



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

Post-event report for
Education UK Exhibition in Bulgaria
22 October 2016
Sofia Hotel Balkan (aka Sheraton)
Sofia, Bulgaria

Introduction

Thank you for your participation at the Education UK exhibition in Sofia (Bulgaria) in October 2016.

This report provides a summary of the event, including visitor and exhibitor feedback. We trust that this information will enable you to report return on investment and will assist you with future decision-making.

The event, **targeted at HE market**, hosted representatives from **23 UK institutions** (listed below in Appendix A on page 15) and provided opportunities to engage with **prospective students, visitors and partners**.

We are delighted to report an **increase in both the online pre-registrations (12%) and the actual attendees (4%)** compared to figures from the 2015 exhibition. In the context of uncertainty following the result of the EU referendum, we strongly believe that this is a considerable success. Furthermore, there is an increase in the number of cities that registrants come from – in 2015 we had visitors from 17 regional centres in Bulgaria, whereas in 2016 we had visitors from 26 regional centres.

We managed to reach online audiences across the country through the **live streaming (broadcasting online) of 16 presentations** by UK exhibitors. These presentations also live beyond the exhibition and their viewership numbers increase further over time. Unfortunately this year the live broadcast of some of the presentations (those scheduled for the afternoon) was affected by the large cyber attack in the US on Friday 21 October 2016 (which brought down sites like Twitter, PayPal, etc. and was largely reported in the media). This attack also disrupted the Livestream.com service we are subscribed to for streaming the presentations live. Although the global issue was beyond our control, we resolved it locally by recording the presentations offline and then uploaded them manually to the server so that they were available online for the start of the exhibition.

The presentations programme can be found on the British Council Bulgaria website <http://www.britishcouncil.bg/en/study-uk/education-uk/programme>. We will maintain the recordings as online content for one year, so you can come back and revisit the number of views over time on <http://livestream.com/BritishCouncilBulgaria/euk2016>.

At British Council Bulgaria we highly appreciate your support and hope that we can continue to provide valuable marketing services in terms of both our exhibitions and also our range of other targeted activities during the year. We hope to see you again at our next exhibition on **21 October 2017!**

Regards,

Diana Stefanova | Study in the UK adviser, British Council Bulgaria

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Highlights

Venue	Sheraton Sofia Hotel Balkan, Sofia Saturday 22 October 2016
Opening hours	11.00-17.00
Stand costs	£1,135.00 (plus VAT)

The cost included

- Venue hire and refreshments
- Extensive promotional campaign
- **Live streaming** (online broadcast) of presentations by exhibitors
- Market briefing and **welcome dinner** with British Council and UKTI staff
- **Stand assistant** free of charge
- **Left-over materials** displayed at the British Council office
- **Further promotion** at another high-profile British Council event - materials displayed at a dedicated Education UK stand during the **Sofia Science Festival**.

Advantages of live-streaming a presentation

- Reaching larger audiences from across the country through digital channels: **an average of 110 views per presentation** in the first couple of weeks after the exhibition alone.
- The presentations will remain available online for 1 year after the exhibition.
- The presentations are live streamed (broadcast from the British Council office) on the day before the exhibition). Therefore:
 - ➔ No need to leave the stand and miss visitors on exhibition day
 - ➔ Visitors focused on meeting exhibitors, not distracted by a parallel presentation programme at the venue.
- Every presentation and the number of views can be seen through [British Council Bulgaria's website](#)

What some of our exhibitors said:

'Great event, lots of high quality students to meet. The whole event was well organised and the 20 minute online presentation is a great idea to make the most out of the trip. Will be back next year!'

'Keep doing the live streaming event, suggest this to be spread across the other British council offices worldwide.'

In spite of the uncertainty following the result of the EU referendum, the numbers of both online-pre-registrations and of actual attendees have increased. We believe this is a considerable success in the current context.

	2015	2016	
Registrants	939	1073	+12%
Visitors checked-in	537	557	+4%

50% of our exhibitors rated the quality of students between 8 and 10 on a scale from 1 to 10, with 10 being Excellent. (Exhibitor's survey, Q1)

53.85% of our exhibitors strongly agree and another **38.46% agree** that 'This was a high quality event'. (Exhibitor's survey, Q 16)

Visitor profile

**41% of registrants looking for
Undergraduate courses**

**17% of registrants looking for
Postgraduate courses**

**7% of registrants looking for
MBA's**

**6% of registrants looking for
Professional qualifications**

33% male

66% female

Registrants' preferred level of study

Undergraduate	40.67%
Postgraduate	17.44%
Pre-university academic (eg A-Levels, IB)	8.63%
Learn English	7.76%
Postgraduate MBA	7.47%
Professional Award/Employment related qualifications (eg. ACCA etc.)	6.43%
Short Course(s) (eg Summer course)	5.62%
Vocational and technical (eg NVQ, BTEC, VQ)	3.3%
Boarding School	2.61%

Registrants' age

Age	Count
11 – 20	620
21 – 30	211
31 – 40	101
41 – 50	116
>50	23

Registrants' preferred areas of study

Business and Administrative Studies	15.88%
Social Studies and Communications	11.1%
Creative Arts and Design	10.02%
Computer and Mathematical Science	9.52%

Humanities	8.89%
Law	7.9%
Health and Medicine	6.45%
Engineering and Technology	5.82%
Travel, Tourism and Hospitality	5.19%
Applied and Pure Sciences	3.97%
MBA	3.97%
Education and Training	3.79%
Architecture, Building and Planning	1.71%
Agriculture and related subjects	1.71%

How registrants heard about the exhibition

Internet	46.53%
British Council	17.74%
Friend and relative	14.11%
Email	10.64%
Poster	2.81%
Other	2.56%
Fliers	1.49%
University, Teacher	1.49%
Radio, TV	0.5%

Marketing

The exhibition was promoted through an integrated marketing campaign leveraging the strength of British Council's digital communication channels in Bulgaria, as well as our extensive local expertise in education programmes and services. The campaign was also designed to address the challenges after the EU referendum result.

More than 50% the exhibition budget was spent on Marketing.



British Council customers

The exhibition was promoted to all British Council customers such as English students, IELTS and Cambridge exam candidates by email.

Social media

We delivered a large scale social media campaign through British Council Bulgaria's very popular fan page on Facebook, with more than 33,000 fans. The campaign included both paid advertising and organic reach in combination with enhanced social targeting of potential candidates to study in the UK.

Reach:
512,000+ opportunities to view

Google advertising network

The social media promotion was combined with Google ads through various online display networks and using re-marketing techniques.

Reach
**5,000,000+ impressions
(opportunities to view)**

25,000+ online visitors

Mitigating the risk of competing events

The QS Top Grad School Tour (focusing on PG programmes) was scheduled for the same day as the Education UK exhibition. Although the target audiences of both exhibitions are not largely the same, there are some overlaps and we had to mitigate the risk of having another exhibition diverting the flow of potential visitors to another venue. Since we have been partnering with QS for the past few years we managed to reach an agreement to host both exhibitions in the same venue (QS was on the second floor). This synergy contributed additionally to the increase in the number of visitors this year.

Outdoor (underground)

Billboards at the busiest tube station (at the intersection of Sofia's two metro lines) for a period of two weeks.



Print

Advertisements in the Study Abroad magazine (and the www.studyabroad.bg website) which is the only Bulgarian publisher specialising in international education.

Schools

Exhibition posters were sent to the best secondary schools in Sofia and the region, where most prospective candidates to study in the UK come from. Additionally, the head masters of these schools were sent letters from the Country Director of British Council Bulgaria.



Content marketing around the EU referendum

We focused on reducing uncertainty and maintaining the international appeal of UK education through curating and providing the most useful, reliable and up-to-date information and advice.

We created and promoted the following publications on our website:

- Top five tips for studying in the UK despite uncertainties.
- UK Government press release on student funding (translated into Bulgarian and published)
- A dedicated student advice section + FAQs

All publications were linked to the exhibition pages and information



Joint communications with Universities UK International around the EU referendum

- FAQs document printed and distributed at the exhibition
- Presentation by Miranda Thomas (UUKI) live streamed.



Visitor's Feedback

An online survey was filled out by **98 visitors** after the exhibition and visitors could win a prize for completing it. The questions were designed to gather quantitative statistics as well as qualitative remarks on reactions to our exhibition. Please see the full survey (in Bulgarian) on <https://www.surveymonkey.net/results/SM-QFKL678N/>

73.96% of visitors confirmed that **'this exhibition has helped me decide to apply in the UK'**.

33.67% of visitors strongly agree and **56.12% agree** that **'this exhibition has met my expectations'**.

40.82% of visitors strongly agree and **37.76% agree** that **'British Council is leading in this area'**

42.27% of visitors found out about the exhibition **through Facebook** and **35.05% through a friend/relative**

Some visitors' quotes

'The Exhibition was useful, there was a lot of interest in the event, there was helpful information for applicants coming directly from Universities.'

'Queues were too long, most universities had only one consultant at the stand, not enough information on master's programmes.'

'I found out quite a few things which otherwise I wouldn't have found easily on the Internet.'

'British Council helped me to find my way to education. Thank you!'

'I had to wait for a long time. I only got general information and nothing specific. They mainly referred me to universities' websites.'

Exhibitor's Feedback

At the exhibition there were **28 UK delegates** of whom **14 filled our online exhibitor's feedback survey**.

83.33% of exhibitors answered with 'Yes' and **16.67%** were undecided when asked '**Would you consider coming back to the next British Council event in Bulgaria?**' (Exhibitor survey, Q 14)

58% of exhibitors rated the **quality of visitors** between 8 and 10, 10 being Excellent. **66% of exhibitors** rated the **quantity of visitors** between 8 and 10, 10 being Excellent (Exhibitor survey, Q 1)

When asked '**How likely are you to recommend the British Council to your peers and colleagues?**', **66.67%** of exhibitors answered with '**very likely**' and another **16.67%** answered with '**likely**'. (Exhibitor Survey, Q 15)

Some positive quotes from exhibitors

'The staff we had assistance and contact with were exceptional but a very worthy mention to your intern who was exceptional and Diana with all her help.'

'Found the organisation of the event excellent! Nothing was too much trouble for the team and they made sure everyone had everything they needed.'

Some negative quotes from exhibitors

'it would have been better receive more variety at lunch time, rather than just sandwiches'

'The event was superbly organised. The only advice for the future would be to include a 15 min lunch break for exhibitors to have lunch. Some of the stands were very busy and there was only one exhibitor per stand which made it difficult to take a quick break for lunch.'

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

- We have fed back to the British Council's Visitor Registration System team that exhibitors have requested 'Notes' box to be added to every registrant's details, so that exhibitors can take notes during the conversation.
- Due to the fact that the QS event taking place on the same day at the same venue, many visitors said - upon entering the Education UK exhibition – that they were registered, assuming their QS registration was valid for both events, but in fact they were not on the Education UK visitors registration system. Therefore, the number of visitors on the system is lower than the real footfall. In order to ensure every visitor is registered, the British Council team will allocate extra member of the registration team – an usher who will check whether every visitor is registered.
- Whilst there are a couple of complaints about the sandwich lunch, this arrangement is the best one firstly because people can have their lunchbox at different times whenever convenient for them, and secondly because this is the best value for money option that the venue offers. We will consider the possibility for delegates to book a different lunch at extra cost.
- We will consider to continue having an organised dinner with UK exhibitors on the evening after the market briefing and before the exhibition day depending on budget constraints. This is a good opportunity for networking between British Council staff, exhibition partners and exhibitors.

UK Institutions

- It is highly recommended that exhibitors write down or photograph the numbers of the visitors at their stands so that they can ensure accessing the visitors' details after the event.
- Since many delegates commented that the event was too busy for them to leave their stand, we strongly recommend that there be 2 delegates per institution at the stand.
- As the visitors tended to have very specific questions and to have researched the institutions whose stands they visited, it is recommended that exhibitors be well-prepared to answer detailed and quite specific questions on programmes. Also, the enquiries concerned a wide range of subjects and courses.

- Bulgaria is a cost-sensitive market, therefore exhibitors are advised to be well prepared to answer questions about funding opportunities or scholarships that their institution might be able to offer, as well as clear information on student finance.

The above points, though important, should not detract from what was indeed a very successful exhibition, especially in the post-referendum context. Next year's exhibition (**21 October 2017**) will build upon the lessons learned and prove even more popular. We hope to see you there!

Appendix

Appendix A - List of exhibitors (Alphabetical Order)

- 1 Canterbury Christ Church University
- 2 Coventry University
- 3 De Montfort University, Leicester
- 4 Goldsmiths, University of London
- 5 King's College London
- 6 London Metropolitan University
- 7 Newcastle University London Campus
- 8 Staffordshire University
- 9 Swansea University
- 10 The University of Manchester
- 11 The University of Sheffield International Faculty, CITY College
- 12 UEA
- 13 UCL (University College London)
- 14 Universities in Cardiff
- 15 University College Birmingham
- 16 University for the Creative Arts
- 17 University of Aberdeen
- 18 University of Bristol
- 19 University of East London
- 20 University of Essex
- 21 University of Kent
- 22 University of the West of England, Bristol
- 23 University of Westminster Business School

Appendix B – Visitor survey (In Bulgarian)

<https://www.surveymonkey.net/results/SM-QFKL678N/>

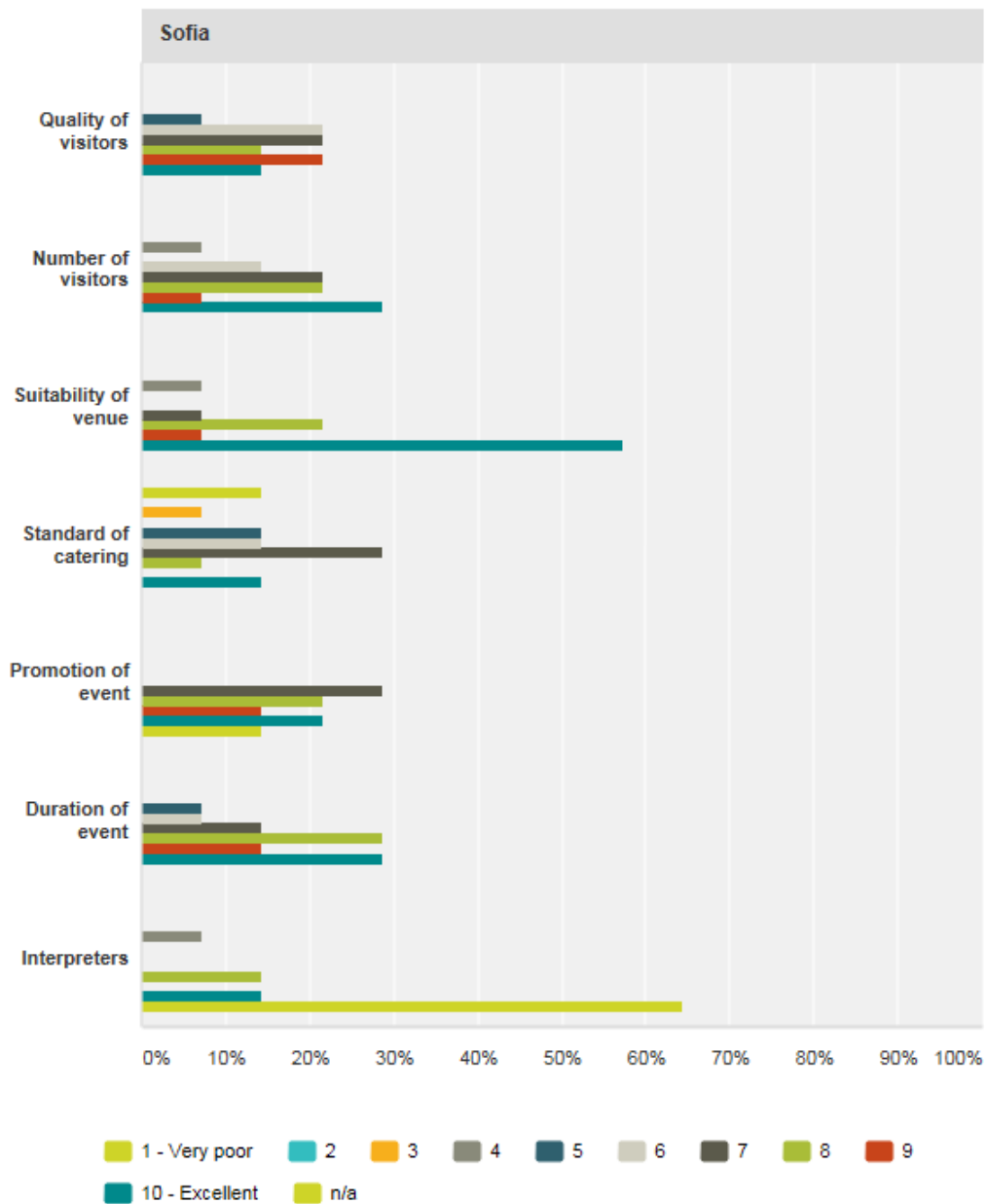
Appendix C - Exhibitor's survey

<https://www.surveymonkey.net/results/SM-L5TRSY5X/>

Q1

Please rate the following aspects of the event(s) that you participated in

Answered: 14 Skipped: 0

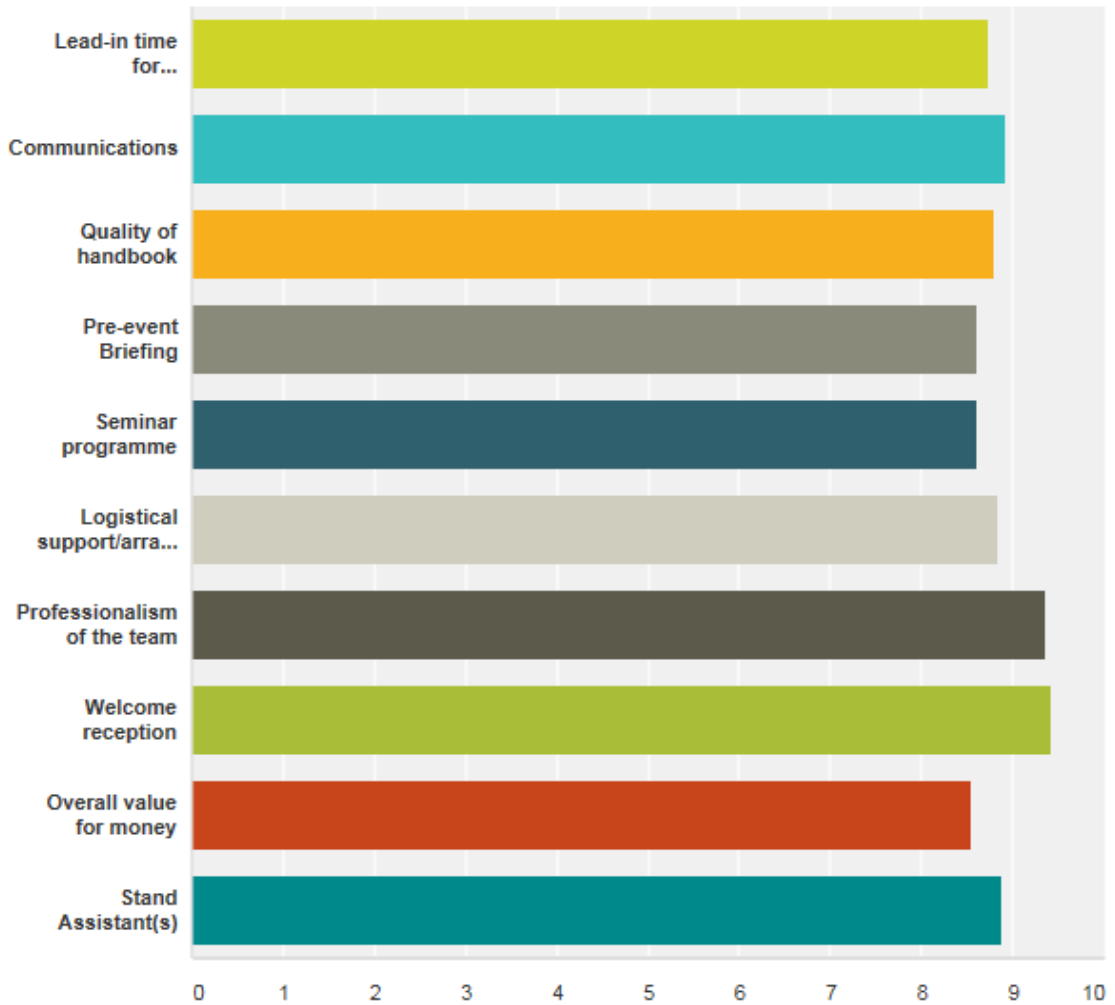


Sofia		1 - Very poor	2	3	4	5	6	7	8	9	10 - Excellent	n/a	Total
Quality of visitors	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	7.14% 1	21.43% 3	21.43% 3	14.29% 2	21.43% 3	14.29% 2	0.00% 0	14
Number of visitors	0.00% 0	0.00% 0	0.00% 0	7.14% 1	0.00% 0	14.29% 2	14.29% 2	21.43% 3	21.43% 3	7.14% 1	28.57% 4	0.00% 0	14
Suitability of venue	0.00% 0	0.00% 0	0.00% 0	7.14% 1	0.00% 0	0.00% 0	0.00% 0	7.14% 1	21.43% 3	7.14% 1	57.14% 8	0.00% 0	14
Standard of catering	14.29% 2	0.00% 0	7.14% 1	0.00% 0	14.29% 2	14.29% 2	14.29% 2	28.57% 4	7.14% 1	0.00% 0	14.29% 2	0.00% 0	14
Promotion of event	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	28.57% 4	21.43% 3	14.29% 2	21.43% 3	14.29% 2	14
Duration of event	0.00% 0	0.00% 0	0.00% 0	0.00% 0	7.14% 1	7.14% 1	7.14% 1	14.29% 2	28.57% 4	14.29% 2	28.57% 4	0.00% 0	14
Interpreters	0.00% 0	0.00% 0	0.00% 0	7.14% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	14.29% 2	0.00% 0	14.29% 2	64.29% 9	14

Q2

Please rate the following aspects of the British Council

Answered: 14 Skipped: 0



	Very.Poor (1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	Excellent (10)	N/A	Total	Weighted Average
Lead-in time for registration	0.00%	0.00%	0.00%	0.00%	0.00%	7.14%	7.14%	21.43%	7.14%	35.71%	21.43%	14	8.73
Communications	0.00%	0.00%	0.00%	7.14%	0.00%	0.00%	0.00%	21.43%	14.29%	50.00%	7.14%	14	8.92
Quality of handbook	0.00%	0.00%	0.00%	0.00%	7.14%	0.00%	7.14%	21.43%	21.43%	42.86%	0.00%	14	8.79
Pre-event Briefing	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	14.29%	21.43%	14.29%	21.43%	28.57%	14	8.60
Seminar programme	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	21.43%	7.14%	7.14%	64.29%	14	8.60
Logistical support/arrangements	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	14.29%	21.43%	14.29%	35.71%	14.29%	14	8.83
Professionalism of the team	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	7.14%	21.43%	0.00%	71.43%	0.00%	14	9.36
Welcome reception	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	14.29%	21.43%	50.00%	14.29%	14	9.42
Overall value for money	0.00%	0.00%	0.00%	0.00%	0.00%	7.14%	7.14%	21.43%	42.86%	14.29%	7.14%	14	8.54
Stand Assistant(s)	0.00%	0.00%	0.00%	0.00%	7.14%	7.14%	0.00%	0.00%	0.00%	42.86%	42.86%	14	8.88

Comments (4)

As I stepped in last minute there are certain things I cannot comment on hence n/a

11/3/2016 7:32 PM

As always, the amount of literature sent out in advance of the fair was too much, though this is a general British Council issue and not symptomatic of the Sofia office.

10/25/2016 7:28 PM

I was so busy that it was hard for me to help support the stand assistant, but he was resourceful and was handing out leaflets/business cards to people who were waiting in my long queues!

10/25/2016 4:45 PM

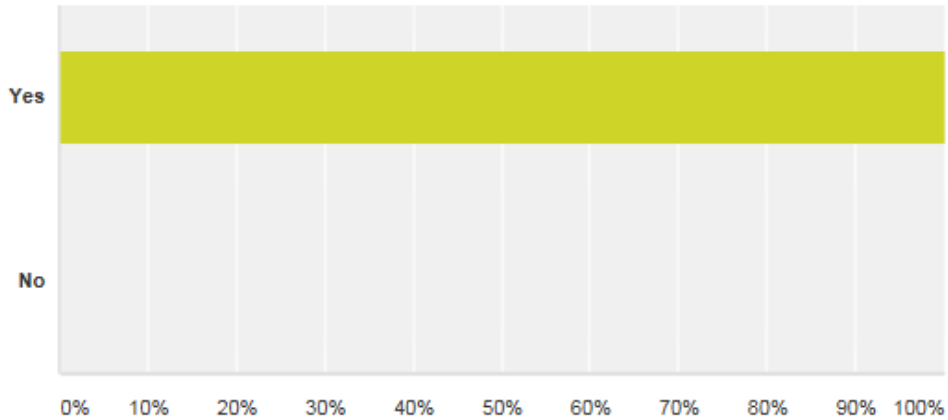
I wasn't involved in the packing, sending and receiving of freight. The staff we had assistance and contact with were exceptional but a very worthy mention to your intern who was exceptional and Diana with all her help.

10/25/2016 4:32 PM

Q3

Was the (calendar) timing of this event right for you?

Answered: 14 Skipped: 0



Answer Choices	Responses
Yes	100.00% 14
No	0.00% 0
Total	14

Comments (1)

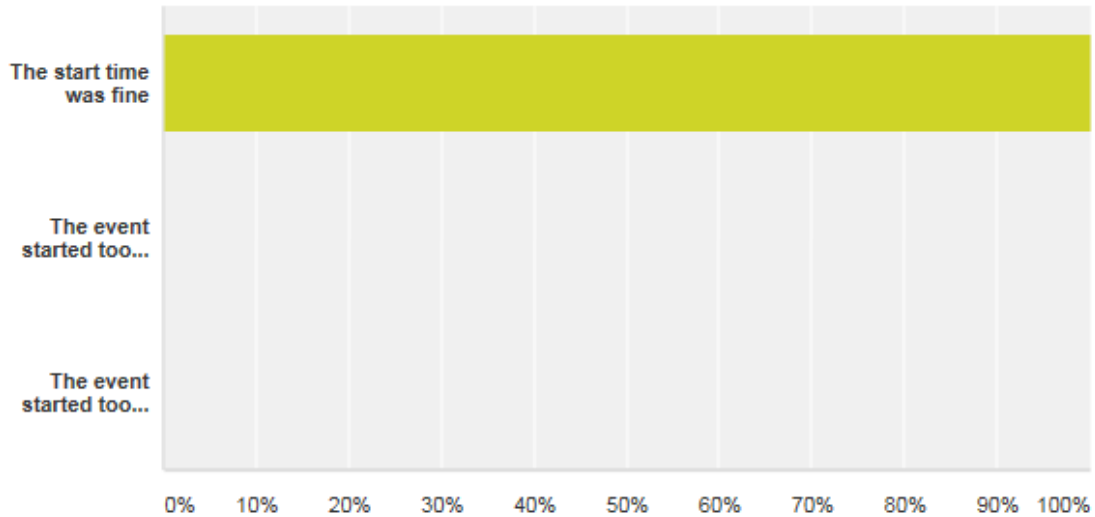
even though the event was very soon after the agent tour (Edlanta) I saw one or two students who had been to the previous event, perhaps a longer gap would have meant more would have come back with other questions as this has often been the pattern in the past with students visiting us several times at different fairs, sometimes for a couple of years in a row.

10/25/2016 4:45 PM

Q4

How was the (day) timing of the event?

Answered: 14 Skipped: 0



Answer Choices	Responses
The start time was fine	100.00% 14
The event started too early	0.00% 0
The event started too late	0.00% 0
Total	14

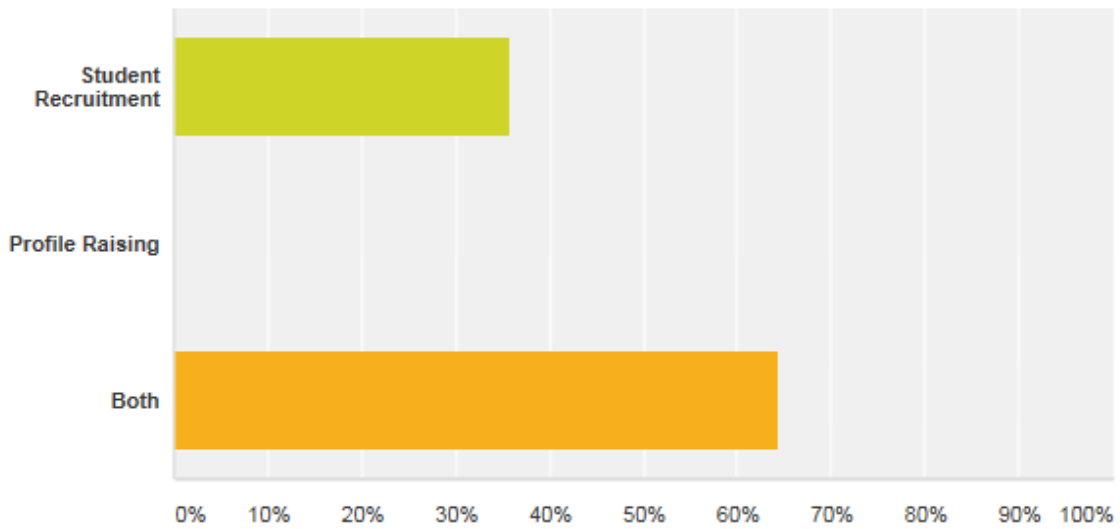
Comments (1)

start time was fine, but perhaps it could have ended later, I think we might have seen a few more visitors as I was busy right until the end, (the hotel staff were setting up for a wedding around me) unlike some fairs where the final hour is dead. I know it is so hard to predict this though, at least the rain didn't put people off.
10/25/2016 4:45 PM

Q5

What was your main reason for coming to Bulgaria?

Answered: 14 Skipped: 0

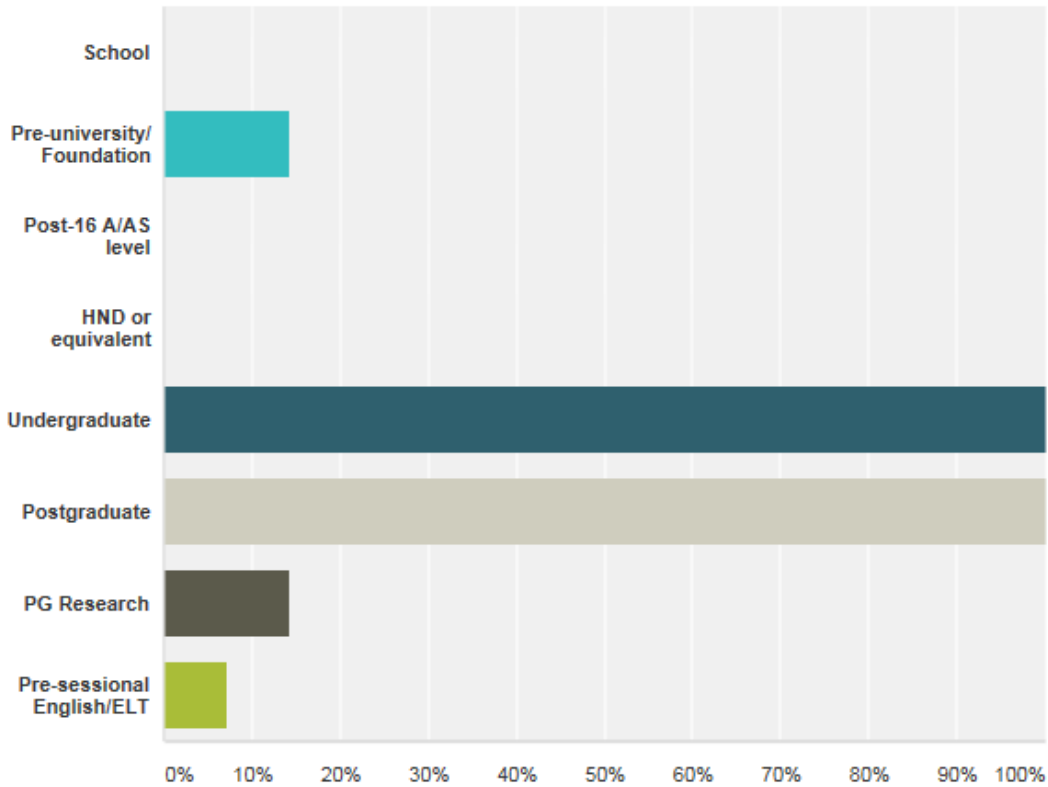


Answer Choices	Responses
Student Recruitment	35.71% 5
Profile Raising	0.00% 0
Both	64.29% 9
Total	14
Comments (0)	

Q6

What is your primary market interest in this event (tick all that apply)

Answered: 14 Skipped: 0



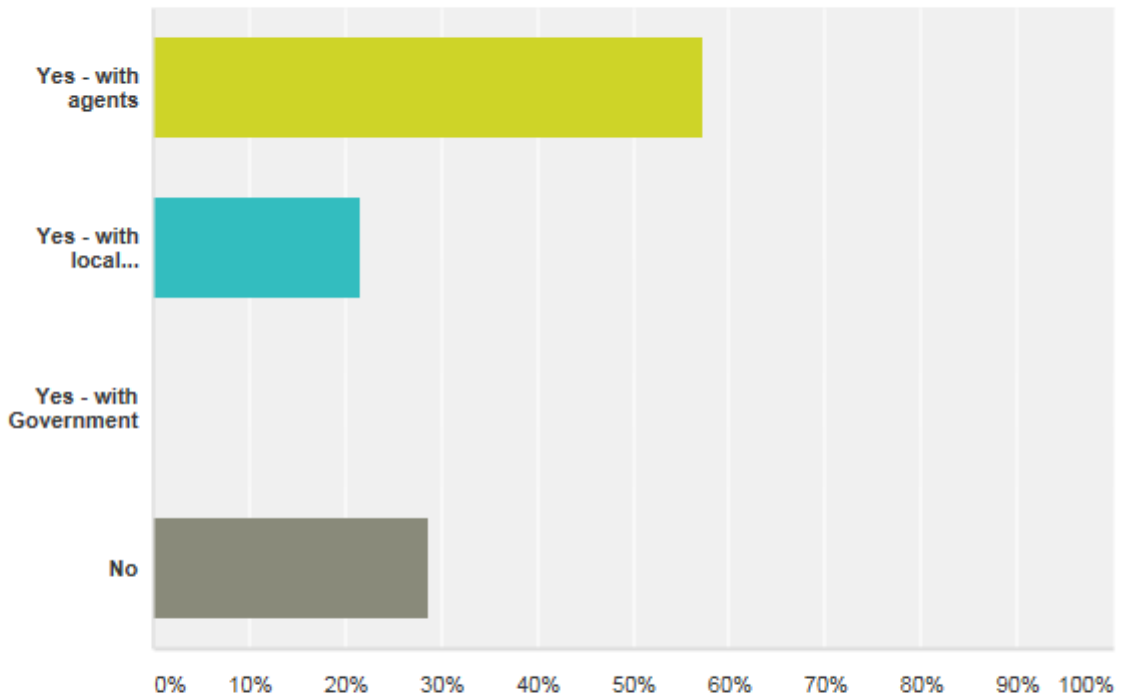
Answer Choices	Responses
School	0.00% 0
Pre-university/Foundation	14.29% 2
Post-16 A/AS level	0.00% 0
HND or equivalent	0.00% 0
Undergraduate	100.00% 14
Postgraduate	100.00% 14
PG Research	14.29% 2
Pre-sessional English/ELT	7.14% 1
Total Respondents: 14	

Comments (0)

Q7

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

Answered: 14 Skipped: 0



Answer Choices	Responses
Yes - with agents	57.14% 8
Yes - with local institutions	21.43% 3
Yes - with Government	0.00% 0
No	28.57% 4
Total Respondents: 14	

Q8

What are the main learning points you have picked up for marketing your institution in Bulgaria, to apply at future events?

Answered: 2 Skipped: 12

That we need to provide information for a much younger target audience.

10/31/2016 12:35 PM

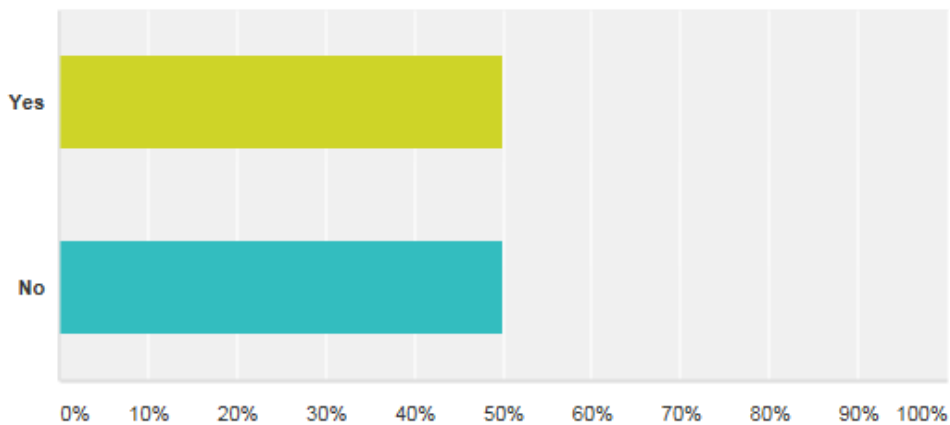
reduced fee structure for students coming to Wales (at least for 17/18) was not widely known so was a big sell - some social media avertising before trips would be good for us to do in future.

10/25/2016 5:19 PM

Q9

Have you been to any non-British Council organised events in Bulgaria previously?

Answered: 14 Skipped: 0



Answer Choices	Responses
Yes	50.00% 7
No	50.00% 7
Total	14

Q10

If you have - who were the organisers?

Answered: 7 Skipped: 7

I haven't personally but I cannot speak for the School.

11/3/2016 7:32 PM

EBBS

10/31/2016 12:35 PM

Edlanta & Integral

10/27/2016 7:03 PM

Edlanta

10/26/2016 3:23 PM

Integral, Edlanta, QS, Access MBA, Berry Group

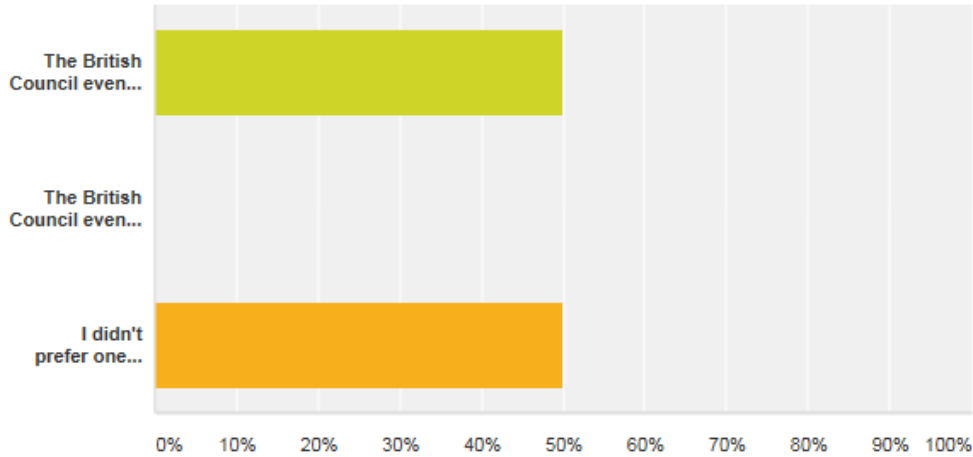
10/25/2016 6:31 PM

Edlanta (agency)

Q11

How does the British Council event compare to that event

Answered: 6 Skipped: 8



Answer Choices	Responses
The British Council event was better	50.00% 3
The British Council event was worse	0.00% 0
I didn't prefer one event over the other	50.00% 3
Total	6

Q12

What recommendations do you have for events in Bulgaria in future?

Answered: 3 Skipped: 11

It would be helpful to have a stand assistant there earlier to go through key information.
11/3/2016 7:32 PM

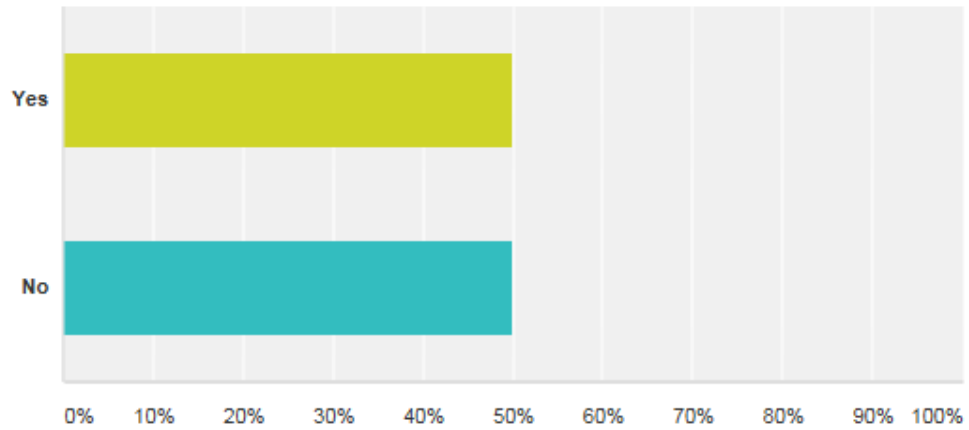
Maybe the range of students that register would not be so great.
10/31/2016 12:35 PM

Keep doing the live streaming event, suggest this to be spread across the other British council offices worldwide.
10/25/2016 4:45 PM

Q13

Have you attended events organised by the British Council in Bulgaria previously?

Answered: 14 Skipped: 0

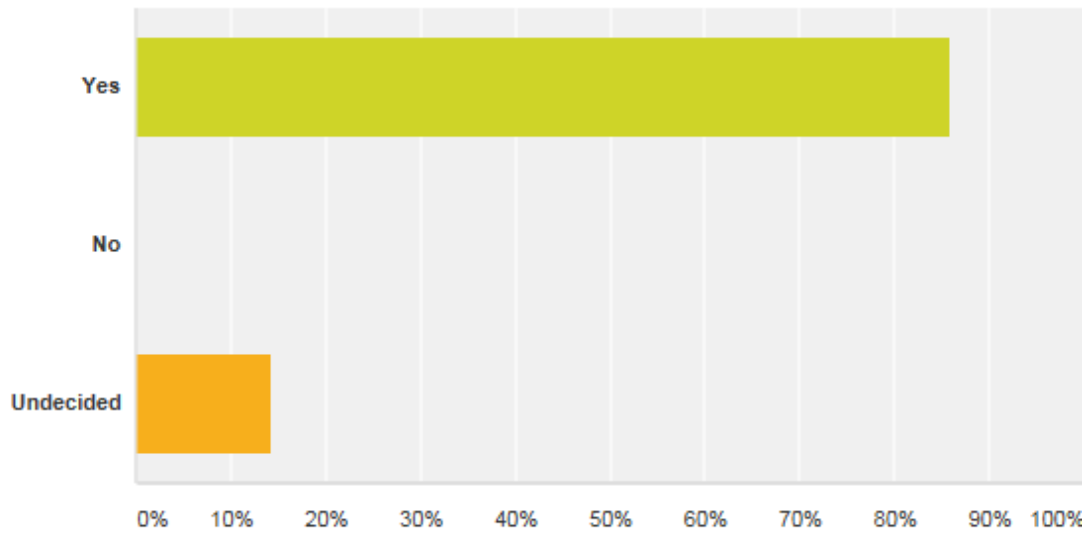


Answer Choices	Responses
Yes	50.00% 7
No	50.00% 7
Total	14

Q14

Would you consider coming back to the next British Council event in Bulgaria?

Answered: 14 Skipped: 0

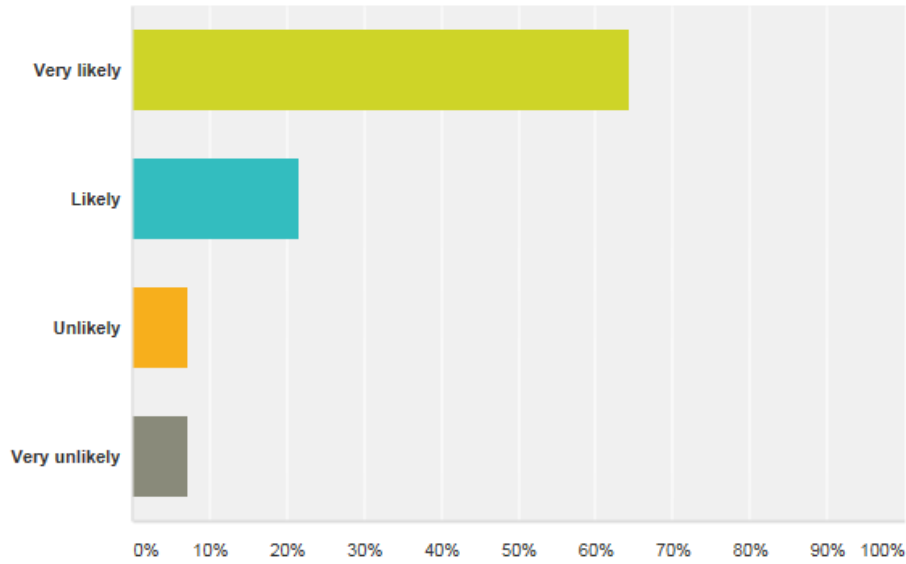


Answer Choices	Responses	
Yes	85.71%	12
No	0.00%	0
Undecided	14.29%	2
Total		14

Q15

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

Answered: 14 Skipped: 0

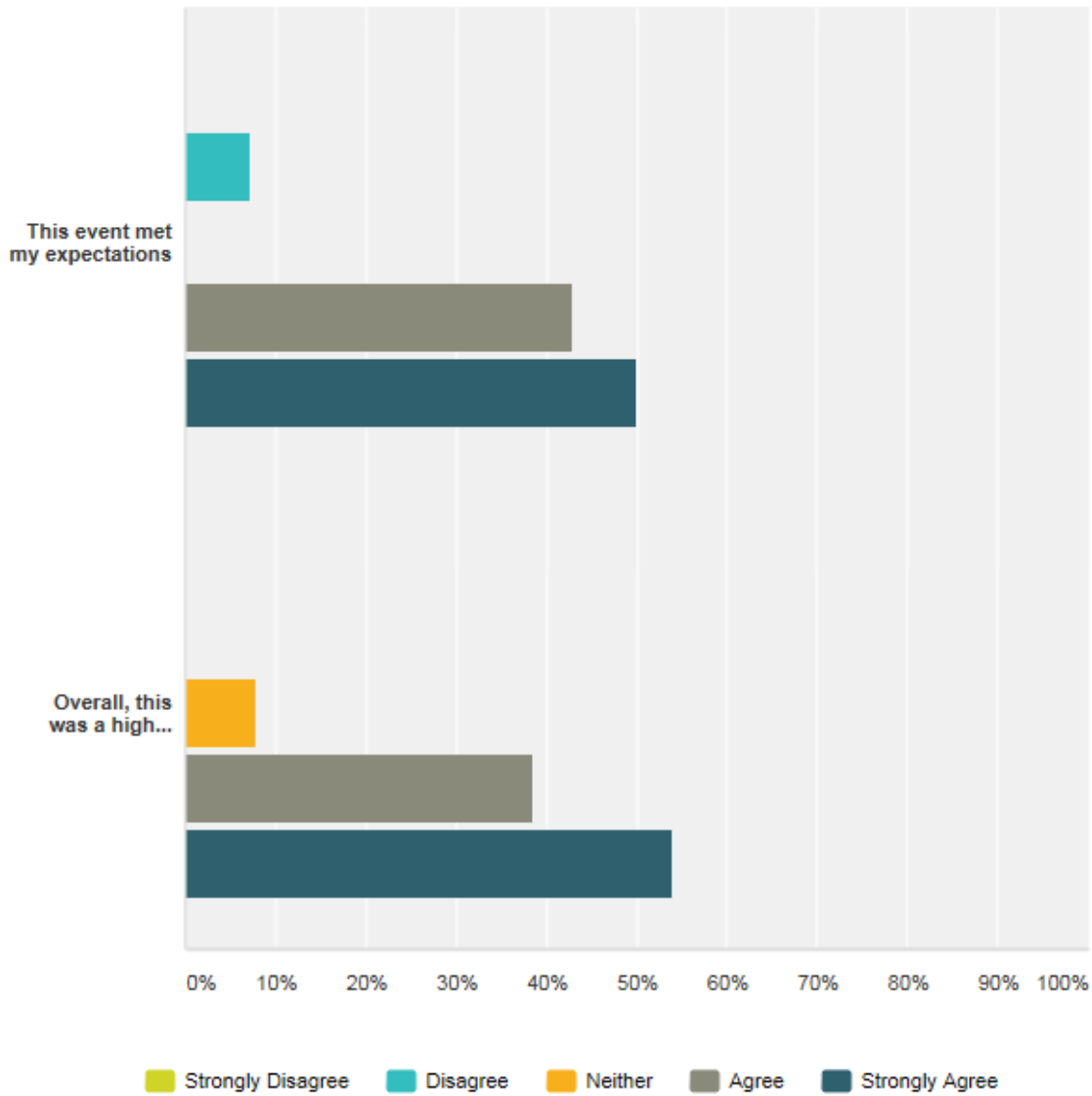


Answer Choices	Responses
Very likely	64.29% 9
Likely	21.43% 3
Unlikely	7.14% 1
Very unlikely	7.14% 1
Total	14

Q16

Overall summary

Answered: 14 Skipped: 0

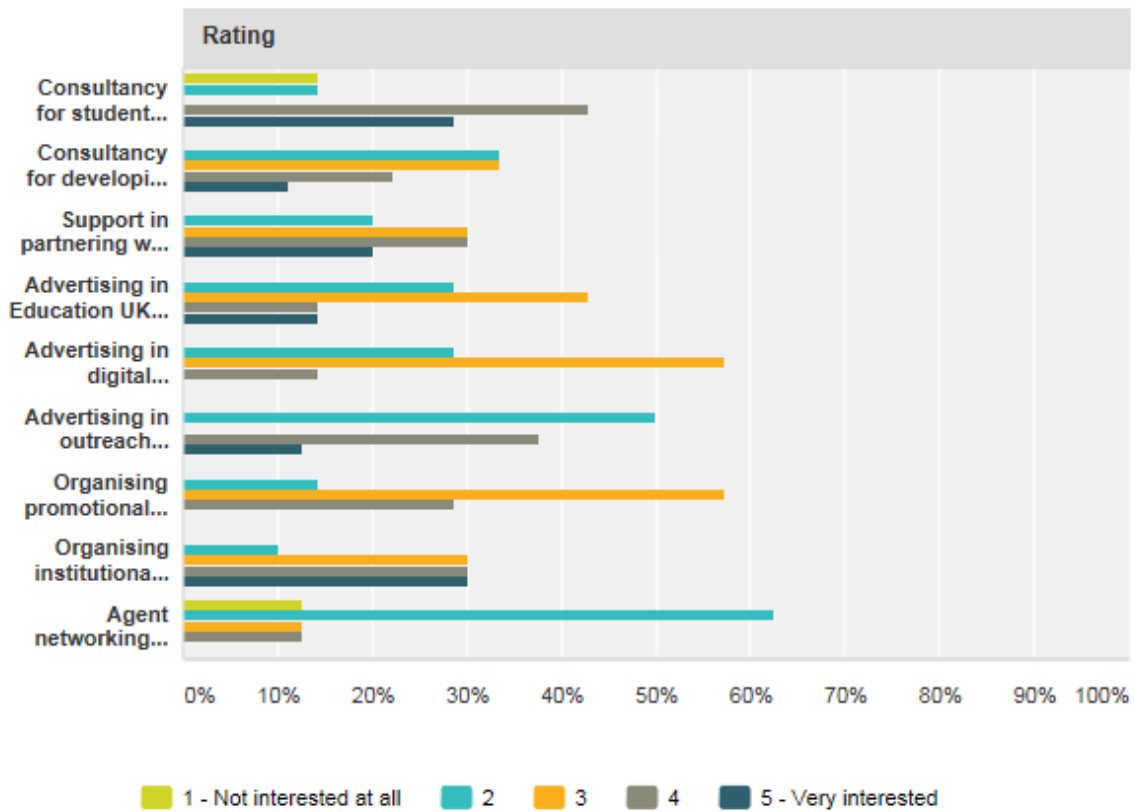


	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree	Total
This event met my expectations	0.00% 0	7.14% 1	0.00% 0	42.86% 6	50.00% 7	14
Overall, this was a high quality event	0.00% 0	0.00% 0	7.69% 1	38.46% 5	53.85% 7	13

Q17

What other services would interest you for Bulgaria in future?

Answered: 10 Skipped: 4



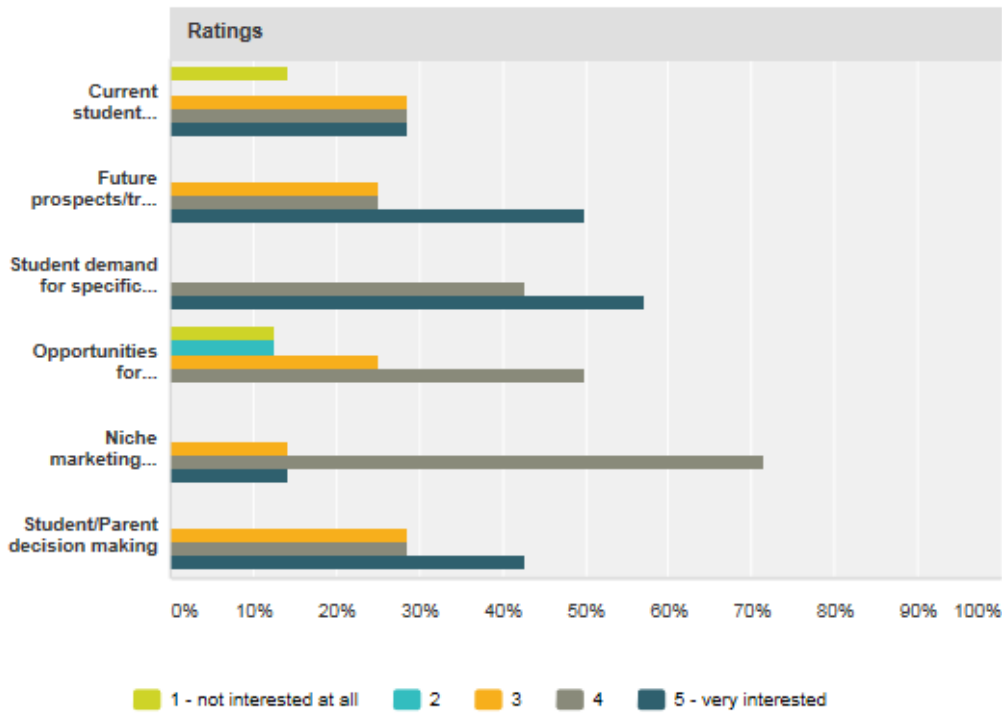
Rating						
	1 - Not interested at all	2	3	4	5 - Very interested	Total
Consultancy for student recruitment purposes	14.29% 1	14.29% 1	0.00% 0	42.86% 3	28.57% 2	7
Consultancy for developing partnership/TNE programmes	0.00% 0	33.33% 3	33.33% 3	22.22% 2	11.11% 1	9
Support in partnering with local institutions	0.00% 0	20.00% 2	30.00% 3	30.00% 3	20.00% 2	10
Advertising in Education UK – branded publications	0.00% 0	28.57% 2	42.86% 3	14.29% 1	14.29% 1	7
Advertising in digital marketing programmes	0.00% 0	28.57% 2	57.14% 4	14.29% 1	0.00% 0	7
Advertising in outreach marketing programmes for profile raising purpose	0.00% 0	50.00% 4	0.00% 0	37.50% 3	12.50% 1	8
Organising promotional public events	0.00% 0	14.29% 1	57.14% 4	28.57% 2	0.00% 0	7
Organising institutional promotional events at local schools & universities	0.00% 0	10.00% 1	30.00% 3	30.00% 3	30.00% 3	10
Agent networking activities	12.50% 1	62.50% 5	12.50% 1	12.50% 1	0.00% 0	8

Comments (0)

Q18

Please indicate any market intelligence needs you have for this market?

Answered: 9 Skipped: 5



Ratings						
	1 - not interested at all	2	3	4	5 - very interested	Total
Current student mobility trends	14.29% 1	0.00% 0	28.57% 2	28.57% 2	28.57% 2	7
Future prospects/trends for student recruitment	0.00% 0	0.00% 0	25.00% 2	25.00% 2	50.00% 4	8
Student demand for specific subjects/types of study	0.00% 0	0.00% 0	0.00% 0	42.86% 3	57.14% 4	7
Opportunities for partnerships	12.50% 1	12.50% 1	25.00% 2	50.00% 4	0.00% 0	8
Niche marketing channels	0.00% 0	0.00% 0	14.29% 1	71.43% 5	14.29% 1	7
Student/Parent decision making	0.00% 0	0.00% 0	28.57% 2	28.57% 2	42.86% 3	7

Comments (1)

I would expect most of the market intelligence information to come from the market insight reports published on BCSiEM

10/25/2016 4:45 PM

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Appendix D - Marketing Plan

		Activity	Media/ Marketing Channel/ Company					
Type	Details		June	July	August	September	October	
1	PRINT	Distribution of event leaflets - to all BC customers registering for exams and courses	BC Customer Service Centre	X	X	X	X	X
2	PRINT	Distribution of event leaflets - all offices of Orange Education (BC partner) across the country	BC partner network				X	X
3	OUTDOOR	Targeted distribution of posters - at and around 120 schools and 40 universities and faculties	BG Plakat				X	X
4	OUTDOOR	Ads on central tube stations	Metroreklama					X
5	DIGITAL	Web banners	dnevnik.bg/ karieri.bg				X	X
6	DIGITAL	Facebook social ads	Facebook			X	X	X
7	DIGITAL	Facebook organic posts campaign	Facebook			X	X	X
8	DIGITAL	Facebook promoted posts	Facebook				X	X
9	DIGITAL	Google ads - remarketing campaign	Google				X	X
10	DIRECT MAILING	BC monthly newsletter (BC mailing list - 11,000+ contacts)	Newsletter			X	X	X
11	DIRECT MAILING	through partner networks	email					X
12	DIRECT MAILING	Special newsletter (BC mailing list - 11,000+ contacts)	Newsletter					X
13	DIRECT MAILING	BC teacher contacts	Email				X	
14	PR	Press release sent to the media	Press					X
15	PR	PR text in specialised media	Study Abroad Magazine				X	X
16	PRINT	Print ad in Study Abroad Magazine	Study Abroad Magazine				X	X

17	ONLINE	web banner and news item - Study Abroad Magazine website	Study Abroad Magazine website				X	X
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End of Report