



**SERVICES FOR  
INTERNATIONAL  
EDUCATION  
MARKETING**

**Post-event report for  
Education UK Exhibition Taiwan 2016**

**5-6 March 2016  
Taipei, Taiwan**

# Introduction

Coinciding agent-led exhibitions for multiple study destinations impacted the UK specific fair; neither the turnout nor the quality of enquiries was satisfactory.

Despite the market remaining postgraduate-dominant, undergraduate has been catching up (13 per cent), where English learning, MBA and short courses shared nearly the same level of interest as per the visitors' feedback. Demands for pre-university education and vocational qualification were relatively small due to the local education context, which does not seem to look positive for the next couple of years.

In terms of publicity, nearly a half of visitors (49 per cent) had become aware of the event through the Internet, followed by 30 per cent from British Council and word of mouth. Impression on outdoor advertisement (MRT, street flags) was not as effective as it used to be, suggesting online media plays an extremely important role in event promotion.

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 10

# Highlights

There were -

**21 BOOTHS, 20 UK INSTITUTIONS**

**428 visitors** (Total VRS registrants: 568)

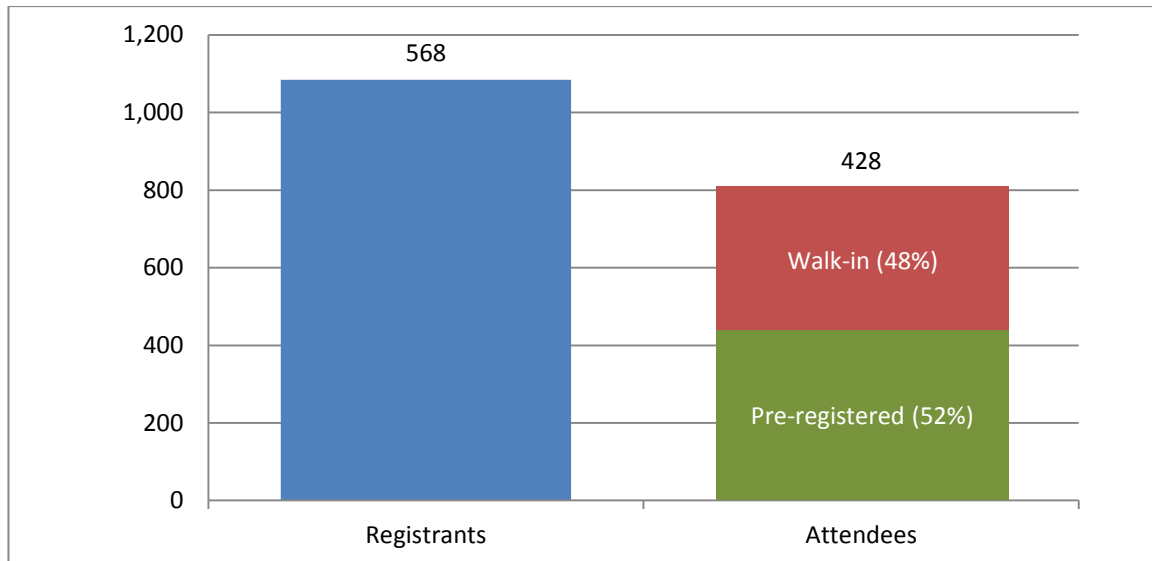
attending the exhibition

## Event photos



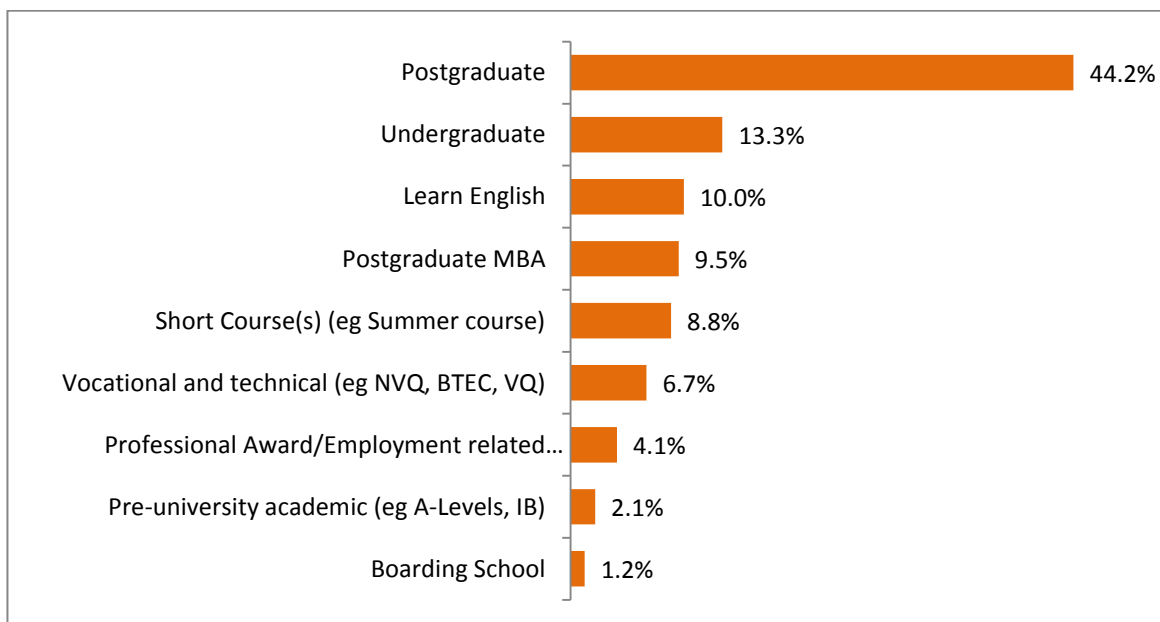
## Visitors' profile

The profile continues to be consistent with previous years, nearly 60 per cent of visitors are aged between 21 and 30, followed by 11 to 20 and 31 to 40 (16 and 15 per cent respectively), visitors are therefore either students or employees. Please note the turnout as shown below only logs the number of QR codes generated, 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.



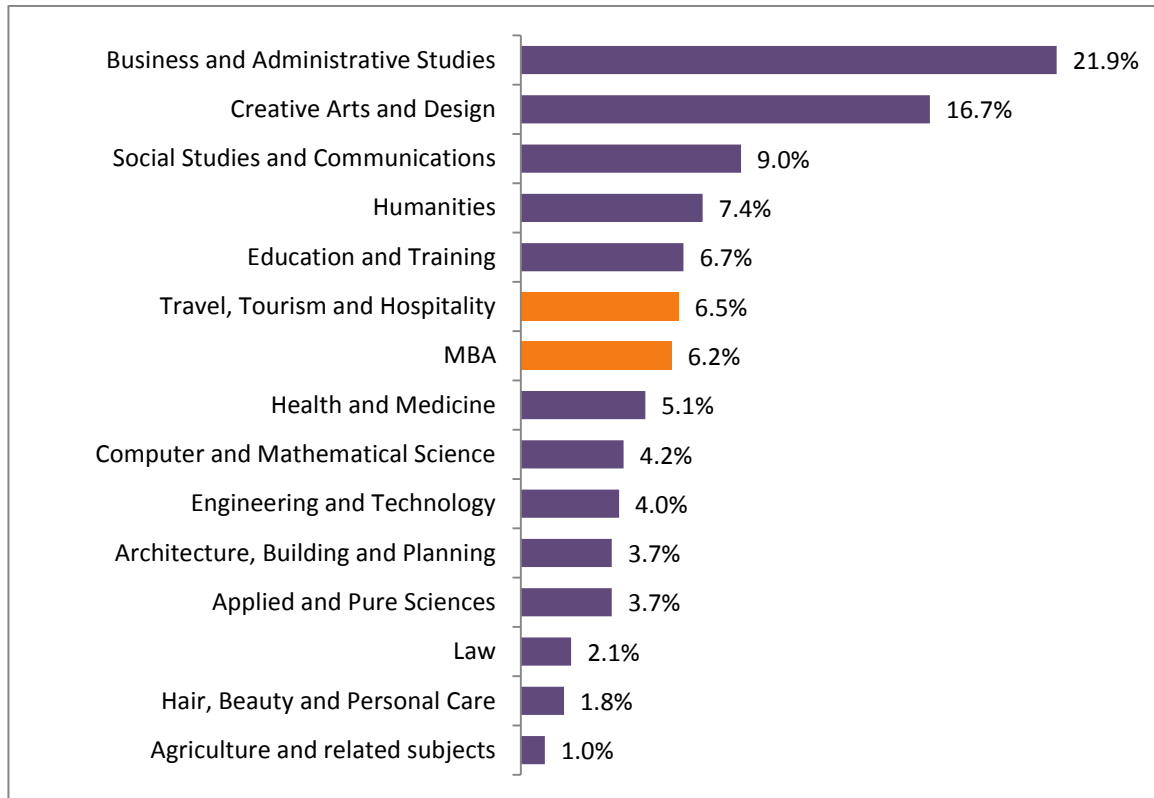
Though visitors' interest in undergraduate increased gradually, it may not necessarily benefit UG enrolments due to ample provision of universities in Taiwan and direct entry routes with incentives for progression to universities in the East Asia region.

(No. of VRS counts: 884)

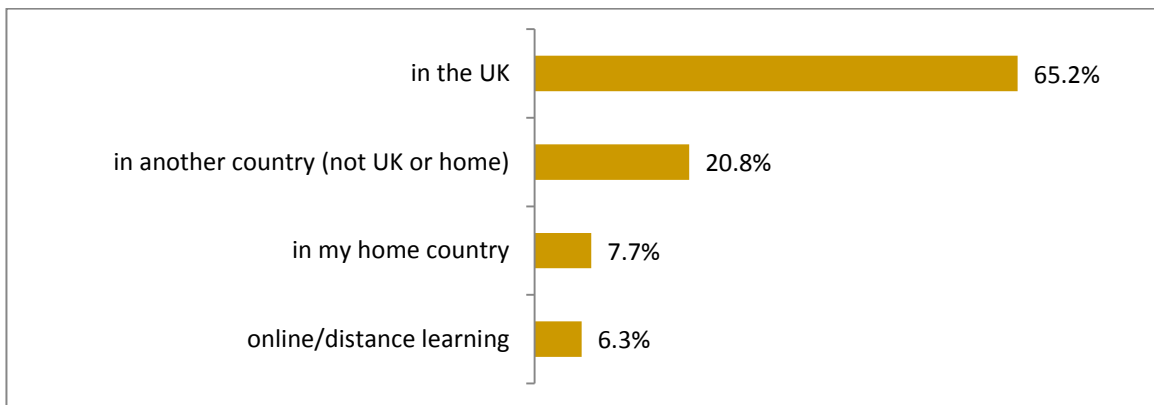


**Visitors' profile (cont.)**

The top four subject areas below remain unchanged and the others suggest a broad range of visitors' appetite for what the UK has to offer. Notably, travel, tourism and hospitality first overtook MBA due to local career trends. Demands for health and medicine are worth monitoring as Taiwan has been identified as one of the most rapidly aging nations in Asia. (No. VRS counts: 1,021)



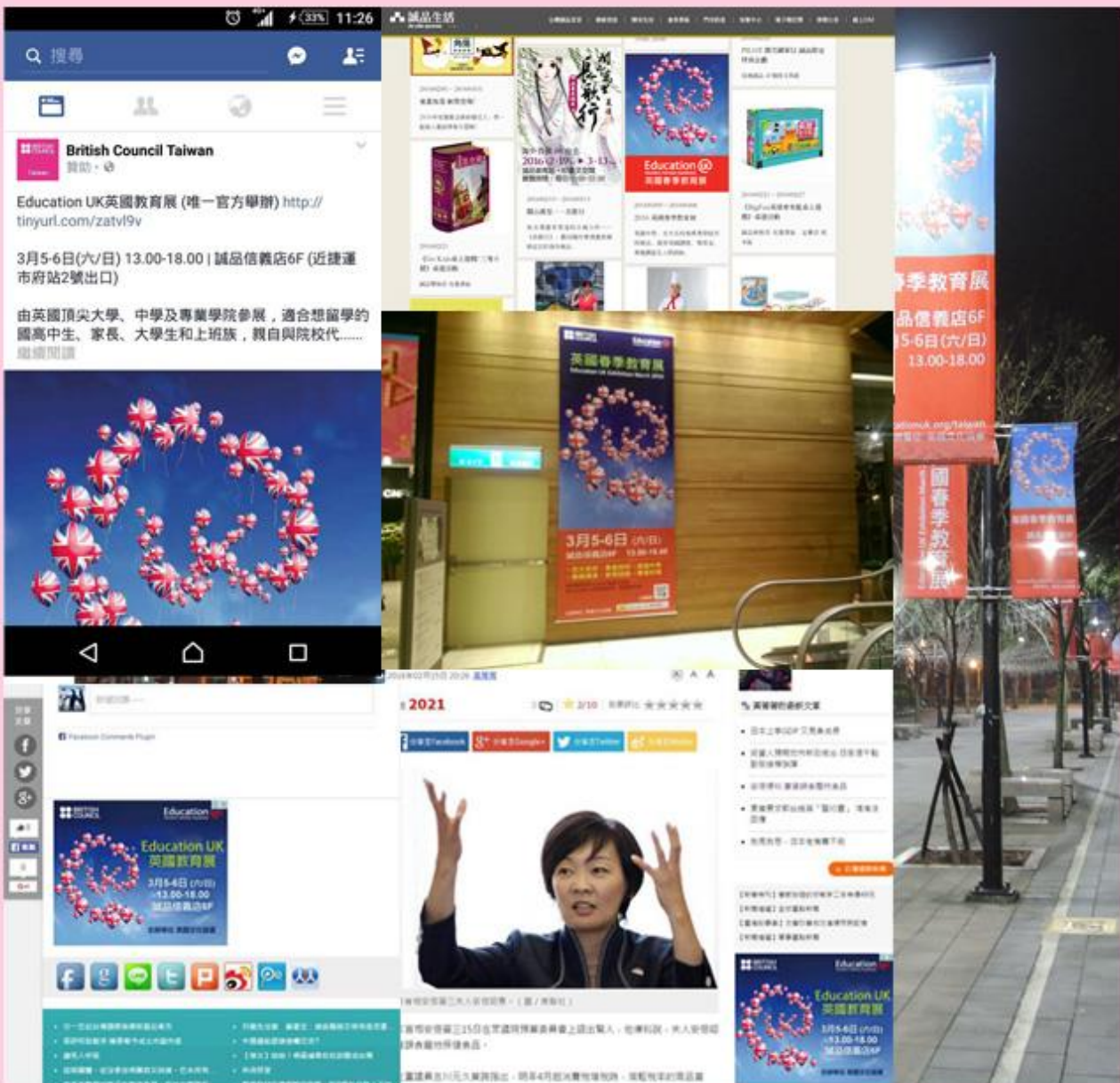
Taking a look at study destinations for a UK qualification, a mild growth of interest in studying elsewhere but the UK was captured compared to the same time last year, implying transnational education could be a market with growing acceptance in Taiwan, regardless of the government's regulations on recognition of overseas qualifications. (No. VRS counts: 758)





# Marketing

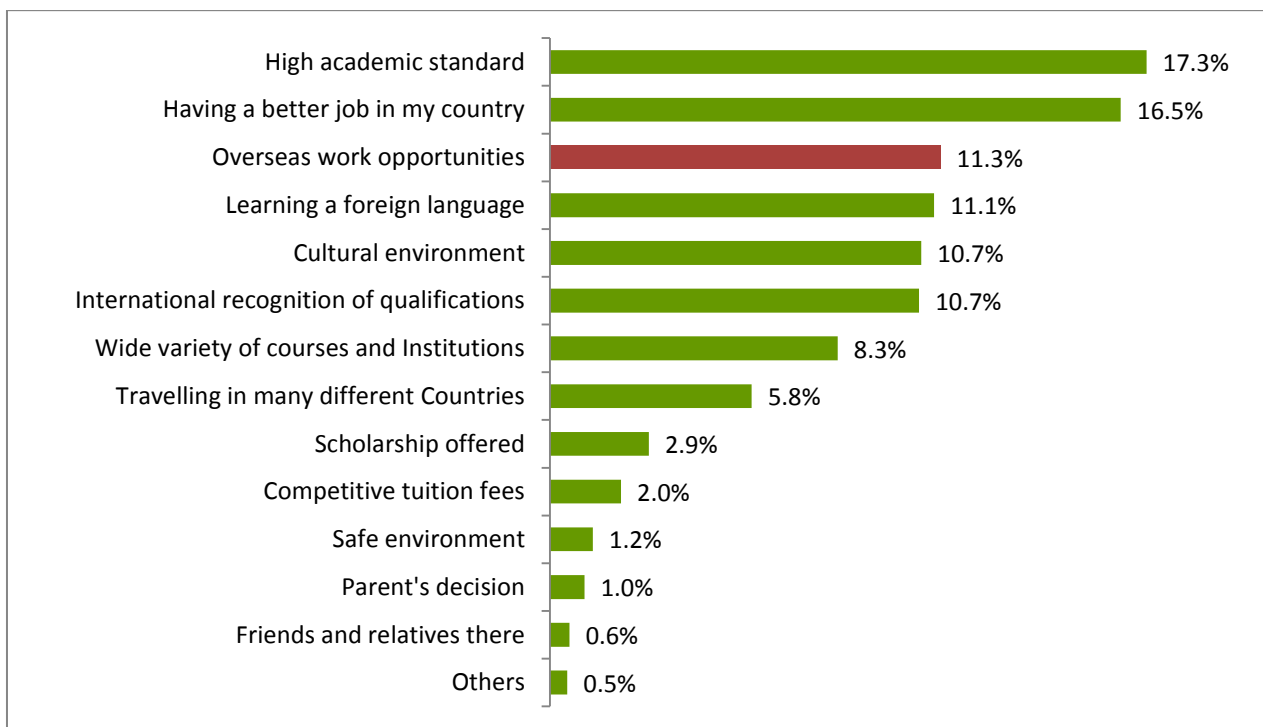
We spent **£ 22.3K** on promotion, accounting for over a half of the overall stand costs.



# Visitors' feedback

Visitors' feedback was collected through the British Council's Visitor Registration System (VRS) that is used to monitor visitors' profiles, study preferences, sources 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: 240**  
**No. of VRS registrant: 568**



Overseas work opportunities were ranked higher than last year, in the top three motivation factors when it comes to studying abroad, which potentially correlates to the popularity of working holidays and post-study opportunity promoted by competitors. The chart also indicates increasing challenges in communicating general benefits of studying overseas such as qualifications and cultural environment. Marketing student satisfaction and employability using surveys and statistics may no longer mark significant differences between competitors, hence the importance of defining the UK's market position in order to developing strategies for student recruitment.

(No. of VRS counts: 1,610)

## Suggestions from visitors

- More institutions.
- Include information on choosing a university and a course.
- Advice from alumni for post-study experience.

# Exhibitors' feedback

The following survey results were generated by the questionnaire returned to British Council. (No. of exhibitors' survey collected: 18)

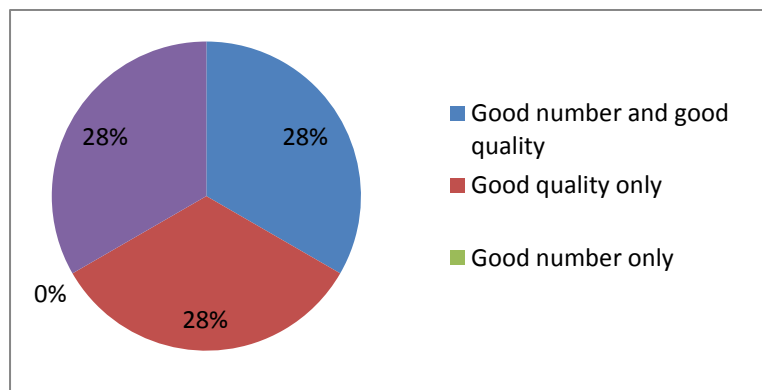
## Main compliments

- British Council staffs are very supportive, as they usually are.
- The venue and stand are all well designed.

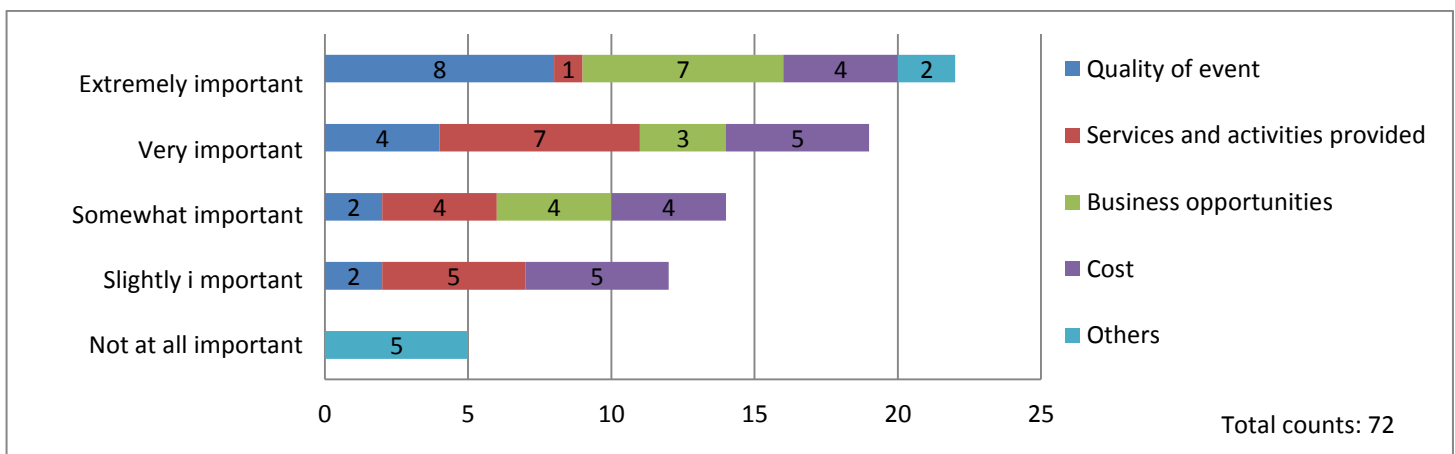
## Main complaints (responses on following page)

- The visitor number is very low.
- The new subject matrix does not accommodate respective institutions' needs.
- Concerns about whether the timing is good for the exhibition.

## Overall assessment of the visitors:



## The level of importance when choosing an exhibition to attend:





# Future steps

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

## British Council

- Given the low foot traffic on Sunday, exhibitors suggested one day in Taipei is more practical should the same format continue next year. This is very likely to be implemented in order to attract more attendance and to reduce costs. British Council will also work with local partners or stakeholder to develop activities (e.g. a taster experience for studying in the UK, subject-focused talks) to maximise the value for exhibitors and visitors by coming to the exhibition.
- In terms of timing, there is currently no better solution as the exhibition inevitably clashes with events organised either by local agents, British Council offices or counterparts in the East Asia region. Improving and increasing digital engagement with target audience year-round is therefore a key area that should be taken forward, to market the UK offer from a year before the exhibition takes place.
- Missing or incorrect dotting on subject matrix was reported; it was also pointed out that vocational courses were excluded which minimised the exposure of institutions with such offers. The event organisers will ensure a cross-check with senior staff members for all print materials.

## UK institutions

The 'exhibition profile' where institutions can upload logos and images, tick on subject areas offered and highlight areas of strength, has been made available on the British Council Services for International Education Marketing website. Please remember the importance of completing the profile early in order to prevent any delay in producing promotional materials.

**Appendix: List of exhibitors**

No. of stands	Institutions
01	Astrum Colleges
02	University of Arts London
03	Bellerbys College
04	Birmingham City University
05	CATS College and Cambridge School of Visual & Performing Arts
06	Coventry University
07	University College Birmingham
08	UCL Institute of Education
09	Kingston University
10	University of Kent
11	London South Bank University
12	University of Leicester
13	Northumbria University
14	Nottingham Trent University
15	Swansea University
16	University of Southampton
17	University of Sussex
18	University of West of Scotland
19	University of Warwick
20	York St John University