



SERVICES FOR
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Post-event report for
Education UK exhibition 2014

11-12 October 2014
Seoul

Introduction

British Council Korea hosted its 24th Education UK exhibition on both 11th and 12th October at Plaza Hotel Seoul, with 52 institutions taking part this year. Education UK exhibition plays a key role in giving UK education prominence, and to position the UK as first choice for Korean students willing to study abroad.

2,258 visitors attended the exhibition, which is approximately 13% drop compared to last year's fair. The following factors might have been the cause of the drop down; rather long holiday period (3rd & 9th October being a National holiday in Korea), competition with other agent fairs which was held too close with our exhibition and most importantly, decrease in total number of participating institutions at the fair.

This year we have engaged with UK alumni by providing student counselling from two sets of alumni volunteers who are specialists in their areas. YouTube star Josh Carrott was invited to give a speech sharing his global experience to the audience, photo zone was created within the Grand Ballroom and GREAT student film screen was shown to the public throughout the 2-day exhibition, highlighting the excellence of UK education.

We have received good feedbacks from participating institutions, as well as some pointed areas which could be improved. British Council Korea undertook a review of the exhibition to identify what went well, what did not go well, and the key 'lessons learnt' to inform future activities.

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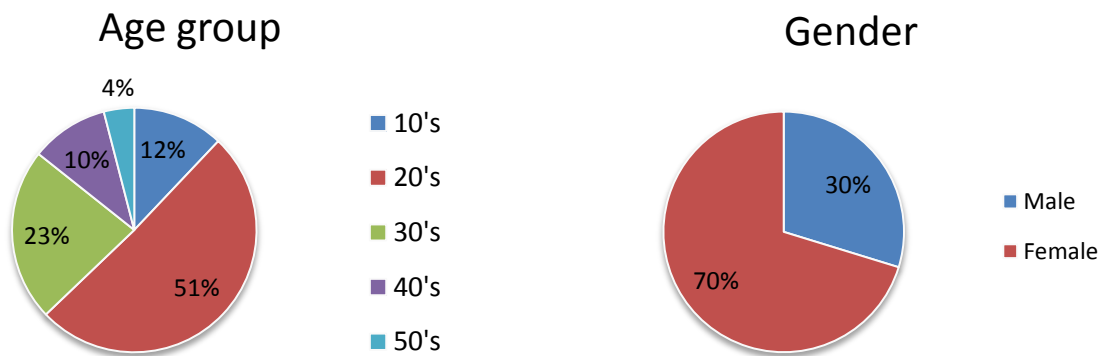
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Visitors' profile

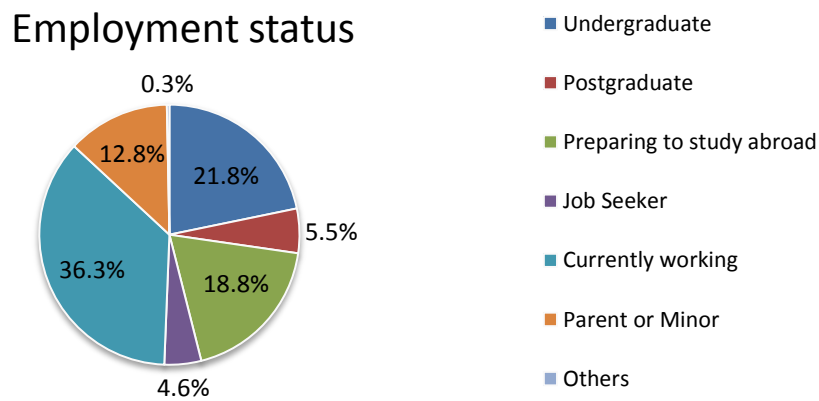
Profile

The visitors' age group and gender distribution were as below. The scene was dominantly female, and about three quarters of the total population was in their 20's or 30's.

(**Total n°. of survey participants: 656)

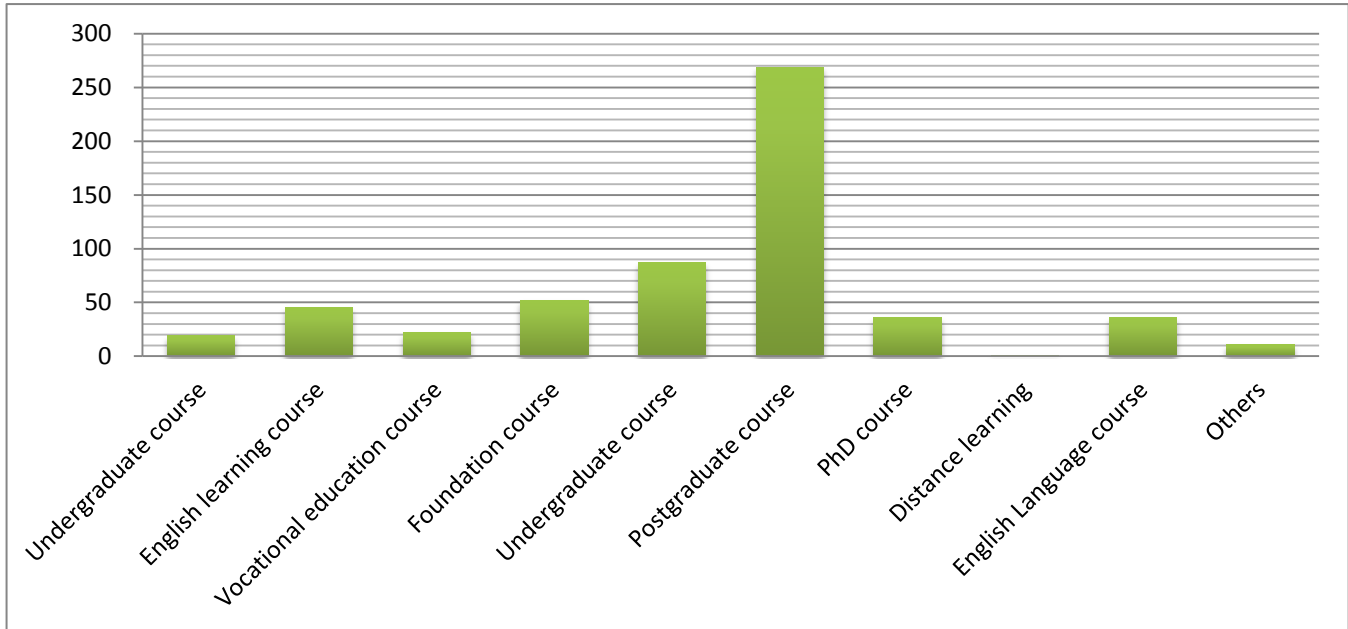


Around 36% of the visitors were currently working, and 27% of the visitors were students (undergraduate or postgraduate). 19% of the visitors answered that they were at the stage of preparing to study abroad.

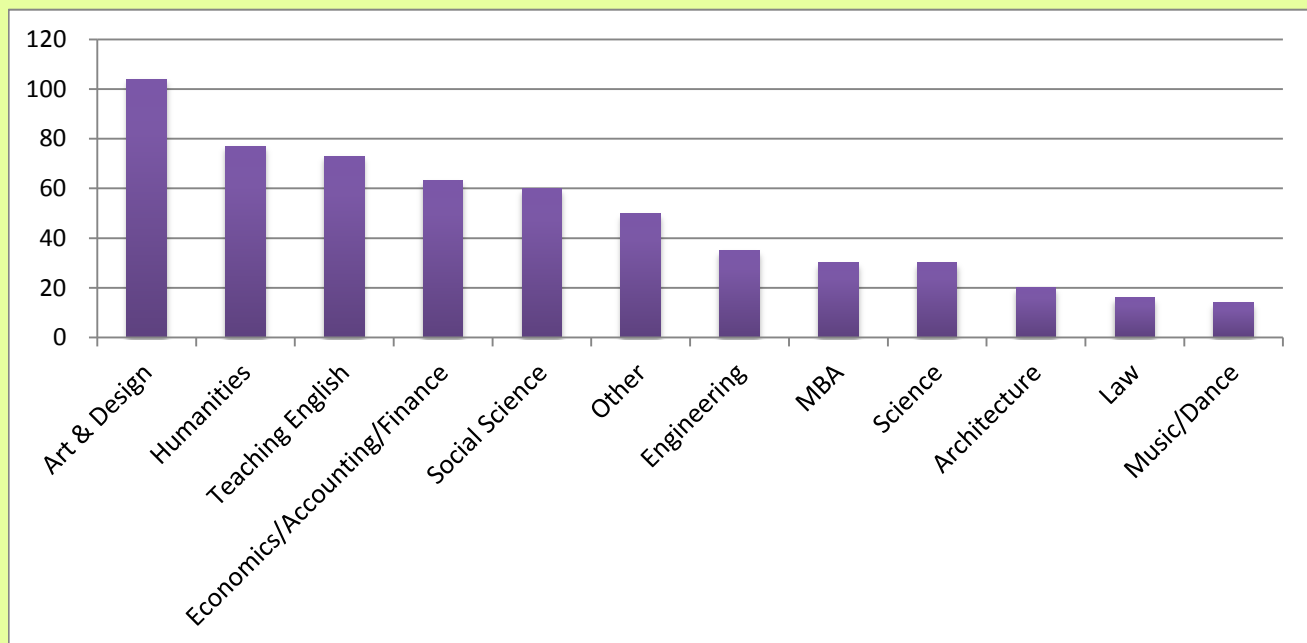


Preference

Majority were looking for postgraduate and undergraduate courses.

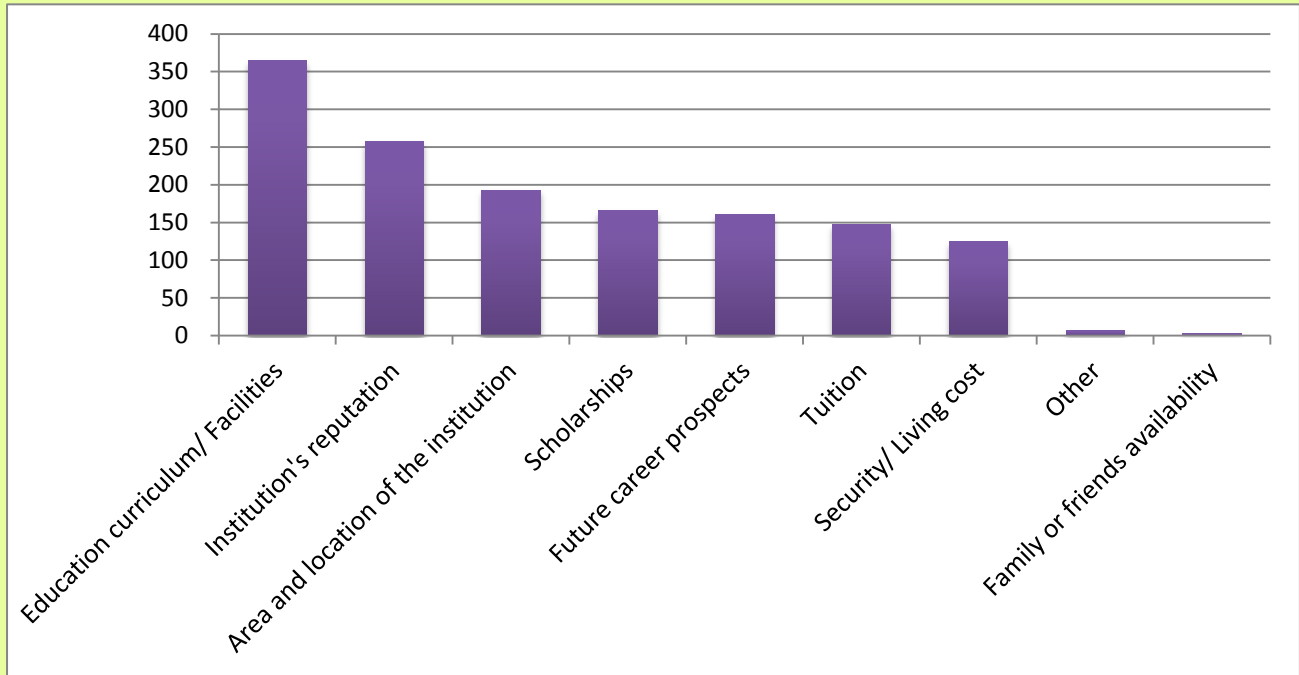


Subject preference



The subject preference remains to be similar to the last year's survey result:
Art & Design is still the **number one** subject area of choice.

Factors for consideration



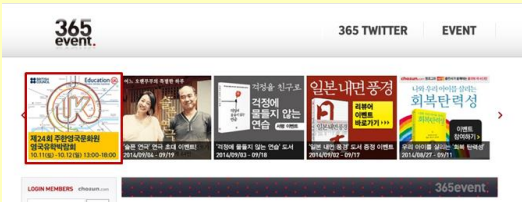
Education curriculum & facilities and institution's reputation is the most important factor when considering to study abroad.

Marketing

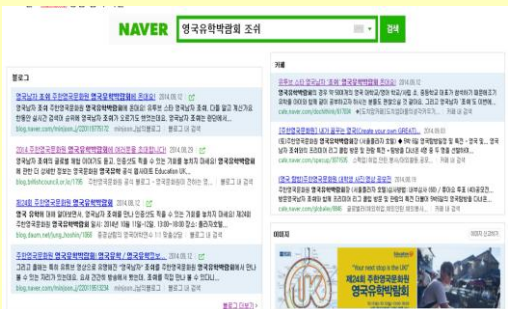
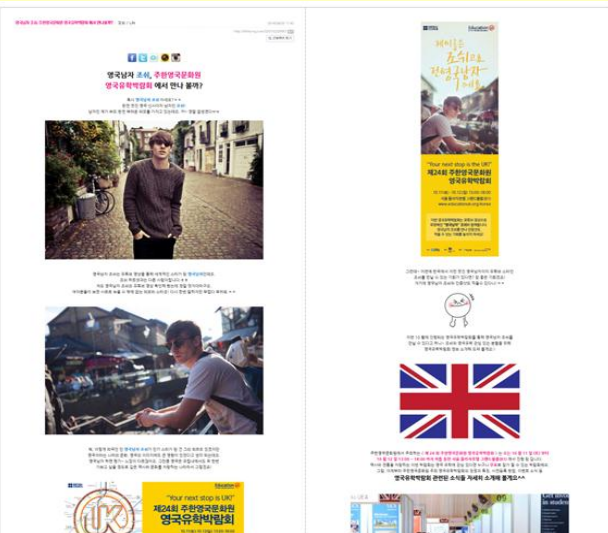
Outdoor



Online banners & DM



Search Keywords & Viral Marketing



Online News Articles

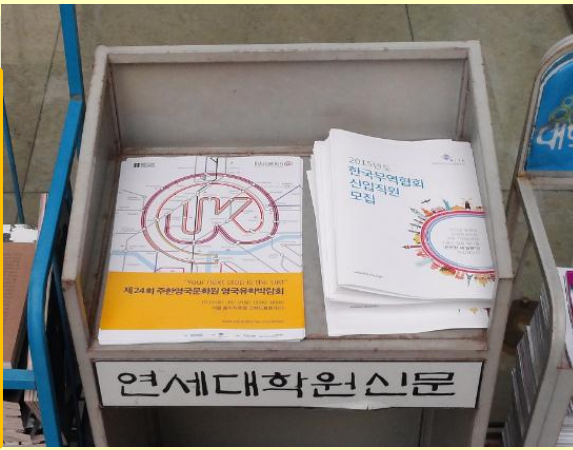


Printed Advertisement & Leaflet

est.co.kr)를 통 ●문의: (02)3413-9118-9
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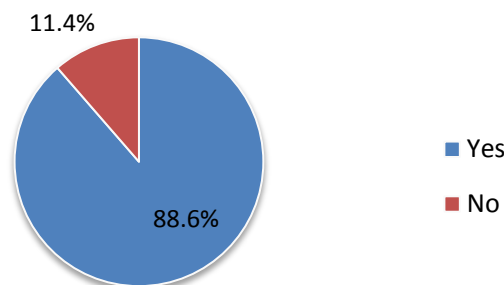
Visitors' feedback

Methodology

We have distributed a printed survey to the visitors during the 2-day exhibition and the visitors received a freebie after completing the survey. The questions were designed to gather quantitative statistics as well as qualitative remarks on visitors' reactions to our exhibition and the decision-making process.

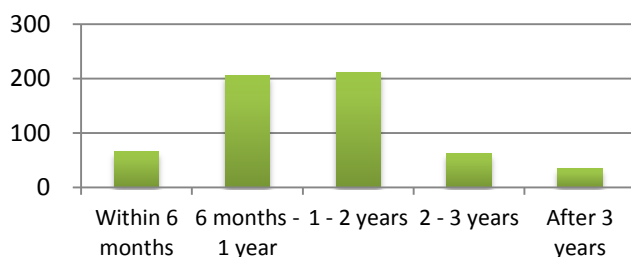
More than 88 % of the visitors said they have a plan to study abroad.

Have plan to study abroad

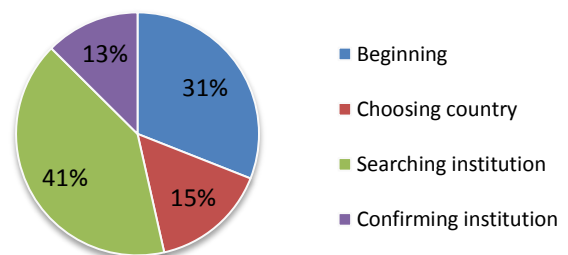


Among them, over 80% answered they plan to study abroad within 2 years, and when they were asked in which cycle they were, more than 40% were in the process of choosing an institution to study at.

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
- Hope to have more information about institutions, and see a matrix or school types marked for all participating institutions
- Hold more/various seminars during the exhibition
- Interpreters needed for every booth
- Would be nice to have a snack bar in the area

Exhibitors' feedback

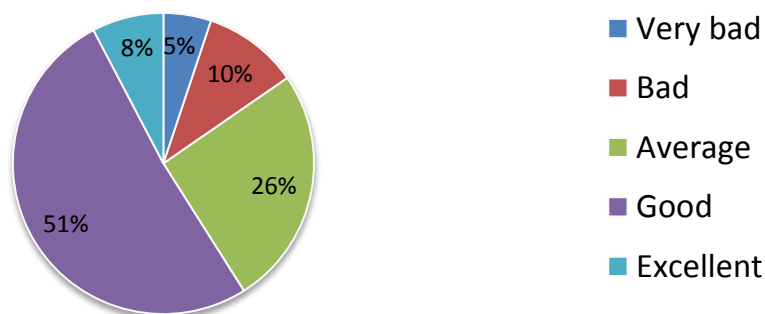
Main compliments

- Great effort on the part of the BC team, very well managed
- Satisfied with the quality of enquiries
- BC Korea staff were very helpful

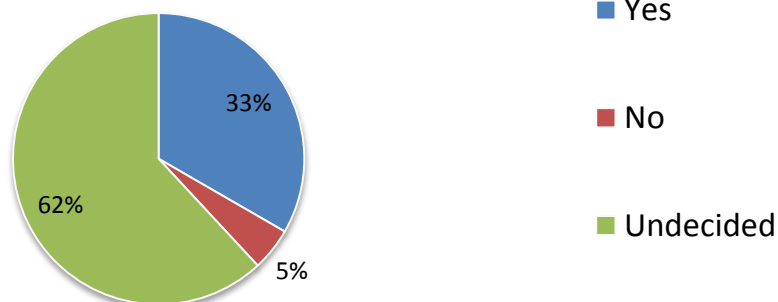
Main complaints

- Cost for the exhibition is rather high
- Less visitor numbers than previous years
- Change of venue

Overall Assessment on this year's exhibition



Will you be attending this event this time 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 and change the exhibition format and seek whether this could lead to a cost reduction
- Include some kind of 'speed dating' event prior to the exhibition to link up agents/partners with UK institutions for collaboration development
- Continuous work in raising the awareness on pathways to Universities (e.g A-Level / IB / Foundation) and courses provided at FE colleges
- Change in seminar slots: include pre-master seminars and more practical seminars
- Provide subject /course matrix for the visitors

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
- Parents and students still prefer having a translator at the booth. Delegates are more than welcome to have Alumni sharing their own experiences or local representative agents to help you at the booth
- It is important that the delegates should be able to answer general enquiries as well as specific questions on scholarships, availability of placements, different pathways available to each students at different stages of education

Appendix 1: List of exhibitors

Booth No.	Institution
1	Bath Spa University
2	BIMM Institute
3	Bournemouth University
4	Coventry University
5	EF Education First / EF Korea
6	Falmouth University
7	The Glasgow School of Art
8	Goldsmiths, University of London
9	Gower College Swansea
10	Heriot-Watt University
11	Hult International Business School
12	Institute of Education, University of London
13	Istituto Marangoni
14	Kingston University London
15	Leeds Colleges of Art & Music
16	London Metropolitan University
17	Loughborough University
18	MPW Schools
19	NCUK - The University Consortium
20	Newcastle University
21	Northumbria University (Newcastle)
22	Norwich University of the Arts
23	RVC, University of London
24	Rydal Penrhos School
25	SOAS, University of London
26	University of the Arts London
27	University of Birmingham
28	University of Bradford
29	University of Brighton
30	University for the Creative Arts
31	University College Birmingham
32	UCL (University College London)
33	University of Derby
34	University of Glasgow
35	University of Greenwich
36	The University of Law
37	The University of Lincoln

Booth No.	Institution
38	University of Liverpool
39	The University of Manchester
40	The University of Nottingham
41	University of Reading
42	University of St Andrews
43	University of Sunderland
44	University of Surrey
45	University of West London
46	University of the West of Scotland
47	Writtle College (A partner of the University of Essex)
48	ELC Brighton
49	ISIS Schools
50	Malvern House
51	Oxford House College

Appendix 2: Promotion plan

Type Advertisements	Media	Duration	Format(Quantity)
Newspaper Adverts	Short article at weekly educational Newspaper	29 Sep	Short Article
Online Adverts	Naver Brand Search	15 Sep ~ 12 Oct	Thumbnail and ad when "British Council Korea" was searched at Naver
	Chosun.com	12 Sep ~ 12 Oct	Banner adverts (Shape pop-up banner, Box banner)
	Online News Article	16 Sep, 22 Sep, 24 Sep, 25 Sep, 26 Sep, 30 Sep, 1 Oct, 6 Oct, 10 Oct, 11 Oct	Articles put up by Chosun.com and other internet news providers
	365 event	5 Sep ~ 12 Oct	Banner adverts
	365 event Twitter	15 Sep ~ 12 Oct	43 times within the period
	Mobile keyword	12 Sep ~ 12 Oct	Search Keyword
	Viral promotion	24 Sep, 25 Sep, 29 Sep	Blogs (5 contents), Keywords (6 search keywords)
	Naver/ Daum Keyword	15 Sep ~ 12 Oct	Search keyword
Direct e-mailing	Chosun.com EDM	29 Sep	Direct e-mailing
Exterior Adverts	External Electronic Display	13 Sep ~ 12 Oct	2 crowded boulevards
	University PDP	12 Sep ~ 12 Oct	400 machines within Univ. campus
	Digital Signage	24 Sep ~ 12 Oct	Hana Bank
	Flyers	29 Sep ~ 30 Sep, 11 Oct ~ 12 Oct	12,000 flyers distributed before the exhibition and 5,000 flyers distributed on the exhibition day
	Wrapped Bus	15 Sep ~ 12 Oct	1 Limousine Bus wrapped with Exhibition advertisement covered main areas in Seoul (Monday-Saturday)
	Bus	6 Sep ~ 12 Oct	11 buses covering main areas in Seoul and Gyeonggi area
Non-paid advertisement			
Online Adverts	News Wire	22 Sep	News article
Website	Education UK exhibition website open – EducationUK website	1 Sep ~ 12 Oct	

Type Advertisements	Media	Duration	Format(Quantity)
	BC SOLAS	27 Aug ~ 12 Oct	Teaser (Banner, event section news)
	BC Blog	27 Aug ~ 12 Oct	Teaser
	BC Facebook	6 Sep, 15 Sep, 17 Sep, 22 Sep, 1 Oct, 4 Oct, 6 Oct, 8 Oct, 9 Oct, 11 Oct	BC Facebook, and BC Art team Facebook
	BC Twitter	10 Sep, 18 Sep, 6 Oct, 8 Oct, 9 Oct, 10 Oct, 11 Oct, 12 Oct	
Others	Visual Display (Posters, leaflets)	15 Sep~12 Oct	4 notice boards+ 18 classrooms @ BC Gwanghwamun Office+ Seocho Office+ leaflets placed at the 'Hot places' linked with TC/Exams
	SMS	16 Sep, 10 Oct	<ul style="list-style-type: none"> • DB of approx. 13,868 Korean prospective students • 1,799 registered persons
	Direct mailing	10 Sep, 11 Sep, 15 Sep	Emails sent out to <ul style="list-style-type: none"> • Individually contacted Universities and Colleges in Seoul/ Gyeonggi-Do area (160) • High schools based in Seoul/ Gyeonggi-Do area(40), • Direct E-mails to Alumni in Korea
	BC E-newsletter featured with Exhibition as a main news	2 Sep, 1 Oct	<ul style="list-style-type: none"> • Emails sent to the BC database
	Education UK e-newsletter	2 Sep, 7 Oct	<ul style="list-style-type: none"> • Emails sent to EdUK database
	British Embassy Facebook	24 Sep, 7 Oct	