

The seeds of success
Education UK mini Exhibition
24 August 2013
Sheraton Grande Sukhumvit

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1. Event profile

Venue	24 August 2013, Sheraton Grande Sukhumvit	
Opening hours	13.00-18.00 hrs.	
Stand costs	£1,539 plus VAT	
Sponsors	Colliers Kasikorn Bank	
Unique feature to give added value	The first ever mini exhibition in Thailand in August to promote a January / February start and to provide opportunities for students who would like to study in the UK and do not want to wait until the next academic year.	
Seminars	Time	Topic
	13.00 -14.00	How to write an effective statement of purpose - Advice and guidance for students wanting to come and study in the UK. Support with writing a personal statement for application at both UG and PG levels.
	14.00 - 15.00	IELTS Workshop - Listening skills
	15.00 - 16.00	Art and Design: Creative Industries - Seminar about studying art and design in the UK, referencing the pathway options available.
	16.00 - 17.00	IELTS Workshop - Reading skills
	17.00 - 18.00	Understanding Native Speakers - Improve your listening skills in English! - You will learn how to deal with the main elements of native speech that make English and American native speakers difficult to understand. This will be of special interest to you if you are planning to study at a college or university in Britain or if you simply want to improve your understanding of English, American film and music!

2. Key statistics

Attendance	
Number of visitors	1,500
Number of registrations	1,367
Total number of exhibitors	33

Visitors' primary market objectives	
High School	137 (4.3%)
Bachelor's degree	336 (10.5%)
Master's degree	1187 (37%)
English language courses	396 (12.4%)
PhD	170 (5.3%)
Summer course	287 (9%)
Certificate courses/non-degree courses/NVQs	51 (1.6%)
Pre-Master's courses	310 (10%)
Foundation courses	144 (4.5%)
Specialised courses	170 (5.3%)

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

3. Impact of marketing plan

- The feedback from exhibitors on the number and quality of visitors to the exhibition was very positive which we feel has proven the success of the marketing campaign. The media campaign was praised both verbally and in writing by exhibitors and agents with comments such as 'Good promotion result in a good number of attendees', 'Promotion is good with several methods of communications'.
- Television and on-line were the most effective media to attract visitors to the event and so we will ensure they are utilised as the main media tool next year. Print media was found to be quite low in term of effectiveness and should be reviewed for next year.
- Apart from the exhibition, a series of seminars were used to attract students to the events. Every session was fully subscribed and in some cases oversubscribed.
- Family and friends or word or mouth are one of the most effective sources of information.



4 Conclusions and follow up

4.1 Key recommendations for institutions

- Although Master's degrees and business related subject areas are the most popular among Thai students, there was an increase in demand this year for Undergraduate programmes. Institutions are advised to bring more brochures for Undergraduate courses and International Foundation Programmes. Pre-master's courses are also another area that visitors are interested in.
- When exhibitors send educational materials or freight to the venue, they are advised to cover all the costs related to the freight, such as taxes, to avoid the items being delayed at customs.

4.2 Key recommendations for the British Council

- The marketing and advertising campaign for the exhibition proved to be highly successful. The British Council will aim to maintain the same standard of work on promoting and advertising the exhibitions.
- The first ever mini exhibition was deemed to be highly successful by exhibitors, with a high number of participants in attendance. Feedback indicated exhibitors are keen for it to be organised again next year, however the venue should be reviewed. We have received a lot of feedback from visitors that both the exhibition hall and the seminar room were too small. We will take on board these comments and look to review this for next time.
- The objective of the event was met: to promote a Jan/Feb start and to promote 2014/15 entry early. There were 32 and 38 per cent of visitors who were planning to study in the UK by January 2014 and September 2014 respectively. In addition, there were also 10 per cent of visitors who would like to start their courses in September 2013.
- The positioning of the exhibition in August was well received, especially as it was tied with other exhibitions in the region e.g. Hong Kong.

Appendix 1: List of participating institutions

1.	Abbey College Cambridge	21.	London South Bank University
2.	University of Aberdeen	22.	The University of Manchester
3.	Anglia Ruskin University	23.	Middlesex University
4.	Birmingham City University	24.	Northumbria University
5.	Brunel University	25.	Nottingham Trent University
6.	Cambridge Education Group	26.	Plymouth University
7.	Cass Business School, City University London	27.	Sheffield Hallam University
8.	City College Plymouth	28.	The University of Sheffield
9.	University for the Creative Arts	29.	The University of South Wales
10.	University of Cumbria	30.	University of West London
11.	University of East London	31.	University of Wolverhampton
12.	Gsm London	32.	Writtle College
13.	International Study Centres UK & Europe	33.	York St John University
14.	Into University Partnerships		
15.	University of Kent		
16.	Le Cordon Bleu		
17.	Liverpool Hope University		
18.	London College of Accountancy		
19.	London Metropolitan University		
20.	London School Of Business & Finance		

Appendix 2: Visitors' survey results

Timetable – Expect to Leave

Timetable – Expect to Leave	Count	Percentage
September 2013	176	9.10 %
January 2014	610	31.52 %
September 2014	735	37.98 %
Other	414	21.40 %
Total	1,935	100 %

Subject of Study

Subject of Study	Count	Percentage
Architecture / Urban Planning	81	1.79 %
Art / Culture	193	4.26 %
Fashion / Design	207	4.57 %
Business / Economics / Management	817	18.03 %
Marketing	331	7.31 %
International Business	483	10.66 %
Finance	250	5.52 %
Computer Science / IT / Telecommunication	127	2.80 %
Cuisine / Culinary	123	2.71 %
Tourism & Hotel Management / Gastronomy	235	5.19 %
Education	83	1.83 %
Engineering	201	4.44 %
Humanities / Social Sciences	166	3.66 %
Political Science	115	2.54 %
Language / Literature / Translation	199	4.39 %
Law	151	3.33 %
Media / Communication	199	4.39 %
Medicine / Health	132	2.91 %
Physical Education, Recreation & Leisure	13	0.29 %
Psychology	116	2.56 %
Religion & Theology	10	0.22 %
Agriculture / Agronomy	18	0.40 %
Environment and Natural Resources	72	1.59 %



Science	101	2.23 %
Biology	43	0.95 %
Chemistry	43	0.95 %
Physics	22	0.49 %
Total	4,531	100 %

Source of Information

Source of Information	Count	Percentage
British Council	231	14.80 %
Family/ Friends	218	13.97 %
School/ Institution	29	1.86 %
Facebook/ Twitter	192	12.30 %
E-news	137	8.78 %
Invitation letter	28	1.79 %
SMS from British Council	9	0.58 %
A-Day Bulletin	1	0.06 %
TV	191	12.24 %
Krungthep Thurakij Newspaper	45	2.88 %
Google	76	4.87 %
BTS	59	3.78 %
Billboard at British Council	52	3.33 %
Posters/ postcards	19	1.22 %
Others	274	17.55 %
Total	1,561	100 %

Appendix 3: Exhibitors' survey results

1. Has your institution attended this exhibition before?		
	Tally	Percentage
Yes	24	82.76%
No	5	17.24%
Total	29	100%

2. What were your objectives for coming?		
	Tally	Percentage
Recruitment	4	13.79%
Profile Raising	2	6.90%
Both	23	79.31%
Total	29	100%

3. What is your primary market interest in this event?		
	Tally	Percentage
Undergraduate	19	25.00%
Postgraduate taught	22	28.95%
Postgraduate research	2	2.63%
Higher national diploma and equivalent	3	3.95%
Pre-university foundation courses	8	10.53%
Foundation	8	10.53%
Post-16 A-level	4	5.26%
Pre-sessional English	9	11.84%
School	1	1.32%
Total	76	100%

4. Who are the visitors that you wanted to attend this exhibition
1. Qualified and serious students
2. Students for January intake
3. English / Postgraduate student
4. Thai students interested in studying arts and design in the UK.
5. Students who are looking for a January intake/ foundation course.
6. Undergraduate and Postgraduate students
7. High school students / general professionals



8. Students looking for a last minute September start.

9. Clearing for September 2013 students.

5. What is your assessment of the visitors?

	Tally	Percentage
Good number and good quality	25	86.21%
Good quality only	2	6.90%
Good number only	2	6.90%
Disappointing	0	0%
Total	29	100%

6. What recommendations have you got for the future of this particular event for the British Council?

- Maybe 2 days, split between English + UG + PG.
- More information in advance about details - did not know to bring stand-up banners.
- Longer hours.
- Bigger function room, larger tables for materials.
- Should be spread over 2 days.

7. What learning points have you picked up for your institution?

- Foundation courses are necessary to capture degree students.
- Predominantly a PG market but a growing UG market.
- Send more PS brochures.
- Most visitors are coming to find undergraduate and postgraduate program.

8. What market developments have you noticed by coming?

- Design + Agriculture
- No clearing enquiries
- Postgraduate market
- International hospitality management
- Foundation courses
- Thai students increasingly are interested in UG & pre-degree.
- Many MBA enquiries.
- More developed interest in UK education
- Continued interest in foundation program
- Need for in-house English testing

9. Have you developed new links or built on existing feeder or agent relationships by coming?

	Tally	Percentage
Yes	16	72.73%
No	6	27.27%
Total	22	100%

10. How do you rate the support to your business needs from the British Council before and during the event?

	Tally	Percentage
Unsatisfactory	0	0%
Satisfactory	6	25%
Good	10	41.67%
Very good	8	33.33%
Total	24	100%

Comments:

- Uraivan was very professional and good a contact before and during event.
- We need a free photocopy service.

11. How do you rate the quality of the accommodation?

	Tally	Percentage
Unsatisfactory	0	0%
Satisfactory	4	25%
Good	4	25%
Very good	8	50%
Total	16	100%

List of accommodation:

- Sheraton Grande Sukhumvit
- Courtyard@Marriott
- Conrad
- Novotel Ploenchit
- Hilton Millenium
-

12. How do you rate the quality of the venue?

	Tally	Percentage
Unsatisfactory	0	0%
Satisfactory	4	16.67%
Good	11	45.83%
Very good	9	37.50%
Total	24	100%



13. How do you rate the quality of assistants/interpreters? (Agent)

	Tally	Percentage
Unsatisfactory	0	0%
Satisfactory	0	0%
Good	3	9.09%
Very good	5	15.15%
N/A	25	75.76%
Total	33	100%

14. Please give your assessment of the exhibition in terms of innovation, promotion of Education UK brand, presentation and overall impact.

- Superb organisation and a very good quality service.
- Good. Better if you have a video presentation of UK alumni.
- Good promotion resulting in a good number of attendees.
- Very good
- Larger building to allow an increased UK brand building.
- Promotion is good with several methods of communications
- Similar format to other BC fair. Good promoting of the UK brand.

15. Please give your overall assessment of the exhibition?

	Tally	Percentage
Good exhibition consistent with previous year's event	16	84.21%
Not as good as previous year's event	2	10.53%
Better event than previous year	1	5.26%
Worse event than previous year	0	0%
Total	19	100%

16. Do you see Bangkok as a potential market for your institution?

	Tally	Percentage
Yes	24	96%
No	0	0%
Not sure	1	4%
Total	25	100%

17. Do you think your participation was a worthwhile investment of time and money?

	Tally	Percentage
Yes	20	83.33%
No	1	4.17%
Not sure	3	12.5%
Total	24	100%



18. When do you prefer the exhibition to be held (can specify the month)?

- August is the best time, or maybe October.
- In line with other regional events to cut travel cost.
- Too late for clearing - end July or May/ June time.
- August is ok / June could be good too.
- June or July
- August and February
- October

19. Will you be attending the event this time next year?		
	Tally	Percentage
Yes	15	60%
No	1	4%
Not sure	9	36%
Total	25	100%

20. Additional comments and suggestions

- Well organised and well attended event. Location was well, and staff were very helpful.
- A worthwhile event!
- We did not receive any clearing enquiries! Perhaps you can list the universities with places left for enquiries.
- Exhibition hall is freezing cold.

Appendix 4: Advertising and promotion plan (media plan)

Televisions – the highest rating programmes



A banner on British Council office glass wall



Poster and leaflet



BRITISH COUNCIL

Education UK
Innovative. Individual. Inspirational.

The seeds of success

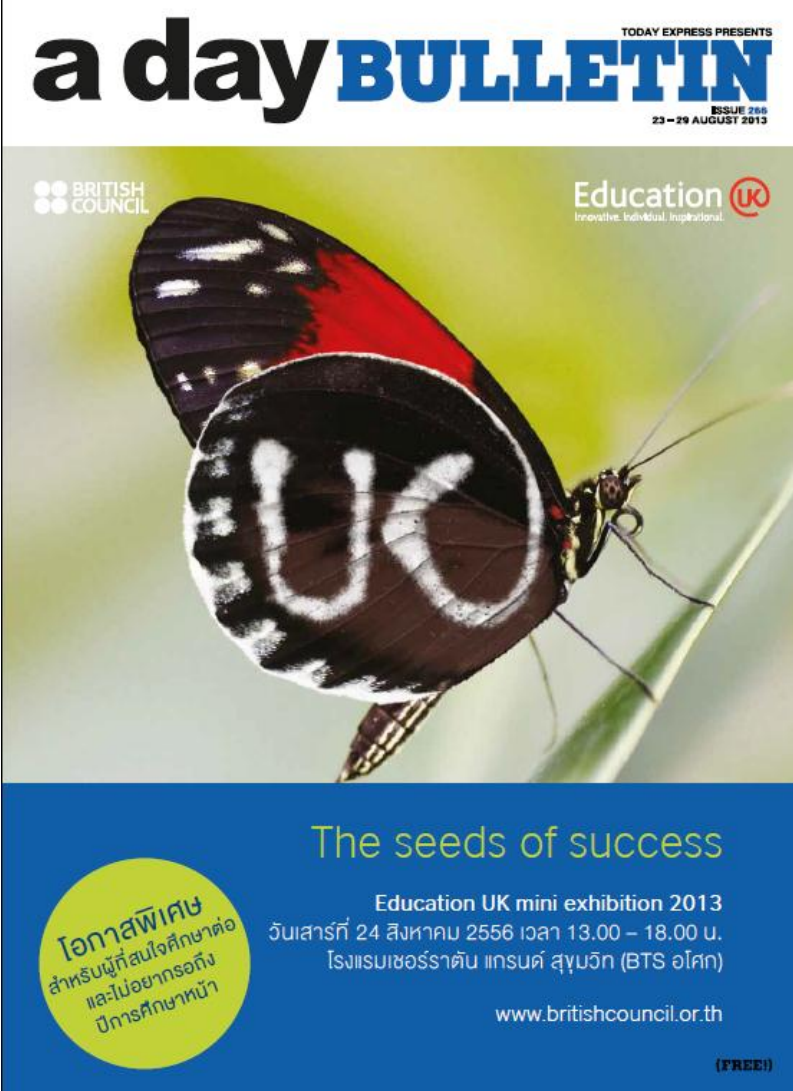
Education UK exhibition 2013
เสาร์ที่ 24 สิงหาคม 2556 เวลา 13.00 – 18.00 น.
โรงแรมเชอร์ราตัน แกรนด์ สุขุมวิท (BTS อโศก)

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The image shows the front cover of the 'a day BULLETIN' newspaper. At the top, there is a blue banner with white starburst patterns. Below this, the title 'a day BULLETIN' is prominently displayed in a bold, sans-serif font. To the right of the title, it says 'TODAY EXPRESS PRESENTS' and 'ISSUE 288' with the dates '23 - 29 AUGUST 2013'. The main visual is a close-up photograph of a butterfly with black wings, a red patch on the upper wing, and the letters 'UK' written in white on the lower wing. In the top left corner, the 'BRITISH COUNCIL' logo is visible. In the top right corner, the 'Education UK' logo is present with the tagline 'Innovative. Individual. Inspirational.' The bottom section of the cover has a blue background with white and yellow text. On the left, there is a yellow circular graphic containing Thai text. The main text in this section includes the title 'The seeds of success', the event name 'Education UK mini exhibition 2013', the dates and time 'วันเสาร์ที่ 24 สิงหาคม 2556 เวลา 13.00 - 18.00 น.', the location 'โรงแรมเชอร์ราตัน แกรนด์ สุขุมวิท (BTS อโศก)', and the website 'www.britishcouncil.or.th'. A small '(FREE)' logo is in the bottom right corner of this section.

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ISSUE 288
23 - 29 AUGUST 2013

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Banners at BTS sky train stations

