

# Education Fair in Poznan Poland 15-17 March 2013

## Contents

Contents.....	1
1. Event fact file.....	2
2. Key statistics .....	2
3. Impact of marketing plan .....	3
4. Conclusions and follow up .....	3
4.1 Recommendations for institutions .....	3
<b>Appendix 2: Visitor's survey results .....</b>	<b>4</b>
<b>Appendix 3: Exhibitors' survey results.....</b>	<b>5</b>

## 1. Event fact file

### Warsaw

<b>Venue and date</b>	<b>15-17 March 2013</b>  Międzynarodowe Targi Poznanskie / <i>Poznan International Fair Ltd.</i> ul. Glogowska 14 60-734 Poznan Poland
<b>Opening hours</b>	1000-1800
<b>Stand costs</b>	£ 691.00 GBP
<b>Unique feature to give added value</b>	<ul style="list-style-type: none"><li>• The British Council was offered an opportunity to organise Education UK exhibition in a distinctly marked area within the largest Education Fair in Poland gathering over 30000 visitors every year.</li><li>• The only opportunity for the face to face conversation with the representatives of UK universities and schools in the western part of Poland</li></ul>

## 2. Key statistics

<b>Attendance UK institutions</b>	<b>Poznan Fair</b>
	<b>2013</b>
Total number of visitors	About 6000
Further Education	2
Boarding Schools	1
Higher Education	9
IELTS	1
BC Poland Teaching Centre	1
Total number of exhibitors	14

<b>Visitors' primary market objectives</b>	<b>2013</b>
Undergraduate	77 %
Postgraduate	21,5%
Other	1,5%

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



### 3. Impact of marketing plan

In the case of this particular exhibition, most promotion was done by the organisers. British Council did some additional mailing to schools and universities in our database. We also advertised the Fairs in the Newsletter which goes to almost 18000 recipients.

The audiences which the Fairs organisers targeted included:

- **Secondary and primary school students** aged 6 – 19 interested in challenging and creative learning environment
- **Parents of school age children**, medium to high income, with international outlook and strong focus on increasing their kids' educational opportunities.
- **Undergraduate students** aged 19 - 22, with interest to increase their educational opportunities and competitiveness on the labour market through postgraduate (masters and doctoral) studies in Poland and abroad.
- **Graduates and young professionals**, up to 35 years old, interested in enhancing their career with a period of study abroad, including online courses offer.
- A big promotional campaign was also launched in various media.

A full media plan can be found in Appendix 3.

### 4. Conclusions and follow up

#### 4.1 Recommendations for institutions


- British Council recommends in a Guide a few good hotels in Poznan but we make a group booking only with one which provides the best price and quality offer. We strongly recommend to coordinate hotel booking with us to avoid double-booking or situations when institutions first book a different hotel on their own and then change their mind and want to join the group when it is already too late. Good hotels in Poznan during the fairs are often fully booked and if British Council cannot provide names and booking confirmation by the deadline, we are asked to give up these rooms.
- The organisers require all exhibitors to be at the exhibition for the whole duration of the Fairs – three full days. There are periods when the number of visitors may decrease but the exhibitors are kindly requested not to shorten their presence at the Fairs.
- Wi-fi can only be bought at the spot. British Council can guarantee two wi-fi per stand. If institutions need more, they must be prepared to purchase it by themselves for the cost of 85 PLN (about 17 GBP)

#### 4.2 Recommendations for British Council

- To enhance visibility of boarding schools and colleges
- To enhance visibility of the whole Education UK area by arranging additional signs and screens
- To prepare and send the seating plan to exhibitors in advance
- To distribute visitors' survey more widely
- To improve navigation in the whole exhibition site by ordering additional signs and promotional screens

Most of these recommendations come from British Council self-evaluation.

### Appendix 1: List of participating institutions



<b>No.</b>	<b>Institution</b>
1.	Boston College of Further Education
2.	Coventry University
3.	Kaplan International Colleges
4.	London Metropolitan University
5.	Swansea University
6.	University of Bradford
7.	University of Derby
8.	University of Huddersfield
9.	University of the West of England, Bristol
10.	University of West London
11.	University of Worcester
12.	Wycliffe (independent day and boarding from 2 to 18 years)
13.	IELTS
14.	British Council Poland Teaching Centre and Exams

## **Appendix 2: Visitor's survey results**



Age group	Result
Under	11
12-19	17
20-23	1
24-35	2
Above 35	1
Interest	
UG	7
PG	12
Other: High School, Doctorate, undecided	

**Courses of most interest to visitors:**

Languages, Hospitality Management, Chemistry, Health Service, Business, Arts, Digital Imaging, Photography, Economy, Illustration, Fashion Design, Law, Journalism, Music Technology, Logistics, Medical Studies.

**Appendix 3: Exhibitors' survey results**

How do you evaluate the accommodation?	Results
Excellent	10
Good	3
Adequate	
Poor	
N/A	
How do you evaluate the exhibition venue?	
Excellent	5
Good	8
Adequate	
Poor	
N/A	
How do you evaluate attendance?	
Excellent	
Good	3



Adequate	6
Poor	2
N/A	
<b>Enquiries were mainly:</b>	
UG	12
PG	1
Other	1
N/A	
<b>Number of serious enquiries (roughly)</b>	
UG	291
PG	81
Other	6
N/A	
<b>Did the Exhibition in Poznan meet your expectations?</b>	
Better than expected	5
Exactly as I expected	
Not as good as I expected	2
None of the above, I didn't know what to expect	6



### **Any other comments:**

- Very friendly and helpful staff – thank you for taking such good care of us! I think there is much potential in this market, but there was poor awareness of UK HE amongst people we spoke to (fees, IELTS etc.). Would have been helpful for us to have been distinctively grouped, branded & promoted as HE in the UK at this event to make it clearer to visitors who we were and what we could offer.
- It was really a good idea to group us all together this increasing brand awareness for the UK as a whole. And excellent support as always!
- I found that at times the venue was very quiet with no prospective students approaching the stand for long periods of time. Food provided was very good.
- Very well organised, excellent refreshments and support provided by British Council. But the event was so big so people attending were not focused on HE UK study like at BC only events.
- Great food, thank you. Thank you for supporting us in allowing our new agent in Poland to also attend.
- I was not really aware that this was part of a bigger fair. I am not sure how well the fact that BC + UK universities were here was publicised by the main fair organisers. It was a 1<sup>st</sup> attempt so always hard to gauge – hopefully it will improve each year!
- Arrangements all good. Excellent food! Thanks
- As discussed, maybe the BC area could be marked more prominently.
- We did not know what to expect for attendance and I feel the exhibition lasted too long into the evening. A more focused exhibition over 1-2 days or with shorter days would have been better. There were more high school students than expected. The food and drink provided at the venue was excellent and far superior to what I imagined (a sandwich and crisps) and the hot dishes were very appreciated.



## Appendix 4: Advertising and promotion (media plan)

In order to reach the target groups the organisers and British Council focused on a variety of promotional methods:

- Poznan City Council website – big announcement (reach over 1,000,000 people)
- British Council Poland website: 372,777 unique visitors per year
- Facebook: reaching 10,000 fans
- Electronic newsletter with information on Fairs and possibilities of studying in the UK, including specific offers from individual universities.
  - Reach: 17,478 subscribers.
- Targeted mailing by BC to 1700 secondary schools in Poland
- Targeted mailing to International Cooperation Offices (136) and Career Offices (174) in Polish universities; Libraries (199) and Language Schools (150)
- BAS (British Alumni Society) website about 3000 visits per week and Facebook (275 fans)
- Wide media coverage: Polish Radio, Polish Press Agency, Poznan Television, Poznan Radio Merkury, Gazeta Wyborcza (the largest Polish daily)
- Electronic media: [dyrektorszkoly.com.pl](http://dyrektorszkoly.com.pl), [doradcadyrektora.pl](http://doradcadyrektora.pl), [swiatzabawek.net](http://swiatzabawek.net), [dzieckowroliglownej](http://dzieckowroliglownej), [pomaturze](http://pomaturze), [zieloneklekcje.pl](http://zieloneklekcje.pl), [odn.poznan.pl](http://odn.poznan.pl), [umwww.pl](http://umwww.pl), [kierunkistudiow.pl](http://kierunkistudiow.pl), [dlastudenta.pl](http://dlastudenta.pl), [edukacja.net](http://edukacja.net), [studia.net](http://studia.net), [kierunki.net](http://kierunki.net), [uczelnie.net](http://uczelnie.net), [efekty.net](http://efekty.net), [poznan.studia.net](http://poznan.studia.net) i [studenci.net](http://studenci.net), w elektronicznych publikacjach „Niezbędnik Dyrektora Szkoły”, „Niezbędnik Dyrektora Przedszkola”, „Personel w Oświacie”
- Announcements and articles in professional (educational) magazines: Głos Pedagogiczny, Doradca Dyrektora Szkoły, Doradca Dyrektora Przedszkola, Miesięcznik Dyrektora Szkoły, Miesięcznik Dyrektora Przedszkola, Sygnał. Magazyn Wychowawczy. Świat zabawek, Papierniczy Świat
- Posters and leaflets distributed by the organisers
- Direct mailing done by the organisers, newsletters reaching several thousands of school heads, preschool heads, heads of various educational establishments offering extramural classes.