

Next Stop Education UK

Education UK Exhibition

Milan, 28 February – 1 March 2014

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1. Event fact file

Milan

Venue	Atahotel Executive, Milan 28 February – 1 March 2014
Opening hours	Friday, 28 February - 16.00-20.00 and Saturday, 1 March - 10.00-18.00
Stand costs	£1,750.00 plus VAT
Sponsors	Oxford University Press and U4You
Unique feature to give added value	<ol style="list-style-type: none"> 1. Market Briefing for exhibitors (with up-to-date statistics on Italian Education sector and Italian students' interests in the UK) with introduction by the British Council Director of Italy. 2. Seminars focused on students' needs 3. CV and cover letter one-to-one counselling sessions.
Seminars	<p>Friday 28 February:</p> <ul style="list-style-type: none"> • What's new in language testing? Streamline your English test experience – Michael Flynn, Oxford University Press • Showcasing Coventry University London Summer School - Coventry University London Campus • Study in the UK: to understand the British system through a student-to-student perspective – Ateneo Europa • How to apply for a UK University – Application procedure and Language Certification – Jane Hoatson, British Council Italy • An Overview of the IELTS exam: content, assessment and preparation - Margaret Fowler, British Council Italy • The importance of studying in the UK – The difference between the IB / A Levels, Annette Duerdoth (consultant) <p>Saturday 1 March:</p> <p>The above seminars plus:</p> <ul style="list-style-type: none"> • How to write a good CV in English – Keryn Paviour-Smith, British Council Italy • Making the most while studying in London – Denise Panattoni, London Metropolitan University • Career guidance for students in their last year of High School – Rena Team

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2. Key statistics

Attendance	2014
Friday 28 February	1011
Saturday 1 March	1500
Total number of visitors	2511
English Language Schools	1
Secondary Education	4
Further Education	3
Higher Education	23
Total number of exhibitors*	31

*A full list of exhibitors can be found in [Appendix 1](#)

Visitors' primary market objectives	2014
Secondary Education	7%
Further Education	5%
Undergraduate Courses	41%
Postgraduate courses	20%
English Language	23%
Distance Learning	4%

Demographics of Visitors	%
14-18 year-old	30%
19-25 year-old	14%
26-30 year-old	9%
Primary school students' parents	5%
Secondary school students' parents	38%
University students' parents	4%

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3. Impact of marketing plan

Secondary, further and higher education institutions were present at the exhibition and therefore the target audience was male and female in the age ranges: 14 – 18, 19 – 25, 25 – 35 in addition to the parents of these students.

The digital media campaign was outsourced and focused on Facebook, Google AdWords, education websites and forums visited by students and their parents. An offline promotional campaign began in January when flyers and posters were distributed to schools and universities in strategic locations around Italy. Large posters were placed in the Milan metro in the run-up to the event. These were highly visible and had a clear impact on visitor attendance.

The feedback from the exhibitors showed an overwhelming satisfaction with the event in terms of the number and quality of the students, which was achieved through the targeted marketing campaign. Exhibitors were also impressed with the overall look and branding of the promotional and information material.

Students were required to register themselves online before the event in order to provide an indication as to the popularity of the event in addition to reducing registration times on the day. On arrival, visitors were handed an information pack which contained a colour-coded layout of the stands which clearly marked the different types of institutions.

5% of visitor feedback forms were received which showed that the most effective promotion was the British Council website and Newsletter. However, a higher percentage of feedback collected would provide a clearer picture of the exhibition and therefore strategies for obtaining visitor evaluation need to be considered for the next event.

A full media plan can be found in Appendix 4.

4. Conclusions and follow up

4.1 Key recommendations for institutions

Exhibitors observed that Italian students showed great interest in studying in the UK and that there is high market potential for both undergraduate and postgraduate students, so exhibitors would be advised to bring sufficient information regarding the postgraduate courses on offer. Italian students are clearly interested in the practical aspect and employability of UK degrees. There was also a surprising interest in secondary and pre-university education.

4.2 Key recommendations for the British Council

The event was highly successful and both exhibitors and students were pleased. The venue was considered suitable due to its size and location as the hotel is situated 50 metres from the metro station. The hall was used to its maximum capacity and therefore a different location will have to be found if the next year's event is to include more exhibitors. Opening hours were appropriate as there were a constantly high number of visitors from beginning to end.

Exhibitors found the Market Briefing highly informative because it included specific data about Italian interest in UK education. The seminar sessions were a particular attraction and will need to be held in a larger space at the next event due to their popularity. Some exhibitors remarked that it would be helpful to include sessions providing general information on topics such as tuition fees, UCAS and UK student loans because Italian students are unaware of the system.

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Due to the high footfall some exhibitors found they could not leave their stand for the coffee breaks so refreshments should be made available throughout the entire event.

Exhibitors expressed their interest in attending future British Council education events in both Milan and other strategic Italian cities such as Rome and Florence.

Organisers should take into account that Scottish higher education institutions are very popular among Italian students. This led to a long queue at their stand which blocked access to adjacent stands.

Students from local schools were employed on an unpaid voluntary basis to provide hostess and interpreting services which were much appreciated by the exhibitors. These were students from local schools who received a British Council certificate documenting their work experience and a small donation was made to each school. This initiative kept the costs down whilst providing invaluable support for the event and a good work experience opportunity for the students.

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Appendix 1: List of participating institutions

1.	Anglia Ruskin University
2.	Anglo-Continental School Of English
3.	Bosworth Independent College
4.	Bournemouth University
5.	Canterbury Christ Church University
6.	Central College Nottingham
7.	City University London
8.	Coventry University London Campus
9.	David Game College
10.	Durham University Business School
11.	ESCP Europe Business School
12.	Goldsmiths, University of London
13.	London Business School, University of London
14.	London Metropolitan University
15.	Middlesex University
16.	Moreton Hall School
17.	Oxford University
18.	Queen Mary, University of London
19.	Regent's University London
20.	Richmond The American International University in London
21.	SOAS, University of London
22.	The University of Northampton
23.	University College Birmingham
24.	University Of Birmingham
25.	University of Edinburgh
26.	University of Essex
27.	University of Greenwich
28.	University of Kent
29.	University of Leeds
30.	University Of The Arts London

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31.	University of Westminster
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Appendix 2: Visitors' survey results

Returned from 121 visitors

1. Are you

Secondary School Student	Under Graduate Student	Post Graduate Student	Parent of Primary School Student	Parent of Secondary School Student	Parent of University Student
30%	14%	9%	5%	38%	4%

2. You attend a

A State School	An International School	A Private School
66%	10%	24%

3. What is your primary market interest in this event

A Level	Diploma	Foundation Programme	University Foundation	UG	PG	Distance eLearning	EL	Summer English Courses
4%	3%	5%	8%	33%	20%	4%	9%	14%

4. What programme of study are you interested in?

Business Management
Economics
Engineering
Languages
Medicine
Sciences

5. How did you find out about the exhibition?

British Council	School/ University	Poster/ Flyer	Newspapers	Blog	Facebook	Recommendation from family / friends
44%	17%	12%	1%	3%	7%	16%

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6. How would you rate the quality of the event?

Excellent	Good	Average	Bad
17%	55%	24%	4%

7. Did you find out what you wanted?

Yes	No
93%	7%

8. To what extent is it likely to recommend BC to a friend or a colleague?

10	9	8	7	6	5	4	3
27%	15%	36%	17%	2%	2%	0%	1%

9. Any suggestions for future events?

- Bigger spaces for stands and seminars
- More seminars on the English education system in general
- Extend the fair to the Sunday
- More representatives from the EL sector

Appendix 3: Exhibitors' survey results

Returned from 31 exhibitors

1. What were your objectives for coming to this exhibition?

Recruitment	Profile raising	Both
7		25

2. What is your primary market interest in this event?

Under graduate	Post graduate	Post graduate research	Higher national diploma	Pre-University foundation	Foundation	Post-16 A-level	Pre-sessional English
21	24	9	0	1	6	2	6

3. What is your assessment of the visitors?

Good number and good quality	Good quality only	Good number only	Disappointing
28	0	2	1 (poor PGrad interest)

4. How do you rate the Exhibition venue?

Very good	Good	Satisfactory	Unsatisfactory
8	14	8	0

5. What market developments have you noticed by joining the exhibition?

- More interest in studying in the UK and there is a great market potential for both UG and PG students.
- There are some specific areas of interest for Italian students e.g. Art and Design, Architecture due to lack of practical based arts degrees in Italy.
- There is a big interest in the UK in flexibility of American Degree.
- Students need to be guided towards English language support.
- Italian students are more interested in full time pre-university education than expected so high demand for A-levels at boarding schools and a high demand for certification.
- Most demand for summer schools is for younger students.
- Desire to study in London
- Close understanding of the market subject interest.

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6. What learning points have you picked up for your institution?

- The Italian education system has new plan at Bachelors-Masters level (3+2).
- Italy should be in our market strategy and there is good potential for PG recruitment so need more postgraduate material and a huge UG market.
- Students do not like typical theoretical study in Italy and looking for practical courses and employability.
- An increasing number of students are studying 1B and IGCSEs.
- UF programmes becoming more popular and Italians interested in short term programmes in UK.
- UK university's high entry requirements challenging for Italian students
- Italian parents are very involved in their kids' education.
- Clear information on UCAS + student loan entry requirements is needed and more emphasis on language provision in our marketing.
- Leaflets should be translated into Italian.
- Some new interest in film/media undergraduate course.
- We need a new mechanism for getting awareness raising toehold.

7. Have you developed new links or built on existing feeder or agent relationship by coming?

Yes	No
19	13

8. How do you rate the support to your business needs from British Council Italy before and during the event?

Very Good	Good	Satisfactory	Unsatisfactory
14	12	9	0

9. Please give your overall assessment of the exhibition

Excellent	Good	Average	Bad	Very bad
17	12	0	0	0

10. What recommendations have you got for the future of this particular event for British Council?

- Raise the profile of University Foundation programmes.
- Offer information to visitors on what the different types of institutions are and the type of courses available.
- There is clearly a huge demand for similar events in Milan and Rome and maybe Florence and strong demand for specific Postgraduates programmes.

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- Some demand for alternative, larger venue and mix up schools.
- Shorter opening times and a chance to meet universities for potential partnerships.
- There should be more marketing in UG institutions in Italy i.e. students currently in university.
- Perhaps more seminar options and would help to assess if people interested in degree courses or English courses.
- More boarding schools should be encouraged to join the event.
- The market is more business profile oriented.
- The event works for UK institutions but not Scottish ones.
- This is the best British Council event I have attended.

11. Please give your assessment of the exhibition in terms of innovation, promotion of Education UK brand, presentation and overall impact.

- Outstanding, excellent, very good, professionally run and well located venue, well-organised.
- A huge turnout of behind the scenes work has clearly been involved.
- Excellent coverage and detailed market brief was useful but innovative aspect needs to be boosted to target group.
- Excellent promotion, organisation and management.
- Very good turnout and informed students so should increase recruitment.
- Very good ad campaign on Milan metro and the marketing was impressive.
- The brand was well presented around the venue. It promoted UK but did not necessarily establish a firm brand for the market due to variety of exhibitors and guests.

12. Finally will you be attending this event this time next year?

Yes	No	Undecided
24	2	3

13. Additional comments and suggestions

- The Best BC event attended, overall a great experience.
- We are very happy with the footfall and the market briefing was really informative, the stand assistant and interpreters were excellent and invaluable.
- The students knew what they wanted to study but didn't know about UCAS, tuition fee loans etc.
- We'd be interested in virtual events as well as 'in country'.
- We would like more info on PGrad specific events and Expo Milan'15 developments.
- Great interest in events in Rome and in key Italian cities.
- Communicating what to expect from the event will help students search and focus on what they are looking for.
- Would be helpful to include an opportunity to meet potential agents.

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Appendix 4: Advertising and promotion plan (media plan)

From 1 January to 31 March we ran a promotional campaign geo-located on the following cities:

- Rome Area
- Milan Area
- Naples Area
- Florence Area
- Venice Area
- Turin Area


Target:

- Boys and girls between 16 and 20 years old
- Boys and girls between 20 and 25 years old
- Young student under 35 years old
- Parents

Online promotion of the Exhibition:

British Council Website				
Period	Visits	Unique visitors	Visit duration	Page/Visits
Jan-Feb 2014	262.591	172.989	00:03:40	4

Study in the UK British Council page	
Period Jan-Feb 2014	Views: 20.156

IELTS Italy Facebook page	<p>Campaign start: 1 January 2014</p> <p>Campaign end: 1 March 2014</p> <p>New likes: 2000</p> <p>People talking about: 200</p>
<p style="text-align: center;">Facebook Adv</p> 	<p>Campaign start: 21 January 2014</p> <p>Campaign end: 1 March 2014</p> <p>Clicks on adv: 15.303</p> <p>Clicks on web: 10.290</p> <p>Reach: 890.972</p> <p>Likes on post: 651</p> <p>Comments: 25</p> <p>Share: 8</p>

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Google Adwords



Campaign start: 15 January 2014

Campaign end: 1 March 2014

Clicks: 3032

Average position: 1 - 2

Impressions: 591.127

Keywords: 60

Text Adv: 80

Banners: 10

Online and Offline PR



Campaign start: 1 January 2014

Campaign end: 1 March 2014

Blogs: 23

Radio: 21

Placements: 8

Facebook pages: 41

Forums: 41

High Schools: 23

Universities: 10

**PR Offline
Universities**

Università degli Studi di Milano
Bicocca
Politecnico di Milano
Bocconi
Università Cattolica del Sacro Cuore
LIUM
LIUC
Uninsubria
SSML
Università di Pavia

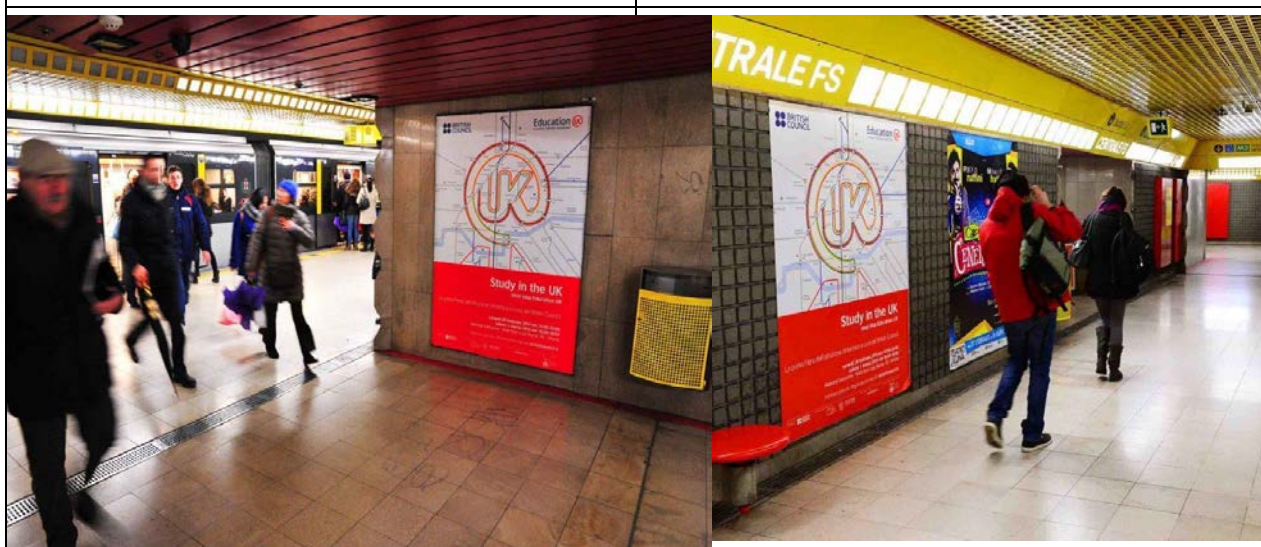
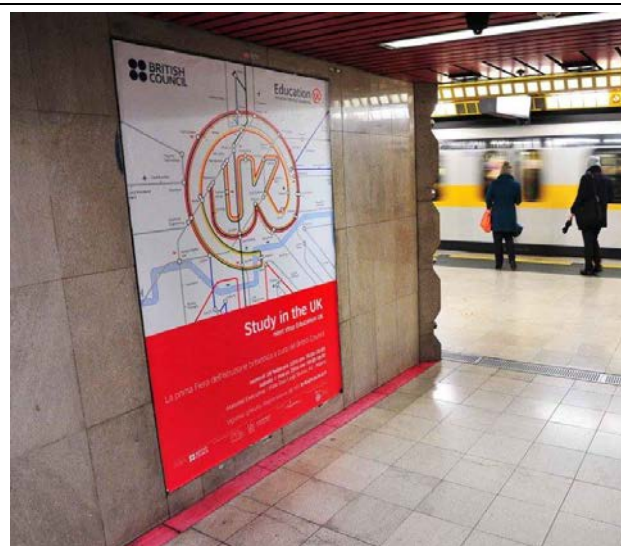
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**PR Offline
High Schools**

Istituto Leone XIII – Liceo Manzoni
Liceo Vittorio Veneto – Liceo Leonardo
Liceo Tito Livio – Istituto Zaccaria
Liceo Berchet – Liceo Fermi
Liceo Carducci – Liceo Beccaria
Liceo Parini - Liceo Tecnico Feltrinelli
Setti Carraro – Istituto Gonzaga
Istituto Leopardi – Liceo Linguistico Int.
Collegio San Carlo – Salesiani di Milano
Istituto Carlo Tenca – Liceo della Scienza
Varese
Liceo Manzoni Varese – Liceo Galilei Legnano
Scuola Europea

Milan Underground

**Poster in Milan, central Line Metro stations
for a period of three weeks**



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