

British Council Germany Higher Education Fairs

26 – 29 November 2012, Berlin, Cologne, Frankfurt
& Munich

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1. Event fact file

Germany

Venue 1	26 November 2012, Berlin Berufsinformationszentrum BIZ, Zentrale Auslandsvermittlung, Friedrichstr. 39, 10969 Berlin
Opening hours	10.00 – 14.00
Venue 2	27 November 2012, Cologne Universität zu Köln, foyer of the main lecture hall building, Universitätsstrasse / Albertus-Magnus-Platz, 50923 Köln
Opening hours	10.00 – 14.00
Venue 3	28 November 2012, Frankfurt Goethe Universität, Campus Westend – foyer of the main lecture hall building, Lübecker Strasse / Siolistrasse, 60323 Frankfurt/Main
Opening hours	10.30 – 14.30
Venue 4	29 November 2012, Munich Ludwig-Maximilians Universität, foyer ground floor, Schellingstr. 3, 80539 München
Opening hours	11.00 – 15.00
Stand costs	GBP 1,560
Unique feature to give added value	IELTS stand
Seminars	26 November 2012 Berlin 12.00 – 12.45 IELTS & Studying in the UK 29 November 2012, Munich 12.00 – 12.45 IELTS & Studying in the UK

2. Key statistics

No pre-registration system in 2012 and due to the set up of the venues (foyers of university buildings with multiple doors) on site registration will not be possible, but the online registration system will be introduced in November 2013.

We did have a sign up list for the Education and IELTS newsletter we are introducing in 2013 which will have contain advertisements from UK universities.

3. Impact of marketing plan

The full list of promotion and advertising is listed in Appendix 3.

The main promotion was done through flyers and posters in universities, schools, international schools, libraries.

Advertising was mainly in Germany wide press, with an extra advert in a main Berlin newspaper.

We also organised a postcard campaign in Berlin, postcards were placed in specific Higher Education locations.



4. Conclusions and follow up

4.1 Key recommendations for institutions

- Check if your institution has an edu roam account and have the log in details, so that you can use the wifi at some of the venues.
- Make sure the Germany events are on your website so that students know when you will be here. German students are a very web savvy lot and will look at websites of institutions they are interested in and if they see you will be in Germany they will come and see you and it could make all the difference to their decision making. We know that some universities do put the events on their website and contact enquirers from Germany but we couldn't find it on all websites.
- The UG/ PG split showed that the majority of enquiries were UG, with an increase in attendance by International schools and British Army schools – not all of whom are British/ EU citizens. Feedback showed some good serious PG enquiries too.

Institutions need to expect and be prepared to answer all level of enquiries but be aware that that PG students will do their research before and talk to the institutions they are interested in rather than all institutions.

4.2 Key recommendations for the British Council

- Hotel Frankfurt was not popular (with any of us!) – a different hotel has been booked for 2013.
- We will check and communicate the wifi options of all venues in advance.
- We will check if we can have an IELTS and Study in the UK talk at each venue.



Appendix 1: List of participating institutions

1	University of Aberdeen
2	Aston University Birmingham
3	University of Birmingham
4	Bournemouth University
5	University of Bradford
6	Cardiff School of Engineering, Cardiff University
7	Cass Business School
8	The University of Edinburgh
9	Edinburgh Napier University
10	University of Essex
11	Goldsmiths, University of London
12	Imperial College London
13	King's College, University of London
14	University of Leicester
15	London Metropolitan University
16	LSE - London School of Economics and Political Science
17	Loughborough University
18	Manchester Business School, University of Manchester
19	The University of Nottingham
20	University of Oxford
21	Queen Mary, University of London
22	University of Reading
23	SOAS - School of Oriental and African Studies, University of London
24	University of Southampton
25	University of Stirling
26	University of Sussex
27	UCL, University College London UCL
28	The University of York

Appendix 2: Exhibitors' survey results

Rating of fairs

	4 - Excellent	3 - Good	2 - Adequate	1 - Poor
Berlin – 26 November 2012				
Berlin Venue	3	6	5	
Berlin Attendance	2	6	5	1
Cologne – 27 November 2012				
Cologne Venue	5	9		
Cologne Attendance	8	5	1	
Frankfurt – 28 November 2012				
Frankfurt Venue	12	2		
Frankfurt Attendance	9	5		
Munich – 29 November 2012				
Munich Venue	6	6	2	
Munich Attendance	7	6	1	
Overall Assessment of the tour	11	3		

Average number of serious enquiries

Berlin	32
Cologne	51
Frankfurt	45
Munich	52

Accommodation

	4 - Excellent	3 - Good	2 - Adequate	1 - Poor
Accommodation in Berlin	8	4	1	
Accommodation in Cologne	12	2		
Accommodation in Frankfurt		5	6	3
Accommodation in Munich	10	3	1	

General

	YES	NO
Are you interested in taking part in the fairs next year?	14	
Will you be able to track applications from Germany back to the fairs?	5	4

Appendix 3: Advertising and promotion plan (media plan)

Printed promotion:

We produced 12,000 flyers in total and 300 posters per venue, these were sent to:
<ul style="list-style-type: none"> the 4 host universities for distribution to their faculties, departments and students
<ul style="list-style-type: none"> European schools (within reasonable distance) (85)
<ul style="list-style-type: none"> Other universities (within reasonable distance) (135)
<ul style="list-style-type: none"> The international employment agencies throughout Germany (12)
<ul style="list-style-type: none"> All international schools in Germany (34)
<ul style="list-style-type: none"> Libraries in the host cities (80)
<ul style="list-style-type: none"> Selected German upper-secondary (comprehensive, grammar) schools in the host cities and within reasonable distance (400)

Adverts:

Print Media - Publication Date	Where?	Circulation
Thursday 25 Oct 2012	ZEIT Chancen Spezial (publ. once a week)	2,16 million
Thursday 8 Nov 2012	Süddeutsche Themenspezial "Bachelor&Master"	1,41 million
Saturday 10 Nov 2012	Tagesspiegel Terminplaner	317.000
Sunday 11 Nov 2012	Tagesspiegel Terminplaner	317.000
Saturday 17 Nov 2012	Süddeutsche Rubrik Bildungsmarkt	1,41 million
Sunday 18 Nov 2012	Tagesspiegel Rubrik Weiterbildung/Karriereteil	317.000
Thursday 22 Nov 2012	ZEIT CHANCEN – wöchentlicher Bildungsmarkt (publ. once a week)	2,34 million
Saturday 24 Nov 2012	Tagesspiegel Terminplaner	317.000
Sunday 25 Nov 2012	Tagesspiegel Terminplaner	317.000



Online:		
All November 2012	ZEIT online Sprungbrett Studium	Ad impressions 63351

Displays (Berlin only)		
from Fridays 09 - 22 Nov (2 weeks)	DINAMIX City Cards	11.000 cards in 150 locations
from Thursdays 08 - 21 Nov (14 days)	DINAMIX A1 Posters	62 posters in 62 Education locations

Other promotion:	
British Council e-newsletter	8000+ contacts
British Council website	13,632 unique page views
British Council IELTS team	information sent to every enquirer/ IELTS candidate from 15 September until the fairs
IELTS team promoted the Higher Education Fairs at other fairs they attended	2 fairs in the 2 months before the HE Fairs