

A Road to a New Adventure

Education UK Exhibition Manila 2014

Philippines, 15 February 2014

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1. Event fact file

Manila

Venue	Intercontinental Hotel Manila, 15 February 2014	
Opening hours	2:00 PM – 8:00 PM	
Stand costs	GBP 1000	
Partners	Powermac Center, Lee Cooper London, Business World, Philippine Daily Inquirer and Voice of the Youth Radio	
Unique feature to give added value	GREAT Lounge	
Seminars	Session Title	Time
	International Baccalaureate Scholarship for High School Students by British School Manila	2:30
	Students Visa Info Session by UKVI	3:00
	Writing Winning Personal Statements by Staffordshire University	3:30
	Pathways to UK Universities for High School Students by International Study Centers UK and Europe	4:00
	UK Alumni Sharing Session	4:30
	Earning a UK MBA Degree in the Philippines by Bradford University	5:00
	Study Opportunities in Nursing and Health Care in the UK by University of Wolverhampton	5:30

2. Key statistics

Attendance	Manila		
	2014	2013	2012
Total number of visitors	410	389	579*
Further Education/Pre-university	2	2	2
Higher Education	17	16	16
English/Grammar School	0	2	0
Summer School	0	1	0
UCAS	0	0	0
Visa	1	0	0
Total number of exhibitors	20	21	18

*two days in 2012



Visitors' primary market objectives	Manila		
	2014	2013	2012
Learn English	7	*	*
Pre-University/Foundation	26	14	14
Bachelors/Undergraduate	73	119	204
Postgraduate	204	213	264
Postgraduate MBA	34	*	*
PhD	*	33	40
Professional Award	6	*	*
Short / Summer Courses	11	45	54
Vocational/Certificate/non-deg/NVQ	49	57	75
Demographics of visitors	Manila		
	2014	2013	2012
Male	156	136	208
Female	251	247	352

**We have tested a new visitor registration system that improved choices for this section.*

Visitors' Subject Area of Interest	2014
Agriculture and related subjects	26
Applied and Pure Sciences	89
Architecture, Building and Planning	38
Business and Administrative Studies	248
Computer and Mathematical Science	42
Creative Arts and Design	114
Education and Training	70
Engineering and Technology	36
Hair, Beauty and Personal Care	2
Health and Medicine	65
Humanities	33
Law	24
MBA	26
Social Studies and Communications	48
Travel, Tourism and Hospitality	12



3. Impact of marketing plan

The promotion campaign was mainly focused on sustaining online and social media presence. We hired the services of a Facebook marketing firm to run event ads targeted by age and location in addition to the scheduled posting of information about the participating institutions on our Facebook page. We also set up a page on our website and a revamped visitor registration system containing information about the exhibition and the exhibitors. A media partner also provided the opportunity to display a small event banner on their website. Information from the visitor registration system indicates that 31 per cent knew about the event from the internet.

Newspaper advertisements ran for two weeks in the free tabloid distributed at all metro stations. We also had ads in the four dailies—the Manila Bulletin, the Philippine Star, the Philippine Daily Inquirer and the business paper Business World.

To reach a wider audience, we placed ads inside some trains on two metro lines—Light Railway Transit 1 and 2. Line 1 passes through Taft Avenue in Manila where some universities like De la Salle University and College of Saint Benilde are. Line 2 transports mostly students from the eastern and northern part of Metro Manila to the university belt in Manila where universities such as San Beda College, Centro Escolar University and the University of Santo Tomas are located.

To support the ads aimed at current university students, we forwarded posters and fliers to student organizations and deans of the top four universities. We likewise participated at a student focused event at De La Salle University to further promote the exhibition. We also made two radio guest appearances to promote the event.

4. Conclusions and follow up

4.1 Key recommendations for institutions

Some exhibitors have noticed that the market is picking-up compared to the past couple of years. Paying capacity has also improved as there are fewer queries about scholarships. The market is still predominantly post-graduate with a diverse range of subjects of interest such as creative industries, media, sciences and engineering. There were also a few enquiries about PG research and PhD programmes.

It was also noticed that enquiries do not equate to immediate application, which is a typical characteristic of the market. Filipinos take time to make their decision. British Council puts it at an average of three years from initial enquiry to the acceptance of studies. First time exhibitors are advised to sustain presence in the market for the next three years before they can reap actual students.

As for nursing, the market is aware that post-study work opportunities are limited. If institutions would like to push their nursing programmes, they should highlight the placements available during the programme and the success stories of their Filipino students who have landed jobs in the UK or elsewhere.



4.2 Key recommendations for the British Council

From the exhibitor survey, the following items should be considered in the next exhibition.

The timing of the exhibition can be shortened as it is on a weekend. Perhaps opening times between 1:00 pm and 7:00 pm should be considered along with an earlier closing time. Scheduling the event next to events in nearby countries as Taiwan will be ideal.

A recommendation was forwarded about organizing visits to international and private schools as part of the exhibition participation package or as a mission independent of the exhibition.

With regard to snacks, as most exhibitors were busy at their stands, snacks served to exhibitors at the stands should be considered.

New topics should be offered for presentations in lieu of the traditional and outdated ones. These could be on career prospects after a UK education and internships in the UK.



Appendix 1: List of participating institutions

1	Cambridge Education Group
2	City University London
3	HULT International Business School - London
4	International Study Centres UK & Europe
5	London School of Commerce
6	Northumbria University
7	Richmond University
8	Staffordshire University
9	University of Bedfordshire
10	University of Bradford
11	University of Kent
12	University of Northampton
13	University of Reading Malaysia
14	University of South Wales
15	University of Sunderland
16	University of the Arts London
17	University of Warwick
18	University of West London
19	University of Wolverhampton



Appendix 2: Visitors' survey results

This event met my expectations



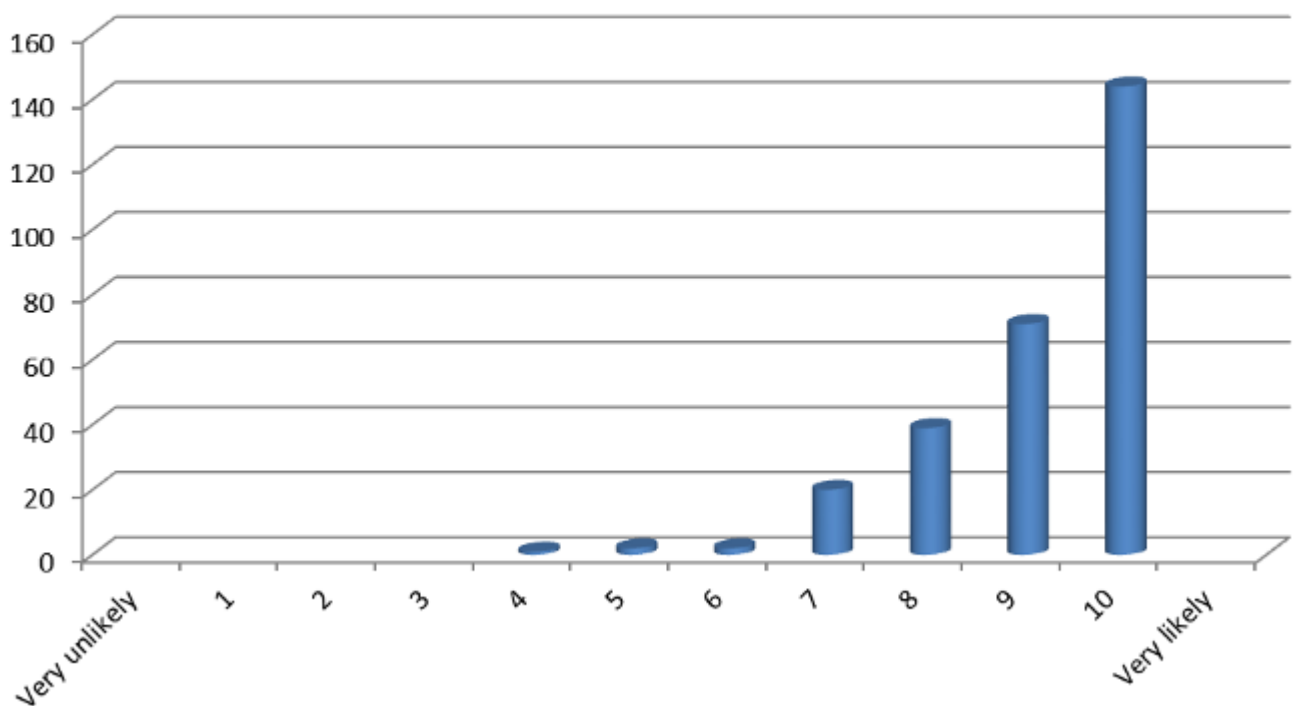
Overall, this was a high quality event



I have acquired new knowledge/skills through this event



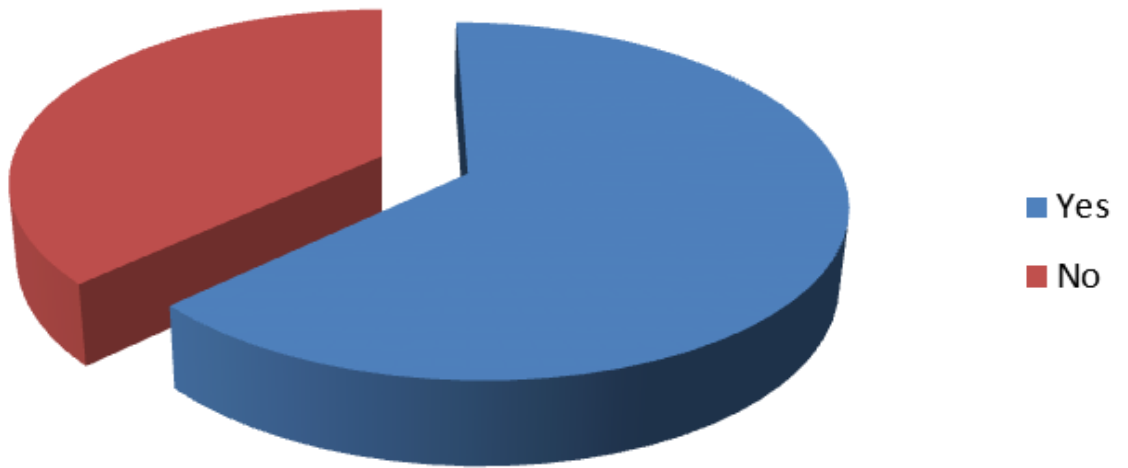
How likely is it that you would recommend this event?



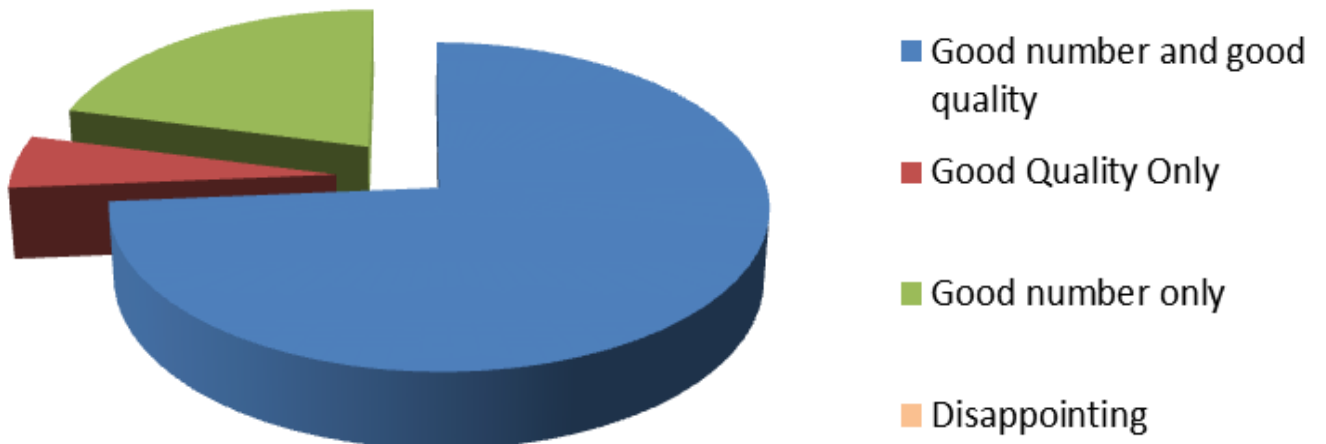


Appendix 3: Exhibitors' survey results

Have you attended this exhibition before?



Assessment of Visitors

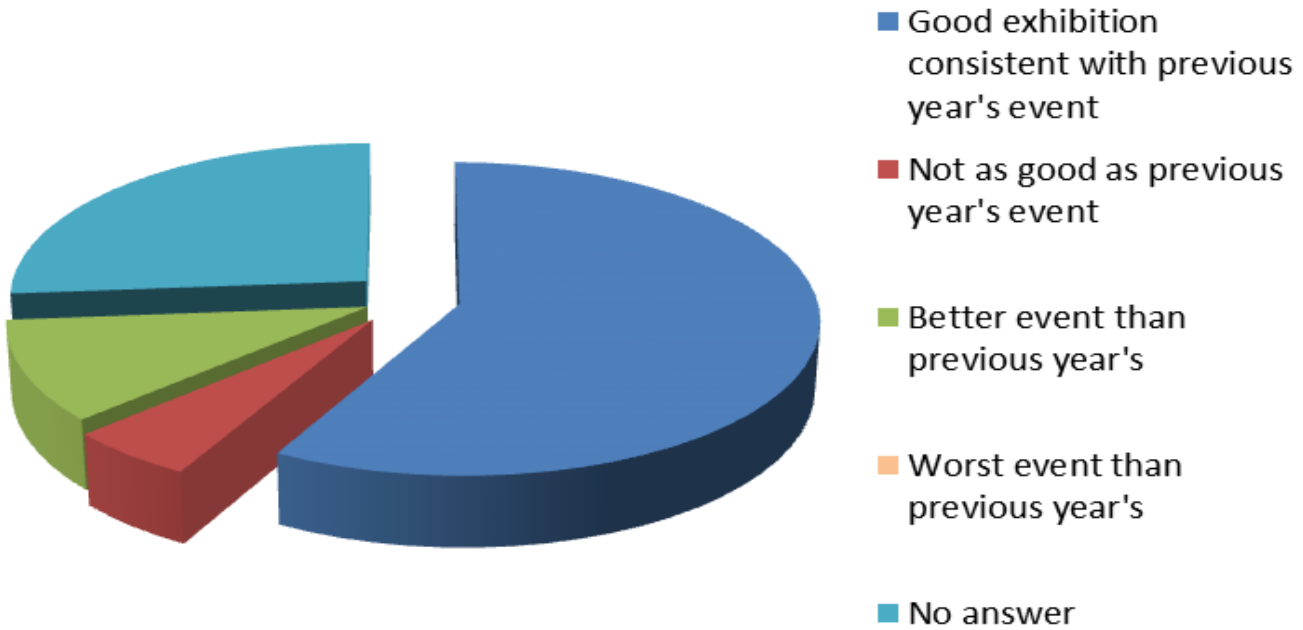




Rate the support provided by British Council



Overall Assessment of the Exhibition





Recommendations

Alumni event organized by the BC would have been very welcome.

Excellent, very well organised.

I just hope BC could pull more crowd to attend the exhibition.

I think we should do information sessions on various career options and on nursing. This will attract big numbers.

It was a bit long.

Perhaps a little advertising aimed at nursing students as the highest area of interest from Filipino students.

Perhaps a slightly longer hall. The stands were really close together.

Perhaps move an hour or two earlier, with an earlier finish and close in date to the Taiwan Fair.

Realistic idea should be provided on UK scholarships and therefore costs education to applicants/registered attendees in advance. More information previously provided.

Send invitations to the event to international schools and tier one high schools.

To reduce the hours for the exhibition as 7pm visitors are not many after 7pm.

Very satisfied.

Comments

I am super impressed with the support

Mike and his team were brilliant. Very responsive and attentive. Thank you for your help and support

Mike had been very helpful and accommodating. Many thanks and kudos to Mike Cabigon

Mike has been amazing

More information, faster response, pre-printed labels for all attendees

Precise and timely communications

Really excellent and I like the fact you use survey monkey for forms

Very helpful and obliging BC staff

Very well organised event

Excellent hosts, good refreshments, good facilities, good number of potential students

Food was average- rather have sandwiches than hot food which is cold, networking event not really appropriate for pathway providers, perhaps consider school visits/ mini expo in future with international schools

Good number of students varying degree of quality

Great market briefing Mike! It was concise, relevant and informative

Thank you!

You should talk about career opportunities after doing a course in the UK, more sessions on NMC-UK and nursing as a global course