



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

**Post-event report for
Education UK Spring Exhibition 2015**

**30 March 2015
Tokyo, Japan**

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Introduction

The Education UK Spring Exhibition 2015 held in Tokyo on 30 March 2015 was attended by **305 visitors, 41 institutions (including universities, colleges and pathway providers, and language schools) and three sponsors.**

Feedback from the visitors and participant institutions was largely positive. Seminars on related topics, included a guide to the basics on studying in the UK and a session on how studying abroad can boost your career. All seminars were well attended and well-received by visitors.

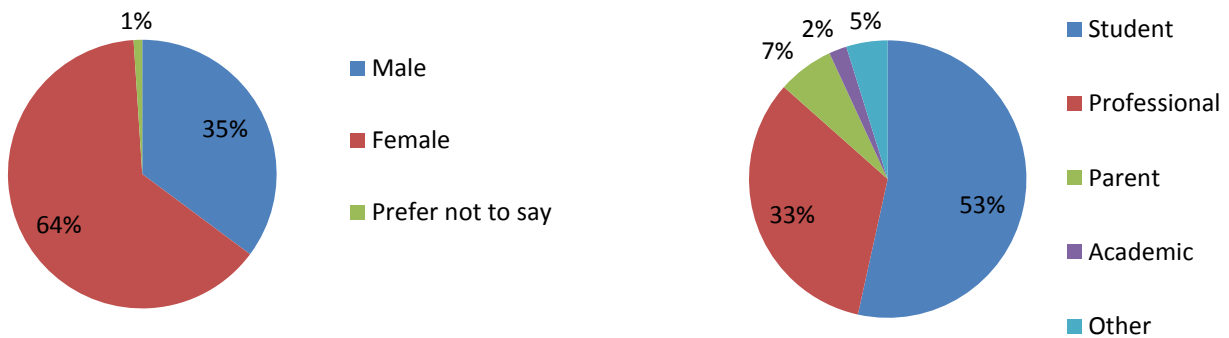
British Council Japan undertook a review of the Exhibition to identify what worked well and the key 'lessons learnt' in order to inform future activities. With feedback from exhibitors and visitors, and together with input from British Council colleagues, this post-event report presents the results of that review.

Key Statistics

41 Exhibitors
218 registrants
305 visitors

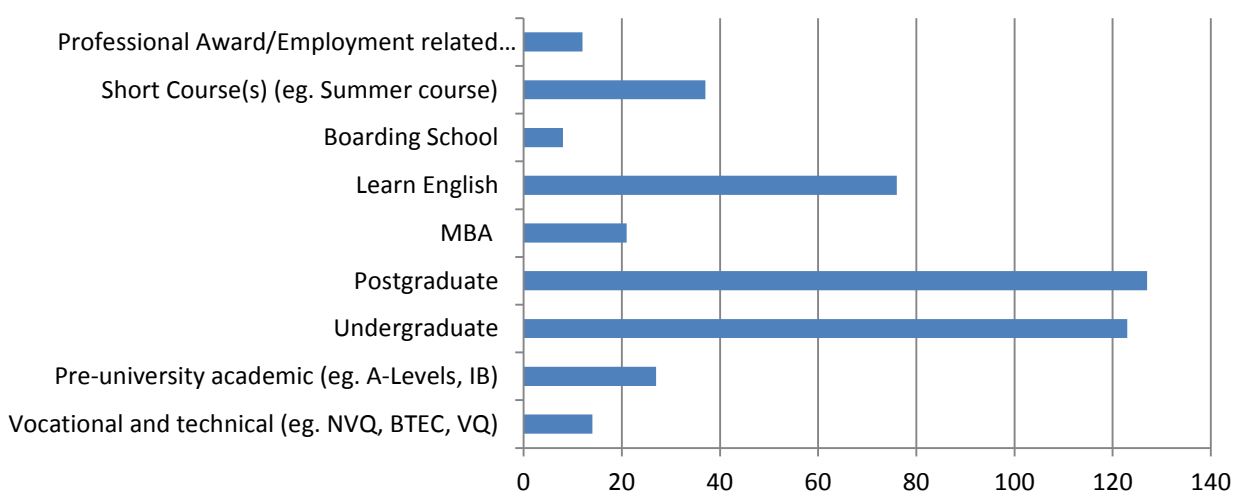
Stand cost: £ 452.63

Visitor demographics



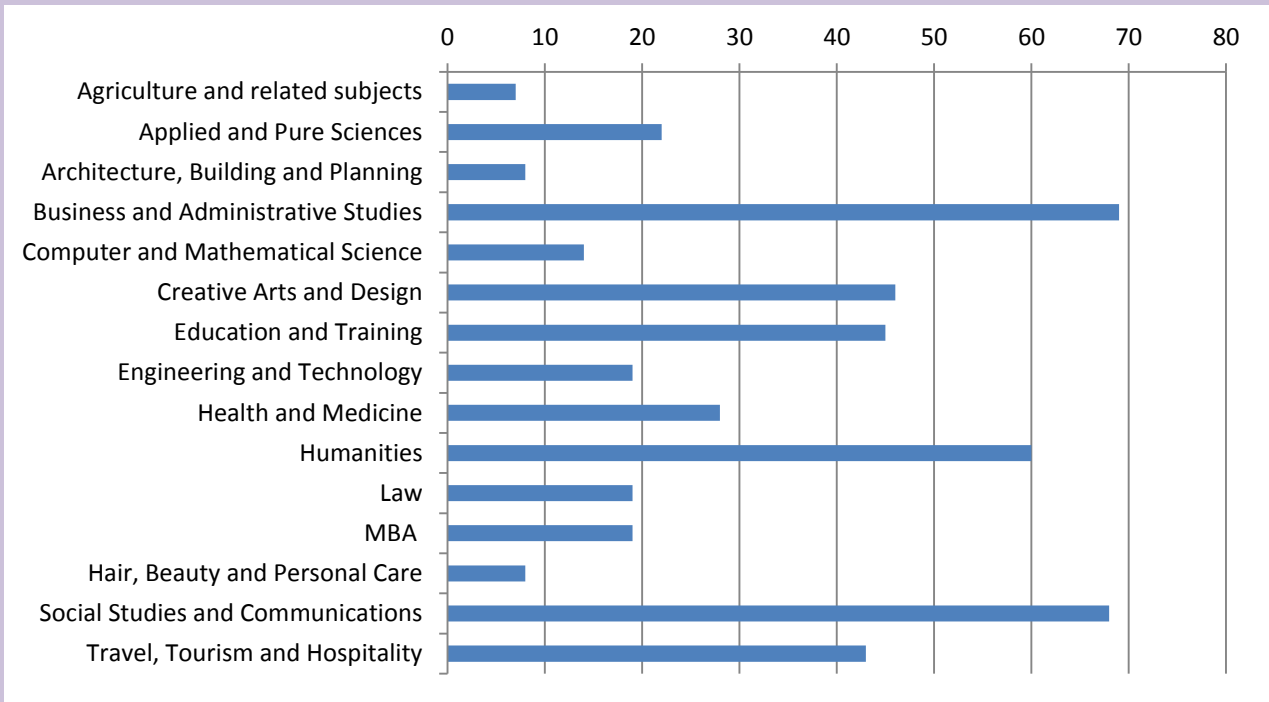
Visitors' preferences

Level of Study



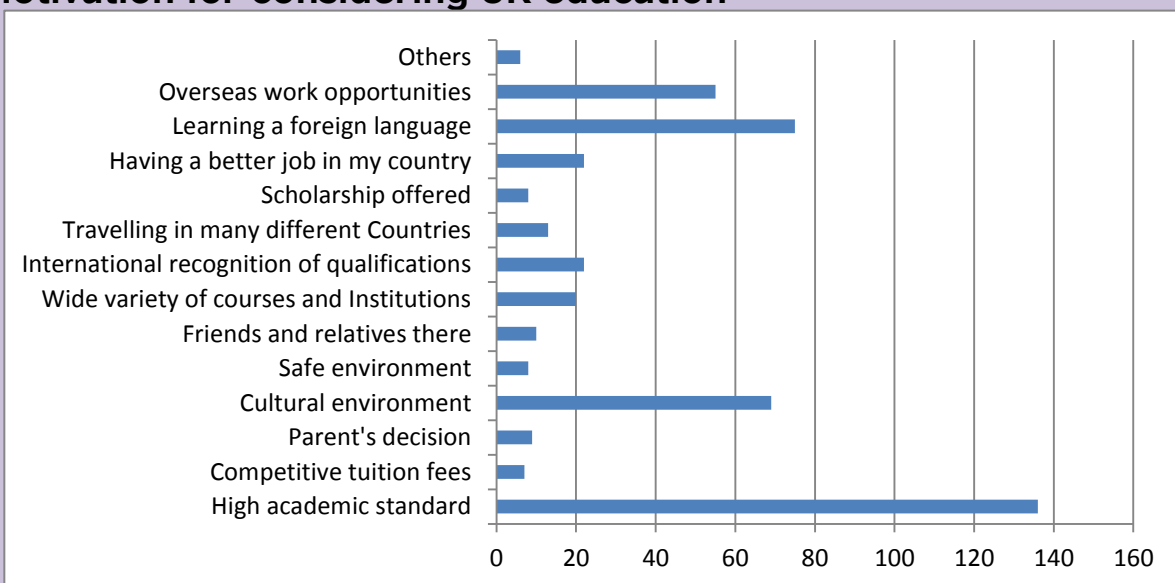
There were enquiries for **all levels of study**. The number of students interested in post-graduate study was up on previous years.

Subject preference



Business & Administration Studies, Social Studies, and Humanities remain the most popular subjects. Interest in **Travel Tourism and Hospitality** increased markedly on 2014.

Motivation for considering UK education



Academic quality continues to be the major motivating factor.

Marketing

In addition to promoting on the Education UK Japan website (+20,000 PV/month) and our monthly e-newsletter (+5,000 subscribers) we advertised the exhibition through the following channels:

Print

Asahi: 4.2m readers
Mainichi Weekly: 48,000



Flyer

Sent to 1,130 institutions



Press release

Picked up by +20 major websites including:

Asahi Digital:
18m UU/day



Social media

Two rounds of paid promotion on Facebook/Twitter reaching +110,000 people



+110,000

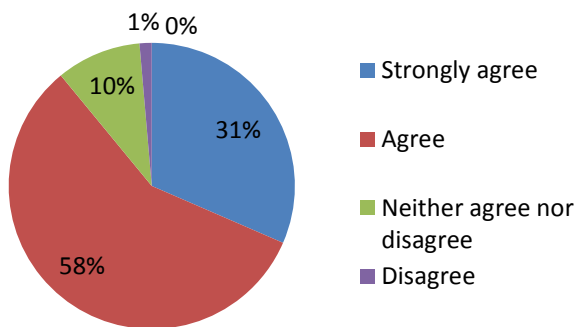
Visitor feedback

Methodology

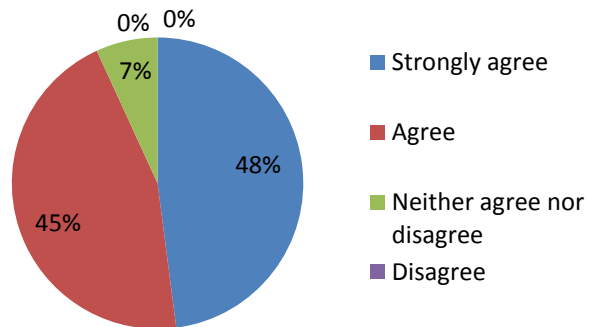
All visitors received a printed questionnaire, which they were encouraged to complete before leaving in return for a free GREAT campaign clear file.

Questions were designed to gather quantitative statistics as well as qualitative remarks on visitors reactions to the exhibition and the decision making process. Response rate:

89% of respondents said it was a **high quality** event



93% of respondents felt they had **acquired new knowledge** through the event



Feedback from visitors

- The British Council support staff were extremely kind but it would be better to hold this in a larger space
- The 'career after graduation' seminar was very useful. More of these seminars please
- Overall a great experience but could have more institutions attending
- There were long queues developing at certain booths – could introduce a booking system?
- The presentations and panel discussion were excellent
- Would be grateful for more information in Japanese on the institutions and courses
- It would be good to hear presentations from institutions

Exhibitor feedback

Responses from 34 institutions

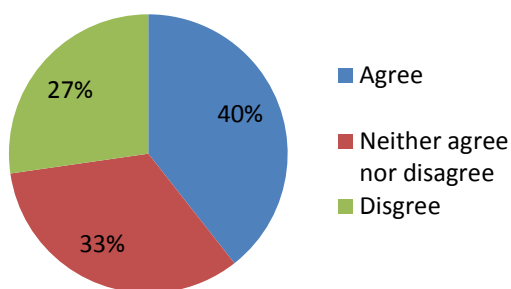
Main compliments

- A thoroughly professional event
- I felt your employees were well-informed and the facilities were superior to other fairs
- The BC staff are so kind and professional
- Pre-event briefing was extremely insightful, thank you!

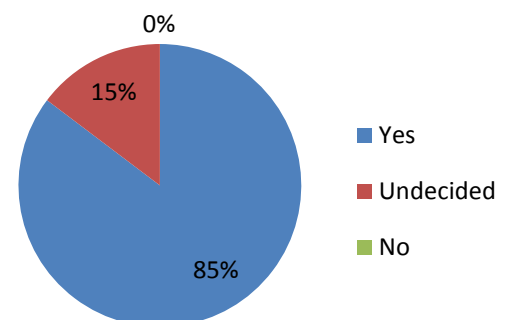
Main complaints

- The layout is not ideal and being in a smaller room further away is not great
- The venue does not really allow for passing traffic. Would be better to hold in a hall
- Could have started and finished slightly earlier - quiet at the end

The number of quality enquiries received made **a good return on the investment** of attending



We are **interested in attending a similar event** in the future



Future steps

There are several areas that both British Council and the UK institutions can work on to improve the overall arrangement and outcomes of the exhibition. The main findings and recommended next steps are outlined below:

British Council

- Considering the record number of pre-registrations the final attendance was somewhat disappointing. The lower than anticipated attendance can largely be put down to the timing. Two agent fairs were held in Tokyo with a similar line up of institutions over the weekend before the exhibition and it is likely that many potential visitors chose to attend one of the agent fairs instead. Moreover, holding the exhibition on a Monday evening means those living beyond Tokyo are less likely to attend. With this in mind the British Council will consider bringing forward the 2016 event to the penultimate weekend in March or the last Friday of March.
- The feedback received from participating institutions and visitors was generally positive. However, there were some complaints about the lack of space, while the 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 to use an alternative venue for the 2016 Exhibition, one that provides more space and guarantees a fair location for all institutions.
- The new Visitor Registration System (VRS) introduced for this exhibition functioned smoothly. A major benefit of the VRS is that it generates a real-time, automated breakdown of visitor profiles allowing us to analyse trends among prospective students. Key trends (e.g. level of study/subject area of interest) were shared with exhibitors during the pre-event briefing but for future exhibitions we plan to send this data in advance so that institutions can prepare accordingly. Incorporated in the VRS system is a QR code function, which allows exhibitors to access individual participant's data including their contact details. The QR function was not used at this event but we intend to conduct market research to assess its feasibility in the Japanese market.

UK institutions

- There were a large number of requests for more information on specialist courses such as MBAs and architecture. Exhibitors should therefore be prepared to provide in-depth information about courses and subjects offered by their institutions as well as general information about admissions.
- 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 likely to be a result of the recent increasing demand for English summer programs. We would like to involve more EFL providers at future events.
- This year's event welcomed a high proportion of junior/senior high school students interested in short-term study opportunities. This is likely a reflection of renewed efforts by the government to promote short-term study abroad among young students in Japan. UK institutions are advised to see the long-term benefits of attracting such students given that a positive experience on a short-term programme can often stimulate students to return to the same institution for longer-term undergraduate or post-graduate study in the future.
- A number of visitors asked for institutions to limit the time they spend speaking with each booth visitor to avoid lengthy queues.

Appendix 1: List of exhibitors

Participating Institutions	
University of the Arts London	Kaplan International Colleges
Aston University	University of Kent
The University of Bath	King's College London (University of London)
Bell - your pathway to university	University of Leeds
Birkbeck, University of London	The University of Lincoln
University of Birmingham	New College Manchester
University College Birmingham	Newcastle University
Birmingham City University	The University of Nottingham
University of Bradford	Queen Mary University of London
University of Buckingham	University of Reading
London College of Contemporary Arts	The Royal Agricultural University
University for the Creative Arts	The University of Sheffield
De Montfort University	School of Oriental & African Studies (SOAS), University of London
University of East Anglia	University of South Wales
Edge Hill University	University of Southampton
EF Education First	University of St Andrews
University of Essex	University of Warwick
University of Exeter	University of West London
Falmouth University	Writtle College
Goldsmiths, University of London	University of York
UCL Institute of Education	

Seminar Schedule	
17:10 – 18:00	'All you need to know about study in the UK' – a guide to the basics on studying at English schools and universities in the UK
18:10 – 19:20	IELTS Seminar – Introduction to the IELTS English language test and a demo lesson on IELTS skills by a British Council English teacher
19:30 – 20:40	'How studying abroad can boost your career' – Presentation by DISCO Inc. - market leader in career development and international recruitment + Discussion with Japanese alumni of UK universities

Appendix 2: Breakdown of marketing plan

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

10,000 flyers were distributed to 1,130 schools, international schools, universities, other key local institutions, agents, and international centres. Flyers were also distributed at related events and to students studying English at the British Council.

E-mails to registered enquirers – Approximately 5,100 subscribers

Details of the event were e-mailed to approximately 5,100 individuals registered on the Education UK e-mail database of the British Council. Event details were also sent to the Japan Network for International Education's mailing list of +300 member institutions.

Education UK website – 20,000 page views/month

The exhibition was promoted through a special event page contained within the Education UK website. Promotion ran from early January 2015 to the day of the event.

E-flyer – 10,700 readers

The British Council's e-flyer electronic newsletter, containing details of the event, was distributed to over 10,000 subscribers.

Social media

The event was publicised on the British Council Japan Facebook page (9,869 likes) and through the British Council Japan Twitter account (5,000 followers). The Ministry of Foreign Affairs and the British Embassy in Japan also promoted the event through their respective social media channels.

Paid promotion through Social media

Two rounds of promotion through Facebook: total reach 61,437

One round of promotion through Twitter: total reach +40,000