



# Savouring a life in the UK

2-4 March 2013, Taiwan

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## 1. Event fact file

### Taipei

<b>Venue</b>	6F Exhibition Hall, Eslite Bookstore Hsin-yi, 2 to 3 March 2013
<b>Opening hours</b>	1300 to 1800
<b>Stand costs</b>	£2,064.34
<b>Sponsors</b>	Singapore Airlines and Wedgwood
<b>Unique feature to give added value</b>	Introducing the 'Experience UK' (previously known as the 'EFL Magazine') in a format of a book, which is the British Council Taipei's latest publication through collaboration with a local publisher. This book invited participation from UK EFL providers and higher education institutions. Alumni testimonials are also featured prominently in the book to provide readers with a wide variety of first hand sharing from previous students. The Experience UK has been very well received since it was introduced in early March, and is now available at more than 500 bookstores and online sellers in Taiwan.
<b>Seminars</b>	<p>Saturday, 2 March</p> <p>1320 – 1410 How to apply to UK postgraduate courses / How to achieve a high score in IELTS</p> <p>1410 – 1440 Travel Smart to Win Your Next Trip</p> <p>1450 – 1530 Art &amp; Design Education in the UK</p> <p>1540 – 1620 Making your decision: Choosing the right Course</p> <p>1720 – 1800 Pathways in Art and Design</p> <p>Sunday, 3 March</p> <p>1300 – 1350 How to apply to UK postgraduate courses / How to achieve a high score in IELTS</p> <p>1350 – 1410 Travel Smart to Win Your Next Trip</p> <p>1415 – 1445 Financial arrangement in the UK</p> <p>1450 – 1530 Employability: How to make the most of your university experience to build a successful career after graduation</p> <p>1540 – 1620 How to prepare for entry to University Art and Design degree programmes</p> <p>1630 – 1710 How to prepare academically &amp; socially for studying in the UK</p> <p>1720 – 1800 Applying to Art &amp; Design courses in the UK</p>



## Kaohsiung

<b>Venue</b>	3F Conference Room, Urban Hotel, 4 March 2013
<b>Opening hours</b>	1600 to 2030
<b>Stand costs</b>	£1047.08
<b>Seminars</b>	<p>Monday, 4 March</p> <p>1700 – 1730 Studying in the UK - a closer look at postgraduate courses</p> <p>1740 – 1820 Making your decision: Choosing the right Course</p> <p>1830 – 1910 How to prepare academically &amp; socially for studying in the UK</p> <p>1920 – 2000 How to achieve a high score in IELTS</p>

## 2. Key statistics

Attendance	Taipei		Kaohsiung	
	2013	2012	2013	2012
Saturday	925	1,435	--	--
Sunday	750	1,115	--	--
Monday (2013) / Tuesday (2012)	--	--	100	350
<b>Total number of visitors*</b>	<b>1,675</b>	<b>2,550</b>	<b>100</b>	<b>350</b>
UK Exhibitors	Taipei		Kaohsiung	
	2013	2012	2013	2012
Secondary Education	1	2	0	1
Further Education	0	1	0	1
EFL	1	3	1	3
Higher Education	27	25	10	11
<b>Total number of UK exhibitors</b>	<b>29</b>	<b>31</b>	<b>11</b>	<b>16</b>



Visitors' primary market objectives (Multiple choices)	Taipei		Kaohsiung	
	2013	2012	2013	2012
EFL	22%	19%	37%	43%
Secondary	4%	1%	0%	1%
Undergraduate	18%	18%	15%	21%
Master Degrees	67%	65%	66%	52%
PhD	10%	9%	5%	11%
Further Education	13%	10%	22%	19%
Distance Learning	3%	2%	0%	4%
<b>Total number of responses</b>	652	1,123	41	142
Demographics of visitors	Taipei		Kaohsiung	
	2013	2012	2013	2012
Male	32%	25%	12%	26%
Female	68%	75%	88%	74%

\*A full list of exhibitors can be found in Appendix 1.

### 3. Impact of marketing plan

Education UK Exhibition March 2013 was faced with competitions from agent-organised events. Although promotional activities for the March exhibition had been carefully planned to ensure the best use of resources, the number of visitors unfortunately showed a significant decrease in Taipei (34%) and Kaohsiung (70%). Feedback collected through local audience indicated that the proximity of timing of other education fairs and the clash with a major sports events had played a role for Taipei. And the venue in Kaohsiung, despite its easy access on the metro line, was not able to attract the volume of visitors seen in previous events. It was also observed that audiences have become more selective in their decision making process, while exhibitions remain effective in engaging with some local audiences, institutions nowadays may look at a combination of different activities within the promotional cycle so as to catch prospective students.

Further information on media plan are summarised below.

- Budget of media purchase allocated: £15K; other prints and promotional materials: £7K
- Paid digital media (including Facebook, YouTube and mobile apps advertising): promotional messages delivered through digital platform did not seem to create strong impression according to the visitors' survey results. Nevertheless, some visitors mentioned that they noticed a frequent play-back of YouTube banner advert and the Education UK branded image was eye-catching. Click through rate (CTR) generated by Facebook and mobile apps advertising is slightly above the average CTR as expected, indicating potentials of these channels with a further push (e.g. prizes and incentives) to convert interests into actual visits, which would be a long term objective of promoting events with digital media.



- Outdoor advertisement (including street bunting, bus panel, MRT TVCF and event giveaways distribution): accounting for over 60 per cent of media budget, outdoor advertisement was identified as the major source of information which was very well received by visitors. More than 30 per cent of survey respondents captured event message through street bunting in Taipei and Kaohsiung; 18 per cent by advertisement on buses and MRT in Taipei. Based on the feedback, outdoor advertising will continue to feature heavily on future promotional campaign.
- Print advertisement (including newspaper, flyer and newsletter): in Taipei, 12 per cent of survey respondents learnt about the exhibition through print advertisements distributed by or displayed at schools, agent offices and libraries. And 21 per cent responded that they received event messages from the British Council.
- British Council managed digital platforms (including Edukex website, Education UK website, British Council website, and Facebook fanpage): together these platforms took up more than 30 per cent of impression in both Taipei and Kaohsiung. Compared with the number of audience reached through paid digital media, the British Council managed channels seemed to have had relatively higher impact. While there is a need to improve the ROI (return in investment) on paid digital media, it would also be worthwhile further exploring use of British Council managed channels to benefit future promotion.
- During event activities (e.g. participation of sponsors and alumni networking dinner): collaboration with Singapore Airlines in 2012 very usefully boosted the number of participants to seminars during the exhibition. The success was continued through this year's collaboration, and the sponsors also found their participation fruitful. Meanwhile, this year the British Council organised its first alumni event in Kaohsiung in response to the needs of alumni in Southern Taiwan. The event was a great success, attracting over 30 alumni who were committed to advocating for UK education. With sufficient lead time and advance planning, there is strong potential for southern-based alumni to support the organisation and promotion of seminars, presentations and events in future, hence strengthening the UK profile in the Southern Taiwan.

## 4. Conclusions and follow up

### 4.1 Key recommendations for institutions

Findings and suggestions collected through visitors' survey and British Council's observation are summarised below:

- Generally visitors were satisfied with the counselling provided by UK representatives in the exhibition (93 per cent in Taipei, 90 per cent in Kaohsiung) and information received in institution-led seminars (86 per cent in Taipei, 90 per cent in Kaohsiung). 78 per cent in Taipei and 81 per cent in Kaohsiung rated positively the services they received from stand assistants, which was slightly lowered than the satisfaction rate for services provided by exhibitors, suggesting a need for preparation and familiarisation of stand assistant prior to the exhibition.
- Overall assessment on the organisation and quality of the event were quite positive, whereas there were visitors expecting more institutions to come (number of exhibitors decreased 3 per cent in Taipei, 31 per cent in Kaohsiung), and it was also mentioned that the number of participating institutions advertised may influence visitors' decision to go to the event.
- Institution-led seminars: it was observed that visitors are increasingly willing to participate in seminars, especially those providing both information and tips/suggestions regarding preparation for studying in the UK. Last-minute cancellation/change requests received from institutions would not necessarily get reflected in the promotional material in time, which may potentially result in complaints of and/or disappointment to audiences wishing to attend seminar delivered by particular institutions.
- It is suggested to send promotional materials in accordance with the freight dates indicated in the event handbook. Neither the British Council nor venue suppliers have responsibility to keep the goods should any they arrive earlier than the designated date. Please check delivery schedule with your freight supplier and ensure that your packages arrive on time.



## 4.2 Key recommendations for the British Council

Exhibitors were generally satisfied with quality of enquiries and organisation of the event in Taipei; however, they responded that the exhibition in Kaohsiung was disappointing with a few suggesting reassessment of timing and venue accessibility. Further details are as follows.

### Taipei

- Exhibitors' feedbacks on overall assessment in Taipei are quite positive (75 per cent), more than 80 per cent rated 'good' or 'very good' for the services they received before and during the exhibition. Exhibitors were also positive in terms of the venue (89 per cent), design (82 per cent) and length of opening hours (97 per cent). Stand assistants in Taipei were considered very helpful (92 per cent) amongst exhibitors who hired them.
- For the number of visitors and enquiries, 36 per cent commented 'good number and good quality' while 43 per cent responded 'good quality only', which corresponded to anecdotal feedback the British Council received during the exhibition. Some of exhibitors witnessed lower number of visitors compared with previous events, but they also noticed that students came in with preparation and the quality of enquiries was better than previous years.
- Some exhibitors suggested that the British Council incorporate work of alumni (of arts & design subjects) in the exhibition as well as promote UK education with professors with UK academic background in top universities in Taiwan. Due to the limited capacity and budget available in March exhibitions, showcasing alumni's work, such as the Arts & Design corner in the European Education Fair 2012, would not be feasible. However, it is possible to include alumni participation in future March events through activities such as virtual display of alumni's work experience-sharing seminars.

Working with local universities has been an important part the British Council's grant-funded higher education work. Events and updates are regularly sent out to contacts at local universities and we will continue looking for opportunities to utilise our local network as and when appropriate to cultivate interests local students in UK education.

### Kaohsiung

- The new publication *Experience UK* was on high demands in Kaohsiung, quite a few visitors mentioning that they had seen it at bookstores. It was well received and on high demand of UK institutions, local audiences and agents. The British Council will be publishing a comprehensive guidebook which will include UK education providers at every level in the coming summer, and we look forward to wider participation from the UK sectors.
- The alumni networking dinner was a success. Many participants expressed willingness to contribute to future events and activities organised by the British Council out of the great affection they have for the UK and the excellent experiences they gained while studying there. Some of them are very well-developed in their career, and their testimonials in the *Experience UK* are expected to create positive impact on the promotion of UK education. The British Council plans to further develop its alumni network in the Southern Taiwan, so as to supplement our promotional efforts for future events in Kaohsiung. .
- In order to accommodate the small number of exhibitors, we changed the venue in Kaohsiung which unfortunately seemed to be less attractive and relatively unfamiliar to target audiences. More than half of exhibitors (55 per cent) replied 'disappointed' about the attendance and layout presented. The assessment of quantity and quality of enquires received was low. It was pointed out that working in Kaohsiung required links with students and local institutions, and agents that are based in the south may have greater advantages over the British Council to attract students to their events.
- Making a clear signage is suggested by institutions as this will attract more attention of public when the exhibition takes place in a new location. Enhancing pre-event promotion, inviting participation from alumni, and working with study aboard centres and local education bureau are a few options that the British Council will evaluate in near future.
- Timing and type of the venue of the event were believed to be other factors for a successful event in Kaohsiung. Experiences from other popular events suggested a combination of a weekend fair at





shopping centre may attract much bigger volume of visitors, however, this may present challenges in the scheduling and resource planning of events, and majority of exhibitors still preferred a two-day event in Taipei. The feasibility of organising a small-scale event in Kaohsiung is an area for discussion and we will invite feedback from UK institutions to reach an informed decision.

Full details on exhibitors' feedbacks please see Appendix 3.



## Appendix 1: List of participating institutions

Institution	Taipei	Kaohsiung
Bellerbys College	S1	
EF University Preparation	S2	S1
Anglia Ruskin University	1	1
University of the Arts London	2	2
Bangor University	3	3
Birmingham City University	4	
Brunel University London	5	
University College Birmingham	6	4
University College for the Creative Arts at Canterbury, Epsom, Farnham, Maidstone and Rochester	7	
The University of Cumbria	8	5
De Montfort University, Leicester	9	6
University of East Anglia	10	
University of Glamorgan	11	
Heriot-Watt University	12	
University of Kent	13	7
Kingston University London	14	
University of Leicester	15	
The University of Northampton	16	8
Northumbria University (Newcastle)	17	
Norwich University of the Arts	18	9
Nottingham Trent University	19	
Queen Mary, University of London	20	
University of Reading	21	
Sheffield Hallam University	22	
University of Southampton	23	





University of Sunderland	24	
University of Warwick	25	10
The University of West London	26	
York St John University	27	

## Appendix 2: Visitors' survey results

Visitors' survey results	Taipei		Kaohsiung	
	2013	2012	2013	2012
Number of visitors	1,675	2,550	100	350
Number of visitor surveys collected	684	908	41	94

Visitors' survey results 2013	Taipei		Kaohsiung	
<b>Visitors' primary market objectives (Multiple choices)</b>				
<b>Level of study</b>				
EFL	140	22%	15	37%
Secondary	23	4%	0	0%
Undergraduate	119	18%	6	15%
Master Degrees	438	67%	27	66%
PhD	62	10%	2	5%
Further Education	85	13%	9	22%
Distance Learning	19	3%	0	0%
<b>Fields of interest</b>				
Business / Management / Economics / Marketing	335	52%	16	39%
Arts / Design / Fashion	219	34%	23	56%
Medical / Health	55	9%	2	5%
Mathematics	16	3%	2	5%



<b>Humanities / Culture</b>	98	15%	9	22%
<b>Education</b>	52	8%	3	7%
<b>Environment / Nature Resources</b>	46	7%	3	7%
<b>Social Sciences</b>	82	13%	4	10%
<b>Engineering</b>	44	7%	2	5%
<b>Others</b>	19	3%	2	5%
<b>Demographics of visitors</b>				
<b>Gender</b>				
<b>Male</b>	216	32%	5	12%
<b>Female</b>	449	68%	36	88%
<b>Age</b>				
<b>Under 15</b>	9	1%	0	0%
<b>16-18</b>	59	9%	6	15%
<b>19-22</b>	164	25%	15	37%
<b>23-30</b>	301	45%	11	27%
<b>31-35</b>	51	8%	5	12%
<b>36-40</b>	35	5%	1	2%
<b>41-50</b>	39	6%	3	7%
<b>Above 51</b>	10	1%	0	0%
<b>Occupation</b>				
<b>Elementary students</b>	0	0%	0	0%
<b>Secondary students</b>	50	8%	4	10%
<b>Further students</b>	5	1%	1	2%
<b>Universities students</b>	192	30%	16	39%
<b>Postgraduate students</b>	35	6%	3	7%
<b>Employee</b>	300	47%	11	27%
<b>Freelance</b>	47	7%	6	15%



Other	13	2%	0	0%
<b>Evaluation of Education UK Exhibition</b>				
<b>The information get from the seminars organized by the British Council is very useful</b>				
Strongly agree	187	28%	14	34%
Agree	414	62%	22	54%
OK	69	10%	5	12%
Disagree	0	0%	0	0%
Strongly disagree	0	0%	0	0%
<b>The information get from the seminars organized by UK institutions is very useful</b>				
Strongly agree	150	22%	10	24%
Agree	429	64%	27	66%
OK	94	14%	4	10%
Disagree	1	0%	0	0%
Strongly disagree	0	0%	0	0%
<b>The information get through the British Council's counseling service is very useful</b>				
Strongly agree	196	29%	19	46%
Agree	412	61%	19	46%
OK	68	10%	3	7%
Disagree	0	0%	0	0%
Strongly disagree	0	0%	0	0%
<b>Received good quality of service and information from the UK representative</b>				
Strongly agree	195	29%	16	39%
Agree	440	64%	21	51%
OK	47	7%	4	10%
Disagree	0	0%	0	0%
Strongly disagree	0	0%	0	0%
<b>Received good quality of service and information from stand assistant</b>				



<b>Strongly agree</b>	181	27%	15	37%
<b>Agree</b>	345	51%	18	43%
<b>OK</b>	70	10%	0	0%
<b>Disagree</b>	0	0%	0	0%
<b>Strongly disagree</b>	1	0%	0	0%
<b>Not applicable</b>	80	12%	8	20%
<b>Received good quality of information from EDUKEX website</b>				
<b>Strongly agree</b>	128	19%	10	24%
<b>Agree</b>	338	50%	16	39%
<b>OK</b>	91	14%	4	10%
<b>Disagree</b>	2	0%	0	0%
<b>Strongly disagree</b>	0	0%	0	0%
<b>Not applicable</b>	111	17%	11	27%
<b>After the exhibition, have you decided to study abroad</b>				
<b>Within 6 months</b>	67	10%	3	7%
<b>Within a year</b>	129	20%	4	10%
<b>After a year</b>	190	30%	15	37%
<b>No confirmed yet</b>	248	37%	19	46%
<b>Not considering</b>	4	1%	0	0%
<b>Planning to go to other countries</b>	5	1%	0	0%
<b>Financial support of overseas studies (Multiple choices)</b>				
<b>Parents/Family</b>	378	57%	19	48%
<b>Personal savings</b>	335	51%	23	58%
<b>Loan</b>	145	22%	6	15%
<b>Scholarships</b>	135	21%	6	15%
<b>Others</b>	8	1%	1	3%



<b>Channels of knowing Education UK Exhibition (Multiple choices)</b>				
<b>By newspaper</b>				
<b>Apple Daily</b>	36	5%	0	0%
<b>By websites/social media/mobile device</b>				
<b>British Council</b>	224	34%	13	32%
<b>YouTube</b>	12	2%	0	0%
<b>Facebook</b>	97	15%	4	10%
<b>Mobile App</b>	6	1%	0	0%
<b>By print advertisement (flyer/newsletter)</b>				
<b>British Council</b>	137	21%	7	17%
<b>Schools</b>	30	5%	2	5%
<b>Agencies</b>	42	6%	3	7%
<b>Libraries</b>	5	1%	0	0%
<b>Tissue papers (Kaohsiung only)</b>	--	--	3	7%
<b>By outdoor advertisement</b>				
<b>Bus panels (Taipei only)</b>	72	11%	--	--
<b>MRT TVCF (Taipei only)</b>	46	7%	--	--
<b>Street buntings</b>	201	30%	14	34%
<b>By word of mouth</b>				
<b>Families/ Friends</b>	196	30%	15	37%
<b>Teachers</b>	7	1%	1	2%
<b>Agents</b>	7	1%	1	2%



## Appendix 3: Exhibitors' survey results

Exhibitors' survey results	Taipei		Kaohsiung	
	2013	2012	2013	2012
Number of exhibitors	29	30	11	15
Number of exhibitor surveys collected	28	29	11	14

Exhibitors' survey results 2013	Taipei		Kaohsiung	
<b>1. Has your institution attended any previous exhibition this exhibition before?</b>				
Yes	24	86%	8	73%
No	4	14%	3	27%
<b>2. What were your objectives in attending?</b>				
Recruitment	5	18%	2	18%
Profile raising	4	14%	0	0%
Both	23	82%	9	82%
<b>3. What is your primary market interest in this event? (Multiple choices)</b>				
Undergraduate	19	21%	9	23%
Postgraduate taught	26	29%	10	26%
Postgraduate research	9	10%	6	15%
Higher national diploma and equivalent	3	3%	1	3%
Pre-university foundation courses	10	11%	5	13%
Foundation	11	12%	6	15%
Post-16 A-level	1	1%	0	0%
Pre-sessional English	10	11%	2	5%
School	0	0%	0	0%
<b>4. What is your assessment of the visitors?</b>				
Good number and good quality	10	36%	1	9%
Good quality only	12	43%	1	9%





Good number only	0	0%	0	0%
Disappointing	4	14%	9	82%
<b>8. Have you developed any new links or built on existing feeder or agent relationships by coming?</b>				
Yes	13	46%	2	18%
No	14	50%	7	64%
Questions 5 to 7 please refer to Appendix x				
<b>9. Please rate at level of satisfaction to the services and event arrangement provided by the British Council Taipei as listed below (Taipei)</b>				
	Very good	Good	Average	Unsatisfactory
9.1 Level of support received BEFORE the exhibition	16 (57%)	8 (29%)	3 (11%)	0
9.2 Level of support received DURING the exhibition	19 (68%)	7 (25%)	2 (7%)	0
9.3 Quality of the venue (Eslite Bookstore Hsin-yi)	19 (68%)	6 (21%)	3 (11%)	0
9.4 Quality of the stand design in Taipei	14 (50%)	9 (32%)	5 (18%)	0
9.5 Quality of stand assistant if any	9 (92%)	1 (9%)	1 (9%)	0
9.6 Length of the exhibition in Taipei	15 (54%)	12 (43%)	1 (4%)	0
<b>9. Please rate at level of satisfaction to the services and event arrangement provided by the British Council Taipei as listed below (Kaohsiung)</b>				
	Very good	Good	Average	Unsatisfactory
9.1 Level of support received BEFORE the exhibition	8 (73%)	2 (18%)	0	0
9.2 Level of support received DURING the exhibition	8 (73%)	1 (9%)	1 (9%)	0
9.3 Quality of the venue (Urban Hotel)	4 (36%)	1 (9%)	3 (27%)	3 (27%)
9.4 Quality of stand assistant if any	3 (27%)	2 (18%)	1 (9%)	0
9.5 Length of the exhibition in Kaohsiung	2 (18%)	4 (36%)	4 (36%)	1 (9%)
<b>11. Please give your overall assessment of the exhibition</b>				
Very good	4	14%	2	18%
Good	17	61%	0	0%



Average	7	25%	3	27%
Unsatisfactory	0	0%	6	55%
Not applicable (First-time attended)	0	0%	0	0%

**11. Please rate the importance of the following (Taipei only)**

Level of importance Decision making factor	1 <sup>st</sup> (x 5*)	2 <sup>nd</sup> (x 4*)	3 <sup>rd</sup> (x 3*)	4 <sup>th</sup> (x 3*)	5 <sup>th</sup> (x 3*)	Number of votes	Scores (weighted)
	Quality of events	12	5	2	2		
Service and activities	2	7	3	6	2	20	71
Business opportunities	13	5	0	2	1	21	94
Participation fees	7	5	5	1	2	20	79
Timing of and/or proximity to other events in the region	4	4	4	2	4	18	66
Others	0	0	0	0	0	0	0

**13. Will you be attending this event this time next year?**

Yes	16	57%	2	18%
No	0	0%	2	18%
Undecided	11	39%	6	55%



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

		Publication/Type	Description	Date
<b>Outdoor</b>	Street bunting	800 copies, Colour, side-by-side, 60 (W) x 150 (H) cm	Covered some main streets and campus areas in Taipei and Kaohsiung	Taipei: 5 February to 4 March Kaohsiung: 18 February to 4 March
	Bus panel	40 copies, Colour, 860~1010 (W) x 134~136 (H) cm	Covered 12 routes in Taipei city	4 February to 3 March
	MRT TVCF	409 台 94 月台層 copies, Colour, 152 (W) x 34.5 (H) cm	Taipei only	1 February to 2 March
	Tissue paper distribution	15,000 units, 12 (W) x 9.5 (H) cm	Point-to-point distributing tissue paper in areas close to campus and shopping centres in Kaohsiung	22 to 23 February; 2 to 3 March
<b>Print</b>	Experience UK	A book that the British Council Taipei collaborated with a local publisher 'BroadThinkTank', which is now available in local bookstores and online sellers		First edition published March 2013
	Newspaper	Apple Daily, Colour, 1/4 page, 15.2 (W) x 26.2 (H) cm	Daily distribution in Taiwan around 200,000 copies in Taipei, 180,000 copies in Kaohsiung	Taipei: 23 February to 1 March Kaohsiung: 23 February to 2 March
	Flyer	2,000 copies, A5, Colour, 80p, 14.8 (W) x 21 (H) cm	Distributed by agents and study abroad centres	One to two weeks prior to the exhibition
	British Council monthly newsletter What's On	Paper-based: Highlight of the month E-newsletter: Main feature	Monthly circulation around 8,000 copies paper-based, 22,000 subscribers for e-newsletter	February and March
<b>Online</b>	Facebook	Banner ads and post ads	CTR Forecasted 1,434,clicks; actual clicks 1,035 clicks	Banner ad: 26 January to 8 February Post ad: 16 February to 3 March
	Youtube	Banner ads in 480 (W) x 70 (H) pixels 300 (W) x 250 (H) pixels	CTR Forecasted 6,666,clicks; actual 7,462 clicks	Banner ad: 26 January to 3 March
	Mobile App	Banner ads in 320 (W) x 48 (H) pixels 480 (W) x 72 (H) pixels	CTR Forecasted 7,142,clicks; actual 7,184 clicks	4 February to 3 March
	British Council Facebook	Promotional message	5,638 Likes and 41 Shares	January to March



	Education UK website	Home page teaser 600 (W) x 200 (H) linking to an article	Monthly visits around 3,500 with more than 12,000 page views	January to March
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**Appendix 5: Event photos**

