



# Study in the UK

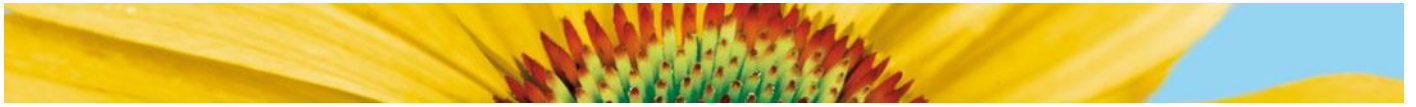
27<sup>th</sup> February 2016

Marriott Hotel

Milan, Italy

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## 1. Introduction

This is the third edition of the British Council Study in the UK Fair in Italy.

The UK attracts 600.000 international students each year and with more than 11.500 from Italy. It is an increasingly popular destination for Italian students. Students heading to Britain are motivated by the high quality of teaching, innovative methodology, an international experience and a more interesting career prospect.

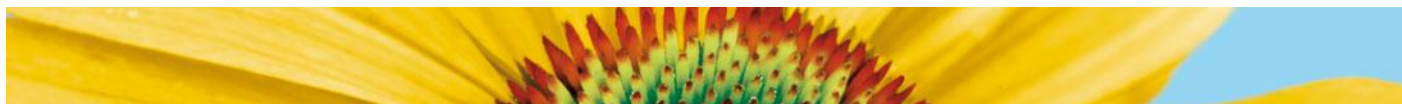
The Fair attracted 2400 visitors at the Marriott Hotel in Milan. It was attended by representatives from 38 UK institutions, (listed below in Appendix 1), to meet with Italian students and parents and providing them with information on education opportunities in the UK. A series of seminars were delivered on the day with topics including “How to apply for a UK University”, Language Certifications and Scholarships and Loans.

This report provides a summary of the event, including exhibitors’ and visitors’ feedback as well as other useful information.

Thanks to your support, the Milan “Study in the UK” Fair has become an essential event for students and parents in the North and the Centre Italy, to learn about the Education system in the UK.

We hope to see you again at our next Fair in 2017!

Filomena Casamassa | Project Manager, Italy



## 2. Event fact file

<b>Venue</b>	Marriott Hotel, Milan 27th February 2016
<b>Opening hours</b>	10:00-18:00
<b>Stand costs</b>	£1,950.00 plus VAT
<b>The Cost included</b>	<ul style="list-style-type: none"> <li>• Venue hire and refreshments</li> <li>• Promotional campaign</li> <li>• Market briefing</li> <li>• Stand assistant free of charge</li> </ul>
<b>Sponsors and Partners</b>	<p>Two sponsors: U4You and UKTI</p> <p>Two media partners: USR Lombardia (Local Education Authority) and Materin.it to help with the promotion and dissemination.</p>
<b>Unique feature to give added value</b>	<ol style="list-style-type: none"> <li>1. Pre event market briefing for exhibitors</li> <li>2. Individual meetings with Italian Agents from IALCA (Italian Agent Association) in partnership with UKTI</li> <li>3. Rich programme of Seminars focused on students' needs.</li> <li>4. Integration with additional GREAT Campaign funding to enhance branding at the Fair</li> <li>5. Shakespeare "Play Your Part" activity, to involve the public in the SL programme.</li> </ol>
<b>Seminars</b>	A series of seminars were held on the day with topics including the importance of studying in the UK, How to apply to a UK University, IELTS exams and Student Finance and Loans.
<b>Online registrations</b>	2350
<b>Participants</b>	2400

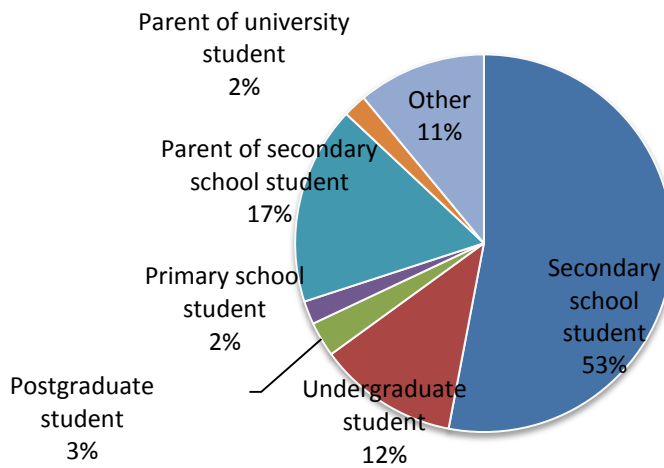


### 3. Key Statistics

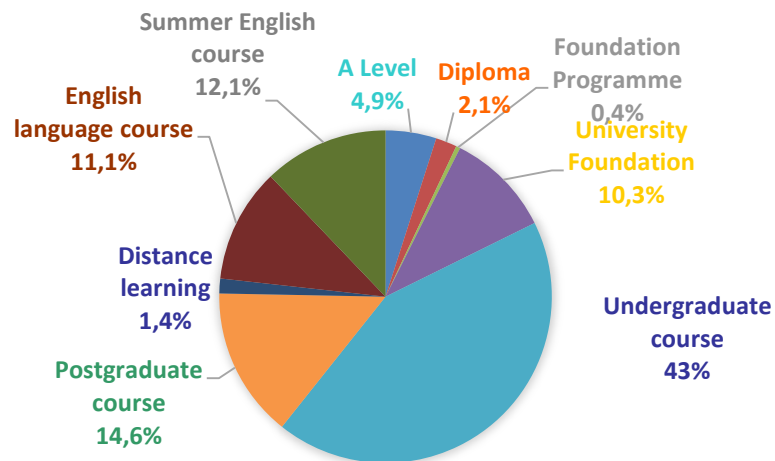
Attendance UK Institutions	2016
<b>Total numbers of visitors</b>	<b>2400</b>
Higher Education	28
Boarding Schools and Colleges	7
Language Schools	2
<b>Total number of exhibitors</b>	<b>38</b>

### Visitors' analysis (400 questionnaires completed)

Visitors' Profile



### What study programme are they interested in?

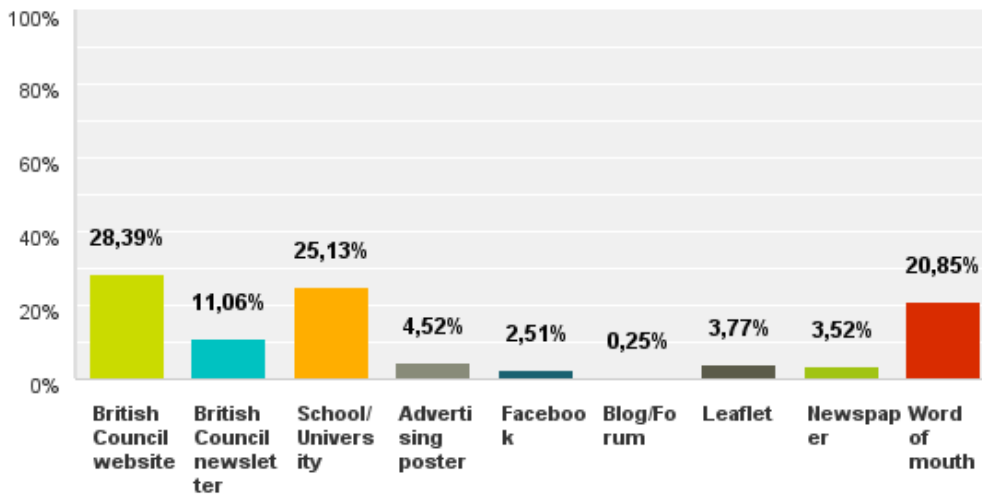




### Which study subject are they interested in?

Psychology Computer Sciences Medicine  
Engineering Chemistry Economics  
English Language Music Fashion  
Film Studies Business Criminology Law  
Business and Management Architecture Arts  
Design, Graphic design and Illustration

### How did they know about this event?

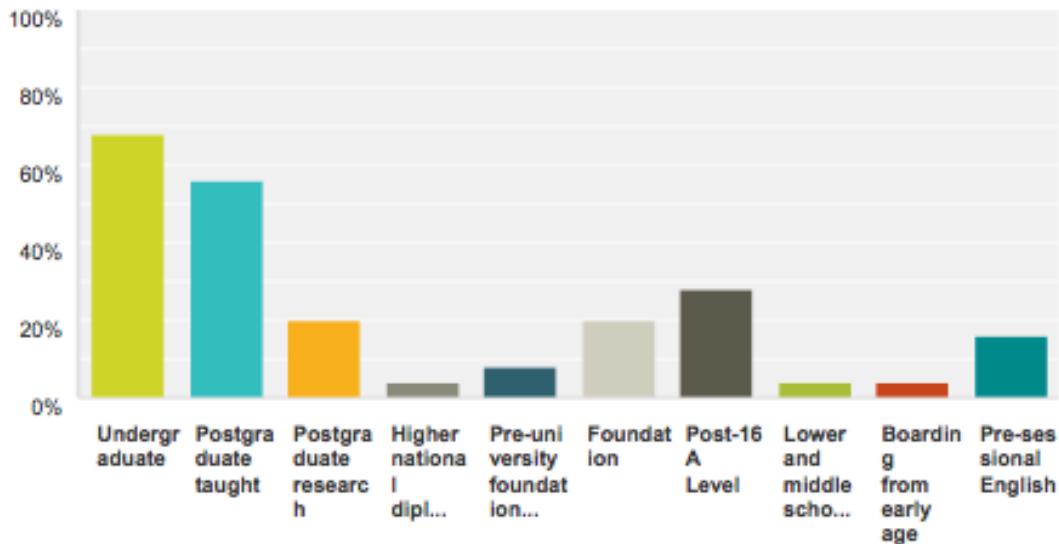


Almost **70% of the visitors** who completed the feedback forms said that the exhibition provided the necessary information they were looking for.



## Exhibitors' feedback (24 forms completed)

### Primary market of interest

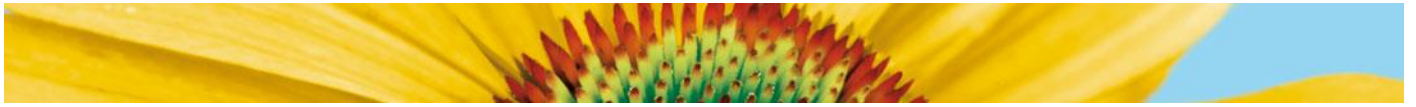


### What is your assessment of the visitors?



Good number and good quality  
100,00% (24)

Opzioni di risposta	Risposte
Good number and good quality	100,00% 24
Good quality only	0,00% 0
Good number only	0,00% 0
Disappointing	0,00% 0
Totale	24



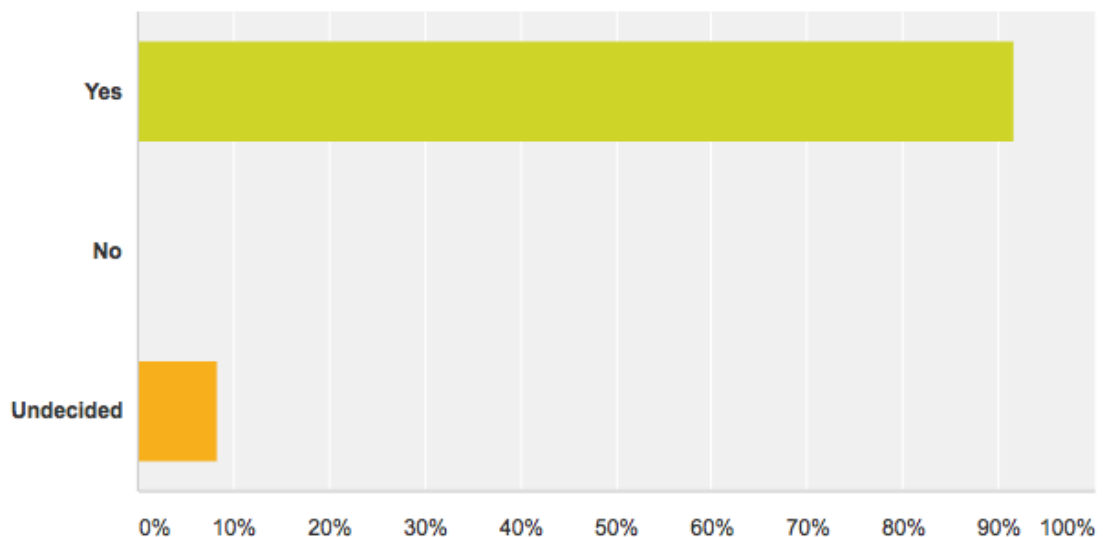
### *Main compliments*

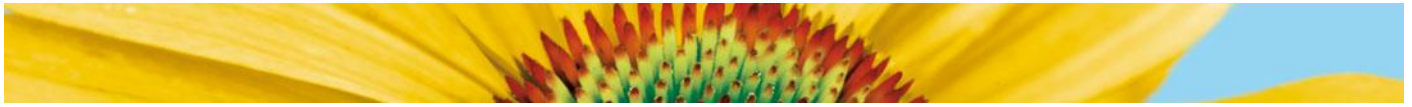
- Very well organised – Education UK was promoted professionally and positively
- Well organised and presented. Good seminar programme
- It was great to have an Italian speaking student at the stand
- The exhibition conveyed the high quality and the holistic nature of the education on offer in the UK
- Use the same location, it is a great venue.

### *Main complaints*

- More opportunities for seminars would be great
- Would have liked more PG enquiries
- We suggest TV screens with key points/FAQs. Queue management. Barcode scanners to collect information, social media on the day.

### **Will you be attending this event next year?**





## 4. Marketing Plan

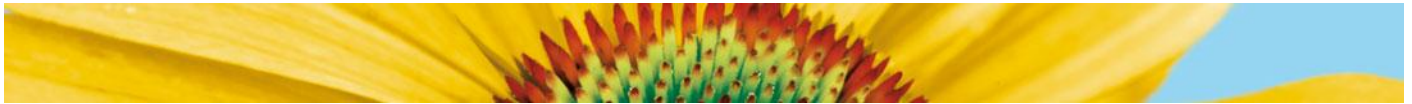
The target audience of the Fair included:

- **Secondary school students** aged 15 – 19 interested in undergraduate studies in challenging and creative learning environment
- **Parents of teenagers**, medium to high income, with international outlook and strong focus on increasing their kids' educational opportunities.
- **Undergraduate students** aged 19 - 22, with interest to increase their educational opportunities and competitiveness on the labour market through postgraduate (masters and doctoral) studies
- **Graduates and young professionals** interested in enhancing their career with a period of study abroad.
- People interested in English course in the UK

The exhibition was promoted through an extended marketing campaign with an outsource agency. The digital campaign was focused on Facebook, Google Adwords, education websites and forums visited by students and their parents. An offline promotion started on 2nd February with billboard posters in the Milan central metro stations.







**Education UK**  
Innovative. Individual. Inspirational.

## DYNAMIC ONLINE PROMOTION OF THE EXHIBITION - FACEBOOK

MILANO

**Facebook**

**Campaign Start:** 11/01/2016

**Campaign End:** 28/02/2016

**Official Facebook Pages:**

- Milano: 16,698 Like
- Napoli: 12,468 Like
- Roma: 14,059 Like

**BRITISH COUNCIL**

**Education UK**  
Innovative. Individual. Inspirational.

## DYNAMIC ONLINE PROMOTION OF THE EXHIBITION - GOOGLE ADV

**College in UK per il 2016**  
Vuoi conoscere come studiare in UK?  
Registrati gratis alla Fiera!  
[britishcouncil.it/fiera-study-uk](http://britishcouncil.it/fiera-study-uk)

**Study in the UK 2016**  
Vuoi conoscere come studiare in UK?  
Registrati gratis alla Fiera!  
[britishcouncil.it/fiera-study-uk](http://britishcouncil.it/fiera-study-uk)

**BRITISH COUNCIL**

- Campaign Start:** 13/01/2016
- Campaign End:** 28/02/2016
- Clicks:** 500
- Average Position:** 1 - 3
- Impressions:** 20,000
- Keywords:** 23
- Text Ads:** 10
- Banners:** 3

**Print advert**

**Education UK**  
Innovative. Individual. Inspirational.

## PROMOTION OF THE EXHIBITION ONLINE AND OFFLINE PR

PowerPoint\_Text\_sunflower.jpg

**SpeakUp**

**Study in the UK**

Il British Council, l'ente britannico per la promozione culturale, organizza dal 13 al 28 febbraio 2016 la Fiera del "Study in the UK" a Milano, in collaborazione con il British Council. La fiera è gratuita e aperta a tutti. Per saperne di più, visitate il sito [britishcouncil.it/fiera-study-uk](http://britishcouncil.it/fiera-study-uk).

**TRENTINO**

**"Study in the UK" a Milano per studenti e insegnanti**

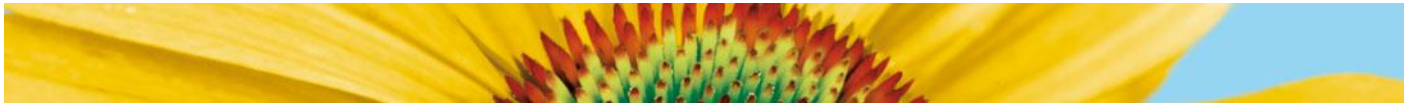
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**LONDON**  
DiconPietro.com

**"Study in UK": aperte le iscrizioni gratuite per la terza edizione della fiera**

La fiera "Study in the UK" è la più grande opportunità per conoscere come studiare in UK. Per saperne di più, visitate il sito [britishcouncil.it/fiera-study-uk](http://britishcouncil.it/fiera-study-uk).

**BRITISH COUNCIL**



## 5. Follow up

Despite the last minute change of the venue, which caused extra logistical issues, the new location worked out very well, in terms of spaces and flow. The organisation of the whole event went very smoothly thanks to the involvement we had from across the sectors (Milan Customer Service and Exams). 37 students from local schools were also employed on an unpaid training basis to provide hostess and interpreting services which were very useful and much appreciated by the exhibitors.

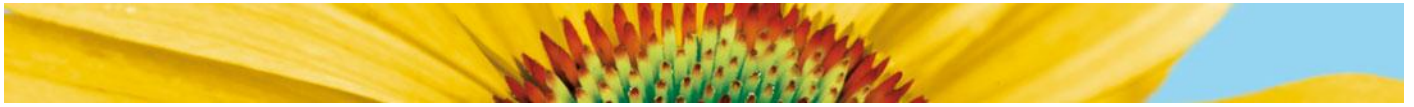
*“Stand assistants were great and very helpful as it was so busy”*

The seminars were all very well attended and to avoid having queues outside, we had a pre-registration system for each seminar, as well as for the entrance of the fair.

As part of a wrap-around activity and with the support of UKTI, an Agents meeting took place the evening before the fair, with more than 10 Agents from IALCA (Italian Association of Agents) present. The exhibitors found this very useful and they suggested to try and have more Agents for next year and to organise an open session where agents visit as many institutions as possible.

During the Fair we also organised a #PlayYourPart-#ShakespeareLives photo-shoot, where a professional photographer involved participants to have their portrait taken while holding their favourite Shakespeare’s quotation. This was part of the SL campaign to engage the public.





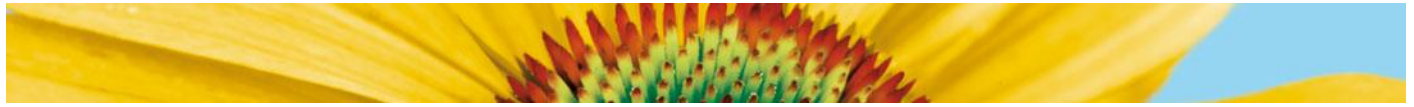
## Future steps:

### **British Council**

- Overall planning and delivery of the Study in the UK Exhibition this year proved to be very successful with interest remaining high by both parties UK institutions and visitors.
- We recognise the importance of strengthening the pre-event promotional campaign for more niche targets and have separate sessions for teachers and career advisers.
- We hope that the great success of the event will attract new partners / sponsors for next year in order to develop the Education UK activities in Italy.

### **UK Institutions**

- It would be useful to look at another city in addition to Milano. We are aware that there is a need to extend the exhibition to other regions and we will explore the possibility of working with new partners to develop the activities.
- More opportunities for seminars would be great. Yes, the seminars were very popular and budget permitting, we will look at the possibility of having two seminar rooms for next year.
- Too expensive hotel. Yes, we are aware, but with the problem we had with the last minute venue change, we didn't have much choice. However we are negotiating a better deal with the hotel for next year.



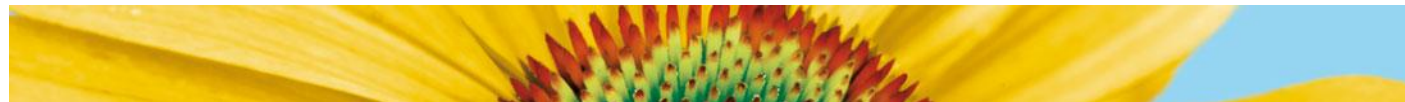
## Appendix 1: List of Exhibitors

1	<a href="#">International House London</a>	English Lang. School
2	<a href="#">Language Centre, University of the Arts London</a>	
3	<a href="#">Ashbourne College</a>	Colleges and boarding schools
4	<a href="#">Broadway Education</a>	
5	<a href="#">David Game College</a>	
6	<a href="#">John Leggott College</a>	
7	<a href="#">Mander Portman Woodward</a>	
8	<a href="#">Rendcomb College</a>	
9	<a href="#">Christ's Hospital</a>	
10	<a href="#">ESCP, Europe Business School</a>	Business School
11	<a href="#">Aberystwyth University</a>	Universities
12	<a href="#">Anglia Ruskin University</a>	
13	<a href="#">University of Bath</a>	
14	<a href="#">University of Bradford</a>	
15	<a href="#">BIMM (British &amp; Irish Modern Music Institute)</a>	
16	<a href="#">Bucks New University</a>	
17	<a href="#">City University London</a>	
18	<a href="#">University Of East Anglia</a>	
19	<a href="#">University Of Exeter</a>	
20	<a href="#">Edge Hill University</a>	
21	<a href="#">Falmouth University</a>	
22	<a href="#">Goldsmiths, University Of London</a>	
23	<a href="#">University Of Greenwich, London</a>	



24	<a href="#">Hartpury College</a>	
25	<a href="#">University Of Kent</a>	
26	<a href="#">Lancaster University</a>	
27	<a href="#">London Metropolitan University</a>	
28	<a href="#">The University Of Manchester</a>	
29	<a href="#">Middlesex University</a>	
30	<a href="#">The University of Northampton</a>	
31	<a href="#">University of Oxford</a>	
32	<a href="#">University Of Portsmouth</a>	
33	<a href="#">The University Of Reading</a>	
34	<a href="#">The University Of Sheffield</a>	
35	<a href="#">School Of Oriental &amp; African Studies (SOAS), University Of London</a>	
36	<a href="#">University of South Wales</a>	
37	<a href="#">UCFB Wembley</a>	
38	<a href="#">The University of Winchester</a>	





## Appendix 2: Seminars

10:30-11:00	1	<p><b>How to apply to a UK University</b> Application procedure and Language Certification Jane Hoatson, <i>British Council</i></p>
11:15-11:45	2	<p><b>Financial Crisis and what we can do about them</b> A discussion of the causes of financial crises and how to prevent them. Simone Varotto, <i>University of Reading – Henley Business School</i></p>
12:00-12:30	3	<p><b>The British A-Level Curriculum and Applications to Top British Universities</b> The presentation will give the opportunity to find out more about A Levels, the main pre-university qualification for British universities, including the recent reforms to the curriculum. It will also give insights into how A-Level students can apply successfully to top British universities. Christopher Masters, <i>Ashbourne College</i></p>
12:45-13:15	4	<p><b>An Overview of the IELTS exam:</b> Content, Assessment and Preparation. Margaret Fowler, <i>British Council</i></p>
13:30-14:00	5	<p><b>How to develop a winning Creative Arts Portfolio</b> Discover Creative Arts and learn how to develop a winning portfolio to gain entry onto a Creative Arts degree in the UK. Over 2.55 million people in the UK are working in the creative &amp; cultural economy (worth over 71.4 Billion). The UK is the largest creative/cultural sector of the world ahead of the USA, offering amazing employment opportunities to students with a creative arts degree. Amy Chandler, <i>Falmouth University</i></p>
14:15-14:45	6	<p><b>Creative Industries and Innovation</b> The creative industries are making some of the greatest changes in our society and offering some of the most exciting careers. Everything from digital media, film and journalism to law and business degrees focussing on intellectual property, there are opportunities that challenge and motivate. Professor Turner, <i>University of Winchester</i></p>
15:00-15:30	7	<p><b>How to apply for a UK University</b> Application procedure and Language Certification Jane Hoatson, <i>British Council</i></p>
15:45-16:15	8	<p><b>L'Importanza della Formazione Anglosassone nel mondo del Business"</b> Domenico Ioppolo, <i>CPP Mf Servizi Editoriali, Class Editori</i></p>
16:30-17:00	9	<p><b>Scholarships and Financial support for your UK studies</b> Jane Hoatson, <i>British Council</i></p>
17:15-17:45	10	<p><b>Studying Business related subjects in the UK</b> Exploring the options available when you choose to study in the UK with emphasis on study choices, why studying in the UK is such a popular choice and what we seek in our applications. Robert Bowen, <i>Aberystwyth University</i></p>
18:00-18:30	11	<p><b>An Overview of the IELTS exam:</b> Content, Assessment and Preparation Margaret Fowler, <i>British Council</i></p>