



# SERVICES FOR INTERNATIONAL EDUCATION MARKETING

## Post-event report for **UK Boarding School Information Session**

**14:00-17:00 Sunday 22<sup>nd</sup> October 2017  
@ British Council Japan, Tokyo**



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# Introduction

The UK Boarding School Information Session was held at the British Council in Tokyo on Sunday 22<sup>nd</sup> October. The event was attended by 67 visitors (including prospective families and study abroad agents) and 4 boarding schools. Feedback from the visitors and participant institutions was generally very positive.

Three participating schools provided a seminar on their schools and the British council delivered a generic presentation on UK boarding school education. All seminars were well attended and well-received by visitors.

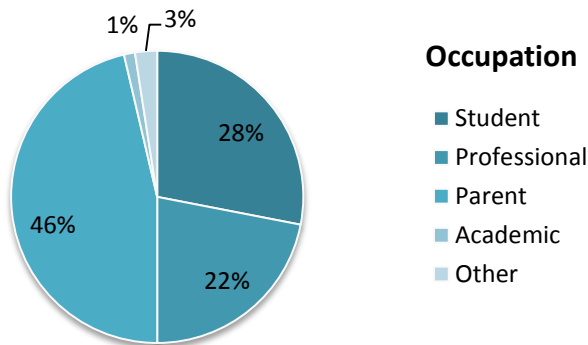
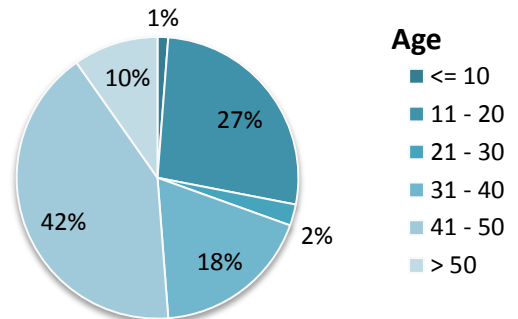
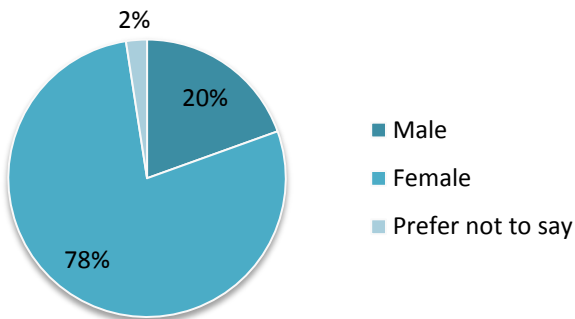
British Council Japan undertook a review of the event to identify what worked well and the key 'lessons learnt' in order to inform future activities.

# Key Statistics

4 Exhibitors  
82 pre-registrants  
67 visitors

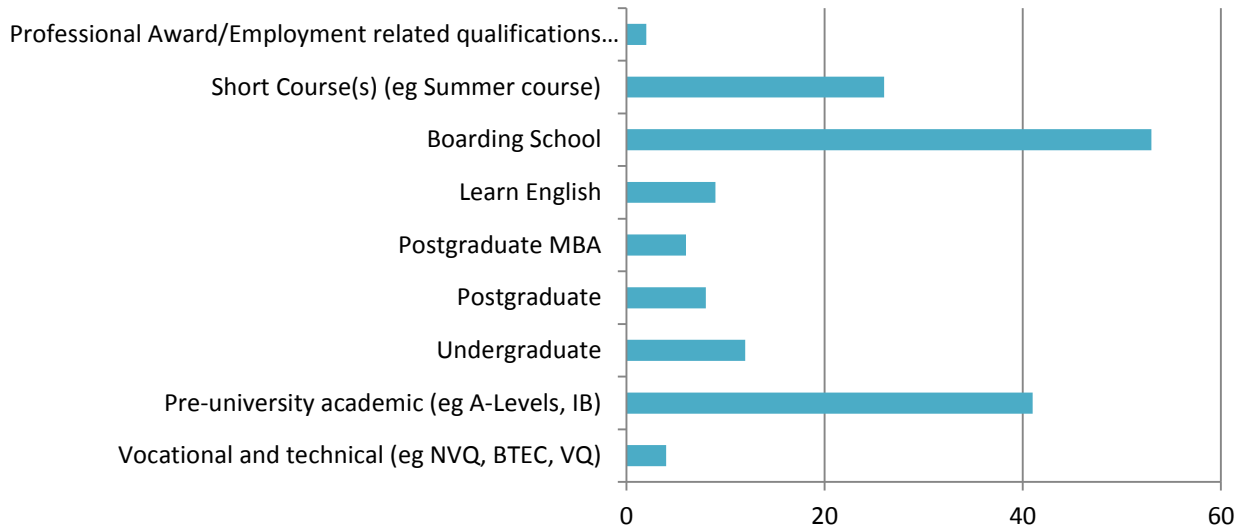
Standard stand cost:  
800 GBP  
Discount stand cost:  
720 GBP

## Registrant demographics

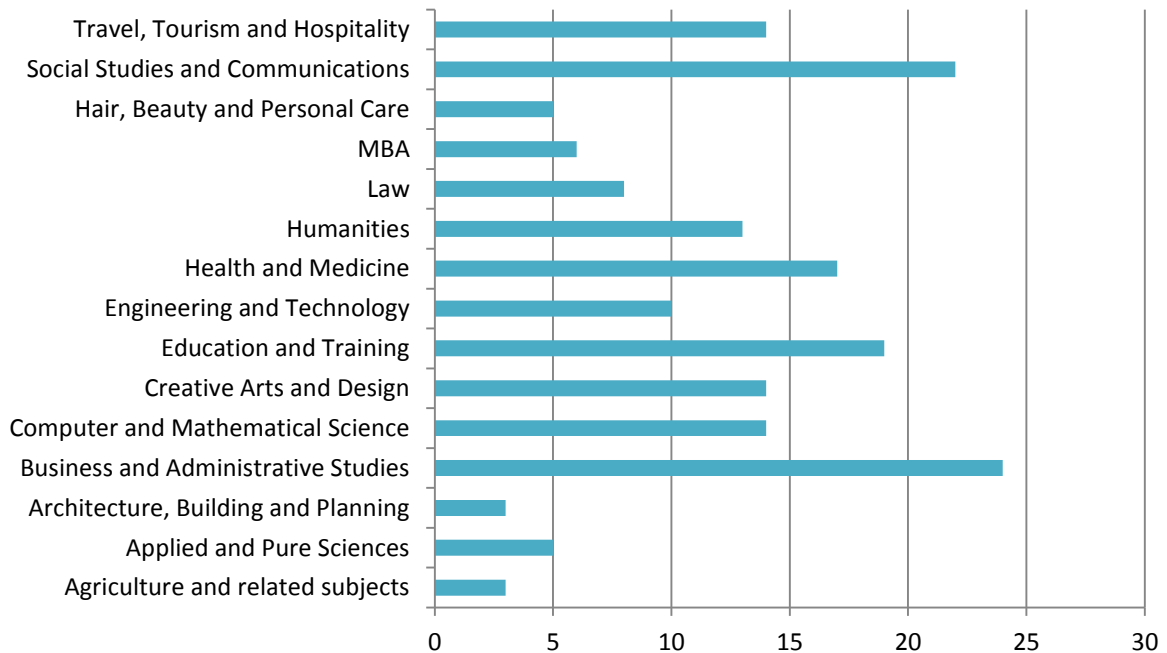


## Registrant s' preferences

### Level of Study



### Subject preference



# Marketing

We advertised the event through the following channels:

## DIGITAL

- **Event Promotion Page on British Council Japan website:** 3,041 unique users and 3,430 page views (18 Aug – 22 Oct 2017)
- **Study UK Mailshots:** two mailshots sent to 972 parents and students interested in boarding school education, pre-university academic programmes and short courses
- **Agent Mailshot** sent to +350 study abroad agents and to the Japan Association of Overseas Studies (JAOS) mailing list of major agents



## Social media promotion



+39,000 reached

## PRINT

- **Flyers sent to 800 schools across Japan**



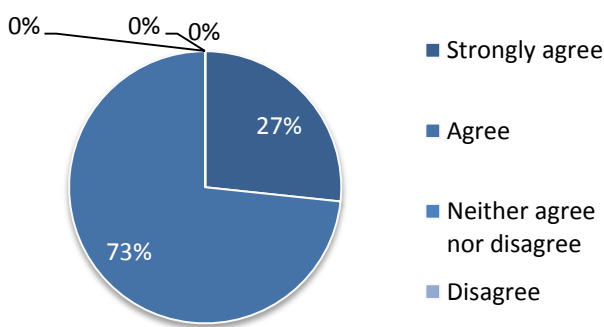
www.britishcouncil.org/siem

# Visitor feedback

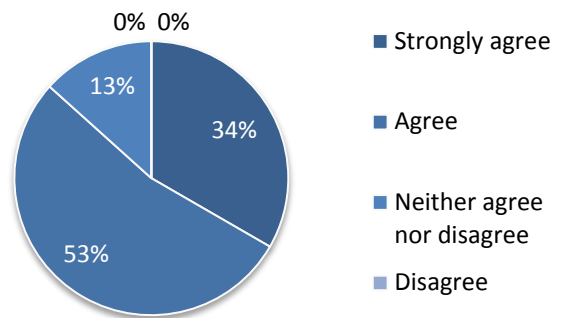
## Methodology

All visitors received a printed questionnaire, which they were encouraged to complete before leaving. Questions were designed to gather quantitative statistics as well as qualitative remarks on visitor reactions to the event and the decision making process.

**100% of respondents said the event met their expectations**



**87% of respondents felt they had acquired new knowledge through the event**



## Feedback from visitors

- It would be good if a greater number of schools could attend
- It was a little noisy during the seminars
- It would be great if you could provide a step-by-step guide on boarding school study
- It would be better if you could distinguish UK boarding school education from that of other countries





# Exhibitor feedback

## Main compliments

- We were pleased with the number of enquiries and genuine interest
- An excellent introduction to the market and prospective families
- This is the third event that I have attended for our UK school. I find the BC events to be well organized and well attended with legitimate inquiries received
- Thank you. An excellent event. Please include us next year!

## Main complaints

- I think an extra hour would be useful
- A slightly bigger / wider table would be useful for displaying literature & laptops, etc.

All respondents said “**YES**” to the following questions:

- The number of **quality enquiries** I received made a **good return on the investment** of attending the event
- The event overall represented a **high-quality showcase** for UK education in a **professional environment**
- The **cost** of the event was appropriate considering the market and the overall **value of participation**
- I am **interested** in attending a **similar event in the future**

2 schools expect to have **definite applications** as a **direct result of attending this event**, while the other school indicated they will possibly receive applications as a result of the event.

Thank you to all institutions for participating and we hope to see you at future events.



## Appendix 1: List of exhibitors

Participating Institutions	
Brookes Cambridge	Ruthin School
Giggleswick School	Wells Cathedral School

## Appendix 2: Seminar Programme

Time	Seminar title	Institution
14:20 – 14:35	An introduction to studying at UK boarding schools	British Council, Japan
14:40 – 15:00	How to choose a UK Boarding School that is right for my child	Giggleswick School
15:05 – 15:25	Preparing for Entry to a Top Ranking University	Ruthin School
15:30 – 15:50	The benefits of an education in a musically-alive environment	Wells Cathedral School

## Appendix 3: Breakdown of marketing plan

### PAID PUBLICITY

#### 1) Social Media

Facebook and Twitter paid promotion targeting parents in the Tokyo area reached over 39,000 users.

### PUBLICITY THROUGH BRITISH COUNCIL MARKETING CHANNELS

#### 1) Flyer distribution prior to the event

Flyers were distributed to 800 schools across Japan and displayed at British Council front of house. In addition, the flyers were distributed among all visitors to the Study UK Japan Exhibition 2017 (attendance: 773) held on the day before the event.

#### 2) E-mails to registered enquirers

Details of the event were e-mailed to approximately 2,700 individuals registered on the British Council Japan's database of prospective study abroad students. Additionally two mailshots were sent to 972 target subscribers (parents and students interested in boarding school education, pre-university academic programmes and short courses) and two institutions were featured per mailshot. British Council corporate e-flyer (11,000 subscribers) and British Council Teaching Centre monthly e-newsletter (3,100 subscribers) introduced the event too.

Event details were also sent to more than 350 study abroad agents across Japan and to the Japan Association of Overseas Studies (JAOS) mailing list of major agents.

#### 3) British Council Japan website

The event was promoted through a special event page contained within the British Council Japan website. Promotion ran from mid-August 2017 to the day of the event.

#### 4) Social media

The event was publicized regularly through the British Council Japan Facebook page (15,100 likes), British Council Japan Twitter account (13,200 followers) and British Council Japan Teaching Centre Twitter account (4,700 followers). One social media post per institution was made on Facebook and Twitter pages.