



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

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

**16-17 July 2016
Hong Kong**

Introduction

- The Education UK exhibition was held on July 16th and 17th in order to coincide with DSE and IB results announcement, with nearly 70 institutions exhibiting
- During the two days over 3,800 visitors attended

This report includes:

Key **Highlights** of the event including visitors numbers and profile
Page 3 – 5

Details of the **Marketing** channels used to attract potential audience to visit the exhibition
Page 6

Results of the **Visitor Feedback** survey
Page 7

Results of the **Exhibitors Feedback** survey
Page 8

Appendix: **List of exhibitors**
Page 9 – 11

Highlights

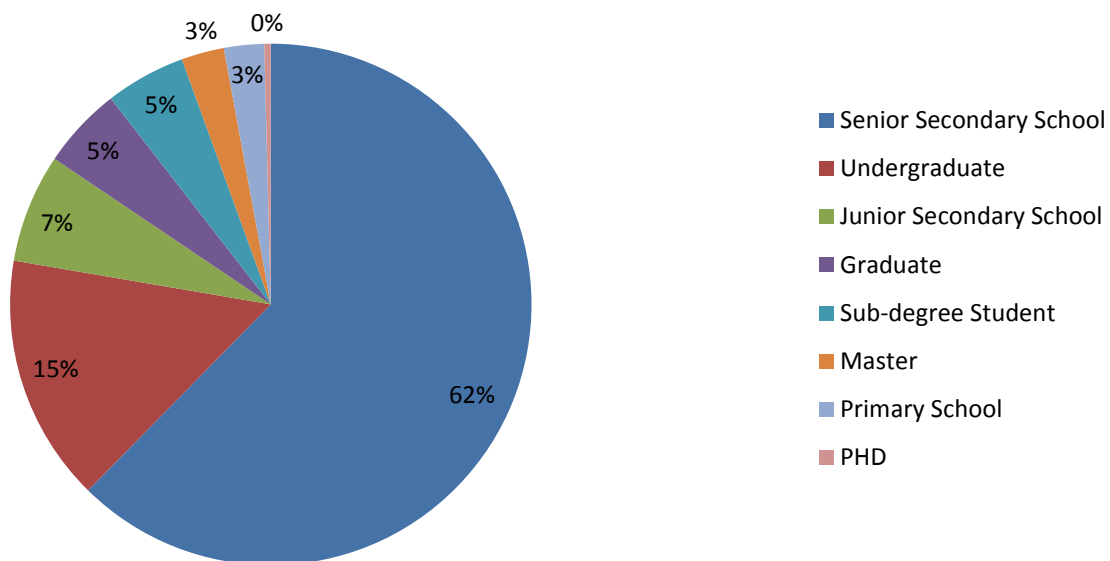
There were -

**65 BOOTHS, 69 INSTITUTIONS
3826 PARENTS & STUDENTS**

attending the exhibition

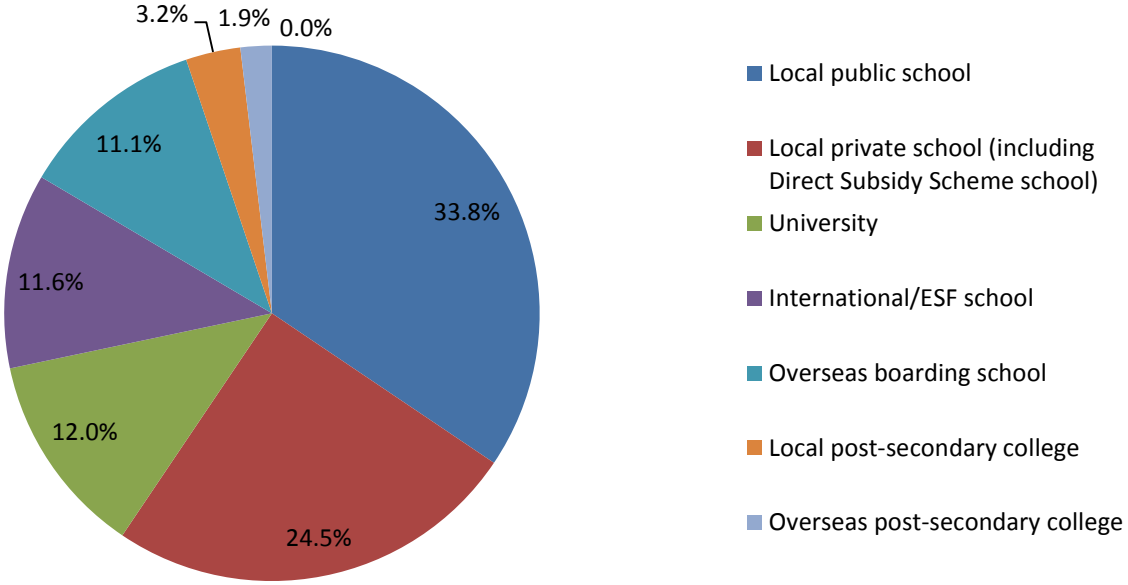
Visitors' profile

The visitors or visitors' child were mainly from senior secondary school –



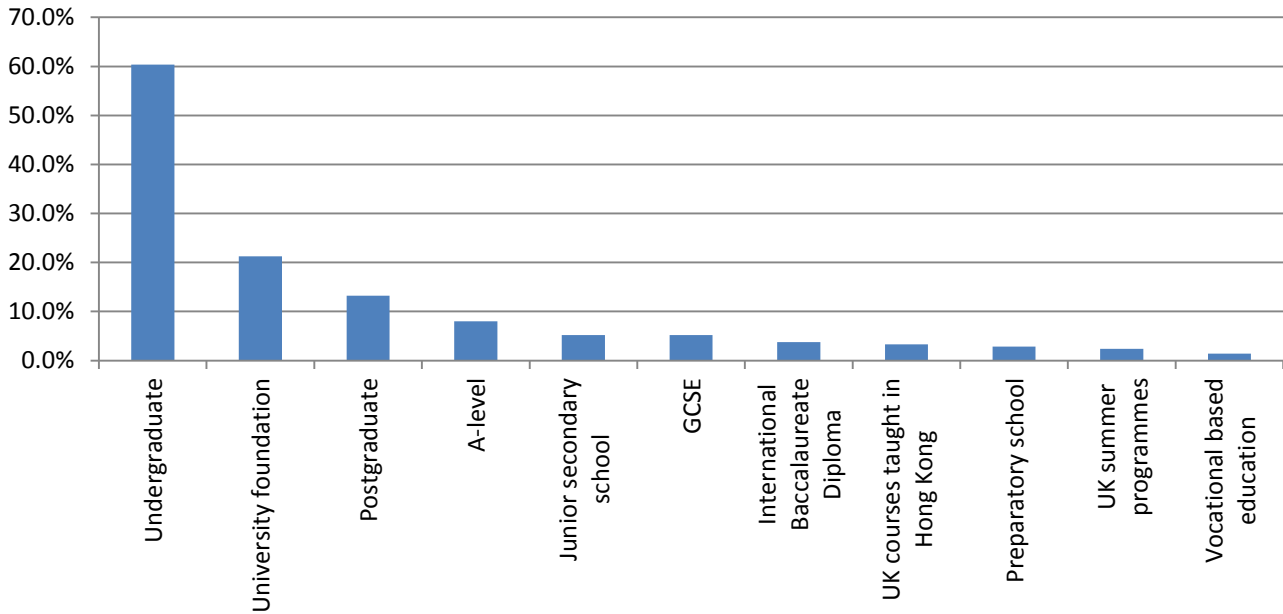
Visitors' profile

More than half of them attend Local public school or Local private school (including DSS school) now:



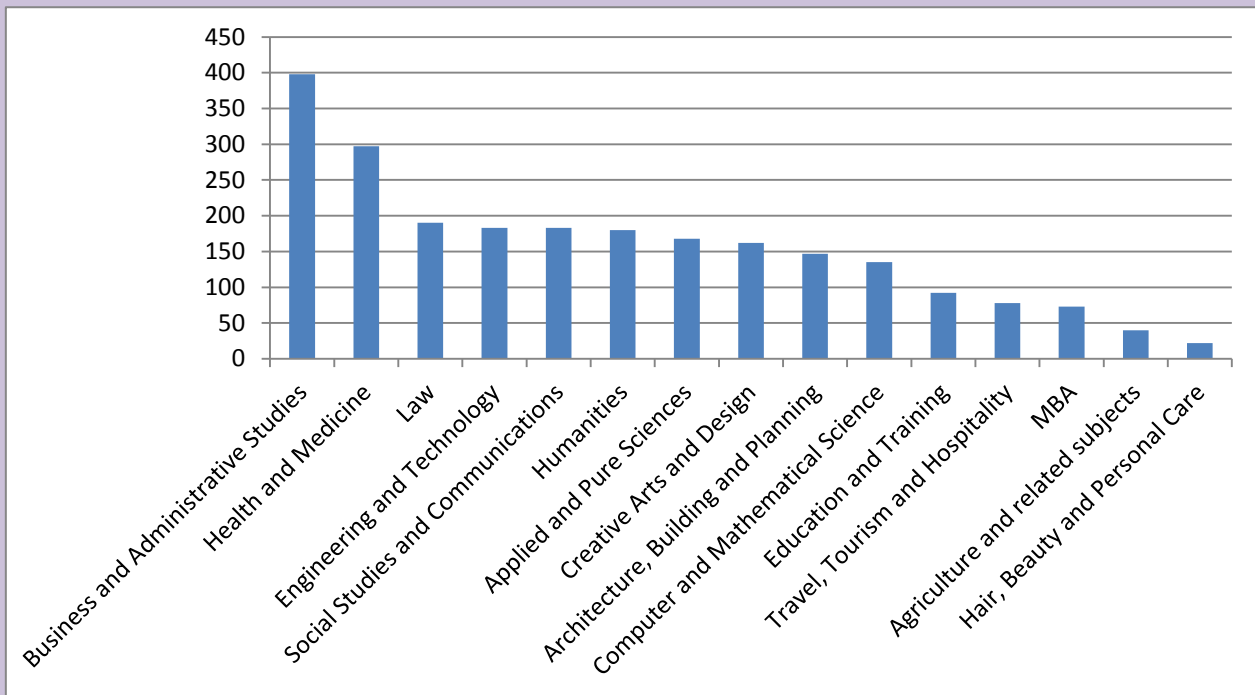
Visitors' preferences

Majority were looking for undergraduate programme:



Subject preference

No. of visitors: n = 1500 survey responses



Business and administrative studies is still the number one subject area of choice, Health and medicine and Law are the next preferences.

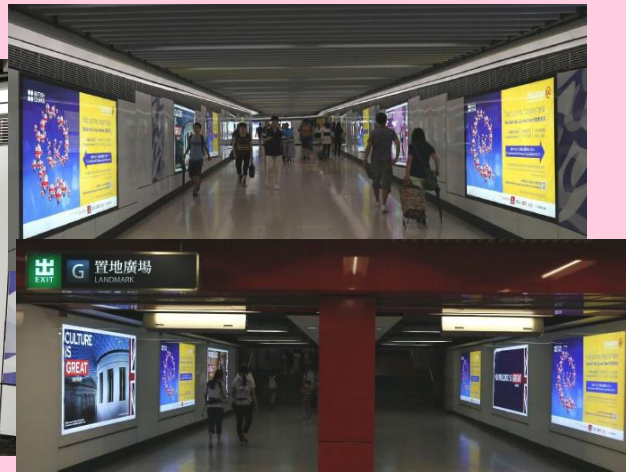
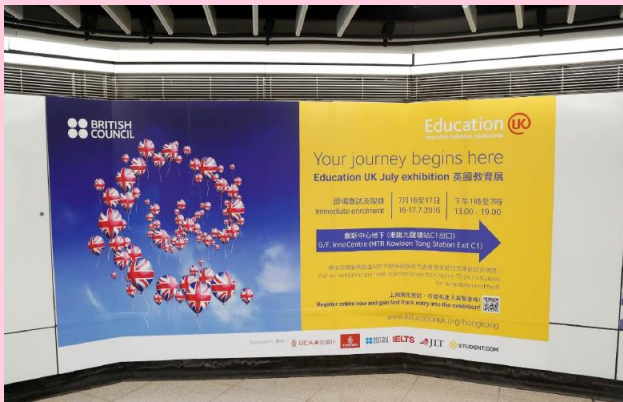
Marketing

We spent nearly

HK\$1 million

on promotion

MTR promotion



Print advert



Online

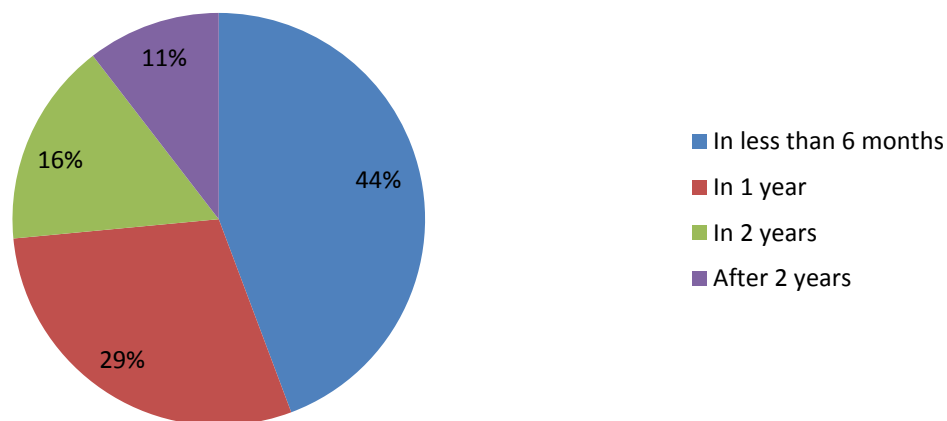


Visitors' feedback

Methodology

We distributed an online or printed survey to the visitors during the exhibition and the visitors could get a souvenir after completing the survey. The questions were designed to gather quantitative statistics as well as qualitative remarks on visitors reactions to our exhibition and the decision making process.

89% of the visitors considering to study abroad **within 2 years**



Suggestions from visitors

Requested seminar topics

- Visa application process in details
- How to compare and choose the right university base on different ranking list
- Subject specific seminar e.g. medicine, performing art, engineering, music, postgraduate
- Career prospects
- UK education systems

Exhibitors' feedback

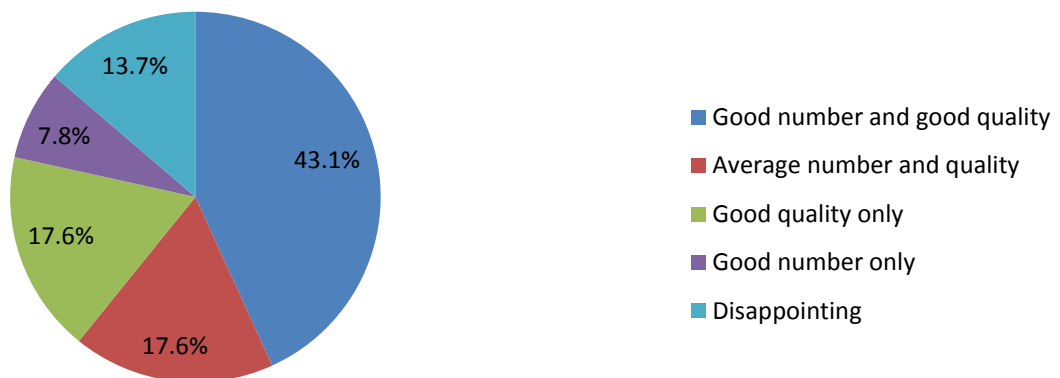
Main compliments

- Well organised and great event (3 responses)

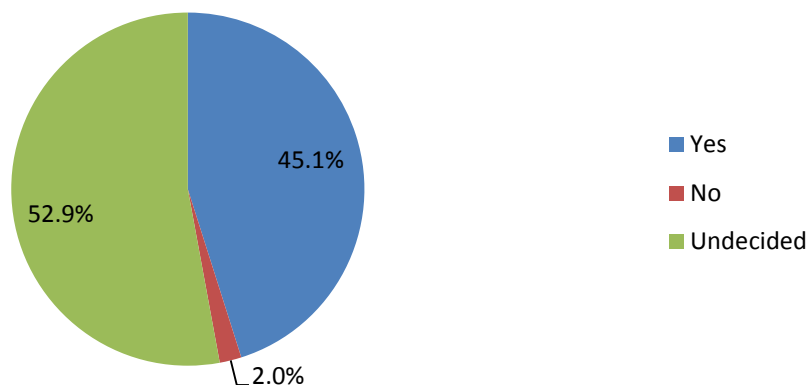
Main recommendations

- More central location (6 responses)
- Reduce cost (4 responses)
- One day or shorter hours (4 responses)

What is your assessment of the visitors?



Will the exhibitors be attending this event next year?



Appendix: List of exhibitors

Booth No.	Institute Name	Geographical Location
Independent schools and colleges		
5	Astrum Colleges	L
8	Bell - your Pathway to University	EE
9	Bellerbys College	SEE
14	Brighton College	SEE
14	Bromsgrove School	CE
18	Cambridge Tutors College	SEE
20	CATS College	EE, L, SEE
22	ONCAMPUS Coventry	CE, L
23	David Game College	L
25	Oxford International Education Group	SEE, W
34	Kaplan International Colleges	CE, EE, L, NE, NI, S, SEE, SWE
45	MPW Schools & Colleges	CE, EE, HK, L
53	Queen Ethelburga's Collegiate	NE
Further education colleges		
31	Hartpury College and University Centre	SWE
38	Le Cordon Bleu London	L
42	Loughborough College	CE
Higher education institutions		
1	Aberystwyth University	W
2	Anglia Ruskin University	EE
3	University of the Arts London	L
4	Aston University	CE
6	Bangor University	W
7	Bath Spa University	SWE
10	Birmingham City University	CE
11	University College Birmingham	CE
12	University of Birmingham	CE
13	BPP University	CE, HK, L

15	University of Brighton	SEE
16	University of Bristol	SWE
17	Brunel University London	L
19	Cardiff University	W
21	Cass Business School, City University London	L
22	Coventry University	CE
24	De Montfort University	CE
26	University of East Anglia	SEE
27	University of Essex	SEE
28	University of Exeter	SWE
29	Glasgow Caledonian University	S
	University of Strathclyde Glasgow	S
30	University of Greenwich, London	L
31	Hartpury College and University Centre	SWE
32	University of Hull	NE
33	INTO (Foundation / International Year One / Graduate Diploma / Undergraduate / Postgraduate)	CE, EE, L, NE, NI, S, SWE
35	Keele University	CE
36	University of Kent	SEE
37	Lancaster University	NE
39	University of Leicester	CE
40	University of Lincoln	CE
41	University of Liverpool	NE
42	Loughborough University	CE
43	The University of Manchester	NE
44	Middlesex University, London	L
46	Newcastle University/ Newcastle University London	L, NE
47	Northumbria University, Newcastle	NE
48	Nottingham Trent University	CE
49	University of Nottingham	CE
50	The University of Nottingham Ningbo China	CE
51	Plymouth University	SWE
52	University of Portsmouth	SEE

54	Queen Margaret University, Edinburgh	S
55	Queen Mary University of London	L
56	Queen's University Belfast	NI
57	University of Reading	SEE
58	The University of Sheffield	NE
59	SOAS, University of London	L
60	University of Sunderland	NE
61	University of Surrey	SEE
62	Swansea University	W
63	Ulster University	NI
64	University of Warwick	CE
65	University of York	NE
Other organisations		
A	The Bank of East Asia, Limited	
B	Emirates Airline	
C	IELTS registration/ enquiries	
D	Jardine Lloyd Thompson Limited	
E	STUDENT.COM	
Main booth	UCAS	