

POST EVENT REPORT

EDUCATION UK EXHIBITION

Bogotá & Cali, COLOMBIA

25 and 27 February 2017



Dear Exhibitor,

Thank you for participating in the Education UK Exhibition held in Bogota and Cali in Colombia on 25th and 27th February 2017.

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 document will enable you to report return on investment and assist with future decision making.

Currently on its fifth edition, the event was aimed at providing opportunities for UK Education providers to meet with potential undergraduate, postgraduate and further education students as well as those seeking short courses.

The event hosted delegates from 19 UK institutions (listed below in Section V.) who engaged with prospective students, visitors and partners, providing audiences with information on education as well as other opportunities that exist in the UK.

The event attracted **1,830 visitors** with a total **of 4,082** pre-registered for both cities thanks in part to the media interest and marketing campaign (Details listed below in Section III.). Alongside the main exhibition, a series of seminars were also held, with topics covered including IELTS exam, UK Visas, Chevening Award, Colfuturo Scholarships and ICETEX academic counselling among others.

The event was highly successful and generated high interest in the UK as a top choice for international education.

British Council Colombia highly appreciates 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 upcoming Schools and Universities Tours scheduled for 17-19 October, 2017 or at our next exhibition which will be held in February 2018.

Kind regards,

Bárbara De Castro
Higher Education Lead
British Council Colombia

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I. Highlights

Currently on its fifth edition, the exhibition once again proved to be a success receiving great feedback from visitors, and visiting UK institutions.

- 1,830 visitors
- 4,082 registered
- 19 UK participating institutions
- Local Participation and Supporting Institutions: Colfuturo, UK Visas, Chevening Scholarships, ICETEX, IELTS, British Council Teaching Centre and ELT Placement, and RedBrit (Ex-UK Alumni) advice and opportunities for Colombians wishing to study in the UK
- 1 return ticket to the UK given out at the end of the Bogota Exhibition

A number of successful seminars were held on the following topics:

- How to succeed when applying to a UK university
- Preparatory programmes for studying at a UK University
- Chevening Scholarships for Colombians
- RedBrit, life and study experiences in the UK – Alumni Panel
- European Fashion Capitals
- General Student Visa (Tier 4)
- Applying for a Foundation Year at a top UK university
- Colfuturo – Financing Postgraduate studies abroad
- Enhance your career – studying Business at the University of Westminster
- IELTS
- ICETEX – Study opportunities abroad for Colombians

The Exhibition was held at the following venues and time:

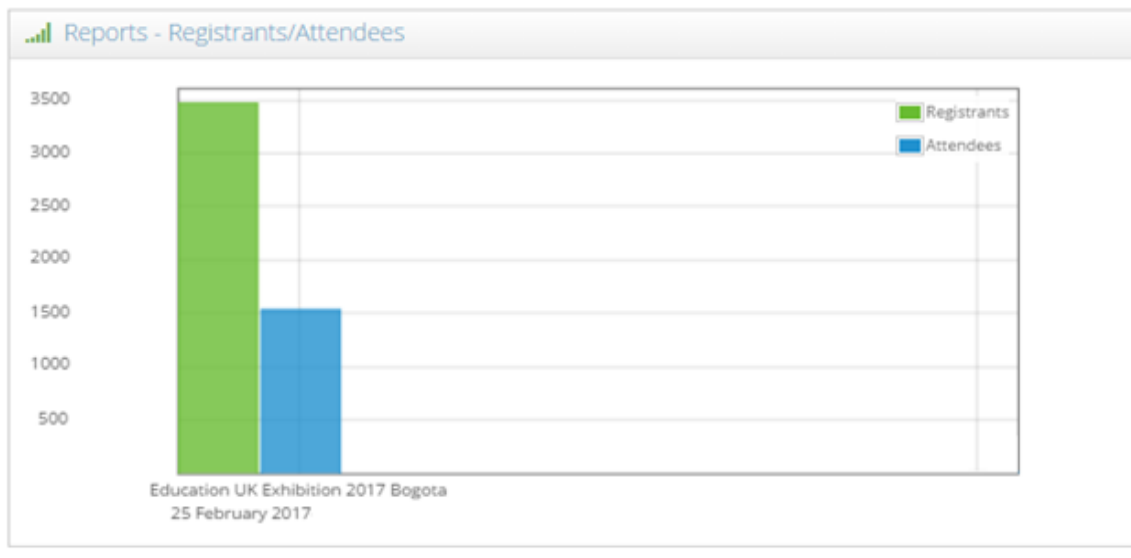
Venues	AR Centro de Convenciones, Santa Ana, Bogota Saturday, 25 February 2017
Opening Hours	10.00 – 18.00
Participation cost	GBP 2,110 + VAT

Venues	Hotel Marriot, Cali Wednesday 2 March 2016
Opening Hours	13.00 – 20.00
Participation cost	GBP 1,650 + VAT

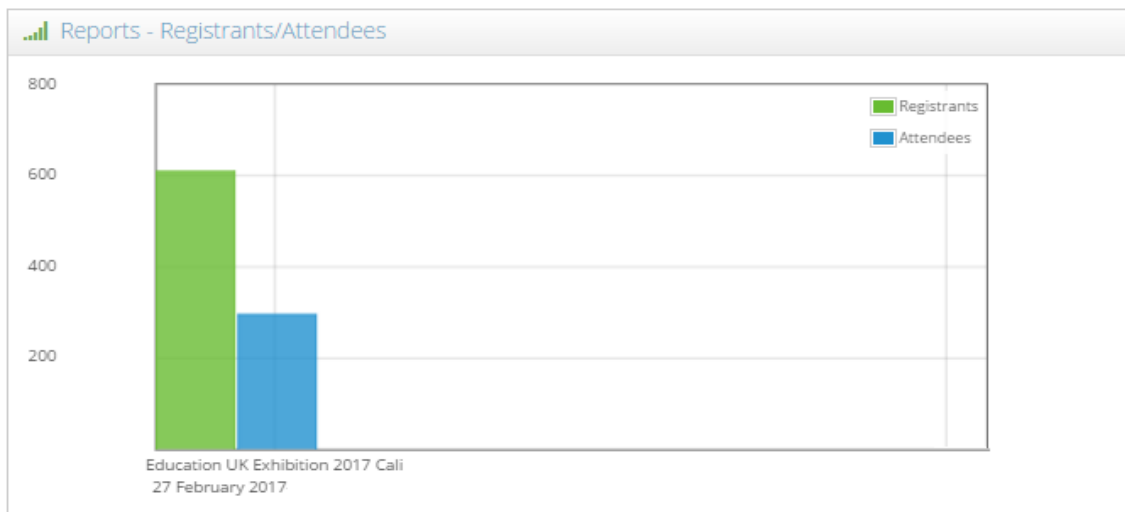
II. Visitors' Profile

Attendance vs. Registration

Bogota



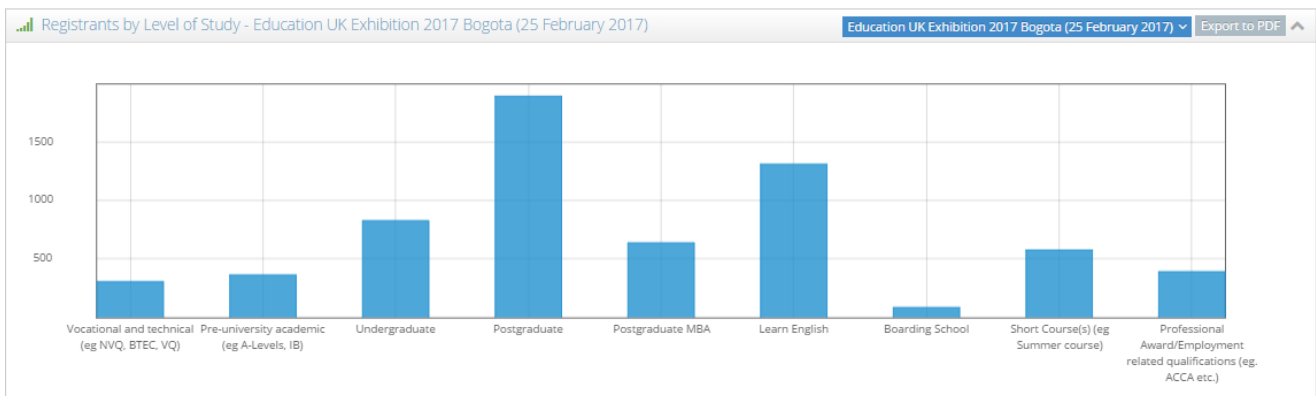
Cali



Exhibition	Registrants	Attendees
Education UK Exhibition 2017 Bogota 25-Feb-17	3472	1534 (44.18%)
Education UK Exhibition 2017 Cali 27-Feb-17	610	296 (48.52%)

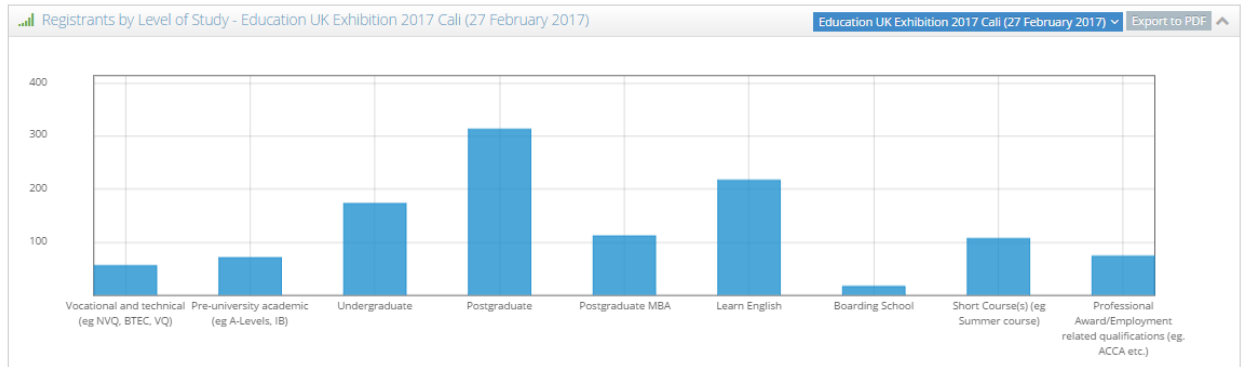
1. Registrants by Level of Study

a) Bogotá



Level of Study Bogota	Count	%
Postgraduate	1896	29.58%
Learn English	1314	20.50%
Undergraduate	830	12.95%
Postgraduate MBA	640	9.99%
Short Course(s) (eg Summer course)	578	9.02%
Professional Award/Employment related qualifications (eg. ACCA etc.)	393	6.13%
Pre-university academic (eg A-Levels, IB)	365	5.70%
Vocational and technical (eg NVQ, BTEC, VQ)	307	4.79%
Boarding School	86	1.34%

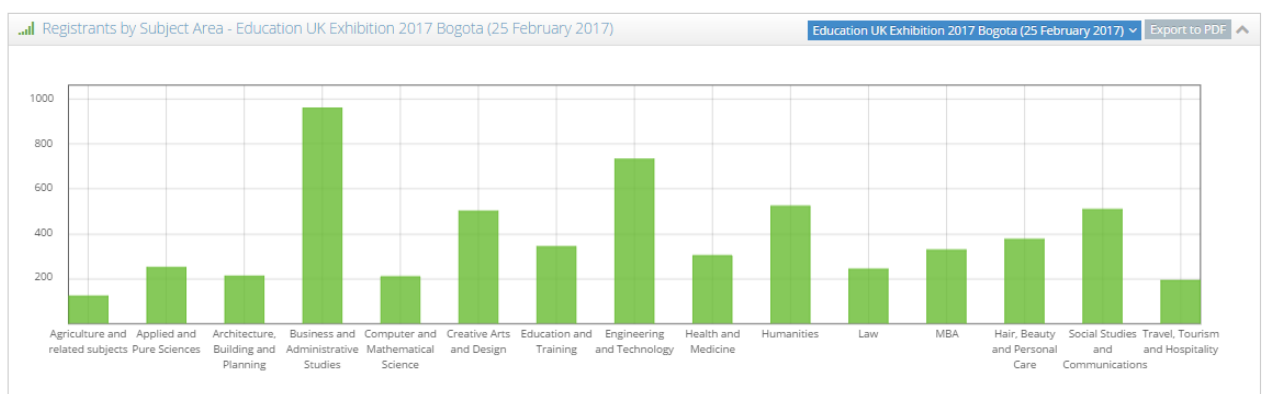
b) Cali



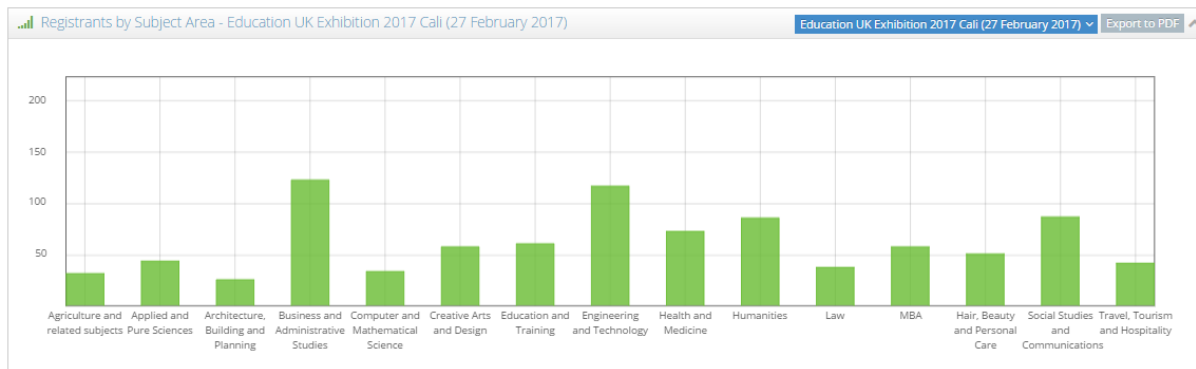
Level of Study Cali	Count	%
Postgraduate	313	27.46%
Learn English	217	19.04%
Undergraduate	173	15.18%
Postgraduate MBA	112	9.82%
Short Course(s) (eg Summer course)	107	9.39%
Professional Award/Employment related qualifications (eg. ACCA etc.)	74	6.49%
Pre-university academic (eg A-Levels, IB)	71	6.23%
Vocational and technical (eg NVQ, BTEC, VQ)	56	4.91%
Boarding School	17	1.49%

2. Subject areas of interest

a) Bogotá areas of interest



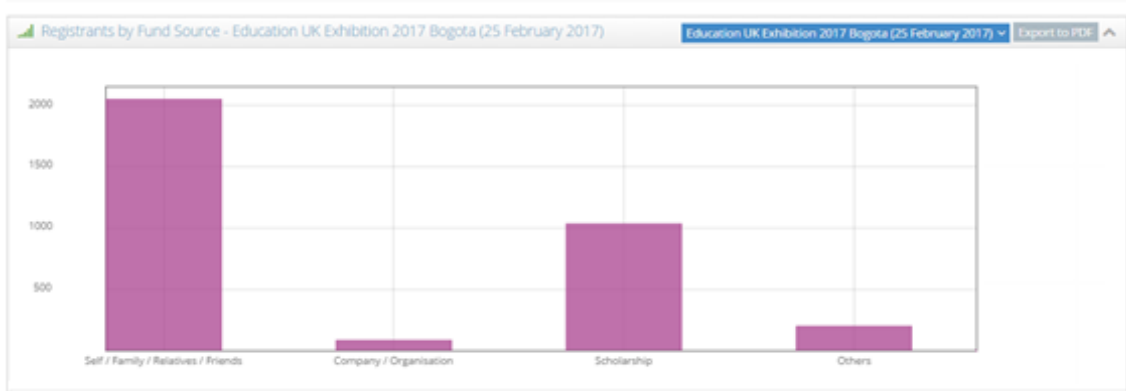
Subject Area Bogota	Count	%
Business and Administrative Studies	961	16.55%
Engineering and Technology	733	12.63%
Humanities	524	9.03%
Social Studies and Communications	509	8.77%
Creative Arts and Design	501	8.63%
Hair, Beauty and Personal Care	376	6.48%
Education and Training	343	5.91%
MBA	328	5.65%
Health and Medicine	303	5.22%
Applied and Pure Sciences	250	4.31%
Law	243	4.19%
Architecture, Building and Planning	211	3.63%
Computer and Mathematical Science	209	3.60%
Travel, Tourism and Hospitality	192	3.31%
Agriculture and related subjects	122	2.10%

b) Cali areas of interest


Subject Area Cali	Count	%
Business and Administrative Studies	123	13.23%
Engineering and Technology	117	12.58%
Social Studies and Communications	87	9.35%
Humanities	86	9.25%
Health and Medicine	73	7.85%
Education and Training	61	6.56%
Creative Arts and Design	58	6.24%
MBA	58	6.24%
Hair, Beauty and Personal Care	51	5.48%
Applied and Pure Sciences	44	4.73%
Travel, Tourism and Hospitality	42	4.52%
Law	38	4.09%
Computer and Mathematical Science	34	3.66%
Agriculture and related subjects	32	3.44%
Architecture, Building and Planning	26	2.80%

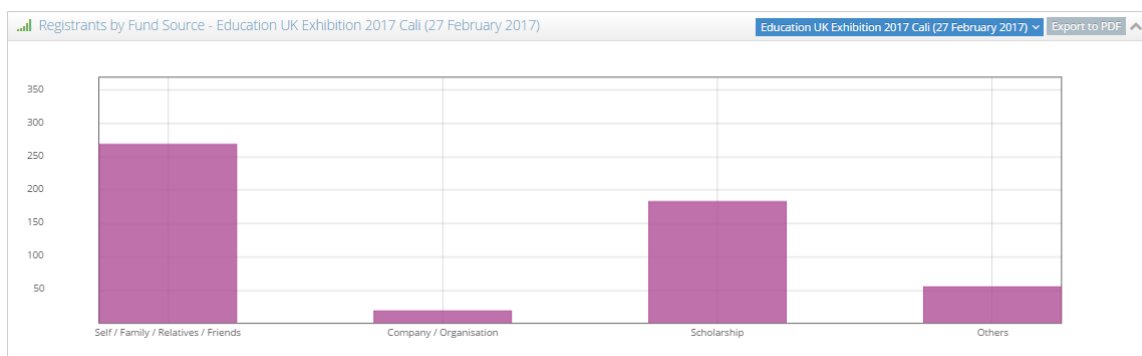
3. Source of funding for education in the UK (information from registrations)

a) Bogotá source of funding



Fund Source Bogota		
	Count	%
Self / Family / Relatives / Friends	2046	60.95%
Scholarship	1031	30.71%
Others	198	5.90%
Company / Organisation	82	2.44%

b) Cali source of funding



Fund Source Cali	Count	%
Self / Family / Relatives / Friends	269	51.14%
Scholarship	183	34.79%
Others	55	10.46%
Company / Organisation	19	3.61%

III. Marketing

The exhibition was promoted via different channels such as print, digital (including social media), radio broadcasting, British Council and paid external mailings, via local educational institution networks including ex-alumni platforms. Free press was used to get into the local print, TV and Radio media. Examples of this can be found in the Annex. Below are some key figures on our marketing campaign:

Approximately £12,000 were spent on Marketing for this exhibition

Our marketing reached an estimated audience of 5 Million people

Conclusions from our digital agency:

- Organic posts reached the **70,000** BC Facebook site fans
- The paid digital campaign obtained **32,136** clicks to the webpage
- **2,720,945 people saw the ads** at least once through Facebook and/or Google Display
- The exhibition became a **Trending Topic** on Twitter for a period of about 2-3 hours during the exhibition on Saturday 25 February, 2017
- The agency recommends **participating UK institutions to have greater engagement (interactions) with the posts** in our page to improve coverage

IV. Visitors' Feedback

Logistics staff distributed a digital survey for the visitors during the exhibition across the course of the day. The questions were designed to gather quantitative statistics as well as qualitative remarks on reactions to our exhibition and the decision making process.

When visitors in Bogota where asked how they would rate the event in general:

- 41% rated Excellent
- 54.7% rated Good
- 3.6% rated Fair
- 0.7% rated Bad

When visitors in Bogota were asked about the information they received from universities rating on a scale from 5 to 1, **5** being **Excellent** and **1** being **Poor** they responded:

- 51% rated 5
- 35% rated 4
- 9.5% rated 3
- 3% rated 2
- 1.5% rated 1

In terms of general feedback, visitors expressed the following:

- Waiting time to speak to an exhibitor and queues were too long
- They want more information regarding scholarships
- Wider stands and more institution representatives to provide information
- More information on arts and design programmes
- Hold the event for more than one day

V. Exhibitor Feedback

When exhibitors were asked how they would rate the event in general:

- 30.77% rated it very good
- 69.23% rated it good

When exhibitors were asked if they would sign up for a similar event again in the future, **ALL** respondents answered **YES**.

Overall, we received positive feedback and comments from exhibitors. Nevertheless, we will keep in to account the following recommendations for future events:

- Provide larger tables for stands
- Provide packed lunches over sit down meals
- Better crowd control
- Tighten venue security scheme

List of Exhibitors (Alphabetical Order)

1. BPP University	11. University College London
2. Canterbury Christ Church University	12. University of Aberdeen
3. Istituto Marangoni London	13. University of East Anglia
4. Liverpool John Moores University	14. University of Essex
5. Manchester Metropolitan University	15. University of Lincoln
6. NCUK	16. University of Salford, Manchester
7. St Mary's University, Twickenham	17. University of St Andrews
8. The University of Northampton	18. University of Sussex
9. Ulster University	19. University of Westminster
10. University College Birmingham	

VI. Future Steps

There are several areas that both British Council and the UK institutions can work on to improve the overall outcome of events of this sort. The main findings and recommended next steps are outlined below:

British Council

- We understand the importance of having a better distribution and coverage area for each stand in order for all representatives to comfortably attend to the visitors. Keeping this in mind, we will make sure to provide larger tables and better spatial distribution in between stands to allow a better flow of people and comfortable queuing areas.
- In terms of security, we will work closely with venues to tighten security measures and establish better controls for incoming and outgoing visitors. We will continue to work towards guaranteeing the safety of both, exhibitors and visitors in future events.
- We are aware of the difficulties encountered using the VRS system and inconsistencies in the recollection of data due to the system complications. We have been in touch with the technical support hub to guarantee better operation in the next events.

UK Institutions

- It is highly recommended that institutions inform us of any additional delegates attending the event, including university staff and/or local agents even if they are tentatively confirmed. We allow up to two people per stand and additional delegates will be charged an additional fee. Failing to confirm additional representatives, results in last minute requests for support which we may not be able to provide at the last minute.
- The support of additional delegates such as local agents may come in very useful to avoid long waiting queues and attend to all visitors more efficiently.
- Even though our target audience fall within the stratus 4-6 of higher socio-economic backgrounds, many visitors will enquire about scholarships and financial opportunities, which unfortunately are quite low from the UK. We recommend institutions to look at ways of providing some sort of scholarship or discount and highlight these during future exhibitions, especially since competing markets such as USA, Australia and Germany among others are offering these resources for Colombians.

VII. Appendix

Social Media

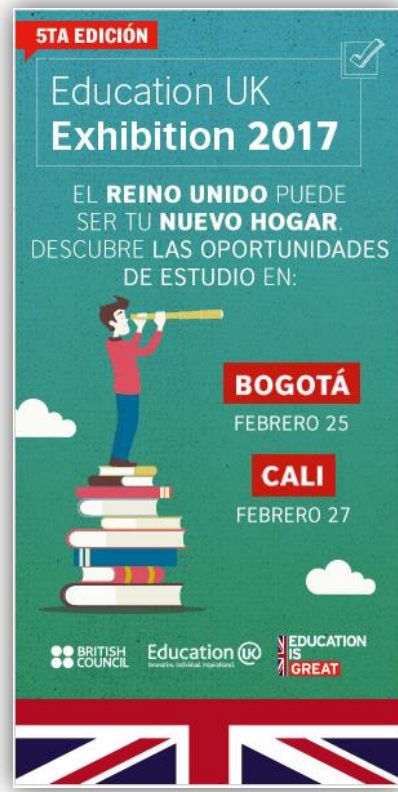
Facebook promotion was used in different formats including **Canvas, Link Ads, Gifs and Boosted Posts**



Boosted posts included individual institutional posts such as the ones showed below:



Google Ads had a successful click rate. Ads used included the following:



Sample organic Facebook post:

British Council Colombia
Publicado por Francisco Quiñones [?] · 18 de febrero a las 11:30 · [?]

#HogarEs donde lo que aprendes, es para toda la vida ¡Escoge una ciudad!
#EducationUKExhibition

Registro:
Bogotá: Febrero 25 <http://bit.ly/2loSLEY>
Cali: Febrero 27 <http://bit.ly/2loSody>

Obtén más Me gusta, comentarios y contenido compartido
Promociona esta publicación por \$3.000 para llegar a un máximo de 1.800 personas.

5.581 personas alcanzadas [Promocionar publicación](#)

Tú y 34 personas más 2 comentarios 5 veces compartido

5.581 Personas alcanzadas

71 Reacciones, comentarios y veces que se compartió

40 Me gusta	23 En la publicación	17 En el contenido compartido
19 Me encanta	12 En la publicación	7 En el contenido compartido
4 Comentarios	3 En la publicación	1 En el contenido compartido
8 Veces que se compartió	5 En la publicación	3 En el contenido compartido

163 Clics en publicaciones

64 Visualizaciones de fotos	31 Clics en el enlace	68 Otros clics [?]
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COMENTARIOS NEGATIVOS

1 Ocultar publicación	1 Ocultar todas las publicaciones
0 Reportar como spam	0 Ya no me gusta esta página

We were reported a Twitter Trending Topic for about 2-3 hours during the day of the exhibition in Bogota on 25 February 2017.



Web

The exhibition was promoted via our British Council Colombia website and event page, as well as, our VRS site. We also had digital presence on local media and education institution websites:

- <https://www.britishcouncil.co/>
- <https://www.britishcouncil.co/exhibition2017>
- <https://co.edukexhibition.org>

Organisations such as Colfuturo who promote and finance postgraduate studies abroad published the note on the Exhibition.

COLFUTURO Vivian Rocío Merchán Martínez

Google Búsqueda personalizada de Google

CONVOCATORIA | CRÉDITO BECA | BENEFICIARIOS | CONSEJERÍA | SEMILLERO | IDIOMAS | EMPLEOS | CONVENIOS | COLFUTURO | ENGLISH

Inicio Febrero 23

Ferias Internacionales / Consejería

Education UK Exhibition 2017

Empieza: febrero 25 2017 | 10:00 AM Finaliza: febrero 25 2017 | 08:00 PM

Evento Presencial / Idioma Español

Este año el British Council organiza la quinta edición de la Feria de Estudios en el Reino Unido: Education UK Exhibition 2017. El evento más importante sobre estudios de pregrado y posgrado que se desarrolla en el país y trae a las mejores universidades de Inglaterra, Escocia, Gales (juntas Gran Bretaña) e Irlanda del Norte.

Aprovecha al máximo este espacio único para entrar en contacto directo con los oficiales de admisión y representantes de las instituciones británicas participantes. Las universidades y colleges te orientarán como verdaderos expertos de manera personalizada, ofreciéndote amplia y completa información sobre los programas de estudio, procesos de admisión, becas y opciones de financiación.

Además, como visitante de la feria, tendrás la oportunidad de recibir información sobre el trámite de visas, becas y el examen IELTS, participando en las charlas oraulitas que instituciones

LUGAR DEL EVENTO

Calle 113 No. 7 - 80 piso 2 torre AR/ AR Centro de Convenciones

Bogotá, Colombia

Centro de conve... Ampliar el mapa

ISAQUÉN

Centro de convenciones Torre ar SANTA BARBARA ALT

ORGANIZA

Copias presenciales: 1
Inscripciones presenciales: 0
Total inscripciones: 0

The week before the exhibition (20-25 February), the British Council had permanent presence in selected newspapers in Bogota and Cali and Radio Broadcasting through paid ads as follows:

Newspapers Paid Ads (reached 1,5 million readers through 5 ads)



Radio Paid Mentions (reached over 1,3 million listeners through 61 mentions in 5 radio stations).

flow menciones FERIA UK

	FEBRERO						
	L	M	Mi	J	V	S	
	20	21	22	23	24	25	
RCN Bogotá	2	2	3	3	3	-	13
RCN Cali	-	-	3	4	4	2	13
LA X Bogotá	1	1	3	3	3	-	11
LA X Cali	-	-	2	4	4	2	12
BLU RADIO Bogotá	1	2	3	3	3	-	12

Free Press

Our free press agency was in charge of segmenting journalists and the group of media to create the target group for the Exhibition in Bogota and Cali. They coordinated a media breakfast in Bogota (which had 15 top media attendees), telephone and face-to-face interviews, and followed up on the communications activities before, during and after the exhibition.

We had approximately 51 media mentions online, in radio, and printed media. Below are a few samples of published articles online and in printed media based on the press release sent out by the **agency**.



Media: Revista Semana – Finanzas Personales
Date: 9 February 2017



Media: Portfolio Newspaper – print
Date: 11 February 2017



Media: ADN newspaper Cali – print
Date: 27 February 2017

Mailing Samples

Through our Mailing marketing campaign we reached out more than 90,000 potential students via our British Council mailing channel and more than 15,000 via Universia (paid mailing).

FERIA DE ESTUDIOS EN EL REINO UNIDO
5^a Edición
Education UK Exhibition 2017
Regístrate AQUÍ

Comienza a soñar con nosotros tu "Home, Brit Home"

El Reino Unido te abre sus puertas para ser tu segundo hogar mientras estudias.

Acompáñanos en la quinta edición de la feria de estudios británicos más grande de Colombia y haz de este encuentro con algunas de las más destacadas universidades e instituciones del Reino Unido, el principio de la mejor experiencia de tu vida.

Para participar solo tienes que registrarte y asistir. El ingreso es gratuito.

¡Haz clic AQUÍ para registrarte y participar para ganar un ticket ida y vuelta a Londres!

Boletín
Sábado, 25 de febrero
AR Centro de Convenciones
Calle 113 No. 7 - 80 piso 2, Torre AR
10:00 am - 6:00 pm

Lo que encontrarás en la Feria:

Becas y apoyo financiero Becas exclusivas otorgadas por las universidades participantes, más información sobre becas COLFUTURO y Chevening y financiación a través de ICETEX.	Seminarios de visas, adiciones y otros Representantes de la Embajada Británica (UK Visas), IELTS, ICETEX y otros hablarán sobre los procesos de admisión, preparación y tips para el examen IELTS, trámites de visas, financiación y acomodación.	Asesoría gratuita de expertos Representantes de la red de asociaciones de exalumnos de universidades británicas (RedBrit) te contarán su experiencia en el Reino Unido y te darán los mejores consejos para que tú también seas un estudiante internacional.	Instituciones de prestigio Las 19 universidades participantes se encuentran entre las mejores de mundo. Ellas te orientarán acerca de los estudios de pregrado, especializaciones, maestrías, MBA, doctorados y cursos de inglés.
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Feria de Estudios en el Reino Unido Education UK Exhibition 2017

Hola:

El British Council agradece tu registro a la feria de estudios en el Reino Unido más grande de Colombia que se realizará hoy **sábado 25 de febrero** en el Centro de Convenciones AR (Calle 113 No. 7 - 80, piso 2 Torre AR, Santa Ana) entre las 10:00 am y las 6:00 pm.

Gracias a nuestros más de 75 años de experiencia en el país, ofreceremos un evento único con el respaldo y participación de las mejores universidades del Reino Unido, la Embajada Británica (UK Visas y Becas Chevening), Colfuturo, IELTS y RedBrit.

¡Regalaremos un tickete ida y vuelta a LONDRES al cierre del evento entre aquellos que se hayan pre-registrado y asistan a la feria!

Boletín
Sábado, 25 de febrero
AR Centro de Convenciones
Calle 113 No. 7 - 80 piso 2, Torre AR
10:00 am - 6:00 pm

Lo que encontrarás en la feria:

Becas y apoyo financiero Becas exclusivas otorgadas por las universidades participantes, más información sobre becas COLFUTURO y Chevening y financiación a través de ICETEX.	Seminarios de visas, adiciones y otros Representantes de la Embajada Británica (UK Visas), IELTS, ICETEX y otros hablarán sobre los procesos de admisión, preparación y tips para el examen IELTS, trámites de visas, financiación y acomodación.	Asesoría de expertos gratuita Representantes de la red de asociaciones de universidades británicas (RedBrit) te contarán su experiencia en el Reino Unido y te darán los mejores consejos para que tú también seas un estudiante internacional.	Instituciones de prestigio Las 19 universidades participantes se encuentran entre las mejores del mundo. Ellas te orientarán en los estudios de pregrado, especializaciones, maestrías, MBA, doctorados y cursos de inglés.
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***Conoce aquí el listado de las instituciones participantes, la agenda de charlas y los términos y condiciones del tickete a Londres.**

British Council Colombia Website Promo

<https://www.britishcouncil.co/events/education-uk-exhibition-2017>

BRITISH COUNCIL Colombia

Agencia Inglés Presenta un examen Estudios en el Reino Unido Eventos Nuestro trabajo en arte y educación

Feria Education UK Exhibition 2017

Conéctate con las mejores universidades británicas y gana un tickete ida y vuelta a Londres! Ingreso gratuito **[Pre-regístrate y gana!]**

Este año, el British Council organiza la quinta edición de la Feria de Estudios en el Reino Unido: Education UK Exhibition 2017, el evento que trae a Colombia a las mejores universidades de Inglaterra, Escocia, Gales, Irlanda del Norte y Irlanda del Sur, con su amplia oferta de maestrías, maestrías, doctorados, cursos de inglés y otros programas de formación académica.

Aprovecha el máximo este espacio único para entrar en contacto directo con los oficiales de admisión y representantes de las instituciones británicas participantes. Las universidades y colegios te darán como visitantes asesoría de manera personalizada, orientación escrita y consejos, información sobre los programas de estudio, procesos de admisión, becas y opciones de financiación.

Además, como visitante de la feria, tendrás la oportunidad de recibir información sobre el trámite de visas, becas y el examen IELTS, participando en charlas gratuitas que incluyen como la Embajada Británica (UK Visas), COLFUTURO, ICETEX, Becas Chevening y IELTS presentarán.

¡Regístrate haciendo clic en la ciudad de tu interés y participa para ganar un tickete ida y vuelta a Londres!

Ciudad	Fecha	Lugar	Horario
Bogotá	25 de febrero de 2017	AR Centro de Convenciones Calle 113 No. 7 - 80 piso 2 Torre AR	10:00 am - 6:00 pm
Cali	27 de febrero de 2017	Hotel Marriott Avenida 8 Norte No. 10-12	1:00 pm - 6:00 pm

*) Véase únicamente en Bogotá. Aplican términos y condiciones.

British Council Visitor Registration System Landpages Bogotá



Site Search
Acercas de
Contacto
Language

Colombia

Login or Create an Account

Inicio
Ferias de Estudios
Expositores
Registro para la Feria (selecciona tu ciudad)

Feria Education UK Exhibition 2017 Bogotá

AR Centro de Convenciones
Calle 113 No. 7 - 80 piso 2 torre AR
25 February 2017
10:00 am to 6:00 pm

Este año el British Council organiza la quinta edición de la Feria de Estudios en el Reino Unido: Education UK Exhibition 2017. El evento más importante de estudios de pregrado y posgrado que se lleva a cabo en el país y trae a las mejores universidades de Inglaterra, Escocia, Gales (juntas Gran Bretaña) e Irlanda del Norte.

La feria se realizará en Bogotá el sábado 25 de febrero de 10:00 am a 6:00 pm. La entrada al evento es completamente gratuita, sólo es necesario registrarse en esta página.

Aprovecha al máximo este espacio único para entrar en contacto directo con los oficiales de admisión y representantes de las instituciones británicas participantes. Las universidades y colleges te orientarán como verdaderos expertos de manera personalizada, ofreciéndote amplia y completa información sobre los programas de estudio, procesos de admisión, becas y opciones de financiación.

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¡Regístrate gratis y participa para ganar un tiquete ida y vuelta a Londres!


Register
View Exhibitors

Enquiries

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Carrera 9 No. 76 - 49, floor 5 Bogotá

+57 1 325 9090
✉ ilian.cuellar@britishcouncil.org.co

Cali



Site Search
Acercas de
Contacto
Language

Colombia

Login or Create an Account

Inicio
Ferias de Estudios
Expositores
Registro para la Feria (selecciona tu ciudad)

Feria Education UK Exhibition 2017 Cali

Hotel Marriott
Avenida 8 Norte No. 10-18, Cali, Colombia
27 February 2017
1:00 pm to 8:00 pm

Este año el British Council organiza la quinta edición de la Feria de Estudios en el Reino Unido: Education UK Exhibition 2017. El evento más importante sobre estudios de pregrado y posgrado que se desarrolla en el país y trae a las mejores universidades de Inglaterra, Escocia, Gales (juntas Gran Bretaña) e Irlanda del Norte.

La feria se realizará en Cali el lunes 27 de febrero de 1:00 a 8:00 pm. La entrada al evento es completamente gratuita, sólo es necesario registrarse en esta página.

Aprovecha al máximo este espacio único para entrar en contacto directo con los oficiales de admisión y representantes de las instituciones británicas participantes. Las universidades y colleges te orientarán como verdaderos expertos de manera personalizada, ofreciéndote amplia y completa información sobre los programas de estudio, procesos de admisión, becas y opciones de financiación.

Además, como visitante de la feria, tendrás la oportunidad de recibir información sobre el trámite de visas, becas y el examen IELTS, participando en las charlas gratuitas que instituciones como la Embajada Británica (UK Visas), COLFUTURO, ICETEX, Becas Chevening y IELTS presentarán.

¡Regístrate gratis!

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Enquiries

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