



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

**Post-event report for
Education UK Exhibition Taiwan 2015**

**7-8 March 2015
Taipei, Taiwan**

Introduction

Whilst the turnout of the Education UK exhibition March 2015 was smaller than anticipated, information that visitors received at the exhibition was highly regarded.

Business related studies, arts and design at postgraduate level were mostly sought after, whilst short courses, undergraduate and English language accounted for 30 per cent of interest by level of study. During the exhibition it was also observed that there is an increasing interest generated by enquiries for undergraduate/foundation and short courses combining English and work skills, but the market remains PG-focused and a niche one for non-HE UK education providers.

For promotion, the budget increased for cross-platform media, from which 44 per cent of visitors received the event message from the Internet, followed by 36 per cent through British Council promotional channels and word of mouth. This suggests a further investment in social media and local stakeholders to target audiences with strong interest in studying in the UK.

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

This report covers:

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

Page 2

Key **Highlights** of the event including visitor numbers, profiles and media exposure.

Page 3

Visitors' profile provides visitors' demographics and areas of interest.

Page 4 to 5

Marketing channels used for publicity.

Page 6

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

Page 7

Exhibitors' Feedback provides exhibitors' overall assessment of 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 11

Highlights

There were -

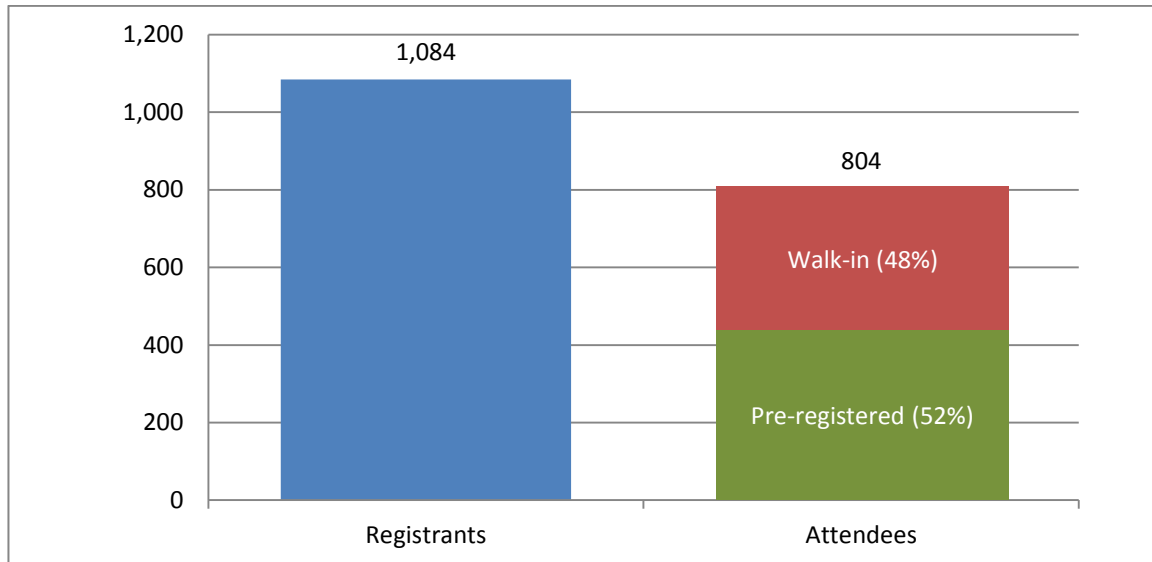
30 BOOTHS, 28 UK INSTITUTIONS
804 visitors (Total VRS registrants: 1,084)
attended the exhibition

Event photos

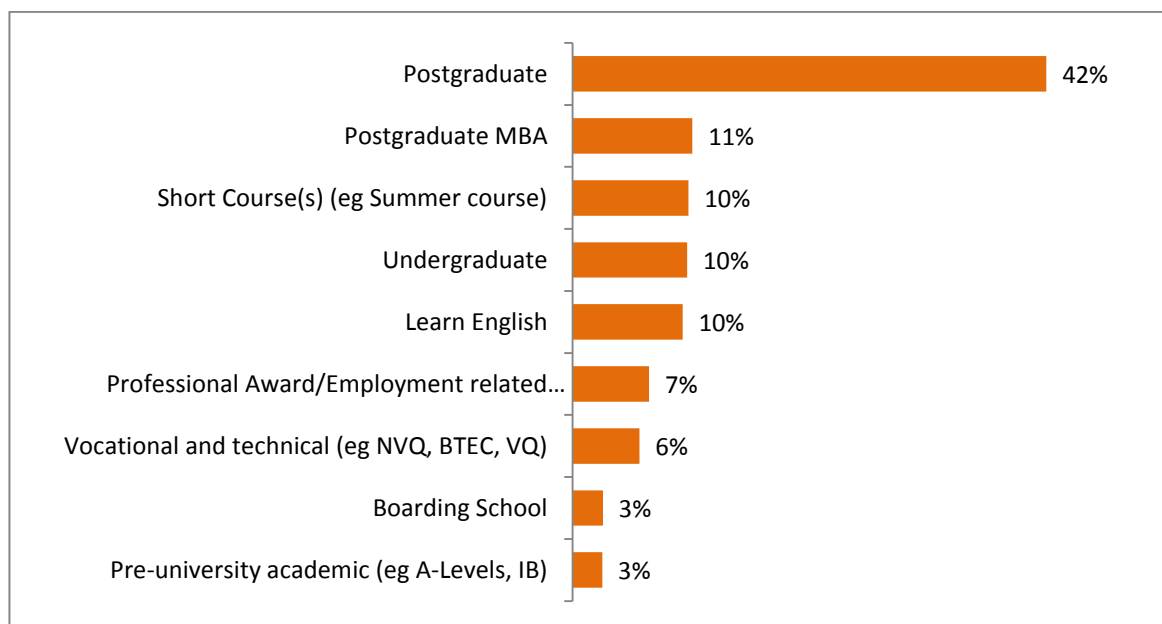


Visitors' profile

The VRS shows the majority of visitors are aged between 21 and 30 (60 per cent), followed by 11 to 20 and 31 to 40 (31 per cent combined), indicating they are either studying or working. Please note the turnout as shown below only logged in the number of QR codes scanned, hence the actual number of visitors would be slightly higher than this as it was not compulsory for visitors accompanied by friends/families to register for each individual when entering the exhibition venue.

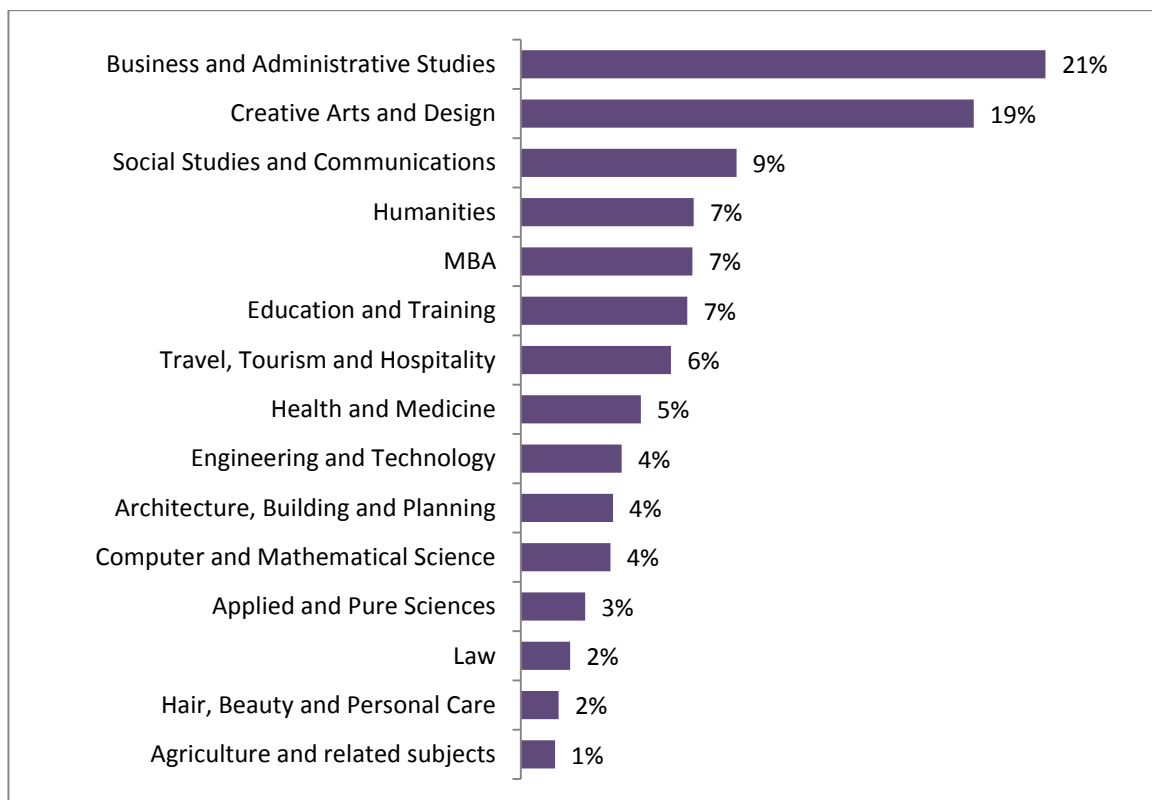


As for level of study, postgraduate and MBA together accounted for over a half of responses, combined with non-postgraduate studies did not suggest inconsistency as opposed to the same time last year. (No. of VRS counts: 1,767)

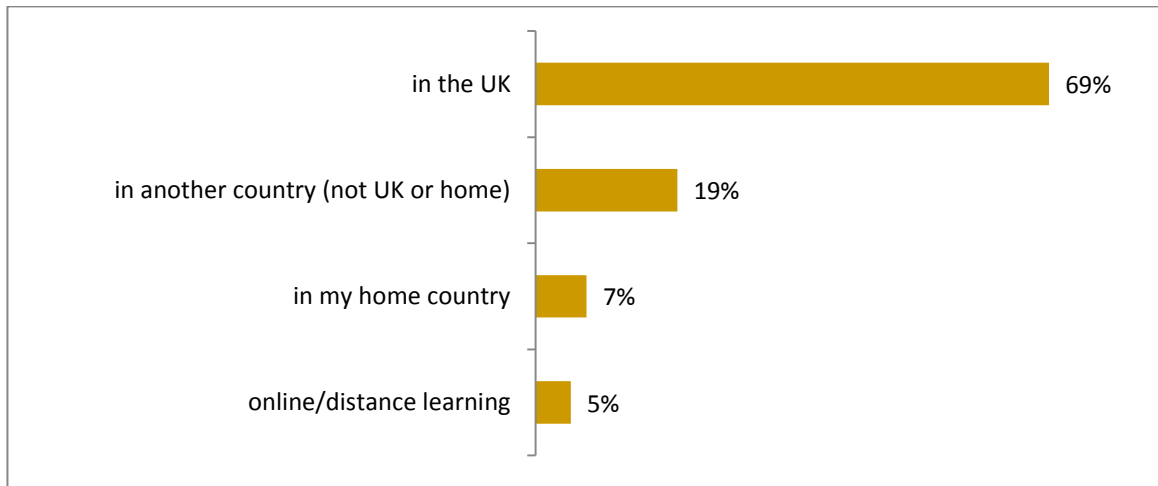


Visitors' profile (cont.)

Apart from business related studies, arts and design, other subject areas show similar levels of interest, suggesting that the need for overseas qualifications not relating to business and arts/design in local job market are not clear. In addition, education providers in country or overseas with competitive tuition fees and work placement opportunities can also dilute the demand for studying in the UK for a broad range of subjects. (No. VRS counts: 1,936)



The results for 'studying a UK qualification' suggest that the UK remains a preferred study destination, with nearly one fifth wishing to study in other countries. This implies Taiwan can be a potential market for transnational education development, despite the small number of students for TNE recruitment. (No. VRS counts: 1,439)



Marketing

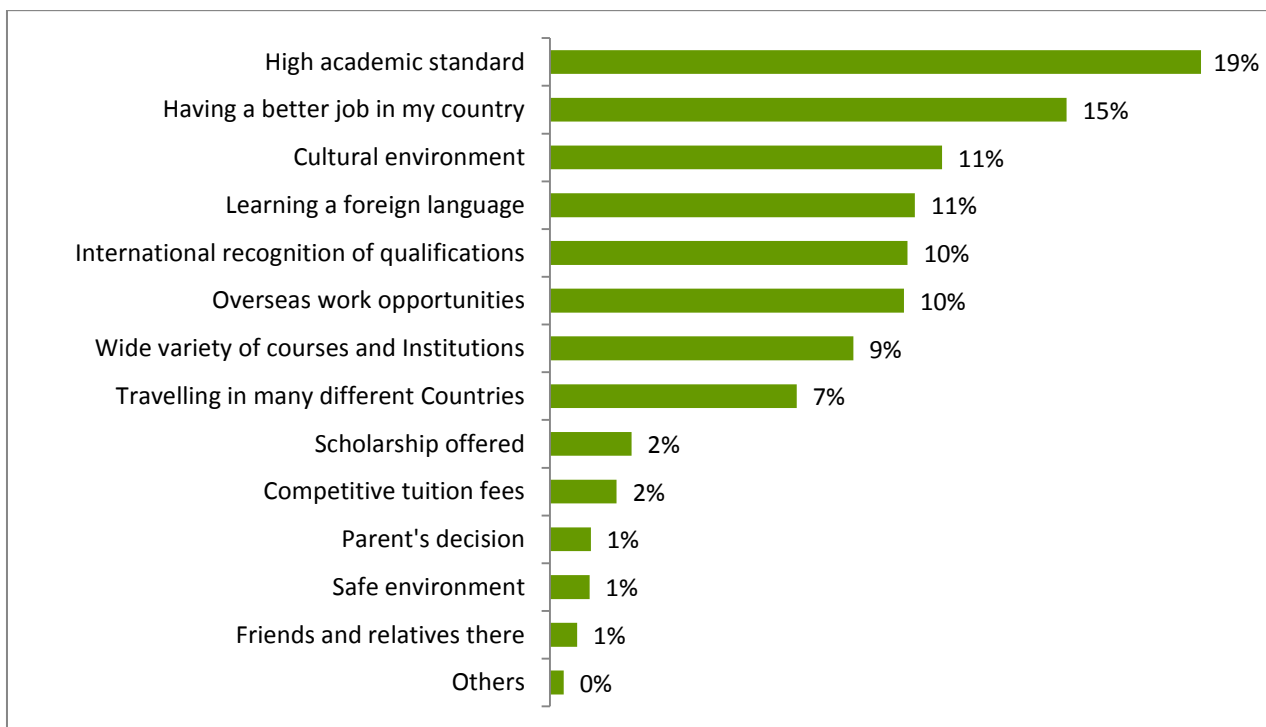
We spent **£ 26.8K** on promotion, accounting for a half of overall stand costs.



Visitors' feedback

Visitors' feedback was collected through the British Council's Visitor Registration System (VRS) that is used for visitors' profile, study preference, source of information and motivation, etc., and a paper form which visitors were asked to fill in at the exhibition, focusing on overall assessment of event quality.

No. of visitors' survey collected: 500
No. of VRS registrant: 1,084



The top four motivation factors of studying overseas were consistent with other student surveys carried out last year. Tuition fees here may look less important but enquiries on costs have been frequently made by students and parents in British Council organised events and presentations, which correlates with the recent competitions from countries close to Taiwan such as Singapore, Hong Kong and China. It is therefore suggested that UK institutions work with in-country stakeholders to develop proactive approaches to maximise the UK's strength in offering international/cultural experience and training that supports better employability and English language skills.

(No. of VRS counts: 2,802)

Suggestions from visitors

- Choose a venue which is close to a MRT station.
- More institutions, more information on rankings of universities/faculties.
- Career advice, alumni experience.

Exhibitors' feedback

The following survey results were generated by the questionnaire returned to British Council.
(No. of exhibitors' survey collected: 27)

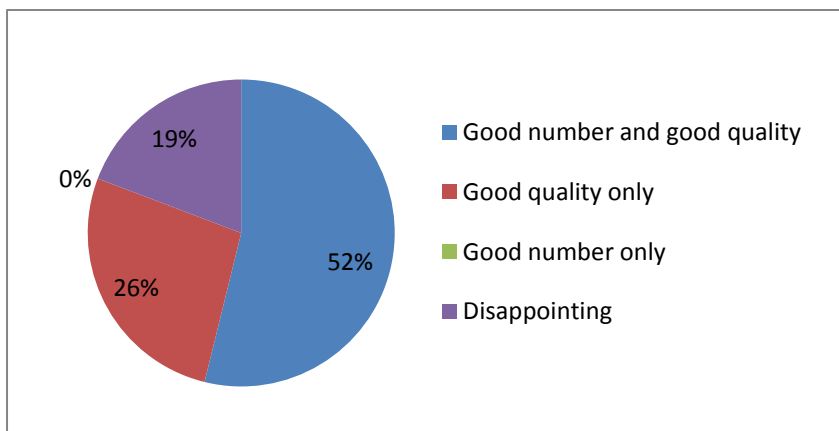
Main compliments

- Stand assistants/staff are very supportive and useful.
- Good quality of students.

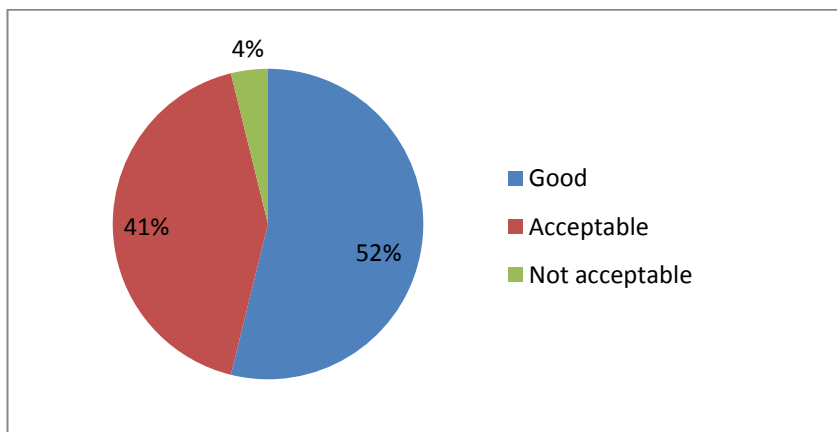
Main complaints *(responses on following page)*

- Exhibition organised by agents is cheaper and well-attended.
- Timing and location of the venue are less convenient.
- More signage and promotion required.
- VRS is nice but it is slow to connect; VRS / Wifi does not work.

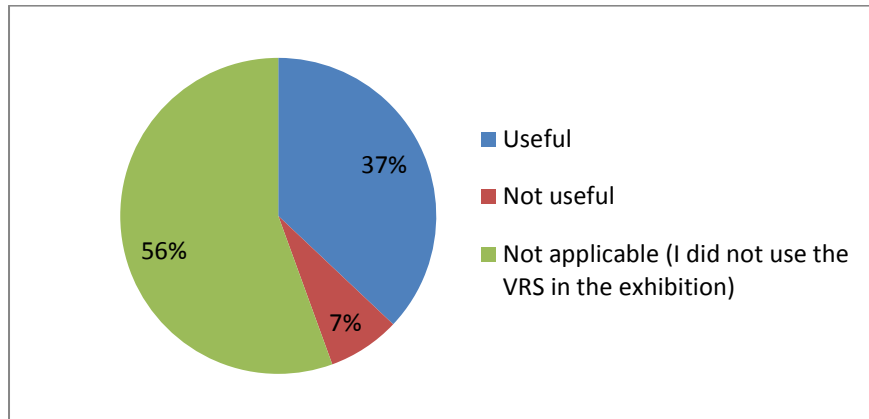
Overall assessment of the visitors:



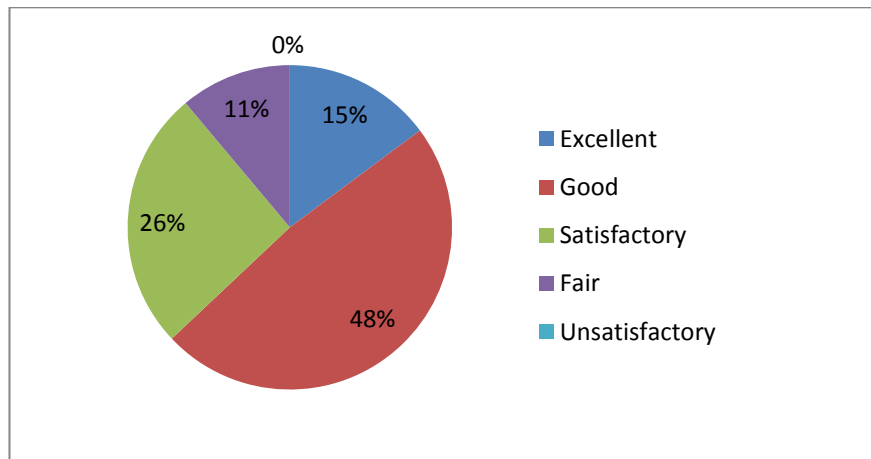
Quality of the venue in Taipei New Horizon:



Was the VRS



Overall assessment of the exhibition:



Future steps

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

British Council

- Agents' event is competitive in terms of costs and visitor numbers: We would like to reiterate that agents work with institutions on a commission basis and British Council does not- this is due to the different nature of organisations (commercial/not for profit). Location and signage of the exhibition venue were identified as areas for improvement. A couple of exhibitions taking place ahead of/on the weekend that brought many recruiting countries together, may as well draw less attention on the Education UK exhibition.
- Opening hours and location of the venue: Costs on the venue used in 2014 were much higher and the budget on promotion was therefore constrained, and we decided to hire Taipei New Horizon which is equipped with facilities required for events/activities. Exhibitors and agents

have pointed that we shall discontinue the use of Taipei New Horizon and consider opening the exhibition at 13.00 and closing after 17.00. It is possible to make the changes suggested; however the decision will be made according to the number of institutions that will attend.

- Signage and promotion: We are willing to increase spending on signage and promotion, however this will inevitably lead to an increase on the stand fee we charge. The advantage to using the Taipei New Horizon is that it is located in a cultural park known as one of the most popular attractions in downtown Taipei, and it also provides relatively new facilities and reasonable rental fees which allow more flexibility of media purchases. Since the majority of exhibitors were satisfied with the venue, we will first analyse the financial impact on an extensive use of signage and promotion.
- VRS and WiFi: We demonstrated how VRS works in the market briefing session and provided account details on site prior to the opening of the exhibition, which minimised issues around using the system. Likewise, complaints about WiFi quality have been largely reduced with only a few exhibitors having problems to access. For exhibitors that did not use VRS in the exhibition, they are encouraged to explore it later with the visitors' QR codes they have collected.

UK institutions

- Visitors' feedback on overall quality of the exhibition, information received through UK institutions and British Council were extremely positive, except for some comments relating to the long walking distance from a MRT station to the venue.
- An unusual issue was raised by one visitor who complained about an exhibitor being reluctant to speak to her as her English was difficult to follow. We believe this could have been caused by misunderstanding/misinterpretation of conversations and could be prevented. Exhibitors encountering visitors that may be difficult to speak with can always ask British Council staff immediately for a further assistance.

Appendix: List of exhibitors

No. of stands	Institutions
01	Astrum Colleges
02	Bellerbys College
03	Cambridge School of Visual & Performing Arts, Cats College
04	Mander Portman Woodward
05	Leeds College of Art
06	University of the Arts London
07	Birmingham City University
08	University of Bradford
09	The University of Buckingham
10	Bucks New University
11	University College Birmingham
12	Coventry University
13	University for the Creative Arts
14	De Montfort University
15	University of Derby
16	UCL Institute of Education
17	Falmouth University
18	University of Kent
19	Kingston University
20	University of Leicester
21	University of Lincoln
22	Manchester Metropolitan University
23	Nottingham Trent University
24	Queen Mary University of London

25	University of Southampton
26	Swansea University
27	University of Warwick
28	University of the West of Scotland