



# Where great journeys begin

Vietnam Pathways to UK Universities – March 2013

Event report

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## 1. Event fact file

Venue	Danang	Hanoi	HCMC
<b>Date</b>	14 March 2013	15 and 16 March 2013	17 March 2013
<b>Opening hours</b>	0900 – 1115 (Le Quy Don high school)  1400 – 1630 (Phan Chau Trinh high school)	1400 – 1630 (Wellspring International School)  1400 – 1730 (Melia hotel)	1400 – 1730 (New World hotel)
<b>Stand costs</b>	GBP644 (excluding VAT)	GBP1198 (excluding VAT)	GBP 1102 (excluding VAT)
<b>Seminars and mock-up class</b>	<p><b>1. Mock-up class</b></p> <ul style="list-style-type: none"> <li>- ‘Global society – an introduction to contemporary issues’</li> <li>- Improving Study Skills</li> </ul> <p><b>2. Seminars</b></p> <ul style="list-style-type: none"> <li>- Pathways to UK universities – which option is best for you?</li> <li>- Visa application for the UK</li> </ul>		
<b>Unique features to give added value</b>	<p><b>1. UK photo corner</b></p> <p>A photo corner was set up at each exhibiting venue, and was decorated with scenery of beautiful and typical images of four regions in the UK.</p> <p>The corners at the public venues in Hanoi and Ho Chi Minh City also had some ‘mascots’ dressing up as UK characters as Legolas (in the Lord of the Ring), a UK sport supporter, and a Scottish person in traditional clothes.</p> <p>The idea of the UK photo corner was to give visitors a favour of UK culture, and a chance to take a photo at one of the most beautiful and famous scenery of the UK. Two photos were given to each visitor as a thank-you present.</p> <p><b>2. ‘Active Teens Club’ final round</b></p> <p>‘Active Teens Club’ competition is one of the activities with secondary and high school students to build up their interest in the UK and UK education.</p> <p>The four finalists clubs were expected to perform musical plays relating to typical UK characters as King Arthur, William Wallace, Sherlock Holmes, and the Beatles; and a quiz around the culture of England, Wales, Scotland and Northern Ireland.</p> <p>The final round of the competition was organised right at the exhibition firstly to</p>		



enhance the profile of the UK amongst visitors to the exhibition, and secondly to give participating clubs and their supporters a chance to get to know more about UK Education.

## 2. Key statistics

Exhibitors	Danang	Hanoi	HCMC
Schools & colleges	9	15	13
Universities	5	11	13
Local TNE providers	1	1	0
<b>Total number of exhibitors</b>	<b>15</b>	<b>27</b>	<b>26</b>

List of participating exhibitors can be found in **Appendix 1**

Visitors	Danang Le Quy Don	Danang Phan Chu Trinh	Hanoi Wellspring International School	Hanoi Melia Hotel	HCMC New World Hotel
<b>Total number of visitors</b>	<b>300</b>	<b>120</b>	<b>200</b>	<b>400</b>	<b>400</b>
<b>Total number of registration forms received</b>	<b>289</b>	<b>118</b>	<b>156</b>	<b>342</b>	<b>301</b>
<b>Gender</b>					
- Male	50%	17%	54%	32%	35%
- Female	50%	83%	46%	68%	65%
<b>Sector breakdown</b>					
- Pupil	100%	99%	96%	64%	52%
- Student		0%	1%	23%	31%
- Parent		1%	3%	10%	14%
- Others		0%	0%	3%	2%

*Please note that the analysis above is based on actual number of registration forms received from visitors to the exhibition*

## 3. Impact of marketing plan

### 3.1 Marketing effort summary

- Social media and online marketing were main advertising channels for the event. Word-of-mouth, Facebook, Email campaigns from the British Council and Education UK website were the most effective communication channels.

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- Exhibitors' profiles were promoted in the exhibition website at <http://duhocanh.eduk.vn>. Each institution had a page that showcased detailed information about its courses and fees, location and services for international students as well as scholarship information and comments from their UK alumni. Exhibitors' profiles were also promoted on Education UK Facebook ([www.facebook.com/BritishCouncil.EducationUKVietnam](http://www.facebook.com/BritishCouncil.EducationUKVietnam)) which had over 2,000 Likes, via posts on the timeline and pictures.
- The pre-event PR campaign included the competition "Active Teens Clubs" which targeted students from elite secondary and high schools in Hanoi and Ho Chi Minh city. 1,000 flyers promoting the Pathway were distributed at the competition which took place one week before the Pathway. The final of the competition was organised during the Pathway, which was another marketing effort to attract students to the event.
- Traditional marketing methods including flyers, posters and street banners distribution; print ads and PR articles continued to be used in very selective external media channels.

**Appendix 4** indicates the popularity of these marketing channels amongst exhibition visitors. (Please note that the whole marketing campaign was presented in the Pre-event briefing. Exhibitors wishing to receive a copy please contact [Phi.Phan@britishcouncil.org.vn](mailto:Phi.Phan@britishcouncil.org.vn).)

### 3.2 Impact of marketing plan

- **Visitor number:** 82 per cent increase in the number of visitors in all venues in comparison with last year's event (780 visitors in 2012, and 1420 visitors in 2013)
- **Quality of visitors:**

**Public events:** 95.83 per cent of exhibitors in Hanoi and 100 per cent in HCMC commented visitor's quality from Good to Excellent.

**School events:** 80.95 per cent of exhibitors rated the Wellspring International School event as Good to Excellent; 93.3 per cent and 92.9 per cent rated the Le Quy Don and Phan Chau Trinh events respectively as Good and Very Good.
- **Exhibitors' comments against previous year's event:** Amongst institutions and/or representatives who also participated in this event in 2012, 87.5 per cent exhibitors in Hanoi, 100



per cent in HCMC and Danang said that the event was either 'Better than previous year,' or 'Good, consistent with previous year's event.'

- **Exhibitors' overall assessment:** 91.6 per cent exhibitors in Hanoi, 100 per cent in HCMC and 86.7 per cent in Danang were 'Satisfied' or 'Highly satisfied' with the event.
- **Visitors' comment:** over 80 per cent of visitors in all cities said that the event met their expectation

Further details about Exhibitors' and Visitors' feedback can be found in **Appendix 2** and **Appendix 3** accordingly.

## 4. Conclusions and follow up

### 4.1 Key recommendations for institutions

- 21.9, 27.1 and 12.6 per cent of visitors in Hanoi, Ho Chi Minh City and Danang said that they had decided to choose the UK as their overseas study destination. (It is worth noting again that the analysis bases on the number of feedback forms received.) This might be seen as an indication about **possible return rate** from the event.
- Observation and feedback showed that some exhibiting institutions did have lots of enquirers while some others did not have as many. The reasons around this are possibly about 1) the attractiveness of the offer of the exhibiting institution, and 2) the students' awareness about the exhibiting institutions' brand. The more exposure the UK institutions have in Vietnam, the more people know about their brand, and as a result, the more enquiries they receive at those events. This is to say that it takes time to **build up brand awareness**, and to encourage exhibiting institutions to be patient in building up their brand in Vietnam.
- The fact that Hanoi and HCMC events were organised on two consecutive days was tiring for a number of exhibitors because of the travel between the two cities. This has been discussed during the previous exhibitions as well. However, it is worth considering and compromising the trade off between 'more visitors on a weekend' and 'tiring travelling schedule.' The latest recommended flight from Hanoi to HCMC is at 2030, and exhibitors are expected to leave the exhibition venue at 1830.
- Quite a number of exhibitors commented that students coming to the event are too young to enrol in their programmes. While we work to ensure that visitors to the event are closest to the application stage so as to meet the '**Student recruitment**' objective of all exhibiting institutions, it is worth



making effort to also **raise profile** for UK education in general and exhibiting institutions in particular to younger students. It is worth noting that the majority of visitors plan to study overseas in the next 1, 2 or after 2 years. Please see **Appendix 3** for further information.

## 4.2 Key recommendations for the British Council

### Support for exhibitors

- A market brief will be considered to be included in exhibition handbook so that exhibitors, especially those who are new, are prepared about the market.
- Profiles of schools where the event is held will be provided to exhibitors well in advance for exhibitors' reference.
- The pre-event briefing will be delivered at the beginning of the programme to ensure exhibitors are well aware about the market and market's expectation.
- Communication about transport arrangement (where applicable) will be communicated clearer and earlier in the next year event.
- Transport will be arranged to the school event in Hanoi (if any)
- A 'special request form' will be considered in case exhibitors need any special or additional support outside the exhibition programme. (e.g some exhibitors may want to meet with local agents while others may want to meet with local institutions.)

### Venue

- Exhibition hall layout (at hotel and schools) will be reviewed to ensure adequate space for exhibitors and visitors.

### Marketing plan

- The idea of having a UK photo corner and 'mascots' worked really well and received good feedback from both exhibitors and visitors. This initiative might be replicated in future exhibitions.



## Appendix 1: List of participating exhibitor

No.	Institution
1	University of the Arts London
2	Bellerbys College
3	The University of Birmingham
4	Bosworth Independent College
5	The Bournemouth & Poole College
6	Guildford College of Further & Higher Education
7	Brockenhurst College
8	Cardiff Sixth Form College
9	Cambridge Education Group
10	Cambridge Tutors College
11	David Game College
12	Durham University
13	Ealing, Hammersmith & West London College
14	EF Education First
15	University of Essex
16	INTO University Partnerships
17	John Leggott College
18	Kaplan International Colleges
19	University of Kent
20	The University of Liverpool
21	Llandrillo College
22	London School of Business and Finance
23	University College London
24	Middlesex University
25	University of Northampton
26	Oxford Brookes University
27	The University of Reading
28	University of Southampton
29	University of Warwick
30	London College for Fashion Studies (Hanoi)



## Appendix 2: Exhibitors' feedback

### Hanoi event

Has your institution attended the exhibition before?			What was your main aim for coming?		
Answer Options	Response Percent	Response Count	Answer Options	Response Percent	Response Count
Yes	50.0%	10	Recruitment	25.0%	5
No	50.0%	10	Profile raising	0.0%	0
			Both	75.0%	15

Please rate the event at <a href="#">Wellspring International school</a>						
Answer Options	Excellent	Very good	Good	Bad	Very bad	Response Count
Number of visitors	4.76%	9.52%	71.43%	14.29%	0.00%	21
Quality of visitors	4.76%	9.52%	66.67%	14.29%	4.76%	21
Stand Assistant (arranged by the British Council)	20.00%	60.00%	20.00%	0.00%	0.00%	5

Please give your overall assessment for the event at <a href="#">Wellspring International school</a>		
Answer Options	Response Percent	Response Count
Highly satisfied	11.1%	2
Satisfied	61.1%	11
Dissatisfied	22.2%	4
Highly dissatisfied	5.6%	1

Are you interested in attending this event this time next year?		
Answer Options	Response Percent	Response Count
Yes	25.0%	5
Possibly Yes	45.0%	9
No	10.0%	2
Possibly No	20.0%	4

Please rate the event at <a href="#">Melia hotel</a>						
Answer Options	Excellent	Very good	Good	Bad	Very bad	Response Count
Number of visitors	8.33%	37.50%	54.17%	0.00%	0.00%	24
Quality of visitors	8.33%	41.67%	45.83%	4.17%	0.00%	24
Quality of the venue	25.00%	33.33%	37.50%	4.17%	0.00%	24
Quality of the accommodation	40.00%	30.00%	30.00%	0.00%	0.00%	20
Stand Assistant (arranged by the British Council)	42.86%	14.29%	42.86%	0.00%	0.00%	7





### Overall comments

Answer Options	Excellent	Very good	Good	Bad	Very bad	Response Count
Level of British Council support before the exhibition	21.74%	26.09%	52.17%	0.00%	0.00%	23
Level of British Council support during the exhibition	30.43%	30.43%	39.13%	0.00%	0.00%	23
The Pre-event briefing (if applicable)	21.05%	42.11%	36.84%	0.00%	0.00%	19
Value for money	15.00%	25.00%	50.00%	10.00%	0.00%	20

### How is the exhibition compared to last year's exhibition? (if applicable)

Answer Options	Response Percent	Response Count
Good, consistent with previous year's event	62.5%	5
Better event than previous year	25.0%	2
Not as good as previous year's event	12.5%	1

### Please give your overall assessment of the exhibition

Answer Options	Response Percent	Response Count
Highly satisfied	20.8%	5
Satisfied	70.8%	17
Dissatisfied	8.3%	2

### Finally, will you be attending this event this time next year?

Answer Options	Response Percent	Response Count
Yes	36.4%	8
Possibly Yes	59.1%	13
No	0.0%	0
Possibly No	4.5%	1

## Ho Chi Minh City event

### Has your institution attended the exhibition before?

Answer Options	Response Percent	Response Count
Yes	55.0%	11
No	45.0%	9

### What was your main aim for coming?

Answer Options	Response Percent	Response Count
Recruitment	20.0%	4
Profile raising	0.0%	0
Both	80.0%	16



**Please rate the event at [New World hotel](#)**

Answer Options	Excellent	Very good	Good	Bad	Very bad	Response Count
Number of visitors	8.00%	36.00%	52.00%	4.00%	0.00%	25
Quality of visitors	17.39%	39.13%	43.48%	0.00%	0.00%	20
Level of British Council support before the exhibition	20.00%	32.00%	48.00%	0.00%	0.00%	25
Level of British Council support during the exhibition	24.00%	36.00%	40.00%	0.00%	0.00%	25
Quality of the venue	12.00%	52.00%	36.00%	0.00%	0.00%	25
Quality of the accommodation	21.05%	42.11%	26.32%	10.53%	0.00%	19
Value for money	4.17%	20.83%	75.00%	0.00%	0.00%	24
Stand Assistant (arranged by the British Council)	80.00%	0.00%	20.00%	0.00%	0.00%	5

**How is the exhibition compared to last year's exhibition? (if applicable)**

Answer Options	Response Percent	Response Count
Good, consistent with previous year's event	75.0%	6
Better event than previous year	25.0%	2
Not as good as previous year's event	0.0%	0

**Please give your overall assessment of the exhibition**

Answer Options	Response Percent	Response Count
Highly satisfied	20.8%	5
Satisfied	79.2%	19
Dissatisfied	0.0%	0
Highly dissatisfied	0.0%	0

**Finally, will you be attending this event this time next year?**

Answer Options	Response Percent	Response Count
Yes	33.3%	8
Possibly Yes	62.5%	15
No	0.0%	0
Possibly No	4.2%	1

## Danang event

**Has your institution attended the road-show to high schools before?**

Answer Options	Response Percent	Response Count
Yes	50.0%	4
No	50.0%	4



**Please rate the event at Le Quy Don high school**

Answer Options	Excellent	Very good	Good	Bad	Very bad	Response Count
Number of visitors	13.33%	33.33%	53.33%	0.00%	0.00%	15
Quality of visitors	0.00%	33.33%	60.00%	6.67%	0.00%	15
Stand Assistant (arranged by the British Council)	54.55%	18.18%	27.27%	0.00%	0.00%	11

**Please give your overall assessment for the event at Le Quy Don high school**

Answer Options	Response Percent	Response Count
Highly satisfied	21.4%	3
Satisfied	64.3%	9
Dissatisfied	14.3%	2
Highly dissatisfied	0.0%	0

**Please rate the event at Phan Chau Trinh high school**

Answer Options	Excellent	Very good	Good	Bad	Very bad	Response Count
Number of visitors	0.00%	20.00%	60.00%	20.00%	0.00%	100.00%
Quality of visitors	0.00%	21.43%	71.43%	7.14%	0.00%	100.00%
Stand Assistant (arranged by the British Council)	55.56%	0.00%	44.44%	0.00%	0.00%	100.00%

**Please give your overall assessment for the event at Phan Chau Trinh high school**

Answer Options	Response Percent	Response Count
Highly satisfied	6.7%	1
Satisfied	66.7%	10
Dissatisfied	26.7%	4
Highly dissatisfied	0.0%	0

**How is the road-show this year compared to last year's road-show? (if applicable)**

Answer Options	Response Percent	Response Count
Good, consistent with previous year's event	0.0%	0
Better event than previous year	100.0%	1
Not as good as previous year's event	0.0%	0

**Please give your overall assessment of the road-show**

Answer Options	Response Percent	Response Count
Highly satisfied	0.0%	0
Satisfied	86.7%	13
Dissatisfied	13.3%	2
Highly dissatisfied	0.0%	0

**Finally, will you be attending this event this time next year?**

Answer Options	Response Percent	Response Count
Yes	13.3%	2
Possibly Yes	60.0%	9
No	6.7%	1
Possibly No	20.0%	3



## Appendix 3: Visitors' feedback

Visitors' overall comments						
Answer Options	Totally agree	Agree	Neither agree or disagree	Disagree	Totally disagree	Response Count
The exhibition has met your expectation	32.57%	48.66%	16.39%	0.89%	1.49%	100.00%
The exhibition was well organised	44.59%	43.50%	9.73%	0.79%	1.39%	100.00%

Which stage are you at in preparing for overseas study?		
Answer Options	Response Percent	Response Count
I've decided to choose UK as overseas study destination	20.5%	189
I am still considering the UK and other countries	79.5%	733

If you have decided to study overseas, when do you plan to go?		
Answer Options	Response Percent	Response Count
Within next 6 months	14.4%	124
Within next 2 years	13.7%	118
Within next 1 year	30.6%	264
After next 2 years	41.3%	356



## Appendix 4: Popular marketing channels

### How did you find out about the Pathways to UK Universities 2013?

Answer Options	Response Percent	Response Count
Facebook Education UK Vietnam	22.2%	123
Street banner	16.1%	89
Banner/ Poster at your school	14.3%	79
Newspaper Advertisement	13.7%	76
Online Advertisement	14.6%	81
Schools / Overseas study forums	11.6%	64
British Council Email	22.8%	126
British Council Website	19.5%	108
Friends	37.1%	205

### From which advertising channels did you learn about this exhibition?

Answer Options	Response Percent	Response Count
Hoa Hoc Tro Newspaper	51.1%	224
Tuoi Tre Newspaper	16.0%	70
Weekend Saigon Entrepreneur Newspaper	2.5%	11
Website: www.vnexpress.net	17.4%	76
Website: www.kenh14.vn	20.8%	91
Website: www.dantri.com.vn	13.2%	58