

The start of something big

UK Education Mission 2016, Metro Manila

11-13 July 2016

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1. Event fact file

Metro Manila

Venue	<p>11 July</p> <ol style="list-style-type: none"> 1. Southville International School affiliated with Foreign Universities (SISFU), Las Pinas City 2. Entrepreneurs School of Asia (ESA), Quezon City <p>12 July</p> <ol style="list-style-type: none"> 3. De La Salle University (DLSU), Manila 4. De La Salle-College of Saint Benilde (DLS-CSB), Manila <p>13 July</p> <ol style="list-style-type: none"> 5. Centro Escolar University (CEU), Manila 6. Ayala Museum Plaza, Greenbelt Park, Makati City
Opening hours	<p>11 July</p> <ol style="list-style-type: none"> 1. SISFU: 10.30 – 12.30 2. ESA: 15.30 – 19.00 <p>12 July</p> <ol style="list-style-type: none"> 3. DLSU: 10.00 – 13.30 4. DLS-CSB: 14.00 – 16.30 <p>13 July</p> <ol style="list-style-type: none"> 5. CEU: 10.00 – 1.30 6. Ayala Museum: 16.00 – 20.00
Stand costs	£1,000
Unique feature to give added value	Networking lunches and reception with the British Council's education partners

2. Key statistics

Attendance	Metro Manila
	2016
11 July, SISFU	70
11 July, ESA	30
12 July, DLSU	200
12 July, DLS-CSB	250
13 July, CEU	300
13 July, Ayala Museum	200
Total number of visitors	1,050
Total number of exhibitors	11

Visitors' primary market objectives	Metro Manila	
	Paper registration	Online registration
Vocational and technical	8	8
Pre-university (IB or A-Levels)	4	4
Undergraduate	60	123
Postgraduate	68	271
MBA	47	58
Learn English	29	9
Boarding school	19	4
Short and summer courses	38	58
Professional/employment qualifications	66	28

*A full list of exhibitors can be found in Appendix 1


3. Impact of marketing plan

- The promotional activities for the Education Mission 2016 were two-pronged: digital campaigns via Facebook and e-newsletters for the public exhibition in Ayala Museum Plaza, and poster distributions to local education providers for the campus roadshow. The five participating local universities were in charge of promoting the exhibition to their students. The full media plan can be found in Appendix 5.

The exhibitions in Ayala Museum Plaza and De La Salle University required online registration via Events Force and Event Brite, respectively. PHP 7,000 (approx. GBP 115) was spent for the paid Facebook ads to promote the exhibition in Ayala which ran from 10 June to 10 July. The ads were targeted to 16 to 35-year-old users. Out of 2,668 website clicks, 2,304 of which came from paid ads. Moreover, only 50%—200 out of 400 people—of those who registered for the exhibition in Ayala showed up on the day of the event. The impact of the paid ads is found in Appendix 5 (Images F and G).

Inviting nearby universities through the endorsement of a local university also proved to be effective. The exhibition in Centro Escolar University was attended by two other universities and thus gathered the most number of visitors among all the campuses visited. The fair in Entrepreneurs School of Asia, despite the low turnout, also was attended by students from other institutions.

During the fair, a subject matrix (Appendix 6) was given to the visitors to guide them on which institutions they can approach depending on their interests. Brochures about studying in the UK were also handed out in the British Council booth.



4. Conclusions and follow up

4.1 Key recommendations for institutions

- Overall, the exhibitors were satisfactory during the fair. One visitor commented that exhibition materials were limited—some institutions ended up rationing their materials as they did not anticipate the volume of visitors in some institutions. Some students were also looking for other media of promotion such as videos and other digital presentation, similar to what the University of Warwick prepared.

Exhibitors must always approach the organisers for enquiries related to the exhibition.

4.2 Key recommendations for the British Council

- Distributing the exhibition materials at the hotel rooms of the exhibitors proved to be inefficient. It would be helpful to have the boxes shipped directly to the institutions for the campus roadshow instead of bringing the materials in the cars every day.

It is also recommended to have a first aid kit ready with the organisers.

Although the Mission was well-received, it would be good to schedule future exhibitions when there are classes in the top universities and international secondary schools. Some of the institutions visited during the campus tour were already in the last term. Also, the time slots in bigger universities should be longer next time. Two hours in De La Salle University and De La Salle-College of Saint Benilde were not enough.

The organisers should also ensure that the venue is appropriate for exhibitions. Holding the fair in Ayala Museum Plaza turned out to be too hot even with air coolers. Enclosed spaces with strong air-conditioning are ideal. Furthermore, booth spaces big enough for the exhibitors must be guaranteed.

There should be better system for registration for future exhibitions. Organisers must ensure that all students who attend the fair get to submit their registration forms, preferably before they enter the exhibition area. For online registration, on the other hand, there should be a method next time to confirm which of the pre-registered visitors actually show up to the event. The VRS should also be used in the future to ease syncing of new entries to the existing database.

As for promotions, there should be more digital campaigns about the participating institutions next time to inform guests beforehand which programmes are offered by the university. The organisers should also explore other media of promotion such as radio or print to have a more holistic campaign that would have informed people not reached by social media.

The hotel accommodation of the exhibitors in the future should be in Makati, where malls and parks are near the vicinity, instead of Ortigas.

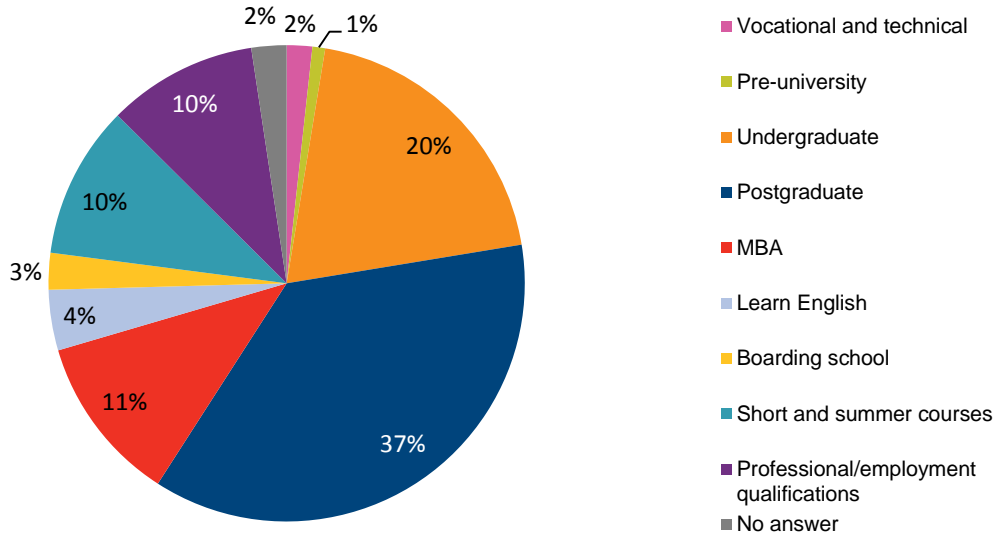


Appendix 1: List of participating institutions

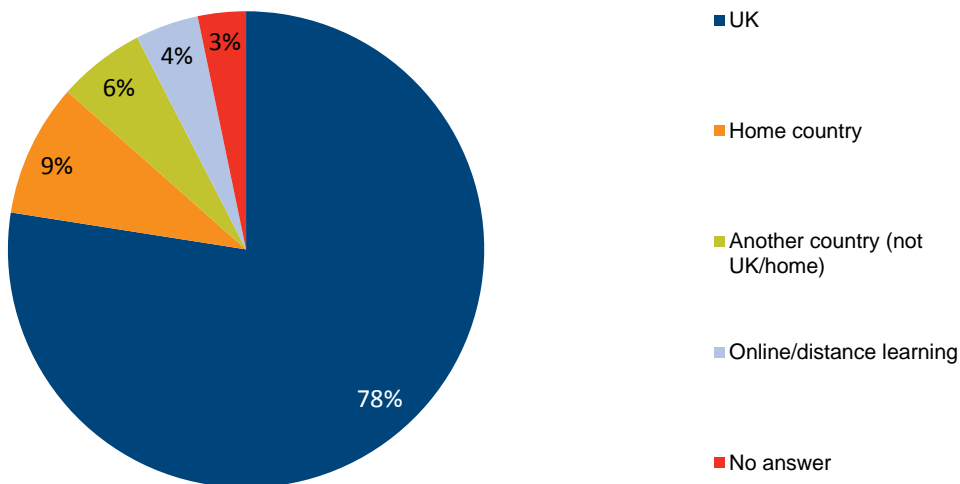
BPP University
Hult International Business School
INTO University Partnerships
Newcastle College
Nottingham Trent University
University of Kent
University of Lincoln
University of Southampton
University of Sunderland
University of Warwick
University of the West of Scotland

Appendix 2: Profile of visitors

Level of study interested in (%)

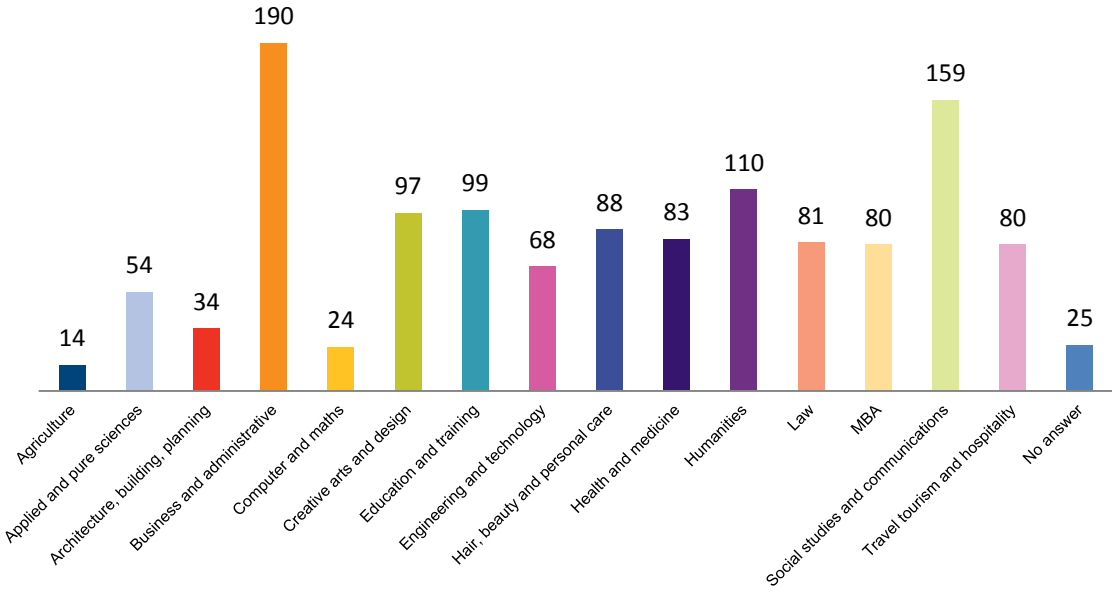


Place to take UK course (%)





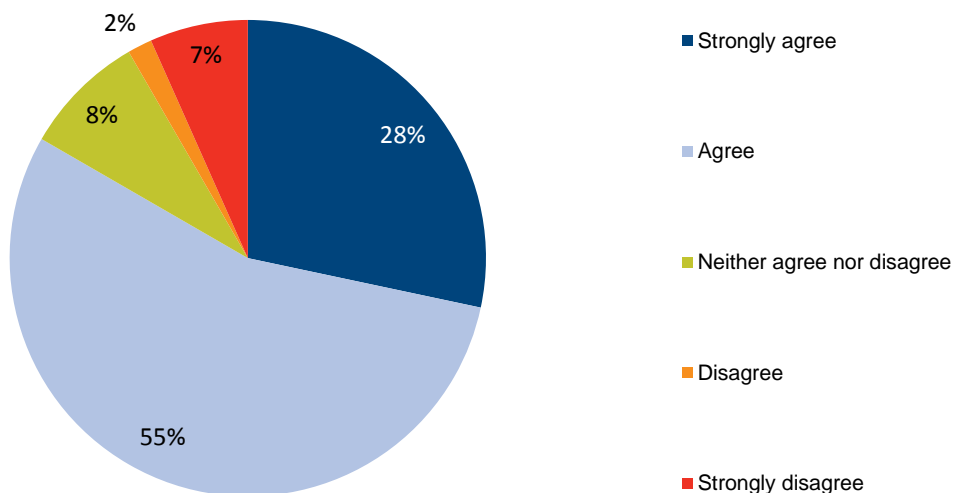
Subjects interested in studying



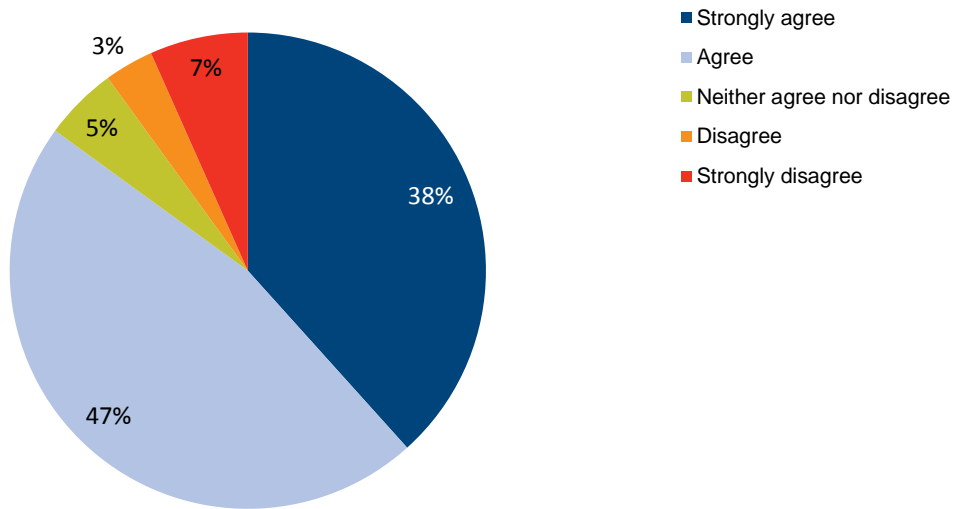


Appendix 3: Visitors' survey results

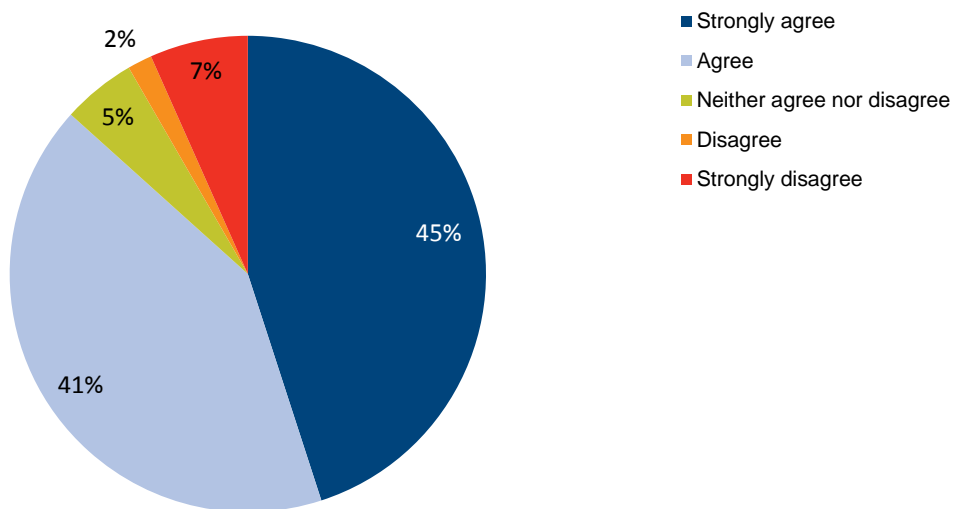
This event met my expectations



I have acquired new knowledge from attending the fair



This was a high quality event

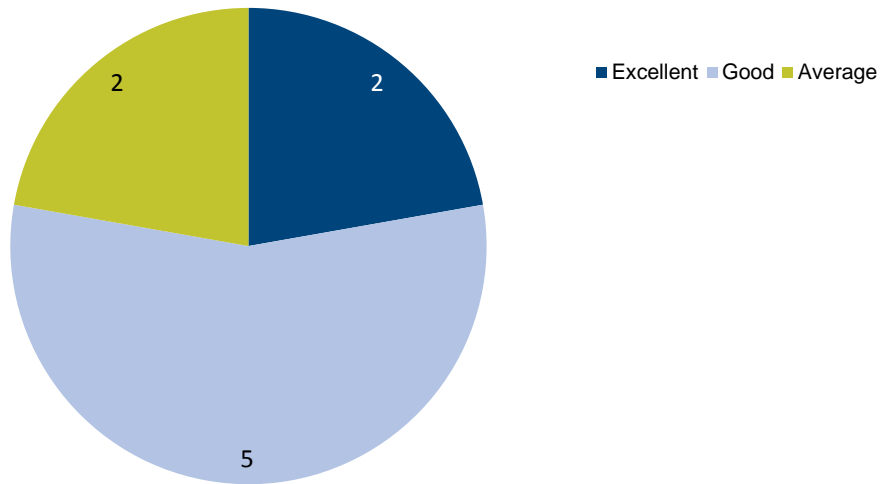




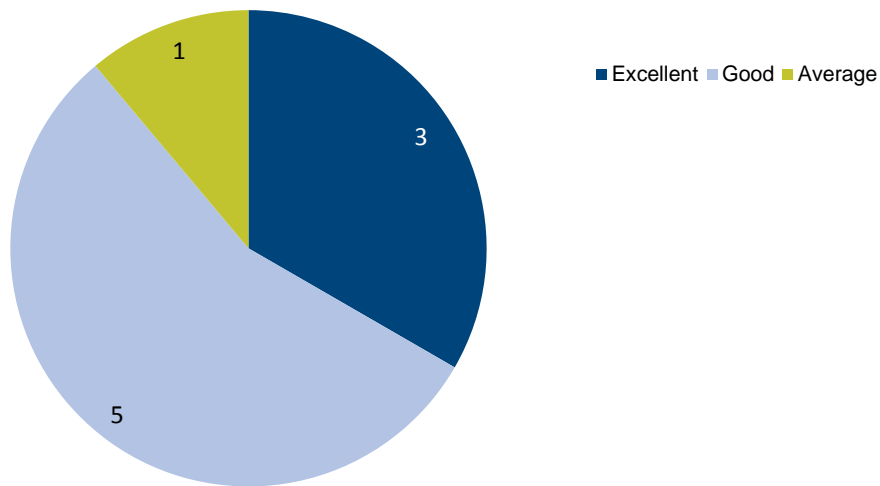
Appendix 4: Exhibitors' survey results

Only nine out of the 11 institutions submitted their feedback forms.

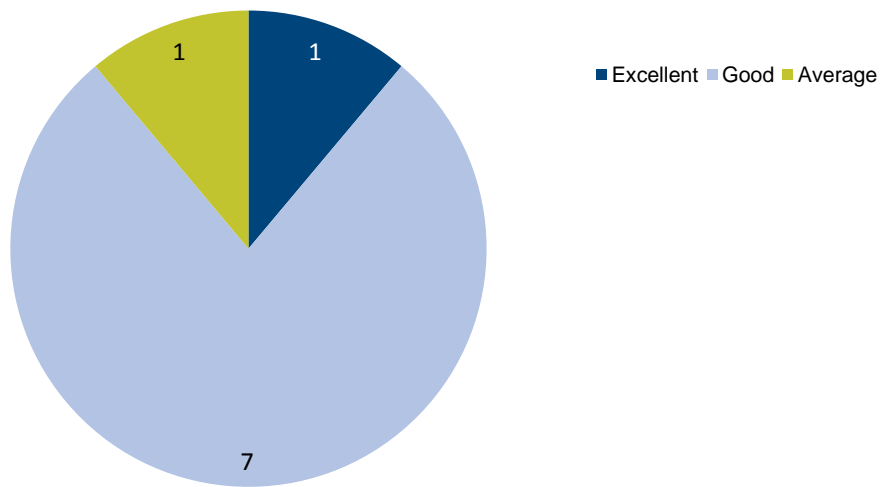
Venue



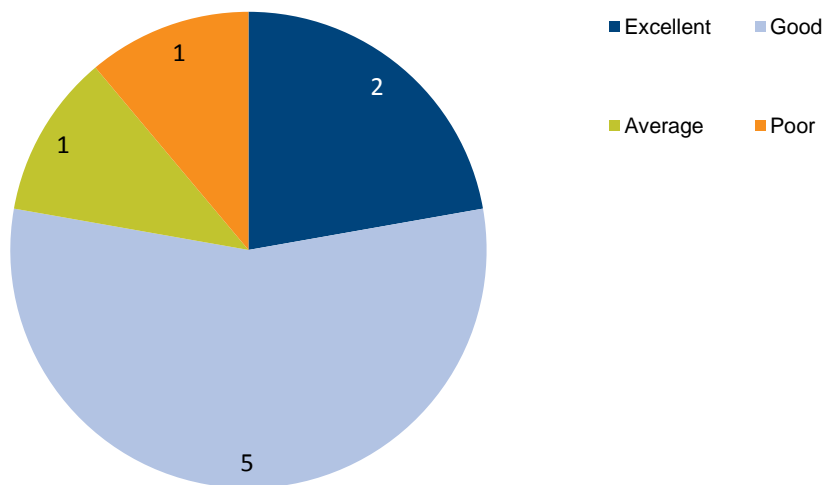
Refreshments/catering



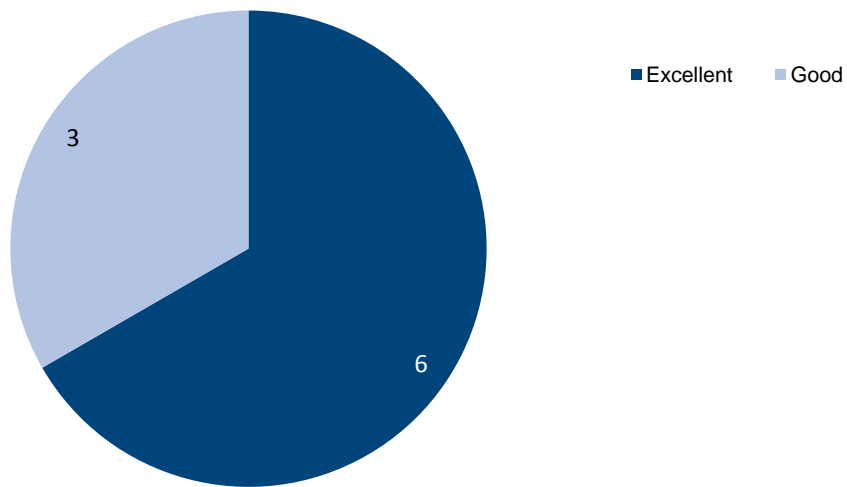
Equipment



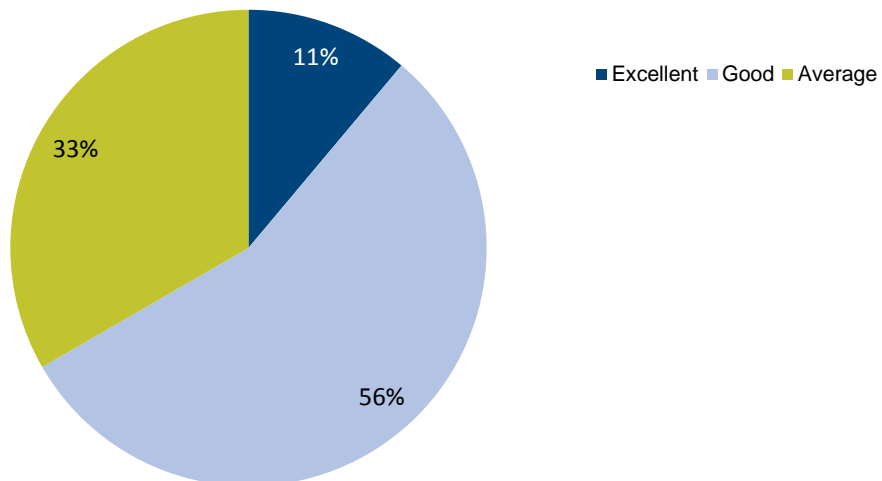
Marketing support



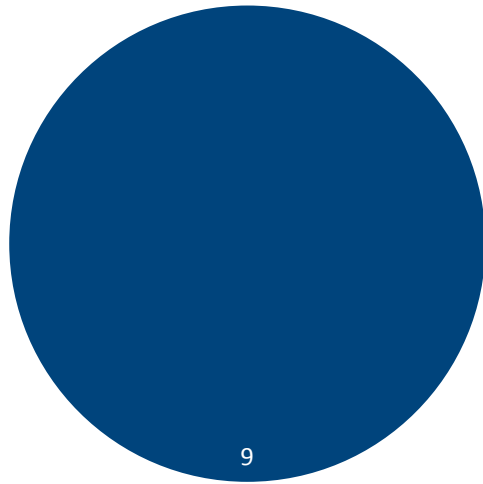
Event support



Quality of audience



Will you use BC-SIEM again?



■ Yes ■ No

Appendix 5: Advertising and promotion plan (media plan)

	May	June					July
	23	30	6	13	20	27	4
Electronic posters to partners and contacts							
Printed posters to participating local universities							
Promotion of campus tours (c/o local universities)							
Paid ad #1 on Facebook (P2,000, single page post link)							
Paid ad #2 on Facebook (P3,000, carousel)							
Paid ad #3 on Facebook (P1,000, single page post link)							
Paid ad #4 on Facebook (P1,000, carousel)							
E-newsletter to VRS contacts via Campaign Monitor							

Image A: Sample poster distributed to campuses

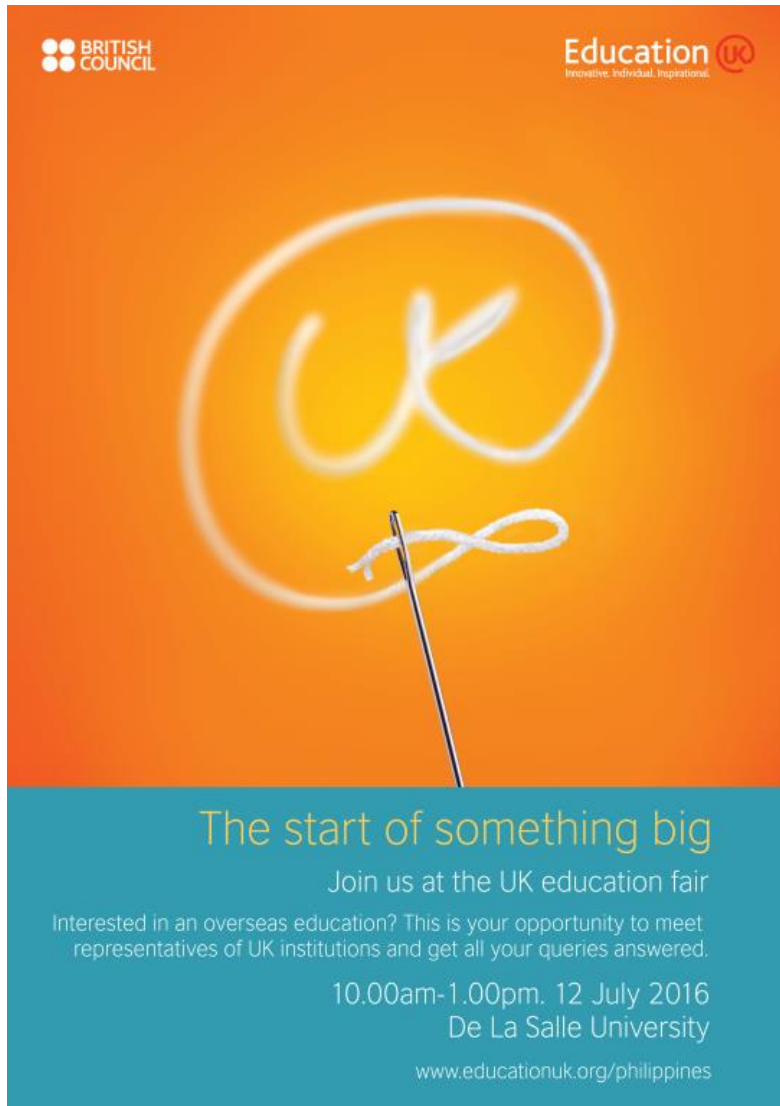




Image B: Digital poster sent via e-mail

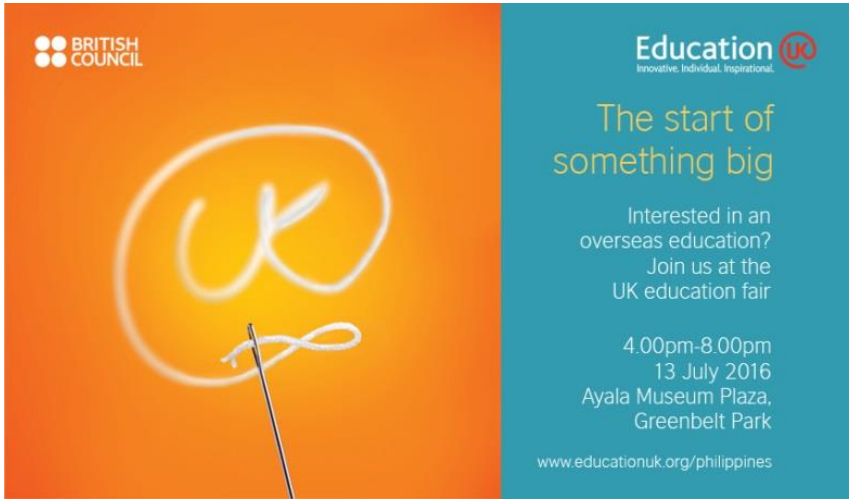


Image C: Paid ad #1 on Facebook (single page post link)



Image D: Paid ad #2 on Facebook (carousel)

British Council Philippines
June 24 · 🌐

Register for the UK Education Fair 2016: Wednesday 13 July at the Ayala Museum Plaza, Greenbelt Park, Makati City! Admission to the fair is FREE.

What are the requirements for a UK undergraduate course?



Interested to study in the UK?

How much work experience required for a master's degree?



Register for the UK Education Fair

Image E: University promotion

British Council Philippines
July 13 at 10:04am · 🌐

Come see us today from 4-7 PM at the Ayala Museum Plaza, Makati City for the UK Education Fair 2016! Meet the representatives of UK institutions and get all your queries answered. <http://bit.ly/UKEdFair>

University of the West of Scotland

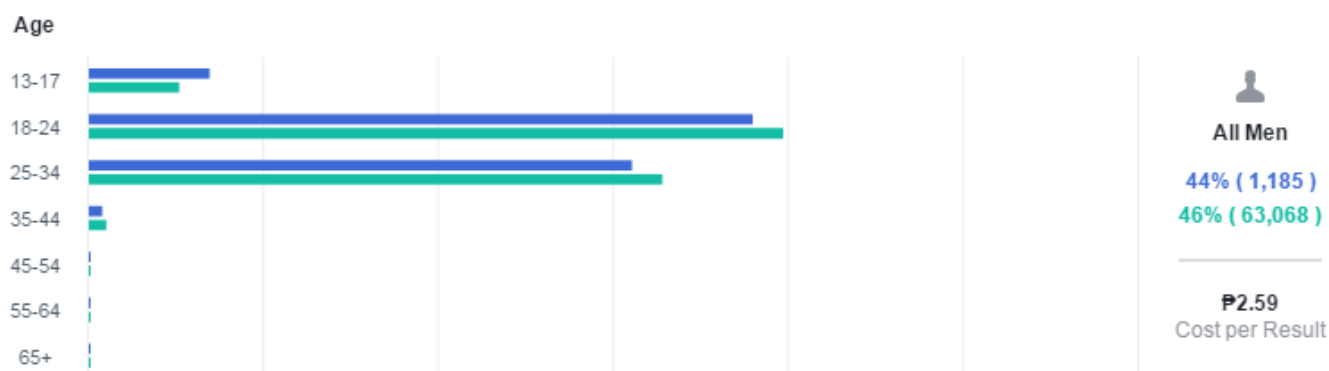


University of Warwick



Unlike what was stated in the original plan, the Facebook posts advertising the institutions were released only during the week of the event, resulting to a reduced promotion of the exhibitors.

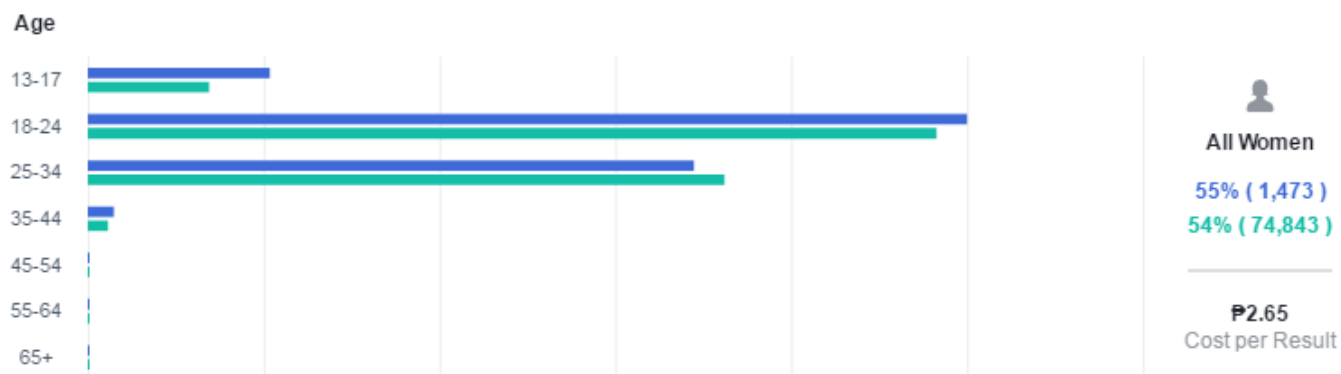
Image F: Facebook analytics among males



The ads were targeted to 16 to 35-year-old Facebook users. Among males, the most number of clicks come from 18-24 and 25-34 age brackets.

63,068 males saw the ad, which then resulted to 1,185 clicks leading to the registration page. Unfortunately, there is no figure on how many males registered to the event. We couldn't ask the visitors' gender as this is considered sensitive.

Image G: Facebook analytics among females



Similar to that of males, the most number of clicks among women come from 18-24 and 25-34 age brackets, but the ad reached and was clicked by 20% more females.

74,843 females saw the ad, with 1,473 clicks leading to the registration page.

Appendix 6: Subject matrix

	BPP University	Hult International Business School	INTO University Partnerships	Newcastle College	Nottingham Trent University	University of Kent	University of Lincoln	University of Southampton	University of Sunderland	University of the West of Scotland	University of Warwick
Architecture/ Urban Planning			X		X	X	X				
Business/Economics/ Management	X	X	X	X	X	X	X	X	X	X	X
Computer Science/IT			X	X	X	X	X		X	X	X
Culinary Arts				X							
Design			X	X	X		X	X	X		
Education			X	X	X		X		X	X	X
Engineering			X	X	X	X	X		X	X	X
Environment/ Natural Resources			X		X				X		X
Fine Arts				X	X	X	X	X	X		
Fashion			X	X	X		X	X	X		
Language/Literature	X		X		X	X	X		X	X	X
Law	X		X	X	X	X	X	X	X	X	X
Media/ Communications			X	X	X	X	X	X	X	X	X
Medicine/Health	X		X						X	X	X
Psychology	X		X		X	X	X		X	X	X
Science			X		X	X	X		X	X	X
Social Sciences/ Political Science			X		X	X	X		X	X	X
Tourism and Hotel Management	X		X	X			X		X	X	
Pre-University/ Foundation	X		X	X	X		X	X			X