

**Post-event report on  
Education UK Exhibition in Romania**

**26 November 2016  
Sheraton Bucharest Hotel  
Bucharest, Romania**

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### Introduction

Thank you for your participation in our exhibition in November 2016.

Education UK exhibition held on Saturday 26 November attracted 400 people at the Sheraton Hotel in Bucharest.

This was our first Exhibition organised in Romania following EU referendum in the UK. The Exhibition provided an excellent opportunity for the participating UK institutions to achieve firsthand information on the new market conditions in the post-Referendum context. In the aftermath of the referendum results the number of visitors diminished compared to the previous edition of our Exhibition in Romania. On the other hand the number of students interested in study in the UK has continued to be high.

This report provides a summary of the event, including visitor and exhibitor's feedback. We believe that this information will assist you on your future decisions with regard to this market.

The event brought representatives from 20 universities along with a number of 2 exhibitors from the further education sector to meet with Romanian students and parents, providing them with information on education opportunities, subject and pathway choices, as well as helping them to make applications for 2017 intakes.

We asked our exhibitors and visitors about British Council staff support, quality of the exhibition area, and other services provided to participants and the responses were overall satisfactory. We are glad to inform you that the British Council's exhibition has been rated as well-organised education exhibition. However, we continue to develop quality of our events to increase RoI for the UK participants and make them more useful for visitors.

British Council Romania undertook a review of the fair to identify what went well, what did not go well, and the key 'lessons learnt'. Including feedbacks forms completed by a number of five exhibiter and formal feedback received from about one hundred visitors, this post-event report presents the results of that review.

We hope all the UK institutions will continue to attend our Romanian exhibitions in the future and we are looking forward to welcome you again at our events. For more details on our next Exhibition, please check out our Study UK Exhibition Romania page on the SIEM Exhibitions Calendar <https://siem.britishcouncil.org/exhibition/study-uk-exhibition-romania-october-2017>

Regards,  
British Council Romania SIEM

## Key Highlights

Venue	Sheraton Bucharest Hotel, Romania Saturday 26 November 2016
Opening hours	10.00 - 17.00
Stand costs	£960 (Plus VAT)
Exhibitors	20 universities and 2 colleges
Visitors	405
Seminar and workshops	14 seminars / workshops
Partners	15 collaborating institutions including Universities UK International, British Embassy and British-Romanian Chamber of Commerce, The League of Romanian Students abroad, major local universities and international schools  4 sponsors (Blue Air, Xerox, Fischer International, Gloria Jean's Coffee)

- **A team of 35 volunteers** consistently assisted and offered their valuable support to both visitors and exhibitors
- **14 presentations/ workshops** covering topics such as writing a winning personal statement, portfolio advice, money matters, scholarships and what's next after Brexit, choosing the right course and right university  
The topical seminars provided further opportunities for exhibitors to engage with prospective students.
- **Competitions with attractive prizes** run before the event and involving high school and university students across the urban areas of Romania ("Fulfil your dreams and study in the UK" photo competition, Education UK quiz run in partnership with Xerox )

**“Fulfil your dreams and study in the UK”** (photo competition organised on the British Council Romania’s Facebook page, with more 61,275 fans. There were 4 winners from different cities of Romania.)

Key message received from one of the winner: **“I would like to study in UK because I want to learn more English and of course because of its reputation.”**

The screenshot shows a Facebook post from the page 'British Council Romania'. The post title is 'Câștigătorii competiției „Fulfil your dreams and study in the UK”' with 4 photos and updated 3 months ago. The text of the post reads: 'Felicitări tuturor celor care s-au înscris la competiția foto „Fulfil your dreams and study in the UK”. În urma jurizării, patru dintre fotografiile trimise au fost desemnate câștigătoare. Premiul cel mare merge la Anamaria Olaiu, studentă în clasa a IX-a. Anamaria este câștigătoarea celor două bilete de avion dus-întors la Londra, oferite de partenerul nostru, Blue Air. Premiul întâi merge către Andreea Alexandra Ghețu, elevă în clasa a XI-a. Premiul al doilea merge către Mircea Pavlov, elev în clasa a XII-a, iar cel de-al treilea premiu merge către Andrei Mihail Dobrinescu, elev în clasa a XI-a. Felicitările British Council răsplătește participarea voastră cu un examen gratuit IELTS. #educationUKbucharest' Below the text are four photos: a woman holding a film camera and a clapperboard, a sunset over water with the text 'UTURE DAYS', a student at a desk, and a statue in a park.

## Marketing channels &amp; impact

The marketing plan designed for the event was a mixture of online and offline activities and identified a range of relevant channels to attract potential students, as well as parents and teachers to visit the fair. The “Education UK Exhibition” run on different digital and social media platforms, however the highest reach was through the British Council Romania Facebook page and the British Council Romania website (find out enclosed details on Marketing channels & impact - **Appendix 2**).

## Facebook:

Post	Post reach*	Post engagement**	Date
TOTAL	201 022	15 571	1-26 NOV

**Study UK Country British Council webpages:** 10,000 visits

**Tweeter:** 5,697 impressions\*\*\* / Top Tweet earned 583 impressions

**Google AdWords Impressions** 1334

**BC Newsletter & Direct mailing**

- 4 Editions - **Newsletter subscribers: EN 31 980 / RO 12 587**
- Direct mailing to British Council & partners databases (35,000 addresses)

**Mentions in over 10 online media outlets**

Website/article	Unique visitor:
<a href="http://www.romaniapozitiva.ro/bucuresti/targ-de-universitati-britanice-la-bucuresti-26-noiembrie-orele-1000-1700-la-sheraton-bucharest-hotel/">http://www.romaniapozitiva.ro/bucuresti/targ-de-universitati-britanice-la-bucuresti-26-noiembrie-orele-1000-1700-la-sheraton-bucharest-hotel/</a>	<b>4.631</b>
<a href="http://www.dcnews.ro/british-council-targ-educa-ional-education-uk-exhibiton-la-bucuresti_489593.html">http://www.dcnews.ro/british-council-targ-educa-ional-education-uk-exhibiton-la-bucuresti_489593.html</a>	<b>29.5777</b>
<a href="http://www.agerpres.ro/comunicate/2016/11/23/comunicat-de-presa-british-council-romania-17-54-58">http://www.agerpres.ro/comunicate/2016/11/23/comunicat-de-presa-british-council-romania-17-54-58</a>	<b>55.000</b>
<a href="http://www.telegrafonline.ro/targ-educational-al-institutiilor-de-invataman-din-m-britanie-vizitat-de-elevi-romani">http://www.telegrafonline.ro/targ-educational-al-institutiilor-de-invataman-din-m-britanie-vizitat-de-elevi-romani</a>	<b>70.837</b>

\* The number of people who saw our ads at least once..

\*\* The number of outcomes we achieved in our ad campaign, based on the objective we selected (likes, clicks, comments etc)

\*\*\* Figures may be lower than expected because Twitter remains unpopular on Romania compared with other online channels (e.g. Facebook).

\*\*\*\* Source: <http://www.trafic.ro/>

**PRESS RELEASE**

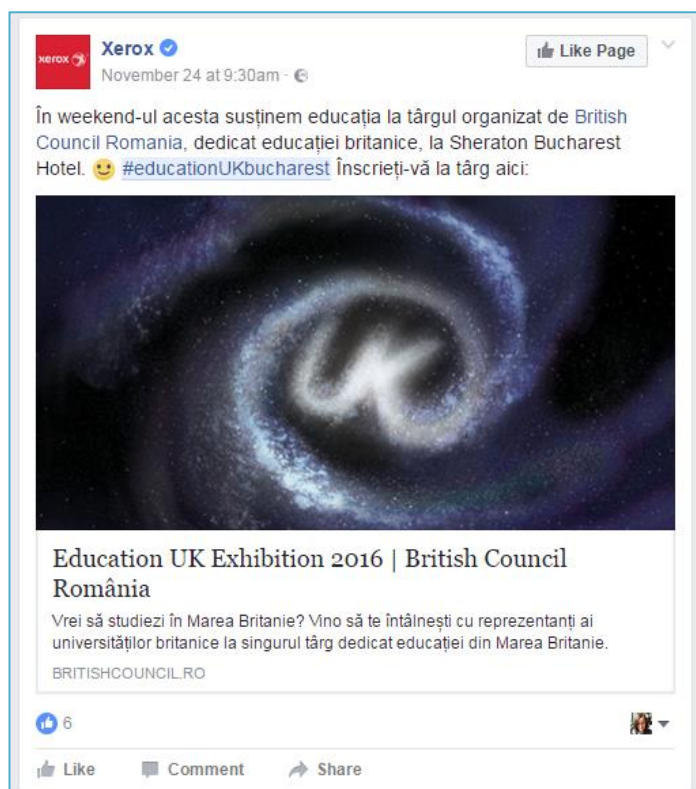
24 November - 52 contacts, 8 opens (EN title), 98 total clicks  
 24 November – 48 contacts, 7 opens (RO title), 11 total clicks

**Social Media**

**A total of £6 K was spent on Marketing for this exhibition by British Council and through contributions from media partners**

**Partners' Facebook pages**

- XEROX Romania (1,341,801 likes)- 1 post
- League of the Romanian Students Abroad LSRS (30,196 likes) – 2 posts
- SiSC ASE (7,497 likes)-1 post
- Iubesc studentia (6,742 likes)- 2 posts
- Romania pozitiva (37, 815 likes)- 2 posts
- Eurodesk Romania (6,423 likes) - 1 post
- Fischer International (2,910 likes) – 3 posts
- Edmundo (43,364 likes) – 1 post
- Scoala de Valori (13 981 likes)- 2 posts
- National University of Political Studies and Public Administration (SNSPA) - 7,948 likes)





Offline promotion



- Distribution of **5 000 flyers** in over **80 schools, high schools, Gloria Jean's Coffee Shops and relevant events (English Teachers Association National Conference plus Teacher workshops organised on British Council premises )**
- Direct letters sent to the head masters of the top high schools in Bucharest
- A large outdoor banner displayed outside the British Council Romania main office in Bucharest, with an estimated traffic of 5000 people daily.



IELTS™



## Fulfil your dreams and study in the UK

### photo competition

As part of the Education UK Exhibition to take place on 26 November 2016 in Bucharest, at the Sheraton Hotel (5-7 Calea Dorobantilor), we are looking for photographs that capture your life as a high school student and illustrate that studying in the UK is one of your biggest dreams.

Come to the only UK-oriented educational fair in Romania, get the most accurate information directly from the representatives of the UK universities and show your talent for photography!

**You can enter the photo competition if you are a high school student (grades 9 to 12).**

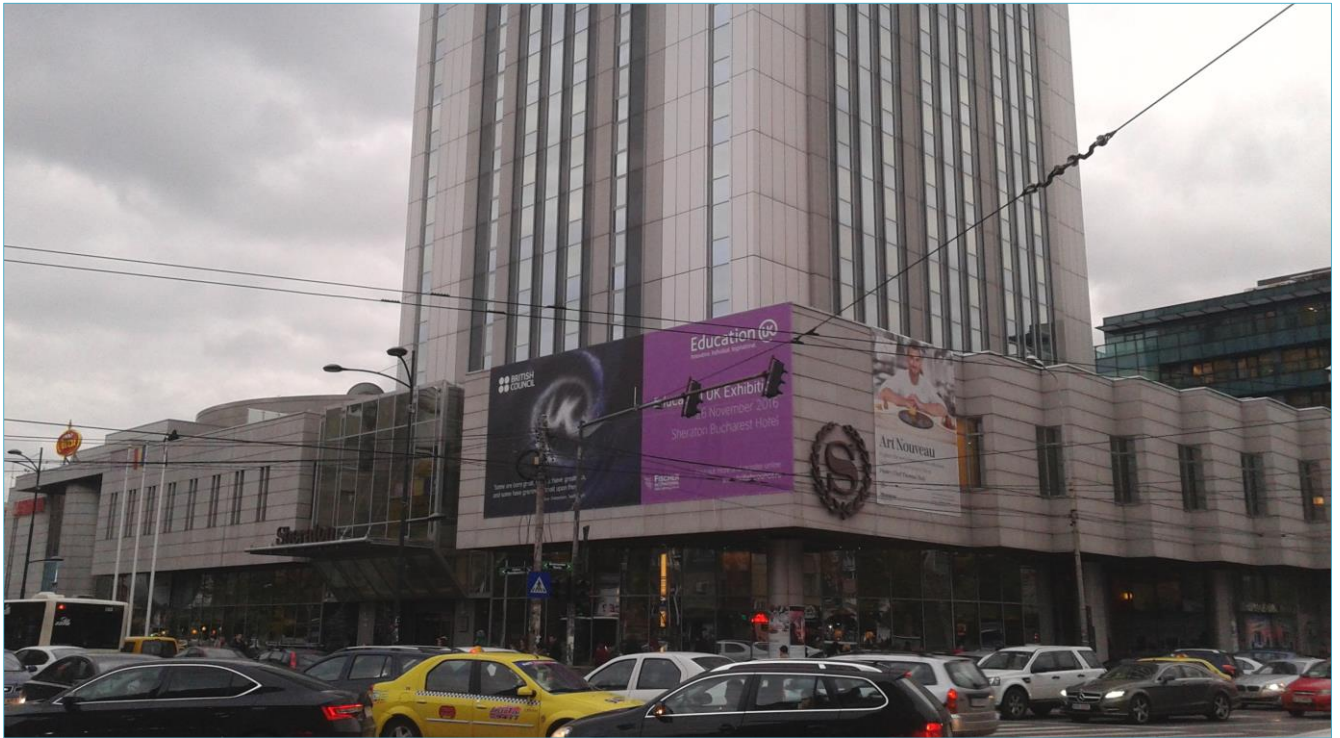
### What you need to do:

- Register online for our Education UK Exhibition in Bucharest ([ro.edukexhibition.org](http://ro.edukexhibition.org))
- Fill in the Application form available on [www.britishcouncil.ro](http://www.britishcouncil.ro)
- Send your completed form and your photo to [EducationUK@britishcouncil.ro](mailto:EducationUK@britishcouncil.ro)

The closing date for the competition is **23 November 2016**, so get your camera ready! Good luck!



**A mesh banner displayed on the façade of the Exhibition venue: Sheraton Bucharest Hotel**





## Visitor's Profile

73% pre-university students

- 8% professionals
- 9 % parents

65 % between **12-19** years old

- 19 % between **21-30** years old

33% looking for *undergraduate programmes*

- 21 % looking for *postgraduate programmes*
- 10% looking for *pre-university academic*
- 9% looking for *short courses*
- 7% looking for *postgraduate MBA*

65% female

- only 35% male

**Market trends**

**65% of the registrants would like to study in the UK**  
**15% would like to study in other country (not in UK or home country)**  
**6% will choose online/distance learning**

***Registrants' preferred areas of study***

	%
Business and Administrative Studies	12%
Computer and Mathematical Science	11%
Creative Arts and Design	10%
Social Studies and Communications	10%
Humanities	9%
Law	8%
Health and Medicine	7%
Engineering and Technology	7%
Architecture, Building and Planning	5%
Education and Training	5%
Travel, Tourism and Hospitality	5%
Applied and pure sciences	4%

***The main motivations for studying in the UK mentioned by the registrants are:***

	%
High academic standard	27%
Cultural environment	13%
International recognition of qualifications	12%
Wide variety of courses and Institutions	11%
Overseas work opportunities	9%

***When asked about the countries considered for study only 37% of the registrants mentioned UK as their first choice for studying abroad:***

	%
in the UK	37%
In US	10%
in Germany	8%
In Netherlands	7%
In France	7%
In Canada	7%
In Australia	5%

**When asked about when they would expect to go to UK for studying the registrants outlined the following:**

	%
In less than 6 months	5%
In 1 year	37%
In 2 years	37%
After 2 years	21%

**When asked about the funding for tuition and livings cost the registrants responses were:**

	%
Self / Family / Relatives / Friends	61%
Scholarship	28%
Others	8%
Company / Organisation	3%

**The main sources of information for the registrants:**

	%
Internet	32%
British Council	28%
Friend and relative	14%
University, Teacher	10%
Email	8%

The market trends outlined above below reflects the data collected through the British Council's global Visitor registration system.

## Insights from exhibitors and visitors

### Some positive quotes from exhibitors 'feedback questionnaires and post-event emails :

"I had a truly amazing time attending these events(i.e.exhibition and school tour). I also wanted to add how much I appreciated the support offered by your student volunteers. Dragos was an absolute pleasure to spend time with, he worked well when given tasks, was comfortable talking with students and simply could not help enough during our time together. He was an asset to your team and I wish him the best of luck going forward. Congratulations on a fantastic event."

"Clearer about the Romanian Curriculum and motivations of prospective UG students."

"Please convey our thanks to British Council staff involved in the event"

### Some negative quotes:

"It was a very quiet event compared to other events. We were lucky to be one of the few stands to have a consistent flow of students although many of our neighbors were not so lucky."

"More students at the BC event and better organisation for the schools tour."

"The event started too early."

**Disappointedly one of the institutions felt totally unhappy with the way the exhibition has been promoted and their whole experience during the event.**

**80% of our visitors** rated the quality of the event and venue as being 'excellent'.

Almost **90% of the visitors** who completed the feedback forms said that the exhibition provided the necessary information they looked for.

When asked about the level of expectations most of the visitors outlined the following:

- **most frequently mentioned:** same level of quality/ professionalism, as informative/useful/nice/interesting/beautiful events as this one, more top universities
- **less frequently mentioned:** more post-graduate study options, more workshops, further information about scholarships, more interactions with the people from Admissions Office

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

- **most frequently mentioned:** very useful, very informative, interesting, well-organized, complex, high quality educational services, excellent, very educative
- **less frequently mentioned:** good, excellent, professional, relevant, fabulous, perfect, a pleasant experience, cool





## Lessons learned and future steps

Feedback forms completed by exhibitors and visitors give us extremely useful information in terms of what we should do better in our next exhibitions. Recommendations shared with us by participants have massively helped us shaping the following key directions in the development of our plans for the future:

1. More students at the large scale event and better organisation for school tours\*.
2. Explore the possibility to organise special “Study UK zones” within the framework of large university fairs run by international education centres in Romania with solid track record in the field.
3. Enter partnership with major local universities to jointly organise UK Masters fairs\*\* within their campuses that may include distinct partnership brokering elements built in the agenda of the events\*\*\*

From monitoring the visitors’ journey during our 2016 exhibition we can consider that very few of them come there just for having a look. Our visitors typically attend exhibitions for checking out details about limited number of institutions that are identified in advance as their firm options for study in the UK. This is way they may tend spending their whole time at exhibitions in queues by stands of these institutions rather than strolling along to visit every institution which is present there.

Therefore our main recommendation for the UK institutions contemplating the possibility signing up to attend exhibitions in Romania to consider how they could benefit from brand awareness raising campaigns conducted by British Council prior to the event. The digital elements of the campaign may include:

- 15 min promotional video for each institution to highlight a selection of study programmes for Romanian students and tell potential applicants about the main selling points associated to the UK institution and programs – Main communication channels: British Council website;
- advertising materials produced by your institutions on a dedicated webpage “Study for a UK” (videos, texts and artworks provided by the promoted institutions will be posted for at least 2 months on our website starting with April 2017)

\* In the next two years at least we'll maintain strong focus on high school students from the so called National Colleges which enroll highest achievers from all-over the country. The school tours will continue to target families from the wealthy middleclass families who send their children to international schools and other private high schools established in Bucharest and more developed cities of Transylvania as they are able to finance UK studies from their own funds mostly.

\*\* The proposed Master Fairs have been designed to promote Post-graduate programmes in areas such as Engineering and Business

\*\*\* After Brexit the UK universities may become increasingly interested in exploring potential transnational education partnerships with local providers rather than recruiting students from Romania.

With the perceptions of the UK's welcome which have already deteriorated among EU students already in the UK and most sharply among students from Bulgaria and Romania and more than 60% of the Romanian students starting a course at a UK HEI in Autumn 2016 confirming that the UK's vote to leave the European Union\* had a negative impact, the number of interested visitors to our events in 2017/2018 is expected to decline.

In spite of uncertainties brought about by Brexit studying with the UK HE & FE institutions may remain unexpectedly popular among many young Romanians in the coming two years.

We'll build upon the lessons learned from 2016 exhibition and do our best to attract as many prospective applicants from this group of people. Our next exhibition has been scheduled for October. We hope to see you there!

Institutions may get in touch with our SIEM team at British Council Romania via e-mail [gabriel.ivan@britishcouncil.ro](mailto:gabriel.ivan@britishcouncil.ro) for finding out about details on other direct marketing proposals outlined above.

\* Based on a British Council report released in March 2017

## Appendix 1

### List of exhibitors 2016

#### Colleges

1. Henley College Coventry
2. John Leggott College

#### Universities

3. Canterbury Christ Church University
4. Cardiff University
5. De Montfort University
6. Edinburgh Business School(EBS)
7. Goldsmiths, University of London
8. King's College London
9. NCC Education
10. Newcastle University London
11. Staffordshire University
12. St Mary's University, Twickenham
13. University College London
14. University for the Creative Arts
15. University of Aberdeen
16. University of Bedfordshire
17. University of Central Lancashire
18. University of Essex
19. University of Kent
20. The University of Law
21. The University of Manchester
22. University of Portsmouth
23. University of the West of England, Bristol
24. University of Warwick

## Appendix 2

### Marketing channels & impact

The marketing plan designed for the event was a mixture of online and offline activities and identified a range of relevant channels to attract potential students, as well as parents and teachers to visit the fair.

The “Education UK Exhibition” run on different digital and social media platforms, however the highest reach was through the British Council Romania Facebook page and the British Council Romania website.

#### Online promotion:

**Facebook promotion** (60 555 page likes on 12.12. 2016)

[www.facebook.com/BritishCouncilRomania](http://www.facebook.com/BritishCouncilRomania)

Post	Post reach*	Post engagement*	Date
9 posts (boosted)	38 284	2 067	3-26 Nov
Photo competition	41 856	1 370	1-11 Nov
Xerox Competition	5 706	532	9-25 Nov
Promo Exhibition App	2 670	252	16-19 Nov
Summer School	3 802	209	25-26 Nov
Campaign website clicks	108 704	11 141 (8,044 website clicks)	1-25 Nov
<b>TOTAL</b>	<b>201 022</b>	<b>15 571</b>	<b>1-26 NOV</b>

\*The number of people who saw our ads at least once. Reach is different from *impressions*, which may include multiple views of your ads by the same people. Reach gives us a measure of how many people were exposed to our message during an ad campaign. People may not always click on our ads, but they may be more likely to engage with our business when they see our message. Our reach can be affected by our bid, budget and audience targeting.

\*\* The number of outcomes we achieved in our ad campaign, based on the objective we selected (likes, clicks, comments etc)

## Website visits

Link	Period	Visits*	Views**	Average time viewed (sec)	2015 visits comparison
<b>RO</b>					
<a href="https://www.britishcouncil.ro/studii-marea-britanie/education-uk">https://www.britishcouncil.ro/studii-marea-britanie/education-uk</a>	1 Sep – 1 Dec	7864	9273	116	3274
<a href="http://www.britishcouncil.ro/studii-marea-britanie/education-uk/concursuri">http://www.britishcouncil.ro/studii-marea-britanie/education-uk/concursuri</a>	1 Sep – 1 Dec	1286	1570	147	1707
<a href="http://www.britishcouncil.ro/studii-marea-britanie/education-uk/expozanti">http://www.britishcouncil.ro/studii-marea-britanie/education-uk/expozanti</a>	1 Sep – 1 Dec	501	719	61	781
<a href="http://www.britishcouncil.ro/studii-marea-britanie/education-uk/program">http://www.britishcouncil.ro/studii-marea-britanie/education-uk/program</a>	1 Sep – 1 Dec	208	257	54	469
<a href="http://www.britishcouncil.ro/studii-marea-britanie/education-uk/testimoniale">http://www.britishcouncil.ro/studii-marea-britanie/education-uk/testimoniale</a>	1 Sep – 1 Dec	95	104	154	144
<a href="http://www.britishcouncil.ro/studii-marea-britanie/education-uk/parteneri">http://www.britishcouncil.ro/studii-marea-britanie/education-uk/parteneri</a>	1 Sep – 1 Dec	78	105	50	144
<b>EN</b>					
<a href="http://www.britishcouncil.ro/en/study-uk/education-uk">http://www.britishcouncil.ro/en/study-uk/education-uk</a>	1 Sep – 1 Dec	871	1083	81	729
<a href="http://www.britishcouncil.ro/en/study-uk/education-uk/competitions">http://www.britishcouncil.ro/en/study-uk/education-uk/competitions</a>	1 Sep – 1 Dec	303	383	167	438
<a href="http://www.britishcouncil.ro/en/study-uk/education-uk/exhibitors">http://www.britishcouncil.ro/en/study-uk/education-uk/exhibitors</a>	1 Sep – 1 Dec	131	156	143	262
<a href="http://www.britishcouncil.ro/en/study-uk/education-uk/exhibition-programme">http://www.britishcouncil.ro/en/study-uk/education-uk/exhibition-programme</a>	1 Sep – 1 Dec	78	91	27	98
<a href="http://www.britishcouncil.ro/en/study-uk/education-uk/partners">http://www.britishcouncil.ro/en/study-uk/education-uk/partners</a>	1 Sep – 1 Dec	23	29	23	44
<a href="http://www.britishcouncil.ro/en/study-uk/education-uk/testimonials">http://www.britishcouncil.ro/en/study-uk/education-uk/testimonials</a>	1 Sep – 1 Dec	16	19	164	31

\*Number of visits to this page. A visit is a series of actions that begins when a visitor views the first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

\*\* Number of times this page was viewed by visitors.

Further reference: [https://knowledge.hubspot.com/articles/kcs\\_article/reports/what-is-the-difference-between-visitors-visits-and-page-views](https://knowledge.hubspot.com/articles/kcs_article/reports/what-is-the-difference-between-visitors-visits-and-page-views)



**TWITTER** <https://twitter.com/robrish>

### SUMMARY – NOVEMBER 2016

Tweets	Tweet impressions	Profile visits	Mentions	New followers
10	5,697*	650	57	63

**Top Tweet** earned **583** impressions

See you tomorrow at Education UK Exhibition, Sheraton Bucharest Hotel, starting 10.00 am.  
**#WeAreInternational #educationUKbucharest** [twitter.com/BritishCouncil](https://twitter.com/BritishCouncil)...

**Top mention** earned **90** engagements

**UUK International @UUKIntl** Nov 26 From beautiful Wales to beautiful Romania  
**#WeAreInternational @cardiffuniug @Unis\_Wales @roBritish** [pic.twitter.com/u9iHlb89ZW](https://pic.twitter.com/u9iHlb89ZW)

**Top media Tweet (Romanian only)** earned **506** impressions

Înscrie-te acum la **#educationUKbucharest** și află toate detaliile de la reprezentanții universităților din UK: [goo.gl/0vMI9y](https://goo.gl/0vMI9y) [pic.twitter.com/EzscA40Oky](https://pic.twitter.com/EzscA40Oky)

\* Figures may be lower than expected because Twitter remains unpopular on Romania compared with other online channels (e.g. Facebook).

### PRESS/BLOGS

Education UK Exhibition Romania has been mentioned in over ten online media outlets.

Website/article	Unique visitors/website/ 21 - 27 November 2017
<a href="http://www.romaniapozitiva.ro/bucuresti/targ-de-universitati-britanice-la-bucuresti-26-noiembrie-orele-1000-1700-la-sheraton-bucharest-hotel/">http://www.romaniapozitiva.ro/bucuresti/targ-de-universitati-britanice-la-bucuresti-26-noiembrie-orele-1000-1700-la-sheraton-bucharest-hotel/</a>	4.631
<a href="http://www.dcnews.ro/british-council-targ-educational-education-uk-exhibiton-la-bucuresti_489593.html">http://www.dcnews.ro/british-council-targ-educational-education-uk-exhibiton-la-bucuresti_489593.html</a>	295.777
<a href="http://www.agerpres.ro/comunicate/2016/11/23/comunicat-de-presa-british-council-romania-17-54-58">http://www.agerpres.ro/comunicate/2016/11/23/comunicat-de-presa-british-council-romania-17-54-58</a>	55.000
<a href="http://www.telegرافonline.ro/targ-educational-al-institutiilor-de-invatare-din-m-britanie-vizitat-de-elevi-romani">http://www.telegرافonline.ro/targ-educational-al-institutiilor-de-invatare-din-m-britanie-vizitat-de-elevi-romani</a>	70.837

\*Source: <http://www.trafic.ro/>

## Google AdWords

Type: Search Network

Impressions\* 1334

Clicks: 87

\*An impression is counted each time your ad is shown on a search result page or other site on the Google Network.

## NEWSLETTER & DIRECT MAILING

**Newsletter subscribers: EN 31 980 / RO 12 587**

4 Editions: 13 October , 27 October, 10 November, 24 November

### Direct mailing:

14 November – 28 809 e-mail addresses, 3 972 total opens, 229 total clicks

15 November – Teachers – 1071 e-mail addresses, 868 total opens, 59 total clicks

23 November –Reminder – 28 114 e-mail addresses, 3,073 total opens, 136 total clicks

3 - 7 November- information sent to 4465 teachers of English as part of the Cambridge and IELTS Exams communication campaign

## PRESS RELEASE

24 November - 52 contacts, 8 opens (EN title), 98 total clicks

24 November – 48 contacts, 7 opens (RO title), 11 total clicks

## Social Media

### British Council Romania

**Facebook page** (46 000 likes, in October, 47 000 likes in November)

**30 posts** about the Exhibition and the exhibitors with a reach ranging from **41 856** (for boosted posts) to an average of **4000 views** (for regular posts)

**A total of £6 K was spent on Marketing for this exhibition**

### Partners' Facebook pages

XEROX Romania (1,341,801 likes)- 1 post

League of the Romanian Students Abroad LSRS (30,196 likes) – 2 posts

SiSC ASE (7,497 likes)-1 post

Iubesc studentia (6,742 likes)- 2 posts

Romania pozitiva (37, 815 likes)- 2 posts

Eurodesk Romania (6,423 likes) - 1 post

Fischer International (2,910 likes) – 3 posts

Edmundo (43,364 likes) – 1 post

Scoala de Valori (13 981 likes)- 2 posts

National University of Political Studies and Public Administration (SNSPA) - 7,948 likes)

Offline promotion



- Distribution of **5 000 flyers** in over **80 schools, high schools, Gloria Jean's Coffee Shops and relevant events (English Teachers Association National Conference plus Teacher workshops organised on British Council premises )**
- Direct letters sent to the head masters of the top high schools in Bucharest
- A large outdoor banner displayed outside the British Council Romania main office in Bucharest, with an estimated traffic of 5000 people daily.



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## Fulfil your dreams and study in the UK

photo competition

As part of the Education UK Exhibition to take place on 26 November 2016 in Bucharest, at the Sheraton Hotel (5-7 Calea Dorobantilor), we are looking for photographs that capture your life as a high school student and illustrate that studying in the UK is one of your biggest dreams.

Come to the only UK-oriented educational fair in Romania, get the most accurate information directly from the representatives of the UK universities and show your talent for photography!

**You can enter the photo competition if you are a high school student (grades 9 to 12).**

### What you need to do:

- Register online for our Education UK Exhibition in Bucharest ([ro.edukexhibition.org](http://ro.edukexhibition.org))
- Fill in the Application form available on [www.britishcouncil.ro](http://www.britishcouncil.ro)
- Send your completed form and your photo to [EducationUK@britishcouncil.ro](mailto:EducationUK@britishcouncil.ro)

The closing date for the competition is **23 November 2016**, so get your camera ready! Good luck!



A mesh banner displayed on the façade of the Exhibition venue: Sheraton Bucharest Hotel

