



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

**Post-event report for
Education UK GRAND exhibition 2016**

**30-31 January 2016
Thailand**

Introduction

The Education UK GRAND exhibition 2016 was attended by over 15,000 visitors over the two days. It is the largest Education UK exhibition in Thailand with 122 UK institutions taking part. In addition, the Exhibition offered seminars in different interesting topics and workshops on IELTS.

With GREAT funding, the first ever Graduation UK Alumni event was organised in Thailand, offering opportunities to over 300 UK alumni to experience the graduation ceremony that they missed as they returned to Thailand after their studies. The event was organised on the same week and at the same venue of the exhibition, adding value to the event both in terms of networking opportunities for UK institutions and their alumni and for prospective students to see the graduates in the UK gowns as their inspiration to study in the UK.

The exhibition hall was full of prospective parents and students. Feedback from exhibitors was very positive.

British Council Thailand undertook a review of the fair to identify what went well, what did not go well, and the key 'lessons learnt' to inform future activities. With feedback from exhibitors and visitors, together with input from British Council colleagues, this post-event report presents the results of that review.

This report includes:

This **Introduction** which aims to provide an overview of the report.
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Key **Highlights** of the event including visitors numbers and profile
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Details of the **Marketing** channel used to attract potential students, as well as parents to visit the fair.
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Results of the **Visitor Feedback** survey which provide insight into how visitors think about our fair.
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Results of the **Exhibitors Feedback** which provide comments and ideas for what went well, what did not go well, and opportunities for improvement.
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Future Steps which British Council Thailand should consider.
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Highlights

There were -

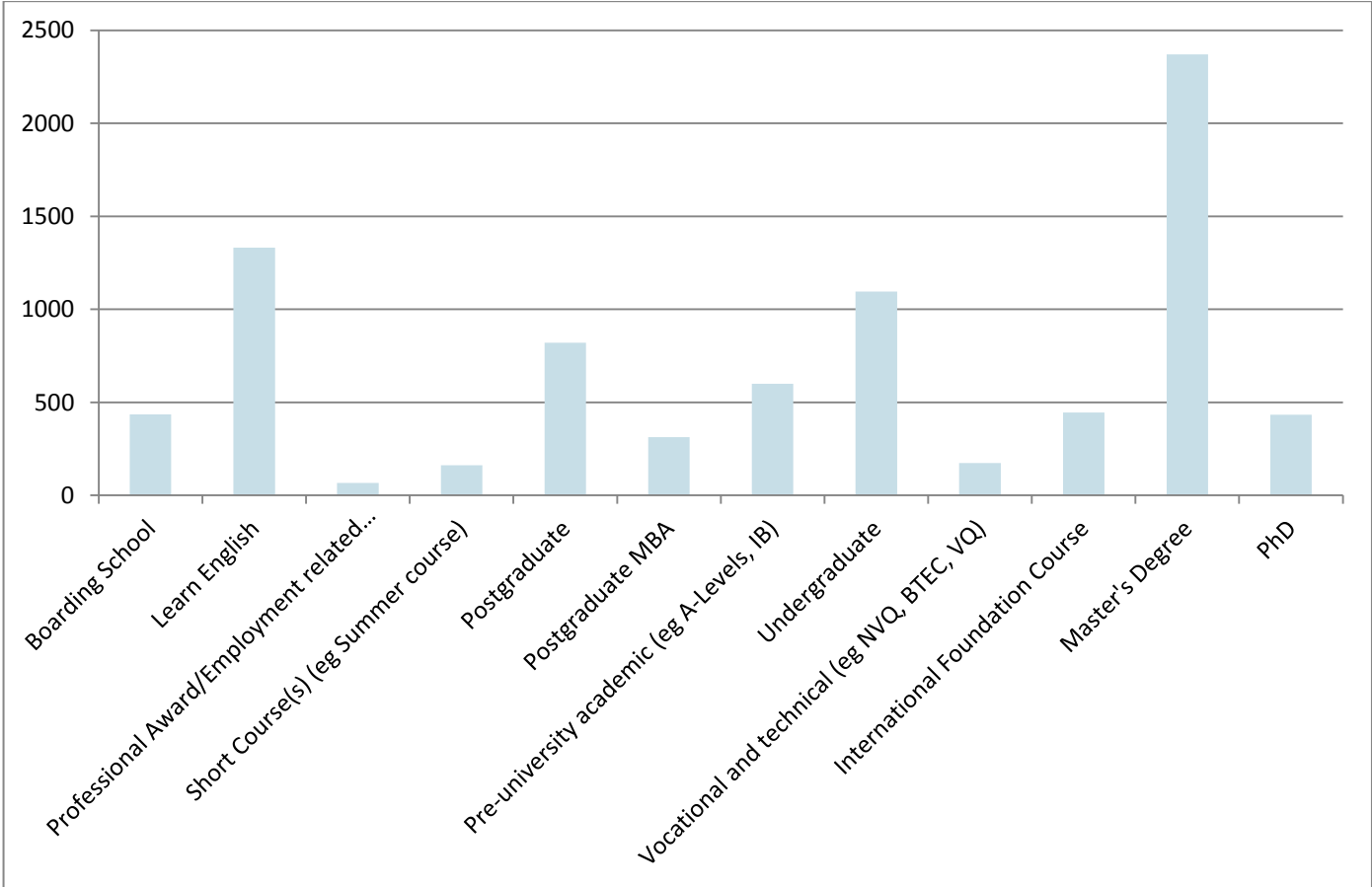
**121 BOOTHS, 122 INSTITUTIONS,
10 BUSINESS PARTNERS**

15,000 PARENTS & STUDENTS

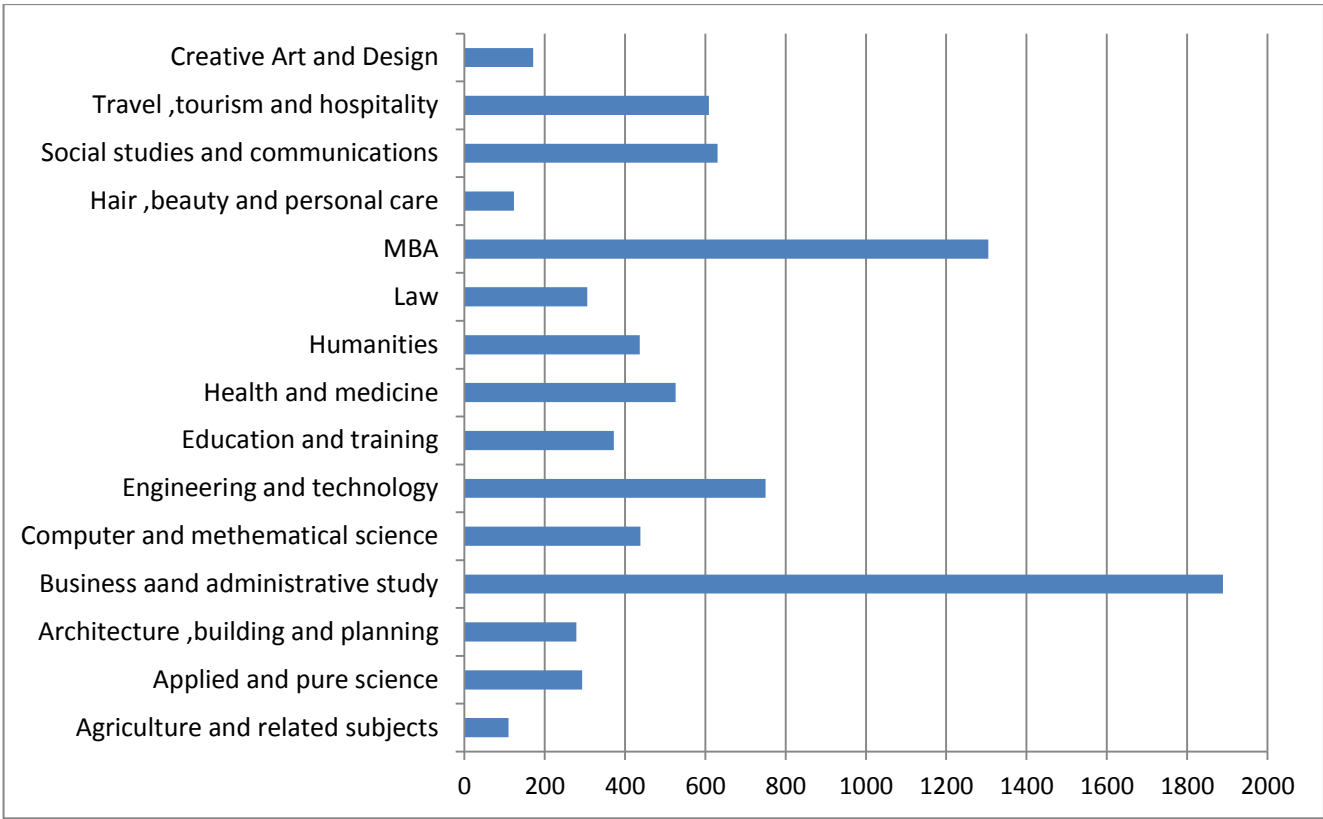
attending the exhibition

Visitors' profile

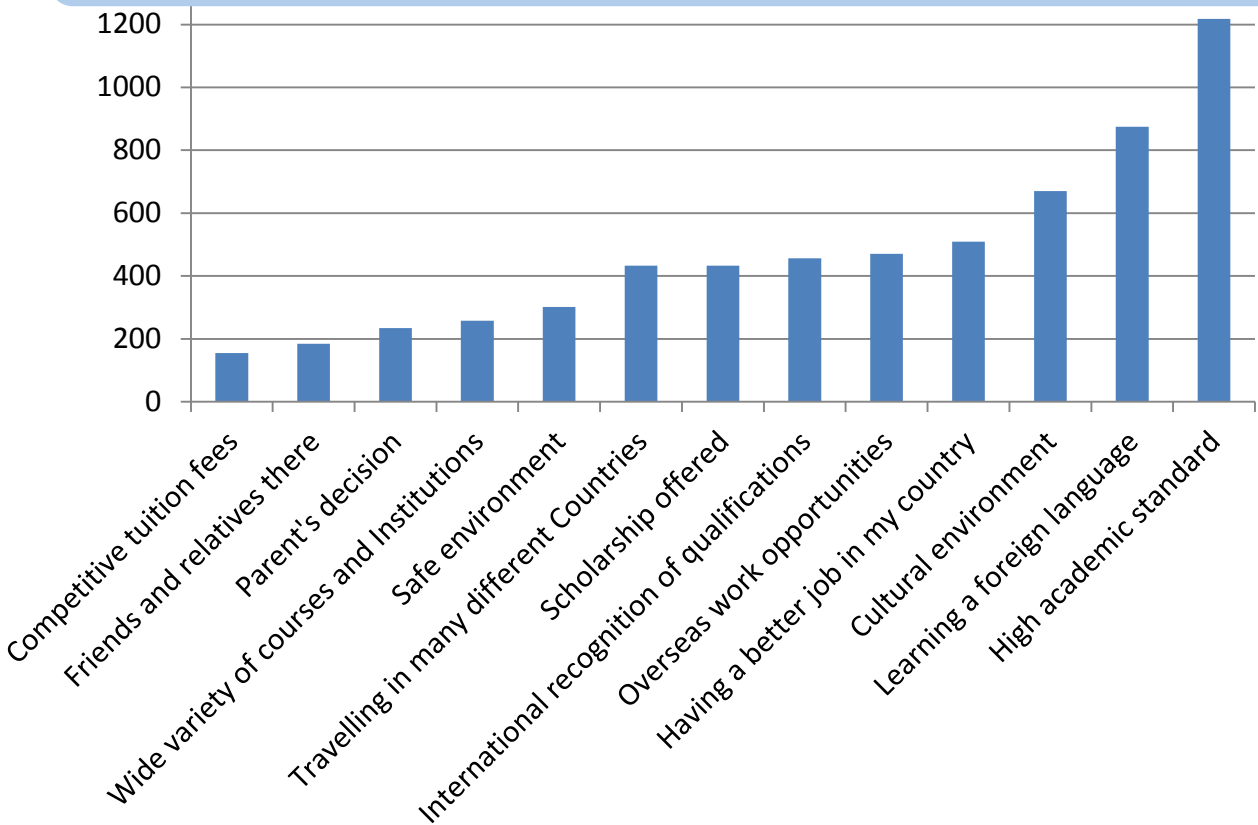
Many visitors were looking for Master's degrees and English Language Courses:



The most popular subject is business management and MBA



High academic quality and Learning language are the most important factors for considering UK education.



Marketing

We spent more than

THB 7 million

on promotion



We placed tie-in PR news in several TV programmes to reach over 5 million households nationwide.

We engaged students through social media campaign utilising British Council Thailand's Facebook page which has more than 100,000 subscribers.



เปิดตัวทุนเรียนต่ออังกฤษ

กว่า 500 ทุน

จัดโดย  BRITISH COUNCIL

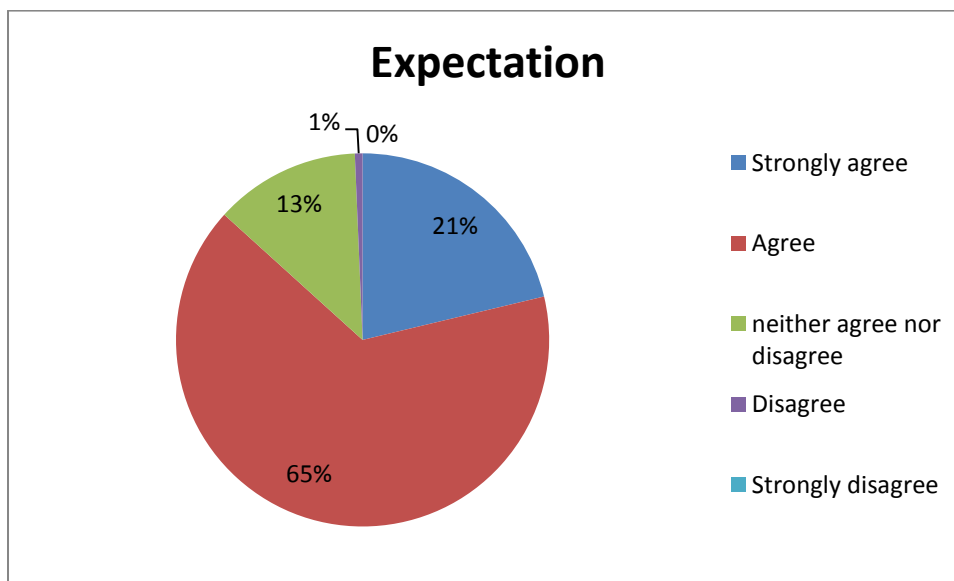
We placed ads in out-of-home media such as BTS skytrain and LED screens in major areas in Bangkok such as Parc Paragon, SSQ1, and Asoke Junction. Well-known UK alumni were part of the advertisement to inspire young people and invite them to the exhibition.

Visitors' feedback

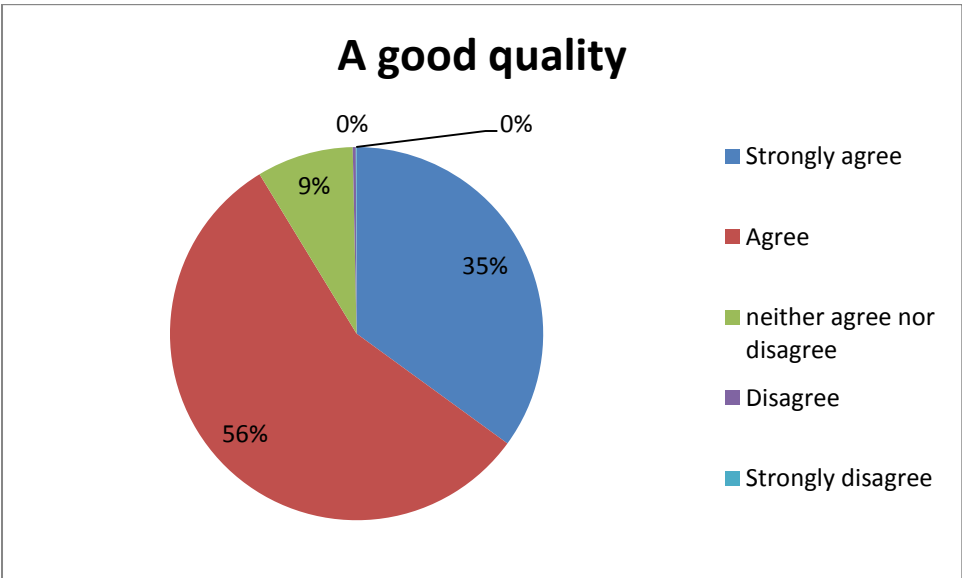
Methodology

We distributed a printed survey to the visitors during the exhibition. Visitors returning the completed survey and who checked in to the exhibition on their Facebook to further promote the exhibition to their friends were given a chance to enter a prize draw for souvenirs from the exhibition. The questions were designed to gather quantitative statistics as well as qualitative remarks on visitors reactions to our exhibition and the decision making

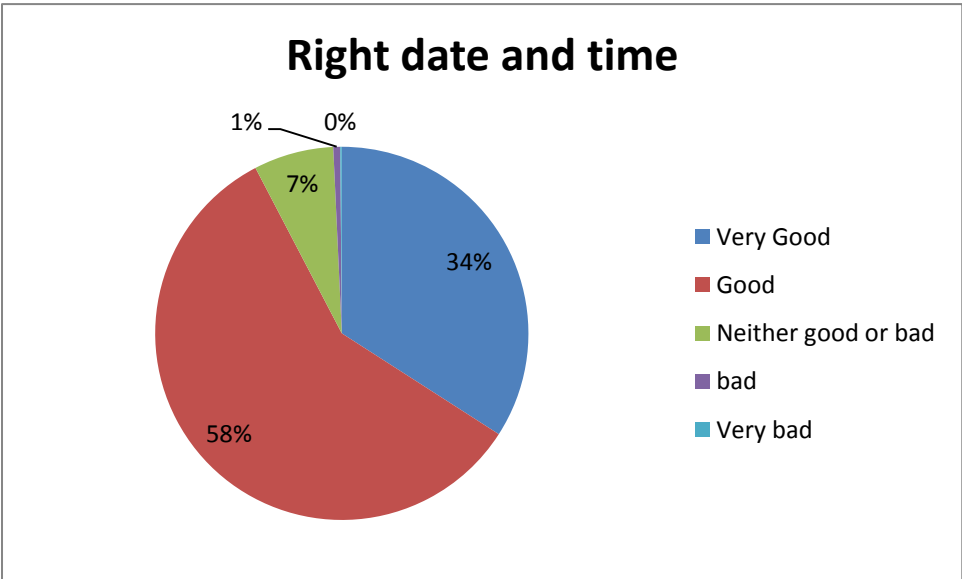
86% of the visitors said the event **met their expectation**



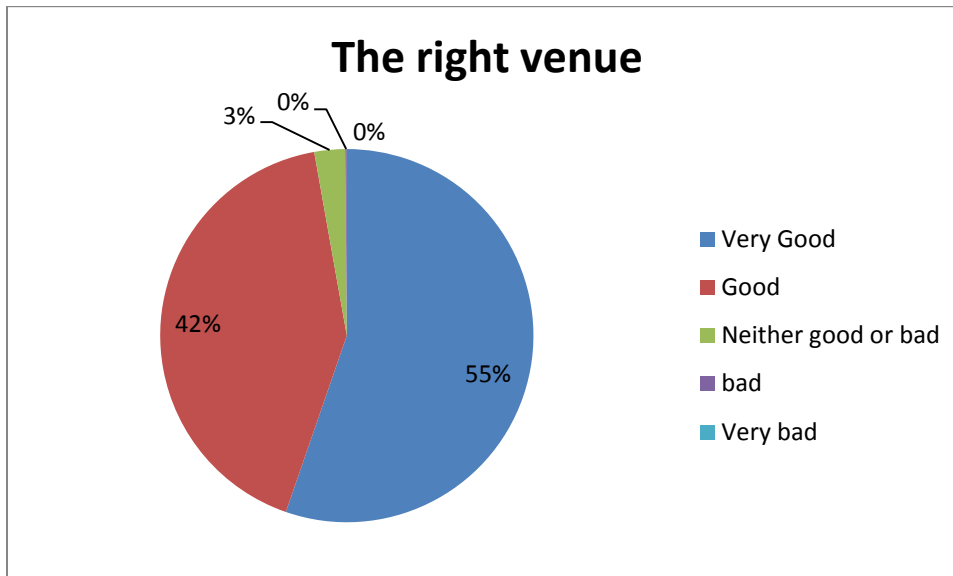
91% of the visitors agreed that the event is **good quality**



92% of the visitors agreed that the event was held on **the right date and time**



97% of the visitors agreed that we have selected
the right venue for this event



Suggestions from visitors

Key Recommendations about the exhibition

- There should have been more UK institutions attending.
- There should have been more chairs for visitors.
- There should have been more signage and staff to give guidance on how to visit the exhibition.
- The exhibition time is too limited. It should have been extended by increasing number of hours or number of days.

Key recommendations for exhibitors

- The academic team should be there to provide course details
- There should be also Thai staff at the booth.
- More representatives from university to answer queries

Exhibitors' feedback

The on-line exhibitor survey was sent to all exhibitors in order to collect feedback and recommendations from exhibitors to improve the quality of the exhibition to best meet the business needs of clients. 30 responses were received and the following are the key findings from the exhibitor's feedback.

Main compliments

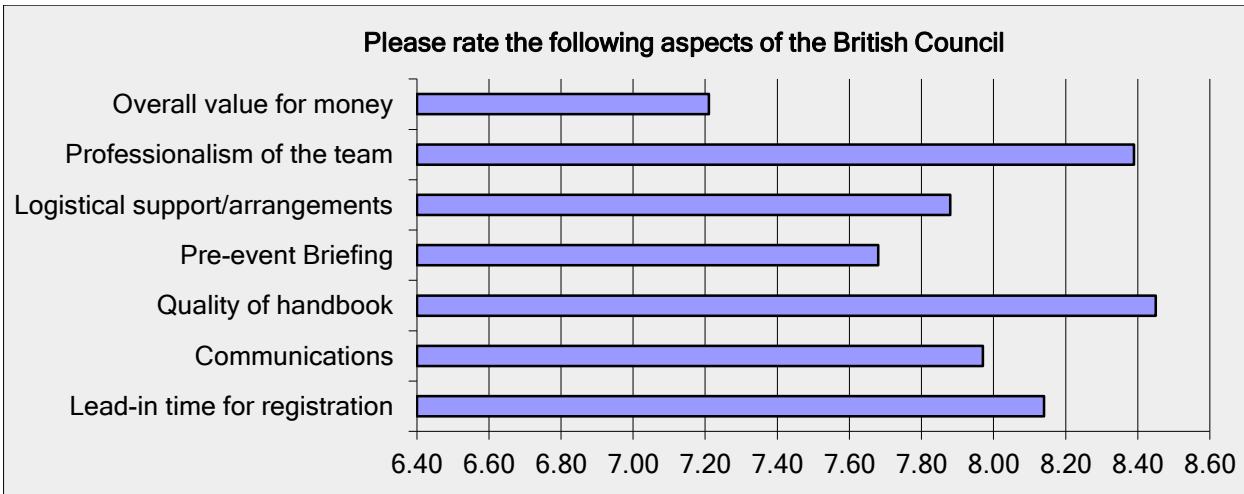
- Professionalism of the team
- Quality of handbook
- Promotion of events
- Quality of visitors
- Wraparound event.

"I felt this year event was an improvement on previous years and I particularly liked the additional attractions such as the graduation event.....well done team!"

Main recommendations

- From the survey, it was shown some exhibitors would like to get more information on VRS registration system in order to enable them to use the system confidently.
- Apart from the exhibition, it was mentioned market intelligence such as Future prospects/trends for student recruitment and Student demand for specific subjects/types of study would be useful for UK institutions.
- Some logistics arrangement should receive more attention e.g. well briefed exhibition helpers, and signage to the seminar room

Bangkok												
	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	3.33% 1	3.33% 1	10.00% 3	16.67% 5	56.67% 17	3.33% 1	6.67% 2	0.00% 0	30
Number of visitors	0.00% 0	0.00% 0	6.67% 2	0.00% 0	6.67% 2	26.67% 8	20.00% 6	23.33% 7	6.67% 2	10.00% 3	0.00% 0	30
Suitability of venue	0.00% 0	0.00% 0	3.33% 1	0.00% 0	0.00% 0	0.00% 0	16.67% 5	20.00% 6	30.00% 9	30.00% 9	0.00% 0	30
Standard of catering	0.00% 0	0.00% 0	3.33% 1	6.67% 2	3.33% 1	3.33% 1	16.67% 5	30.00% 9	23.33% 7	3.33% 1	10.00% 3	30
Promotion of event	0.00% 0	0.00% 0	3.33% 1	0.00% 0	0.00% 0	0.00% 0	13.33% 4	36.67% 11	13.33% 4	33.33% 10	0.00% 0	30



Overall, exhibitors were satisfied with the exhibition. Almost 100% of exhibitors found the event meet their expectation and high quality.

Future steps

There are some 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

- To prepare more signage and brief information staff better to provide support to exhibitors and visitors
- To regularly provide UK institutions with local market information that might be useful for UK institutions in their planning
- To plan for better communication plan and clearer guidance on VRS registration systems to exhibitors.

UK institutions

- To ensure they have sufficient number of staff to help answer queries during the exhibition especially during the peak time.
- According to visitor's survey, it might be worthwhile to have alumni, an academic, and a Thai speaking staff to help give information at the booth.

Appendix: List of exhibitors

	A
1	University of Aberdeen
2	Abertay University
3	Aberystwyth University
4	Adcote School for Girls
5	Anglia Ruskin University
6	Anglo-Continental School of English
7	University of the Arts London
8	Arts University Bournemouth
9	Aston University
10	Astrum Colleges
	B
11	Bangor University
12	Bath Spa University
13	University of Bath
14	University of Bedfordshire
15	Bell Educational Services
16	Birkbeck, University of London
17	Birmingham City University
18	University College Birmingham
19	University of Birmingham

20	Bournemouth University
21	BPP University
22	University of Brighton
23	Bristol Language Centre (BLC)
24	University of Bristol
25	Brooke House College
26	Brunel University London
	C
27	Cambridge Education Group
28	Cambridge Tutors College
29	University Campus Suffolk
30	Cardiff University
31	Cardiff Metropolitan University
32	City University London
33	Coventry University
34	University for the Creative Arts
	D-E
35	De Montfort University
36	University of Dundee
37	University of East Anglia
38	EC Language Centres - UK (London, Cambridge, Oxford, Brighton, Bristol, Manchester
39	Edinburgh Napier University

40	EF Education First
41	University of Essex
42	University of Exeter
	G-H
43	Glasgow Caledonian University
44	University of Glasgow
45	Goldsmiths, University of London
46	Grŵp Llandrillo Menai
47	University of Greenwich (London)
48	Heriot-Watt University
49	University of Hertfordshire
50	University of Huddersfield
51	The University of Hull
52	Hult International Business School
	I-K
53	International Schools Partnership
54	INTO University Partnerships
55	Istituto Marangoni, The School of Fashion, Art & Design
56	John Leggott College
57	Kaplan International Colleges
58	University of Kent
59	King's College London

60	Kings Colleges
61	Kingston University
	L
62	Lancaster University
63	The Language Gallery
64	The University of Law
65	Leeds Trinity University
66	University of Leeds
67	University of Leicester
68	University of Lincoln
69	Liverpool Hope University
70	Liverpool John Moores University
71	The University of Liverpool
72	London South Bank University
73	Loughborough College
74	Loughborough University
	M-N
75	Manchester Metropolitan University
76	The University of Manchester
77	Mander Portman Woodward
78	Middlesex University
79	Newcastle College

80	Newcastle University
81	The University of Northampton
82	Northumbria University
83	Nottingham Trent University
84	The University of Nottingham
	O-Q
85	Oxford Brookes University
86	Oxford International Education Group
87	University of Portsmouth
88	Queen Ethelburga's College
89	Queen Mary University of London
90	Queen's University Belfast
	R
91	Ravensbourne
92	The University of Reading
93	Regent's University London
94	Royal Holloway, University of London
95	The Royal Hospital School
96	Ruthin School
	S
97	Scarborough College
98	Sheffield Hallam University

99	The University of Sheffield
100	Sherborne International
101	University of South Wales
102	University of Southampton
103	University of St Andrews
104	St Lawrence College
105	Staffordshire University
106	University of Stirling
107	University of Strathclyde
108	Study Group UK
109	University of Sunderland
110	University of Surrey
111	University of Sussex
112	Swansea University
	T-Y
113	Teesside University
114	Trent College
115	UCL Institute of Education
116	University of Warwick
117	University of the West of England
118	University of Westminster
119	The University of Winchester

120	Xi'an Jiaotong-Liverpool University
121	York St John University
122	The University of York

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