



The right leads to a great future

Education UK Exhibition - India

24 to 30 November 2012

Contents

Contents.....	1
1. Event fact file.....	2
2. Key statistics	2
3. Impact of marketing plan	4
4. Conclusions and follow up	5
Appendix 1: List of participating institutions	6
Appendix 2: Visitors' survey results	7
Appendix 3: Exhibitors' survey results	9
Appendix 4: Advertising and promotion plan (media plan)	11

1. Event fact file

Venue	British Council, Delhi	Taj Bengal, Kolkata	The Leela, Mumbai	The Center hotel, Kochi	The Residency, Coimbatore
Date	24 and 25 November 2012	26 November 2012	28 November 2012	30 November 2012	30 November 2012
Opening hours	1300 to 1800 hours	1400 to 2000 hours	1400 to 2000 hours	1400 to 1900 hours	1400 to 1900 hours

2. Key statistics

	Delhi		Kolkata		Mumbai		Kochi		Coimbatore	
	2012	2011	2012	2011	2012	2011	2012	2011	2012	2011
Attendance : Visitors	2356	2831	1154	1955	1415	1183	490	613	482	606
Exhibitors :										
Further Education	0	1	0	1	0	4	0	0	0	0
Higher Education	65	57	37	37	64	59	19	24	20	23
Independent College/ Non Partner	0	0	0	0	1	0	0	0	0	0
UCAS/ Associate member	0	0	0	0	0	0	0	1	0	1
Total number of exhibitors	65	58	37	38	65	63	19	25	20	24

Visitors primary market objectives	Delhi		Kolkata		Mumbai		Kochi		Coimbatore	
	2012	2011	2012	2011	2012	2011	2012	2011	2012	2011
Level of study (in %)										
Undergraduate degree	33%	36%	20%	21%	38%	26%	33%	35%	21%	25%
Postgraduate degree	52%	48%	45%	51%	52%	62%	59%	59%	70%	68%
PhD	8%	14%	15%	13%	5%	7%	5%	2%	8%	1%

Main subjects of Interest (in %)	Delhi		Kolkata		Mumbai		Kochi		Coimbatore	
	2012	2011	2012	2011	2012	2011	2012	2011	2012	2011
Business & Management/ Finance	19%	18%	14%	14%	20%	22%	17%	14%	11%	16%
MBA	11%	15%	16%	14%	16%	18%	18%	22%	15%	18%
General Engineering	10%	12%	10%	13%	12%	10%	16%	13%	26%	25%
IT/computer Science	8%	10%	12%	8%	6%	8%	7%	5%	10%	13%
Biotechnology	2%	4%	4%	4%	3%	4%	5%	4%	2%	5%
Art and Design related courses (incl Architecture)	6%	6%	8%	14%	9%	8%	6%	9%	6%	5%
Media related courses (Inc Advertising & Journalism)	4%	3%	4%	5%	7%	7%	5%	5%	4%	3%
Law	5%	4%	4%	8%	5%	7%	3%	4%	2%	2%
Hotel Mgmt/Tourism	2%	3%	2%	2%	2%	3%	8%	4%	3%	1%
Social sciences/Humanities	6%	5%	5%	5%	3%	3%	6%	2%	4%	2%
Others	27%	20%	21%	13%	17%	5%	9%	18%	17%	10%

Demographics of visitors (in %)	Delhi		Kolkata		Mumbai		Kochi		Coimbatore	
	2012	2011	2012	2011	2012	2011	2012	2011	2012	2011
Gender										
Male	63%	64%	63%	64%	63%	65%	77%	79%	70%	83%
Female	37%	36%	37%	36%	37%	35%	23%	21%	30%	17%

*A full list of exhibitors can be found in Appendix 1.



3. Impact of marketing plan

Over 72 advertisements were released in nearly 40 newspapers including English dailies and regional papers across the exhibition cities during the month of November to promote the exhibitions. The exhibition was extensively promoted on social media sites like Facebook and other online portals.

Facebook: City targeted Facebook advertising was carried out for the exhibitions this year for a period of 3 weeks. The same had over 22,000 'likes' and engaged over 2800 users on the Education UK-British Council India homepage.

SMS campaign: The campaign targeted over 900,000 users (0.9 million) across all five exhibition cities.

Online advertising: The exhibition was promoted via banner advertising on popular portals like yahoo.com, and rediff.com. More than 8.05 million impressions were carried out via banner advertising. A mailer campaign was carried out on third party websites across all five exhibition cities, more than 875,000 (0.87 million) users were targeted through this mailer campaign

Tele-calling: A tele-calling activity was carried out confirming participation of students who registered online for the exhibition and the users that were targeted for the SMS campaign.

All callers to the British Council offices were informed about the exhibitions as a recorded message was played on our telephone system for a period of one month.

On line registrations: In the cities of Delhi, Kolkata and Mumbai, more than 25% attendees to the exhibition had registered online for the event. While in Coimbatore, 22% registered online and in Kochi 16% registered online for the event.

Detailed media coverage in each region can be found below and more detailed exhibition promotion details can be found in appendix 4:

Delhi

The exhibition in Delhi was advertised over 2 weeks with a total of 10 advertisements in main newspapers and supplements, in addition 3 editorials were released prior to the exhibition. The two equally popular newspapers in Delhi NCR are Times of India and Hindustan Times. Editorials were released in the Education supplements of Times of India and Hindustan Times. The exhibition was also promoted at a radio station and hoardings across 5 popular external sites in the city. Additionally, messages were listed on external schools and local institution websites and newsletter. 49% visitors to the exhibition came to know about the same through newspapers while 16% visitors came to know via the British Council website.

Kolkata

In Kolkata, 29% visitors at the exhibitions got to know about the same through newspapers advertising, 11% through recommendation by friends/family and 10% (each) through Internet advertising, SMS campaign and 7% through emailers. The Telegraph is the most popular English daily in Kolkata; the exhibition was advertised in The Telegraph, The Times of India, Hindustan Times, Education Times and the regional newspaper Anand Bazar Patrika. Post the exhibition, there were about 10 insertions reporting the exhibition in popular newspapers The Statesman, The Times of India, Hindustan Times, The Hindu Business Line, The Indian Express, The Telegraph and The Bengal Post.

Mumbai

The exhibition in Mumbai was promoted in newspapers like The Times of India, Economic Times, DNA Academy, Education Times, Mumbai Mirror and Midday, while the regional newspapers that carried the newspaper promotion were Maharashtra Times, Navbharat Times and Gujarat Samachar. 51% visitors at the Mumbai exhibition got to know about the same via newspapers, followed by 15% through British Council website, 8% through recommendation by friends/relatives, 7% through their respective Indian institution that they were currently studying in and 5% through internet advertising. The Mumbai exhibition was extensively advertised through outdoor publicity mediums like bus shelters, screening in AC public transport, and advertising on LCD screen in retail outlets. Announcements were made on Mumbai University radio about the exhibition



Kochi

The exhibition in Kochi was advertised in main English dailies like The Hindu (Main, Education Plus, Metro Plus), The Times of India, New Indian Express and Deccan Chronicle while the regional newspapers where the exhibition was advertised were Malayala Manorama, Mathrubhumi, Deshaabihimani and Mangalam. The Kochi exhibition was also advertised on outdoor mediums like Bus panels and banners. 46% visitors to the exhibition came to know via newspapers, followed by 10% through recommendation by friends/relatives, 8% through British Council website, 7% through British Council posters, 6% through British Council fliers and 5% via SMS campaign. Though newspapers seemed the most sought after medium to publicise the Kochi exhibition, other mediums like posters, flyers also seemed to be popular amongst college students.

Coimbatore

The exhibition in Coimbatore was advertised in newspapers like The Hindu (including Education supplement), Times of India, The New Indian Express, Deccan Chronicle and Afternoon while the regional newspapers targeted were Dinamalar, Daily Thanthi, Dina Karan, Dina Mani and Pirpagal. The exhibition was also advertised through bus shelters and signage displays in Kochi and Coimbatore. 47% attendees to the exhibition came to know about the same via newspapers followed by 10% through British Council posters, 8% through British Council flyers and British Council website and 5% through their own institution.

4. Conclusions and follow up

4.1 Key recommendations for institutions

- Delegates are advised to assure Indian students about better global career opportunities after gaining a degree from a UK institution. With the closure of the PSW scheme, a strong dip in number of students applying to the UK has been observed. While the British Council in India is taking valid measures to create a positive image of the UK, an assurance from UK delegates will definitely help Indian students to reinforce their own decision on studying in the UK. Delegates are also advised to inform visitors at the exhibition about their career guidance services and other facilities available at the institutions.
- Delegates are advised to carry brochures related to scholarships offered by their respective institution. This will help the delegates to better publicise their course content along with pitching scholarships and bursaries they offer. This year it was observed that queries related to scholarships were higher compared to the last exhibition.
- Institutions are strongly advised to send information about the delegates participating at the exhibitions by the deadline stated in the exhibition handbook. They are also requested to send fully completed forms in the format in the handbook and send one form for each visiting delegate. Any information that is sent after the deadline is difficult to incorporate along with the preparation of name badges and other logistics
- General observation across all exhibition cities has been that there is an increase in UG queries hence it is recommended that delegates now actively focus on the UG segment in addition of consolidating the postgraduate market. The delegates could take support by participating in British Council initiatives which actively focus on raising such platforms.

4.2 Key recommendations for the British Council

- Delegates have recommended reducing the Delhi exhibition to a one day event. We shall look at possibilities of holding the Delhi exhibition for a day in November in 2013.
- We have received suggestions to reduce number of hours for Kolkata and Mumbai exhibition and make it a 5 hour event. We shall consider the same for the November 2013 exhibition.
- Certain institutions have recommended that the Wi-Fi connection in Mumbai should be subsidised as the charges by the hotel were high. We shall gauge options for the exhibition next year.

Appendix 1: List of participating institutions

Sr. Nos.	Name of Institution
1	Anglia Ruskin University
2	University of the Arts London
3	Arts University Bournemouth
4	Aston University, Birmingham
5	Bangor University
6	University of Bedfordshire
7	Birkbeck, University of London
8	Birmingham City University
9	University College Birmingham
10	The University of Birmingham
11	Bournemouth University
12	University of Bradford
13	University of Brighton
14	Buckinghamshire New University
15	Cardiff University
16	University of Central Lancashire
17	University of Chester
18	University of Chichester
19	City University London
20	University for the Creative Arts
21	University of East Anglia
22	University of East London
23	The University of Edinburgh
24	EF International Academy
25	University of Essex
26	University of Exeter
27	University College Falmouth
28	The University of Glamorgan
29	The Glasgow School of Art
30	University of Gloucestershire
31	Goldsmiths, University of London
32	University of Greenwich (London)
33	Heriot Watt University
34	University of Hertfordshire
35	University of Hull
36	University of Kent
37	King's College London
38	Kingston University
39	Lancaster University
40	University of Leeds
41	Leeds Metropolitan University
42	Liverpool John Moores University
43	London South Bank University
44	University College London (UCL)
45	Loughborough University
46	Manchester Metropolitan University
47	The University of Manchester
48	The University of Northampton
49	The University of Nottingham
50	Newcastle University
51	Northumbria University
52	Oxford Brookes University
53	Plymouth University
54	University of Portsmouth
55	Queen Mary University of London
56	University of Reading
57	Regent's College London
58	University of Roehampton
59	Royal Holloway, University of London
60	University of Salford (Manchester)
61	SOAS, University of London
62	Sheffield Hallam University
63	The University of Sheffield
64	University of Southampton
65	The University of Stirling
66	University of Strathclyde, Glasgow
67	University of Sunderland
68	University of Surrey
69	University of Sussex
70	Swansea University
71	Teesside University
72	University of Ulster
73	University of Warwick
74	University of the West of England, Bristol
75	University of Westminster, London
76	York St John University
77	The University of York

Appendix 2: Visitors' survey results

November 2012 - Visitor Feedback analysis (in %)							
		Delhi	Kolkata	Mumbai	Kochi	Coimbatore	Average
1	Did you get all the information you were seeking						
	Yes	96	93	96	89	93	93
	No	4	7	4	11	7	7
	Blank	0	0	0	0	0	0
2	Will you be making an application to UK now						
	Yes	56	42	70	39	40	49
	No	44	58	29	60	58	50
	Blank	0	0	1	1	2	1
3	The extent to which you agree or disagree with each of the following statements						
A	The Exhibition met my expectations						
	Strongly Agree	66	32	28	22	19	33
	Agree	31	64	70	60	66	58
	Disagree	2	3	0	16	14	7
	Strongly disagree	1	3	0	0	0	1
	Blank	0	0	2	2	2	1
B	Overall, the exhibition was a high quality event						
	Strongly Agree	66	40	30	26	33	39
	Agree	31	59	66	61	51	54
	Disagree	2	2	1	11	10	5
	Strongly disagree	0	0	0	0	0	0
	Blank	1	0	3	1	6	2
C	I have acquired knowledge about UK education from attending the exhibition						
	Strongly Agree	65	30	22	25	30	34
	Agree	32	68	71	60	54	57
	Disagree	1	2	2	15	15	7
	Strongly disagree	0	0	0	0	0	0
	Blank	2	0	5	0	2	2
D	Are your perceptions of UK education more positive as a result of this exhibition						
	Strongly Agree	40	30	22	23	23	28
	Agree	55	68	71	60	62	63
	Disagree	2	2	2	14	11	6
	Strongly disagree	0	0	0	3	0	1
	Blank	2	0	5	0	4	2
4	Rate the quality of service/s you have received						
	Excellent	23	42	28	26	24	29
	Good	59	50	61	62	67	60
	Average	17	8	9	12	9	11
	Bad	0	0	0	0	0	0
	Very Bad	0	0	0	0	0	0
	Blank	0	0	2	0	0	0
5	Have you taken part in any of the following activities organised by the British Council in the last 12 months?						
	Education UK exhibition	21	21	24	12	15	19
	IELTS	47	16	11	14	11	20
	Education UK Briefing	10	8	1	2	1	4

November 2012 - Visitor Feedback analysis (in %)							
		Delhi	Kolkata	Mumbai	Kochi	Coimbatore	Average
	No	22	53	72	70	69	57
	Others	2	1	0	2	1	1
	Blank	1	0	1	0	3	1
6 Recommend British Council to family/friends							
	0 (poor)	0	0	0	0	0	0
	1	0	0	1	0	4	1
	2	0	0	0	1	1	0
	3	0	0	3	3	5	2
	4	0	2	0	3	5	2
	5	1	7	8	11	10	7
	6	3	7	4	10	12	7
	7	5	12	12	17	16	12
	8	16	23	28	19	18	21
	9	19	17	14	13	11	15
	10 (excellent)	54	31	25	22	16	30
	Blank	2	0	5	0	3	2

Appendix 3: Exhibitors' survey results

Exhibitors feedback analysis - Nov 2012 exhibition (in %)							
		Delhi	Kolkata	Mumbai	Kochi	Coimbatore	Average
1	How would you rate the duration of the event						
	Too long	16	15	22	5	6	12.8
	Just right	83	79	70	89	89	82
	Too short	0	6	6	5	0	3.4
	Blank	0	0	2	0	6	1.6
2	What were your objectives for coming						
	Recruitment	11	9	14	11	28	14.6
	Profile Raising	2	6	6	5	0	3.8
	Both	85	85	71	84	72	79.4
	Blank	3	0	9	0	0	2.4
3	Assessment of Visitors at your Stand						
	Good number and good quality	63	85	58	42	67	63
	Good quality only	20	0	19	37	11	17.4
	Good number only	10	9	13	11	11	10.8
	Disappointing	5	6	8	11	6	7.2
	Blank	2	0	2	0	6	2
4	Assessment of the Exhibition in terms of Promotion of the Event						
	Very Good	19	11	20	11	28	17.8
	Good	48	81	55	63	56	60.6
	Satisfactory	11	4	13	16	11	11
	Unsatisfactory	5	4	2	0	0	2.2
	Blank	17	0	10	11	6	8.8
5	Assessment of the Exhibition in terms of Branding at the Event						
	Very Good	25	26	20	11	22	20.8
	Good	52	59	61	68	56	59.2
	Satisfactory	15	15	13	11	17	14.2
	Unsatisfactory	0	0	0	0	0	0
	Blank	8	0	6	11	6	6.2
6	Assessment of the Exhibition in terms of Overall Exhibition						
	Very Good	17	14	16	11	17	15
	Good	59	73	56	63	56	61.4
	Satisfactory	20	13	20	26	28	21.4
	Unsatisfactory	0	0	3	0	0	0.6
	Blank	4	0	5	0	0	1.8
7	Rate the support to your business needs from BC before the event						
	Very Good	19	26	17	16	33	22.2
	Good	59	52	59	74	50	58.8
	Satisfactory	15	22	17	5	17	15.2
	Unsatisfactory	0	0	0	0	0	0
	Blank	8	0	7	5	0	4

Exhibitors feedback analysis - Nov 2012 exhibition (in %)							
		Delhi	Kolkata	Mumbai	Kochi	Coimbatore	Average
8	Rate the support to your business needs from BC during the event						
	Very Good	15	19	17	16	28	19
	Good	55	52	59	74	50	58
	Satisfactory	22	29	16	5	22	18.8
	Unsatisfactory	0	0	2	0	0	0.4
	Blank	8	0	6	5	0	3.8
9	Did the Exhibition meet your expectations						
	Agree Strongly	9	5	8	0	22	8.85
	Agree	78	79	77	95	67	79.29
	Disagree	6	16	9	5	0	7.23
	Strongly Disagree	0	0	0	0	0	0.00
	Blank	6	0	6	0	11	4.63
10	Overall, the Exhibition was a high quality event						
	Agree Strongly	11	19	9	0	11	9.95
	Agree	78	74	76	89	83	80.09
	Disagree	5	7	9	11	6	7.52
	Strongly Disagree	0	0	0	0	0	0.00
	Blank	6	0	6	0	0	2.43
11	Have acquired knowledge about the market from participating at the exhibition						
	Agree Strongly	8	25	6	11	17	13.34
	Agree	69	68	67	68	72	68.85
	Disagree	15	7	17	16	6	12.28
	Strongly Disagree	0	0	0	0	0	0.00
	Blank	8	0	10	5	6	5.74
12	How was this exhibition compared to last year						
	Much better	3	11	2	0	0	3.22
	Better	11	11	17	0	11	9.95
	Same	38	18	25	58	17	31.29
	Worse	6	6	3	11	0	5.23
	Much worse	0	0	0	0	0	0.00
	Didn't attend	38	54	44	32	67	47.09
	Blank	3	0	9	0	6	3.62
13	Will your institution consider attending a similar event next year?						
	Yes	72	67	69	21	22	50.26
	No	0	0	5	68	78	30.20
	Undecided	22	33	22	0	0	15.31
	Blank	6	2	4	11	0	4.63

Appendix 4: Advertising and promotion plan (media plan)

Type	Media	Duration	Format (quantity and circulation figures for newspapers)
Print	Newspaper advertising:	Entire month of November	
	Delhi: A total of 10 adverts were released in main issues and supplements		Times of India Delhi NCR: Main + Education Times + Delhi Times: 1100000 (circulation) Hindustan Times: Main + HT City+Education supplement: 1200000 (circulation)
	Kolkata: A total of 9 adverts in 6 news papers		Times of India: Main + Calcutta Times + Education Times: 402000 (circulation) The Telegraph: 4,65,099 (circulation) Hindustan Times: 70000 (circulation) Anand Bazaar Patrika: (Bengali): 11,94,337 (circulation)
	Mumbai: A total of 12 adverts in 10 newspapers		Times of India: Main: 821000 (circulation) Economic Times: 215000 (circulation) Education Times: 524000 (circulation) West Side Plus – Bandra to Borivali: 310000 (circulation) Midday: 267000 (circulation) Mumbai Mirror: 651000 (circulation) DNA Academy: 549000 (circulation) Maharashtra Times (Marathi): 302000 (circulation) Navbharat Times (Hindi): 129000 (circulation) Gujarat Samachar (Gujarati) : 245000 (circulation)
	Kochi: A total of 21 adverts in more than 8 newspapers		The Hindu – Metro Plus: 98000 (circulation) The Hindu – Education Plus: 161000 (circulation) Times of India: 175000 + 49000 (circulation) The New Indian Express: 49000 (circulation) Malayala Manorama: 1979000 (circulation) Kochi Chronicle: 65000 (circulation) NIE City express: 49000 (circulation) Deccan Chronicle: 34000 (circulation) Deshabihimani (Malayalam) Mangalam (Malayalam) Malayala Manorama (Malayalam): 147000 (circulation) Mathrubhumi (Malayalam): 95000+140000 (circulation)
	Coimbatore: A total of 19 adverts in more than 10 newspapers		Hindu Metro Plus: 69000 (circulation) Hindu Education Plus: 117000 (circulation) Time of India – education Times: 71000 (circulation) Coimbatore Chronicle: 52000 (circulation)



			<p>Afternoon: 38000 (circulation)</p> <p>Dina Malar (Tamil): 51000 (circulation)</p> <p>Pirpagal (Tamil): 38000 (circulation)</p> <p>Daily Thanthi (Tamil): 127000 (circulation)</p>
On-line	Web advertising:	<p>Yahoo.com</p> <p>Rediff.com</p>	<p>5550000 impressions in Banner advertising. 80000 Emailers</p> <p>2500000 impressions in Banner advertising</p> <p>Mumbai: Banner on Mylibrary homepage</p>
	Posters+ Emailers + Eflyers to internal and external databases		<p>Delhi: 23400, Kolkata: 19750, Mumbai: 47451, Kochi and Coimbatore: 28199</p>
Outdoor	Hoarding		<p>Delhi: 5 external sites and one at the British Council office main gate</p> <p>Kolkata: One hoarding at a prominent location near the venue of the exhibition</p> <p>Mumbai: Advertising on 2 Bus shelters for 10/12 days. Advertising on screens in Best AC Buses in the city for 1 month. Advertising on LCD screens across retail outlets in the city for 7 days</p> <p>Kochi and Coimbatore: Banners of size 8'x4' were printed and placed in key locations of Kochi and Coimbatore. Bus back panel on 10 buses in Kochi. Banners in 3 bus shelters and 10 Gr level signages in race course road in Coimbatore.</p>
	TV Scrollers		None
	Radio		<p>Delhi: FM Channel: 4 days</p> <p>Mumbai: 42 spots/mentions on Red FM radio station in Mumbai over 7 days</p>
Others			<p>Delhi: Promotional visits to around 25 key schools and colleges. Editorial series was carried out i Education supplement of Times of India</p> <p>Kolkata: 20 schools and 30 colleges visited.</p> <p>Mumbai: In-college promotion activity carried out in 2 colleges. Visited 45 institutions in Mumbai to promote the exhibition. Distributed fliers during IELTS exams sessions</p> <p>Kochi: 27 Colleges in and around Kochi and 3 schools were directly visited by BC staff, 175 posters and 1300 fliers sent to the 175 key institutions by hand and through courier, Exhibition cards distributed through Cocoa Café in Kochi: 2000, distributed fliers during IELTS exams sessions from end October till the exhibition date</p> <p>Coimbatore: 21 colleges and 7 schools in and around Coimbatore were directly visited, 175 posters and 1300 fliers sent to the 175 key institutions by hand and through courier, distributed fliers during IELTS exams sessions from end October till the exhibition date</p>

