

Education UK Exhibition

Monterrey, Hotel Crowne Plaza

26 February, 2013

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1. Event fact file

Monterrey

Venue	Hotel Crowne Plaza Monterrey Constitución, Monterrey, 26 February, 2013
Opening hours	1600-2100 hrs.
Opened by	Lena Milosevic, Director British Council México Judith Macgregor, UK Ambassador to Mexico Plus other representatives of local universities
Stand costs	£845 (£1,014 Inc. VAT)
Unique feature to give added value	QR codes to capture student data

2. Key statistics

Attendance	Hotel Crowne Plaza	
	2013	2012
Tuesday, 26 February	416	474
Total number of exhibitors	33	30

Visitors' primary market objectives	Hotel Crowne Plaza	
	2013	2012
Further Education	3%	2%
Postgraduate	63%	64%
Undergraduate	27%	16%
English course	5%	10%
Other	2%	8%



Demographics of visitors	Hotel Camino Real Polanco	
	2013	2012
Male	49%	52%
Female	51%	48%

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

3. Impact of marketing plan

- The Education UK exhibition in Mexico had a balanced marketing mix which included several channels in order to attract prospective students to the event.
- Interviews and media mentions were achieved, reaching an estimated audience of around 10 million people on radio, TV, printed press and internet.
- A face to face strategy was implemented in Monterrey where talks to students at local schools were implemented.
- A social network strategy was put in place with regular posts on Facebook and Twitter before and during the event.
- Posters and electronic materials were distributed among key universities and schools in regions around the exhibition venue.
- An email shot campaign was created for the Exhibition targeting 3,000+ contacts in the British Council data base for Monterrey.
- Constant promotion through our British Council Mexico website.

4. Conclusions and follow up

- PG remains as the most popular level of study among students in Monterrey
- There has been an increase of 11% in demand for UG studies
- 48% of visitors are expecting scholarships to pay for their studies; however, 47% of visitors are self-funded (including family sponsorship)

4.1 Key recommendations for institutions

- Please stick to the timing provided for set up
- Lunch is not provided in Monterrey because the fair starts after lunch times, please be sure to eat something before the event
- Be sure to follow up with the freight company if you sent your consignments separately or directly to hotel

4.2 Key recommendations for the British Council

- To be able to use bar code scanning or something similar to access student data

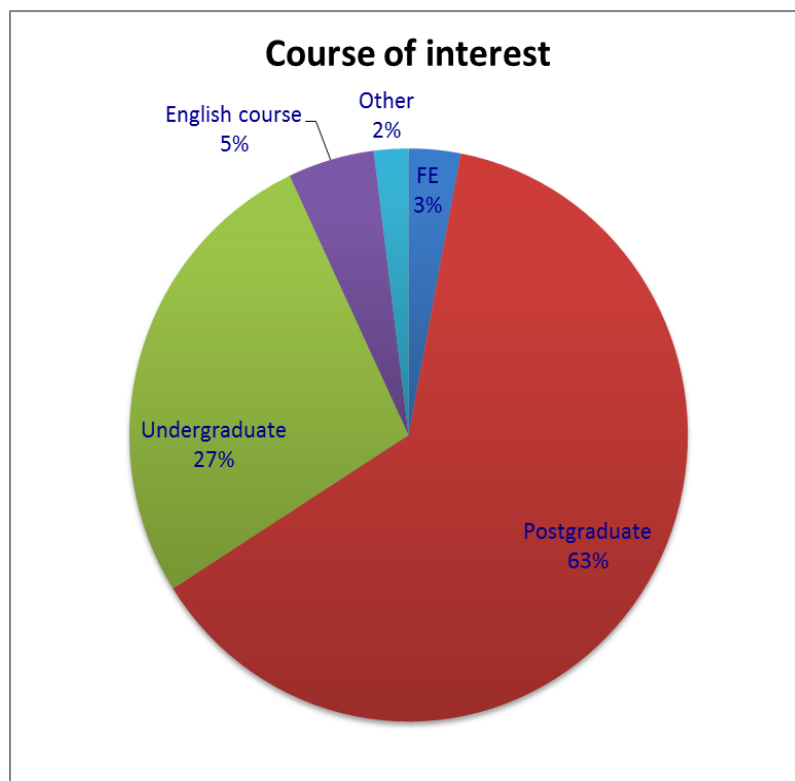
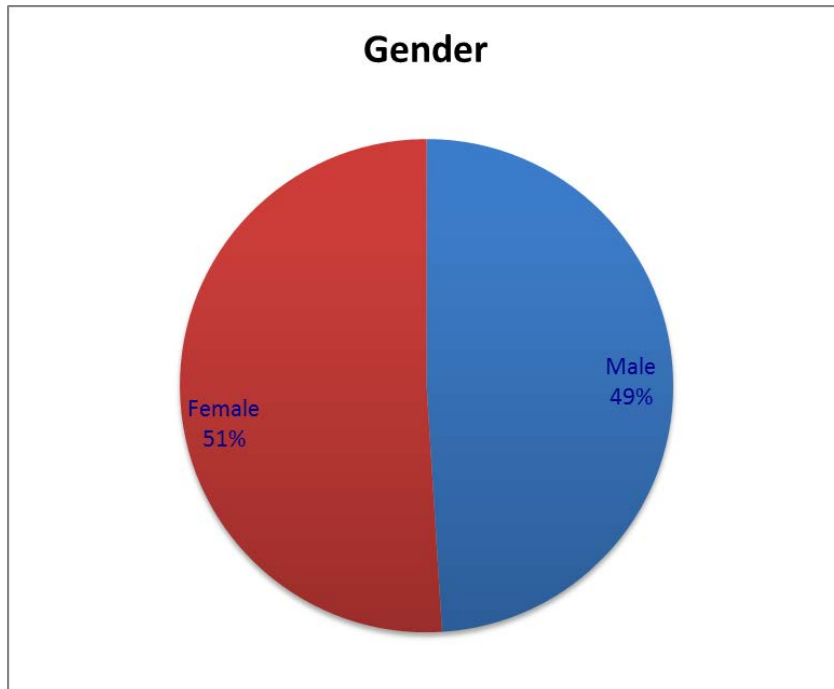
- There hadn't been a big advertising campaign and that it wasn't easy to register online
- A stronger media plan. Quality of students was good but it has been better in past editions.
- There should be a presentation about CONACyT at all locations
- Make contact with international officers of main institutions Monterrey and get the word out to their students
- Give the students a subject matrix for the fair

Appendix 1: List of participating institutions

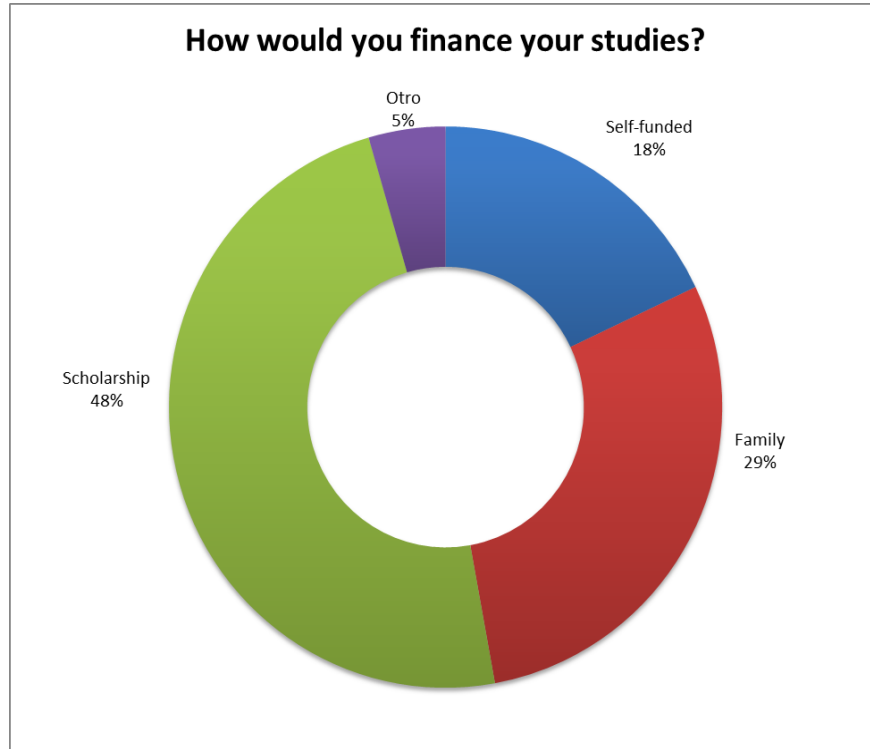
Institutions participating in Monterrey	
University of East London	The University of Sheffield
The University of Reading	The University of Birmingham
Hult International Business School	The University of Liverpool
University of Warwick	University College Birmingham
Anglia Ruskin University	University of Bath
University of Southampton	Cranfield University
De Montfort University	University of East Anglia
University of Leeds	Swansea University
The University of Nottingham	University of the Arts London
Bournemouth University	London School of Business and Finance
The University of Northampton	University of Central Lancashire
University of the West of England	Edinburgh Napier University
University of Glamorgan	University of St Andrews
Bath Spa University	The University of Edinburgh
University College London	Durham University
Newcastle University	King's College London
Ruthin School	



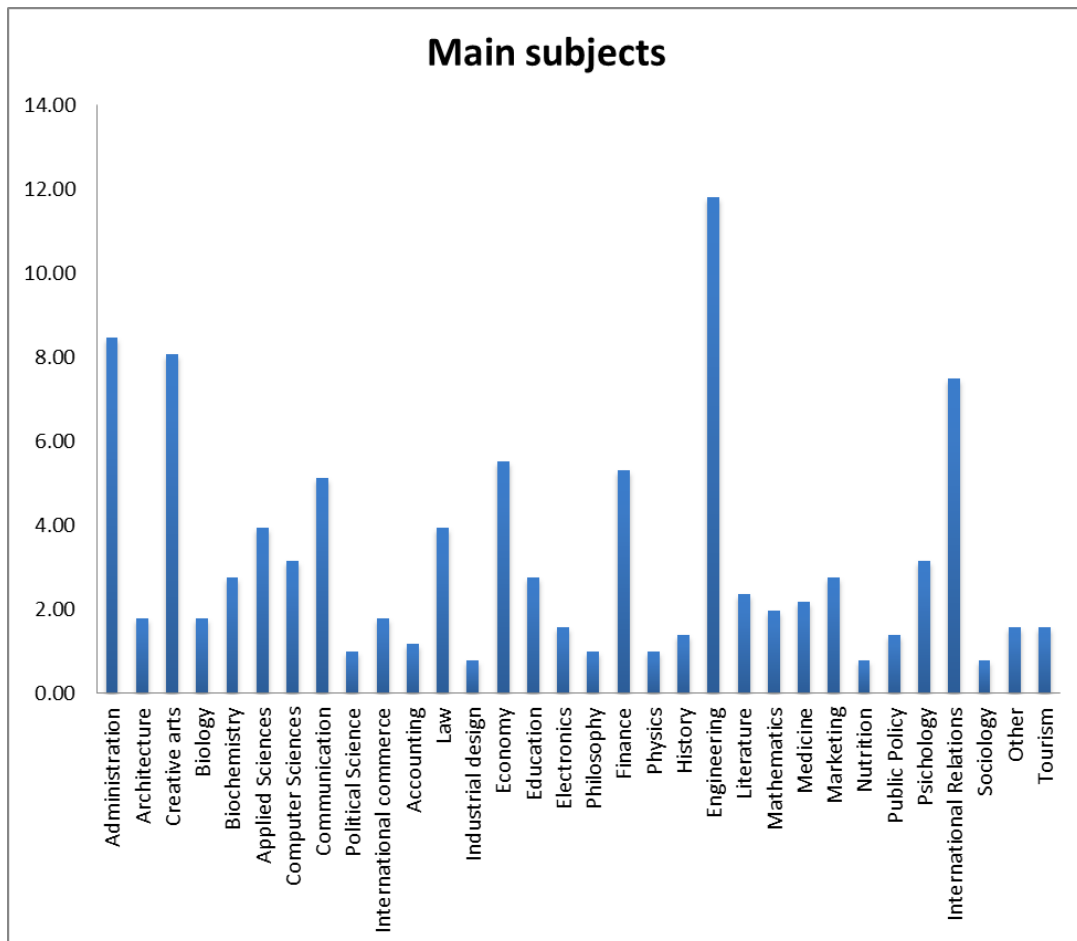
Appendix 2: Visitors' survey results



How would you finance your studies?

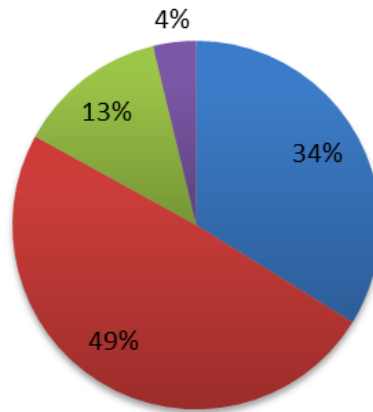


Main subjects

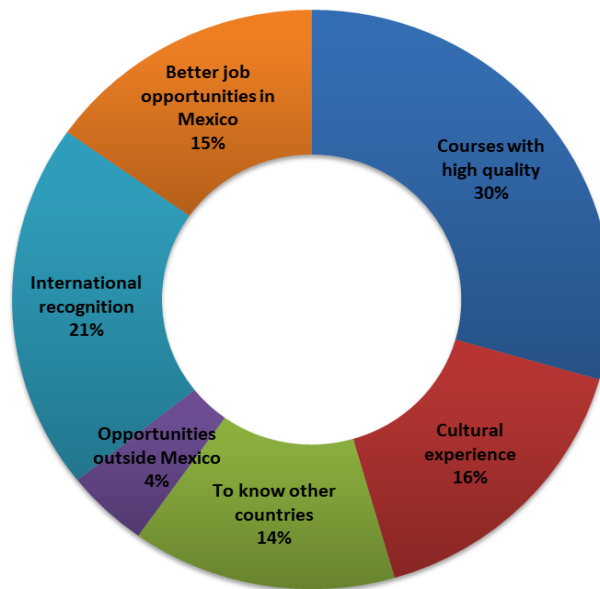


When do you plan to start your studies?

■ 6 months or less ■ 1 year
■ 2 years ■ More than 2 years



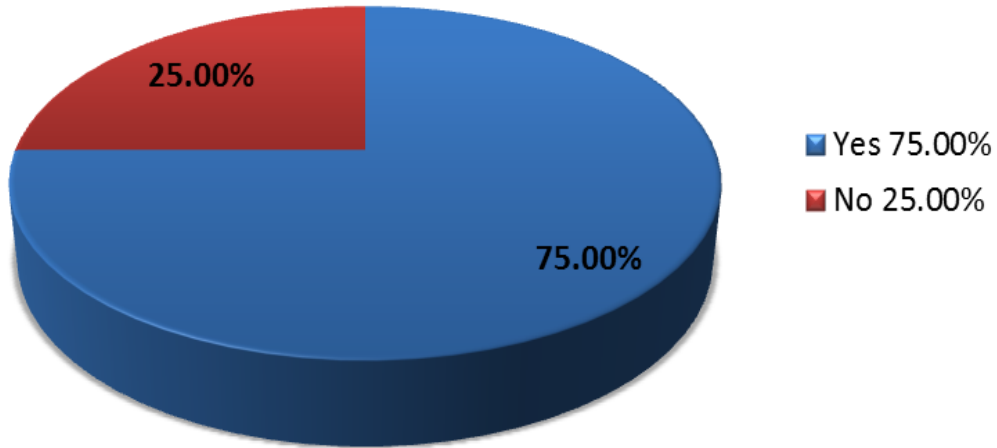
Main reasons to study in the UK



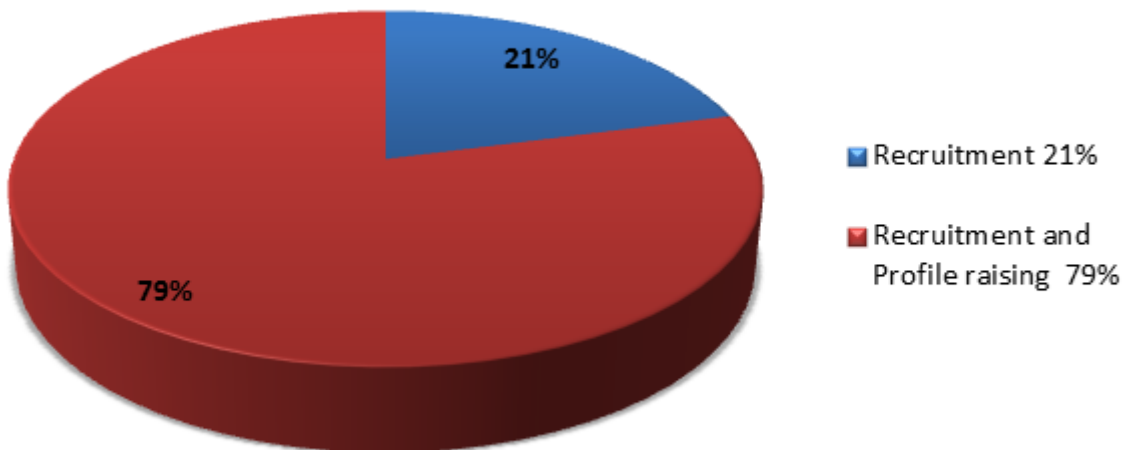


Appendix 3: Exhibitors' survey results

Has your institution attended the Education UK exhibition before?

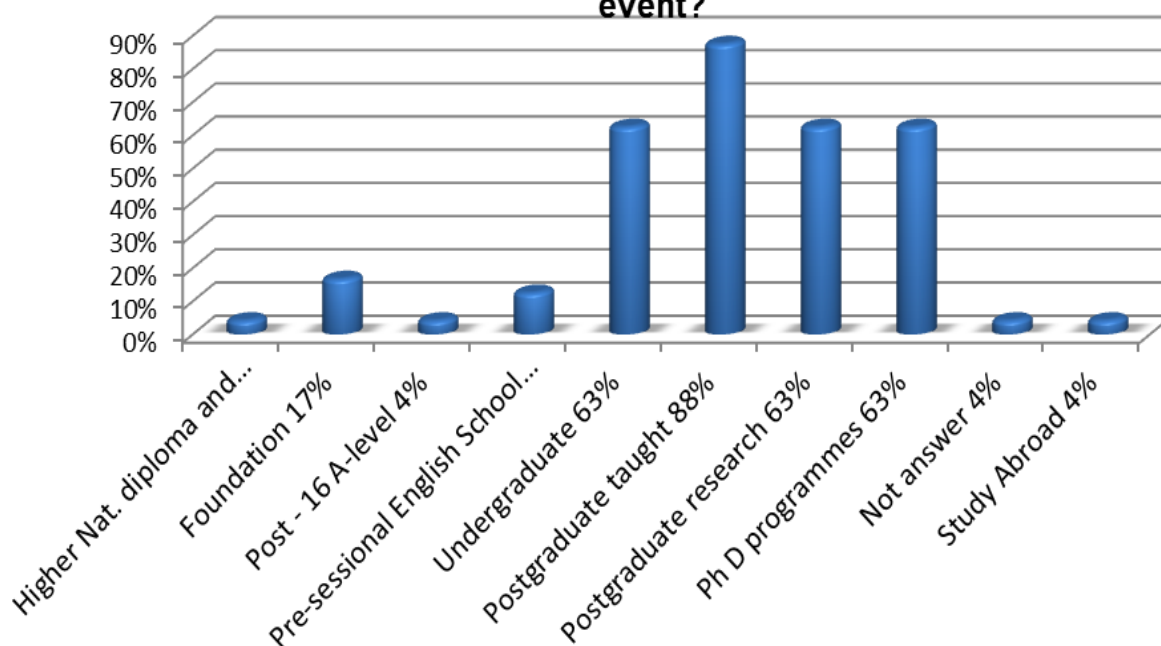


What was your main aim in participating?

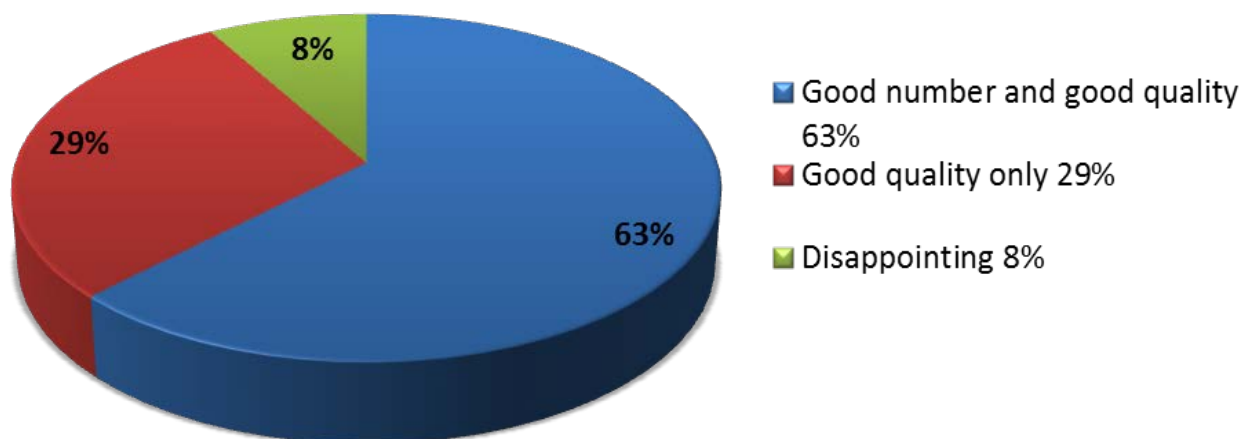




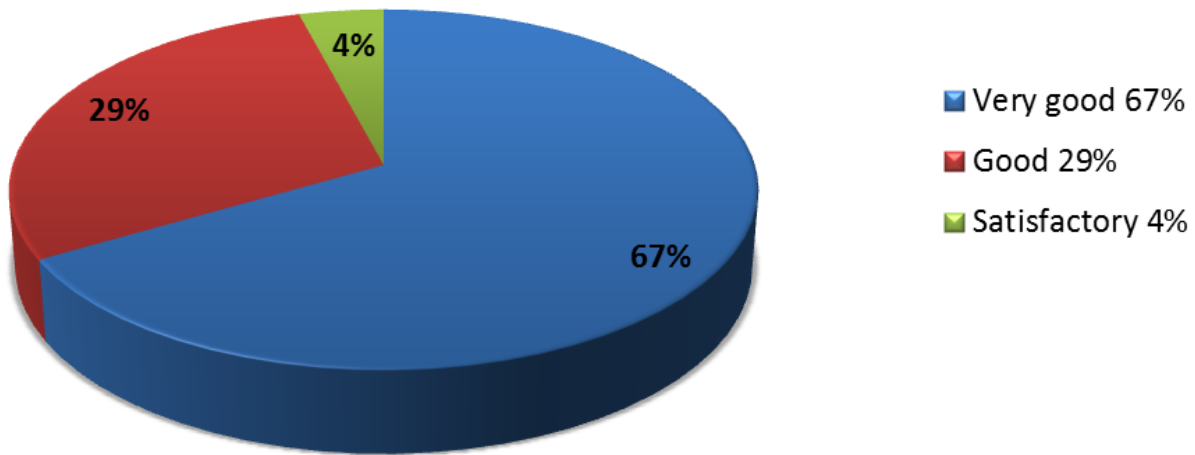
What was your primary market interest in this event?



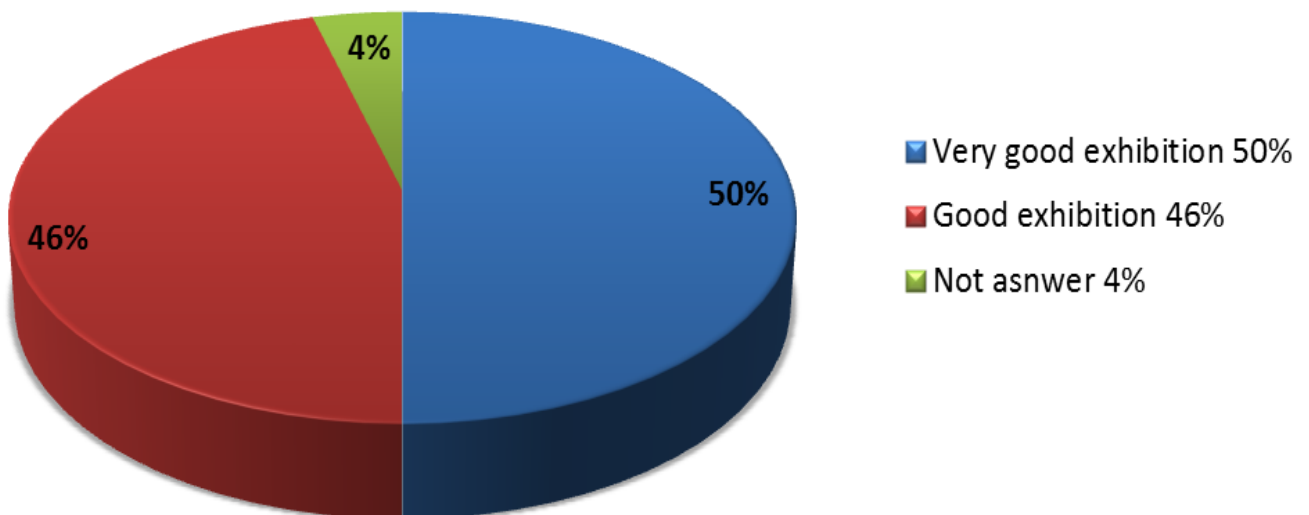
What is your assessment of the visitors?



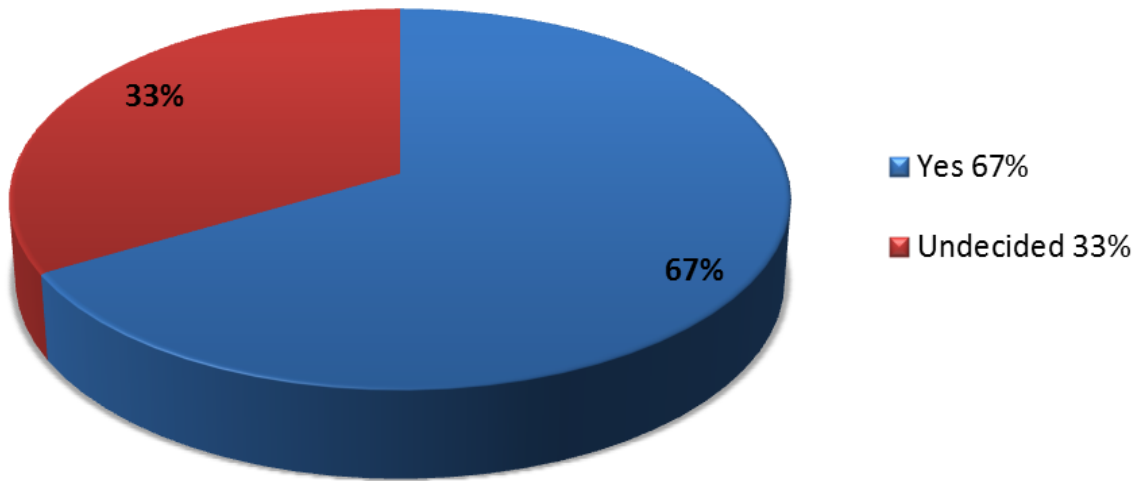
How do you rate the support to your business needs from British Council before and during the event ?



Please give your overall assessment of the Education UK Fair



Will you be attending the next exhibition ?



Appendix 4: Advertising and promotion plan (media plan)

Interviews and media mentions		
Media	Number of notes	Percentage
Newspaper	10	16%
Internet	33	52%
Radio	18	29%
TV	2	3%
Total	63	100%

Paid advertising in press

JANUARY	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
															1		
Universal																	1

FEBRUARY	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25
Universal											1				1			4		1		1	1	1	
El Norte															1							1	1		1

Email shot campaign with private sector		
Abott	COMEXI	Infosys
Accival	ConMéxico	Johnson & Johnson
B x +	Cuauhtémoc Moctezuma	La Costeña
Bank of America	Deloitte	Medicus
Baush and Lomb	Fundación Origen	Posadas
BMW México	GNP	Renault
Causa en Común	Honeywell	Sigma Alimentos MTY
CEMEFI	HR Ratings	Sigma Alimentos
CEMEX	Huawei	Tetrapack



Facebook campaign	
Start of campaign	9 February, 2013
End of campaign	26 February
Reach	158,320
Total clicks	1,670