



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

**Post-event report for
Creative Industries Roadshow
13-17 October 2014
Mexico City & Guadalajara**

Introduction

Creative Sector in Mexico and in the UK shared best practices and experiences.

From the 13 to the 17 October we hosted the Creative Industries Roadshow which took place in Mexico City and Guadalajara City, British Council worked together with the British embassy in order to contribute to the development of the Creative sector in Mexico.

*Thank you for your participation at the Education UK exhibition in **Mexico in October 2014** in Mexico City and Guadalajara City.*

The purpose of this report is to provide you with a summary of the event, 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 event, themed around the Creative Industries Sector in the UK hosted representatives from **3 UK institutions** (Listed below) that positively engaged with prospective students and attendees to the different events the Embassy held, providing the audience with information on educational opportunities in the UK.*

*The event attracted over **400 visitors** thanks in part to the Universities and Mexican Institutions which participated with us and to the marketing efforts we created on social media.*

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 next exhibition.

Regards,

Denise Valenzuela | Project Coordinator, Mexico

This report includes:

Introduction - Page 2

Highlights - Page 3

Visitors profile - Page 4

Marketing - Page 5 & 6

Visitor Feedback - Page 7

Exhibitors Feedback - Page 8

Future Steps - Page 9

Highlights

- Creative Industries Roadshow by the British Council Mexico is the only Roadshow focused on this sector in the Americas.
- We had partnerships with specific Institutions focused 100% to the Creative Sector
- We organised a mini fair with the assistance of very well targeted students.

This exhibition was held at the following venue/time/date...

Activities:	<p>Day 1. GREAT WEEK agenda.</p> <p>Day 2. Recruitment in Guadalajara at 2 of the most important universities.</p> <p>Day 3. Lecture and recruitment at one of the most prestigious Universities in Mexico.</p> <p>Day 4. British Council recruitment mini fair</p>
Stand costs	£1930

We continued with the good quality and quantity of visitors from last year's recruitment exhibitions.

Attendance	CITY	
	2013	2014
Recruitment activities	382	400

Universities who participated in the event said -

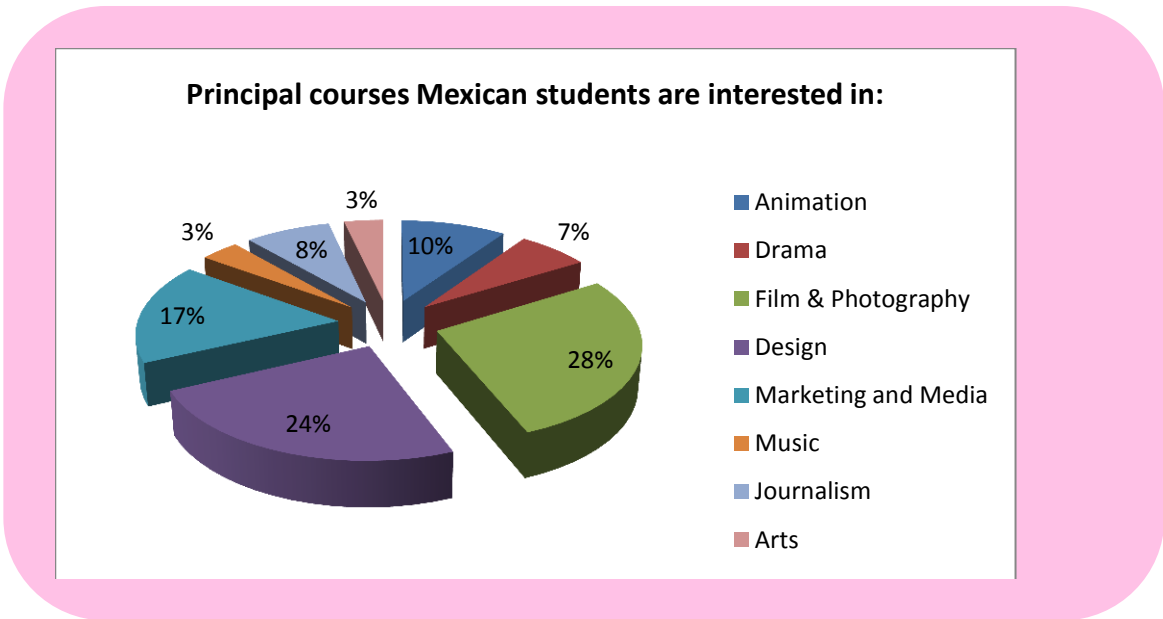
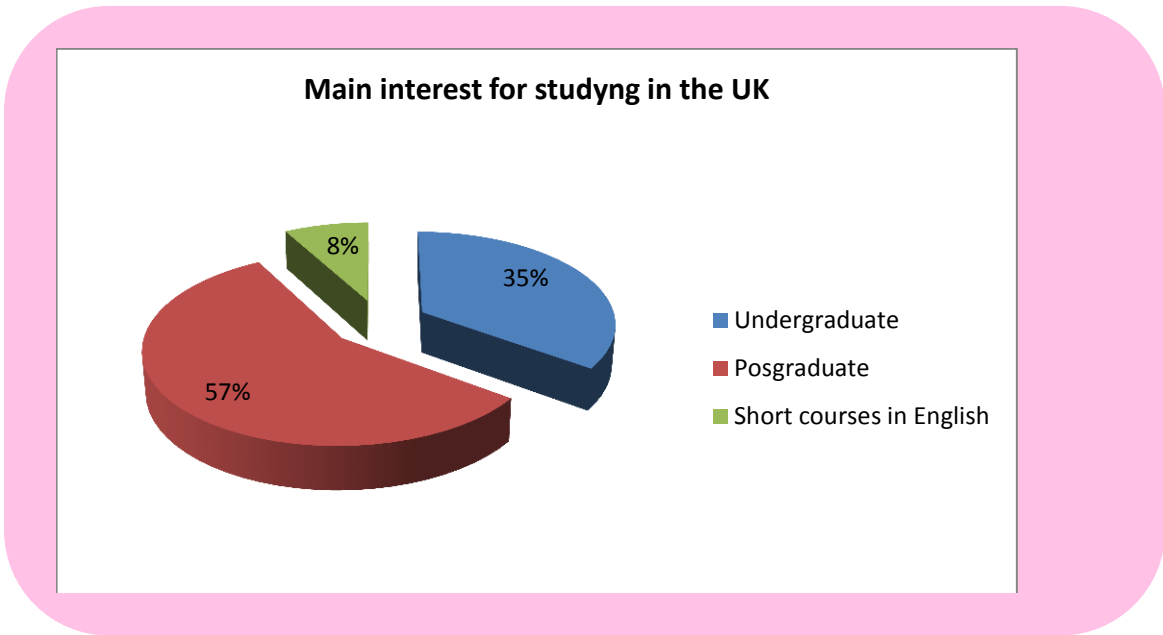
- “Excellent opportunity for students to have the British Universities in our facilities” - ITESO
- “We are very happy to have this fair in our University so students can become more international” - CUAAD

Visitors' profile

For the British Council mini fair we got some market data about the Mexican students:

Most visitors are looking for Postgraduate Studies

No. of visitors: n = 166 survey responses



Marketing

Digital marketing is increasing every day in Mexico and has become the most important tool for advertise any product or service.

Most of the national and international companies based in Mexico has as part of their most important strategy the use of the social media to promote their goods and British Council is not the exception.

Advertising for the Creative Industries Roadshow:

- Promotion in British Council Mexico website
- Promotion in Education UK Mexico website
- Google AdWords
- Digital campaign in British Council Facebook (more than 50,000 followers) and Education UK Mexico Facebook (more than 19,000 followers).
- Audience:
 - 17-35 age
 - Female and Male
 - Interested in the Creative Industries
- It was very effective because we received students who already did some research about the Universities, their programmes and just wanted to clarify some specific questions.
- Partners: EduPass, who offers financial solutions to students for studying abroad.

Our marketing reached an estimated audience of 6 Million people

Results Overview

Total Campaign Insights & Figures:



Social Media:



Visitor's Feedback

We collected some visitor's information; the most relevant information to get a better UNDERSTANDING OF THE MEXICAN MARKET is the next:

When the visitors were asked if they found useful the Roadshow to make a decision for choosing the UK as the study destination:

70% said yes, 25% maybe, 5% said no.

Do you think it worth to visit the Roadshow?

90% said yes, 10% said no

Yes, because I can solve all my questions and get personalised information
No, I can find the same info on internet

How do you rate the level of this fair?

60% said not as good, 25% good, 15% bad.

Some examples of quotes from Visitors following the exhibition:

- Excellent opportunity to talk with the Universities
- I was expecting a bigger exhibition with more Universities
- I just came here to solve some questions because I really want to study in the UK
- This year there are few Universities than previous years, I would like to have more options.

Key Recommendations for the British Council include:

- Invite more Institutions to attract larger audience
- Have more recruitment fairs instead of activities with the GREAT week

Exhibitor's Feedback

At the exhibition there were 3 Universities:

1. Ravensbourne
2. University of the Arts London
3. University of South Wales

Some positive quotes from exhibitors:

- British Council Mini Fair had well targeted students, despite were few all of them were into studying in the UK and already researched some information about the courses and the University
- In some Universities such as ITESO in Guadalajara, CENTRO and British Council Mini Fair, the profile of students was correct.
- British Council staff were all the time looking after them and trying to make them feel comfortable and without any problems during their trip in the country.

Some negative quotes from exhibitors:

- The quality of the students in some Mexican Universities was not as good as they expected
- They didn't feel integrated by the GREAT WEEK programme
- Fewer students than expected in some venues
- Looked like a very small fair, because they were just 3



Future steps

For future Roadshows we have some lessons learned as organisers and some ideas to implement with UK institutions in order to have a better exhibition, more attractive programmes and more numbers talking about recruitment.

British Council

- For the next exhibition we are doing a separate programme to the GREAT week according to the exhibitor's feedback from 2013 and 2014. This will allow us to create a more focused programme, recruitment fairs and plan activities which will more attractive for UK institutions.
- We will try to have a better price for the Roadshow in order to get more UK institutions.
- Despite the quality of the students was good in our mini fair, we need to increase our marketing efforts to bring more students.
- We will do a better assessment of the Mexican institutions profile who participate with us in future editions.
- We will increase the advertising efforts with UK institutions.

UK Institutions

- It is suggested that UK institutions promote the Roadshow in their website and social media in order to have more promotion in Mexico.
- Most of the Mexican students who study abroad do it through a scholarship and one of the first topics in the fairs are scholarships, it is suggested they create discounts or scholarships with a small amount (5%, 10% or 20% scholarships) in order to encourage the students to study in the UK.
- It is suggested to invite your local agents so you can share as many information as possible in the fairs. Also create a post Roadshow event in Mexico, where you can engage much more those students who were interested in your University.

Next Roadshow will build upon the lessons learned and prove even more popular.

We hope to see you in Mexico next time!