

Post-event report for

Education UK

Study Law, Medicine and Business in the UK Information Sessions

Date of events

Rundle College, Calgary, AB – September 26th, 2016

Hart House, University of Toronto, ON – October 3rd, 2016

Thank you for your participation at the Education UK Information Sessions held in Calgary and Toronto on September 26th and October 3rd, 2016, respectively.

Introduction

The purpose of this report is to provide you with a summary of the events, including visitor and exhibitor feedback as well as other useful information. We trust that this report will enable you to report return on investment and assist with future decision making.

*The events “**Study Law, Medicine and Business in the UK Information Sessions**”, hosted representatives from **16 UK institutions** (listed below in the Exhibitors’ Feedback section), who engaged with **prospective students, parents and student counsellors from private and public high schools in Toronto and Calgary**, providing the audience with information on Law, Medicine and Business programs in the UK.*

*The events each attracted more than **65 visitors** thanks in part to the direct marketing and social media campaign (details listed below in the Marketing section). Alongside the main events, a series of presentations were delivered by the Law Society of Alberta, the Law Society of Upper Canada and the College of Physicians and Surgeons of Ontario who provided information on how to practice law or medicine in Canada with a UK degree.*

*At British Council we highly appreciate your support, and hope that we can continue to provide valuable marketing services in terms of both our exhibitions and also our range of other targeted activities during the year. We hope to see you again at our second Creative Industries Series event: **FFWD Advertising and Marketing Week** in Toronto, ON, scheduled for **January 30th and February 1st 2017**.*

Regards,

Odette Valero | Project Coordinator, Canada

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Highlights

The information sessions were held at the following venue/time/date...

Venue	Rundle College, Calgary, AB
Date	September 26 th , 2016
Opening hours	18:00 to 20:00

Venue	Hart House, University of Toronto, ON
Date	October 3 rd , 2016
Opening hours	17:30 to 20:00

The information sessions were well attended by students, influencers, guest speakers and UK institutions.

- 65 attendees in Calgary and 72 attendees in Toronto
- Students, parents and student counsellors from private and public schools in Calgary and Toronto attended the events
- 16 UK universities participated
- Networking sessions were held prior to the events to engage with student counsellors
- Participation of British Consuls-General in Calgary and Toronto
- Special guests and presentations of the Law Society of Alberta, Law Society of Upper Canada and College of Physicians and Surgeons of Ontario

A number of successful presentations were held, covering such topics as...

- Studying in the UK
- Practicing Law in Canada with a UK degree
- Practice Medicine in Canada with a UK degree

Visitors' profile

Attendees at Calgary and Toronto events:

- Student Counsellors from private and public schools in both cities.
- Students
- Parents
- Professionals

	Calgary, AB September 26 th , 2016	Toronto, ON October 3 rd , 2016
Online registrations	40 <i>(26 out of 40 attended the event)</i>	48 <i>(44 out of 48 attended the event)</i>
At the venue registrants	39	28
TOTAL attendees	65	72

Total number of attendees in Calgary and Toronto = 137

CALGARY: Attendees' profile

73% were students 20% were parents, 7% counsellors

63% were female, 37% were male

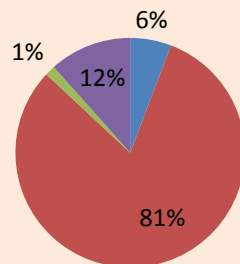
TORONTO: Attendees' profile

54% were students 25% were parents, 21% counsellors

58% were female, 33% were male, 9% N/A

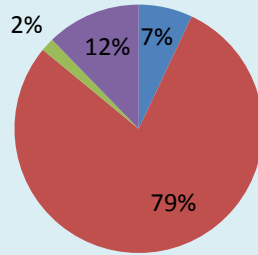
CALGARY: Level of studies they are interested in

■ Postgraduate ■ Undergraduate ■ short course ■ N/A



TORONTO: Level of studies they are interested in

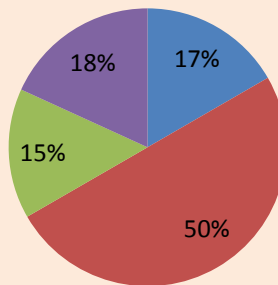
■ Postgraduate ■ Undergraduate ■ vocational ■ N/A



CALGARY: Subjects they are interested in studying

■ law ■ health and medicine ■ business ■ Others:

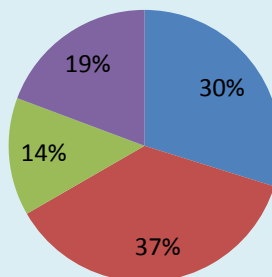
E.g. Dentistry, Pharmacy
Languages, History



TORONTO: Subjects they are interested in studying

■ law ■ health and medicine ■ business ■ Others:

E.g. Engineering, Psychology,
Environmental Science, Research
Social Work



Marketing

Direct Marketing:

A direct marketing strategy was developed and executed to reach our target markets including:

- Personalized emails to counsellors in Toronto and Calgary
- Phone calls to student counsellors to confirm participation and provide further information about the event

Social Media campaign – Facebook and Twitter



Website clips – Education UK and British Council Canada



Do you want to study Law, Medicine or Business?

YES

Study Law, Medicine or Business in the UK
Information Session

Rundle College
7375 17 Avenue Southwest,
Calgary, AB T3H 3W5

Monday, September 26, 2016
6:30pm to 8:00pm

Admission is free. Registration is required.
To book your place, register NOW
ca.edukexhibition.org

BRITISH COUNCIL Education UK
UK Trade & Investment
British Consulate-General Calgary

Promotional material - posters

BRITISH COUNCIL Education UK

**WANT TO STUDY
LAW, MEDICINE OR BUSINESS
IN THE UK?**

HART HOUSE, 3 OCTOBER
MEET REPRESENTATIVES FROM 12 UNIVERSITIES

Special presentations:

- Welcome and opening remarks by The British Consul-General, Mr. Kevin McGargan.
- Practice Medicine in Canada with a UK degree (presentation) by Nathalie Novak, Manager Applications and Credentials, College of Physicians and Surgeons of Ontario.
- Practice Law in Canada with a UK degree (presentation) by Deborah Wolfe, Director, Law School Programs, Federation of Law Societies of Canada and Claire Hepburn, Team Manager, Articling Program, The Law Society of Upper Canada.

EVENT STUDY LAW, MEDICINE AND BUSINESS IN THE UK
INFORMATION SESSION

WHERE? "THE DEBATES ROOM"
LOCATED AT HART HOUSE, UNIVERSITY OF TORONTO
7 HART HOUSE CIRCLE, TORONTO, ON M5S 3H3

WHEN? 3 OCTOBER 2016

TIME 6:30pm to 8:00pm

COST FREE

REGISTER CA.EDUKEXHIBITION.ORG

www.educationuk.org/canada /ca/British @BritishCouncilCanada /BritishCouncilCanada

BRITISH COUNCIL British Consulate-General Calgary

**STUDY LAW, MEDICINE
AND BUSINESS IN THE UK
INFORMATION SESSION**

AUXILIARY GYMNASIUM
6:00pm to 8:00pm

Special presentations:

- The British Consul-General, Ms Caroline Saunders
- Ms Cori Gutter, Director Professionalism and Policy Law Society of Alberta

UK INSTITUTIONS

UNIVERSITY OF LIVERPOOL uclan BPP UNIVERSITY
Aston University DUNDEE Keele University
MANCHESTER The University of Manchester UEA University of East Angles
University of Brighton

BRITISH COUNCIL British Consulate-General Calgary

**STUDY LAW, MEDICINE
AND BUSINESS IN THE UK
INFORMATION SESSION**

The Debates Room, Hart House
Today, October 3rd, 2016
5:30pm to 8:00pm

Special presentations:

- Mariya Afzal, Country Director, British Council Canada
- British Consul-General, Mr Kevin McGargan
- Nathalie Novak, Manager Applications and Credentials, College of Physicians and Surgeons of Ontario
- Deborah Wolfe, P.Eng. Director, Law School Programs, Federation of Law Societies of Canada
- Claire Hepburn, Team Manager, Articling Program, The Law Society of Upper Canada

UK INSTITUTIONS

UNIVERSITY OF LIVERPOOL uclan UNIVERSITY OF LEEDS
Aston University UWE BRISTOL Keele University
Southampton BPP UNIVERSITY Queen Mary University of London
University of Brighton UEA UNIVERSITY OF BIRMINGHAM

Visitors' Feedback

Online surveys were sent after the event to all of the attendees in Calgary and Toronto. The questions were designed to gather quantitative statistics as well as qualitative remarks on reactions to our events in both cities and the decision making process.

Respondents: students, parents and student counsellors.

CALGARY AND TORONTO:

The event met my expectations, 31% strongly agree, 62% agree, 7% neither agree nor disagree.

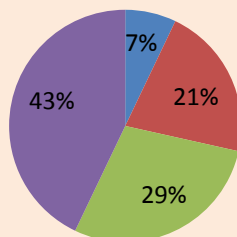
CALGARY AND TORONTO:

When the visitors were asked: After attending "Study Law, Medicine and Business in the UK" are you more likely to study in the UK (if you are a parent or counsellor, are you more likely to encourage your son/daughter or student(s) to study in the UK)
62% more likely, 28% no change, 10% less likely

CALGARY AND TORONTO:

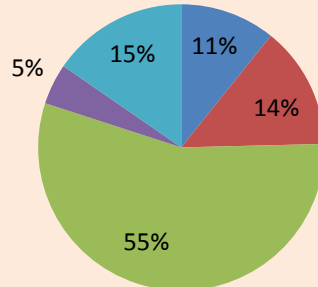
What was the most relevant or interesting element of this event for you?

- Study in the UK (presentation)
- Practice law in Canada with a UK degree (presentation)
- Practice medicine in Canada with a UK degree (presentation)
- The UK universities that were at the event



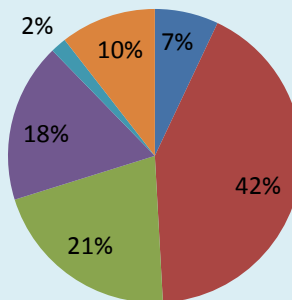
CALGARY: How did you hear about the event:

■ Friend or Family ■ Social Media ■ Teacher ■ Other: ■ N/A



TORONTO: How did you hear about the event:

■ Friend or Family ■ Social Media ■ Teacher and counsellor
 ■ Other: University Fair ■ student association ■ N/A



CALGARY AND TORONTO:

Some examples of comments/quotes from visitors following the events:

- Very informative event. A nice selection of universities attended. Would like to have seen more.
- More time to network in the beginning information
- The speaker of Law in Toronto gave some useful but so hard to follow
- A great opportunity to meet with so many universities
- Loved the session on Medicine – Very helpful
- Informative session, though I'd have loved to know about scholarship opportunities, do UK universities offer any?
- How can I get in contact with other students who have studied in the UK?

Exhibitors' Feedback

CALGARY:

When exhibitors were asked "The event met my expectations":
5 agree, 1 neither agree or disagree, 2 disagree, 3 doesn't apply (I didn't participate in this event)

TORONTO:

When exhibitors were asked "The event met my expectations":
1 strongly agree, 7 agree, 3 doesn't apply (I didn't participate in this event), 1 N/A

CALGARY:

When the exhibitors were asked "What went well and should be repeated":

- Gathering school counsellors in one event and having experts in the area of Law delivering a session.
- Good number of students and parents
- I liked the brief UK overview and Law subject talk

TORONTO:

When the exhibitors were asked "What went well and should be repeated":

- Good number of counsellors attending
- School counsellor meetings talks from Medicine and Law bodies
- Having the university representatives in the same room at the beginning meant that we were able to talk to counsellors and students
- High quality enquiries from invested parents
- The talks and networking

CALGARY:

When the exhibitors were asked "What could have been better or changed":

- More counsellors attending the session
- The law presentation should have been a breakout session, as not everyone in the audience was looking to practice law. I also felt because the presentation was too long, it left too little time for the fair. I also would have liked to have been given an opportunity to speak briefly.
- The intro to the UK should be done by UK representatives and flyers should be produced to hand out at fairs with details of the universities attending our university, as we were all sitting up front for the presentation anyways.
- Perhaps the timings of activities.

TORONTO:

When the exhibitors were asked, “What could have been better or changed”:

- The counsellors networking event was almost exclusively counsellors that I had worked with previously, getting to meet new ones would have been much better, the timing of the talks left a very short time for the fair.
- More space required for exhibitors, slightly less time on the talks and more on the networking with parents and students
- Talk on what is available at UK universities
- A list of school counsellor contact details would have been really helpful as they didn't all have the time to make it to my stand

LIST OF EXHIBITORS (Alphabetical Order):

1	Aston University	11	University of Central Lancashire
2	BPP University	12	University of Dundee
3	Exeter University	13	University of East Anglia
4	Keele University	14	University of Leeds
5	Queen Mary University of London	13	University of Liverpool
6	St George University of London	14	University of Manchester
7	University of Birmingham	15	University of Southampton
8	University of Brighton	16	University of West England

Future steps

There are several areas that both British Council and the UK institutions can work on to improve the overall arrangement and outcomes of the exhibition. The main findings and recommended next steps are outlined below:

British Council

- British Council understands the importance of providing value-added services to the exhibitors, thus for next year events, we will evaluate the cost effectiveness and the feasibility of moving to a larger venue.
- We will consider having a morning networking event with counsellors, to attract different counsellors and increase their attendance, depending on space and budget constraints.
- Going forward, British Council Canada will better coordinate our event agenda to enable exhibitors more time to communicate and showcase their programs.

UK Institutions

- It is suggested that institutions invite their alumni to attend future exhibitions and share tales of their life in UK with the visitors.
- Many visitors commented that scholarships opportunities were very low. We recommend institutions to look at ways of providing some sort of scholarship or discount and highlight these during future exhibitions.

The above points, though important, should not detract from what was a successful exhibition. Next year's events will build upon the lessons learned in these events. We hope to see you there!

2017 events

- Second Creative Industries Series event: *FFWD Advertising and Marketing Week*
Date: January 30th - February 1st 2017
Location: Toronto, ON
Opportunity to showcase any of the following programs: PR, marketing, advertising, communications, digital media, media planning, media production, etc.
- Other events in Vancouver, Toronto and Montreal to be confirmed for March 2017

Calgary and Toronto photos

CALGARY, AB



TORONTO, ON



End of Report