

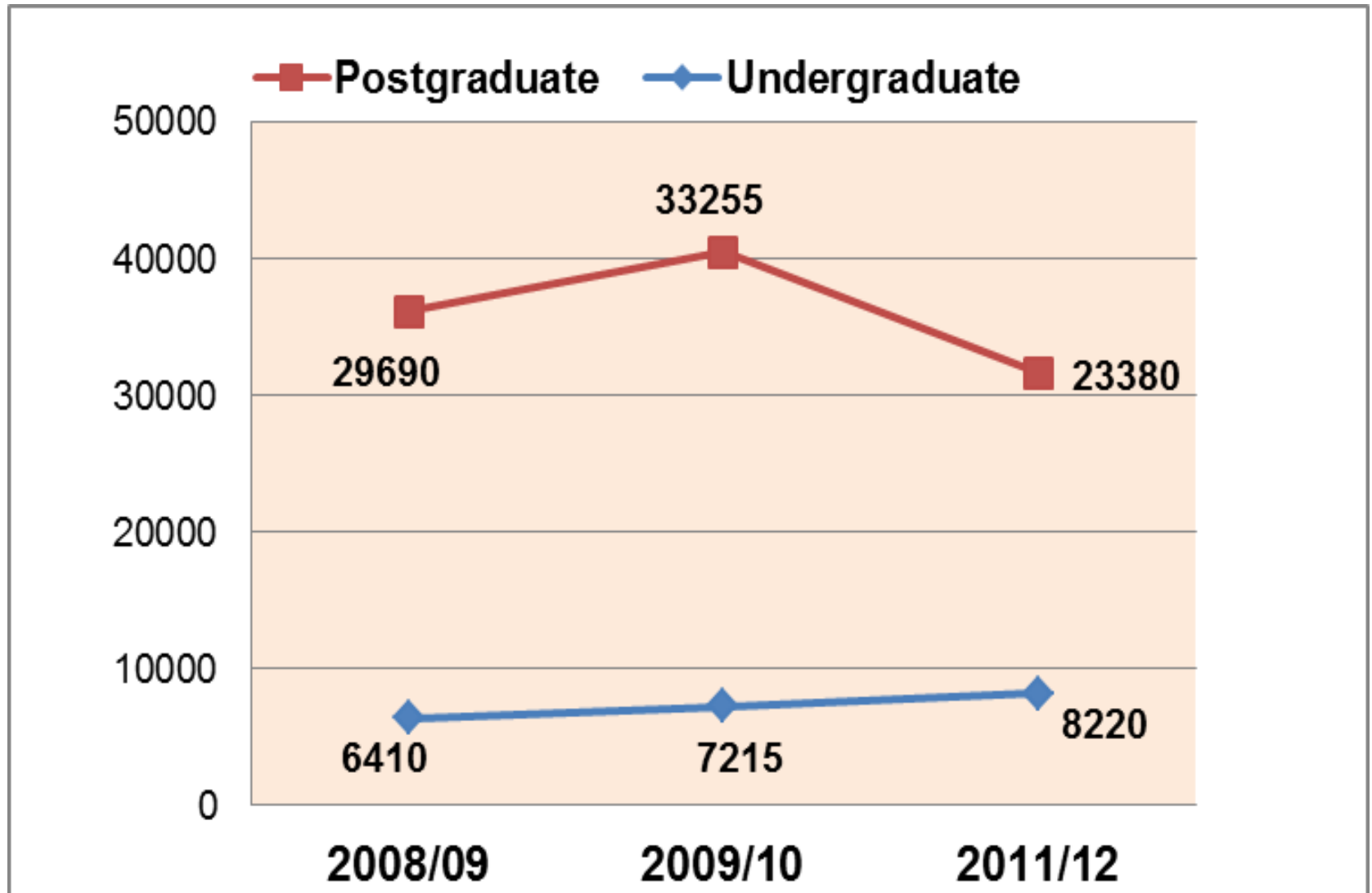


Education UK  
Exhibition

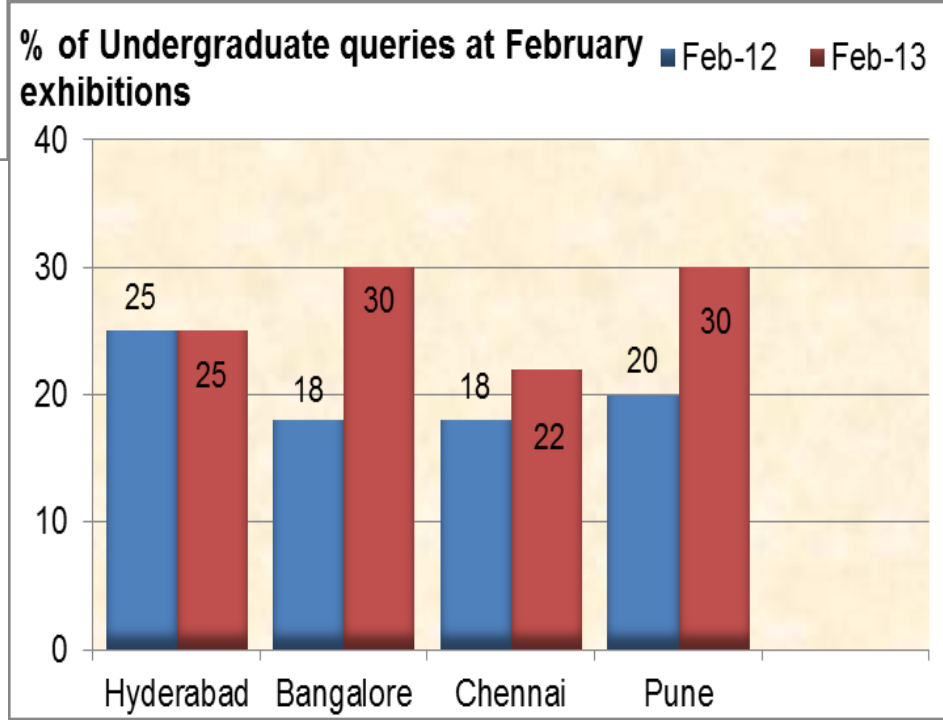
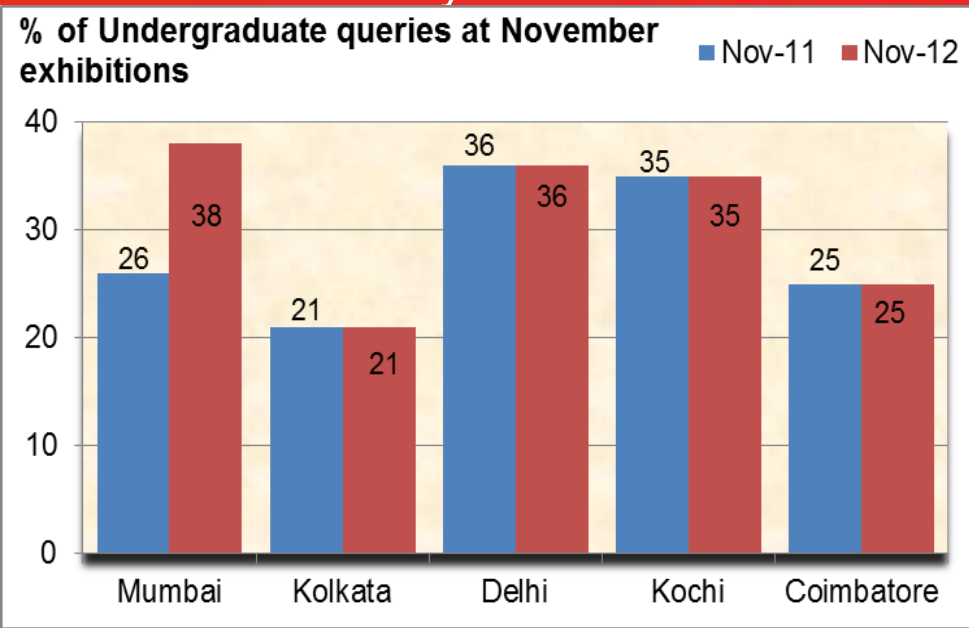
26 to 30 November  
2013

HESA Statistics:

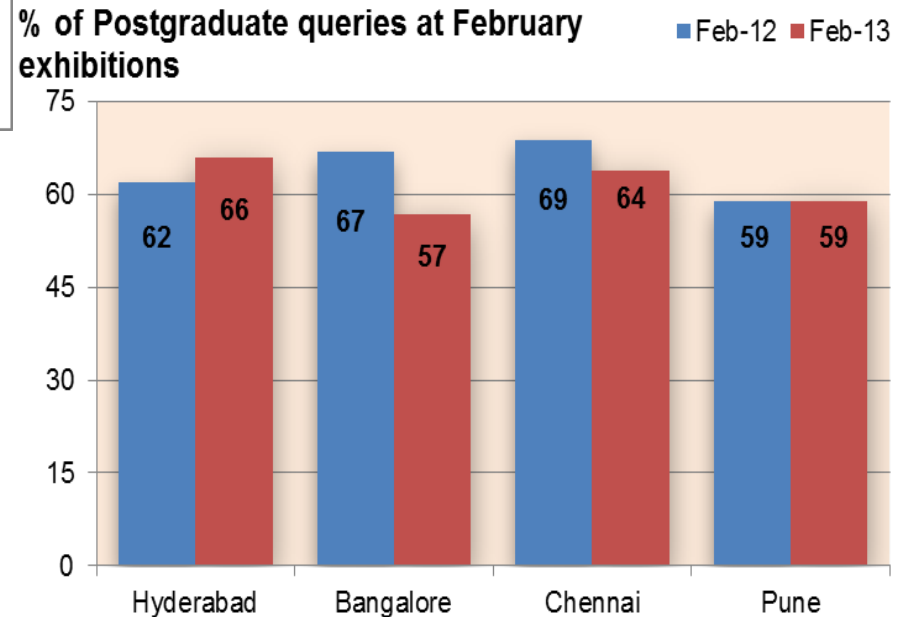
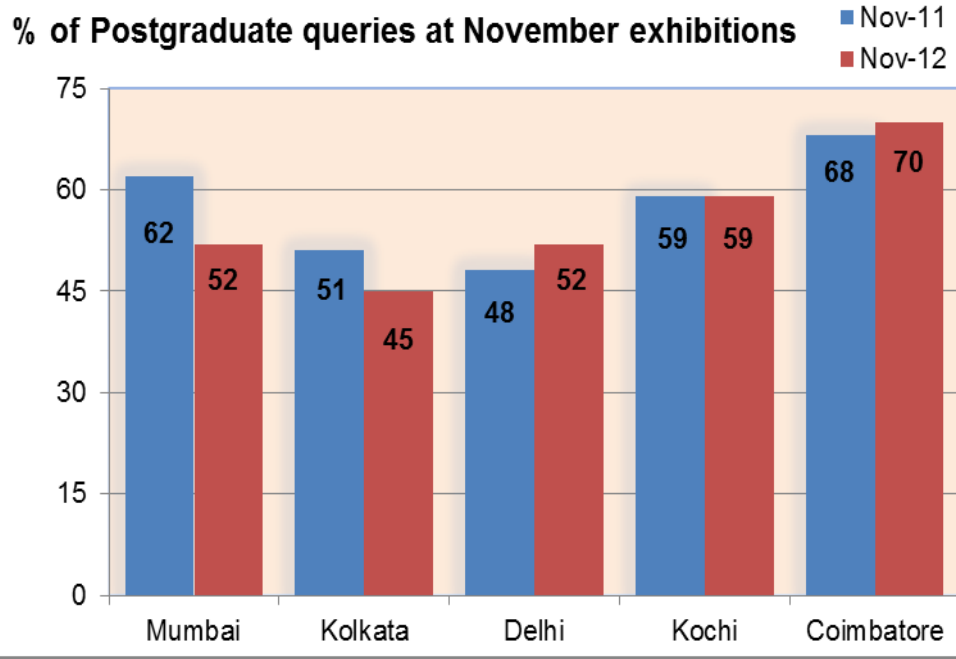
No of Undergraduate and Postgraduate students from India



# What's happening in the India Market - UG enquiries at November and February exhibitions



# What's happening in the India Market - PG enquiries at November and February exhibitions



# What's happening in the India Market

- US enrolment numbers on the decline
  - 2011/12 – 100270 , 2012/13 – 96754 , % -3.50
- Australia student visa numbers on the decline as well
  - 2011/12 – 38029 , 2012/13 – 30225 , % - 20.52
- Canada on the rise: wants double its student numbers by 2020. Most favoured destination at the moment due to its immigration policy
  - No of Indian students in Canada as of 2012 – 28926, +10.9% increase as of last year

## Education UK Exhibition: November 2013 : Publicity

- Pre-exhibition visits made by staff to leading schools, colleges
- Over 50,000 flyers distributed across the four exhibition cities
- More than 2000 posters displayed at schools, colleges
- Web poster display on local institutions' web portals
- Radio Campaign in all four exhibition cities
- Outdoor advertising: Bus shelters, Retail outlets, Cinema screens, Hoardings at prime locations
- Advertisements released in leading national and local newspapers

## Education UK Exhibition: November 2013 : Publicity

- Web advertising campaign:
  - New microsite ([www.knowledgeisgreat.in](http://www.knowledgeisgreat.in)) to promote the GREAT campaign across India and the Education UK exhibitions
  - Promotion on Social media : Facebook, Twitter, Blogging platforms
  - Digital marketing campaign on educational websites, news sites, Google etc.
  - Email marketing (targeted to students who have shown interest in studying abroad)
- E-flyers sent to a large student database across the four cities
- Press mentions in leading dailies
- Profile targeted SMS campaign

# Exhibition UK Exhibition - November 2013 : Logistics

- **Exhibition Timings**
  - Mumbai, Bangalore and Kolkata - 2.00 p.m. to 7.00 p.m.
  - New Delhi – 1.30 p.m. to 6.30 p.m.
- **Security : Name badges and your valuables**
- **Stand Assistants: optional (nos at stand restricted to 4)**
- **Mission Leaders:**
  - Mumbai and Bangalore : Maxine Davis (University of Greenwich)  
Contact no: +447725 962174
  - Kolkata and New Delhi : Devina Sivagurunathan  
( SOAS, University of London) , Contact no: +447912097452



## What can BC SIEM India do for you: Opportunities

- Partnering and Consultancy
  - Commissioned research
- Marketing products
  - Exhibitions
  - Direct Marketing (social media)
  - Event management
- Education Intelligence
  - Country briefs, Student insight
- Professional training and development
  - Agents training, Annual conference, Webinars