



Education UK Exhibition

Bucharest, Romania, 23-24 November 2013

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1. Event fact file

Venue	Howard Johnson Grand Plaza Hotel, Bucharest, 23-24 November 2013
Opening hours	23 November 2013 - 11:00–18:00 24 November 2014 - 10:00–17:00
Stand costs	Exhibitor costs: £1,000.00 plus VAT (£1,200.00 inc VAT)
Unique feature to give added value	<ul style="list-style-type: none"> The programme of the exhibition offered a wide variety of events (marketing presentations held by exhibitors, alumni events, personal development workshops delivered by education counsellors and two conferences on the internationalisation of education which have been attended by a total number of 120 participants including key stakeholders within Romanian education sector. Various competitions were run to attract audience interest. (The total value of the prizes offered by the below sponsors was about 5000 GBP.) The event was jointly organised by the British Council and the British Embassy /UKTI (HMA hosted a networking reception attended by education agents and other key contacts.) Opportunity to display any leftover materials at the British Council offices in Bucharest, Iasi and Cluj for 3 months (in a dedicated Education UK reference section) Assistance at the exhibition stand by local English speaking students was provided to all institutions free of charge.
Seminars	<p>Market briefing – after the event all the participants have received a detailed Power Point presentation via e-mail.</p> <p>25 seminars were conducted during the two days of the exhibition. A full list of the seminar programme is available on http://www.2013.britisheducation.ro/programme.php</p>
Sponsors	Xerox, Tarom Romanian Airlines, Fisher International Book Centre, IELTS

2. Key statistics

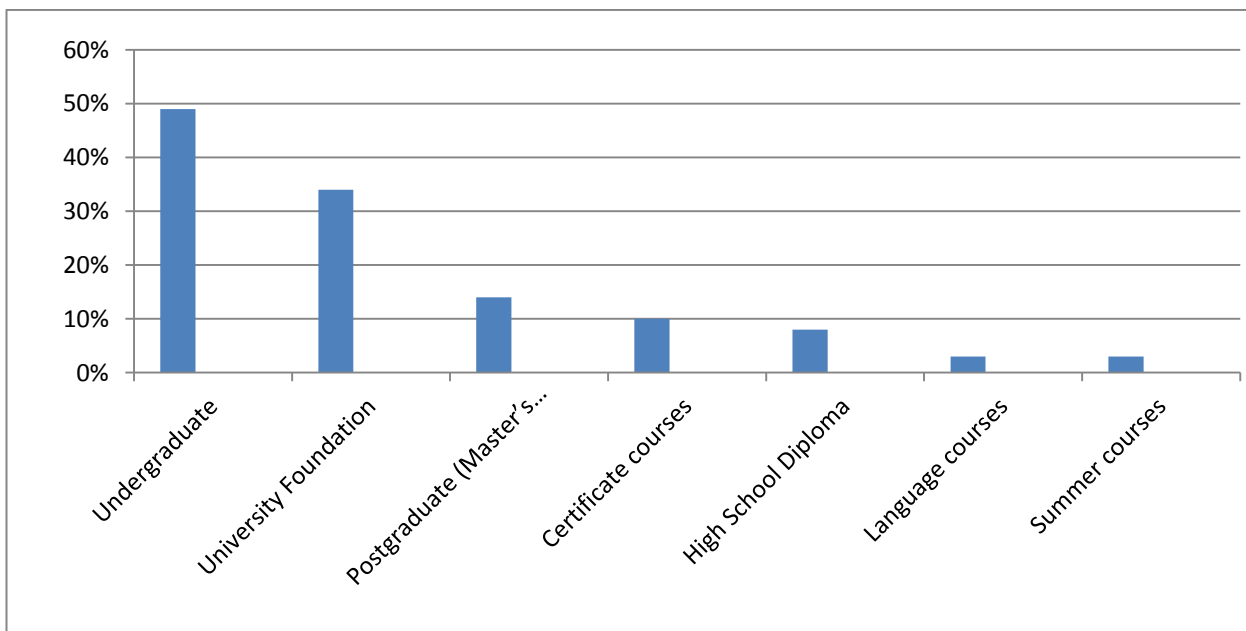
Statistics provided throughout this section of the report are based on the data extracted from a total number of 910 registration forms. Please note that some of the questions to be completed in the registration forms allowed multiple answers selection.

Visitor attendance	Bucharest 2013
Saturday, 23 November	800
Sunday, 24 November	700



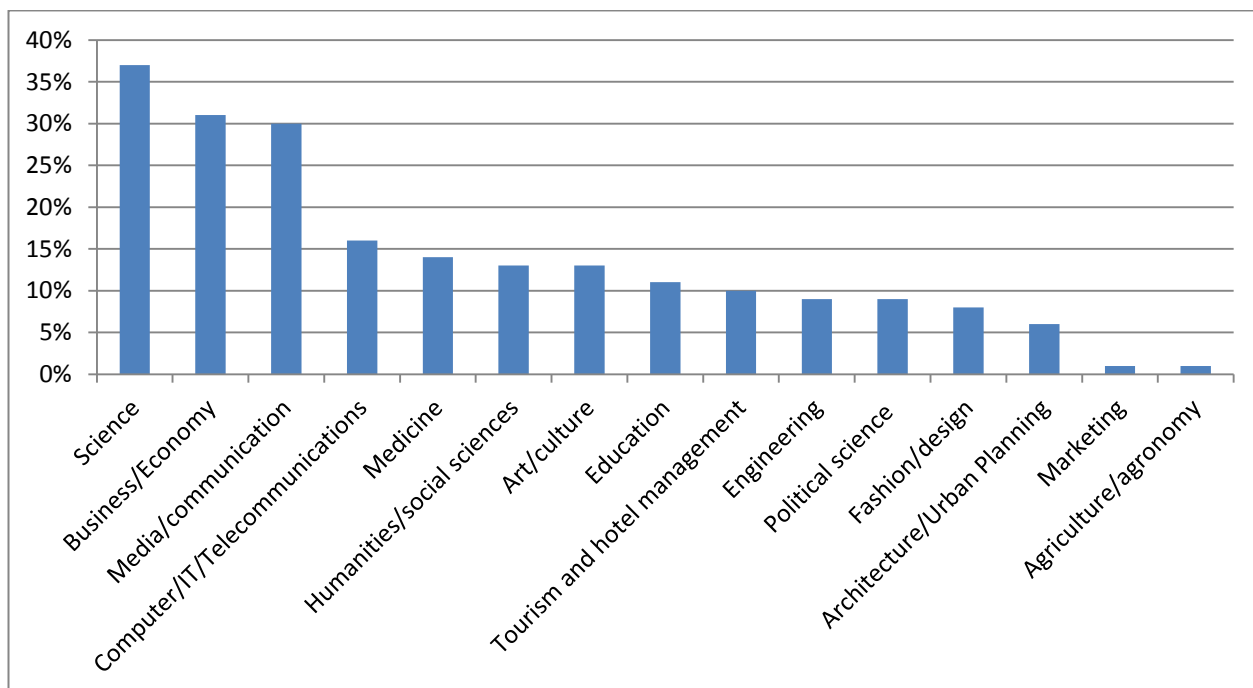
Total number of visitors	1,500
Exhibitor attendance	Bucharest 2013
Independent Schools & Colleges	6
Higher Education	24
UCAS	0
IELTS	1
Visa	0
Total number of exhibitors	31

Visitors' primary market objectives	2013	%
Undergraduate	446	49%
Postgraduate (Master's Degree and PhD)	385	14%
University Foundation	58	34%
High School Diploma	125	8%
Language courses	95	3%
Certificate courses	67	10%
Summer courses	109	3%





Subject	2013	%
Agriculture/agronomy	9	1%
Architecture/Urban Planning	57	6%
Business/Economy	286	31%
Art/culture	120	13%
Computer/IT/Telecommunications	150	16%
Fashion/design	73	8%
Education	99	11%
Science	333	37%
Marketing	5	1%
Medicine	123	14%
Humanities/social sciences	121	13%
Media/communication	271	30%
Engineering	84	9%
Tourism and hotel management	90	10%
Political science	93	9%





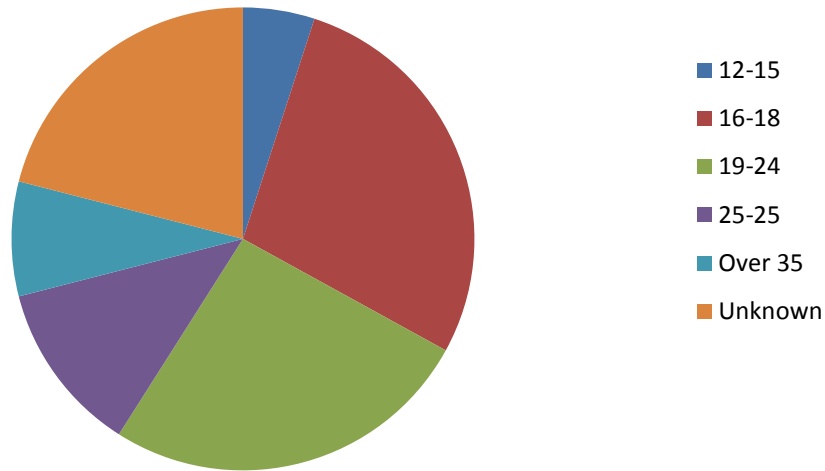
Current status of studies	2013	%
Graduate	99	11%
High school	393	43%
Master	79	9%
PhD	7	1%
School	2	0%
Undergraduate	114	13%
Unknown	216	23%

Demographics of visitors	Bucharest 2013	%
Male	299	33
Female	611	67

Age	Number	%
12-15	42	5
16-18	253	28
19-24	233	26
25-25	112	12
Over 35	76	8
Unknown	194	21



Age



Motivation to study in UK	Number	%
High academic standards	582	64
Competitive tuition fees	67	7
Cultural environment	343	38
International recognition of qualifications	373	41
Scholarship offered	174	19

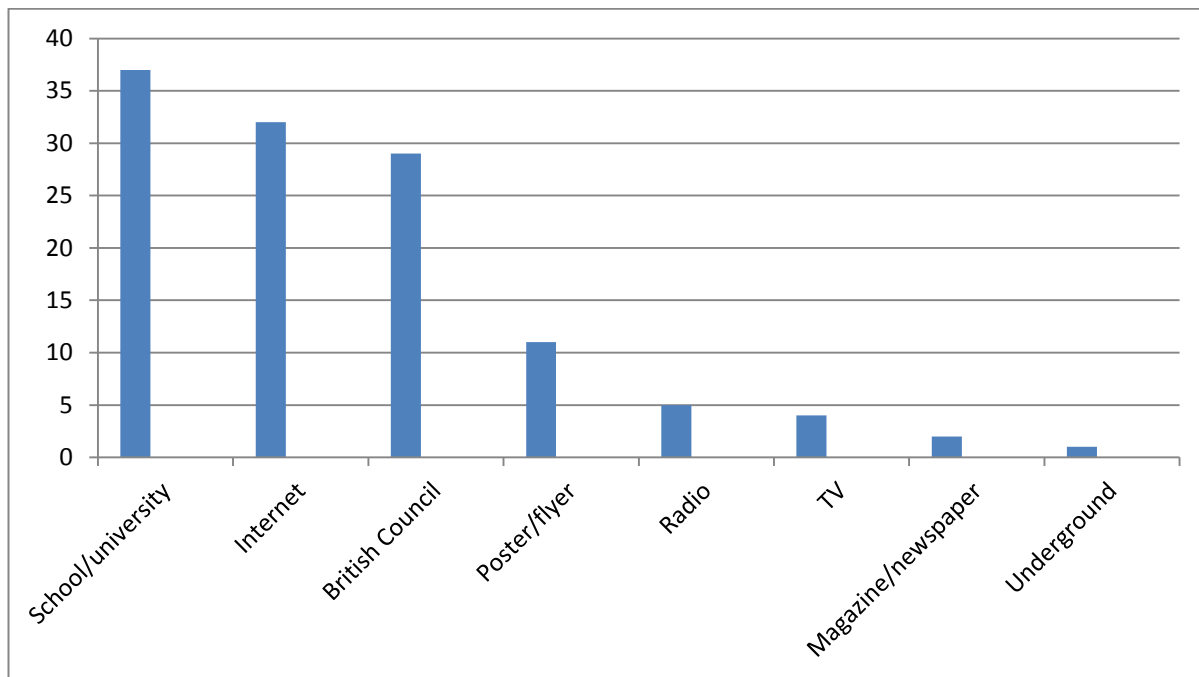
Occupation	Number	%
Student	661	73
Parent	72	8
Academic	15	2
Other	55	6
Professional	104	11

How did you find out about this event	Number	%
British Council	262	29
Internet	295	32
Poster/Flyer	105	11
TV	48	4
Radio	48	5



Magazine/Newspaper	19	2
Underground/Subway	7	1
School/University	340	37

3. Impact of marketing plan



The general promotion campaign of the event included a combination of different approaches:

- **Smart outdoor advertising:** branded mesh on the façade of the venue of the event and TV advertising in all 28 metro stations the busiest underground station , promo video in the British Council library;
- **Targeted promotion in schools and universities:** posters & flyers distributed in 30 high schools, 40 schools and 6 universities
- **Large-scale social media campaign:** interactive exhibition website, Web banners, advertorials, and short descriptions of the event on partners' websites, a very targeted campaign on British



Council and British Embassy channels: Facebook, website and Ambassador's Twitter, British Council Romania e-newsletter (it has a database of 36,000 subscribers);

- **Innovative partnerships strategy for reaching the targeted audience** : partnership with one of the most popular cultural event of the year (Gaudeamus International Book Fair); inputs from local education agents into the marketing campaign; raised the interest of important partners in sponsoring competitions run during the event (e.g. Tarom Romanian Airlines offered 4 return tickets to UK as prizes);
- **Cross-promotion for the exhibition through other British Council events:** Education UK seminars for English teachers, Internationalising Student Experience- a conference run in partnership with the League of Romanian Students Abroad (LSRS link) and a conference on the International Baccalaureate Programme organised within the School Policy Dialogue project of the British Council
- **Combination between publicity in the press and the online environment with a strong focus on the digital element:** Web banners and articles on major portals for students and popular websites, online editions of national newspapers, full page adverts in "Time Out" magazine version for Bucharest city, two press releases sent to all media.
- **E-mail marketing:** two special issues of the British Council newsletter that was sent to a database of 36,000 subscribers, mail shot to customers taking exams and English courses from the British Council;

Visitor survey results demonstrate that over 37 per cent of visitors to the fair found out about the event through school/university teachers, over 32 per cent through the internet and 29 per cent from the British Council (online channels and events). Just 11 per cent found out about it through flyers/posters.

4. Conclusions and follow up

4.1 Key recommendations for institutions

- according to the data provided in the Key statistics section of this report most of the visitors to the exhibition – 37% - were interested to find out about study programs in Sciences which is one of the trends that need to be further explored on our future events
- we recommend exhibitors to include a personal development element in their marketing presentations which seemed to some visitor too commercially oriented
- the information specified in the hand book should be provided as early as possible to allow time for proofreading and development of other info materials for visitors (any supplementary information on "selling points" of your university and the study programs you promote to Romanian students would be really appreciated by the local press)



4.2 Key recommendations for the British Council

- Based on exhibitors' feedback we have planned to run our next exhibition for one day only (i.e. 22 November 2014), and will again hold this at the Howard Johnson hotel, which proved to be a good location for most of the exhibitors and visitors as well.
- Since in Romania in the autumn offers a full-season of education-fairs, and the segment of the school-age population interested in attending this series of events is not huge. We have chosen to design a marketing campaign which is mainly focused on attracting prospective students with relevant interest for pursuing an international education. The marketing campaign was successful in its primary aim, which was to bring to the exhibition the right kind of young people: a total of **78 per cent** exhibitors were satisfied with the quality of visitors; **34 per cent** out of this assessed that both the quantity and the quality were of a good standard. There were 20 per cent of exhibitors who expressed their disappointment with regard to both the quantity and the quality of the visitors. Based on this feedback we are keen to double our efforts in securing a much higher number of visitors at our next Education UK Exhibition in Bucharest, and implementing a more target-driven marketing campaign to attract prospective students in their final year of study.

We have started planning the next year's campaign with this in mind.

- Next year we want to improve our pre-event communication with the exhibitors and other partners: this will include a more timely distribution of the handbook and collection of the information we need for putting together the exhibition catalogue. This will help us avoid any errors or missing information within the catalogue and improve the quality of the whole document we prepare for visitors.
- Now that we have learnt from our first exhibition, we will focus more of our planning on the presentation of the market briefing, (e.g. some of the participants in the exhibition have been annoyed by the fact the market briefing seminar). Hopefully this will help avoid any incident which may impinge on the quality of our exhibitors' experience
- We are also working on improving the promotion of and then the intake the seminars delivered by exhibitors at our next exhibition, we will promote these through pre-event registration and online streaming via the British Council Romania's website. We will also use proper audio equipment within the exhibition venue for announcing the seminars over loud speaker.



- In preparation of the next exhibition we are already take measures for addressing the increasing competition on the local market and attract a higher number of students for our business partners in the UK. We are considering the following three ways to succeed:
 - Provide more specific information about the characteristics of the market in Romania to help the concerned institutions build up more relevant offer at the exhibition to meet the existing demand.
 - Offer the UK institutions an integrated package of services around their participation to the exhibition in 2014. This may include running a series of marketing presentations via videoconferences to be held at the British Council in Bucharest with participation of local multipliers (teachers, school councillors, and journalists) and dissemination of materials from the UK universities within a specially designed Education UK area at our offices in Bucharest, Cluj, and Iasi;
 - Before and in the aftermath of this year's exhibition the British Council will try to arrange wrap-around events, such as visits for the UK participants to schools and universities in Bucharest and nearby counties. We will also try making the best use of our digital channels and face-to-face events to increase the profile of the UK institutions who register to this exhibition.



Appendix 1: List of participating institutions

2013 Universities	
1.	Birmingham City University
2.	BPP University
3.	Brunel Business School, Brunel University - London
4.	Canterbury Christ Church University
5.	Cardiff Business School
6.	City University London
7.	London Metropolitan University
8.	Middlesex University
9.	Northumbria University
10.	Regents University London
11.	Swansea University
12.	Teesside University
13.	The University of Northampton
14.	University Campus Suffolk
15.	University College Birmingham
16.	University for the Creative Arts
17.	University of Derby
18.	University of East Anglia
19.	University of Essex
20.	University of Greenwich
21.	University of Kent
22.	University of Leeds
23.	University of South Wales
24.	University of the West of England
Schools and FE Colleges	
25.	Adcote School for Girls
26.	Bedford School Study Centre
27.	Cambridge Education Group
28.	Kent College
29.	St. Lawrence College
30.	Waltham Forest



Appendix 2: Visitors' survey results

Data extracted from 132 visitor questionnaires.

	Undergraduate	Postgraduate	Graduate	Parent	Other
1. What is your occupation?	(79) 59.85%	(17) 12.88%	(8) 6.06%	(9) 6.82%	(12) 9.09%

2. Demographics of visitors feed-backs	Bucharest 2013	%
Male	88	66.67
Female	44	33.33

3. Age	Number	%
Under 11	0	0%
12-19	90	68.18
20-23	19	14.39
24-35	14	10.61
Over 35	7	5.30
unknown	2	1.52

4. Current status now	Number	%
State school	111	84.09
Private school	4	3.03
International school in the country	2	1.52
International school abroad	3	2.27
Unknown	7	5.30



5. Visitors primary market objectives – feedback returns¹	2013	%
GCSE	7	5.30
A Level	9	6.82
University foundation	18	13.64
Undergraduate	53	40.15
Postgraduate	32	24.24
Distance learning	4	3.03
English long course	4	3.03
English short course	1	0
Unknown	5	3.79

6. Subject for future studies²	2013	%
Agriculture/agronomy	1	0.76
Architecture/Urban Planning	5	3.79
Business/Economy	19	14.39
Art/culture	18	13.64
Computer/IT/Telecommunications	18	13.64
Fashion/design	2	1.52
Education	2	1.52
Science	8	6.06
Marketing	1	0.76
Medicine	19	14.39
Humanities/social sciences	35	26.52
Media/communication	2	1.52
Engineering	4	3.03
Tourism and hotel management	5	3.79
Political science	1	0.76
Unknown	12	9.09

1 Total number of returns: 132 registration forms; the question allowed multiple answers selection.

2 Total number of returns: 132 registration forms; the question allowed multiple answers selection.



	Yes	No	Unknown
7. Did this exhibition provided the information you looked for?	125 94.70%	3 2.27%	4 3.03%

	Yes	No	Unknown
8. Will you apply to a UK university?	111 84.09%	14 10.61%	7 5.30%

	Next year	Next 2 years	Unknown
9. When will you go for studies in the UK?	30 34.48%	57 65.51%	24 27.60%

	British council	Internet	Poster/ flyer	TV	Radio	Magazine/ newspaper	Under-ground	School/ university	Other
10. How did you find out about Education UK Event?	38 29.55%	32 24.24%	4 3.03%	2 1.52%	4 3.03%	0 0	7 5.30%	32 24.24%	13 9.85%

	English courses	Educational projects	IELTS exams	Cambridge exams	BriTeen Club	Unknown
11. Did you attend British Council activities in the last 12 months?	21 15.91%	6 4.55%	5 3.79%	10 7.58%	0 0	90 68.18%

	Yes	No
12. Would you like to get further information about studying in the UK?	109 82.58%	23 17.42%

13. Please rate the following (1=very bad; 5 =excellent):	5	4	3	2	1	Unknown
Quality of exhibitors	71.21%	20.45%	6.06%	0%	0%	2.27%
Quality of venue	66.67%	20.45%	9.09%	0%	1%	3.03%



Info before the event	43.18%	28.79%	16.67%	5.30%	2%	4.55%
Support from the organisers during the event	68.18%	20.45%	6.82%	0%	1%	3.79%
Seminars and workshops	47.73%	25.00%	10.61%	0%	0%	16.67%
Qualify of institutions	64.39%	26.52%	3.03%	0%	0%	6.06%

14. When asked about how they would describe the event, in one word, visitors came out with the following replies:

- a) **Most frequently mentioned:** informative, interesting, well-organized, relevant, excellent, diverse and useful
- b) **Less frequently mentioned:** hope, new things, community, pleasant, good, amazing, attractive, educational and successful
- c) **Negative feedback:** crowded, disappointing (2 returns, or 1.52%).

15. In what concerns the level of their expectations for future similar events, participants listed the following:

- a) **Most frequently mentioned:** more top universities, similar quality, better publicity, events more often organized
- b) **Less frequently mentioned:** focus on career guidance, answers to all my questions, more staff, further information about studying abroad
- c) **Negative feedback:** better aired venue (1 or 0.76%).



Appendix 3: Exhibitors' survey results

Data have been extracted from a number of **21 feedback questionnaires** collected from the Universities plus a number of **4 questionnaires** collected from the school sector. The data provided in questionnaires by each of these categories have been processed separately and are presented in distinct sections of this Appendix 3.

Universities' survey results

	Yes	No
1. Has your institution attended educational fairs in Romania before?	67%	3%

	Recruitment	Profile raising	Both
2. What was your main aim in coming?	17%	4%	79%

3. Primary market interest in this event	%
Undergraduate	40%
Postgraduate taught	30%
Postgraduate research	16%
Higher National diploma or equivalent	0%
Pre-university foundation courses	4%
Foundation	4%
Post-16 A-level	0%
Pre-sessional English School	6%



	Good number & quality	Good quality only	Good numbers only	Disappointing
4. Assessment of the visitors?	44%	34%	0%	22%

5. Market trends	<ul style="list-style-type: none"> • There is also appetite for summer programs among Romanian students • High interest of prospects students to study in UK • Increasing interest in undergraduate programs mostly in engineering, computing and business • More postgraduate interest than expected, very varied subject & interests • Majority are looking for business programs and medical studies. • Very broad subject areas of interest: acting, literature, linguistics, politics, criminology, hospitality, business etc. Not much science or as much computer science/engineering as expected. • Management and computer science undergraduate. • Postgraduate student requests - more than anticipated. • Focused applicants on the arts - early progression profile building. • I was expecting the focus to be on UG business courses, however was pleased to receive a range of enquiries, most notably for language and translation courses at both UG and PG levels. • Subject range is diversifying.
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	Yes	No
6. Have you developed new links or built on existing feeder or agent relationships by coming?	79%	21%



	Excellent	Good	Average	Bad	Very bad
7. Please give your overall assessment of the exhibition	15%	38%	43%	4%	0%

8. Please rate the following (1=very bad ; 5 = excellent)	Excellent	Good	Average	Bad	Very bad	N/A
Level of the British Council support before the exhibition	63%	37%	0%	0%	0%	0%
Level of the British Council support during the exhibition	74%	26%	0%	0%	0%	0%
Quality of the venue	26%	63%	11%	0%	0%	0%
Quality of the accommodation	32%	47%	16%	0%	0%	0%
Length of the exhibition	16%	26%	26%	26%	5%	0%
Value for money	11%	53%	21%	16%	0%	0%
Seminars programme	16%	42%	21%	5%	0%	11%
Networking reception	42%	32%	21%	0%	0%	5%

	Same as this year	Earlier than this year	Later than this year
9. What would you be your preferred date for this event next year?	55%	20%	3%



10. Recommendations for the future events

- It would be better if the event took place earlier in the year. The issue I had was that we did not seem to have many visitors. This could probably have been a one-day event.
- Not such an early start on Sunday. Better promotion of seminars.
- Use the tag technology to take the contact details of the visitors (prospective students).
- Try to attract more final year Baccalaureate students to the exhibitions
- Need to consider the competition on the market.
- Good sized event with good diversity of courses/students.
- More direct marketing to year 12 students and more to postgraduate market. A clearer and more focused media plan.
- Earlier than this year-next to the event in Bulgaria.
- Consider shortening the length of the 2nd day – for the first hour on Sunday very few students were seen
- Run the fair only ONE day.
- Consider announcing when seminars are due to start.
- Include more detailed information in the market briefing about the market – such as spread of qualifications that students achieve (so that Universities can benchmark their entry requirements) and spend less time explaining the logistics of the event.
- Arrange for more high schools/teachers/counsellors to attend this event.
- Howard Johnson’s was fine and good location, so to continue having fair there is fine.

11. Learning points

- I confirmed that Romania is a good market for our University. There is potential in this market for a range of departments, not just the Business School.
- Develop more customized materials for Romania.
- That there is a particular interest in undergraduate courses, not so much PGT.
- Ambassador’s speech was interesting and informative. Reminds us to keep updated with media channels.
- More postgraduate information. We are going to do more in-depth analysis of our EU market.
- Romanian Education System.
- We need a better strategy for engaging with agent.
- Many Romanians are still struggling financially and do not feel their ascension to the EU has helped them much yet.



<p>12. What kind of support would you like to receive from BC in the future?</p>	<ul style="list-style-type: none"> • The same as this year. • Thank you! More opportunities to visit schools to give a seminar. • More up –to- date statistics regarding trends and number of students studying in the UK. • Support we are already receiving is fine. • Statistics and info from the ground on media stories, Romanian qualification changes, grades achieved by students etc. And help with presentations in schools and building links • Now-support was excellent. Continued updates of new recruitment opportunities. • Interest in partnerships opportunities. • Support delivered at the event was well executed. • Market support, such as in Bulgaria. • More detailed information about popular subjects and motivations for study (not just information from HESA which all universities can access). • Organising of visits to the most popular British and American International Schools whilst we are at the fair - i.e.a mini-fair at these schools.
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	Very likely	Likely	Unlikely	Very unlikely
<p>13. How likely are you to recommend the British Council to colleagues?</p>	47%	48%	5%	0%



Additional comments

- Thank you, and thank you for providing such great help for helping out on our desk.
- Would have been useful to see proofs of literature before the fair as know what were sent but not what format it will take. The info in the exhibition guide, produced by UKTI, was glossy and thick, but contained incorrect info and we would have welcomed the opportunity to proof the insert and increase images and picture size.
- We found BC and British Embassy staff to be extremely helpful.
- I felt very looked after by British Council staff.
- The allocated school assistants were excellent, very helpful and well informed.
- As a first event, the exhibition was well organized and attracted good, focused students-but visitor numbers were disappointing. I would consider attending again in the future.
- Well organized fair and provide market info that agents don't provide.
- Would be useful to see presentation/seminar program before. Given media concerns could have offered finance talk had I known no one else was doing it. You should have a finance talk in the program.
- The exhibition was very well organized and the British Council has been extremely helpful in supporting all the exhibitors at the event. I think that the date needs to be slightly different as the RIUF (Romanian International University Fair) was only in October so it was too close which meant there may not have been as many students present.
- Less time needed for set up and market appraisal talk could be shorter. UCB
- Great event! BC helpers were fantastic.
- We would have expected x 4 the amount of visitors. Also many were high-school years 8-11, hardly any year 12.
- This exhibition followed large agent exhibitions, and we are concerned applicants were tired of fairs.
- The BC are, on the whole, very good.
- The fair is a very good attempt, for a first go. In future I would recommend shortening the fair to one day, with the market briefing the evening before. I also felt the shell scheme for the exhibition is a success at any expense.
- I look forward to working closer with the ED UK British Council team in Romania in future.



Schools' survey results

	Yes	No
1. Has your institution attended educational fairs in Romania before?	25%	75%

	Recruitment	Profile raising	Both
2. What was your main aim in coming?	40%	20%	40%

3. Primary market interest in this event	%
Undergraduate	9%
Higher National diploma or equivalent	9%
Pre-university foundation courses	9%
Foundation	9%
Post-16 A-level	28%
Pre-sessional English School	9%
GSCE	9%
Secondary school 7-18	9%
Boarding education for ages 7+	9%

	Good number & quality	Good quality only	Good numbers only	Disappointing
4. Assessment of the visitors?	75%	25%	0%	0%



5. Market trends	<ul style="list-style-type: none"> • The potential market is remnant on 19+, 24+ students loans. This market is vulnerable to shifts in policy on funding of courses. The positive is what the quality of potential students is very high. • Growing interest in English Boarding School • We need to offer scholarships as cost of our fees is prohibitive for some students. We want to attract the brightest students of Romania, so we may have to discount our fees.
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	Yes	No
6. Have you developed new links or built on existing feeder or agent relationships by coming?	100%	0%

	Excellent	Good	Average	Bad	Very bad
7. Please give your overall assessment of the exhibition	25%	75%	0%	0%	0%

8. Please rate the following(1= very bad ; 5 = excellent):	Excellent	Good	Average	Bad	Very bad	N/A
Level of the British Council support before the exhibition	50%	25%	0%	0%	0%	25%
Level of the British Council support during the exhibition	75%	25%	0%	0%	0%	0%
Quality of the venue	75%	25%	0%	0%	0%	0%
Quality of the accommodation	50%	25%	25%	0%	0%	0%
Length of the exhibition	25%	50%	25%	0%	0%	0%
Value for money	100%	0%	0%	0%	0%	0%
Seminars program	25%	0%	0%	0%	0%	75%
Networking reception	50%	25%	25%	0%	0%	0%



	Same as this year	Earlier than this year*	Later than this year
9. What would you be your preferred date for this event next year?	75%	25%	0%

10. Recommendations for the future events	<ul style="list-style-type: none"> Utilising technology to improve logging of visitors/leads eg: scanners on each table. Develop boarding Schools – aspect – One day only or Sunday 12-16:00
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11. Learning points	<ul style="list-style-type: none"> Would be useful to have a workshop/seminar that explains the role/position of state funded FE colleges. Need for flexibility in entry requirements . The structure of the Romanian education system; the high quality of the applicants.
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12. What kind of support you would like to receive from BC?	<ul style="list-style-type: none"> Closer collaboration with our partners agencies who are keen to work with the BC Cambridge Education Group Events like this in other parts of the world. Nothing different. Student volunteers are excellent!
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	Very likely	Likely	Unlikely	Very unlikely
13. How likely are you to recommend the British Council to colleagues?	75%	25%	0%	0%

14. Additional comments	<ul style="list-style-type: none"> The event worked well being organised by UKTI and the BC. The Marketing Briefing has not of the same quality as the rest of the exhibition support. Having the price discount for Boarding Schools for the UK trade body was advantageous. Thank you !
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Appendix 4: Advertising and promotion plan (media plan)

Promotion	Timeline
British Council Romania website & Facebook page	25 September – 24 November
British Council Romania e-newsletter (it has a database of 36,000 subscribers)	3, 17, 31 October; 14 November
Promo video in the British Council library & mailshots to our students	4 – 24 November
TV advertising in all 28 metro stations	4 – 24 November
3 full page adverts in Romanian version of Time Out magazine	1, 8, 15 November
Web banners, articles, newsletter on 8 major portals for students	7 – 24 November
Mailshots by 6 major universities in Bucharest to their students	11, 18, 21 November
Mailshots to teachers from public / private schools	12, 19, 21 November
Radio campaign on ProFM	14 – 22 November
Facebook ads	11 – 25 November
Mesh (6x7m) on the hotel's front side	14 – 24 November
Online web banners on a popular financial website (www.zf.ro)	13 – 24 November
British Embassy channels: Facebook, website and Ambassador's Twitter	25 September – 24 November
Flyers distribution (major book fair in Bucharest, 30 high schools, 40 schools) 10,500 copies	25 September – 24 November
Posters distribution (30 high schools, 40 schools and 6 universities): 300 copies	11 – 24 November

Event website: www.britisheducation.ro

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Promotion	Timeline
25 partners including national airline company, Xerox, Fischer International (book distributor) have announced and offered lucky draw to promote the event.	25 September–24 November 2013
Event promoted on the exhibition's website (600 online registrations on www.britisheducation.ro 600 online registrations)	1–24 November 2013
Web banners, advertorials, and short descriptions of the event on partners' websites; http://www.isic.ro/opoportunit%C4%83%C8%9Bi-de-studiu-%C3%AEn-marea-britanie-la-t%C3%A2rgul-educa%C5%A3ional-education-uk-exhibition/ ; http://startub.unibuc.ro/2013/11/30-de-scoli-si-universitati-britanice-isi-prezinta-oferta-educationala-in-cadrul-expozitiei-educatia-in-marea-britanie/ ; www.studentie.ro .	4–24 November 2013
Promotion across main teachers' online communities in the country (http://iteach.ro/anunturi/46569/ , www.elearning.ro , and http://wedu.ro/).	11–24 November 2013
Five Education UK workshops designed to promote the event to teachers of English from 20 high schools in Bucharest	27–28 September 2013
Articles published in online editions of national newspapers (Evenimentul Zilei, Gandul, Adevarul, Cronica Romana, Ziarul Financiar)	21–23 November 2013
Posters distribution (30 high schools, 40 schools and 6 universities, 3 public libraries): 300 copies	14–22 November 2013
Two education conferences organised on the fringe of the exhibition to promote the event with student NGOs	11–25 November 2013



BRITISH COUNCIL | 75 DE ANI ÎN ROMÂNIA

Education UK
Instituția Britanică de Educație

British Embassy
București



Vrei să studiezi în Marea Britanie? Vino la
Education UK Exhibition

23 noiembrie 11:30-18:00 24 noiembrie 10:00-17:00

Hotel Howard Johnson Grand Plaza (Calea Dorobanților, nr. 5-7)
Intrarea este gratuită

- 30 de școli și universități britanice îți prezintă programele și bursele de studiu
- Tombole cu premii pentru participanți: bilete de avion, examene IELTS, cărți și echipamente de birou

Inscrie-te online pe www.britisheducation.ro

Parteneri principali: 



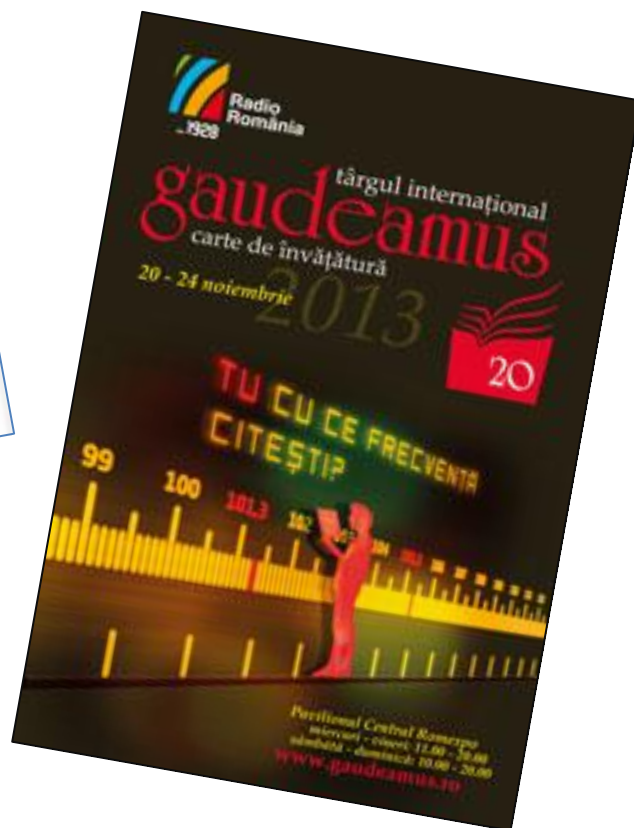
ZIARUL FINANCIAR

• 30 de școli și universități britanice
• tombole cu premii

Apartamentele cu trei camere din București, un nou minim după o scădere de 1.400 de euro în octombrie

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20 - 24 noiembrie 2013

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99 100 101.3 102 103 104 105 106 107 108 109 110

Preționarul Central României
miercuri - vineri: 11.00 - 18.00
sâmbătă - duminică: 10.00 - 20.00
www.gaudeamus.ro



Appendix 5: Exhibition Photographs



