

# Pathways to the World

## Education UK Exhibition Manila 2013

16 February 2013

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## 1. Event fact file

### Manila

<b>Venue</b>	Intercontinental Hotel, Makati City, 15 February 2013																												
<b>Opening hours</b>	2pm to 7pm																												
<b>Stand costs</b>	GBP 1,117.00																												
<b>Seminars</b>	<table border="1"> <thead> <tr> <th>Time</th> <th>Presenting Institution</th> <th>Title</th> </tr> </thead> <tbody> <tr> <td>3:00 pm</td> <td>University of Warwick</td> <td>Successful Application to UK Masters Programmes</td> </tr> <tr> <td>3:30 pm</td> <td>Bradford College</td> <td>Studying at a UK College</td> </tr> <tr> <td>4:00 pm</td> <td>Northumbria University</td> <td>Fashion Studies in the UK: 'Good fashion should always be based on a reasoned argument'</td> </tr> <tr> <td>4:30 pm</td> <td>University of Nottingham - Malaysia</td> <td>Earning UK degree outside the UK</td> </tr> <tr> <td>5:00 pm</td> <td>London School of Commerce</td> <td>Tips on Affordable London Student Life and Obtaining a Bursary to Reduce Tuition Fees</td> </tr> <tr> <td>5:30 pm</td> <td>Mander Portman Woodward</td> <td>Essential Preparation for Undergraduate Applications to Top UK Universities</td> </tr> <tr> <td>6:00 pm</td> <td>University of Northampton</td> <td>The Student Survival Guide to the UK</td> </tr> <tr> <td>6:30 pm</td> <td>BPP University College /Waltham Forest College</td> <td>How to Maximize Your Investment in your Pursuit of UK Education</td> </tr> </tbody> </table>		Time	Presenting Institution	Title	3:00 pm	University of Warwick	Successful Application to UK Masters Programmes	3:30 pm	Bradford College	Studying at a UK College	4:00 pm	Northumbria University	Fashion Studies in the UK: 'Good fashion should always be based on a reasoned argument'	4:30 pm	University of Nottingham - Malaysia	Earning UK degree outside the UK	5:00 pm	London School of Commerce	Tips on Affordable London Student Life and Obtaining a Bursary to Reduce Tuition Fees	5:30 pm	Mander Portman Woodward	Essential Preparation for Undergraduate Applications to Top UK Universities	6:00 pm	University of Northampton	The Student Survival Guide to the UK	6:30 pm	BPP University College /Waltham Forest College	How to Maximize Your Investment in your Pursuit of UK Education
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## 2. Key statistics

Attendance	Manila		
	2013	2012	2011
Day 1	389	201	284
Day 2	NA	378	386
<b>Total number of visitors</b>	389	579	670
Further Education	1	1	1
Higher Education	16	16	17
Pre-university	1	1	0
Summer School	1	0	0
English/Grammar School	2	0	0
UCAS	0	0	0
Visa	0	0	0
<b>Total number of exhibitors*</b>	21	18	18

Visitors' primary market objectives	Manila		
	2013	2012	2011
Bachelors	119	204	239
Masters	213	264	345
PhD	33	40	59
Summer Courses	45	54	57
Certificate/non-deg/NVQ	57	75	91
Foundation	14	14	26
Demographics of visitors	Manila		
	2013	2012	2011
Male	136	208	242
Female	247	352	419

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

### 3. Impact of marketing plan

This year, using information from visitors at last year's Education UK Exhibition, we put more focus on social media promotion. Some efforts were conducted to boost social media activity and engagement. Materials were sought from exhibitors to promote the event. However, ads on national dailies were still maintained to reach the other segments of the market.

Copies of fliers were also included in all outgoing correspondence from the Examinations Department. This may have resulted in a significant number of attendees knowing about the event through friends and relatives.

We have also collected information about scholarships from exhibitors beforehand. Printed copies were distributed to visitors to read before coming into the exhibition. It was noted that at previous exhibitions, questions about scholarships have been persistent. Distributing the copies enabled the visitors to narrow down their choices and formulate more specific questions.

A comic strip material was also distributed detailing the differences between UK and Philippine education systems. It also included options for Filipinos if they wish to pursue undergraduate or postgraduate studies in the UK. This gave clearer information to visitors.

We have decided to make the exhibition a one-day weekend affair compared to previous years' events when we had them on a Friday and Saturday. Despite the statistical reduction in actual attendance, the exhibitors found the number and quality very good. Visitors asked the right questions and the crowd was just right, eradicating the pressure to finish up conversations to accommodate other visitors.



## 4. Conclusions and follow up

### 4.1 Key recommendations for institutions

With regard to social media promotion, it is highly recommended that exhibitors take advantage of this opportunity presented by British Council Philippines. As exhibitors are given the leeway for the photos and content that relate to the promotion of their attendance at the exhibition, they can actually manage their messaging for the market.

New areas or subjects of interests are gaining attention. Short courses are also becoming popular. Prospective exhibitors should look into this in terms of creating their plans to promote to the market or at the exhibition.

### 4.2 Key recommendations for the British Council

The subject matrix listing the subject areas offered by the exhibitors should be made more user-friendly. The current template is quite extensive and is not easy on the eyes of the reader.

On-site registration procedures need to be reassessed to ascertain if exhibitors need to know particular details about the visitors at their booths—like subject of interest and educational level attained.

The new hotel venue presented better access for visitors compared to other hotels previously used in Makati.



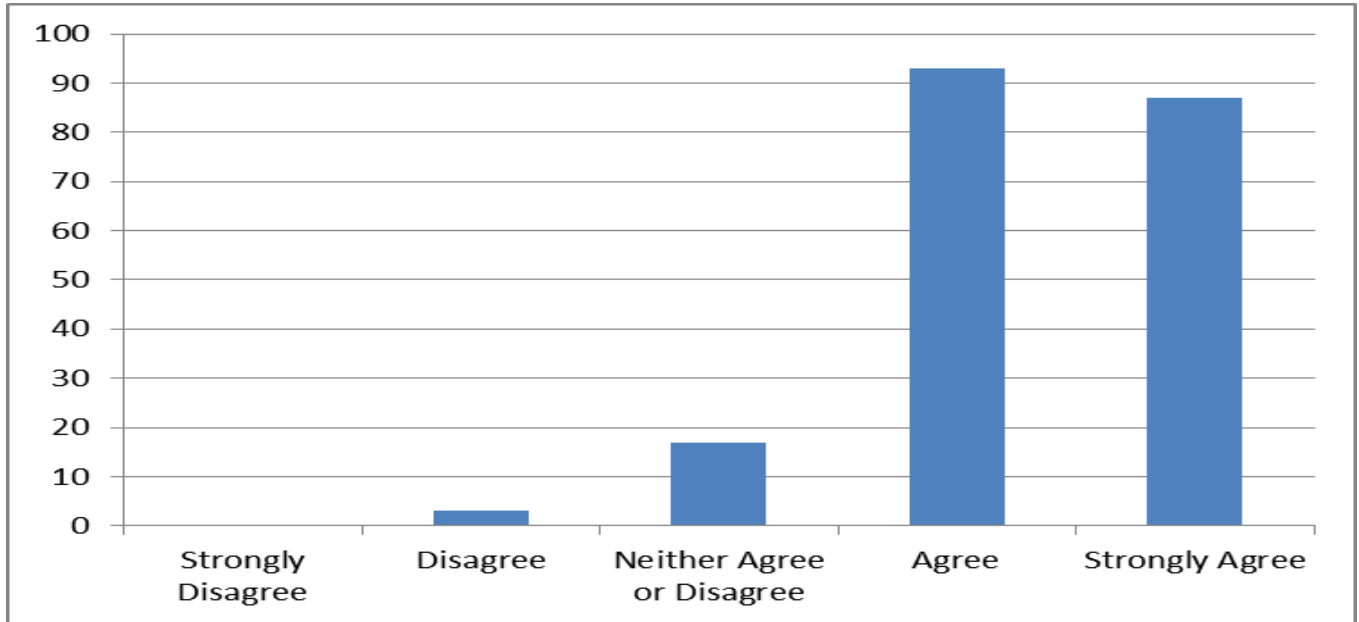
## Appendix 1: List of participating institutions

Anglia Ruskin University  
Bangor University  
Bede's Summer School  
BPP University College  
Bradford College  
Chase Grammar School  
City of London College  
HULT International Business School  
Kensington College of Business  
London School of Commerce  
Mander Portman Woodward  
Mayfair School of English  
Northumbria University  
University of Bedfordshire  
University of Glamorgan  
University of Northampton  
University of Nottingham - Malaysia  
University of Sunderland  
University of the Arts London  
University of Warwick  
Waltham Forest College

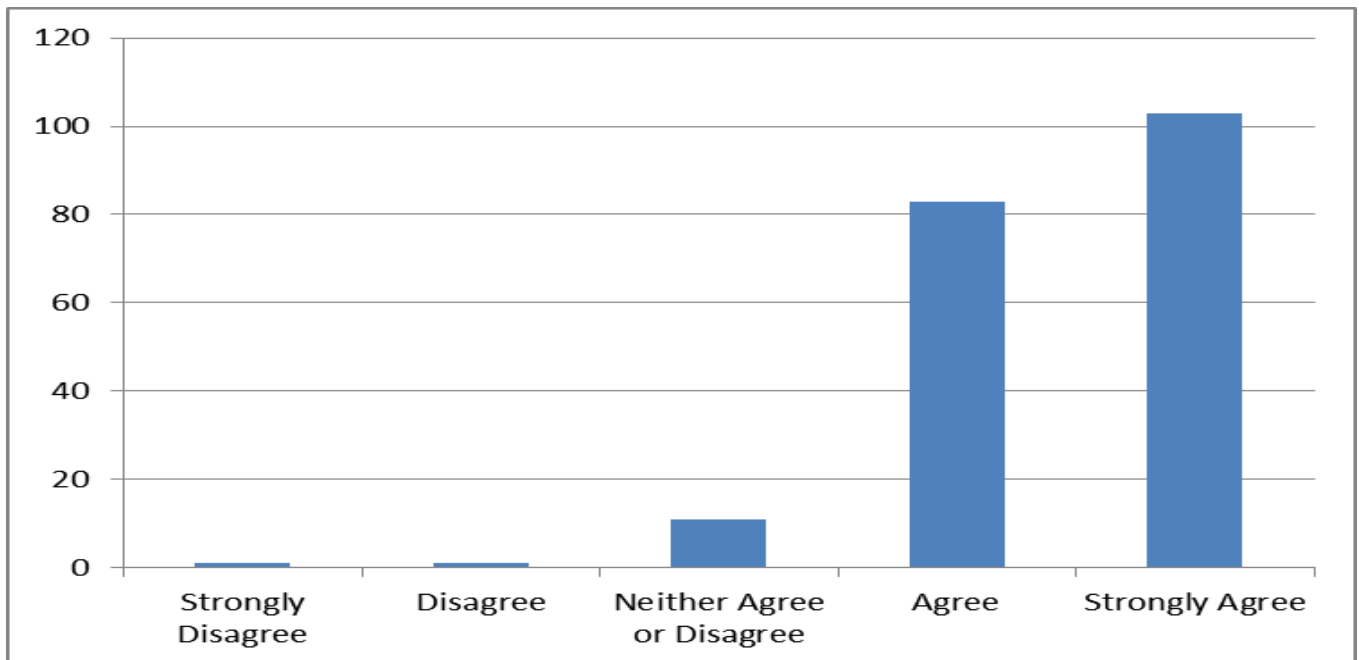


## Appendix 2: Visitors' survey results

### This event met my expectations



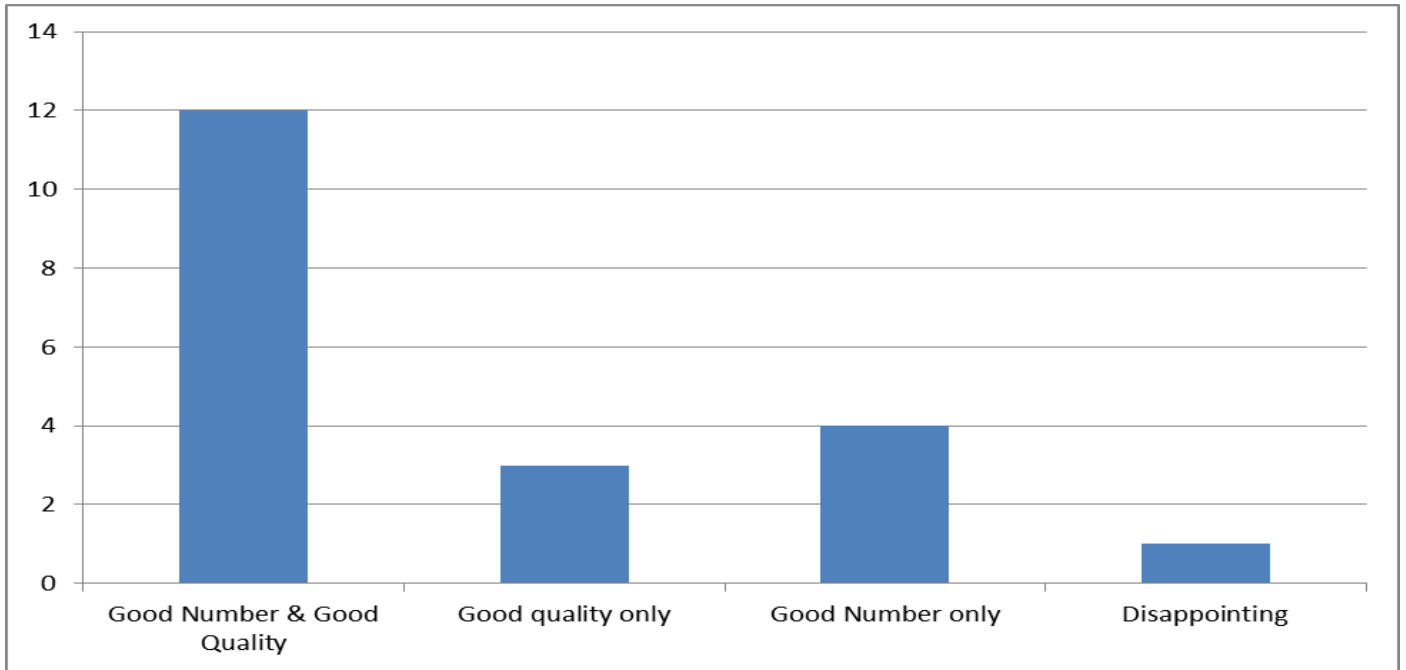
### This was a high quality event



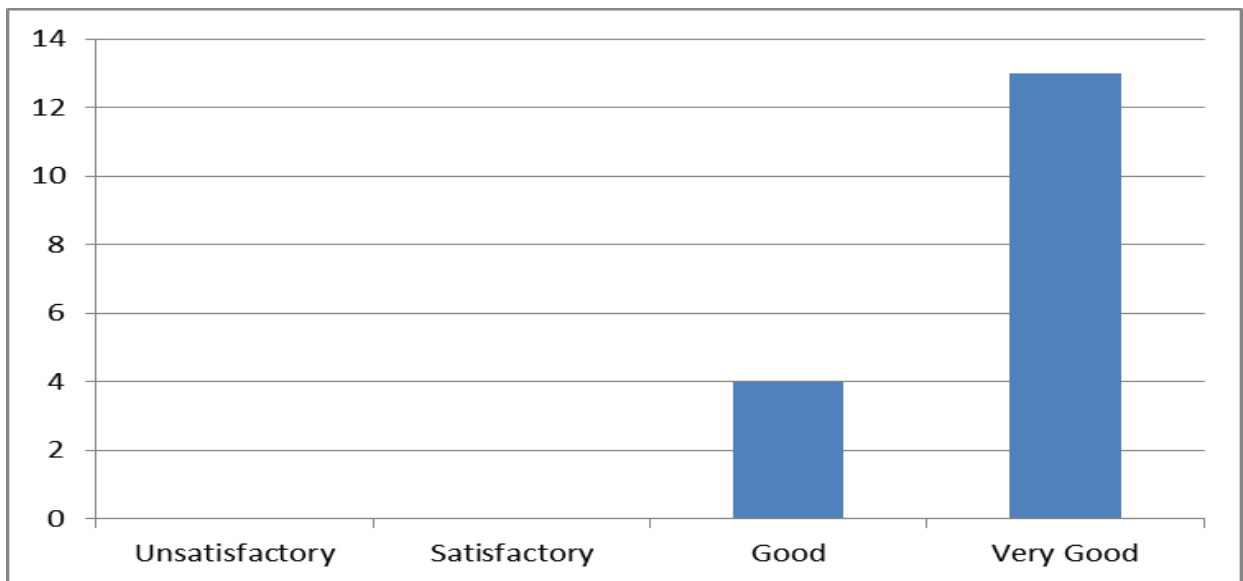


## Appendix 3: Exhibitors' survey results

### Assessment of visitors



### Support for business needs



## Overall assessment

