

A Bright Future

Education UK Exhibition, Korea

10 & 11 November

The Plaza Hotel

Contents

1. Event fact file	2
2. Key statistics.....	2
3. Impact of marketing plan	4
4. Conclusions and follow up.....	5
4.1 Recommendations for UK Institutions	
4.2 Recommendations for British Council	
Appendix 1: List of participating institutions.....	8
Appendix 2: Visitors' survey results.....	9
Appendix 3: Exhibitors' survey results.....	14
Appendix 4: Advertising and promotion plan (media plan).....	18

1. Event fact file

Seoul

Venue	The Plaza Hotel, Seoul	
Opening hours	1300 -1800hrs on 10 & 11 November	
Opened by	No opening ceremony	
Stand costs	HE Sector : £2,800 Non- HE sector £2,300	
Sponsors	Official sponsors via annual contract : Hana Bank (in-kind sponsorship) Lufthansa (in-kind sponsorship) Ad-hoc basis : free 4 wk English language study in the UK from four respective agents	
Unique feature to give added value	<p>High engagement with UK alumni: Student counselling was carried out for two days by two sets of alumni volunteers who are specialists in their areas. Representatives of five UK universities gathered to discuss the ways to spread the UK alumni network.</p> <p>The Great Campaign Panel was set up at the fair venue. The campaign posters were eye-catching and messages were short but strong enough to be easily engraved in visitors' minds. Lucky draw events took place in front of the panel and all winners posed for the camera with their gifts.</p> <p>Supporters of the Safe Overseas Travel sponsored by the Ministry of the Foreign Affairs and Trade had a table to provide useful information on the safe trips to foreign countries via various interesting games and activities.</p> <p>Six BC trained agents attended with their partner EFL schools, which was a pilot scheme to see the degree of interest by agents in engagement with us in the exhibition and also to meet the public demand in private EFL schools at the exhibition. They were given a table with chairs and in future events need to exhibit with their own banners.</p>	
Seminars	10 November EFL Courses UK Degree Courses :UG & PG inc PhD UK Visas Art & Design	11 November UK Degree Courses :UG & PG Independent Boarding Schools Art & Design UK MBA

2. Key statistics

Attendance	Seoul	
	2012	2011
Visitors		
Saturday	1483	867
Sunday	922	847

Total number of visitors	2,405	1,714
Exhibitors*		
Further Education	0	0
Higher Education	43	49
Independent college	6	4
Independent school	5	2
Others	1	1
Total number of exhibitors	55	56

Visitors' primary market objectives	Seoul	
	2012	2011
Level of study		
Degree (UG & PG)	70.5%	78.3%
EFL(English language study)	5.2%	5.6%
Foundation	7.7%	5.6%
Secondary school	3.7%	2.4%
FE	1.5%	3.7%
Main subjects of interest		
Art & Design	20.3%	17.9%
English Language course	9.9%	5.6%
Business & Economics	12.6%	16.7%
Humanities	11.9%	14.7%

Demographics of visitors	Seoul	
	2012	2011
Gender		
Male	34.3%	39.2%
Female	65.7%	60.8%
Age		
10's	9.9%	5.9%
20's	54.1%	60.1%
30's	23.2%	23%
40's	9.4%	7.9%

*A full list of exhibitors can be found in Appendix 1.



3. Impact of marketing plan

This year, we tried to reach as many people as possible, being conscious of our trained agents' fair held three weeks before ours. Thus we paid much more attention to the marketing of the exhibition. More details are included in the marketing plan (Appendix 4), worth mentioning are 1) flyers were distributed through Chosun daily to approximately 100,000 households in five wealthy areas – three districts in Gangnam, Mok-dong and Dongbu Ichon-dong. Parents in these areas are attentive to flyers delivered with the newspapers, as those flyers are mainly promotional ones about hagwons – private institutes where many students study after school. With this in mind, parents were assumed to take a look at our flyers, while they saw hagwon-related flyers.

The Korean SAT equivalent to A levels took place on Thursday 8 November. Right after the exam, the answer sheets are available, so that students can have an idea of how well they have performed at the exam. Students can resit the exam next year, but owing to the change of the exam type in KSAT in 2013, a trend has been formed that students who do not perform well at the KSAT do not intend to resit, so they consider a different track of educational transition and the studying abroad is one option. Compared to last year, more parents with their children were spotted at the exhibition, which can be proved by the proportion of teens coming to the exhibition – 59.6% of increase in the number of teens from the last year.

2) Flyers were also distributed directly to people in busy streets in Gangnam and Shinchon just before the exhibition and near the city hall for two exhibition days. This acted as a reminder in case they missed it and also had a wider audience reach.

3) Considering the fact that smart phones are in the hands of vast majority and the psychology that people always want to get connected to the Wifi, we did a Wifi promotion. This enabled people to see our fair promotion through the Wifi access in places where many people visit /gather– education institutions, shopping centres, popular restaurants, cultural, sports and medical areas and so on.

4) Alongside the advert within the underground trains, a 30 second long video was specially produced for broadcast via underground TVs. The video included a quick sketch of past exhibitions, interviews of BC director and a student, the required information with the exhibition brand. The video was broadcasted more than ten times a day on the all trains of the subway line 1,3,4.

5) A shortened version of the subway video was played via external big electronic displays in four crowded places - two at Gangnam Express Bus Terminal, Seodaemun intersection near BC and Yongsan. The displays are normally set up at the top of tall buildings in good locations, so they can easily grab audience attention.


6) Rather than conventional ways – e.g. banner, we went digital with the universities. PDP promotion was done on 250 machines at universities campuses, where as many students as possible gather such as student unions, shops, student advice /employment centres, etc.

In summary, we covered a wide range of promotional channels to reach all ages ; bearing internet savvy in mind, we put a lot of emphasis on on-line activities, and onto the channels that we generally use. We also added new approaches such as Wifi and keyword search on Naver, the most influential portal site in Korea and also elaborated viral promotions by theme.

For underground commuters, we publicised the exhibition inside the trains of three lines 1,2,4 passing by many universities and also played the video specifically produced for the exhibition on TVs of the three lines 1,3,4. More specifically for universities students, intramural promotions were carried out like the above-mentioned PDP, distribution of leaflets and university website communities.

Considering those who are more paper-based, we scrutinised paper-media with higher readership and reached them via the paper channels. In particular, we considered education-driven parents, so we chose a specific section named Matgong Plus, of Chosun Daily and advertised the fair there. The above-mentioned flyers are in line with this.

For people out there, we used the external electronic displays mentioned above and also promoted the event via Hana Bank (BC sponsor) with the display of leaflets and posters and through their digital signage at the branch offices.



To activate our DB, we used e-news letters, SMS, direct mailings and also sent out e-DM to those registering with Chosun.com who we outsourced for the fair publicity.

The result of the visitor questionnaires shows that the 'other's received high percentages. The 'other' are regarded as the above mentioned specifically. From this, we learned that people quickly respond to something new and continue to look for it, and thus in order to keep abreast with them, we need to broaden our view to catch the trend and even to look ahead.

4. Conclusions and follow up

4.1 Key recommendations for institutions

Visitors mentioned possible improvements which could be made for the next year's exhibition. They are quite similar to those mentioned last year.


- More UK institutions are required to participate in the fair + more EFL schools are encouraged to participate.
- UK institutions are required to give more in-depth explanations about courses, programmes, etc.
- UK institutions are required to send UK delegates rather than to man a stand with an agent only – delegate are advised to kindly ask their agents to refrain from showing rather an obvious commercial attitude at the stand and doing aggressive follow-ups after the fair.
- UK institutions are required to have interpreters at stands for smooth communications.
- Popular institutions are required to have more delegates on the stand in order to reduce students' waiting time.

As indicated in the visitor questionnaires, 40.8% of visitors are at the level of searching institutions, so they come to the exhibition to look for an institution which is likely to suit their needs most and to bring them a value for money in the end. For this they want more choice of institution so they can find the right one among many options.

EFL sector is still in demand. Those who do not intend to progress onto a degree course tend to prefer to study at a private EFL school. More private EFL schools are encouraged to participate in our exhibition.

The above 40.8% who are in search of an institution and the 11.7% that are at the stage of confirming an institution tend to have a considerable knowledge through research and intend to juggle one institution over the others after visits to individual stands. To satisfy these 52.5%, delegates might need to do some study prior to the exhibition. Unless you are a new comer, you can refer to enquiries received at the previous fairs and prepare for f2f counselling for the next year. If an institution promises to reply to an unanswered enquiry on return to the UK, it is advised that they promptly do so, otherwise this is an important chance missed.

The difference in our exhibition from others is that most institutions send delegates from the UK to man the stands rather than having their agency solely represent them, which is what people expect and like, because they do not want to attend a commercial fair. People did not complain about agent's assistance at the stand until last year and even some expressed the usefulness of their stand assistance, since the agents could play a good supplementary role to delegates in terms of course explanations, etc. This year, however, some people expressed complaints about agents with rather obvious commercial attitude during the exhibition and aggressive follow-ups after the event, e.g. rushing students for referral services and phone calls after the fair.. Such attitudes by the agents are understandable on one hand, as competition for student recruitment gets fiercer in the agent industry, so they look for ways to survive and people know that agents are an essential intermediary even if people complain. Therefore, when you request your partner agents to assist you at the exhibition next year, please mention this to them.



It is not only those who have a good grasp of English that come to the exhibition. The majority seem not to be confident in English with the exception of high flyers wishing to go to top universities, most UK institutions would need to provide communication help for visitors at the exhibition. Minority comments were that some 'good' HE institutions would be requested to have a Korean stand assistant. This is because even if people do not possess good English at present, they have an ambition to study at the university. They may intend to go overseas in two years time for a degree course after English preparation in Korea or may go to the UK for English study first. Some visitors expressed concern as they did not get a chance to visit the stand of 'good' universities because of their current low level of English ability.

Apart from HE sector, which have succeeded in placing a firm ground in the Korean market, it was encouraging to have more secondary schools and private EFL schools this year. To meet the demand from the public in these sectors – 1.3% increase in school sector this year and stable interest in EFL sector by students, and to make our exhibition more embracing, more secondary and EFL schools are requested to attend the fair next year. In addition, FE colleges with their own speciality are also encouraged to come to our exhibition. Rather than general FE colleges, those providing unique courses may have marketing merits to Korean students.

4.2 Key recommendations for the British Council

4.2.1 From UK Institutions

21 out of 50 respondents made comments. Only comments made by more than two institutions are mentioned in this section, while other comments can be referred to in the appendix 3.

- One-day event is preferred with the extended hours for the cheaper cost.

In terms of the extended hours, until mid 2000 we started the exhibition earlier than 1pm, but the number of visitors was not very good at an earlier time, so delegates were not happy and advised us to open a bit later and thus the fair commenced at 1pm. As for the one-day event, if this is for the cost reduction, it doesn't actually help the cost to be reduced – 1) Korea is marketing conscious, so the more marketing there is the more successful the exhibition will be. Reflecting on this, more than a half of the total budget is spent on publicity and regardless of the number of days, publicity costs should be kept the same. If the fair is held one day only with the same amount for the publicity, it does not represent as good value for money. 2) The cost for the second day is not enough for its reduction to be substantially recognised – the majority is the venue & equipment rental. If you rent only for one day, you have to pay for the actual amount, but if more than two days, negotiation for reduction may work.

- Bigger booth is preferred.

For the first time at our exhibition two types of stand were offered – the larger being 3m x 1.5m and the other smaller in size. The HE sector chose the larger stand while other sectors (Schools/Colleges) had the smaller stand with lower participant fees. Those who had the smaller stand expressed some discomfort. We will consider this for next year's exhibition.

- Free Wifi is preferred.

We understand the feeling of extra payment on top of the participant fees. We will aim to meet the demand for next year.

- Separate location for schools /colleges from HE sector needs to be considered.

We will consider holding the exhibition in a bigger venue in Gangnam area next year. If we find a venue there, we will seriously consider the separate locations when placing institutions on a floor map. However, the separate areas will only be feasible if many schools / colleges attend – at least five per sector.

- 
- Innovative approach needs to be put into the exhibition.

We have found that the competition for holding exhibitions is getting tougher and apart from other companies we have also seen an increase in our trained agents organising their fairs in close proximity to ours. We do not aim to be in competition with the agents, but unintentionally we have to be in terms of recruitment of UK delegates and attraction of students. We will aim to apply an innovative approach in order to differentiate our event from others and to accommodate demands from UK institutions. If we can rent a bigger venue for the next year, we will be able to look into options.

4.2.2 From visitors

- Similar to last year, 71.4 per cent of visitors rated the quality of venue either good or very good, which attributes to easy access, but some mentioned that the venue was not spacious enough to have many seats for studying brochures. On Saturday 10 November, the venue was so crowded that some people commented they felt stuffy and uncomfortable by bumping into other people when they passed through corridors or between booths. Except coex area in Gangnam(south river), the Plaza is considered to be the best place in the north river in terms of easy access by public transport because of the central location. Those who commented this seem to come from Gangnam. We intend to move to Gangnam area and will try to find a bigger venue there.
- Some made comments on agents' explicit business behaviours. Respondents were sensitive and negative toward the agents' commercialism, however others tended to be rather positive about the agents' assistance at the stand, as they thought agents could give more detailed explanations. As mentioned earlier, if the agents are kindly requested not to show aggressive commercial attitude, no further unfavourable comments on the agents will be made.
- Another minor comment was more participation required by the alumni. If you have alumni to recommend, you are encouraged to let him/her contact us. Before that, it would be good if you make sure of his/her social status – job, job title, age(too young is not preferred) and so on. This is because the alumni are the role models to students so unless they have a seemingly reputable social status, a student wouldn't feel impressed, which would affect their decision making.

Appendix 1: List of participating institutions

1	Anglia Ruskin University, Cambridge & Chelmsford
2	Arts University Bournemouth
3	Bournemouth University
4	Cambridge Education Group
5	Cardiff University
6	City University London
7	Coventry University
8	De Montfort University, Leicester
9	EF Education First
10	EF International Academy
11	The Glasgow School of Art
12	Goldsmiths, University of London
13	Imperial College London
14	Institute of Education, University of London
15	Istituto Marangoni
16	King's College London (University of London)
17	Kingston University, London
18	Lancaster University
19	Manchester Metropolitan University
20	Middlesex University, London
21	NCC Education Accredited Partner (Bidinform Pte Ltd)
22	NCUK - The Northern Consortium of UK Universities
23	Northumbria University (Newcastle)
24	Nottingham Trent University, School of Art & Design
25	Rose Bruford College
26	Royal Holloway, University of London
27	SOAS, University of London
28	University of the Arts London
29	The University of Birmingham
30	University of Bradford
31	University of Brighton
32	University of Bristol
33	UCL- University College London
34	University for the Creative Arts
35	University of East Anglia (UEA)
36	University of Kent
37	University of Leeds
38	University of Leicester
39	The University of Manchester
40	University of Northampton
41	The University of Nottingham
42	University of Reading
43	The University of Sheffield
44	University of Southampton
45	University of Surrey
46	University of Sussex
47	University of Warwick

48	Writtle College
49	Cardiff Sixth Form College
50	Kaplan International Colleges
51	The Liverpool School of English
52	Mander Portman Woodward Schools
53	Princess Helena College
54	Rydal Penrhos School
55	Stover School
	Embassy English
	Eurocentres
	European Centres
	Hilderstone College
	LTC- Language Training Centres
	Stafford House School of English

Appendix 2: Visitors' survey results

Visitor Demographics		
Gender		
Male	290	34.3%
Female	555	65.7%
Age		
Under 20	80	9.9%
20-29	438	54.1%
30-39	188	23.2%
40-49	76	9.4%
Over 49	28	3.5%
Employment		
Undergraduate	192	23.3%
Postgraduate	63	76.7%
Preparing to study abroad	170	20.7%
Job Seeker	22	26.8%
Currently working	287	34.9%
Others	87	10.6%

Study options		
Are you planning to study abroad?		
Yes	791	91.1%
No	77	8.9%
Where in the cycle are you?		
Beginning	249	31.6%
Choosing country	126	16.0%
Searching institution	322	40.8%
Confirming institution	92	11.7%

When do you plan to study abroad?		
within 6 months	79	10.0%
6-12 months	298	37.9%
1-2 years	250	31.8%
2-3 years	103	13.1%
after 3 years	57	7.2%
Which programme of study are you interested in?		
Postgraduate course	345	43.6%
Undergraduate course	153	19.3%
English Language course	78	9.9%
Foundation course	61	7.7%
PhD course	60	7.6%
English learning course	41	5.2%
GCSE/A-level	29	3.7%
Vocational education course	12	1.5%
Others	10	1.3%
Distance learning	2	0.3%
Which subject are you interested in studying?		
Art & Design	160	20.3%
Teaching English (+ English language course)	118	15.0%
Economics/Accounting/Finance	99	12.6%
Humanities	94	11.9%
Social Science	91	11.6%
Others	70	8.9%
Engineering	37	4.7%
Science	35	4.4%
MBA	33	4.2%
Law	21	2.7%
Architecture	21	2.7%
Music/ Dance	8	1.0%
What do you consider most important, when you consider studying abroad?		
Education curriculum/ Facilities	480	25.9%
Institution's reputation	364	19.6%
Area and location of the institution	285	15.4%
Future career prospects	233	12.6%
Scholarships	170	9.2%
Tuition	168	9.1%
Residential environment (security/ living cost)	141	7.6%
Others	9	0.5%
Family or friends availability	5	0.3%
Which information do you most need when considering studying abroad?		

Specialised education course for individual institutions	620	31.7%
Admission requirement and application information	585	29.9%
Faculty information	300	15.4%
Local climate and living conditions	121	6.2%
Leisure and cultur	112	5.7%
Visa and flight information	108	5.5%
Korean community	44	2.3%
Financial information	43	2.2%
Others	21	1.1%

Information		
When planning to study in UK, where do you get useful information from?		
Portal website	343	21.0%
British Council Homepage/ e-newsletter	306	18.8%
Online community (Cafe/ Blog)	251	15.4%
Agency	177	10.9%
Education UK website	165	10.1%
Acquaintance (Friend/Senior/Professor)	154	9.4%
Publications and promotional materials	118	7.2%
British Council SNS	84	5.2%
Other	33	2.0%
Have you ever visited the following events?		
None from above	357	45.8%
British Council Education Exhibition	233	29.9%
Coex Fair	122	15.7%
Education fair hosted by agencies	52	6.7%
Other	15	1.9%
Have you participated in any of the following activities organised by the British Council in the last year?		
None from above	556	62.1%
English Language Course	99	11.0%
Education Exhibition	86	9.6%
IELTS	68	7.6%
University Presentation	54	6.0%
Academic Lecture(UK University)	16	1.8%
Other	14	1.6%
BULATS	3	0.3%
How familiar is the phrase 'Education UK'?		
Average	307	35.5%
Familiar	260	30.1%
Unfamiliar	147	17.0%
Very familiar	100	11.6%

Very unfamiliar	50	5.8%
Why do you feel unfamiliar with Education UK?		
Never heard it before	205	56.6%
Have no idea	88	24.3%
Hard to understand the meaning	40	11.0%
Other	29	8.0%
How well informed do you feel about education in the UK?		
Average	322	37.5%
Well informed	320	37.3%
Very well informed	114	13.3%
Uninformed	97	11.3%
Very uninformed	6	0.7%
What do you feel are the barriers to studying in the UK?		
Cost to study abroad	102	31.9%
Difference in Education system/course	77	24.1%
Future career prospect	65	20.3%
Geographical accessibility	38	11.9%
Cultural difference	38	11.9%
How did Education UK Exhibition 2012 affect your perspective of the British education as a whole?		
Fairly positive	543	63.4%
Very positive	252	29.4%
No change	49	5.7%
Very negative	6	0.7%
Negative	6	0.7%
How did you find out about the exhibition?		
British Council website	345	35.4%
Other	145	14.9%
Education UK website	122	12.5%
Online article/Research	120	12.3%
Online community (Cafe/ Blogs etc)	70	7.2%
Education UK Exhibition website	67	6.9%
British Council Blog	54	5.5%
Agent website/ Local University website	25	2.6%
British Council Facebook	18	1.8%
British Council Twitter	6	0.6%
British Council Cyworld	3	0.3%
Online advertising		
Other	75	43.1%
Chosun.com	47	27.0%
Albamon	22	12.6%
e-DM	21	12.1%

365 event	9	5.2%
Newspaper/Magazine advertisement		
Chosun Newspaper	61	30.5%
Metro	58	29.0%
Other	45	22.5%
Daehak Naeil	36	18.0%
What did you Expect from EDUK Korea 2012? (top 5 answers)		
Other	341	50.4%
Course information	123	18.2%
Study abroad information	101	15.0%
Entry requirements	58	8.6%
Detailed information on each institutions	53	7.8%
How satisfied with the exhibition are you?		
Not satisfied at all	4	0.5%
Hardly satisfied	17	2.0%
Partially satisfied	309	36.4%
Satisfied	415	48.9%
Very satisfied	103	12.1%
What suggestions do you have for future exhibitions? (top 5 answers)		
Other	170	59.3%
More space	42	14.6%
Various types of institution	27	9.4%
More institutions	21	7.3%
Detailed explanation on courses	15	5.2%
More EFL schools	12	4.2%

Please rate the following, with 1 being very bad and 5 being excellent.		
Quality of the exhibition		
1) Very bad	21	2.7%
2) Bad	26	3.4%
3) Average	208	27.0%
4) Good	323	41.9%
5) Very good	192	24.9%
Average	3.83	
Quality of the venue		
1) Very bad	32	4.1%
2) Bad	46	5.9%
3) Average	143	18.5%
4) Good	265	34.2%
5) Very good	288	37.2%
Average	3.94	

Help/support from British Council staff		
1) Very bad	26	3.4%
2) Bad	55	7.2%
3) Average	257	33.6%
4) Good	222	29.0%
5) Very good	206	26.9%
Average	3.69	
Quality of UK institutions		
1) Very bad	17	2.2%
2) Bad	44	5.7%
3) Average	199	25.8%
4) Good	321	41.7%
5) Very good	189	24.5%
Average	3.81	
Range of learning opportunities in the UK		
1) Very bad	19	2.5%
2) Bad	44	5.8%
3) Average	224	29.4%
4) Good	295	38.7%
5) Very good	181	23.7%
Average	3.75	
Education UK exhibition's online & offline events		
1) Very bad	32	4.3%
2) Bad	95	12.6%
3) Average	276	36.8%
4) Good	196	26.1%
5) Very good	152	20.2%
Average	3.45	
Seminars at the exhibition		
1) Very bad	33	4.5%
2) Bad	74	10.1%
3) Average	286	39.2%
4) Good	196	26.8%
5) Very good	141	19.3%
Average	3.46	
UK alumni consultation at the exhibition		
1) Very bad	53	7.7%
2) Bad	82	11.9%
3) Average	266	38.7%
4) Good	172	25.0%
5) Very good	115	16.7%



Average	3.31	
Describe the exhibition in one word (top 5 answers)		
GOOD	124	25.2%
Information	33	6.7%
UK	31	6.3%
Beneficial	26	5.3%
Other	279	56.5%

Appendix 3: Exhibitors' survey results

1. Has your institution attended this exhibition before?		
Yes	No	
42	8	

2. What was your main aim in coming?		
Recruitment	Profile raising	Both
15	1	34

3. What is your primary market interest in this event? (please indicate)	
Undergraduate	37
Postgraduate taught	39
Postgraduate research	21
Higher national diploma and equivalent	1
Pre-university foundation courses	17
Foundation	18
Post-16 A-level	6
Pre-sessional English School	12
Primary/Secondary	1

4. What is your assessment of the visitors?			
Good number and quality	Good quality only	Good number	Disappointing
24	19	1	6

5. Have you developed new or built on existing feeder or agent relationships by coming?	
Yes	No
34	16

6. How likely are you to recommend the British Council to colleagues?			
Very likely	Likely	Unlikely	Very unlikely
21	28	1	0

7. Please give your overall assessment of the exhibition					
1. Very bad	2. Bad	3. Average	4. Good	5. Excellent	Average
0	1	9	31	9	3.96

8. How does this year's exhibition compare to last year?					
Much better	Better	About the same	Worse	Much worse	N/A
2	14	12	1	0	21

9. Will you be attending this event this time next year?	
---	--




Yes 29	No 2	Undecided 19
------------------	----------------	------------------------

10. Please rate the following, with 1 being very bad and 5 being excellent:					
1. Very bad	2. Bad	3. Average	4. Good	5. Excellent	Average
a. Pre- exhibition event – Market Briefing					
0	2	8	20	10	3.95
b. Pre- exhibition event – Welcome Dinner Reception					
1	1	7	15	17	4.12
c. Level of British Council support before the exhibition					
0	0	5	22	22	4.34
d. Level of British Council support during the exhibition					
0	0	3	18	26	4.48
e. Quality of the venue					
0	0	3	21	25	4.44
f. Quality of the accommodation					
0	0	3	10	26	4.58
g. Length of the exhibition					
0	1	5	16	25	4.48
h. Value for money					
2	5	14	17	5	3.41

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

- Ask visitors to bring documents with them.
- I think things worked very well this year.
- Cheaper Wifi.
- Run a one day fair with extended hours for a cheaper cost.
- More innovative approach is needed. Seminars seem more efficient. More opportunities to show case universities.
- The high school exams were on Friday before the event, which means students may not be focused on attending this event. Maybe hold the event in December or January. Location could be more convenient- maybe Gangnam or Shinchon.
- If its cost effective separate fairs between universities and boarding schools, sixth form college.
- Coordinate prize draw with universities.
- The booth is a bit too narrow. Separate schools/colleges from universities as you have done with language schools.
- As we were told the event was less busy than originally expected. The quality of the visitor was very good.
- I would like to see a more insightful briefing prior to the fair-market characteristics info on government, sponsor, student etc.
- Earlier start maybe 11 am.
- One day event.
- Larger booth would be great.
- Need to think carefully + consult widely. Exhibition was relatively, busy, though a few more visitors would have seem preferable. As agents are now holding events, who know what the future will hold.
- Maybe a venue that can display big banners/posters advertising the event. More number of universities student and departments.
- Hard to say but we as an institution need to publicize better.
- There should not be an extra charge for wifi-the costs are high enough already and it is not necessary to charge.


- 
- It appears that the event can draw a good numbers of students in 1 day.
 - Very happy.
 - I think consideration should be made as to where each participant is placed, in the exhibition venue.

What learning points have you picked up for your institution?

- Wide range of interest in Art + Design courses.
- The need for pre-sessional English. Provide information in Korean.
- Lots of students were asking very specific questions about whether they would get an offer from UK with their predicted grades. There were more of these kind of questions than general questions meaning it might be useful in future for us to have UOM admission's officers, rather than international officers, at the event.
- Importance of agents.
- Get materials translated. Get Alumni worked.
- Good opportunities for PG.
- Need to promote our arts school better.
- It is tough market, especially for lower-middle ranking universities.
- More Korean language marketing.
- We need creative Art & Design.
- Better marketing alliance with current partner universities in Seoul. So that students are more familiar with our brand.
- Bring less freight
- Produce literature ; Korean + English
- Better materials, translation of some aspects into Korean.
- The Korean market is currently in a static state with limited opportunity of future growth – something be needs to investment.
- This is our first visit to Korea and we learnt a lot about Korean education, parental concerns + priority.
- Need more visual banners and possibly some material translated to Korean.
- Demographic of students, government funding opportunities.
- There is even more interest than I thought in international development.
- Average interviews during exhibition.
- Pre-recruitment + Profile rasing
- The importance of visiting international schools or foundation. Progression in Korea plus universities.

What market developments have you noticed from this exhibition?

- First visit to the exhibition so interested to experience market interest first hand.
- Very good.
- British Council have marketed the event very well.
- Broader range of students rather than PG focused.
- Requirement for 2 year masters programme to satisfy Korean government.
- Less A level more UFP+MFP
- It wasn't personally more at least to reflect on this.
- Good interest in Design/Tesol and some sport management and English.
- Healthy demand for UK boarding.
- Focused and informed enquiries.
- Interest in management + Creative subjects.
- Not so familiar with the market but humanities seem to be more popular as English and literature.
- Students seem very aware of the education system in the UK for Art + Design.
- Similar course enquiries too last year. Art + Design, Business + International relationship still very popular.

- 
- Takes long time to have students but they will come.
 - Enquiries are much better informed about UK higher education and have carried out prior research on the web.
 - The market for this type of event is declining and it may be more effective to look at other opportunities.
 - Pre-university foundations are pre MA foundation.
 - Spread of interest away from business to psychology, religion, social making, theology, law etc.
 - Seem to be more interest in PhD studies at least for SOAS. Decrease enquiries for foundation + pre major for obvious reasons?
 - Focused and informed enquiries.

Any additional comments and/or suggestions?

- This has become an expensive exercise with very limited return on investment. With agents now holding large and cost-effective exhibitions, the BC may need to readiness the format of this event with future-location, cost, time of year and venue are important. The staffs at the BC in Seoul are excellent with a great deal of knowledge so I am sure future events will be more successful.
- Mini UCAS event : invite international school students and ask university staff to work with students in small groups to provide advice on personal statements(UCAS Form) etc.
- Not easy to meet Korean university representatives. Maybe, adopt the BC Taiwan model of “Speed-dating” sessions?
- I would prefer the BC event to be in October linking to the Japanese event.
- We are already familiar with Korea as a mature market for UAL and will continue to participate.
- Since Art + Design is such a big market could do something specific _ related to these subjects in addition to talks or have talks on both days
- Quite a lot PhD applicants - special focused PhD day or half-day would be more efficient.
- Overall BC Korea deliver a professional service. The concern however is the statistic market and how UK PLC reminds competitive in the current challenging global recruitment environment.
- Excellent experience – have been so busy, unable to really network or listen to other talkers etc – but this is certainly not a complaint!! The organization of the presentation I did was also excellent.
- It would have been useful to meet up earlier. The seminar translator was excellent + the set up worked well. The pre-session dinner could have been better organized as it was hard to meet average are needed. Perhaps agents could have different colored tags or B.C staff could have made more introductions (although they did work hard at this). Thank you.
- Thank you for holding the event and looking after us. Very helpful as usual. It would be good too have more informed on the marketing that was merited in the society. Thanks Dan.
- The market briefing could be more insightful. Most attendees are aware of the statistics + trends. It would be useful to have some market insight beyond the statistics.
- My reason for given 1 point above is solely due to placement of our school. I think it unlikely we will achieve our objectives from this event.
- Wonderfully organized as always. Many thanks and hope to see you again soon!

Appendix 4: Advertising and promotion plan (media plan)

Type	Media	Duration	Format(Quantity)
Advertisements			
Newspaper Adverts	Metro	6, 8 Nov	2
		8 Nov	Article
	Chosun Daily- Matgong Plus	8 Nov	1
Magazine Adverts	Campus Life Weekly	17 Oct	Student e-magazine
	Daehak Neil	29 Oct, 5 Nov	2
Online Adverts	Chosun.com	9 Oct- 9 Nov	Banner adverts (Shape pop-up banner, Box banner)
		6 Nov	Article- online
	Media Daum	7 Nov	Article- online
	365 event	9 Oct – 9 Nov	Banner promotion
	Albamon	9 Oct – 9 Nov	Main banner advert
	University website community	26 Oct – 9 Nov	9 Universities (Dongguk, Korea, Hongik, Hanyang, KHU, Ehwa, SKKU, HUFs, SNU)
	Wifi	26 Oct – 9 Nov	Seoul/ Gyeonggi-Do area
	Viral promotion	9 Oct – 9 Nov	Blogs (4 contents)
	Naver Keyword	9 Oct – 9 Nov	Search
Direct e-mailing	Chosun.com EDM	23 Oct, 5 Nov	2
Exterior	University PDP	9 Oct – 9 Nov	250 machines within Univ. campus
	External Electronic Display	2 – 9 Nov	4 displays (4 crowded boulevards)
	Flyers	6, 10, 11 Nov	Approx. 100,000 flyers distributed to wealthy areas within Seoul
	Leaflet	2 – 9 Nov	Within Univ. Campus
	Leaflet, poster, digital signage	19 - 22 Oct	Hana Bank
Underground Advert	Video production	1- 11 Nov	Advert within line 1,3,4
	Advert within the train	9 Oct – 9 Nov	Advert within line 1,2,4
Non-paid media			

Website	Education UK exhibition website open	8 Oct~	* Note: 'Event' section opened 16 Oct
	BC Korea main homepage	11 Oct~	Banner
	EducationUK website	15 Oct~	Teaser
	BC Twitter	14, 17, 18 Oct, 7 Nov	
	BC Blog	18 Oct~	online event + Webtoon(29 Oct) + main front page
	BC Facebook	17 Oct, 1 Nov	
	BC Korea Art Facebook	31 Oct	
	BC Cyworld	18 Oct, 7 Nov	
	Youtube	29 Oct~	Video production
Others	Local press	31 Oct, 5 Nov	- News 1Korea: 31 Oct - Segye.com: 4 Nov - Hankyung.com: 5 Nov
	Visual Display (Posters, leaflets)	8 Oct ~	4 notice boards+ 18 classrooms @ BC + SNUE &GINUE centres+ leaflets placed at the 'Hot places' Inked with TC
	SMS	16, 31 Oct	DB of approx. 7,263 Korean prospective students
	Direct mailing/ phone calls	18 Oct	Email sent out to Foreign schools based in Seoul/ Gyeonggi-Do area(24), Direct contact to language institutes(33)
	BC E-newsletter featured with Exhibition as a main news	5 Nov	Emails sent to the BC database
	Education UK e-newsletter	30 Oct, 8 Nov	Emails sent to EdUK database