

Think International Education Fair in Warsaw 30 November 2012

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1. Event fact file

Warsaw

Venue and date	30 November 2012 Palace of Culture and Science Broniewski Hall, IV Floor Pl. Defilad 1
Opening hours	11:00 – 15:00
Stand costs	Education UK Partnership members: 624 GBP
Sponsors	IELTS
Unique feature to give added value	<ul style="list-style-type: none">• The only exhibition in Poland which promotes only UK education• The only opportunity for the face to face conversation with the representatives of UK universities, schools and alumni association

2. Key statistics

Attendance	Warsaw	
	Nov 2012	Dec 2011
Total number of visitors	500	400
Further Education	3	-
Higher Education	19	27
IELTS	1	1
BAS (British Alumni)	1	1
Total number of exhibitors	24	29

Visitors' primary market objectives	Warsaw	
	2012	2011
Undergraduate	34%	40%
Postgraduate	5%	10%
Other	0,5%	2%

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



3. Impact of marketing plan

The plan included targeting the following groups:

- **Secondary school students** aged 15 – 19, from medium and high income families, high achievers with international interests and ambitions to study abroad
- **Parents of school age children**, medium to high income, with international outlook and strong focus on increasing their kids' educational opportunities
- **Undergraduate students** aged 19 - 22, with interest to increase their educational opportunities and competitiveness on the labour market through postgraduate (masters and doctoral) studies abroad
- **Graduates and young professionals**, up to 35 years old, interested in enhancing their career with a period of study abroad, including online courses offer

The main focus of the media campaign was around targeted email distributions and school visits. 500 posters and 3000 flyers were printed and distributed strategically, mainly around schools and colleges. We used two of the most popular Polish portals and TV channels for promotion as well as social media like Facebook. A full media plan can be found in Appendix 3.

4. Conclusions and follow up

4.1 Recommendations for institutions

- To coordinate hotel booking with BC to avoid double-booking or situations when institutions first book a hotel on their own and then change their mind and want to join the group when it is already impossible. Good hotels in Poland are often fully booked and if BC cannot provide names and booking confirmation by the deadline, we are asked to give up these rooms.

4.2 Recommendations for British Council

- To enhance visibility of boarding schools and colleges
- To prepare and send the seating plan to exhibitors in advance
- To change timing from a weekday to Saturday and extend the duration from 4 to 8 hours
- To print handouts for visitors (layout, brochure)
- To organise additional activities like seminar programme
- To organise market briefing for the exhibitors
- To promote Student Decision Making Survey more widely
- To improve navigation in the building
- We have not used pre-registration system so far but are considering using it before the next fair this Autumn.

Most of these recommendations come from British Council self-evaluation.



Appendix 1: List of participating institutions

1	Abbey DLD Group of Colleges
2	Bosworth Independent College
3	Cardiff Sixth Form College
4	Cardiff University
5	Coventry University
6	Imperial College London
7	Kaplan International
8	Kings College London
9	London Metropolitan University
10	London School of Business and Finance
11	London South Bank University
12	Loughborough University
13	Northumbria University
14	Swansea University
15	University of Bedfordshire
16	University College London
17	University of Essex
18	University of Glamorgan
19	University of Kent
20	University of Leicester
21	University of Salford
22	University of Wales Trinity Saint David



Appendix 2: Exhibitors' survey results

Warsaw

How do you evaluate the accommodation?

<input type="radio"/> Excellent	4
<input type="radio"/> Good	6
<input type="radio"/> Adequate	1
<input type="radio"/> Poor	
<input type="radio"/> N/A	2

How do you evaluate the exhibition venue?

<input type="radio"/> Excellent	5
<input type="radio"/> Good	8
<input type="radio"/> Adequate	
<input type="radio"/> Poor	
<input type="radio"/> N/A	

How do you evaluate attendance?

<input type="radio"/> Excellent	4
<input type="radio"/> Good	6
<input type="radio"/> Adequate	3
<input type="radio"/> Poor	
<input type="radio"/> N/A	

Enquiries were mainly:

<input type="radio"/> UG	12
<input type="radio"/> PG	1
<input type="radio"/> Other	1
<input type="radio"/> N/A	

Number of serious enquiries (roughly)

<input type="radio"/> UG	170
<input type="radio"/> PG	26
<input type="radio"/> Other	2
<input type="radio"/> N/A	



Did the Exhibition in Warsaw meet your expectations?

<input type="radio"/> Better than expected	4
<input type="radio"/> Exactly as I expected	5 (You are brilliant!)
<input type="radio"/> Not as good as I expected	3
<input type="radio"/> None of the above, I didn't know what to expect	1

If you decided to come to Poland next year, what would be your preferred

Month Nov/Dec; after German tour; immediately after German tour; late Nov; March; September; I would expect the British Council to advise us when was the best; current timing is OK; July; May

Day of the week Saturday; Thursday; Friday; Thursday-Friday

What are the subjects your university would like to pursue/promote? Please list.

Languages, design, events, sports, London campus

Business, Biomedical Science, Law, Psychology/Criminology

Business, Architecture, Psychology, Arts, International Relations, Computing, Accounting, Banking & Finance, Media & Performance, Engineering, Health Science, Arts& Humanities, Languages, Nursing

Classics, Creative arts, Performing arts, cultural studies

Geography, Mathematics, Physics, Biosciences

CFA, Economics, ACCA

To what extent do you agree or disagree with the following statement:

“British Council is a leader in International Education Marketing”?

<input type="radio"/> Strongly agree	4
<input type="radio"/> Agree	6
<input type="radio"/> Neither agree nor disagree	2
<input type="radio"/> Disagree	
<input type="radio"/> Strongly disagree	

To what extent has this perception changed as a result of attending Higher Education Fair in Warsaw?

o Much improved	
o Improved	2
o Not changed	10
o Worsened	
o Much worsened	

How likely are you to recommend British Council to a colleague or friend?

10 (most likely)	3
9	1
8	5
7	1
6	1
5	2
4	
3	
2	
1 (least likely)	

Podsumowanie

Please tick the relevant boxes and/or provide comments to indicate the services you would be interested in.

Direct Marketing	8
Consultancy	4 We are in need of a lot of data + market research so we are very interested (Kaplan) / Possibly
F2F Briefings	3 Not sure what it means
TNE services	4 We want to do a lot more in this area, please can you send me details? (Kaplan)
Exhibitions	12 More British Council events. They are well run.
Other	My little project in partnership with you of course (Coventry). School/ college/university visits and partnership Support/advice ...agents.(Swansea)

Appendix 3: Advertising and promotion (media plan)

In order to reach our target groups we focused on a variety of promotion methods:

- Digital: two main Polish portals ONET and Virtual Poland
- British Council Poland website: 372,777 unique visitors per year
- Facebook: reaching 10,000 fans; Fan coupon on British Council Facebook page
- Promotion of Fairs during Breakfast Show of the largest Polish public TV channel TVP1 (audience about 1 million)
- 500 posters distributed on pillars in places most commonly visited by students
- 3000 leaflets distributed at schools and universities
- Targeted mailing done by Virtual Poland to schools in Warsaw and Łódz areas
- Electronic newsletter with information on Warsaw Fairs and possibilities of studying in the UK, including specific offers from individual universities.
 - Reach: 17,478 subscribers.
- Targeted mailing by BC to 1700 secondary schools in Poland
- Targeted mailing to International Cooperation Offices (136) and Career Offices (174) in Polish universities; Libraries (199) and Language Schools (150)
- British Alumni Society website about 3000 visits per week and Facebook (275 fans)
- Media mentions

Publication date	Media	University	City	Title of publication
08/11/2012	newsletter	Centrum Karier Collegium Civitas	Warszawa	Uczelnie brytyjskie w Warszawie już 30 listopada
09/11/2012	web	Biuro Karier Uniwersytetu w Białymstoku	Białystok	Uczelnie brytyjskie w Warszawie już 30 listopada
09/11/2012	web	Biuro Karier Uniwersytetu Przyrodniczego	Wrocław	Targi Edukacyjne w Warszawie – szansa na spotkanie z przedstawicielami brytyjskich uczelni
09/11/2012	web	Biuro Karier Państwowej Wyższej Szkoły Zawodowej w Lesznie	Leszno	Uczelnie brytyjskie w Warszawie już 30 listopada
09/11/2012	newsletter	Biuro Karier Państwowej Wyższej Szkoły Zawodowej w Lesznie	Leszno	Uczelnie brytyjskie w Warszawie już 30 listopada
09/11/2012	web	Biuro Karier Politechniki Warszawskiej	Warszawa	Uczelnie brytyjskie w Warszawie już 30 listopada
09/11/2012	newsletter	Biuro Karier Politechniki Warszawskiej	Warszawa	Uczelnie brytyjskie w Warszawie już 30 listopada
09/11/2012	web	Bielska Wyższa Szkoła	Bielsko-Biała	Uczelnie brytyjskie w Warszawie już 30

				listopada - informacja British Council
09/11/2012	web	Biuro Karier UMCS	Lublin	Uczelnie brytyjskie w Warszawie już 30 listopada - informacja British Council
09/11/2012	web	Biuro Karier Akademii Wychowania Fizycznego	Poznań	Brytyjskie uczelnie w Warszawie Targi Edukacyjne 2012
09/11/2012	web	Akademickie Centrum Kariery Uniwersytetu Ekonomicznego	Kraków	Brytyjskie uczelnie w Warszawie - Targi Edukacyjne 2012
09/11/2012	web	Uniwersytet Ekonomiczny	Kraków	Brytyjskie uczelnie w Warszawie - Targi Edukacyjne 2012
09/11/2012	web	Biuro Karier Uniwersytetu Wrocławskiego	Wrocław	Brytyjskie uczelnie w Warszawie Targi Edukacyjne 2012
09/11/2012	web	Biuro Karier Politechniki Śląskiej	Katowice	Brytyjskie uczelnie w Warszawie Targi Edukacyjne 2012
09/11/2012	web	Studenckie Biuro Karier Profil	Łódź	Brytyjskie uczelnie w Warszawie Targi Edukacyjne 2012
09/11/2012	web	Biuro Karier Uniwersytetu Rzeszowskiego	Rzeszów	Brytyjskie uczelnie w Warszawie Targi Edukacyjne 2012
09/11/2012	web	Uniwersytet Medyczny w Lublinie	Lublin	Brytyjskie Uczelnie w Warszawie - Targi Edukacyjne 2012
09/11/2012	web	Wyższa Szkoła Społeczno-Ekonomiczna	Gdańsk	Brytyjskie uczelnie w Warszawie Targi Edukacyjne 2012
09/11/2012	web	Wyższa Szkoła Ekonomiczno-Humanistyczna	Bielsko-Biała	Targi Edukacyjne 2012 - Brytyjskie Uczelnie w Warszawie- nieaktualne
12/11/2012	web	Centrum Praktyk i Karier Studentów i Absolwentów Politechniki Poznańskiej	Poznań	Brytyjskie uczelnie w Warszawie Targi Edukacyjne 2012
12/11/2012	web	Biuro Karier Politechniki Krakowskiej	Kraków	Brytyjskie uczelnie w Warszawie Targi Edukacyjne 2012
12/11/2012	web	Akademickie Biuro Karier Zawodowych Uniwersytetu Łódzkiego	Łódź	Brytyjskie uczelnie w Warszawie - Targi Edukacyjne 2012!
12/11/2012	Facebook	Akademickie Biuro Karier Zawodowych Uniwersytetu Łódzkiego	Łódź	Brytyjskie uczelnie w Warszawie - Targi Edukacyjne 2012!
12/11/2012	web	Biuro Karier Wydziału Zarządzania Uniwersytet Warszawski	Warszawa	Brytyjskie uczelnie w Warszawie - Targi Edukacyjne 2012!

13/11/2012	web	Serwis Kariera SGH	Warszawa	Brytyjskie uczelnie w Warszawie - Targi Edukacyjne 2012!
13/11/2012	newsletter	Wielkopolska Wyższa Szkoła Turystyki i Zarządzania	Poznań	Brytyjskie uczelnie w Warszawie - Targi Edukacyjne 2012!
13/11/2012	web	Biuro Karier UMK	Toruń	Brytyjskie uczelnie w Warszawie - Targi Edukacyjne 2012!
16/11/2012	newsletter	Biuro Karier UMK	Toruń	Brytyjskie uczelnie w Warszawie - Targi Edukacyjne 2012!
14/11/2012	Facebook	Biuro Karier UAM	Poznań	Study in the UK? Why not? Brytyjskie uczelnie w Warszawie: Piątek za tydzień, 30 listopada - godz.11–15, Pałac Kultury i Nauki w Warszawie (sala Broniewskiego, IV piętro). Wstęp wolny.
15/11/2012	web	Biuro Karier UW	Warszawa	Targi Edukacyjne 2012
15/11/2012	web	Wydział Nauk Społecznych i Dziennikarstwa Dolnośląskiej Szkoły Wyższej	Wrocław	Brytyjskie uczelnie w Warszawie - Targi Edukacyjne 2012!
15/11/2012	web	Biuro Karier UKSW	Warszawa	Brytyjskie uczelnie w Warszawie - Targi Edukacyjne 2012!
15/11/2012	web	Akademickie Biuro Karier Uniwersytetu Medycznego we Wrocławiu	Warszawa	Brytyjskie uczelnie w Warszawie - Targi Edukacyjne 2012!
15/11/2012	web	Wyższa Szkoła Społeczno-Ekonomiczna	Gdańsk	Brytyjskie uczelnie w Warszawie Targi Edukacyjne 2012
23/11/2012	web	edulandia.pl		Brytyjskie uczelnie w Warszawie
28/11/2012	web	warszawa.dlastudenta.pl		Brytyjskie uczelnie w Warszawie