



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

**Post-event report for
Education UK exhibition 2014**

**1-3 March 2014
Taiwan**

Introduction

The Education UK Exhibition March 2014 was held in the Eslite Bookstore Hsin-yi in Taipei and the Grand Hi-Lai Hotel in Kaohsiung. Together more than 1,500 visitors attended over the three-day event, with participation from 28 institutions.

The feedback showed visitors were satisfied with the event quality and information received through seminars and exhibitors. However, a notable decrease in visitor numbers in Kaohsiung and quieter foot traffic in Taipei suggests a change of timing and increase in pre-event publicity is required for better attendance.

This year showed an increased demand for subject areas other than business, arts and design, while the level of studies showed a slight increase in enquiries for undergraduate and PhD courses.

Further details on visitors and exhibitors' survey results can be found at the following pages.

This report covers:

This **Introduction** provides an overview of the report.
Page 2

Key **Highlights** of the event include visitor numbers, profiles and media exposures.
Page 3

Visitor's profile provides visitors' demographics and areas of interest.
Page 4 to 5

Marketing channel used for publicity.
Page 6

Visitors' Feedback explains methodology of surveys that we conducted and suggestions to the exhibition.
Page 7

Exhibitor's Feedback provides exhibitors' overall assessment on the event and suggestions to the British Council
Page 8

Future Steps which the British Council in Taiwan should adopt or consider.
Page 9

Appendix: **List of exhibitors**
Page 10

Highlights

There were -

31 BOOTHS, 28 INSTITUTIONS
1,566 visitors (Taipei: 1,406; Kaohsiung: 160)
 attending the exhibition

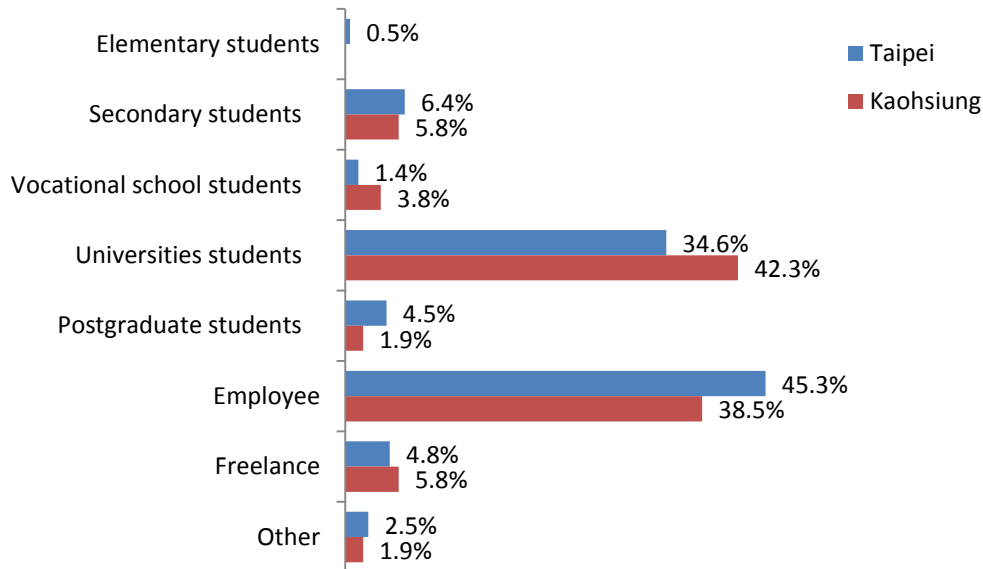
Media coverage - newspapers



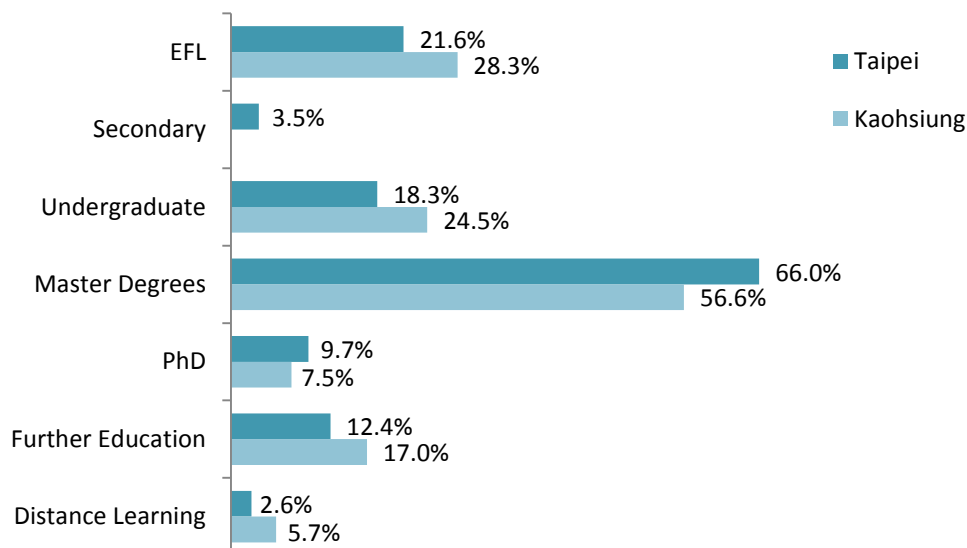
Visitors' profile

The majority of visitors are employees and university students at age 23 to 30 and 19 to 22 respectively.

(No. of responses Taipei/Kaohsiung: 561/52)



With the said audience group, postgraduate generated over a half of enquiries in level of study. (No. of responses Taipei/Kaohsiung: 547/53; please note that visitors could choose more than one interested level of study, hence the percentage may not add up to 100%)

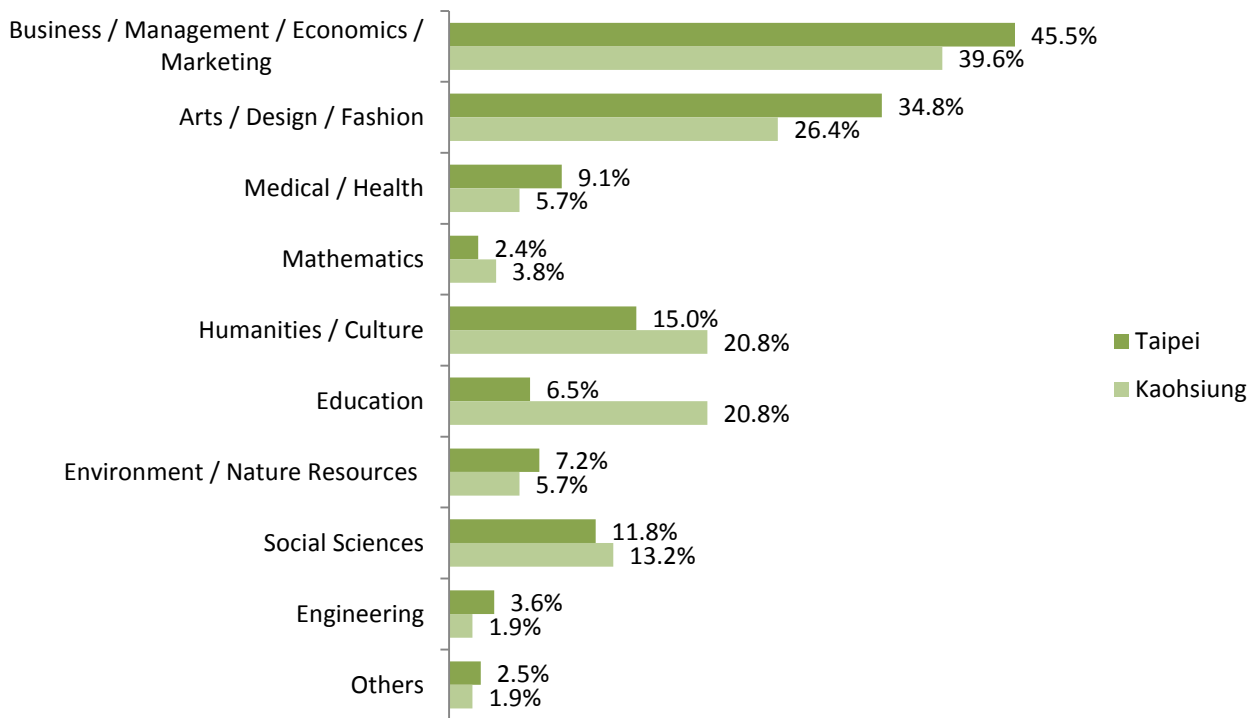


Taiwan remains a postgraduate-dominated market where undergraduate provisions have been oversupplied. It is generally perceived that having an overseas qualifications is beneficial to career development.

Visitors' profile (cont.)

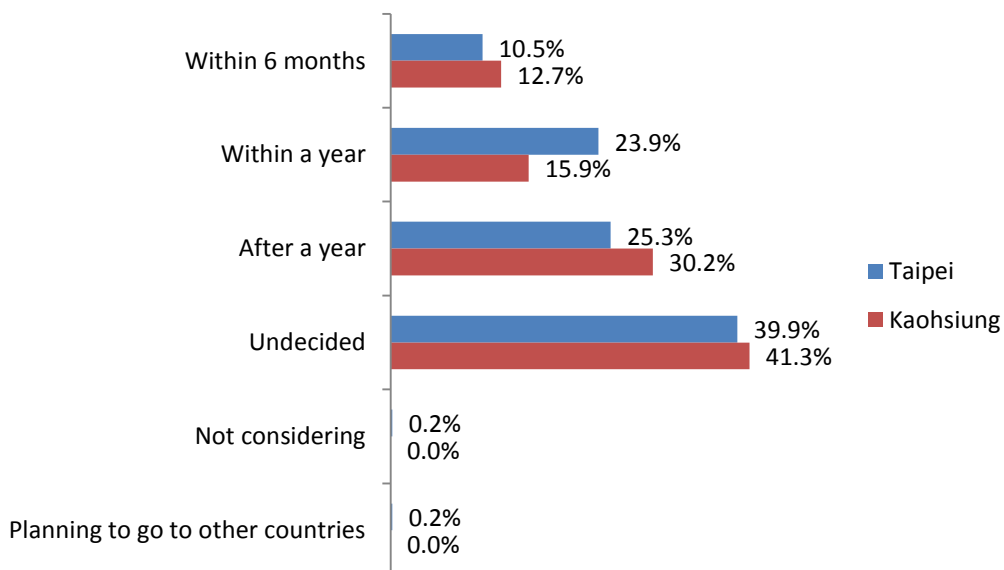
Diversified fields of interest were captured by exhibitors and the event organiser, although **business related studies, arts and design continued to be the most popular**. 'Others' here referred to tourism and culinary.

(No. of responses Taipei/Kaohsiung: 552/53; this is a question that multiple choices are allowed)



With regard to length of time expected to study overseas, **a quarter of visitors would consider going abroad in 12 months**.

(No. of responses Taipei/Kaohsiung: 569/63)

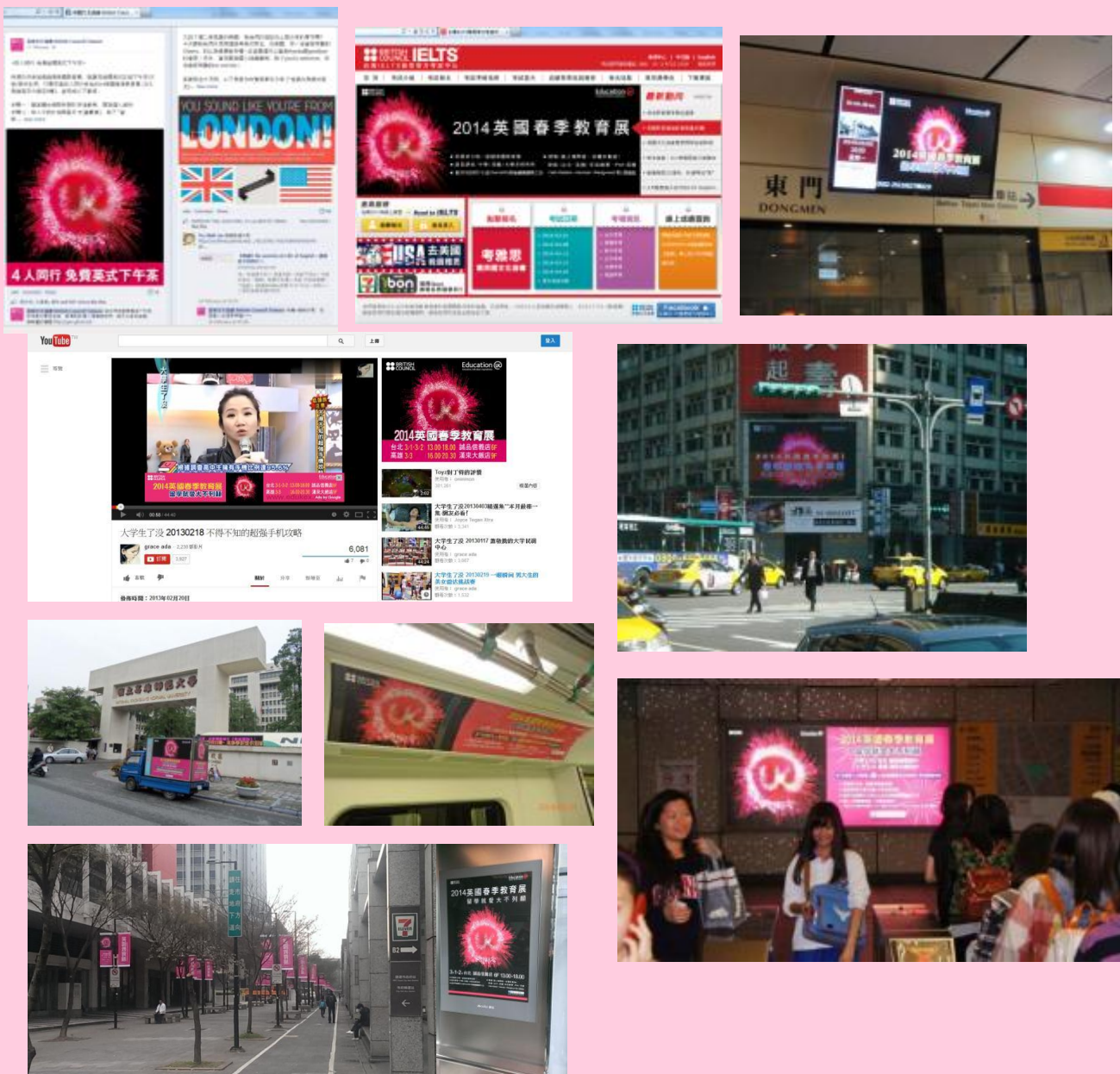


Marketing

We spent more than

NTD\$ 945K

on promotion

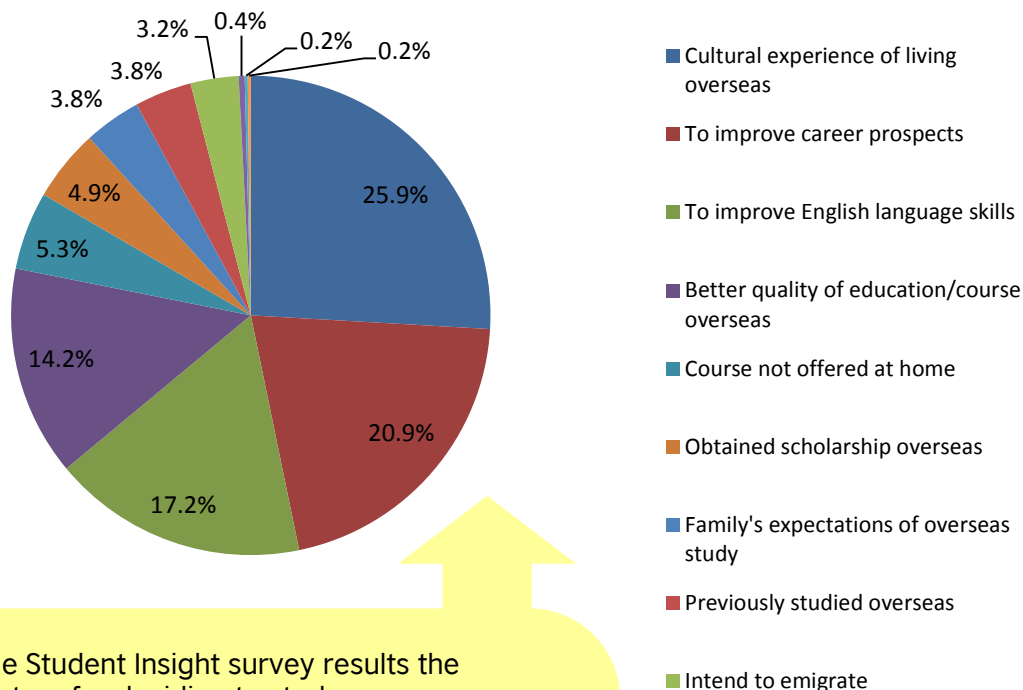


Visitors' feedback

Methodology

Two surveys were implemented in the exhibition: visitors' survey (paper-based) to evaluate how the exhibition went, and the British Council's global online survey 'Student Insight' (computer-based) on the student decision making process. Both surveys provided giveaways after completion plus lucky draws carried out after the exhibition.

No. of visitors' survey collected in Taipei / Kaohsiung: 587 / 63
No. of Student Insight respondents (Jan. to Mar. 2014): 295



Looking at the Student Insight survey results the 'important factors for deciding to study overseas included **cultural experience and career prospects**, which was chosen by nearly 50 per cent of survey respondents. This is an area for UK institutions to consider when planning their market strategy so as to differentiate from major recruiting countries.

Suggestions from visitors

- Expecting to meet with more institutions in the exhibition.
- A 'fast fact sheet' of participating institutions (ranking, employability, and scholarship opportunity).
- On-site student interviews with academics.
- Career advice on which subject areas selected.
- Work study programmes.
- Providing information on culture and travel in the UK.

Exhibitors' feedback

The following survey results were generated by the questionnaires that we collected in Taipei only. Due to the low turnout in Kaohsiung, it was evident that exhibitors were disappointed and hence feedbacks were given through conversations with exhibitors and participating agents. (No. of exhibitors' survey collected in Taipei: 28)

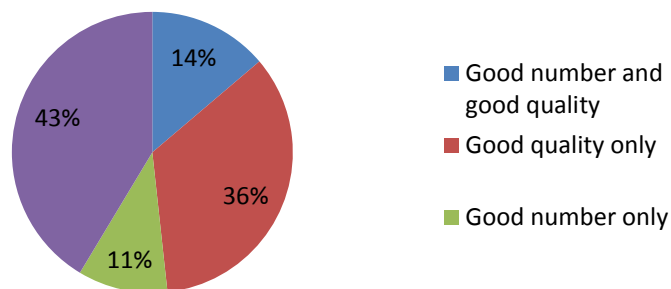
Main compliments

- Good venue/stand design; satisfied with the stand location.
- Staff members are very supportive.

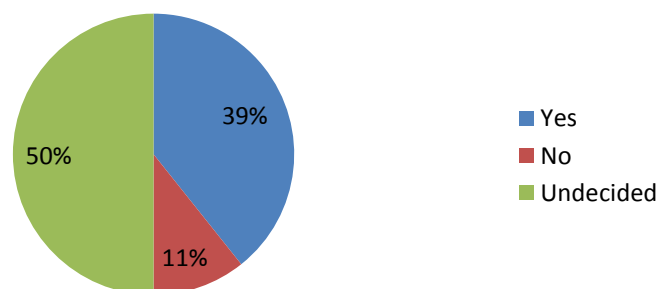
Main complaints *(responses following page)*

- The number of visitors is disappointing.
- The long weekend affects the attendance/ wrong timing for the exhibition?
- The even publicity is not strong or not seen (street buntings) comparing with exhibitions organised by agents.
- No Wifi in Taipei.

Overall assessment of the visitors:



Will the exhibitors be attending this event next year?



Future steps

Suggestions made by exhibitors and responses from the British Council in terms of event improvements are as follows.

British Council

- We had spoken to a few staff members and stakeholders attending other exhibitions for their views on how we can make our event more successful. This concludes: a) improve pre-event registration; b) target marketing to secure quality visitors; c) the more institutions to join, the better.
- Following the above, major changes made for future planning on exhibitions will include timing and promotion:
 - Timing: we clashed with a long weekend this year due to a national holiday falling on Friday, but we would also clash with other exhibitions taking place locally or in the EA region whether the event was held a week earlier or later. To minimise factors that may influence visitor numbers, we will look into possibility to schedule in the second week of March or in February. In addition, we are agreeable that the exhibition outside of Taipei should be arranged on weekends for better foot traffic, meaning that we will shorten the exhibition to two days or look at Friday and Saturday in Taipei.
 - Promotion: locations where street buntings could be hung was decided by the city government, which unfortunately we do not have control the available areas.. Areas of improvement we will certainly take forward are to differentiate our service provisions in the exhibition, polish current messaging on our websites and invest on student ambassadors in local institutions for their mobility and social network to increase visibility of the British Council's events on campus.
- Wifi resulted in many complains in Taipei as the venue itself is not equipped with internet access. Items on rental basis such as Wifi can be ordered prior to the event and it had been clearly stated in the exhibition handbook. Institutions wishing to access internet please do make your order online via the exhibition management system or email us. Alternatively, the British Council shall look for venues with wifi provision.

UK institutions

- The number of participating institutions plays a role to attract visitors, so this presents an important selling point to the nature of education exhibitions. Most enquiries we received about the exhibition were not only asking who would be coming but also how many would be appearing.
- In addition to rankings, career prospects and cultural experience are top two motivators when making the decision to study overseas. It would be helpful facilitating visitors' interest by emphasising information as such.
- In response to generic questions mostly asked by visitors, we encourage institutions to fill in online forms (on the exhibition management system) at early convenience in order for us to produce promotional literatures and highlight them on our websites.

Appendix: List of exhibitors

Booth No. (Taipei)	Booth No. (Kaohsiung)	Institution
Independent schools and colleges		
1		Academic Summer
3	2	Astrum Education
4		Bellerbys College
12		EF Academy
13	6	EF University Preparation
Further education colleges		
17		Le Cordon Bleu London
Higher education institutions		
2	1	University of the Arts London
5	3	Birmingham City University Birmingham Institute of Art and Design
6		Brunel University
7	4	University College Birmingham
8		University for the Creative Arts
9	5	University of Cumbria
10		De Montfort University, Leicester
11		University of East Anglia
14		Institute of Education, University of London
15	7	University of Kent
16		Kingston University London
18		University of Leicester
19	8	The University of Manchester
20		The University of Northampton
21	9	Northumbria University, Newcastle
22		Nottingham Trent University
23		Oxford Brookes University
24		University of Reading
25		Sheffield Hallam University
26		University of Southampton in the UK & Malaysia
27		University of Warwick
28	10	York St John University
Other organisations		
		Singapore Airlines
		Skyline Properties Ltd.