



Education UK Exhibition Saint Peterburg 2016

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1. Event fact file

Venue	Corinthia Hotel, Saint-Petersburg, 09 October 2016
Opening hours	12:00 – 18:00
Opened by	Keith Allan, Her Majesty's Consul General
Stand costs	£ 1,944.00 Inc. VAT
Unique feature to give added value*	<ul style="list-style-type: none"> • Alumni Talks session at 14:30 • Global Education scholarship presentation at 12:30 • Chevening scholarship programme of the British Embassy at 15:10 • Various competitions were run to attract additional audience interest • 2 seminar halls with presentation programs
Seminars	12 workshops were held in 2 halls during the day.

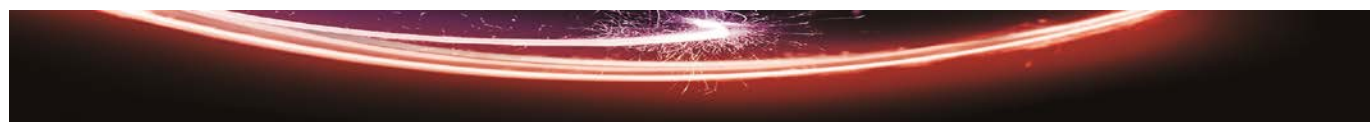
* Detailed information through the link <http://www.britishcouncil.ru/expo/petersburg/programme>

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

2. Key statistics

Attendance	Saint-Petersburg	
	2015	2016
Total number of visitors	650	850
Exhibitors*		
Secondary Institutions	6	2
HE and FE Zone	34	25



Language schools	4	2
Total number of exhibitors	44	29

Visitors' primary market objectives	2015		2016	
	no. of answers	%	no. of answers	%
Level of Study				
Pre-university academic (eg A-levels, IB)	84	7%	36	9,84%
Vocational and technical (eg NVQ, BTEC, VQ)	42	6%	14	3,83%
Boarding School	29	3%	8	2,19%
MBA	114	10%	27	7,38%
Professional Award/Employment related qualifications (eg ACCA etc)	77	6%	19	5,19%
Undergraduate	231	20%	95	25,96%
Short Courses (eg Summer course)	146	13%	41	11,2%
Learn English	189	16%	54	14,75%
Postgraduate	247	21%	72	19,67%
Total	1159	100%	366	100%
Main Subjects of Interest				
Agriculture and related subjects	14	1%	7	1,76%
Hair, Beauty and Personal Care	16	1%	6	1,51%
Business and Administrative Studies	160	14%	56	14,07%
Health and Medicine	26	2%	5	1,26%
Law	34	3%	15	3,77%
Applied and Pure Sciences	42	4%	19	4,77%
Computer and Mathematical Science	45	4%	23	5,78%
Engineering and Technology	42	4%	15	3,77%
Architecture, Building and Planning	52	5%	24	6,03%
MBA	66	6%	17	4,27%



Education and Training	118	11%	45	11,31%
Travel, Tourism and Hospitality	70	6%	23	5,78%
Social Studies and Communications	105	9%	31	7,79%
Creative Arts and Design	140	13%	42	10,55%
Humanities	185	17%	70	17,59%
Total	1115	100%	398	100%
Demographics of visitors	Saint-Petersburg			
	2015			2016
Male	19.92%			58%
Female	79.10%			114%
Prefer not to say	0.98%			3%
Age	2015		2016	
	no. of answers	%	no. of answers	%
11-20	50	9%	67	39%
21-30	204	40%	67	39%
31-40	85	17%	18	12%
41-50	62	12%	16	8%
50+	111	22%	7	2%
Total	512	100%	175	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, young professionals and parents 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 12 workshops during 1 day.

All workshops were well attended. 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 speakers. This allowed visitors to plan their visit to the exhibition efficiently.

5. Market developments

The Education UK Exhibition has been held in Saint-Petersburg for the fourth time.

Despite economic slowdown which began in the end of 2014, the demand for internationally recognised higher education is still very high. The 'educated' versus 'non-educated' salary differentials are expected to rise, thus placing greater emphasis on tertiary education and presenting an opportunity for overseas higher education providers. International education offers access to skills relevant for 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.

Saint-Petersburg is the second largest city in Russia with over 5 million people. Quality of school-leavers and graduates from prestigious institutions in Saint-Petersburg is a major attraction for international HE recruiters.

Exhibitors noted the following market developments based on enquiries from visitors:

University of St Andrews: Many looking for foundation and summer school

Goldsmiths, University of London: Many students asking for summer courses. Many postgraduate students

6. Key internal and external influencers on the Exhibition

The media plan, focusing more on online promotion and advertising on radio and cinema, adding value to more traditional ways of advertising via newspaper articles and editorials in magazine and email distribution, 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. 2400 people pre-registered for the event. The total number of visitors is 850; this was estimated on the basis of mechanical counter at the entrance.



- 97.7% of visitors were satisfied with the quality of event and 96.6% of visitors received what they expected from the exhibition.
- Most visitors were interested in Undergraduate and Postgraduate education. There was also a substantial interest towards English language.
- 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, agriculture etc.)
- Vast majority of the visitors found out about the exhibition via various online sources.
- Some comments from visitors include:
 - “The positive impression from the whole event, high level of organization, responsive staff”
 - “Good quality of interpreters”
 - “Lots of information about education, but not enough information about engineering”

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

8. Exhibitor survey analysis

- The total number of Exhibitor Surveys completed was 26. This represented 95% of the total number of exhibitors.
- Most of the institutions came to the exhibition for recruitment and for profile-raising purposes.
- 81.5% of the exhibitors were satisfied with the exhibition. 14.8% rated it as “excellent”.
- 80.8 % of the exhibitors gave high rates (4 and 5 out of 5) to the British Council support before the exhibition and 73.1% of the exhibitors gave high rates (4 and 5 out of 5) to the British Council support during the exhibition.
- 88.0 % of the exhibitors were satisfied with the length of the exhibition. A few institutions asked about the possibility of holding the exhibition on the same day - Sunday next year.

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

9. Impact of marketing plan

9.1. Objectives of the advertising campaign

We’ve managed to attract 850 visitors (more than in 2015 – 650 visitors) that represented target audience of generally high quality (proven by exhibitors’ feedback) and interested in different levels and types of programmes.

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;

For each group, we selected the corresponding media and tools. Thus, to promote the exhibition for future graduates and their parents, we used printed and online guidebooks.

To attract students, we used education portals, placing banners different websites, contests, and publishing an articles on radio-station blog and an advertising block in newspapers. We also used PR opportunities with popular educational sites.

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. To promote the exhibition via these resources, we used a whole range of tools from mailings with invitations to the exhibition, subject articles, editorials, announcements, information partnerships, ad banners. We also extensively used social media marketing instruments which generated a lot of registrations for the exhibition.

All this allowed us to attract the prospective audiences of various age and social groups and to stimulate transfer from passive interest in the British education to action, e.g. visiting the exhibition.

Secondary target audience:

- Educational agencies
- International departments of universities

We contacted these audiences directly via e-mail communication. We also used various ways of carrying the information: for businessmen – radio announcement and articles in blog respected Business FM radio; for parents of school children – promotion and announcement with book store Bukvoed.

Key messages:

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

For students: 'Unique", "must-visit" events within the seminar programme'.

For young professionals, businessmen and entrepreneurs: 'Education for you and your children', 'Complete and reliable information on British education in one place'; 'Useful workshops for various needs'.



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 educational media as partners and included special blocks of presentations and seminars on creative specialities into the agenda. In addition, we managed to attract media with big online audiences.

Total coverage of **4.25 million people**.

Aims of the PR-campaign:

- Announcement of the exhibition and attraction the attention of the media and the adult audience;
- To ensure the recognition of the exhibition;
- Bringing to the exhibition an adult audience, redistribution of the balance between groups of 18-22, 23-27, 28-35;
- Organization of the relevant cross-promo and informational partnerships;

Media tools:

- Development and implementation of PR-campaign of the exhibition.
10 newsmakers about the exhibition; attraction of the information partners
- Online and offline campaign
Placement of posters and flyers in schools and universities
- Involvement of commercial sponsors (general, official)
Development of sponsorship packages, the negotiation of partners
- Cross-partnership (barter)
Cooperation with companies and non-profit organizations
- Special contests with media partners
Competitions with media partners (radio, print, online)

Special projects and advertising campaigns (online):

- Special project with radio station Business FM

To attract adult audience to the exhibition; redistribution of the balance between the age groups of 18-22, 23-27, 28-35



Coverage: 1 969 400 people (radio and website)

- Banner of the exhibition on the main page of the on-line newspaper Fontanka.ru

To increase the coverage of the announcement of the exhibition Education UK.

500 000 of the unique visitors per day

- Native advertising - Fiesta.city

For the announcement of the exhibition Education UK among young audience (pupils, students, graduates and young professionals)

Coverage: 175 000 people

Media relations:

- Educational Internet portals
- Business print media, radio, Internet
- Lifestyle print media
- Events on-line

Information partners

Organization of the special projects - creative competitions within the promotion and announcement of the exhibition.

5 Key informational partner (radio, print, Internet portals):

Europa plus (radio), Metro (newspaper), Ucheba.ru (online), Troika Journal (online), Vash Dosug (printed)

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

- Advertising: advertising modules in the printed media, e-mails, contests on the radio, cinema and on-line media, advertising banners on Internet resources, context advertising, and promotions via search engines and social media.
- Public relations: announcements in the event calendar, contests, and social networks.
- Direct and digital marketing: mailings to subscribers of information partners, placing internet banners and texts in the news.
- Personal selling: participation at the exhibitions of other companies and agencies.

Most effective ways to deliver key messages were:

- Promotion of the exhibition by a context advertising and targeted advertising on social networks;



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

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.
- Questioning during the joint action in two book chain stores (Bukvoed): opinion poll on education abroad. Receiving 1314 questionnaires, 582 registration 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, received written feedback from them and through general observations made, 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 quite 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. Besides segmenting the target audience, all the partners were divided into priority groups to perform various tasks. The rest of the media supported the exhibition in different ways on the basis of personal agreements and strategic partnership without a formal status.



№ Resource	
Finance/business	
1	Business FM radio
2	Troika Journal
3	Andreylipatov.ru
Education/Education abroad	
1	Rusbase.com
2	Dnevnik.ru
3	Ponedelnikmag.com
4	Studyguide.ru
5	Scijob.ru
6	AISEC
7	Phnt.spbstu.ru
8	Spb.ucheba.ru
9	Geometria.ru
10	Press-release.ru
Publications for parents	
1	Kudago.com
2	Peterburg2.ru
3	Vashdosug.ru
4	Eventerbee.com
5	Inevents.ru
6	Peterburg.center
7	Kidsreview.ru
8	Littleone.ru
9	Workingmama.ru
10	Chado.spb.ru
Students\young Professionals \Expats	
1	Europe Plus radia
2	Fontanka.ru



3	Paperpaper.ru
4	Afisha.yandex.ru
5	Fiesta.city
6	2do2go.ru
7	Gorodzovet.ru
General public	
1	Newspaper Metro
2	Komsomolskaya Pravda newspaper
3	Moi rayon newspaper
4	Nevsky novosti
5	Metronews.ru
6	Mr7.ru
7	Where.ru
8	Sanktpeterburg.bezformata.ru

Analyzing the exhibition traffic statistics and feedback from exhibitors, 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.

9.4. Partners of the Exhibition

Partners: Macmillan, Cambridge University Press, Hello London (British souvenir store)

As a result, the British Council received the following value for three 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 unique / irreplaceable;
- The resource attracts new audience for the exhibition (in our case – business and finance professionals);
- The resource is specialized and has proven its effectiveness in the past.

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 4 150 users to the communities in the social networks (VK and Facebook). 2 659 users were attracted on VK, 1 491 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 and VK
- 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 an 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 increased visitor 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 hold negotiations with representatives of major real estate agencies in order to attract them as financial sponsors for future exhibitions.

10. Budget analysis

63.6 % of the exhibitors were satisfied with the value for money after the exhibition.

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 Summer and English 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.

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 found the exhibition date suitable, but at the same time many of them recommended to consider a break between the exhibitions.
- 88% were overall satisfied with the exhibition venue – Corinthia hotel.



Appendix 1: List of participating institutions (29 in total)

Schools, colleges and education centres

1. [Glenalmond College](#)
2. [Rossall School](#)

Language schools

1. [Lewis School of English](#)
2. [Swansea University](#)

Universities

1. [Anglia Ruskin University](#)
2. [Buckinghamshire New University](#)
3. [City, University London](#)
4. [Cranfield University](#)
5. EF Education First
6. [Goldsmiths, University of London](#)
7. [Institute of Chartered Accountants in England and Wales \(ICAEW\)](#)
8. [INTO University Partnerships](#)
9. [King's College London](#)
10. [Manchester Metropolitan University](#)
11. [Oxford Brookes University](#)
12. [Sheffield Hallam University](#)
13. [University College Birmingham](#)
14. [University for The Creative Arts](#)
15. [University of Bristol](#)
16. [University of Central Lancashire](#)
17. [University of East Anglia](#)
18. [University of Exeter](#)
19. [University of Glasgow](#)



20. [University of Greenwich \(London\)](#)
21. [University of Leeds](#)
22. [University of St Andrews](#)
23. [University of the Arts London](#)
24. [University of the West of Scotland](#)
25. [University of Westminster](#)



Appendix 2: Visitors' survey results

Would you recommend British Council to your friends and colleagues?		
Values	Number of answers	%
10	62	68.1
9	10	11.0
8	10	11.0
7	3	3.3
6	2	2.2
5	4	4.4
4	0	0.0
3	0	0.0
2	0	0.0
1	0	0.0
Total	91	100

My expectation of visiting this exhibition were fully met		
Answers	Number of responses	%
Absolutely agree	48	55.2
Agree	36	41.4
Don't know	2	2.3
Disagree	1	1.1
Absolutely disagree	0	0.0
Total	87	100

Exhibition was of high quality		
Answers	Number of responses	%
Absolutely agree	47	54.7
Agree	37	43.0



Don't know	2	2.3
Disagree	0	0.0
Absolutely disagree	0	0.0
Total	86	100

British Council is one of the leading organisations in cultural relations

Answers	Number of responses	%
Absolutely agree	47	57.3
Agree	21	25.6
Don't know	14	17.1
Disagree	0	0.0
Absolutely disagree	0	0.0
Total	82	100

Diversity of education programmes offer

Answers	Number of responses	%
Absolutely agree	72	79.1
Agree	17	18.7
Don't know	2	2.2
Disagree	0	0.0
Absolutely disagree	0	0.0
Total	91	100

Quality of seminar programme

Answers	Number of responses	%
Absolutely agree	69	75.8
Agree	22	24.2
Don't know	0	0.0
Disagree	0	0.0
Absolutely disagree	0	0.0

Total	91	100
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Quality of exhibition venue		
Answers	Number of responses	%
Absolutely agree	68	74.7
Agree	22	24.2
Don't know	1	1.1
Disagree	0	0.0
Absolutely disagree	0	0.0
Total	91	100

Information available before the event		
Answers	Number of responses	%
Absolutely agree	61	67.0
Agree	19	20.9
Don't know	8	8.8
Disagree	2	2.2
Absolutely disagree	1	1.1
Total	91	100

British Council staff support		
Answers	Number of responses	%
Absolutely agree	0	0.0
Agree	7	87.5
Don't know	0	0.0
Disagree	1	12.5
Absolutely disagree	0	0.0
Total	8	100

How did you learn about the event?		
Answers	Number of responses	%
Flyers, posters	4	4.3
Newspapers, magazines	4	4.3



TV, Radio	2	2.1
Internet	63	67.0
Friends, relatives etc.	21	22.3
Total	94	100

Did you participate in competitions?

Answer	Number of answers	%
Yes	8	15.1
No	45	84.9
Total	53	100



Appendix 3: Exhibitors' survey results

Has your institution attended this exhibition before?		
Answers	Number of answers	%
Yes	19	76
No	6	24
Total	25	100

What was your main aim in coming?		
Answers	Number of answers	%
Recruitment	10	35.7
Profile raising	2	7.1
Both	16	57.1
Total	28	100

What is your primary market interest in this event?		
Answers	Number of answers	%
Undergraduate	21	23.6
Postgraduate taught	20	22.5
Postgraduate research	10	11.2
Higher national diploma and equivalent	2	2.2
Pre-university foundation courses	7	7.9
Foundation	11	12.4
Post-16 A-level	2	2.2
Pre-sessional English School	5	5.6
Secondary education	5	5.6
Summer courses	6	6.7
Total	89	100



What is your assessment of the visitors?		
Answers	Number of answers	%
Number of the visitors		
Good	18	69.2
Average	7	26.9
Disappointing	1	3.8
Total	39	100
"Quality" of the visitors		
Good	18	64.3
Average	9	32.1
Disappointing	1	3.6
Total	28	100
Have you developed new links or built on existing feeder or agent relationships by coming?		
Answers	Number of answers	%
Yes	14	56.0
No	11	44.0
Total	25	100

Please give your overall assessment of the exhibition		
Answers	Number of answers	%
Excellent	4	14.8
Good	18	66.7
Average	5	18.5
Bad	0	0.0
Very bad	0	0.0
Total	40	100
How does this year's exhibition compare to last year's?		
Rate	Number of answers	%
Much better	0	0.0
Better	8	30.8
About the same	1	3.8
Worse	2	7.7
Much worse	0	0.0
Didn't attend last year	15	57.7



Total	26	100
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Level of British Council support before the exhibition

Rate	Number of answers	%
5	15	57.7
4	6	23.1
3	4	15.4
2	0	0.0
1	1	3.8
Total	26	100

Level of British Council support during the exhibition

Rate	Number of answers	%
5	11	42.3
4	8	30.8
3	4	15.4
2	2	7.7
1	1	3.8
Total	26	100

Quality of the venue

Rate	Number of answers	%
5	15	60.0
4	7	28.0
3	3	12.0
2	0	0.0
1	0	0.0
Total	25	100

Quality of the accommodation

Rate	Number of answers	%
5	6	30.0
4	10	50.0
3	3	15.0
2	1	5.0
1	0	0.0
Total	20	100



Length of the exhibition		
Rate	Number of answers	%
5	15	60.0
4	7	28.0
3	3	12.0
2	0	0.0
1	0	0.0
Total	25	100

Value for money		
Rate	Number of answers	%
5	5	22.7
4	9	40.9
3	5	22.7
2	3	13.6
1	0	0.0
Total	22	100

What would be your preferred date for this event next year?		
Rate	Number of answers	%
Same as this year	19	90.5
Earlier than this year	2	9.5
Later than this year	0	0.0
Total	21	100

How likely are you to recommend the British Council to colleagues?		
Rate	Number of answers	%
Very likely	12	52.2
Likely	10	43.5
Unlikely	1	4.3
Very unlikely	0	0.0
Total	23	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_Saint Petersburg"

1. 12 333 show and total 413 transition
2. Average CTR 3.35 %.
3. Average price for click 54.06 RUB
4. Average expense per day 676.63 RUB
5. Total expenditure 22 328.78 RUB

Comments on the advertising campaign "Development to the main PK_search_Saint Petersburg"

1. 8 947 show and total 36 transition
2. Average CTR 0.40 %.
3. Average price for click 74.80 RUB.
4. Average expense per day 81.60 RUB.
5. Total expenditure 2 692.90 RUB

Comments on the advertising campaign "Guide PK_search_Saint Petersburg"

1. 12 214 show and total 23 transition.
2. Average CTR 0.19 %.
3. Average price for click 45.23 RUB.
4. Average expense per day 31.53 RUB.
5. Total expenditure 1 040.39 RUB.

Comments on the advertising campaign "PK_subject_Saint Petersburg"

1. 1 193 726 show and total 824 transition.
2. Average CTR 0.07 %.
3. Average price for click 37.49 RUB.
4. Average expense per day 936.15RUB.
5. Total expenditure 30 893.03 RUB

Report in Google Adwords numbers

Campaign	Number of show	Interaction	Interaction Types	Interaction rate	Average price (RUB)	Price (RUB).
Saint Petersburg and region - KMS	3224953	11402	Clicks	0,35 %	2,73	31 183,35
Saint Petersburg and region - Search	231071	669	Clicks	0,29 %	13,34	8 925,50
Total	3456024	12071	--	0,64	16,07	40108,85



Media partners for St. Petersburg

No	Name	Description	Target Audience	Circulation/ resource traffic, pm	Outreach	Period	PR Value - Website, VAT incl., RUR	Overall Coverage
Print								
1	Metro newspaper - Saint Petersburg edition	Daily newspaper	52% female, 48% male; 70% -20-54 y.o.; 42% - medium to high income; 38% - managers and specialists; They know how to earn money - love to spend.	1. 1/4 page - the announcement of the competition in print 2. 1/2 page - photographs of participants 3. 1/2 page - photographs of participants 4. 1/2 page - photographs of participants 5. 1/4 page on the home page - the announcement of the contest 6. 1/2 page - photographs of participants - Results of the competition + interview with winner.	SPB – printed edition number: 300 000 copies Audience of the printed edition of the newspaper - 644.1 thousand people. 83 contest participants.	21.09.2016 27.09.2016 03.10.2016 04.10.2016 11.10.2016	1 610 700	3 220 500
2	Komsomolskaya Pravda (SPB)/ Комсомольская правда в СПб	All-Russia daily newspaper	Male and female 25 to 55 y. o. medium to high income	1/4 page – an article in daily newspaper	Audience of the daily printed edition of the newspaper - 220 000 people	22.09.2016	52 400	220 000
3	Moi rayon - Central District / Мой район	Daily newspaper, delivered in each of the city district	Independent people with an medium income, active lifestyle and strive to improve the welfare and living space.	Announcements of the exhibition (100 characters)	Printed edition number: 350 000 copies. Audience of the daily printed edition of the newspaper - 559 900 people	05.10.2016	32 740	559 900
4	Troika Journal	Information portal	Premium business audience	Announcement of the exhibition (500 characters)	Printed edition number: 10.000 copies (premium	01.10.2016	82 600	50 000

					business audience)			
Radio								
5	Europe Plus radio Saint Petersburg / Радио Европа Плюс Санкт-Петербург	City music radio station	Young and active up to 35 y. o. high income	30 ads / 30 sec	65 contest participants 17,307 participants in VK group 1,125 subscribers 148,533 unique website users per day in St Pete	21.09.2016	106 200	1 745 600
6	Business FM radio Saint Petersburg / Санкт-Петербург	radio station	Male and female 30 to 50 y. o. 84% - higher education, 72% - high income business audience (owners and top management)	12 outputs	Daily radio audience - 244 000 people 6.301 participants in VK group	13.09.2016 27.09.2016 29.09.2016 04.10.2016 06.10.2016	255 970	1 969 400
Information agency								
7	Nevkie novosti/ Невские Новости	website	male & female 18 to 45 y. o.	1 website post	484,022 unique users pm	23.09.2016	29 500	484 022
Internet portal (events)								
8	fontanka.ru	Daily online newspaper/ website	31% female, 69% male; 56% - 25 – 44 y.o. medium to high income	Banner; announcement Report from the exhibition	Banner overall impressions (2 weeks rotation)	05.10.2016 09.10.2016	311 520	950 000

9	metronews.ru	Information site/ website	Male and female 20 to 35 y. o. medium to high income	Joint contest - announcement on the website of the METRO newspaper; Placement of the photographs on the website; the announcement of the results of the contest on the website	Overall audience of each publication _ in web site - 5 000 people	21.09.2016 29.09.2016 04.10.2016	27 140	15 000
10	mr7.ru	Information site/ website	Male and female 20 to 45 y. o. medium income	Announcement of the exhibition	Overall audience of web site publication - 1500 people	05.10.2016	3 540	1500
11	paperpaper.ru	Information site/ website	Young and active up to 35 y. o. mostly students, average income	Editorial: MA abroad	Overall audience of web site publication inc. VK and FB shares - 3284 people	03.10.2016	11 800	3 284
12	afisha.yandex.ru	Information site/ website	Male and female 20 to 45 y. o. medium income	Announcement of the exhibition	Overall audience of web site publication - 1500 people	23.09.2016	5 900	1500
13	fiesta.city	Information site/ website	Young and active up to 35 y. o. mostly students, average income	5 publications; 5 posts in VK	Overall audience of each publication and post in VK - 35 000 people	13.09.2016 20.09.2016 29.09.2016 04.10.2016 06.10.2016	34 810	175 000



14	kudago.com	Information site/ website	Male and female 20 to 35 y. o. medium to high income	Announcement of the exhibition	Overall audience of web site publication - 3 805 people	21.09.2016	17 700	3 805
15	peterburg2.ru	Information site/ website	Male and female 20 to 35 y. o. medium to high income	Announcement of the exhibition	Overall audience of web site publication - 2 500 people	13.09.2016	11 800	2500
16	vashdosug.ru	Information site/ website	Male and female 20 to 40 y. o. medium to high income	Information partners - Announcement of the exhibition	Overall audience of each publication - 2300 people	14.09.2016 06.10.2016	17 700	4600
17	geometria.ru	Information site/ website	Young and active up to 35 y. o. high income	Announcement of the exhibition	Overall audience of web site publication - 3500 people	03.10.2016	17 700	3500
18	where.ru	Information site/ website	Mostly foreign tourists and expats	Announcement of the exhibition	Overall audience of web site publication - 2000 people	20.09.2016	5 900	2000
19	2do2go.ru	Information site/ website	Male and female 20 to 35 y. o. medium income	Announcement of the exhibition	Overall audience of web site publication - 1500 people	27.09.2016	5 900	1500
20	gorodzovet.ru	Information site/ website	Male and female 20 to 40 y. o. medium income	Announcement of the exhibition	Overall audience of web site publication - 1500 people	13.09.2016	5900	1 500



21	eventerbee.com	Information site/ website	Male and female 20 to 40 y. o. medium income	Announcement of the exhibition	Overall audience of web site publication - 1000 people	16.09.2016	3 540	1 000
22	inevents.ru	Information site/ website	Male and female 20 to 40 y. o. medium income	Announcement of the exhibition	Overall audience of web site publication - 1000 people	23.09.2016	3 540	1 000
23	peterburg.center	Information site/ website	Male and female 20 to 40 y. o. medium income	Announcement of the exhibition	Overall audience of web site publication - 1000 people	23.09.2016	3 540	1 000
24	andreylipatov.com	Information site/ website	Male and female 30 to 50 y. o. high income business audience	Repost of the editorial from Business FM	Overall audience of web site publication - 1500 people	13.09.2016	3 540	1 500
25	sanktpeterburg.bezformata.ru	Information site/ website	Male and female 20 to 40 y. o. medium income	Repost of the announcement of the article	Overall audience of web site publication - 1000 people	21.09.2016	3 540	1 000
26	press-release.ru	Information site/ website	Male and female 30 to 50 y. o. high income business audience	Announcement of the exhibition, announcement of the seminar program	Overall audience of web site publication - 1000 people	24.09.2016; 03.10.2016	5900	1 000
Internet portal (education)								
27	rusbase.com	Information site/ website	Young and active up to 35 y. o. mostly students, average income	Editorial: life hack; announcement of the exhibition	Overall audience of web site publication inc. VK and FB posts – 162 250 people	30.09.2016	29 500	162 250

28	dnevnik.ru	Information site/ website	Young and active up to 30 y. o. mostly students, average income	Announcement of the exhibition; announcement of the seminar program	Overall audience of web site publication – 8 500 people	12.09.2016 03.10.2016	5 900	8 500
29	spb.ucheba.ru	Information site/ website	Young and active up to 30 y. o. mostly school children and students, average income	Joint contest - announcement on the website; the announcement of the results of the contest on the website Announcement of the exhibition; Article about education.	Overall audience of web site publication – about 25000 people 675 contest participants	15.09.2016 28.09.2016 20.09.2016 10.10.2016	23 600	25 000
30	AISEC Students non- commercial organization St. Petersburg Branch	Information public group VKontakte	Young and active up to 30 y. o. mostly students, average income	Information partners - Announcements of the exhibition;	Overall audience of VK post – about 8185 people	29.09.2016 30.09.2016	7 080	8 185
31	ponedelnikmag.com	Information site/ website	Male and female 20 to 35 y. o. students and young professionals, medium to high income, business audience	Announcement of the exhibition	Overall audience of web site publication – about 3500 people	16.09.2016	5 900	3 500
32	studyguide.ru	Information site/ website	Young and active up to 30 y. o. mostly students, average income	Announcement of the exhibition	Overall audience of web site publication – about 1500 people	16.09.2016	5 900	1 500

33	scijob.ru	Information site/ website	Young and active up to 30 y. o. mostly students, average income	Announcement of the exhibition	Overall audience of web site publication – about 1500 people	16.09.2016	3 540	1 500
34	phnt.spbstu.ru	Information site/ website	Young and active up to 30 y. o. mostly students, average income	Announcement of the exhibition	Overall audience of web site publication – about 1500 people	23.09.2016	3 540	1 500
Internet portal (for parents with kids)								
35	kidsreview.ru	Information site/ website	Parents who have kids, mostly women 25-40 y.o.	Announcement of the exhibition	Overall audience of web site publication – about 2700 people	29.09.2016	1 500	2 700
36	littleone.ru	Information site/ website	Parents who have kids, mostly women 25-40 y.o.	Announcement of the exhibition	Overall audience of web site publication inc. VK FB OK posts– about 5500 people	22.09.2016	5 900	5 500
37	workingmama.ru	Information site/ website	Parents who have kids, mostly women 25-40 y.o.	Announcement of the exhibition	Overall audience of web site publication inc. VK FB posts– about 4800 people	21.09.2016	5 900	4 800
38	chado.spb.ru	Information site/ website	Parents who have kids, mostly women 25-40 y.o.	Announcement of the exhibition	Overall audience of web site publication 2000 people	20.09.2016	3 540	2 000
TOTAL							2 772 820	9 648 546

