



# British Education Fair Spain

25 October 2013

Hotel Constanza.Barcelona

## Contents

Contents.....	1
1. Event fact file.....	2
2. Background & Framework .....	2
3. Key statistics .....	3
4. Impact of marketing plan .....	3
5. Recommendations.....	4
6. Conclusions and follow up .....	6
<b>Appendix 1:</b> List of participating Institutions .....	7
<b>Appendix 2:</b> Visitors' survey results.....	8
<b>Appendix 3:</b> Exhibitors' survey results.....	10
<b>Appendix 4:</b> Advertising and promotion plan (media plan) .....	11

# 1. Event fact file

## Spain

<b>Venue</b>	Hotel Constanza, Barcelona – 25 October 2013
<b>Opening hours</b>	09.30 – 19.30
<b>Opened by</b>	Rod Pryde, Director of The British Council in Spain
<b>Stand costs</b>	Barcelona: £1,200
<b>Sponsors</b>	No sponsors but a good number of collaborating institutions. Each of these sent direct invitations to networks exceeding 4,000 possible clients or offered in-kind sponsorships. Many others collaborated with dissemination but with smaller quantities of clients:  <b>Mastermanía, UKAN, Womenalia, Britannia, IELTS, VisitBritain, Ayuntamiento Madrid, Ayuntamiento Barcelona, FERE-CECA, ASEPROCE, Richmond, NABSS Association, Fundación Hispano Británica, Inforjuven.</b>
<b>Unique feature to give added value</b>	<ol style="list-style-type: none"> <li>1. Very wide programme of information sessions</li> <li>2. Book to promote exhibitors for a full year – to be used throughout Spain at general information sessions</li> </ol>
<b>Seminars 25 October</b>	<ul style="list-style-type: none"> <li>`Meet the Study Abroad Agent` a networking activity</li> <li>`How to apply to a British University` by King's University, Imperial University &amp; UCL</li> <li>`Understand the National Curriculum` by Chris Dove, British Council</li> <li>`All you need to know to apply to a British University` by C. Jiménez, British Council</li> <li>`Levels of English and Accreditation` by Bernie Maguire, British Council</li> <li>`Employability Focussed Talks for PG` (by Kings, Imperial, UCL)</li> </ul>

## 2. Background & Framework

This is the first British Council Education Fair (engaging ELT, Schools, Universities and Colleges) organised in Barcelona, a “difficult” market which includes the second most populated city in Spain as well as a rich regional area highly populated and highly internationalised. Like everywhere in Spain, the number of students willing to study abroad is growing, at all levels of Education (Key reasons being - close culture, English language, country and excellent standards of Higher Education) The UK is their preferred country to study.

The key challenge was, as it is for the rest of Spain, of being able to reach the Catalan audiences. We had specific local press actions (in Catalan) to address this demographic. Over 600 visitors attended the fair, which is quite an achievement for the first time. Yet, the city and region is large enough to be able to increase this figure substantially. We had been advised against Friday evenings and/or weekends by other Fair organisers. Yet, we found that the busiest time was in the morning and after 5pm in the evening. Having analysed the results and feedback, we believe we can repeat the event by having one full-day including an evening or Saturday and Sunday morning which will attract working parents too.

### 3. Key statistics

Attendance	Barcelona 2013	Barcelona 2012
Total N <sup>o</sup> . visitors	622	N/A

Exhibitors	Number	Sector
Higher Education	29	Universities and Colleges
ELT	5	Some colleges also offering ELT
Schools	6	2 in Spain, all other boarding
<b>Total N<sup>o</sup>. visitors</b>	<b>40</b>	A full list of exhibitors can be found in <a href="#">Appendix 1</a>


Visitors' primary market objectives	1 <sup>st</sup> choice	Total 816 respondents (on-line and on-site)
UG	331	A total of 816 forms analysed. They could select 3 sectors, in order of preference. Options 2-3 scarcely filled so we have only analysed their first choice.
PG	176	
Schools	157	
VET	50	
English	102	
Materials	<b>816</b>	

See [appendix 2](#) for further details

### 4. Impact of marketing plan

Marketing actions were many, varied and aiming to cover the different target audiences. These included actions for Barcelona only: early meetings with local authorities and information centres, calls on schools, display at TC offices, post letters to all public and concertado schools in Barcelona city (including letters for parents to be distributed by schools) and placement in La Vanguardia Newspaper. Also, all other country wide media actions, including partners/collaborators in Catalunya:

- **Direct meetings and messages:** Barcelona: e-mails to our “country” data-bases (16,000 contacts), e-mails to public, concertado and private schools, e-mails to schools of English, VET schools, teachers of English in Spanish institutions (over 3000), e-mails to literature teachers at Universities (over 800) and article on our newsletter in June and September.
- **Multipliers:** we have asked all Spanish Universities International Relations Units , Chambers of commerce and business associations, British Networks in Spain, publishing agencies and a number of key networks to announce the Fair in their websites, newsletters and by other means. Those who did direct mailings to over 4,000 contacts were given a “collaborator” status.
- **Social media campaigns** on twitter and facebook

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- **An exclusive press manager** - working to place non-paid articles in press/radio or on-line media. Key messages: excellence of British Education and/or English learning in the UK (see list of articles which have been written due to this effort in the media impact report, annex 4)
  - **Paid publicity:** Country wide - in Madrid (3 weekends in Madrid in *El Mundo/Expansión*) and *Barcelona* (1 placement in *La Vanguardia*).
  - **Future impact.** We have produced a publication with all exhibitors at the Fair. This is the basis for the year round information sessions (i.e. Youth Information Office in Barcelona, 7 November) and increase impact, branding visibility and reputation of all exhibitors at the Fair in Spain. We give an average of 20 sessions a year. Sessions range from 50 to 150 participants.

Please see a [full media plan](#) and results analysis including info on visitors data, pre-registration system and findings from evaluation and observation of the exhibitions in [Appendix 2 & 4](#).

## 5. Recommendations

### 5.1 Key recommendations for exhibitors

#### ALL

- Identify a USP for Spain and stick to it. Call the British Council a couple of months in advance of the Fair (before the summer, ideally) and jointly identify the USP. Then ensure that this USP is highly visible.
- Get in touch with Spanish networks to build a brand-reputation. The Spanish market is a “word of mouth” market and tends to look for those institutions that are familiar to them. Building up a brand takes time.
- It would be good to see more exhibitors offering a session. All sessions were incredibly successful and feedback is overwhelmingly good.

#### **Universities/Colleges/ELT**

- Engineering, architecture, business & politics/international seem very attractive. Spain is primarily an UG market, on a 60-40 per cent.
- Centres that train VET in Spain are a new market for ELT and top-up programmes in the UK.

#### **Schools**

- Many Spanish parents are looking for a short-term placement in schools (one term)



## 5.2 Key recommendations for the organisers

- Shorten the hours and break for lunch. We will have one morning only for Universities (for the UG market – for school groups only, not open to the public) and only announce one evening 16.00-19.00 hrs and the following morning from 09.30-14.00. Making this a one full-day fair for all except Universities (1.5 days). We are also considering using a Saturday/Sunday slot.
- Most visitors and exhibitors were happy with the venue and overall layout.
- Feedbacks from the information sessions were overwhelmingly good. We will continue offering a wide variety of sessions and repeating the most successful several times. We will also continue offering the general sessions throughout the year in schools, city councils, youth information offices, etc.
- We need to include a session to attract public looking for English (ie. the different offers in the UK, the difference between regions, what is an average cost, etc)
- We need to rethink how to incorporate a session with the agents that is more structured.
- Include a longer/differentiated market briefing with section addressed to the different sectors:
  - Universities: information about Spanish Bachillerato and Selectividad – notas de corte
  - Schools: information about education system in Spain – homologation and key info on return to Spain
  - ELT: marketing information and introduction to possible programmes in need for English
- Not clear whether it is better to mix all offers in alphabetical order or in sections (feedback is very contradictory). We will decide depending on numbers.
- Either attract more public or limit number of exhibitors.
- The general information table was busy throughout, we will continue having this.
- Our marketing and media campaign was segmented in terms of target audience but included one key and overall message for all. We need to differentiate the message to the different audiences. (eg. for local schools we will highlight English, for Universities English + HE, etc)
- When promoting the event, we will ask exhibitors for their wish list of contacts in advance.
- All schools (public, private, concertado) in the area were contacted by post, e-mail and even telephone. Yet, private schools are the ones that bring groups. But 40% of visitors said they knew about the Fair via their School/University. Public or Concertado schools are unlikely to bring groups as this is perceived as an extra-curricular activity (not inter-curricular). Next year we will phone from BC directly instead of through an agency.



## 6. Conclusions and follow up

Feedback from the public is really good in terms of quality of the organisation, support at the venue and information received both from exhibitors and organisers. Visitors highly valued the wide selection of institutions on offer, the support received at the entrance and the information sessions. Universities which are new or not high in rankings, schools and some ELT schools expressed that they did not meet the expected number of visitors. The majority of universities and ELT sector were happy with the visitors (N<sup>o</sup>s & quality) but some ELT centres, two colleges, universities not familiar to Spanish public or not high in rankings and various schools expressed the public were not sufficient. We will limit the number of exhibitors and keep on with marketing actions to increase the ratio visitor/exhibitor for next year. The publication is highly valued by both visitors and exhibitors alike.

## Appendix 1: List of participating Institutions

1	Bournemouth University	Madrid & Barcelona
2	Brunel University	Madrid & Barcelona
3	Canterbury Christ Church University	Madrid & Barcelona
4	Cardiff University	Madrid & Barcelona
5	University of Central Lancashire	Madrid & Barcelona
6	City University	Madrid & Barcelona
7	University College London	Madrid & Barcelona
8	University of Derby	Madrid & Barcelona
9	University of East Anglia (stand shared with INTO UAE)	Madrid & Barcelona
10	University of Essex	Madrid & Barcelona
11	GSM London	Madrid & Barcelona
12	Imperial College London	Madrid & Barcelona
13	IE University	Madrid & Barcelona/TNE programme
14	University of Kent	Madrid & Barcelona
15	King's College London	Madrid & Barcelona
16	University of Leeds	Madrid & Barcelona
17	University of Leicester	Madrid & Barcelona
18	Liverpool Hope University	Madrid & Barcelona
19	London Metropolitan University	Madrid & Barcelona
20	London South Bank University	Madrid & Barcelona
21	The University of Manchester	Madrid & Barcelona
22	Manchester Metropolitan University	Madrid & Barcelona
23	Middlesex University	Madrid & Barcelona
24	The University of Northampton	Madrid & Barcelona
25	University of South Wales	Madrid & Barcelona
26	University of Sussex	Madrid & Barcelona
27	Swansea University	Madrid & Barcelona
28	University of Westminster	Madrid & Barcelona
29	York St John University	<b>Barcelona</b>
1	British Council Exams	Madrid & Barcelona
2	Central College Nottingham	Madrid & Barcelona
3	English UK	Madrid & Barcelona
4	New College Manchester	Madrid & Barcelona
5	OISE Group	Madrid & Barcelona
1	Badminton School	Barcelona & Madrid
2	Bosworth Independent College	Barcelona & Madrid
3	Brooke House College	Barcelona & Madrid
4	Moreton Hall School	<b>Barcelona</b>
5	The Royal School Wolverhampton	Barcelona & Madrid
6	Rydal Penrhos School	Barcelona & Madrid

## Appendix 2: Visitors' survey results

The total number of online registrations were **478** plus 144 in school groups (5 private schools, 2 of them British Schools). The total number of visitors was **622**. 336 people registered on the day, which means that there was potentially around 25% of the pre-registered visitors that did not turn up.

<b>Registration Data Analysis</b>	
<b>Impact of media actions in terms of attendance</b>	
<b>Website (BC or other)</b>	23%
<b>Direct mail or communication from organisers</b>	23%
<b>School/College</b>	30%
<b>Friends/Family</b>	23%
<b>Press</b>	6%

The most successful is the work done with schools/colleges; this is closely followed by direct mailings and the web. It is very likely that Friends/Family is a combination of all the other but we feel they may in many cases be parents that have seen it announced in the press.

### Preferences as outlined in their registration forms (including on-line and on-site registration)

<b>Visitors' primary market objectives</b>	<b>Barcelona</b>	
	<b>Number</b>	<b>Percentage</b>
UG	331	41%
PG	176	22%
Schools	157	19%
VET	50	6%
English	102	12%

<b>Subjects of Interest</b>	
<b>Impact of media actions in terms of attendance</b>	
<b>Science</b>	44%
<b>Humanities</b>	25%
<b>Arts</b>	10%
<b>Business &amp; Administration</b>	21%
<b>Overall total N<sup>o</sup>. of respondents</b>	612 forms





### **Feedback forms from visitors**

We have analysed 100 feedback forms from visitors. The general tone of these are positive, with visitors really delighted that they were able to attend a 'one-stop shop' for UK education providers. They fed back that they received very good general information on their chosen institution.

The feedback on the booklet is excellent and very good in organisational arrangements.

The only negative comment was that they would like to see more Universities, particularly Scottish Universities.



## Appendix 3: Exhibitors' survey results

The Exhibitor's feedback varies depending on the sector. While many exhibitors are very happy with the audience numbers, schools were not so and a small number of Universities and ELT organisations were not fully satisfied with visitor numbers either. The response of the public to the ELT sector has been a surprise to us (we believed it would be massively visited). We need to seriously re-think what it was that was missing or how to attract the general public interested in learning English prior to continuing studies in the UK.

As regards to the visitor numbers, we will limit number of exhibitors and continue with current marketing campaigns (which include everything: press advertising, specialist media, press agent, direct communication with schools, English academies, Universities, our data-bases, digital campaigns...). But we will review the messaging.

We will ask exhibitors in advance to use any of their existing networks as well and to get advice about what sectors they are interested in marketing.

Below are some "self-learning" points expressed by exhibitors. This may be of use to all, hence they are listed here:

- Potential for partnerships around VET and Erasmus in particular. Higher interest on VET programmes in Barcelona than Madrid. Top-up programmes.
- Opportunity for enhancement of relations with schools and Universities
- HE students mainly looking for engineering, architecture, maths, business and politics and medicine related subjects.
- EFL plus vocational or medicine are good areas to explore
- There is a need to keep in touch with networks in country pre-Fair, to raise attendance to stand.



## Appendix 4: Advertising and promotion plan (media plan)

This section is equal to the Evaluation for Madrid as actions were combined.

### Pre-event -

#### List of all Actions

Given that our exhibitors included a wide variety in offer, aiming at different target audiences, our marketing plan was designed to be wide in scope. The direct marketing actions were many, varied and aiming to cover all targeted audiences.

#### Actions included:

- meetings with local educational authorities for their support with our communication to public schools,
- telephone calls and e-mails to schools;
- letters delivered at schools for Secondary school children and families;
- e-mails to language assistants in Spanish institutions (over 3000);
- mailings to schools of English;
- to literature teachers at Universities (over 800);
- to all Spanish Universities International Relations (84);
- a variety of social media campaigns on twitter and facebook;
- direct mailing to our contacts: twice in the newsletter in June and October, plus e-mail direct message (16,000 contacts);
- 10,000 cards announcing the Fair and distributed via schools, colleges, Universities, EFL schools and BC offices. A large version on our gate (on an important road in centre of Madrid);
- Collaboration agreement with “multipliers”;
- Paid advertising in Expansión y Empleo (3 weekends before Fair) as well as on-line paid advertising in Madrid and Barcelona;
- Paid advert in La Vanguardia (weekend edition);
- A press agency dedicated to getting media impact (press releases); and
- Social Media campaigning.

#### Detail of Social Media Action -

##### Facebook:

- BC Facebook site – 11,000 fans
- Promotional campaigns. 17 September (audience 39,200); October on R Gerver (audience 7,480)
- Facebook Ad’s: Campaign 1: directed to 40-64 year olds (parents), viewed by 29,262 people; Campaign 2: directed to 17-30 year olds (students) reached 70,748 people.
- One prize-winning campaign. 382 participants. Prize published on Facebook BC fans club (11,000)

**Twitter:** Many different tweets on [www.twitter.com/esBritish](http://www.twitter.com/esBritish)

#### Detail of Press impact (including paid and Agency impact)

<https://siem.britishcouncil.org/exhibitions>



## Press releases

- 11 de septiembre: Two monthly papers and Education Specials suplementos y mensuales
- 30 de septiembre: General press & media
- 4 de octubre: Focus on sessions to general and specialist media
- 14 de octubre: Special for Catalunya only (in Catalan)
- 17 de octubre: to general media
- 22 de octubre: Detailed info on Fair opening on 23
- 24 de octubre: PR informing of success and no of visitors
- 25 de octubre: Remainder to Catalunya papers that Fair starts in Catalunya on 25 (in catalan)

## Media attention

The Fair coincided with a general strike on Education which, on the one hand, attracts media as they are looking for news on other models of Education. This gave us printed articles in main newspapers and we were mentioned on digital media on 66 occasions.. On the flip-side, it meant that we had no majormedia coverage during the exhibition as the TV stations only have a few minutes on the main TV platforms and those were taken up by the strike attention. Antena 3 and Telecinco covered the event digitally but could not bring equipment. TV1 was in principle interested but had to use their few minutes to cover the strike.

As for Radio, RNE y Onda, Madrid sent their teams to the Fair but once again, many asked us to provide them with content for agendas and information bulletins as the direct interviews timings were all being taken by educational authorities being interviewed about the strike or the new law.


## Written press and radio/TV

- Supplement Expansión y Empleo – special article + paid ads
- Supplement Emprendores y Empleo de El Mundo. – special article + paid ads
- Articles on ABC Familia y ABC digital on the Fair and British Education (Schools)
- Articles about “study abroad” showcasing UK on “La Vanguardia”
- Live on programme “En días como hoy” - RNE (Madrid)
- Live on programme “Buenos días Madrid” - Onda Madrid (Madrid)
- Live on Catalunya Radio – Fair Barcelona.
- Live on Television Cataluña – “Conexió Barcelona” de BTV

## 66 news in digital media

1. <http://www.atlantico.net/noticia/257040/9000/espanoles/estudian/cada/universidades/britanicas/>
2. <http://blog-onse.blogspot.com.es/>
3. <http://casaest.unizar.es/content/feria-educativa-brit%C3%A1nica>
4. <http://cinabrio.over-blog.es/article-educacion-en-finlandia-sin-examenes-es-la-mejor-de-europa-gurude-la-ense-anza-richard-gerver-120716133.html>
5. <http://ecoaula.economista.es/campus/noticias/5205058/10/13/Richard-Gerver-llega-a-Espana-paraparticipar-en-la-Feria-de-Educacion-Britanica-organizada-por-el-British-Council-y-UKTI.html>
6. <http://ecodiario.economista.es/educacion/noticias/5245897/10/13/9000-Espanoles-estudian-cadaano-en-universidades-britanicas.html>
7. <http://ecodiario.economista.es/espana/noticias/5185430/09/13/Cerca-de-70-centros-britanicos-dana-conocer-su-oferta-educativa-del-23-al-25-de-octubre-en-Madrid-y-Barcelona.html>
8. [http://edu.jccm.es/ies.gregorioprieto/index.php?option=com\\_content&view=article&id=65:feriaeducativa-britanica-2&catid=2:noticias&Itemid=7](http://edu.jccm.es/ies.gregorioprieto/index.php?option=com_content&view=article&id=65:feriaeducativa-britanica-2&catid=2:noticias&Itemid=7)
9. <http://educacion.enpildoras.com/2013/10/21/madrid-y-barcelona-acogen-la-ii-feria-de-educacionbritanica/>
10. <http://english4childrentoday.blogspot.com.es/2013/10/feria-educativa-britanica-23-y-24-de.html>
11. <http://es.globedia.com/madrid-barcelona-acogen-finales-octubre-segunda-feria-educacion-britanica>

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12. <http://es.noticias.yahoo.com/70-centros-brit%C3%A1nicos-oferta-educativa-23-25-octubre-154448626.html>
  13. <http://ineverycrea.net/comunidad/ineverycrea/recursos/feria-de-educacion-britanica/1edc41c9-41d6-44d7-b13b-def8fb8cd576>
  14. <http://m.abc.es/familia-educacion/20131023/abci-internado-colegio-ingles-201310141217.html>
  15. <http://matersalvatoris.org/main/feria-educativa-britanica/>
  16. <http://mbourenghlishschoolcorner.blogspot.com.es/2013/10/feria-de-educacion-britanica.html>
  17. <http://movilidad.universiablogs.net/2013/10/22/donde-encontrar-lo-que-tienes-que-saber-para-irte-aestudiar-a-ingles-a-ingles/>
  18. [http://news.silobreaker.com/news-story-feria-de-educacin-britnica-en-madrid-5\\_2267114528896450570](http://news.silobreaker.com/news-story-feria-de-educacin-britnica-en-madrid-5_2267114528896450570)
  19. [http://noticias.lainformacion.com/educacion/instituto-o-educacion-secundaria/cerca-de-70-centrosbritanicos-dan-a-conocer-su-oferta-educativa-del-23-al-25-de-octubre-en-madrid-ybarcelona\\_nNGyFekqVgKZnzkD5oYEL4/](http://noticias.lainformacion.com/educacion/instituto-o-educacion-secundaria/cerca-de-70-centrosbritanicos-dan-a-conocer-su-oferta-educativa-del-23-al-25-de-octubre-en-madrid-ybarcelona_nNGyFekqVgKZnzkD5oYEL4/)
  20. <http://noticias.terra.es/espana/9000-espanoles-estudian-cada-ano-en-universidadesbritanicas,2da4d4d9ddb1410VgnCLD200000ec6eb0aRCRD.html>
  21. <http://tuformaciononline.net/blog/>
  22. <http://www.20minutos.es/noticia/1951347/0/madrid-barcelona-octubre/feria-educacion/britanica/>
  23. <http://www.acade.es/NoticiasVer.aspx?item=5475&AspxAutoDetectCookieSupport=1>
  24. [http://www.antena3.com/programas/english-house/9000-espanoles-estudian-cada-ano-universidadesbritanicas\\_2013102200315.html](http://www.antena3.com/programas/english-house/9000-espanoles-estudian-cada-ano-universidadesbritanicas_2013102200315.html)
  25. <http://www.btv.cat/alaharta/connexio-barcelona/27000/>
  26. [http://www.cext.es/index/accion/detalleNoticia/id/7268/titulo/Del\\_23\\_al\\_25\\_de\\_octubre\\_se\\_celebra\\_la\\_segunda\\_Feria\\_de\\_Educaci%C3%B3n\\_Brit%C3%A1nica/](http://www.cext.es/index/accion/detalleNoticia/id/7268/titulo/Del_23_al_25_de_octubre_se_celebra_la_segunda_Feria_de_Educaci%C3%B3n_Brit%C3%A1nica/)
  27. <http://www.cursosingles.com/ofertas-reportajes/madrid-y-barcelona-sedes-de-la-feria-de-educacionbritanica-2013-32104.html>
  28. [http://www.cursosparati.com/Madrid\\_y\\_Barcelona\\_acogen\\_a\\_finales\\_de\\_octubre\\_la\\_segunda\\_Feria\\_d\\_e\\_la\\_Educacion\\_Britanica-noticias-ver----1713.html](http://www.cursosparati.com/Madrid_y_Barcelona_acogen_a_finales_de_octubre_la_segunda_Feria_d_e_la_Educacion_Britanica-noticias-ver----1713.html)
  29. <http://www.diariosigloxxi.com/texto-ep/mostrar/20130930174448/cerca-de-70-centros-britanicos-dana-conocer-su-oferta-educativa-del-23-al-25-de-octubre-en-madrid-y-barcelona>
  30. <http://www.dokumentalistas.com/noticias/madrid-y-barcelona-acogen-la-ii-feria-de-educacionbritanica/>
  31. <http://www.educacionrespuntocero.com/noticias/madrid-y-barcelona-acogen-la-ii-feria-de-educacionbritanica/>
  32. [http://www.elconfidencial.com/ultima-hora-en-vivo/2013-10-22/9-000-espanoles-estudian-cada-anoen-universidades-britanicas\\_75902/](http://www.elconfidencial.com/ultima-hora-en-vivo/2013-10-22/9-000-espanoles-estudian-cada-anoen-universidades-britanicas_75902/)
  33. [http://www.eldistrito.es/frontend/eldistrito/noticia.php?id\\_noticia=22837](http://www.eldistrito.es/frontend/eldistrito/noticia.php?id_noticia=22837)
  34. <http://www.entornointeligente.com/articulo/1540520/Por-que-los-colegios-ingleses-ensenan-oratoriay-los-espanoles-no-23102013>
  35. <http://www.europapress.es/madrid/noticia-cerca-70-centros-britanicos-dan-conocer-oferta-educativa-23-25-octubre-madrid-barcelona-20130930175051.html>
  36. <http://www.fabricacultural.com/red/eventos/viewevent/664-feria-de-educacion-britanica-madridespana>
  37. <http://www.gentedigital.es/madrid/noticia/1223804/cerca-de-70-centros-britanicos-dan-a-conocer-suoferta-educativa-del-23-al-25-de-octubre-en-madrid-y-barcelona/>
  38. [http://www.gradomania.com/noticias\\_universitarias/feria\\_de\\_educacion\\_britanica\\_2013\\_en\\_madrid\\_y\\_barcelona-org-2489.html](http://www.gradomania.com/noticias_universitarias/feria_de_educacion_britanica_2013_en_madrid_y_barcelona-org-2489.html)
  39. <http://www.iber-campus.es/segunda-jornada-de-huelga-educativa-en-la-agenda-de-iber-campus-para-25950.htm>
  40. [http://www.iberdidac.org/news/congresopizarra/encuentro11102013\(2\).html](http://www.iberdidac.org/news/congresopizarra/encuentro11102013(2).html)
  41. <http://www.iberoamerica.net/espana/prensageneralista/20minutos.es/20131020/noticia.html?id=CFqipnZ>
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