



Education UK exhibition 2013

Organised by British Council Nepal

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1. Event fact file

| | |
|------------------------------------|---|
| Venue | The Everest Hotel New Baneshwor, Kathmandu, 9 -10 February, 2013. |
| Opening hours | 11:00 - 17:00 hrs. |
| Opened by | Mr. Som Lal Subedi, Secretary, Ministry of Education Mr. Guy Harrison, Deputy Head of Mission, British Embassy |
| Unique feature to give added value | <ul style="list-style-type: none">• Separate seminar room• Presentation and counselling session from UK institutions and representative of UKBA. |
| Seminars | 9 February, 2013: <ul style="list-style-type: none">• Presentation on Life Science by University of East Anglia• Briefing to students and agents by UKBA 10 February, 2013: <ul style="list-style-type: none">• Presentation on Education in the UK by British Council• Briefing to students and agents by UKBA |
| Participation fees | <ul style="list-style-type: none">• Partnership members £808 inc VAT |

2. Objectives of the event

- i. To create UK as the first destination for international students to pursue their studies
- ii. To provide an opportunities for students to meet institution's representative and get reliable and proper information on their institutions, courses, and scholarships
- iii. Provide UK institutions with a targeted market-driven audience so as to promote their courses to prospective students and parents
- iv. To provide UK institutions with a platform for recruiting international students.

3. Key statistics

The total number of visitors who visited to our exhibition in last five years (i.e. from 2009-2013) has been provided as mention below:

| Visitors | 2009 | 2010 | 2011 | 2012 | 2013 |
|--------------|-------------|-------------|-------------|-------------|-------------|
| Day 1 | 1500 | 524 | 2000 | 1000 | 1193 |
| Day 2 | 1300 | 611 | 1898 | 1200 | 2406 |
| Total | 2800 | 1135 | 3898 | 2200 | 3599 |

Total number of UK universities and colleges:

| Category | 2009 | 2010 | 2011 | 2012 | 2013 |
|--------------|-----------|-----------|-----------|-----------|-----------|
| FE | 5 | 4 | 7 | 5 | 2 |
| HE | 15 | 17 | 15 | 27 | 22 |
| Total | 20 | 21 | 22 | 32 | 24 |

The detail name and address of exhibitors is included on Appendix 1

4. Seminars

This year, twenty-four institutions participated in the exhibition and with one university, Anglia Ruskin, delivering a seminar. UKBA provided two separate presentation sessions on each day on current visa policies. They also provided counselling to students on visa related issues. The British Council provided one presentation sessions on studying in the UK. The British Council session covered mainly the education system of UK and its benefits, IELTS requirements and the scholarships opportunities.

Each presentation session was followed by question and answers sessions. Unlike last year's UKBA session, there was a low attendance. It was observed that visitors had prioritised meeting with university booths at this time.

5. Market developments

UK has been one of the popular destinations for Nepalese students for receiving international degree. High quality education, internationally recognised qualifications, shorter courses, good value of money are some of the major criteria for making decision in choosing the UK. It was also found that most of the students hesitated to choose the UK in response to current consequence of UKBA policies. One of the major reasons was shutting down Post Study Work (PSW).

Nonetheless, when we compare the figure, there is a significant increase in number of students applying for the visa and pursuing courses from UK institutions in 2009. According to Ministry of

Education of Nepal the total number of students who did not receive an objection letter was 3075 in 2011/12. Furthermore, this trend remains for the year 2012/13 in applying to UK.

If we compare the market of UK education with that of the competition:

- i. USA is a direct competitor but Nepalese students find its visa policies complex and the visa success rate quite low. Besides, requirements i.e. GRE, GMAT, SAT by US universities, students also search for other options to apply. However, the US institutions provide large numbers of scholarships which increases the students' interest in applying to US Universities.
- ii. Australia and Canada are our other competitors. When we look at the market of Australia, the numbers of students who went to Australia was large since 2009. The major point of attraction for applying to Australia was because of the high visa success rate and easy way of obtaining Permanent Residence (PR). But now the Australian government has tightened the policies for obtaining PR which is very difficult for normal Nepalese students to achieve. Looking at the Canadian offer, the visa process is considered too long and the visa success rate is also very low. However, due to change of visa as well as permanent residency policies, Nepalese students are now more inclined to apply for studying in Canada.
- iii. The next market for getting international education for Nepalese students is European countries, especially, Norway and Finland. These countries offer free tuition fee and students only need to manage living cost. In addition, Germany is another option, due to very low tuition fees compared to countries such as UK, USA and Australia.

A full report of the visitor survey can be found in Appendix 3

6. Key internal and external factors that influenced the Exhibition

The number of exhibitors participating in this event has slightly decreased compared to the previous years. Factors could be low number of visitors in the exhibition and less interest of Nepalese students for applying UK in the past years.

Number of visitors has increased by 44 per cent this year compared to previous years. In addition, more quality students were recorded as per the feedback that we received from the exhibitors. We think that this was mainly due to effective marketing strategy that we applied this year which was very specific and targeted to the specific audience.

Some of the other initiatives that might have influenced the exhibition were:

- i. Big hoarding board advertising at prime locations.
- ii. Scrolling and marquee advertising on cable network and backpack LCD display in busy areas.

- iii. Point-of presence stands with the information of Education UK exhibition information placed at all the A level schools in Kathmandu and also a various supermarkets.
- iv. Display of backdrop with the name and stall numbers of institutions information at the entrance gate.
- v. Enhanced security to avoid and mitigate any unwanted circumstances.
- vi. Improved the venue to a well known five star Hotel.
- vii. Providing support to the media with their queries by keeping media desk.
- viii. Providing a UKBA stand at the exhibition which was well received by both visitors and exhibitors.

7. Visitor survey analysis

The total number of Visitor Surveys completed was one hundred and forty two,. representing around 4 per cent of the total number. More than 40 per cent of students who took part on our survey were from undergraduate degree with an interest on subjects such as science and engineering, MBA, IT, Medicine, Applied Sciences etc. About 69 per cent of visitors who participated on our survey said that their expectations were met and 35 per cent of them will make an application to UK institutions now.

The full report of visitor's survey is included in the Appendix 3

8. Exhibitor survey analysis

Ten of the exhibitors completed the survey which represents approximately 50 percent of the total number of exhibitors.

The full report of exhibitor's survey is included in the Appendix 4

9. Impact of marketing plan

The Education UK exhibition-2013 was promoted by various means i.e.

- i. We placed the flex banners having the information about the Education UK exhibition in all the A-level institutions around Kathmandu valley.
- ii. We distributed the information leaflets and brochures to all the education consultancies/ recruiting agencies around Kathmandu.
- iii. Big size hoarding board at two prime locations in the Kathmandu city.
- iv. Pull over stands were placed in the popular super market, Movie Hall (QFX) and some of the bachelor level colleges.

- v. Information about our exhibition was posted on education specific websites (educationuk.org, britishcouncil.org, edusanjal.com and other popular education website in Nepal).
- vi. Information about our exhibition was passed through our newsletter, reaching over 10,000 customers.
- vii. Information about education UK exhibition was passed through our Education UK Facebook page.
- viii. Scrolling advertisements were placed through local cable network with popular programmes such as Zee TV, music channel.
- ix. Backpack LCD (a person carrying LCD screen which has all the details of the event at his back) were used a day before event around the busy market's street such as Kings' Way, new Baneshowr. (Backpack LCD is electronic display which is carried out by persons in their back as a backpack in busy area of city for the advertisement purpose).
- x. Complete media plan with one of the popular TV channel (Himal TV) which covered frequent advertising before and after news broadcast, first day live coverage and interviews with different exhibitors, visitors and organiser which was very effective in marketing.
- xi. TV interviews and British Council press release were also arranged.
- xii. Newspaper advertising was published two days in advance and during exhibition days.

Data from registration forms show that visitors found out about Education UK exhibition as follows:

- Newspaper 30 per cent
- Friends/Relatives 18 per cent
- British Council 17 per cent
- TV/Radio 1 per cent
- Internet: 11 per cent
- Flyer, poster 12 per cent
- Others 11 per cent

10. Conclusions and follow up

10.1. Extent to which the objectives were met

1. Target - Visitors

Target visitors were 4000; actual visitor's numbers was 3599.

2. Target Exhibitors

We has planned the exhibition this year with a target of 20 exhibitors, however the actual number of exhibitors who participated in this year's exhibition were 24.

3. Exhibitors' feedback

The aim of providing UK institutions with a targeted market driven audience was achieved to a high standard. Exhibitors' feedback showed that all delegates were very happy with the quality of the event and felt that the investment was worthwhile.

According to the exhibitors' feedback, 60 percent exhibitors' received good number and quality student in the exhibition which is very positive part of this exhibition. Most of the exhibitors reported that the students visiting their stalls had genuine queries regarding their higher education programmes. Most of the exhibitors have developed new links during exhibition and 40% of the participants want to attend the exhibition for the next year. The exhibitors were happy with the change in the venue of the exhibition as they felt this could also be one of the reasons to receive the quality/genuine students. All the exhibitors were satisfied with the British Council service and support and hospitality during the exhibition.

We organised a closing dinner for the exhibitors, it was also a platform for talking to them informally and gathering a face to face feedback about the exhibition just after the event. In spite of being tired of the event they thoroughly enjoyed the dinner and expressed gratitude for the hospitality that British Council had shown during these days while they were in Nepal. Almost all of them said they wanted to come back again to Nepal for next year's event but added that it also depends upon their financial status of the University.

4. Visitors' feedback

The main objectives of organising events was to create UK as the first destination for international students to pursue their studies; to provide an opportunities for students to meet institution's representative and get reliable and proper information on their institutions, courses and scholarships.

The visitors' survey shows that approximately, 69 per cent of the total visitors said that their expectation was met by the education UK exhibition with 75 per cent of total participants have mentioned that the quality of service they received was good. Around 84 per cent agree that UK provides quality learning opportunities and more than 35 per cent showed interest on making application to UK now.

10.2 Recommendations for institutions

About 69 per cent of the survey respondents stated that their expectation of getting information about UK studies was met through Education UK exhibition. But there are few comments that they had provided:

- i. More universities should be brought for the exhibition
- ii. Top universities of UK should be brought rather than new universities in the UK
- iii. Provision of more scholarships opportunities
- iv. Detailed interactive consultation opportunity on specific fields of study than information available in the websites.

We recommend that institutions provide specific information according to the questions being raised by students. We also suggest institutions to make follow-up visits. Creating opportunities of full scholarships, partial tuition fee waiver is necessary to raise the profile of institutions.

10.3 Key Recommendations for British Council

According to the survey feedback, quality of the exhibition was good. 19 per cent of the participants in the survey expressed that the quality is excellent and 54 per cent said that quality is good. Only 14 per cent participants said that the quality is average. Among the participants, 1-2 per cent said quality is not good.

Visitors have provided few feedbacks which have been mentioned below:

- i. Run the exhibition at least twice a year
- ii. Extend the days of exhibition
- iii. Organise such events outside Kathmandu valley such as Pokhara, Biratnagar etc.

10.4 Key remarks from visitors & exhibitor evaluation forms:

Visitors' evaluation form:

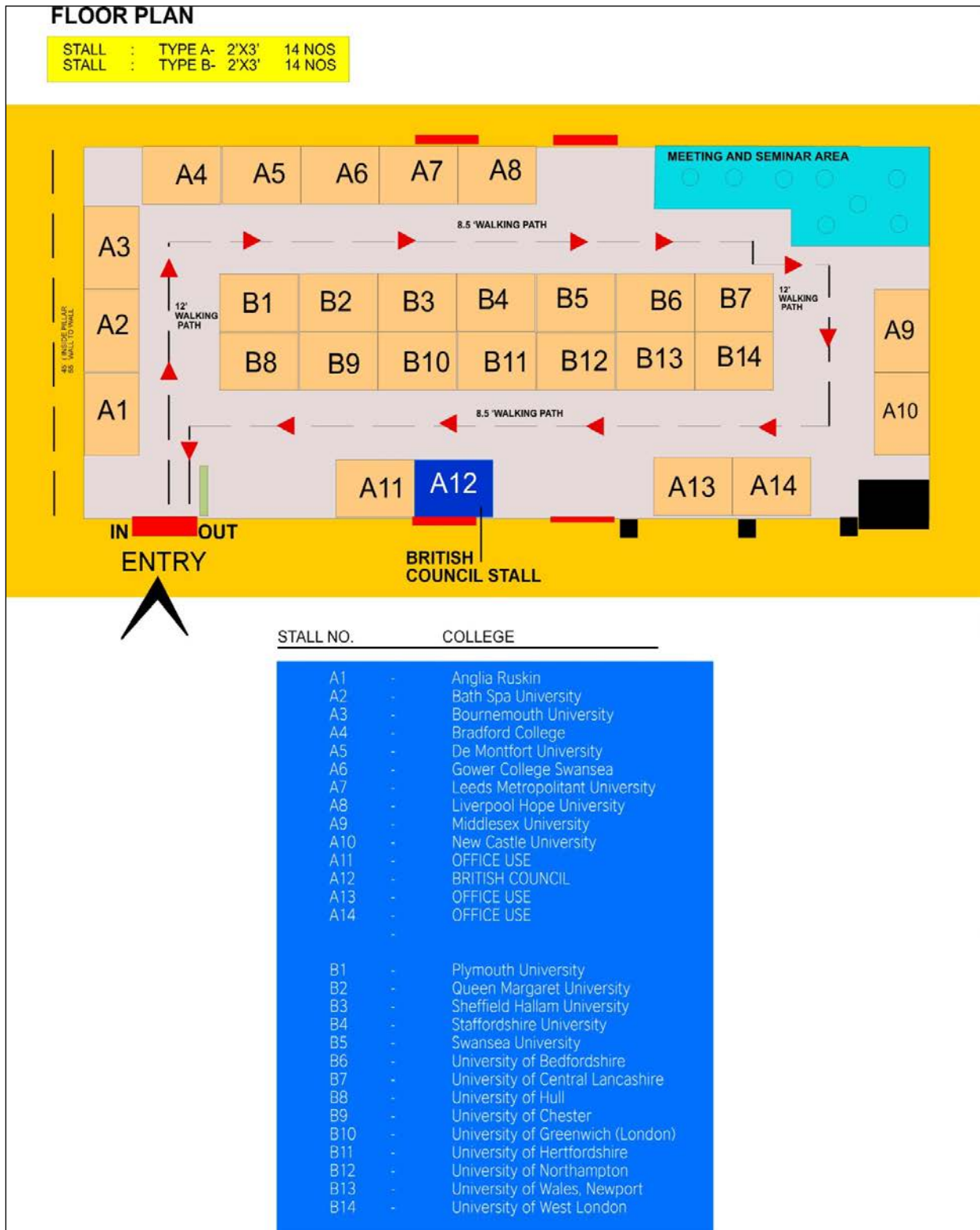
- i. The exhibition was an excellent means to know about education and lifestyle of UK
- ii. Very useful source to collect information and choose the institution of our own choice

- iii. Such kinds of events should be organised more than once in a year
- iv. Such kind of events should also be organised outside the valley.

Exhibitor's evaluation form

- i. Year on year the brand is growing, being well promoted and increasing the awareness, well done to British Council, Nepal
- ii. Excellent management of the event, very well organised
- iii. The organisation of this event was much better than any affair before
- iv. Exhibition organised by British Council, has met its objectives. Exhibition has helped us to increase our brand image.
- v. British Council is providing lots of information relating to different subjects matter which is boosting up student's careers.
- vi. Possible ways to look for conducting agents training.
- vii. Good support from event Management Company.
- viii. Very good idea of distributing SIM card and Internet coupon at the beginning of the day.

Appendix 1: List of participating institutions



Appendix 2: Event programme

Exhibition Briefing Session

Date 8 February, 2013
Time 5:00 pm – 7:00 pm
Venue Seminar Hall, Namche Hall
The Everest Hotel, New Baneshowr, Kathmandu

Programme Detail

5:00 pm Presentation on Nepal market brief by Bickram Shrestha, Education Officer, British Council, Nepal
5:30 pm Question answer session
5:45 pm Logistics and facilities briefing by Anil Thaman, CEO, Mice AD Nepal.
6:00 pm Tea / Coffee followed by stand set-up continue

Opening Ceremony

Date 9 February, 2013 (1st day of the event)
Time 10 am – 11:00 am
Venue Exhibition Hall
The Everest Hotel, New Baneshowr, Kathmandu

Programme detail:

10:00 am Arrival of all dignitaries
10:05 am All dignitaries will take their chairs at the dais
10:10 am Remarks by Brendan McSharry, Country Director, British Council
10:15 am Remarks by Guy Harrison, Deputy Head of Mission, British Embassy
10:20 am Remarks by Som Lal Subedi, Secretary, Ministry of Education
10:25 am Press Interaction (Question and Answers)
10:55 am Ribbon Cutting Ceremony followed by inspection of the exhibition.

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Closing Ceremony

| | |
|-------|----------------------|
| Date | 10 February, 2013 |
| Time | 07:00 pm – 09:00 pm. |
| Venue | Patan Museum Cafe |

Programme detail:

| | |
|----------|---|
| 06:15 pm | Pick up to exhibitors from the Everest Hotel and Radisson Hotel. |
| 07:00 pm | Closing Speech by Brendan McSharry, Country Director, British Council |
| 07:05 pm | Memento distribution by Brendan McSharry, Country Director, British Council |
| 07:25 pm | Cocktail starts followed by Dinner |
| 09:00 pm | Closing the event. |

Appendix 3: Visitors' survey results

1. Background to the project

The Education UK Exhibition held on 9th and 10th February, 2013, was organised by the British Council Nepal. The audience covered in this study attended the two day exhibition on 9th and 10th February, 2013 and visited the British Council stall. This students' survey captures stages in the decision making, student's motivation, interests and other key factors, collated to provide data on:

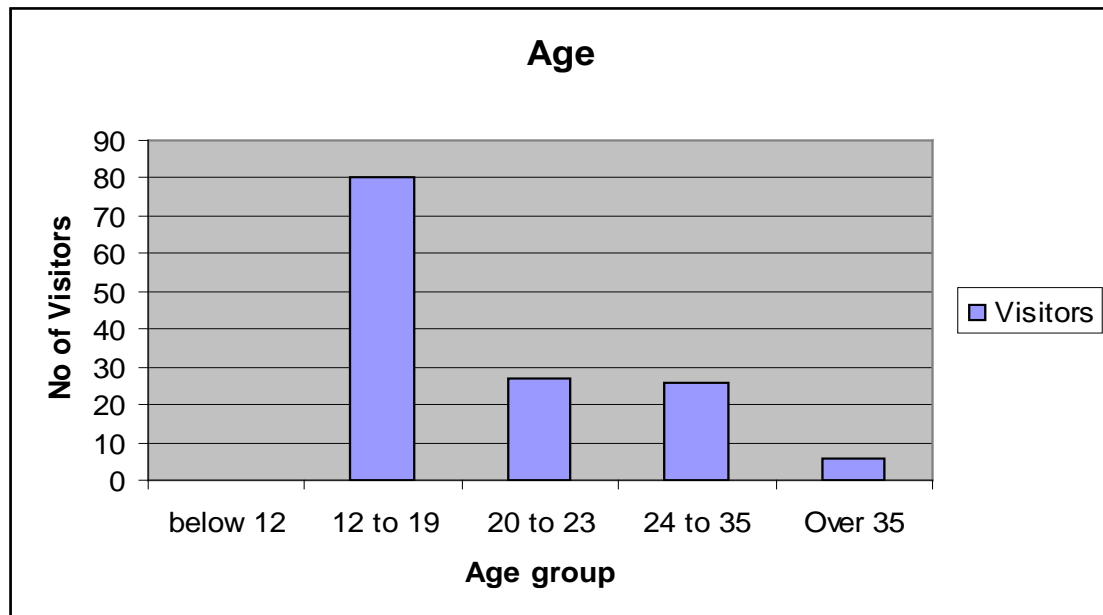
- Exhibition population demographics, which includes age and gender, commitment of the studied population to their chosen course of study and areas of interests.
- Level and course of study, which is mainly aimed at higher education students and the subjects they are interested in, respectively at undergraduate and postgraduate level.
- The quality of the exhibition and the expectation met on the exhibition.
- There is also study on the comparison of the improvement of exhibition.
- Study about different sources through which students got information about our exhibition which might be helpful for us in making decision on advertisement about our exhibition.
- Necessary feedback and comments were also captured on the survey

The study focuses on data collected at the education UK Exhibition-2013 in Nepal. Out of the total participants (n=142) the total numbers of male (92 participants) and females (50 participants). Below is the details of the data of visitors on different sectors which has been presented on table and on charts.

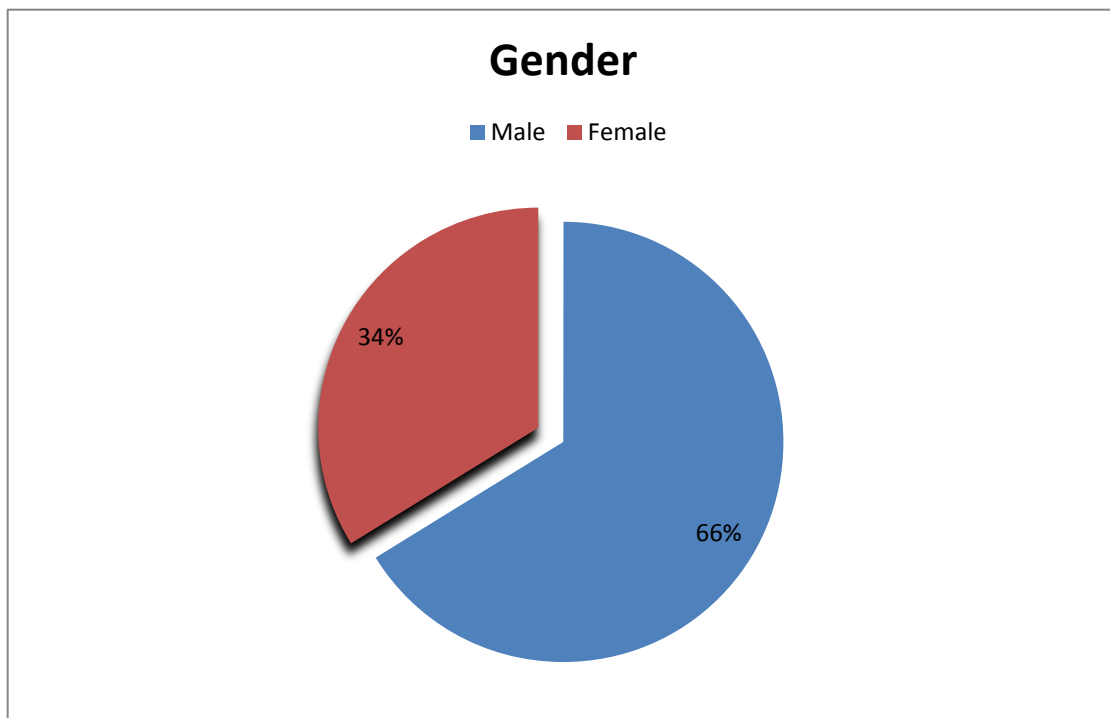
Summary of the visitor survey analysis:

Most of the students who took part on the survey belonged from undergraduate degree and wanting to pursue postgraduate studies on UK. Among them more than 69 per cent of the total students said that their expectation was met by the education UK exhibition. Among them more than 54 per cent of total participants have mentioned that the quality of service they received was good with 19 per cent service received excellent. Out of total students more than 75 per cent of visitors have said that the quality of service was improved in comparison to last year. Among the different subject, most popular subjects in UK for Nepalese students is Business studies followed by engineering, IT and science courses. Most of the Nepalese agree that UK provides quality learning opportunities.

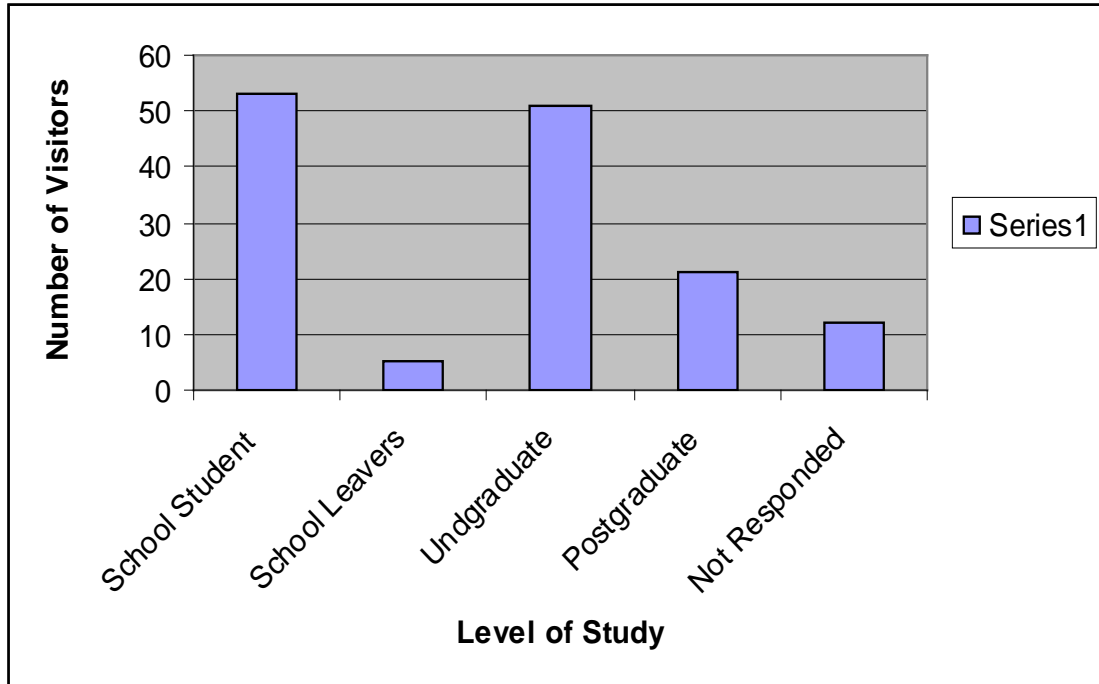
A. Age



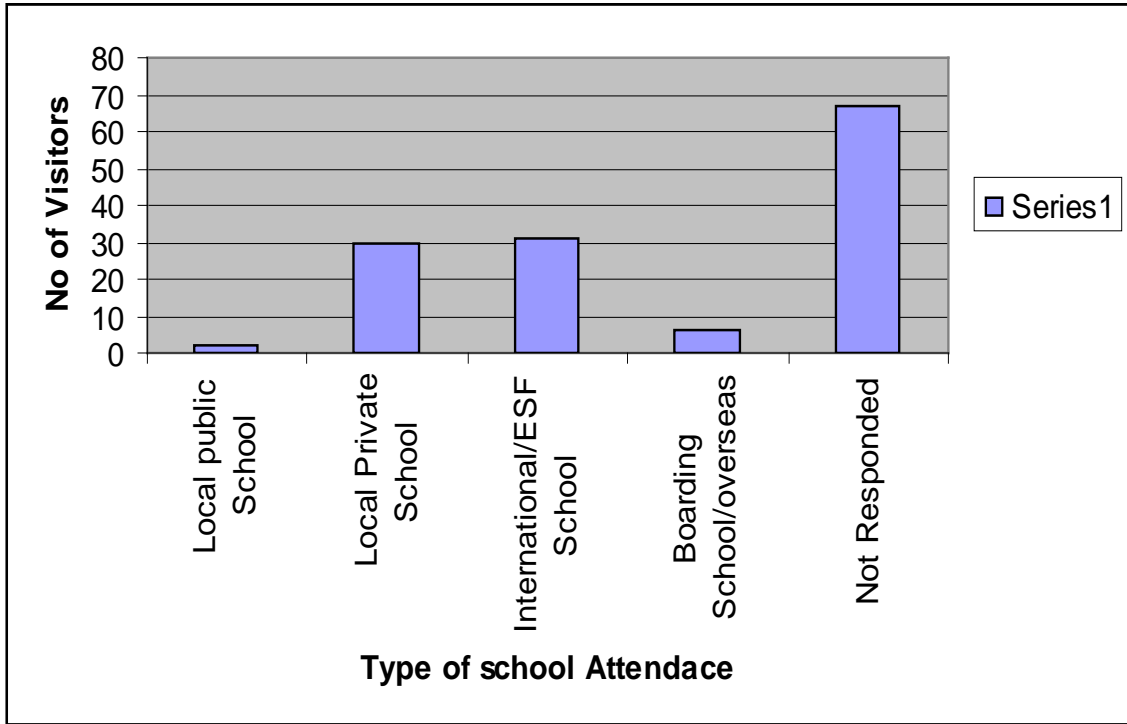
B. Gender



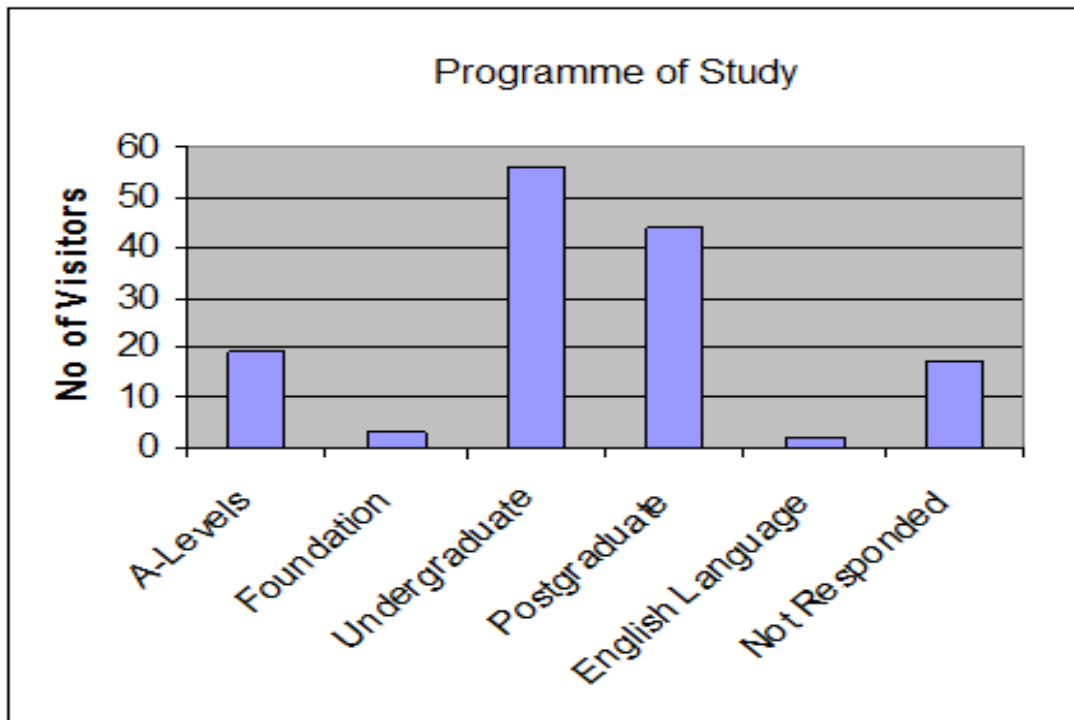
C. Level of Study



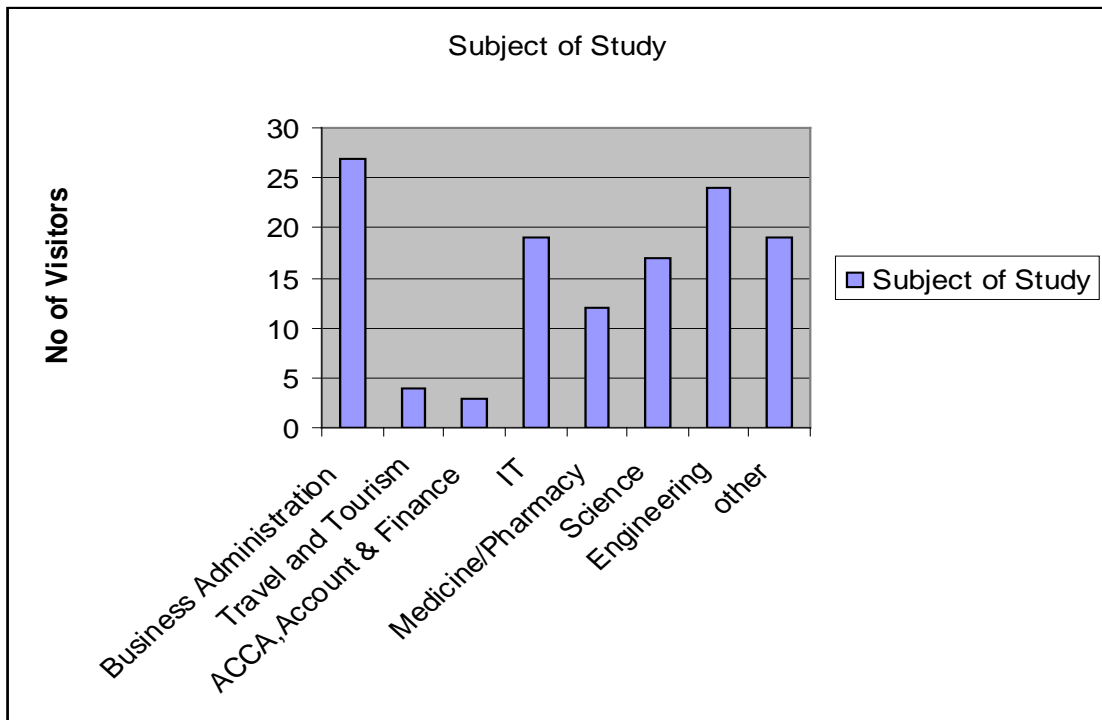
D. Type of school attendance



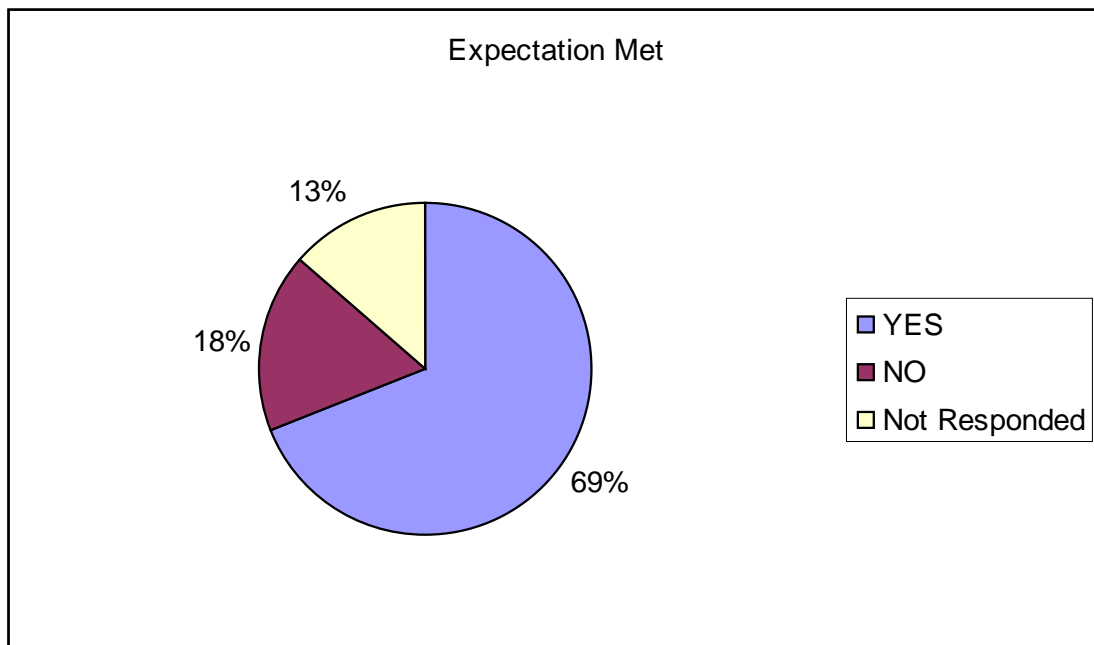
E. Interested programme of study



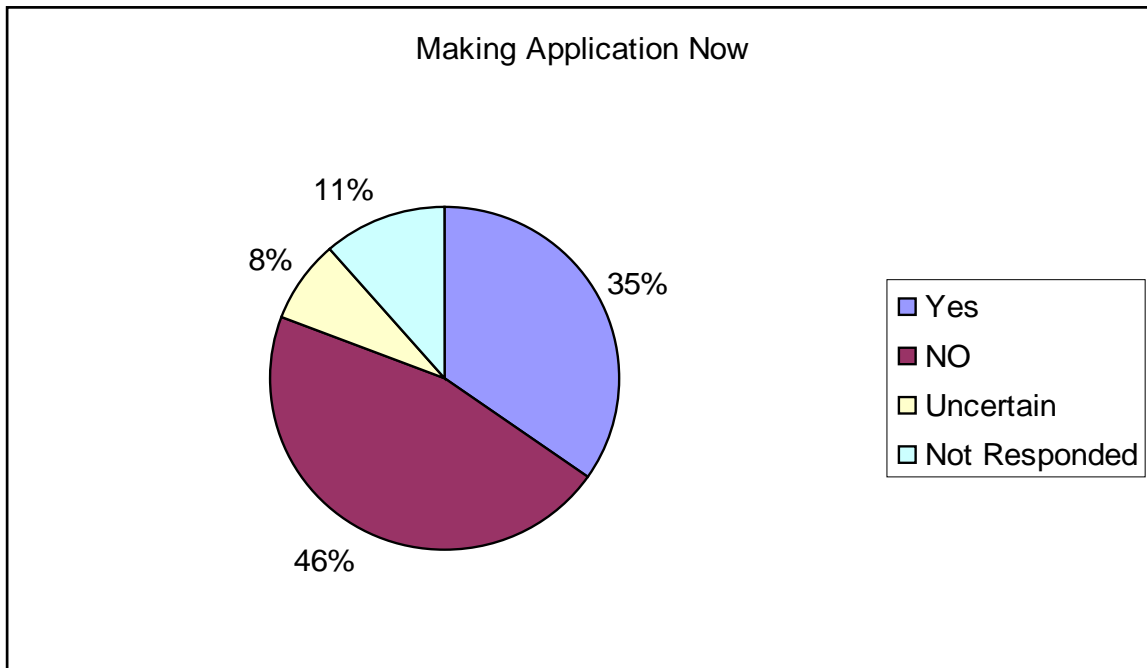
F. Interested subjects of study



G. Expectation

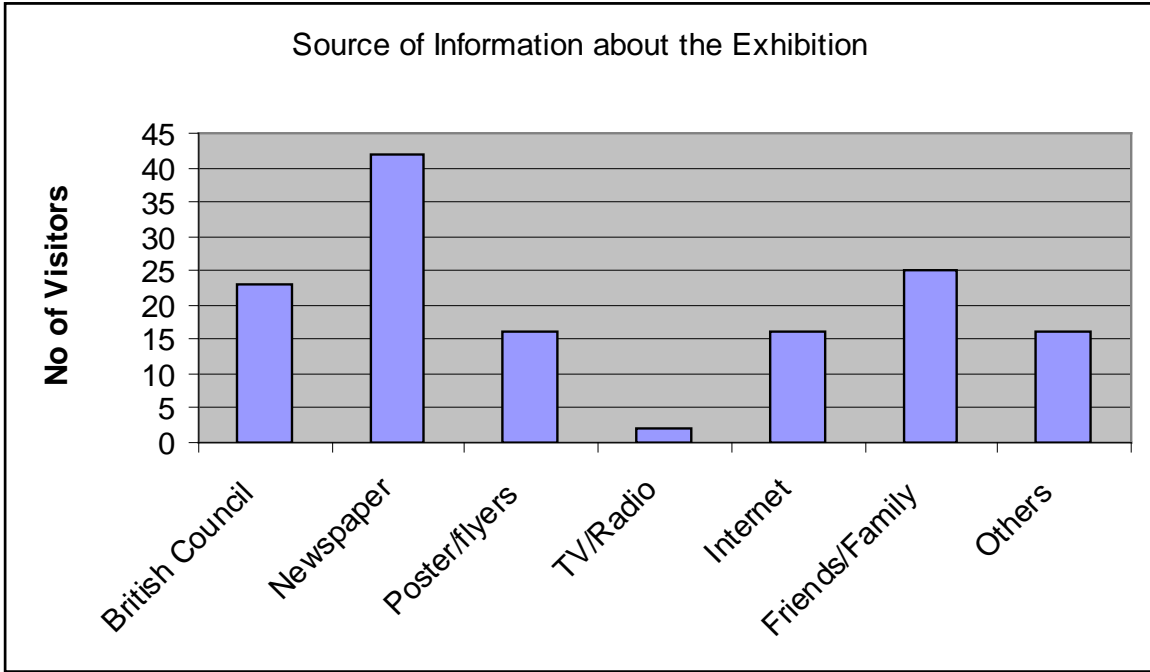


H. Making an application

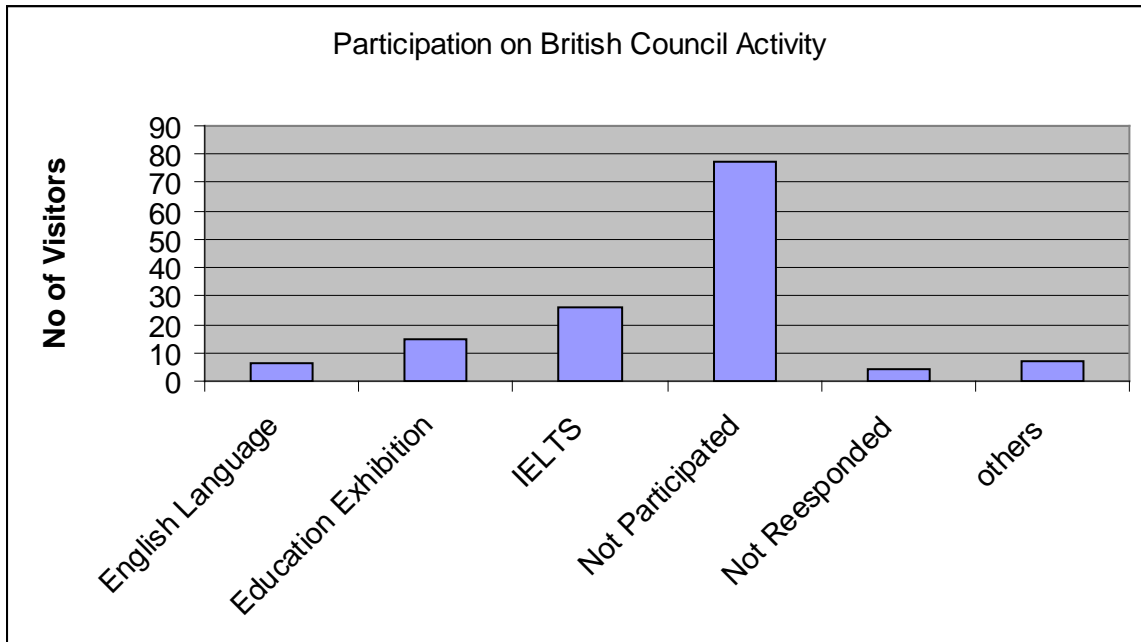


Those students who responded on the not applying category to UK institutions have stated that they will be applying after some time period i.e. after six months, after two years, after one year. Only 8 per cent of them have said that they are uncertain.

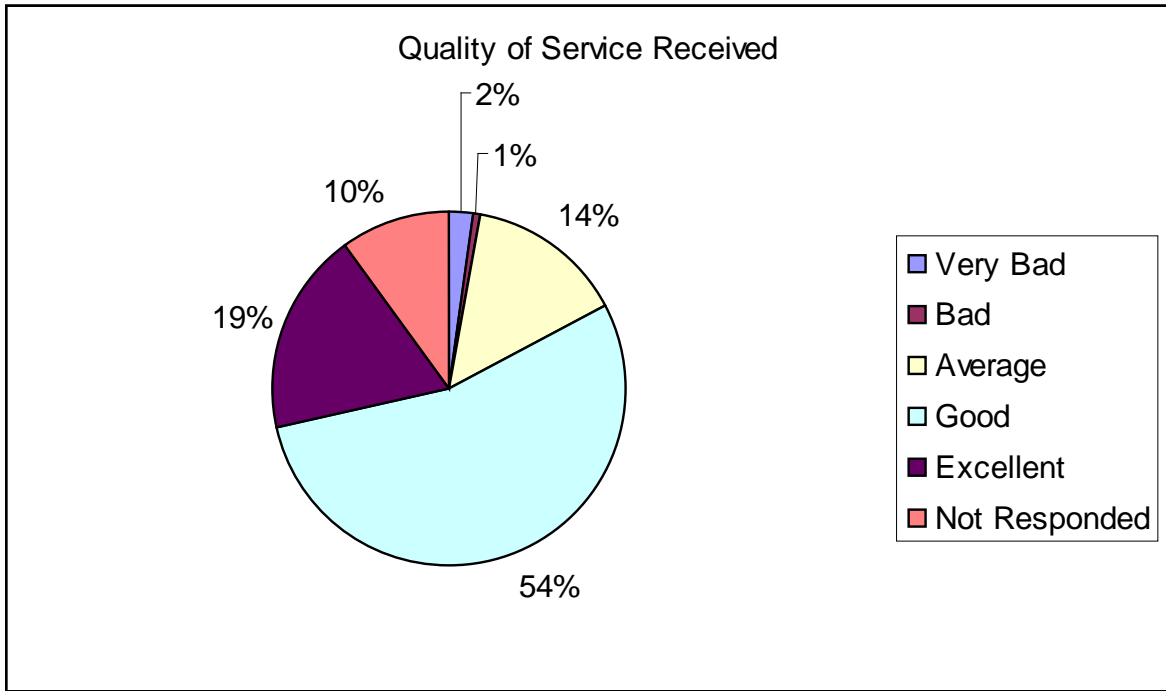
I. Sources of information about the exhibition



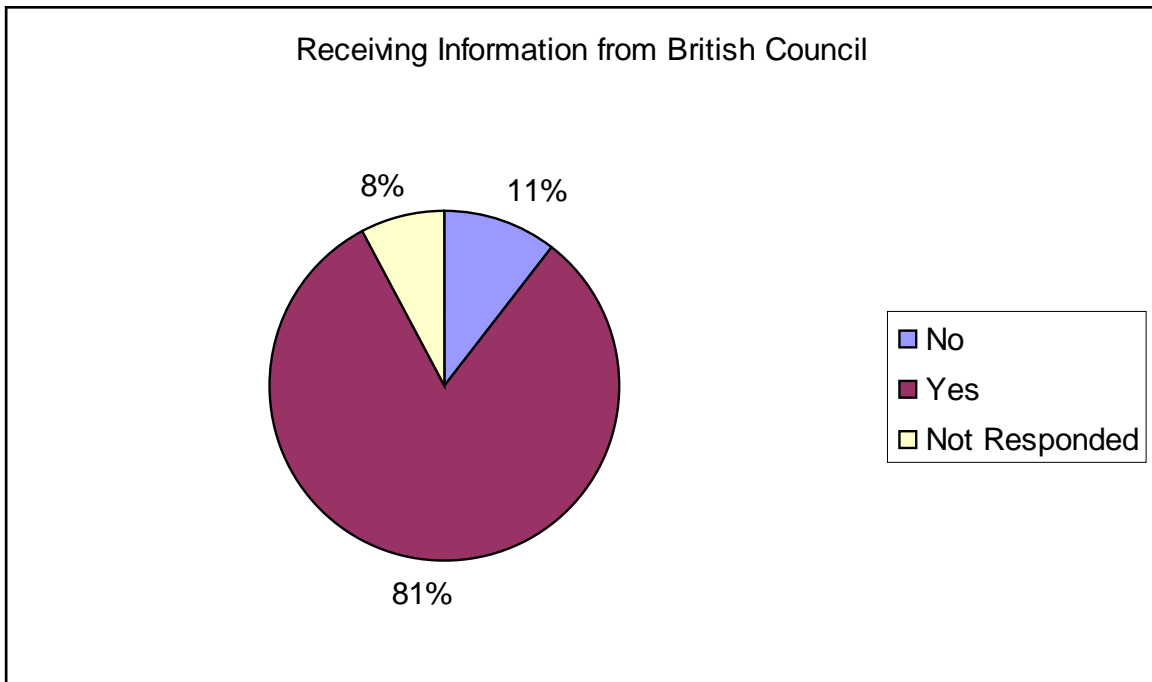
J. Participation on activity organised by British Council



K. Quality of service received

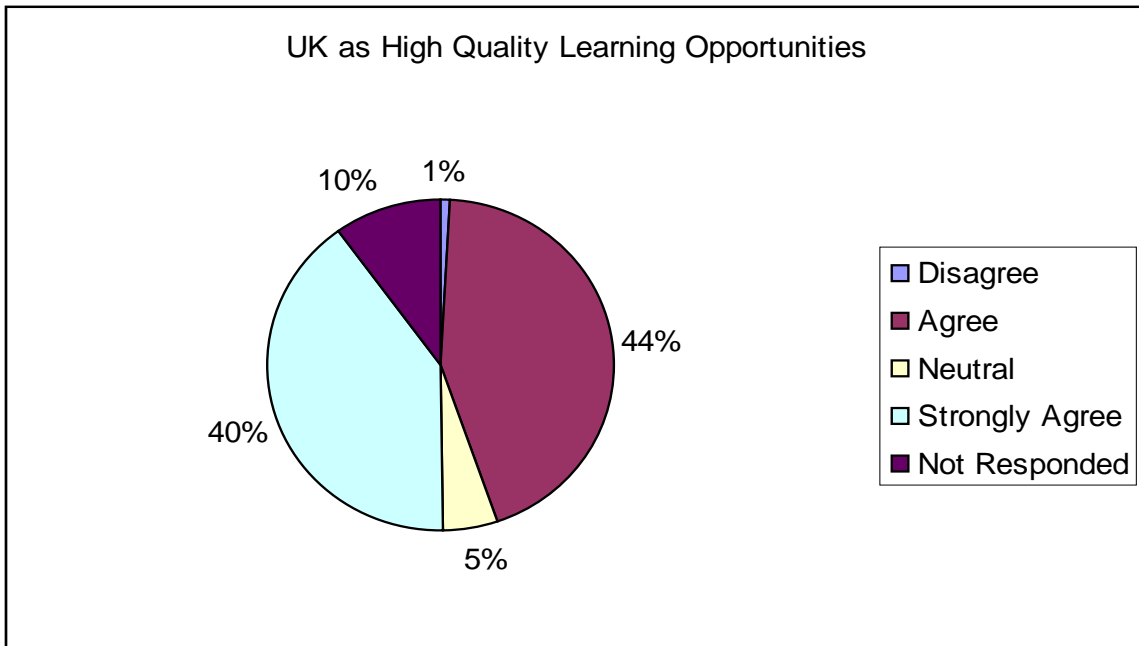


L. Receiving information

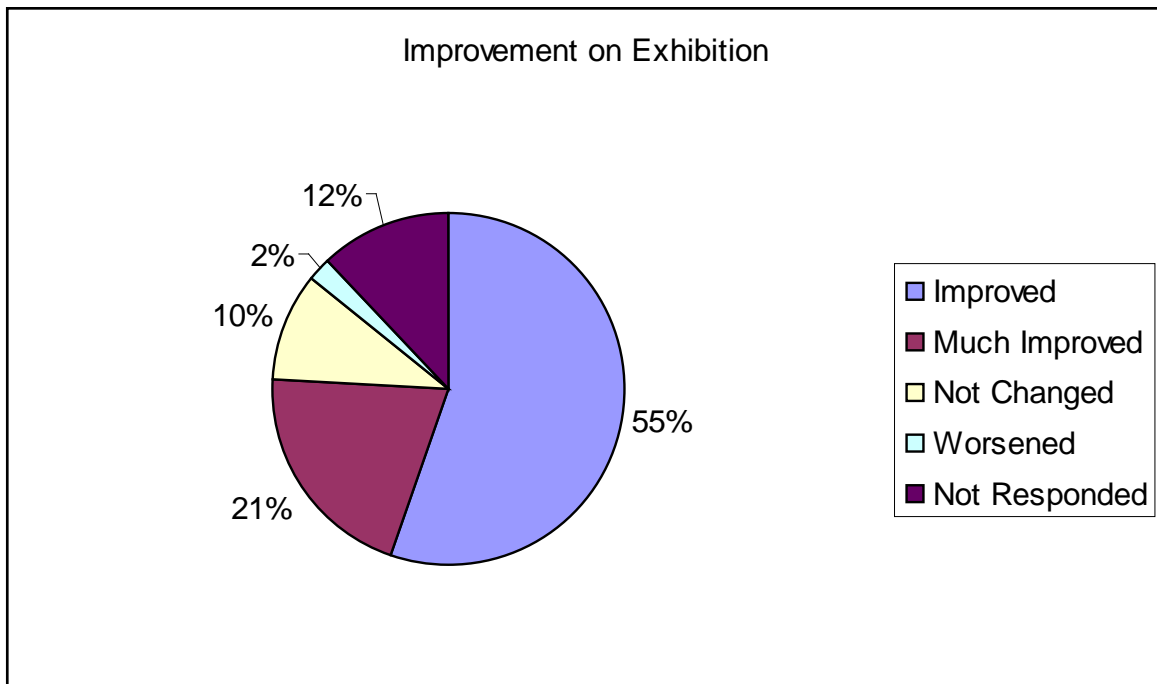


We will be sending our newsletter to those visitors who have agreed with us to receive our information.

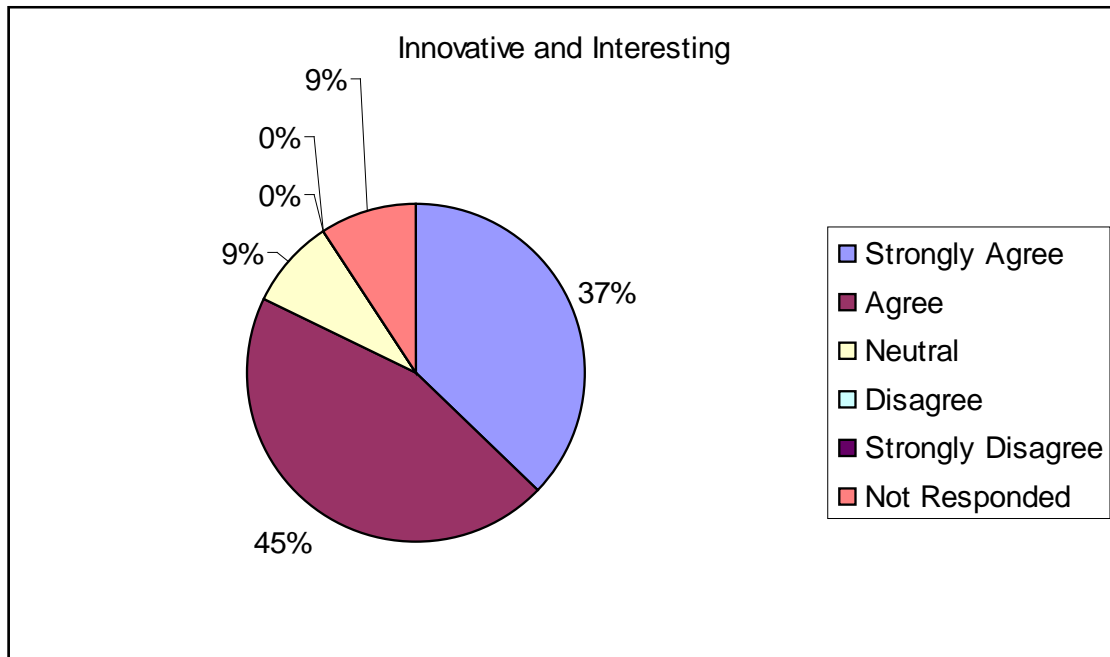
M. UK as High Quality learning opportunities



N. Improvement on Exhibition



O. Innovation and interesting



P. Comments about the exhibitions

- i. Excellent arrangement of the exhibition with proper way of communication
- ii. The exhibition was a very good means to know about education and lifestyle of UK
- iii. Very useful source to collect information and choose the institution of our own choice
- iv. It would have been better if there were more variation on participating universities
- v. Such kinds of events should be organized twice a year and the entrance should be free
- vi. Such kind of events should also be organized outside the valley
- vii. Well organised informative session, presentation should be organised once a month by British Council.

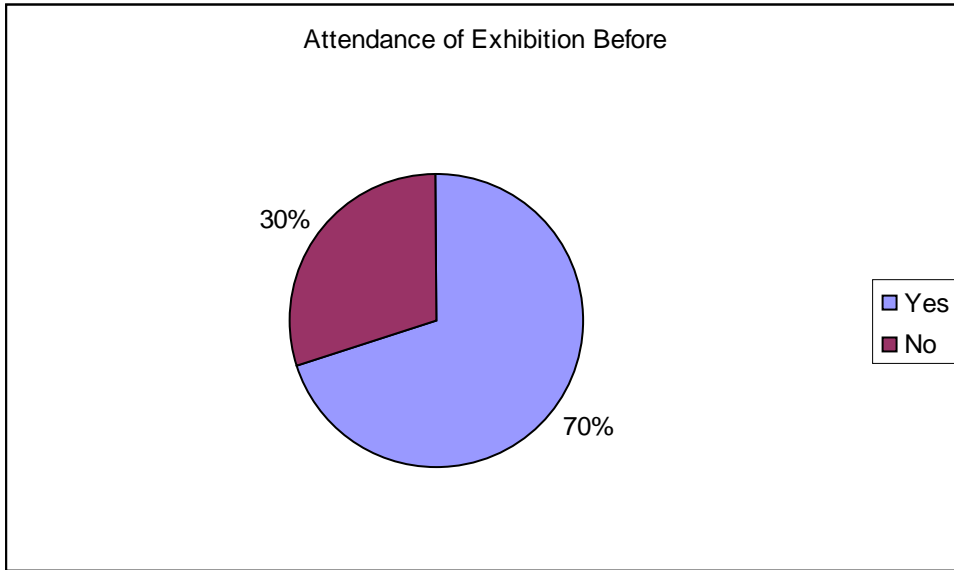
Appendix 4: Exhibitors' survey results

Summary of the survey:

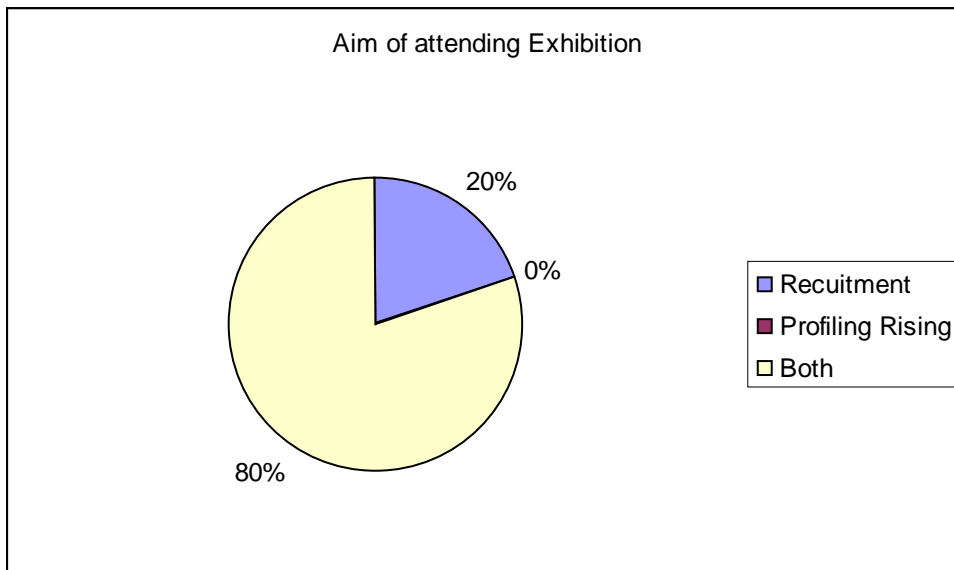
Among 24 exhibitors, 17 had already participated in the Education UK Exhibition before. Only 7 were new exhibitors for this year. From the conversation during exhibition and closing ceremony dinner, feedbacks were very positive and they were happy with event management. However, very few exhibitors submitted the response form. Thus the analysis was based on only 8 exhibitors who returned back the feedback form.

According to feedback, 70 per cent of the exhibitors responded that they had already participated in Education UK exhibition before. It seems that aim of participating in the exhibition is to recruit students as well as raising their profile in the market. The main market interests for the exhibitors were Postgraduate taught and undergraduate degree followed by foundation courses in the UK. 60 per cent exhibitors responded that there were good numbers & qualities of students in the exhibition. Out of total exhibitors, around 80 per cent mentioned that the service received was excellent & good. In the meantime all the exhibitors were satisfied with the British Council service and support during the exhibition. Only, concerns of the exhibitors were not having enough marketing for the exhibition. Besides, they think that timing of the exhibition should be revised and changed according to the academic year of Nepal education system.

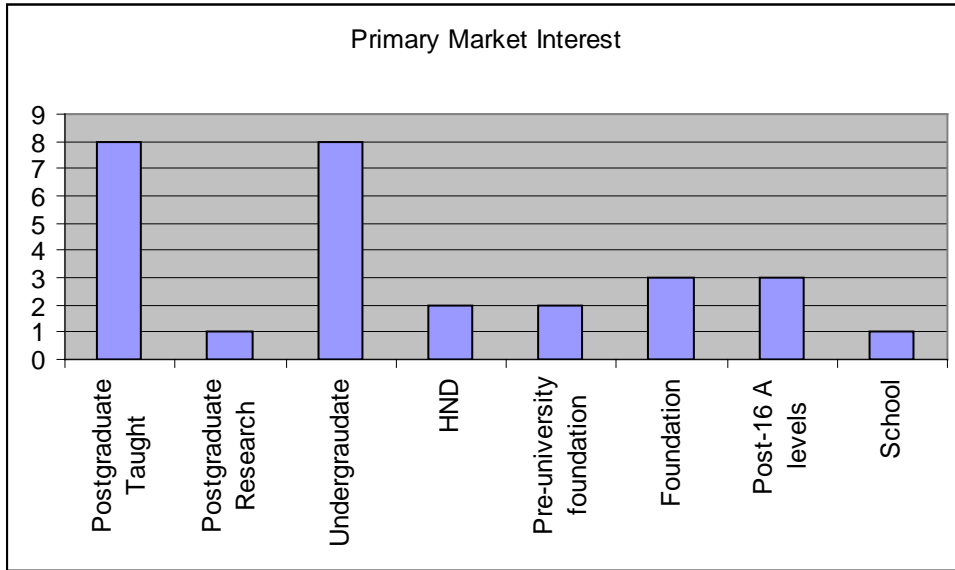
A. Has your institution attended this exhibition before?



B. What was your main aim in coming?

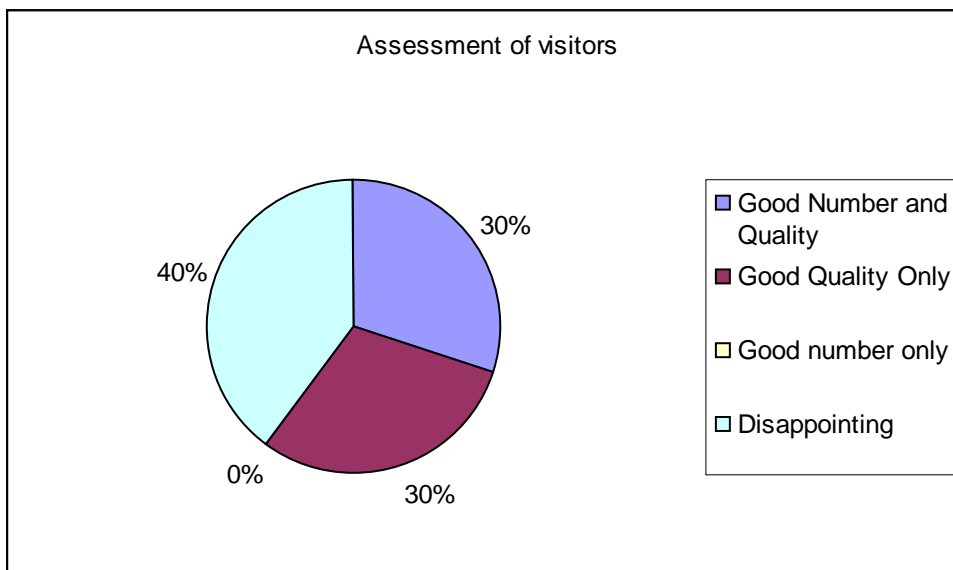


C. What is your primary market interest in this event? (please indicate)



This year, there were some institutions who were interested in the primary market such as schools and post-16 A levels category.

D. What is your assessment of the visitors?



E. What recommendations have you got for the future of this particular event for British Council?

- i. Review the choice of venue, is there any impact or effect by changing venue
- ii. Change of exhibition timing may be late May or June/July.
- iii. Do not clash with other exhibitions which dominate Nepal market
- iv. Adequate level of advertisement is necessary

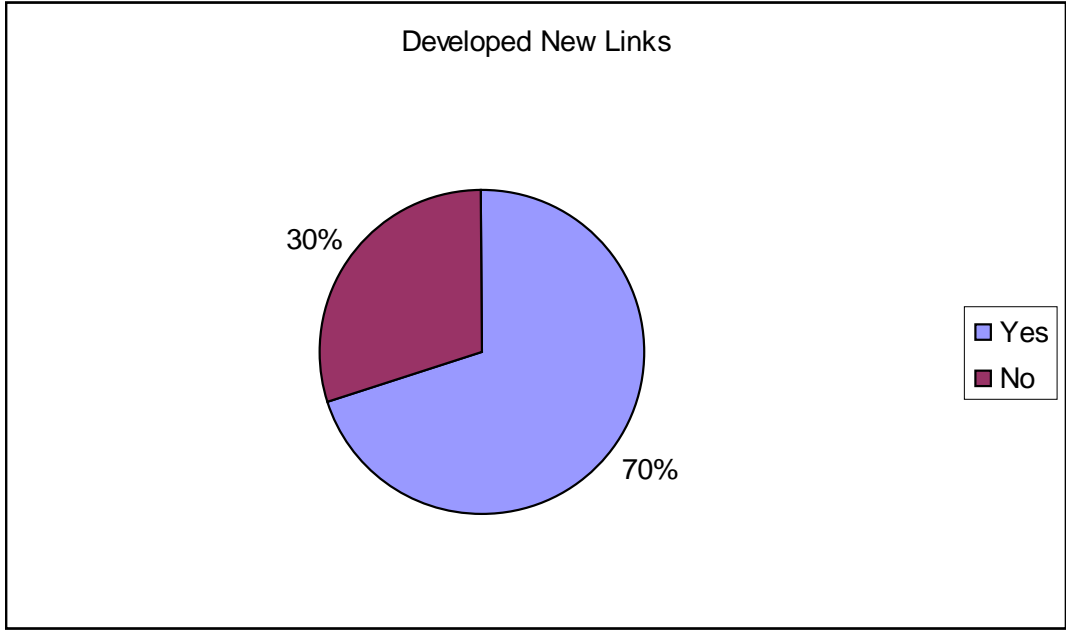
F. What learning points have you picked up for your institution?

- i. Potential market for colleges and HND course
- ii. Very high demand in engineering and undergraduate programmes
- iii. Better understanding of Nepalese education system
- iv. Level of English of potential students is good enough
- v. Undergraduate course in Scotland is more expensive

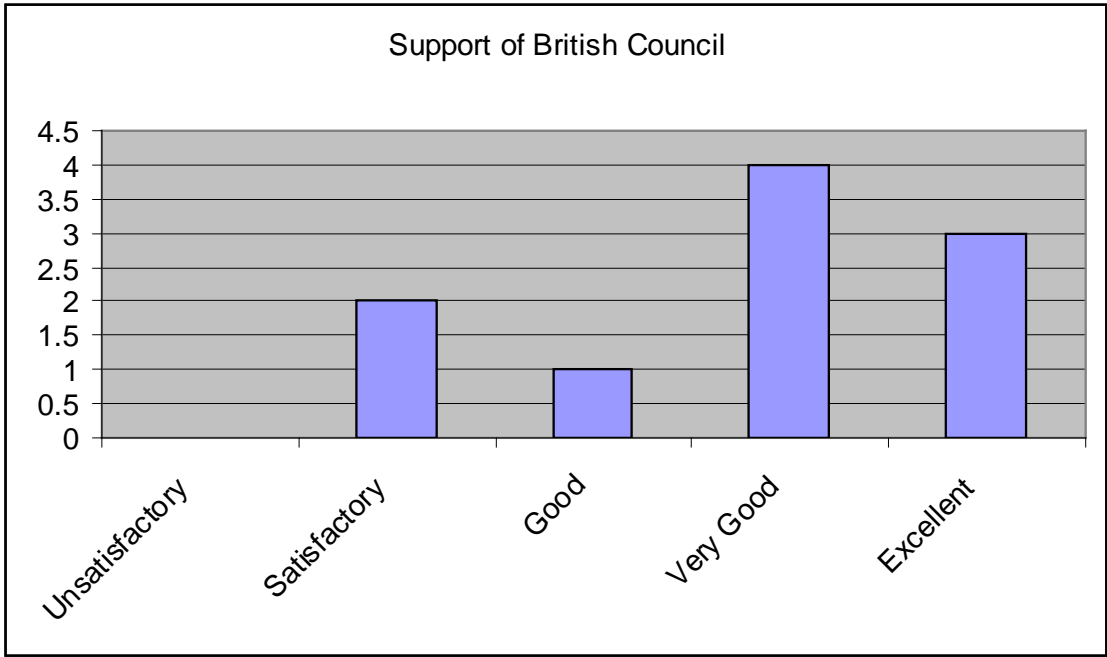
G. What market developments have you noticed by coming?

- i. Interest on engineering and business administration
- ii. Students are more interested on TNE education than before
- iii. English level has improved and also the quality of students
- iv. Students are more interested in broad range of subject
- v. Impact of tier 4 visa will affect future recruitment

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



I. How do you rate the support to your business needs from British Council before and during the event?



J. Please give your assessment of the exhibition in terms of innovation, promotion of

Education UK brand, presentation and overall impact.

- i. Year on year the brand is growing, being well promoted and increasing the awareness, well done to British Council, Nepal
- ii. Excellent management of the event with very well organised
- iii. Very good presentation and promotion of the exhibition
- iv. The organisation of the event was much better than any affair before

K. Additional comments and suggestions

- i. Exhibition organized by British Council, has met its objectives. Exhibition has helped us to increase our brand image.
- ii. British Council is providing lots of information relating to different subjects matter which is boosting up student's careers
- iii. Good ideas to keep agents appointment at the late evening
- iv. Possible ways to look for doing agents training
- v. Good support from event Management Company

Appendix 5: Advertising and promotion plan (media plan)

Press Release issued:

7 February, 2013 – invitation to press for the opening of UK education Exhibition

9 February, 2013 – Press release for education UK exhibition 2013.

Detail Media Plan:

| Type | Media | Date |
|------------|--|--|
| Print | <ul style="list-style-type: none"> • Kantipur Newspaper • Naya Janadisha National Daily • Republica National Daily • The Himalayan Times • Nagarik National Daily | <ul style="list-style-type: none"> • 7 February • 9 February • 9February • 10February • 10 February |
| Television | <ul style="list-style-type: none"> • Himalaya TV • Kantipur TV | <ul style="list-style-type: none"> • Live broad cast of event for half day of day 1 • Jingle before or after popular program such as news and music program • Half an hour interview of British council staff • Interviews of all exhibitors visitors and BC staff during exhibition day • Education UK quiz in music program of Kantipur |
| Magazine | <ul style="list-style-type: none"> • Readers Monthly | <ul style="list-style-type: none"> • Education UK theme for the month February • Interview of country director |

| | | |
|---------|--|--|
| | | <ul style="list-style-type: none"> Articles of education UK |
| Outdoor | <ul style="list-style-type: none"> Two big hoarding boards in the prime location of city. Flyers to all consultancies in Kathmandu Bunting to all A-Level colleges in Kathmandu Pull over stand in major shopping mall Pull over stand in the QFX (Movie Hall) LCD display (LCD screen carried by people in their back as a backpack) Facebook Invitation | <ul style="list-style-type: none"> 6 days before the exhibition 4 days before the exhibition A week before the exhibition A week before the exhibition A week before the exhibition A day before the event A week before the exhibition |

Online coverage of the exhibition:

www.nepalrus.com/2011/02/13/uk-education-fair-draws-more-students/

www.thehimalayantimes.com/fullNews.php?headline=UK+education+fair+draws+more+students&NewsID=276306

www.ktmtoday.com/2011/02/10/uk-education-exhibition-in-kathmandu/

www.kamkura.com/2011/02/students-find-way-to-ease-load-shedding.html

nepaliblogger.com/news/education-uk-exhibition-2011-in-nepal/1510/

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