

POST-EVENT REPORT

EDUCATION UK EXHIBITION 2015

28TH FEBRUARY- 4TH MARCH 2015

COLOMBIA

Introduction

This year's Education UK Exhibition is the 3rd of its kind organized by the British Council in Colombia. It took place in three cities, Bogota (AR Centro de Convenciones Santa Ana), Medellin (Hotel Estellar Milla de Oro) and Cali (Hotel Marriot). It attracted over 3, 868 visitors in the three cities and 8,816 online registrations and 17,350 clicks on facebook.

This event was held to strengthen the UK's reputation as a world leader for education and position the UK as the first choice for Colombian students planning to study abroad. It was also used as a platform to create opportunities for UK education providers to expand and grow the market in Colombia and gave visitors the opportunity to acquire information about UK's educational assets and offers in Higher Education.

A series of parallel seminars were held in each city on various topics including Chevening scholarships, UK visas, international exams and accreditations such as IELTS and ACCA, application processes, practical advice on British life and culture.

This event attracted lots of media interest, with coverage from top mass-circulation media houses in Colombia such as El-Tiempo, Semana, El Espectador, AND, El Empleo, Red+ Noticias, Revista Dinero, HSB Noticias, Economía y Negocios, La Guía Académica. This coverage included interviews on radio and TV stations.

British Council Colombia undertook a review of the exhibition to identify what went well, what did not go well, and the key 'lessons learnt' to inform future activities. With feedbacks from exhibitors and visitors, together with inputs from British Council colleagues, this post-event report presents the results of that review.

This report includes:

This Introduction which aims to provide an overview of the report.

Page 2

Key Highlights of the event including visitors numbers and profile as well as media exposures.

Page 4 – 10

Results of the Visitor Feedback survey which provide insight into how visitors think about our fair.

Page 11

Details of the Marketing channel used to attract potential students, as well as parents to visit the fair.

Page 12-14

Results of the Exhibitors Feedback which provide comments and ideas for what went well, what did not go well, and opportunities for improvement.

Page 15-16

Future Steps which British Council Colombia should consider.

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Appendix: List of exhibitors

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Highlights

There were **31 UK participating** institutes and **6 supporting organizations**
3, 868 visitors attended the events in the 3 cities

Media Coverage from over 25 Media Houses

El Empleo-Tiempo, Portafolio, ADN, Semana, El Cuaderno Canal 13 TV – Bogota, El Espectador, Colprensa, Red+ Noticias TV, Universia.com, W Radio, Revista La Guía Académica, Economía y Negocios; Univalle Estéreo, La U f.m, UN Radio – Medellín, Caracol Radio – Cali, Canal U TV- Cali, Canal Fundación Carvajal TV – Cali, Más Pacífico TV – Cali, Noticiero Pazífico Noticias TV– Cali, Canal 2 Cuando Cae la tarde TV- Cali, El Periódico, La Z Todelar (Oiga, mire, ellas) Radio – Cali, Sinergia Informativa Todelar Radio – Medellín

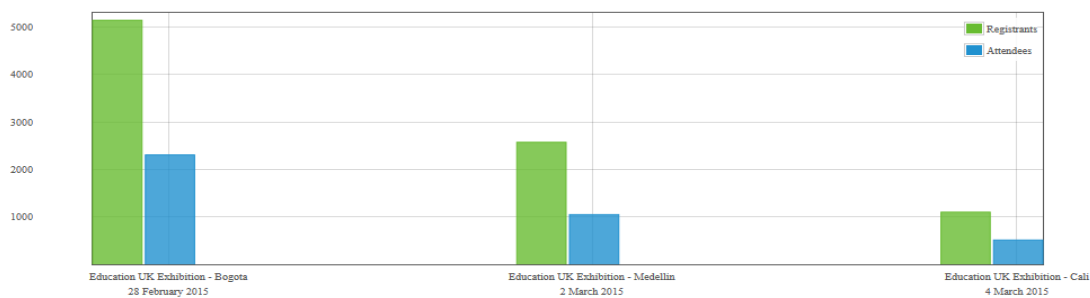
Media Coverage from over 25 Media Houses



Visitors Profile

As a result of the promotion prior to the event, 8,816 people registered to attend
Registrants and Attendees by Exhibition

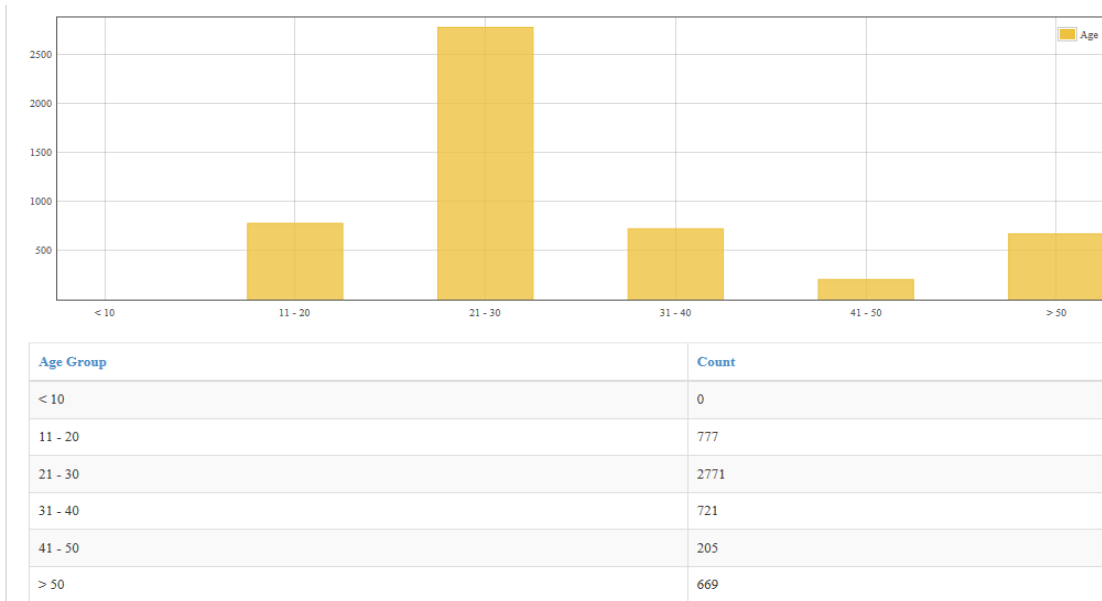
Registrants/Attendees by Exhibitions



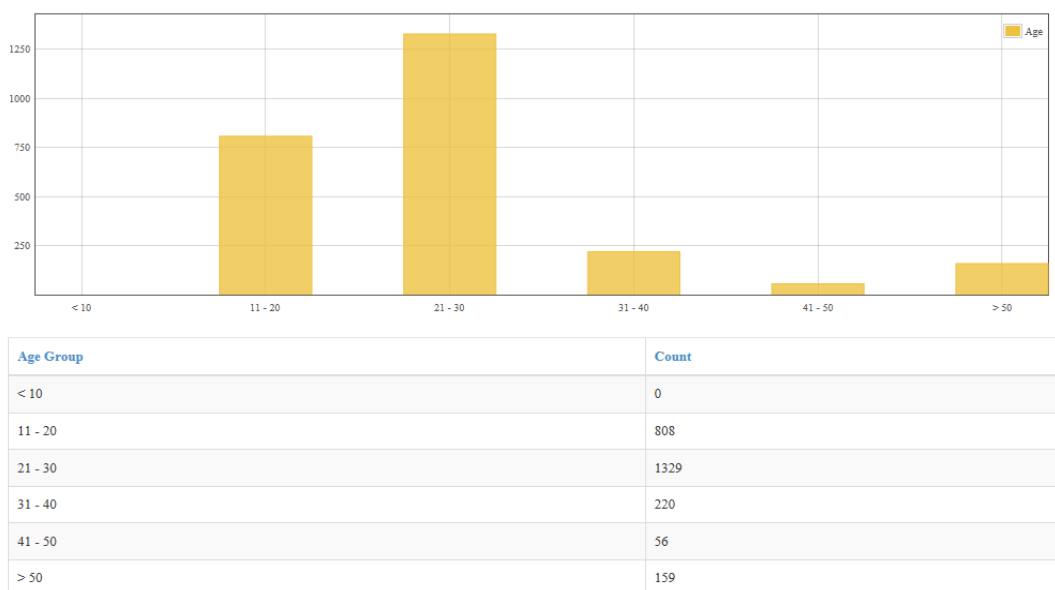
Exhibition	Registrants	Attendees
Education UK Exhibition - Bogota 28 February 2015	5143	2306 (44.84%)
Education UK Exhibition - Medellin 2 March 2015	2572	1049 (40.79%)
Education UK Exhibition - Cali 4 March 2015	1101	513 (46.59%)

Age

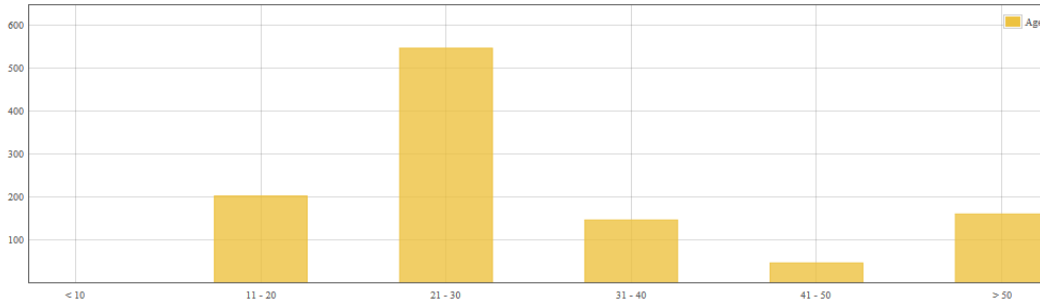
a. Bogota



b. Medellin



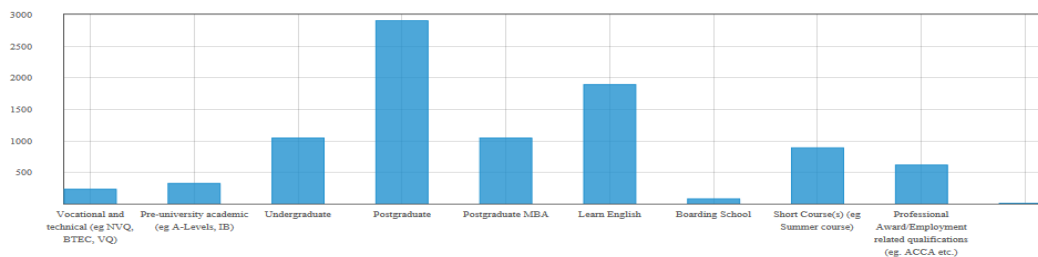
c. Cali



Age Group	Count
<10	0
11 - 20	202
21 - 30	547
31 - 40	146
41 - 50	46
> 50	160

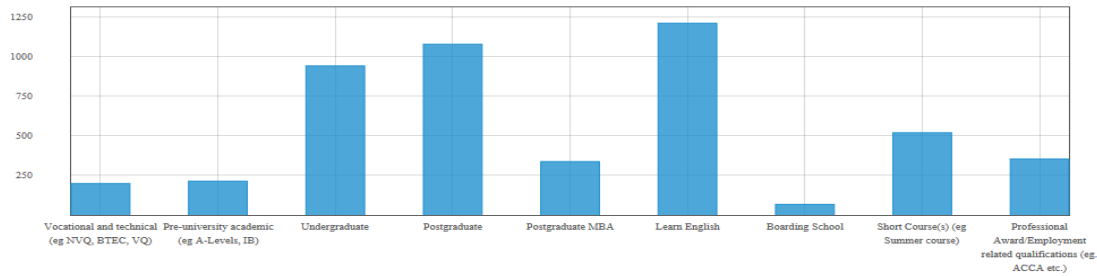
Education level sought in the UK

a. Bogota



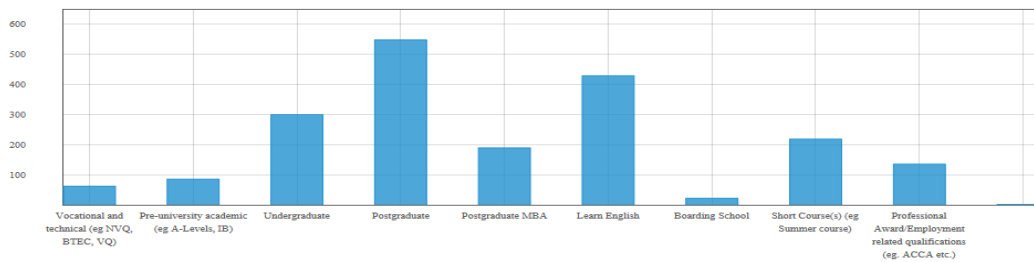
	Count	%
Vocational and technical (eg NVQ, BTEC, VQ)	232	2.56%
Pre-university academic (eg A-Levels, IB)	324	3.58%
Undergraduate	1047	11.56%
Postgraduate	2912	32.16%
Postgraduate MBA	1047	11.56%
Learn English	1897	20.95%
Boarding School	79	0.87%
Short Course(s) (eg Summer course)	890	9.83%
Professional Award/Employment related qualifications (eg. ACCA etc.)	617	6.81%
	10	0.11%

b. Medellín



	Count	%
Vocational and technical (eg NVQ, BTEC, VQ)	199	4.05%
Pre-university academic (eg A-Levels, IB)	214	4.35%
Undergraduate	939	19.11%
Postgraduate	1076	21.9%
Postgraduate MBA	337	6.86%
Learn English	1208	24.58%
Boarding School	68	1.38%
Short Course(s) (eg Summer course)	519	10.56%
Professional Award/Employment related qualifications (eg. ACCA etc.)	354	7.2%

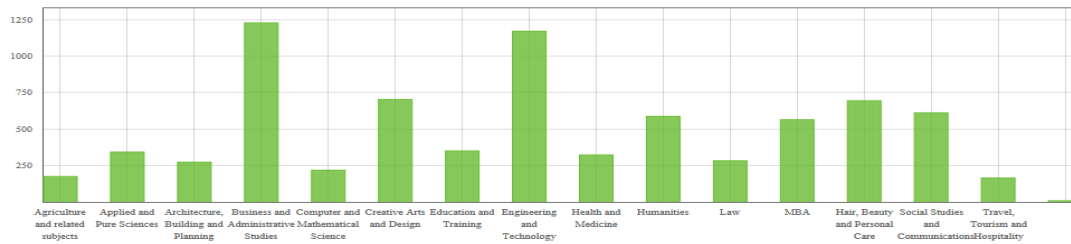
c. Cali



	Count	%
Vocational and technical (eg NVQ, BTEC, VQ)	63	3.16%
Pre-university academic (eg A-Levels, IB)	86	4.31%
Undergraduate	300	15.03%
Postgraduate	548	27.45%
Postgraduate MBA	190	9.52%
Learn English	429	21.49%
Boarding School	23	1.15%
Short Course(s) (eg Summer course)	219	10.97%
Professional Award/Employment related qualifications (eg. ACCA etc.)	136	6.81%

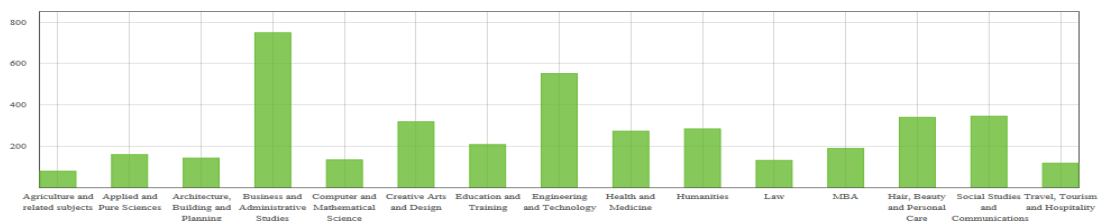
Subject area of interest

a. Bogota



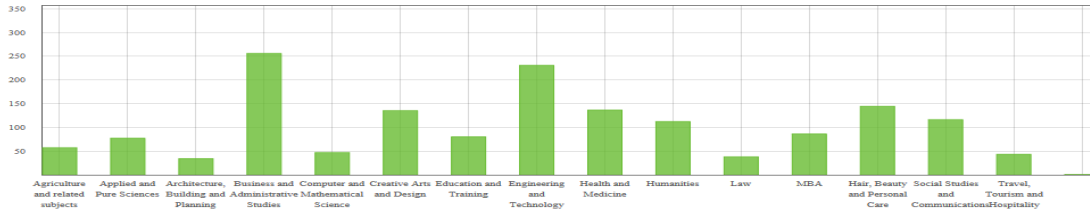
	Count	%
Agriculture and related subjects	176	2.28%
Applied and Pure Sciences	343	4.45%
Architecture, Building and Planning	274	3.55%
Business and Administrative Studies	1228	15.93%
Computer and Mathematical Science	219	2.84%
Creative Arts and Design	704	9.13%
Education and Training	351	4.55%
Engineering and Technology	1171	15.19%
Health and Medicine	324	4.2%
Humanities	588	7.63%
Law	283	3.67%
MBA	565	7.33%
Hair, Beauty and Personal Care	695	9.02%
Social Studies and Communications	612	7.94%
Travel, Tourism and Hospitality	166	2.15%

b. Medellin



	Count	%
Agriculture and related subjects	80	1.98%
Applied and Pure Sciences	160	3.97%
Architecture, Building and Planning	143	3.55%
Business and Administrative Studies	750	18.61%
Computer and Mathematical Science	135	3.35%
Creative Arts and Design	319	7.91%
Education and Training	209	5.18%
Engineering and Technology	552	13.69%
Health and Medicine	273	6.77%
Humanities	284	7.05%
Law	132	3.27%
MBA	190	4.71%
Hair, Beauty and Personal Care	340	8.43%
Social Studies and Communications	346	8.58%
Travel, Tourism and Hospitality	118	2.93%

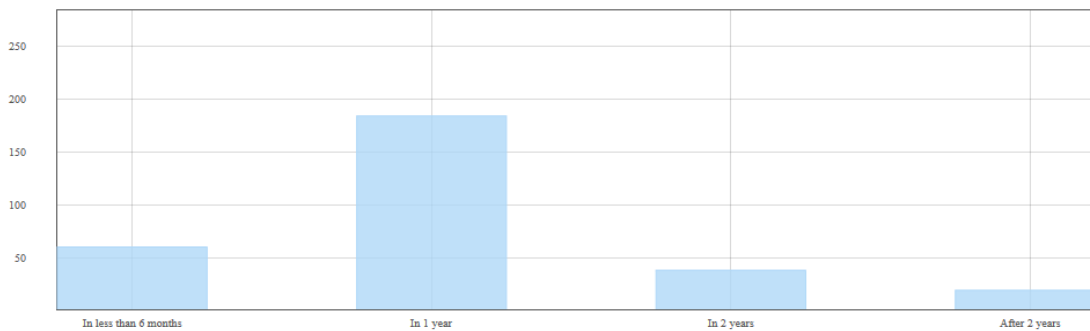
c. Cali



	Count	%
Agriculture and related subjects	58	3.61%
Applied and Pure Sciences	78	4.85%
Architecture, Building and Planning	35	2.18%
Business and Administrative Studies	256	15.93%
Computer and Mathematical Science	48	2.99%
Creative Arts and Design	136	8.46%
Education and Training	81	5.04%
Engineering and Technology	231	14.37%
Health and Medicine	137	8.53%
Humanities	113	7.03%
Law	39	2.43%
MBA	87	5.41%
Hair, Beauty and Personal Care	145	9.02%
Social Studies and Communications	117	7.28%
Travel, Tourism and Hospitality	44	2.74%

Time planned to undertake studies in the UK

a. Bogota



	Count	%
In less than 6 months	60	19.93%
In 1 year	184	61.13%
In 2 years	38	12.62%
After 2 years	19	6.31%

Visitor Survey & Feedback Summary

Most visitors were looking for **Academic Quality, Competitive School Fees, Programs Offered and Financial Support for international** in their choice of institutions to study.

Top 5 Subject Areas of interest:

- Business & Administrative Studies
- Engineering and Technology
- Humanities
- Social Sciences & Communications

Most important information visitors sought were:

- Advice on programs (both post and undergraduate)
- Fees & Application Dates
- Requisites and Application Process / Exams (Language + Academic)
- Visa Process
- Scholarships
- Life in the UK

Marketing

Paid promotions included print, radio, mailings and digital.



Promotion via Local Networks

Support was received from **41 institutions** for digital promotions on their **institutional websites**. Most of them were **Universities, local media and Colfuturo**.



Promotions at external fairs and events

Event was promoted at various external fairs and events given on local university campuses.



Seminar on studying in the UK – Universidad Nacional de Colombia, Bogota, 13 Feb 2015

Exhibitors' feedback

Main Compliments

- Excellent quality of students in all three cities.
- This event was better than expected in terms of the quality of enquiries.
- The students that came were focused on UG and PG courses which were good
- English Levels of visitors better in comparison to previous years
- Good timing to allow time for travel in between fairs
- Great organization
- Well done BC Colombia team, exceptionally well organised event!!!!
- Excellent marketing to reach target audience
- The BC staff attending were very helpful and attentive. Well organised and made the event fun.
- Staff very friendly, supportive and helpful. Attentiveness excellent
- Good location within Cali. Good Hotel rates negotiated, it is appreciated.
- Information provided in advance of the events, was very good. Thank you.
- Really well organized. The location in Bogotá was a bit crowded but that was mainly because it was so popular! Good job SIEM team!
- Rose and Fiorella did a great great great job

Thank you again for your help and organisation for the events in Colombia. I have always felt supported by the BC when I visit. - Prof David Wilson, University of Southampton

Dear Rose,

Just a quick E mail to say thank you to you and all your team for the brilliant job done for the exhibitions. It was our first time in Columbia and we felt the warmth of the welcome very much and particularly for all the help you gave Verona, when she didn't feel so good in Bogota. Will you please say thank you to everyone involved in her care. I hope we will be able to come again next

Main Complaints

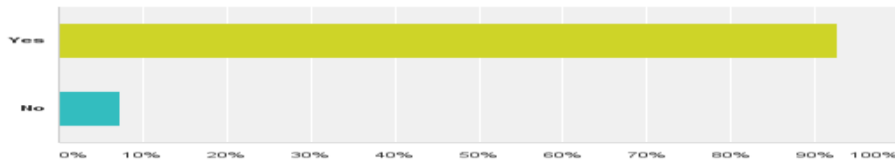
Venue capacity in Bogota was too small for expected large numbers of visitor traffic.

Improve stand and space distribution with separate space for meals

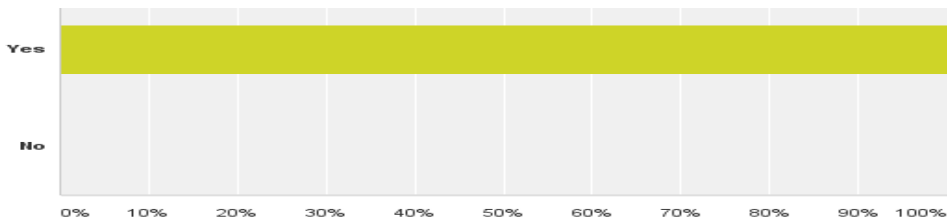
Punctuality in relation to market brief in Bogota

Will the exhibitors be attending this event next year?

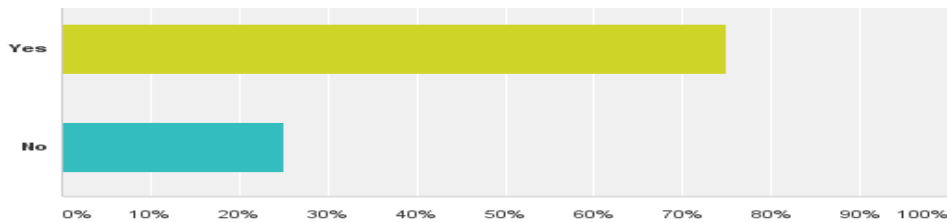
a. Bogota



b. Cali



c. Medellin



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

- Though it's difficult to judge actual numbers that will turn up as well as number of institutions due to late sign up, we will do our best to find an appropriate space with capacity for good flow of visitors. Stand and stand space distribution within these areas will also be better coordinated.
- Timing of Market Brief s

UK institutes

- Institutes should clearly articulate to the audience the subject strengths and sell the benefits of particular courses, including support for international students as well as that institute. Promoting foundation programme or academic routes to higher education is also very effective in this market where language can be a barrier.
- It would be useful to have more than one person at the booth who ideally speaks Spanish, in order to answer enquiries from parents or students who might not be able to communicate fluently in English. This will also allow for exhibitors to take turns and have proper breaks, especially in Bogota and Medellin where there are crowds waiting in queues and leaving stands unattended is not recommended.
- Institutions should consider localising their factsheet. It could be a one-pager content about successful alumni stories with university acceptance rates and public examination passing rate.
- Delegates attending should read User Guide for VRS and request for assistance if any before arriving at exhibition to allow for smooth registration process.

Appendix: Institution participating

<ol style="list-style-type: none">1. UNIVERSITY OF DUNDEE2. UNIVERSITY OF SOUTH WALES3. BATH SPA UNIVERSITY4. UNIVERSITY OF LEEDS5. UNIVERSITY COLLEGE BIRMINGHAM6. SWANSEA UNIVERSITY7. UNIVERSITY OF LEICESTER8. UNIVERSITY OF SOUTHAMPTON9. BRUNEL UNIVERSITY10. INTO UNIVERSITY PARTNERSHIPS11. STUDY GROUP INTERNATIONAL12. UNIVERSITY OF ABERDEEN13. BELL EDUCATIONAL SERVICES14. ANGLIA RUSKIN UNIVERSITY15. ACCA	<ol style="list-style-type: none">16. BPP UNIVERSITY17. THE UNIVERSITY OF MANCHESTER18. ROYAL HOLLOWAY, UNIVERSITY OF LONDON19. LEEDS BECKETT UNIVERSITY20. UNIVERSITY OF THE ARTS LONDON21. THE UNIVERSITY OF SHEFFIELD22. UCL (UNIVERSITY COLLEGE LONDON)23. UNIVERSITY OF KENT24. UNIVERSITY OF WARWICK25. CONCORD COLLEGE26. THE UNIVERSITY OF NORTHAMPTON27. COVENTRY UNIVERSITY LONDON CAMPUS28. CARDIFF UNIVERSITY29. NCUK30. KAPLAN INTERNATIONAL COLLEGES31. HULT BUSINESS SCHOOL
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