



Education UK Exhibition

Monterrey, Hotel Crowne Plaza

25 February, 2014

Contents

1. Event fact file.....	2
2. Key statistics	2
3. Impact of marketing plan	3
4. Conclusions and follow up	3
Appendix 1: List of participating institutions.....	4
Appendix 2: Visitors' survey results.....	5
Appendix 3: Exhibitors' survey results	7
Appendix 4: Advertising and promotion plan (media plan).....	13

1. Event fact file

Monterrey

Venue	Hotel Crowne Plaza Monterrey Constitución, Monterrey - 25 February, 2013
Opening hours	16.00–21.00 hrs.
Opened by	Michael Bibby, Vicedirector British Council México Attendees from SEP
Stand costs	£1,255 (£1,506 Inc. VAT)

2. Key statistics

Attendance	Hotel Crowne Plaza		
	2014	2013	2012
Tuesday, 26 February	478	416	474
Total number of exhibitors	26	33	30

Visitors' primary market objectives	Hotel Crowne Plaza		
	2014	2013	2012
Further Education	4%	3%	2%
Postgraduate	29%	63%	64%
Undergraduate	11%	27%	16%
English course	4%	5%	10%
Other	2%	2%	8%

Demographics of visitors	Hotel Crowne Plaza Monterrey Constitución		
	2014	2013	2012
Male	47%	49%	52%
Female	54%	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, 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 Monterrey 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 3,000+ contacts in the British Council database for Monterrey.
- 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 Monterrey
- 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 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
- Offer opportunities for universities to do presentations during exhibitions.
- Timing More time between cities it was too much and close with Colombia.

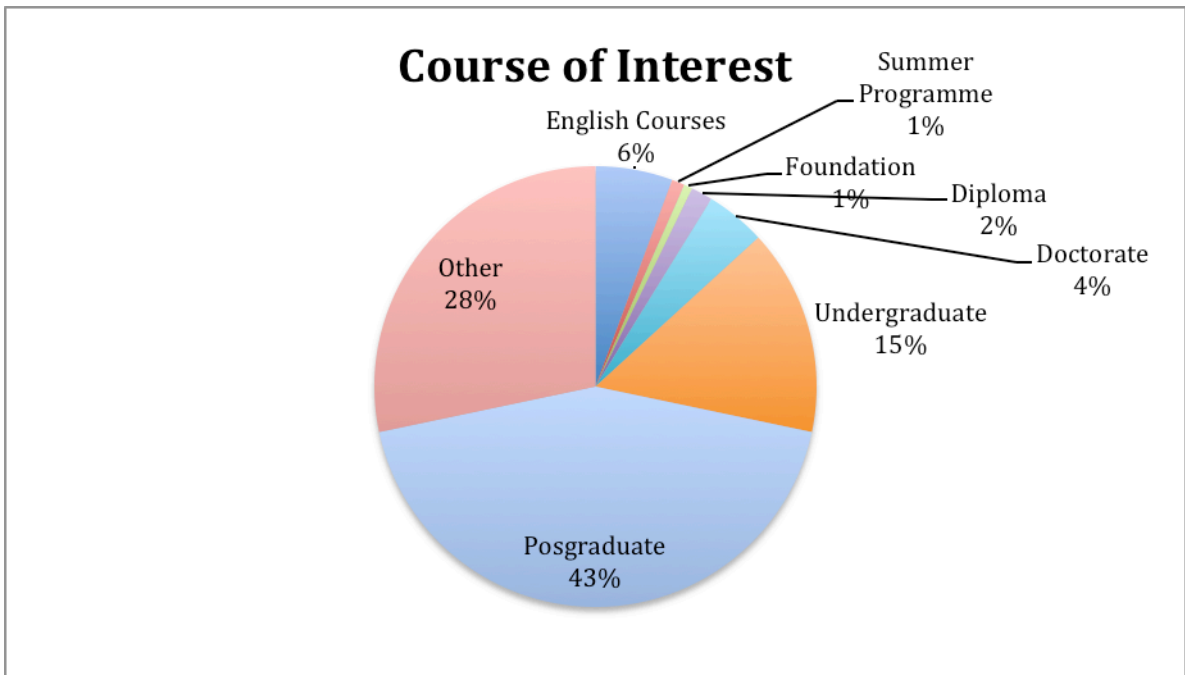
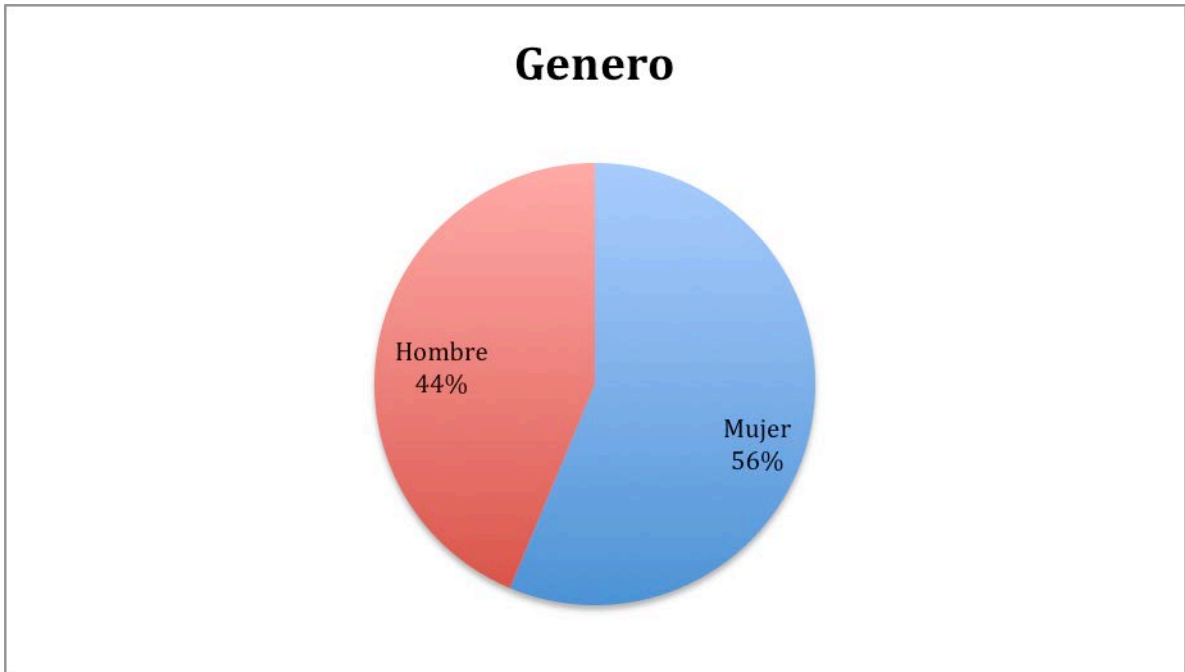


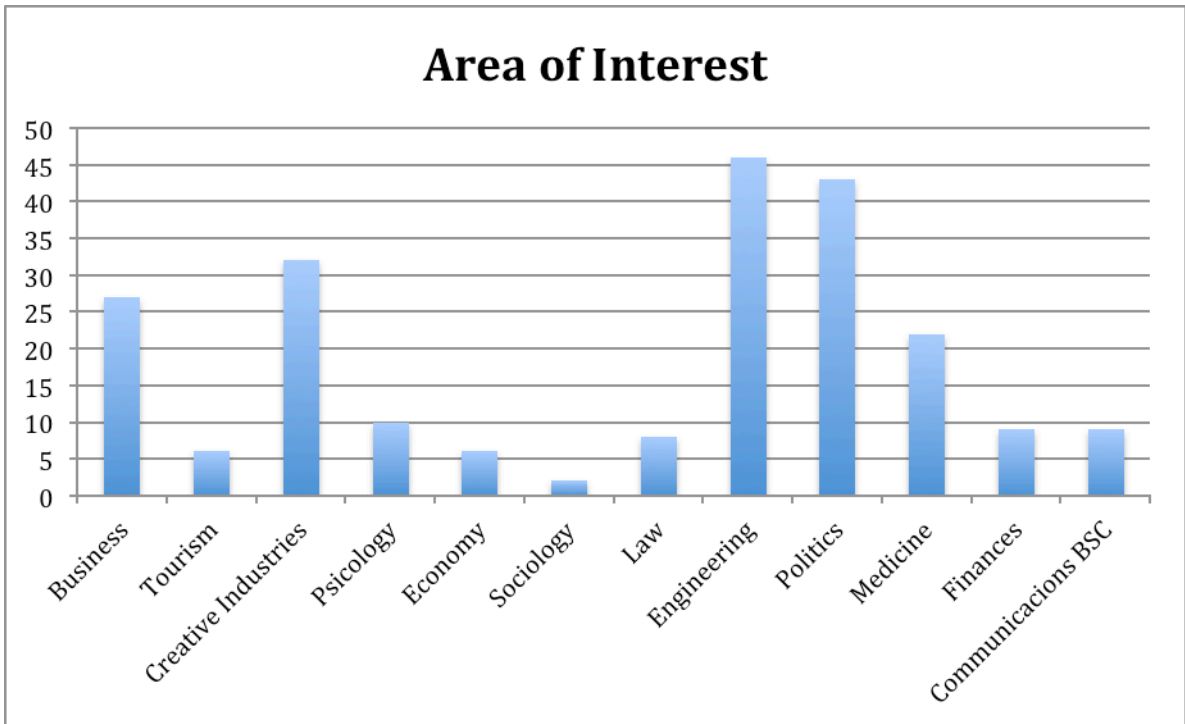
Appendix 1: List of participating institutions

Institution
Bath Spa University
Concord College
Durham University
Edinburgh Napier University
Ef Education First
Hult International Business School
Institute Of Education, University Of London
John Leggott College
King's College London
Sheffield Hallam University
Swansea University
Ucl (University College London)
University College Birmingham
University Of Aberdeen (Scotland)
University Of Bath
University Of Bristol
University Of Glasgow
University Of Hull
University Of Leeds
University Of Liverpool
University Of Sheffield
University Of Southampton
University Of South Wales
University Of St Andrews
The University Of Sussex
University Of The West Of England (Bristol)



Appendix 2: Visitors' survey results

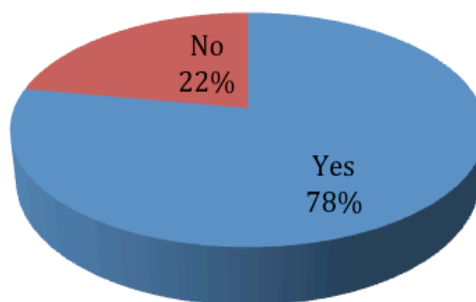




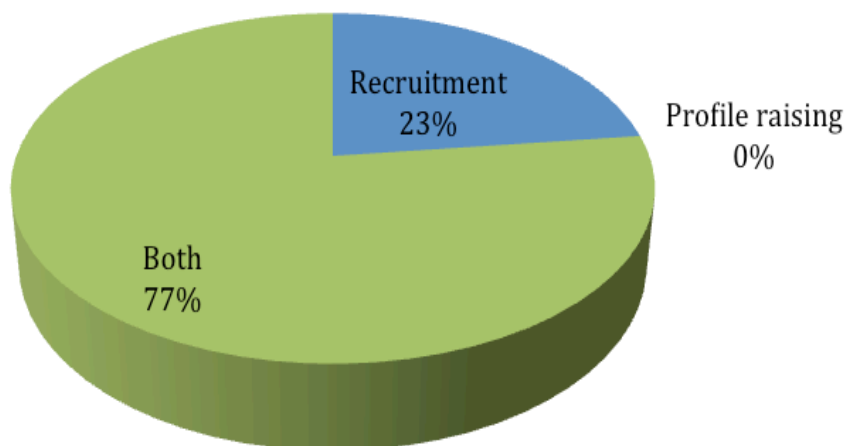


Appendix 3: Exhibitors' survey results

Has your institution attended the Education UK Exhibition in Monterrey before?

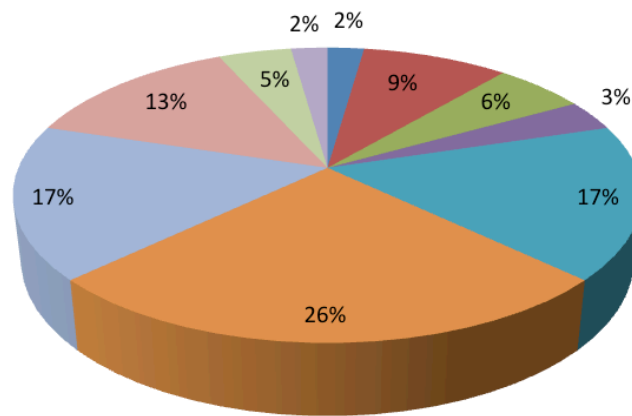


What was your main aim in coming?



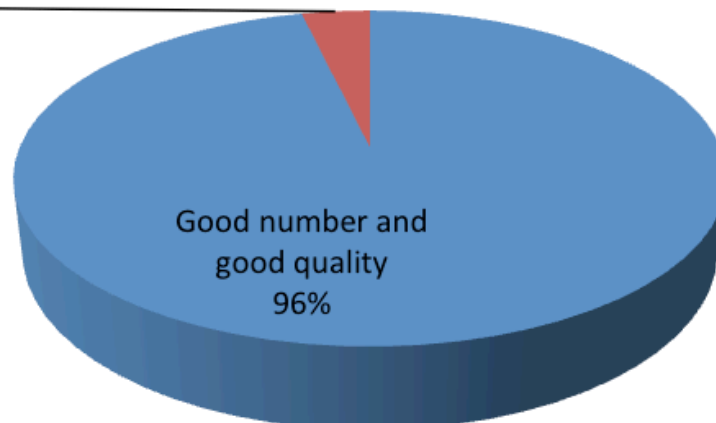
What is your primary market interest in this event?

- 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 Monterrey students?

Good quality only
4%

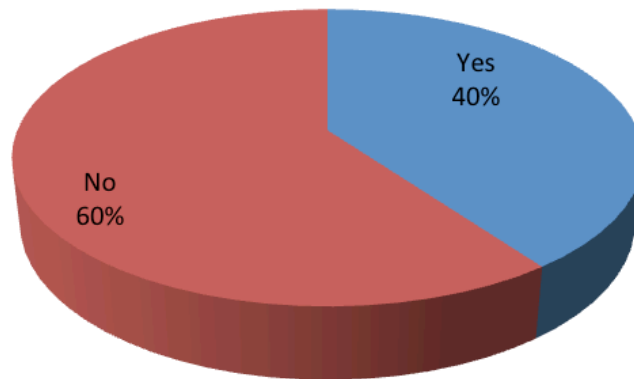


Good number only
0%

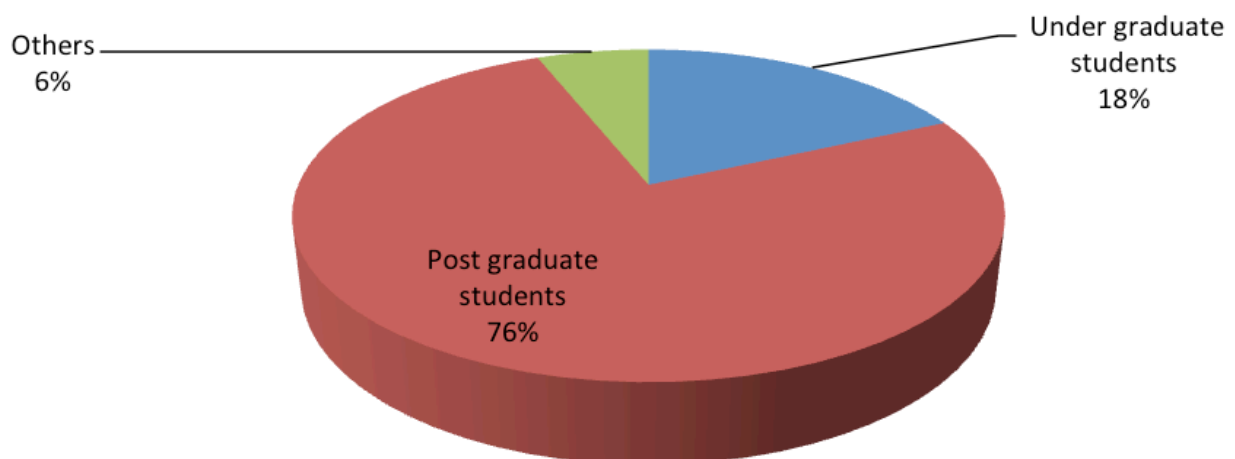
Not good at all
0%

Disappointing
0%

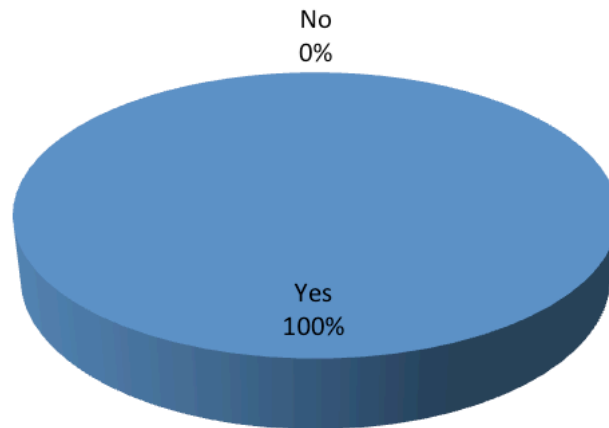
Have you developed new links or built on existing feeder or agent relationships by coming?



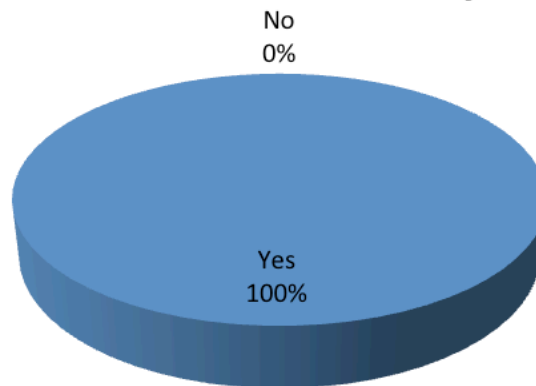
Which target was more interested and determined about studying in the UK?



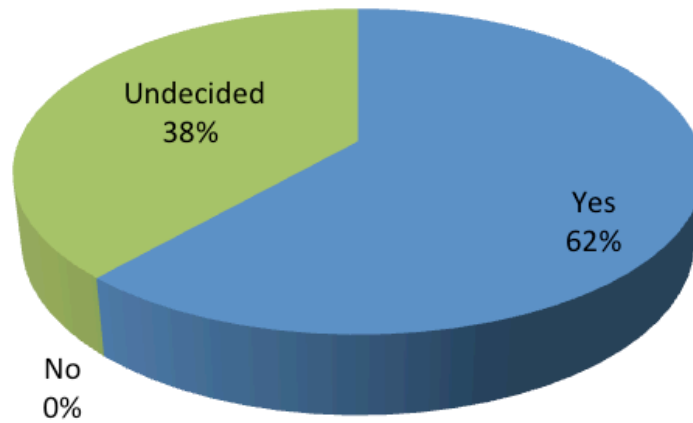
**Education UK Exhibition 2014 at Monterrey City
fulfilled your expectations?**



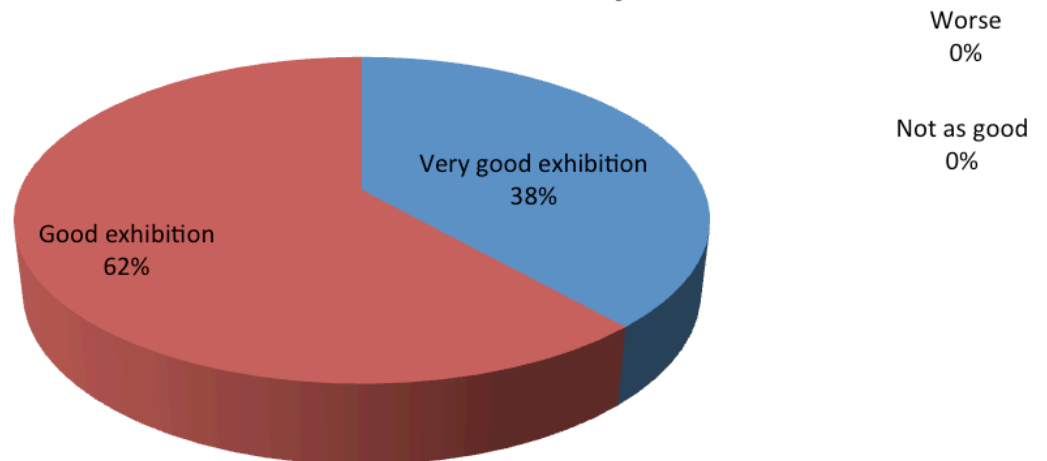
**Do you think that it worth to continue having
exhibitions at Monterrey city?**



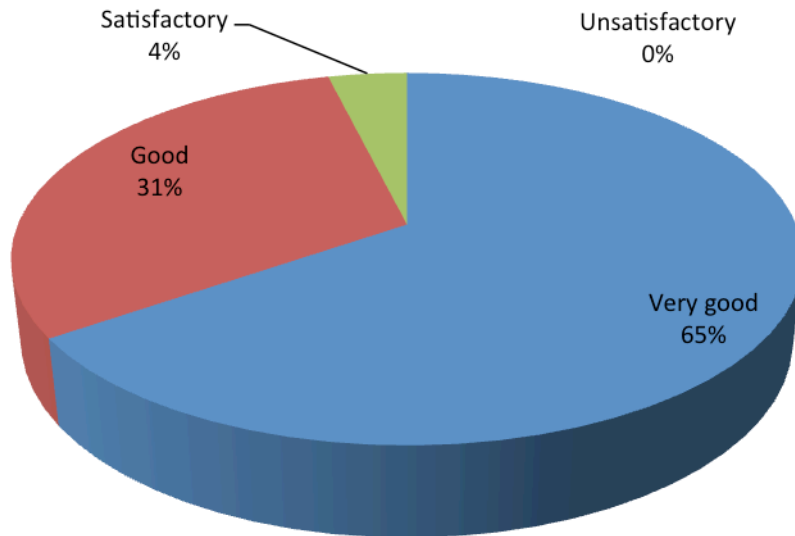
Will you be attending this exhibition next year?



Please give your overall assessment of the Education UK Exhibition at Monterrey.



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





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 2 different agencies to provide advice 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)



**ESTE 2014
VOY A**

emocionarme en Wembley
tanto como lo hago en el Azteca.

KNOWLEDGE
IS
GREAT
BRITAIN



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

#EstudiaEnReinoUnido

KNOWLEDGE
IS
GREAT
BRITAIN



**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.

KNOWLEDGE
IS
GREAT
BRITAIN

@EdUKmexico

facebook/EducationUKMexico

