



3-4 October 2015
Moscow, Russia

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1. Event fact file

Moscow

Venue	The Ritz-Carlton Hotel, Moscow, 3-4 October 2015
Opening hours	12.00 – 18.00
Opened by	Sir Tim Barrow KCMG LVO MBE, British Ambassador to Russia
Stand costs	£ 2,495.00 Plus VAT
Unique feature to give added value	<ul style="list-style-type: none"> • Alumni Talks at 16.45 – 17.30 on 3rd October • Global Education scholarship presentation as part of the market briefing and at 18.30 on the 2nd October • Various competitions were run to attract audience interest • 2 seminar halls with presentation programs
Seminars	29 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 showcase the variety of opportunities within the UK's education system
- To support participating institutions' recruitment in the Russian market

3. Key statistics

Attendance	Moscow	
	2014	2015
Sat 1	2300	1800
Sun 2	1900	1500
Total number of visitors	4200	3300
Exhibitors		
Secondary Institutions	13	10
HE and FE Zone	50	53
ELT sector	5	5
Visa section	0	0
Total number of exhibitors	68	68

Visitors' primary market objectives	2015	
	number	%
Level of Study		
Vocational and technical (eg NVQ, BTEC, VQ)	387	4.14
Pre-university academic (eg A-Levels, IB)	839	8.97
Boarding School	323	3.45
MBA	949	10.14
Undergraduate	1630	17.42
Professional Award/Employment related qualifications (eg. ACCA etc.)	843	9.01
Short Course(s) (eg Summer	1147	12.26

course)		
Postgraduate	1765	18.87
Certificate courses / non degree courses / NVQ	1471	15.72
Total		100%
Main Subjects of Interest		
Business and Administrative Studies	1464	15.6
Humanities	1295	13.4
Creative Arts and Design	1002	10.5
Social Studies and Communications	871	9
Education and Training	1087	12
Travel, Tourism and Hospitality	621	6.4
MBA	661	6.8
Computer and Mathematical Science	563	5.8
Law	457	4.7
Applied and Pure Sciences	400	4.2
Architecture, Building and Planning	392	4.1
Engineering and Technology	324	3.4
Hair, Beauty and Personal Care	173	2.1
Agriculture and related subjects	120	1.4
Total		100%
Demographics of visitors	Moscow	
	2014	2015

Male	25%	26%
Female	74%	73%
Prefer not to say	1%	1%
Age (2015)		
	number	%
11-17	454	11
18-22	1018	25
23-27	752	18
28-35	809	20
35-59	1056	26
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 29 seminars over the weekend.

All the seminars were well attended. Some visitors have asked to increase the time allowed for seminars next year.

One of the most visited sessions was Alumni Talks which was held in the format of a talk-show. Visitors commented that this was a very important seminar for them, because they want more “insider” information, something that one cannot find on the official website of the institution.

Another presentation that was of great interest among both visitors and exhibitors was Global Education scholarship presentation.

Ksenia Ivanenko, manager of the federal scholarship programme Global Education, spoke about the Universities and specializations 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 has been held in Moscow for the past sixteen years. It is an annual event, very much anticipated by prospective students, educational agencies and representatives of Russian educational institutions who are keen to build links with UK institutions and who visit the Exhibition to make personal contacts with representatives of UK institutions, and to negotiate possible areas for collaboration.

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.

The greatest concentration of Russia's population is in the Moscow region and more than 60% of demand for the UK education is concentrated in the capital, with the rest distributed in small pockets across Russia. The quality of school-leavers and graduates from prestigious institutions in Moscow is a major attraction for international student recruiters.

Exhibitors noticed the following market developments based on enquiries:

Bournemouth University: High interest in Media and Tourism studies. Growing interest in summer school.

University College Bournemouth: Engineering, Economics, logistics are very popular.

Lewis school of English: Academic subjects taught in English for school children are in big demand; specialised programmes for juniors; intensive summer programmes for ELL (more than 15 hours / week).

University of the West of Scotland: Many students looking for courses in Linguistics and Journalism. I thought the event was a success. Interest in a new market, info on positive new programmes. Thank you for having us in Russia.

UCLan: Fewer in numbers, but more prepared for what it means to study in the UK and the costs associated.

Concord College: students and parents are better informed, and we did not get many university questions. Slightly younger visitors looking ahead. The market is still buoyant, especially for language courses.

Birkbeck, University of London: I have noticed less summer school and English enquire. Definitely more PG and older students.

Business & Finance subjects still received high interest from the visitors. Humanities, creative arts and design, education and training, humanities are 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 68 institutions have been presented on the Exhibition, among them 4 language schools and English UK. This year for the second time ELT sector was represented on the Exhibition as a separate ELT zone.

The media plan was more focused on digital promotion which was complimented by traditional advertising in newspapers and magazines which has proved successful in attracting the right audience to the exhibition. The quality of the visitors has been evident through the type of questions asked at the individual exhibitors' stands and through the enquiries received by the British Council staff during the exhibition. 45.5% and 73.2% of exhibitors found that there was good number and good quality of students respectively.

7. Visitor survey analysis

- On-line registration was set up for the exhibition. The total number of Visitor Surveys completed online was 4100. The total number of visitors - 3300, was estimated on the basis of mechanical counter at the entrance.
- 94.7% of visitors were satisfied with the quality of event and received what they expected from the exhibition.
- Most visitors were interested in Learning English, Postgraduate, Undergraduate and summer courses. There was also a

substantial interest in Professional award, Pre-university academic and MBA.

- 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:
 - “I got very useful information, especially how to write motivation letter and to study on Postgraduate programmes”.
 - “Great organisation! All the important questions are covered. The choice of the venue is excellent. I am very impressed by the exhibition”.
 - “Very useful and informative event for everyone who studies English language”.
 - “Responsive organisers, all my questions were answered”.
 - “I took part in the round table for school directors, 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 56. This represented 82,4% of the total number of exhibitors.

- Most of the institutions came to the fair both for recruitment and for profile-raising purposes.
- 81.8% of the exhibitors rated the exhibition as excellent and good overall.
- 92,6% of the exhibitors rated the British Council support before the exhibition as 4 and 5 (out of five) 85,2% of the exhibitors rated the British Council support during the exhibition as 4 and 5 (out of five)

Some of the specific comments received:

- **Concord College:** The schools on one side is a great idea, please repeat for other exhibitions.
- **The University of Manchester:** Provide bigger bags so that students can carry more brochures. GED scholarship programme - very useful to make contact with Skolkovo. Thank you for the excellent translator volunteer.
- **Aberystwyth University:** You're doing a fantastic job. Please try and increase attendance numbers/ Make Yekaterinburg stronger. Consider Rostov-on-Don. I have dropped every BC exhibition, except Russia.

92,5% 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 result analysis of the exhibition 2014, situation on the Russian market of foreign education as well as on studying feedback from exhibitors, partners and visitors, the following tasks and objectives were set:

- The first objective was to increase the high quality of the target audience.
- Another objective was to broaden the target audience by attracting business audience, which is interested to continue their education on Master's and MBA programs but is not attending specialized courses. Also, we planned to increase the percentage of schoolchildren's parents interested in high quality education, including summer courses. In addition, we concentrated on deepening channel differentiation for different audience segments in terms of specialization.

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 online guidebooks (Ucheba.ru, studyabroad.ru, and others).

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 Afisha.ru и Adme.ru), we concentrated on attracting to information sponsorship more popular job search portals for young professionals (Career.ru, Profirost.ru). To promote the exhibition via the above resources, 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 (socialnii navigator) the resources that have the biggest Internet audiences, which allowed us to attract attention of the prospective audience (according to gender/age and financial characteristics) to the exhibition and stimulate transfer from passive interest to the British education to actions (visiting the exhibition, in our case). Traditionally, we paid much 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 over 2 days’;

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 invited such information partners as Live Journal, the resources that have the biggest Internet audiences.

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:

- Questioning during the on-line 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.
- Questioning during the exhibition registration 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:			General public:
1	Studyabroad.ru	15	Cityclass.ru
2	Ucheba.ru	16	Russkii reporter magazine
3	Physcareer.ru	17	Livejournal.com
4	Profyrost.ru	18	Macmillan.ru
5	Moeobrazovanie.ru	19	Theory & Practice
6	Education Index	20	AIESEC
	Publications for parents	21	ria.ru/socialnii navigator
7	7ya.ru	22	Changellenge
8	Kidsreview.ru		
9	Dnevnik.ru		
	Students\young professionals\expats		
10	ISIC		
11	Career.ru		

	Business education business and mass market media
12	Ubo.ru
13	The Moscow Times newspaper
14	Echo Moskvyy

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) 9 banners in total

Minimum 1 mailings via subscriber/registered user databases, in total – 22 mailings to 1,260,000 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, Lego Education, BKC IH (English language schools)

As a result, the British Council received the following value for both cities (Moscow and St.Petersburg):

Name	Presents	Cost
Macmillan	59 books	115 386 rub
Cambridge Education	80 books	85 000 rub
Hello London!	15 prizes	60 000 rub
Total RUB		260 386 rub
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 specialization (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, specializing on British education.

10. Budget analysis

The exhibition's value for money was rated by exhibitors as 5 (48.3%) on a one to five scale.

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 showcase the variety of opportunities within the UK's education system: Based on most exhibitors' comment, the visitors were a good mix of undergraduate, postgraduate and those seeking A-level/Foundation. 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 we need more time in order to evaluate it properly.

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 year's exhibition will take place on 8 – 9 October 2015.
- Many exhibitors expressed the opinion about Ritz Carlton with 83.8% thinking that it is the best venue for this kind of event.
- An agent's networking-event and presentations will give the full picture of the education market in Russia.

Appendix 1: List of participating institutions

Schools, colleges and education centres

- Abbotsholme School
- Badminton School
- Broadway Education
- Concord College
- EF Education First
- Kaplan International Colleges
- Mander Portman Woodward
- Ruthin School
- The Royal School, Wolverhampton
- Unicentres

Universities

- Aberystwyth University
- Anglia Ruskin University
- University Of The Arts London
- University of Bath
- Arts University Bournemouth
- Aston University
- Birkbeck, University of London
- Bournemouth University
- BPP University
- Brunel University London
- Cambridge Education Group
- Cardiff University
- Coventry University
- City University London
- De Montfort University
- Goldsmiths University of London
- INTO University Partnerships
- King's College London

- Lancaster University
- London Metropolitan University
- Manchester Metropolitan University
- Middlesex University London
- Newcastle University
- Northumbria University
- Oxford Brookes University
- Queen Mary, University of London
- Regent's University London
- Royal Holloway, University of London
- Study Group International
- Sheffield Hallam University
- University for the Creative Arts
- University of Greenwich
- University College Birmingham
- University College London
- University of Central Lancashire
- University of Glasgow
- University of East Anglia
- The University of Edinburgh
- University of Essex
- University of Exeter
- The University Of Law
- University of Manchester
- University of Portsmouth
- University of Reading
- University of Roehampton
- University of Salford
- University Of Southampton
- University of St Andrews
- The University of Surrey
- The University of Warwick
- University of West London
- University Of the West Of Scotland

- University of Westminster

Language schools

- Babylon School Of Language
- Kaplan International English
- Lewis School Of English
- Stafford House
- International House London

Appendix 2: Visitors' survey results

Would you recommend British Council to your friends and colleagues?		
rate	Number of answers	%
10	224	70.2
9	37	11.6
8	28	8.8
7	14	4.4
6	6	1.9
5	7	2.2
4	2	0.6
3	0	0.0
2	0	0.0
1	1	0.3
Total	319	100

My expectations of visiting this exhibition were fully met		
answers	Number of answers	%
Absolutely agree	194	60.6

agree	109	34.1
Don't know	13	4.1
disagree	2	0.6
Absolutely disagree	2	0.6
Total	320	100

Exhibition was of high quality

answer	Number of answers	%
Absolutely agree	209	65.5
agree	101	31.7
Don't know	8	2.5
disagree	1	0.3
Absolutely disagree	0	0.0
Total	319	100

British Council is one of the leading organisations in cultural relations

answer	Number of answers	%
Absolutely agree	216	67.7
agree	86	27.0
Don't know	17	5.3
disagree	0	0.0
Absolutely disagree	0	0.0
Total	319	100

Diversity of education programmes offer

rate	Number of answers	%
5	247	79.9
4	47	15.2
3	10	3.2
2	5	1.6
1	0	0.0
Total	309	100

Quality of seminar programme

rate	Number of answers	%
5	194	63.2
4	96	31.3
3	13	4.2
2	2	0.7
1	2	0.7
Total	307	100

Quality of exhibition venue

rate	Number of answers	%
5	244	79.0
4	54	17.5
3	10	3.2
2	0	0.0
1	1	0.3
Total	309	100

Information available before the event

rate	Number of answers	%
5	207	67.0
4	74	23.9
3	21	6.8
2	6	1.9
1	1	0.3
Total	309	100

British Council staff support

rate	Number of answers	%
5	0	0.0
4	35	79.5
3	4	9.1
2	3	6.8
1	2	4.5
Total	44	100

Where you saw information about this event

resource	Number of answers	%
Flyers, posters	12	3.4
Newspapers, magazines	4	1.1
Radio, TV	10	2.8
Internet	198	55.8
Friends, colleagues	131	36.9
Total	355	100

Appendix 3: Exhibitors' survey results

Has your institution attended this exhibition before?		
Answers	Number of answers	%
YES	51	91.1
NO	5	8.9
Total	56	100

What was your main aim in coming?		
Answers	Number of answers	%
Recruitment	12	21.4
Profile raising	0	8.1
Both	44	78.6
Total	56	100

What is your primary market interest in this event?		
Answers	Number of answers	%
Undergraduate	42	24.6
Postgraduate taught	40	23.4
Postgraduate research	17	9.9
Higher national diploma and equivalent	1	0.6

Pre-university foundation courses	11	6.4
Foundation	25	14.6
Post-16 A-level	5	2.9
Pre-sessional English School	6	3.5
Secondary education	8	4.7
Summer courses	16	9.4
Total	171	100

What is your assessment of the visitors?

Answers	Number of answers	%
Number of the visitors		
Good	25	45.5
Average	26	47.3
Disappointing	4	7.3
Total	55	100
"Quality" of the visitors		
Good	41	73.2
Average	15	26.8
Disappointing	0	0
Total	56	100

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

Answers	Number of answers	%
YES	39	70.9
NO	16	29.1
Total	55	100

Please give your overall assessment of the exhibition

Answers	Number of answers	%
Excellent	16	29.1
Good	29	52.7
Average	10	18.2
Bad	0	0.0
Very bad	0	0.0
Total	55	100

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

Rate	Number of answers	%
Much better	1	1.9
Better	7	13.0
About the same	20	37.0
Worse	10	18.5
Much worse	0	0.0
Didn't attend last year	16	29.6
Total	54	100

Level of British Council support before the exhibition

Rate	Number of answers	%
5	27	50.0
4	23	42.6
3	4	7.4
2	0	0.0
1	0	0.0
Total	54	100

Level of British Council support during the exhibition

Rate	Number of answers	%
5	28	51.9
4	18	33.3
3	6	11.1
2	2	3.7
1	0	0.0
Total	54	100

Quality of the venue

Rate	Number of answers	%
5	45	83.3
4	9	16.7
3	0	0.0
2	0	0.0

1	0	0.0
Total	54	100

Quality of the accommodation		
Rate	Number of answers	%
5	40	93.0
4	3	7.0
3	0	0.0
2	0	0.0
1	0	0.0
Total	43	100

Length of the exhibition		
Rate	Number of answers	%
5	26	48.1
4	24	44.4
3	3	5.6
2	0	0.0
1	1	1.9
Total	54	100

Value for money		
Rate	Number of answers	%
5	14	48.3
4	6	20.7
3	8	27.6
2	0	0.0
1	1	3.4
Total	29	100

Seminars programme		
Rate	Number of answers	%
5	6	24.0
4	12	48.0
3	6	24.0
2	0	0.0

1	1	4.0
Total	25	100

Networking reception		
Rate	Number of answers	%
5	14	48.3
4	6	20.7
3	8	27.6
2	0	0.0
1	1	3.4
Total	29	100

What would be your preferred date for this event next year?		
Rate	Number of answers	%
Same as this year	47	92.2
Earlier than this year	2	3.9
Later than this year	2	3.9
Total	51	100

How likely are you to recommend the British Council to colleagues?		
Rate	Number of answers	%
Very likely	30	58.8
Likely	21	41.2
Unlikely	0	0.0
Very unlikely	0	0.0
Total	51	100

Appendix 4: Advertising and promotion plan (media plan)

No	Name	Description	Target audience	circulation /resource traffic (monthly)	Mailing /addresses	Advertising package	Period	coverage /people	PR value
1	Echo Moskvyy	radio	General public	3000180		live interviews with British Council representative radio show "Parent meeting" + commercials (20 issues)	September,27	3000180	800000
2	Ucheba.ru	educational portal	Schoolchildren's parents, students, professionals of the educational sphere	3800400	80000	Exhibition news release + banner + e-mail delivery	September	3800400	50000
3	Cityclass.ru	Information portal	General public	250 803	60000	Exhibition news release + Social network+ e-mail delivery	September	250803	60000
4	Career.ru	Information portal for young professionals	Students, young professionals	880000		Exhibition news release	September	880000	56000
5	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	100000	24000	Exhibition news release + banner + 4 e-mail delivery	September	112000	45000

6	Phycareer.ru (http://www.Phycareer.ru)	Information portal on career for students and graduates of technical universities	Students and graduates of technical universities	20000		Exhibition news release + Social network	September	20000	25600
7	Russkii reporter magazine	magazine	businessmen, general public	338800		2x 1\2 advertising module+Social network	September	338800	306800
8	The Moscow Times	business portal	General public	150000	18000	Exhibition news release + 2 e-mail deliver	September	150000	59400
9	Macmillan	british publishing house	those learning foreign languages	80000	1000	Exhibition news release+ + banner+mail deliver+ contest prizes	September	90000	120000
10	livejournal.com	Information portal	General public	1000000		banner+contest	September	1000000	800000
11	Dnevnik.ru	school information portal	schoolchildren, Schoolchildren's parents	250320	81000	Exhibition news release +Social network+ 2 mail deliver	September	250320	203000
12	Kidsreview.ru	Information parent's portal	Schoolchildren's parents	360000		Exhibition news release	September	365000	5000

13	Education Index	Information portal	Students, professionals of the educational sphere	20155		Exhibition news release + banner+Social network	September	20155	200658
14	Moe obrazovanie (www.moeobrazovanie.ru)	educational portal	Schoolchildren's parents, students, professionals of the educational sphere	55400		Exhibition news release	September	55400	18500
15	Profyrost.ru	Information portal on career for students	Students, young professionals	25490	23000	Exhibition news release ++banner+Social network+mail deliver	September	48490	43600
16	Ubo.ru	Information portal	General public	125000	10000	Exhibition news release + banner+2mail deliver	August, September	135000	24000
17	Changellenge	Information portal for young professionals	Students, young professionals	150000	129000	Exhibition news release +Social network+ 3 e-mail deliver	September	279000	38000
18	isic	educational portal	Students, young professionals	300000	35000	Exhibition news release +Social network+bannek+2 e-mail deliver+2banner	September	335000	56000
19	ria.ru/socialnii navigator	Information portal	General public	3000000	650000	Exhibition news release +banner+article+2e-mail deliver	September	3000000	1500000

20	AIIESEC	educational portal	Students, young professionals	140000	150000	Exhibition news release 2 e-mail deliver	September	290000	27500
21	Theory & Practice	educational portal	Students, young professionals	2100000		contest	September	2100000	340000
22	7ya	women's portal	career woman, mother	3000000		Exhibition news release +Social network	September	1500000	60000
	Total RUB			19146548	126100 0			18020548	4839058
	Total advertising value GBP								48556

Context advertising

City	Resource	N of displays	Clicks	CT
Moscow	Google.AdWords	1,367,760	3 337	
Moscow	Yandex.Direct	455,143	1 222	