program	4.3
Agents events	4.2

**9. What would be your preferred date for this event next year?**

Same as this year	84%
Earlier than this year (please specify) Mid September/ End of August	5%
Later than this year (please specify) (November/December)	11 %

**Comment:**

**University of St Andrews:** This is absolute right time

**University of Reading:** Any day is fine as long as it doesn't coincide with BC fair in Kazakstan

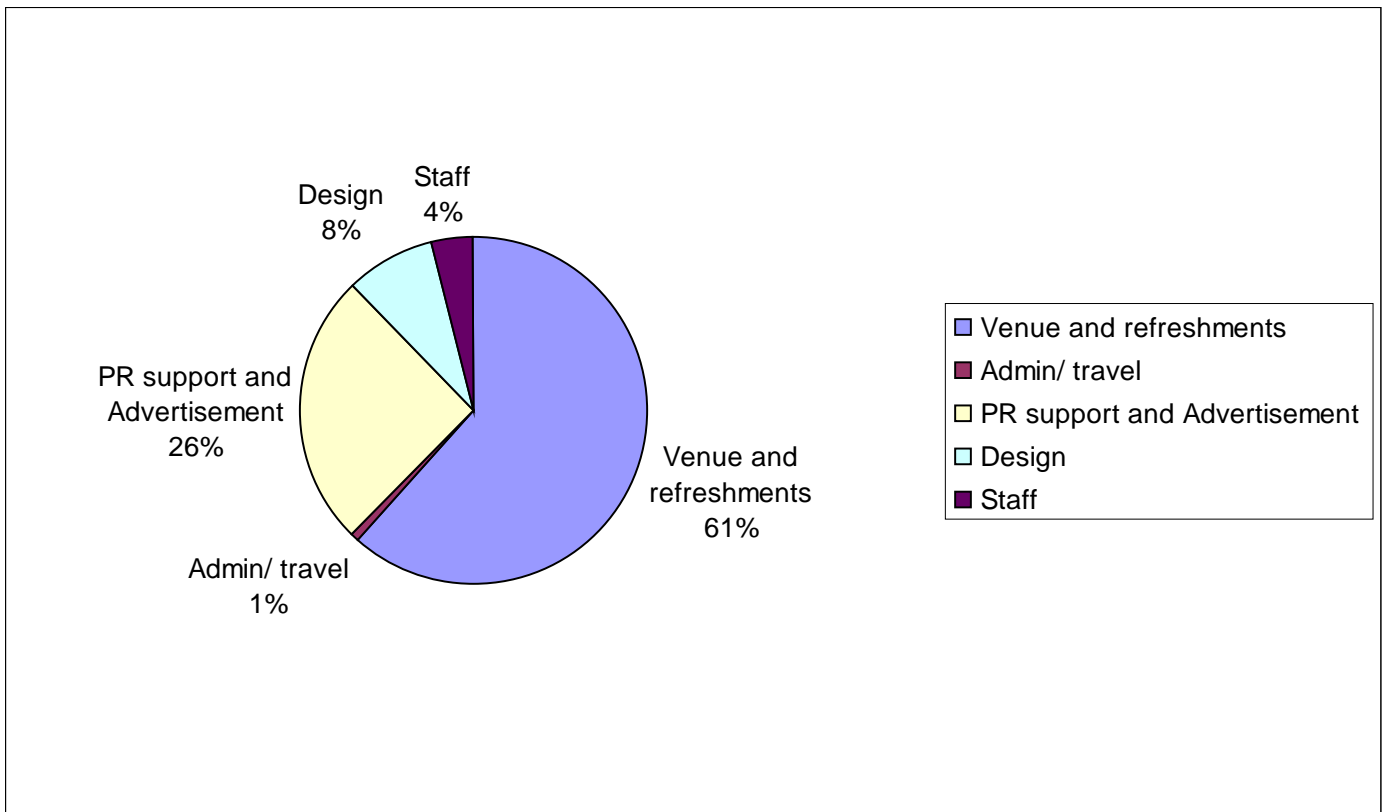
**King's College London:** Please in conjunction with the QS fair

**10. How likely are you to recommend the British Council to colleagues?**

Very likely	66%
Likely	24%
Unlikely	0%
Very unlikely	0%



## Appendix 6: Full financial report





## Appendix 7: Advertising and promotion plan (media plan)

Name	Description	Target audience	coverage /people	PR value
Eva ( <a href="http://eva.ru">http://eva.ru</a> )	women's portal	career woman, mother	82000.00	70000.00
Eva ( <a href="http://eva.ru">http://eva.ru</a> )	women's portal	career woman, mother	1800000.00	Advertising
Na Rublevke ( <a href="http://narublevke.com">http://narublevke.com</a> )	Newspaper	residents of the Rublevo-Uspenskoye shosse with high and very high income	17000.00	Advertising
Study.ru ( <a href="http://www.study.ru">http://www.study.ru</a> )	Information portal	schoolchildren and students learning foreign languages	360000.00	12000.00
Za Rubezhom (Abroad) ( <a href="http://www.zarubejom.com">www.zarubejom.com</a> )	Legendary publication about life abroad. First issued in the USSR in 1932	Active [part of male and female population aged 20 - 45 with middle and high income, active life attitude.	80000.00	45000.00
Znania.ru	Educational portal	Schoolchildren and students aged 14-24	450000.00	41500.00
Ucheba.ru	Educational portal	Schoolchildren's parents, students, professionals of the educational sphere	1673150.00	200000.00
Elite Personnel	The newspaper mainly contains vacancies of the leading Russian and foreign companies and major Moscow HR agencies;	Active, successful, high-qualified professionals, middle and top managers, business elite and graduates of the best universities.	17100.00	35000.00



The Kachestvo Obrazovania magazine (Quality of Education)	Magazine about education in general	Educational authorities, employers' associations, principals and deans, professors and tutors, students	10000.00	15000.00
Career.ru	Information portal for young professionals	Students, young professionals	500000.00	47600.00
ISIC	Website for promotion student tourism and student discounts. Contains information about the international student card ISIC	Students and teachers	100000.00	40000.00
studyabroad.ru ( <a href="http://www.studyabroad.ru">http://www.studyabroad.ru</a> )	Information portal	Younger than 20 years old - 33%, Aged 20-30 - 55%, Aged 30-50 - 12% Students, middle and top managers	27519.00	84350.00
studyabroad.ru ( <a href="http://www.studyabroad.ru">http://www.studyabroad.ru</a> )	Information portal	younger than 20 years old - 33%, aged 20-30 - 55%, aged 30-50 - 12% Students, middle and top managers	92000.00	45000.00
Physcareer.ru	Information portal on career for students and graduates of technical universities	Students and graduates of technical universities	45000.00	24000.00
Uralbusinessobrazovanie ( <a href="http://www.ubo.ru">http://www.ubo.ru</a> )	Information portal in the sphere of business education	Students, young professionals interested in business education	242500.00	50000.00



BFM.ru	Business portal	businessmen, general public	2000000.00	300000.00
E-graduate	Multimedia online magazine on job search	Students and graduates	40000.00	28000.00
The Moscow Times	Business portal	General public	150000.00	59400.00
ABBYY	Dictionaries	those learning foreign languages		30000.00
ABBYY	Dictionaries	those learning foreign languages	100000.00	Advertising
Macmillan	British publishing house	those learning foreign languages	70000.00	30000.00
LLL club	LandLordLeagu e Club organises information, knowledge and experience of thos Russians who managed to successfully settle abroad.	Those wishing to live or study abroad	50000.00	80000.00
livejournal.com	Information portal	General public	5000000.00	300000.00
Kuda poity uchitca? magazine	newspaper	Schoolchildren's parents, students, professionals of the educational sphere	40000.00	185000.00
Kompasgid.ru	Student information portal	Students, young professionals	30000.00	20000.00
Dnevnik.ru	school information portal	schoolchildren, Schoolchildren's parents	4036853.00	150000.00
Letidor.ru	parent's portal	Schoolchildren's parents	80000.00	150000.00
Kommersant FM	radio	General public	400000.00	710000.00



BFM.ru	radio	General public	140000.00	300000.00
Expert	Russian business weekly magazine	General public	95000.00	470000.00
Edu.jobsmarket.ru	Information portal	General public	500000.00	80000.00
Superjob.ru	Information portal	General public	800000.00	85000.00
Tatlin	Magazine	Designer, decorator, young professionals		112000.00
4living.ru	Information portal	Designer, decorator, young professionals	1444283.00	96000.00
Careerforum.ru	on-line newspaper	Students, young professionals	40000.00	65000.00
Seasons-project.ru	Magazine	General public	60000.00	75000.00
Eduabroad.ru	Information portal	Students		Advertising
Maximum.ru	radio	General public	400000.00	Advertising
Maximum.ru	on-line radio	General public	665.00	50000.00
Adsmart Busines (Kommersant.ru, Gazeta.ru, BFM.ru)		businessmen, general public	400000.00	Advertising