



Where great journeys begin

Education UK Virtual Exhibition Vietnam 2012

EVENT REPORT

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1. Event fact file

Online platform	http://StudyinUK.edu.vn
Event period	25 May – 31 May
Leading time	From 15 May
Number of visits	8,565
Unique visitors	6,473
Pageviews	30,338
Number of registered students	490
Number of students registering for chat sessions	223
Number of registrations for chat sessions	1344 <i>Please note that one student might register for many chat sessions of one institution, or of many institutions.</i>
Number of Offline questions	282
Number of chat sessions done by exhibitors	215
Number of chat sessions done by the British Council	6

2. Promotional plan

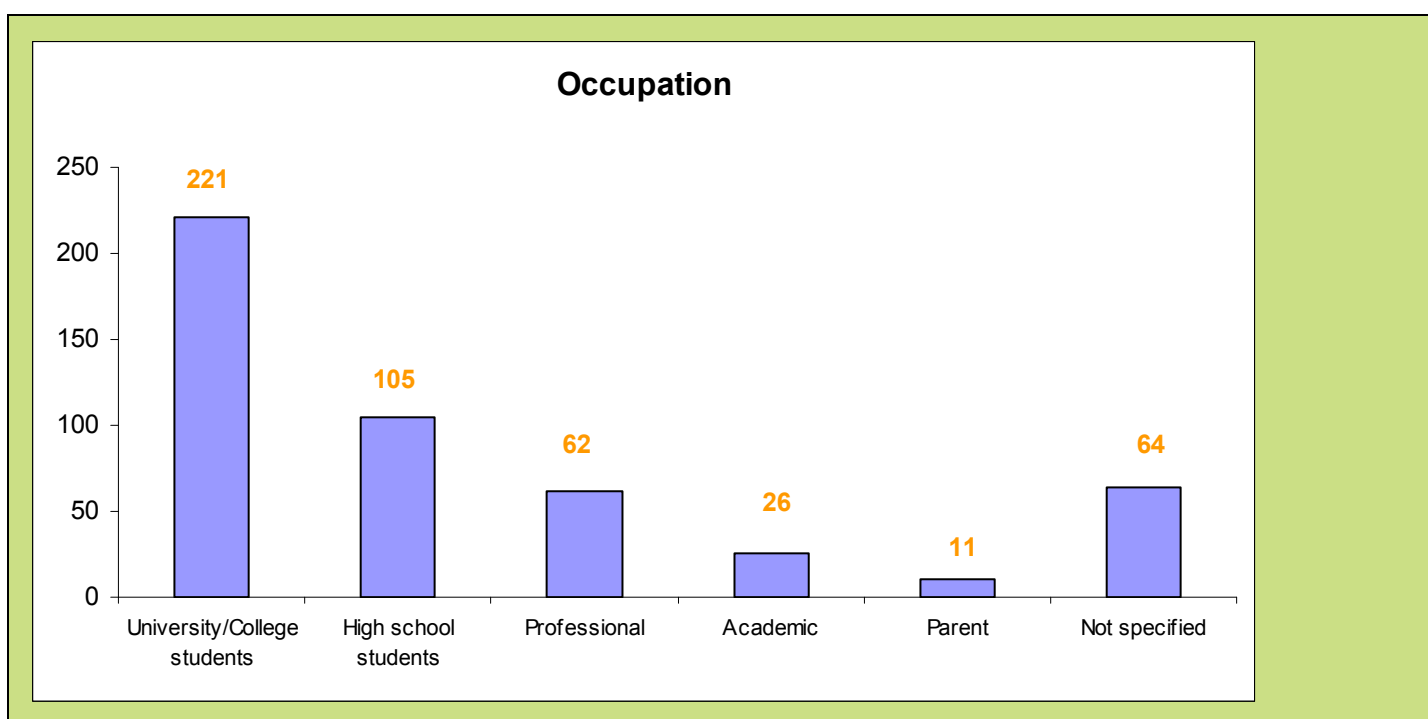
Name	Format
Social Media	
Education UK Facebook	Information was posted on Facebook on a daily basis, which had potential reach to over 11,000 'Likes'
IELTS Facebook	
Print	
Tuoi tre newspaper	Adverts of ½ colour page on 21 & 28 May
Hoa Hoc Tro magazine	Adverts of full page on 21 & 28 May
Fliers	800 fliers which were delivered at the UK Alumni Smart Talk, 'Black Voices' music performance
Online	
www.vnexpress.net	Online banners on 'Study abroad' and 'Social' pages from 18 – 28 May



www.dantri.vn	Banner on 'Social' page from 23 – 29 May
www.kenh14.vn	Banner on homepage from 16 – 22 May
E-poster	E-poster was sent to British Council's database of 10,000 potential students
Advertorial	
http://vnexpress.net/gl/xa-hoi/co-hoi-du-hoc/2012/05/trien-lam-truc-tuyen-ve-giao-duc-anh/	Advertorial about opportunities to study in the UK and the event
http://dantri.com.vn/c25/s146-596262/trien-lam-truc-tuyen-ve-giao-duc-anh-lan-dau-tien-duoc-to-chuc-tai-viet-nam.htm	Advertorial about opportunities to study in the UK and the event
Others	
Outreach activities preceding the event	UK Alumni Smart Talks were organised at Luong The Vinh and Vung Tau high schools. These schools are in surrounding provinces of Ho Chi Minh City which are Dong Nai & Vung Tau. These two cities are seen to have sent students to the UK after Ho Chi Minh City.

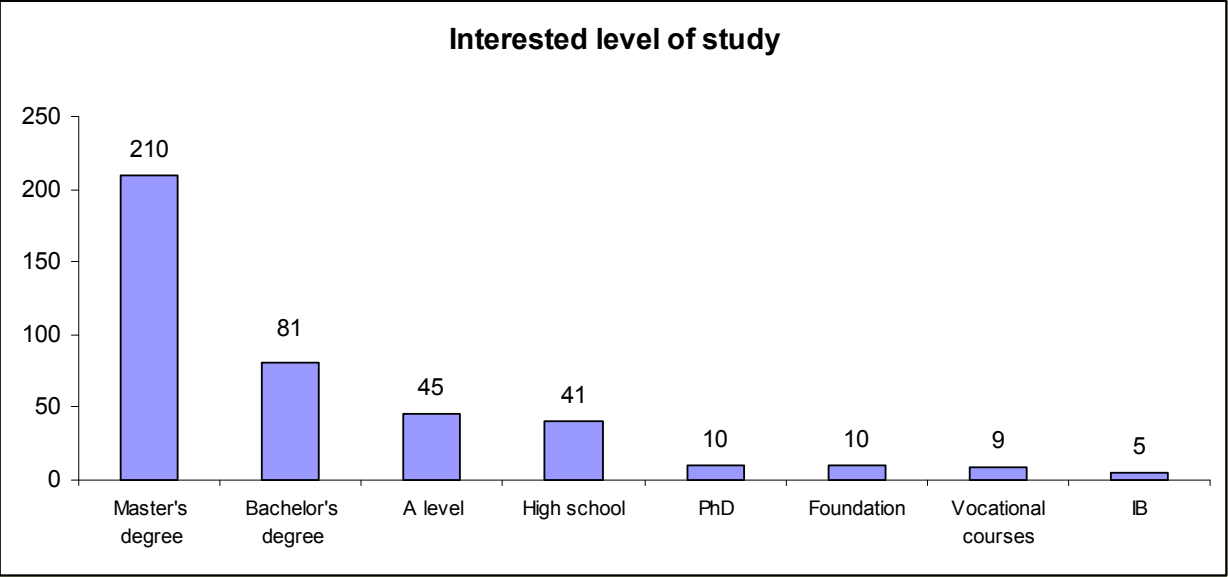
3. Analysis of registered students

- Total number of students registering an account is 490. 46% of them registered for chat sessions.
- Below is a further breakdown analysis about students' profiles.

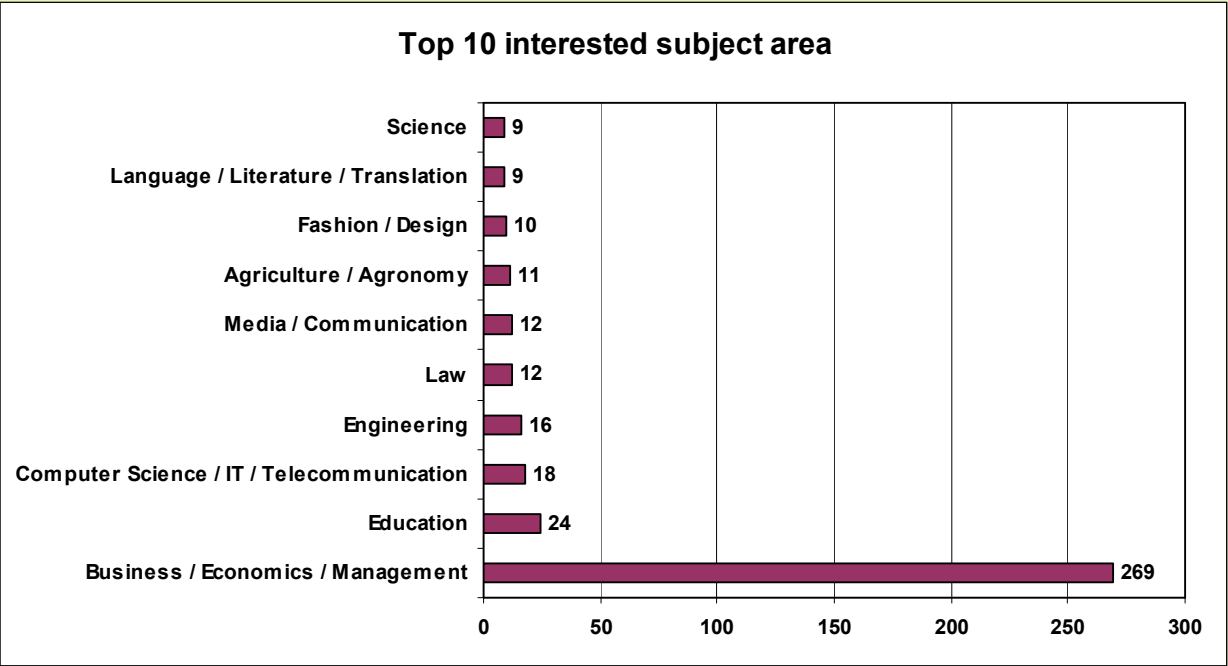




Interested level of study

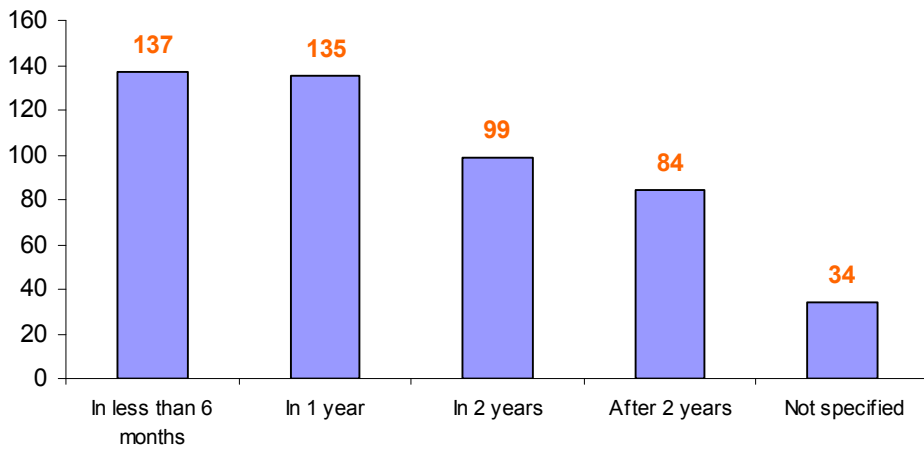


Top 10 interested subject area

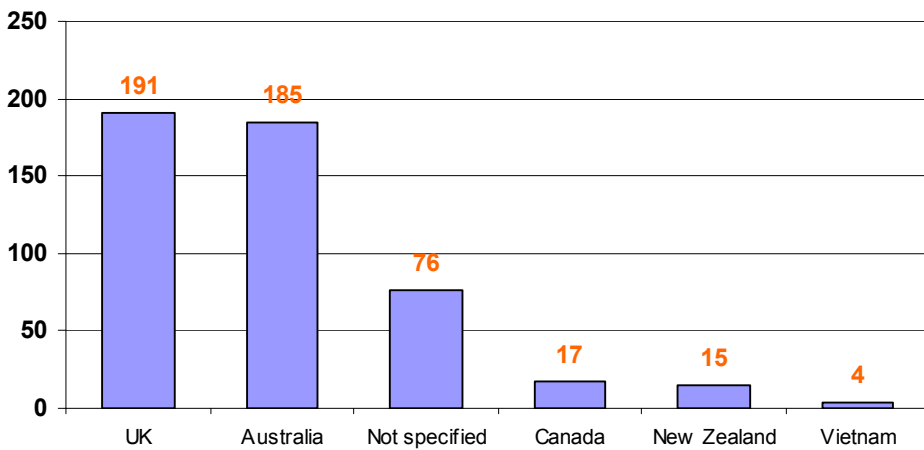




Expected time to study abroad



Countries considered for overseas study

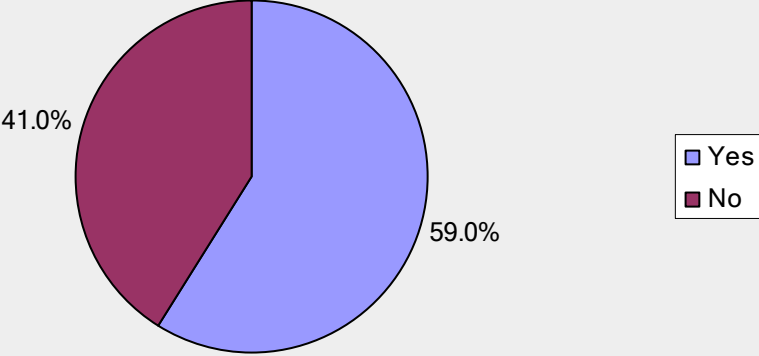


4. Feedback from visitors

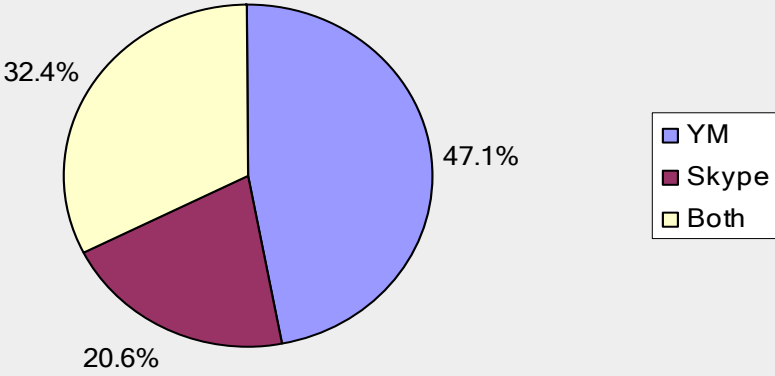
61 students filled in the visitor survey



Did you chat with UK exhibitors?



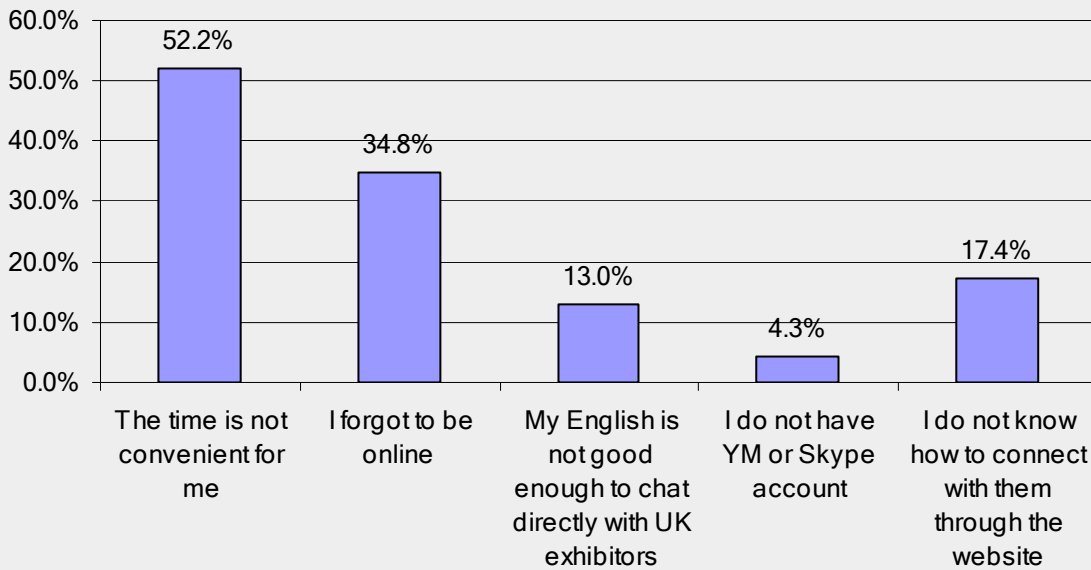
Did you chat via Yahoo Messenger (YM) or Skype?



For those who did not chat with UK exhibitors:



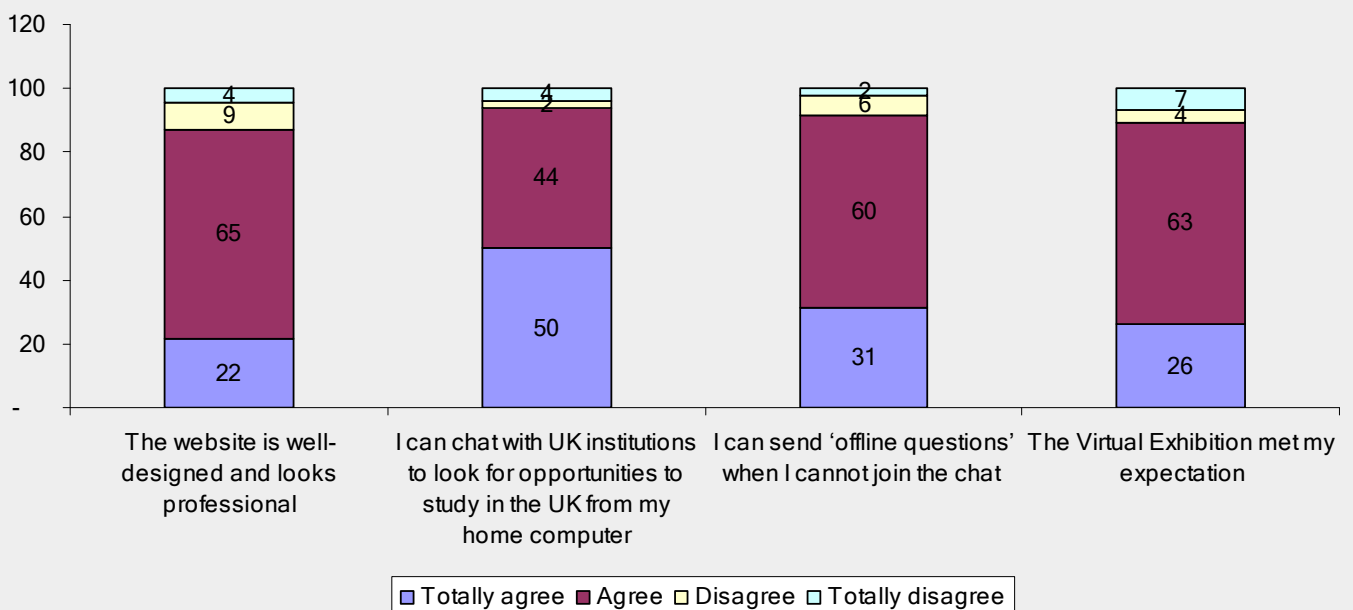
Why did you not chat with UK exhibitors?



Recommendations

- **Timing:** narrow down the time when the virtual exhibition actually takes place. This is to ensure that students know what time they should be online. The recent event was just opened 7/24 which may give students the feeling that 'OK. There's plenty of time, so I will be online soon today. Or I can be online tomorrow...'
- **Reminder system:** there will be more frequent reminders via SMS/email everyday before event time
- **User guidance:** the guidance for users will be made more accessible right on the homepage next time. The guidance may include information about creating chat account, connecting with UK exhibitors, and asking for support if needed, etc.

'I like the Virtual Exhibition because...'



Additional comments:

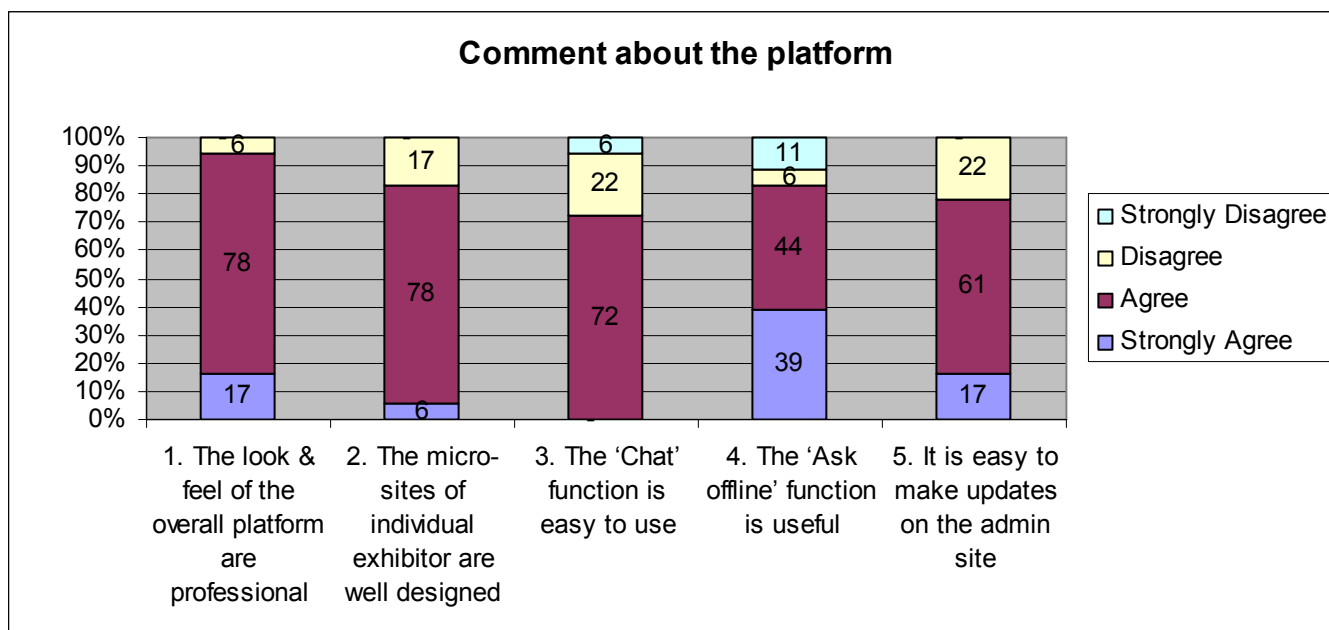


- 'I did not receive the reply to my offline questions'
- 'I expect to see more virtual exhibition events in the near future....'
- 'More colleges and universities next time, please'

5. Feedback from exhibitors

- Total exhibitors: 26
- Total forms received: 17

5.1 About the platform <http://StudyinUK.edu.vn>



In general, 72 to 95 per cent of exhibitors have positive comment about the overall platform and its functions. There are; however, a number of comments that will be taken into account by the British Council as below:

- **Difficulty/Slowness in uploading photos, videos, and making changes:** this might result from the internet transaction between Vietnam and the UK. Given that the server for this platform is in Vietnam, it is slow to upload from the UK. The specifications of the photos and videos might also affect the process of uploading.
Action: A clearer guidance for users and specifications for photos and videos will be made available well in advance the event period to ensure adequate time for uploading and checking
- **'Ask offline' function being user-unfriendly**
Action: there will still be an alert to exhibitors' mailbox when an offline question is asked on the system as it is now. The new thing is that the alert will allow exhibitors to reply to the enquirers directly. The system will also allow exhibitors to export the data of the 'offline questions' to excel so that exhibitors can follow up and keep track of easily.
- **Preference for a built-in chat function other than Yahoo & Skype:** the reason for using Yahoo and Skype is because of the advantageous functions in that they have facilities for text chat, voice chat and video chat. Voice chat and video chat might be able to give a better idea about the potentiality of the students who are asking. Group chats can also be arranged with Yahoo Messenger and Skype in case there are a number of students being online at the same time. However, it is true that exhibitors do not feel that they are discussing with students in an 'exhibition venue.'

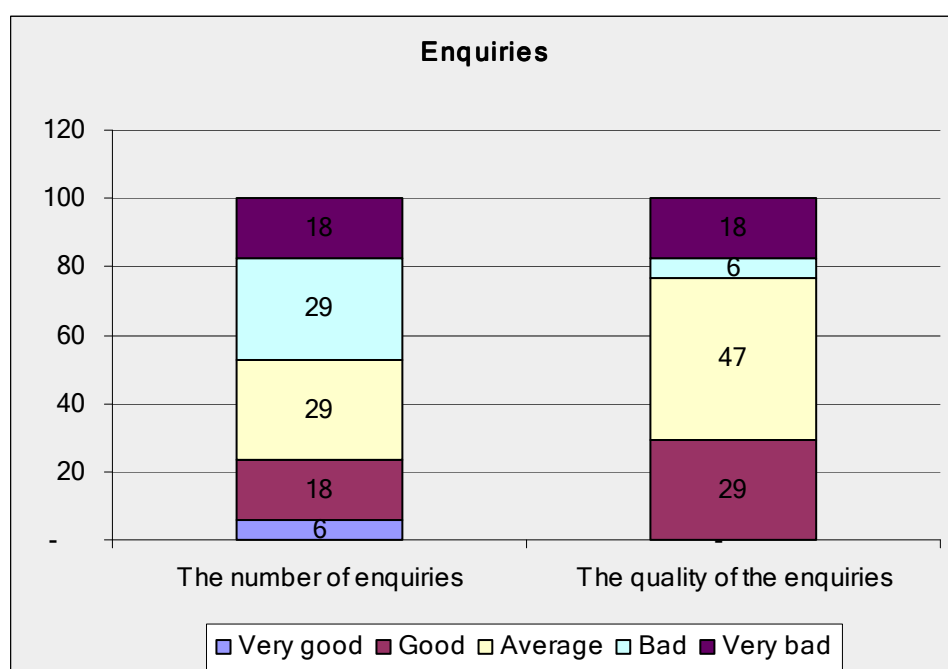


Action: The British Council will look into this to choose a more convenient solution for both Vietnamese students and UK Exhibitors.

- **Other functions:**

- Access to the database: the function to view and export the database of students who register for chat sessions will be built in. UK Exhibitors can then be more proactive in approaching the students when they are online.
- Chat forum and webinar function: this will be considered and built in if appropriate
- Personalised micro-site/'an exhibition' other than another institution website: the building up of micro-sites which can be tailored-made/personalised may result in high cost. Therefore, this option will be investigated and applied if suitable.

5.2 About the enquiries

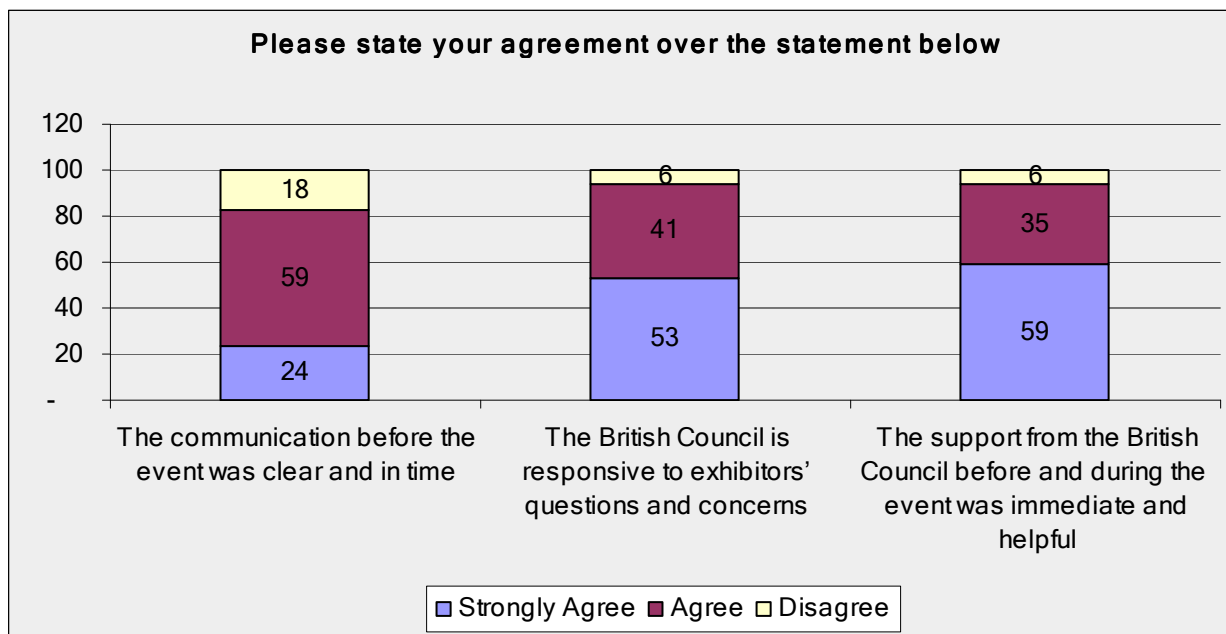


In general, the rating for the quality and quantity of enquirers is not as positive. Even though nearly 500 students registered an account, and over 220 students with over 1,000 registrations for chat sessions, the actual turn out was not that high.

Action:

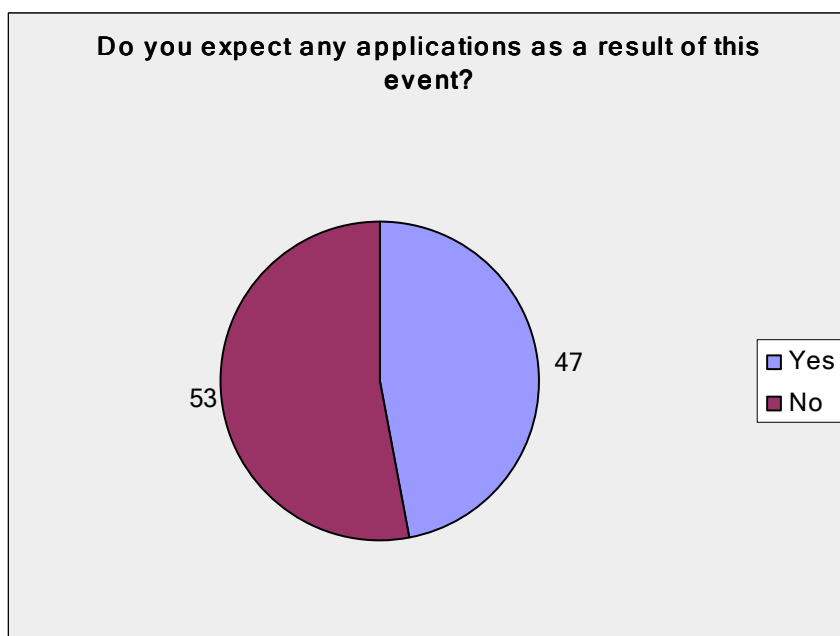
- The event will be organised from 1 week to 10 days earlier than this year so that publicity can also be done at high schools and universities
- There will be more frequent reminders via email or SMS to registered students

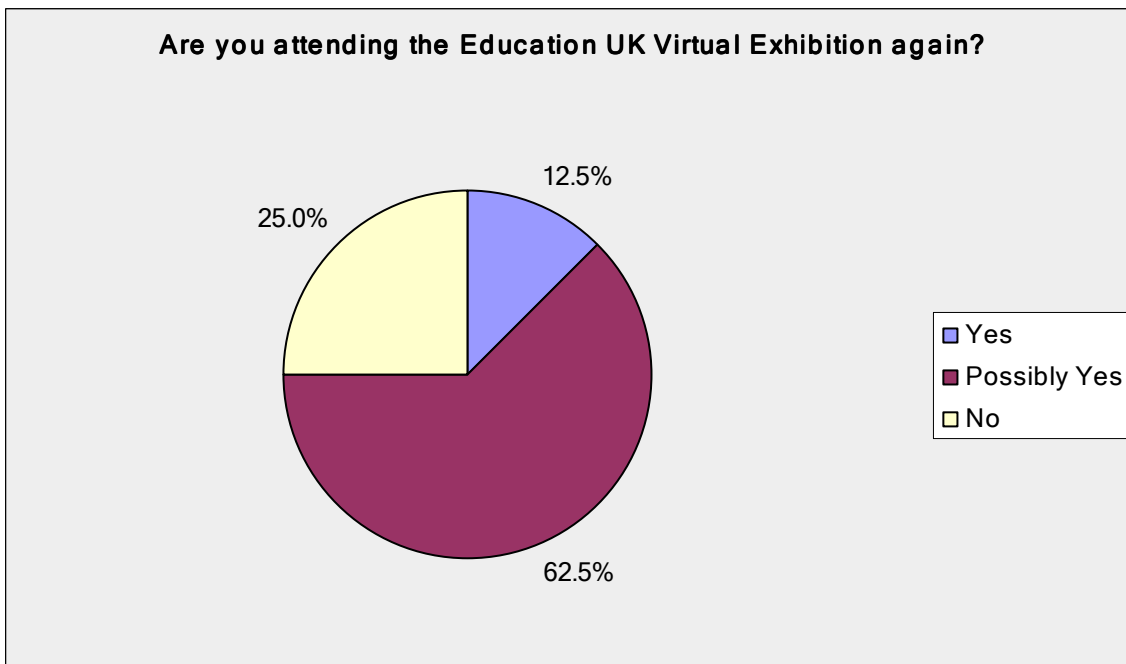
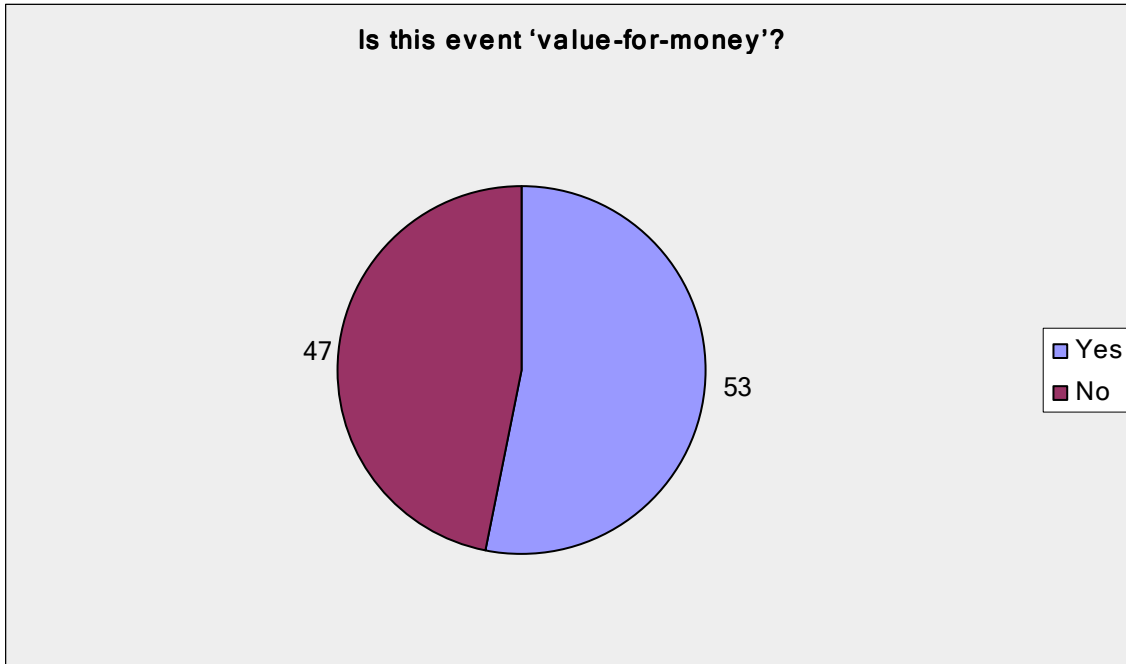
5.3 About the support of the British Council



- 81% of exhibitors 'Strongly agreed' and 'Agreed' that the communication before the event was clear and in time. However, a small proportion commented that some information was confusing. This will be ensured in future events by allowing more time for preparation before the event.
- Over 90% of exhibitors commented very positively about British Council's support and responsiveness to concerns.

5.4 Overall comments





6. Overall recommendations

The British Council is committed to the following actions for future events:

- Look into technical issues as mentioned above
- Allow more time for content upload and approval well before the event period
- Follow up/Reminder registered students more regularly to remind them about scheduled online chat sessions
- Suggest UK exhibitors to also set up chat sessions managed by Vietnamese students currently studying in the UK

Next year event: **17 - 23 May 2013**

Thank you