



Study in the UK

25th February 2017

Milan Marriott Hotel, Milan

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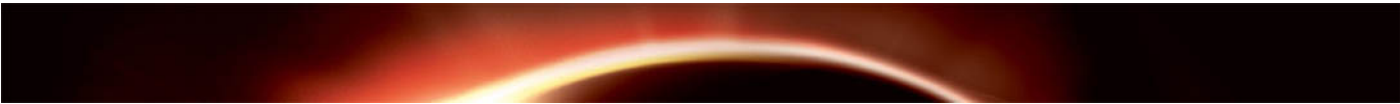
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1. Event fact file

Venue	Milan Marriott Hotel Via Washington, 66, Milan
Opening hours	Saturday 25th February, 10:00-18:00
Stand costs	GBP 1,990 plus VAT
The cost included	<ul style="list-style-type: none"> • Venue hire and refreshments • Promotional campaign • Market briefing Stand assistant free of charge
Partners	USR Lombardia (Local Education Authority), IELTS, IALCA, TutorYou, MB Scambi Culturali, WEP, Comune di Milano
Seminars	<p>Friday 24 February</p> <p>Pre event Market Briefing for Exhibitors – enriched with an intervention from the Rector of Bocconi University in Milan</p> <p>Saturday 25 February</p> <p>A series of seminars were held on the day with topics including the importance of studying in the UK, UCAS, IELTS exams, Studying in Wales, Business, Creative Arts and Opportunities for internships.</p>
Online Registrations	1252
Participants	1400

Unique features to give added value to the event:

- **A team of 48 volunteers** consistently assisted and offered their valuable support to both visitors and exhibitors
- **18 presentations/ workshops** covering topics such as how to apply for an undergraduate course through UCAS, studying in Wales, how to build a portfolio for creative subjects, opportunities for internships and placements while studying a degree in a UK university, a journey through life in the UK, five ways to stand out as a Business graduate, and why a British Boarding school. The seminars provided further opportunities for exhibitors to engage with prospective students and attracted a lot of interest from the media.
- **Pre event Market Briefing for exhibitors** with the participation of Prof. Cristina Messa, Rector Bicocca University, Milan.
- **UCAS training for education counsellors** as an added event on Friday 24th



2. Key Statistics

This is the third edition of the British Council Study in the UK Fair in Italy, an EU growing market for UK Universities. In Italy, the numbers of students going abroad grow year on year and the UK remains the most attractive study destination (10% growth over 4 years).

The event, targeted at the HE, FE and ELT market, hosted representatives from 42 UK institutions (listed below in Appendix A and provided the audience with information on educational opportunities in the UK.

Compared to the figures from last year, this year the number of online pre-registrations, as well as the number of the participants were lower, but according to the feedback from the exhibitors, of better quality. Students who visit our fair come well prepared in advance, they are highly interested in studying in the UK and they come with a list of questions for the universities.

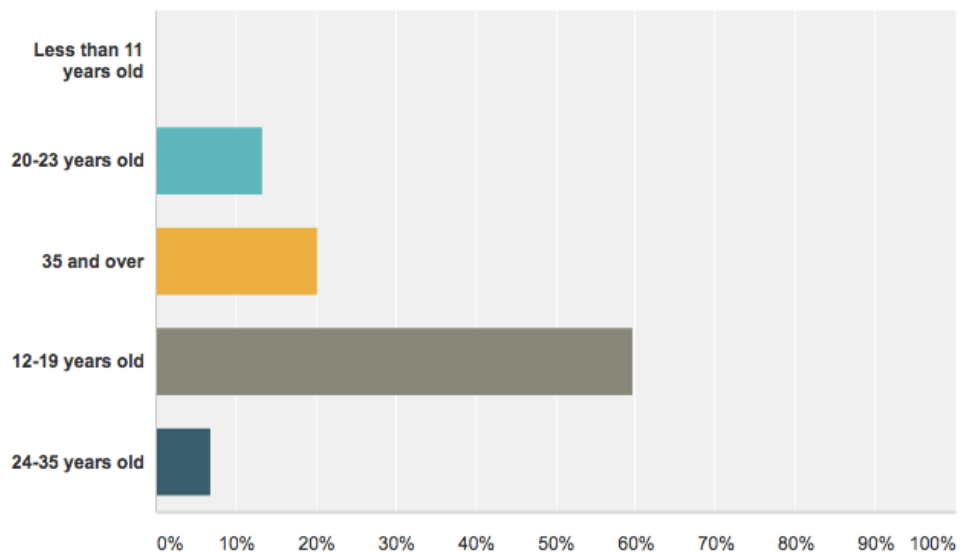
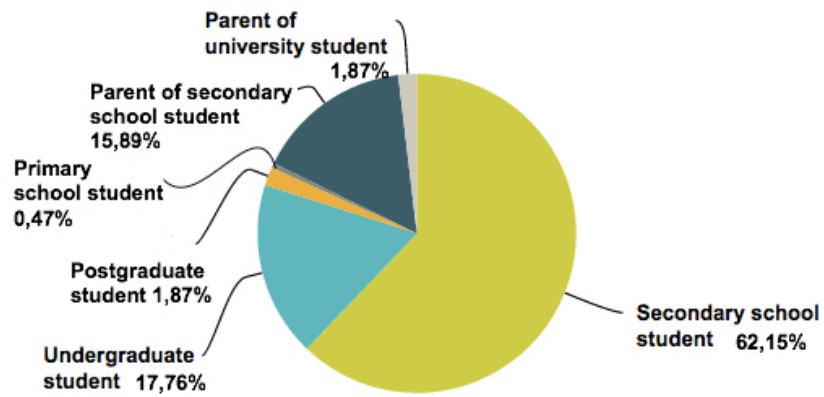
The dropdown of numbers is probably due to the use of VSR, which we introduced for the first time this year. The system is too complex for visitors and it needs to be simplified and made more customer-friendly. We also believe that the result of the EU referendum is creating a lot of uncertainty in the country.

A rich programme of seminars was delivered on the day. The seminars included various themes and study option in the UK, as well as giving essential information on international student experience. All the seminars were well attended

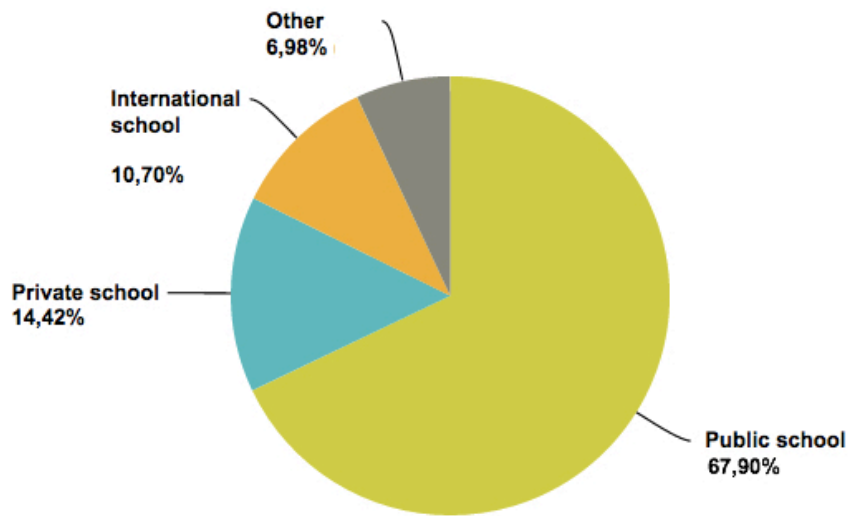
Attendance UK Institutions	2017
Total numbers of visitors	1400
Higher Education	36
Boarding Schools and Colleges	5
Language Schools	1
Total number of exhibitors	42

Visitors' analysis – 236 questionnaire completed

Personal Information



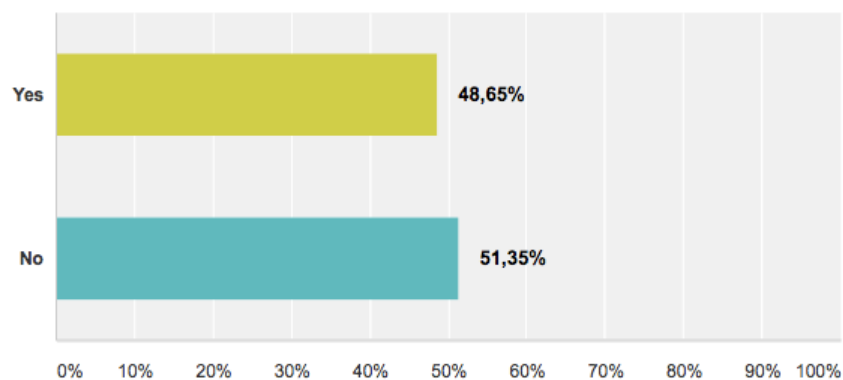
Which school / university are you attending?



Which study subject are you interested in?

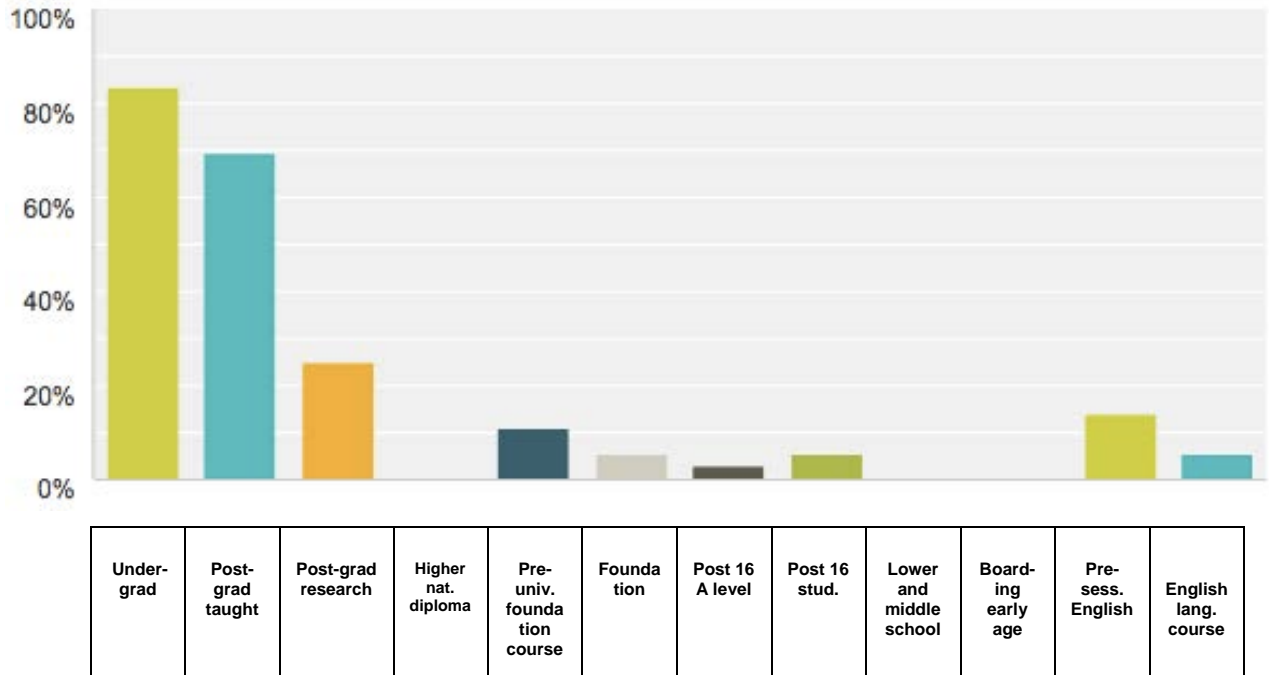
[Medicine](#) [Business](#) [English](#) [Law](#) [Biology](#)
[Journalism](#) [Computer science](#) [Psychology](#)
[Management](#) [Politics](#)
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[Sociology](#) [Education](#) [Accounting](#)

Would you give up the idea of going to study in the UK if Brexit will affect the conditions (fees and grants) for EU students?

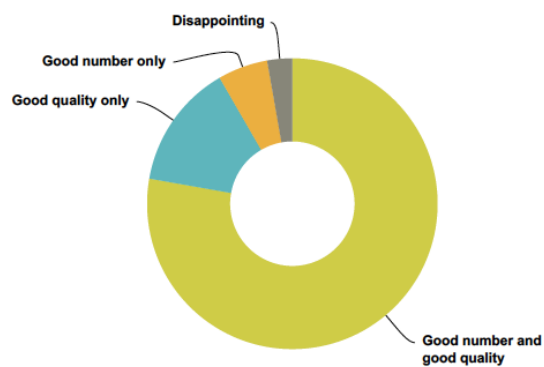


Exhibitors' feedback (36 forms completed)

Primary market interest



What is your assessment of the visitors?



Opzioni di risposta	Risposte	
Good number and good quality	77,78%	28
Good quality only	13,89%	5
Good number only	5,56%	2
Disappointing	2,78%	1
Totale		36

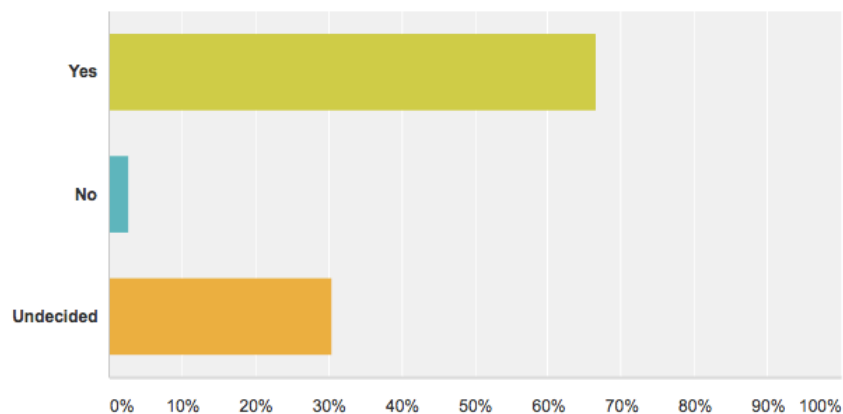
Main compliments:

- Keep organising the event this way
- Impressed with the quality of students, level of English, etc
- I liked the Welsh island in the hall
- Fantastic fair, we were constantly busy
- Venue and exhibitors mix was ideal - not too crowded but enough to attract visitors
- Seminar opportunity was valuable
- Incredibly well-organised event and first-rate marketing

Main complaints:

- Maybe shorter event and not 8-hour long
- Fair is very busy so perhaps assistants bringing drinks rather than eating room
- It would be useful to announce seminars in the main hall 10 minutes before the start as a reminder for students queuing
- Have you considered other venues/cities?
- Needs to be either school or university focused, not both

Will you be attending this event next year?



Opzioni di risposta	Risposte
Yes	66,67% 24
No	2,78% 1
Undecided	30,56% 11
Totale	36

3. Marketing Plan

The target audience included:

- **Secondary school students** aged 15 – 19 interested in undergraduate studies
- **Parents of teenagers**, interested in investing on their children’s educational opportunities
- **Undergraduate students** aged 19 - 22
- **Graduates and young professionals** interested in enhancing their career with a period of study abroad.
- People interested in English course in the UK

From December 2016 to February 2017 we run an online and offline dynamic campaign with an outsource agency. Promotion flyers and posters were sent to universities, public and private schools from the North and Centre Italy. Billboard posters were displayed for two weeks in the Milan Central metro stations. The online campaign was focused on Facebook, Google Adwords, education websites and forums visited by students and their parents.

You might be interested to know that a video of the Fair, together with a selection of photos are available on <https://www.britishcouncil.it/en/events/study-uk-fair-milan>

The advertising campaign was successful. Lots of online and offline messages and resources provided good information coverage and secured good quality visitors attendance to the exhibition.

We worked closely with our partners and the media to communicate the right messages and to strengthen the importance of UK Education following the EU referendum.

DYNAMIC ONLINE PROMOTION OF THE EXHIBITION

WEB



DYNAMIC ONLINE PROMOTION OF THE EXHIBITION



From 20th December 2016 to February 2017 we ran a promotional campaign geo-located on the following regions:

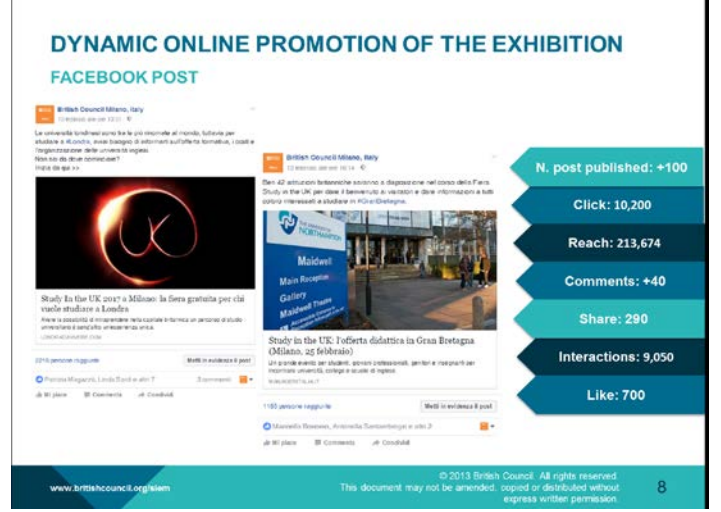
- Piemonte Area
- Lombardia Area
- Veneto Area
- Emilia Romagna Area

And the following cities:

- Rome
- Naples

Target:

- Boys and girls between 15 and 25 y.o.
- Boys and girls between 25 and 34 y.o.
- Young student under 35 y.o.
- Parents of students



Print advert

DYNAMIC ONLINE PROMOTION OF THE EXHIBITION – ONLINE AND OFFLINE PR

METRO ADV
circuito ORO dal 02 al 15/02

3468 DEM and 273 FLYERS
to schools and Universities

EASY MILANO/CORRIERE LAVORO
editorial contents

www.britishcouncil.org/siem

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4. Conclusions

This exhibition was the first major event to happen in Italy following the EU referendum and it attracted a lot of interest from our local partners. The fair proved to be a successful event and we are satisfied with the quality of enquiries, there was a good mix of students and exhibitors, which made the fair run well and smoothly.

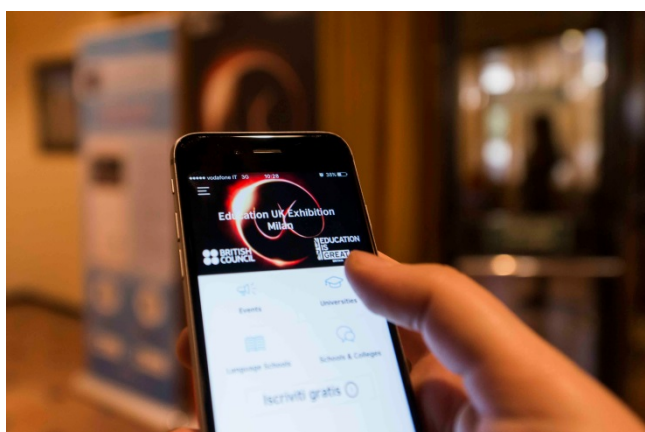
We introduced and promoted the Mobile App through our website and Facebook and we had roll-up banners at the entrance of the fair, where volunteers supported downloading the programme.

The British Council registration system is an area of concern as we think the amount of information required is excessive and this could stop people enrolling beforehand.

Despite political and economic situation the demand for internationally recognised higher education is growing.

We believe that the Milan Fair has become an essential event for Italian students who want to study in the UK and we hope we continue to have the same success for our future events.

Thank you for your support and we hope to see you again for our next Fair in 2018!



Appendix A: List of Exhibitors

1	Language Centre, University of The Arts London	English Language School
2	Broadway Education	Schools and Colleges
3	Christ's Hospital	
4	David Game College	
5	Ellesmere College	
6	MPW Schools and Colleges	
7	Aberystwyth University	
8	Anglia Ruskin University	
9	University College Birmingham	
10	BPP University	
11	Bucks New University	
12	Universities in Cardiff	
13	University of Chichester	
14	City University of London	
15	Coventry University	
16	University for The Creative Arts	
17	University of Derby	
18	University of East Anglia (UEA)	
19	ESCP, Europe Business School	
20	University of Essex	
21	Goldsmith, University of London	
22	University of Kent	
23	Lancaster University	
24	London Metropolitan University	
25	London South Bank University	
26	The University of Manchester	
27	Middlesex University	
28	Newcastle University London Campus	
29	The University of Northampton	
30	Northumbria University	
31	University of Plymouth	
32	University of Portsmouth	
33	Richmond, The American International University In London	
34	University of Roehampton	
35	Royal Holloway, University of London	
36	SAE Institute	
37	SOAS, University of London	
38	University of South Wales	
39	University of Southampton	
40	St Mary's University, Twickenham	
41	Swansea University	
42	University of Warwick	
43	UCAS	