

# British Education Fair Spain

23 & 24 October 2013

Hotel Eurobuilding, Madrid

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# 1. Event fact file

## Spain

<b>Venue</b>	Hotel Eurobuilding, Padre Damian, Madrid – 23-24 October 2013
<b>Opening hours</b>	Madrid: 10.00 – 20.00 (23 <sup>rd</sup> ) Madrid 10.00 – 17.00 (24 <sup>th</sup> )
<b>Opened by</b>	<b>Elizabeth Truss</b> , Parliamentary Under Secretary of State for Education and Childcare, Department of Education and <b>Giles Paxman</b> , HMA, Spain
<b>Stand costs</b>	Madrid: £1,300
<b>Sponsors</b>	No sponsors but a good number of collaborating institutions. Each of these sent direct invitations to networks exceeding 4000 possible clients or offered in-kind sponsorships. Many others collaborated with dissemination but with smaller quantities of clients:  Mastermanía, UKAN, Womenalia, Britannia, IELTS, VisitBritain, Ayuntamiento Madrid, Ayuntamiento Barcelona, FERE-CECA, ASEPROCE, Richmond, NABSS Association, Fundación Hispano Británica, Inforjovent.
<b>Unique feature to give added value</b>	<ol style="list-style-type: none"> <li>1. An Alumni/Welcome reception</li> <li>2. Market Briefing for Exhibitors</li> <li>3. Very wide programme of information sessions:</li> <li>4. Book to promote exhibitors for a full year – to be used throughout Spain at general information sessions</li> </ol>
<b>Seminars</b>	
<b>23 October</b>	<p><b>Meet the Study Abroad Agent</b>, networking activity</p> <p><b>Cultural Industries and Digital Culture: a new range of opportunities</b> by Paolo Gerbaudo, King's College</p> <p><b>How to apply to a British University</b> by Kings, Imperial &amp; UCL</p> <p><b>Understand the National Curriculum</b>, by Gililan Flaxman, British Council School</p> <p><b>The wide UK Education offer</b> by Carolina Jiménez, British Council Spain</p> <p><b>All you need to know to apply to a British University</b>, by C. Jiménez, British Council</p> <p><b>Levels of English and Accreditation</b>, by Bernie Maguire, British Council Spain</p> <p><b>Employability Focussed Talks for PG</b> (by Kings, Imperial, UCL)</p>
<b>24 October</b>	<p><b>All you need to know to apply to a British University</b>, by C. Jiménez, British Council</p> <p><b>Tomorrow belongs to those who prepare for it! Innovation and Creativity in British Education</b>, by Richard Gerver</p> <p><b>The Spanish Bacalaureat, opening doors to British Universities</b> by Pam O'Brien, British Council School, Madrid</p> <p><b>All you need to know to apply to a British University</b>, by C. Jiménez, British Council</p>



## 2. Background & Framework

This is the first British Council Education Fair (engaging ELT, Schools, Universities and Colleges) organised in Spain, jointly by The British Council (BC) and UK Trade & Investment (UKTI). The number of Spanish students willing to study abroad is definitely growing, at all levels of Education (close culture, English language, country and excellence of HE are the key reasons) and the UK is their preferred country to study. While the market is there, it is widely spread out geographically and socially/economically. Reaching out to the relevant target audiences is not a simple task.

The key challenge is around communication (how to attract the different types of audiences) and logistics (Choosing the best time to open the exhibition at times which suits each of the different audiences). While there are many different Education Fairs in Spain, all varied in scope/size and target audience/market, there is not a single fair that showcases Education by country. Germany and the USA (the 2<sup>nd</sup> and 3<sup>rd</sup> preferred countries of destination for Spanish students) use different ways of promoting their education to Spanish students. We believe that putting together a ONE-STOP SHOP. An annual meeting where the public can access the full portfolio of British education is key to support students looking for information, increasing the profile of UK education in Spain within the media and/or directly by exhibitors creates an annual and eagerly anticipated event. Our aim is that the British Education Fair becomes an annual expectation for exhibitors and public alike. The very strong brand of the British Council in Spain, jointly with the networks of UKTI should help raising the profile of UK Education and reaching a wide variety of audiences.

In spite of our efforts and having reached over 1,600 visitors in Madrid and over 600 in Barcelona, we realise there are some important areas for improvement. The timetable and diversifying the message to the different target audiences are the main areas. Having analysed the results and feedback, we still believe this is the right approach: an annual high profile event that **highlights UK Education + English + Excellence**.

Lots of key learning points for organisers and exhibitors alike. Please read on...

## 3. Key statistics

Attendance	Madrid	Madrid	Increase/Decrease Year on year
	2013	2012	
23 October	1024	1200	33% increase
24 October	613		
<b>Total N° of visitors</b>	<b>1637</b>		
Exhibitors	Number	Sector	

Higher Education	31	<b>Universities and Colleges</b>
ELT	8	<b>Some colleges also offering ELT</b>
Schools	19	<b>2 in Spain, all other boarding</b>
Education Mat Suppliers	11	<b>12 registered, one did not turn up</b>
<b>Total N° of exhibitors</b>	<b>69</b>	<b>A full list of exhibitors can be found in <a href="#">Appendix 1</a></b>


Visitors' primary market objectives	Madrid		Total 2090 respondents (on-line and on-site). Given 3 choices
	1 <sup>st</sup> choice	Total	
UG	37%	87%	A total of 2090 forms analysed. Column 1 is their preferred market. Total includes their choices 1, 2 & 3. They were given 7 choices: UG-PG-Schools in Spain-Schools in UK-VET-English or Educational Materials
PG	12%	37%	
Schools in Spain	13%	25%	
Schools in UK	20%	50%	
VET	2%	8%	
English	14%	47%	
Materials	2%	11%	

See [appendix 3](#) for further details

### 3. Impact of marketing plan

Marketing actions were many, varied and aiming to cover the different target audiences. These included:

- **Direct meetings and messages:** early meetings with local authorities and information centres, calls on schools, post letters to all public and Concertado schools in Madrid (including letters to parents, to be distributed by the schools), e-mails to our data-bases (16,000 contacts), e-mails to public, Concertado and private schools, e-mails to schools of English, VET schools, teachers of English within Spanish institutions (over 3,000), e-mails to literature teachers at Universities (over 800) and an article in our newsletter in June and September.
- **Multipliers:** we have asked all Spanish Universities International Relations Units, Chambers of Commerces & Business Associations, British Networks within Spain, publishing agencies and a number of key networks to announce the fair on their websites, their newsletters and by other means. Those who did direct mailings to over 4,000 contacts were given a “collaborator” status.
- **Social media campaigns** via 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:** 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) to increase the impact, branding visibility and reputation of all exhibitors at the fair within 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](#) & [Appendix 4](#).


## 4. Recommendations


### 4.1 Key recommendations for exhibitors

- 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.
- Engineering, architecture, business & politics/international seem very attractive
- It would be good to see more exhibitors offering a session. All sessions were incredibly successful and feedback is overwhelmingly good.
- Apart from coming to the fair itself, exhibitors who want to build a market in Spain (and are not yet well-known) need to continue actions throughout the year. Building up a brand takes time.
- Centres that train VET in Spain are a new market for ELT and top-up programmes in the UK.
- There was also some dissatisfaction about having to queue for some exhibitors. These came mostly from school group participants.
- Many Spanish parents are looking for a short-term placement in schools (one term)

### 4.2 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 4-7pm and the following morning 9.30-14.00. Making this a one full day fair for all except universities (1.5 days). We are also considering using a Saturday/Sunday slot.

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- Most visitors and exhibitors were happy with the venue and overall layout. Yet we need to ensure there are electrical plugs in the central tables as well as a simpler internet system.
  - Feedback 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.
  - 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) is necessary.
  - The agent's session was much welcomed but feedback points show that it requires further structure. An idea may be to invite agents for lunch. Equally, we could include lunch for school-counsellors. An excellent idea which we will try to accommodate.
  - The alumni session has been well received but needs to be announced earlier to attract more students and to include badges to allow for identification
  - 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
  - Some exhibitors expressed mixing all institutions in alphabetical order (as in Barcelona) which worked better for them. Others were happier in their separate areas. We will decide depending on the profile and number of the different types of exhibitors next year.
  - There is no market for so many boarding schools, we need to limit the number of exhibitors within this sector until the market improves.
  - The general information table was busy throughout the fair, we will continue to have 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 target the message as well. (eg. for local schools we will highlight English, for Universities English + HE, etc)
  - A few exhibitors asked that we should contact local schools and academies. We have indeed been in touch with them in a number of different ways. We are not sure whether the strike affected attendance or whether our message was not sufficiently attractive. Telephone contact was sub-contracted, we will do it directly next year. We believe the impact will increase the visitors.

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- Large banners should be a different model as they were not stable
  - If possible, have reception and market-briefing on day 1, rather than the previous day.
  - Exhibitors providing materials for schools would like a "school management only" session – we will incorporate if at all possible. We will also invite them to Barcelona.
  - When promoting the event, we will ask exhibitors for their wish list of contacts

## **5. Conclusions and follow up**

The event attracted 33 per cent more public than the previous year although a larger venue and 3 times the number of exhibitors made it look less busy than it actually was. We are convinced the heavy rain (first rainy day of the year incidentally) and the Education Strike affected the overall attendance (over 400 registered visitors did not come) and media impact. Feedback from the public is excellent in terms of quality of the organisation, support at the venue and information received both from exhibitors and organisers. They highly value the variety on offer, the support received at the entrance, to respond to general questions and the information sessions offered. Some exhibitors found the public was not sufficient, although general feedback was good. Exhibitors did not like the time-table (must be shorter) and make some interesting suggestions. The publication is highly valued.



## Appendix 1: List of participating institutions

1	Bournemouth University
2	Brunel University
3	Canterbury Christ Church University
4	Cardiff University
5	University of Central Lancashire
6	City University
7	University College London
8	University of Derby
9	University of East Anglia (SHARED WITH INTO UAE)
10	University of Essex
11	GSM London
12	Imperial College London
13	IE University
14	University of Kent
15	King's College London
16	Kingston College
17	University of Leeds
18	University of Leicester
19	Liverpool Hope University
20	London Metropolitan University
21	London South Bank University
22	The University of Manchester
23	Manchester Metropolitan University
24	Middlesex University
25	The University of Northampton
26	The University of Nottingham
27	University of South Wales
28	University of Sussex
29	Swansea University
30	University of Westminster
31	British Council Exams
32	Central College Nottingham
33	English in Chester
34	English UK
35	Etherton Education
36	New College Manchester
37	OISE Group
38	St George International
39	Badminton School
40	Bosworth Independent College
41	British Council School
42	Brooke House College
43	Buckwood School
44	CATS College, (Cambridge Arts & Sciences)
45	Downside School
46	Ellesmere College
47	Godolphin School
48	King's College





49	The King's School Canterbury
50	Kingswood School
51	Montessori School
52	Royal Russell School
53	The Royal School Wolverhampton
54	Rydal Penrhos School
55	Shaftesbury School
56	Sidcot School
57	Stowe School
58	St Mary's School Cambridge
59	Trinity School
60	10 Lane Learning Ltd
61	Collabco Ltd
62	Double First Ltd
63	Education City
64	Experio Life Ltd
65	iansyst Ltd
66	IGGY, International Gateway for Gifted Youth (University of Warwick)
67	Phonic Books Ltd
68	Rising Stars UK Ltd
69	Step One Ltd
70	Study Links International Ltd

## Appendix 2: Visitors' survey results

The total number of on-line individual registrations were **1,315** plus **495** in school groups (all private: 1 international, 7 British Schools & 4 Spanish Bilingual). The total number of visitors was **1,637**. Although the total number of visitors is very similar to that already pre-registered, 665 of the public registered on arrival as only 58 per cent of those pre-registered turned up. We believe the general education strike (and weather) had a negative impact. This means over 500 of the pre-registered visitors did not turn up.

### Registration Data Analysis

#### Impact of media actions in terms of attendance:

- Website (BC or other): 16%
- Direct mail or communication from organisers: 18%
- School/College: 42%
- Friends/Family: 17%
- Press: 7%

Press, Facebook and Twitter campaign seem to have had scarce return rates, with biggest impact our own mailing lists and newsletters, our websites as well as schools and colleges. We need to review ads and their placements to try to learn why this was so.

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

Visitors' primary market objectives	Madrid	
	1 <sup>st</sup> choice	Total
UG	37%	87%
PG	12%	37%
Schools in Spain	13%	25%
Schools in UK	20%	50%
VET	2%	8%
English	14%	47%
Materials	2%	11%

#### Subject areas of interest

- Science 36%
- Humanities 22%
- Arts 6.5%
- Business & Adm 18%
- No reply 17%



## Feedback forms

We have analysed 150 feedback forms. The general feedback is very good, particularly around sessions, general overall support and information and Fair Booklet. 98 per cent of the visitors expressed they were very happy with the fair and it met or exceeded their expectations but there are some comments which may be of interest to exhibitors:

- Some visitors felt they had to queue for the information and comment they would prefer information given in Spanish (admittedly, not many).
- A common negative comment is the lack of Scottish Universities. A list of universities are named as missing. The following Universities were mentioned by a minimum of 5 visitors: Brighton, Bristol, Cornwall, Durham, Goldsmith, LSE, Queen's Mary, Royal Holloway, Sheffield. We hope these institutions will join us next year.



## Appendix 3: Exhibitors' survey results

Exhibitors feedback vary depending on the sector. All expressed that the timetable was too long and needs to be reviewed (we will) and asked that we stagger student numbers. This will be taken into account in 2014. Feedback on organisation and venue is excellent. While many exhibitors are very happy with audience numbers, schools are not so and a small number of universities and ELT organisations are not fully satisfied with numbers either. To address this we will shorten the period of the exhibition, limit the number of exhibitors and differentiate our messages to different target audiences to call their attention better, to ensure that different types of exhibitors attract different public. See learning points by organisers for further details of changes to address feedback.

Some exhibitors highlight some learning points, and areas of opportunity identified, listed below for all:

- Potential for partnerships around VET and Erasmus in particular
- Opportunity for enhancement of relations with schools and Universities
- HE students mainly looking for Engineering, architecture, maths, business and politics and medicine related.
- 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)

### 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 Oct + 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 ad in La Vanguardia (weekend edition)
- a press agency dedicated to getting media impact (press releases)
- social media campaigning

#### Detail of Social Media Action

##### Facebook:

- BC facebook site – 11.000 fans.
- promotional campaigns. 17 Sept (audience 39200); October on R Gerver (audience 7,480)
- facebook ads: Campaign 1 directed to 40-64 year olds (parents), viewed by 29.262 people; Campaign 2 directed to 17-30 (students) reached 70748 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)



## Press releases

- 11 Sept: To monthly papers and Education Specials suplementos y mensuales
- 30 Sept: General press & media
- 4 Oct: Focus on sessions to general and specialist media
- 14 Oct: Special for *Catalunya only* (in Catalan)
- 17 Oct: to general media
- 22 Oct: Detailed info on Fair opening on 23
- 24 Oct: PR informing of success and no of visitors
- 25 Oct: 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 allowed that we were mentioned in 66 occasions on Digital media. But, on the other hand, it meant we had little media coverage during the event as they only have a few minutes on the main TV platforms and those were taken by the strike. 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* in *El Mundo*. – special article + paid ads
- Articles on *ABC Familia* and *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 *Televisión Cataluña* –Barcelona Edition on 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-termina-octubre-segunda-feria-educacion-britanica>
12. <http://es.noticias.yahoo.com/70-centros-brit%C3%A1nicos-oferta-educativa-23-25-octubre->

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



154448626.html

13. <http://ineverycrea.net/comunidad/ineverycrea/recurso/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://mbourenghishschoolcorner.blogspot.com.es/2013/10/feria-de-educacion-britanica.html>
17. <http://movilidad.universiablgs.net/2013/10/22/donde-encontrar-lo-que-quieres-que-saber-para-irte-a-estudiar-a-ingles-a-ingles/>
18. [http://news.silobreaker.com/news-story-feria-de-educacion-britanica-en-madrid-5\\_2267114528896450570](http://news.silobreaker.com/news-story-feria-de-educacion-britanica-en-madrid-5_2267114528896450570)
19. [http://noticias.lainformacion.com/educacion/instituto-o-educacion-secundaria/cerca-de-70-centros-britanicos-dan-a-conocer-su-oferta-educativa-del-23-al-25-de-octubre-en-madrid-y-barcelona\\_nNGyFekqVgKZnkD5oYEL4/](http://noticias.lainformacion.com/educacion/instituto-o-educacion-secundaria/cerca-de-70-centros-britanicos-dan-a-conocer-su-oferta-educativa-del-23-al-25-de-octubre-en-madrid-y-barcelona_nNGyFekqVgKZnkD5oYEL4/)
20. [http://noticias.terra.es/espana/9000-espanoles-estudian-cada-ano-en-universidades-britanicas\\_2da4d4d9ddb1410VgnCLD2000000ec6eb0aRCRD.html](http://noticias.terra.es/espana/9000-espanoles-estudian-cada-ano-en-universidades-britanicas_2da4d4d9ddb1410VgnCLD2000000ec6eb0aRCRD.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-universidades-britanicas\\_2013102200315.html](http://www.antena3.com/programas/english-house/9000-espanoles-estudian-cada-ano-universidades-britanicas_2013102200315.html)
25. <http://www.btv.cat/alicante/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\\_Educacion\\_Britanica/](http://www.cext.es/index/accion/detalleNoticia/id/7268/titulo/Del_23_al_25_de_octubre_se_celebra_la_segunda_Feria_de_Educacion_Britanica/)
27. <http://www.cursosingles.com/ofertas-reportajes/madrid-y-barcelona-sedes-de-la-feria-de-educacion-britanica-2013-32104.html>
28. [http://www.cursosparati.com/Madrid\\_y\\_Barcelona\\_acogen\\_a\\_finales\\_de\\_octubre\\_la\\_segunda\\_Feria\\_de\\_la\\_Educacion\\_Britanica-noticias-ver---1713.html](http://www.cursosparati.com/Madrid_y_Barcelona_acogen_a_finales_de_octubre_la_segunda_Feria_de_la_Educacion_Britanica-noticias-ver---1713.html)
29. <http://www.diariosigloxxi.com/texto-ep/mostrar/20130930174448/cerca-de-70-centros-britanicos-dan-a-conocer-su-oferta-educativa-del-23-al-25-de-octubre-en-madrid-y-barcelona>
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