



Education UK exhibition

28–29 September 2013
Moscow, Russia

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1. Event fact file

Moscow

Venue	The Ritz-Carlton Hotel, Moscow
Opening hours	12.00–17.00
Opened by	Mr. Denis Keefe, Minister and Deputy Head of Mission to Russia
Stand costs	£2,680.00 pre VAT (£ 3,216.00 inc VAT)
Sponsors	Blackwood, MacMillan, Education Index, Fortu Family, Cambridge University Press, British Airways, Эксперт
Unique feature to give added value	<ul style="list-style-type: none">• Alumni Talks at 15.00 on 28th September• Various competitions were run to attract audience interest• Presentation hall, with presentation programs from boarding schools, creative subjects and business education
Seminars	18 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	
	2012	2013
Saturday, 28 September 2013 (Day 1)	2700	2000
Sunday, 29 September 2013 (Day 2)	1700	1950
Total number of visitors	4400	3950
Exhibitors		
Secondary Institutions	13	10
HE and FE Zone	59	75
Visa section	1	1
Total number of exhibitors	73	86

Visitors' primary market objectives	Moscow	
	2012	2013
Level of Study		
Language Courses	17.8%	15.7%
Summer Courses	13%	12.7%
High School	8.1%	5.1%
Foundation Course or Pre-University Course	6.8%	9.8%
Bachelor's Degree	8.9%	9.1%
Pre-Master's Course	4.6%	6.4%
Master's Degree	19.15%	17.5%
PhD	5.7%	5.9%
Certificate courses / non degree courses / NVQ	6.9%	7.8%
Specialized studies	8.3%	10%
Main Subjects of Interest		
Business, Economics, Management	18%	17.6%
Language, Literature, Translation	11.5%	11.2%
Art, Culture	9%	9%
Humanities, Social sciences	5.6%	6.6%
Media, communication	7.4%	7%
Education	8 %	7.2%
Fashion, Design	5 %	5.1%
Computer Science, IT, Telecommunication	4 %	4.9%
Law	4.7%	4.6%
Tourism and Hotel Management, Gastronomy	4.8%	5.3%
Engineering	3.2%	3.2%
Science	2.9%	2.8%
Political Science	3 %	3.1%
Architecture, Urban Planning	2.2%	2.9%
Environment and Natural Resources	1.8%	1.8%
Psychology	3.2 %	3.0%
Medicine, Health	2.3%	2.3%
Agriculture, Agronomy	0.8%	0.5%
Cuisine, Culinary	1 %	0.7%
Physical Education, Recreation & Leisure	1 %	0.9%
Religion & Theology	0.6%	0.3%

Demographics of visitors	Moscow	
	2012	2013
Male	27%	23%
Female	73%	77%
Age		
11-17 years	11%	6.2%
18-22 years	37.5%	34%
23-27 years	21.5%	30.7%
28-35 years	14%	15.4%
35-59 years	16%	12.5%

*[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 18 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.

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 fifteen 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.

As the Russian economy grows and trade with the rest of the world increases, the demand for internationally recognised higher education also grows. 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.

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The greatest concentration of Russia's population is in the Moscow region and more than 60 percent of demand for the UK education is concentrated in the capital, with the rest distributed in small pockets across Russia (according to a student survey, 17% of responses come from outside the two major cities (Moscow and St. Petersburg)). 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:

Brunel University: Strong interest in arts and design courses i.e. performance making, music, media (journalism, etc.)

University of Northampton: Very good level of spoken English among all visitors

New College Manchester: Good level of interest in foundation, IELTS + junior programmes

London Metropolitan University: More students applying directly (i.e. without agents)

Queen Mary University of London: High demand for economics + law courses. Increased interest in journalism, communications etc.

The University of Warwick: Management and finance are still top attractive subjects

Aberystwyth University: English language skills in Russia have improved significantly. Students look for university very early but this is not a bad thing. Students are doing more research in advance and are better informed in general.

University of Oxford: Most interest in Business and Finance

University of St. Andrews: Continued growth of foundation programmes interest. Students increasingly doing IB programmes.

Astrum Education: The audience tends to be more educated and knows more about education in the UK.

Newcastle University: Increased interest in programmes other than just business.

Luckley House School: Lots of visitors are looking for summer school programmes for children under 16.

Business & Finance subjects still received high interest from the visitors. Language, literature, translation, art, culture, social science and 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

The number of exhibitors participating in this event increased from the previous year (from 73 to 86), with an increase in the university and further education sector. Eight new secondary education institutions and nine new higher education establishments which had not previously taken part in prior exhibitions participated in this year's exhibition.

The number of visitors attending this year decreased by 10 per cent compared to last year.

The media plan, focusing more on web promotion and radio, adding value to more traditional ways of advertising via newspaper articles 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. 65 per cent and 71 per cent of exhibitors found that there was good number and good quality of students respectively.

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7. Visitor survey analysis

- On-line registration was set up for the exhibition. The total number of Visitor Surveys completed online was 3,410. This represented 86 per cent of the total number of visitors. The total number of visitors was estimated on the basis of mechanical counter at the entrance.
- 92 per cent of visitors were satisfied with the quality of the event and received what they expected from the exhibition.
- Most visitors were interested in Higher Education, and Master's Degree. There was also a substantial interest towards English language and Summer courses this year.
- 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:

“Very high level of organisation”

“We found the exhibition very worthwhile for visiting - interesting seminars, friendly atmosphere, great competitions”

“Thanks a lot for the well done job. Your exhibition helped me to understand that the UK is the best destination for study”

“There are a lot of educational establishments! It sounds fantastic!”

“The exhibition organised in high level and is great opportunity to speak with UK representatives”


[More detailed information on visitor survey can be found in Appendix 2.](#)

8. Exhibitor survey analysis

- The total number of Exhibitor Surveys completed was 74. This represented 86 per cent of the total number of exhibitors.
- Most of the institutions came to the fair both for recruitment and for profile-raising purposes.
- 80 per cent of the exhibitors rated the exhibition as excellent and good overall.
- Exhibitors rated the British Council support before and during the exhibition as 4.28 and 3.86 out of five

Some of the specific comments received:

- **University of St Andrews:** We need bigger seminar rooms. There were many people standing at the back for my seminar as all seats were full.
- **University of Hertfordshire:** Thank you to all BC staff for all the hard work it must have taken to put the event together.

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- **Sheffield Hallam University:** The 2 hour break between exhibition and the reception (Saturday night) was difficult for those of us not staying at Ritz as we had nothing to do, so many of us could not stay for it, sorry.
 - **Broadway Education:** Both my colleague and myself would like to thank you for facilitating our time here in Moscow, we are looking forward to St. Petersburg.

The length of exhibition was rated by exhibitors as 4.2:

- **University of Kent:** may be finish at 18.00
- **Glasgow University:** Could have been longer as was still busy after 5pm – maybe till 6pm or 7 pm

[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 2012, the following tasks and objectives were set:

- a) The first objective was to broaden the target audience by attracting business audience, interested in continuing their education on Master's and MBA programs but not attending specialized courses.
- b) Also, we planned to increase the percentage of parents of school children interested in high-quality education, including summer courses.

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 printed and online guidebooks.

To attract mothers of schoolchildren and students, we used a paid advertising campaign, placing banners on the main page of one of the major women's portals, contests. 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 which was mostly concentrated on attracting sponsorship from more popular job search portals for young professionals. To promote the exhibition via these resources, we used a whole range of tools from mailings with invitations to the exhibition, subject articles, announcements, ad banners.

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We also used such popular internet resources, such as Live Journal, which have the biggest Internet audience (coverage between four and five million) and paid for advertisement space on the radio. This allowed us to attract the prospective audience based on gender/age and financial status) and to stimulate transfer, from passive interest in the British education, to actions (visiting the exhibition, in our case).

Secondary target audience:

- Educational agencies
- International departments of universities

We sent electronic invitation to this group.

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 – articles in respected business publications; for parents of school children – banners on women’s pages and educational resources pages.

Key stereotypes:

- 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 over 2 days’; ‘Special events on business programmes’.

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 and included special blocks of presentations and seminars on creative specialities and MBA programs into the business agenda. This allowed us to attract new strategic partners - life-style media oriented on creative people. In addition, we invited such information partners as Live Journal, and the resources that have the biggest Internet audiences (coverage: at least 5, 000, 000 users).

To maintain the quality of the audience, we invited to partnership the media that proved their effectiveness during the previous year’s promotion 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 the 2012 promotion campaign.

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 and on-line media, advertising banners on Internet resources, context advertising, and promotions via search engines and social media.

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- 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.

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.

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 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 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:

№ Resource		№ Resource	
Education/Education abroad		Business education \business and mass market media	
1	Studyabroad.ru	24	The Expert magazine
2	edu-all.ru	25	ko.ru
3	znania.ru	26	Ubo.ru
4	educationindex.ru	Finance/business	
5	Ucheba.ru	27	BFM.ru
6	Dnevnik.ru	28	Kommersant FM
7	Kuda poity uchitca? magazine	General public	
8	cityclass.ru	29	ABBY.ru
9	moeobrazovanie.ru	30	w-o-s.ru
10	Eduabroad.ru	31	The Na Rublevke newspaper
11	Study.ru	32	Adsmart Busines (Kommersant.ru, Gazeta.ru, BFM.ru)
Publications for parents		33	Livejournal.com
12	Eva.ru	34	Macmillan.ru
13	kidsreview.ru	35	mn.ru
14	letidor.ru	36	profile.ru
15	7ya.ru	37	Radio Maximum
Students\young professionals\Expats		38	kp.ru
16	Career.ru	39	rusrep.ru
17	fut.ru	40	calend.ru
18	profyrost.ru	41	yell.ru
19	hh.ru		
20	themoscowtimes.com		
21	Theory & Practice		
22	ISIC		
23	aiesec.ru		



Besides segmenting the target audience, all the partners were divided into priority groups to perform various tasks: thus, out of 41 resources, only 36 were invited as information partners, 4 as “Partners” and 1 as “General Media partner”.

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) 30 banners in total.

Minimum 1 mailings via subscriber/registered user databases, in total – 10 mailings to 4,5 mln addressees.

Minimum 2 adverts in the “News”, “Calendar”, “Events” columns, 29 adverts in total.

Minimum ½ page in the printed media, 7 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, ABBYY Lingvo, Blackwood, Forty Famil, Hello London!

As a result, the British Council received the following value:

Name	Presents	Cost
Macmillan	80 books	48 000
Cambridge University Press	45 books	27 000
ABBYY	18 dictionaries	69 660
Forty Family		70 000
Blackwood		120 000
British Airways	8 tickets	96 000
Hello London!	15 prizes	50 000
Total RUB		600 660
Total value GBP		12 013

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:

- The resource is irreplaceable (search engines of the Internet)
- The resource attracts new audience for the exhibition (in our case – mothers of schoolchildren aged 8-15 years, prospective students of summer language schools – adults and children, prospective young people with passive interest in foreign educational programs).
- 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. 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.


9.7. 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 per cent 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).

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- 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 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 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 4-5 October 2014.
- Many of exhibitors would prefer to have all institutions in one hall. This will be the arrangement for the next year.



- Many exhibitors expressed the opinion about Ritz Carlton with 85 per cent thinking that it is the best venue for this kind of event.
- Better signage of the lecture halls is needed.
- An agent's networking-event should be considered.



Appendix 1: List of participating institutions

Schools, colleges and education centres

- Astrum Education Group (Chelsea Independent College /Duff Miller College /Lansdowne College)
- City of Bath College
- Bellerbys College
- Broadway Education
- CATS College
- Concord College
- EF Education First
- Ellesmere College
- INTO University Partnerships, Ltd
- John Leggott College
- Kings Colleges
- Le Cordon Bleu London
- London International Study Centre
- London School Of Commerce And School Of Technology And Management
- Luckley House School
- Moira House Girls School
- NCUK
- New College Manchester
- Queen's College, Taunton
- Ruthin School
- St Joseph's College
- St.Dominic's Priory School
- St. Mary's School, Cambridge
- Stafford House School of English
- Stonar
- Wrekin College

Universities

- Aberystwyth University
- Anglia Ruskin University
- University Of The Arts London
- Arts University Bournemouth

- 
- Aston University
 - Bath Spa University
 - The University of Bath
 - Birkbeck, University of London
 - Bournemouth University
 - BPP University College
 - Brunel University
 - Cardiff University
 - University of Central Lancashire
 - City University London
 - Coventry University
 - University for the Creative Arts
 - University of Dundee
 - University of East Anglia
 - University Of East London
 - The University of Edinburgh
 - University of Essex
 - University of Exeter
 - University of Glasgow
 - Goldsmiths, University of London
 - University of Greenwich
 - University of Hertfordshire
 - Study Group – UK & Europe ISCs
 - Istituto Marangoni London
 - University of Kent
 - King's College London
 - Lancaster University
 - Leeds Metropolitan University
 - University of Leeds
 - University of Liverpool
 - London Business School
 - London Metropolitan University
 - The University of Manchester
 - Middlesex University London
 - Newcastle University
 - The University of Northampton

- University of Oxford
- University of Portsmouth
- Queen Mary, University of London
- Univeristy of Reading
- Regent's University London
- Robert Gordon University
- University of Roehampton
- Royal Holloway, University of London
- The Royal School Wolverhampton
- Sheffield Hallam University
- University Of South Wales
- University Of Southampton
- University of St Andrews
- University of Strathclyde in Glasgow
- UCL (University College London)
- University of Ulster London and Birmingham Branch Campuses
- The University of Warwick
- University Of West London
- University of Westminster
- University of York

Appendix 2: Visitors' survey results

Would you recommend British Council to your friends and colleagues?		
rate	Number of answers	%
10	218	70
9	46	15
8	29	9
7	12	4
6	2	1
5	3	1
4	1	0

3	1	0
2	0	0
1	0	0
0	0	0
Total	312	100

My expectation of visiting this exhibition were fully met		
answers	Number of answers	%
Absolutely agree	152	49
agree	133	43
Don't know	23	7
disagree	2	1
Absolutely disagree	0	0
Total	310	100

Exhibition was of high quality		
answers	Number of answers	%
Absolutely agree	182	58
agree	125	40
Don't know	8	3
disagree	1	0
Absolutely disagree	0	0
total	316	100

British Council is one of the leading organisations in cultural relations		
answers	Number of answers	%
Absolutely agree	194	61
agree	99	31
Don't know	22	7
disagree	1	0
Absolutely disagree	0	0
Total	316	100

Diversity of education programmes offer

rate	Number of answers	%
5	223	75
4	67	23
3	6	2
2	1	0
1	0	0
Total	297	100

Quality of seminar programme

rate	Number of answers	%
5	151	53
4	112	39
3	19	7
2	3	1
1	1	0
Total	286	100

Quality of exhibition venue

rate	Number of answers	%
5	229	77
4	58	20
3	8	3
2	2	1
1	0	0
Total	297	100

Information available before the event

rate	Number of answers	%
5	173	59
4	96	33
3	22	7
2	2	1
1	2	1
Total	295	100

British Council staff support

rate	Number of answers	%
5	250	84
4	41	14

3	5	2
2	0	0
1	0	0
Total	296	100

Where you saw information about this event		
resource	Number of answers	%
Flyers, posters	9	3
Newspapers, magazines	16	5
Radio, TV	2	1
Internet	223	67
Friends, colleagues	81	24
Total	331	100

Appendix 3: Exhibitors' survey results

Has your institution attended this exhibition before?		
Answers	Number of answers	%
YES	55	75
NO	17	23
Total	73	99

What was your main aim in coming?		
Answers	Number of answers	%
Recruitment	11	15
Profile raising	1	1
Both	62	84
Total	74	100

What is your primary market interest in this event?		
Answers	Number of answers	%
Undergraduate	51	22
Postgraduate taught	50	22
Postgraduate research	23	10
Higher national diploma and equivalent	3	1
Pre-university foundation courses	21	9
Foundation	33	14
Post-16 A-level	15	7
Pre-sessional English School	30	13
Secondary education	2	1
Summer courses	0	0
Total	229	100

What is your assessment of the visitors?		
Answers	Number of answers	%
Number of the visitors		
Good	45	65
Average	18	26
Disappointing	6	9
Total	69	100

“Quality” of the visitors		
Good	50	71
Average	20	29
Disappointing	0	0
Total	70	100

Have you developed new links or built on existing feeder or agent relationships by coming?		
Answers	Number of answers	%
YES	42	59
NO	28	39
Total	71	99

Please give your overall assessment of the exhibition		
Answers	Number of answers	%
Excellent	12	17
Good	45	63
Average	11	15
Bad	4	6
Very bad	0	0
Total	72	100

How does this year’s exhibition compare to last year’s?		
Answers	Number of answers	%
Much better	3	4
Better	9	13
About the same	21	30
Worse	9	13
Much worse	1	1
Didn’t attend last year	28	39
Total	71	100

Level of British Council support before the exhibition		
Rate	Number of answers	%
5	33	45
4	30	41
3	9	12
2	0	0
1	1	1
Total	73	100



Level of British Council support during the exhibition		
Rate	Number of answers	%
5	22	31
4	31	43
3	9	13
2	7	10
1	3	4
Total	72	100

Quality of the venue		
Rate	Number of answers	%
5	48	66
4	14	19
3	5	7
2	3	4
1	1	1
Total	73	97

Quality of the accommodation		
Rate	Number of answers	%
5	35	49
4	14	20
3	1	1
2	0	0
1	0	0
Total	71	70

Length of the exhibition		
Rate	Number of answers	%
5	28	39
4	37	51
3	4	6
2	2	3
1	0	0
Total	72	99

Value for money

Rate	Number of answers	%
5	3	5
4	24	38
3	21	33
2	9	14
1	4	6
Total	64	95

Seminars programme

Rate	Number of answers	%
5	3	5
4	7	12
3	10	17
2	4	7
1	0	0
Total	58	41

Networking reception

rate	Number of answers	%
5	12	17
4	20	29
3	15	22
2	3	4
1	4	6
Total	69	78

What would be your preferred date for this event next year?

Rate	Number of answers	%
Same as this year	61	86
Earlier than this year	0	0
Later than this year	10	14
Total	71	100

How likely are you to recommend the British Council to colleagues?

Rate	Number of answers	%
Very likely	29	42
Likely	39	57
Unlikely	1	1
Very unlikely	0	0
Total	69	100

Appendix 4: Advertising and promotion plan (media plan)

No	Name	Description	Target audience	circulation/ resource traffic	Mailing/ addresses	Advertising package		coverage /people	
1	Eva (http://eva.ru)	women's portal	career woman, mother	170000,00		Exhibition news release	September	170000,00	49000,00
2		Moscow business weekly newspaper	General public	198000,00		1\6 advertising module	September	198000,00	247800,00
3			Schoolchildren & students learning foreign languages	500000,00		Exhibition news release +2 banner+article	September	560000,00	33200,00
4	Shkola zhizni (http://shkolazhizni.ru)	Informative online portal	General public	about 3000000	110000,00	Exhibition news release +e-mail delivery	September	210000,00	17500,00
5	0	Description of international, national, state, professional, religious and other holidays	General public	about 3000000	140000,00	Exhibition news release +e-mail delivery	September	140000,00	17500,00
6	Znania.ru	Educational portal	Schoolchildren and students aged 14-24 years old	166000,00		Exhibition news release + banner	September	166000,00	41500,00
7	Ucheba.ru	Educational portal	School children, student parents	1144000,00	80000,00	Exhibition news release + 2 banner + 2 e- mail delivery	September	1144000,00	95000,00

8	Elite Personnel	The newspaper mainly contains vacancies of the leading Russian & foreign companies & major Moscow HR agencies;	Active, successful, high-qualified professional middle and top managers, business elite and graduates of the best universities.	17100,00		Exhibition news release	August, September	17100,00	35000,00
9	Cityclass.ru	Information portal	General public	106000,00	50000,00	Exhibition news release + Social network+ e-mail delivery	September	106000,00	40000,00
10	Career.ru	Information portal for young professionals	Students, young professionals	650000,00		Exhibition news release + TGB	September	650000,00	50000,00
11	Profil	Magazine	businessmen, general public	166000,00		1\4 advertising module	September	166000,00	135700,00
12	Company magazine	Magazine	businessmen, general public	156000,00		1\4 advertising module	September		112100,00
13	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	100000,00	12000,00	Exhibition news release + banner + 2 e-mail delivery	September	112000,00	45000,00
14	Physcareer.ru (http://www.Physcareer.ru)	Information portal on career for students and graduates of technical	Students and graduates of technical universities	45000,00	20000,00	Exhibition news release + banner+e-mail deliver	September	45000,00	24000,00

15	Obrazovanie za rubezom (http://www.ubo.ru)	Information portal in the sphere of business education	Students, young professionals interested in business education	170000,00	90000,00	Exhibition news release + banner+2e-mail delivery	August, September	242500,00	50000,00
16	BFM.ru	Business portal	businessmen, middle and top managers, general public	500000,00		Exhibition news release + TGB	September	500000	450000,0p.
17	Russkii reporter magazine	Magazine	businessmen, general public	336200		1\2 advertising module	September	336200	306800,0p.
18	The Moscow Times	Business portal	General public	150000,00		Exhibition news release	September	150000,00	59400,00
19	Expert	Russian business weekly magazine	General public	95000,00		1\2 advertising module	September	190000	330 400,0p.
20	ABBY	Dictionaries	those learning foreign languages	100000,00		Social network+ info.banner	September	100000,00	30000,00
21	Macmillan	British publishing house	those learning foreign languages	80000,00		Exhibition news release+ + banner+Social network	September	80000,00	50000,00
22	Head Hunter (http://hh.ru)	Information portal on career	General public	1000000,00		banner	September	850000,00	170000,00
23	livejournal.com	Information portal	General public	1000000,00		banner	September	1000000	800000,00

24	Kuda poity učitca? magazine	Newspaper	Schoolchildren's parents, students, professionals	19500,00		1\3 advertising module	September	40000,00	62000,00
25	Future Today (www.fut.ru)	Information portal	General public	50000,00		Exhibition news release + banner+e-mail deliver	September	50000,00	234 450
26	Dnevnik.ru	school information portal	schoolchildren, Schoolchildren's parents	4000000,00	4000000,00	Exhibition news release+Social network+ banner+contest	September	4000000,00	270000,00
27	Letidor.ru	parent's portal	Schoolchildren's parents	150000,00		Exhibition news release+ banner	September	150000,00	80000,00
28	7ya.ru	parent's portal	Schoolchildren's parents	3000000,00		Exhibition news release	September	3000000,00	45000,00
29	Kidsreview.ru	Information parent's portal	Schoolchildren's parents	360000,00	5000,00	Exhibition news release + e-mail deliver	September	365000,00	5000,00
30	Education Index	Information portal	Students, professionals of the educational sphere	12155,00		Exhibition news release + banner+Social network	September	12155,00	128658,00
31	Moe obrazovanie (www.moeobrazovanie. ru)	Educational portal	Schoolchildren's parents, students, professionals of the educational sphere	43511,00		Exhibition news release + banner	September	43511,00	18500,00

32	Profyrost.ru	Information portal on career for students	Students, young professionals	17490,00		Exhibition news release +Social network	September	17490,00	24000,00
33	Seasons-project.ru	Information portal on design	General public	60000,00		Exhibition news release	September	60000,00	75000,00
34	Maximum.ru	on-line radio	General public	500000,00		banner	September	500000,00	100000,00
35	The Komsomolskaya Pravda Newspaper (www.kp.ru)	web	General public	200000,00		article	September	200000,00	
36	Vseobuch (http://www.edu-all.ru)	education portal graduates	graduates, students aged 20-24	1069608,00		Exhibition news release + banner	September	1069608,00	24000,00
37	Na Rublevke (http://narublevke.com)	Newspaper	residents of the Rublevo-Uspenskoye shosse with high and very high income	20000,00		2 advertising module 1\3	September	40000,00	Advertising
38	ABBYY lingvo	Dictionaries	those learning foreign languages	700000,00		banner	September	700000,00	Advertising
39	Maximum.ru	radio	General public	804000,00		contest	September	804000,00	Advertising
40	Career.ru	Information portal for young professionals	Students, young professionals	650000,00		banner	September	162500,00	Advertising



41	OSD (Holidays with children) www.osd.ru	Information parent's portal	Schoolchildren's parents	250000,00	4000,00	banner+2 e- mail deliver	September	250000,00	Advertising
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42	Forbes.ru (www.forbes.ru)	Online portal of financial and economic	businessmen, middle and top managers	3500000,00		TGB	September	200000,00	Advertising
43	Snob.ru (www.Snob.ru)	Online portal of financial and economic	businessmen, middle and top managers			banner	September	200000,00	Advertising
Total				31255564,00	4511000,00			18997064,00	4022058,00
Total advertising value GBP									80000,00



Resource	link	N of displays	CTR, %	Clicks	Total expenditure (RUB)	days	Average expenditure der day (RUB)	Period
Social Media								
Vk.com Moscow	www.vkontakte.ru	60 253 848	0,01%	6 753	85 500,00	16	5 343,75	12.09-27.09
Vk.com regions	www.vkontakte.ru	30 742 995	0,01%	3 445	42 300,00	19	2 226,32	12.09-30.09
FaceBook.com Moscow	www.facebook.com	2 887 264	0,03%	796	38 322,62	16	2 395,16	12.09-27.09
FaceBook.com StPetersburg	www.facebook.com	1 807 745	0,03%	509	24 072,00	19	1 266,95	12.09-30.09
Total		95 691 852		11 503	190 194,62 (RUB) 3881 GBP			

01.09.2013 - 02.10.2013

Context advertising

City	Resource	N of displays	Clicks	CTR (%)	CPC (RUB)	Expenditure (RUB)
Moscow	Google.AdWords	1 227 791	1 941	0,16	31,27	60 695,59
Moscow	Yandex.Direct	1 201 194	1 935	0,16	39,60	76 633,20
Total		2 428 985	3 876		35,43	137 328,79 2 802GBP

Paid advertising

	Name	Resource	Coverage	format	period	Cost (RUB)
1	career.ru	www.career.ru	650000/per week	Display advertising 240x400, 225 000 times	20.09 – 27.09.2013	50 400,0
			123000	Newsletter 123000 subscribers		21 000,0
2	Otdych s detmy	www.osd.ru	250 000/per month	Display advertising 240x120 + 2 newsletters 4000 subscribers	16 – 27.09.2013	59 000,0
3	Na Rublyovke	http://narublevke.com/delivery/#	20 000 copies	1/3 module - twice	19.09, 26.09	104 312,0
4	ABBY lingvo	http://www.lingvo.ua/ru	700000	Display advertising 240 X400 350K	16 – 27.09	61 600,0
5	www.forbes.ru	http://www.forbes.ru/	3 500 000/per week	200 000 displays	16 – 27.09	46 020,0
6	BFM.ru	www.bfm.ru	888000/unique visitors per week; 1760000 visits	200 000 displays	16 – 27.09	97 000,0
Total						439 332,0 RUB 8 965GBP

