



# Your journey begins here

Education UK Spring Exhibition Japan

Tokyo, 31 March 2014

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## 1. Event fact file

### Tokyo

<b>Venue</b>	British Council Tokyo, 31 March 2014
<b>Opening hours</b>	17:00 – 21:00
<b>Stand costs</b>	£445.48
<b>Seminars</b>	<b>17:15 – 17:50</b> Study in the Summer! A guide to short-term study in the UK <b>18:00 – 18:30</b> University study in the UK – the basics <b>18:40 – 19:50</b> IELTS Seminar <b>20:00 – 20:45</b> Alumni Talk Show - Discussion with Japanese graduates of UK universities



## 2. Key statistics

\* Full feedback can be seen in Appendix 1.

<b>Attendance</b>	<b>Tokyo</b>	<b>Tokyo</b>
	<b>2014</b>	<b>2013</b>
Total number of visitors	300	415
Total number of exhibitors	40	40
<b>Visitors' study abroad areas of interest</b>		
Primary/High school	2%	1%
FE College	1%	5%
University preparation course	13%	12%
Art	9%	11%
UG degree	25%	21%
Short term UG programme	14%	6%
PG degree	19%	23%
English course	13%	20%
Distance course	0%	1%
<b>Demographics of visitors</b>		
Male	36%	34%
Female	64%	66%

## 3. Impact of marketing plan

Marketing for the event mainly targeted the British Council's existing databases of universities, schools and individual prospective students. The event was promoted to these databases by both direct mail and e-mail newsletters. Paid publicity consisted of distributing flyers to an external education publisher's extensive database of schools and universities.

- Copies of the event flyer were sent in February to an external database of 400 educational institutions, including universities, junior colleges, vocational colleges, junior high schools, senior high schools, English language schools, international centres and boards of education. Flyers were also sent to the British Council's own database of 100 universities, schools and international schools.
- The British Council regularly promoted the event to its database of 3,500 prospective students, as well as well as the 12,000 customers registered to the monthly e-flyer.
- A pre-registration system encouraged students to pre-register for the event in order to receive a gift on the day. 90 students pre-registered for the event.



## 4. Conclusions and follow up

In 2013 the Spring Exhibition was reintroduced to our events calendar following a four year absence. The success of the event led us to stage the event once again this year. Unfortunately attendance figures were down on the previous year, from 415 to 300. This can largely be put down to the timing. This year's event took place on 31 March, the final day of the Japanese financial year and traditionally one of the busiest for working people. Furthermore, it was also the final day before the consumption tax changed from 5% to 8%, meaning those involved with finances in their work were busy making preparations for the change. The impact of the date is supported by the feedback received from institutions, many of whom suggested that there had been a significant decrease in working people in attendance compared with the previous year.

April also marks the beginning of the new academic year in Japan. Many students choose to travel in March before the start of the term which means March events can be difficult for them to attend. With the above in mind the British Council will consider moving the event to a date in early April (avoiding Easter weekend). However, any change will depend on the views of the study abroad agents whose events we coordinate our spring exhibition around.

### 4.1 Key recommendations for institutions

Results from the visitors' questionnaire highlighted the following points:

- As at last year's event, a number of visitors came to receive information on studying English in the UK and would have appreciated more information on English courses from the universities with English centres. This is probably a result of the recent increasing demand for English summer programmes.
- A number of visitors asked to receive more information on the scholarships offered by the various participating institutions.

### 4.2 Key recommendations for the British Council

The feedback received from participating institutions and visitors was largely positive. However, a number of institutions located in rooms on the far side of the venue reported a limited flow of students to their area. As a result of this feedback we plan on changing the venue layout for next year's event to ensure that all institutions are located within the same area. This will result in a reduced capacity (from 40 to 38) but we feel it will help ensure a more even flow of traffic. Suggestions for improvements were received in the questionnaires for participating institutions and visitors and are summarized as follows:

- Some visitors requested that future events be staged with longer opening times, perhaps with a midday start.
- Due to the apparent increase in demand for short-term English language programmes we would like to involve more EFL providers in future events.

## Appendix 1: List of participating institutions

Participating Institutions	
Anglia Ruskin University	London Metropolitan University
University of the Arts London	Loughborough University
Bellerbys College	Mander Portman Woodward
University College Birmingham	Middlesex University, London
Birmingham City University	Newcastle University
University of Bradford	Central College Nottingham
University of Brighton	Queen Mary University of London
Cambridge Education Group	The University of Reading
City University London	Regent's University London
University for the Creative Arts	School of Oriental & African Studies (SOAS), University of London
De Montfort University	Shane Global Language Centres
D'Overbroeck's College	The University of Sheffield
University of East Anglia	University of South Wales
University of Essex	University of Southampton
Institute of Education, University of London	University of St Andrews
International Study Centres UK	University of Stirling
Kaplan International	Trinity Laban Conservatoire of Music and Dance
University of Kent	University of West London
King's College London	Writtle College
Leeds Metropolitan University	York St John University

## Appendix 2: Visitors' survey results

Education UK Fair Tokyo October 2014 Number of participants - 300 Number of questionnaire respondents - 55		Number of responses	Percentage
<b>Sex</b>			
Male		20	36%
Female		35	64%
<b>Residence</b>			
Tokyo, Kanagawa, Saitama, Chiba		49	89%
Other		6	11%
<b>Age</b>			
Under 15		2	4%
16~18		7	13%
19~23		21	38%
24~29		5	9%
30~35		9	16%
36~40		4	7%
41~45		5	9%
46 or over		2	4%
No response		0	0%
<b>Occupation</b>			
Student			
	<i>PG</i>	1	2%
	<i>UG</i>	18	33%
	<i>Junior College</i>	0	0%
	<i>Vocational College</i>	1	2%
	<i>Senior High</i>	5	9%
	<i>Elementary/junior high</i>	2	4%
Professional			
	<i>1-4 years of employment</i>	1	2%
	<i>5-10 years of employment</i>	9	16%
	<i>10 years or more of employment</i>	5	9%
	<i>Other</i>	11	20%
No response		2	4%
<b>Why did you participate in the event?</b>			
I am interested in UK culture		16	20%
I wanted to speak with alumni		4	3%
I wanted more detailed information on study in the UK		43	37%
I wanted to speak directly with the visiting universities		16	14%
I was interested in the event seminar programme*		30	26%
Other		5	4%
*(Which seminars were you interested in?)			
Study in the Summer!		3	7%
University Study in the UK – The Basics		20	49%
IELTS Seminar		8	19%
Alumni talk		10	24%

**What kind of study abroad programme are you interested in?**

Primary/High school	2	2%
FE College	1	1%
University preparation course	13	14%
Art	9	9%
UG degree	25	26%
Short term UG programme	14	15%
PG degree	19	20%
English course	13	14%
Transnational course	0	0%

**Please indicate your preferred area of study if you intend to study at university in the UK:**

History of Art, International Politics/Relations, Fashion, Politics, Economics, Development Studies, TESOL, Psychology, Law, Accounting, Linguistics, Social Studies, Philosophy, Biology/Chemistry, Tourism

**How did you find out about the event?**

Through the British Council			
	Visit to the British Council	4	3%
	British Council homepage	37	31%
	British Council Japan Facebook page	6	5%
	Education UK Newsletter	5	4%
Flyer			
	Received at school	7	6%
	Received at the British Council	13	11%
Other			
	Word of mouth	4	3%
	School	6	5%
	Media	1	1%
	Other	0	0%

**Would you recommend the British Council's study abroad events to friends or colleagues? (Scale of 0 – 10, with 0 being negative and 10 being positive)**

10	11	20%
9	2	4%
8	12	22%
7	6	11%
6	3	5%
5	9	16%
4	8	15%
3	3	5%
2	0	0%
1	0	0%
0	1	1%



**Did this event meet your expectations?**

Strongly agree	13	26%
Agree	32	63%
Neither agree nor disagree	3	6%
Disagree	3	6%
Strongly disagree	0	0%





<b>Did you feel that this was a high quality event?</b>		
Strongly agree	15	29%
Agree	31	61%
Neither agree nor disagree	5	10%
Disagree	0	0%
Strongly disagree	0	0%
<b>Did you gain new knowledge as a result of taking part in this event?</b>		
Strongly agree	18	35%
Agree	30	59%
Neither agree nor disagree	2	4%
Disagree	0	0%
Strongly disagree	1	2%

## Appendix 3: Exhibitors' survey results

Questionnaires were completed by 12 participants, a response rate of 32 per cent.

5 = high rating/strongly agree, 1 = low rating/strongly disagree

Question	5	4	3	2	1
<b>1. Pre-event</b>					
<b>a. I received all the pre-event information and support that I needed, and in good time</b>	10 83%	2 17%	0 0%	0 0%	0 10%
<b>Comments:</b>					
<b>2. The event</b>					
<b>a. The overall length of the event was appropriate</b>	7 58%	4 33%	1 8%	0 0%	0 0%
<b>Comments:</b>	<ul style="list-style-type: none"> <li>• Good to have evening event.</li> <li>• I think 4-8 or 5-8 would be sufficient.</li> </ul>				
<b>b. The opening hours were appropriate</b>	6 50%	5 42%	1 8%	0 0%	0 0%
<b>Comments:</b>	<ul style="list-style-type: none"> <li>• Too late – last hour very quiet.</li> <li>• I think 4-8 or 5-8 would be sufficient.</li> </ul>				
<b>c. The venue was appropriate for the event and comfortable for the period of time spent in it</b>	2 17%	5 42%	3 25%	1 8%	1 8%
<b>Comments:</b>	<ul style="list-style-type: none"> <li>• As the stand was very busy the space was a bit limited.</li> <li>• Great venue but slightly difficult when many students waiting as room was small.</li> <li>• Too cramped – students couldn't get to my stand.</li> <li>• Good to spend time with British Council office, however rooms slightly cramped.</li> <li>• At first the space itself was comfortable but since many people were waiting and queuing, it was quite packed. Maybe next time a bigger room would be better.</li> </ul>				
<b>d. The number of quality enquiries I received made a good return on the investment of attending the event</b>	1 8%	3 25%	5 42%	2 17%	1 8%
<b>Comments:</b>	<ul style="list-style-type: none"> <li>• Good students but not quite as busy as expected.</li> <li>• Only the one student who is unlikely to apply.</li> <li>• Very few enquiries and mainly study abroad.</li> </ul>				



3. General issues					
a. Use of the Education UK brand gave the event a clear identity.	6 50%	4 33%	2 17%	0 0%	0 0%
<b>Comments:</b>					
b. The event overall represented a good showcase for UK education in a professional environment	4 33%	5 42%	3 25%	0 0%	0 0%
<b>Comments:</b>					
c. The cost of the event was appropriate considering the market and the overall value of participation	3 25%	5 42%	3 25%	1 8%	0 0%
<b>Comments:</b>					
d. I am interested in attending a similar event in the future	6 50%	3 25%	2 17%	1 8%	0 0%
<b>Comments:</b>	<ul style="list-style-type: none"> <li>• Yes, please do send details over.</li> <li>• Yes, if costs remain similar.</li> <li>• Only as an add-on to other activity.</li> <li>• I would like to attend the one in October as well. Looking forward to it.</li> </ul>				
e. How would you rate the overall quality of service you received	4 33%	6 50%	2 17%	0 0%	0 0%
<b>Comments:</b>	<ul style="list-style-type: none"> <li>• Service was good.</li> </ul>				
f. What benefit did you expect to get from participation in this event:	<ul style="list-style-type: none"> <li>• Meet different students from those at the exhibition.</li> <li>• Raise university profile, increase applications.</li> <li>• Student enquiries/applications.</li> <li>• I hoped to get enquiries from students and also meet more parents.</li> <li>• Meet high quality, focused students.</li> <li>• Market understanding.</li> <li>• We have returned to Japan after a few years break of in-country activity. The BC event has helped with brand awareness and building links with BC colleagues.</li> <li>• Recruit students.</li> <li>• To help promote our school to those who were suitable to study at our school.</li> </ul>				
g. To what extent has this expectation been met?	3 25%	4 33%	2 17%	1 8%	1 0%
<b>Comments:</b>	<ul style="list-style-type: none"> <li>• I felt that there were no foundation /pre-masters students being sent to me.</li> </ul>				



<b>j. Do you expect to have definite applications as a direct result of attending this event</b>	Yes 4 33%	Possibly 6 50%	No 2 17%
<b>Comments:</b>	<ul style="list-style-type: none"><li>• For study aboard in particular.</li><li>• Hope to see students apply although number was fairly conservative.</li></ul>		

<b>Additional comments on any part of the exhibition and the service around it:</b>
<ul style="list-style-type: none"><li>• Thanks for organizing the event and your support.</li><li>• No market briefing – would be helpful in future for newcomers to the market.</li><li>• If there is information about a school fair in future, please let us know.</li><li>• For the pathway market, we need to have slightly better focus in the fair guide – a section explaining the differences between colleges/on-campus preparation/language schools/universities.</li><li>• I would rather some co-ordinated events with international schools than another recruitment fair.</li></ul>



## **Appendix 4: Advertising and promotion plan (media plan)**

### **Details of British Council promotion**

#### **Flyer distribution prior to the event – 10,000 flyers distributed**

10,000 flyers were distributed to over 500 selected schools, international schools, universities, other key local institutions, agents, and international centres. Flyers were also distributed at related events.

#### **E-mails to registered enquirers – Approximately 3,500 subscribers**

Details of the event were e-mailed to approximately 3,500 individuals registered on the Education UK e-mail database of the British Council.

#### **Education UK website – 30,000 page views/month**

The exhibition was promoted through a special event page contained within the Education UK website. Promotion ran from early January 2014 to the day of the event.

#### **E-flyer – 12,000 readers**

The British Council's e-flyer electronic newsletter, containing details of the event, was distributed to around 12,000 subscribers

#### **British Council Japan Facebook Page**

The event was publicised on the British Council Japan Facebook page (5,408 fans).