



Ignite you ideas

European Education Fair Taiwan, 10-12 November
2012

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1. Event fact file

Taipei

Venue	TWTC Exhibition Hall Three, Taipei City, 10 to 11 November	
Opening hours	1300 - 1800	
Stand costs	£2,650	
Sponsors	International Association of Student in Economics and Management ('AIESEC' in French) The France Taiwan Chamber of Commerce and Industry (CCIFT) European Chamber of Commerce Taipei (ECCT) European Union Centre in Taiwan (EUTW) Foundation for International Cooperation in Higher Education of Taiwan (FICHET) Singapore Airlines GoByTrain	
Unique feature to give added value	Institution networking opportunity Alumni career counselling Urban regeneration – Display on Conservation of the Industrial Heritage The GREAT Campaign display	
Seminars	Saturday, 10 November	
	1300 to 1400	Postgraduate study in the UK and scholarship + Key strategies & tips for IELTS
	1410 to 1450	How to prepare a killer application to a university in the UK
	1500 to 1540	Making your decision: how to choose a university
	1550 to 1630	How to prepare academically and socially for studying in the UK
	1640 to 1720	How to prepare successfully for doctoral studies
	1720 to 1800	Studying Arts & Design in the UK
	Sunday, 11 November	
	1300 to 1340	Postgraduate study in the UK and scholarship
	1350 to 1430	Making your decision: how to choose a university
	1440 to 1520	Similarities and differences in Management Education in the UK and USA
	1530 to 1610	Employability: how UK universities prepare you for career success
	1620 to 1700	How to make a great application to a UK university
	1710 to 1800	Key strategies & tips for IELTS

Kaohsiung

Venue	ISEC International Special Events Centre, Shin Kong Mitsukoshi Kaohsiung Zuoying Store, Kaohsiung City, 12 November	
Opening hours	1600 - 2100	
Stand costs	£850	
Sponsors	International Association of Student in Economics and Management ('AIESEC' in French) The France Taiwan Chamber of Commerce and Industry (CCIFT) European Chamber of Commerce Taipei (ECCT) European Union Centre in Taiwan (EUTW) Foundation for International Cooperation in Higher Education of Taiwan (FICHET) Singapore Airlines GoByTrain	
Seminars	Monday, 12 November	
	1610 to 1730	Postgraduate study in the UK and scholarship + Key strategies & tips for IELTS
	1740 to 1820	Similarities and differences in Management Education in the UK and USA
	1825 to 1905	How to prepare successfully for doctoral studies
	1910 to 1950	How to prepare academically and socially for studying in the UK
	1950 to 2030	How to prepare a killer application to a university in the UK

2. Key statistics

Attendance	Taipei		Kaohsiung	
	2012	2011	2012	2011
Sat.	3,200	3,300	--	--
Sun.	2,100	3,100	--	--
Mon. (2012) / Tue.(2011)	--	--	650	700
Total number of visitors*	5,600 by hand counter (11,500 by electronic counter)	11,000	800	1,000



Estimated number of visitors to UK pavilion*	5,300	6,400	650	700
Secondary Education	2	1	1	1
Pathway / EFL	2	2	1	2
Higher Education	52	55	23	29
Total number of UK exhibitors	56	58	25	32

*Starting from this year, the EEFT organising committee has agreed to adopt visitor number which is counted by hand counter in order to monitor purely the headcounts, not multiple entries recorded by electronic sensors.

Seminar Attendance	Taipei		Kaohsiung	
	2012	2011	2012	2011
Sat.	267	293	--	--
Sun.	167	231	--	--
Mon. (2012) / Tue.(2011)	--	--	64	34
Total number of participants	434	524	64	34
Total number of UK seminars	12	18	5	3

Visitors' primary market objectives	Taipei		Kaohsiung	
	2012	2011	2012	2011
EFL	15%	19%	31%	32%
Secondary	1%	1%	0%	4%
Undergraduate	12%	18%	33%	20%
Master Degrees	79%	74%	51%	63%
PhD	9%	9%	8%	12%
Further Education	11%	9%	23%	18%
Distance Learning	2%	1%	3%	0%
Total number of responses	799	873	212	192
Demographics of visitors	Taipei		Kaohsiung	
	2012	2011	2012	2011



Male	28%	29%	24%	22%
Female	72%	71%	76%	78%

Full details of survey statistics can be found in Appendix 3.

3. Impact of marketing plan

Despite the decreased number of attending institutions, the promotion strategy of EEFT 2012 focused particularly on further increasing its scale. The EEFT organising committee deployed a combination of approaches, including working with the Taipei Public Library on delivering seminars throughout the year, actively engaging local audiences via Facebook, hiring new venues in Taipei and Kaohsiung (with new designs as well), inviting participation from student association, local government body, chamber of commerce and commercial sector, etc. so as to best showcase the study options the Europe has to offer. There was also focus on the international experience and the highly recognised employability which one can gain from a European education. The Fair, organised by official desks of countries, is the largest of its kind in Taiwan and over years has developed high level of recognition amongst the public. With an overall budget £21.7K allocated to the Fair and the wide range of media selection, the Fair generated very positive outcomes and participant feedback compared with the Fair in 2011.


A separate investment of £15.5K for the UK-focused branding campaign together with the GREAT displays enriched the UK's areas of excellence in the Fair. In addition, the recently updated Chinese guide to UK education 'Inspiration UK' and agent's booklet have also been of strong demand from visitors, indicating high level of popularity and interest in studying in the UK.

YouTube, which was used for the first time, prove to be an effective channel both for Taipei and Kaohsiung. And online communications, through a spread of official website and social network, played a significant role in reaching out to visitors (67 per cent were engaged through online communications). As expected, outdoor advertisement created strong impression in Taipei (MRT in-car advertising 56 per cent; bus panels 52 per cent). In terms of print advertising, Apple Daily worked particularly well in Kaohsiung (88 per cent). Meanwhile, traditional approaches, such as posters and flyers distributed in British Council and schools, were also identified as essential sources of information on the UK's participation in the EEFT 2012 (44 per cent were communicated through posters and fliers in a wide range of outlets).

4. Conclusions and follow up

4.1 Key recommendations for institutions

- There were plenty of enquiries that British Council information desk received regarding scholarships and work placement during EEFT 2012. Institutions with such offers are therefore encouraged to specifically promote them as unique selling points to attract students in response to the increasing demand for the employability and international experience provided by a foreign qualification.
- Taiwan is a highly competitive market with oversupply of information and options in terms of studying overseas; as a result, investment in in-country and/or cross-countries promotion plan is particularly suggested for new comers to raise their profiles with a focus on their areas of strength prior to the exhibition so as to increase student interest as well as to generate enquiries from local audiences.
- Signing up for UK-led seminars and promotional opportunities (such as 'becoming a fan of GREAT' activity which was free for all exhibiting institutions to join) wherever possible to maximise the UK's



efforts as a country in promoting UK as an ideal study destination, which, in addition to academic life, provides many exciting experiences such as travel, culture, and life style, just to name a few.

- Although many institutions were assisted by local agents and/or alumni on the stand, UK exhibitors' attitude towards visitors is a key factor which helps audiences to get a picture of what it would be like studying in your institution and a sense of the level of support they will receive in the preparation period. Keeping conversation refrained between agents/alumni and visitors may result in a loss of opportunity to engage with quality students as well as the chance to examine exhibitor's understanding of local audiences.
- In terms of pre-event preparation, UK institutions are advised to complete required information online through education management system (Edukex) as early as possible. This will enable the organiser to produce promotional materials in a timely manner and accommodate needs from institutions to ensure the smooth delivery of service and assistance. It is also recognised as an issue that some of exhibitors did not receive pre-event updates and the handbook for EEFT 2012 as the institution provided different contacts when registering. To avoid missing deadlines and any updates, exhibitors please do reflect changes to contacts in Edukex or keep the organiser updated as appropriate.

4.2 Key recommendations for the organiser

- On the professional networking session, it is suggested that information on local institutions, such as areas of existing focus and potential interest, be provided in future. This will allow participating UK institutions to invite appropriate local contacts and/or academics to make the arrangement better serve the purpose. The EEFT organising committee will arrange a meeting with the FICHET, the local partner, to evaluate future format and lead time which Taiwan and European partners would need to invite as many institutions as possible. Information relating to networking opportunity in future will also be revealed at British Council Services for international education marketing website.
- Comparing with the EEFT 2011, exhibitor's satisfaction with quality and number of visitors, enquiries received, venues, new links built and overall assessment on the Fair 2012 increased. With that said, it was noted that exhibitors would be exercise higher level of scrutiny with their decision to participate future exhibitions. The survey results also showed exhibitors' demand for stronger support from the Organiser, which suggested the need to look more closely at the pre-event communications with exhibitors, especially on the facility and equipment arrangements, such as internet provision and power outlet. The correct completion of the order forms where applicable is also essential to the efficient delivery of services with consistent standards, and support from exhibitors in this area would be greatly appreciated.
- Publicity has always been identified as key area of improvement. The event message delivered through outdoor media, websites, radio stations and print advertisement led to positive outcome of the event in Taipei and Kaohsiung, whereas there was a few commented that a poor visibility of outdoor advertisement in Taipei. As this is indeed an issue as street buntings did not cover main streets near the venue in Taipei, the organising committee arranged three bicycle riders with light boxes on their bikes to circle around during event opening hours to attract more attention. Nevertheless, it is beyond the organiser's control as locations for street buntings were allocated by local authority. The organiser will, however, refer to visitor feedback in the effectiveness of outdoor promotion to support the increase of its scale where possible.
- Market observation: one-year master remains a focus of market interests for exhibitors (91 per cent in Taipei, 83 per cent in Kaohsiung), followed by Undergraduate (56 per cent in Taipei, 61 pre cent in Kaohsiung; 35 per cent in Taipei, 44 per cent in Kaohsiung in 2011), which was supported by the increased appetite especially in Kaohsiung where interests for Undergraduate studies rose by 13 per cent according to the visitors' survey (33 per cent in 2012, 20 per cent in 2011). Demand for Arts & Design and Business related studies have been steady while some exhibitors witnessed variety of interest in psychology, arts therapy, tourism and engineering.
- A recommendation to the British Council would be to consider encouraging student applications since they have noticed that local students do not seem to be aware of that they can make application in the



Fair. Arguably, the British Council is not necessarily in an appropriate position to promote direct application in the Fair as it might directly involve agents who work on the stand, hence causing confusion amongst the audiences towards the British Council's neutral position. With that said, helping UK institutions arrange interview sessions with students might be an area for future consideration and the British Council will be looking at such provision in future events.

- It is mentioned by both exhibitors and visitors that there should have been clearer signage to navigate in the Taipei venue as both groups found it difficult to locate the stands even with a floor plan in hand. Lacking of refreshment and catering information have also been identified as an area that UK exhibitors were less satisfied with. In addition, exhibitors wished to see more brochures or any other promotional materials written in Chinese. The British Council will raise the issue to the EEFT organising committee to seek for possibility to make a better arrangement next year.
- Stand location remains a big concern for some of institutions. Unfortunately this does not seem to be possible to satisfy every institution whether on UK or non-UK side, and therefore the EEFT organising committee have been striving to reduce the level of dissatisfaction by introducing new venue and design to maximise visibility, as well as providing direct internet access on stand. However, these are not guaranteed as the overall on-site supply will eventually depend on number of participating institutions.

Full results of the British Council exhibitor's survey can be found in Appendix 5.

Appendix 1: List of participating institutions

Stand No.		Institution
Taipei	Kaohsiung	
S1	S1	Bellerbys College
S2		Cambridge Education Group
S3	S2	EF University Preparation
S4		EF International Academy- Private High Schools
1	1	Anglia Ruskin University
2	2	University of the Arts London
3		Bangor University
4		Birkbeck, University of London
5		The University of Birmingham
6		Birmingham City University/Birmingham Institute of Art and Design
7		Bournemouth University
8	3	University of Bradford
9	4	University of Brighton
10		Brunel University London
11		City University London
12	5	University College Birmingham
13		UCL - University College London
14		University for the Creative Arts
15	6	The University of Cumbria
16	7	De Montfort University, Leicester
17	8	University of East Anglia (UEA)
18		University of Glamorgan
19		University of Glasgow
20		Goldsmiths, University of London
21	9	University of Hertfordshire



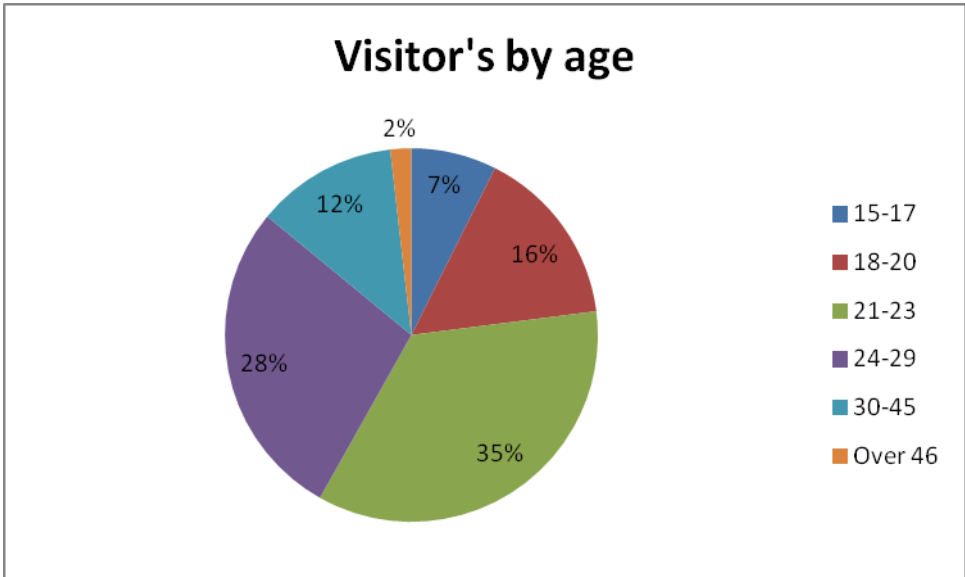
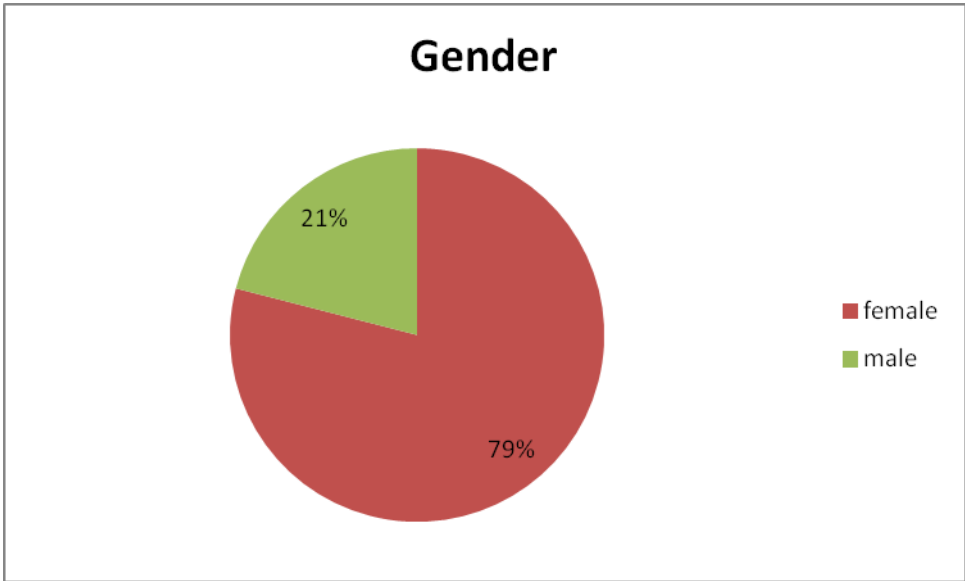
22	10	Institute of Education, University of London
23	11	University of Kent
24		King's College London (University of London)
25		Kingston University London
26		Lancaster University
27		University of Leeds
28		Leeds Metropolitan University
29		University of Leicester
30		The University of Liverpool
31		Loughborough University
32		The University of Manchester
33	12	Manchester Metropolitan University
34	13	Middlesex University, London
35	14	Newcastle University
36	15	The University of Northampton
37		Northumbria University (Newcastle)
38	16	Nottingham Trent University
39	17	Oxford Brookes University
40	18	Queen Margaret University, Edinburgh
41		The University of Reading
42		The University of Sheffield
43	19	Sheffield Hallam University
44		School of Oriental & African Studies (SOAS), University of London
45	20	University of Southampton
46		University of Stirling
47		University of Strathclyde
48	21	University of Sunderland
49		University of Surrey



50	22	University of Warwick
51		University of West London
52	23	University of the West of Scotland

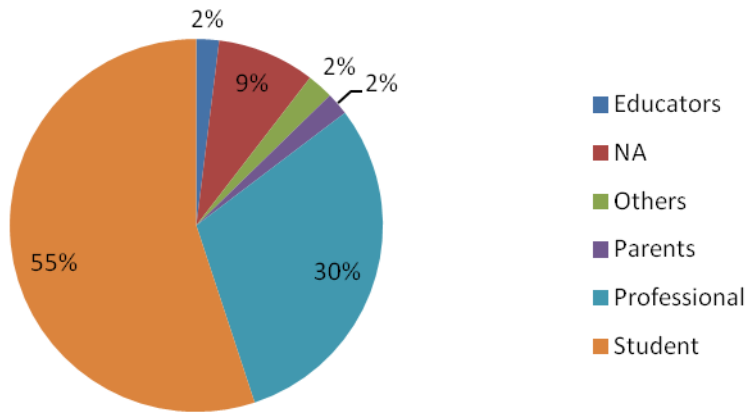
Appendix 2: EEFT visitors' survey results

Total number of questionnaires collected: 663

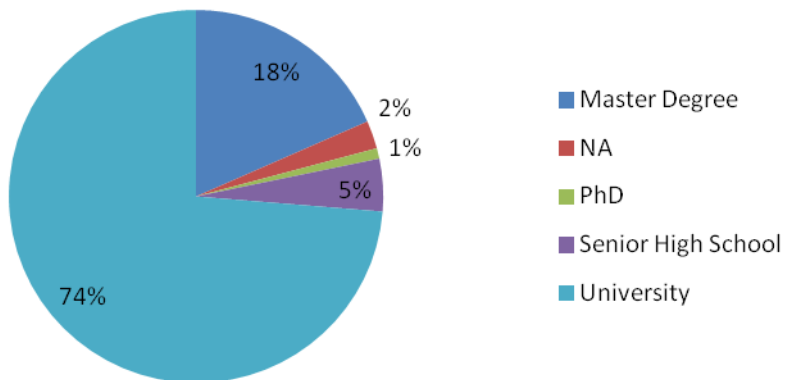




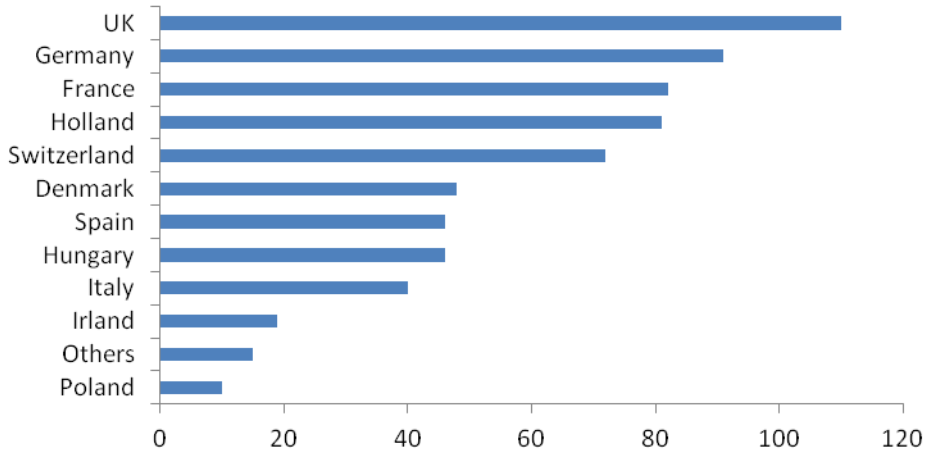
Visitor's Type



Current highest degree

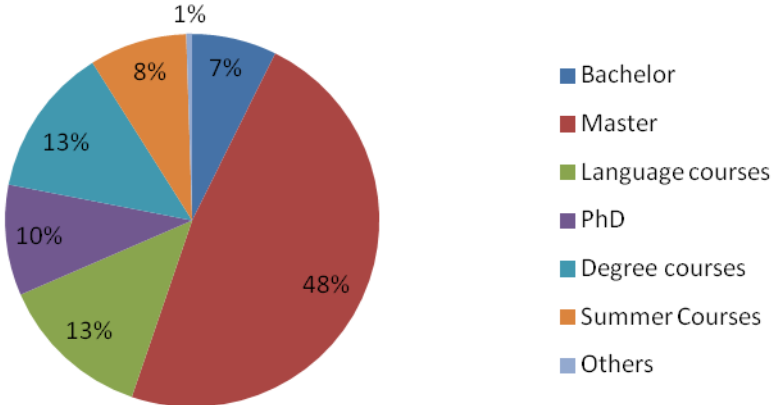


Estimated destination

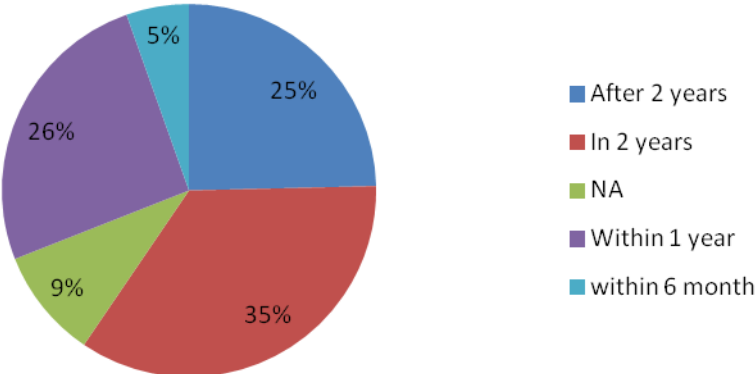




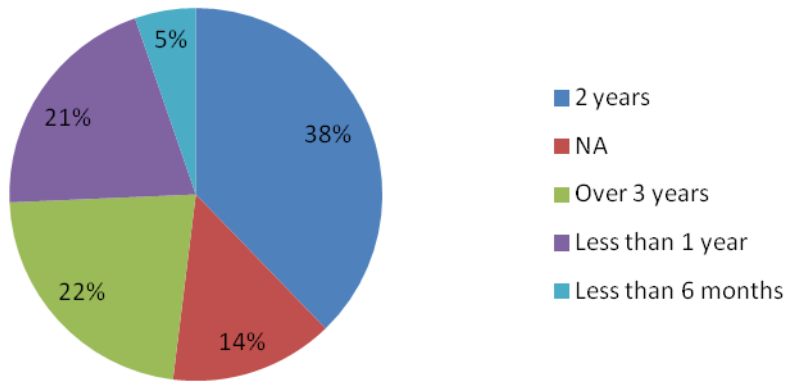
Degree to pursue



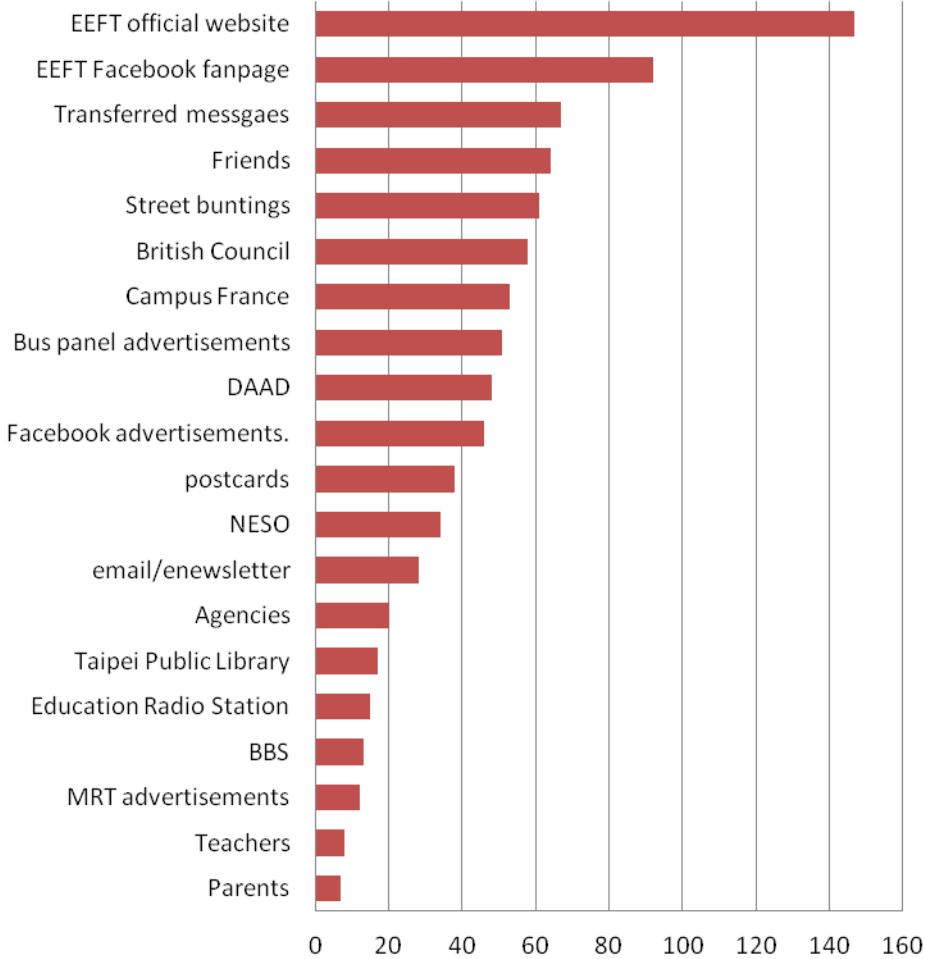
Estimated departure date



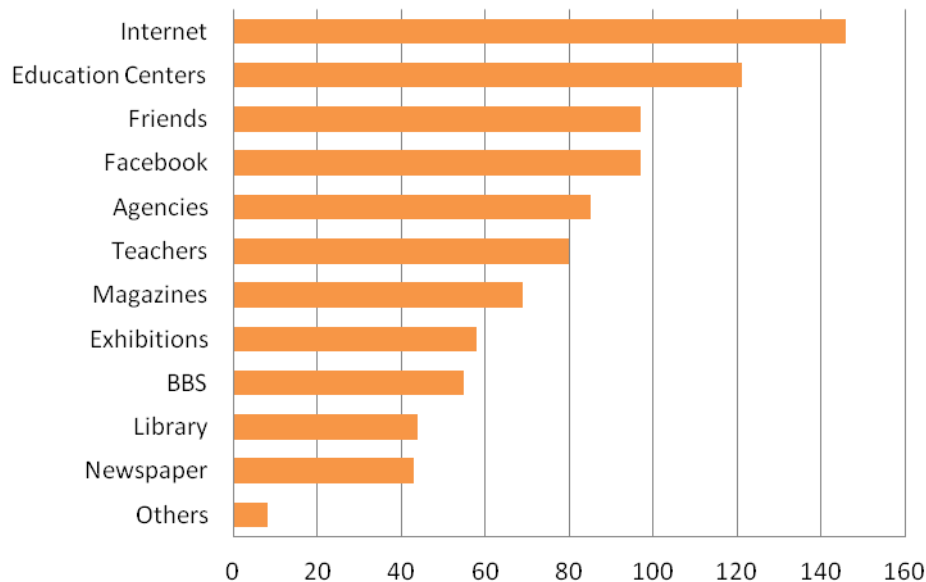
Plan to stay in Europe for



How did you learn about EEFT 2012



Information resource of studying in Europe



Appendix 3: British Council visitors' survey results

Total number of visitor survey collected	Taipei		Kaohsiung	
	2012	2011	2012	2011
	807	667	213	130

Gender	Taipei		Kaohsiung	
Male	224	28%	51	24%
Female	583	72%	162	76%

Age	Taipei		Kaohsiung	
Under 15	11	1%	3	1%
16-18	37	5%	22	10%
19-22	299	37%	84	39%
23-30	361	45%	77	36%
31-35	52	6%	15	7%



36-40	12	2%	6	3%
41-50	27	3%	5	2%
Above 51	8	1%	1	1%

Visitor profile	Taipei		Kaohsiung	
Elementary students	2	0%	2	1%
Secondary students	30	4%	12	6%
FE students	7	1%	32	15%
Universities students	345	43%	70	33%
Postgraduate students	50	6%	11	5%
Employee	324	40%	59	28%
Freelance	51	6%	30	14%
Other (please specify)	8	--	6	--

Level of study (multiple choices)	Taipei		Kaohsiung	
EFL	121	15%	65	31%
Secondary	5	1%	0	0%
Undergraduate	96	12%	70	33%
Master Degrees	631	79%	109	51%
PhD	73	9%	17	8%
Further Education	89	11%	48	23%
Distance Learning	14	2%	6	3%

Fields of interest (multiple choices)	Taipei		Kaohsiung	
Business / Management / Economics / Marketing	328	43%	87	42%
Arts / Design / Fashion	280	37%	72	35%
Medical / Health	49	6%	22	11%



Mathematics	9	1%	8	4%
Anthropology / Culture (Humanities)	143	19%	68	33%
Education	68	9%	26	13%
Environment / Nature Resources	69	9%	19	9%
Social Sciences	126	16%	35	17%
Engineering	62	8%	11	5%
Others	22	28%	11	5%

Other fields of interest (Taipei) specified by visitors: Film, law, physic science, nursing, transportation, Biomedical science, hospitality, materials engineering and architecture.

Other fields of interest (Kaohsiung) specified by visitors: Agriculture, music, aerospace, aviation, hospitality, and linguistics.

Channels of knowing the EEFT 2012 (multiple choices)	Taipei		Kaohsiung	
By newspaper				
Apple Daily	105	67%	44	88%
U-Paper	55	35%	6	12%
By Internet				
British Council website	410	74%	81	61%
Youtube	44	8%	27	21%
Facebook	203	37%	62	47%
By poster and/or flyer				
British Council	237	68%	62	64%
Schools	96	28%	37	38%
Cram schools	30	9%	5	5%
Library	17	5%	5	5%
By outdoor advertising				
Bus panel	115	52%	--	--
MRT in-car advert	124	56%	--	--



By broadcasting				
POP Radio	39	44%	5	14%
Apple Line	31	35%	9	25%
Kiss Radio	22	25%	26	72%
Others				
By family/friends	201	81%	74	80%
By teachers	22	9%	10	11%
By agents	31	13%	13	14%

Overall assessment of the UK pavilion (multiple choices)	Taipei		Kaohsiung	
The information get from the UK institutions is very useful				
Strongly agree	163	21%	34	17%
Agree	533	70%	142	69%
OK	68	9%	30	14%
Disagree	1	0%	0	0%
The information get from the UK seminars is very useful				
Strongly agree	153	20%	36	18%
Agree	508	67%	132	64%
OK	96	13%	37	18%
Disagree	5	1%	1	0%
The information get from the Urban Regenerations display is very useful (Taipei only)				
Strongly agree	75	10%	--	--
Agree	402	55%	--	--
OK	237	32%	--	--
Disagree	18	3%	--	--
Have you heard of Youth Mobility Scheme (YMS)?				
Yes	421	60%	118	57%



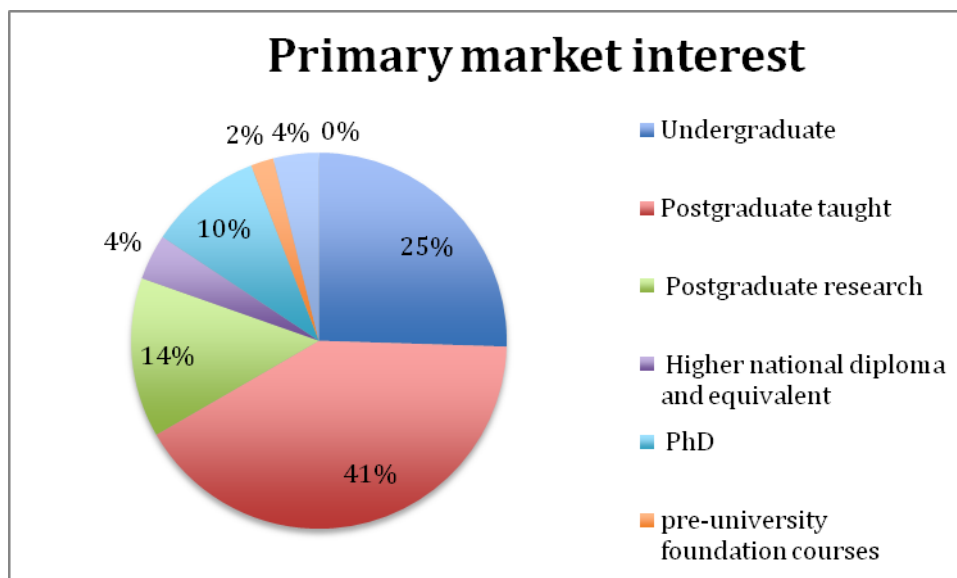
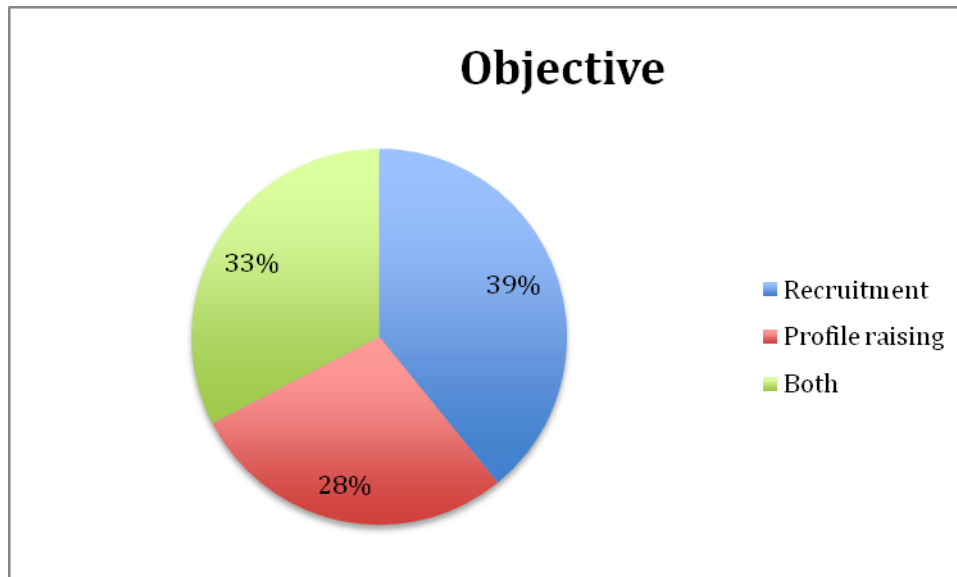
No	283	40%	89	43%
Have you consider applying YMS?				
Yes	403	52%	117	56%
No	152	20%	35	17%
Not decided yet	221	28%	55	27%

Appendix 4: EEFT exhibitors' survey results

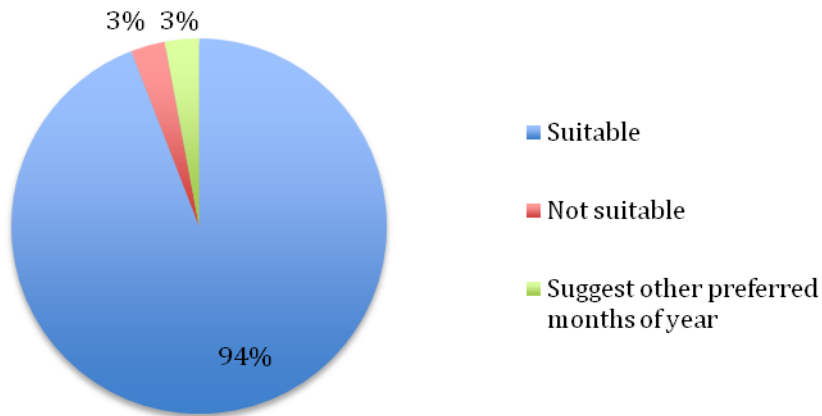
Questionnaire collected in Taipei: 34

Questionnaire collected in Taipei: 15

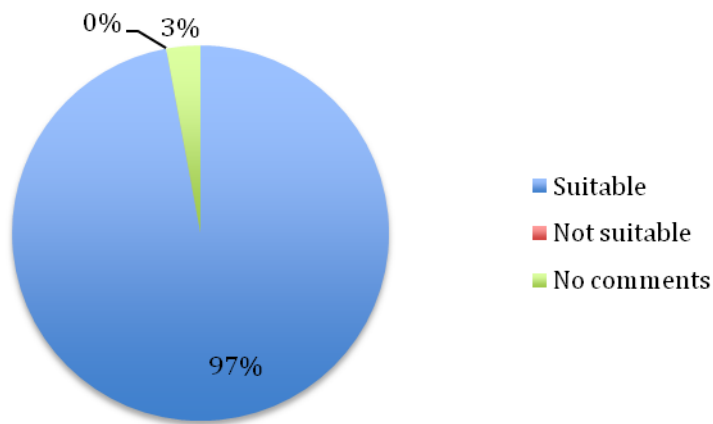
Taipei



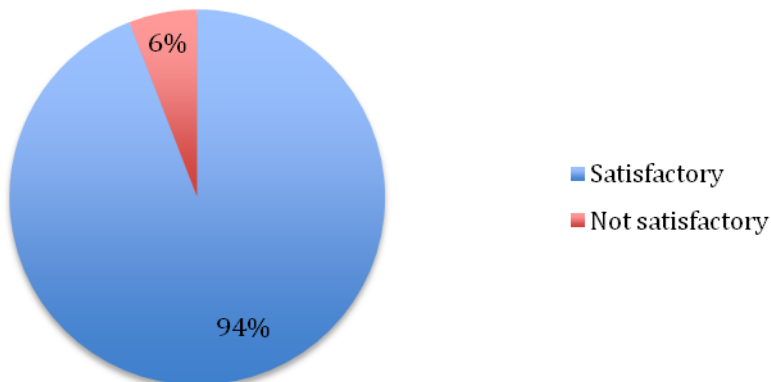
Fair date



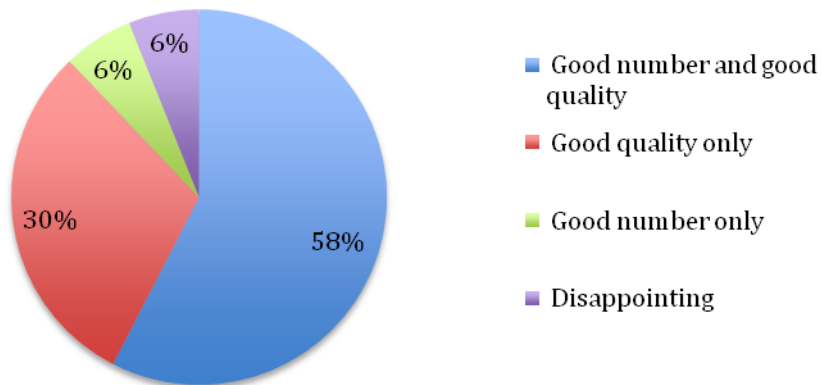
Fair location



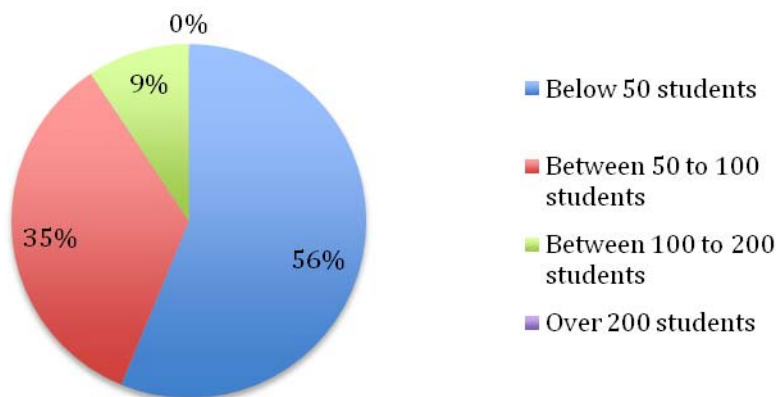
Fair booth and facilities



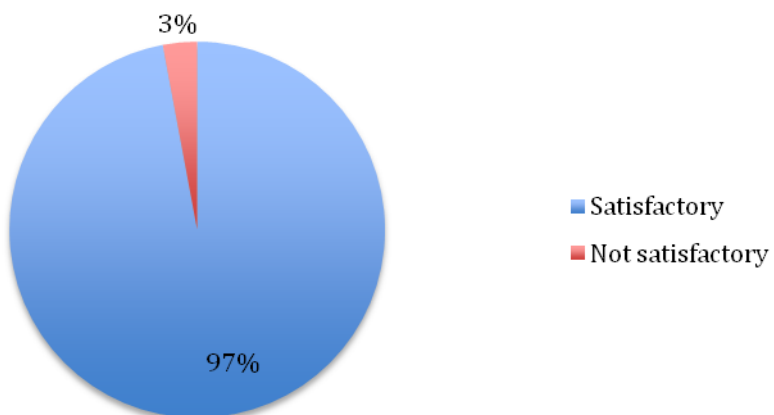
Prospective students



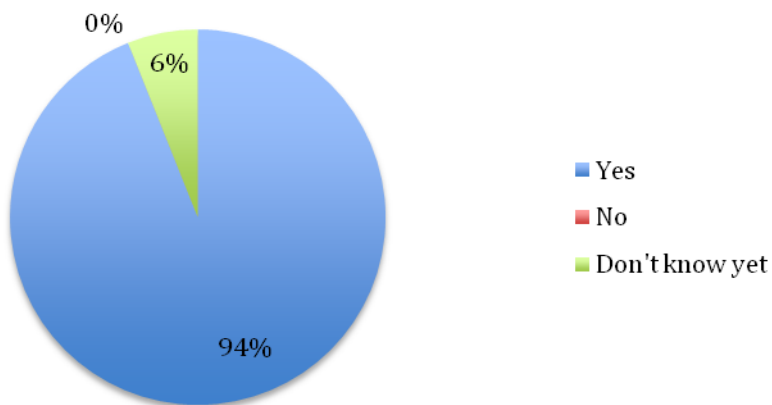
Number of Students received



Overall satisfaction

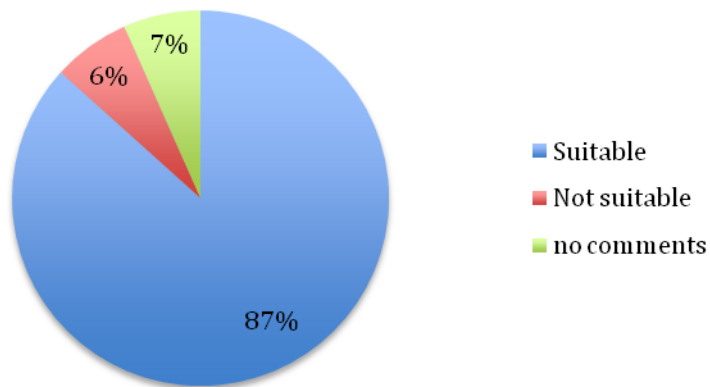


Participation in 2013

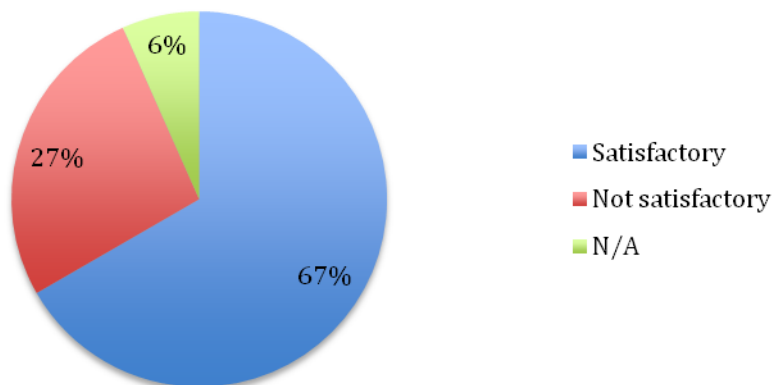


Kaohsiung

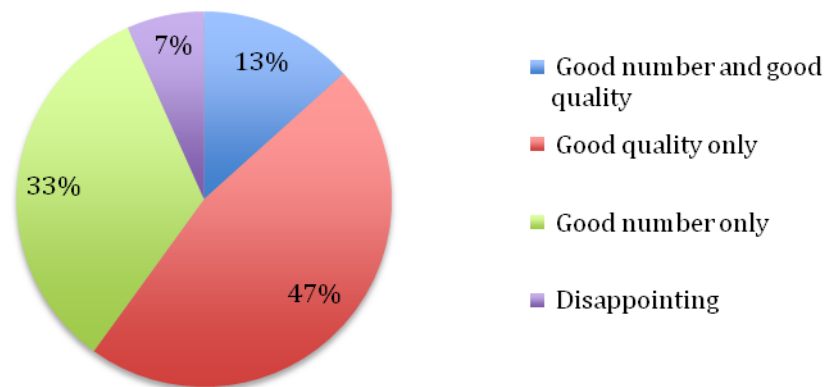
Fair location



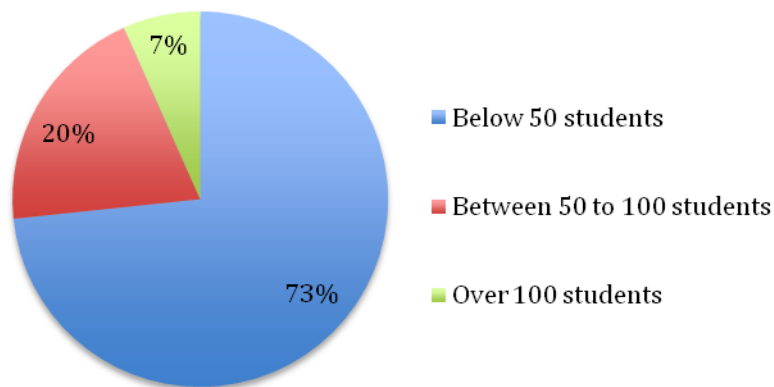
Booth and facilities



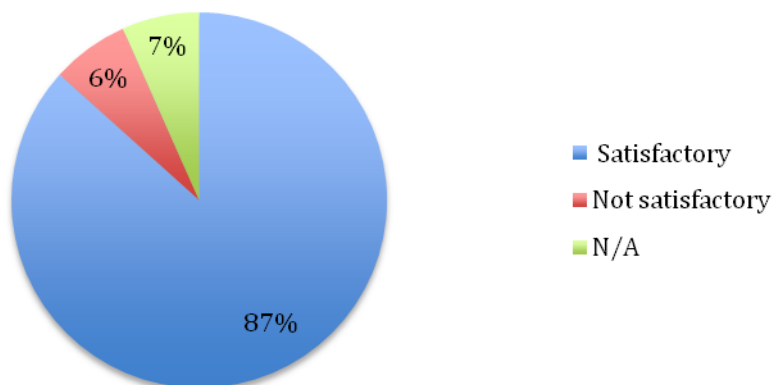
Prospective students



Number of students received



Overall satisfaction



Appendix 5: British Council exhibitors' survey results

	Taipei		Kaohsiung	
	2012	2011	2012	2011
Total number of UK exhibitors	56	58	25	32
Total number of survey collected	54	54	23	27

	Taipei		Kaohsiung	
1. Has your institution attended any previous exhibition this exhibition before?				
Yes	47	89%	19	86%
No	6	11%	3	13%
2. What were your objectives in attending?				
Recruitment	6	11%	4	18%
Profile raising	1	2%	0	0%
Both	47	87%	18	82%
3. What is your primary market interest in this event? (please indicate)				
Undergraduate	30	56%	14	61%
Postgraduate taught	49	91%	19	83%
Postgraduate research	19	35%	7	30%
Higher national diploma and equivalent	2	4%	2	9%
Pre-university foundation courses	11	20%	6	26%
Foundation	12	22%	5	22%
Post-16 A-level	3	6%	1	4%
Pre-sessional English	12	22%	9	39%
School	1	2%	0	0%
4. What is assessment of visitors?				
Good number and good quality	36	67%	5	23%
Good quality only	9	17%	7	32%
Good number only	3	6%	4	18%



Disappointing	6	11%	6	27%
4.1 During the exhibition, approximately how many student enquiries did you receive?				
Below 50 students	11	22%	20	91%
Between 50 to 100 students	31	61%	1	5%
Between 100 to 200 students	7	14%	1	5%
Over 200 students	2	4%	0	0%
8. Have you developed any new links or built on existing feeder or agent relationships by coming?				
Yes	19	41%	19	90%
No	28	59%	2	10%
9. How do you rate the service provided by the European Education Fair Taiwan during the exhibition?				
Unsatisfactory	0	0%	0	0%
Satisfactory	15	29%	7	33%
Good	18	35%	5	24%
Very good	19	37%	9	43%
9.1 The exhibition date (second / third week of November)				
Suitable for holding education exhibition	50	98%	19	90%
Not suitable	1	2%	2	10%
9.2 The venue, the TWTC Exhibition Hall Three / ISEC at Shin Kong Mitsukoshi Kaohsiung Zuoying Store, was				
Satisfactory	53	98%	18	90%
Not satisfactory	1	2%	2	10%
9.3 The opening hours were				
Too short	1	2%	0	0%
Just right	51	96%	17	91%
Too long	1	2%	4	9%
9.4 Was the stand design				
Practical	50	96%	19	100%

Not practical	2	4%	0	0%
9.5 Was your stand assistance (if any)				
Useful	30	56%	11	48%
Not applicable	24	44%	12	52%
10. How do you rate the support you received from the British Council before and during the event?				
Unsatisfactory	0	0%	0	0%
Satisfactory	15	28%	3	14%
Good	19	36%	7	33%
Very good	19	36%	11	52%
12. Please give your overall assessment of the exhibition				
Good exhibition consistent with previous year's event organised by the EEFT organising committee	23	48%	7	33%
Not as good as previous year's event organised by the EEFT organising committee	8	17%	2	10%
Better than previous year's event organised by the EEFT organising committee	6	13%	2	10%
Worse than previous year's event organised by the EEFT organising committee	1	2%	1	5%
First participation, no comparison	10	21%	9	43%
13. Will you be attending this event this time next year?				
Yes	32	60%	7	33%
No	0	0%	1	5%
Undecided	21	40%	13	62%
14. Which of the following statement better describes your view of the exhibition?				
I am happy with the current arrangement as long as there is good level of visitors	34	63%	14	61%
I prefer a UK-only exhibition with stronger Education UK branding, despite the potentially smaller scale and higher fees	10	19%	1	4%
I have no preference and will commit to future exhibitions on a case by case basis	12	22%	7	30%

* For questions with single option, percentage calculation is based on the total number of responses collected in each of the questions.

Appendix 6: EEFT advertising and promotion plan

Media Type	Description																																	
Pre-event seminars	<ul style="list-style-type: none"> Cooperation with Taipei Municipal Library 12 sessions of seminars were arranged during the weekends from April to November, to introduce the education systems of different European countries, inviting alumni to share their experiences. EEFT 2012 is promoted in each seminar. 																																	
Online promotion	<p>Official Website:</p> <p>We have revised the website and launch the new site in July. The new website has been featured to provide service not only to the visitors but also to the exhibitors.</p> <p>Please find promotions online:</p> <ul style="list-style-type: none"> E-newsletter sending: E-newsletters are sent for the seminars and Fair promotion regularly. 8 e-newsletters has been sent during December 2011 and November 2012 Online registration system: promote our online registration system, to attract students to visit our website, and register before the event. You may refer to the visits accumulated since 1st November, 2012. We have average 1,706 daily visits on our official website before our fair, which compare to 2011 is a 0.06% raise. <table border="1"> <thead> <tr> <th>Date</th> <th>Daily visits</th> <th>Total visits</th> </tr> </thead> <tbody> <tr> <td>2012/11/12</td> <td>1204</td> <td>64317</td> </tr> <tr> <td>2012/11/11</td> <td>1992</td> <td>63113</td> </tr> <tr> <td>2012/11/10</td> <td>2975</td> <td>61121</td> </tr> <tr> <td>2012/11/9</td> <td>2564</td> <td>58146</td> </tr> <tr> <td>2012/11/8</td> <td>2051</td> <td>55582</td> </tr> <tr> <td>2012/11/7</td> <td>1812</td> <td>53531</td> </tr> <tr> <td>2012/11/6</td> <td>1563</td> <td>51719</td> </tr> <tr> <td>2012/11/5</td> <td>1592</td> <td>50156</td> </tr> <tr> <td>2012/11/4</td> <td>1334</td> <td>48564</td> </tr> <tr> <td>2012/11/3</td> <td>934</td> <td>47230</td> </tr> </tbody> </table>	Date	Daily visits	Total visits	2012/11/12	1204	64317	2012/11/11	1992	63113	2012/11/10	2975	61121	2012/11/9	2564	58146	2012/11/8	2051	55582	2012/11/7	1812	53531	2012/11/6	1563	51719	2012/11/5	1592	50156	2012/11/4	1334	48564	2012/11/3	934	47230
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	2012/11/2	1182	46296
	2012/11/1	1279	45114
	<p>Facebook Fanpage AD & Fans interactive activities:</p> <p>We've had 3,465 fans on our previous facebook page.</p> <p>However, in 2012, we have re-created a NEW page, and started from ZERO, we now achieved 2,703 fans on EEFT Facebook Fanpage during one year.</p> <ul style="list-style-type: none"> BBS (Bulletin Board System) promotion: this is an online community system which is even more popular in Taiwan between the university students. We have made promotion info on the biggest BBS "PTT" and "PTT II" to promote our fair. 		
Promotion materials	<ul style="list-style-type: none"> Fair posters / postcards have been sent to all the Universities in Taiwan, and all the cultural centers, libraries, educational and cultural institutions in Taipei and Kaohsiung. We cooperated with a student organization, AIESEC, which has 16 branch offices in Taiwan, so that they have been helping to post the posters and display the postcards on campus. 		
Street Buntings	<ul style="list-style-type: none"> Taipei: Street Light Buntings from 11th October- 11th November. Kaohsiung: Street Light Buntings 12th October - 12th November 		
Light Box Bicycle AD	<ul style="list-style-type: none"> On 09-11 November, we arranged 3 bicycles each carries 1 light box with EEFT AD with audio advertisement broadcasting, cycling downtown Taipei for 8 hours/day, in order to promote the fair. 		
Bus Panel	Promotion for 1 month <ul style="list-style-type: none"> Full side 80 bus panels in Taipei Full side 30 bus panels in Kaohsiung 		
MRT LCD CF 10"sec (Taipei)	Promotion for 1 week before the Fair <ul style="list-style-type: none"> Over 400 LCD screening at all stations in Taipei MRT System. 18 hours/ day, 8 times/ hour. 		
News Release & Press conference	<ul style="list-style-type: none"> We had held a press conference on the evening of the 2012/11/08. 11 journalists has attended 10 exposures were generated after the media conference. We have also sent the NR to education media. 		
Radio Interview	<ul style="list-style-type: none"> 2012/10/27 Education Radio Station 101.7MHz did an direct-broadcasting interview session with the PM on air at 0800-0900 		

Appendix 7: UK-focused advertising and promotion

Media type	Publication	Specification / Quantity	Date
Outdoor	MRT in-car advertising	150 cm (W) * 30 (H) cm	22 October to 11 November



	(Taipei)	300 panels	
	Bus panels (Taipei)	Full side 60 bus panels	12 October to 11 November
Newspaper	Apple Daily (Taipei & Kaohsiung)	15.9 cm (W) * 26.5 cm (H) ½ page Ad	9-10 November
	Upaper (Taipei & Kaohsiung)	12 cm (W) * 15.3 cm (H) ½ page Ad	8 November
Internet	Youtube	480 pixels (W) * 70 pixels (H) InVideo Ad 300 pixels (W) * 250 pixels (H) Standard banner Ad 5,555 exposures	22 October to 11 November
Radio	POP Radio APPLE LINE Kiss Radio	15-sec CM, 570 exposures 5 live reads 1 interview	29 October to 11 November

Appendix 8: Event photos



