



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

**Post-event report for
Education UK Exhibition 2015**

**24 October 2015
Tokyo**

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Introduction

The Education UK Exhibition 2015 held in Tokyo on 24th October was attended by 685 visitors, 54 institutions (including universities, colleges and pathway providers, language schools, and independent schools) and three sponsors. Feedback from the visitors and participant institutions was extremely positive. Seminars on related topics, including a guide to the basics on studying in the UK and a session on scholarship opportunities, were held during the exhibition. All seminars were well attended and well-received by visitors.

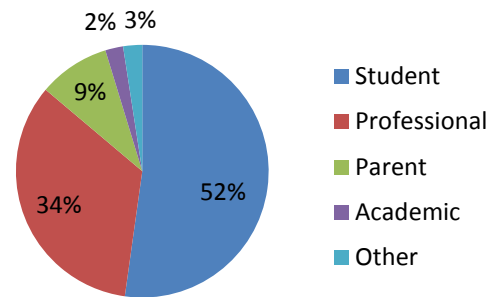
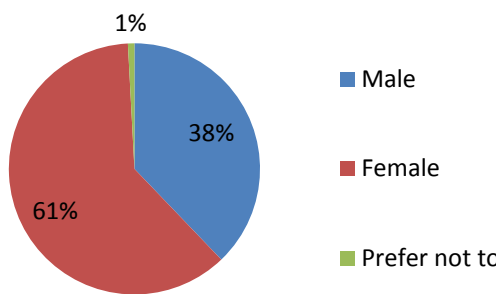
British Council Japan undertook a review of the Exhibition to identify what worked well and the key 'lessons learnt' in order to inform future activities. With feedback from exhibitors and visitors, together with input from British Council colleagues, this post-event report presents the results of that review.

Key Statistics

54 Exhibitors
510 registrants
685 visitors

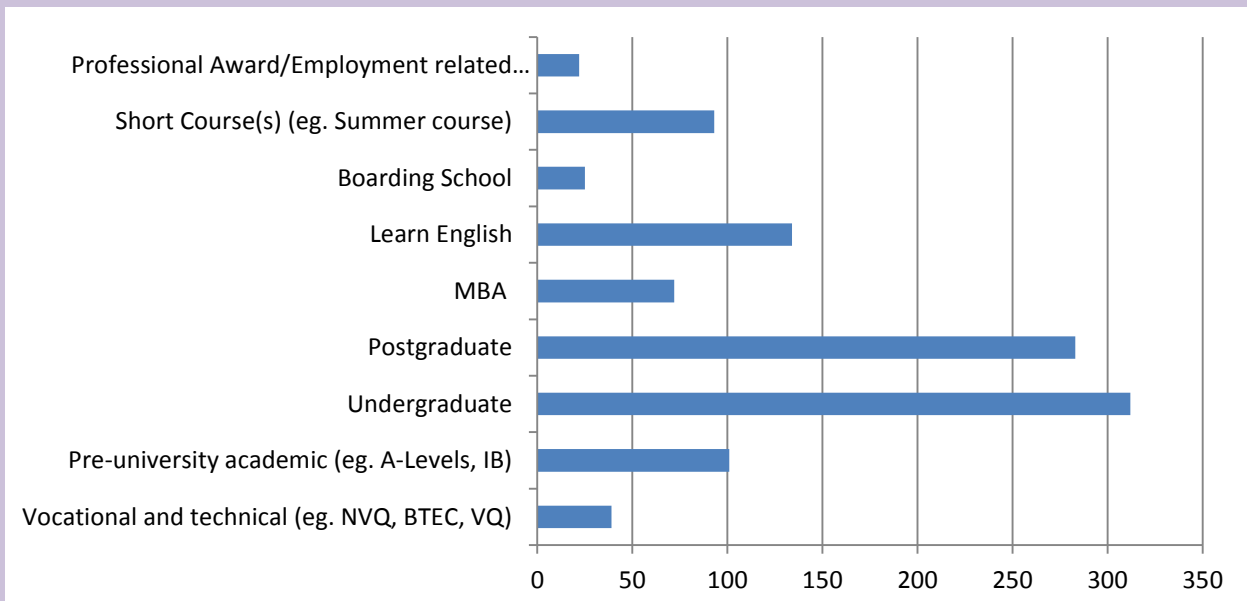
Stand cost: 1,872.93 GBP

Visitor demographics



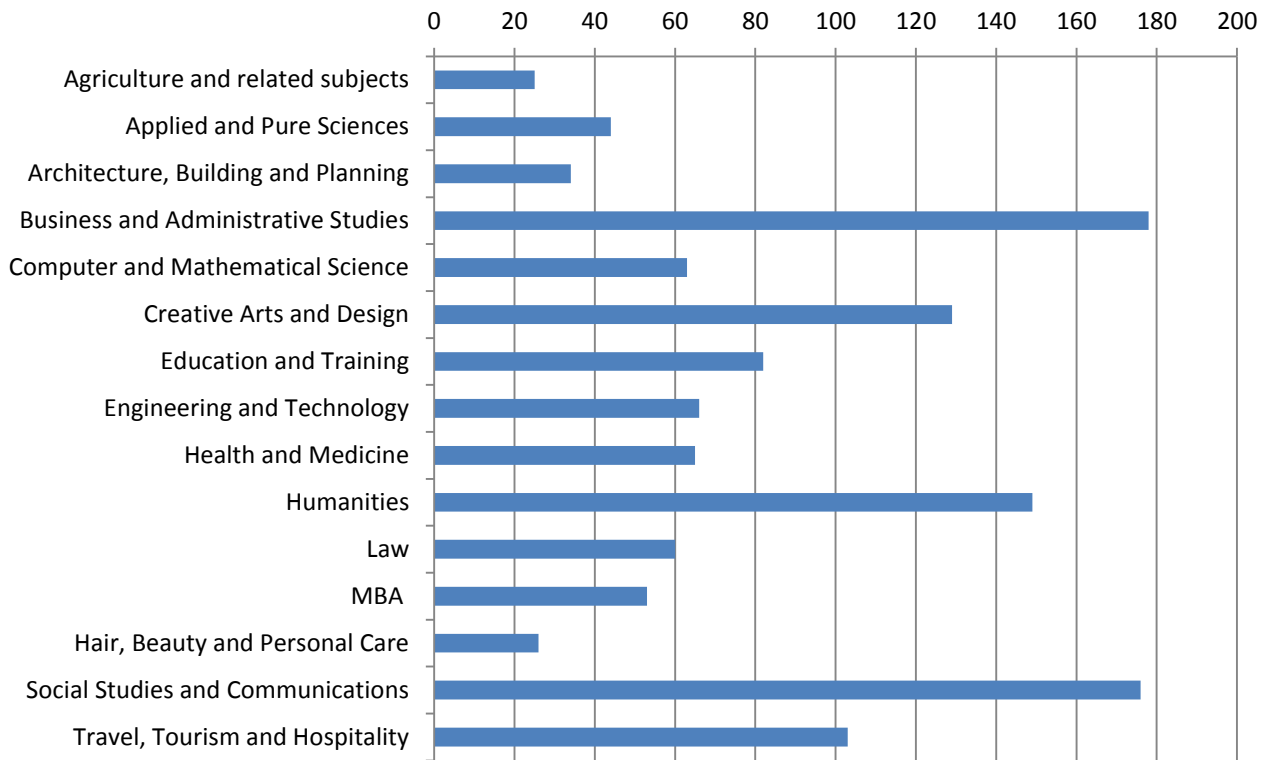
Visitors' preferences

Level of Study



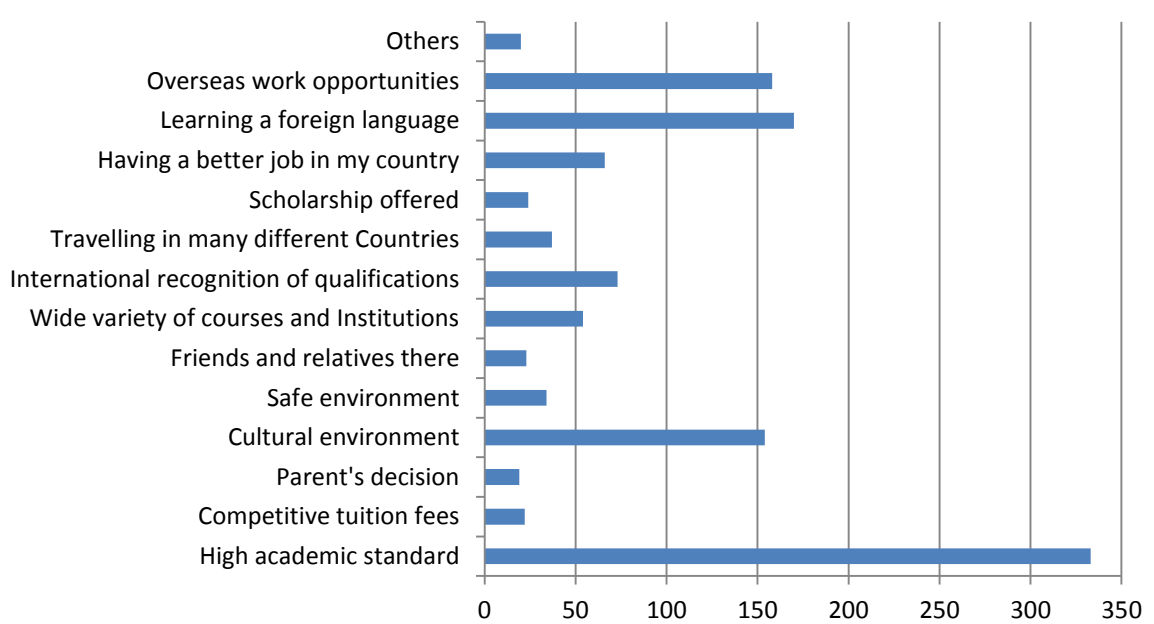
There were enquiries for **all levels of study**. Interest in **pre-university academic courses** was up on previous years.

Subject preference



Business & Administration Studies, Social Studies, and Humanities remain the most popular subjects. Interest in **Computer and Mathematical Science** increased on the previous exhibition.

Motivation for considering UK education



High academic standard continues to be the major motivating factor.

Marketing

In addition to promoting through the Education UK Japan website (+20,000 PV/month) and monthly e-newsletter (+5,200 subscribers) the exhibition was advertised through the following channels:

Print

Asahi Shimbun: 4.2m
Ryugaku Journal: 50,000



Flyers

30,000 flyers sent to
+1,500 institutions



Press release

Picked up by +20
major websites
including:

Asahi Digital:
18m UU/day



Train advertisements

1,010 posters on 2 lines over 2 weeks
Namboku line (850,000 daily users)
Hanzomon line (450,000 daily users)



Event website

+20,000 page views



Innovation is GREAT



英国と創る未来

This year's event was jointly branded by Education UK and the Innovation is GREAT campaign being promoted by the UK government. The GREAT campaign, which is designed to showcase the UK as a centre for innovation and creativity, was used in our communications in advance of the event and also on the day of the exhibition, in the form of a poster session introducing star alumni of participating institutions who are innovators in their respective fields, a large screen showing the campaign video, GREAT banners, as well as GREAT branded gifts for visitors.



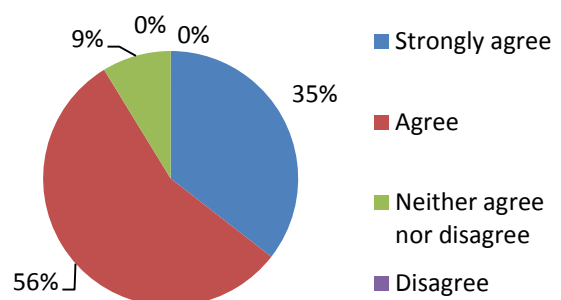
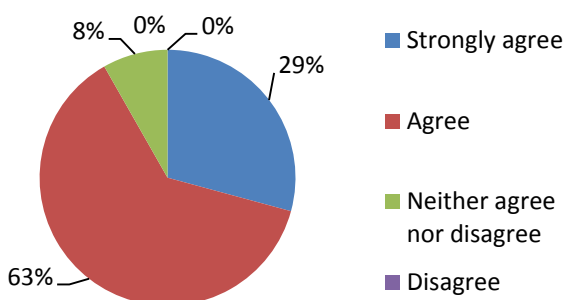
Visitor feedback

Methodology

All visitors received a printed questionnaire, which they were encouraged to complete before leaving in return for a free GREAT campaign clear file. Questions were designed to gather quantitative statistics as well as qualitative remarks on visitors reactions to the exhibition and the decision making process.

92% of respondents said it was a **high quality** event

91% of respondents felt they had **acquired new knowledge** through the event



Feedback from visitors

- It would have been better to hold this event over two days as it was not possible to attend all the seminars and visit all the booths in the allotted time.
- Each university should provide information on scholarships at their booth.
- Please provide more information on short-term university courses.

- It seemed to be focussed on universities. It would be good to have more information on colleges, language schools and boarding schools.
- It was a fantastic event – very useful! Thank you for making this event free to attend.

Exhibitor feedback

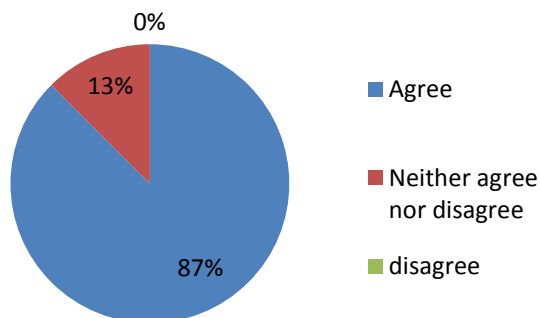
Main compliments

- A thoroughly professional event
- High proportion of good-quality enquiries.
- The pre-event briefing was extremely insightful and the guest speaker was excellent – thank you!

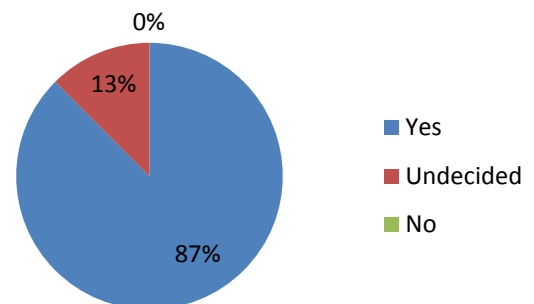
Main complaints

- It would be better to hold this in a room that is square to ensure a fair booth location for all exhibitors.
- The QR code scanning system didn't work and the access code is a little tricky to use.
- A venue closer to the Shinjuku area would be better.

The number of quality enquiries received made **a good return on the investment** of attending



We are **interested in attending a similar event** in the future



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

- Feedback regarding the venue was generally positive, though there were some complaints from those institutions located in the far corner of the hall. Booth locations are assigned in alphabetical order so in the interest of fairness we will consider reversing the order at next year's exhibition.
- The Visitor Registration System (VRS) system was used in full for the first time at this exhibition. It was pleasing to see more exhibitors make use of the VRS by accessing visitor demographics both before and after the event. Unfortunately, on the day of the exhibition the QR code scanning system, which enables exhibitors to automatically upload visitor contact details to their account, was not functioning. The technical issue has now been resolved and we will endeavour to ensure the QR code scanning system runs smoothly at future exhibitions.
- Some visitors complained that the opening hours were too short. We will consider starting the event earlier next year to allow visitors to visit booths before the seminar programme commences.

UK institutions

- A number of visitors said that they would like to have received more information on English language courses offered by English language schools and universities. We would like to involve more EFL providers at future events and we encourage participating universities with English language centres to actively promote their courses to visitors given the upturn in the EFL market in Japan.
- This year's event welcomed a high proportion of visitors interested in short-term study opportunities at universities. This is likely a reflection of renewed efforts by the government to promote short-term study abroad among young students in Japan. UK institutions are advised to see the long-term benefits of attracting such students given that a positive experience on a short-term programme can often stimulate students to return to the same institution for longer-term undergraduate or post-graduate study in the future.
- A number of visitors asked for institutions to limit the time they spend speaking with each booth visitor to avoid lengthy queues.
- Some visitors commented that certain institutions had run out of prospectuses and requested that they bring more for future events.
- Many visitors commented that they would like to have received more detailed information on scholarships from each participating institution.
- A number of visitors suggested that all booths should have at least one Japanese-speaking member of staff.

Appendix 1: List of exhibitors

Participating Institutions	
Alpha Omega College	London Metropolitan University
Anglia Ruskin University	The University of Manchester
University of the Arts London	Mander Portman Woodward
Bell Educational Services	NCUK
Arts University Bournemouth	Newcastle College
University of Birmingham	Newcastle University
Birmingham City University	Northumbria University
University College Birmingham	Norwich University of the Arts
University of Bradford	University of Nottingham
University of Brighton	Oxford Brookes University
University of Bristol	Queen Ethelburga's College
Cardiff Sixth Form College	Queen Mary University of London
Coventry University	The University of Reading
De Montfort University	Royal Holloway, University of London
University of East Anglia	SOAS, University of London
EF Education First	The University of Sheffield
University of Essex	University of Southampton
University of Exeter	University of St Andrews
The Glasgow School of Art	Staffordshire University
Goldsmiths, University of London	University of Sussex
University of Kent	UCL Institute of Education
King's College London	University College London
Leeds College of Art	University for the Creative Arts
University of Leeds	University of Warwick
University of Leicester	University of West London
University of Lincoln	University of the West of Scotland
The University of Liverpool	University of York

Seminar Programme

Time	Seminar
13:10 - 13:35	Mastering the English Language – a guide to studying at English language schools in the UK
13:45 - 14:30	All you need to know about study at universities in the UK – a comprehensive guide
14:40 - 15:30	IELTS Seminar – Introduction to the IELTS English language test with demo lesson
15:40 - 16:25	All you need to know about study at universities in the UK – a comprehensive guide
16:35 - 16:55	Scholarships Seminar – delivered by JASSO
17:05 - 17:45	Alumni Talk Show - Discussion with Japanese graduates of UK universities

Appendix 2: Breakdown of marketing plan

PAID PUBLICITY

1) Event website <http://education-uk-fair.jp/>

The Exhibition was promoted through a dedicated website which was live from September 2015. The website received over 20,000 page views.

2) Posters on the Hanzomon and Namboku underground lines

A total of 1,010 posters were placed on various carriages of trains on the Hanzomon and Namboku underground lines. These lines run through areas of Tokyo with a high concentration of universities and vocational colleges. The poster campaign ran from 10 October to 22 October 2015.

3) Print

Adverts were placed in the Asahi Shimbun newspaper (readership: 4.2m), and the Ryugaku Journal magazine - Japan's leading study abroad magazine (readership: 50,000).

FREE PUBLICITY

1) Press release

A press release sent in late August resulted in free introductions on more than 20 major websites, including Asahi Digital (18m unique users/day).

BRITISH COUNCIL PROMOTION

1) Flyer distribution prior to the event: 30,000 flyers distributed

Two rounds of 15,000 flyers were distributed to 1,500 institutions including schools, international schools, universities, other key local institutions, agents, and international centres. Flyers were also distributed at related events and to students studying English at the British Council.

2) E-mails to registered enquirers: +5,200 subscribers

Details of the event were e-mailed to more than 5,200 individuals registered on the Education UK e-mail database of the British Council. Event details were also sent to the Japan Network for International Education (JAFSA) mailing list of over 300 member institutions.

3) Education UK website: +20,000 page views/month

The exhibition was promoted through a special event page contained within the Education UK website. Promotion ran from July 2015 to the day of the event.

4) E-flyer: 10,700 subscribers

The British Council's e-flyer electronic newsletter, containing details of the event, was distributed to over 10,000 subscribers.

5) Social media

The event was publicised on the British Council Japan Facebook pages and through the British Council Japan Twitter accounts. The Ministry of Foreign Affairs and the British Embassy in Japan also promoted the event through their respective social media channels.

Appendix 3: event images

Please follow the link below to view a selection of images from this year's exhibition.

<https://www.flickr.com/photos/kbunsha303/sets/72157658016122203/>