

International Agents Fair for boarding schools and sixth form colleges 2013

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1. Event fact file

The British Council International Agents Fair 2013 was a business to business event which aimed to provide UK boarding schools and colleges with a cost-effective way to access a range of high quality education agents from all over the world. The event ran from 5-11 May and featured two fairs as well as a series of familiarisation trips for the agents.

At each of the fairs, the schools in attendance hosted an exhibition table, and pre-booked appointments with their preferred agents using an online system. There were a total of 18 appointment slots in the day.

Fair 1 - Tenbury Wells, 7 May 2013

Venue	Saint Michael's College, Tenbury Wells
Opening hours	0800-1800
Stand costs	£900 per institution (excluding VAT) Fee entitles institutions to bring two representatives and includes one pass to the networking dinner
Seminars	Opportunities in Russia – Valentina Orlova, British Council

Fair 2 – Apperley Bridge, 9 May 2013

Venue	Woodhouse Grove, Apperley Bridge, West Yorkshire
Opening hours	0800-1800
Stand costs	£900 per institution (excluding VAT) Fee entitles institutions to bring two representatives and includes one pass to the networking dinner
Seminars	Opportunities in Russia – Valentina Orlova, British Council Wider British Council programmes – Simon Ford, British Council Agents Training – Helen Obaje, British Council

Schools visited during the week:

- Padworth College
- The Royal School Wolverhampton
- St. Dominic's Priory School, Stone
- Queen Ethelburga's Collegiate Foundation
- Ackworth School

2. Key statistics

Attendance	Enter Venue Name	
	2012	2013
Agents participating	23	25
Schools attending fairs	45	46

*A full list of agents and school exhibitors can be found in Appendices 1 and 2.

3. Conclusions and follow up

3.1 Key recommendations for institutions

Agents enjoyed familiarisation trips where:

- They were met by senior staff
- Staff were friendly and helpful
- Tours were conducted by students in small groups (two or three agents per group)
- Tours were very organised so as to leave plenty of space

Agents didn't like:

- Being given tours in large groups
- Being spoken to in large groups so it is difficult to hear
- Tours which were disorganised and where groups weren't allocated in advance
- Being rushed around large campuses
- Being prohibited from taking photographs
- Lack of time for personal discussion with staff and students

3.2 Key recommendations for the British Council

- A third of all agents and a third of all schools would have liked more information about the other parties attending. This will be addressed in future registration forms.
- 95 per cent of schools found it 'easy' or 'very easy' to book appointments with agents using the online system. We will continue to use this system where possible in future.
- It was identified through the survey that the spaciousness and location of some of the venues was not ideal. A more definitive set of requirements will be sent out to future hosts in order to address this.
- One or two agents felt that the variety and/or number of schools visited on the tour was poor; in future events we will look to include more familiarisation trips and ensure a wider variety of schools.
- 100 per cent of agents and 91.7 per cent of schools stated that the Agents Fair was 'very important' or 'somewhat important' to their work, whilst 100 per cent of agents and schools would consider attending again. Following this positive feedback the British Council will look to continue providing this kind of event where possible.

Appendix 1: List of participating agents

Agency name	Country
STI Azerbaijan	Azerbaijan
Delius-Terra	Belarus
Vision for Education Ltd	Bulgaria
HOPE Study Abroad Service	China
Power Academy Co., Ltd	China
ELL Ltd	Georgia
Sarah Jochums Internatsberatung	Germany
Aces Education Consultancy	Hong Kong
aec Education Consultancy	Hong Kong
UK Education Network	Korea
Trema Viajes Educativos SC	Mexico
Barach & Beacon Consulting Ltd	Nigeria
Virtue Consultancy Services	Nigeria
OK Estudante	Portugal
EDvisory Education	Romania
Franz&Lefort	Russia
Iclass Education Group	Russia
International European Agency	Russia
Say Languages	Spain
Breakthrough Study Abroad Services	Taiwan
Wisdom House Education & Travel	Thailand
ISCU (Thailand) Co. Ltd	Thailand
Key Education	Thailand
Empathy International Agency	Turkey
Business Link	Ukraine

Appendix 2: List of participating schools

Abbey College in London and Malvern
Abbots Bromley School
Ackworth School
Adcote School for Girls
Alexanders International School
Ashbourne College
Bellerbys College
Bexhill College
Blundell's School
Boston College of Further Education
Bosworth Independent College
Bright World Guardianships Ltd
Brockenhurst College
Brooke House College
CATS College / CSVPA
City College Plymouth
David Game College, London
EF International Academy
Ellesmere College
Gower College Swansea
Harrogate Ladies' College
Hethersett Old Hall School
Kingsley School
Lucton School
Millfield English Language Holiday Course
Mount St Mary's College
MPW
New Eccles Hall
Newlands School
Oswestry School
Padworth College
Queen Elizabeth's School

Queen Ethelburga's Collegiate Foundation
Rossall School
Saint Michael's College
Scarborough College
St John's College
St John's International School
St Mary's School, Cambridge
St. Dominic's High School for Girls
St.Dominic's Priory School, Stone
Strathallan School
The Read School
The Royal School, Wolverhampton
Windermere School
Woodhouse Grove School

Appendix 3: Survey Results – agents survey

Pre-event communications

	Excellent	Good	Satisfactory	Poor	N/A
Level of information provided pre-event	47.6%	38.1%	14.3%	0.0%	0.0%
Information provided about schools	66.7%	19.0%	14.3%	0.0%	0.0%
Speed and accuracy of response to enquiries	76.2%	19.0%	4.8%	0.0%	0.0%

Support during the event

	Excellent	Good	Satisfactory	Poor	N/A
Information provided during the Event	85.7% (18)	14.3% (3)	0.0% (0)	0.0% (0)	0.0% (0)
Interactions with British Council staff	85.7% (18)	14.3% (3)	0.0% (0)	0.0% (0)	0.0% (0)
Overall organisation of the event	71.4% (15)	28.6% (6)	0.0% (0)	0.0% (0)	0.0% (0)

Post-event information

	Excellent	Good	Satisfactory	Poor	N/A
Communications after the event	66.7% (14)	33.3% (7)	0.0% (0)	0.0% (0)	0.0% (0)
Response to queries	61.9% (13)	23.8% (5)	0.0% (0)	0.0% (0)	0.0% (0)

Venue

	Excellent	Good	Satisfactory	Poor	N/A
Location of venues	57.1% (12)	38.1% (8)	4.8% (1)	0.0% (0)	0.0% (0)
Spaciousness of venues	42.9% (9)	52.4% (11)	4.8% (1)	0.0% (0)	0.0% (0)
Quality of venues	47.6% (10)	42.9% (9)	0.0% (0)	0.0% (0)	0.0% (0)

Schools

	Excellent	Good	Satisfactory	Poor	N/A
Number of schools	61.9% (13)	28.6% (6)	9.5% (2)	0.0% (0)	0.0% (0)
Perceived quality of schools	47.6% (10)	38.1% (8)	9.5% (2)	4.8% (1)	0.0% (0)
Variety of schools represented	55.0% (11)	40.0% (8)	5.0% (1)	0.0% (0)	0.0% (0)
Variety/number of schools visited on fam trips	42.9% (9)	47.6% (10)	0.0% (0)	9.5% (2)	0.0% (0)

Do you envisage working with any of the schools who attended the fair in the near future?	Yes	100%	21
	No	0%	0

How important is the Agents Fair in your wider work with schools?	Very Important	89.5%	17
	Somewhat Important	10.5%	2
	Not Important	0.0%	0

Please rate this year's Agents Fair event overall:	Excellent	57.9%	11
	Good	36.8%	7
	Satisfactory	5.3%	1
	Poor	0.0%	0.0%

Would you consider attending a future British Council Agents Fair?	Yes	100%	19
	No	0%	0

Appendix 4: Survey Results – schools survey

Pre-event communications

	Excellent	Good	Satisfactory	Poor	N/A
Level of information provided pre-event	70.4% (19)	29.6% (8)	0.0% (0)	0.0% (0)	0.0% (0)
Information provided about schools	66.7% (14)	25.9% (7)	7.4% (2)	0.0% (0)	0.0% (0)
Speed and accuracy of response to enquiries	74.1% (20)	22.2% (6)	0.0% (0)	0.0% (0)	0.0% (0)

Support during the event

	Excellent	Good	Satisfactory	Poor	N/A
Information provided during the Event	77.8% (21)	22.2% (6)	0.0% (0)	0.0% (0)	0.0% (0)
Interactions with British Council staff	88.9% (24)	11.1% (3)	0.0% (0)	0.0% (0)	0.0% (0)
Overall organisation of the event	81.5% (22)	14.8% (4)	3.7% (1)	0.0% (0)	0.0% (0)

Post-event communications

	Excellent	Good	Satisfactory	Poor	N/A
Communications after the event	63.0% (17)	25.9% (7)	3.7% (1)	0.0% (0)	0.0% (0)
Response to queries	48.1% (13)	11.1% (3)	3.7% (1)	0.0% (0)	0.0% (0)

Venue

	<u>Excellent</u>	<u>Good</u>	<u>Satisfactory</u>	<u>Poor</u>	<u>N/A</u>
Location of venues	40.7% (11)	37.0% (10)	18.5% (5)	3.7% (1)	0.0% (0)
Spaciousness of venues	50.0% (13)	15.4% (4)	23.1% (6)	11.5% (3)	0.0% (0)
Quality of venues	46.2% (12)	38.5% (10)	7.7% (2)	7.7% (2)	0.0% (0)

Agents

	<u>Excellent</u>	<u>Good</u>	<u>Satisfactory</u>	<u>Poor</u>	<u>N/A</u>
Number of Agents	55.6% (15)	44.4% (12)	0.0% (0)	0.0% (0)	0.0% (0)
Perceived quality of Agents	29.6% (8)	59.3% (16)	11.1% (3)	0.0% (0)	0.0% (0)
Variety of countries represented	51.9% (14)	44.4% (12)	3.7% (1)	0.0% (0)	0.0% (0)

How important is the agents fair to your international recruitment?	Very Important	45.8%	11
	Somewhat Important	45.8%	11
	Not Important	8.3%	2

Please rate this year's Agents Fair event overall:	Excellent	66.7%	16
	Good	25.0%	6
	Satisfactory	8.3%	2
	Poor	0.0%	0.0%

Would you consider attending a future British Council Agents Fair?	Yes	100%	24
	No	0%	0