



Education UK
 Innovative. Individual. Inspirational.

Map out your future
 Education UK exhibition Hong Kong,
 26 - 27 January 2013

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1. Event fact file

Hong Kong

Venue	Rotunda 3, Kowloonbay International Trade and Exhibition Centre, Kowloon Bay, Hong Kong, 17-18 August 2012
Opening hours	1300 – 1900
Stand costs	9 m ² = £3862 + VAT 12 m ² = £4377 + VAT 15 m ² = £5470 + VAT
Sponsors	Marsh (Hong Kong) Ltd The Bank of East Asia Ltd IELTS
Unique feature to give added value	UCAS TNE zone and poster display area IELTS registration/ enquiries
Seminars	26 January
	The right course and the right university: How to choose?
	Employability: How UK universities prepare you for career success
	How to apply for undergraduate courses through UCAS
	Articulation between UK and new HK education systems
	Engineering degrees in the UK
	How to make a great application to a UK university
	Preparing your child for a place at a top-ranking university
	Education UK practical workshop series – Top tips for the student living in the UK A walk through the UCAS application process Preparing for the IELTS exam
	27 January
	The right course and the right university: How to choose?
	How to write a good personal statement
	Study in Scotland
	Getting ready for a UK school education: what you need to know
	How to choose the right subjects at GCSE and A-level
	Study for UK qualifications in Hong Kong
	Education UK practical workshop series – Top tips for the student living in the UK A walk through the UCAS application process Preparing for the IELTS exam



2. Key statistics

Attendance	Hong Kong	
	2013	2012
Sat 26 January	3,400	4,200
Sun 27 January	3,600	4,100
Total number of visitors	7,000	8,300
Schools	16	15
Further Education institutions	6	10
Higher Education institutions	64	70
Local institutions	1	2
UCAS	Yes	Yes
Visa	Yes	Yes
Others	IELTS, The Bank of East Asia Limited, Marsh (Hong Kong) Ltd	IELTS, Marsh (Hong Kong) Ltd
Total number of exhibitors	90	99

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



Visitors' primary market interests	Hong Kong	
	2013	2012
Preparatory school	1.2%	1.2%
Junior secondary school	5.0%	6.6%
GCSE	9.4%	6.1%
A-Level	9.4%	12.2%
International Baccalaureate Diploma	5.3%	4.0%
University Foundation	14.9%	18.1%
Vocational based education	2.6%	1.8%
Undergraduate	34.8%	35.0%
Postgraduate	10.4%	8.2%
UK courses taught in Hong Kong	2.8%	3.5%
UK summer programmes	3.6%	3.3%
Others, please specify:	0.6%	0.1%
Total school/post – 16 sector	45.2%	48.2%
Total higher education	45.1%	43.2%
Total (rebased to number of responses, not number of respondents as each respondent may answer more than one of the above)	786 responses	785 responses

Demographics of visitors	Hong Kong	
	2013	2012
Parent	50.6%	51.0%
School student (please state Form/Grade):	13.5%	18.7%
Form Four/Year Ten school leaver	3.6%	2.0%
Form Six/Year Twelve school leaver	8.4%	9.4%
Sub-degree student, please state Associate Degree/Higher Diploma:	7.7%	6.2%
Undergraduate student	7.4%	5.7%
Postgraduate student	2.4%	2.3%
Recent graduate	6.5%	4.5%



3. Impact of marketing plan

The promotional budget was increased compare with previous years due to the additional funding from GREAT campaign. We maximised the return on this investment through a strategically-targeted and increasingly integrated campaign. We focused the promotion campaign on cost-effective mass-media channels, in order to reach our wide target audience. For the 14-24 year old student market, we increased our digital promotion and made use of social media and mobile phone Augmented reality app. For parents, we expanded our outdoor promotion and have exhibition postcard insertion in SmartParents Magazine.

Print advertisement

- Supplement articles/advertorials and advertisements in mass-circulation newspapers, which is the most popular source of education news for parents. In particular, advertorials allowed us to include more information, including the benefits of UK education, alumni stories, scholarship opportunities, and institution advertisements as well as event details and seminar programmes. Around 50 per cent of responses cited print advertisements/ supplement articles in newspapers as a source of finding out about the exhibition.

Digital promotion

- We enhanced on-line advertising, by adding advertisement banners on popular online newspaper and local discussion forum to target the secondary student market who might consider obtaining a UK qualification. Total internet advertisement accounted for 13 per cent of responses on source of awareness. We also achieved high impact by placing more content and in more prominent spacing on the British Council and Education UK websites, e-newsletters and mail shots compare with last year. Our BC online promotion channels accounted for 31% of our visitors. Over 800 people completed online pre-registration and the fast track created buzz for the event.

Outdoor promotion

- We increased our spending on the Mass Transit Railway (MTR), the most popular form of public transport, with a daily footfall of over 4 million people. We wrapped the pillars at Admiralty station (one of Hong Kong's major interchange stations) with Exhibition and GREAT posters, which reinforced our key message in a noticeable and engaging way. We also launched a high impact promotion campaign, in which there were around 300 exhibition 4-sheet posters placed in the whole MTR system. This was the largest single source of awareness (28%) after our print and on-line promotion activities.
- We also placed bus shelter advert in Tsim Sha Tsui, a high-traffic student area to maximise impact. They accounted for 4% of the event awareness.

Augmented reality

- Mobile augmented reality application is a relatively new concept for the people in East Asia region. In view of this, British Council Hong Kong piloted an AR project with Blippar, an AR application developer, to develop our Education UK exhibitions' print adverts / outdoor billboard into instantly interactive blipp, so that we can share this exciting augmented reality experiences with people in Hong Kong.
- Referring to the data given by Blippar, the pilot project in Hong Kong attracted a total of 2,408 unique users playing our blipp and there are a total of 7,431 scanning (blipp) for our advert during the promotion period. Besides, we held a photo competition by using the Blippar app and finally there were 73 entries for the



competition. As Blippar or even augmented reality is a relatively new concept in Hong Kong, we are quite satisfied to have this result.

Metric	Number
No. of blipps (Number of total scanning for our advert)	7,433
No. of unique users	2,408
average blipps/person	3.1

Others

- We maximised our internal promotions with posters and leaflets throughout the teaching centre, and large-scale wall displays and video on the first floor of the BC building.
- Our press releases successfully leveraged the media interest in the local education reforms and the event received coverage from 7 mass-media newspapers and one on-line video channel after the first day of the event.
- We sent out promotion material like posters and leaflets to our database of agent contacts, and held an information session before the event in order to brief them more thoroughly about different issues related to UK education, particularly about the visa updates, so that they were better prepared to answer visitor enquiries at the event.

4. Conclusions and follow up

4.1 Key recommendations for institutions

- The articulation of the HKDSE to UK higher education and implications of Hong Kong's new education system for studying in the UK will clearly continue to be focal points for this market for the next few years. Institutions, as well as the British Council, will need to be able to clearly articulate to students and parents the entry requirements from the new qualification. Therefore, showing the entrance requirements on websites and on promotion materials at the exhibitions is crucial to the exhibitors. Institutions should also be aware that **there were 64% of the students (year 2012) sat for 4 core subjects + 2 elective subjects at their DSE exams, institutions should consider to adjust their entry requirement accordingly.**
- Institutions should be able to provide advice on alternative pathways available to the students at different stages of education – like HND, Foundation programme, Top-up degree etc because there are increases in demand for these programmes.
- It would be useful to have at least one Cantonese speaker or HK student alumnus at the booth, in order to answer enquiries from parents or students who might not be able to communicate fluently in English as well as provide more 'unofficial' information about the institution which prospective students might ask for.
- The UK institutions, especially for the newcomers of Hong Kong market are recommended to organise other promotional activities leading up to exhibition, which can help to generate more traffic and enquiries during the exhibition.



Other learning points picked up by institutions are as follows:

General

- A levels still popular
 - Better understanding of DSE
-
- Building relationships with local organisations
 - HKDSE - clarity on subjects
 - Huge interest in Sport & Events Management which are 2 areas we rank very highly in
 - There is some real interest in art/fashion even at Foundation level so Foundation Studies in A & D may be popular
 - Pharmacy is very popular
 - Impact of HKDSE & equivalent
 - Importance of value and results
 - Possibility at revising HKDSE tariff
 - Interest in foundation courses is high
 - Joining exhibition is more direct channel to connect with parents and students
 - Prospective students used to be better informed about non-selective schools
 - Promising TNE market

Promotion-related

- Displays - variety
- Seminars in local schools will help in profile raising
- We need to provide more information on HK careers opportunities
- More universities are promoting foundation courses/foundation degree programme

4.2 Key recommendations for the British Council

Below is a summary of areas commented on by institutions, and our response in terms of follow-up actions. Suggestions and comments received from institutions are listed in full in Appendix 4:

Opening times

- We have carefully considered the opening times of the exhibition; starting at 1pm, as mid-afternoon is the peak time for visitors. We realise that the last hour is quiet, but this allows a winding down time to finish answering all enquiries. If we closed while the event was still busy at 6pm we would face greater criticism from unsatisfied visitors and exhibitors.

Grouping of institutions

- We received several suggestions that institutions should be grouped according to sector. This will be considered, but it is complex as many FE colleges offer courses across different levels. Given the large number of visitors interested in school and post-16 education, we will encourage more institutions to attend and consider having a special area for specific sectors.

Participation fee

- Some institutions commented that the participation fee in Hong Kong was high. It is mainly due to high exhibition venue rental cost and expensive event promotion in Hong Kong. The exchange rate for GBP is also weaker compare with previous years.



But, we will try not to increase the exhibition fee further by cutting some expenses, like staff costs and administration expenses.

Market Intelligence/Briefing

- We understand that some exhibitors' prefer to use the time before the exhibition for their own set-up and preparations, therefore, we will shorten the length of the exhibitors' briefing to just one hour next year, allowing time for a Q&A session at the end for those attending for the first time. We will also send out the presentation slides after the event so that exhibitors can review the information when they back to UK.



Appendix 1: List of participating institutions

Booth No.	Institution	Geographical Location
Independent schools and colleges		
1	Abbey DLD Group of Colleges	Central England
7	Bellerbys College	South East England
13	Bosworth Independent College	Central England
17	Bromsgrove School	Central England
	Caterham School	South East England
	Malvern St James	South West England
	Queen's College	South West England
18	Brooke House College	Central England
20	CATS College, Cambridge Education Group	South West England
22	Cardiff Sixth Form College	Wales
28	Dulwich College	London
31	EF Education First	South East England
49	Moir House Girls School	South East England
57	Princess Helena College	South East England
64	The Royal School, Wolverhampton	Central England
65	Ruthin School	Wales
Further education colleges		
11	Blackburn College	Northern England
12	Boston College	Eastern England
21	Cambridge School of Visual & Performing Arts	South East England
52	Nottingham College International	Central England
81	Weston College	South West England
81	Yeovil College	South West England
Higher education institutions		
2	University of Aberdeen	Scotland
3	University of Abertay Dundee	Scotland
4	Aberystwyth University	Wales
5	University of the Arts London	London
6	Aston University	Central England
8	Birmingham City University	Central England
9	University College Birmingham	Central England
10	University of Birmingham	Central England
14	BPP University College	London
15	University of Brighton	South East England



16	University of Bristol	South West England
19	Brunel University, London	London
23	Cardiff University	Wales
24	City University London	London
25	The University of Law (incorporating The College of Law)	London
26	Coventry University	Central England
27	University for the Creative Arts	South East England
29	Durham University	Northern England
30	University of East Anglia (UEA)	Eastern England
32	University of Essex	South East England
33	University of Exeter	South West England
34	Falmouth University	South West England
35	University of Glasgow	Scotland
36	University of Gloucestershire	South West England
37	Goldsmiths College, University of London	London
38	University of Hull	Northern England
39	University of Kent	South East England
40	Kingston University London	London
41	Leeds Metropolitan University	Northern England
42	University of Leeds	Northern England
43	University of Leicester	Central England
44	University of Liverpool	Northern England
45	London South Bank University	London
46	Manchester Metropolitan University	Northern England
47	The University of Manchester	Northern England
48	Middlesex University, London	London
50	Newcastle University	Northern England
51	Northumbria University, Newcastle	Northern England
53	Nottingham Trent University	Central England
54	The University of Nottingham	Central England
55	Oxford Brookes University	South East England
56	Plymouth University	South West England
58	University of Portsmouth	South East England
59	Queen Mary, University of London	London
60	Queen's University Belfast	Northern Ireland
61	University of Reading	South East England
62	Royal Holloway, University of London	South East England
63	The Royal Veterinary College	London
66	Sheffield Hallam University	Northern England
67	The University of Sheffield	Northern England



68	University of Southampton	South West England
69	University of St Andrews	Scotland
70	St George's University of London	London
71	St Mary's University College London	London
72	University of Stirling	Scotland
73	University of Strathclyde, Glasgow	Scotland
74	University of Sunderland	Northern England
75	The University of Surrey	South East England
76	University of Sussex	South East England
77	Swansea University	Wales
78	University of Warwick	Central England
79	University of the West of England, Bristol	South West England
80	University of West London	London
82	The University of York	Northern England

List of local institutions

T1	Hong Kong Institute of Technology
T2	The Open University of Hong Kong – Li Ka Shing Institute of Professional and Continuing Education

Other organisations

A	Marsh (Hong Kong) Limited
B	Bank of East Asia
C	IELTS registration / enquiries
Main counter	UCAS



Appendix 2: Visitors' survey results

1. Are you currently:		
Parent of primary school pupil	36	4.6%
Parent of Form One/Year Seven student	15	1.9%
Parent of Form Two/Year Eight student	23	2.9%
Parent of Form Three/Year Nine student	36	4.6%
Parent of Form Four/Year Ten student	55	7.0%
Parent of Form Five/Year Eleven student	88	11.2%
Parent of Form Six/Year Twelve student	115	14.6%
Parent of Form Seven/Year Thirteen student	30	3.8%
Primary school pupil	9	1.1%
Form One/Year Seven student	6	0.8%
Form Two/Year Eight student	10	1.3%
Form Three/Year Nine student	8	1.0%
Form Four/Year Ten student	28	3.6%
Form Five/Year Eleven student	61	7.8%
Form Six/Year Twelve student	66	8.4%
Form Seven/Year Thirteen student	12	1.5%
Associate Degree student	25	3.2%
Higher Diploma student	35	4.5%
Undergraduate student	58	7.4%
Postgraduate student	19	2.4%
Recent graduate	51	6.5%
Total	786	100%

2. Are you male or female?		
Male	390	49.6%
Female	396	50.4%
Total	786	100%

3. What is your nationality?		
HKSAR/BNO Passport Holder	575	73.2%
People's Republic of China (PRC) Passport Holder	41	5.2%
British Passport Holder	119	15.1%
Other, please specify:	51	6.5%
Total	786	100%

4. Are you a:		
Hong Kong permanent resident	729	92.7%
Hong Kong resident	33	4.2%
Visitor to Hong Kong from Mainland China	9	1.1%
Visitor to Hong Kong from elsewhere	15	1.9%
Total	786	100%



5. If you are school student, or are parent of a school student, what type of school do you/your child attend now?

Local public school	245	31.2%
Local private school (including Direct Subsidy Scheme school)	162	20.6%
International/ESF school	89	11.3%
Local post-secondary college	68	8.7%
Overseas boarding school	57	7.3%
Overseas post-secondary college	16	2.0%
School in mainland China	14	1.8%
University	104	13.2%
Other, please specify:	31	3.9%
Total	786	100%

6. What programme of study are you interested in?

Preparatory school	14	1.8%
Junior secondary school	56	7.1%
GCSE	106	13.5%
A-Level	106	13.5%
International Baccalaureate Diploma	60	7.6%
University foundation	168	21.4%
Vocational based education	29	3.7%
Undergraduate	392	49.9%
Postgraduate	117	14.9%
UK courses taught in Hong Kong	32	4.1%
UK summer programmes	41	5.2%
Others, please specify:	7	0.9%
No answer	13	1.7%
Total	786	145.2%

7. Which subject(s) do you / your child wish to study for your qualification?

Applied and pure sciences	125	15.9%
Built and natural environment	88	11.2%
Computing, maths and IT	103	13.1%
Engineering and technology	100	12.7%
Health and medicine	152	19.3%
Humanities	93	11.8%
Law	147	18.7%
Management, business and finance	201	25.6%
Social sciences and communications	119	15.1%
Sport, leisure, hospitality and tourism	63	8.0%
Visual and creative arts	81	10.3%
Others, please specify:	42	5.3%
No Answer	13	1.7%
Total	786	168.8%



8. What media channel do you usually use to search for education information? (You can choose more than one)

Apple Daily	106	13.5%
Oriental Daily	40	5.1%
HK Economic Times	41	5.2%
HK Economic Journal	17	2.2%
Mingpao	105	13.4%
Sing Tao	120	15.3%
Metro	35	4.5%
Headline	80	10.2%
AM 730	56	7.1%
South China Morning Post (SCMP)	74	9.4%
The Standard	41	5.2%
Online newspaper	198	25.2%
Online discussion forum	110	14.0%
Radio	36	4.6%
Friend/relative	120	15.3%
British Council	328	41.7%
Your school	159	20.2%
Education agent	132	16.8%
Others, please specify:	32	4.1%
No answer	13	1.7%
Total	786	234.5%

9. How did you find out about this Education UK exhibition? (You can choose more than one)

Apple Daily	73	9.3%
Oriental Daily	16	2.0%
HK Economic Times	17	2.2%
HK Economic Journal	7	0.9%
Mingpao	47	6.0%
Sing Tao	70	8.9%
Metro	26	3.3%
Headline	62	7.9%
AM 730	36	4.6%
South China Morning Post (SCMP)	15	1.9%
Online newspaper	81	10.3%
Online discussion forum	17	2.2%
British Council website	161	20.5%
MTR posters	222	28.2%
East Rail/ West Rail Line Posters	41	5.2%
Bus Shelter Posters	34	4.3%
Smart Magazine	12	1.5%
Radio	7	0.9%
Friend/relative	93	11.8%
British Council Facebook page / British Council	86	10.9%
Your school	81	10.3%
Education agent	27	3.4%
Others, please specify:	17	2.2%
No Answer	13	1.7%
Total	786	160.4%



10. What is the best way for us to communicate with you? (choose one only)		
E-mail newsletter	327	41.6%
Printed newsletter mailed to your home	64	8.1%
Face-to-face activity such as seminar, workshop, open day	50	6.4%
E-mail notifications	208	26.5%
Facebook	71	9.0%
Twitter	7	0.9%
Mobile/ SMS	40	5.1%
Other, please specify:	6	0.8%
No Answer	13	1.7%
Total	786	100%

11. Will you be making an application to the UK now?		
Yes	409	52%
No	363	46%
No answer	14	2%
Total	786	100%

12. When do you plan to study in the UK? (In how many year(s)) :		
1 year	79	21.9%
2 years	116	32.1%
3 years	51	14.1%
In 4 years or more	13	3.6%
Uncertain	102	28.3%
Total	361	100%

13. We would like to understand your motivation for considering a UK education for you/your child. Please indicate, on a scale of 1-5, the importance of the following, with 1 the least important:										
	1 (Least important)		2		3		4		5 (Most important)	
Academic quality of UK education	13	2%	21	3%	58	8%	243	32%	417	55%
Quality of life in UK schools/colleges/universities	8	1%	31	4%	103	14%	338	45%	272	36%
Facilities and learning environment in UK schools/colleges/universities	12	2%	20	3%	74	10%	337	45%	309	41%
Disciplined environment	13	2%	23	3%	132	18%	320	43%	264	35%
Confidence in UK qualifications	16	2%	14	2%	91	12%	301	40%	330	44%
Access to universities of your choice	16	2%	17	2%	105	14%	309	41%	305	41%
Value for money	18	2%	44	6%	176	23%	308	41%	206	27%
Unable to secure a place of your choice in Hong Kong	84	11%	88	12%	222	30%	244	32%	114	15%
Concern about quality of Hong Kong education	48	6%	83	11%	223	30%	244	32%	154	20%
Concerns that your child may face too much pressure in Hong Kong	69	9%	98	13%	213	28%	238	32%	134	18%
Desire for high quality English medium environment	19	3%	30	4%	107	14%	299	40%	297	39%



Better career prospects	16	2%	27	4%	134	18%	303	40%	272	36%
Concern about Hong Kong's education reforms	55	7%	63	8%	201	27%	241	32%	192	26%

14. Do you think the quality of Hong Kong education has improved over the last five years?		
Yes	145	18.4%
No	378	48.1%
Not sure	229	29.1%
No answer	34	4.3%
Total	786	100%

15. Are you confident that the new Hong Kong Diploma of Secondary Education will be internationally recognised for university access?		
Yes	222	28.2%
No	263	33.5%
Not sure	267	34.0%
No answer	34	4.3%
Total	786	100%

16. Are you confident that the new Hong Kong Diploma of Secondary Education will be suitable for your child?		
Yes	130	16.5%
No	287	36.5%
Not sure	335	42.6%
No answer	34	4.3%
Total	786	100%

17. Will the 4-year undergraduate degree courses in Hong Kong make you more or less likely to choose 3-year courses offered by the UK universities?		
More likely	262	33.3%
Less likely	79	10.1%
No impact	236	30.0%
Not sure	175	22.3%
No answer	34	4.3%
Total	786	100%

18. Based upon the answer to the above question, please specify your reason (if possible)

- worried about the current DSE system and not too confident

19. Did you attend any seminar sessions on Saturday 26 January 2013		
Yes	180	22.9%
No	562	71.5%
No answer	44	5.6%
Total	786	100%



20. Did you find the content of the sessions on Saturday 26 January 2013 useful?					
	Yes		No		Total # of responses
The right course and the right university: How to choose?	147	83%	30	17%	177
Employability: How UK universities prepare you for career success	114	70%	50	30%	164
How to apply for undergraduate courses through UCAS	144	85%	25	15%	169
Articulation between UK and new HK education systems	124	75%	42	25%	166
Engineering degrees in the UK	88	63%	51	37%	139
How to make a great application to a UK university	131	80%	32	20%	163
Preparing your child for a place at a top-ranking university	115	73%	43	27%	158
Top tips for the student living in the UK	108	73%	40	27%	148
A walk through the UCAS application process (Cantonese)	109	74%	39	26%	148
Preparing for the IELTS exam (Cantonese)	108	71%	44	29%	152

21. Did you attend any seminar sessions on Sunday 27 January 2013?		
Yes	166	21.1%
No	576	73.3%
No answer	44	5.6%
Total	786	100%

22. Did you find the content of the sessions on Sunday 27 January 2013 useful?					
	Yes		No		Total # of responses
The right course and the right university: How to choose?	122	78%	34	22%	156
How to write a good personal statement	106	70%	46	30%	152
Study in Scotland	59	50%	59	50%	118
Getting ready for a UK school education: what you need to know	80	62%	50	38%	130
How to choose the right subjects at GCSE and A-level	80	62.5%	48	37.5%	128
Study for UK qualifications in Hong Kong	73	59%	51	41%	124
Top tips for the student living in the UK	74	60%	50	40%	124
A walk through the UCAS application process (Cantonese)	82	63%	48	37%	130
Preparing for the IELTS exam (Cantonese)	83	65%	45	35%	128

23. Please suggest seminar topic(s) about UK education that you are interested in for our future reference:

- UCAS application
- Introduction of UK postgraduate courses
- How to choose University and courses
- About foundation courses
- How to choose school/college in the UK
- How to write a personal statement
- Interview skills
- Involving Boarding Schools.
- The minimum requirements for entering colleges and university in UK
- Tips of GCSE
- Sport related topics, math seminars
- Future of game industry
- Psychology
- Engineering



- Political
- Law
- TNE
- Preparing for the IELTS exam
- Academic association with specific career fields

24. Did you visit the Innovation is GREAT augmented reality corner?		
Yes	141	17.9%
No	597	76.0%
No answer	48	6.1%
Total	786	100%

25. Did you find the activities at the Innovation is GREAT augmented reality corner interesting?		
Yes	183	23.3%
No	555	70.6%
No answer	48	6.1%
Total	786	100%

26. Please suggest seminar topic(s) about UK education that you are interested in for our future reference:

- Introduction of colleges
- Career specialities
- Students' short speech
- Life in UK
- Science
- Games or language
- Courses linked to the relative careers
- Sharing of lifestyle in UK
- Apps, interaction, use iPad
- British food
- Music
- IELTS/SAT/GCE

27. Have you taken part in any of the following activities organised by the British Council in the last 12 months? (You can choose more than one)		
No	394	50.1%
English language course	89	11.3%
Education UK exhibition	185	23.5%
UK education seminar	112	14.2%
IELTS	92	11.7%
BULATS	10	1.3%
Others, please specify:	3	0.4%
No answer	51	6.5%
Total	786	119.1%



28. How would you rate the quality of service you have received (from British Council staff)?		
Excellent	203	25.8%
Good	414	52.7%
Average	111	14.1%
Bad	1	0.1%
Very bad	6	0.8%
No answer	51	6.5%
Total	786	100%

29. How would you rate the quality of service you have received (from the exhibitors)?		
Excellent	191	24.3%
Good	445	56.6%
Average	89	11.3%
Bad	4	0.5%
Very bad	6	0.8%
No answer	51	6.5%
Total	786	100%

30. How likely is it that you would recommend British Council events to a friend or colleague?											
<i>Please select one number on a scale between 0 and 10 where: 0 = Very unlikely to recommend; 10 = Very likely to recommend</i>											
0	1	2	3	4	5	6	7	8	9	10	Total
10	8	8	14	14	69	74	116	183	94	145	735
2%	1%	1%	2%	5%	10%	15%	22%	21%	12%	9%	100%

31. For the below questions, please tick one box to indicate the extent to which you agree or disagree with each of the following statements												
	Strongly agree		Agree in general		Neither agree nor disagree		Disagree in general		Strongly disagree		Total	
This event met my expectations	109	15%	512	70%	103	14%	7	1%	4	1%	735	100%
Overall, this was a high quality exhibition	122	17%	488	66%	113	15%	8	1%	4	1%	735	100%
I have acquired new knowledge and/or skills from taking part in this event/activity	113	15%	466	63%	141	19%	11	1%	4	1%	735	100%



Appendix 3: Exhibitors' survey results

Have you attended this country event before?		
Yes	64	88.9%
No	8	11.1%
Total	72	100%

What was your main aim for coming?		
Recruitment	15	21.1%
Profile raising	2	2.8%
Both	54	76.1%
Total	71	100%

What is your primary market interest in this event? (please indicate)		
Undergraduate	49	69.0%
Postgraduate taught	34	47.9%
Postgraduate research	13	18.3%
Higher national diploma or equivalent	1	1.4%
Pre-university foundation courses	22	31.0%
Foundation	4	5.6%
Post-16 A-level	8	11.3%
Pre-sessional English	8	11.3%
School	4	5.6%
UK courses taught in Hong Kong (including	4	5.6%
Total	71	207.0%

Does the cost of participating in this event represent value for money to your institution?		
Yes	55	85.9%
No	8	12.5%
Unsure	1	1.6%
Total	64	100%

What recommendations have you got for the future of this particular event for British Council?	
Event timing/duration	
<ul style="list-style-type: none"> Possibly the timing of event (considering with mock exam may have impacted on attendance) 13:00-18:00, the final hour is very quiet Check timing of local exams (including mock exams) Open from 1pm until 6pm in future (not 7pm) Perhaps start at 2pm as people seemed to arrive after lunch Possibly opening from 12 Do the briefing the day before the event and on the day to give us more flexible offers Please consider about the date of the event 	
Venue	
<ul style="list-style-type: none"> Give us a corner booth, allow more staff to join Loud speaker very distracting when trying to speak to people More MTR signatures 	



- More seminar rooms so more slots - they do this in other BCs
- Separate schools and universities into different sections, waste a lot of energy explaining

Others

- Maybe a triangle system so there is somebody who direct students to the most appropriate university (generally)
- Market information on other particularly curriculum as part of the briefing would be beneficial in future
- A more innovative style to promoting UK
- Opportunity to visit/do mini fair at HK Universities for PG
- BC should invite a high profile guest to speak, this would help PR
- More awareness about HKDSE being accepted into Year 1 directly
- Increased number of local students taking IB
- International Schools tour after the event
- It's an excellent fair but it's too expensive
- Try & liven them up
- Good event well organised
- Already a good model
- Continue with it, it's excellent
- Too good - well done!

What market developments have you noticed by coming?

Subject/course interest

- A level & GCSE market
- Broader interest - not as dominated by business
- Decrease enquiries in business, increase enquiries in Arts/Health Sciences subjects
- Diversity in subject areas such as social sciences, biological sciences
- Interest in graphic design
- Lots of interest in medicine
- Lots of students ask about Art, music, drama, architecture this year
- More sport science enquiries
- Seems to be less interest in humanities than previous years
- Diploma students seeking UG entry
- Foundation enquiries, more varied UG enquiries
- Increase in PE interest, a lot more associate degrees
- UG market is still very much in demand, good mix of student seeking variety of programmes
- Distance learning

Others

- IB students' enquiries has risen
- HKDSE statistics
- Increase in HK schools offering DSE/Associate degrees
- Increase in schools in HK offering UK qualifications
- Increased confidence in HK diploma
- Increased understanding and value of HKDSE
- Mainly HKDSE students
- Many international school students
- More and more universities participant
- Younger children coming to UK

What learning points have you picked up for marketing your institution?

General

- A levels still popular
- Better understanding of DSE



- Building relationships with local organisations
- HKDSE - clarity on subjects
- Huge interest in Sport & Events Management which are 2 areas we rank very highly in
- There is some real interest in art/fashion even at Foundation level so Foundation Studies in A & D may be popular
- Pharmacy is very popular
- Impact of HKDSE & equivalent
- Importance of value and results
- Possibility at revising HKDSE tariff
- Interest in foundation courses is high
- Joining exhibition is more direct channel to connect with parents and students
- Prospective students used to be better informed about non-selective schools
- Promising TNE market

Promotion-related

- Displays - variety
- Seminars in local schools will help in profile raising
- We need to provide more information on HK careers opportunities
- More universities are promoting foundation courses/foundation degree programme

What is your assessment of the visitors?		
Good number and good quality	46	67.6%
Good quality only	11	16.2%
Good number only	8	11.8%
Disappointing	3	4.4%
Total	68	100%

Have you developed new or built on existing feeder or agent relationships by coming?		
Yes	47	66.2%
No	24	33.8%
Total	71	100%

Have you developed other links by coming?		
Yes	37	52.9%
No	33	47.1%
Total	70	100%

How was the support to your business needs from British Council before and during the event?		
Unsatisfactory	1	1.4%
Satisfactory	18	25.4%
Good	52	73.2%
Total	71	100%

How do you rate the quality of actual event management, logistical arrangements, venues and any ceremonies, receptions or other functions?		
Unsatisfactory	1	1.4%
Satisfactory	8	11.3%



Good	62	87.3%
Total	71	100%

Please comment on how this year's event compares to previous years.		
Same, worth coming	42	71.2%
Same, not worth coming	0	0.0%
More worthwhile	9	15.3%
Less worthwhile	8	13.6%
Total	59	100%

Finally, will you be attending this event this time next year?		
Yes	52	74.3%
No	0	0.0%
Undecided	18	25.7%
Total	70	100%

- Appointments made in local schools illustrated that school councillors were not promoting the event and did not know the event details
- Cannot understand why photos cannot be taken by visitors
- considerably better than summer clearing event
- Excellent, but will really miss Katherine Forestier and hope the detailed data she provided will still be available
- Good number and quality overall, but some enquiries would have benefited from easier direction to university offering vocational degrees in subject
- Great support from the BC team!
- I'm puzzled by the 'Scholarship for excellence', why is it only open to students from English universities when it's funded by Department for BIS, a UK-wide government department. It's very hard to understand the justification for this
- It became quieter after 5:30pm on both days, so maybe it's worth considering changing the opening time to 6pm?
- It is expensive, so any increase and we would re-think
- It is still an expensive event and sometimes difficult to measure return on investment. It would be really good if the BC could provide details of how the money used
- It seems fewer students
- It would be useful to find out why the 'exchange' programme is open to English students only? Additionally, what other/internship funding opportunities are available to Scottish/Irish/Wales students?
- much busier this year with several specific enquiries about the veterinary medicine degree and bioscience
- My thanks to all BC staff for their help and support. Changes hours to finish ay 6pm
- Nicely-organised and good venue, but expensive. Enquiries generally of good quality and well-informed. Not very busy



Appendix 4: Advertising and promotion plan (media plan)

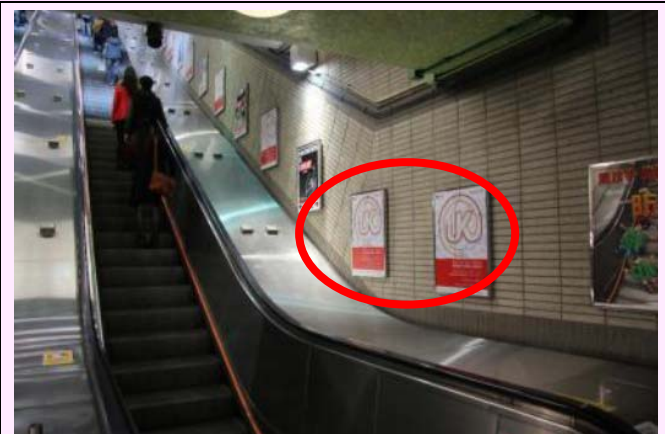
	Media	Format (number of insertions)	Duration
Print	Chinese newspapers	Print advertisement (16)	11 – 25 January
		Full page supplement (3)	8 – 23 January
	Chinese Magazine	Print advertisement (1)	17 January
		Postcard insertion (30,000)	10 January
Outdoor	MTR	4-sheet light box (185)	12 – 25 January
		12 - sheet light box (2)	12 – 25 January
	MTR - Admiralty	Pillar adverts (14)	9 – 22 January
	MTR - Wanchai	Escalator Crown Bank (17)	11 – 24 January
	MTR - Taikoo	Escalator Crown Bank (14)	11 – 24 January
	KCRC	4-sheet light box (85)	11 – 24 January
	Bus Shelter - Tsim Sha Tsui	Premiere Panel (1)	11 – 24 January
Promotion items	Posters and leaflets	10,000 copies distributed at the British Council and sent to 500+ secondary schools, tertiary institutions and agent contacts.	Mid December
Online	Apple Daily online	Online banner at Local News Homepage	11 – 24 January
	Discuss.com	Online banner at local forum	11 – 24 January
	UWants.com	Online banner at local forum	14 – 27 January
	eDM	Direct mailing campaign to 14,000 members of local discussion forums	9 January, 22 January
	Yahoo.com	Yahoo Keyword search	14 – 27 January
	Online pre-registration	E-mail for fast track to the exhibition and the seminars, with a chance to win cinema vouchers	January
	Facebook	Event promotion on our BC and Education UK Facebook	January
	Websites	Exhibition information posted to Education UK and BC websites, plus public event sites e.g. HK Events, Eventful HK etc.	January
	BC China	Promotion in Weibo BC China website promotion	January



Print advertisement

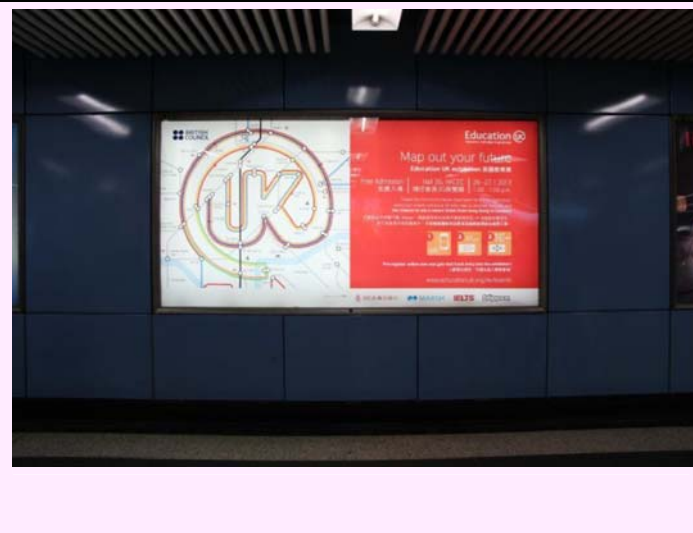
Online promotion

Outdoor promotion





Outdoor promotion



Others

