



SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING

Post-event report for
UK Universities Fair 2016
Education UK Exhibition Brazil

26th – 29th October 2016

Rio de Janeiro – Sofitel Copacabana Hotel

São Paulo – Tivoli Mofarrej Hotel

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Introduction

Thank you for your participation at the UK Universities Fair in October 2016 in Rio de Janeiro and São Paulo, Brazil.

The purpose of this report is to provide you with a summary of the event, including visitor and exhibitor feedback as well as other useful information. We trust that this report will enable you to report return on investment and assist with future decision making.

The event, themed around the HE market, hosted representatives from 24 UK institutions (listed below) that positively engaged with prospective students and visitors, providing the audience with information and educational opportunities.

The event attracted nearly 1,500 visitors thanks to an off and on-line combined marketing campaign (details listed below in section V). A series of seminars were delivered covering topics such as application process, scholarships and living and studying in the UK. Also, school visits were held in order to provide the opportunity of University representatives to recruit highly qualified undergraduate students from top international schools in Brazil.

At British Council Brazil we highly appreciate your support, and hope that we can continue to provide valuable marketing services in terms of both exhibitions and also a range of targeted activities during the year. We hope to see you again at the next exhibitions.

Regards,

Education Team Brazil

British Council Brazil Education Team

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Highlights

The exhibitions were held at the following places and time

Venue(s)	Sofitel Copacabana Hotel Rio de Janeiro (27th October)
Opening hours	16h00 – 21h00
Stand costs	£ 2,000 (excluding VAT)
Parallel Services	Market Briefing presentation and visits to the American and the British Schools on the 26 th October

Venue(s)	Tivoli Mofarrej Hotel São Paulo (29th October)
Opening hours	14h00 – 19h00
Stand costs	£ 2,000 (excluding VAT)

- **Services included in the Stand Cost:**
 - ✓ Activities on the 26th October
 - Visits to the American and the British schools
 - Market Briefing Presentation
- **Charged Services**
 - ✓ Seminars presented during the exhibitions

- **A wide range of topics were covered in the Seminars, including:**
 - ✓ Study in Scotland
 - ✓ Study in London
 - ✓ Making your application stand out
 - ✓ Discover Newcastle
 - ✓ Studying Social Sciences in the UK
 - ✓ Studying English with work permit

Highlights

2016 was a year of challenges in Brazil...

BUSINESS NEWS | Wed Aug 31, 2016 | 11:04am EDT

Brazil's economy shrinks for 6th quarter but signals recovery



Brazil's Science Without Borders programme facing cuts in 2016

WORLD NEWS | Thu Sep 1, 2016 | 12:14pm EDT

Brazil's Rousseff ousted by Senate, Temer sworn in

With such scenario in mind, the SIEM Brazil team focused on a strategic marketing campaign which resulted in a good turnout – similar to the previous year, even without government funding programmes such as the Science without Borders.

		2016	2015	16 x 15
REGISTRATIONS	São Paulo	2,424	2,248	8%
	Rio de Janeiro	1,512	666	127%
VISITORS	São Paulo	931	967	-4%
	Rio de Janeiro	555	542	2%

Rio had an increase of 2% in number of visitors and of 127% in the number of registrants.

Highlights

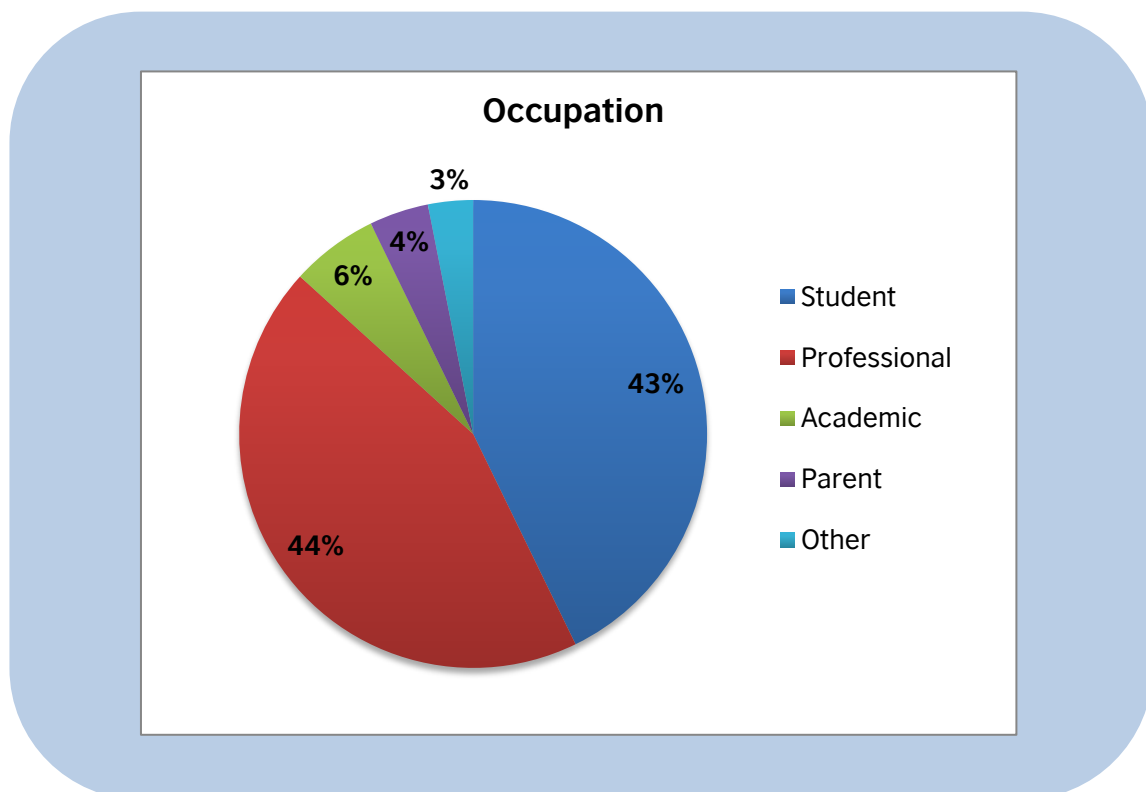
This shows that the Brazilian audience still has appetite for studying abroad, more specifically in the UK.

According to exhibitors, the quality of students increased a lot in both Rio and São Paulo and they expect a good ROI from this event with students non-reliant on funding schemes.

Visitors' Profile and Preferences*

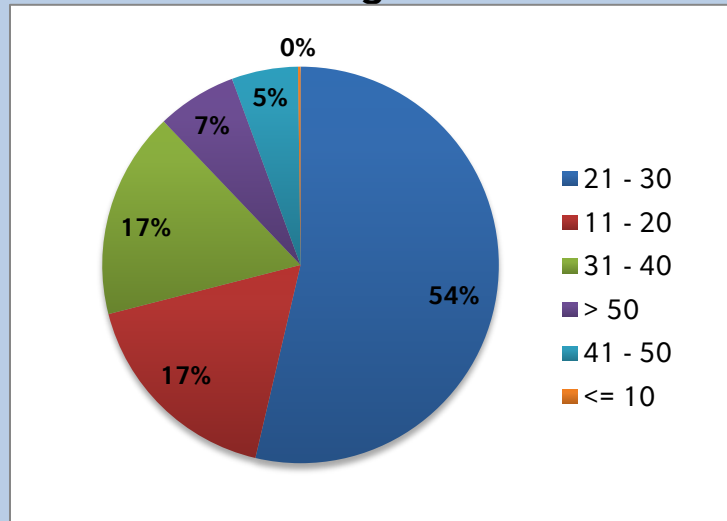
54% of visitors declared to be between the ages of 21 and 30.

43% of the visitors were full-time students.

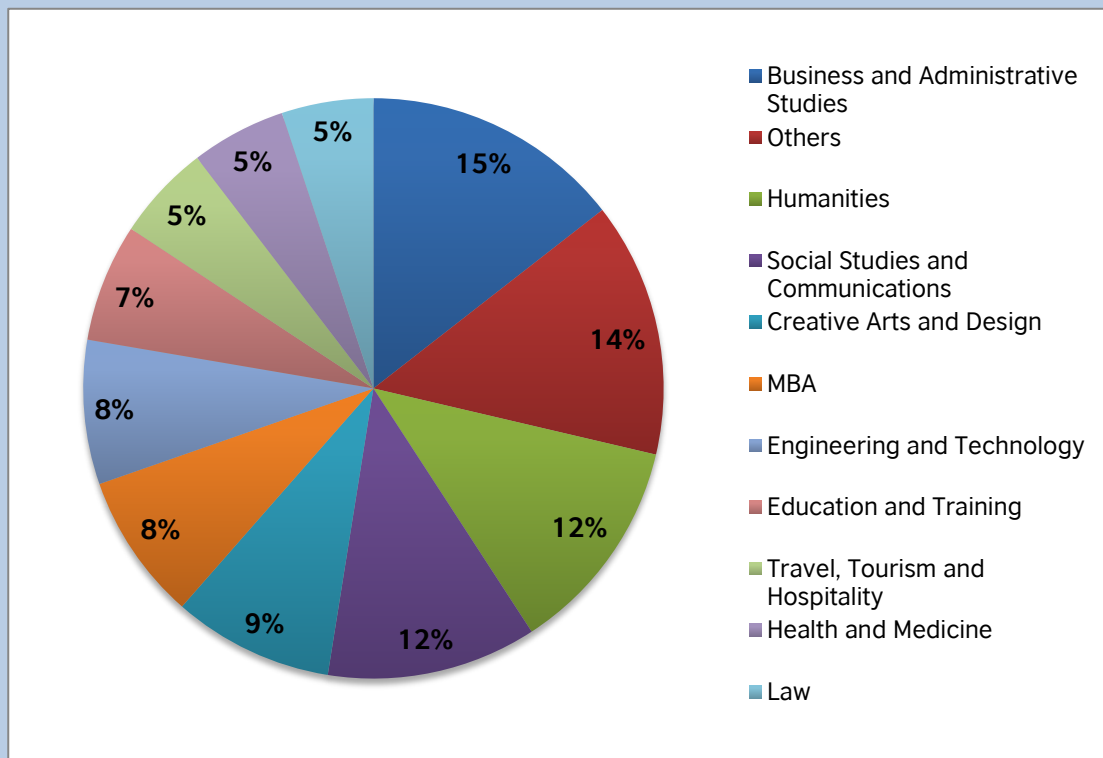


*according to the British Council Virtual Registration System

Age



- Areas of interest***

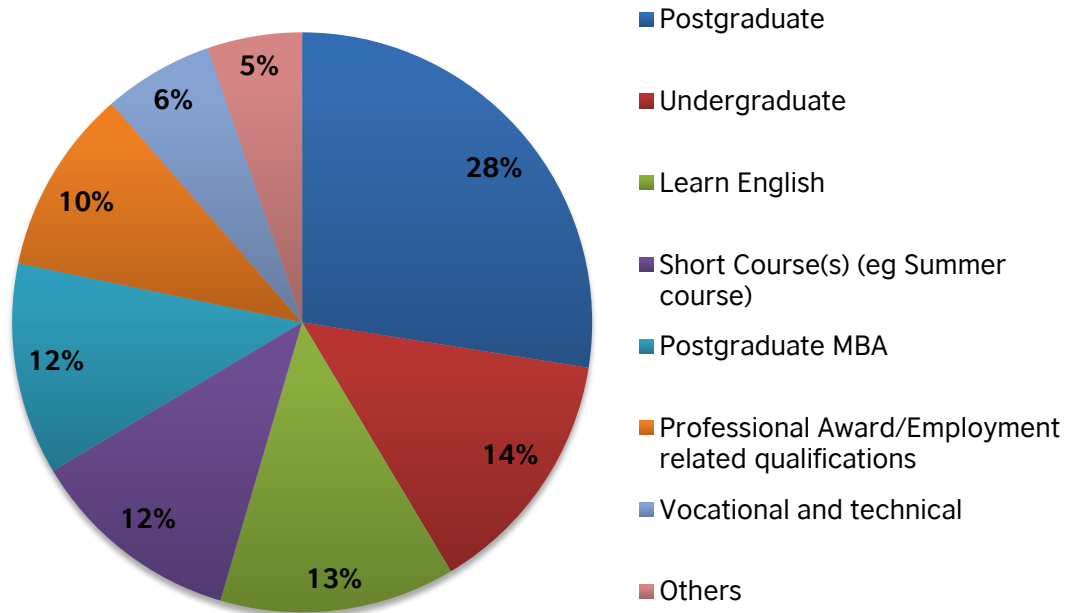


Others: Agriculture, Applied and Pure Sciences, Architecture Building and Planning, Computer and Mathematical Sciences, Hair Beauty and Personal Care.

**Multiple choice question.*

- **Areas of interest**

Intended Level



Marketing and Media

Our marketing reached an estimated audience of nearly **1 million** people

730,374 people were reached through social media

Media pre-event reported

“British Council organises education fair with the best options to study in the UK” – *Estudar Fora Portal*

“One of the biggest education fairs in the country” – *Planeta Universitário Portal*

“Rio and São Paulo to host event with several seminars about studying in the UK” – *Universia Brasil Portal*

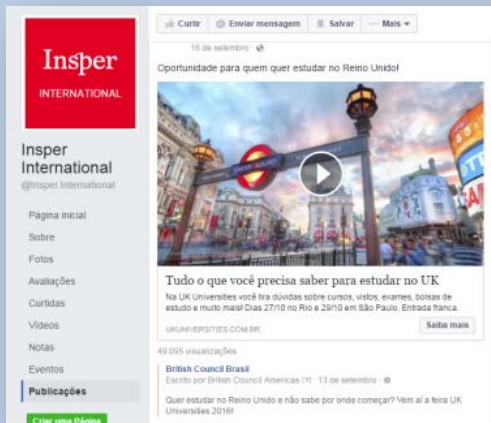


Estudar Fora Site – 8.000.000 Page Views

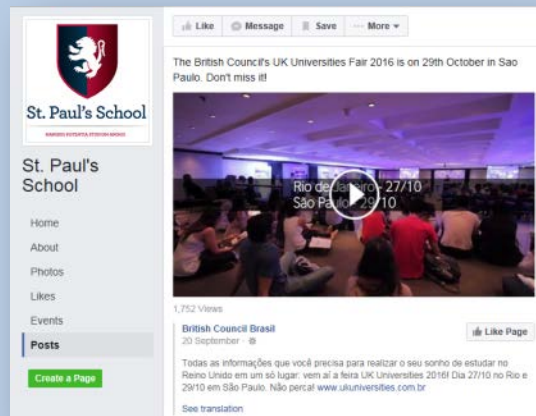


Universia Brasil | Site – 1.766.515 UV/Monthly

Our marketing efforts to attract prospective students to the exhibitions concentrated on online promotion through the British Council official channels and partners’.



INSPER University Facebook Top Private University in SP

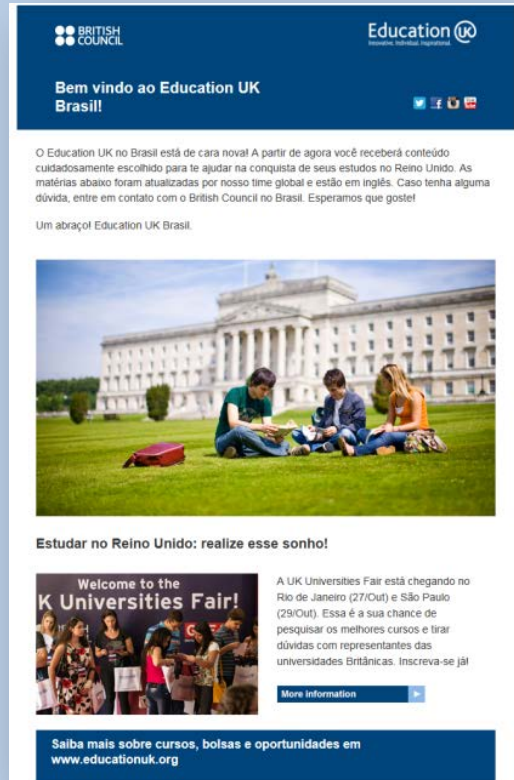


St. Paul's Facebook Top Private International School in SP

- Our sponsored Facebook posts results
 - Clicks and engagement: 55,843
 - Reach: 730,374
- The newsletters had an average opening rate of **21.92 %**, reaching **44,113** people.



LinkedIn/Pulse Article – Boosted on Facebook



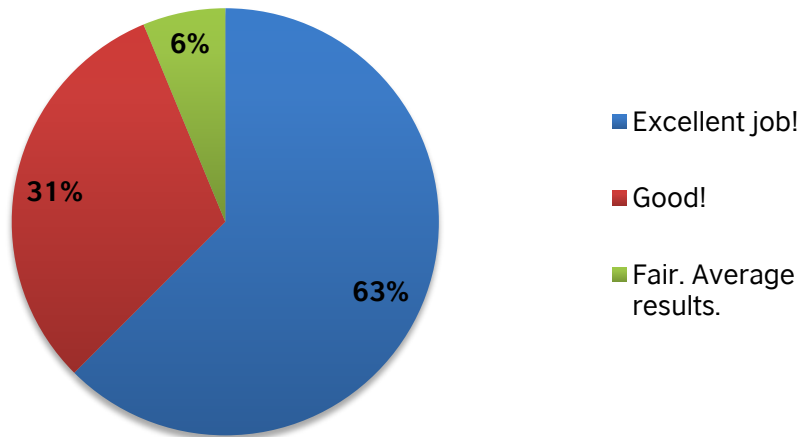
Education UK newsletter



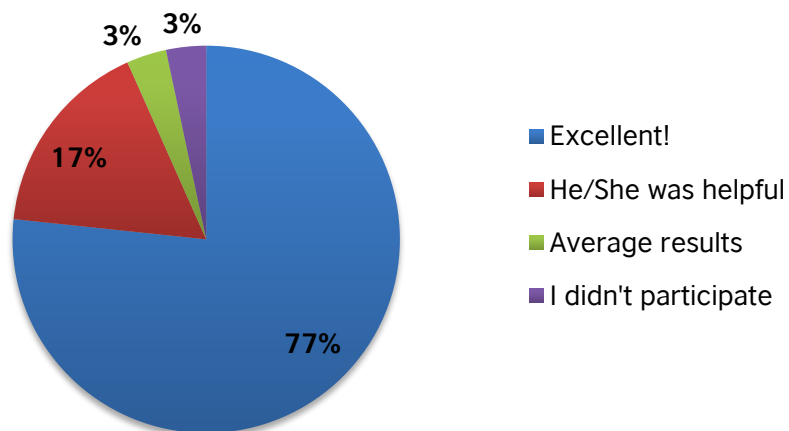
British Council Facebook post about Fashion

Exhibitor's Feedback

How would you rate the general organisation of the fairs, for the two cities?

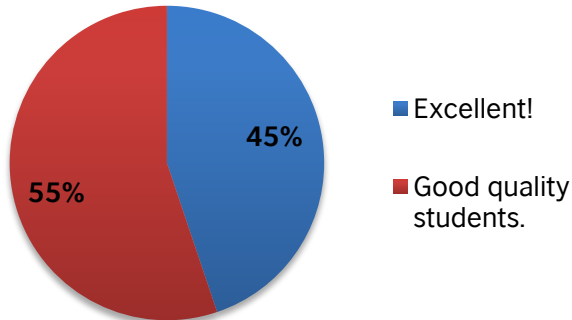


You had an assistant to help you during the work day. How did he/she perform?

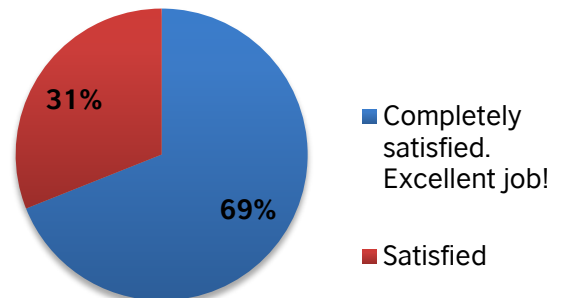


- **Quality vs. Quantity of Students**

How do you assess the quality of the students you met?



Overall, how satisfied are you with the amount of students you met?



Note: we received only positive answers on both questions.

- **Main Compliments we received**

- It was my first experience of the Brazil fairs, but both were very busy with good quality enquiries.
- [At the British School mini fair] Students arrived with their parents, which meant that the conversations were thorough and that the leads could potentially be serious. The turnout was good.
- My stand assistant in Rio was absolutely fantastic!
- Very pleased with fairs and events, and hope to participate again in the near future. Seminar session was very well organised and we were very well supported with a few technical issues.
- I would expect a solid ROI on this trip; the students were of a high standard, both at the exhibitions and on most of the school visits.
- Like the venue and the BC team were super helpful and friendly. Numbers were very good and quality was good
- The quality and quantity of visitors this year appeared to be better than last year.
- I only attend the BC fairs because the target audience meets my expectation. There may be issues with finances however I am happy with the academic profiles of the students who visited my stand in both venues.
- Over-all the fairs were better than expected and were well run - thanks!
- Fantastic numbers of enquiries of an excellent quality.

- **Main Complaints**

- The VRS didn't work but we needed to capture data in our own format, anyway, so this wasn't a big problem.
- The new system did not work well at all - in the end we just wrote down the numbers in Rio and I used my own app in SP.
- My main comment is that it was absolutely freezing in the exhibition hall and the entire floor on which it was located. I mean, extreme, AC overkill. It seems so unnecessary (let alone the cost and the environmental implications). And it was a nice warm day outside.
- The visit to the American School was good to build presence and as a profile-raising activity, it was a good exercise, but I had very few enquiries. It seems most students are US focussed (understandably). We will have to see if this changes with continued visits (if this is built into the programme again).
- The guest speaker didn't have a lot of relevance to university recruitment and giving an accurate picture of university recruitment- his area of knowledge was clearly travel for language and not a lot of detail that helped.
- Everything great except the VRS system not working - a repeat of issues last year I think. Hope this can be resolved before future events/another system used.
- Unfortunately we received the handbook far too late for the information to be useful for planning our attendance at the event.

Corporate Partner's Feedback

- **Chevening Scholarships – Foreign & Commonwealth Office**

- **Rio de Janeiro**

Great turnout and good quality of applicants, many of whom spoke English. I liked the space and organisation.

Talk went very well with excellent attendance.

It was good to meet people who were already applying.

- **Sao Paulo**

Public was really of excellent quality – good English, more professionals than students (which is good for us).

Organisation of the event was good.

Other institutions were supportive and everyone seemed pleased with the attendance.

Visitors' Feedback

- **Students' Choice Awards:**

According to students' feedback, the seminars delivered during the exhibitions ranked:

1st position: Discover Newcastle! – Newcastle University

2nd position: Making your Application Stand out – Goldsmiths, University of London

3rd position: Study English in London with work permit – BPP University

4th position: Study in Scotland – University of Glasgow

5th position: Studying in London: a student's perspective – University of Westminster

6th position: Studying Social Sciences in the UK – LSE

77% of visitors who answered our feedback* survey declared that they intend to be enrolled at a UK University between 2017 and 2018.

61% of visitors who answered our feedback* survey declared they would self-fund their studies in the UK, whereas 39% would depend on scholarship.

**based on 315 visitor feedback survey forms that we received.*

List of Exhibitors (Alphabetical Order)

	Institution
1	Aberystwyth University
2	BPP University
3	Edge Hill University
4	Goldsmiths, University of London
5	Imperial College London
6	INTO University Partnerships
7	King's College London
8	London School of Economics
9	London South Bank University
10	Newcastle University
11	Queen Mary University of London
12	University of the Arts London
13	University College London
14	University of East Anglia
15	University of Exeter
16	University of Glasgow
17	University of Gloucestershire
18	University of Huddersfield
19	University of Kent
20	The University of Northampton
21	The University of Nottingham
22	The University of Sheffield
23	University of Westminster
24	University of York

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

- Given the reduced number of students interested in UK Universities during the visit to the American School, the British Council will concentrate efforts in organising visits to British schools both in Rio and in São Paulo.
- British Council team in Brazil will look for a viable solution for code scanning and capturing visitors' details, complementary to the VR System.
- Going forward, British Council Brazil is already coordinating our schedule with the region in order tie-in our own exhibition with other regional countries' events. **The next UK Universities Fair is likely to occur in late October 2017 with registration costs per city ranging between £1,900 – £ 2,500.**

UK Institutions

- It is suggested that institutions invite their alumni to attend future exhibitions and share tales of their life in UK with the visitors.
- Institutions should consider providing the BC with a subject matrix prior to the exhibition, to help optimize students' time. Also, please keep the institution contact details updated on the SIEM website in order for us to be able to contact you.
- We recommend institutions to look at ways of providing some sort of scholarship or discount and highlight these during future exhibitions.

The above points, though important, should not detract from what was a successful exhibition. The UK Universities 2017 exhibition will build upon the lessons learned and prove even more popular. We hope to see you there!

Appendix

Rio de Janeiro



IELTS seminar presented by the British Council



UK Universities Fair in Rio



Representatives visiting the American School of Rio de Janeiro



Goldsmiths, University of London seminar



Stand assistant helping student at the UK Universities in Rio



Representatives also visited the British School of Rio de Janeiro

São Paulo



Martin Dowle, British Council Director, and Jo Crellin, British Consul General São Paulo opened the exhibition.



Goldsmiths, University of London stand at the fair



IELTS Seminar in Sao Paulo, presented by the British Council



UK Universities Fair in Sao Paulo was a very busy event



UAL representative at the UK Universities in Sao Paulo