



Contents

Contents	1
1. Event fact file	2
2. Objectives of the event	2
3. Key statistics	3
4. Seminars.....	5
5. Market developments.....	6
6. Key internal and external influencers on the Exhibition.....	8
7. Visitor survey analysis	9
8. Exhibitor survey analysis.....	10
9. Impact of marketing plan.....	11
10. Budget analysis.....	20
11. Conclusions and follow up	21
Appendix 1: List of participating institutions	23
Appendix 2: Visitors' survey results	27
Appendix 3: Exhibitors' survey results	30
Appendix 4: Advertising and promotion plan (media plan).....	35

1. Event fact file

Moscow

Venue	Hyatt Regency Hotel, Yekaterinburg, 1 October 2015
Opening hours	15.00 – 20.00
Opened by	Martin Fenner, HM Consul General
Stand costs	£ 1,470.00 Plus VAT
Unique feature to give added value	<ul style="list-style-type: none"> • Global Education Programme presentation as part of the market briefing and at 18.30 on the 2nd October • Various competitions were run to attract interest of the audience • Pre-exhibition networking event for the representatives of Urals and UK HEIs
Seminars	8 seminars were conducted

2. Objectives of the event

- To position the UK as the first choice for Russian students planning to study abroad
- To influence the quality of the student experience by providing a positive perception of the UK
- To enter the new high-potential market and establish British Council as a premier authority in UK education
- To showcase the variety of opportunities within the UK's education system
- To support participating institutions' recruitment in the Russian market

3. Key statistics

Attendance	Yekaterinburg
	2015
Total number of visitors	630
Exhibitors	
Secondary Institutions	5
HE and FE Zone	9
ELT sector	2
Visa section	0
Total number of exhibitors	16

Visitors' primary market objectives	2015	
	number	%
Level of Study		
Vocational and technical (eg NVQ, BTEC, VQ)	35	5.54
Pre-university academic (eg A-Levels, IB)	42	6.61
Boarding School	20	3.2
MBA	n/a	n/a
Undergraduate	105	16.63
Professional Award/Employment related qualifications (eg. ACCA etc.)	48	7.68
Short Course(s) (eg Summer course)	83	13.22
Postgraduate	129	20.47

Certificate courses / non degree courses / NVQ	n/a	n/a
Total		100%
Main Subjects of Interest		
Business and Administrative Studies	97	15.42
Humanities	61	9.75
Creative Arts and Design	43	6.8
Social Studies and Communications	67	10.66
Education and Training	61	9.75
Travel, Tourism and Hospitality	40	6.35
MBA	27	4.31
Computer and Mathematical Science	44	7.03
Law	23	3.63
Applied and Pure Sciences	39	6.12
Architecture, Building and Planning	31	4.99
Engineering and Technology	46	7.26
Hair, Beauty and Personal Care	11	1.81
Agriculture and related subjects	13	2.04
Total		100%
Demographics of visitors	Yekaterinburg	
	2015	
Male	68.95%	
Female	30.59%	

Prefer not to say	0.46%	
Age (2015)		
	number	%
11-17	81	12.79
18-22	230	36.53
23-27	95	15.07
28-35	86	13.7
35-59	138	21.92
Total		100%

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

4. Seminars

The seminars proved to be a very popular activity during the exhibition, showing students the variety of study options available for them in the UK and also giving a positive impression of the whole international student experience. Various institutions worked together to deliver a total of 8 seminars over the course of the event.

All the seminars were well attended. Visitors remarked on the quality of the workshops and noted that they had acquired a good overview of education in the UK, from choosing a suitable programme and details of the application process to funding options and day-to-day life as a student in Britain.

One of the most visited sessions was Global Education scholarship presentation. Ksenia Ivanenko, manager of the Global Education Programme, a federal scholarship initiative, spoke about the universities and specialisations that are in the programme list, about conditions and criteria that should be considered in the application.

The observations and verbal feedback received on the day from the visitors was extremely positive. They found the seminar programme very interesting and the content to be informative and well presented.

The presentations were advertised on the exhibition website well in advance, providing not only a timetable but also the description of each session as well as information about the speaker. This allowed visitors to plan their visit to the exhibition efficiently.

5. Market developments

The Education UK Exhibition was held in Yekaterinburg for the first time. As a result of a promo campaign, the event was very much anticipated by prospective students, educational agencies and representatives of educational institutions of the Urals region who are keen to build links with UK institutions — a considerable number of them visited the exhibition to make personal contacts with representatives of the UK institutions and to negotiate possible areas for collaboration during the exhibition and the pre-exhibition networking event.

Despite political and economic situation the demand for internationally recognised higher education is growing. The ‘educated’ versus ‘non-educated’ salary differentials are expected to rise, thus placing greater emphasis on tertiary education and presenting an opportunity for overseas institutes of higher education. International education offers access to skills relevant to Russia's growing professional class; qualifications that can be relied on by employers and, consequently, enhance career prospects.

Yekaterinburg and Urals region represent the third, after Moscow and St Petersburg, largest market for educational programmes, with a marked interest in the UK as a study destination. The quality of school-leavers and graduates from prestigious

institutions in the area is a major attraction for international student recruiters.

Exhibitors noticed the following market developments based on enquiries:

University of the West of Scotland: Good number of students looking to study in Scotland.

University of St Andrews: Yekaterinburg seems to be a good market with reasonable potential.

Carfax College: Still large demand for foreign education despite economic crisis.

Business & Finance subjects were of high interest to the visitors; Social Sciences, Humanities, Engineering and Technology, Computer and Mathematical Science were also very popular. A full report of visitors' subjects of interest can be found in Appendix 2.

6. Key internal and external influencers on the Exhibition

This year, 16 institutions have been presented on the Exhibition, including 5 secondary schools and 2 ELTs.

The media plan focused on digital promotion which was complemented by traditional advertising, including live interviews with British Council representative on TV and radio shows, and 160 commercials on radio. The media campaign has proved successful in attracting the right audience to the exhibition —75% and 58.3% of exhibitors found that there was good number and good quality of students respectively.

7. Visitor survey analysis

- Online registration was set up for the exhibition. The total number of Visitor Surveys completed online was 736. The total number of visitors, 630, was estimated on the basis of mechanical counter at the entrance.
- 97% of visitors were satisfied with the quality of event and felt that event was either in line with or exceeded their expectations.
- Most visitors were interested in Postgraduate and Undergraduate programmes, and short/summer courses. There was also a substantial interest in Professional award, Pre-university academic and vocational training.
- According to the visitor enquiries made to the British Council stand, a lot of people were asking for rankings of UK universities, quality assurance, scholarship programmes, and advice on how to choose schools and also for information on specific subjects (medicine, architecture, art etc.)
- Most of the visitors found out about the exhibition through various online sources.
- Some comments from visitors include:
 - “The event helps to get a very good idea on how to prepare for studying in the UK. Moreover, [the organisers] answered all my questions”.
 - “The event is high-profile. Organisation is of the best quality. Workshops are rather interesting and useful”.
 - “A lot of information, my expectations were fully met. I got even more than I hoped for”.
 - “Thanks a lot for such an opportunity. So much useful information”.

“I took part in the institutions round table, very successful event. I also liked the organisation of the exhibition, a lot of institutions were represented”.

More detailed information on visitor survey can be found in Appendix 2.

8. Exhibitor survey analysis

- The total number of Exhibitor Surveys completed was 12, out of 16 exhibitors overall.
- Most of the institutions came to the fair both for recruitment and for profile-raising purposes.
- 83.3% of the exhibitors rated the exhibition as excellent or good overall.
- 82% of the exhibitors rated the British Council support before the exhibition as 4 and 5 (out of five) 91% of the exhibitors rated the British Council support during the exhibition as 4 and 5 (out of five)

Some of the specific comments received:

- **University of the West of Scotland:** Good level of interpreters, they all have been amazing!
- **University of St Andrews:** It was an excellent event - networking prior to fair especially helpful.
- **Lewis School of English:** A great support is given to the universities, but not to the ELT sector in terms of seminars, joint projects etc.) Thank you for an excellent level of organisation! It was very smooth and well-prepared.

90% of the exhibitors rated the length of exhibition as 4 and 5 (out of five)

More detailed information on exhibitors' survey can be found in Appendix 3.

9. Impact of marketing plan

9.1. Objectives of the advertising campaign

Based on the analysis of the result of the previous exhibitions in Moscow and St Petersburg, region-specific market reports and feedback from exhibitors, partners and visitors, the following tasks and objectives were set:

- The main objective was to attract the primary target audience to the event via a tailored marketing campaign.
- Additionally, we concentrated on deepening channel differentiation for different audience segments in terms of specialisation.

Primary target audience

- Parents of schoolchildren for boarding schools and Foundation programs;
- School leavers and their parents for Bachelor programs;
- Students for universities with Bachelor's and Master's programs;
- Young professionals for Master's and MBA programs;

- Businessmen and entrepreneurs as parents for boarding schools and as students — for MBA programs;
- Mothers of schoolchildren and students — for boarding schools and Bachelor's programs.

For each group, we selected the corresponding media and tools. Thus, to promote the exhibition to future graduates and their parents, we used traditional media (TV, radio: Channel 4 Yekaterinburg, Echo of Moscow, Russkoe Radio, Europe Plus Yekaterinburg), online guides (Moeobrazovanie.ru, Studyabroad.ru etc) and resources for parents (e.g., Kidsreview.ru).

To promote the exhibition to the most numerous and active audience of students and young professionals, we used a combination of PR tools and Internet advertising: we used paid advertising campaign (placing banners on Career.ru and ISIC), we concentrated on attracting to information sponsorship more popular job search portals for young professionals

(Studyabroad.ru, Profirost.ru). To promote the exhibition via the resources listed above, we used a whole range of tools: mailings – invitations to the exhibition, announcements, ad banners.

Also, we used such popular Internet resources as LiveJournal, Dnevnik.ru, Ria.ru (Social Navigator) — the resources that have the biggest Internet audiences, which allowed us to attract attention of the prospective audience (according to target demographics) to the exhibition and stimulate transfer from passive interest in the British education to actions (visiting the exhibition, in our case). As per our standard practice, we paid considerable attention to PR placements on the websites dedicated to foreign education (Ubo.ru, Education Index).

Secondary target audience:

- Educational agencies

- International departments of universities

For each segment of the target audience, we developed text adverts corresponding to the needs and interests of each particular segment. We also used various ways of carrying the information: for businessmen – advertising in respected business publications; for parents of school children – banners on women’s and educational resources.

Key stereotypes:

For parents of schoolchildren and students: ‘Direct communication with educational institutions’

For students: ‘Unique’, “must-visit” events within the business agenda’.

For young professionals, businessmen and entrepreneurs: ‘Education for you and your children’, ‘Complete and reliable information on British education in one place’;

9.2. Tools, Solutions, Results

We decided to use various tools and methods to implement each of the tasks set. In order to increase the traffic, we invited more educational media as partners. In addition, we engaged such information partners as Channel 4 Yekaterinburg and Europe Plus Yekaterinburg which provided access.

To maintain the quality of the audience, we invited to partnership the media that proved their effectiveness during the previous year promo-campaign. We held a round of negotiations aimed at broadening the range of the exhibition promotion opportunities particularly on these resources. Correspondingly, the resources were given a higher partnership status.

The communications tools used were appropriate for delivering this message to the audience and included:

Advertising: advertising modules in the printed media, e-mails, contest on the radio and TV, advertising banners on Internet resources, context advertising, promotion via search engines.

Public relations: announcements in the event calendar, contests, social networks.

Direct and digital marketing: mailings to subscribers of information partners, placing internet banners and texts in the news.

Most effective ways to deliver key messages were:

Promotion of the exhibition by context advertising

Internet banners and text announcements on Internet resources, mailings of the exhibition partners.

High integration level of all the elements of the promotion was achieved with the help of:

- Use of unified visual images, but different text messages for different target audiences and resources.
- Gradual increase of intensity “general to specific”, which allowed us to keep the audience interested in the project for several weeks (primary announcement of the exhibition date, detailed announcement of the business agenda with the accent on the interest of the given audience segment,

placement of advertising modules and news mailing, contests).

- Regular publishing of the exhibition news on the BC resources and in social networks.
- Differentiation of messages for different target audiences on different resources.

High integration level of all the elements of the promotion campaign allowed us to successfully perform the objectives of the campaign with comparatively low use of financial.

To measure the effectiveness of the campaign, we used the following tools:

- Questionnaire included in the online registration: receiving registrations prior to the event enabled us to measure the impact of every stage of the promotion.
- Indicators of the exhibition website traffic and analysis of sources of transfer from other information resources gave us reliable information on the effectiveness of both used channels and tools as well as on the effectiveness of the messages and their visual presentation, and interest of the target audience of these resources in the product offered.
- Surveys as a part of registration process in the offline mode. Combined analysis of all the measurement tools allowed us to receive a true picture of the campaign and tools effectiveness.

After speaking to the exhibitors and through general observations made on the weekend, the overall quality of visitors was

considered to be good. They seemed to know their choice(s) of subject, which indicate that the media plan attracted a more targeted audience.

9.3. Information support

The approach to creating the pool of information partners was determined by clear segmentation of the audience. We had a task to create several independent media plans for each segment:

Education/Education abroad:		14	Macmillan
1	Studyabroad.ru	15	Russkoe radio (Ekaterinburg)
2	Education Index	16	Ruskii reporter magazine
3	Physcareer.ru	17	Livejournal.com
4	Profyrost.ru	18	AIESEC
5	Moeobrazovanie.ru	19	ria.ru / Social Navigator
Publications for parents		20	Changellenge
6	Kidsreview.ru	21	Kenguru
7	Dnevnik.ru	22	It`s My City
Students\young professionals\expats			
8	ISIC		
9	Career.ru		
Business education \business and mass market media			
10	Ubo.ru		
11	Echo of Moscow		

	General public:
12	Channel 4 (Yekaterinburg)
13	Europe Plus (Yekaterinburg)

Besides segmenting the target audience, all the partners were divided into priority groups to perform various tasks: thus, out of 38 resources, only 22 were invited as information partners.

The rest of the media supported the exhibition in different ways on the basis of personal agreements and strategic partnership without a formal status.

Advertising banners on the main page of a website and on the issue-related pages (upon request) 10 banners in total.

Live interviews with British Council representative show on TV, and live interviews with British Council representative radio show. Commercials 160 issues on radio.

Minimum 1 mailings via subscriber/registered user databases, in total – 8 mailings to 223,000 addressees.

Analyzing the exhibition traffic statistics and feedback from the exponents, we can say that the pool of information partners had been formed correctly and the promotion campaign was successful. As a result of this promotion strategy, the audience was proportionally distributed among the exhibitors presenting different education levels: schools, universities, colleges, summer schools and language courses.

The effect was highly estimated by the information sponsors as well as exhibitors.

9.4. Partners of the Exhibition

Partners: Macmillan, Hello London!, Cambridge University Press. As a result, the British Council received the following value for Yekaterinburg:

Name	Presents	Cost
Macmillan	25 books	24 618 RUR
Cambridge Education	15 books	25 000 RUR
Hello London!	15 prizes	60 000 RUR
Total RUB		260 386 RUR
Total value GBP		2,503 GBP

The partners highly appreciated the work of the British Council and the effectiveness of participation in the Education UK exhibition: **86%** rebooked their participation in the next year's exhibition.

9.5. Advertising Budget

The advertising budget was formed on the basis of the following principles:

1. To pay for advertising only if:

Detailed planning of the advertising and PR campaign allowed us to perform high-scale advertising support of the exhibition without increasing the budget.

	Name	URL	Format	Cost	Period
1	AdMe	adme.ru	banner 300x500	137 635	21.09.15- 02.10.15
2	Afisha. Exhibitions	afisha.ru	banner 240x400, 704x90	261 739	21.09.15- 02.10.15
	Total RUB			399 374	

2. To receive maximum possible discount on placing advertisement and placing preferences.

Analysis of the site attendance and visitors' questionnaires proved the correctness of the selected tactics of placing paid adverts: search engines and social networks were top sources of traffic to the website.

9.6. Social media marketing

During the preparations for the exhibition we attracted 7415 users to the communities in the social networks (VK and Facebook). 4615 users were attracted on VK, 2800 users were attracted on Facebook.

Promoting the fair we attracted the targeted audience to the pages and managed to increase the users' feedback. Particularly, we used such tools as:

- Targeted ads and page boosting on Facebook
- Post marketplaces (reposting in the large relevant communities)
- Sending invitations to the targeted audience (using the button: invite to the community)

- Sending private messages with invitations to the targeted audience
- E-mail sending
- Contests

The most effective tools for user attraction to VK were sending private messaging and invitations to the targeted audience. As for Facebook, the impact was primarily reached due to targeted ads and page boosting. Furthermore, the fast rising of subscribers was a result of e-mail sending to the targeted audience.

The most effective tools for engaging users on VK and Facebook were post marketplaces (reposting in relevant communities) and contests.

9.7. Coverage of the target audience, PR and Advertising value

Detailed planning of the advertising and PR campaign allowed us to achieve a high response to advertising for the exhibition without a major increase in the budget. The PR and advertising responses demonstrated that the selected channels and types of promotion were correct as well as confirming the effectiveness of the advertising campaign in general.

9.8. Conclusions and Recommendations

The advertising campaign was successful. More than 100 different online and offline messages and resources provided good information coverage and secured good quality visitors attendance to the exhibition. This is an indicator of the effective work of the project marketing team. Almost 100% rebooking of the partners' and information sponsors' participation in the next event confirms mutual benefits from the cooperation and gives reason to

anticipate a wider spectrum of opportunities to promote the exhibition in the next year.

Basing on the exhibition experience, we have certain recommendations in terms of improvement of future promotion campaigns:

- to broaden cooperation with professional media in order to further differentiate the audience sources by specialisation (professional media in the spheres of management, media, finance, banking, linguistics), and to include the corresponding event blocks into the business agenda of the exhibition.
- to broaden cooperation with the most effective resources, without increasing the number of information partners. Instead, we recommend to increase the audience coverage and impact duration.
- to broaden the pool of general Internet resources with wide coverage (business and news portals, social federal media, professional networks).
- to promote the exhibition on the websites of the educational agencies, specialising on British education.

10. Budget analysis

The exhibition's value for money was rated as 5 and 4 on a one to five scale by 70% of the exhibitors.

We have managed to negotiate good terms with the venue, and we also saved on construction choosing the table and chairs

format. We also actively promoted the exhibition through partners instead of paid advertising where possible.

11. Conclusions and follow up

11.1. Extent to which the objectives were met

To position the UK as the first choice for international students: Based on the visitor survey analysis, most of them agreed that a UK qualification is of high quality, recognised worldwide and that it brought good career prospects upon graduation.

To influence the quality of the student experience by providing a positive perception of the UK: Visitor feedback reflects the high level of satisfaction with the event in terms of information provided, the level of organisation, the attitude, professionalism and willingness to help of BC staff and volunteers, interactions with exhibitors. Moreover, visitors frequently asked whether the event is to be repeated in future, which could also be regarded as a mark success.

To enter the new high-potential market and establish British Council as a premier authority in UK education: The level of engagement during the promo campaign shows that the target audience in the area is now familiar with BC, as well as expertise and the opportunities we offer.

To showcase the variety of opportunities within the UK's education system: Based on most exhibitors' comments, the visitors were a good mix of visitors looking for UG and PG programmes, as well as those interested in short or summer courses. This fact is also confirmed by the online registration

results.

To support participating institutions' recruitment in the Russia market:

This objective was met according to the feedback from exhibitors but more time is required for detailed analysis.

11.2. Key recommendations for institutions

- Exhibitors need to be encouraged to send all forms at once to meet the deadlines.
- Undertake profile-raising activities in Russia throughout the year.
- Provide more information on English language courses and short/summer programs.
- To send materials (brochures and catalogues) at least 3 weeks before to the exhibition via freight.

11.3. Key recommendations for the British Council

- According to the feedback from the exhibitors, most of them were very happy with the date of the fair, so most likely the next exhibition will take place in early October 2016.
- The quality of venue was quite high, with 80% of the exhibitors and 100% of visitors rating it at 4 or 5 out of five; however several minor issues were raised by both sides, including lighting and access to internet.

Appendix 1: List of participating institutions

Schools, colleges and education centres

- Cambridge Education Group
- Carfax College
- EF Education First
- MPW (Mander Portman Woodward)
- The Royal School, Wolverhampton

Universities

- BPP University
- University of Central Lancashire
- University of Glasgow
- INTO University Partnerships
- University of Portsmouth
- University of Salford
- Sheffield Hallam University
- University of St Andrews
- University of the West of Scotland

Language schools

- Babylon School Of Language
- Lewis School Of English

Appendix 2: Visitors' survey results

Would you recommend British Council to your friends and colleagues?

rate	Number of answers	%
10	53	74.6
9	5	7.0
8	7	9.9
7	4	5.6
6	1	1.4
5	1	1.4
4	0	0.0
3	0	0.0
2	0	0.0
1	0	0.0
Total	71	100

My expectations of visiting this exhibition were fully met

answers	Number of answers	%
Absolutely agree	36	53.7
agree	29	43.3
Don't know	2	3.0
disagree	0	0.0
Absolutely disagree	0	0.0
Total	67	100

Exhibition was of high quality

answer	Number of answers	%
Absolutely agree	40	55.6
agree	30	41.7
Don't know	2	2.8
disagree	0	0.0
Absolutely disagree	0	0.0
Total	72	100

British Council is one of the leading organisations in cultural relations

answer	Number of answers	%
Absolutely agree	41	57.7
agree	20	28.2
Don't know	10	14.1
disagree	0	0.0
Absolutely disagree	0	0.0
Total	71	100

Diversity of education programmes offer		
rate	Number of answers	%
5	44	64.7
4	17	25.0
3	6	8.8
2	1	1.5
1	0	0.0
Total	68	100

Quality of seminar programme		
rate	Number of answers	%
5	42	62.7
4	21	31.3
3	3	4.5
2	1	1.5
1	0	0.0
Total	67	100

Quality of exhibition venue		
rate	Number of answers	%
5	53	77.9
4	15	22.1
3	0	0.0
2	0	0.0
1	0	0.0
Total	68	100

Information available before the event
--

rate	Number of answers	%
5	52	76.5
4	12	17.6
3	3	4.4
2	1	1.5
1	0	0.0
Total	68	100

British Council staff support		
rate	Number of answers	%
5	61	88.4
4	5	7.2
3	3	4.3
2	0	0.0
1	0	0.0
Total	69	100

Source of information about the event		
resource	Number of answers	%
Flyers, posters	4	4.9
Newspapers, magazines	0	0.0
Radio, TV	1	1.2
Internet	56	68.3
Friends, colleagues	21	25.6
Total	82	100

Appendix 3: Exhibitors' survey results

Has your institution attended this exhibition before?		
Answers	Number of answers	%

YES	1	8.3
NO	11	91.7
Total	12	100

What was your main aim in coming?

Answers	Number of answers	%
Recruitment	1	8.3
Profile raising	0	0.0
Both	11	91.7
Total	12	100

What is your primary market interest in this event?

Answers	Number of answers	%
Undergraduate	6	18.8
Postgraduate taught	6	18.8
Postgraduate research	2	6.3
Higher national diploma and equivalent	0	0.0
Pre-university foundation courses	4	12.5
Foundation	4	12.5
Post-16 A-level	0	0.0
Pre-sessional English School	2	6.3
Secondary education	3	9.4
Summer courses	5	15.6
Total	32	100

What is your assessment of the visitors?

Answers	Number of answers	%
Number of the visitors		
Good	9	75.0
Average	2	16.7
Disappointing	1	8.3
Total	12	100
"Quality" of the visitors		
Good	7	58.3

Average	5	41.7
Disappointing	0	0.0
Total	12	100

Have you developed new links or built on existing feeder or agent relationships by coming?

Answers	Number of answers	%
YES	9	75.0
NO	3	25.0
Total	12	100

Please give your overall assessment of the exhibition

Answers	Number of answers	%
Excellent	4	33.3
Good	6	50.0
Average	2	16.7
Bad	0	0.0
Very bad	0	0.0
Total	12	100

How does this year's exhibition compare to last year's?

Rate	Number of answers	%
Much better	1	10.0
Better	0	0.0
About the same	0	0.0
Worse	0	0.0
Much worse	0	0.0
Didn't attend last year	9	90.0
Total	10	100

Level of British Council support before the exhibition

Rate	Number of answers	%
5	6	54.5
4	3	27.3
3	1	9.1
2	0	0.0

1	1	9.1
Total	11	100

Level of British Council support during the exhibition

Rate	Number of answers	%
5	7	63.6
4	3	27.3
3	1	9.1
2	0	0.0
1	0	0.0
Total	11	100

Quality of the venue

Rate	Number of answers	%
5	6	60.0
4	4	40.0
3	0	0.0
2	0	0.0
1	0	0.0
Total	10	100

Quality of the accommodation

Rate	Number of answers	%
5	4	50.0
4	1	12.5
3	2	25.0
2	0	0.0
1	1	12.5
Total	8	100

Length of the exhibition

Rate	Number of answers	%
5	7	70.0
4	2	20.0
3	1	10.0
2	0	0.0

1	0	0.0
Total	10	100

Value for money		
Rate	Number of answers	%
5	4	40.0
4	3	30.0
3	3	30.0
2	0	0.0
1	0	0.0
Total	10	100

What would be your preferred date for this event next year?		
Rate	Number of answers	%
Same as this year	10	83.3
Earlier than this year	1	8.3
Later than this year	1	8.3
Total	12	100

How likely are you to recommend the British Council to colleagues?		
Rate	Number of answers	%
Very likely	6	50.0
Likely	5	41.7
Unlikely	1	8.3
Very unlikely	0	0.0
Total	12	100

Appendix 4: Advertising and promotion plan (media plan)

No	Name	Description	Target Audience	Circulation / Resource Traffic, per month	Mailing / Addresses	Advertising Package	Period	Coverage / People	PR Value
1	Channel 4 (Yekaterinburg)	TV	General public	31,000		live interviews with British Council representative show "Utrenniy Exspress" + contest	September 24 - September 30	31,000	125,000
2	Europe Plus (Yekaterinburg)	Radio	General public	506,000		commercials (120 issues)	September	506,000	396,000
3	Russkoe radio (Yekaterinburg)	Radio	General public	485,000		commercials (20 issues) +contest	September	485,000	110,000
4	Echo of Moscow	Radio	General public	340,000		live interviews with British Council representative radio show "Parent meeting" + commercials (20 issues)	September, 27	340,000	250,000
5	It`s My City	Information Portal	General public	45,000		Exhibition news release + banner	September	45,000	40,000
6	studyabroad.ru (http://www.studyabroad.ru)	Information Portal	younger than 20 years old - 33%, aged 20-30 - 55%, aged 30-50 - 12% Students, middle and top managers	15,000	3,000	Exhibition news release + banner + 4 email delivery	September	18,000	9,000

7	Phycareer.ru (http://www.Phycareer.ru)	Information Portal (career for students and graduates of technical universities)	Students and graduates of technical universities	3,000		Exhibition news release + Social network	September	3,000	5,120
8	Russkii reporter magazine	Magazine	businessmen, general public	67,760		2x 1\2 advertising module+Social network	September	67,760	61,360
9	Macmillan	UK Publishing House	those learning foreign languages	16,000	300	Exhibition news release+ + banner+mail deliver+ contest prizes	September	16,300	24,000
10	livejournal.com	Information Portal	General public	200,000		banner+Exhibition news release	September	200,000	20,000
11	Kidsreview.ru	Information Portal (parents)	Schoolchildren's parents	5,000		Exhibition news release	September	5,000	1,500
12	Education Index	Information Portal	Students, professionals of the educational sphere	4,155		Exhibition news release + banner+Social network	September	4,155	10,658
13	Moe obrazovanie (www.moeobrazovanie.ru)	Educational Portal	Schoolchildren's parents, students, professionals of the educational sphere	55,400		Exhibition news release	September	55,400	18,500
14	Profyrost.ru	Information Portal (career for students)	Students, young professionals	4,490	2,600	Exhibition news release ++banner+Social network+mail deliver	September	7,090	5,600

15	Ubo.ru	Information Portal	General public	45,000	10,000	Exhibition news release + banner+2mail deliver	August, September	55,000	24,000
16	Challengenge	Information Portal (young professionals)	Students, young professionals	30,000	2,580	Exhibition news release +Social network+ 3 e-mail deliver	September	32,580	7,600
17	isic	Educational Portal	Students, young professionals	60,000	35,000	Exhibition news release +Social network+banner+2 e-mail deliver+2banner	September	95,000	11,200
18	ria.ru/socialnii navigator	Information Portal	General public	300,000	150,000	Exhibition news release +banner+article+2e-mail deliver	September	450,000	187,500
19	AIESEC	Educational Portal	Students, young professionals	28,000	20,000	Exhibition news release 2 e-mail deliver	September	48,000	2,750
20	Dnevnik.ru	School Information Portal	schoolchildren, Schoolchildren's parents	80,320		Exhibition news release +Social network	September	80,320	34,000
21	Kenguru	Clothing Store	Schoolchildren's parents	1,000		Distribution of leaflets	September	1,000	12,000
22	Career.ru	Information Portal (young professionals)	Students, young professionals	880,000		Exhibition news release	September	880,000	56,000
	Total, RUR			2,291,125	223,480			2,514,605	1,355,788

	Total advertisng value, GBP								13,604
--	-----------------------------------	--	--	--	--	--	--	--	--------

