

Education UK Exhibition

Mexico City, Hotel Camino Real Polanco

23-24 February, 2013

Contents

1. Event fact file	3
2. Key statistics	3
3. Impact of marketing plan.....	4
4. Conclusions and follow up	4
4.1 Key recommendations for institutions.....	5
4.2 Key recommendations for the British Council.....	5
Appendix 1: List of participating institutions	6
Appendix 2: Visitors' survey results	7
Appendix 3: Exhibitors' survey results	11
Appendix 4: Advertising and promotion plan (media plan).....	14



The British Council is the author of this report. © 2013 British Council. All rights reserved. This document may not be amended, copied or distributed without express written permission.

1. Event fact file

Mexico City

Venue	Hotel Camino Real Polanco, Mexico City, 23-24 February, 2013
Opening hours	1300-1900 hrs.
Opened by	Lena Milosevic, Director British Council México Judith Macgregor, UK Ambassador to Mexico Plus other representatives of local universities
Stand costs	£2,429 (£2,915 Inc. VAT)
Unique feature to give added value	QR codes to capture student data
Seminars	How to apply for an Undergraduate course in the UK Tips for the IELTS test Funding Opportunities for studying in the UK Tips for applying for a PhD Chevening Scholarships Successful applications for Masters Degrees

2. Key statistics

Attendance	Hotel Camino Real Polanco	
	2013	2012
Saturday, 23 February	1,027	1,061
Sunday, 24 February	863	1,231
Total number of visitors	1,890	2,292
Total number of exhibitors	42	35

Visitors' primary market objectives	Hotel Camino Real Polanco	
	2013	2012
Further Education	3%	4%
Postgraduate	63%	69%
Undergraduate	20%	13%
English course	8%	8%
Other	6%	6%



Demographics of visitors	Hotel Camino Real Polanco	
	2013	2012
Male	47%	49%
Female	53%	51%


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

3. Impact of marketing plan

- The Education UK exhibition in Mexico had a balanced marketing mix which included several channels in order to attract prospective students to the event.
- Over 60 interviews and media mentions were achieved, reaching an estimated audience of around 10 million people on radio, TV, printed press and internet.
- In addition to the presence through editorial content, we had an advertising campaign on a local radio station in Mexico City, newspapers with both local and national distribution, Facebook and public buses in major avenues in Mexico City and Monterrey. A face to face strategy was implemented in Monterrey where talks to students at local schools were implemented.
- A social network strategy was put in place with regular posts on Facebook and Twitter before and during the event.
- Posters and electronic materials were distributed among key universities and schools in regions around the exhibition venues.
- An email shot campaign was created for the Exhibition targeting 21,000+ contacts in the British Council data base.
- A promotion agreement was made with General Training de México, a company that provides English certifications and preparation courses for GRE and GMAT, email shots were sent to their data base of 25,000 contacts.
- The British Ambassador to Mexico, Judith Macgregor, wrote a note for 'Excelsior' a nationwide newspaper on the Education UK Exhibition.
- Constant promotion through our British Council Mexico website.

4. Conclusions and follow up

- PG has remained as the most popular level of study among Mexican students attending the Exhibition
- There has been a continuous increase in demand for UG courses
- Scholarships are important for Mexican students; according to results, 48% of students want a scholarship to pay for their studies.
- However, the percentage of self-funded students including family sponsorship is also very high with 47%.

- 
- Top 5 subject areas are Engineering, Business Administration, Creative Arts, International Relations and Economy.

4.1 Key recommendations for institutions

- We recommend institutions to attend event's briefing as last minute changes could have been made regarding logistics and support.
- We encourage institutions to participate in seminars as a way to enhance promotion to study in the UK.
- Institutions requesting help from local agents and/or alumni should provide names and contact information of all the people that will be at their stand on both days of the Exhibition at least with 2 weeks' notice so we can better meet their needs i.e. name badges.
- Institutions not staying at hotel of the Exhibition will receive welcome packs at event's briefing session.

4.2 Key recommendations for the British Council

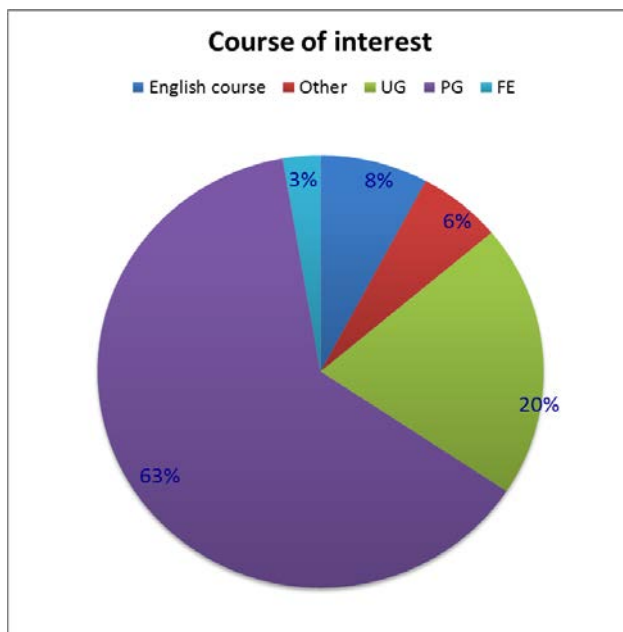
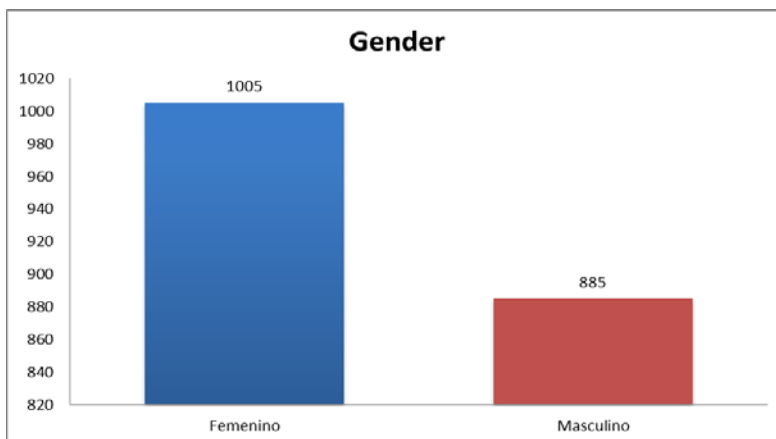
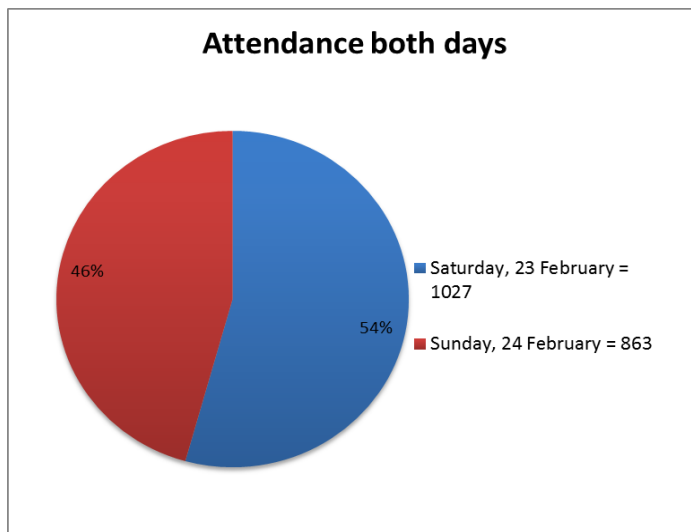
- Avoid clashes with other events in the city
- Scanning student data including place of study and, course of interest and year
- Run a pre-fair session for attendance on entry requirements
- A more in-depth market report at the briefing and the BC's future plans for marketing in Mexico
- Cutting down on VIP time at start and reduce time on first day to maximise student contact opportunities
- Could organise a group meal for all international officers rather than the VIP reception on the Friday night

Appendix 1: List of participating institutions

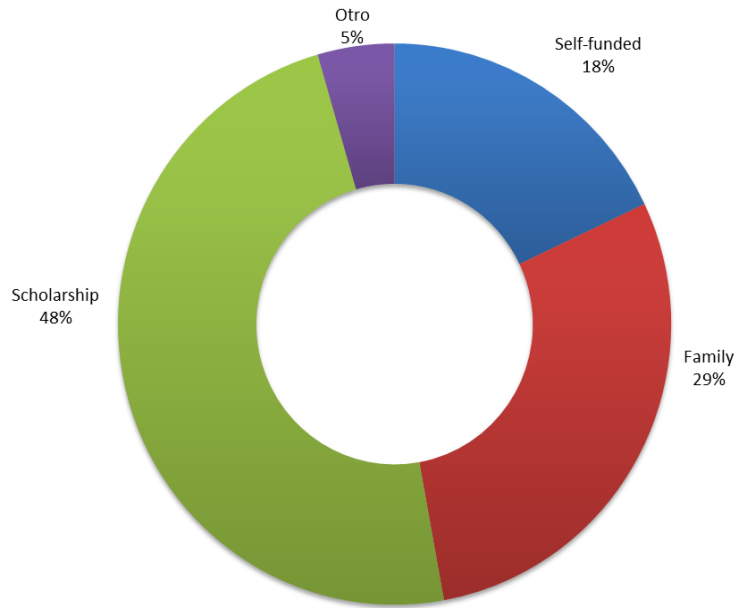
Institutions participating in Mexico City	
Anglia Ruskin University	University of St. Andrews
University of Birmingham	University of the Arts London
Cranfield University	University of the West of England
University of Bath	University of Central Lancashire
University of East Anglia	King's College London
Durham University	Bath Spa University
Edinburgh Napier University	Newcastle University
Keele University	University of Warwick
University of Sussex ISC	University of Bristol
Loughborough University	University of Leeds
De Montfort University	Bournemouth University
The University of Manchester	Birmingham City University
The University of Sheffield	University College London
University College Birmingham	Hult International Business School
University of East London & University of London, Business School	Ruthin School
University of Essex	The University of Nottingham
University of Glasgow	University of Glamorgan
The Glasgow School of Art	University of Edinburgh
University of Leicester	University of Aberdeen
University of Liverpool	Royal Holloway, University of London
The University of Northampton	University of Kent
University of Reading	London School of Business and Finance
University of Southampton	Swansea University



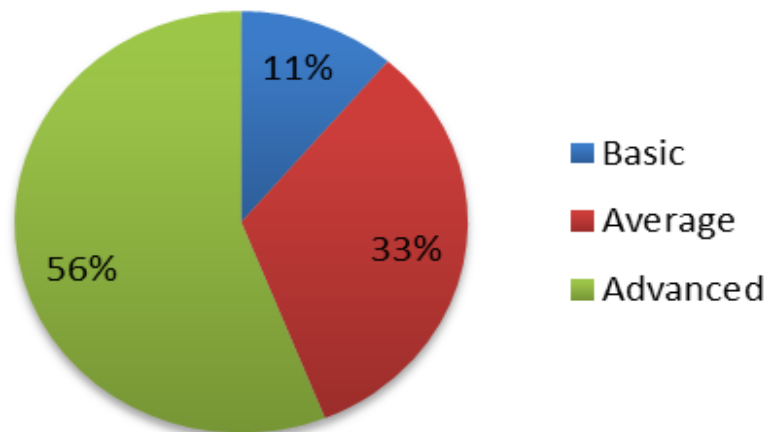
Appendix 2: Visitors' survey results



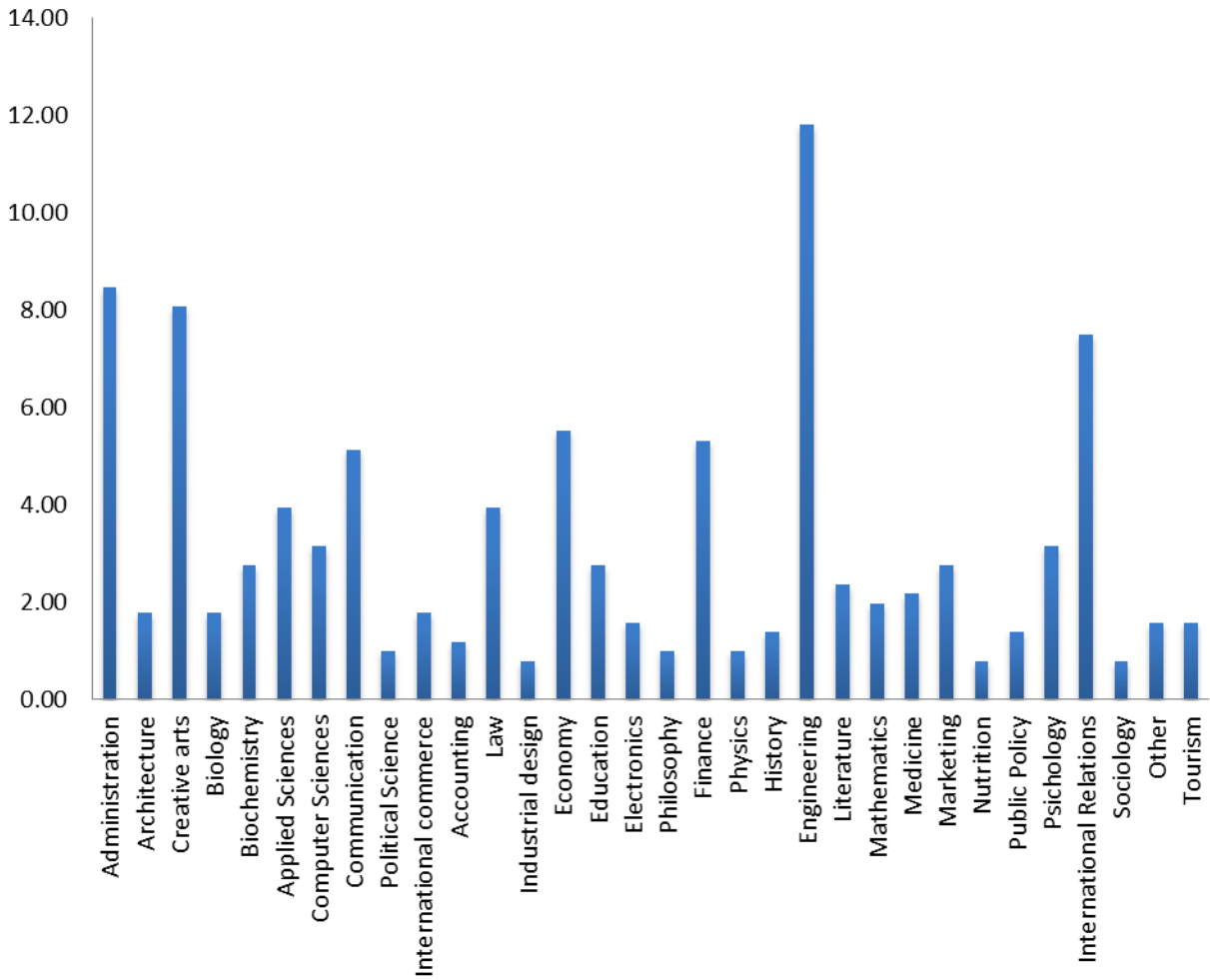
How would you finance your studies?



Level of English

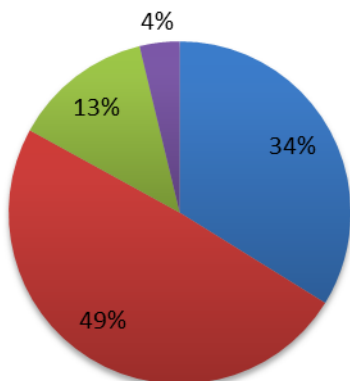


Main subjects

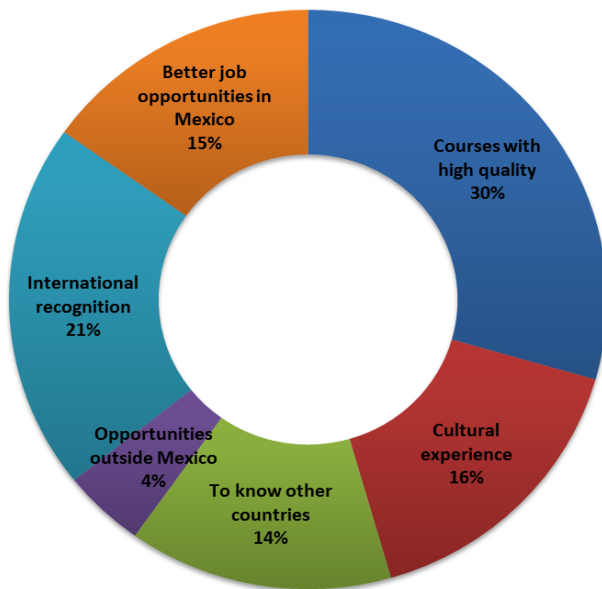


When do you plan to start your studies?

- 6 months or less
- 1 year
- 2 years
- More than 2 years



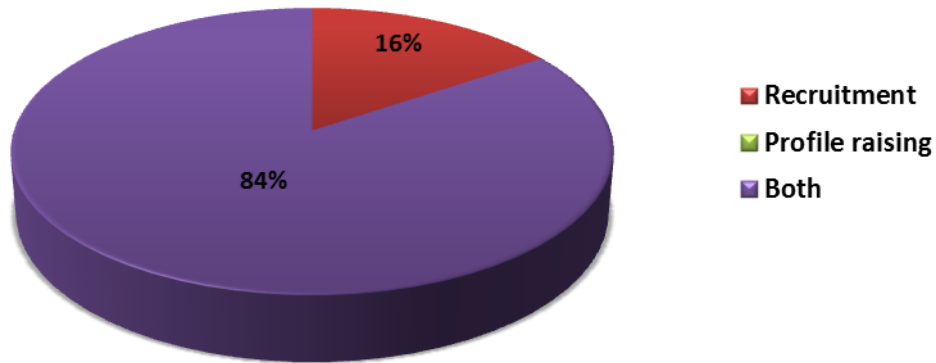
Main reasons to study in the UK



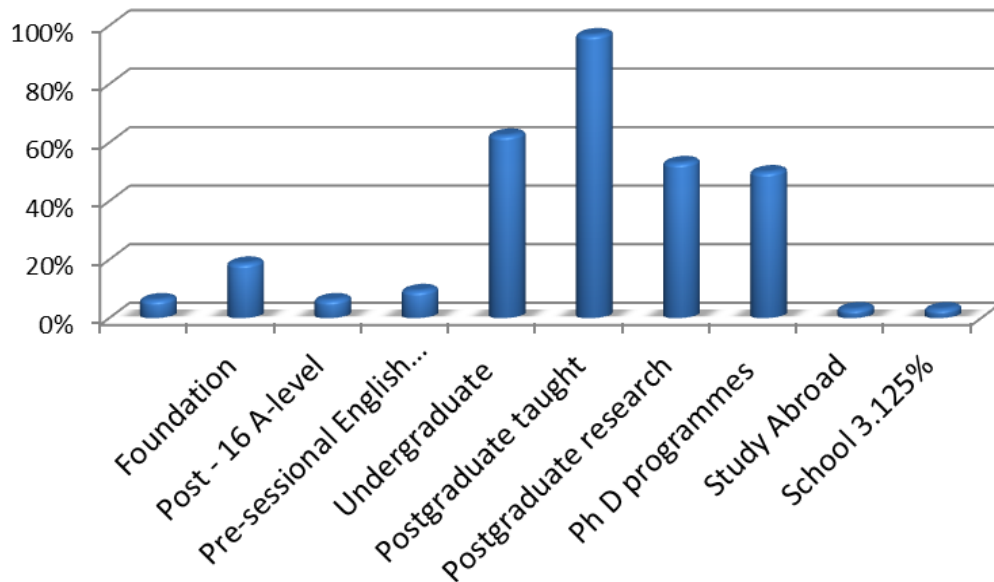


Appendix 3: Exhibitors' survey results

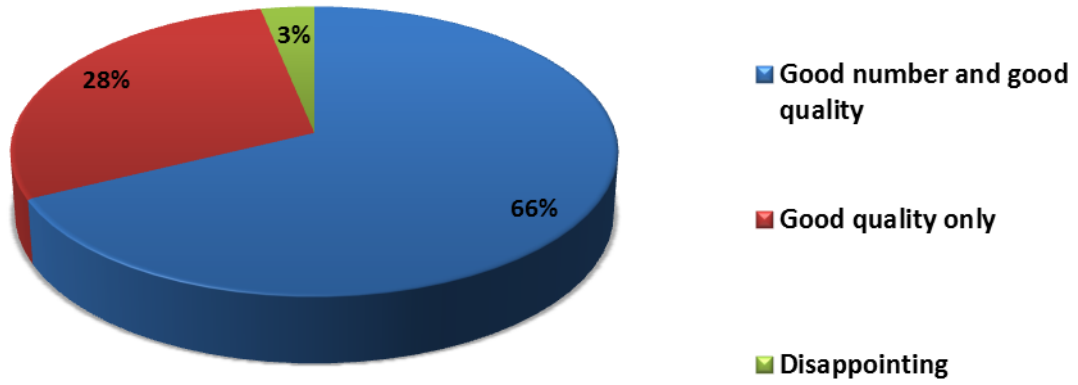
What was your main aim in participating?



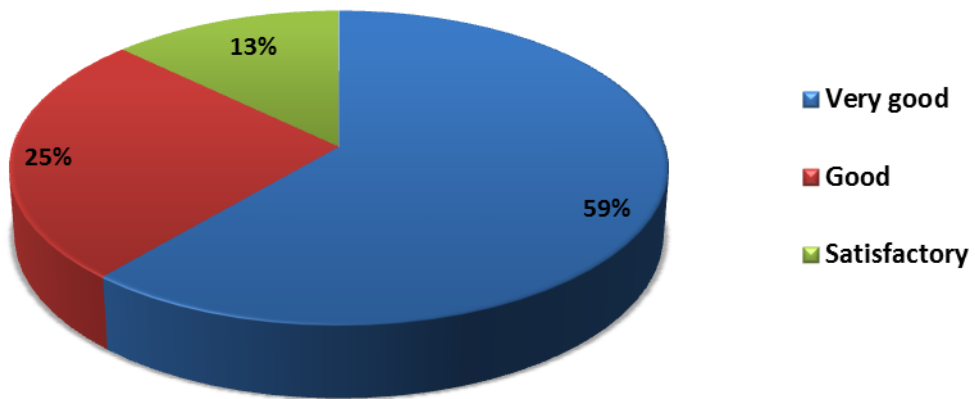
What was your primary market interest in this event?



What is your assessment of the visitors?

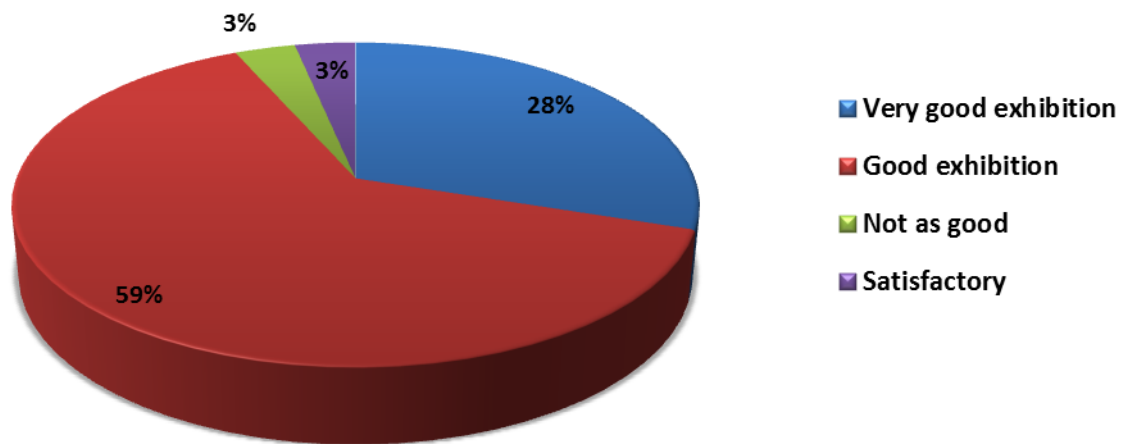


How do you rate the support to your business needs from British Council before and during the event ?

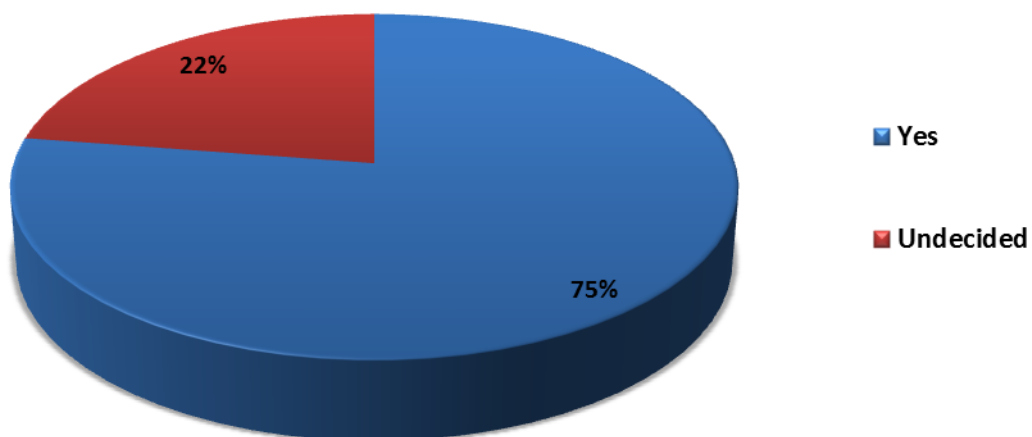




Please give your overall assessment of the Education UK Fair



Will you be attending the next exhibition?



Appendix 4: Advertising and promotion plan (media plan)

Interviews and media mentions		
Media	Number of notes	Percentage
Newspaper	10	16%
Internet	33	52%
Radio	18	29%
TV	2	3%
Total	63	100%

Paid advertising in press

JANUARY	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
						1											
Reforma											1						
															1		
Universal																	1

FEBRUARY	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25
																	1								
Reforma								1													1				
											1							1				1	1	1	
Universal															1					1					
																		1							



Email shot campaign with private sector		
Abott	COMEXI	Infosys
Accival	ConMéxico	Johnson & Johnson
B x +	Cuauhtémoc Moctezuma	La Costeña
Bank of America	Deloitte	Medicus
Baush and Lomb	Fundación Origen	Posadas
BMW México	GNP	Renault
Causa en Común	Honeywell	Sigma Alimentos MTY
CEMEFI	HR Ratings	Sigma Alimentos
CEMEX	Huawei	Tetrapack

Facebook campaign	
Start of campaign	9 February, 2013
End of campaign	26 February
Reach	789,500
Total clicks	10,962