



SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING

Post-event report for
Education UK Exhibition 2016

13-15 October 2015
Seoul

Introduction

British Council Korea hosted its 26th Education UK Exhibition on 15th October at Yonsei University- Research Park Building, with 25 institutions taking part this year. Before the exhibition, there were 2 days of wraparound activities; 15 UK institutions visited two arts specialised high schools on 13th October and 9 UK institutions visited Sports department in two local universities on 14th October.

UK institutions met 600~700 students during the wraparound activities while 316 visitors attended the exhibition. The number of visitors on the exhibition day was lower than we expected due to university mid-term exams, smaller number of participating institutions at the fair, and competition with other agent fairs which were held prior to our exhibition.

British Council Korea held the event at a university building to attract more students, but received negative feedback from participating institutions that the location should be more city central. Based on the pointed areas which should be improved, British Council Korea undertook a review of the exhibition to identify what did not go well and the key 'lessons learnt' to inform future activities.

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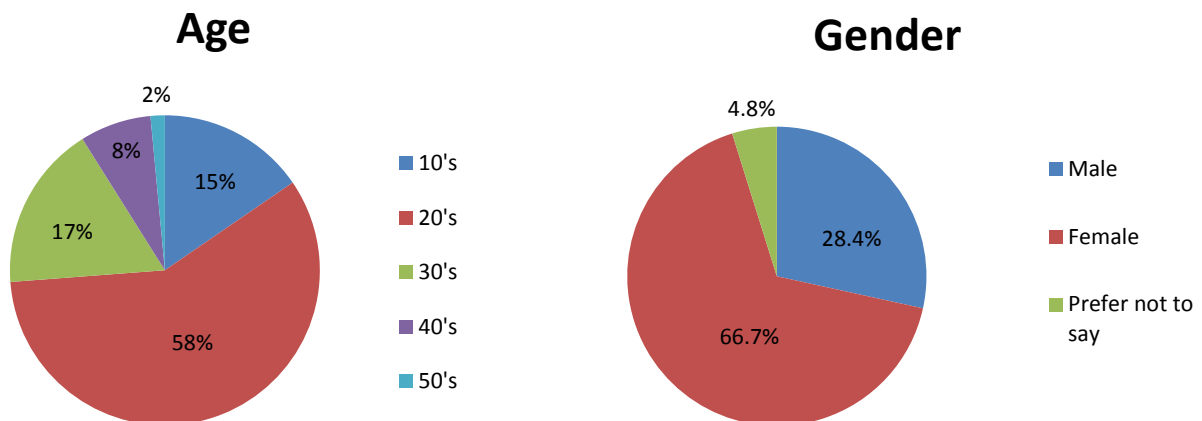
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Registrants' profile

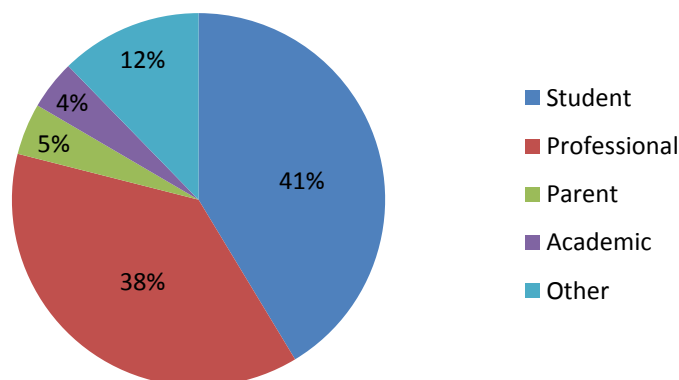
Profile

The registrants' age group and gender distribution were as below. The participants were dominantly female, and nearly three quarters of the total population were in their 20's or 30's. (Total number of participants: 538)



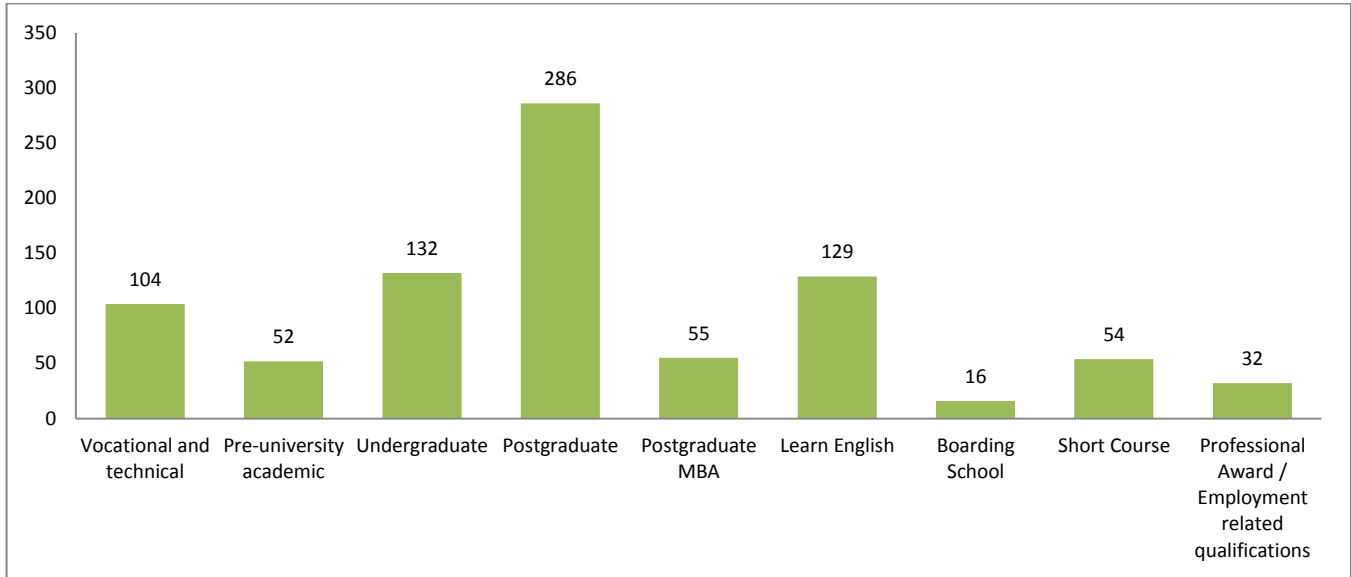
Around 41% of the registrants were students (undergraduate or postgraduate) and 38% of them were currently working. 53% of the registrants answered that they are planning to leave for study in less than 1 year.

Occupation

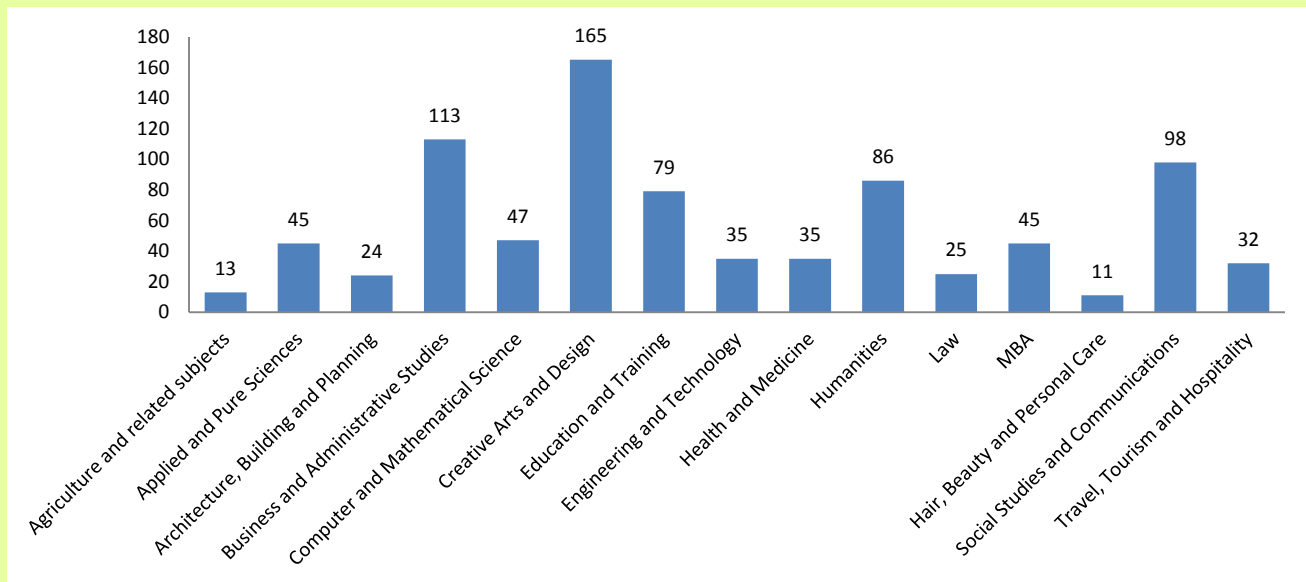


Preference

The majority were looking for postgraduate and undergraduate courses.

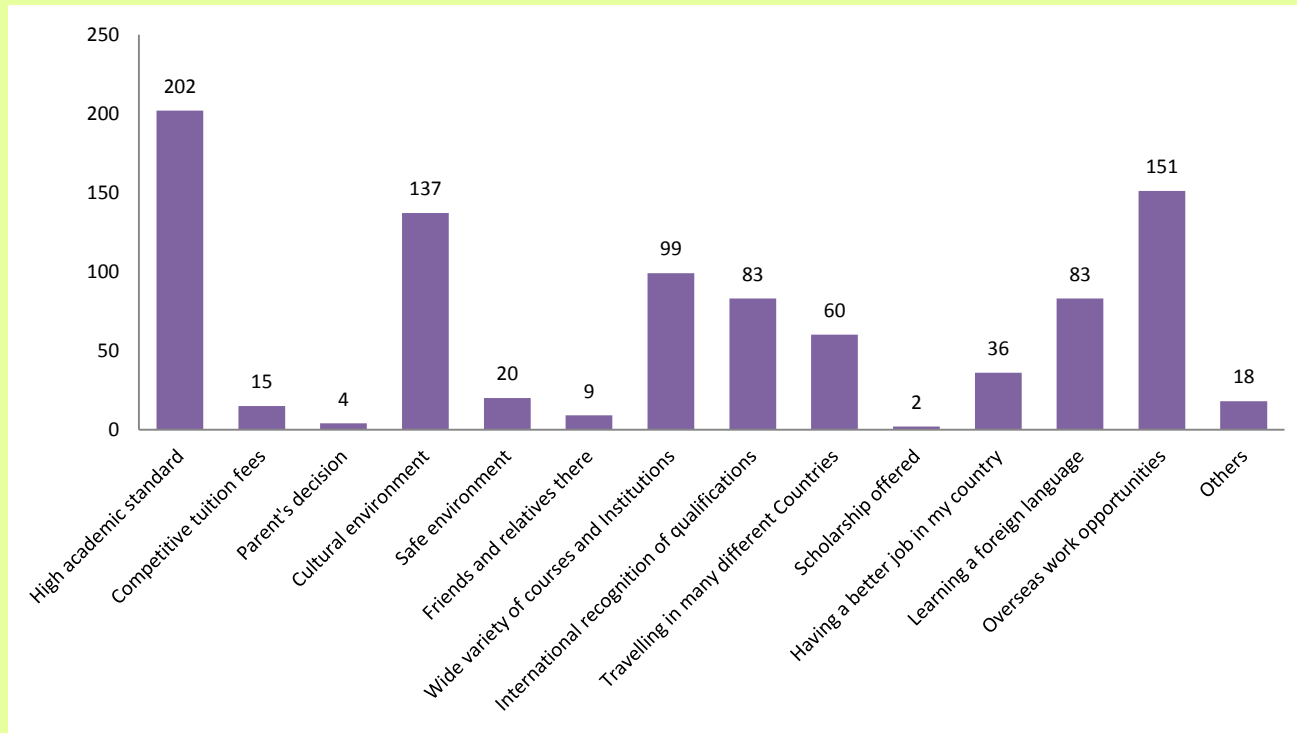


Subject preference



The subject preference remains to be similar to previous years;
Art & Design is still the number one subject area of choice
 Business / Administrative studies are also very popular.

Factors for consideration



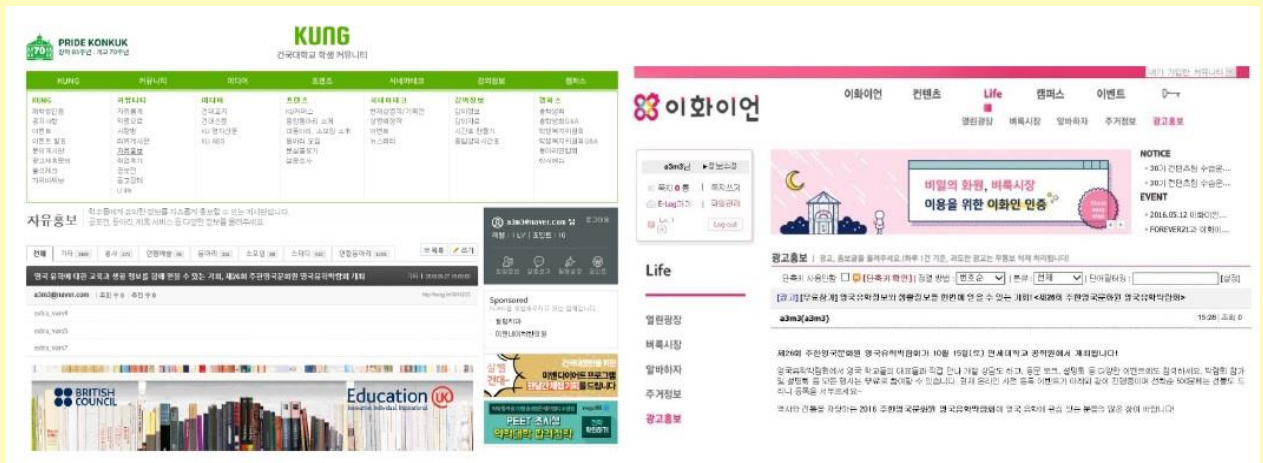
High academic standard & overseas work opportunities are the most important factors when considering to study abroad. Future career prospects became increasingly important as a growing number of students are worried about their employment ability and therefore, choose the university or course where they can get a decent job after the study. Students think that cultural environment is also important when they make decisions for studying destination / institution.

Marketing

Outdoor



Online Communities & DM



Online News Articles

The screenshot shows the Education UK website with several news articles. The main article is titled "제26회 주한영국문화원 영국유학박람회 개최" (26th UK Cultural Festival in Korea). It mentions that the festival will be held from October 15th to 17th at the National Convention Center. Other articles include "Gateway Timeout" and "서울파이낸스" (Seoul Finance).

Printed Advertisement

The printed advertisement features a Newsweek magazine cover on the left with the headline "유럽의 은행을 구조하라" (Rescue Europe's banks). The main part of the ad is a BIZ BRIEFS page with the title "영국문화원 주한영국문화원 영국유학박람회" (UK Cultural Festival in Korea). The text describes the festival, which is held from October 15th to 17th at the National Convention Center. It highlights the festival's focus on providing information about UK education and culture, and mentions that it is a free event. The ad also includes a QR code and the website address www.educationuk.org/korea.

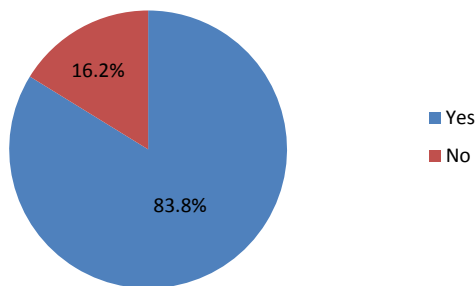
Visitors' feedback

Methodology

We distributed a printed survey to the visitors during the exhibition and the visitors who completed the survey were entitled to participate in the lucky draw. The questions were designed to gather quantitative statistics as well as qualitative remarks on visitors' reactions to our exhibition and the decision-making process.

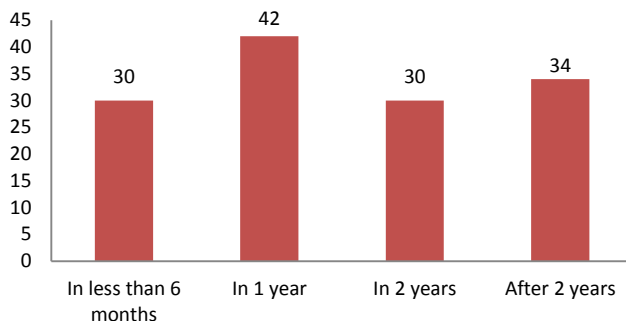
More than 83% of the visitors said they have a plan to study abroad.

Have plan to study abroad

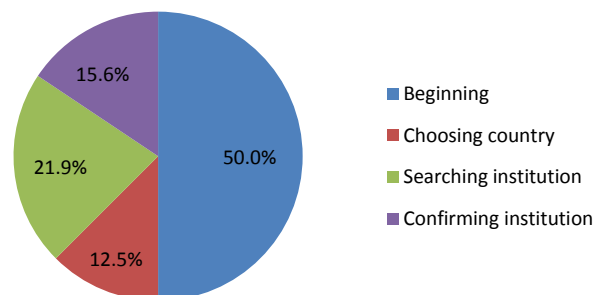


75% answered they plan to study abroad within 2 years, and when they were asked in which cycle they were, more than 21% were in the process of choosing an institution to study at.

When do you plan to study abroad?



Where in the cycle are you?



Key recommendations from visitors

- Invite more universities and schools to join the exhibition
- Consider holding the event at Gangnam area

Exhibitors' feedback

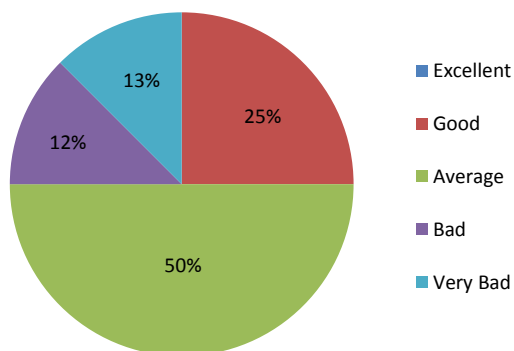
Main compliments

- BC Korea staff were very supportive and helpful
- Visit to local arts specialised high schools was a good chance to meet students and will definitely join again if there are similar events in the future

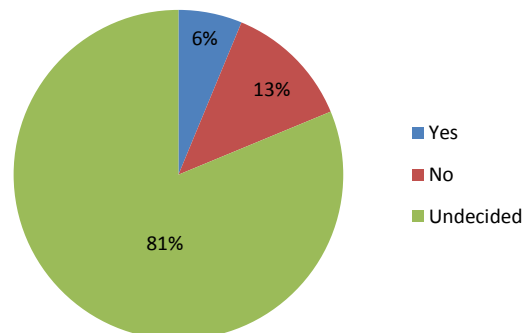
Main complaints

- Low visitor numbers
- Location of the venue should be more city central
- Visit to Sports department of local universities was below expectation

Overall assessment of this year's exhibition



Will you be attending this event next year?



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

- Search for new venue with better accessibility
- Introduce other events (i.e. school tour, road-show, etc.) to link up local schools & universities with UK institutions for collaboration development
- Better publicity and advertising strategy

UK institutions

- UK delegates, especially the newcomers to the market, should take full-advantage of the market briefing session and 1:1 meeting with the British Council staffs prior and during the exhibition
- UK institutions are recommended to request for other promotional activities (presentation, email shots, etc.) either leading up to the exhibition or straight after the fair, which can help to generate more traffic and enquiries during the exhibition and recruit potential students

Appendix 1: List of exhibitors

Booth number.	Participants
1.	Aberystwyth University
2.	Bath Spa University
3.	Cardiff Sixth Form College
4.	Goldsmiths, University of London
5.	Heriot-Watt University
6.	Leeds College of Art
7.	Loughborough College
8.	NCUK
9.	Newcastle University
10.	Northumbria University
11.	Queen Ethelburga's
12.	Robert Gordon University
13.	The Royal Agricultural University
14.	Southampton Solent University
15.	St Mary's University, London
16.	Swansea University
17.	University of the Arts London
18.	University of Brighton
19.	University For The Creative Arts
20.	University of Dundee
21.	University of Exeter
22.	University of Hertfordshire
23.	University of the Highlands and Islands
24.	The University of Northampton
25.	University of the West of Scotland

Appendix 2: Promotion plan

Type Advertisements	Media	Duration	Format(Quantity)
Magazine Adverts	Short articles on weekly magazines	12 Oct, 17 Oct	Short Articles on Maekyung Economy, Weekly Donga, Newsweek, Economist
Online/Mobile Adverts	Naver Keyword	19 Sep – 15 Oct	Search Keyword related to “Study abroad”, “UK”, “Exhibition” for Web/Mobile
	Online News Article	23 Sep, 12 Oct	Articles put up by 175 internet news providers
	Facebook Ads	19 Sep – 15 Oct	Reached 723,183 impressions and 2,953 clicks
	Viral Promotion	19 Sep – 15 Oct	Blogs (10 contents), study abroad and job portal websites (8 contents), Facebook page postings (4 contents)
	University Online Community	19 Sep – 15 Oct	Contents uploaded on 10 major university online notice boards
Direct e-mailing	onoffmix newsletter	11 Oct	Direct e-mailing to 640,000+ subscribers
Exterior Adverts	External Display	1 Oct – 15 Oct	Banner displayed near the exhibition venue
	Posters Display	1 Oct – 15 Oct	Posters displayed at Hackers Education Group
	Flyers / promotional goods	13 – 15 Oct	1,000 flyers and 500 promotion badges distributed
Non-paid advertisement			
Website	Education UK exhibition website (VRS) open	19 Sep – 15 Oct	
	EducationUK website	19 Sep – 15 Oct	
	British Council SOLAS	19 Sep – 15 Oct	Teaser (Front page carousel, event section news)
	British Council Blog	19 Sep – 15 Oct	Teaser
	British Council Facebook	23 Sep, 4 Oct, 10 Oct, 13 Oct, 14 Oct	
	British Council Twitter	24 Sep, 10 Oct	
Others	Education UK e-newsletter	22 Sep	E-mail sent to Education UK database of 17,500+ subscribers
	SMS	4 Oct	DB of 13,609 Korean prospective students
	British Council Korea e-newsletter featured with Exhibition as a main news	6 Oct	E-mail sent to the British Council Korea database of 33,500+ subscribers