



Destination marketing: case studies

Jazreel Goh, British Council

Clare Sender, Campbell College

Katherine Walker, Queen Margaret's School

Lisa Sadler, Robert Gordon University

Virginia West, IEPGlobal

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Clare Sender

Development Director, Campbell College Belfast

ClareSender@campbellcollege.co.uk

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Functions of the human brain – use these wisely

We all have primitive sections of our brain:

- Gut reactions are made in 3 seconds or less.
- The emotions process that feeds into your thought process works 5 times faster than our conscious brain and emotions make a more lasting imprint than rational thought.
- Our brains love images - processed 60,000 x faster than text.
- 90% of all data that the brain processes is visual, we remember pictures with text more than text alone.
- The area of the brain that processes images is next to the part of the brain that processes emotions.

When I say the words Belfast or Northern Ireland to you what image springs into your mind?

Do you remember “*the troubles*”, did you see reports in the newspapers and on the Television?

Do you know what Belfast and Northern Ireland are like now, 20 years after the IRA ceasefire?

Well perhaps I can surprise you?

Today this is Belfast



Today this is Northern Ireland



Today this is Northern Ireland



Did you know that...

- In 2014 Northern Ireland hosted The Giro d'Italia (one of the world's largest cycle races)
- The 39th G8 Summit was held in Northern Ireland in 2013
- The Golf Open will be hosted at Royal Portrush - possibly in 2019
- Even the MTV awards came to town in 2011!
- Turner Prize ceremony was hosted in Northern Ireland in 2013
- Plus Belfast has more arts festivals than any other city - now known as the City of Festivals!

Boarding Schools in Northern Ireland

There are 5, offering a very high academic standard and very competitive boarding fees, yet relatively unknown outside of Northern Ireland – NEED to change this.

Commissioned independent research in Jan 2014 which said:

1. Develop a formal marketing partnership.
2. Develop and agree key messages for the group.
3. Identify and prioritise target groups.
4. Develop a marketing & communications plan for each group.
5. Join in larger scale initiatives to promote boarding.

Baby steps – progress to date

- Hosted a British Council agent workshop in May 14
- Produced a joint brochure and website – but this needs more work
- Draft collaboration agreement – covering aims, management, committee, obligations/responsibilities, location, resolving disputes, term and termination, confidentiality, ownership of information & governing law.



Working with partners

In order to stretch marketing budgets and increase marketing reach joint marketing is the way forward:

We are currently talking to:

- Belfast City Airport – sponsoring students/joint advertising
- Northern Ireland Tourist Board/Visit Belfast – joint promotion
- Invest NI – international exhibitions, sharing of alumni contacts, school places for businesses relocating, education brochure
- British Council – film attractions and benefits of coming to NI for an Education, Campbell College footage will appear, working with agents – we hosted agent workshop + baseline research
- HE Providers - Queens University/University of Ulster – agent fams, joint promotion

Using third party endorsements

We saw a great blog - so emailed the owner and asked if we could link to it from our School website – she said yes!

Our website – “Writer and blogger, [Rebecca Males](#), has written a superb blog "46 Reasons you should stay in Belfast forever". We would like to think that reason 47 would be "Because we have the best Grammar School system in the UK!" See <http://www.buzzfeed.com/rebeccageorgiamales/reasons-living-in-belfast-ruins-you-for-life-r06o>

Use testimonials where you can, a 2013 consumer review survey found that 79% of consumers trust online reviews as much as personal recommendations.

CS Lewis The Island of his Birth 4 ½ min video – 20 secs of Campbell College footage - if you have time watch it!

<https://www.youtube.com/watch?v=vLyg38gu1hQ&list=UUeJbNHHIn-v9woOkAgObx5Q>

Exploit the highlights these facts can't be disputed

- Belfast has been voted second safest city in the world after Tokyo.
- 1 in 5 computer drives has a part created in Northern Ireland.
- 1 in 3 London buses are made in Northern Ireland.
- Belfast is Europe's leading destination city for software development and technical support investment.
- 1 in 4 of the world's full scale marine energy prototypes have been developed, tested or manufactured in Northern Ireland.
- Belfast is the world's top destination city for financial services technologies investments.
- Northern Ireland is a popular choice for film crews – sharing positive imagery around the world – Game of Thrones is doing for Northern Ireland what Lord of the Rings has done for New Zealand Tourism.

Successful destination marketing in HE



 UNIVERSITY
OF ABERDEEN

**Well above
Edinburgh...**

about 127 miles North North East in fact!

Call us on **01224 273504** or
visit us at **www.abdn.ac.uk/sras**

Successful destination marketing in HE



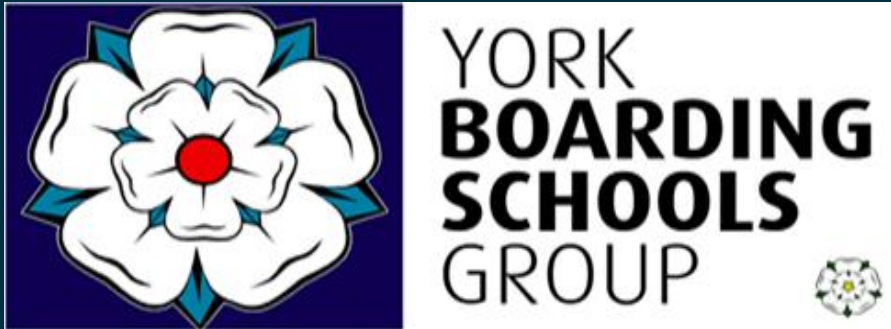
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Complete
opposite to
Glasgow...

side of the country that is!

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Katherine Walker



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About us

- Founded in 1996
- Membership fee
- Currently 16 schools in the group
- Meet 3 times a year
- Advertise together 2-3 times a year
- Website www.yorkboarding.co.uk



YORK
**BOARDING
SCHOOLS**
GROUP 

Who do we work with?

- Daily Telegraph
- Yorkshire Post
- The York Press
- Yorkshire Show
- Bramham Horse Trials
- Lincolnshire Show
- British Schools in Saudi Arabia (attended School Exhibitions)
- German Army Shows (Forces bases around Germany)
- Pauline Hutchings (FAM Trips)
- Visit York



YORK
**BOARDING
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Why do we do it?

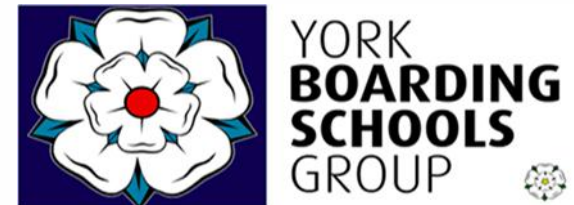
- York
- Because it attracts people to the area to consider several options
- Speakers come to see us who wouldn't see us individually
- Great networking and learning opportunities
- Friendship



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Destination marketing

- Helpful or not?
- York vs other parts of the country
- Relocation
- Variety of choice
- Finding the right school for the right child



Katherine Walker

Queen Margaret's School, York

www.queenmargarets.com

kwalker@queenmargarets.com

01904 727617



YORK
**BOARDING
SCHOOLS**
GROUP 



Lisa Sadler

**Head of International
Student Recruitment & Exchanges,
Robert Gordon University**

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TEN REASONS TO SMILE

Ten Reasons to Smile

- Top for graduate-level jobs
- Aberdeen named 'Super City' by HSBC
- Stunning riverside campus
- Highest quality of life
- Strong links with industry
- Gateway to the great outdoors
- Energy capital of Europe
- A diverse community
- Brilliant facilities
- Best value-for-money in Scotland



10 REASONS TO SMILE...

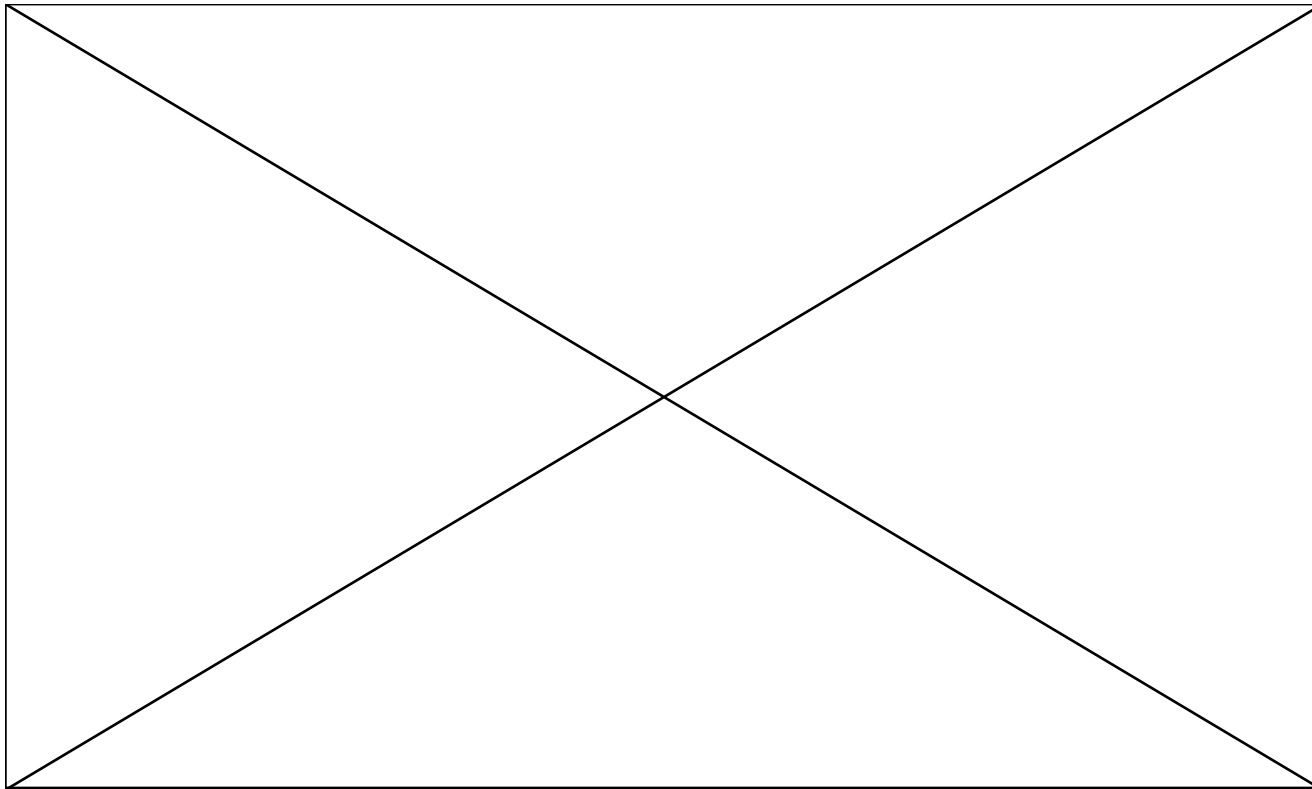
**ABERDEEN IS THE ENERGY
CAPITAL OF EUROPE AND
HOME TO WORLD-CLASS
SPECIALISTS IN OIL,
GAS AND RENEWABLES**



Energy capital of Europe

Doric campaign

Fly cup video



Doric Campaign



GET YOUR MITTS ON THE DORIC DICTIONARY!

THROUGHOUT NOVEMBER WE'RE SELLING COPIES FOR CHARITY!

SO PITYER HANS IN YER POOCH NOO! IT MAAKS A GWEED WEE STOCKIN FILLER.

DONATE NOW AT: WWW.RGU.AC.UK/DORIC-DICTIONARY

A purple booklet titled 'DORIC DICTIONARY' is shown next to a red winter hat with a white snowflake. The booklet is titled 'DORIC DICTIONARY' and 'A GUIDE TO THE NORTH EAST'. The hat is red with a white snowflake on the front.

Grin Up North Campaign



INVITATION

Robert Gordon University gives you lots to smile about.

We know you're interested in the type of courses we offer, so come along and speak to us at the Tyneside and Durham UCAS events. Learn about our superb career opportunities, great Scottish location and why there's plenty to grin about up north!

You can also find out more at www.rgu.ac.uk/grin



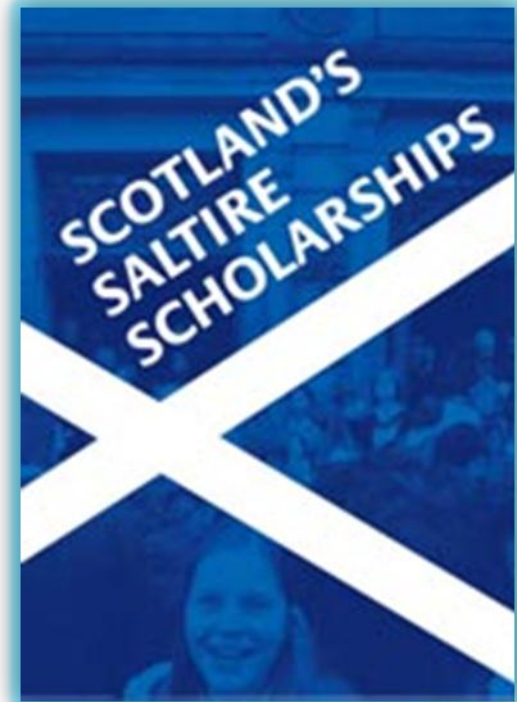
Beyond RGU

ABERDEEN **INVESTLIVEVISIT**

Team Aberdeen

The Scottish Factor:

- SUIG
- Saltire Scholarships
- Comma Campaign in India
- NAFSA/Study in Scotland, Canada





Virginia West

Director, International Education Projects

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Presentation overview

Background to the Wales International Consortium

Marketing Wales as a destination

Welsh universities and Chongqing, China;

Results and lessons

So, is there a case for destination marketing? Q&A.

Background to the Wales International Consortium

September 2003 – August 2012

All universities in Wales

Political and historical context

To increase non-EU student recruitment

Economies of scale

Shared benefits

Strength in numbers

Marketing Wales as a destination

- Partnership and Recruitment Events: outward missions, exhibitions, inward visits, familiarisation trips, twinning projects
- Pathway Programmes: Wales International Study Centre, undergraduate Foundation and Pre-masters programmes
- Marketing: website, data sets, e-book, social media, public relations
- articles, editorials, *e-news from Wales*, film *Why Wales?*
- Intelligence & Development: Student statistics, best practice workshops, market research
- Representation and lobbying: UKBA, UKIERI, Science Without Borders...

2011 Kurdistan mission



Chongqing



Welsh universities and Chongqing, China

Premier Wen Jiabao recommends Wales-Chongqing partnership.

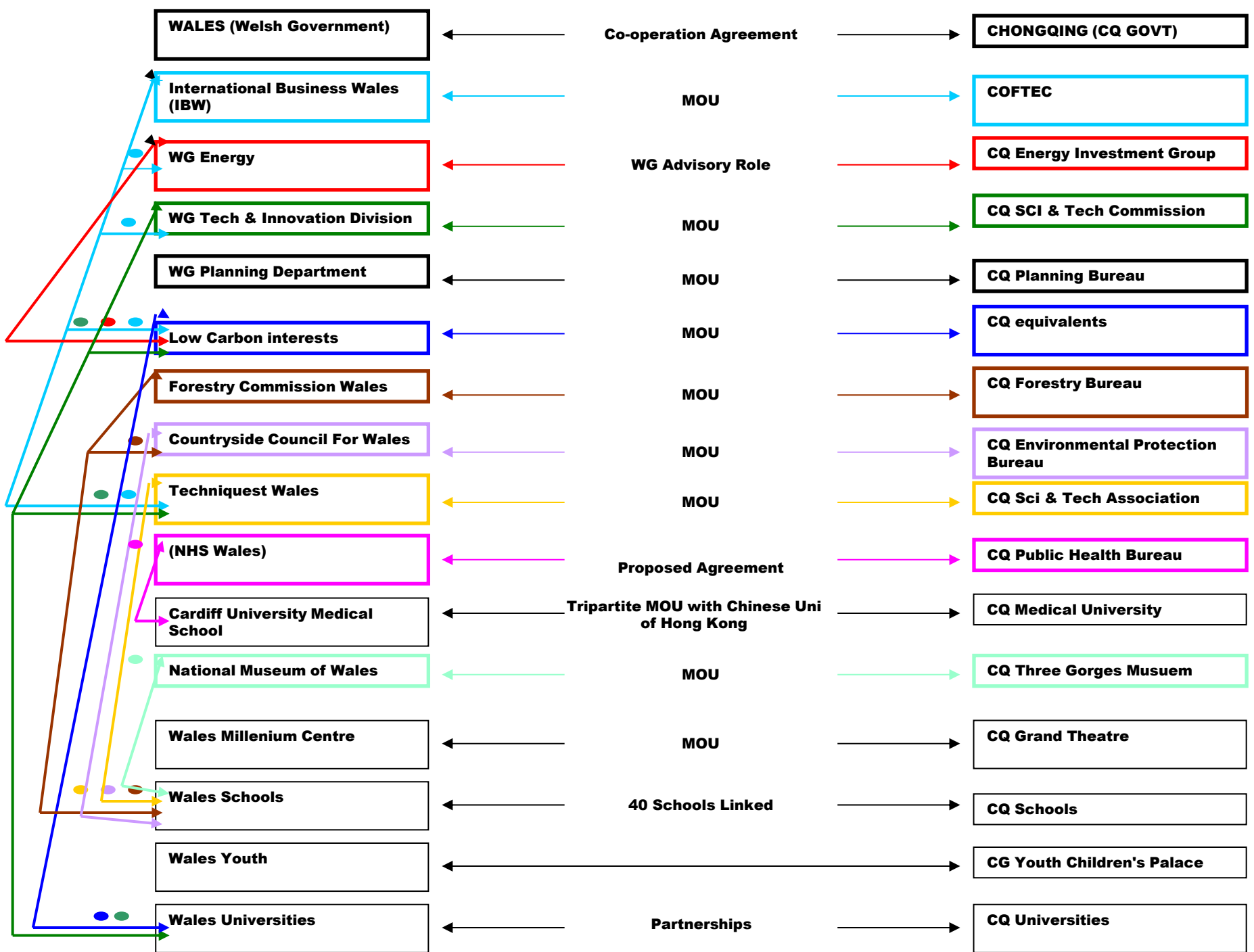
G2G visits, MoU, Sister Region Agreement.

Twinning Project

Trade missions, arts, culture, environment, schools, further education...

Higher Education Training Consortium

Wales Weeks



Results and Lessons

Return on investment

Lessons learnt

Pointers

So, is there a case for destination marketing?

Q&A.

Virginia West
virginiawest@IEPglobal.co.uk