

Education UK Exhibition
Vietnam Oct 2013

Event report

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1. Event fact file

Event name	Education UK Exhibition		
Venue	Hanoi Melia hotel	HCMC InterContinental hotel	Danang - Le Quy Don high school (1) - Novotel hotel (2)
Date	19 Oct 2013	20 Oct 2013	22 Oct 2013
Opening hours	1330 – 1800	1330 – 1800	0930 – 1130 (1) 1400 – 1700 (2)
Stand costs	GBP 1,150 (VAT excluded)	GBB 1,140 (VAT excluded)	GBP 670 (VAT excluded)
Seminars	<ol style="list-style-type: none"> 1. Pre-university courses in the UK – a stepping stone for a bright future 2. UK one-year master programme – a giant leap for your career 3. Visa application for the UK 		
Unique features to give added value	<p>UK Education and Culture Corner: this was featured through:</p> <ul style="list-style-type: none"> - Traditional UK dances as an introduction to UK culture. The dances brought in lively atmosphere to the Education UK Exhibition, and were received positive comments from exhibitors and visitors. - ‘Tep’s great journey to the UK’ musical which provided a taste and feel about the UK and UK education through the story of Tep travelling to different inspiring cities and educational institutions in the UK. - The UK photo corner with background images of the UK which gave visitors a feel of being photographed in the UK. - ‘Living Book’ initiative which continued to be attractive to exhibition visitors with inspiring stories from 6 UK alumni having studied and lived in the UK. - ‘UK Quiz’ which made the corner more interactive with visitors, and helped visitors gain some quick facts and figures about the UK and UK Education. 		

2. Key statistics

Attendance	Hanoi		HCMC		Danang	
	2013	2012	2013	2012	2013	2012
Total number of visitors*	680	700	800	700	750 (300 – LQD & 450 public event)	500
Total number of exhibitors	67	64	64	62	24	15
- Schools & colleges	9	11	9	11	3	2
- Universities	56	50	54	48	20	11



- Local TNE providers	2	3	1	3	1	2
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**This year visitor numbers have been calculated based on the amount of registrations received solely by students on the days of the events. In 2012 the visitor numbers were calculated based on the amount of visitor packs handed out and may have included parents of students as well. When using the same method as 2012 visitor numbers were actually Hanoi: 780, HCMC: 880, Danang: 750. Therefore visitor numbers have in fact increased in all 3 cities in 2013.*

List of participating exhibitors is included in the Appendix 1

Visitors' profiles	Hanoi		HCMC		Danang	
	2013	2012	2013	2012	2013	2012
Level of education						
High school	14%	5%	9%	5%	3%	3%
Pre-university & Foundation	8%	10%	7%	7%	9%	4%
Undergraduate	36%	28%	35%	24%	30%	41%
Masters & Pre-masters	46%	32%	35%	34%	31%	23%
PhDs	7%	5%	6%	5%	5%	5%
English & summer courses	13%	8%	8%	8%	9%	8%
Vocational/Professional short courses	6%	7%	8%	9%	8%	7%
Top subjects of interest						
Economics/Finance/Business Administration	44%	37%	34%	31%	22%	27%
Tourism & Hospitality	10%	10%	11%	9%	26%	16%
Media/Communication	13%	8%	10%	8%	10%	8%
IT	9%	6%			10%	7%
Education, Arts, Law	7%	6%	8%	5%	5%	7%
Sector breakdown						
High school student	23%	38%	22%	23%	25%	59%
University student	44%	36%	29%	43%	40%	34%
Parent	10%	4%	6%	7%		1%
Professional/Academic	20%	21%	17%	27%	6%	6%
Un-answer	2%		26%		29%	

Note: the Danang statistics are of visitors to the public venue only.

3. Impact of marketing plan



The marketing plan for the Education UK Exhibition this year focused strongly on social media and digital marketing.

- The dedicated webpage for the exhibition this year was improved in many ways. Each exhibitor has their own landing page to feature key selling points about their offer to Vietnamese students. A special tool was built in to help students virtually 'shop' for the UK institutions they like, which helped them focus and narrow down the UK institutions to meet with during the actual exhibition;
- Synergy across the teams (Education UK, Exams and Teaching Centre) at the British Council was maximised this year – the unique selling points across peer organisations in Vietnam - to ensure that the event was able to reach the largest number of potential students for the UK;
- Frequent interaction including advertisements on Facebook on a daily basis kept students updated about individual exhibitors and interesting activities at the event itself, and allowed Facebookers to join quizzes about the UK. The 'UK in my eyes' Facebook – the key social media channel for the event received over 100% increase in the number of fans after the event;
- Digital Marketing was exploited in a different way this year to ensure impact and cost efficiency. Online banners and key messages promoting the event were placed on over 150 key online channels and forums through CPC (Cost Per Click) which attracted over 5,500 clicks. Google Adword was also applied this year to ensure that the event always came up in the top Google search result;

As a result of the whole marketing campaign and unique features of the exhibition, the events in all three cities gained an increase in visitor numbers of between 11-50 per cent.

The PR/Marketing campaign report can be found at <http://eduk.thukyso.com/> (user name: edukvn; password: edukvn2013).

4. Conclusions and follow up

4.1 Key recommendations for institutions

- **Freight:** A number of UK exhibitors had problems with their freight in the exhibition this year which resulted in additional fees for a local forwarder to do last minutes custom clearance or even materials not arriving in time for the exhibition. Exhibitors are strongly recommended to read the exhibition handbook, which is usually sent out **3 months** before the event date, carefully to get full advice about exhibition freight.
- **Promotional materials:** it was observed that lots of promotional materials were left after the events in all three cities. Some of them were collected by education agents, but many were not. To save cost of printing and freight cost, it is recommended that exhibitors send reasonable amount of prospectuses for the exhibition. Information sheets or DVDs are recommended to be considered.

4.2 Key recommendations for the British Council

- **Exhibition timing:** the events in Hanoi and HCMC will be 30 minutes shortened next year, i.e starting from 1330 and finishing at 1730. The shortening of the programme especially in Hanoi will help exhibitors to catch an earlier flight to HCMC on the same day. Furthermore, the last hour of the exhibitions this year in Hanoi and HCMC were a bit quieter.
- **Exhibition venues and accommodation:**



- **Hanoi:** Melia hotel accommodation seemed not to be appreciated by a number of UK exhibitors. However, Melia's grand ballroom is the most suitable one for the Education UK Exhibition given its capacity, and central position in the city. Therefore, Melia hotel will still be the exhibition venue for the upcoming event. However, the British Council will provide a few more options of accommodation for exhibitors to choose from in future exhibitions.
- **Danang:** Novotel hotel seems to be too small for all activities in the Education UK exhibition. Therefore, another hotel option for future exhibitions will be investigated.
- **PR/Marketing campaign:** emphasis will be put more on social media and digital marketing channels given its proven efficiency through this year's campaign. 'Out-of-home' channels and printed ads will still be applied but on a smaller scale to maintain wider coverage of the event amongst potential groups of students and parents.
- **Enhancing exhibition visitors' quality:**
 - **Scholarships:** messages about eligibility for scholarship opportunities in the UK will be widespread in all communications prior to the event. This is to enhance students' knowledge about the possibility of gaining scholarships to study in the UK, which hopefully will reduce the questions about scholarships from non-eligible students on the event dates.
 - **Subject areas:** the British Council will look into organising interactive workshops on some popular subject areas either during or before the exhibitions to give students more in-depth information about what they are expected to study in their subjects of choice.
- **Freight for promotional materials:** the British Council will look into finding a local forwarder who is responsible for freight custom clearance, and delivery to the exhibition booths in all three cities. This is to avoid the case of promotional materials being blocked at custom, and exhibitors not receiving their materials in time for the events.

4.3. Others

Photos at the exhibitions: the British Council Vietnam made more effort in ensuring that every participating exhibitor has a photo/some photos at the exhibition in Hanoi, HCMC and Danang, as they might be too busy for a photo at their booth. Exhibitors may want to retrieve their photos at <http://eduk.thukyso.com/> (user name: edukvn; password: edukvn2013).



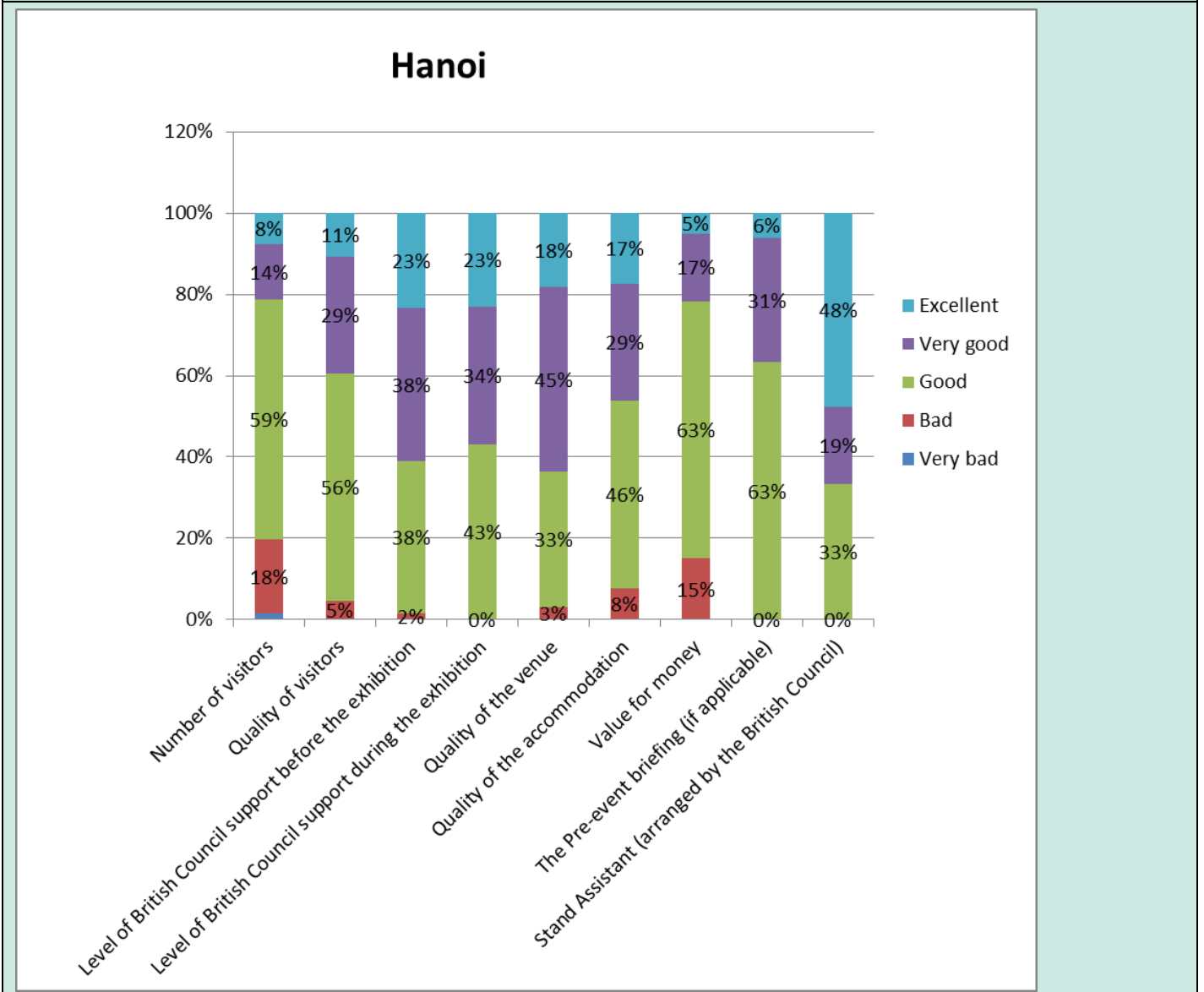
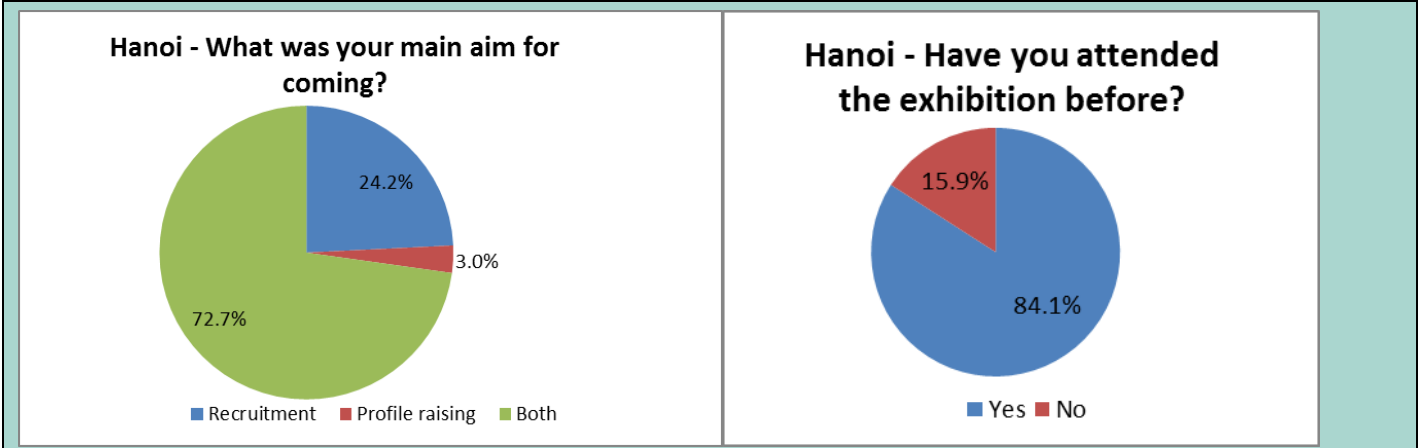
Appendix 1: List of participating institutions

No.	Institution's name	No.	Institution's name
1	Anglia Ruskin University, Cambridge and Chelmsford	35	Llandrillo Menai International
2	University of the Arts London	36	UCL - University College London
3	Aston University, Birmingham	37	London Metropolitan University
4	Bangor University	38	London South Bank University
5	Bellerbys College	39	Manchester Metropolitan University
6	University College Birmingham	40	The University Of Manchester
7	University Of Birmingham	41	Middlesex University, London
8	Bournemouth University	42	Newcastle University
9	Bradford College	43	The University of Northampton
10	University of Bradford	44	Northumbria University
11	University of Brighton	45	The University of Nottingham
12	Cardiff Sixth Form College	46	Oxford Brookes University
13	Cardiff University	47	City College Plymouth
14	Cardiff Metropolitan University	48	Plymouth University
15	University of Central Lancashire (UCLAN)	49	University of Portsmouth
16	Chase Grammar School	50	Queen Mary, University of London
17	City University London	51	The University of Reading
18	Concord College	52	The University of Sheffield
19	Coventry University	53	Sheffield Hallam University
20	University of Derby	54	University of Southampton
21	University of East Anglia	55	University of Stirling
22	EF Education First	56	University of Sunderland
23	University of Essex	57	University of Surrey
24	University of Gloucestershire	58	University of South Wales
25	University of Hertfordshire	59	University of Warwick
26	University of Huddersfield	60	University of Westminster
27	The University of Hull	61	University of the West of England
28	Keele University	62	University of West London
29	University of Kent	63	Windermere School
30	King's College London	64	University of Wolverhampton
31	LCA Business School, London	65	University of Worcester
32	University of Leicester	66	York St John University
33	Liverpool Hope University	67	London College for Fashion Studies (Hanoi)
34	Liverpool John Moores University	68	British University Vietnam



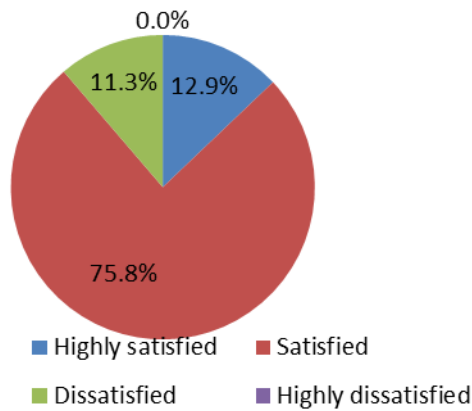
Appendix 2: Exhibitors' survey results

Hanoi

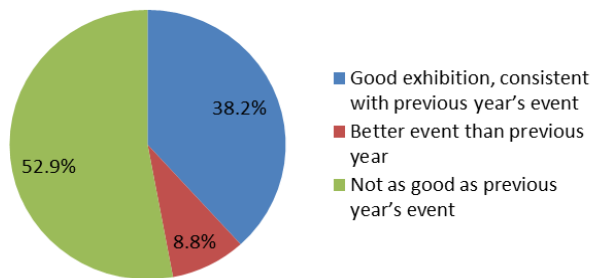




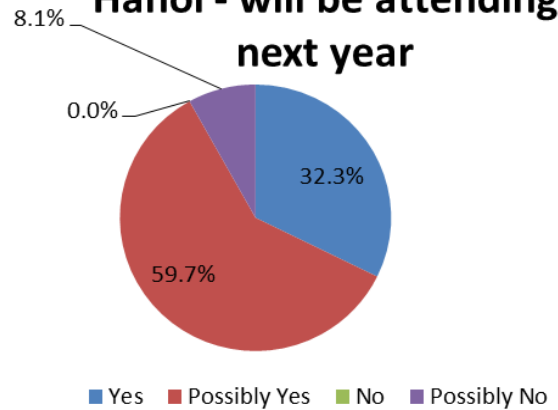
Hanoi - Overall assessment of the exhibition



Hanoi - compare to last year's exhibition?

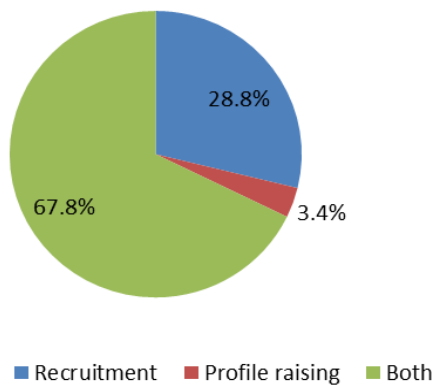


Hanoi - will be attending next year

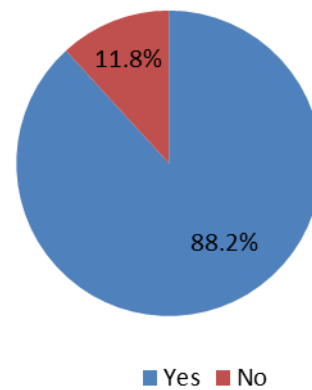


Ho Chi Minh City

HCMC - Main aim for coming

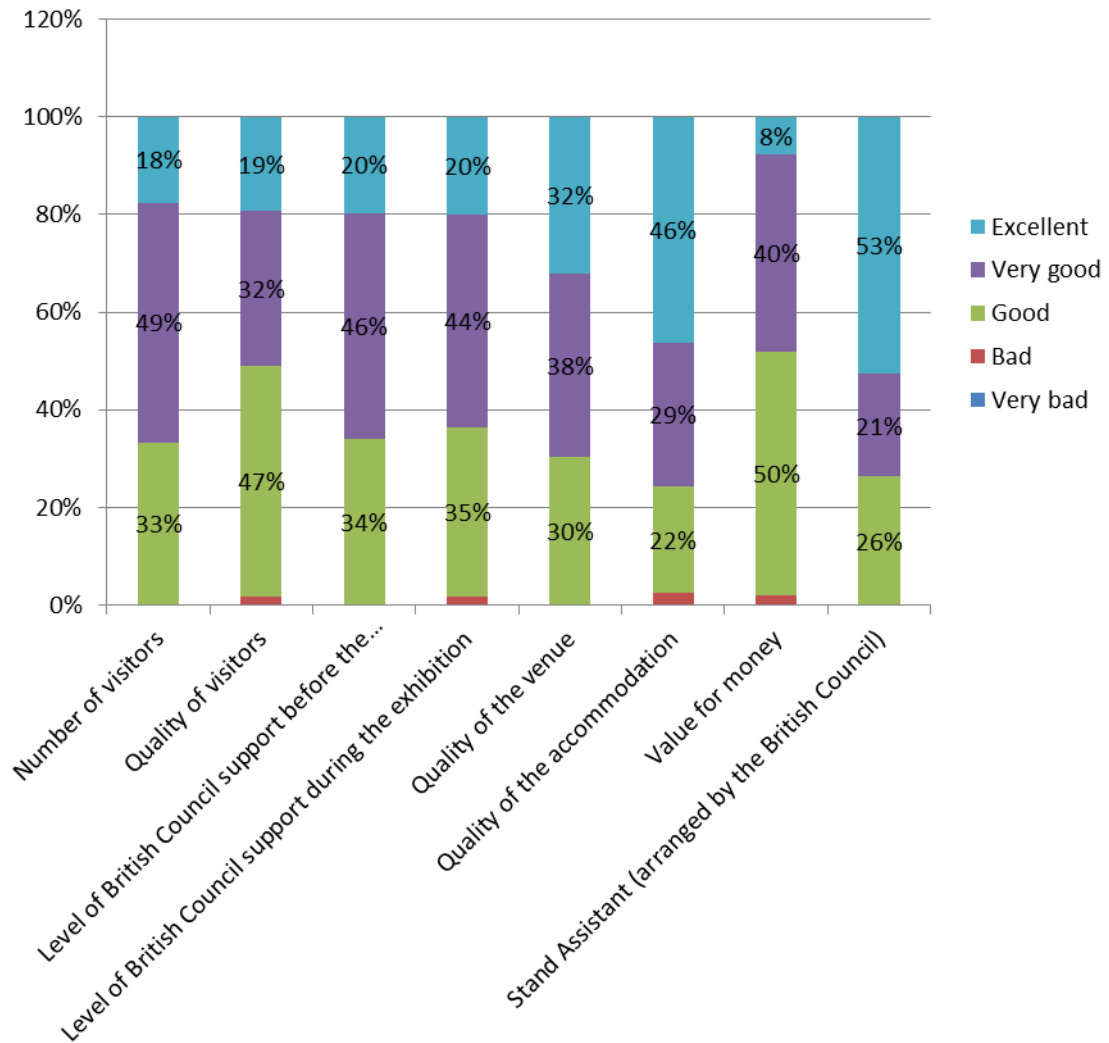


HCMC - Have you attended the exhibition before

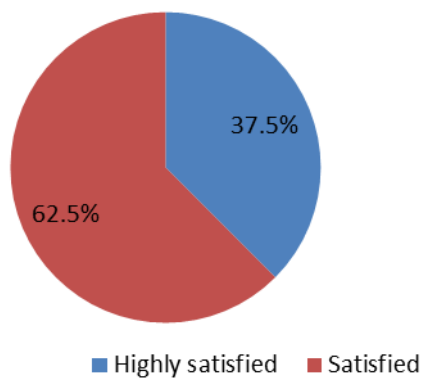




HCMC

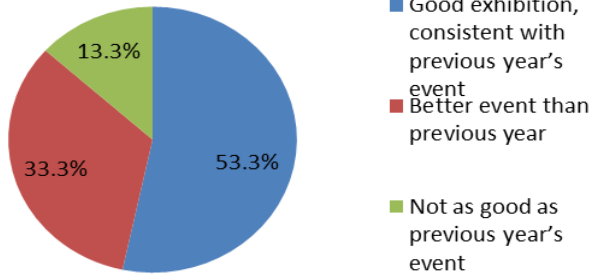


HCMC - Overall assessment of the exhibition

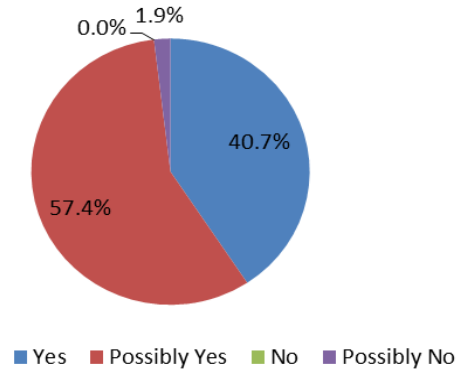




HCMC - compare to last year's exhibition? (if applicable)

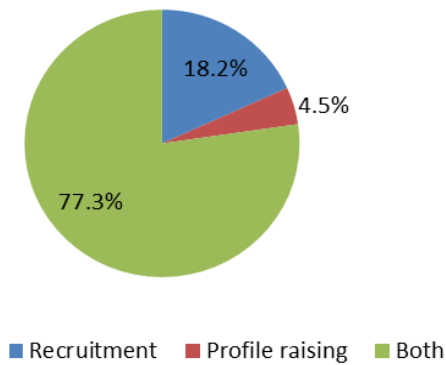


HCMC - will be attending next year?

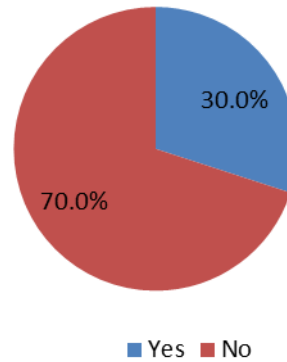


Danang

Danang - main aim for coming

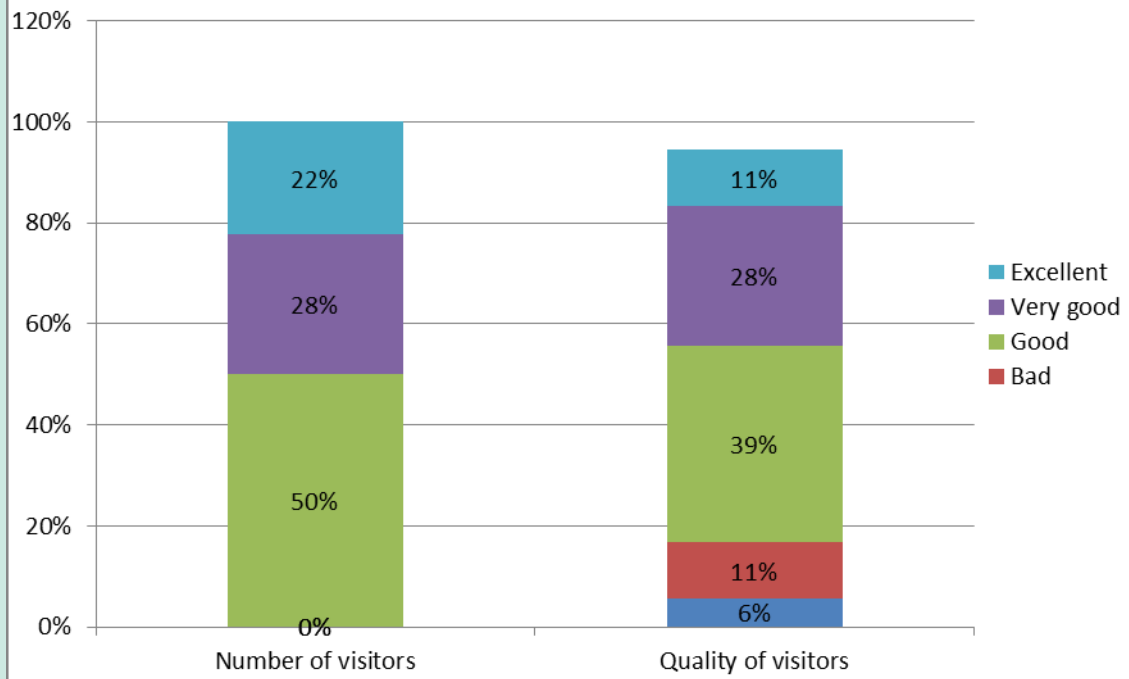


Danang - Have you attended the exhibition in Danang before

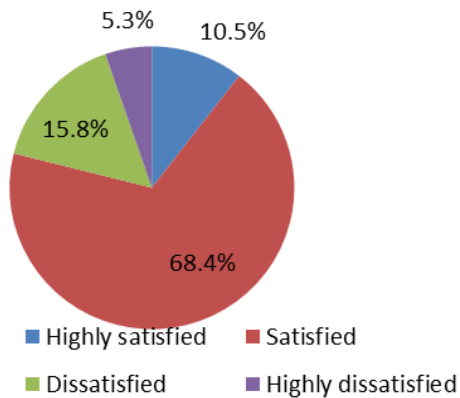




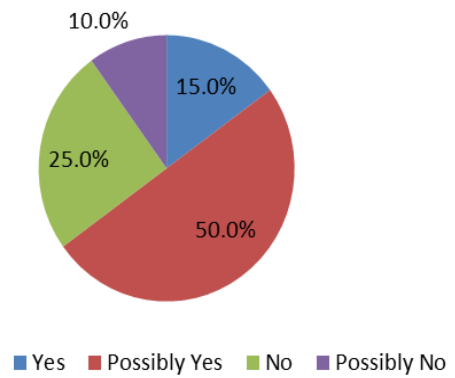
Danang - Le Quy Don high school



Le Quy Don high school - Overall assessment

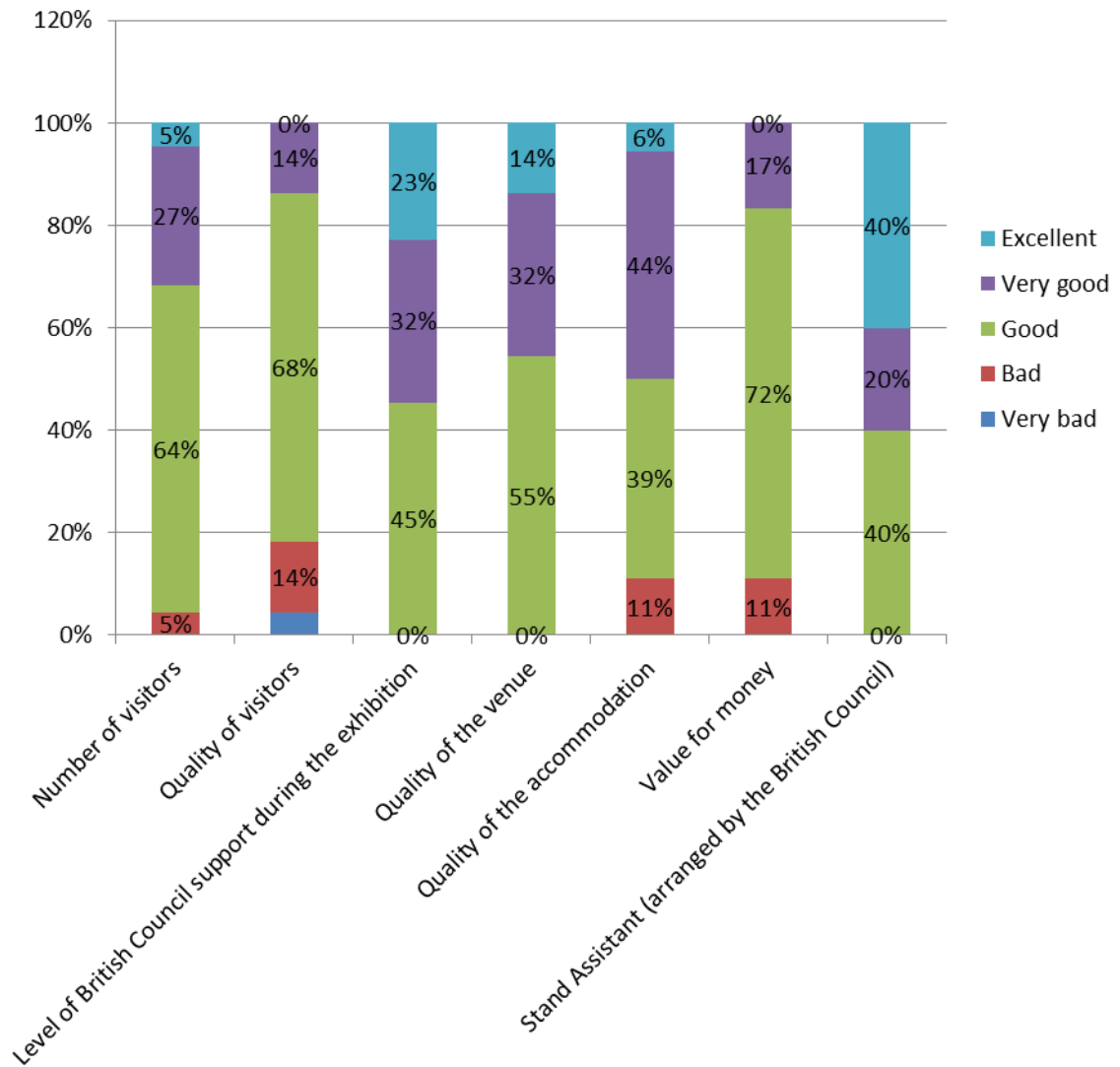


Le Quy Don high school - will be attending next year

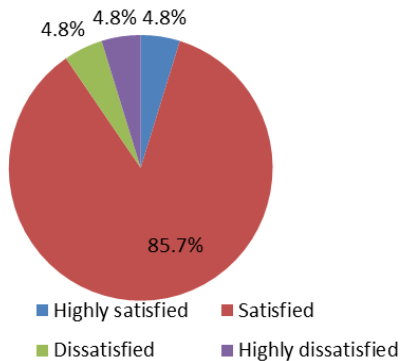




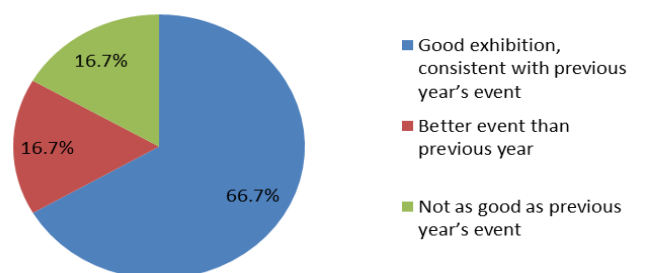
Danang - Public event



Danang - overall assessment

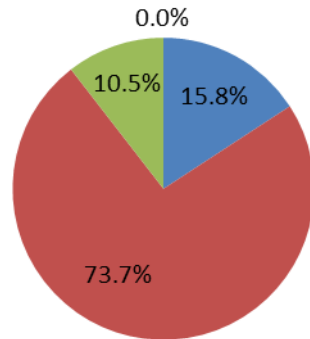


Danang - compare to last year's exhibition? (if applicable)





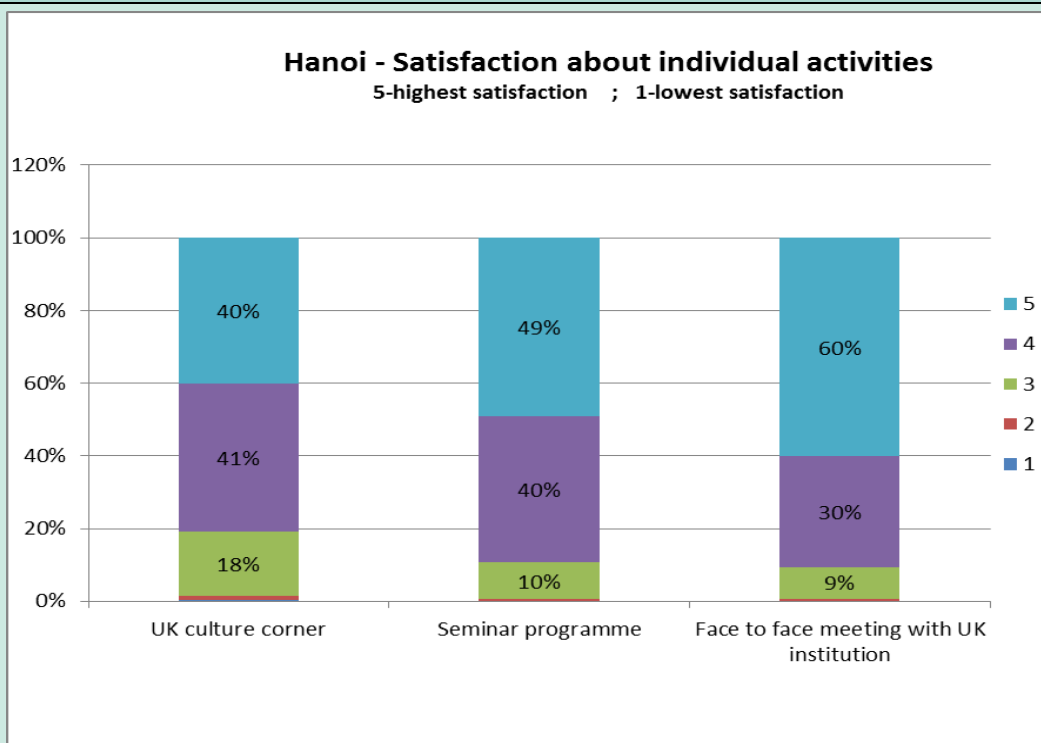
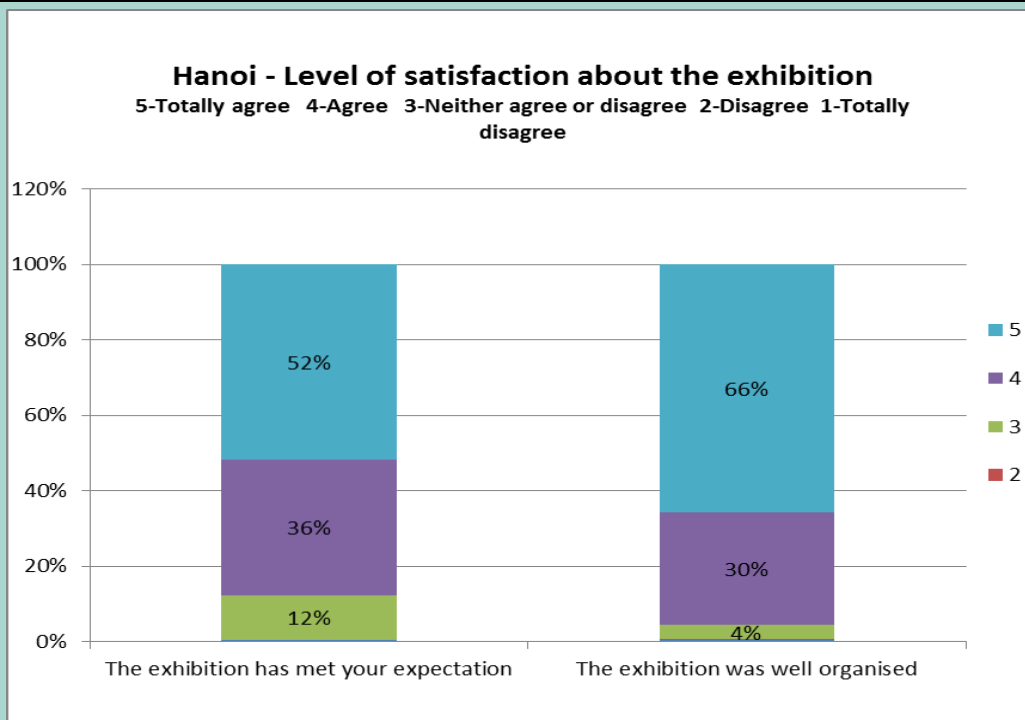
Danang - will be attending next year?



■ Yes ■ Possibly Yes ■ No ■ Possibly No



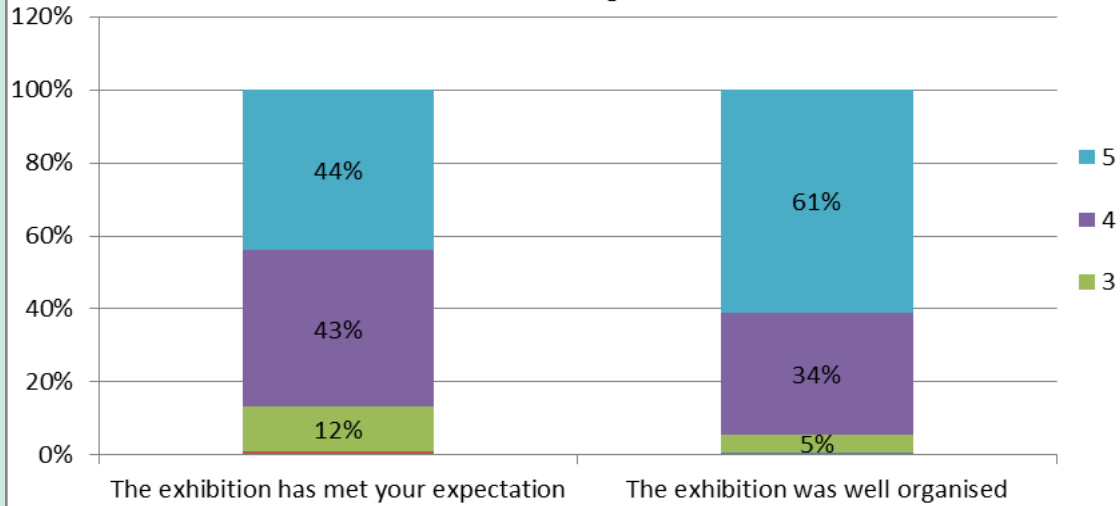
Appendix 3: Visitors' survey results





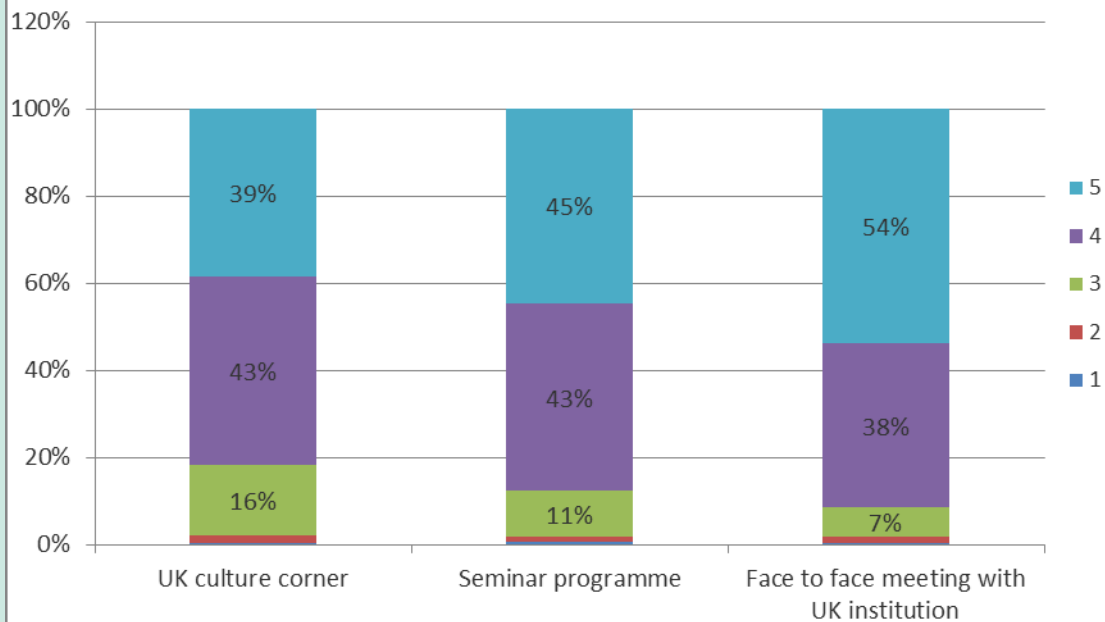
HCMC - Level of satisfaction about the exhibition

5-Totally agree 4-Agree 3-Neither agree or disagree 2-Disagree 1-Totally disagree



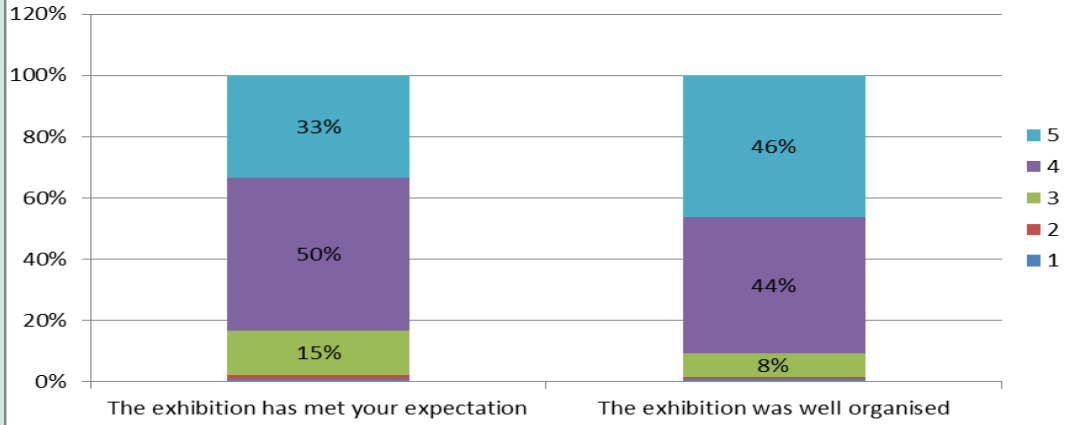
HCMC - Satisfaction about individual activities

(5-highest satisfaction ; 1-lowest satisfaction)

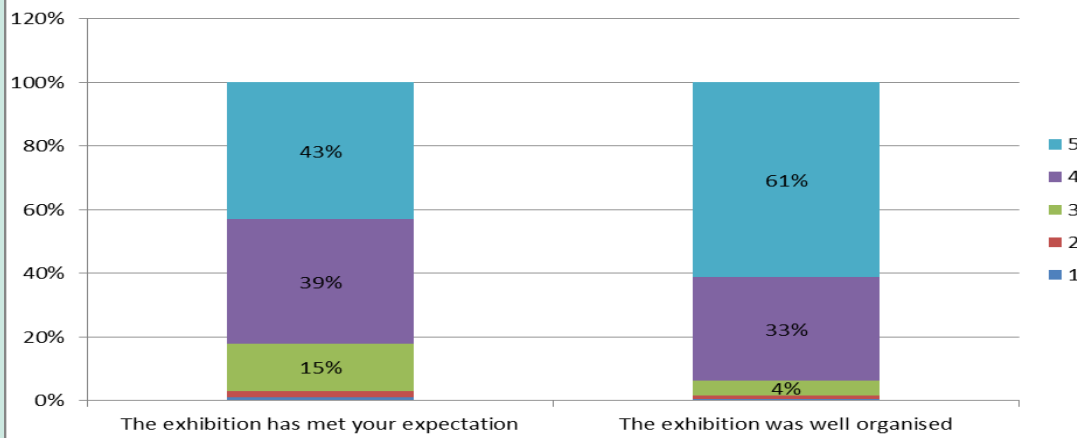




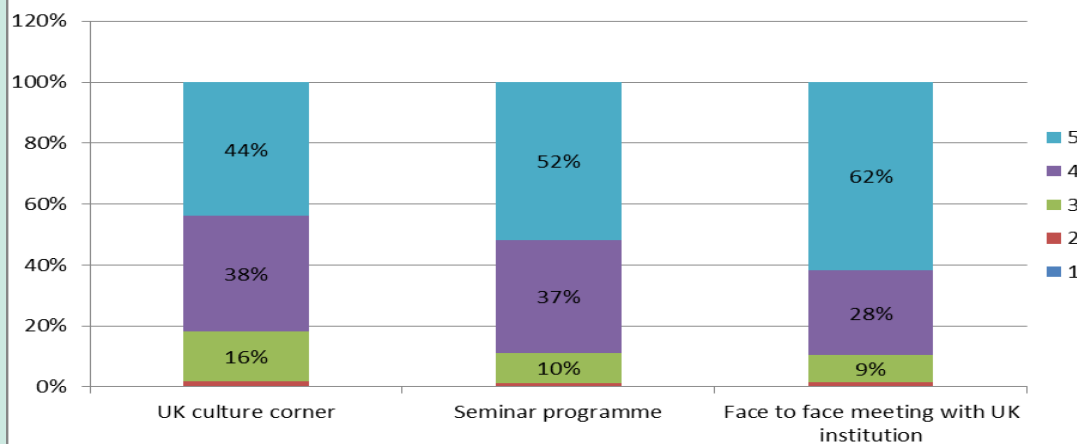
Le Quy Don Danang - Satisfaction about the exhibition
 5-Totally agree 4-Agree 3-Neither agree or disagree 2-Disagree 1-Totally disagree



Danang - Level of satisfaction about the exhibition
 5-Totally agree 4-Agree 3-Neither agree or disagree 2-Disagree 1-Totally disagree



Danang - Satisfaction about individual activities
 5-highest satisfaction ; 1-lowest satisfaction





Appendix 4: Advertising and promotion plan (media plan)

[Advertising and Promotion plan](#) for the Education UK Exhibition Vietnam October 2013

User name: edukvn

Password: edukvn2013