



Education UK Exhibition

Mexico City, Hotel Camino Real Polanco

22-23 February, 2014

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1. Event fact file

Mexico City

Venue	Hotel Camino Real Polanco, Mexico City - 22-23 February, 2014
Opening hours	14.00–21.00hrs
Opened by	Lena Milosevic, Director British Council México Duncan Taylor, UK Ambassador to Mexico Plus other representatives of local universities
Stand costs	£2,855 (£3,426 Inc. VAT)
Seminars	How to apply for an Undergraduate course in the UK Successful applications for Masters Degrees Tips for the IELTS test Funding Opportunities for studying in the UK (FIDERH) Scholarships by CONACyT Funding Opportunities for studying in the UK (FUNED) Chevening Scholarships

2. Key statistics

Attendance	Hotel Camino Real Polanco		
	2014	2013	2012
Saturday, 22 February	889	1,027	1,061
Sunday, 23 February	952	863	1,231
Total number of visitors	1841	1,890	2,292
Total number of exhibitors	44	42	35

Visitors' primary market objectives	Hotel Camino Real Polanco		
	2014	2013	2012
Further Education	13%	3%	4%
Postgraduate	56%	63%	69%
Undergraduate	18%	20%	13%
English course	9%	8%	8%
Other	4%	6%	6%



Demographics of visitors	Hotel Camino Real Polanco	
	2013	2012
Male	47%	49%
Female	53%	51%

*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, printed press and Internet. The biggest efforts were made over Social Media campaign. Specifically over Facebook which helped us to reach more than the 53% of the prospectus
- A face-to-face strategy was implemented in Mexico City where talks to students at local schools were implemented.
- Electronic and printed materials were distributed among key universities and schools in regions around the exhibition venue.
- An email shot campaign was created for the Exhibition targeting 20,000+ contacts in the British Council database for Mexico City.
- Constant promotion through our British Council Mexico website and through the Education UK Mexico Campaign.

4. Conclusions and follow up

- PG remains as the most popular level of study among students in Mexico City
- There has been an a significant increase in % in demand for UG studies

4.1 Key recommendations for institutions

- Please stick to the timing provided for set up
- Lunch is not provided in Mexico City 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

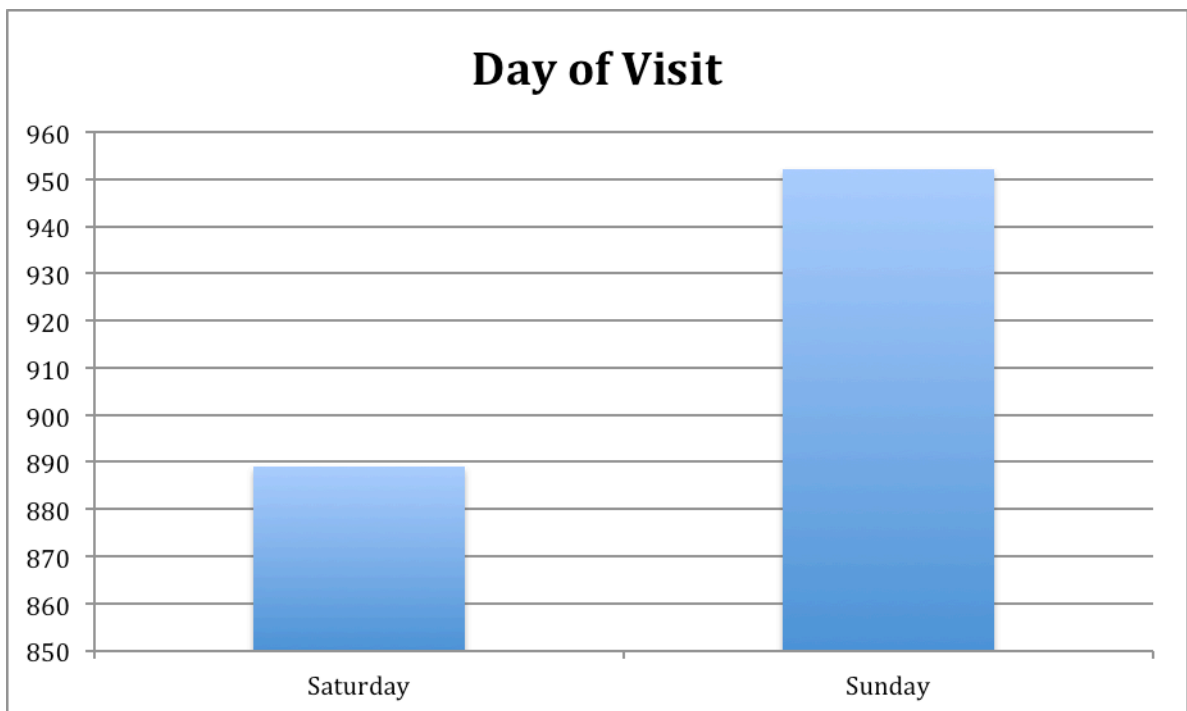
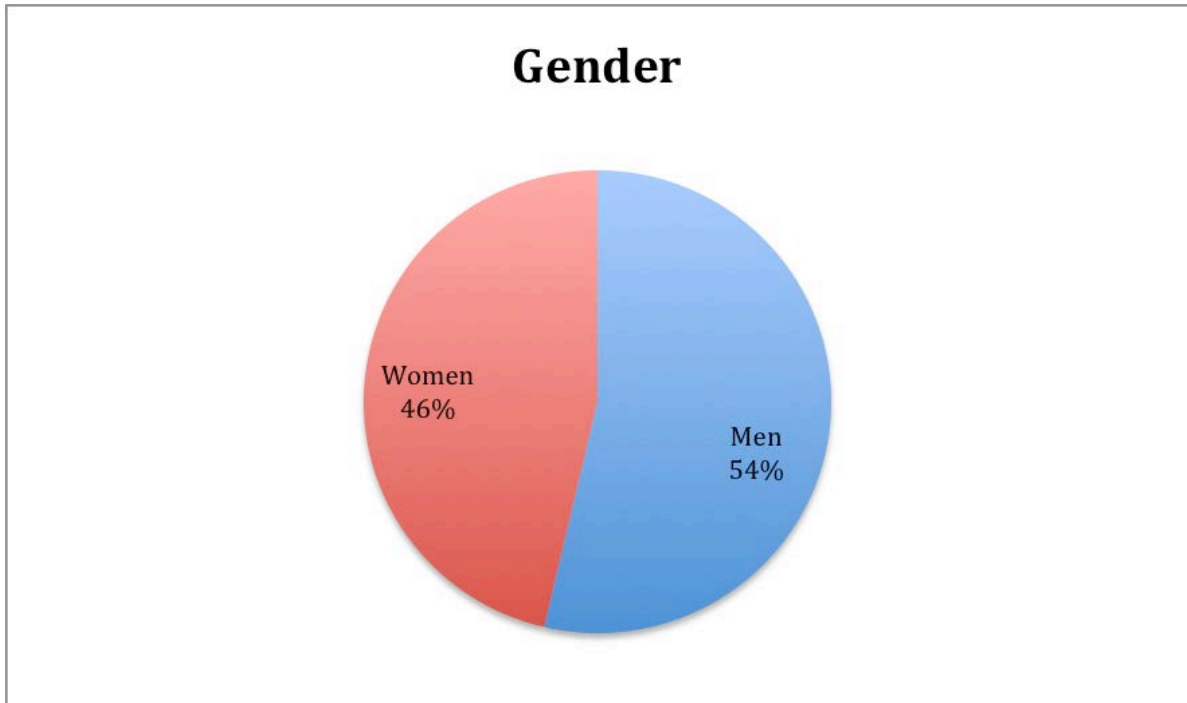
- To be able to use bar code scanning or something similar to access student data.
- Offer opportunities for universities to do presentations during exhibitions.

Appendix 1: List of participating institutions

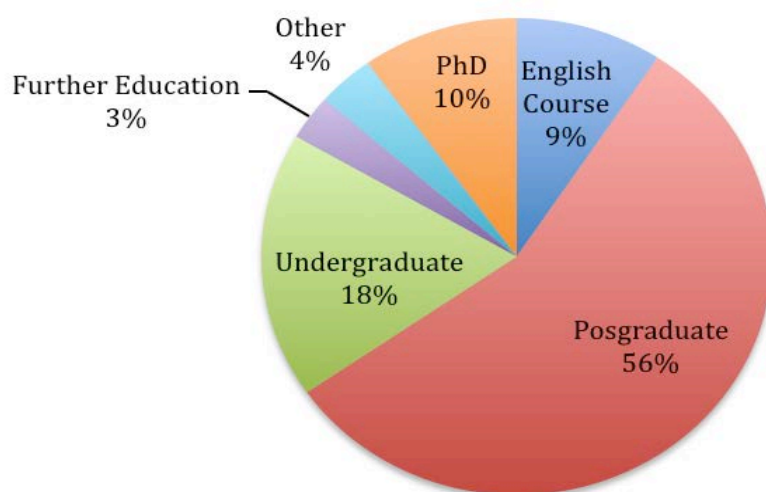
INSTITUTIONS PARTICIPATING IN MEXICO CITY	
Bath Spa University	UCL (University College London)
Concord College	University College Birmingham
Cardiff University	University of Aberdeen (Scotland)
Cranfield University	University of Bath
De Montfort University	University of Bristol
Durham University	University of East Anglia
Edinburgh Napier University	University of Essex
EF Education First	University of Glasgow
Hult International Business School	University of Hull
Institute of Education, University of London	University of Kent
John Leggott College	University of Leeds
Keele University	University of Liverpool
King's College London	University of Portsmouth
London School of Business and Finance	University of Sheffield
Northumbria University Newcastle	University of South Wales
Royal Holloway, University of London	University of Southampton
Sheffield Hallam University	University of St Andrews
Swansea University	University of Surrey LSC
The Glasgow School of Art	University of The West Of England (Bristol)
The University of Manchester	University of Ulster Branch Campuses
The University of Reading	University of Warwick
The University of Sussex	University of York



Appendix 2: Visitors' survey results

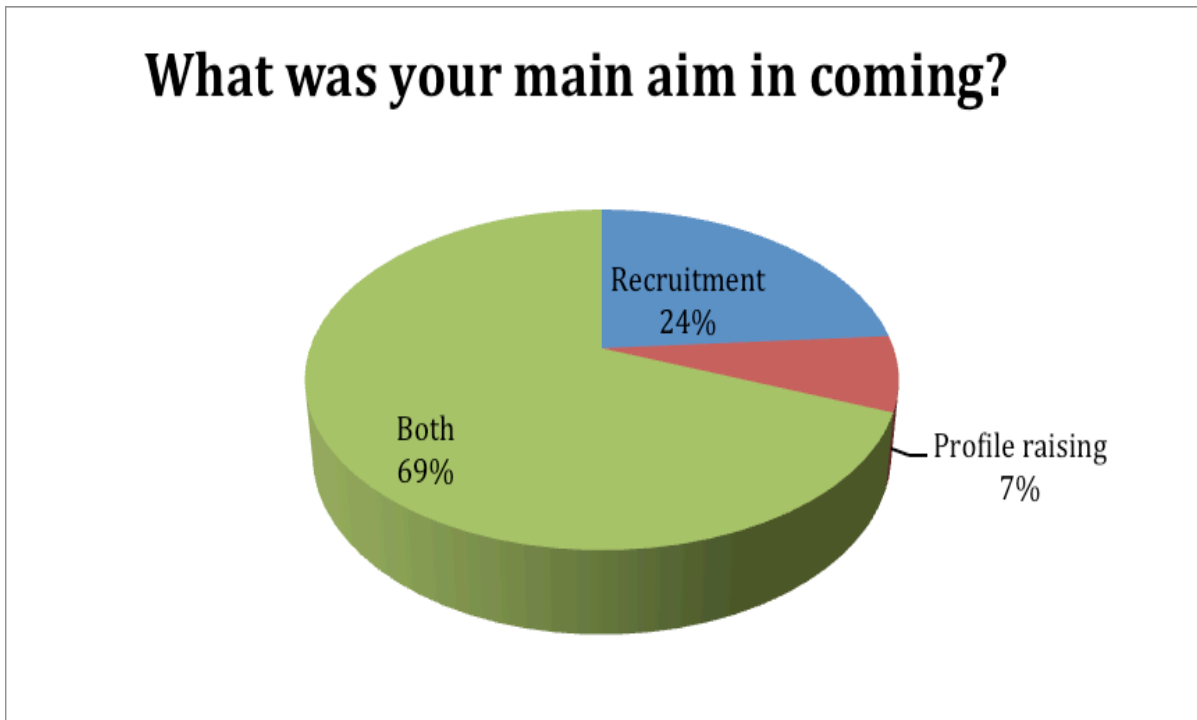
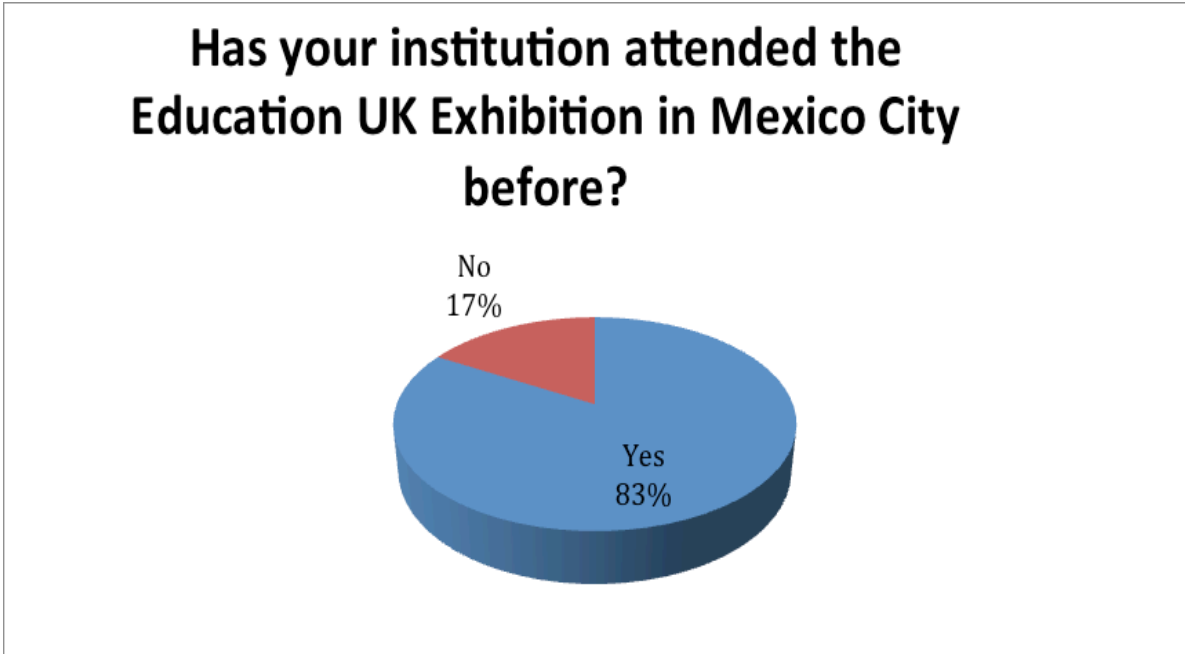


Area of Interest



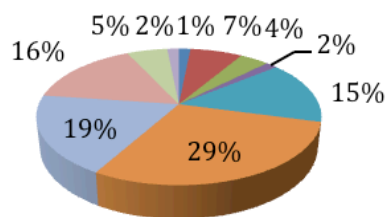


Appendix 3: Exhibitors' survey results

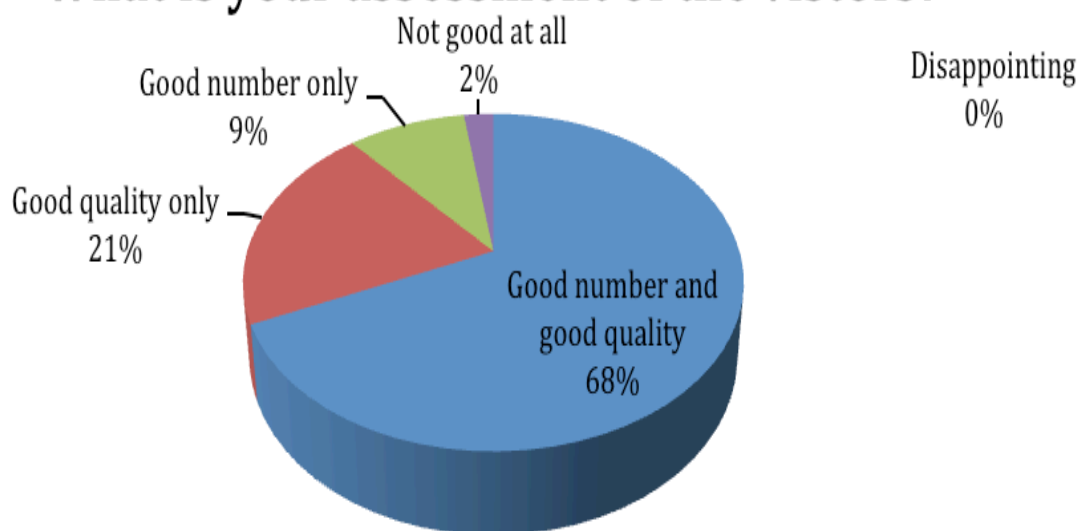


What is your primary market interest in this event?

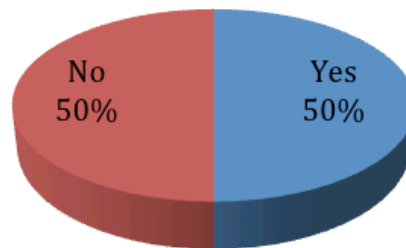
- Higher national diploma and equivalent
- Post- 16 A level
- Undergraduate
- Postgraduate research
- Study Abroad
- Foundation
- Pre-sessional English School
- Postgraduate taught
- Ph D programmes
- School



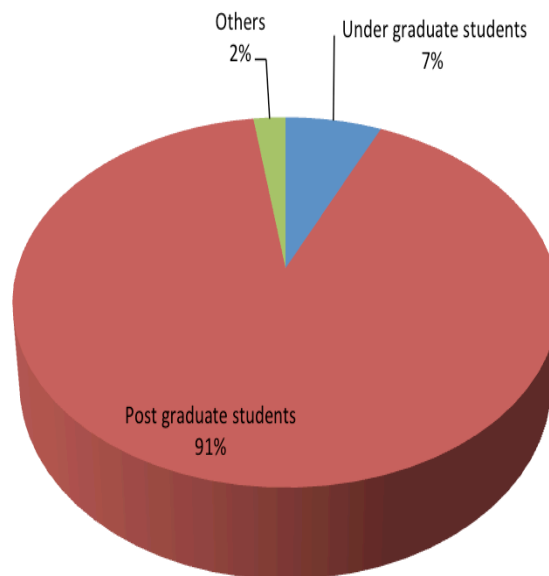
What is your assessment of the visitors?



Have you developed new links or built on existing feeder or agent relationships by coming?



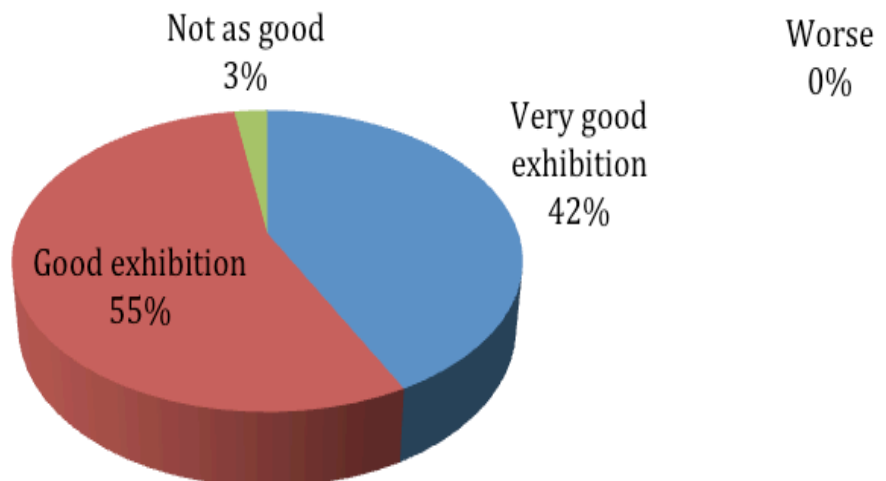
Which target was more interested and determined about studying in the UK?



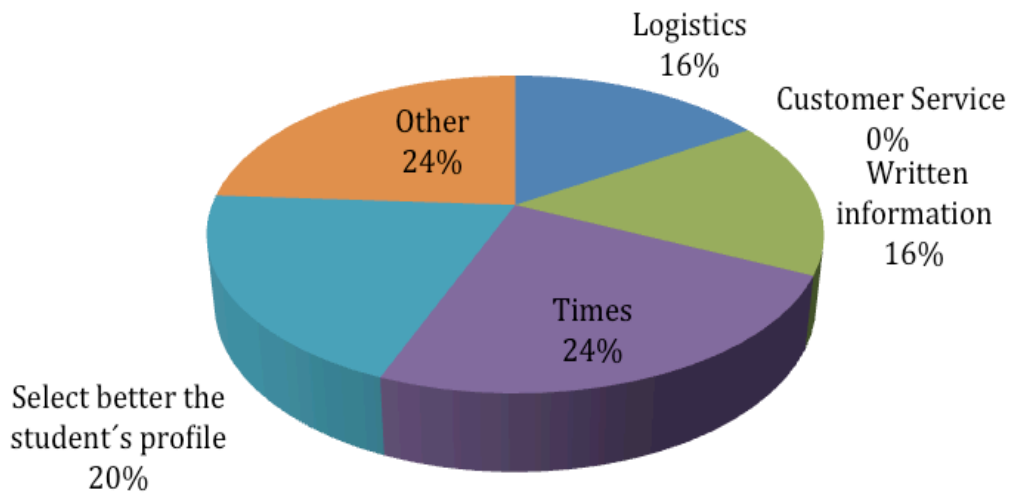
How do you rate the support to your business needs from British Council before and during the event?



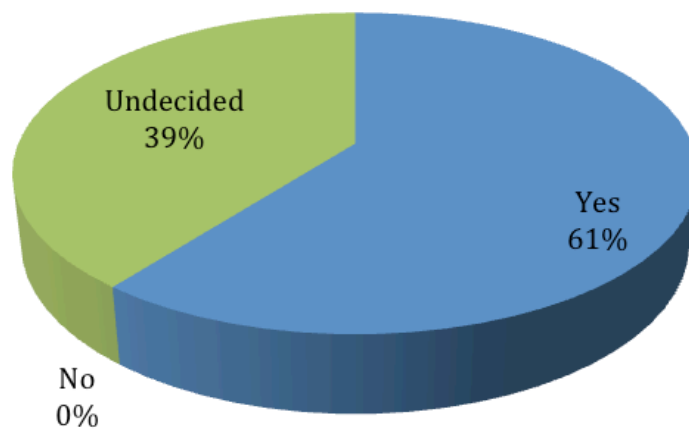
Please give your overall assessment of the Education UK Exhibition at Mexico City



Please give your overall assessment of the Education UK Exhibition at Mexico City



Will you be attending this exhibition next year?





Appendix 4: Advertising and promotion plan (media plan)

E-mail shots at

- 4 weeks before the event
- 3 weeks before the event
- 2 weeks before the event
- 1 week before the event.
- 15 days before the event
- 2 days before the event

Paid advertising

We run simultaneous campaigns over Facebook both in the fan page of the British Council and the Education UK fan page. We got the support from two different agencies to provide assistance over the advertising campaign and we modified and adapted some images of the GREAT campaign.

Facebook campaign	
Start of campaign	6 January, 2014
End of campaign	31 March 2014
# Students registered from facebook	53% (above 2660 registered users)



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KNOWLEDGE
IS
GREAT
BRITAIN



**Education UK QUIERE QUE SEAS
LA INSPIRACIÓN DE PRÓXIMOS
MEXICANOS.**

#EstudiaEnReinoUnido

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**Estás a un tweet
de estudiar en Reino Unido**

Sigue a través de nuestras cuentas de twitter y facebook,
la plática que tendremos con los alumnos del ITAM
el próximo 30 de enero a las 11 de la mañana,
en donde te diremos qué hacer para estudiar en Reino Unido.

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