



Education UK Exhibition Moscow 2016

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1. Event fact file

Venue	The Ritz-Carlton Hotel, Moscow, 7-8 October 2016
Opening hours	15:00 – 20:00 (7 October) 12:00 – 18:00 (8 October)
Opened by	Michael Bird OBE Director Russia and Cultural Counsellor, British Embassy Moscow
Stand costs	£ 2,995.20 Inc. VAT
Unique feature to give added value*	<ul style="list-style-type: none"> • Alumni Talks at 18:00 – 19:00 on 7th October and at 14:10 – 15:00 on 8th October • Global Education scholarship presentation at 12:10 – 12:40 on the 8th October • Chevening scholarship programme of the British Embassy at 16:10 – 16:40 on the 7th October • Various competitions were run to attract audience interest • 2 seminar halls with presentation programs
Seminars	27 seminars were conducted

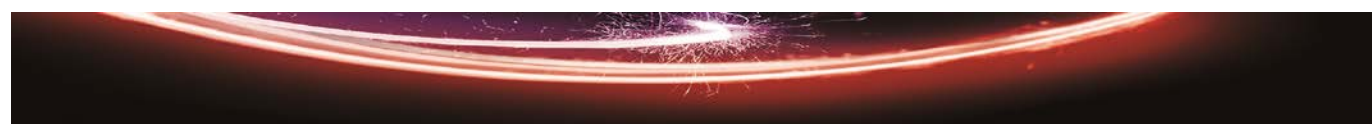
* Detailed information through the link <http://www.britishcouncil.ru/en/expo/moscow/programme>

2. Objectives of the event

- To influence the quality of the student experience by providing a positive perception of the UK
- To position the UK as the first choice for Russian students planning to study abroad
- 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	
	2015	2016
Total number of visitors	3300	3400



Exhibitors		
Secondary Institutions	13	8
HE and FE Zone	50	42
ELT sector	5	7
Visa section	0	0
Total number of exhibitors	68	57

Visitors' primary market objectives	2016	
	Number	%
Level of Study		
Vocational and technical (eg NVQ, BTEC, VQ)	66	3,89
Pre-university academic (eg A-Levels, IB)	154	9,07
Boarding School	56	3,3
MBA	180	10,61
Undergraduate	321	18,92
Professional Award/Employment related qualifications (eg. ACCA etc.)	120	7,07
Short Course(s) (eg Summer course)	226	13,32
Postgraduate	329	19,39
Lear English	245	14,44
Total	1697	100%
Main Subjects of Interest		
Business and Administrative Studies	253	15,72

Humanities	230	14,29
Creative Arts and Design	179	11,12
Social Studies and Communications	151	9,38
Education and Training	166	10,32
Travel, Tourism and Hospitality	74	4,6
MBA	113	7,02
Computer and Mathematical Science	102	6,34
Law	51	3,17
Applied and Pure Sciences	68	4,23
Architecture, Building and Planning	63	3,92
Engineering and Technology	74	4,6
Hair, Beauty and Personal Care	22	1,37
Agriculture and related subjects	22	1,37
Health and Medicine	41	2,55
Total	1609	100%
Demographics of visitors	Moscow	
	2015	2016
Male	219	189
Female	812	516
Prefer not to say	12	7

Age	number	%
11-20	217	32
21-30	279	39
31-40	112	17
41-50	73	9
50+	31	3
Total	712	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 27 seminars over two days.

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 on 7th and 8th October 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” and personal 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.

Presentation of Chevening scholarship programme was as well one of the most popular seminar. Representative of the British Embassy spoke about opportunity for international students to study for a one-year Masters degree at any UK university with all related expenses paid.



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.

Presentations were advertised on the exhibition website and through the app Education UK Exhibition 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 seventeen 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.

In 2014 the Government of the Russian Federation established a program called Global Education Scholarship Program (GEP), which offers Russian citizens an opportunity to study at leading foreign higher education institutions. The program funds full-time post-graduate studies in the areas of science, engineering, medicine, education and management in social sphere. The most recent government-approved list includes 33 UK education providers, with the total expenditure allowance not exceeding 2 763 600 Russian roubles for one year of study. GEP is aimed at building highly qualified human resources for Russian employers, especially those located in Siberian and Far Eastern Federal Districts.

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:

International House London: High interest in summer programmes for young students and for children (age 10 or younger)

University of East Anglia: Cyber security and linguistics are popular



University of Bath: Undergraduate education is becoming more popular

University of Leicester: Lots of interest in teacher training

University of Exeter: Increase of Global Education scholarship. Lots of students are interested in business, finance and economics

City, University of London: Good number of arts-management enquiries

Anglia Ruskin University: Interest in IELTS training

Manchester Metropolitan University: Increase of interest in Art, Design and Architecture Business and Administrative subjects still received high interest from the visitors. Humanities , Creative arts and design, education and training, summer programmes and scholarship 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 57 institutions have been presented on the Exhibition, among them 7 language schools.

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. 96,1% of exhibitors were satisfied with the number of visitors and 96.4% - with the quality of visitors.

7. Visitor survey analysis

- On-line registration was set up for the exhibition. The total number of Visitor Surveys completed online was 3940. The total number of visitors - 3400, was estimated on the basis of mechanical counter at the entrance;
- 94.5% of visitors were satisfied with the quality of event and received what they expected from the exhibition;
- Most visitors were interested in, Postgraduate, Undergraduate, Learning English and Summer courses. There was also a substantial interest in 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 (agriculture, art etc.);
- Most of the visitors found out about the exhibition through various online sources;

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

8. Exhibitor survey analysis

- The total number of Exhibitor Surveys completed was 52. This represented 92% of the total number of exhibitors.
- Most of the institutions came to the exhibition for recruitment and for profile-raising purposes.
- 80.4% of the exhibitors rated the exhibition as excellent and good overall.
- 81,3% of the exhibitors rated the British Council support before the exhibition as 4 and 5 (out of five) 84% of the exhibitors rated the British Council support during the exhibition as 4 and 5 (out of five)

81,6% 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 past exhibition in 2015, 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. 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.

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: mostly, we concentrated on attracting information sponsorship more popular job search portals for young professionals (Profirost, Education Index).

To promote the exhibition via the above resources, we used a whole range of tools: mailings – invitations to the exhibition, subject articles, announcements, PPC, context advertising, SM campaign.

Also, we used such popular Internet resources as LiveJournal and Dnevnik.ru, 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 (Studyabroad.ru, 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 forms of bringing the information: for businessmen – advertising in respected business publications; for schoolchildren's parents – banners on educational resources.

Key messages:

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 LiveJournal, 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 campaign budgets were reallocated to the benefit of the resources that proved their effectiveness during promotion campaign in past exhibition 2015.

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 on-line media, 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.

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



and human resources. We received more preliminary online registrations compared to the previous year.

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 website traffic and analysis of sources of transfer from other information resources. Gives reliable information on the effectiveness of both used channels and tools as well as on the effectiveness of the messages and their visual presentation, 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, overall the quality of visitors were considered to be good. They seemed to know their choice of subject and fewer visitors asked about full scholarships, 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:	
1	Studyabroad.ru
2	Moeobrazovanie
3	Education Index
Publications for parents	
1	OSD (Holidays with children)
2	Kidsreview.ru
3	Dnevnik.ru



Students/young professionals/expats	
1	AIESEC
2	Cityclass
3	Profyrost
4	Theory & Practice
Business education \business and mass market media	
1	Ubo.ru
2	Russkii reporter magazine (expert.ru)
General public	
1	Ria novosty /socialnii navigator
2	Livejournal
3	Macmillan
4	Newtonew
5	MEL.FM
6	ZIL cultural center
7	ITEC
8	Russo-British Chamber of Commerce

Besides segmenting the target audience, all the partners were divided into priority groups to perform various tasks: thus, only 17 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) 7 banners in total.



Minimum 1 mailings via subscriber/registered user databases, in total – 20 mailings to 440000 addressees.

Minimum 2 adverts in the “News”, “Calendar”, “Events” columns, 21 Adverts in total

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 both cities (Moscow, Saint Petersburg and Ekaterinburg):

Name	Presents	Cost
Macmillan	32 books	507 GBP
Cambridge University Press	23 books	1 105 GBP
Hello London!	34 prizes	350 GBP
Total value GBP		1 962 GBP

The partners highly appreciated the work of the British Council and the effectiveness of participation in the Education UK exhibition.

9.5. Advertising Budget

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

1. To pay for advertising only if:

- The resource is irreplaceable (search engines of the Internet)
- The resource attracts new audience for the exhibition in our case –business audience
- The resource is specialized and has proven its effectiveness in the past

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	66 268, 80	26.09.16- 07.10.16
2	Kudago	Kudago.com/msk	Top announcement	99 120	30.09.16- 07.10.16
3	Mobile app	Mobile app	Fullscreen, banner 320x50, 300x250, 320x480, 480x320, 768x1024, 1024x768	53 100	30.09.16- 07.10.16
4	Slon.ru, Tvrain.ru, Meduza.io, Diletant.media	Slon.ru, Tvrain.ru, Meduza.io, Diletant.media	Banner 100x240	309 300, 42	09.09.16- 07.10.16
5	Tipichniy abiturient	Tabiturient.ru	Banner 240x400	18 000	30.09.16- 07.10.16
6	Newtonew	Newtonew.com	article	15 000	30.09.16- 07.10.16
	Total RUB			560 789,22	
	Total value GBP			7 064,6	

9.6. Social media marketing

During the preparations for the exhibition we attracted 4 544 users to the communities in the social networks (VK and Facebook). 1 296 users were attracted on VK, 3 248 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. Lots of 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.

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, specialising on British education.



10. Budget analysis

The exhibition's value for money was rated by exhibitors as 3 (40.6%) 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 4 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 7 – 8 October 2017.
- All exhibitors expressed the opinion about Ritz Carlton with 100% 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 (57)

Universities

- [Anglia Ruskin University](#)
- [University Of The Arts London](#)
- [University of Bath](#)
- [University College Birmingham](#)
- [BPP University](#)
- [University of Bristol](#)
- [Cardiff University](#)
- [University of Central Lancashire](#)
- [City, University of London](#)
- [Coventry University](#)
- [Cranfield University](#)
- [University for the Creative Arts](#)
- [University of East Anglia](#)
- [The University of Edinburgh](#)
- [EF Education First](#)
- [University of Exeter](#)
- [University of Glasgow](#)
- [Goldsmiths, University of London](#)
- [University of Greenwich \(London\)](#)
- [Institute of Chartered Accountants in England and Wales \(ICAEW\)](#)
- [INTO University Partnerships](#)
- [King's College London](#)
- [University of Leeds](#)
- [University of Leicester](#)
- [Manchester Metropolitan University](#)
- [The University of Manchester](#)
- [Newcastle University](#)

- [Oxford Brookes University](#)
- [Queen Mary University of London](#)
- [University of Reading](#)
- [Regent's University London](#)
- [University of Roehampton](#)
- [Sheffield Hallam University](#)
- [SOAS, University of London](#)
- [University Of Southampton](#)
- [University of St Andrews](#)
- [Stamford Endowed Schools](#)
- [University of Surrey](#)
- [University of Portsmouth](#)
- [UCL \(University College London\)](#)
- [The University of Warwick](#)
- [University of Westminster](#)
- [University Of the West Of Scotland](#)

Schools, colleges and education centres

- [Abbotsholme School](#)
- [Broadway Education](#)
- [Concord College](#)
- [Glenalmond College](#)
- [Kaplan International Colleges](#)
- [Rossall School](#)
- [Study Group](#)
- [Stamford Endowed Schools](#)



Language schools

- [Eurocentres](#)
- [International House London](#)
- [University of Leicester, English department](#)
- [Lewis School Of English](#)
- [Live Language](#)
- [Portsmouth English Language School](#)
- [Swansea University, English department](#)



Appendix 2: Visitors' survey results

Would you recommend British Council to your friends and colleagues?		
rate	Number of answers	%
10	249	71.6
9	38	10.9
8	35	10.1
7	14	4.0
6	6	1.7
5	2	0.6
4	3	0.9
3	1	0.3
2	0	0.0
1	0	0.0
Total	348	100

My expectations of visiting this exhibition were fully met		
answers	Number of answers	%
Absolutely agree	174	50.9
agree	149	43.6
Don't know	16	4.7
disagree	2	0.6
Absolutely disagree	1	0.3
Total	342	100

Exhibition was of high quality		
answer	Number of answers	%
Absolutely agree	177	53.8
agree	139	42.2
Don't know	12	3.6
disagree	0	0.0
Absolutely disagree	1	0.3
Total	329	100



British Council is one of the leading organisations in cultural relations

answer	Number of answers	%
Absolutely agree	214	64.1
agree	93	27.8
Don't know	26	7.8
disagree	0	0.0
Absolutely disagree	1	0.3
Total	334	100

Diversity of education programmes offer

rate	Number of answers	%
5	254	73.8
4	75	21.8
3	12	3.5
2	0	0.0
1	3	0.9
Total	344	100

Quality of seminar programme

rate	Number of answers	%
5	219	65.2
4	97	28.9
3	17	5.1
2	2	0.6
1	1	0.3
Total	336	100

Quality of exhibition venue

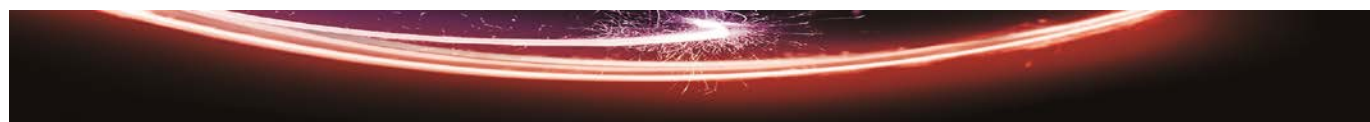
rate	Number of answers	%
5	278	80.8
4	58	16.9
3	6	1.7
2	1	0.3
1	1	0.3
Total	344	100

Information available before the event		
rate	Number of answers	%
5	226	66.1
4	93	27.2
3	19	5.6
2	2	0.6
1	2	0.6
Total	342	100

British Council staff support		
rate	Number of answers	%
5	0	0.0
4	42	84.0
3	4	8.0
2	3	6.0
1	1	2.0
Total	50	100

Where you saw information about this event		
resource	Number of answers	%
Flyers, posters	2	0.5
Newspapers, magazines	2	0.5
Radio, TV	2	0.5
Internet	235	63.0
Friends, colleagues	132	35.4
Total	373	100

Did you participate in competitions?		
Answer	Number of answers	%
Yes	75	26.0
No	214	74.0
Total	289	100



Appendix 3: Exhibitors' survey results

Has your institution attended this exhibition before?		
Answers	Number of answers	%
YES	39	75.0
NO	13	25.0
Total	52	100

What was your main aim in coming?		
Answers	Number of answers	%
Recruitment	18	34.6
Profile raising	2	3.8
Both	32	61.5
Total	52	100

What is your primary market interest in this event?		
Answers	Number of answers	%
Undergraduate	36	23.5
Postgraduate taught	35	22.9
Postgraduate research	14	9.2
Higher national diploma and equivalent	2	1.3
Pre-university foundation courses	11	7.2
Foundation	19	12.4
Post-16 A-level	7	4.6
Pre-sessional English School	9	5.9
Secondary education	6	3.9
Summer courses	14	9.2
Total	153	100

What is your assessment of the visitors?		
Answers	Number of answers	%
Number of the visitors		
Good	25	48.1
Average	22	42.3

Disappointing	5	9.6
Total	52	100
“Quality” of the visitors		
Good	35	67.3
Average	14	26.9
Disappointing	3	5.8
Total	52	100

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

Answers	Number of answers	%
Yes	36	69.2
No	16	30.8
Total	52	100

Please give your overall assessment of the exhibition

Answers	Number of answers	%
Excellent	11	21.6
Good	30	58.8
Average	10	19.6
Bad	0	0.0
Very bad	0	0.0
Total	51	100

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

Rate	Number of answers	%
Much better	1	2.0
Better	4	7.8
About the same	14	27.5
Worse	3	5.9
Much worse	0	0.0
Didn’t attend last year	29	56.9
Total	51	100

Level of British Council support before the exhibition



Rate	Number of answers	%
5	24	50.0
4	15	31.3
3	9	18.8
2	0	0.0
1	0	0.0
Total	48	100

Level of British Council support during the exhibition

Rate	Number of answers	%
5	28	56.0
4	14	28.0
3	6	12.0
2	2	4.0
1	0	0.0
Total	50	100

Quality of the venue

Rate	Number of answers	%
5	43	86.0
4	7	14.0
3	0	0.0
2	0	0.0
1	0	0.0
Total	50	100

Quality of the accommodation

Rate	Number of answers	%
5	30	83.3
4	5	13.9
3	1	2.8
2	0	0.0
1	0	0.0
Total	36	100



Length of the exhibition		
Rate	Number of answers	%
5	25	51.0
4	15	30.6
3	8	16.3
2	0	0.0
1	1	2.0
Total	49	100

Value for money		
Rate	Number of answers	%
5	3	9.4
4	9	28.1
3	13	40.6
2	6	18.8
1	1	3.1
Total	32	100

What would be your preferred date for this event next year?		
Rate	Number of answers	%
Same as this year	44	89.8
Earlier than this year	3	6.1
Later than this year	2	4.1
Total	49	100

How likely are you to recommend the British Council to colleagues?		
Rate	Number of answers	%
Very likely	23	45.1
Likely	25	49.0
Unlikely	3	5.9
Very unlikely	0	0.0
Total	51	100



Appendix 4: Advertising and promotion plan (media plan)

Context advertising

Final Report on the advertisement campaign in Google Adwords and Yandex Direct (05.09.16 – 10.10.16)

Report Yandex Direct

Comments on the advertising campaign "Main PK_search_Moscow"

1. 25 327 show and total 848 transition
2. Average CTR 3.35 %.
3. Average price for click 36.71 RUB
4. Average expense per day 943.35 RUB
5. Total expenditure 31130.52 RUB

Comments on the advertising campaign "Development to the main PK_search_Moscow"

1. 11 151 show and total 77 transition
2. Average CTR 0.69 %.
3. Average price for click 79.25 RUB.
4. Average expense per day 184.91 RUB.
5. Total expenditure 6 102.13 RUB

Comments on the advertising campaign "Guide PK_search_Moscow"

1. 357 948 show and total 502 transition.
2. Average CTR 0.14 %.
3. Average price for click 16.71 RUB.
4. Average expense per day 254.18 RUB.
5. Total expenditure 8 387.89 RUB.

Comments on the advertising campaign "PK_subject_Moscow"

1. 2 191 915 show and total 1 471 transition.
2. Average CTR 0.07 %.

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- 3. Average price for click 46.54 RUB.
- 4. Average expense per day 2 074.43RUB.
- 5. Total expenditure 68 456.13 RUB

Report in Google Adwords numbers

Campaign	Number of show	Interaction	Interaction Types	Interaction rate	Average price (RUB)	Price (RUB).
Moscow and region - KMS	2 291 381	5698	Clicks	0,25 %	2,56	14 600,29
Moscow and region - Search	55 287	890	Clicks	1,61 %	15,16	13 494,97
Total	2 346 668	6 588	--	1,86 %		28 095,26



Media partners for Moscow

Coverage of the target audience, PR и Advertising value

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

#	Name	Description	Target Audience	Circulation / resource traffic, pm	Outreach	Period	PR Value - Website, VAT incl., RUR	Overall Coverage
1	Cityclass.ru	Information portal	General public	350 000	Exhibition news release Social network E-mail delivery	September	90 000	575 000
2	Studyabroad (http://www.studyabroad.ru)	Information portal	Students, middle and top managers	100000	Exhibition news release e-mail delivery	September	45 000	112000
3	Russkii reporter magazine (expert.ru)	magazine	businessmen, general public	338800	1/2 advertising module	September	356 800	338800

4	livejournal.com	Information portal	General public	1000000	banner contest	September	800 000	1000000
5	Dnevnik.ru	school information portal	schoolchildren, Schoolchildren's parents	6000000	Social network 2 mail deliver Contest Exhibition news release	September	203 000	250320
6	Kidsreview	Information parent's portal	Schoolchildren's parents	360000	Exhibition news release	September	5 000	365000
7	Education Index	Education Index	Students, professionals of the educational sphere	23202	Exhibition news release banner 3 mail deliver Social network	September	200 658	44202



8	Moe obrazovanie (www.moeobrazovanie.ru)	educational portal	Schoolchildren's parents, students, professionals of the educational sphere	55400	Exhibition release	news	September	18 500	55400
9	Profyrost	Information portal on career for students	Students, young professionals	25490	Social network mail deliver Exhibition release	news	September	43 600	48490
10	Ubo.ru	Information portal	General public	125000	banner 2mail deliver Exhibition release	news	August, September	24 000	135000



11	ISIC	educational portal	Students	300000	2 e-mail deliver Social network distribution leaflets in universities Moscow Exhibition news release	September	56 000	335000
12	ria.ru/socialnii navigator	Information portal	General public	3600000	banner interview Exhibition news release	September	1 500 000	3600000
13	AIESEC	educational portal	Students, young professionals	140000	Exhibition news release 2 e-mail deliver	September	80 000	390000



14	Theory Practice &	educational portal	Students, young professionals	2100000	contest	September	150 000	2100000
15	ZIL cultural center	cultural center	Students, young professionals	57000	banner mail deliver Social network Exhibition news release	September	120 000	140000
16	Russo-British Chamber of Commerce		General public	24000	banner mail deliver Exhibition news release	September		24000
17	MEL.FM	Information portal	Schoolchildren's parents, students, professionals of the educational	3000000	interview Social network Exhibition news release	September	225 000	3000000



			sphere					
18	newtonew	Information portal	Schoolchildren's parents, students, professionals of the educational sphere	4300000	Social network Interview Exhibition news release	September	18 000	4300000
19	ITEC	agency	Schoolchildren's parents, students	16000	Exhibition news release 2 mail deliver	September		16000



20	Macmillan	publishing company	those learning foreign languages	80000	mail deliver banner Social network Exhibition news release	September	50 000	80000
21	OSD (Holidays with children)	Information parent's portal	Schoolchildren's parents	500000	Exhibition news release mail deliver	September	24 500	
	Total RUB			21644892			3,985,558 RUB 51,439 GBP	16,334,212

