

British Council Germany Higher Education Fairs

21 – 24 November 2016, Cologne, Frankfurt,
Stuttgart & Munich

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1. Event fact file

Germany

Venue 1	21 November 2016, Cologne Universität zu Köln, foyer of the main lecture hall building, Universitätsstrasse / Albertus-Magnus-Platz, 50923 Köln
Opening hours	11.00 – 15.00
Venue 2	22 November 2016, Frankfurt Goethe Universität, Campus Westend – foyer of the main lecture hall building, Lübecker Strasse / Siolistrasse, 60323 Frankfurt/Main
Opening hours	11.00 – 15.00
Venue 3	23 November 2016, Stuttgart Kultur- und Kongresszentrum Liederhalle Stuttgart Silcher-Saal, Berliner Platz 1-3, 70174 Stuttgart
Opening hours	11.00 – 15.00
Venue 4	24 November 2016, Munich Ludwig-Maximilians Universität, (main building, atrium) Geschwister-Scholl-Platz 1, 80539 München
Opening hours	11.00 – 15.00
Stand costs	GBP 2,225.00 plus VAT
Unique feature to give added value	IELTS stand at each venue

2. Key statistics/ facts

Visitor numbers and their enquiries:


Due to the set-up of the venues (foyers of university/ education institute buildings with multiple doors) and the nature of the fairs: four hours, only 3 British Council staff accompanying the group, it is not possible to count the total number of people coming through the doors.

For us the quality of the enquiries count for more than the quantity and so we ask UK institutions how many *serious* enquiries they had in each city. Serious meaning, the student is seriously thinking about coming to study at your institution. The main reason for this is that German students do a great deal of research before coming to a fair and will often have a (long) list of (detailed) questions and will target the one, two or three institutions that they are really interested in rather than talking to all universities present.

Visitor Registration System:

The British Council has introduced a Visitor Registration System in some countries. In Germany we aim to use the online pre-registration function only. There are a few reasons for this:

- As many of you know from the tour, Germans are more reluctant to give personal data or even contact details even if they want to study at your institutions.
- Obligatory registration is off-putting for German students and our host institutions would not welcome the idea.
- We cannot set up on-site registration until there is a simple, concise, offline, tablet version.
- Printing bar codes to label students with would be culturally difficult in Germany.



We do, however, want to collect some of the valuable information that the pre-registration collects and will offer incentives for students to fill it in. A competition to win a free IELTS test – worth €220 in Germany.

We also have general studying in the UK information at the British Council / IELTS table and advise students during the fairs.

3. Impact of marketing plan

The full list of promotion and advertising is listed in Appendix 2.

Promotion flyers and posters were sent to selected universities, schools, international schools, libraries.

Press advertising was mainly in Germany wide press, with extra adverts in a main Stuttgart newspaper.

This year we significantly increased the resources we put into digital marketing and ran both Facebook and Google campaigns.

4. Conclusions and follow up

4.1 Key recommendations for institutions

- Three of four institutions have edu roam. UK institutions should bring their own edu roam log-in details in order to access wifi.
- Put the events on your institutions website.
We can track re-directs from UK institution websites to our Higher Education Fair pages on the British Council Germany webpages. And it really works!
It can make the difference for prospective students if they know you will be visiting Germany, especially for those unable to attend an open day meeting your representative at one of our fairs in Germany can influence a student's decision.
- Institutions need to expect and be prepared to answer all level of enquiries but be aware that most student and PG students in particular will do their research before and talk to a select number of institutions they are interested in, rather than all institutions present.
- Bring lots of business cards! German students may not like giving out their contact details but love getting yours ... and will contact you when they have questions!

4.2 Key recommendations for the British Council

- Each year there is increased participation of International schools and German/ European schools. This can bring benefits of not just EU students but some who are international students.
- From this year: use online feedback form after the event, rather than paper form.



Appendix 1: List of participating institutions

1	Aston University Birmingham
2	Bournemouth University
3	Cardiff University
4	City University London
5	University of the Creative Arts
6	University of Essex
7	Goldsmiths, University of London
8	University of Hertfordshire
9	Imperial College London
10	University of Kent
11	University of Lancaster
12	University of Leeds
13	University Of Leicester
14	LSE – London School of Economics and Political Science
15	The University Of Manchester
16	Middlesex University
17	New College of the Humanities
18	Northumbria University
19	The University of Nottingham
20	Royal Holloway, University of London
21	University of Salford
22	SOAS – School of Oriental and African Studies, University of London
23	University Of South Wales
24	University Of Southampton
25	University Of Stirling
26	University Of Surrey
27	University Of Sussex
28	UCL, University College London
29	University of Warwick
30	The University of York

Appendix 2: Advertising and promotion plan (media plan)

Printed promotion:

We produced 12,000 flyers in total and 250 posters per venue, distribution of these was targeted to the four cities Cologne, Frankfurt, Stuttgart and Munich as well as surrounding areas within a reasonable distance - up to 2 hours by train- from the host city:

- the 4 host institutions for distribution to their faculties, departments and students
- 46 international and IB schools
- 102 other universities
- 221 European and other schools
- 6 international employment agencies throughout Germany
- 62 libraries in the host cities
- in addition the host institutions in Cologne and Munich usually send out information to a large number of German upper-secondary (comprehensive, grammar) schools in their cities.

Adverts:

Print Media - Publication Date	Where?	Circulation
Thursday, 3 November 2016	ZEIT Chancen Spezial: Internationales Studium (special on studying abroad in biggest German weekly)	1.7m readers
Thursday, 10 November 2016	Süddeutsche Zeitung: Bachelor & Master Spezial (special on studying in one of Germany's biggest daily quality newspapers)	1.13m readers
Saturday, 12 November 2016	Stuttgarter Zeitung (local Stuttgart daily quality newspaper)	447.000 readers
Thursday, 17 November 2016	ZEIT Bildungsmarkt (education section in biggest German weekly)	1.7m readers



Other promotion:	
British Council e-newsletter	8000+ contacts
British Council Education e-newsletter	To just over 1,200 contacts (mainly multipliers at German higher education institutions)
British Council Facebook page	Regular posts in the month leading up to the fairs. Series of 'Fun facts' posts on individual UK institutions participating in the fairs, info provided by the UK universities.
British Council website	Dedicated pages is in English and German https://www.britishcouncil.de/en/study-uk https://www.britishcouncil.de/studium-uk with short profiles of participating institutions that provided them. Over 8,000 unique visitors.
British Council IELTS team	Information sent by e-mail to every enquirer/ IELTS candidate from October until the fairs. Promoted the Higher Education Fairs at 1 event in November.
Facebook adverts through the British Council Germany Facebook page.	General adverts in both English and German. From 18 October through to January to promote both tours. Promoted Facebook events for each individual event. For the four November cities from 18 October through to the day before each event. The reach was: 162,000 impressions and 1,500 link clicks to learn more on our website. Response/ share rates for the events were high: 2,455 people took action.
Google Ads	A Google ad campaign ran from 12 October Reach: 126,000 impressions, 1,264 clicks
EducationUK Germany site	www.educationuk.org/germany/

Press coverage:	Reach:
Sky News Channel (UK) http://news.sky.com/story/brexit-could-force-university-closures-and-higher-fees-warns-academic-10670469	1.8m average daily viewers (source: www.barb.co.uk)

Appendix 3: Exhibitor's survey results

Cologne												
	1 - Very poor	2	3	4	5	6	7	8	9	10 - Excellent	n/a	Total
Quality of visitors	0.00% 0	0.00% 0	0.00% 0	6.25% 1	0.00% 0	0.00% 0	25.00% 4	43.75% 7	6.25% 1	18.75% 3	0.00% 0	16
"Serious" Enquiries	0.00% 0	6.25% 1	0.00% 0	0.00% 0	6.25% 1	25.00% 4	25.00% 4	18.75% 3	12.50% 2	6.25% 1	0.00% 0	16
Suitability of venue	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	31.25% 5	37.50% 6	6.25% 1	25.00% 4	0.00% 0	16
Duration of event	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	12.50% 2	18.75% 3	18.75% 3	50.00% 8	0.00% 0	16
Quality of accommodation	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	6.25% 1	18.75% 3	25.00% 4	12.50% 2	37.50% 6	0.00% 0	16
Frankfurt												
	1 - Very poor	2	3	4	5	6	7	8	9	10 - Excellent	n/a	Total
Quality of visitors	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	18.75% 3	56.25% 9	12.50% 2	12.50% 2	0.00% 0	16
"Serious" Enquiries	6.25% 1	0.00% 0	0.00% 0	0.00% 0	6.25% 1	18.75% 3	18.75% 3	31.25% 5	6.25% 1	12.50% 2	0.00% 0	16
Suitability of venue	0.00% 0	0.00% 0	6.25% 1	0.00% 0	6.25% 1	6.25% 1	18.75% 3	18.75% 3	12.50% 2	31.25% 5	0.00% 0	16
Duration of event	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	12.50% 2	18.75% 3	18.75% 3	50.00% 8	0.00% 0	16
Quality of accommodation	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	6.25% 1	37.50% 6	12.50% 2	43.75% 7	0.00% 0	16
Stuttgart												
	1 - Very poor	2	3	4	5	6	7	8	9	10 - Excellent	n/a	Total
Quality of visitors	0.00% 0	12.50% 2	6.25% 1	0.00% 0	12.50% 2	18.75% 3	25.00% 4	25.00% 4	0.00% 0	0.00% 0	0.00% 0	16
"Serious"	0.00% 0	18.75% 3	0.00% 0	18.75% 3	18.75% 3	12.50% 2	18.75% 3	6.25% 1	6.25% 1	0.00% 0	0.00% 0	16



Stuttgart												
	1 - Very poor	2	3	4	5	6	7	8	9	10 - Excellent	n/a	Total
s" Enquiries	0% 0	75% 3	0% 0	75% 3	75% 3	50% 2	3	5% 1	5% 1	0% 0	0% 0	16
Suitability of venue	0.0% 0	0.0% 0	6.25% 1	18.75% 3	6.25% 1	18.75% 3	18.75% 3	12.50% 2	0.0% 0	18.75% 3	0.0% 0	16
Duration of event	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	25.00% 4	18.75% 3	18.75% 3	37.50% 6	0.0% 0	16
Quality of accommodation	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	6.25% 1	37.50% 6	12.50% 2	43.75% 7	0.0% 0	16

Munich												
	1 - Very poor	2	3	4	5	6	7	8	9	10 - Excellent	n/a	Total
Quality of visitors	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	6.25% 1	12.50% 2	37.50% 6	6.25% 1	37.50% 6	0.0% 0	16
"Serious" Enquiries	0.0% 0	0.0% 0	0.0% 0	6.25% 1	6.25% 1	0.0% 0	25.00% 4	31.25% 5	12.50% 2	18.75% 3	0.0% 0	16
Suitability of venue	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	18.75% 3	12.50% 2	18.75% 3	50.00% 8	0.0% 0	16
Duration of event	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	12.50% 2	18.75% 3	18.75% 3	50.00% 8	0.0% 0	16
Quality of accommodation	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	6.25% 1	31.25% 5	18.75% 3	43.75% 7	0.0% 0	16

I mostly received enquiries relating to...

Undergraduate courses	81.25% 13
Postgraduate courses	18.75% 3
Other	0.00% 0
Total	16

	Very.Poor (1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	Excellent (10)	N/A	Total	Weighted Average
Communications	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	6.25% 1	18.75% 3	75.00% 12	0.00% 0	16	9.69
Quality of handbook	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	12.50% 2	12.50% 2	75.00% 12	0.00% 0	16	9.63
Logistical support/arrangements	0.00% 0	0.00% 0	0.00% 0	6.25% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	18.75% 3	75.00% 12	0.00% 0	16	9.44
Professionalism of the team	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	6.25% 1	0.00% 0	93.75% 15	0.00% 0	16	9.88
Welcome dinner	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	6.25% 1	0.00% 0	0.00% 0	18.75% 3	50.00% 8	25.00% 4	16	9.42
Overall value for money	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	6.25% 1	6.25% 1	18.75% 3	18.75% 3	43.75% 7	6.25% 1	16	8.93
Stand Assistant(s)	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	6.25% 1	0.00% 0	93.75% 15	16	9.00

“The British Council fairs in Germany are the best organised of any events I attend.”

“Thank you so much for all of your hard work to make this a seamless experience - excellent organisation!”

How was the (day) timing of the event?

The start time was fine	100.00%	16
The event started too early	0.00%	0
The event started too late	0.00%	0
Total		16

Have you developed/built on existing relationships during your visit?

Yes - with agents	6.25%	1
Yes - with local institutions	68.75%	11
Yes - with Government	0.00%	0
No	31.25%	5

Total Respondents: 16

How does the British Council event compare to other events you have attended in Germany

The British Council event was better	57.14%	4
The British Council event was worse	0.00%	0
I didn't prefer one event over the other	42.86%	3
Total		7

Are you interested in attending our Germany event again next year?

Yes	100.00%	16
No	0.00%	0
Undecided	0.00%	0
Total		16

How likely are you to recommend the British Council to your peers and colleagues?

Very likely	81.25% 13
Likely	18.75% 3
Unlikely	0.00% 0
Very unlikely	0.00% 0
Total	16

Overall summary

	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree	Total
This event met my expectations	6.25% 1	0.00% 0	0.00% 0	56.25% 9	37.50% 6	16
Overall, this was a high quality event	6.25% 1	0.00% 0	6.25% 1	43.75% 7	43.75% 7	16